Marriott Bonvoy
October 2022 Email Performance Review

November 15, 2022

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MOXY CHICAGO DOWNTOWN, ILLINOIS, USA

Agenda

- October Performance Summary

- Campaign Highlights

- Testing & Optimization

- Actionable Insights

October 2022

Performance Summary

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Key Storylines

- Third annual Week of Wonders campaign, as well as the Boutiques and Ritz Carlton Yacht Collection solos, impacted the MoM increased deliveries, as these larger campaigns were not delivered in Sep.

- Overall click activity was up over prior month and compared to average; overall CTR saw slight decline but was mostly on par with prior year at 0.8%.

- Resumed tracking of the Re-Engage series again this month, which positively impacted MoM revenue. Overall financials are impacted by the email attribution tracking issues that are still being researched.

- Member level engagement trends were consistent with overall channel level trends.

- Core MAU engagement trends consistent with previous time periods featuring reminder Global Promo messaging, with slight CTR decline MoM.
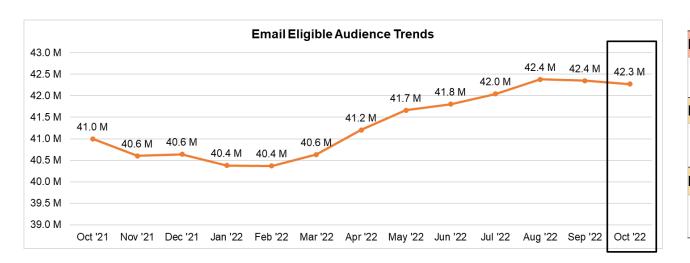
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October 2022 Performance Summary

Monthly	Oct-22	MoM	YoY	vs. Avg.
Engagement				
Delivered	**276.9 M**	46.5% / 87.8 M	-4.9% / -14.1 M	37.4% / 75.3 M
Clicks	**2.1 M**	23.9% / 409.8 K	-16.6% / -421.4 K	5.4% / 108.8 K
CTR	**0.8%**	-0.1 pts.	-0.1 pts.	-0.2 pts.
*Unsub%	**0.19%**	0.0 pts.	---	---
Financials				
Bookings	**14.8 K**	-3.6% / -548	-44.7% / -11.9 K	-21.4% / -4.0 K
Room Nights	**32.8 K**	-2.3% / -774	-46.8% / -28.8 K	-22.3% / -9.4 K
Revenue	**$6.2 M**	0.0% / $1.6 K	-44.4% / -$5.0 M	-21.0% / -$1.7 M
Conv%	**0.70%**	-0.20 pts.	-0.35 pts.	-0.24 pts.

- Deliveries were up over prior month by +46.5% and by +37.4% compared to average due to increased mailings for larger email types like Brand, Engagement and Promotions.
  - Week of Wonders Promo campaign in Oct 2022 accounted for the largest proportion at 22% of total deliveries.
- While we saw increases in overall click volume at +23.9% compared to Sep and +5.4% compared to average, CTR was down slightly at 0.8% compared to MoM, YoY and average.
- MoM and YoY financial declines are impacted by the email attribution tracking issues that are still being researched.
  - Oct revenue was flat at $6.2 M compared to Sep – impacted by resuming Re-Engage series deliveries again in Oct
  - Financials overall saw declines compared to prior year and compared to averages – several months included in the comparison time period had above-average financial performance (Jan – May 2022 and Oct 2021).

*Unsubscribe rate average does not include Oct and Nov 2021; data issues impacted rates
Comparison time period: Rolling 12-Month Average

42.3M Emailable Customers (-79K MoM)

- Slight -0.2% net decline MoM in emailable customers
- Decrease of -0.2% in Members; decrease of -0.1% in Non-members
- Decline in total emailable customers was impacted by the changes in tracking Apple user open activity, which made them appear inactive; working with data teams to update 15-month suppression criteria
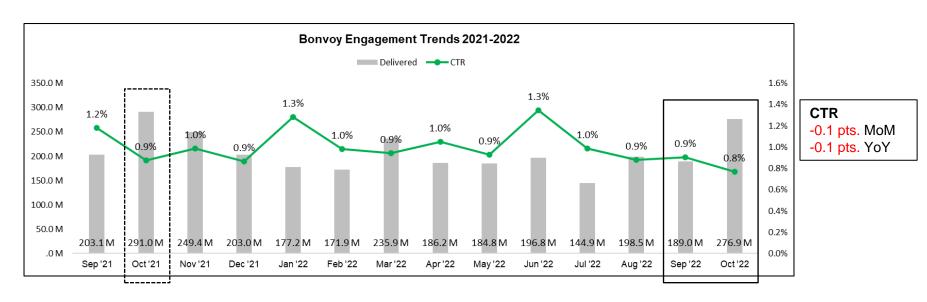
Email Eligible Audience Trends

