

Agenda

- Performance Summary
- Campaign Highlights
- Testing & Optimization
- Actionable Insights





November 2022 Performance Summary



Key Storylines

- Total email eligible population saw a +5.0% increase (+2.1 M emailable customers) over prior month,
 impacted by the 15-month inactivity suppression updated this month to ignore Apple Mail users.
- Overall CTR of 0.8% remained steady compared to prior month, even with decreased deliveries
- Unsub rate of 0.14% was a -0.05 pt. decline compared to October
- Mostly consistent engagement trends across member levels, with slight CTR declines MoM; Titanium was the exception with a +0.06 pt. CTR lift
- Bookings and revenue saw lifts compared to October
 - Cyber Solo campaigns for Americas and Bonvoy Escapes were top contributors to the MoM revenue increase
 - Americas and Core MAU were tied as top revenue drivers this month at \$1.1 M each
 - Financials continue to be impacted by the email attribution tracking issues that are being researched



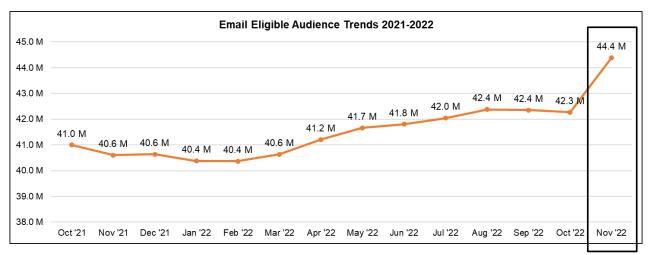
November 2022 Performance Summary

elivered				vs. Avg.
elivered	203.8 M	-26.4%	-18.3%	1.3%
Cilvered	203.0 IVI	-73.1 M	-45.6 M	2.6 M
•				
Clicks	1.6 M			-18.2%
		-504.0 K	-844.2 K	-360.1 K
CTR	0.8%	+0.0 pts.	-0.2 pts.	-0.2 pts.
Jnsub%	0.14%	-0.05 pts.		
•		•	3	
ookings	16 6 K	12.2%	-8.8%	-6.9%
ookiiigs	10.0 K	1.8 K	-1.6 K	-1.2 K
•				
Room	36.7 K			-7.7%
Nights		3.9 K	-2.8 K	-3.1 K
		7.00/	4.00/	40.00/
Revenue	\$6.7 M			-10.3%
		\$472.3 K	-\$84.4 K	-\$772.5 K
Conv%	1.02%	+0.33 pts.	+0.29 pts.	+0.12 pts.
2	CTR Jnsub% ookings Room Nights evenue	CTR 0.8% Unsub% 0.14% ookings 16.6 K Room Nights 36.7 K evenue \$6.7 M	-504.0 K CTR 0.8% +0.0 pts. Jusub% 0.14% -0.05 pts. ookings 16.6 K 12.2% 1.8 K Room 12.0% 3.9 K evenue \$6.7 M 7.6% \$472.3 K	Clicks 1.6 M -504.0 K -844.2 K CTR 0.8% +0.0 pts0.2 pts. Junsub% 0.14% -0.05 pts ookings 16.6 K 12.2% -8.8% -1.6 K Room Nights 36.7 K 12.0% -7.1% -2.8 K evenue \$6.7 M 7.6% -1.2% -\$84.4 K

- CTR of 0.8% was comparable to October, while unsub rate declined by -0.05 pts.
 - Slight CTR decline of -0.2 pts. compared to prior year and average
- Overall click activity was down due to decreased deliveries
- Financials saw increases compared to prior month; revenue of \$6.7 M was up by +7.6% compared to October; slight declines YoY and vs avg
 - Financials overall saw declines compared to prior year and compared to averages – several months included in the comparison time period had aboveaverage financial performance (Jan – May 2022).
 - Financials continue to be impacted by the email attribution tracking issues that are being researched.

44.4M Emailable Customers (+2.1 M MoM)

- As of November 2022, the 15-month inactivity suppression has been updated to ignore Apple Mail users, positively
 impacting our total email eligible population
 - o Will continue to monitor the impact to those approaching the exclusion
- Net increase MoM of +5.0% in total emailable customers
 - o Increase of +1.3 M (+4.4%) in Members; increase of +782.0 K (+6.4%) in Non-members



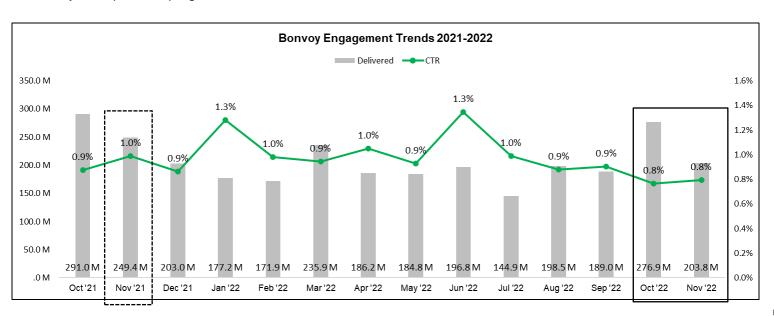
Email Eligible (t	otal)	44,385,838
	MoM	+5.0%
	IVIOIVI	
Members		31,334,204
	N 4 = N 4	+4.4%
	MoM	+1.3 M
Non-Members		13,051,634
	N 4 - N 4	+6.4%
MoM	+782.0 K	

