

# Marriott Bonvoy Boutiques

## *2023 Lookback Analysis*

March 19, 2024

MARRIOTT  
**BONVOY**<sup>®</sup>



Shop EDITION



## Today's Agenda:

- Performance Highlights
- Engagement Trends
- Top Content
- Testing Highlights
- Recommendations

# 2023 Performance Highlights

- In 2023, Boutiques delivered 108.9M emails. A -5.0% decreases YoY with the largest quarterly delta in Q1 (-37.8%) without a Feb '23 deployment.
- Higher target volumes during peak holiday season in Q4. Engagement remained stable and in Dec, unsub rate (-0.12 pts) improvements.
- Top performing Boutique Solos generated CTRs at or above 1.0%.
  - CTR peaks aligned with yearly White Sale/Shop w Points (Jan) and Sweeps (Mar, Sep).
- Audience health remains stable with unsubs aligned with Bonvoy benchmarks.
- Total halo revenue -30.7% despite YoY increases within Aug , Sep, and Nov.
- Westin continues to be the top contributor to purchase revenues with 43% of purchase revenues up +4 pts. from prior year. Westin's top 5 items sold generated 78% of the brand's item revenues.
- Westin's Heavenly Bed Mattress & Box Set, continues to be the #1 revenue-driving product in 2023 generating \$226.1K. The Pillow Protector, while not featured creative, continues to be the #1 product sold from those receiving Boutiques emails.

**108.9 M**

**Delivered**

(-5.0% YoY)

MBV '23 Benchmark:  
CTR - 0.82%  
Unsub - 0.21%

**692.8 K**

**Clicks**

(-6.9% YoY)

**862.1 K**

**Sessions**

(-2.4% YoY)

**0.6%**

**CTR**

(0.0 pts. YoY)

**2.7 K**

**Transactions**

(-20.2% YoY)

**0.16%**

**Unsub Rate**

(-0.04 pts. YoY)

**\$728.4 K**

**Purchase Revenue**

(-22.2% YoY)

**\$593.2 K**

**Halo Revenue**

(-30.7% YoY)

**0.32%**

**Session Conversion**

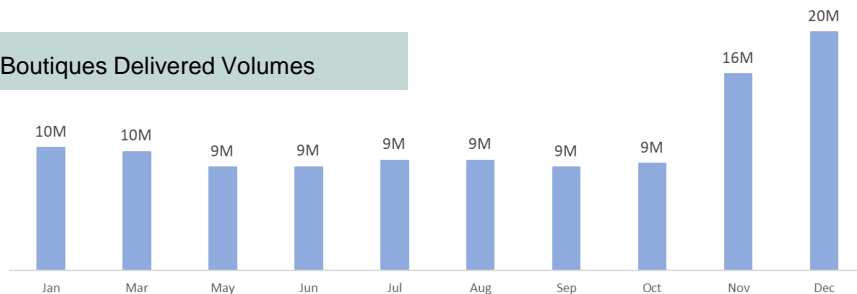
(-0.07 pts. YoY)

\*transactions/ sessions

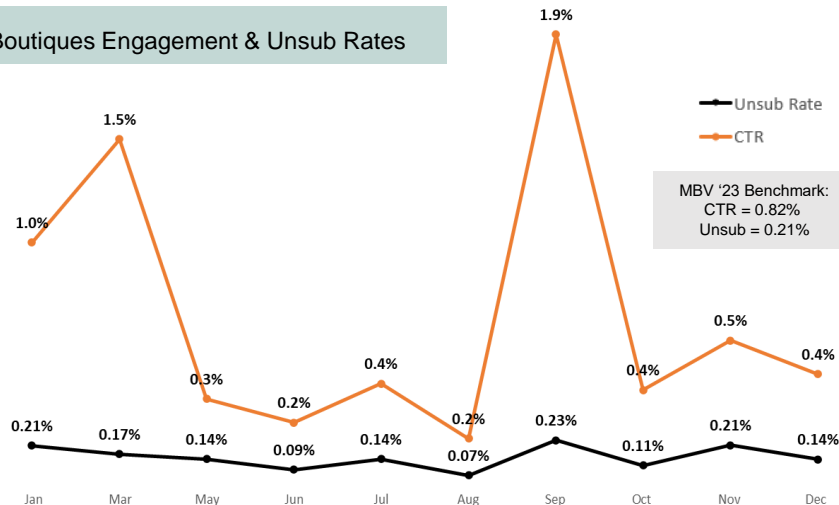
# 2023 Performance

## Delivered & Engagements MoM - ENG & BEN Boutique Solos

2023 Boutiques Delivered Volumes



2023 Boutiques Engagement & Unsub Rates



As delivered volumes typically increase in Q4, higher targeting volumes in Dec held stable click engagement (+0.01 pts.) and provided unsub rate (-0.12 pts.) improvements:

