

March 2016 Marriott Rewards Email Program Review

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March 2016 Summary Program Review

March 2016 Key Storylines

- ❖ **The program generated highest March bookings and room nights since 2012**
- ❖ **eNews & Benefits supported MRCC acquisition goals by featuring the 80 K pt offer**
- ❖ **Destinations launched to Core (Default) audience & continued to evolve travel inspiration content and support leisure stay initiatives**
- ❖ **Hotel Specials generated the most bookings since Mar '14 and the highest booking per delivered since Jan '15**
- ❖ **Multiple new campaigns launched to support 2016 goals & objectives**
 - **Summer Leisure Solo – inspire leisure travel**
 - **WHPH Taste of Gold – stimulate PO enrollment**
 - **Onboarding – stimulate early engagement, increase loyalty, and motivate 2nd stay**
- ❖ **Content & image tests were conducted in Destinations & Benefits**

Executive Summary: Mar 2016 YoY overview

		eNews + Program	HS + Benefits	Offers	Solos	Lifecycle	MRCC	METT	Dest.
Audience	Audience*	16.8 M +3.6%							
	Total Delivered	85.2 M 66.2%	11.7 M 11.8%	11.2 M 6.9%	27.9 M 411.4%	5.2 M 109.2%	12.0 M 27.5%	5.9 M -1.9%	10.8 M 55.0%
	Unsub Rate	0.29% 0.1%	0.27% 0.2%	0.13% -0.0	0.31% 0.2%	0.64% 0.2%	0.32% 0.1%	0.16% 0.0%	0.30% 0.1%
	Delivery Rate	98% -0.6%	99% 1.4%	97% -2.8%	98% -0.6%	97% 0.5%	99% 0.0%	96% -3.4%	99% 99.1%
Engagement	Open Rate	23.0% -0.9 pts	19.9% -0.1 pts	19.3% -0.3 pts	24.6% -8.5 pts	34.6% -2.1 pts	20.9% -1.6 pts	24.3% -2.5 pts	22.3% -1.7 pts
	Opens	19.6 M 59.9%	2.3 M 11.1%	2.2 M 5.3%	6.9 M 280.0%	1.8 M 97.3%	2.5 M 18.3%	1.4 M -11.1%	2.4 M 44.1%
	Click Rate	2.2% -0.0 pts	2.7% 0.6 pts	1.7% -0.6 pts	2.8% -1.1 pts	6.2% -2.4 pts	0.7% -0.2 pts	0.8% -0.3 pts	1.0% -0.4 pts
	Unique Clicks	1.9 M 66.2%	319.8 K 46.6%	193.9 K -19.3%	794.0 K 272.7%	319.8 K 50.4%	78.7 K 1.3%	44.6 K -27.8%	113.4 K 10.6%
	Click to Open Rate	9.5% 0.4 pts	13.7% 3.3 pts	9.0% -2.7 pts	11.6% -0.2 pts	17.9% -5.6 pts	3.1% -0.5 pts	3.1% -0.7 pts	4.7% -1.4 pts
Financial	Bookings	175.9 K 51.7%	32.3 K 18.4%	20.3 K 10.1%	67.3 K 195.5%	30.7 K 34.2%	8.2 K 45.7%	4.8 K -18.2%	11.9 K -9.6%
	Revenue	\$64.2 M 47.9%	\$12.3 M 18.5%	\$7.1 M 9.3%	\$24.2 M 178.5%	\$11.9 M 24.8%	\$2.5 M 22.3%	\$1.7 M -14.9%	\$4.1 M 1.0%
	Conversion Rate	9.4% -0.9 pts	10.1% -2.4 pts	10.5% 2.8 pts	8.5% -2.2 pts	9.6% -1.2 pts	10.4% 3.2 pts	10.8% 1.3 pts	10.5% -2.3 pts
	Bookings per Delivered(K)	2.1 -8.7%	2.8 5.9%	1.8 3.0%	2.4 -42.2%	6.0 -35.8%	0.7 14.2%	0.8 -16.6%	1.1 -41.7%

* Calculated using Mailable Openers** from Active, Inactive, and Non Member Counts

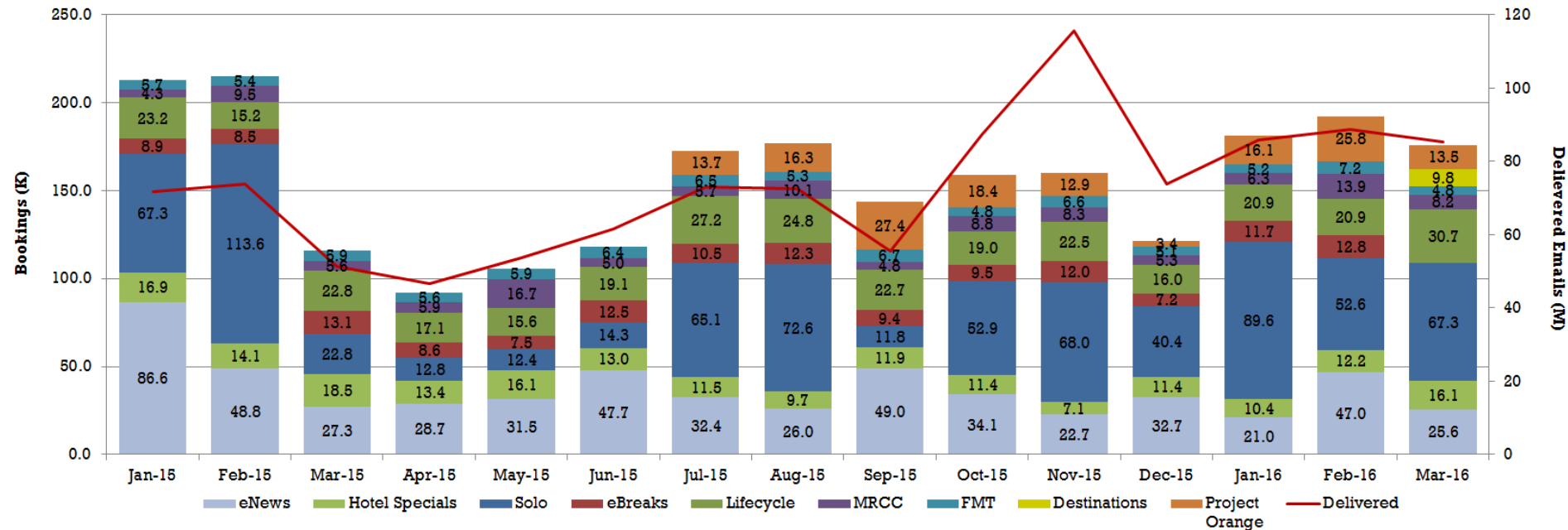
** Total Mailable minus anyone who has not clicked/opened an email in past 15 months

Program Summary

Note: Campaigns roll-up PO segmentation performance

- Compared to Mar '15, deliveries increased 66.2% and bookings increased 51.7%, resulting in a decrease of 8.7% of booking per delivered (K); against 2015...
 - eNews delivery volume increased with an increase in Click to Open rate, generating a positive YoY booking per delivered
 - Hotel Specials delivery volume increased with an increase in Conv rate, generating a positive YoY booking per delivered
 - Solo & Lifecycles delivery volume increased with a decrease in bookings per delivered due to incremental one-time mailings
- Destinations to Core audience launched while Concierge came to a close

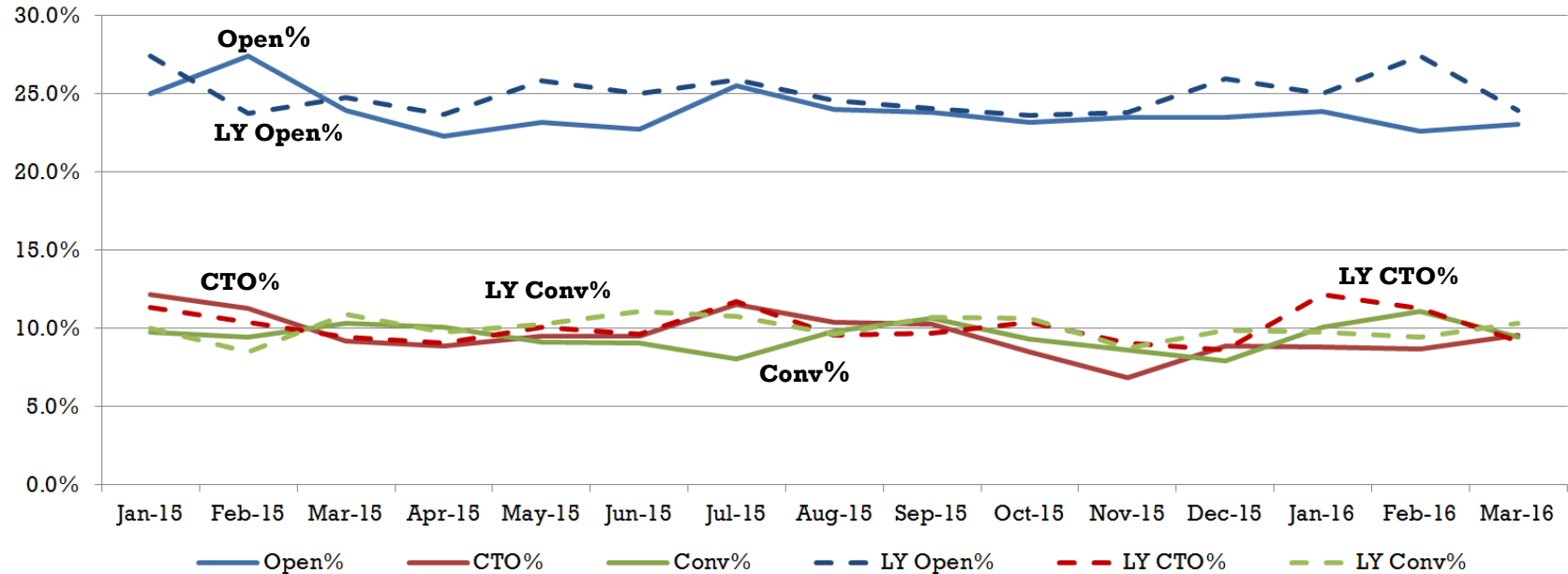
Executive Summary: MoM campaign trends



Observations:

2016 avoided a typical March slump in bookings due mostly to incremental Solo mailings: Shop Marriott sweepstakes, Freddie's reminder, & MegaBonus touchpoints helped generate an incremental 44.5 K bookings in Solo campaigns

Program MoM & YoY KPI trends: Mar 2016



Observations:

March Click to Open rate was the highest since Sept'15 due to increased click engagement with Solos

eNews supported MRCC
+ acquisition goals & was featured
in Top Offers

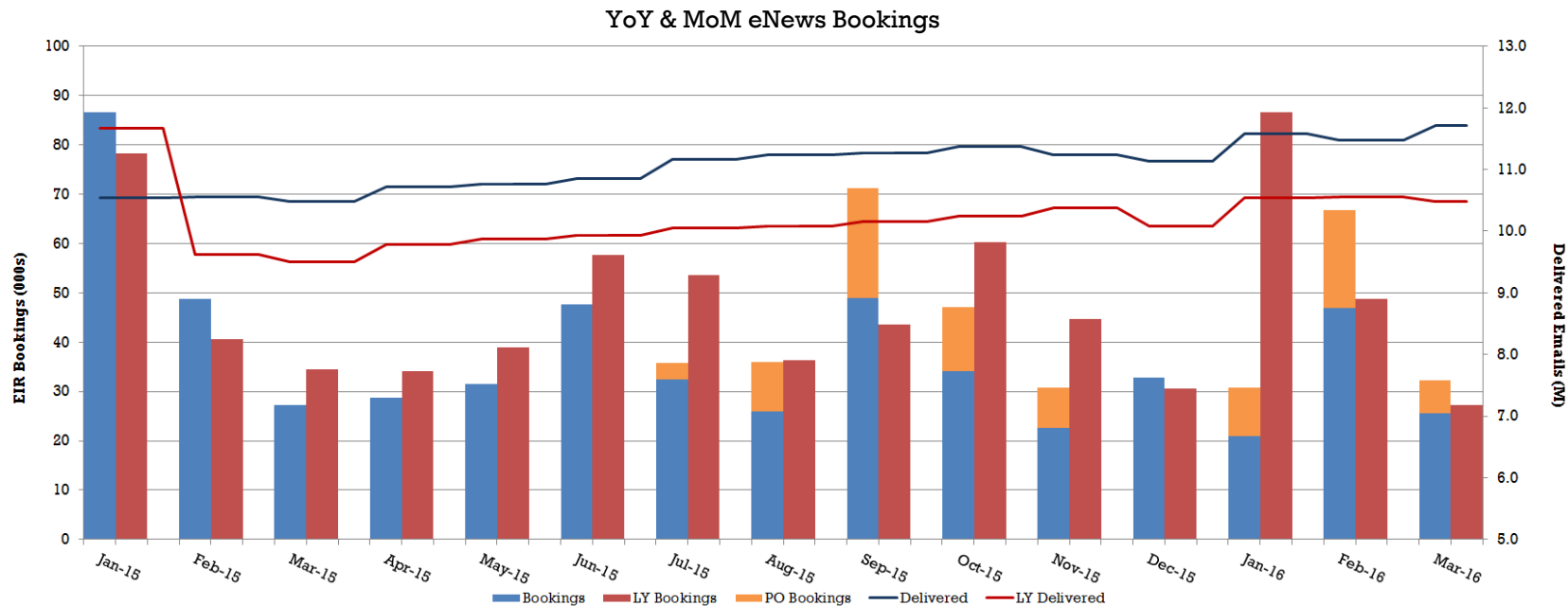
MRCC position & offer type generated 10x the acquisitions vs previous support in eNews

eNews (Default+ Benefits)				MRCC
				Mar
Placement	Rewards Text Link	Rewards Image+Copy	Top Offer	Solo
Offer	5 Free Nights	Earn Pts Faster	80K Points + Free Night	80K Points + Free Night
Clicks	900	3.1 K	99.4 K	55.5 K
Enrollments	148	105	1.5 K	2.3 K
Enrollment Conv%	16.4%	3.4%	1.5%	4.1%

Observations

- Notes: Acquisitions are Domestic Credit Card team and for eNews Default & PO
- A primary objective of March eNews was to drive credit card acquisitions

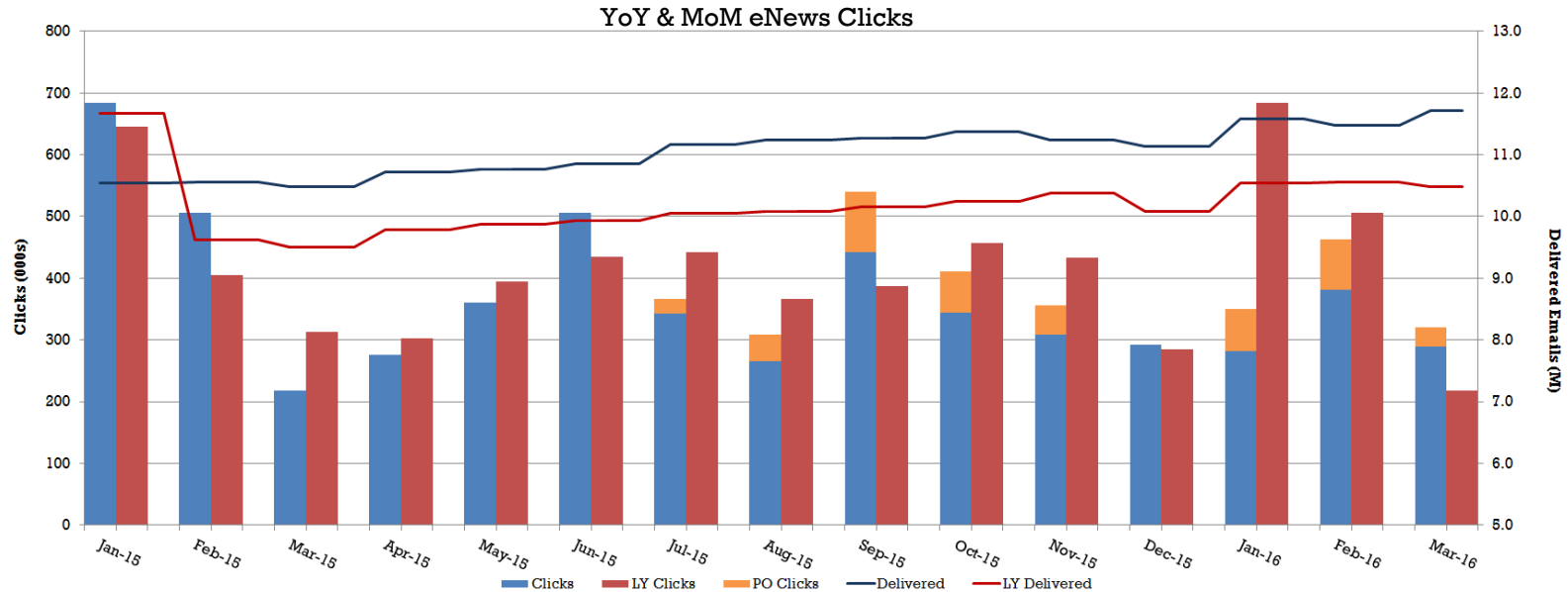
Mar '16 eNews (w/ PO) generated 18% more bookings YoY than Mar '15 eNews



Observations:

2015 eNews featured Protea announcement/offer

In March, 2016 eNews (Default) generated more clicks than 2015 eNews

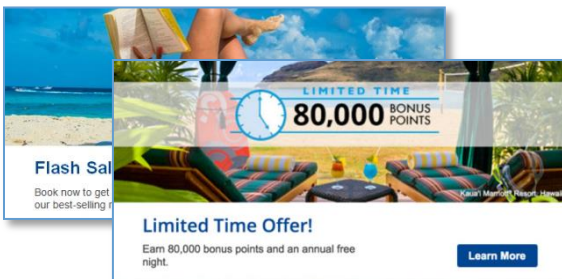


Observations

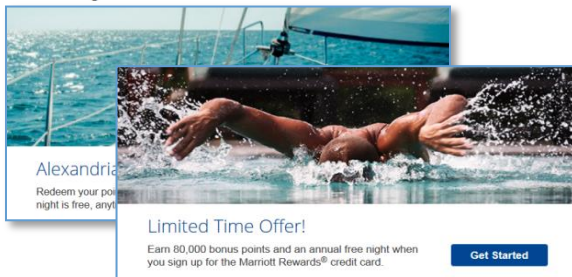
- MRCC offer created more click engagement than the Protea announcement/offer
- eNews PO (Benefits) did not generate the amount of clicks expected with an MRCC feature nor what eNews exhibited
 - WHPH Benefits total volume was 42% lower than its 8 month average
 - TSAT Benefits total volume was 55% lower than its 8 month average

Default segment engaged significantly better with MRCC offer than PO segments

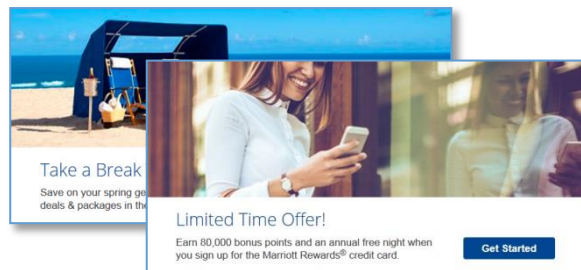
eNews	Delivered	Clicks	% of Clicks
MRCC	5.4 M	99.3 K	30.6%
Flash Sale	4.3 M	14.6 K	8.5%



WHPH Benefits	Delivered	Clicks	% of Clicks
MRCC	263.0 K	663	3.3%
5th Night Free	236.0 K	2.2 K	11.0%



TSAT Benefits	Delivered	Clicks	% of Clicks
MRCC	412.0 K	790	5.2%
Spring Break	174.0 K	614	4.0%



Overall March click engagement may have been impacted by the interaction with MRCC offer

- eNews: Total monthly clicks were slightly below 2015 monthly average (-13%)
- Benefits: Total monthly clicks were well below 2015 monthly average (WHPH -42%; TSAT -55%)
- PO segments interacted more with the MegaBonus reminders in the Top Offer 2 placement than MRCC

TSAT-% of Total Benefit clicks

WHPH-% of Total Benefit clicks

MRCC in Top Offer 1

9%

14%

MegaBonus in Top Offer 2

27%

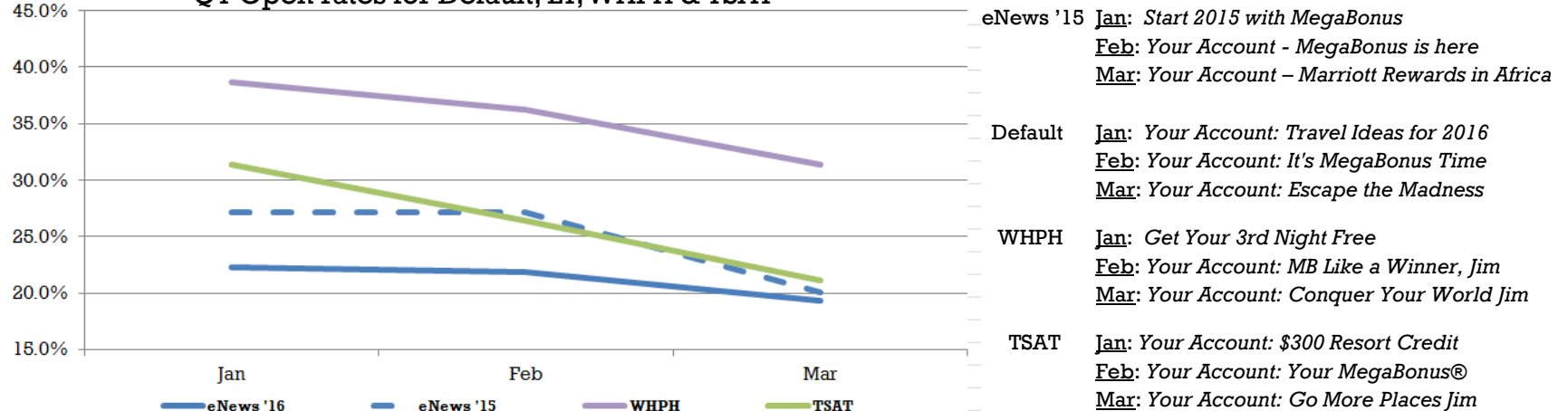
33%

eNews MRCC offer prominently featured the offer while Benefits supported with copy