Report Date = Dec 1, 2022

Email Eligible Counts = Total emailable member & non-member counts globally; includes Welcome, China, and Quebec suppression list counts

Steady CTR of 0.8% With Decreased Deliveries MoM

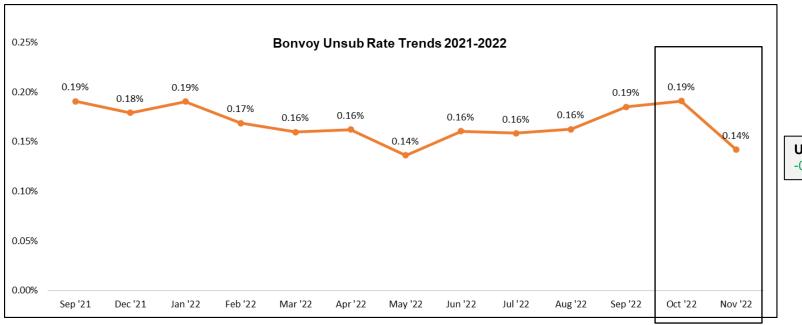
- Decrease in MoM deliveries primarily from +61.7 M third annual Week of Wonders campaign delivered in October, which was a one-time send.
- Overall a steady CTR of 0.8% MoM, impacted by strong engagement with this month's larger Americas and Bonvoy Escapes campaigns



CTR 0.0 pts. MoM -0.2 pts. YoY



Unsubscribe Rate Declined by -0.05 pts. Compared to October



Unsub% -0.05 pts. MoM

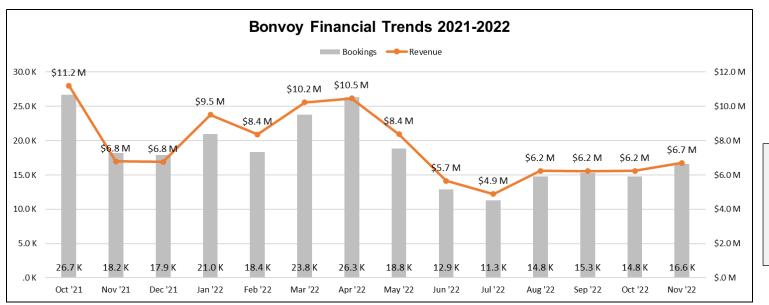
Data issues impacted Oct '21 & Nov '21 unsubscribe data; excluded from trend chart



November Generated 16.6 K Bookings and \$6.7 M Revenue

- Bookings and revenue were up over prior month; down slightly compared to November 2021
- Top revenue drivers made up 61.4% -- or \$4.1 M -- of total November revenue
- Financials continue to be impacted by shifts in tracking bookings attributed to email

November 2022					% of
Top Revenue Drivers	Delivered	Bookings	Revenue	Conv%	Total Revenue
AMERICAS SOLOS	23.3 M	2.5 K	\$1.1 M	1.33%	16.1%
CORE MAU	27.0 M	2.7 K	\$1.1 M	1.10%	15.9%
RE-ENGAGE SERIES	2.3 M	2.0 K	\$824.2 K	4.01%	12.3%
Q3 2022 GLOBAL PROMOTION	34.2 M	1.9 K	\$731.0 K	3.12%	10.9%
BONVOY ESCAPES	10.5 M	1.1 K	\$416.8 K	1.24%	6.2%
TOTAL	97.2 M	10.2 K	\$4.1 M	1.62%	61.4%



Bookings +12.2% (+1.8 K) MoM -8.8% (-1.6 K) YoY Revenue

+7.6% (\$472.3 K) MoM -1.2% (-\$84.4 K) YoY



Mostly Consistent Member Level Trends

- All levels saw decreases in deliveries compared to October, consistent with overall trends
- Titanium CTR of 3.41% was a +0.06 pt. lift over October; all other members saw slight CTR declines
- Unsub rates were either mostly flat or declined MoM for all levels; significant -0.11 pt. decline for Non-members; low overall member unsub rate of 0.11%

Trend line = Jun 2022 - Nov 2022

		Sep '22	Oct '22	Nov '22	Engagement Trends
	Del.	38.7 M	62.3 M	32.2 M	MaM 49 39/ / 30 1 M
	Dei.	36.7 IVI	62.3 IVI	32.2 IVI	MoM -48.3% (-30.1 M)
NON-MEMBER	CTR	0.32%	0.29%	0.30%	
	Unsub%	0.45%	0.43%	0.32%	
	Del.	98.9 M	152.9 M	118.4 M	MoM -22.6% (-34.5 M)
BASIC	CTR	0.70%	0.55%	0.53%	•
	Unsub%	0.15%	0.15%	0.13%	
	Del.	13.5 M	20.5 M	17.2 M	MoM -15.9% (-3.3 M)
SILVER	CTR	1.41%	1.10%	1.07%	
	Unsub%	0.07%	0.07%	0.06%	
	Del.	16.6 M	23.8 M	20.8 M	MoM -12.6% (-3.0 M)
GOLD	CTR	1.94%	1.44%	1.27%	
	Unsub%	0.07%	0.07%	0.06%	