	Oct '21	Nov '21	Dec '21	Jan '22	Feb '22	Mar '22	Apr '22	May '22	Jun '22	Jul '22	Aug '22	Sep '22	Oct '22
	41.0 M	40.6 M	40.6 M	40.4 M	40.4 M	40.6 M	41.2 M	41.7 M	41.8 M	42.0 M	42.4 M	42.4 M	42.3 M

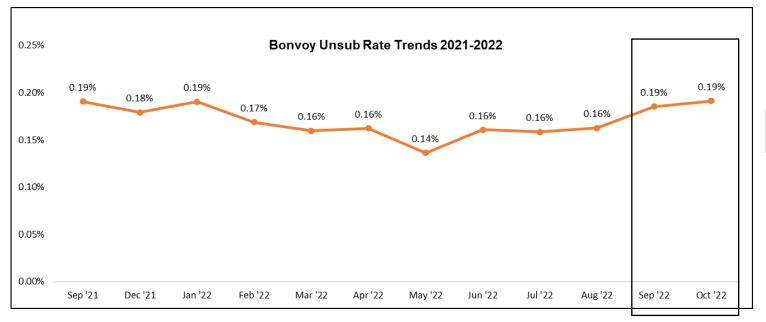| Email eligible (total)	42,271,282
MoM	-0.2% -79,075
Members	**30,001,619**
MoM	-0.2% -72,070
Non-Members	**12,269,663**
MoM	-0.1% -7,005

Report Date = Nov 1, 2022
Email Eligible Counts = Total emailable member & non-member counts globally; includes Welcome, China, and Quebec suppression list counts

MoM Increased Deliveries, Slight Decline in CTR

- Increased deliveries in Oct primarily from +61.7 M third annual Week of Wonders campaign, +10.4 M Boutiques campaign and +10.0 M RCYC campaign – all of which were not delivered in Sep.

- Slight CTR decline in Oct of -0.1 pts. impacted by the above-average engagement in the Sept 2022 Core MAU Global Promotion Announcement. Overall 0.8% CTR in Oct was relatively on par with prior year, which saw 0.9% CTR.

Bonvoy Engagement Trends 2021-2022

Delivered ▬ CTR ●

	Sep '21	Oct '21	Nov '21	Dec '21	Jan '22	Feb '22	Mar '22	Apr '22	May '22	Jun '22	Jul '22	Aug '22	Sep '22	Oct '22
Delivered	203.1 M	291.0 M	249.4 M	203.0 M	177.2 M	171.9 M	235.9 M	186.2 M	184.8 M	196.8 M	144.9 M	198.5 M	189.0 M	276.9 M
CTR	1.2%	0.9%	1.0%	0.9%	1.3%	1.0%	0.9%	1.0%	0.9%	1.3%	1.0%	0.9%	0.9%	0.8%

CTR
-0.1 pts. MoM
-0.1 pts. YoY

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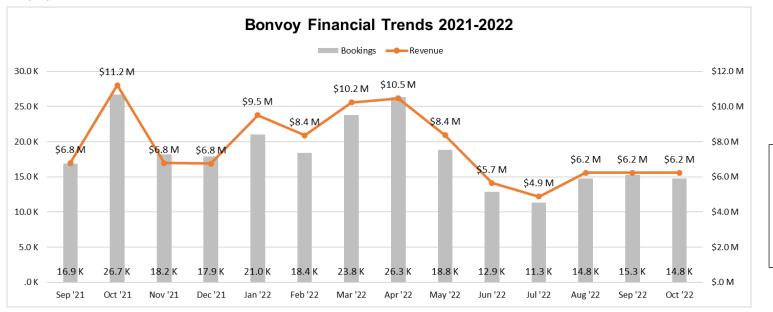
Mostly Consistent Unsubscribe Rate Trend

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

Steady Revenue Trend at $6.2M with Fewer Bookings Compared to Prior Month

- Top revenue drivers made up 62.5% -- or $3.9 M -- of total October revenue.

- Revenue was flat at $6.2 M compared to September. YoY declines impacted by above-average overall bookings and revenue in October 2021 – larger mailings like WoW and Core MAU campaigns, as well as Brand and Informational email types, saw higher financials same time prior year.

- Financials continue to be impacted by shifts in tracking bookings attributed to email.