Support future MRCC offers & promotions with prominent stronger graphic/copy treatments

More direct subject lines may correlate with higher Open rate

Q1 Open rates for Default, LY, WHPH & TSAT



Observations

- Open rate consistently fell MoM for each segment and LY
- Dynamic Top Offer content means:
 - Generic subject lines to cover all content
 - Multiple subject lines per iteration
 - Further complicated by Test & Roll
- **Can Subject lines be easily synced to the content within?**

WHPH/TSAT click engagement was higher with eNews(Default) than Benefits in March

Mar eNews/ Benefits	Delivered	Opens	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bkngs/ Dlvd	Unsub%
TSAT eNews	64.7 K	14.5 K	257	\$96.3 K	22.4%	18.0%	9.9%	4.0	0.16%
TSAT Benefits	586.7 K	124.2 K	1.5 K	\$590.0 K	21.2%	10.5%	11.7%	2.6	0.15%
%△					-6%	-42%	19%	-34%	
WHPH eNews	54.0 K	15.7 K	668	\$254.8 K	29.1%	18.6%	22.8%	12.4	0.14%
WHPH Benefits	498.7 K	156.7 K	5.1 K	\$2.08 M	31.4%	11.3%	29.1%	10.3	0.13%
%△					8%	-40%	28%	-17%	

A link & segment level analysis to understand how Global Control PO segments reacted to eNews MRCC Offer may indicate whether:

- MRCC Offer resonated with PO segments
- Impact of the presentation of MRCC Offer
- MegaBonus should continue to be primarily featured for WHPH
- Other eNews Default content may be generating greater click engagement than Benefits

March Destinations:

- + 1) Launched to the Core audience
- 2) Continued to evolve travel inspiration content

Concierge ended and Destinations launched to the Core audience

Key differences

- 6 M new audience members, mailed once a month
- Increased, integrated content
- No eBreaks module

Travel Inspiration	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bkngs/ Dlvd
Destinations	10.8 M	11.9 K	\$4.1 M	22.3%	4.7%	10.5%	1.1
Core	9.7 M	9.8 K	\$3.37 M	22.0%	4.7%	9.8%	1.0
PO	1.1 M	2.0 K	\$754.6 K	25.4%	4.5%	15.4%	1.8
Concierge	16.2 M	12.8 K	\$4.5 M	16.8%	4.3%	10.9%	0.8
Feb-1	3.2 M	1.9 K	\$642.4 K	16.8%	3.4%	10.4%	0.6
Feb-8	3.1 M	2.7 K	\$944.2 K	17.8%	4.4%	10.9%	0.9
Feb-15	3.3 M	3.1 K	\$1.09 M	16.2%	4.4%	13.3%	0.9
Feb-22	3.3 M	2.8 K	\$978.8 K	17.4%	5.2%	9.2%	0.8
Feb-29	3.3 M	2.4 K	\$823.8 K	16.2%	4.1%	10.8%	0.7

Observations

Compared to single Concierge mailings, Destinations (Default)

- Generated a higher Open rate, a slightly higher Click to Open rate, and a lower Conv rate
- Not apples-to-apples as Concierge included PO segments

Comparisons to Concierge should be limited; however, comparing CTO% & Conv% may offer insight into an integrated content approach vs separate travel inspiration & offer content

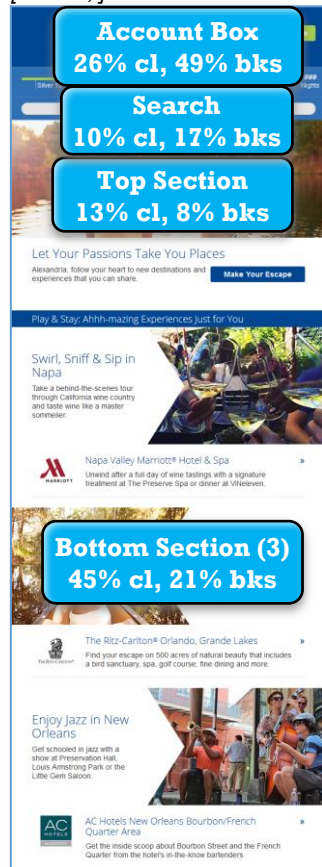
Destinations

Your Trip Planner Is Here, [FNAME]

TSAT Destinations Click to Open rate fell MoM

February

[FNAME,]We Found Your Next Escape



TSAT Destinations	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
Feb	630.0 K	733	\$300.2 K	23.8%	6.4%	7.6%	1.2	0.2%
Mar	637.5 K	529	\$197.7 K	21.2%	4.8%	8.1%	0.8	0.2%

Observations

Destinations content was updated in March to focus on connecting travel inspiration content with travel opportunities & experiences

- Aligned content toward supporting leisure stay initiatives

Click to Open rate fell 25% MoM

- While the click share to body content was similar (58%), overall click volume dropped by 32%
- Feb Click to open rate was the campaign highest*; March Click to open rate was slightly below Destinations average (5.0%)
- March version featured destinations while Feb connected Brands to experiences

TSATs seem to engage well with Brand content (e.g. high click engagement with Hotel Openings in eNews)

March

3 Must-See Sunny Cities you'll love, Jim



WHPH email KPIs were similar MoM

February

[FNAME,]Take Charge of Your Travel

Account Box
46% cl, 55% bks

Search
10% cl, 11% bks

Top Section
13% cl, 11% bks

Pursue Your Passions, Alexandria
Take charge of your travel and go for the experiences that you'll remember most.

Play & Stay: Where to Sip, Style & See

Sip Some Suds in London
Enjoy a good pint at some of London's best pubs: Camden Town Brewery, The Charles Lamb, & The Cross Keys.

St. Pancras Renaissance Hotel London
Stay steps away from London's top attractions and enjoy direct access to the international railway.

JW Marriott Chicago
Host a power lunch at The Florentine, a world-class restaurant inside this luxurious, landmark hotel in the Loop.

Go Wild in San Francisco
Hike the urban trails for the best views of the area. Start at Land's End, Hawk Hill or Golden Gate Park.

The Ritz-Carlton, San Francisco
Explore the city by cable car – there's a stop at the hotel – and experience timeless elegance from the top of Fish Hill.

Bottom Section (3)
24% cl, 18% bks

WHPH Destinations	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/ Del (K)	Unsub%
Feb	506.9 K	1.5 K	\$599.5 K	29.0%	4.4%	22.8%	2.9	0.1%
Mar	506.0 K	1.5 K	\$556.9 K	30.7%	4.3%	22.7%	3.0	0.2%

Observations

WHPH engaged with the Feb version similarly to March

Click share to body content were identical (37%)

- Typically there is a correlation with increased content and clicks; the increase in content did not appear to increase click engagement
- The majority of clicks went to Account Box, suggesting an overall lack of click engagement with this type of content
- Click to Open rate of Feb & March were among the lowest of the campaign

While Destinations content is not intended to directly drive clicks & bookings, continue to explore content that may resonate with WHPH

March

Your Trip Planner is Here[FNAME]

Account Box
48% cl, 55% bks

Search
11% cl, 16% bks

Section 1 (3)
15% cl, 11% bks

Catch Some Rays in Sunny U.S. Cities
#1 Phoenix, AZ #2 Sacramento, CA #3 Las Vegas, NV
Get closer to the sun and not as burnt as last year!
Take an urban spin on it: miss of take take through California's roads.
Trade the odds for the best at the best sunset viewing spots. Not good.

Prevent Sunburn With This App
Log your location, skin type and SPF. The Goodfellow app will check out the UV index and notify you when it's time to reapply.

Section 2 (2)
13% cl, 10% bks

Seek Out the Surf
Hang ten at some of the best spots for surf and sun.

Hit the Springtime Slopes
Warm temps & perfect powder: what are you waiting for?

Section 3 (1)
3% cl, 2% bks

Park City: More than just a ski town
The Home of Sundance
Only steps away from the restaurants and shops, on Old Town Main Street at the Hotel Park City, where modern luxury meets old world ski resort.

Section 4 (3)
6% cl, 4% bks

Go Wild in San Francisco
Hike the urban trails for the best views of the area. Start at Land's End, Hawk Hill or Golden Gate Park.

The Ritz-Carlton, San Francisco
Explore the city by cable car – there's a stop at the hotel – and experience timeless elegance from the top of Fish Hill.

WHPH prefers links, TSATs like images?

Observations


Of the top clicked content in March Destinations, WHPH tended to click on copy, TSATs tended to click on images

- Note: Different images were used for each segment
- April Destinations will include CTAs per best practice to increase overall click engagement

Content	TSAT		
	Total Clicks	Copy Clicks	Image Clicks
Las Vegas, NV	1,251	516	735
Phoenix, AZ	897	348	549
Seek Out the Surf	686	399	287
Sacramento, CA	491	229	262
Hit the Springtime Slopes	131	72	59


1 Catch Some Rays in Sunny U.S. Cities

Increase your vitamin D intake and work on your tan. Alexandria, with a trip to one of these sunny spots. These cities see more sunshine than most other metro areas.



#1: Phoenix, AZ #2: Sacramento, CA #3: Las Vegas, NV

Get closer to the sun on a hot-air balloon ride over the Sonoran Desert. Take an urban spin on 32 miles of bike trails through California's capital. Trade the casino for the track at the Mario Andretti Racing School, hot shot.



TSAT images

Content	WHPH		
	Total Clicks	Copy Clicks	Image Clicks
Seek Out the Surf	537	347	190
Las Vegas, NV	355	215	140
Phoenix, AZ	346	202	144
Hit the Springtime Slopes	251	167	84
Sacramento, CA	135	80	55

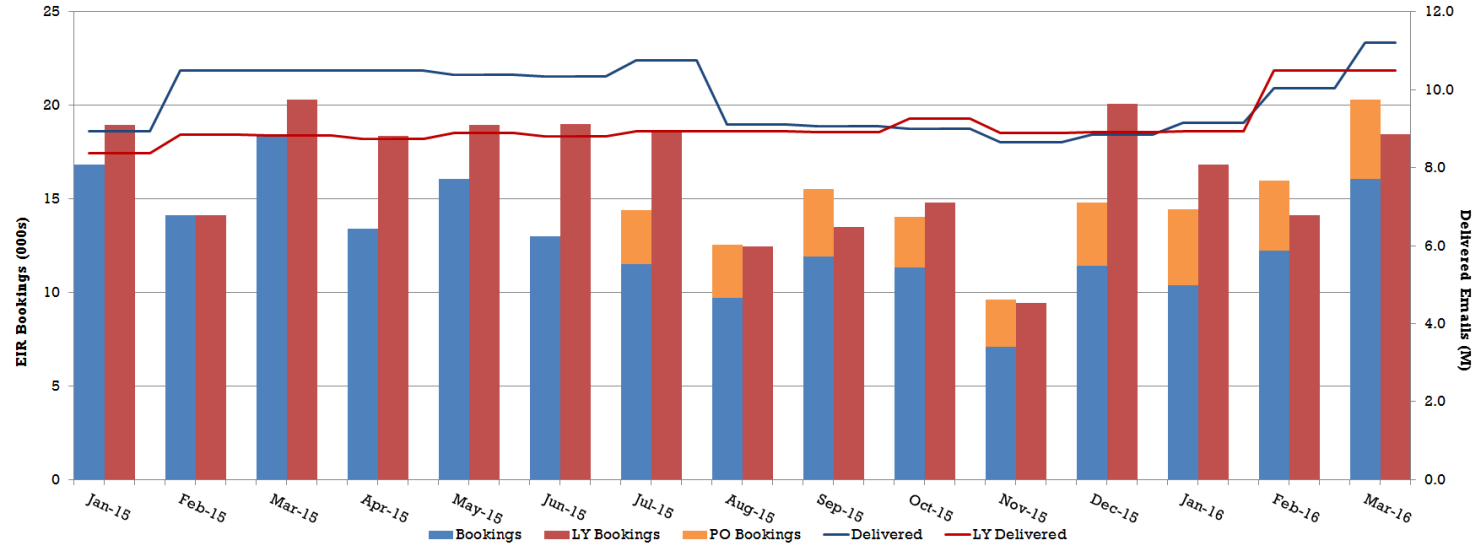
Questions to consider

- Does image testing yield greater results for TSAT?
- Will TSATs benefit from a more visual experience?

March Hotel Specials generated

- Most bookings since Mar '14
- + • Highest booking per delivered since Jan '15

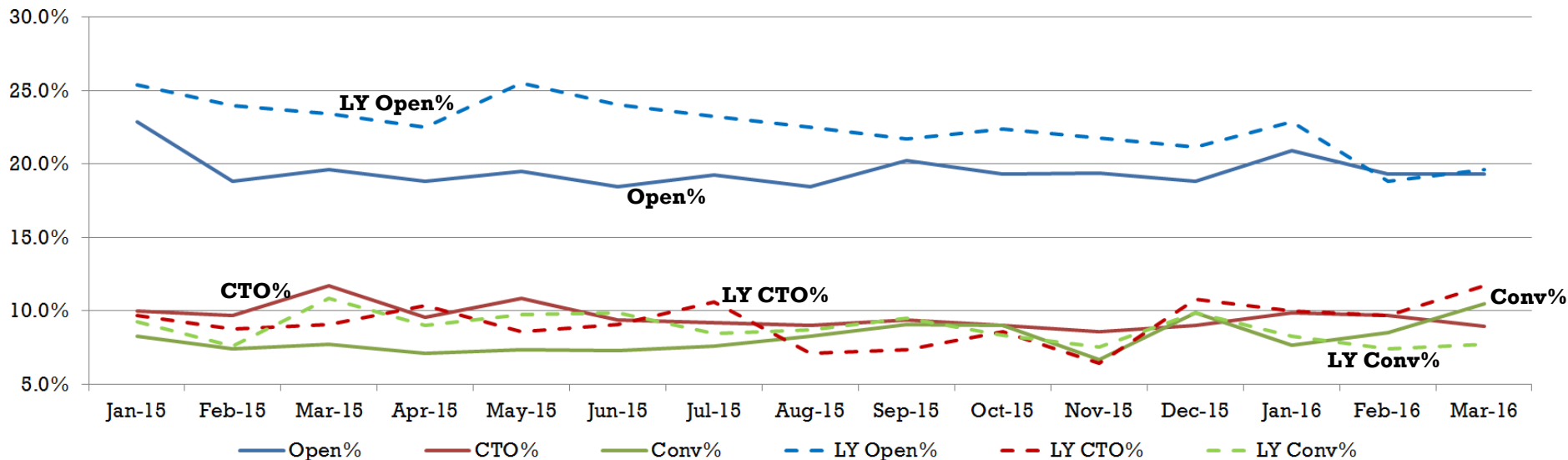
2016 Hotel Specials YoY booking increase was over 10% for the 2nd month



Observations

- MoM, Hotel Specials Default audience size increased by 13%, clicks by 5.3%, bookings by 31%; the increase in audience size contributed to the booking increase
- However, TSAT audience increased by 1%, WHPH audience size was flat, while total PO bookings from Offers increased by 14%

Conversion rate was the highest in 2 years



Observations

- Conversion rate was high across all segments and sections
- YoY, including MegaBonus touchpoints increased Conv%

Earn opportunities generated high Conv% rates across all segments

Observations

Major Offer section conversion rate was well above average (2015 Avg Conv% 4.4)

The MegaBonus module was sent to ~72% of the Hotel Specials (All) audience & may have incented conversions to adjacent offers

- By responding to Resort or Midwest point offers, MegaBonus registrants could work towards free nights and/or bonus points, as well as, receive bonus points

WHPH in particular continued to respond well to pt earning offer opportunities

Hotel Specials all segments

The screenshot displays a Marriott website interface with several promotional banners. Each banner includes a title, a brief description, a 'Book Now' button, and a blue callout box showing performance metrics. The banners are as follows:

- Earn While You Save**: Ends Soon! Get Your Free Night. Your MegaBonus® is waiting – but the clock is ticking. Sign up & stay* twice for a free night plus more. **MegaBonus**: 3.8 K clicks, 11.6% Conv%.
- 7 K Resort**: 3.9 K clicks, 6.3% Conv%.
- 6 K Midwest**: 2.1 K clicks, 10.7% Conv%.
- Charlotte**: 651 clicks, 4% Conv%.
- Villa**: 3.1 K clicks, 5.3% Conv%.
- eBreaks**: 13.2 K clicks, 6.5% Conv%.

Other visible text includes 'Spring Escapes', 'Like Driving Fast? Go to Charlotte', 'Your Villa Awaits', and 'See More Deals with eBreaks®'.

Adding eBreaks to WHPH Offers may drive incremental clicks

Observations

Adding eBreaks appeared to drive incremental clicks to TSAT Offers

TSAT Sections	Jan Clicks	Feb Clicks	Mar Clicks
Account Box	2.7 K	3.0 K	3.0 K
Top Offer	11.4 K	9.6 K	7.7 K
Search	1.1 K	1.9 K	1.9 K
Major Offer	1.3 K	1.0 K	897
Minor Offer	1.2 K	939	429
eBreaks			1.2 K
Footer	948	934	831
Total	18.6 K	17.4 K	16.1 K

eBreaks likely cannibalized clicks from Minor Offer but likely generated additional clicks

- TSAT & WHPH shared same layout, same # of offers in Feb & Mar; TSAT clicks fell 10% MoM, WHPH fell 20%

eBreaks as a section generated higher Conv% than Top Offer and nearly all other offers

TSAT Offers

Account Box
19% cl, 31% bks

Field Offers
48% cl, 35% bks

Search
12% cl, 19% bks

Major Offer
6% cl, 6% bks

Minor Offer
3% cl, 1% bks

eBreaks
8% cl, 7% bks

Multiple new campaigns launched to support 2016 goals & objectives

- + • Summer Leisure solo
- Nonmember Acquisition (WHPH)
- Onboarding

Leisure Informational Solo to drive leisure stays

Leisure Solo	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bkngs /Divd
Core	722.4 K	2.2 K	\$811.3 K	27.9%	7.2%	15.0%	3.0
PO	559.5 K	562	\$186.3 K	23.6%	5.3%	8.0%	1.0
Total	1.28 M	2.7 K	\$1.0 M	26.0%	6.4%	12.7%	2.1

Observations

Leisure Informational Solo utilized multiple dynamic content sections:

- Top Offer leveraged propensity model against 6 featured destinations
- Secondary section was customized to PO & Default

The Default version generated higher email KPI's than the combined PO version, resulting in a 3 fold higher booking per delivered

- The PO version generated performance similar to METT

PO segment level & link performance analysis is underway

Core Plan Summer Vacation

TSAT

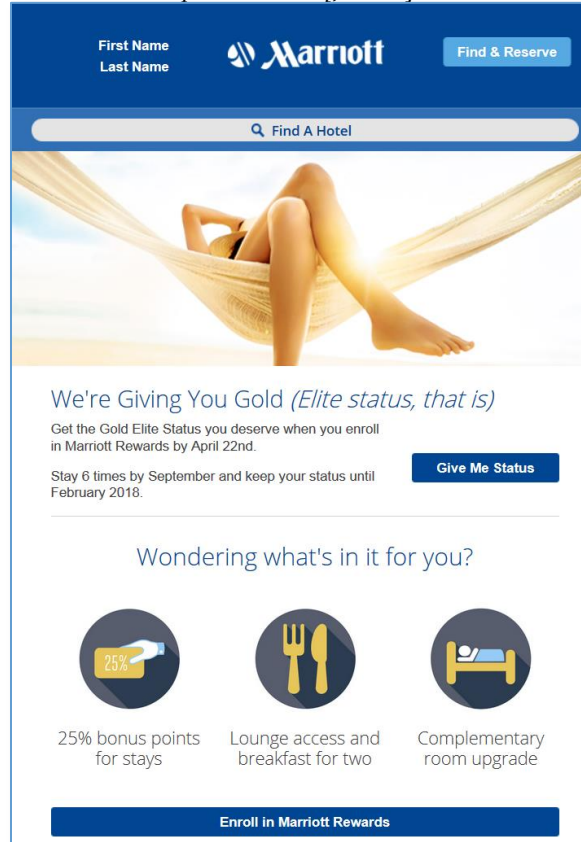
[FNAME's][Your] Summer Vacation Plans

WHPH

Cross "Plan Summer Vacation" Off Your List

WHPH 'Taste of Gold' Solo to drive enrollments

We've Got a Surprise For You[, FIRST]



First Name
Last Name

Marriott

Find & Reserve

Find A Hotel

We're Giving You Gold (*Elite status, that is*)

Get the Gold Elite Status you deserve when you enroll in Marriott Rewards by April 22nd.