Month	Delivered	CTR	Unsub
Dec-22	13.9M	0.39%	0.26%
Dec-23	19.8M	0.40%	0.14%

Jan, Mar and Sep, created CTRs at or above 1.0%

- Jan (1.0%): Boutiques White Sale/ MBV point redemption at Boutique store (A/B test)
- Mar (1.5%) : World Sleep Day Sweepstakes
- Sep (1.9%): Shop Marriott Sweepstakes

Unsub rates remained stable MoM

- Sep Sweepstakes unsub (0.23%) highest of the year, remained within 0.02 pts. of MBV '23 unsub benchmark (0.21%).
- Similarly, Mar Sweeps maintained steady unsubs; a positive indicator of target audience and message fit.

Gmail clipping occurred Jun and throughout 2023 impacting engagement rates.

No Boutiques Solo in Feb '23 or Apr '23; BEN solos for: Jan, Jul, Aug, Nov & Dec

# 2023 Performance

Delivered and Click Engagements by Campaign Theme - ENG & BEN Boutique Solos

2023 Boutiques Delivered & Engagement Volumes



No Boutiques solo in Feb '23 or Apr '23; BEN solos for: Jan, Jul, Aug, Nov & Dec

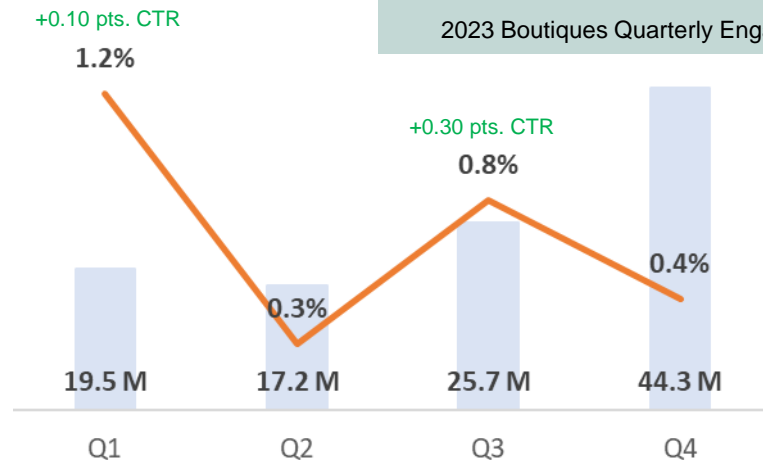
# 2023 Performance

## Quarterly Engagement Trends - ENG & BEN Boutique Solos

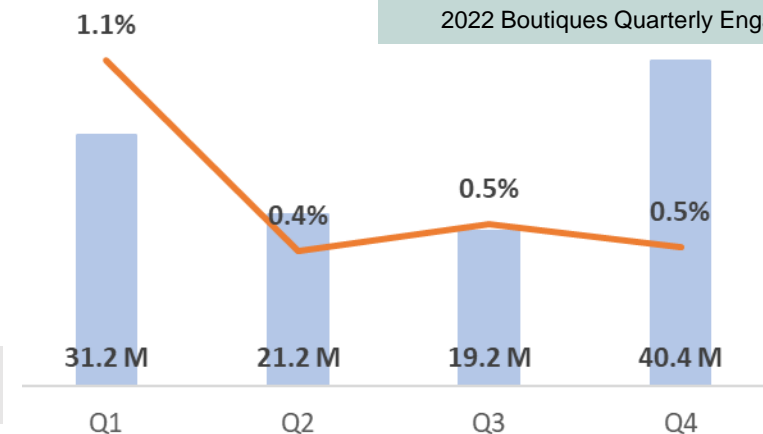
- Peak engagement consistent in Q1 QoQ with Jan White Sale (1.0%) and Mar World Sleep Day Sweepstakes (1.5%) driving strong click engagement.
  - Despite **-37.5%** less deliveries in Q1 QoQ (no Feb '23 Boutiques), engagement is up **+0.10 pts.** QoQ.
- Q2 trend of lower engagement with no headlining sales within the quarter. Within bestsellers, enhance targeting based on previous purchases to increase engagement.
- Q3 volumes increased by **+33.9%** from previous quarter with the inclusion of Sep '23 and boosted CTR **+0.30 pts.** QoQ.
  - Q3 generated the second highest quarterly CTRs with the engagement boosts from the Sept Sweepstakes.