		Sep '22	Oct '22	Nov '22	Engagement Trends	
	Del.	5.1 M	8.3 M	7.2 M	MoM -12.9% (-1.1 M)	
PLATINUM	CTR	3.38%	2.67%	2.51%		
	Unsub%	0.04%	0.05%	0.04%		
	Del.	5.1 M	7.7 M	6.7 M	MoM -13.4% (-1.0 M)	
TITANIUM	CTR	3.46%	3.35%	3.41%		
	Unsub%	0.04%	0.04%	0.03%		
	Del.	940.8 K	1.4 M	1.3 M	MoM -8.9% (-127.6 K)	
AMBASSADOR	CTR	3.14%	3.39%	2.94%		
	Unsub%	0.04%	0.04%	0.04%		
	Del.	140.1 M	214.6 M	171.6 M	MoM -20.0% (-43.0 M)	
MEMBER	CTR	1.13%	0.90%	0.89%		
	Unsub%	0.13%	0.12%	0.11%		

Campaign Highlights

Core MAU

Lux MAU

Americas

Bonvoy Escapes

Traveler



Core MAU Creative: November 2022

English Version

SL (Points Purchase):

Your Marriott Bonvoy Account Update: Give the Gift of Points with 25% Off

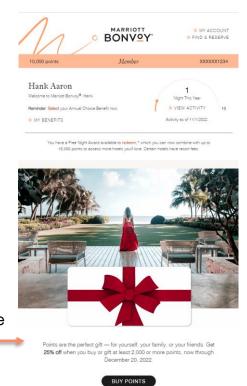
SL (Leisure Destinations):

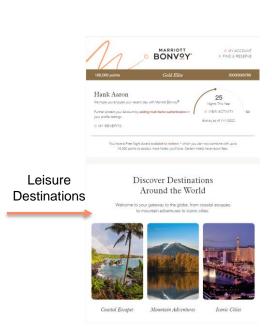
Your Marriott Bonvoy Account Update: Special Offers, Benefits, and More

Pre-header:

See what's new in November.

Points Purchase







Discover Destinations
Around the World

Whose to our gottom as the plate, from manual



Hank's November Offers



Stay Miles Ahead
Cover our trauerofue roles
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Give Points This Holiday Season
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Earn 10,000 With a result of the discounting of the

Earn 10,000 Points

With a new Additional Cond Member added by the deep country 11103 Terms & op early.

More for Your Journey



Vote Marriott Bonvoy

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Assets, including their hose
Legally Programme

Vote some

TRAVELER



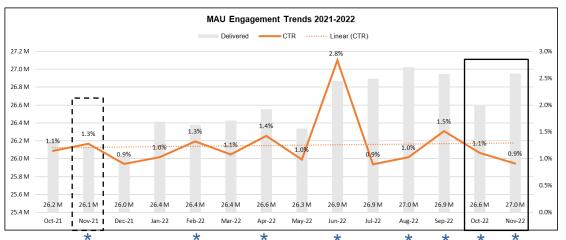
Plan a Dream-Worthy Year-End Esca Plan a Dream-Worthy Year-End Esca Plan 6 Diller

Core MAU Performance Summary: November 2022

All Versions: Global English (Nov 10) + In-Lang. (Nov 17)

Metrics	Nov 2022	MoM	vs. MAU Avg.
Delivered	27.0 M	+1.4%	+1.5%
Clicks	245.9 K	-16.5%	-28.0%
CTR	0.9%	-0.2 pts.	-0.4 pts.
*Unsub %	0.12%	+0.02 pts.	
Bookings	2.7 K	-2.1%	-30.9%
Room Nights	5.7 K	-7.2%	-35.1%
Revenue	\$1.1 M	0.0%	-34.2%

^{*}Unsubscribe rate average does not include Oct '21 and Nov '21; data issues impacted rates



- Points Promo offer generated fewer clicks impacting overall engagement this month compared to previous Points Promo in June and compared to other promo months; seasonality also impacting engagement
- Unsub rate of 0.12% was below Bonvoy average of 0.14% and below the benchmark of 0.20%
- November revenue remained flat MoM at \$1.1 M with a slight -2.1% decline in bookings
 - Financials are also impacted by the email attribution tracking issues that are still being researched.