Stay 6 times by September and keep your status until February 2018.

Give Me Status

Wondering what's in it for you?

25% bonus points for stays

Lounge access and breakfast for two

Complementary room upgrade

Enroll in Marriott Rewards

PO Taste of Gold	Delivered	Enrollments	Open%	CTO%	Enroll Conv%	Enroll /Dlvd(K)
Mar '16	5.6 K	46	29.9%	3.3%	83.6%	8.2

Observations

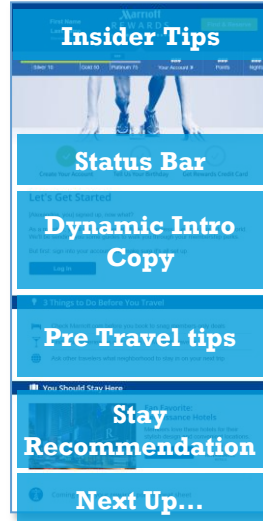
Enrollment metrics from other campaigns should be compared against these results

2015 Average	Nonmember Welcome	2015 Hotel Specials	Concierge
Open%: 21.9%	Open% 26.8%	Open% 19.9%	Open% 21.6%
CTO%: 4.6%	CTO% 11.8%	CTO% 6.6%	CTO% 3.9%

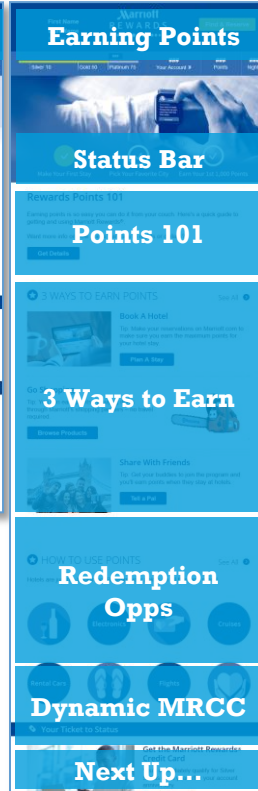
The Solo generated a lower CTO% than other Nonmember communications

Onboarding to increase program loyalty with early engagement

How to Use Your Rewards Account



How to Earn Points: No Travel Required



Let's Plan Your Next Trip



You Have 50 Million New Friends



Early Engagement	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)
Onboarding	270.0 K	349	\$122.2 K	18.2%	9.8%	7.2%	1.3
Series 1	127.5 K	197	\$66.6 K	20.1%	10.7%	7.2%	1.5
Series 2	89.1 K	123	\$42.2 K	16.9%	9.9%	8.2%	1.4
Series 3	48.4 K	28	\$13.4 K	16.1%	7.2%	5.0%	0.6
Series 4	4.9 K	1	\$89	16.1%	4.5%	2.8%	0.2
Welcome	2.1 M	6.4 K	\$2.9 M	34.7%	19.0%	4.7%	3.1
Welcome	284.2 K	2769	1.3 M	47.2%	22.8%	9.1%	9.7
Points EES1	273.6 K	912	\$381.2 K	36.5%	18.1%	5.1%	3.3
Points EES2	266.1 K	512	\$213.0 K	31.3%	13.8%	4.5%	1.9
Points EES3	253.8 K	619	\$285.1 K	28.3%	11.2%	7.7%	2.4

Observations

Launches 45 days after registration, each 10 days apart

Non-standard email KPI's to understand impact

- Drive new member loyalty at a faster rate
- Increase # of new members booking their 2nd stay

Early performance benchmarks

- Open rate after the first message below program avg
- Click to Open rate starts at program avg, falls to similar CTO as Concierge/Destinations

Continue to monitor and connect to longer term engagement KPI's

+ Spring '16 MegaBonus generated as
of March 150 K bookings & \$48.7 M

Spring '16 MegaBonus to Date

Observations

- Spring '16 MegaBonus continued to be on pace to generate bookings against recent MB campaigns
- Bookings/delivered has fallen as MegaBonus has been featured in more touchpoints with large audiences and less focus (e.g. modules in Hotel Specials)

MegaBonus First 3 Months	Delivered	EIR Bookings	EIR Revenue	Bkngs/ Dlvd
Spring '15	48.6 M	165.2 K	\$45.60 M	3.4
Fall '15	48.6 M	147.3 K	\$48.89 M	3.0
Spring '16	62.2 M	151.0 K	\$48.68 M	2.4

* Note: Spring '16 to date results do not include Nonmember welcome or Display media

MegaBonus Registration Reminder Solo

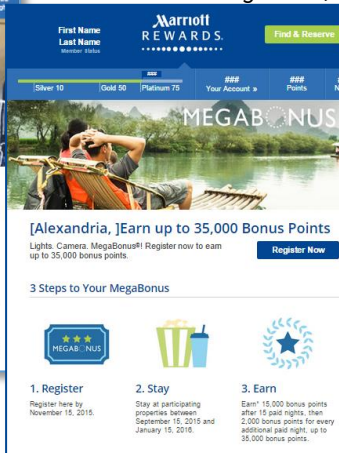
Spring '15

Don't you want [XX,XXX] bonus points?



Fall '15

SL: Don't Miss Your MegaBonus, up to XXX pts



Spring '16

Don't You Want a Free Night?



MB Reg Reminder	Delivered	Clicks	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bkngs/Dlvd
Feb '15	1.7 M	93.0 K	\$6.5 K	\$2.5 M	57.5%	9.7%	7.0%	3.9
Sep '15	1.9 M	55.1 K	\$4.3 K	\$1.6 M	40.0%	7.4%	7.8%	2.3
Mar '16	1.5 M	69.0 K	\$6.5 K	\$2.2 M	58.2%	7.8%	9.5%	4.3

Observations

MegaBonus registration reminders have been a valuable touchpoint to drive engagement & bookings

The first Spring '16 MegaBonus reminder generated the highest Open% and Conv% compared to previous campaigns, driving an improved booking per delivered

The ability to leverage "Free night" language in both subject line and body copy likely contributed to the higher response

Body copy that highlighted the opportunities of point rewards further reinforced the value of the promotion

Even with increased reminders in other campaigns, a dedicated Solo remains a valuable MegaBonus touchpoint

MegaBonus offer in Nonmember Welcome may have generated incremental click engagement

Mar '16 Nonmember Welcome
(ft. MegaBonus)

First Name
Last Name

Marriott

Find & Reserve

Start enjoying member benefits and exclusive offers. Join Marriott Rewards®

Free Night. Feel Like a Winner.

Join Marriott Rewards® now, earn a free night with MegaBonus®. Plus, unlock a bonus points offer.

Get A Free Night

What To Expect

Exclusive Promotions
Specials, personalized destination offers and packages

Stay Related Perks
Free nights, upgrades, dining credits and experiences

Travel Offers
Use points on flights, car rentals, cruises and packages.

Other Membership benefits include:

- Earn up to 25,000 points with member promotions like MegaBonus
- Choose from 14 distinctly different brands for your stay
- Check-in and out faster with our mobile app

Enroll now for your free night and all of the privileges of membership.

Watch your inbox for additional emails from us about Marriott Rewards membership. We look forward to your return visit to a Marriott hotel.

2015 Nonmember Welcome

First Name
Last Name

Marriott

Find & Reserve

Earn a free night at one of 3,700 hotels in over 70 countries. Join Marriott Rewards

You Have Taken The First Step

Thank you for your interest, [first name]. Enjoy a free night on us when you join our award winning loyalty program, Marriott Rewards.

Get A Free Night

What To Expect

Exclusive Promotions
Specials, personalized destination offers and packages

Stay Related Perks
Free nights, upgrades, dining credits and experiences

Travel Offers
Use points on flights, car rentals, cruises and packages.

Other Membership benefits include:

- Earn up to 25,000 points with member promotions like MegaBonus
- Choose from 14 distinctly different brands for your stay
- Check-in and out faster with our mobile app

Enroll now for your free night and all of the privileges of membership.

Watch your inbox for additional emails from us about Marriott Rewards membership. We look forward to your return visit to a Marriott hotel.

Nonmember Welcome	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bkngs /Dlvd
Mar '16	266.4 K	115	\$40.4 K	28.6%	14.5%	1.0%	0.4
2015 Avg	249.7 K	131	\$64.1 K	27.6%	11.7%	1.7%	0.5

Note: 2015 Avg was May-Jan'16, excluding months where tracking may have been an issue

Observations

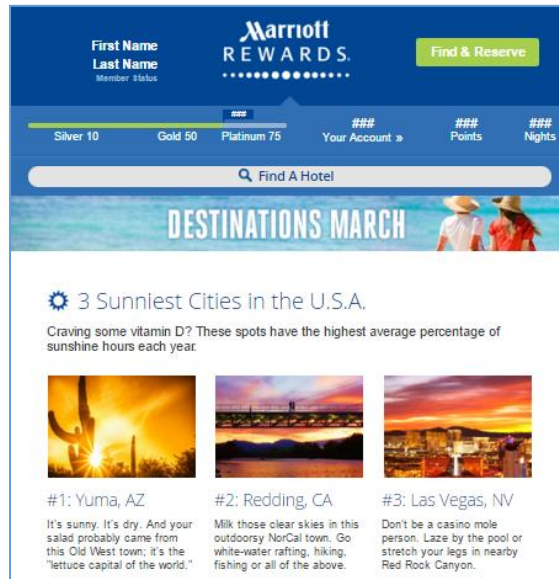
- Enrollment tracking capability is being explored & may be tied back to these mailings
- Whereas Feb CTO% was similar to the 2015 average, March CTO% was 24% higher, suggesting the higher clicks may have led to more enrollments due to the MegaBonus offer

March test summary

- + • Destinations Hero image test
 - Image test in Benefits

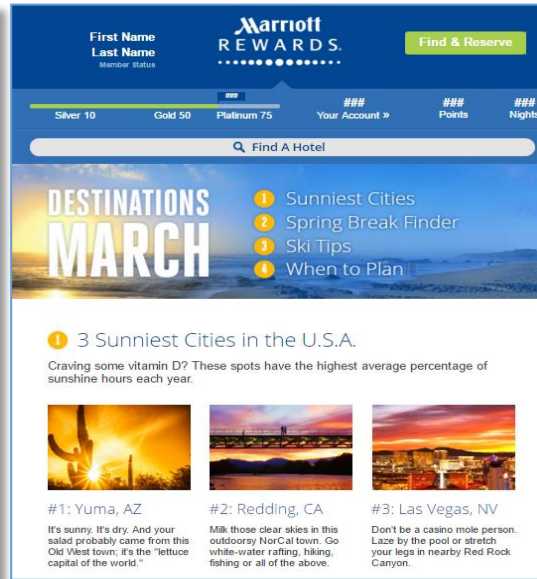
Destinations Table of Content did not demonstrably increase click engagement

Template 1: Masthead



Clicks: 47.7 K
CTO%: 4.6%
Conv%: 9.5%
Booking/Del (K): .93

Template 2: Table of Contents



Clicks: 48.6 K
CTO%: 4.6%
Conv%: 9.1%
Booking/Del (K): .91

Table of content was tested to see if navigation to content increased click engagement

- TOC version included numbered sections (modules)
- TOC was included, but not tested, in Mar Destinations for PO versions

Overall click engagement was nearly identical between the mailings

Test will be continued in April

12.4% lift in clicks engagement was created through image testing in Benefits -TSAT



(A) Worked best with:

- Mild weather
- Lower points balance (less than 70K)
- Females



(B) Worked best with:

- High points balance (greater than 70K)
- Level Silver or Above

12.4% Lift over Control

	CTOR	LIFT
All (Control)	0.48%	
A (Control)	0.48%	
B (Control)	0.48%	
Optimized	0.54%	12.40%

6.7% lift in clicks engagement was created through image testing in Benefits -WHPH



(A) Worked best with:

- Southern US
- Low points balance (less than 180K)
- Apple users



(B) Worked best with:

- High points balance (greater than 180K)
- Northern US
- Basic status

6.7% Lift over Control

	CTOR	LIFT
All (Control)	0.24%	
A (Control)	0.25%	
B (Control)	0.23%	
Optimized	0.26%	6.70%



Key Takeaways

Mar '16 Key Takeaways

- ❖ MRCC offer response may have been aided by supporting graphics & copy; **emphasize compelling offer details**
- ❖ **Connect subject lines more directly to the content within**
- ❖ **Continue to leverage touchpoints & communications to remind and motivate users to participate in MegaBonus**
- ❖ eBreaks module in TSAT Offers appeared to generate incremental clicks and bookings; **trial eBreaks module in WHPH Offers**
- ❖ **Segment affinity** trends based on engagement with Benefits, Destinations & Offers:

<u>TSAT</u>	<u>WHPH</u>
<ul style="list-style-type: none">• Brand content• Image-focused	<ul style="list-style-type: none">• MegaBonus• Earning opportunities• May consume & respond differently to travel inspiration content
- ❖ Other KPIs are required to more accurately gauge contribution of email: Program enrollments, MRCC acquisitions, promotion registrations, and ideally contribution to 2016 goals & objectives



Competitive Insights

Freddie Award voting request continues...

Partner Offers

WYNDHAM REWARDS
You've earned this:

Hello, Mitchell
Wyndham Rewards #1530912306
0 points as of 03/31/2016

Earn bonus points for up to
2 FREE NIGHTS
on ANY of our 7,000+ locations.



EARN UP TO 30K
bonus points after qualifying transactions within the first 90 days of account opening.²

EARN UP TO 5K
points per \$1 spent on every participating hotel stay.³

EARN 2X
points per \$1 spent on purchases everywhere else.³

[Learn more](#)

LifeLock

Enjoy \$20 to spend at
Shutterfly[®]

Transform your travel memories
into custom keepsakes. Apply your
promo code at checkout:
WHD50CASHING-EX30AP

[Shop now](#)

**30-day risk-free trial¹ 10% off
and up to 7,000 points²**

We've partnered with LifeLock to
bring you the best identity
protection at a special, discounted
rate.

Call us: 1.800.980.2942
Promo Code: 6WY9J03B

[Start your Membership](#)

Budget

Earn 500 bonus points and up
to 30% off base rate¹

Provide your Wyndham Rewards
member number at participating
Budget locations and earn 500
bonus points per rental, plus up to
30% off Budget base rates.

[View the Wyndham Rewards today](#)

Best Travel Rewards Hotel Programs by U.S. News and World Report.

Ranked one of the Best Travel Rewards Hotel Programs by U.S. News and World Report.

[Earn](#) [Redeem](#) [Book](#) [Follow us on](#) [Facebook](#) [Twitter](#)

Solo

Club CARLSON

Hello, Mitchell
Acc't ending: 0001 Points: 1² [Next Member](#)

SHOW YOUR SUPPORT

VOTE TODAY

Vote for Club Carlson at the Freddie Awards

If you love earning free nights fast at amazing hotels across the world, then vote for Wyndham Rewards in the 2016 Freddie Awards now through March 31st, 2016. Representing the best of the best in loyalty programs, these awards are special because they're voted on by YOU!

Why do we deserve your vote? Because we offer:

- Faster Free Nights starting at just 6,000 points, with no blackout dates on standard rooms
- Discount on Food & Beverage up to 20%¹
- Free Internet
- Early Check-in and Late Check-out²
- Complimentary Room Upgrade³

Get if you love being a member, please help us win at the Freddie Awards — it only takes a few moments.

Benefits vary by tier, please see full list of benefits [here](#).

[Vote for Us Today](#)

WYNDHAM REWARDS
You've earned this:

Hello, Mitchell
Member: 1530912306
Earn and redeem your points on the new Wyndham Rewards app

Your Wyndham Rewards Statement as of 3/16/2016

Point Balance: 15,000 points
Qualified nights: 1

15,000 points
away from a go free award at any Wyndham hotel!

[Earn points](#)

freddieawards

Show your love for the most MAGICAL rewards program!

If you love earning free nights fast at amazing hotels across the world, then vote for Wyndham Rewards in the 2016 Freddie Awards now through March 31st, 2016. Representing the best of the best in loyalty programs, these awards are special because they're voted on by YOU!

[Vote now](#)

Our Latest Offers

Enter to win 1 Million Wyndham Rewards points

With you could adventure like Wyndham Rewards' Tix, Clean and Travel Watch 'Where Points, Will Travel' and enter for a chance to win 1 million Wyndham Rewards points.¹

[Learn more](#)

Earn bonus points for up to 2 FREE NIGHTS

Earn up to 30,000 bonus points with qualifying transactions using our Best Available Rate and 500 bonus Wyndham Rewards points. You'll also get free Wi-Fi, a free breakfast for children 12 and under and much more.²

[Learn more](#)

Plan your road trip with a Wyndham family staycation

Wyndham's Spring Break Vacation Gateway offers our Best Available Rate and 500 bonus Wyndham Rewards points. You'll also get free Wi-Fi, a free breakfast for children 12 and under and much more.³

[Book now](#)

Stay Here, Go Anywhere.

Plan your weekend away and earn 4K more MileagePlus award miles¹ through May 31, 2016 at Wyndham Grand[®] Hotels and Resorts, Wyndham Hotels and Resorts[®], Wyndham Garden[®] Hotels and Resorts by Wyndham[®].

[Learn more](#)

Ranked one of the Best Travel Rewards Hotel Programs by U.S. News and World Report.

[Earn](#) [Redeem](#) [Book](#) [Follow us on](#) [Facebook](#) [Twitter](#)

eStatements

HYATT
Hunt Rewards

you VOTE for us with every stay

Cast your ballot for Hyatt Gold Passport[®] in the 2016 Freddie Awards.

[VOTE NOW](#)

[Share this on Facebook](#) [Tweet it on Twitter](#) [Pin it to a board](#)

Wellness, Here.

Hyatt Gold Passport Account Summary

Activity as of March 26, 2016

Account Balance	Qualifying TTD Nights	Qualifying TTD Stays	Eligible to Book Tier	Lifetime Book Points
0	0	0	0	0

[Go to My Account](#) [Go to My Account](#) [Go to My Account](#)

THE LATEST FROM HYATT VOUCHER

Grand Hyatt Rio de Janeiro

Coming Soon: Grand Hyatt Rio de Janeiro

Book 3 nights, get the 4th night free and enjoy complimentary full breakfast during your stay with the new Grand Hyatt Rio de Janeiro, coming soon.

[Book now](#)

SPECIAL OFFERS

Hyatt Regency Pier Sixty-Six

Rise Refreshed

Enjoy your day at Hyatt Regency Pier Sixty-Six. Enjoy a healthy and delicious meal with you with the best breakfast package.

[Book now](#)

Hyatt Regency Lost Pines Resort and Spa

Play, Play & Golf

Combine a luxurious night's stay with breakfast and you'll have a really great day at Hyatt Regency Pier Sixty-Six.

[Book now](#)

RECENT PROPERTY UPDATES

Hyatt Regency Aurora-Denver Conference Center

Enjoy our New Aurora, CO Hotel

Book your next Denver area getaway at the brand new Hyatt Regency Aurora-Denver Conference Center.

[Book now](#)

Hyatt Place Panama City

Half the Price for Another Full Day

Stay 3 nights at Hyatt Place Panama City/Downtown and receive 1/2 off your 4th night.

[Book now](#)

Book on Hyatt.com to get the guaranteed best available rate and earn 10% off your stay.

ENJOY SPECIAL OFFERS

Book on Hyatt.com to get the guaranteed best available rate and earn 10% off your stay.

[Book now](#)

HG Rewards Club
Michael Miles
Member # 1530912306

Yearly Activity

Qualifying Nights: 0
Qualifying Stays: 0
Points Balance: 0
Points Available: 0

Travel has its perks

Use your Hyatt Rewards points to book a room at a Hyatt hotel. Use your Hyatt Rewards points to book a room at a Hyatt hotel. Use your Hyatt Rewards points to book a room at a Hyatt hotel.

[Book now](#)

Earn 60,000 Points

Plus 1 Free Night award¹

[Book now](#)

We make it easy to explore and earn worldwide

With over 1,000 Hyatt Hotels worldwide, you have opportunities to earn Hyatt Rewards points in over 100 countries. Use your Hyatt Rewards points to book a room at a Hyatt hotel. Use your Hyatt Rewards points to book a room at a Hyatt hotel.

[Book now](#)

freddie awards

Hertz

Your Vote Really Matters

As a member of Freddie Awards, you have the opportunity to earn Hyatt Rewards points in over 100 countries. Use your Hyatt Rewards points to book a room at a Hyatt hotel. Use your Hyatt Rewards points to book a room at a Hyatt hotel.

[Book now](#)

Start using your new Hertz benefits

With over 1,000 Hyatt Hotels worldwide, you have opportunities to earn Hyatt Rewards points in over 100 countries. Use your Hyatt Rewards points to book a room at a Hyatt hotel. Use your Hyatt Rewards points to book a room at a Hyatt hotel.

[Book now](#)

Earn up to 5,000 bonus points

Book a Hyatt Rewards Club Deluxe Property and earn up to 5,000 bonus points. Use your Hyatt Rewards points to book a room at a Hyatt hotel. Use your Hyatt Rewards points to book a room at a Hyatt hotel.

[Book now](#)

Earn as you eat!

Earn 1,000 bonus points when you spend \$20 or more on food and beverage at a Hyatt hotel. Use your Hyatt Rewards points to book a room at a Hyatt hotel. Use your Hyatt Rewards points to book a room at a Hyatt hotel.

[Book now](#)

Reward Night redemption update

As of March 1, 2016, we changed the way we calculate the number of nights required to redeem a Reward Night. Use your Hyatt Rewards points to book a room at a Hyatt hotel. Use your Hyatt Rewards points to book a room at a Hyatt hotel.