MBV '23 Benchmark:  
CTR - 0.82%  
Unsub - 0.21%

## 2023 Boutiques Quarterly Engagement



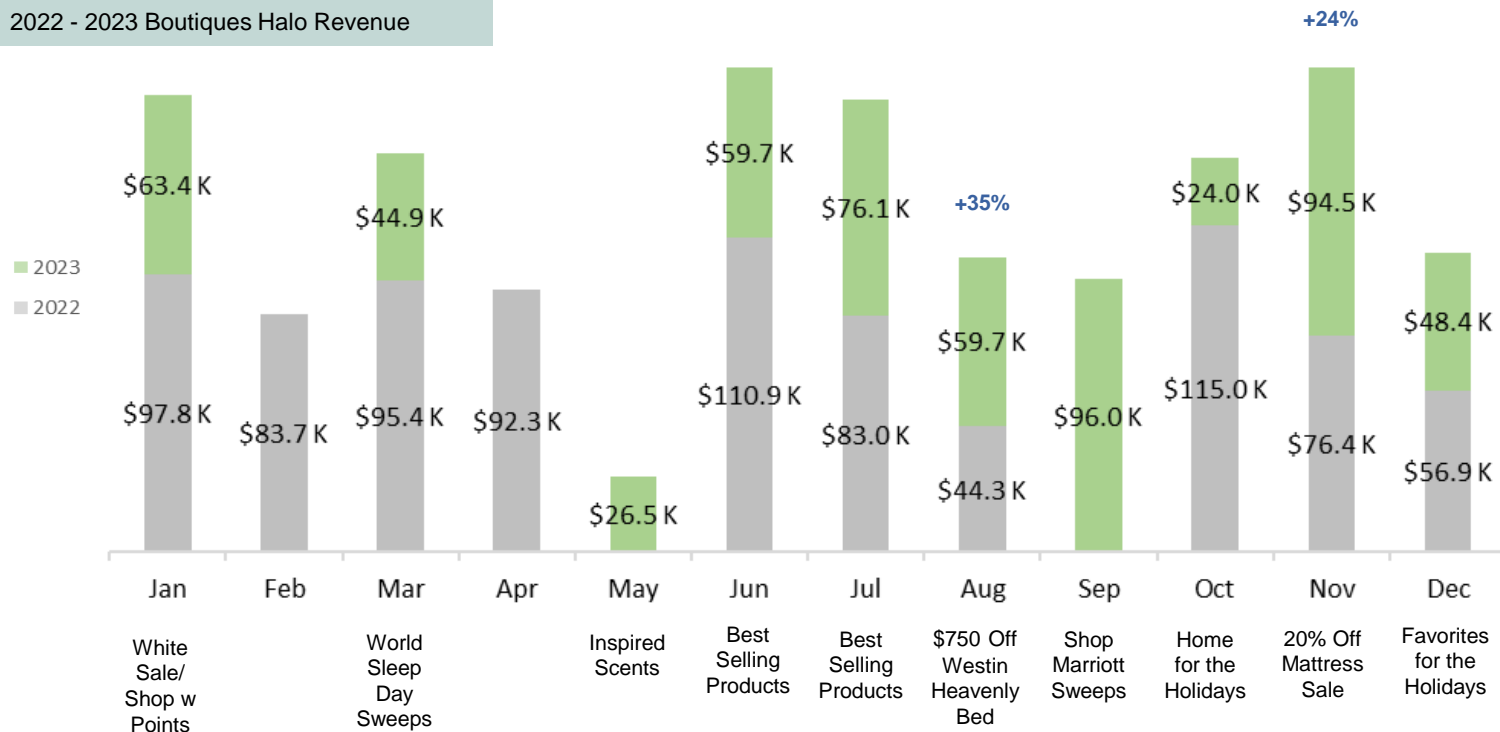
## 2022 Boutiques Quarterly Engagement



# 2023 Performance Overview

Halo Revenue Trends - ENG & BEN Boutique Solos

2022 - 2023 Boutiques Halo Revenue



Total halo revenue  
\$593.2 K (-30.7%).

Noticeable declines  
YoY despite  
success within Aug  
(+35%), Sep, and  
Nov (+24%).

No Boutiques solo in Feb '23 or Apr '23; BEN solos for: Jan, Jul, Aug, Nov & Dec; No Boutiques Solo in May '22 or Sept '22.