More for Your Journey





Core MAU Heat Map: November 2022 (English Version)

- Overall, the Member Module drove most click activity at 32.2%, followed by the Header at 24.3%.
- Compared to October's Global Promo hero, overall % of clicks to this month's Points Promo hero was down by -11 pts; mostly consistent engagement with the Points Promo hero among member levels, with Gold seeing highest activity at 14.7%.
- Offers in secondary modules saw strong click activity, driving 6-10% of clicks across member levels; Airline
 Miles offer saw most overall activity at 3.8%.
- Continue strong secondary offers to drive bookings during points promo months.

Modules	All Levels	Combined	% of Clicks by Member Level					
ENG Version	% of Clicks	% of Bookings	BASIC	SILVER	GOLD	PLAT.	TITAN.	AMBASS.
Header	24.3%	61.9%	28.9%	19.2%	20.0%	13.5%	11.3%	10.1%
Member Module	32.2%	30.8%	27.4%	41.0%	34.2%	40.0%	47.4%	50.2%
Ambassador Travel Pref.	0.0%	0.1%						6.7%
Hero	11.9%	0.0%	10.7%	13.8%	14.8%	13.7%	10.8%	11.8%
Points Purchase	11.7%	0.0%	10.4%	13.7%	14.7%	13.6%	10.8%	11.8%
Leisure Destinations	0.2%	0.0%	0.4%	0.1%	0.1%	0.1%	0.0%	0.0%
Points Expiration Banner	0.1%	0.0%	0.0%	0.1%	0.2%	0.2%	0.1%	0.1%
Promos (Glo Pro, EAT, HVMB)	4.1%	1.1%	3.5%	4.6%	5.3%	5.9%	4.8%	4.4%
Leisure Destinations	4.1%	0.3%	4.6%	3.6%	3.7%	3.5%	2.4%	2.7%
Offers	7.4%	0.6%	6.4%	7.7%	9.4%	10.3%	8.8%	6.1%
Donate Points	0.1%	0.0%	0.2%	0.1%	0.1%	0.1%	0.1%	0.1%
Cobrand	2.0%	0.0%	1.5%	2.1%	2.9%	3.8%	2.2%	1.3%
Multi-Factor Authentication	4.4%	3.6%	4.1%	4.5%	5.9%	4.3%	4.2%	2.4%
News	1.2%	0.0%	0.7%	0.7%	1.0%	3.0%	6.6%	3.2%
Traveler	0.6%	0.0%	0.7%	0.5%	0.5%	0.6%	0.5%	0.3%
Footer	7.5%	1.5%	11.3%	2.2%	2.1%	1.0%	0.9%	0.7%
Unsubscribe	5.8%	0.0%	9.0%	1.3%	1.3%	0.3%	0.3%	0.3%
Grand Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



Lux MAU Creative: November 10th, 2022

Theme: Relaxing Holiday Escapes/Spas/Treat Yourself

Subject Line:

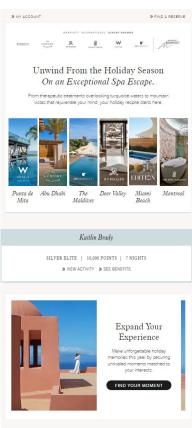
- Member: Kaitlin's [Your] Account Update
- Non-Member: 6 Relaxing Holiday Retreats

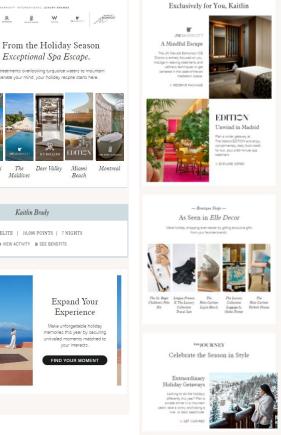
Pre-Header (PCIQ):

- PH1 (Direct): Discover the perfect getaways and gifts for the holidays
- PH2 (Authority): Plus, your guide to the perfect gifts
- PH3 (Action-Oriented): Open to find gift inspiration, offers, and a classic cocktail recipe (only PH version non-member)











Lux MAU Performance Summary: November 2022

- CTR remains strong in November, consistent with last year at 1.6%
 - Also, increase of +0.2 pts MoM for CTR in both 2021 and 2022
- Unsub rates remain very low with slight decreases across the board indicating subscribers are continuing to engage and show interest each month
- Since July '22, financials still impacted by Adobe email tracking issues. CX team investigating as it pertains to all emails
- Booking activity saw a slight decrease of -4% MoM, comparable to trend seen in 2021

	Nov-22	MoM	YoY	vs. Avg.
Delivered	2.2 M	-1.3%	30.8%	21.1%
Denvereu	Z.Z IVI	(-28.1 K)	(+521.4 K)	(+385.6 K)
Clicks	36.5 K	13.9%	28.7%	16.1%
CHCKS	30.3 K	(+4.4 K)	(+8.1 K)	(+5.1 K)
CTR	1.6%	+0.2 pts.	-0.0 pts.	-0.1 pts.
Unsub Rate	0.06%	-0.02 pts.	-0.02 pts.	-0.01 pts.
Bookings	229	-4.2%	-13.9%	-28.3%
Revenue	\$115.3 K	-23.7%	-0.8%	-41.4%