[Book now](#)

Easter Holiday energy

Property Easter Offer

- Brunch
- Kid's activities

Reservations | Specials & Packages | Contact Us | View Online

TRE Forni

TRE-FORNI RESTAURANT & BAR



EASTER FESTIVITIES

Bringing the festive warmth along, Easter is here. With a blend of traditional delicacies, home-style cuisines and a range of fun activities for kids, we invite you to celebrate this Easter with us.

The Easter Brunch
Date: 27th March 2016
Venue: Tre-Forni Restaurant & Bar
Timing: 12:00 hours
Price: ₹ 3000 plus taxes

Cooking & Fun with Kids
Date: 27th March 2016
Venue: The Manor
Timing: 12:00 hours
Price: ₹ 850 plus taxes

A special Easter weekend room package has been designed for your stay. Visit hyderabad.park.hyatt.com for more information.

[LEARN MORE](#)

Easter Offers

- Top Offer: reduced rated with complimentary breakfast
- Brunch offers at various locations

spg.
Starwood Preferred Guest

LE MERIDIEN | THE RITZ CARLTON | SOLEM POINTS | WESTIN | TRULAND COLLECTION

EXCITING EASTER TREATS

Plan the Perfect Easter Getaway.

Enjoy the season with Great Hotel Rates from NGN24,990. Rates are inclusive of Complimentary Breakfast, Internet or Taxes.

[CLICK HERE TO LEARN MORE](#)

EASTER CELEBRATIONS

GREAT HOTELS. GREAT RATES.

Explore other exciting Easter offers below



Enjoy Special Easter Delicacies at Sheraton Abuja Hotel

Treat your whole family to a Special Easter Buffet at the Papillon Restaurant. [Learn More & Book Now](#)



Sheraton Lagos Special Easter Brunch

Enjoy a delectable Easter brunch buffet at the Sheraton Lagos Hotel. [Learn More & Book Now](#)



Easter Buffet Lunch at Le Meridien Port Harcourt

Come along with your family and friends to enjoy the Special Easter Lunch Buffet at the Ororo Restaurant. [Learn More & Book Now](#)

GRAND HYATT
GRAND HYATT MUMBAI

CUSTOMER SERVICE | HOME MUMBAI | VIEW ONLINE

EXPERIENCE THE GRAND LIFE IN MUMBAI

As we celebrate 12 years of creating memorable moments of more in Mumbai, we are delighted to share the happenings with you through special offers on the 17 of every month. Walk into Grand Surplus and special offers upto 50% off on restaurants, spa and wellness on the 17 of every month at Grand Hyatt Mumbai. You can also enjoy exclusive stay discounts when you book 18 April 5, 2016.

Celebrate an eggstra special Easter with authentic set menus at Celine. Gourmet Store treats and a splendid brunch at Fifty Five East.

Working you and your loved ones a colourful and delightful Easter.

[LEARN MORE](#)

NEW AT GRAND HYATT MUMBAI

METT Easter Offer

- 50% off restaurants, spas, and salons
- Easter brunch
- Drink offers
- Menu and amenities preview



[LEARN MORE](#)



[LEARN MORE](#)



[LEARN MORE](#)



[LEARN MORE](#)



[LEARN MORE](#)

Spring Break energy

Spring Break Promotion

Club
CARLSON

Hi, Mitchell

Acct. ending: 4091

Points: 0*

Red Member

DON'T
MISS THIS
MOMENT

Celebrate Your Graduate with Carlson Rezidor

graduate's special moment waiting for you. And, we have standard rates at participating properties.

Use Promotional Code

Club
CARLSON

Reserve Your Hotel

Hi, Mitchell

Acct. ending: 4091

Points: 0*

Red Member

Driving to your destination

TAKE
25%
OFF
3 DAYS
ONLY

Three Days to Save Big

It's not too late to enjoy spring break savings! Beat the winter blues with Carlson Rezidor and save 25% on getaways now through March 31. But hurry, you must book by March 11, 2016 to take advantage of this great offer — available only at participating Carlson Rezidor properties.

Book Now

Spring Break Offer

Up to 25% off standard rooms, up to 30% off premium rooms

We've got family spring break deals, car rental, 25% off suites & premium rooms. When the world is yours.

KIMPTON™ Hotels & Restaurants

BOOK A ROOM / SIGN IN / OFFERS

An Escape
For Everybody

Enjoy spring break with your family and friends
**GET UP TO 25% OFF STANDARD ROOMS +
UP TO 30% OFF PREMIUM ROOMS &
SUITES.**

Escape from February 24 - April 30, 2016 / Prepaid, non-refundable / Discount & days of the week vary by hotel / Blackout dates apply / At participating hotels / Subject to availability

BOOK BY MARCH 4, 2016



DESTINATION: FAMILY SPRING BREAK

Stuck in a spring break rut? We've got tips for planning a fun and fab family spring break trip. Get some inspiration for spring adventures that will please the whole family.

MAKE YOUR BREAK >

800.KIMPTON / KIMPTONHOTELS.COM / FOLLOW US: [Facebook icon] [Twitter icon] [Instagram icon] FORWARD TO A FRIEND: [Email icon]

Spring Flash Sale

OUR SPRING
FLASH SALE
IS GONE

CHECK OUT OTHER DEALS AT HILTON.COM

LIMITED
TIME ONLY!

HURRY! SALE ENDS TONIGHT AT 11:59PM CST


00:00:00:00
DAYS HOURS MINUTES SECONDS

Hilton


Hilton

Persistent Hilton Direct Booking message

Spring Theme DC offer

 [EXPLORE HHONORS](#) | [DOWNLOAD APP](#) | [OFFERS](#)

Hello Mitchell MEMBER #: 277594357 YOUR POINTS 0 [LOGIN](#)



SPRING SAVINGS IN D.C.

See Washington D.C. in bloom with weekend rates from \$99.


[BOOK NOW](#)

START SAVING MORE

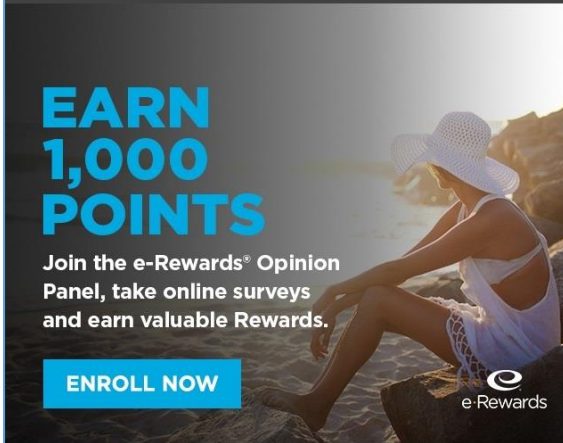
Introducing the lowest price anywhere online, for members only

[BOOK NOW](#)

eRewards Opinion Panel

 [EXPLORE HHONORS](#) | [DOWNLOAD APP](#) | [OFFERS](#)

Hello Mitchell MEMBER #: 277594357 YOUR POINTS 0 [LOGIN](#)



EARN 1,000 POINTS

Join the e-Rewards® Opinion Panel, take online surveys and earn valuable Rewards.

[ENROLL NOW](#)


START SAVING MORE

Introducing the lowest price anywhere online, for members only


[BOOK NOW](#)

Point Purchasing Offer

- Receive 60% more point by April 1

 [EXPLORE HHONORS](#) | [DOWNLOAD APP](#) | [OFFERS](#)

Hello Mitchell MEMBER #: 277594357 YOUR POINTS 0 [LOGIN](#)



60% MORE POINTS

When you purchase Hilton HHonors™ Points by April 1, 2016.

[BUY POINTS](#)

START SAVING MORE

Introducing the lowest price anywhere online, for members only

[BOOK NOW](#)



March 2016 MR Campaign Reviews

Mar '16 eNews performance summary

eNews +				
	Program	Benefits	eNews	Benefits
Audience	Total Delivered	85.2 M 66.2%	11.7 M 11.8%	10.6 M 1.1 M
	Unsub Rate	0.29% 0.1%	0.27% 0.2%	0.29% 0.14%
	Delivery Rate	98% -0.6%	99% 1.4%	99% 100%
Engagement	Open Rate	23.0% -0.9 pts	19.9% -0.1 pts	19.3% 25.9%
	Opens	19.6 M 59.9%	2.3 M 11.1%	2.1 M 281.0 K
	Click Rate	2.2% -0.0 pts	2.7% 0.6 pts	2.7% 2.8%
	Unique Clicks	1.9 M 66.2%	319.8 K 46.6%	289.1 K 30.7 K
	Click to Open Rate	9.5% 0.4 pts	13.7% 3.3 pts	14.1% 10.9%
Financial	Bookings	175.9 K 51.7%	32.3 K 18.4%	25.6 K 6.7 K
	Revenue	\$64.2 M 47.9%	\$12.3 M 18.5%	\$9.7 M \$2.7 M
	Conversion Rate	9.4% -0.9 pts	10.1% -2.4 pts	8.9% 21.7%
	Bookings per Delivered(K)	2.1 -8.7%	2.8 5.9%	2.4 6.1

Observations

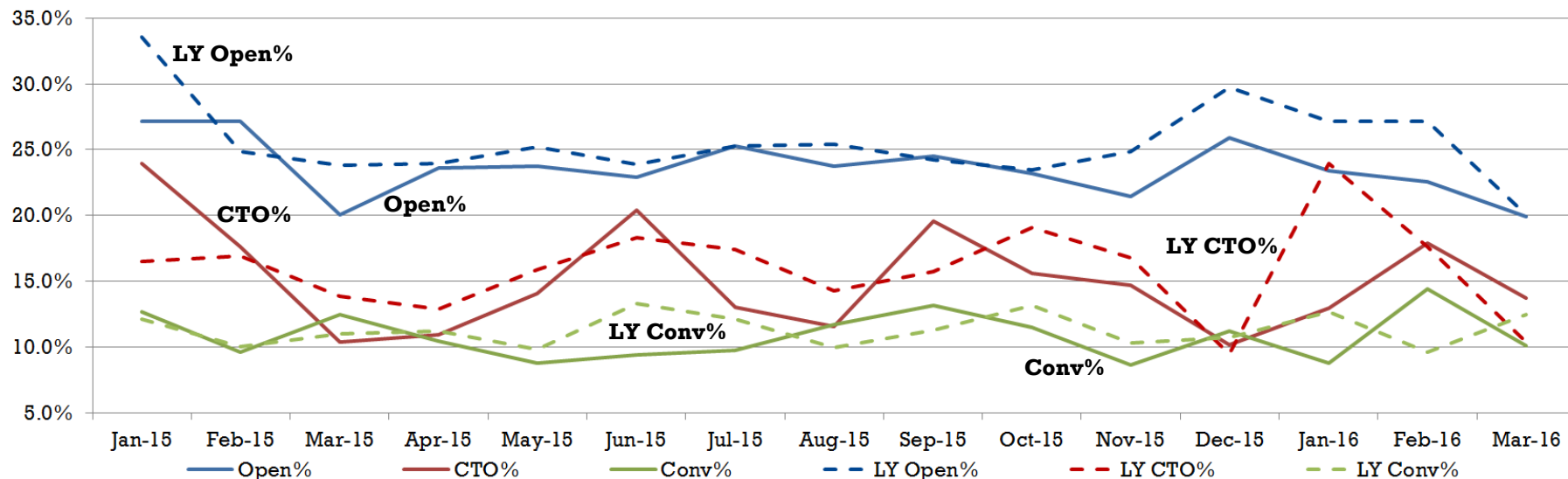
Mar eNews deliveries increased 11.8% YoY and bookings increased by 18.4% YoY, resulting in an 5.9% increase in booking per delivered email (K)

March saw a YoY 3.3% point lift in CTO% which was driven by the 80 K point MRCC offer in Core eNews

- Core eNews generated a higher CTO% than PO eNews for the first time as the default audience engaged better with the MRCC offer

Phase I account module launched in Core eNews

Mar '16 eNews email KPI trends



Observations

- Note: Data is for eNews Default & PO Benefits
- Open rate hit a new campaign low; March has consistently generated the lowest Open rate for eNews:
 2015: Your Account - Your Account: Marriott Rewards in Africa
 2016: Your Account - Your Account: Escape the Madness
- Click to Open rate was 32% higher YoY due to featuring 80 K point MRCC offer (vs 2015 Protea announcement)

Mar '16 eNews sections

Observations

Top Offers section generated 53% of email's clicks

- Typically only occurs with MegaBonus and Sweepstakes
- Featured 80 K MRCC offer & Flash Sale (38%)
- Top Offer 2 contained MegaBonus touchpoints (15%)

New account module launched and generated 4% of clicks, similar to Jan/Feb (MegaBonus ft in Top Offers)

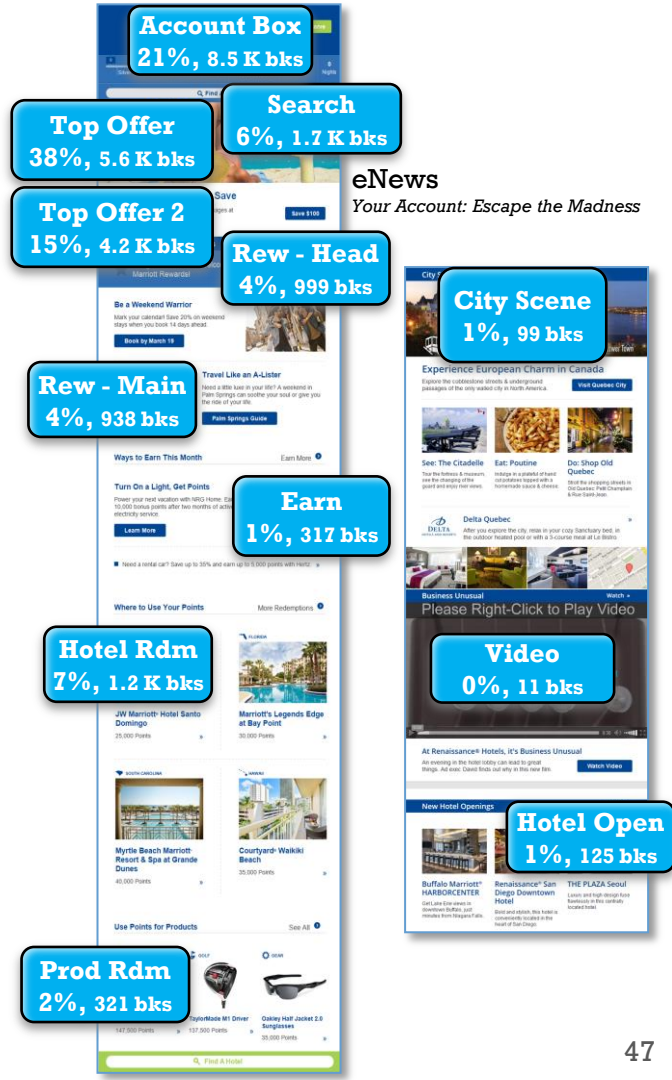
Earn section only generated 1% of clicks but this is typical when Top Offers section generates more than 50% of clicks

Redemptions featured Hotel redemptions and Product redemptions, combining to generate 9% of total clicks

- Feb featured 6 hotel redemption opps and generated 4% of total clicks

The combination of Hotel and Product redemptions appeared to generate greater click share than Hotel Redemptions alone

Video saw least amount of click engagement than other videos in 2015



Mar '16 eNews link analysis

Observations

Section click engagement

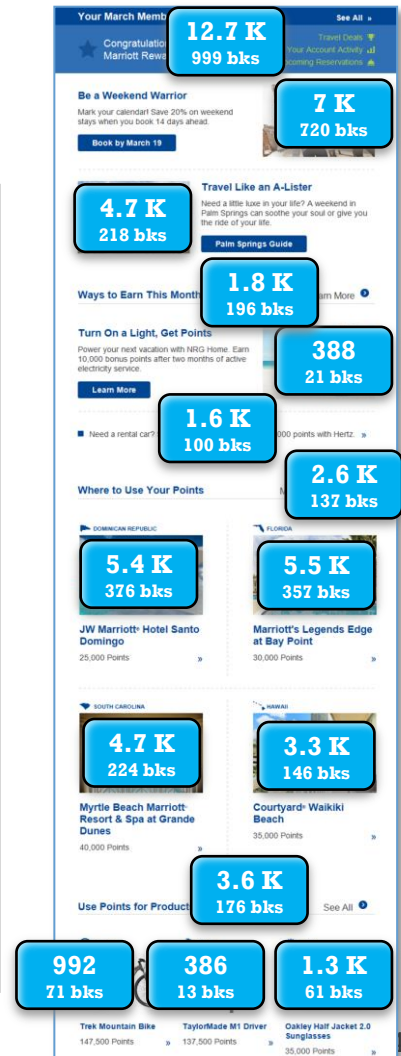
The addition of the new account module did not appear to generate incremental clicks

Hotel Redemptions:	21.5 K
Rewards Header:	12.7 K
Main:	11.7 K
Product Redeem:	6.3 K
Earn:	3.7 K

Engaging content

While the Rewards header generated the most clicks out of any content element, it was below average of previous months

Rewards Header	12.7 K
20% off Weekend	7.0 K
JW in Santo Domingo	5.4 K
Marriott's Legends Edge	5.5 K



Mar '16 Hotel Specials performance summary

		Program	HS + Offers	Hotel Specials	Offers
Audience	Total	85.2 M	11.2 M	10.1 M	1.1 M
	Delivered	66.2%	6.9%		
	Unsub Rate	0.29% 0.1%	0.13% -0.0	0.13%	0.08%
	Delivery Rate	98% -0.6%	97% -2.8%	97%	96%
Engagement	Open Rate	23.0% -0.9 pts	19.3% -0.3 pts	18.9%	23.5%
	Opens	19.6 M 59.9%	2.2 M 5.3%	1.9 M	251.1 K
	Click Rate	2.2% -0.0 pts	1.7% -0.6 pts	1.7%	2.4%
	Unique Clicks	1.9 M 66.2%	193.9 K -19.3%	168.1 K	25.7 K
	Click to Open Rate	9.5% 0.4 pts	9.0% -2.7 pts	8.8%	10.3%
Financial	Bookings	175.9 K 51.7%	20.3 K 10.1%	16.1 K	4.3 K
	Revenue	\$64.2 M 47.9%	\$7.1 M 9.3%	\$5.6 M	\$1.5 M
	Conversion Rate	9.4% -0.9 pts	10.5% 2.8 pts	9.6%	16.6%
	Bookings per Delivered(K)	2.1 -8.7%	1.8 3.0%	1.6	4.0

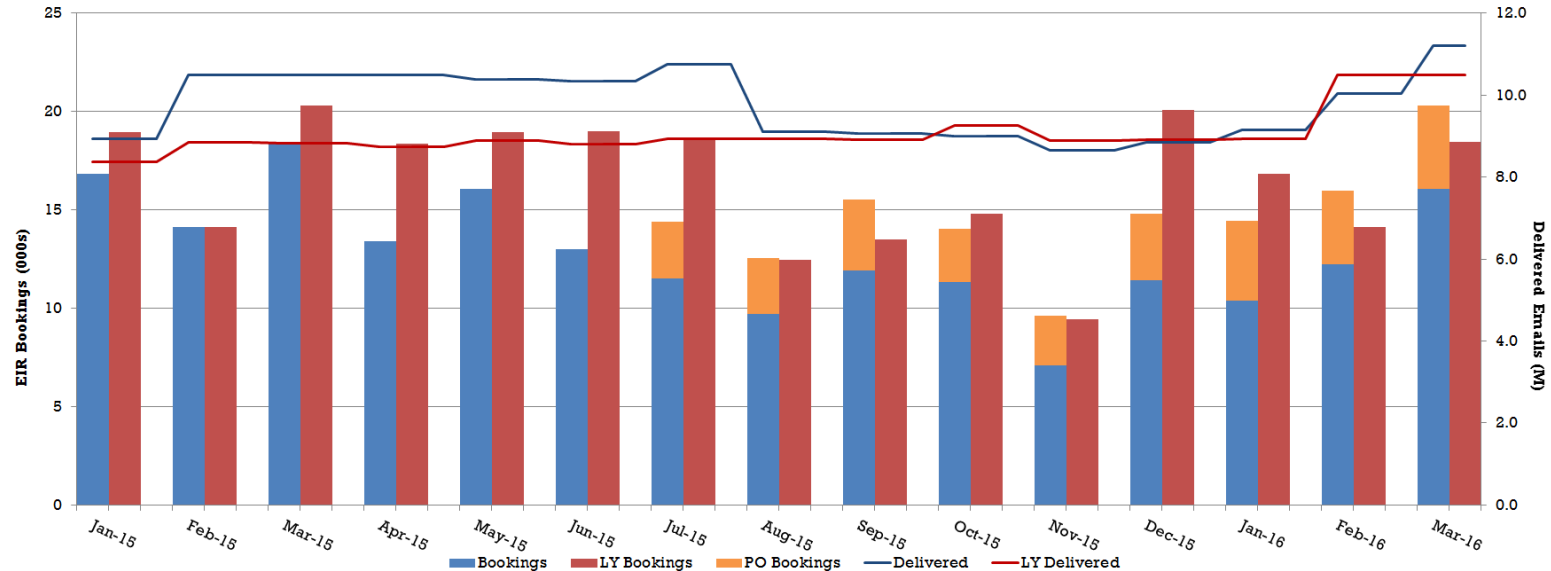
Observations

YoY deliveries increased by 6.9% while bookings increased by 10.1%, leading to an overall increase in Bookings per delivered (K) by 3.0%