# 2023 Performance Overview

## Engagement Trends among Key Segments

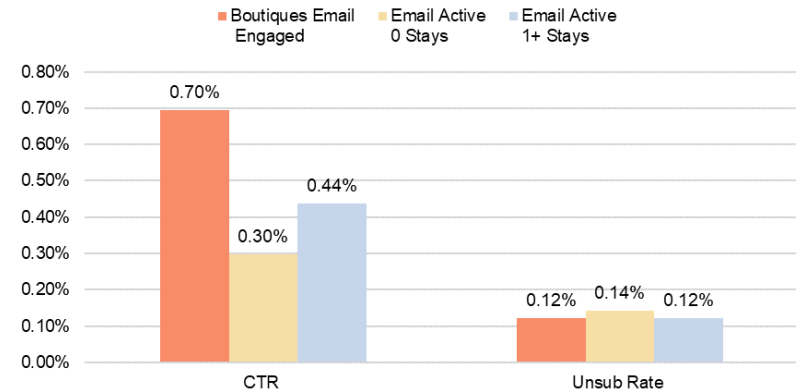
- Boutiques Email **Engaged**: highest engaging segment with 40 M total deliveries, above average CTRs (+0.2 pts.) and unsub rates (-0.02 pts.).
  - Top months: Jul and Oct – Dec (0.45% - 0.57%); low months were Aug and June (0.23% & 0.28%).
- Email Active\_1+ Stays: consistently the second most engaged segment all year;
  - Nov & Dec size expansions had minimal impact on overall CTR & unsub rates, but drove +30K unique clicks in Nov and +9K in Dec.
- Email Active\_0 Stays: least engaged segment with low CTR avg. and a slightly higher unsub rate.
  - Leverage 3<sup>rd</sup> party data attributes to refine segment into a more engaged target audience.

MBV '23 Benchmark:  
CTR - 0.82%  
Unsub - 0.21%

Boutiques May-Dec '23 Avg	
CTR	Unsub Rate
0.51%	0.15%

## May - Dec '23 Boutiques Segment-Level Engagement Trends

### 2023 MBV Boutiques Solo Segment Level Engagement Comparisons



Segment	Engaged*	No Stays	1+ Stays
Delivered	40,421,030	28,579,580	11,666,604

\*Engaged = past openers and/or clickers of MBV Boutiques solos



# 2023 Performance Overview

## Segment-Level Engagement Trends

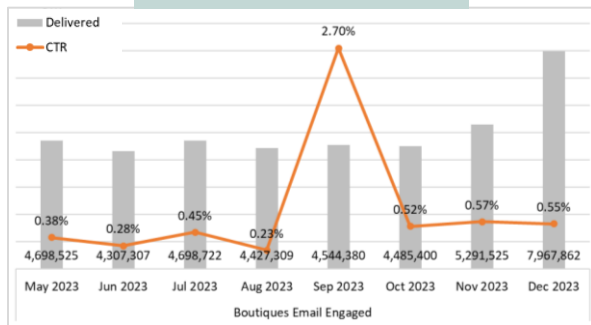
Sep Sweeps promo resulted in CTR & unsub rate spikes among all segments, and then returned to normal levels. Isolate sweep clickers to monitor engagement trends. Prioritize this target audience during future sweeps as a key segment.

MBV '23 Benchmark:  
CTR - 0.82%  
Unsub - 0.21%

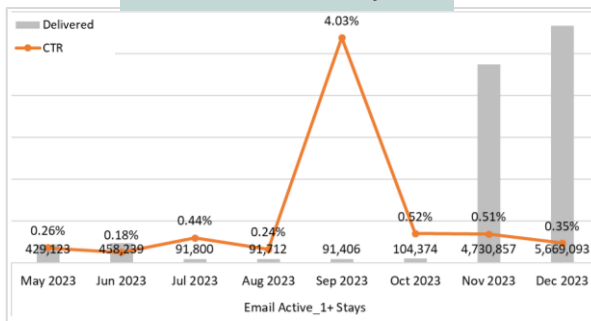
CTR: 4.0% (+4 pts. higher MoM);

Unsub rate: 0.34% (+0.31 pts. higher MoM)