October 2022 Top Revenue Drivers	Delivered	Bookings	Revenue	Conv%	% of Total Revenue
CORE MAU	26.6 M	2.8 K	$1.1 M	0.94%	18.0%
RE-ENGAGE SERIES	1.9 M	1.9 K	$809.6 K	4.01%	13.0%
Q3 2022 GLOBAL PROMOTION	33.9 M	1.8 K	$754.7 K	0.94%	12.1%
2022 WEEK OF WONDERS	61.7 M	1.7 K	$739.5 K	0.51%	11.9%
COBRAND	48.4 M	1.1 K	$471.7 K	0.96%	7.6%
TOTAL	**172.4 M**	**9.4 K**	**$3.9 M**	**0.94%**	**62.5%**

Bonvoy Financial Trends 2021-2022

Legend: Bookings — Revenue

	Sep '21	Oct '21	Nov '21	Dec '21	Jan '22	Feb '22	Mar '22	Apr '22	May '22	Jun '22	Jul '22	Aug '22	Sep '22	Oct '22
Revenue	$6.8 M	$11.2 M	$6.8 M	$6.8 M	$9.5 M	$8.4 M	$10.2 M	$10.5 M	$8.4 M	$5.7 M	$4.9 M	$6.2 M	$6.2 M	$6.2 M
Bookings	16.9 K	26.7 K	18.2 K	17.9 K	21.0 K	18.4 K	23.8 K	26.3 K	18.8 K	12.9 K	11.3 K	14.8 K	15.3 K	14.8 K

Bookings
-3.6% (-548) MoM
-44.7% (-11.9K) YoY

Revenue
0.0% (+$1.6 K) MoM
-44.4% (-$5.0 M) YoY

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Consistent Member Level Trends

- Increased deliveries for all levels compared to September, impacted by October's Week of Wonders, Boutiques and Ritz mailings that were not delivered in September.

- All levels – except Ambassador – saw CTR declines, impacted by less overall engagement MoM in larger campaigns like Core MAU and Q3 Global Promo. Overall engagement in WoW campaign was not enough to drive lifts in CTR for most levels.

- Unsub rates were either mostly flat or declined slightly Oct MoM for all levels.

Trend line = May 2022 – Oct 2022

		Sep '22	Oct '22	Engagement Trends
NON-MEMBER	**Del.**	38.7 M	62.3 M	MoM +61.0% (+23.6 M)
	CTR	0.32%	0.29%	
	Unsub%	0.45%	0.43%	
BASIC	**Del.**	98.9 M	152.9 M	MoM +54.6% (+54.0 M)
	CTR	0.70%	0.55%	
	Unsub%	0.15%	0.15%	
SILVER	**Del.**	13.5 M	20.5 M	MoM +51.5% (+7.0 M)
	CTR	1.41%	1.10%	
	Unsub%	0.07%	0.07%	
GOLD	**Del.**	16.6 M	23.8 M	MoM +43.3% (+7.2 M)
	CTR	1.94%	1.44%	
	Unsub%	0.07%	0.07%	

		Sep '22	Oct '22	Engagement Trends
PLATINUM	**Del.**	5.1 M	8.3 M	MoM +63.4% (+3.2 M)
	CTR	3.38%	2.67%	
	Unsub%	0.04%	0.05%	
TITANIUM	**Del.**	5.1 M	7.7 M	MoM +50.9% (+2.6 M)
	CTR	3.46%	3.35%	
	Unsub%	0.04%	0.04%	
AMBASSADOR	**Del.**	940.8 K	1.4 M	MoM +51.9% (+500 K)
	CTR	3.14%	3.39%	
	Unsub%	0.04%	0.04%	
MEMBER	**Del.**	140.1 M	214.6 M	MoM +53.1% (+74.4 M)
	CTR	1.13%	0.90%	
	Unsub%	0.13%	0.12%	

Campaign Highlights

Core MAU

Lux MAU

Points Expiration Trigger

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Core MAU Creative: October 2022

English Version

October Features:

- Q3 GloPro Reminder
- EAT LTO
- Leisure Destinations
- Sheraton Maldives
- Resort Retreats
- Maritz October US
- Double Points
- Shop Marriott
- Travel by Design

SL: Your Marriott Bonvoy

Account Update: Special Offers,

Benefits, and More

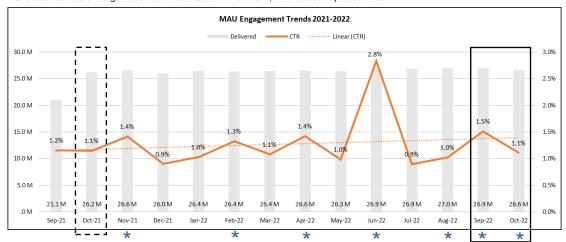**PH:** See what's new this month.