Lux MAU rolling 12-month avg. includes Nov '21 - Oct '22

Financial data source: Omniture 7-day cookie



Lux MAU Segment Heat Maps: November 2022

- Account Box and Hero continue to drive most engagement across all luxury segments
- L2A had highest percent of clicks at 47% which is nearly 6pts. higher than next most engaged segment (L2B) for Account Box
- Strong engagement with offer content across all segments with L1, L2B and L3 all having over 6% of clicks
- Boutiques and Hotel Spotlight drove interest from readers even with lower placement; L2B and L3 were more engaged than L1 and L2A
- L1 showed more interest in Instagram module than other segments
- 2023 planning includes testing a different email version for high luxury audiences focused on top content to lift their engagement

17

Module	L1	L2A	L2B	L3	Total
Header	11.15%	10.93%	9.94%	10.17%	10.24%
Hero	27.24%	23.41%	27.41%	28.86%	27.31%
Account Box	35.32%	47.46%	41.81%	38.96%	40.88%
Loyalty (Member)	1.30%	1.46%	1.67%	1.52%	1.57%
Loyalty (Non-Member)	0.15%	0.00%	0.00%	0.00%	0.02%
Offer	6.03%	4.88%	6.70%	6.69%	6.44%
JW Marriott Spa Package	3.69%	2.77%	3.33%	3.33%	3.33%
Edition Madrid Wellness Offer	2.35%	2.11%	3.36%	3.36%	3.11%
Boutiques	3.61%	3.68%	4.41%	4.85%	4.32%
Inspiration	1.31%	1.36%	1.32%	1.37%	1.33%
Hotel Spotlight	2.56%	3.15%	5.19%	6.46%	4.89%
The Reykjavik EDITION	1.25%	1.49%	3.04%	3.51%	2.74%
TRC Bachelor Gulch	1.31%	1.66%	2.15%	2.95%	2.14%
Instagram	1.05%	0.60%	0.54%	0.50%	0.61%
Footer	10.28%	3.07%	1.01%	0.62%	2.39%
Grand Total	100.0%	100.0%	100.0%	100.0%	100.0%



















Americas Cyber Solo: Nov 28

Metrics	Cyber Solo	vs. Americas Nov 23	vs. Americas 2022 Avg.
Delivered	11.6 M	0.0%	0.0%
Clicks	122.1 K	93.6%	79.7%
CTR	1.05%	+0.51 pts.	+0.46 pts.
Unsub Rate	0.17%	+0.06 pts.	+0.04 pts.
Bookings	1.9 K	206.4%	127.6%
Revenue	\$814.0 K	210.0%	117.7%
Conversion	1.53%	+0.57 pts.	+0.32 pts.

- Two Americas solos sent in Nov; the Cyber solo drove stronger engagement, with exception of higher unsub rate at 0.17%
- Compared to Americas solo 11/23 and Americas 2022 average, cyber solo delivery volume of 11.6 M was comparable, but drove significant lifts across most KPIs
- The hero drove most activity at 73% of clicks and 84% of bookings
- Keep this campaign in the mix to help drive Q4 revenue; could also be an opportunity to expand delivery volume



Pictured: U.S. Member version



Footer #2 (not shown)

Bonvoy Escapes Cyber Solo: Nov 22

Metrics	Cyber Solo	vs. Escapes Nov 9	vs. Escapes 2022 Avg.
Delivered	5.7 M	116.9%	12.1%
Clicks	52.8 K	184.4%	14.2%
CTR	0.92%	+0.22 pts.	+0.02 pts.
Unsub Rate	0.13%	-0.04 pts.	-0.04 pts.
Bookings	658	89.6%	3.1%
Revenue	\$237.3 K	134.7%	0.9%
Conversion	1.25%	-0.62 pts.	-0.13 pts.

- Compared to the Core Escapes 11/9 solo and Core Escapes 2022 average, cyber solo delivery volume of 5.7 M was a +116.9% and +12.1% increase respectively and impacted engagement lifts
 - Exception with lower conversion at 1.25%
- The hero drove most activity at 49% of clicks and 61% of bookings
- With taller hero option, recommend additional hero CTA with higher placement (hero image; no scroll) to optimize conversions and to capture first click faster



Pictured: U.S. Member version



Footer #3 (not shown)

Traveler Creative: Nov 19, 2022

FIND & RESERVE Q

MARRIOTT BONYSY

TRAVELER. FIND & RE

Festive Travel Awaits

Nancy, the holidays are made for sharing traditions and making memories

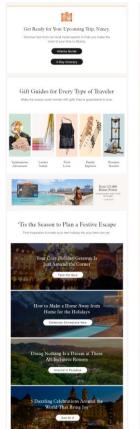
with family and friends. Where you make these memories is a part of what makes this time of year special. Whether you're staying close to home this year or venturing someplace new, we're sharing destinations where holiday

spirit and tradition shine oh so bright.