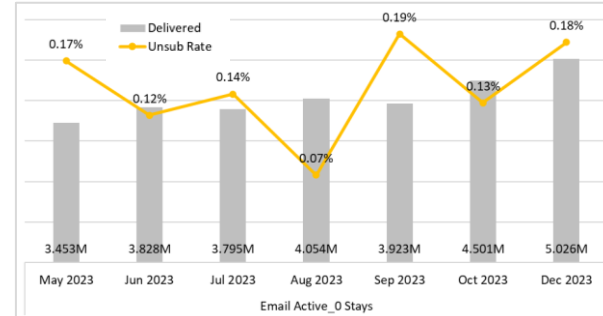
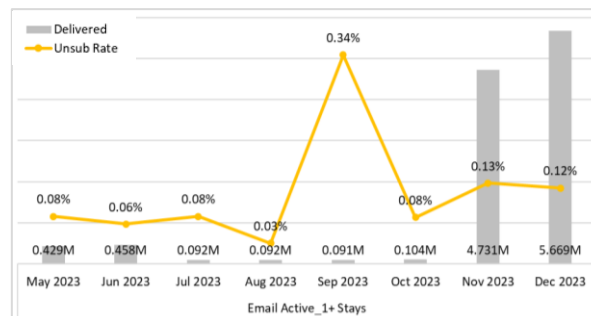
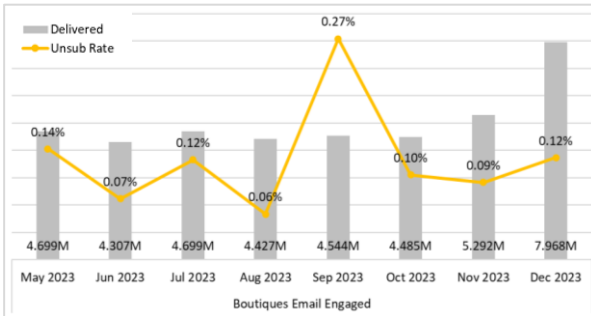
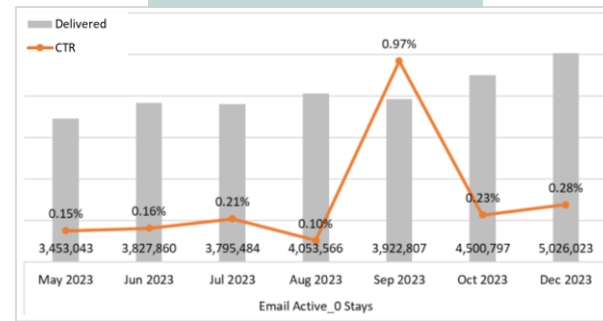
### Boutiques Email Engaged



### Email Active\_1+ Stays



### Email Active\_0 Stays



# 2023 Performance Overview

## Purchase Revenue Trends - ENG Boutique Solos

Three main product sales supported purchase revenues.

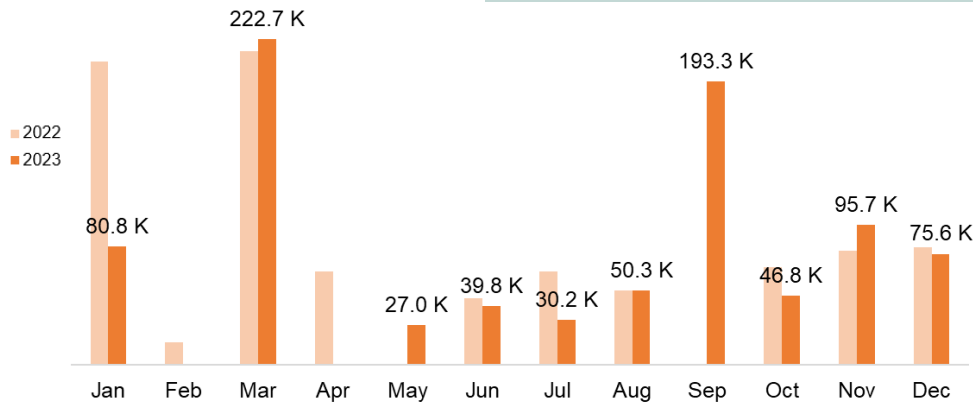
- Jan 2<sup>nd</sup> largest purchase revenue for the year although purchase revenues: **-67%** YoY; sessions: **-61%**. Test yearly white sale subject lines focused on urgency and excitement to support session volume and revenues.
- Aug Sale, similar sessions YoY while generating **+56%** increase in revenues with stronger '23 offer (\$750 off in SL).
- Purchase revenues peaked during Nov Sale (20% off) outpacing prior year sessions (**+23%**) and purchase revenues (**+108%**).

Mar & Sep Sweeps created large monthly sessions spikes.

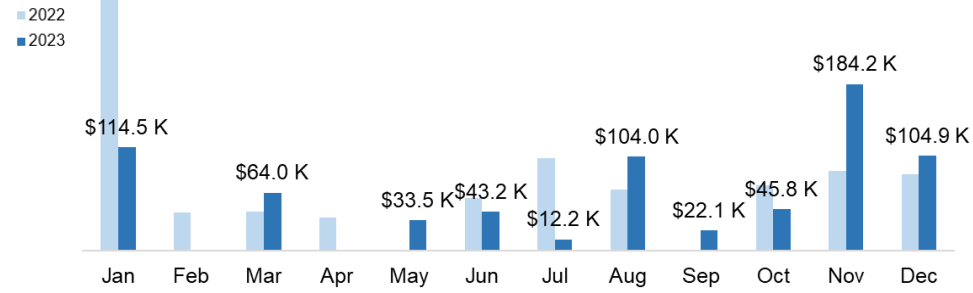
- Establish non-winner sweeps comms offering limited-time, contest product offerings; entrants only pricing.
- Target sweeps entrants for upcoming mailings to monitor engagement with sweeps and offers. Consider sweeps clickers vs previous clicks to help distinguish those with product intent.