- MoM deliveries increased by 13% due inclusion of more global expansion and nonmembers

Hotel Specials and Offers delivery rate have been consistently below the program

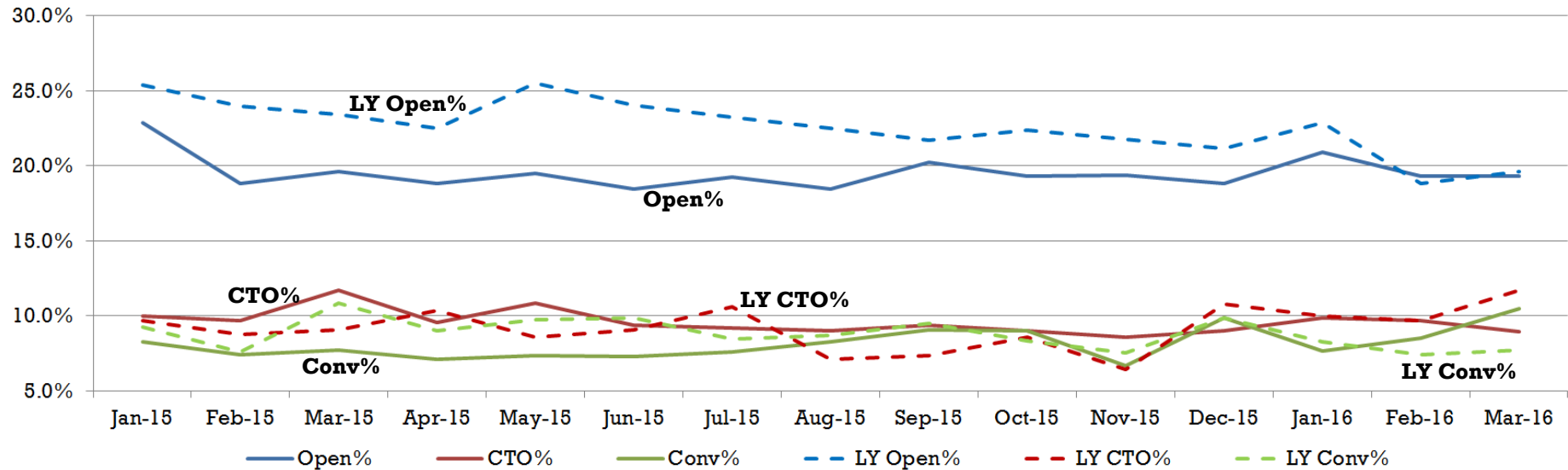
Mar '16 Hotel Specials performance summary



Observations

- For the 2nd month YoY bookings increased >10% YoY
- Mar '16 saw a 1.2 M increase in deliveries over prior month due to audience expansion (nonmember and global)
 - While the bookings increase was partially due to the higher delivery volume, the booking per delivered increased by 3% due to better overall engagement with Hotel Specials & Offers

Mar '16 Hotel Specials performance summary



Observations

- *Note: Data is for Hotel Specials Default & PO Offers*
- Click to Open rate dropped by 8% MoM & 23% YoY; a new template was launched in 2015 which may have driven curiosity clicks
- Conversion rate was the highest since March 2014 with nearly all content and sections generating above month's averages

Mar '16 Hotel Specials link analysis

Observations

An eBreaks module was added and generated 6% of clicks, despite being the bottom module

- Conv% was 6.4%, average against other sections for this mailing, which generally were higher than previous month's averages

MegaBonus was featured in the Getaways module but did not generate the most clicks in that section

Experiences module generated 2% of clicks and while eBreaks may have cannibalized clicks, there was one less offer than typical months

Search bar saw highest conversion rate since June 2013 (10.0%) and was responsible for 15.3% of the bookings

eNews

[FNAME's]April Travel Deals

The screenshot shows the top portion of an eNews email. At the top, it says "eNews" and "[FNAME's]April Travel Deals". Below this is a blue header bar with the user's name "Mitchell Bliss" and "Member". To the right of the name is a blue box labeled "Account Box" showing "24%, 5.1 K bks" and a green "Find & Reserve" button. Below the header is a progress bar with "Silver 10", "Gold 50", and "Platinum 75" options. To the right of the progress bar is the user's account number "XXXXX0638" and "Your Account »". Below the progress bar is a search bar labeled "Find A Hotel". Below the search bar is a blue box labeled "Field Offers" showing "44%, 5.6 K bks". Below the field offers is a section titled "Mitchell's April Deals" with a grid of offers. At the bottom of the email is a blue box labeled "Search" showing "11%, 2.3 K bks" and a "See All" link.

Offer	Price	Details
Charlotte from \$179	American Girl® getaway	Suite upgrade, drink credit
5,000 points in Arizona	Unlimited golf, \$50 credit	Late checkout & breakfast
Des Moines from \$169	Breakfast for the family	Myrtle Beach from \$170
Baltimore from \$154	Aquarium tickets & breakfast	\$100 spa credit per person
Earn up to 6,000 points	Stay across the Midwest	Long Beach from \$149
		Book early & save in CA
		Save 15% in Atlanta
		Spring weekend stays
		Columbus, OH from \$149
		King room, valet parking

The screenshot shows the bottom portion of the eNews email. At the top is a blue box labeled "Getaways" showing "5%, 977 bks" and a "Sign Up Now" button. Below the Getaways box is a section titled "Spring Escapes" with a "See All" link. Below the Spring Escapes section is a blue box labeled "Experiences" showing "2%, 209 bks" and a "From \$144" button. Below the Experiences box is a section titled "Your Villa Awaits" with a "Save 20%" button. At the bottom of the email is a blue box labeled "eBreaks" showing "6%, 847 bks" and a "See More Deals with eBreaks®" link. Below the eBreaks box is a section titled "See More Deals with eBreaks®" with a "Save 20% on 225 great locations across North America" link.

Ends Soon! Get Your Free Night

Your MegaBonus® is waiting. Sign up & stay in a room, plus more.

Sign Up Now

Getaways
5%, 977 bks

*A stay is defined as consecutive nights spent at the same hotel, regardless of check-in/check-out activity.

+7,000 Bonus Points for a Week at the Beach

Break for the beach at a sunny resort. Save on suites and get 1,000 bonus points per night.

Book Now

+6,000 Bonus Points in the Midwest

Celebrate the spring thaw across the Midwest with 1,500 bonus points per night.

Book Now

Spring Escapes

See All

Experiences
2%, 209 bks

Like Driving Fast? Go to Charlotte

Your stay includes tickets to the NASCAR Hall of Fame.

From \$144

Your Villa Awaits

Picture yourself at home, from Hawaii to Thailand. Choose your villa and save 20%.

Save 20%

eBreaks
6%, 847 bks

See More Deals with eBreaks®

Save 20% on 225 great locations across North America.

Mar '16 Hotel Specials link analysis

Observations

The Getaways section achieved the highest conversion rate (9.1%) with all placements generating higher than average Conversion rates:

- 2015 Avg Conv%: 4.4%
- MegaBonus: 11.6%
- 7k points: 6.3%
- 6 K Midwest: 10.7%

The Experiences section also achieved its highest conversion rate (5.0%) 2015 Avg Conv%: 3.79%

- Notably: 20% Off Villa generated the 3rd highest click volume of any curated offer and a 5.3% Conversion rate

The screenshot displays a travel website interface with several promotional banners. At the top right, a blue box highlights '843 61 bkg' under the heading 'Earn While You Save'. Below this, a banner for 'Ends Soon! Get Your Free Night' features a '3.8 K 440 bkg' badge and a 'Sign Up Now' button. Further down, two more banners are visible: one for '+7,000 Bonus Points for a Week at the Beach' with a '3.9 K 249 bkg' badge and 'Book Now' button, and another for '+6,000 Bonus Points in the Midwest' with a '2.1 K 227 bkg' badge and 'Book Now' button. The 'Spring Escapes' section follows, featuring a '651 26 bkg' badge and a 'From \$144' price point. Below this, a 'Your Villa Awaits' banner shows a '3.1 K 165 bkg' badge and a 'Save 20%' button. At the bottom, a map of North America is shown with a '13.2 K 847 bkg' badge and a 'See More Deals with eBreaks®' link. A small red bell icon is also present in the bottom right corner.

843 61 bkg Earn While You Save More Deals

Ends Soon! Get Your Free Night
Your MegaBonus® is waiting – but the clock's ticking. Sign up & stay* twice for a free night, plus more.
3.8 K 440 bkg
Sign Up Now

*A 'stay' is defined as consecutive nights spent at the same hotel, regardless of check-in/check-out activity.

3.9 K 249 bkg +7,000 Bonus Points for a Week at the Beach
Break for the beach at a sunny resort. Save on suites and get 1,000 bonus points per night.
Book Now

2.1 K 227 bkg +6,000 Bonus Points in the Midwest
Celebrate the spring thaw across the Midwest with 1,500 bonus points per night.
Book Now

651 26 bkg Spring Escapes
Like Driving Fast? Go to Charlotte
Your stay includes tickets to the NASCAR Hall of Fame.
From \$144

Your Villa Awaits
Picture yourself at home, from Hawaii to Thailand. Choose your villa and save 20%.
Save 20%

3.1 K 165 bkg

13.2 K 847 bkg See More Deals with eBreaks®
Save 20% on 225 great locations across North America.

Mar '16 Solo performance summary

		Program	Solos
Audience	Total Delivered	85.2 M 66.2%	27.9 M 411.4%
	Unsub Rate	0.29% 0.1%	0.31% 0.2%
	Delivery Rate	98% -0.6%	98% -0.6%
Engagement	Open Rate	23.0% -0.9 pts	24.6% -8.5 pts
	Opens	19.6 M 59.9%	6.9 M 280.0%
	Click Rate	2.2% -0.0 pts	2.8% -1.1 pts
	Unique Clicks	1.9 M 66.2%	794.0 K 272.7%
	Click to Open Rate	9.5% 0.4 pts	11.6% -0.2 pts
Financial	Bookings	175.9 K 51.7%	67.3 K 195.5%
	Revenue	\$64.2 M 47.9%	\$24.2 M 178.5%
	Conversion Rate	9.4% -0.9 pts	8.5% -2.2 pts
	Bookings per Delivered(K)	2.1 -8.7%	2.4 -42.2%

Observations

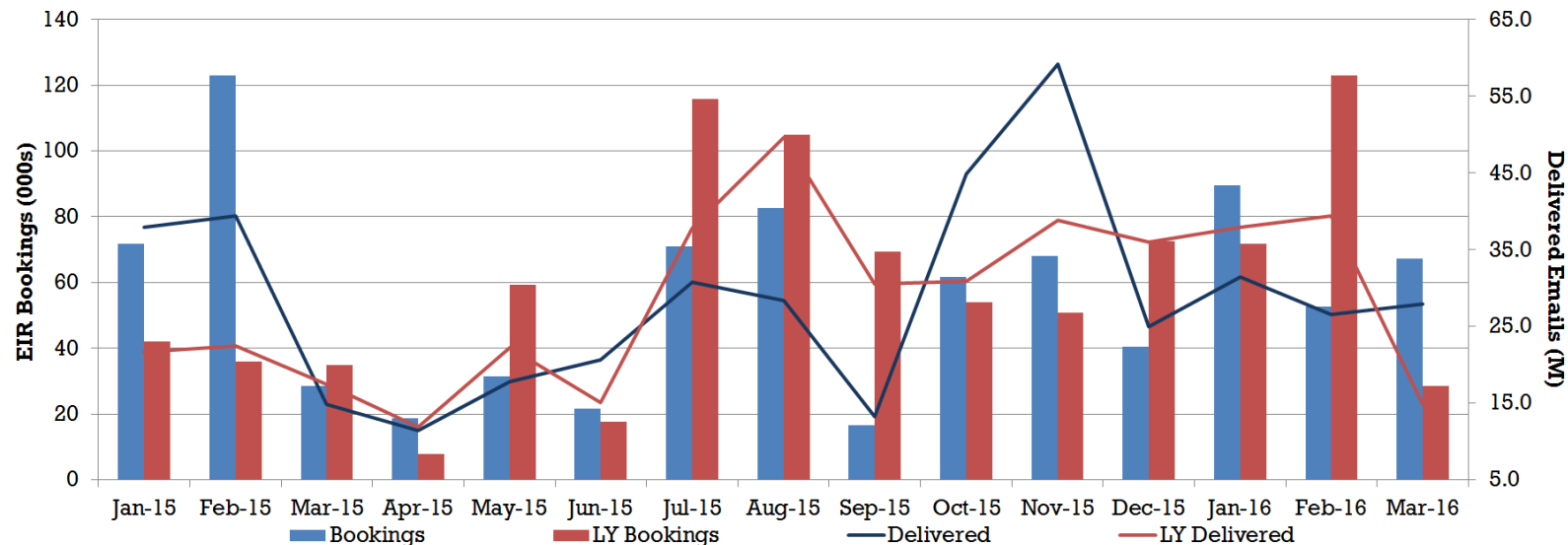
Solo deliveries increased YoY by 411.4% and bookings increased by 67.3%, resulting in a net decrease in Booking per delivered(K) of 42.2%

- Freddie's Solo reminder was delivered to 11.9 M, over 3 fold from 2015
- Shop Marriott was delivered to 11.1 M; the previous year Shop Marriott launched in Feb

Launches

- Freddie's Award (international & reminder)
- Shop Marriott Sweepstakes
- MegaBonus Registration Reminder
- WHPH Nonmember Taste of Gold
- Hertz Promotion Solo

Mar '16 Solo MoM performance summary

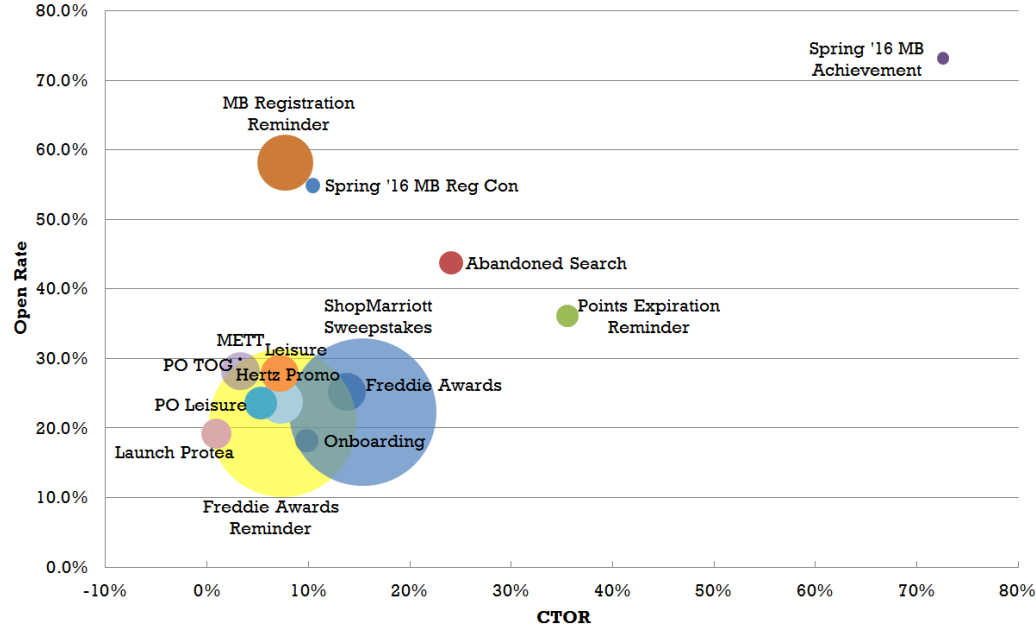


Mar Key Solo mailings

	<u>Delivered / EIR Bookings</u>
Mar '16: Freddies	12 M / 11.8 K
ShopMarriott	11 M / 23.4 K
MB Reg Reminder	1.6 M / 6.7 K
Hertz	996 K / 3 K
Abandoned Search	291 K / 7.3 K

	<u>Delivered / EIR Bookings</u>
Mar '15: Freddies	2.4 M / 5.6 K
MB Reg Reminder	1.1 M / 8.3 K
Points Expiration	840 K / 971
Abandoned Search	162 K / 5.3 K

Mar '16 Solo visualization – Email engagement



Observations

The new MegaBonus Achievement continued to generate well above average engagement, with over 70% Open and Click to Open rate

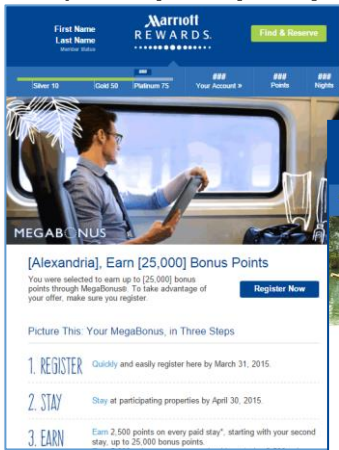
Registration reminder generated high engagement with nearly a 60% Open rate

The default Leisure Solo generated a higher Open and Click to Open rate than PO versions

MegaBonus Registration Reminder Solo

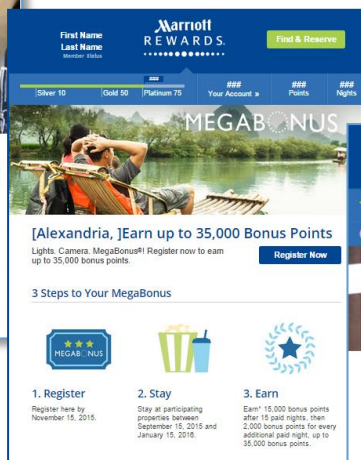
Spring '15

Don't you want [XX,XXX] bonus points?



Fall '15

SL: Don't Miss Your MegaBonus, up to XXX pts



Spring '16

Don't You Want a Free Night?



MB Reg Reminder	Delivered	Clicks	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bkngs/ Divd
Feb '15	1.7 M	93.0 K	\$6.5 K	\$2.5 M	57.5%	9.7%	7.0%	3.9
Sep '15	1.9 M	55.1 K	\$4.3 K	\$1.6 M	40.0%	7.4%	7.8%	2.3
Mar '16	1.5 M	69.0 K	\$6.5 K	\$2.2 M	58.2%	7.8%	9.5%	4.3

Observations

MegaBonus registration reminders have been a valuable touchpoint to drive engagement & bookings

The first Spring '16 MegaBonus reminder generated the highest Open% and Conv% compared to previous campaigns, driving an improved booking per delivered

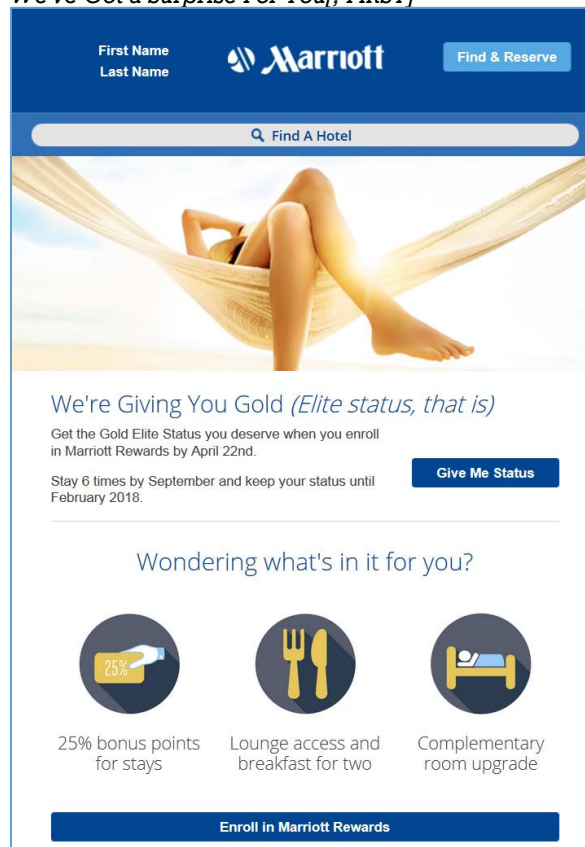
The ability to leverage “Free night” language in both subject line and body copy likely contributed to the higher response

Body copy that highlighted the opportunities of point rewards further reinforced the value of the promotion

Even with increased reminders in other campaigns, a dedicated Solo remains a valuable MegaBonus touchpoint

Project Orange 'Taste of Gold' Solo

We've Got a Surprise For You[, FIRST]



First Name
Last Name

Marriott

Find & Reserve

Find A Hotel

We're Giving You Gold (*Elite status, that is*)

Get the Gold Elite Status you deserve when you enroll in Marriott Rewards by April 22nd.

Stay 6 times by September and keep your status until February 2018.

Give Me Status

Wondering what's in it for you?