- Robin Bennefield, Editor-in-Chief, Marriott Bonvoy Traveler

4 U.S. Getaways to Find Holiday Cheer

M NANCY





Theme: Festive Travel (U.S. Version)

PCIQ Subject Line Optimization

SL 1 (Direct)(Listicle): [4][5] Destinations That Bring Holiday Cheer

SL 3 (Question)(Solution): Ready to Celebrate the Holidays? Here's Where to Find Cheer.

SL 4 (Intrigue)(Personal): Jess, Holiday Magic Is On Full Display Here

SL 5 (Personal)(Direct): Top Spots for Making Merry Holiday Memories, Robin

PH: Discover where to travel in December, shop our gift guides, and more



Traveler November 2022 Performance Summary

Metrics	Nov-22	MoM	YoY
Delivered	15.0 M	1.0%	28.0%
Clicks	81.6 K	-4.1%	24.6%
CTR	0.54%	-0.03 pts.	-0.02 pts.
Unsub Rate	0.09%	-0.04 pts.	
Bookings*	99	-32.7%	-64.1%
Sessions**	82.7 K	-4.0%	27.2%
Duration	1:02	-9.7%	-8.9%
Pages/Session	1.50	-3.8%	-6.3%

^{*} Financials impacted by the Adobe email tracking issues that are being researched

- Deliveries were up by +1.0% compared to October and by +28.0% compared to prior year.
- Click volumes were not as strong as October but did result in a YoY lift of +24.6%, leading to a similar increase in sessions. Less overall online activity this month.
- Low unsub rate of 0.09% and below Bonvoy average is a good indicator of maintaining positive audience health.
 - Comparison to prior year and average unsub rate is not included due to the data discrepancies from Nov 2021.
- Financials down MoM and YoY; not a primary KPI for this mailing, but there could be impacts from known Adobe tracking issues and seasonality



^{**} Source: Google Analytics

Traveler November Heat Map (U.S. Version)

Top 3 articles:

- 1. Hero: 4 U.S. Getaways to Find Holiday Cheer
- Curated A: All Inclusive Resorts
- Where to Travel in December

The geo-targeted hero drove most click activity at almost 48% of total clicks.

Curated A articles and Where to Travel drove interest throughout the newsletter.

Upcoming Trip module -- targeted to those who have a booking in the next 60 days - dynamically offering Guide and/or Itinerary, based on destination. For those who received the module (all regions). captured a notable 18% of clicks.

2023 planning includes optimizing **geo**targeted content whenever possible to drive engagement, as well as revisiting 3rd party data to help grow Traveler audiences and impact content.

Header: 17.71% clks. 26.673 clks. 84.4% bkgs.

Hero: 47.67% clks. 71,817 clks. 7.5% bkgs.

Upcoming Trip:

2.05% clks. 3.091 clks. 0.00% bkgs.

17.83% clks. 3.566 clks. from those who rec'd the module

5-Pack:

7.50% clks. 11.291 clks. 0.00% bkgs.

Banner:

1.70% clks. 2,564 clks. 0.00% bkgs.

and a second of Q. TRAVELER.

Festive Travel Awaits

- Rabin Bernefeld, Edisor-in-Chief, Marriest Boncoy Thanker



4 U.S. Getaways to Find Holiday Cheer

Get Ready for Your Upcoming Trip, First.

Gift Guides for Every Type of Traveler



Curated A: 10.64% clks. 16.025 clks. 6.9% bkgs.

Cozy Holiday Getaway (quiz): 1 72%

Home Away From Home: 1.49% All-Inclusive Resorts: 5.33% Dazzling Celebrations: 2.10%

'Tis the Season to Plan a Festive Escape

How to Travel Better

Travel Better:

0.99% clks. 1.487 clks. 0.00% bkgs.



Where to Travel:

2.46% clks. 3,701 clks. 0.00% bkgs.

Podcast:

0.28% clks, 426 clks. 0.00% bkgs.

Travel by Interest:

0.002% clks. 3 clks. 0.00% bkgs.

Footer (not shown):

9.01% clks. 13.568 clks. 1.16% bkas



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Testing & Optimization

PCIQ Subject Lines, Headlines and Pre-Headers
Wanderlust Hero CTA



Ritz Subject Line and Headline PCIQ: November 2022

- Top performers mix of 'Authority', 'Direct', 'Intrigue' and 'Listicle' tags
 - With introduction of Listicle tag in October, Listicle made top 3 in both October and November
- Question tag continues to be bottom performer, 0.2pts. to nearly 0.4pts. less than top tag; continue to evaluate and determine opportunity to sunset tag and replace with new tag (e.g., combo tag- pair top performing)
- Awaiting next steps to report out PCIQ results for Headline testing overall as well in conjunction with Subject Line testing for ability to optimize across both levels