No Boutiques solo in Feb '23 or Apr '23; No Boutiques Solo in May '22 or Sept '22  
Reporting pulled by source: marriott-bonvoy-email; data pulled by **month**  
which may include previous month's mailings

Boutiques Monthly Sessions - English



Boutiques Monthly Purchase Revenues - English



# 2023 Performance

## Brand Performance - ENG Boutique Solos

Edition, JW Marriott, Marriott, RC Shops, and Westin

are top brands regularly featured in Boutique Solos.

- Westin is the top contributor to purchase revenues with 39% ('22) and 43% ('23) of purchase revenues. Followed by Marriott and RC Shops item revenues.
- Revenue -12% YoY, feature Westin's top revenue-driving products to influence purchase demand. Westin's top 5 items sold generated 78% of the brand's item revenues:

Westin Top 5 Products Sold
Heavenly Mattress & Box Spring
Feather & Down Pillow
Down Alternative Pillow
Mattress Pad
Down Pillow

### Boutiques Brands' Product Revenues YoY

Brands	Total Products Sold*			Total Product Revenue		
	2023	2022	YoY	2023	2022	YoY
Courtyard	192	123	+56%	\$8.8 K	\$6.6 K	+33%
Edition	235	253	-7%	\$19.6 K	\$18.7 K	+5%
Fairfield	54	21	+157%	\$1.5 K	\$1.1 K	+31%
Fourpoints	4	45	-91%	\$195	\$2.5 K	-92%
Gaylord	22	20	+10%	\$2.1 K	\$1.1 K	+85%
JW Marriott	283	419	-32%	\$21.2 K	\$28.2 K	-25%
Le Meridien	36	77	-53%	\$1.7 K	\$15.0 K	-89%
Luxury Collection	59	89	-34%	\$5.1 K	\$12.5 K	-59%
Marriott	2.6 K	3.3 K	-20%	\$182.8 K	\$227.9 K	-20%
RC Shops	1.5 K	1.6 K	-6%	\$172.7 K	\$168.0 K	+3%
Renaissance	36	112	-68%	\$2.4 K	\$9.1 K	-73%
Sheraton	41	57	-28%	\$12.3 K	\$7.3 K	+69%
St. Regis	186	572	-67%	\$16.4 K	\$70.6 K	-77%
W Hotels	148	321	-54%	\$12.7 K	\$29.0 K	-56%
Westin	1.8 K	3.7 K	-51%	\$342.3 K	\$387.5 K	-12%
<b>TOTAL</b>	<b>7.2 K</b>	<b>10.7K</b>	<b>-32%</b>	<b>\$801.7 K</b>	<b>\$985.0 K</b>	<b>-19%</b>

\*Products Sold = the Item Quantity counts in GA

\*Data is pulled by month which may under/overstate product revenue and products showed

# 2023 Performance

## YoY Product Differences

**494** different products purchased in 2023 vs. **444** different products purchased in 2022

### Top 3 Products by Quantity\*

YTD '22:

1. Pillow Protector (1,584)
2. Feather & Down Pillow (908)
3. The Marriot Pillow (850)

YTD '23:

1. Pillow Protector (881)
2. The Marriott Pillow (755)
3. Feather & Down Pillow (377)

- **Pillow Protector** was #1 in the top 3 products sold last year (all brands combined)
- All 3 products remained in the top 3 YoY with swaps around **The Marriott Pillow and Feather & Down Pillow**
- Activity for **The Marriott Pillow** was similar YoY

### Top 3 Products by Revenue

YTD '22:

1. Heavenly Bed Mattress & Box (\$145,847)
2. Feather & Down Pillow (\$76,079)
3. The Marriott Pillow (\$58,476)

YTD '23:

1. Heavenly Bed Mattress & Box (\$226,088)
2. The Marriott Pillow (\$56,676)
3. Mattress & Box (\$53,881)

- **Westin's Heavenly Bed Mattress & Box Set** was #1 in the top 3 products for 2 years in a row generating \$226.1K in 2023
- **Marriott Pillow** remained in the top 3 YoY
- Featuring the **Mattress & Box set** this year lifted it's positioning with \$53.8 in item revenue (up from \$24.9 K YoY)

\*Quantity = total number of products sold

\*Data is pulled by month which may under/overstate product revenue and products showed

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# YoY New Products Purchased

There were **49 different products** purchased in 2023 vs. 2022

- The Waffle Bathrobe Curated by JW Marriott was not featured in 2023 creatives but still drove 12 new purchases (\$1,288 in revenue).
  - Purchases possibly driven by Recent Stay modules, or the Velour Robe featured in Jan, Jun & Dec '23.
- Shop Marriott's This Works Hair & Body Care Set attributed to 8 new purchases driving \$864 in revenue
- Other products that were purchased in 2023 that were not purchased in 2022 include the JW Marriott Mattress & Box Spring Set (\$2,495 product revenue), W Hotels Plush Top Mattress (\$1,645) and Diptyque for RC Gift Set (\$930)
- Creating a layout to be shared with Data Axle team that helps measure new products, launches and retired items may help guide recommendations to improve and feature products to help increase revenue and interest.