Global Promo

Standard Booking

Core MAU Performance Summary: October 2022

All Versions: Global English (Oct 14) + In-Lang. (Oct 20)

Metrics	Oct 2022	MoM	vs. MAU Avg.
Delivered	26.6 M	-1.3%	0.1%
Clicks	294.5 K	-27.7%	-14.7%
CTR	1.1%	-0.4 pts.	-0.2 pts.
*Unsub %	0.10%	-0.02 pts.	---
Bookings	2.8 K	-30.4%	-34.2%
Room Nights	6.1 K	-30.9%	-34.5%
Revenue	$1.1 M	-28.0%	-35.1%

*Unsubscribe rate average does not include Oct and Nov 2021; data issues impacted rates

MAU Engagement Trends 2021-2022

Asterisk (*) indicates months with Promotional hero features.

- Seeing similar overall promo engagement trend compared to 2021 and compared to other promo months.
  - CTR of 1.1% was on par with Oct 2021
  - Compared to some other months, engagement was not as strong, but email health remained positive with lower unsub rate of 0.10%.
  - Above-average engagement we saw from April GloPro reminder, June points promo and Sept Q3 GloPro announcement is impacting some of the overall averages.

- Financials could be impacted by the email attribution tracking issues that are still being researched.

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Core MAU Heat Map: October 2022 (English Version)

- Overall, the Member Module drove most click activity at 25.60%, followed by the GloPro Reminder Hero at 22.30%.
- Gold, Platinum, Titanium and Ambassador saw highest engagement with the Hero, while Basic and Silver engaged more with the Member Module over the Hero.
- The EAT LTO offer drove the highest engagement among secondary modules for most members – total of 23.7 K clicks.
- Offers module was a strong click-catcher this month, driving 6-8% of clicks across member levels; Traveler with bottom placement also had notable click activity.
- Planning to test different offers and messaging strategies for the Standard Booking hero version in 2023 to lift engagement.
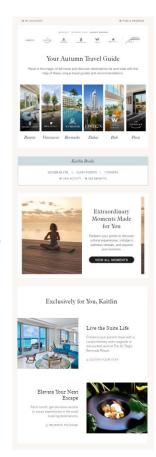
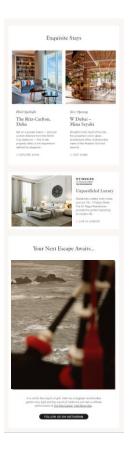| Modules	All Levels Combined		% of Clicks by Member Level					
ENG Version	**% of Clicks**	**% of Bookings**	**BASIC**	**SILVER**	**GOLD**	**PLAT.**	**TITAN.**	**AMBASS.**
Header	**17.26%**	**56.04%**	**22.63%**	**13.15%**	**11.78%**	**8.35%**	**7.81%**	**9.13%**
Member Module	**25.60%**	**24.87%**	**25.19%**	**31.88%**	**23.48%**	**20.96%**	**24.70%**	**29.30%**
Ambassador Travel Pref.	0.04%	0.04%						5.60%
Hero	**23.71%**	**14.03%**	**18.08%**	**25.61%**	**31.02%**	**33.04%**	**35.19%**	**32.21%**
Global Promo Reminder	22.30%	10.20%	16.07%	24.76%	30.19%	32.46%	34.75%	31.88%
Standard Booking	1.42%	3.83%	2.01%	0.84%	0.83%	0.58%	0.44%	0.34%
EAT Promo	**8.54%**	**0.00%**	**4.27%**	**11.12%**	**14.35%**	**16.61%**	**12.52%**	**9.41%**
Leisure Destinations	**4.32%**	**0.60%**	**5.50%**	**3.07%**	**3.19%**	**2.89%**	**2.34%**	**2.63%**
Offers	**7.54%**	**1.32%**	**8.02%**	**6.53%**	**6.88%**	**7.96%**	**7.32%**	**8.46%**
CoBrand	**1.63%**	**0.00%**	**1.40%**	**1.78%**	**1.64%**	**2.87%**	**1.84%**	**1.79%**
News	**1.89%**	**0.00%**	**2.04%**	**1.68%**	**1.65%**	**1.96%**	**1.83%**	**1.68%**
Traveler	**4.65%**	**2.47%**	**4.72%**	**3.79%**	**4.74%**	**4.77%**	**5.78%**	**5.04%**
Footer	**4.85%**	**0.68%**	**8.15%**	**1.39%**	**1.27%**	**0.59%**	**0.66%**	**0.34%**
Unsubscribe	3.50%	0.04%	6.20%	0.61%	0.58%	0.09%	0.15%	0.06%
Grand Total	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**

Luxury MAU:

Fall Travel/Long Weekends
October 13, 2022

- Subject Line:
  - SL 1: Melissa's Account Update
  - SL 2: Melissa's Account Update: Autumn Travel Guide
  - SL 3: Melissa's Account Update: 6 Autumn-Inspired Escapes

- Pre-Header:
  - Plus, discover culinary gems, unrivaled moments, and an exclusive offer

Creative: Member Version

Lux MAU Performance Summary: October 2022

- Lux MAU now being sent to full luxury audience; control group lifted as of September '22