Deployment Date	Subject line	Tag	Unique Open Rate
9/3/2022	INSIDE THE RITZ-CARLTON: Your Guide to Exquisite Autumn Escapes	Authority	11.83%
9/3/2022	INSIDE THE RITZ-CARLTON: Celebrate Fall With an Unforgettable Escape	Direct	11.76%
9/3/2022	INSIDE THE RITZ-CARLTON: Here's Where to Escape This Fall	Intrigue	11.73%
9/3/2022	INSIDE THE RITZ-CARLTON: How to Determine Your Next Fall Destination	How To	11.73%
9/3/2022	INSIDE THE RITZ-CARLTON: Venturing somewhere this fall?	Question	11.62%
	Difference in Top Performing Tag vs. Bottom Perf	orming Tag	+0.21 pts.
10/1/2022	INSIDE THE RITZ-CARLTON: Your Mountain Escape Awaits	Intrigue	12.57%
10/1/2022	INSIDE THE RITZ-CARLTON: Exquisite Mountain Escapes	Direct	12.39%
10/1/2022	INSIDE THE RITZ-CARLTON: 4 Slopeside Sanctuaries	Listicle	12.34%
10/1/2022	(INSIDE THE RITZ-CARLTON: Your Guide to Getting Away Mountainside	Authority	12.27%
10/1/2022	INSIDE THE RITZ-CARLTON: Do you have a mountain escape on your mind	Question	12.20%
	Difference in Top Performing Tag vs. Bottom Perf	orming Tag	+0.37pts.
11/5/2022	INSIDE THE RITZ-CARLTON: Extraordinary Holiday Getaways	Direct	12.80%
11/5/2022	INSIDE THE RITZ-CARLTON: Your Guide to Magical Holiday Escapes	Authority	12.75%
11/5/2022	INSIDE THE RITZ-CARLTON: 5 Magical Holiday Getaways	Listicle	12.57%
11/5/2022	INSIDE THE RITZ-CARLTON: 'Tis the Season for These Magical Escapes	Intrigue	12.55%
11/5/2022	INSIDE THE RITZ-CARLTON: Searching for holiday travel inspiration?	Question	12.48%
	Difference in Top Performing Tag vs. Bottom Perf	orming Tag	+0.32 pts.



Traveler Subject Line and Headline PCIQ: November 2022

- Intrigue SL tag performed the best in November, and overall has performed well in previous months. Recommend combining the Intrigue tag with the tags that performed moderately in the past, like Solution or Question, to gauge impact to SL performance.
- The Listicle headline tag was the strongest performer for both the EU and US headline groups.
- Continue testing regional headlines to trend results; next test is planned for January.

Deployment Date	Subject line	Unique Opens	Delivered	Tag	Unique_Open_Rate
	[Fname,]Holiday Magic Is On Full Display Here	265,019	1,095,892	Intrigue, Personal	24.18%
	There's No Time Like the Present to Plan a Holiday Escape\xa0	260,709	1,095,856	Intrigue, Emoji	23.79%
11/19/2022	Ready to Celebrate the Holidays? Here's Where to Find Cheer.	260,580	1,095,411	Question, Solution	23.79%
	[4][5] Destinations That Bring Holiday Cheer	260,697	1,097,408	Direct, Listicle	23.76%
	Top Spots for Making Merry Holiday Memories[, Fname]	259,482	1,094,786	Personal, Direct	23.70%

			Rest			Engaged			TOTAL			
Deployment Date		Headline	Tag	Unique Clicks	Delivered	Unique Click Rate	Unique Clicks	Delivered	Unique Click Rate	Unique Clicks		Unique Click Rate
		5 European Getaways to Find Holiday Cheer	Listicle	945	132,136	0.72%	591	33,016	1.79%	1,536	165,152	0.93%
	EU	Craving Holiday Cheer? Visit These Cheery European Cities.	Question	878	131,930	0.67%	595	32,698	1.82%	1,473	164,628	0.89%
		Savour Unique Holiday Traditions on a European Getaway	Intrigue	825	131,834	0.63%	521	32,603	1.60%	1,346	164,437	0.82%
11/19/2022												
		4 U.S. Getaways to Find Holiday Cheer	Listicle	16,739	2,940,382	0.57%	8,618	796,268	1.08%	25,357	3,736,650	0.68%
	US	Hit These U.S. Cities for a Cheery Holiday Vacay	Intrigue	15,169	2,936,039	0.52%	7,932	798,573	0.99%	23,101	3,734,612	0.62%
		Craving a Holiday Getaway? Visit These Cheery U.S. Cities.	Question	15,139	2,935,826	0.52%	7,767	797,291	0.97%	22,906	3,733,117	0.61%



Lux MAU Pre-header PCIQ: November 2022

- First time leveraging Pre-header PCIQ testing. This replaces SL PCIQ testing now that the top performing SL has been established and will be used moving forward (Marc, Your Account Update)
- Authority and Action-Oriented had similar performance outperforming Direct
- Will continue to evaluate performance moving forward and optimize where warranted

Deployment Date Preheader		Tags	Unique Open Rate	
11/10/2022	Plus, your guide to the perfect gifts	Authority	23.11%	
11/10/2022	Open to find gift inspiration, offers, and a classic cocktail recipe	Action-Oriented	23.10%	
11/10/2022	Discover the perfect getaways and gifts for the holidays	Direct	22.79%	



Project Wanderlust November: Hero CTA Test Results



CTA Test Overview: 50% of the member and non-member audience received the "See All 9" CTA option and 50% of the member and non-member audience received the "Get Inspired" CTA option.