## 2023 Creative Examples



Shop Marriott This Works  
Hair & Body Care Set  
September '23 creative



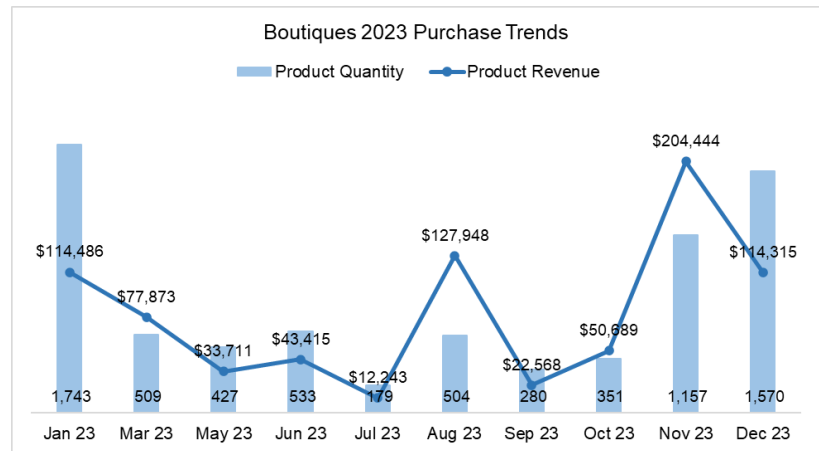
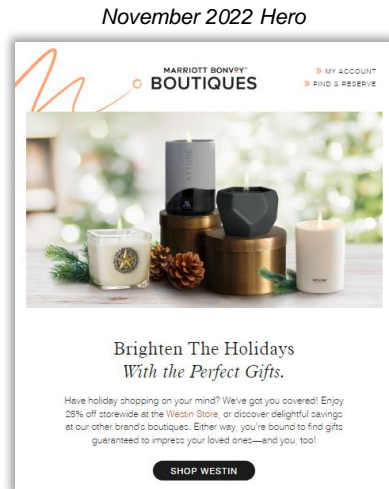
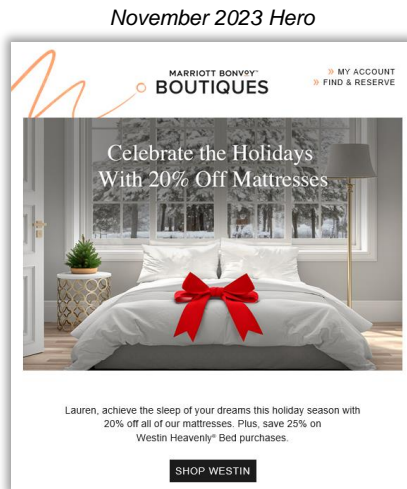
\*December '23 JW Marriott  
velour robe in creative



\*October '23 creative

# 2023 Months by Purchases

- Q4 was the strongest revenue driver for Boutiques in 2023 driving a total of \$369.5 K in product revenue.
- November was the highest performing month for 2023 at \$204.4 K in product revenue (26% of total product revenue for 2023)
  - November is up YoY from \$105.2 K in 2023 (+94% YoY). The Westin Heavenly Bed offer was not as prominent in Nov '22 as it was this year as the offer was featured in both the headline and body copy.
- The top month by product quantity is January '23 at 1.7 K total products followed by December '23 at 1.6 K items.
- Monitor lower performing months to consider offer inclusion to drive product interest.
  - Test offer inclusion on top of the hero creative to see if it does drive higher



# Majority of Product Revenue and Quantity Driving from Q4 Months

Month	Product	Product Revenue
Jan 23	The Marriott Pillow	\$16,988
	Innerspring Mattress & Box Spring Set	\$6,675
	Feather & Down Pillow	\$4,443
Mar 23	Heavenly Bed Mattress & Box Spring	\$26,705
	Foam Mattress & Box Spring Set	\$4,920
	St. Regis Mattress & Box Spring	\$3,860
May 23	Mattress & Box Spring	\$3,960
	The Marriott Pillow	\$2,896
	Mattress & Box Spring Set	\$2,495
Jun 23	Mattress & Box Spring	\$9,352
	Feather & Down Pillow	\$3,372
	Heavenly Bed Mattress & Box Spring	\$2,716
Jul 23	The Marriott Pillow	\$1,414
	Featherbed	\$917
	The Ritz-Carlton Pillow	\$842
Aug 23	Heavenly Bed Mattress & Box Spring	\$62,945
	Mattress & Box Spring	\$27,418
	The Marriott Pillow	\$6,069
Sep 23	The Marriott Pillow	\$2,995
	Plush Top Mattress	\$1,645
	Feather & Down Pillow	\$853
Oct 23	Heavenly Bed Mattress & Box Spring	\$20,863
	The Marriott Pillow	\$4,836
	Innerspring Mattress & Box Spring Set	\$2,985
Nov 23	Heavenly Bed Mattress & Box Spring	\$109,464
	Mattress & Box Spring	\$9,424
	Feather & Down Pillow	\$8,629
Dec 23	The Marriott Pillow	\$14,550
	Feather & Down Pillow	\$5,181
	Mattress & Box Spring	\$3,728