- October engagement trends align with Ritz engagement trends; slight decline of 0.1pts. MoM for Ritz and 0.2pts. for Lux MAU

  - Also aligns with Bonvoy October trend, which saw a slight -0.1 pt. decline MoM

- Seasonality continuing to impact engagement levels trends as well into October

- Please note: financial tracking validity still currently under investigation impacting booking and revenue data across all campaigns

	Oct-22	MoM	vs. Avg.
Delivered	**2.2 M**	-1.3% (-28.7 K)	+25.1% (+450.6 M)
Clicks	**32.1 K**	-13.8% (-5.1 K)	+3.2% (+1.0 K)
CTR	**1.4%**	-0.2 pts.	-0.3 pts.
Unsub Rate	**0.07%**	+0.01 pts.	+0.01 pts.
Bookings	**239**	-13.7%	-25.0%
Revenue	**$151.1 K**	-21.3%	-23.5%
Revenue/ Delivered	**$0.07**	-20.3%	-38.8%
BPK (Bookings per thousand delivered)	**0.11**	-12.6%	-40.1%

*Lux MAU rolling 12-month avg. includes Oct '21 – Sep '22
Financial data source: Omniture 7-day cookie

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Lux MAU Segment Heat Maps: **October 2022**

- Account box and hero continue to drive highest percent of clicks

- Dubai content resonated with L1/L2A at a higher rate (hero/Hotel Spotlight)

- Boston, Vancouver and Bermuda drove more engagement with L2B/L3

- L2B/L3 also had higher engagement with Instagram module this month

- Continue to evaluate engagement trends at each luxury segment level for both Lux MAU and Ritz eNews.

- Develop test plans for select sub segments in order to gain insights to continue to optimize content/offer mix going into 2023

Module	L1	L2A	L2B	L3	Total
Header	**14.2%**	**12.8%**	**12.2%**	**11.1%**	**12.4%**
Hero	**26.8%**	**26.3%**	**28.6%**	**30.5%**	**28.4%**
Boston: Ritz	3.3%	3.6%	4.3%	5.4%	4.3%
Vancouver: JW	2.8%	2.4%	3.1%	3.9%	3.2%
Bermuda: St. Regis	4.0%	5.1%	6.0%	7.3%	5.8%
Dubai: Edition	5.3%	4.6%	4.4%	3.3%	4.4%
Bali: W Hotels	5.7%	4.3%	4.0%	4.1%	4.4%
Paris: Luxury Collection	5.7%	6.2%	6.8%	6.5%	6.5%
Moments	**2.5%**	**2.1%**	**2.7%**	**3.5%**	**2.8%**
Account Box	**29.5%**	**42.5%**	**38.6%**	**36.9%**	**37.0%**
View Activity	16.3%	24.0%	24.3%	25.0%	22.9%
See Benefits	13.2%	18.5%	14.2%	11.9%	14.0%
Offers	**3.6%**	**3.3%**	**5.9%**	**6.3%**	**5.3%**
Escape to Luxury	3.6%	3.3%	1.5%	1.7%	2.1%
St. Regis Bermuda Suite	--	--	4.4%	4.6%	3.2%
Inspiration	**3.5%**	**3.3%**	**3.0%**	**3.1%**	**3.1%**
Tokyo EDITION, Toranomon	1.5%	1.2%	1.2%	1.0%	1.2%
The Luxury Collection	1.1%	1.1%	1.1%	1.2%	1.1%
Rome W Hotels	1.0%	0.9%	0.7%	0.9%	0.8%
Loyalty/F1	**2.0%**	**1.6%**	**2.0%**	**2.1%**	**2.0%**
Hotel Spotlight	**2.9%**	**1.9%**	**1.9%**	**1.6%**	**2.0%**
TRC Doha	1.2%	0.6%	1.0%	0.9%	1.0%
W Dubai Mina Seyahi	1.7%	1.3%	0.9%	0.7%	1.0%
St. Regis Residences	**1.5%**	**1.3%**	**1.3%**	**1.1%**	**1.3%**
Instagram	**1.9%**	**1.5%**	**2.3%**	**2.6%**	**2.2%**
Footer	**11.6%**	**3.4%**	**1.6%**	**1.1%**	**3.6%**
Unsubs	9.8%	3.1%	1.1%	0.7%	2.8%
Other	1.8%	0.3%	0.6%	0.4%	0.7%

Luxury Segment Campaign Performance: October 2022

- Lux MAU continues to drive more revenue than other luxury communications; rev/delivered $0.01 higher than Escapes
- CTR also led in comparison to Ritz and Escapes with Unsub rates remaining at healthy levels for all luxury mailings