Primary goal of the test was to see which CTA copy option drove more engagement. Secondary goal was to gauge impact on bookings.

Results: The "See All 9" (listicle) CTA drove higher engagement and bookings for Members and higher engagement for Non-members; neither CTA drove bookings for Non-members.

- For Members, "See All 9" drove a clicks lift of +127.6% and a CTR lift of +0.21 pts. compared to the "Get Inspired" CTA. "See All 9" also drove 8.2% of bookings for this email compared to 4.3% from "Get Inspired"
- For Non-members, "See All 9" drove a clicks lift of +94.6% and a CTR lift of +0.11 pts. compared to the "Get Inspired" CTA.
- Recommend moving forward with the listicle hero CTA approach

Hero CTA A/B Test	Delivered	Clicks	CTR
Member	12.4 M	66.3 K	0.53%
SEE ALL 9 (listicle)	6.2 M	38.2 K	0.62%
GET INSPIRED (booking)	6.2 M	28.2 K	0.45%
Non-Member	5.7 M	21.3 K	0.37%
SEE ALL 9 (listicle)	2.8 M	11.8 K	0.41%
GET INSPIRED (booking)	2.8 M	9.6 K	0.34%

Module Clicks	Module CLICKS LIFT	Module CTR	Module CTR Lift	% of Clicks on Module	% of Bookings
23,750	127.6%	0.38%	+0.21 pts.	46.3%	8.2%
10,433		0.17%		25.3%	4.3%
6,441	94.6%	0.23%	+0.11 pts.	24.3%	0.0%
3,310		0.12%		13.5%	0.0%



Pictured: Member version

ACTIONABLE INSIGHTS





Actionable Insights

- Continue working with data teams on the following channel impacts:
 - Customers who are approaching the 15-month inactivity exclusion impacting emailable customer tracking
 - o Adobe tracking issues that are impacting financials attributed to email

For Core MAU:

- Going into 2023, test different offers and messaging strategies for the Standard Booking hero version to help lift engagement.
- When promoting points purchase, continue strong secondary offers as an offset to help drive bookings.

For Lux MAU:

- Develop test plans for high luxury audiences focused on top content to lift their engagement.
- Continue PCIQ preheader testing and optimization to gain insights around what copy approaches resonate with members.





Actionable Insights

- For Ritz and Traveler audiences, determine ability to report PCIQ subject line results in conjunction with PCIQ headline for ability to gain insights around optimal mix.
- Revisit 3rd party data capabilities with Epsilon to help grow Traveler audiences and optimize newsletter content going into 2023.
- Continue with Cyber solo mailings to help drive Q4 bookings and revenue, given significant lifts in engagement compared to core solos and campaign average
- When utilizing taller hero creative, like this month's Escapes Cyber Solo mailing, include additional hero CTA with higher placement (hero image; no scroll) to optimize conversions and to capture first click faster



Thank You!



APPENDIX



Americas Solo: Nov 23

U.S./Canada Member Version

Subject Line PCIQ

SL 1: (Timely)(Intrigue)(Emoji)
Inside: Your Cyber Monday Offers 🏗

SL 2: (Timely)(Direct) Our Cyber Monday Sale Starts Now

SL 3: (Timely)(Urgency)(Personalization)
Marc, Don't Miss These Cyber Monday
Offers

PH: Exclusive Cyber Monday staycation packages and savings at thousands of hotels and resorts.



There is no time like the present to gather with family and friends. Create merriment close to home and unwrap exclusive seasonal offers crafted to herald in your holiday celebrations.

Remember, as a Marriott Bonvoy® member, you receive exclusive rates when you book direct on Marriott.com or our app. Plus, earn points during your stay toward free nights, extraordinary experiences, and more.

Brighten Your Holiday Season With the Joy of Travel





Cyber Sale: Save 20%

Our biggest sale of the year is here. Book by Tuesday, Novembe 29 and save across over 6,000 hotels and resorts. Dreamy Resorts

Enjoy a \$50 hotel credit per night on stays of 4 nights or more at

START FARMING

N BOOK BY TUESDAY



Linger Longer

Extend your holiday trips for 5+ nights at participating hotels and 7+ nights at resorts.

» SEE OFFER



2,000 Bonus Points

Celebrate the season by earning 2,000 points per night while staying in participating Courtyard by Marriott® hotels.

EXPLORE HOTELS



Suite Holidays

Create a glee-filled gathering with a complimentary room upgrade or discounted suite.

» START SAVING

Urban Retreat

Stroll the city streets and discover downtown's winter wonderland while benefiting from seasonal savings.

IS SAVE UP TO 10%



Make a Brand New Bucket List

Register, then earn up to 4,000 bonus points on each eligible stay, starting with your second stay through December 15. Terms apply*

» REGISTER NO





Bonvoy Escapes Solo: Nov 9

U.S. Member Version

Subject Line:

Michelle, Find Autumn Adventures With 20% off 🗟 💰