- 25% bonus points for stays
- Lounge access and breakfast for two
- Complimentary room upgrade

Enroll in Marriott Rewards

PO Taste of Gold	Delivered	Enrollments	Open%	CTO%	Conv%	Enroll /Dlvd(k)
Mar '16	5.6 K	46	29.9%	3.3%	83.6%	8.2

Observations

Enrollment metrics from other campaigns should be compared against these results

2015 Average	Nonmember Welcome	2015 Hotel Specials	Concierge
Open%: 21.9%	Open% 26.8%	Open% 19.9%	Open% 21.6%
CTO%: 4.6%	CTO% 11.8%	CTO% 6.6%	CTO% 3.9%

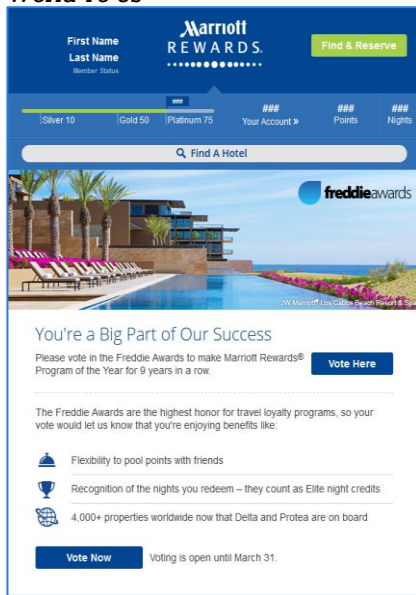
The Solo generated a lower CTO% than other Nonmember communications

2016 Solo deep-dive: Freddie Awards

Freddies Reminder Solo	Delivered	Clicks	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bkngs/ Dlvd
2012	3.0 M	70.6 K	\$8.0 K	\$2.9 M	24.1%	9.8%	11.4%	2.7
2014	1.0 M	46.1 K	\$5.2 K	\$1.9 M	30.3%	15.8%	11.4%	5.5
2015	2.5 M	58.4 K	\$5.6 K	\$2.0 M	14.1%	16.9%	9.6%	2.3
2016	11.2 M	172.3 K	\$10.7 K	\$3.9 M	20.7%	7.5%	6.2%	1.0

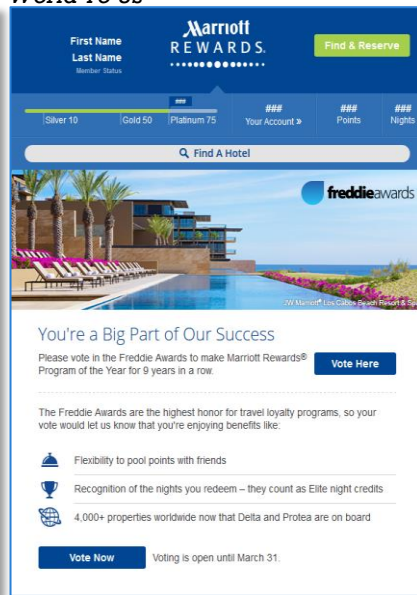
2016

SL: Your Loyalty Means the World To Us



2016 Reminder

SL: Your Loyalty Means the World To Us

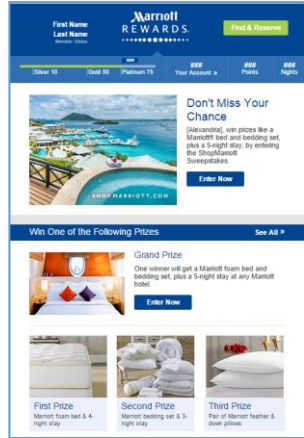


Observations

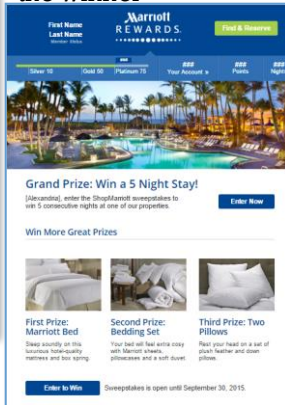
The Freddie's reminder was delivered to a significantly larger audience than previous years

ShopMarriott Sweepstakes Solo

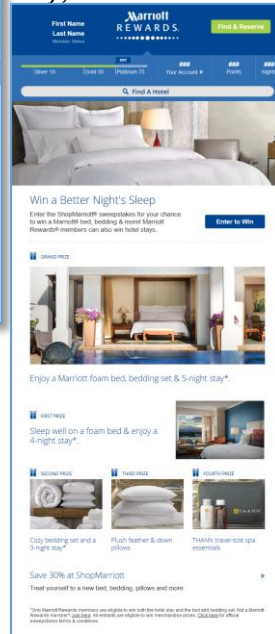
Feb '15: Win a 5-night stay, a Marriott Bed, & more



Sep '15: You could be the winner



Mar '16: Win A 5-Night Stay, New Bed & More



Shop Marriott	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bkngs /Dlvd
Nov '13	6.5 M	6.8 K	\$2.2 M	24.0%	7.8%	5.6%	1.1
Nov '14	13.6 M	11.9 K	\$4.2 M	22.1%	11.6%	3.4%	0.9
Feb '15	12.2 M	46.8 K	\$16.8 M	24.9%	21.2%	7.3%	3.8
Sep '15	610.6 K	1.5 K	\$702.6 K	30.4%	25.2%	3.2%	2.4
Nov '15	11.6 M	6.5 K	\$2.2 M	21.7%	7.9%	3.2%	0.6
Mar '16	11.1 M	23.4 K	\$8.1 M	22.3%	15.4%	6.2%	2.1

Observations

ShopMarriott solos that contain sweepstakes generate higher CTO% and booking per delivered

“You could be the winner” had the highest Open% of any ShopMarriott Solo but there were significant differences in the audience

Test & roll SL testing can indicate SL-type to consistently use

Mar '16 had a lower CTO% than other sweepstake Solos and the only mailing without a 2nd CTA button

Reiterating CTA buttons may help generate incremental clicks

Mar '16 Lifecycle performance summary

Program Lifecycle

Audience	Total Delivered	85.2 M 66.2%	5.2 M 109.2%
	Unsub Rate	0.29% 0.1%	0.64% 0.2%
	Delivery Rate	98% -0.6%	97% 0.5%
Engagement	Open Rate	23.0% -0.9 pts	34.6% -2.1 pts
	Opens	19.6 M 59.9%	1.8 M 97.3%
	Click Rate	2.2% -0.0 pts	6.2% -2.4 pts
	Unique Clicks	1.9 M 66.2%	319.8 K 50.4%
	Click to Open Rate	9.5% 0.4 pts	17.9% -5.6 pts
Financial	Bookings	175.9 K 51.7%	30.7 K 34.2%
	Revenue	\$64.2 M 47.9%	\$11.9 M 24.8%
	Conversion Rate	9.4% -0.9 pts	9.6% -1.2 pts
	Bookings per Delivered(K)	2.1 -8.7%	6.0 -35.8%

Observations

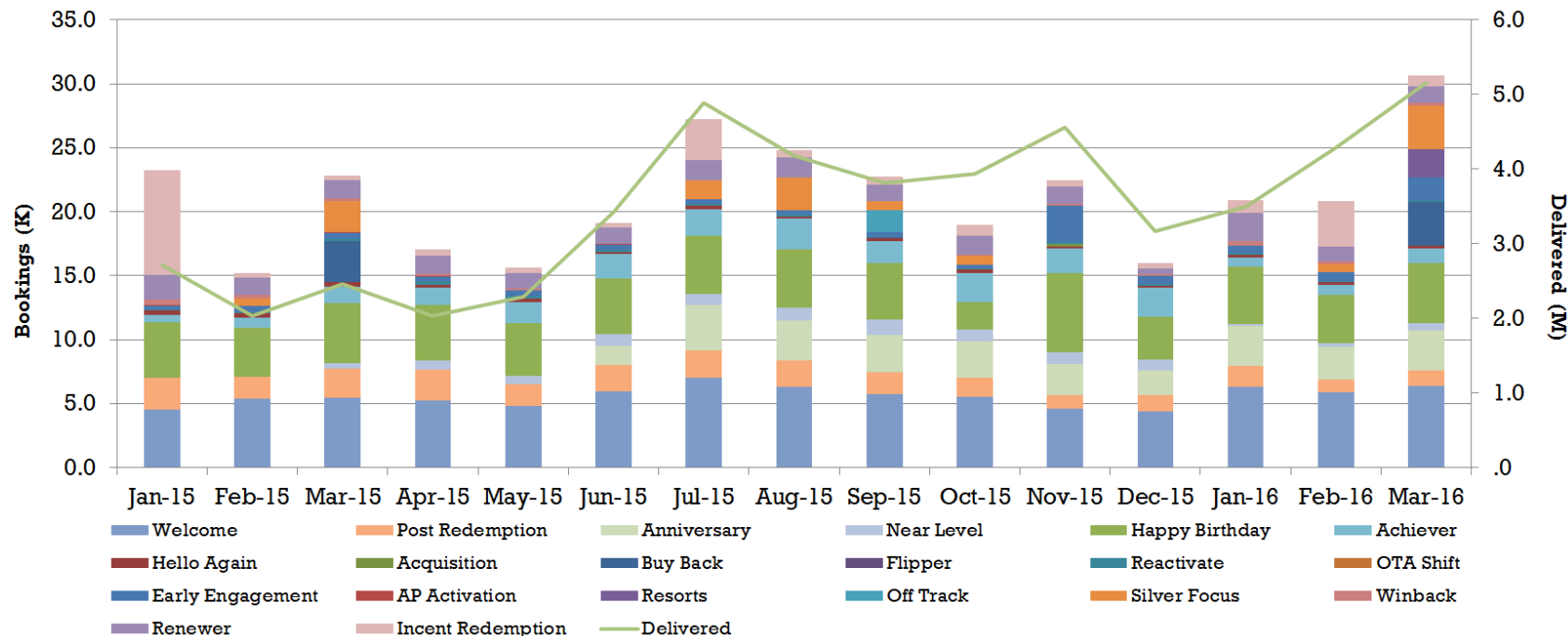
- Delivery increased YoY by 109.2% and bookings increased by 34.2%, resulting in a decrease in bookings per delivered email of 35.8%
- This month saw the highest volume of delivered since Feb '14 and the highest revenue since before 2012
 - Resorts mailing was sent to 722 K
 - Buy Back was sent to 354 K
 - Anniversary was sent to 922 K & was not live last year
- While these mailings drove booking volume, they were slightly less efficient than other Lifecycle campaigns

Launches

- Silver Focus Taste of Gold
- Leisure information
- Buyback
- Onboarding*
- Nonmember Welcome ft MegaBonus offer

*For March Onboarding data is included in Solo campaigns

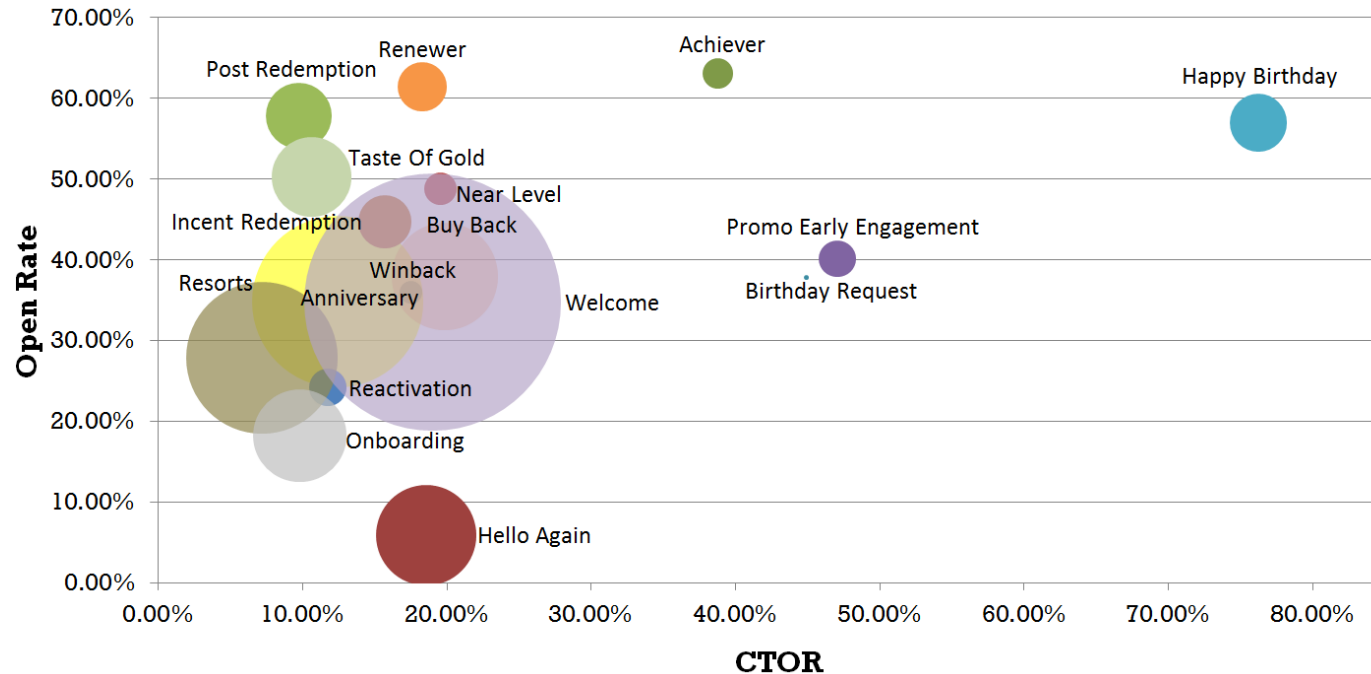
Mar '16 Lifecycle MoM performance summary



Observations

- March spike in bookings was due to one-time mailings Silver Focus Taste of Gold, BuyBack, & Leisure Solo (Resorts)

Mar '16 Lifecycle visualization – Engagement



Observations

- Silver Focus: Taste of Gold & BuyBack launched in March and generated similar email KPI's as they had in previous years
- Leisure Solo (Resorts) was not behaviorally triggered and generated email KPI's similar to Solos & METT

Leisure Informational Solo

Leisure Solo	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bkngs /Divd
Core	722.4 K	2.2 K	\$811.3 K	27.9%	7.2%	15.0%	3.0
PO	559.5 K	562	\$186.3 K	23.6%	5.3%	8.0%	1.0
Total	1.28 M	2.7 K	\$1.0 M	26.0%	6.4%	12.7%	2.1

Observations

Leisure Informational solo leveraged multiple dynamic content:

- Top Offer leveraged propensity model to against 6 featured destinations
- Secondary section were custom to PO & Default

The Default version generated higher email KPI's than the combined PO version, resulting in a 3 fold higher booking per delivered

The PO version generated performance similar to METT mailings with slightly higher CTO% and lower Conv%

PO segment level performance needs to be understood as well as the targeted Core audience

Core Plan Summer Vacation

TSAT

[FNAME's][Your] Summer Vacation Plans

WHPH

Cross "Plan Summer Vacation" Off Your List

Incent Redemption

Incent Redemption

Batch delivery schedule:

- Jan '15
- July '15
- Feb '16

A refresh launched Feb '16:

- 10K point trigger (vs 75K) expanded audience
- Targeted content against point balance tiers- Redemption slider

Incent Redeem	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)
Jan '15	750.5 K	8.2 K	\$3.28 M	47.6%	16.9%	13.5%	10.9
Feb '15	21.5 K	331	\$381.2 K	50.2%	23.0%	13.4%	15.4
Mar '15	22.1 K	348	\$170.4 K	52.0%	23.6%	12.8%	15.8
Apr '15	27.5 K	460	\$191.1 K	51.7%	23.6%	13.7%	16.7
May '15	30.3 K	401	\$166.6 K	49.3%	22.5%	12.0%	13.3
Jun '15	22.5 K	319	\$110.3 K	49.3%	23.1%	12.5%	14.2
Jul '15	409.0 K	3.2 K	\$1.32 M	43.8%	15.6%	11.4%	7.8
Aug '15	51.1 K	550	\$201.0 K	48.4%	17.1%	13.0%	10.8
Sep '15	54.1 K	586	\$267.2 K	44.3%	18.9%	12.9%	10.8
Oct '15	77.5 K	828	\$303.8 K	47.7%	17.7%	12.7%	10.7
Nov '15	59.3 K	532	\$205.0 K	46.8%	17.0%	11.3%	9.0
Dec '15	42.7 K	412	\$142.6 K	44.1%	18.2%	12.0%	9.7
Jan '16	75.8 K	1.0 K	\$422.1 K	53.8%	18.3%	13.3%	13.1
Feb '16	560.9 K	3.6 K	\$1.39 M	41.4%	14.2%	10.9%	6.4
Mar '16	88.7 K	825	\$345.1 K	44.7%	15.7%	13.2%	9.3

Observations

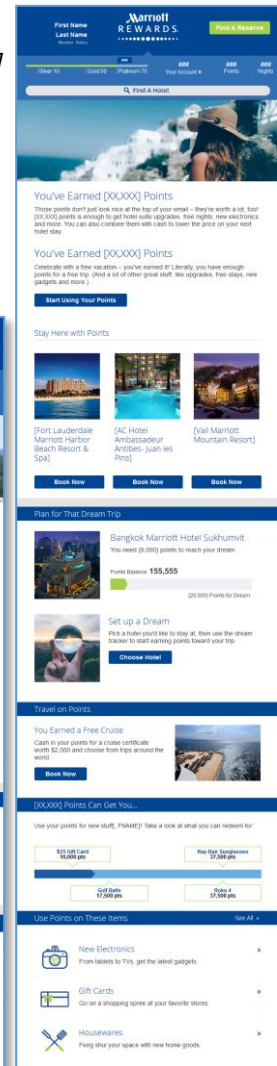
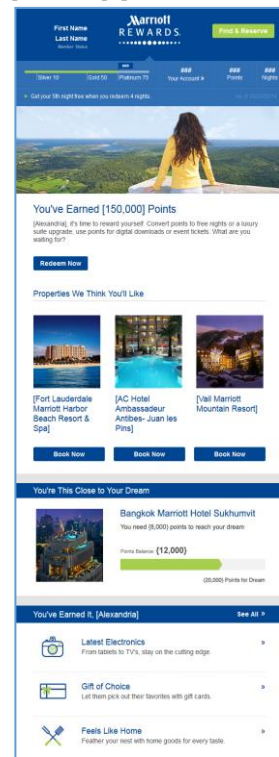
- Monthly non-batch delivery peaked due to inclusion of larger audience with potentially a different mindset
- Click to Open rate was among the lowest generated against previous versions but Conv% was among the highest

Continue monitoring and conduct link & point balance segment analysis

Feb'16 - current
Here's What [XX,XXX]
Points Gets You, Jim

2015-Jan'16

Jim, indulge with your
[XX,XXX] points

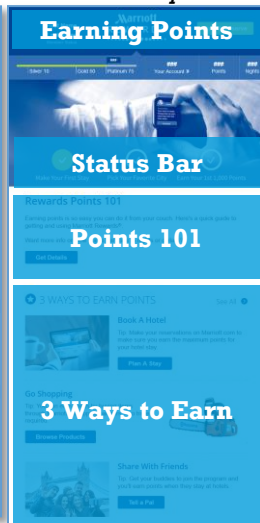


Lifecycle: Onboarding

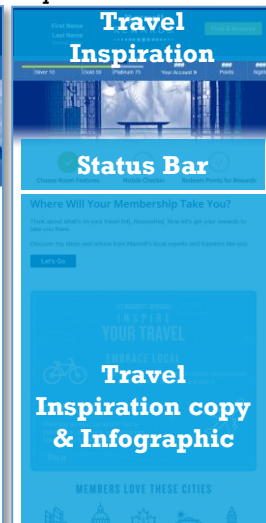
How to Use Your Rewards Account



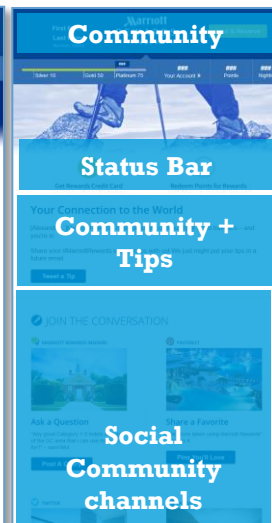
How to Earn Points: No Travel Required



Let's Plan Your Next Trip



You Have 50 Million New Friends



	Early Engagement	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)
Onboarding		270.0 K	349	\$122.2 K	18.2%	9.8%	7.2%	1.3
Series 1		127.5 K	197	\$66.6 K	20.1%	10.7%	7.2%	1.5
Series 2		89.1 K	123	\$42.2 K	16.9%	9.9%	8.2%	1.4
Series 3		48.4 K	28	\$13.4 K	16.1%	7.2%	5.0%	0.6
Series 4		4.9 K	1	\$89	16.1%	4.5%	2.8%	0.2
Welcome		2.1 M	6.4 K	\$2.9 M	34.7%	19.0%	4.7%	3.1
Welcome		284.2 K	2769	1.3 M	47.2%	22.8%	9.1%	9.7
Points EES1		273.6 K	912	\$381.2 K	36.5%	18.1%	5.1%	3.3
Points EES2		266.1 K	512	\$213.0 K	31.3%	13.8%	4.5%	1.9
Points EES3		253.8 K	619	\$285.1 K	28.3%	11.2%	7.7%	2.4

Observations

Launches 45 days after registration, each 10 days apart

Non-standard email KPIs to understand impact

- Drive new member loyalty at a faster rate
- Increase # of new members booking their 2nd stay

Early performance benchmarks

- Open rate after the first message below program avg
- Click to open rate starts at program avg, falls to similar CTO as Concierge/Destinations

Continue to monitor and connect to longer term engagement KPI's

Lifecycle: Elite Buy Back

2015: Keep your [Status] Elite status for 2015

The screenshot shows the Marriott Rewards website interface for a Gold Elite member. The header includes the Marriott Rewards logo and a 'Find & Reserve' button. Below the header, the member's status is shown as Gold 50. The main content area features a large image of a hotel interior and a section titled 'Elite Buy Back: Keep Gold Elite Status in 2015'. The text explains that the member can retain Gold Elite status for 2015 by buying back 25,000 points. A list of benefits is provided, including a 25% point bonus, free enhanced internet, and lounge access. A 'Keep Your Gold Status' button is at the bottom.