Engagement Data for Luxury Segments Only

October 2022	Lux MAU	Ritz eNews	Luxury Escapes
Delivered	2.2 M	2.2 M	1.6 M
Clicks	32.1 K	24.1 K	8.0 K
CTR	**1.4%**	**1.1%**	**0.5%**
Unsub. Rate	**0.07%**	**0.16%**	**0.02%**
Bookings	239	3	126
Revenue	$151.1 K	$1.8 K	$93.4 K
Rev/Del	**$0.07**	$0.00	**$0.06**
% Bkgs. to Lux	15.5%	33.3%	31.0%
% Rev to Lux	33.9%	33.2%	56.2%

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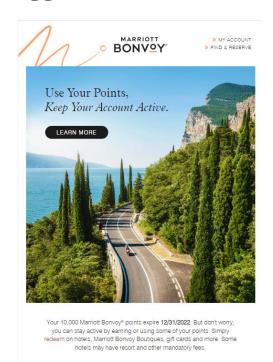
Points Expiration Trigger: Creative
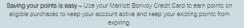## U.S. Version

Campaign Overview:

Launched 9/30/22, this is an automated trigger email and is being sent to eligible members globally whose points will be expiring in 90 days from the send date.
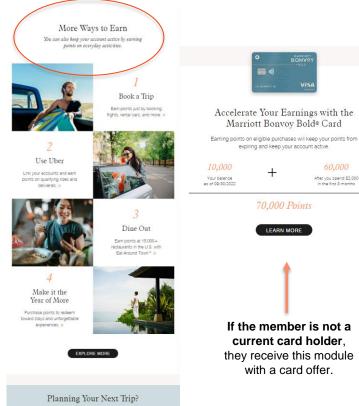
The goal of this triggered campaign is to remind members about the various ways to earn points and how to prevent their points from expiring.

SL: Don't Let Your Points Expire

If a current card holder,
they receive this message below the hero

If the member is not a current card holder,
they receive this module with a card offer.

Booking module

Points Expiration Trigger: Engagement Summary

By Luxury Segment	ENGAGEMENT				FINANCIALS			
	Delivered	Clicks	CTR	Unsub%	Bookings	Rmnts	Revenue	Conv%
L1	151.2 K	1.1 K	0.70%	0.03%	14	55	$38.7 K	1.32%
L2A	62.4 K	622	1.00%	0.02%	11	16	$2.0 K	1.77%
L2B	83.6 K	1.2 K	1.38%	0.01%	49	92	$12.6 K	4.24%
L3	14.6 K	259	1.77%	0.01%	6	11	$1.9 K	2.32%
N/A	4.7 M	41.4 K	0.88%	0.03%	756	1.4 K	$214.1 K	1.82%
Total	**5.0 M**	**44.5 K**	**0.88%**	**0.03%**	**836**	**1.6 K**	**$269.4 K**	**1.88%**

By Member Level	Delivered	Clicks	CTR	Unsub%	Bookings	Rmnts	Revenue	Conv%
BASIC	4.5 M	36.2 K	0.80%	0.03%	559	1.0 K	$178.7 K	1.54%
SILVER	286.9 K	4.3 K	1.48%	0.02%	149	280	$60.3 K	3.50%
GOLD	185.4 K	3.3 K	1.78%	0.02%	103	198	$26.0 K	3.12%
PLATINUM	17.1 K	388	2.27%	0.01%	15	31	$2.5 K	3.87%
TITANIUM	14.1 K	386	2.74%	0.02%	10	22	$1.9 K	2.59%
AMBASSADOR	1.1 K	17	1.61%	0.00%	0	0	$.0 K	0.00%
Total	**5.0 M**	**44.5 K**	**0.88%**	**0.03%**	**836**	**1.6 K**	**$269.4 K**	**1.88%**

By Region	Delivered	Clicks	CTR	Unsub%	Bookings	Rmnts	Revenue	Conv%
APAC	604.0 K	4.6 K	0.77%	0.03%	79	130	$18.2 K	1.71%
CALA	72.6 K	.6 K	0.87%	0.04%	15	31	$3.1 K	2.36%
CANADA	329.8 K	6.2 K	1.88%	0.04%	106	191	$29.9 K	1.71%
EUROPE	347.2 K	3.8 K	1.10%	0.03%	99	186	$26.5 K	2.60%
MEA	281.4 K	1.1 K	0.41%	0.02%	10	25	$5.1 K	0.87%
US	3.4 M	28.0 K	0.83%	0.03%	527	1.0 K	$186.4 K	1.88%
N/A	14.2 K	108	0.76%	0.04%	0	0	$.0 K	0.00%
Total	**5.0 M**	**44.5 K**	**0.88%**	**0.03%**	**836**	**1.6 K**	**$269.4 K**	**1.88%**

Represents campaign data from 9/30/22 – 10/31/22.