Elite Buy Back: Keep Gold Elite Status in 2015

Retain Gold Elite status with your points. For a limited time, you can buy back your Gold Elite status for just 25,000 points without meeting the minimum 50-night requirement, now through April 1, 2015.

As a Gold Elite member, you'll continue to receive the following benefits plus much more:

- A 25% point bonus
- Free enhanced Internet at participating locations
- Lounge access/breakfast at participating JW Marriott®, Autograph Collection® Hotels, Renaissance® Hotels, Marriott® Hotels (excluding resorts)

Simply email or call us to find out just how easy it is. You can get all of the details about the Buy Back program here.

[Keep Your Gold Status](#)

2016: Keep your [Status] Elite status for 2016

The screenshot shows the Marriott Rewards website interface for a Silver Elite member. The header includes the Marriott Rewards logo and a 'Find & Reserve' button. Below the header, the member's status is shown as Silver 10. The main content area features a large image of a person sitting on a balcony overlooking the ocean and a section titled 'Keep Your Silver Elite Status in 2016'. The text explains that the member can keep Silver Elite status for 2016 by buying back 7,500 points. A list of benefits is provided, including a 20% point bonus, ultimate reservation guarantee, and priority late checkout. A 'Keep Your Silver Status' button is at the bottom.

Keep Your Silver Elite Status in 2016

Don't worry, [Alexandria]. While you didn't stay 10 nights last year, you have enough points to keep your Silver Elite status. For a limited time, you can buy back your Elite status for just 7,500 points, now through April 1, 2016.

Buy back your status to keep enjoying benefits like:

- A 20% point bonus
- Ultimate reservation guarantee
- Priority late checkout

You can get all of the details about the Buy Back program here.

[Keep Your Silver Status](#)

Elite Buy Back	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)
2012	243.6 K	2.5 K	\$959.5 K	32.4%	21.9%	14.5%	10.3
2013	260.5 K	2.9 K	\$1.04 M	40.5%	22.5%	12.1%	11.1
2014	318.4 K	1.6 K	\$548.6 K	41.1%	22.4%	5.5%	5.0
2015	328.7 K	3.2 K	\$1.24 M	36.7%	19.9%	13.4%	9.8
2016	355.0 K	3.4 K	\$1.26 M	37.9%	19.8%	12.8%	9.7

Observations

2016 version was nearly identical in performance to 2015

- Same Subject line
- Same target (all elite status tiers)
- Copy was updated to a more conversational tone

Lifecycle: Nonmember Welcome

Mar '16 Nonmember Welcome (ft. MegaBonus)

2015 Nonmember Welcome

Nonmember Welcome	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bkngs /Dlvd
Mar '16	266.4 K	115	\$40.4 K	28.6%	14.5%	1.0%	0.4
2015 Avg	249.7 K	131	\$64.1 K	27.6%	11.7%	1.7%	0.5

Note: 2015 Avg was May-Jan'16, excluding months where tracking may have been an issue

Observations

Enrollment tracking capability is being explored & may be tied back to these mailings

Whereas Feb CTO% was similar to the 2015 average, March CTO% was 24% higher, suggesting the higher clicks may have led to more enrollments due to the MegaBonus offer

Lifecycle: Silver Focus - Taste of Gold

First Name

Last Name

Member Status

Marriott

REWARDS.

Find & Reserve

###

###

###

###

###

Silver 10

Gold 50

Platinum 75

Your Account »

Points

Nights

Find A Hotel



Enjoy a Special Treat: Gold Elite Status

Alexandria, we have news you'll love. As part of a select group, we have upgraded you to Gold Elite status for three months. As a Gold Elite member, you'll receive exclusive benefits including:

- A 25% bonus on Marriott Rewards® points
- Guaranteed lounge access at participating brands
- Complimentary room upgrades
- Free enhanced Wi-Fi

To enjoy your Gold Elite status longer, stay* six times at a participating Marriott® brand now through June 30, 2016 and you'll maintain your Gold Elite status through February 2018.

We took it upon ourselves to enroll you in this special program, so there's no need for you to lift a finger to enroll. Simply [book now](#) and enjoy your Gold Elite benefits.

Book Now

*A 'stay' is defined as consecutive nights spent in the same hotel, regardless of check-in/check-out activity.

Taste of Gold	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)
Mar '12	178.3 K	3.8 K	\$1.34 M	56.7%	14.2%	26.2%	21.1
Mar '13	177.4 K	3.6 K	\$1.28 M	55.5%	12.7%	28.9%	20.4
Mar '14	179.7 K	4.4 K	\$1.67 M	49.2%	15.7%	31.5%	24.3
Mar '15	159.7 K	2.5 K	\$955.3 K	43.8%	11.9%	29.4%	15.4
Mar '16	197.5 K	3.5 K	\$1.34 M	50.3%	10.6%	32.7%	17.5

Observations

2016 version generated similar email KPI's as previous years

Mar '16 Destinations performance summary

		Program	Dest.	Core	PO
Audience	Total Delivered	85.2 M 66.2%	10.8 M 55.0%	9.7 M	1.1 M
	Unsub Rate	0.29% 0.1%	0.30% 0.1%	0.32%	0.17%
	Delivery Rate	98% -0.6%	99% 99.1%	99%	100%
Engagement	Open Rate	23.0% -0.9 pts	22.3% -1.7 pts	22.0%	25.4%
	Opens	19.6 M 59.9%	2.4 M 44.1%	2.1 M	290.4 K
	Click Rate	2.2% -0.0 pts	1.0% -0.4 pts	1.0%	1.2%
	Unique Clicks	1.9 M 66.2%	113.4 K 10.6%	100.2 K	13.2 K
	Click to Open Rate	9.5% 0.4 pts	4.7% -1.4 pts	4.7%	4.5%
Financial	Bookings	175.9 K 51.7%	11.9 K -9.6%	9.8 K	2.0 K
	Revenue	\$64.2 M 47.9%	\$4.1 M 1.0%	\$3.4 M	\$754.6 K
	Conversion Rate	9.4% -0.9 pts	10.5% -2.3 pts	9.8%	15.4%
	Bookings per Delivered(K)	2.1 -8.7%	1.1 -41.7%	1.0	1.8

Observations

Destinations to the Default audience launched in March to MR members (EN global)

Note: YoY comparisons were made to 2015 Concierge although this is not an apples to apples comparison; differences include:

- Audience size and composition
- Mailing frequency
- Changes in content and format

Mar '16 Destinations

Travel Inspiration	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bkngs/Dlvd
Destinations	10.8 M	11.9 K	\$4.1 M	22.3%	4.7%	10.5%	1.1
Core	9.7 M	9.8 K	\$3.37 M	22.0%	4.7%	9.8%	1.0
PO	1.1 M	2.0 K	\$754.6 K	25.4%	4.5%	15.4%	1.8
Concierge	16.2 M	12.8 K	\$4.5 M	16.8%	4.3%	10.9%	0.8
Feb-1	3.2 M	1.9 K	\$642.4 K	16.8%	3.4%	10.4%	0.6
Feb-8	3.1 M	2.7 K	\$944.2 K	17.8%	4.4%	10.9%	0.9
Feb-15	3.3 M	3.1 K	\$1.09 M	16.2%	4.4%	13.3%	0.9
Feb-22	3.3 M	2.8 K	\$978.8 K	17.4%	5.2%	9.2%	0.8
Feb-29	3.3 M	2.4 K	\$823.8 K	16.2%	4.1%	10.8%	0.7

Observations

Compared to single Concierge mailings, Destinations (Core):

- Generated a higher Open rate, a slightly higher Click to Open rate, and a lower Conv rate
- Not apples-to-apples as Concierge included PO segments

Comparisons to Concierge should be limited; however, comparing CTO% & Conv% may offer insight into an integrated content approach vs separate travel inspiration & offer content

Key differences

- 6 M new audience members, mailed once a month
- Significantly greater and evolved content
- No eBreaks module

Destinations Your Trip Planner Is Here, [FNAME]

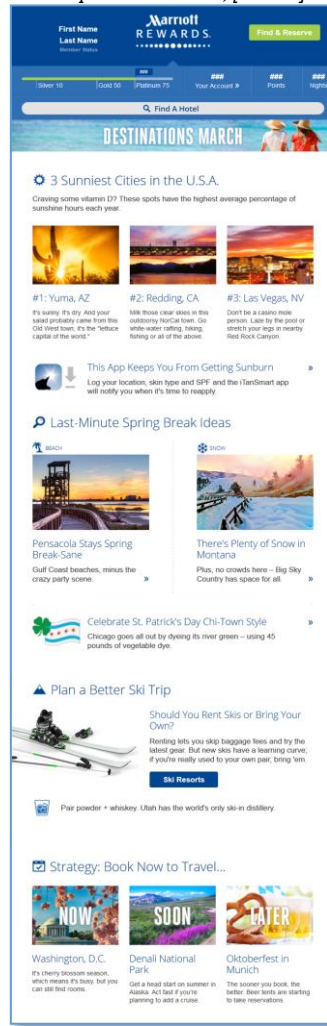
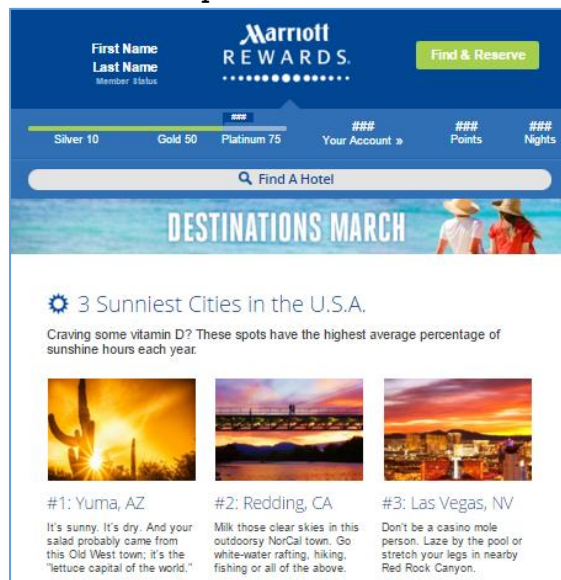


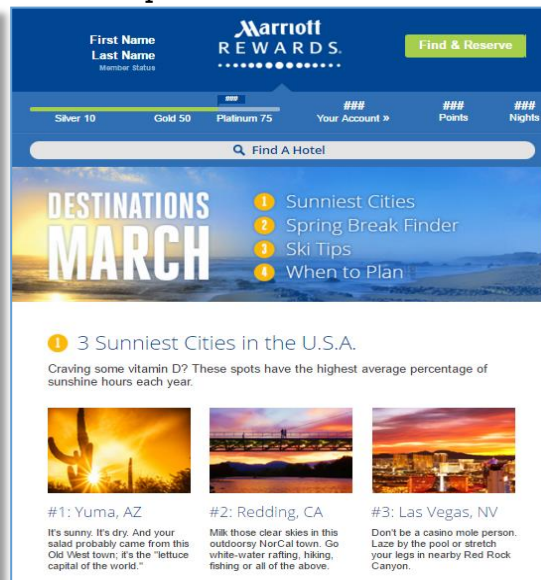
Table of Content did not increase click engagement

Template 1: Masthead



Clicks: 47.7 K
CTO%: 4.6%
Conv%: 9.5%
Booking/Del (K): .93

Template 2: Table of Contents



Clicks: 48.6 K
CTO%: 4.6%
Conv%: 9.1%
Booking/Del (K): .91

Table of content was tested to see if navigation to content increased click engagement

- TOC version included numbered sections (modules)
- TOC was included, but not tested, in Mar Destinations for PO versions

Overall click engagement was nearly identical between the mailings

Test will be continued in May

Mar '16 Project Orange performance summary

		Program	Project Orange
Audience	Total Delivered	85.2 M 66.2%	3.9 M
	Unsub Rate	0.29% 0.1%	0.14%
	Delivery Rate	98% -0.6%	99%
Engagement	Open Rate	23.0% -0.9 pts	24.7%
	Opens	19.6 M 59.9%	954.6 K
	Click Rate	2.2% -0.0 pts	2.0%
	Unique Clicks	1.9 M 66.2%	76.6 K
	Click to Open Rate	9.5% 0.4 pts	8.0%
Financial	Bookings	175.9 K 51.7%	13.5 K
	Revenue	\$64.2 M 47.9%	\$5.1 M
	Conversion Rate	9.4% -0.9 pts	17.7%
	Bookings per Delivered(K)	2.1 -8.7%	3.5

Mar Project Orange	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
WHPH	1.5 M	9.8 K	\$3.8 M	29.7%	8.4%	26.5%	6.6	0.11%
Benefits	498.7 K	5.1 K	\$2.1 M	31.4%	11.3%	29.0%	10.3	0.1%
Destinations	506.0 K	1.5 K	\$556.9 K	30.7%	4.3%	22.7%	3.0	0.2%
Offers	469.0 K	3.2 K	\$1.1 M	26.8%	10.1%	24.9%	6.7	0.0%
TSAT	1.8 M	3.2 K	\$1.2 M	21.1%	8.5%	9.7%	1.7	0.15%
Benefits	586.8 K	1.5 K	\$590.0 K	21.2%	10.5%	11.7%	2.6	0.2%
Destinations	637.5 K	529	\$197.7 K	21.2%	4.8%	8.1%	0.8	0.2%
Offers	601.3 K	\$1.1 K	\$400.5 K	20.8%	10.4%	8.5%	1.8	0.1%
Total	3.3 M	13.0 K	\$5.0 M	24.9%	8.5%	18.6%	3.9	0.13%

Observations

2nd highest bookings driven by MegaBonus featured in Benefits & Offers

• Highest CTO% & 2nd highest Conv%

Compared to the base email program, PC-dedicated campaigns:

• Generated 18% Higher Open rate

• 76% higher CTO%

• 83% higher Conv%

**Place
Holder**

Mar '16 Project Orange: WHPH

Mar Benefits	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
WHPH	498.7 K	5.1 K	\$2.1 M	31.4%	11.3%	29.0%	10.3	0.1%

Observations

WHPH had strong engagement with MegaBonus, generating 85% of clicks (similar to Sept Benefits feat. MegaBonus)

- 56% of clicks for TSAT Benefits went to MegaBonus Top Offer
- 53% of clicks went to Top Offer for eNews audience

Aside from the Account Box, no other section received more than 2% of clicks

Place Holder

Majority of WHPH click engagement is with MegaBonus, consider repeating & reinforcing content sharing space with MegaBonus in other campaigns

Los Cabos link within Hotel Openings generated significant clicks relative to other content (similar to TSAT); **Beach destinations continue to draw click engagement**

WHPH Benefits
Your Account: Conquer
Your World [FNAME]

Account Box
25%, 1.4 K bks

Search
4%, 267 bks

Top Offer
14%, 758 bks

Top Offer 2
33%, 1.6 K bks

Rewards
6%, 356 bks

Redeem
11%, 544 bks

Hotel Openings
2%, 57 bks

Bottom Offer
0.5%, 9 bks

Rdm -Brand Spotlight
3%, 103 bks

Business Unusual
At Renaissance Hotels, it's Business Unusual

AC Hotel National Harbor Washington, DC Area
Capitalize on a convenient location with high-tech features & state-of-the-art fitness center

JW Marriott Austin
Make this your home away from home when you're in town for big moments

The Ritz-Carlton, Kapalua
Drenched in lush nature, this elite resort is a perfect escape from the everyday

Vail Marriott Resort
Follow your dream to legendary slopes and experience the best of both worlds in a charming Colorado town

35K points - Canyons Tangle
Escape to a quiet retreat in the heart of the Grand Canyon

137.5K points - Tropicana Oceanfront
Perfect your game with this long designed to be a great escape away and more power behind the ball

40K points - Golpho Meadows
Capture your best shot in your first run on the luxury slopes with this one-of-a-kind, exclusive, exclusive setting

Mar '16 Project Orange: WHPH

Mar Offers	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
WHPH	469.0 K	3.2 K	\$1.13 M	26.8%	10.1%	24.9%	6.7	0.0%

Observations

Field Offers continued to attract the majority of clicks & the section conversion rate matched the average of other sections

Propensity Field Offers were a positive change for WHPH

The Minor offer section generated more clicks than the Major

- In Jan, the Major offer section generated nearly 4x the clicks as the Minor
- The Feb Minor offer section featured point earning opportunities (incl. MRCC offer) which generated click engagement
- MRCC offer generated a 14.2% Conv (TSAT offer generated 2%)

WHPH segments may respond better to point earning opportunities

“Up to 30% Off at Destination Resorts” generated the most clicks of any content in the Major Offer section

This offer may have generated even more clicks/bookings as a Top Offer

Place Holder

Offers

[FNAME's] April Travel Deals

Account Box
39%, 1.6 K bks

Field Offers
55%, 1.6 K bks

Search
7%, 271 bks

Major Offer
13%, 518 bks

Minor Offer
2%, 42 bks

Mar '16 Project Orange: WHPH

WHPH
Your Trip Planner is Here[, FNAME]

Mar Destinations	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
WHPH	506.0 K	1.5 K	\$556.9 K	30.7%	4.3%	22.7%	3.0	0.2%

Observations

Feb continued the low engagement trend with content:

- 2nd lowest clicks generated
- Click% to Account Box and Search increased

Compared to previous 2015 Destination versions:

- Top Offer message did not feature an offer or destination & featured one link
- Minor Offer did not contain CTA buttons

March Destinations will move to a new format & travel inspiration content

Place Holder

The screenshot shows the WHPH website interface. At the top, there's a navigation bar with 'File', 'List', and 'View' options. Below this, a blue banner features the 'Account Box' with '46%, 797 bks' and a 'Search' bar with '10%, 163 bks'. The main content area is titled 'DEST MARCH' and includes several promotional cards: 'Catch Some Rays in Sunny U.S. Cities', 'Top Section 13%, 163 bks' (featuring Phoenix, AZ, Sacramento, CA, and Las Vegas, NV), 'Prevent Sunburn With This App', 'Spring Break: Sand or Snow, Alexandria?', 'Seek-Out the Surf', 'Hit the Springtime Slopes', 'Celebrate St. Patrick's Day Chi-Town Style', 'Park City, More Than Just a Ski Town', and 'Trip Planner: Where to Book Now' (featuring 'Go Now: D.C.', 'Go Soon: Chicago', and 'Go Later: Munich').

Minor Section
24%, 266 bks

Mar '16 Project Orange: TSAT

Mar Benefits	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
TSAT	586.8 K	1.5 K	\$590.0 K	21.2%	10.5%	11.7%	2.6	0.2%

Observations

Majority of engagement was with MegaBonus (Top Offer)

- Top Offer generated 56% of clicks, Jan's Hawaii sweepstakes generated 45%
- Highest Conv% for Top Offer at 9.9% (2015 Avg 6.8%)

TSAT engaged well with Spring MegaBonus

The elevated Hotel Openings continued to generate click engagement, generating 6% of clicks (vs 4% in Jan); Conv% was slightly below average (4.1% vs 4.8% avg)

TSAT continued to find value with Hotel Openings

Hotel Redemptions (Spotlight on Autograph) generated 4% of email clicks, above section avg for a MegaBonus month

TSATs seemed to engage well with Hotel-related content

Benefits

Your Account: Go More Places [FNAME]

Account Box
32%, 717 bks

Search
9%, 205 bks

Rdm -Brand Spotlight
3%, 23 bks

Top Offer
9%, 82 bks

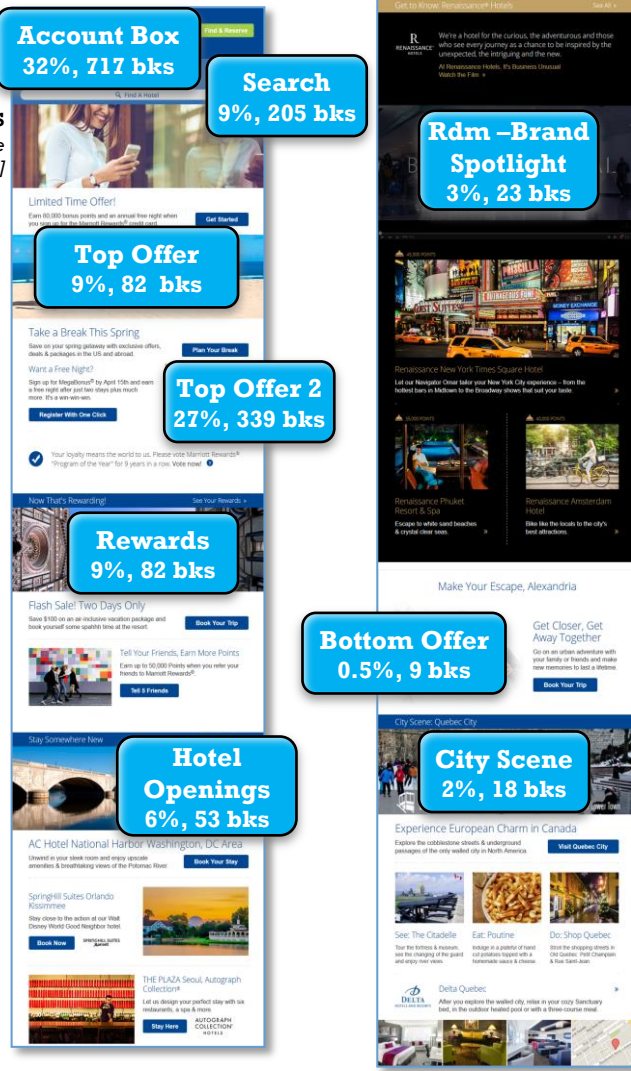
Top Offer 2
27%, 339 bks

Rewards
9%, 82 bks

Bottom Offer
0.5%, 9 bks

Hotel Openings
6%, 53 bks

City Scene
2%, 18 bks



Mar '16 Project Orange: TSAT

Mar Offers	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
TSAT	601.3 K	1.1 K	\$400.5 K	20.8%	10.4%	8.5%	1.8	0.1%

Observations

Field Offers continued to attract the majority of clicks and similar to Jan:

- The Field Offer section generated 55% in Feb and 61% in Jan
- This section had the lowest conversion rate out of all sections

The positive gain in clicks compensated for the negative impact in Conv% as the monthly bookings appeared to increase compared to 2015

Place Holder

A compelling Top Offer (e.g. Sweepstakes or “Up to 30% Off at Destinations Resorts” from WHPH Offers) may further increase clicks & bookings

Offers

[FNAME's] April Travel Deals

Account Box
19%, 356 bks

Field Offers
48%, 405 bks

Search
12%, 216 bks

Major Offer
6%, 68 bks

Minor Offer
10%, 92bks

Mar '16 Project Orange: TSAT

Mar Destinations	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
TSAT	637.5 K	529	\$197.7 K	21.2%	4.8%	8.1%	0.8	0.2%

Observations

Whereas Jan Minor Offer section did not create click engagement, Feb generated the most clicks and highest Conv% historically

- The percentage of clicks to the Minor Offer section doubled MoM

March Destinations will move to a new format & travel inspiration content

TSAT

It's Spring Break Somewhere

The screenshot shows the Marriott Rewards website interface. At the top, there's a navigation bar with 'First Name', 'Last Name', and 'Find & Reserve' button. Below this is a progress bar showing 'Clear 10', 'Goal 50', 'Progress 75', 'Year Account \$', 'Points', and 'Offers'. A search bar with 'Find A Hotel' is present. The main content area features a 'DESTINATIONS MARCH' banner with links to 'Sunny Cities', 'Spring Break Finder', 'Visit Park City', and 'Your Trip Planner'. Below the banner are several promotional tiles: 'Catch Some Ray' (Increase your vitamin D intake...), 'Spring Break: Sand or Snow, Alexandria?', 'Park City, More!', and 'Trip Planner: Where to Book Now'. On the right side, there are three blue callout boxes with white text: 'Account Box 26%, 359 bks', 'Search 10%, 125 bks', and 'Top Section 13%, 60 bks'. At the bottom right, another blue callout box says 'Minor Section 45%, 155 bks'.

WHPH: Leisure Informational Solo

Observations

XXX

- XXXX

XXXX

TSAT

[FNAME's]/[Your] Summer Vacation Plans

First Name
Last Name
Member Status

Marriott
REWARDS

Find & Reserve

Silver 10 Gold 50 Platinum 75 Your Account Points Nights

Find A Hotel

LIHUE, HAWAII

Kauai Should Be on Your Map Because ...

You don't have to choose between the pool or ocean. Kauai has everything to make your summer vacation [FNAME-tastic][paradise-perfect]

Take Me There

Where Will You Go Next? See All

Whistler, BC, Canada

Las Vegas, Nevada

Paradise Island, Bahamas

Eat: Whistler
Who needs Sunday brunch? This farmers market has over 80 vendors to fuel your fire.

Play: Las Vegas
Don't let the tables intimidate you! Most dealers (and players) love to share tips.

Love: Bahamas
Turquoise water, white sand & plenty of sunshine -- it doesn't get much better.

Plan Your Vacation Today

WHPH

Cross "Plan Summer Vacation" Off Your List

First Name
Last Name
Member Status

Marriott
REWARDS

Find & Reserve

Silver 10 Gold 50 Platinum 75 Your Account Points Nights

Find A Hotel

WASHINGTON, DC

D.C. Should Be on Your Map Because ...

The cool capital is reinventing its food and cultural scene. Washington D.C. has everything to make your summer vacation [FNAME-tastic][monumental]

Take Me There

Where Will You Go Next? See All

Whistler, BC, Canada

Las Vegas, Nevada

Paradise Island, Bahamas

Energize: Whistler
Adrenaline junkies can tackle mountain trails from a bike or 7,000-foot zip-line.

Eye Candy: Vegas
Take a break from backpack and stroll the 6-mile strip while soaking up the sights.

Eat: Bahamas
Work up an appetite snorkeling, then indulge your inner gourmet at Nobu.

Plan Your Vacation Today

+ Thank You!

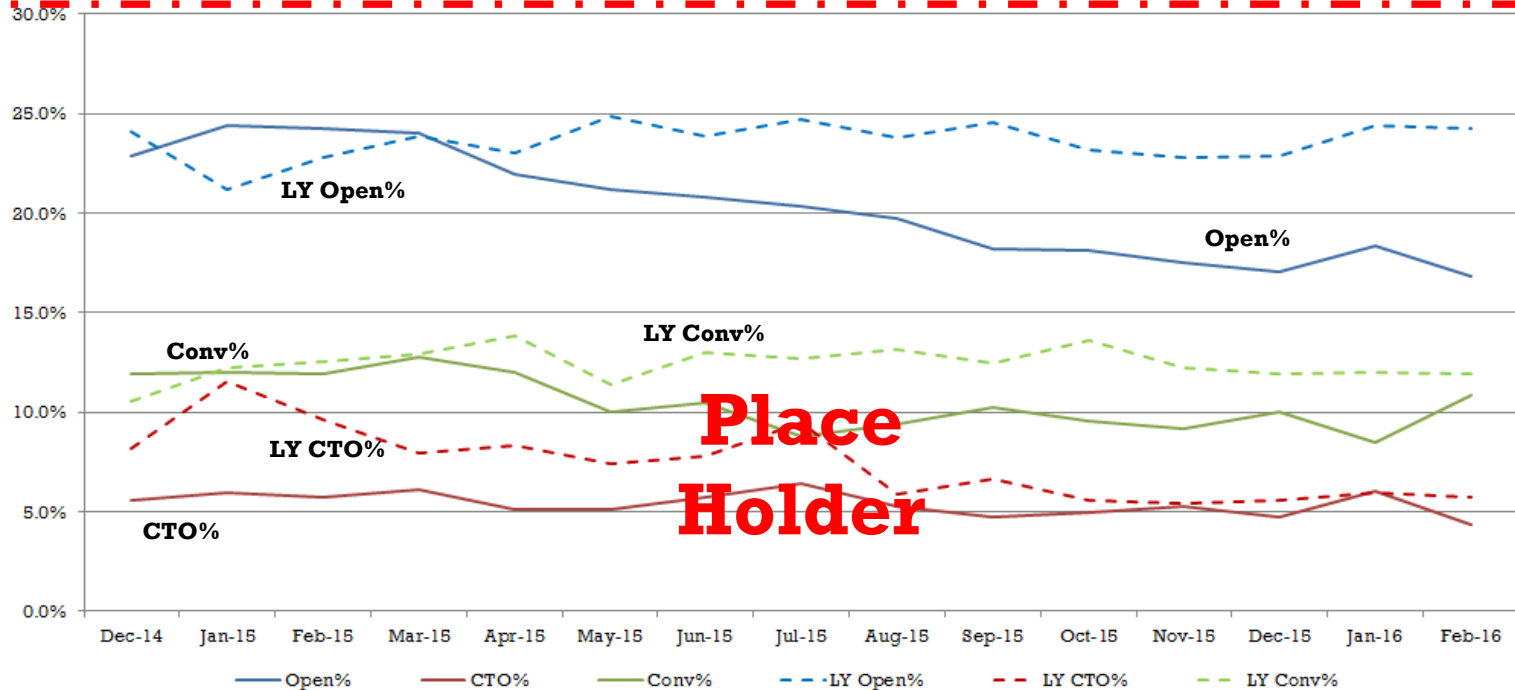


Appendix

MegaBonus results to date

MegaBonus First 3 Months	Delivered	EIR Bookings	EIR Revenue	Bkngs/ Divd
Announcement	7.8 M	35.6 K	\$13.54 M	4.5
Corrected Info	605.2 K	22.3 K	\$8.20 M	36.9
First Hurdle Progress Check In	43.2 K	1.2 K	\$452.0 K	28.6
No Stays Progress Check In	307.9 K	5.7 K	\$1.89 M	18.6
Preview	6.0 M	9.8 K	\$3.38 M	1.6
Registration Confirmation	590.8 K	7.5 K	\$2.66 M	12.6
Registration Reminder	1.7 M	6.5 K	\$2.46 M	3.9
eNews Jan '15	10.5 M	56.2 K	\$9.30 M	5.3
eNews Feb '15	10.6 M	18.1 K	\$2.80 M	1.7
eNews Mar '15	10.5 M	2.1 K	\$916.5 K	0.2
Spring '15	48.6 M	165.2 K	\$45.6 M	3.4
Announcement	8.7 M	50.0 K	\$18.09 M	5.7
First Hurdle Progress Check In	95.4 K	2.2 K	\$780.6 K	23.1
No Stays Progress Check In	130.8 K	1.4 K	\$488.0 K	10.5
Preview	6.7 M	15.2 K	\$5.57 M	2.3
Registration Confirmation	640.7 K	8.0 K	\$3.01 M	12.5
Registration Reminder	1.9 M	4.3 K	\$1.58 M	2.3
eNews Sep '15	10.2 M	27.2 K	\$4.50 M	2.7
PO-Benefits Sep '15	1.0 M	18.1 K	\$6.96 M	17.6
eNews Oct '15	10.3 M	12.9 K	\$4.86 M	1.2
Hotel Specials Dec '15	7.8 M	95	\$34.4 K	0.0
PO-Benefits Oct '15	1.0 M	7.9 K	\$3.01 M	7.6
Fall '15	48.6 M	147.3 K	\$48.9 M	3.0
Achievement	107.0 K	14.2 K	\$5.10 M	132.6
Announcement	7.8 M	45.9 K	\$16.21 M	5.9
Preview	7.9 M	25.6 K	\$9.85 M	3.3
Registration Confirmation	413.8 K	6.0 K	\$2.16 M	14.5
Registration Reminder	1.5 M	6.5 K	\$2.21 M	4.3
eNews Feb '16	10.6 M	29.3 K	\$4.38 M	2.8
Hotel Specials Feb '16	9.0 M	294	\$92.6 K	0.0
PO-Benefits Feb '16	907.2 K	16.8 K	\$6.37 M	18.5
PO-Offers Feb '16	1.1 M	79	\$27.7 K	0.1
eNews Mar '16	10.6 M	4.2 K	\$1.47 M	0.4
Hotel Specials Mar '16	10.1 M	440	\$164.1 K	0.0
PO-Benefits Mar '16	1.1 M	1.4 K	\$578.2 K	1.3
PO-Offers Mar '16	1.1 M	189	\$71.9 K	0.2
Spring '16	62.2 M	151.0 K	\$48.7 M	2.4

Mar '16 Concierge deep dive analysis



Observations

- Open continued to decrease due to the ongoing addition of new members
- Click to open rate hit an all time low while Conversion rate hit a 10 month high

Spring '16 MegaBonus to Date

Registration Reminder



First Name
Last Name
Member Status

Find & Reserve

Silver 10 Gold 50 Platinum 75 Your Account Points Nights

Find A Hotel

MegaBonus

Stay More. Earn More With MegaBonus®

58% Open%, 7% CTO%

4.2 Booking/Delivered (K)

WIN WIN WIN

Earn a free night after two stays*
Unlock a bonus points offer after your second stay
Every stay counts at 4,000+ hotels worldwide.

Enjoy your free night, plus shopping, dining, exploring and much more with your earnings.

One-Click Registration

You are automatically registered with just one click.

Register Now

*A 'stay' is defined as consecutive nights spent at the same hotel, regardless of check-in/check-out activity. Remember to book direct to earn your points. [Learn More.](#)

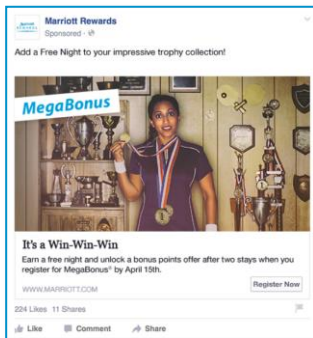
eNews

Don't You Want a Free Night?

There's still time to register for MegaBonus®. Sign up, make 2 paid stays and a free night is all yours. Plus unlock more points.

Sign Up

Display Media (FB/GDN)



Marriott Rewards
Sponsored · 1/1

Add a Free Night to your impressive trophy collection!

MegaBonus

It's a Win-Win-Win.
Earn a free night and unlock a bonus points offer after two stays when you register for MegaBonus® by April 15th.

WWW.MARRIOTT.COM Register Now

224 Likes · 11 Shares

Like Comment Share



MegaBonus like a winner.

Register Today

Marriott REWARDS

MegaBonus First 3 Months	Delivered	EIR Bookings	EIR Revenue	Bkngs/Dlvd
Spring '15	48.6 M	165.2 K	\$45.60 M	3.4
Fall '15	48.6 M	147.3 K	\$48.89 M	3.0
Spring '16	62.2 M	151.0 K	\$48.68 M	2.4

* Note: Spring '16 to date results do not include Nonmember welcome or Display media

Benefits

Win Big With MegaBonus®

MegaBonus is a win-win-win when you register by April 15th and stay twice by May 15th. You'll earn a free night & more!

Register With One Click



Offers

Hotel Specials

Ends Soon! Get Your Free Night

Your MegaBonus® is waiting – but the clock's ticking. Sign up & stay* twice for a free night, plus more.

Sign Up Now



*A 'stay' is defined as consecutive nights spent at the same hotel, regardless of check-in/check-out activity.

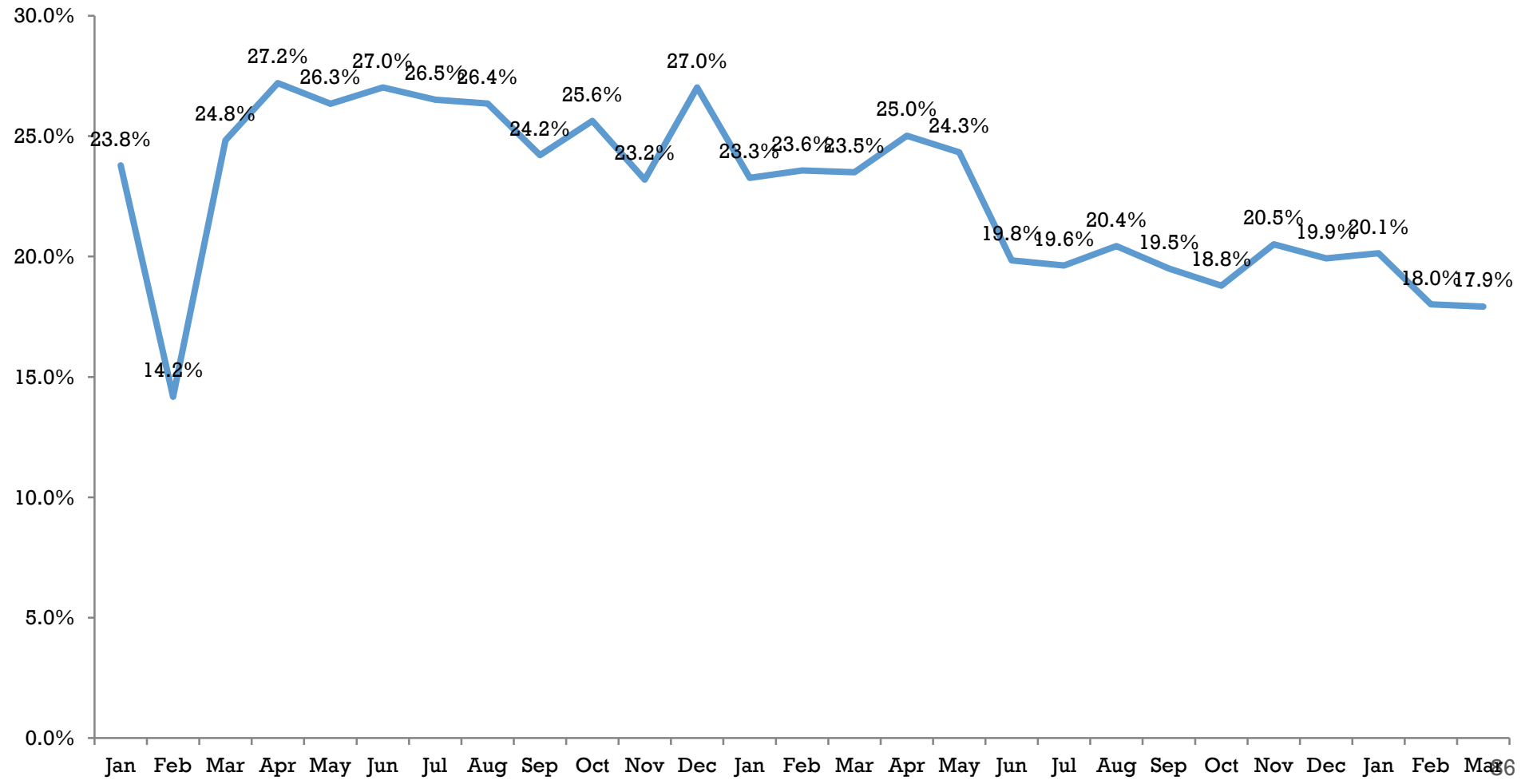
Earn Your Free Night

Don't miss out on your MegaBonus®! Stay* twice to earn your free night, plus more.

Book Now



2014-2016 Lifecycle CTO



UPDATED WHPH Benefits Image (removed dynamic top offer)

WHPH Benefits
Your Account: Conquer
Your World [FNAME]

Search
4% cl, 30% bks

Account Box
25% cl, 28% bks

Top Offer
14% cl, 26% bks

Top Offer 2
33% cl, 24% bks

Rewards
6% cl,
7% bks

Redeem
11% cl,
11% bks

Bottom Offer
0.5% cl,
0.2% bks

Rdm -Brand Spotlight
3% cl, 2% bks

Hotel Openings
2% cl, 1% bks

UPDATED TSAT Benefits Image (removed dynamic top offer)

Benefits

Your Account: Go
More Places [FNAME]

Account Box
32% cl, 46% bks

Search
9% cl,
13% bks

Top Offer
9% cl, 5% bks

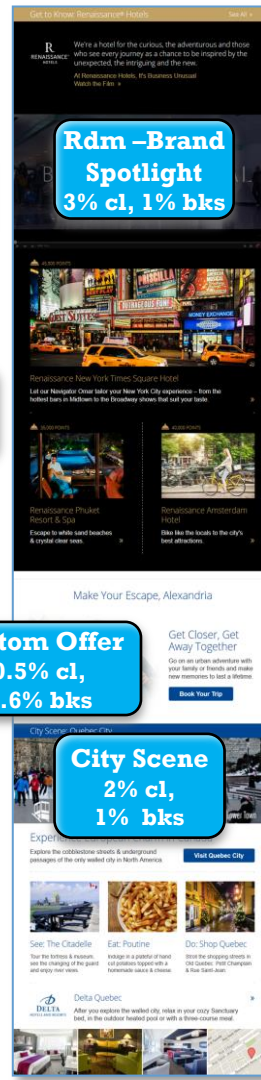
Top Offer 2
27% cl,
22% bks

Rewards
9% cl,
5% bks

Bottom Offer
0.5% cl,
0.6% bks

Hotel Openings
6% cl, 3% bks

City Scene
2% cl,
1% bks



UPDATED Destinations; click data now in 4 sections

WHPH

Your Trip Planner is Here[, FNAME]

Account Box
48% cl, 55% bks

Search
11% cl, 16% bks

15% cl, 11% bks

#1: Phoenix, AZ #2: Sacramento, CA #3: Las Vegas, NV
Get closer to the sun on a hot air balloon ride over the Sonoran Desert. Take an urban spin on 32 miles of bike paths through California's capital. Trade the casino for the track and the high-speed racing action. Not that.

Prevent Sunburn With This App
Log your location, skin type and SPF. The iHeartmap app will check out the UV index and notify you when it's time to reapply.

13% cl, 10% bks

Speak Out the Surf Hit the Springtime Slopes
Hiking fun at some of the best spots for surf and hike. Warm temps & perfect powder when you're seeking fun.

3% cl, 2% bks

Park City, More Than Just a Ski Town
The Home of Sundance
Slay drugs away from the restaurants and shops on Old Town Main Street at the iconic Park City, where modern luxury meets old world ski resort.

6% cl, 4% bks

Go Home
It's arguably the best time of year to visit the high-powered city has to offer.

Get out for the money city in Chicago. Best of the city.

Save your dream for a vacation spot and see some birds in September.

TSAT

It's Spring Break Somewhere

Account Box
28% cl, 52% bks

Search
9% cl, 19% bks

36% cl, 17% bks

Catch Some Rays in Sunny U.S. Cities
Prevent Sunburn With This App
Log your location, skin type and SPF. The iHeartmap app will check out the UV index and notify you when it's time to reapply.

12% cl, 5% bks

Spring Break: Sand or Snow, Alexandria?
Happily, you can choose between the sun and the snow. What are you waiting for?

3% cl, 1% bks

Urban Style + Rustic Chic
Play at the Urban Olympics Park, explore the Town Main Street and relax in a relaxing spot at the newly renovated Park City Mountain.

7% cl, 4% bks

Trip Planner: Where to Book Now