Bonvoy Avgs for Comparison:
CTR – 1.0%
Unsub Rate Benchmark -- 0.20%

- Since launching on 9/30/22, a total of 5.0 M triggered emails have been delivered and overall have generated 44.5 K clicks and a 0.88% CTR.
  - Above-average CTRs from L3 and L2B lux segments; all member levels except Basic; and Canada and Europe regions.
- To date, this campaign has also generated 836 bookings and total revenue of $269.4 K.
- Low and below average overall unsub rate of 0.03%.
- Continue to track performance and determine a checkpoint for any optimization needed to lift engagement.

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Testing & Optimization

PCIQ SL
Wanderlust Hero Image Test

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Lux MAU Subject Line PCIQ: Oct 2022

- October was the last month for Subject line testing; proceeding forward with 'FN, Your Account Update' as established best practice showing continued monthly significant lift in performance over other subject line tags

- Begin PCIQ testing in November to continue to gain insights around what copy approaches resonate with members:
  - Initial test will focus on Direct, Authority and Action-Oriented tags

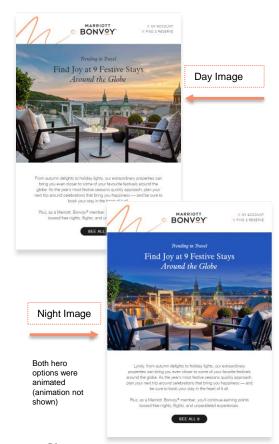| Date	Subject Line	Tags	Unique Open Rate
	[Fname's][Your]Account Update	**Personalization, Short**	**13.26%**
	[Fname's][Your]Account Update: Idyllic Pools	Personalization, Intrigue	**11.12%**
8/11/2022	[Fname's][Your]Account Update: Stunning Pools, End-of-Summer Inspiration, and more	Personalization, Long	**11.12%**
	[Fname's][Your]Account Update	**Personalization, Short**	**24.13%**
	[Fname's][Your]Account Update: Weekend Getaways	Personalization, Intrigue	**20.34%**
9/8/2022	[Fname's][Your]Account Update: Weekend Getaways for Every Type of Traveler and more	Personalization, Long	**19.99%**
	[Fname's][Your]Account Update	**Personalization, Short**	**23.68%**
	[Fname's][Your]Account Update: Autumn Travel Guide	Personalization, Intrigue	**20.38%**
10/13/2022	[Fname's][Your]Account Update: 6 Autumn-Inspired Escapes	Personalization, Listicle	**20.17%**

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Ritz Subject Line PCIQ: October 2022

- Top 3 performers continue to be mix of 'Authority', 'Direct' and 'Intrigue' tags
  - With introduction of Listicle tag in October (replaced with "How to") Listicle made top 3
  - Continue to evaluate "Listicle" tag performance overall with recent sunset of "How to" tag

- Note: Currently looking into ability to report out PCIQ results for Subject Line in conjunction with PCIQ Headline for ability to:
  - Assess performance for those that have the same tag for both Subject Line and Headline versus those that have a different tags for Subject Line versus Headline to gain insights around optimal PCIQ/SL mix

Campaign Date	Subject line	Tag	Unique Open Rate
8/6/2022	INSIDE THE RITZ-CARLTON: Your Countryside Getaway Guide	Authority	12.58%
	INSIDE THE RITZ-CARLTON: The Countryside Is Calling...	Intrigue	12.52%
	INSIDE THE RITZ-CARLTON: Looking for a Dreamy Rural Retreat?	Question	12.49%
	INSIDE THE RITZ-CARLTON: How to Plan a Dreamy Rural Retreat	How To	12.44%
	INSIDE THE RITZ-CARLTON: Explore 4 Dreamy Countryside Escapes	Direct	12.12%
	Difference in Top Performing Tag vs. Bottom Performing:		*+.46pts*
9/3/2022	INSIDE THE RITZ-CARLTON: Your Guide to Exquisite Autumn Escapes	Authority	11.83%
	INSIDE THE RITZ-CARLTON: Celebrate Fall With an Unforgettable Escape	Direct	11.76%
	INSIDE THE RITZ-CARLTON: Here's Where to Escape This Fall	Intrigue	11.73%
	INSIDE THE RITZ-CARLTON: How to Determine Your Next Fall Destination	How To	11.73%
	INSIDE THE RITZ-CARLTON: Venturing somewhere this fall?	Question	11.62%
	Difference in Top Performing Tag vs. Bottom Performing:		*+.21pts*
10/1/2022	INSIDE THE RITZ-CARLTON: Your Mountain Escape Awaits	Intrigue	12.57%
	INSIDE THE RITZ-CARLTON: Exquisite Mountain Escapes	Direct	12.39%
	INSIDE THE RITZ-CARLTON: 4 Slopeside Sanctuaries	Listicle	12.34%
	INSIDE THE RITZ-CARLTON: Your Guide to Getting Away Mountainside	Authority	12.27%
	INSIDE THE RITZ-CARLTON: Do you have a mountain escape on your mind?	Question	12.20%
	Difference in Top Performing Tag vs. Bottom Performing:		*+.37pts*

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Project Wanderlust October: Hero Image Test Results

Day Image

Night Image

Both hero options were animated (animation not shown)

Overview: 50% of the member audience received a "Day" hero image, and 50% of the member audience received a "Night" hero image (all non-members received the "Night" hero image and were not included in this test).

Results: The **"Night" image drove slightly higher engagement, but fewer bookings, for Members** compared to the "Day" hero image.

- The "Night" image generated a clicks lift of +10.0% and a CTR lift of +0.02 pts. compared to the "Day" image option. However, the "Day" image option drove slightly more bookings at 5.6%.

- If utilizing a "night" hero image in future campaigns to supplement respective theme/copy approach, these test results indicate engagement would most likely remain on par with more standard "day" hero image approaches; bookings may be negatively impacted with a "night" hero image option.

- Do not believe additional A/B testing is needed; similar engagement impact can be evaluated across individual campaigns without an A/B test set-up.

Hero Image Test	Delivered	Clicks	CTR
Members	**12.6 M**	**51.9 K**	**0.41%**
DAY	6.3 M	25.3 K	0.40%
NIGHT	6.3 M	26.6 K	0.42%

Module Clicks	Module Clicks Lift	Module CTR	Module CTR Lift	% of Clicks on Module	% of Bookings
14,167		0.23%		42.3%	**5.6%**
15,582	**10.0%**	**0.25%**	**+0.02 pts.**	**44.8%**	4.1%

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ACTIONABLE INSIGHTS

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Actionable Insights

- For Core MAU:
  - Going into 2023, test different offers and messaging strategies for the Standard Booking hero version to help lift engagement.

- For Lux MAU:
  - Continue to evaluate engagement trends at each luxury segment level for Lux MAU and Ritz eNews.
  - Develop test plans for select sub segments in order to gain insights to continue to optimize content/offer mix going into 2023.
  - Begin PCIQ preheader testing in November to continue to gain insights around what copy approaches resonate with members.

- For Ritz audiences, determine ability to report PCIQ subject line results in conjunction with PCIQ headline for ability to gain insights around optimal mix.

- Continue working with data teams on the following channel impacts:
  - 15-month suppression criteria impacting emailable customer tracking
  - Adobe tracking issues that are impacting financials attributed to email

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Actionable Insights

- Continue to test different creative approaches for solo offers, like this month's EAT LTO, to keep audiences engaged.

- When it makes sense, utilize available third-party technology to pull through targeted content in the email to drive more personalization and engagement, such as nearby restaurants who participate in EAT based on member's zip code.

- Continue to track performance of the newly launched Points Expiration Trigger campaign and determine a checkpoint for any optimization needed to lift engagement.

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Thank You!

APPENDIX

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Campaign Dashboard Categories

Categories	Category Description	For Example…
Brand	MI branded messages where the "friendly from" name is the actual brand name or business partner uses METT optimization	Brand BPP emails, HVMI Solos, and other branded Solos
Cobrand CC	Solo messages exclusively featuring a cobranded credit card	Acquisition and ECM campaigns (Welcome, Solos, Events)
Continent Marketing	Field-sponsored, solo marketing campaigns (NOT METT)	Regional Solos, Americas, Bonvoy Escapes
Core Marketing	Marketing campaigns intended to drive conversion and revenue, and not otherwise defined elsewhere (Moments, Partner, Boutiques, etc.,)	MAU, Program Solos, Re-Engage Series, Holiday messages, MBV Boutiques
METT	Offers and targeting submitted and deployed through the Field METT Tool that run through METT optimization	Field METTs, Property Promotions
Informational	Service or transactional messages (may or may not have transactional footer)	Points Sharing, Research/Survey, CEC, Apology
Lifecycle	Triggered messaging to move customers through loyalty program lifecycle	Welcome, Achievers, Redemption, On Boarding
Moments	Includes Moments Solos, METTS and Bi-Monthly/Recurring campaigns	Special Events, Bi-Monthly Solos
Partner	Campaigns featuring Loyalty partner	Your World Rewards, United Airlines, Hertz, Cruises Only
Promotions	Includes Global Promo, Algorithmic Targeted Marketing and Model-based Offers	ATM, Points.com, Global Promotion Announcement & Reg Confirmations
Travel Inspiration	Messages that inspire travel and share travel tips & trends	Traveler, Project Wanderlust

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