Month	Product	Product Quantity
Jan 23	The Marriott Pillow	245
	Pillow Protector	234
	Hand Towel	116
Mar 23	Pillow Protector	71
	Down Alternative Pillow	54
	Feather & Down Pillow	35
May 23	The Marriott Pillow	43
	Pillow Protector	29
	39" North Conditioner	13
Jun 23	Pillow Protector	57
	Feather & Down Pillow	37
	Down Alternative Pillow	30
Jul 23	Pillow Protector	24
	The Marriott Pillow	18
	Bath Towel	10
Aug 23	The Marriott Pillow	91
	Pillow Protector	78
	Feather & Down Pillow	35
Sep 23	Pillow Protector	41
	The Marriott Pillow	37
	Feather & Down Pillow	10
Oct 23	The Marriott Pillow	57
	Pillow Protector	54
	Feather & Down Pillow	21
Nov 23	Pillow Protector	134
	Down Alternative Pillow	113
	Feather & Down Pillow	110
Dec 23	The Marriott Pillow	171
	Pillow Protector	159
	Feather & Down Pillow	53

- 46% of 2023 product revenue was driven by Q4 '23 months (\$369.5 K) primarily coming from the Westin Heavenly Bed
  - Q4 '23 Heavenly Bed revenue was \$133.7 K
- Q4 '23 is a high driver for product quantity as well attributing to 42% of the yearly total.
  - Products that are helping drive this include the Pillow Protector from multiple brands (347 product quantity in Q4 '23) & The Marriott Pillow (282 product quantity in Q4 '23)
- Mattress & Box Sets from most brands are typically high revenue drivers when featured towards the top of the email.
  - Introducing complimentary products (such as blankets/throws) to help creative for the bed within the next modules help drive revenue and engagement.

*\*Data is pulled by month which may understate product revenue and product showed by month*

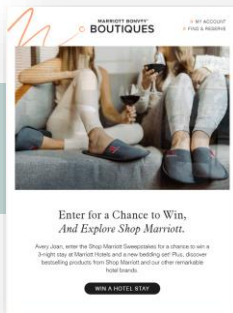
# Top Performing Hero Content

Sweeps content drove 2023 hero engagement

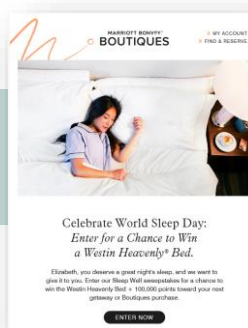
Jan-Nov Hero Avg: 56.6% | 45,492

## Highest Performing (% of clicks | u. clicks)

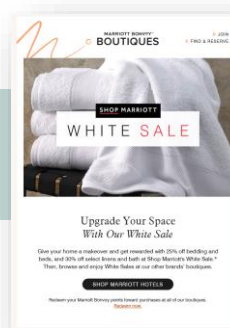
**Sep Shop Marriott Sweeps**  
**81.7% of clicks**  
146,415 unique clicks



**Mar World Sleep Day Sweeps**  
**79.1% of clicks**  
131,689 unique clicks



**Jan White Sale +Shop with Pts.**  
**45.3% of clicks**  
47,927 unique clicks



## Lowest Performing (% of clicks | u. clicks)

**Oct Home for Holidays**  
**15.5% of clicks**  
7,342 unique clicks



**May Inspired Scents**  
**23.1% of clicks**  
8,217 unique clicks



**July Bestselling Products**  
**27.2% of clicks**  
10,689 unique clicks



\*Does not include Dec '23



# Top Performing Secondary Content (U.S.)

## Most clicked secondary content:

- Targeted **point expiration** loyalty messaging banner and body copy was #1 (Jan, 7.3K clicks) and #2 (Mar, 3.3K clicks), resonating more in Q1
  - The inclusion of the points ride along banners in May could have pulled clicks from this overall message; tracking needed to see engagement differences
  - Recommend setting up redemption tracking to measure conversion
- Targeted **recent stay** messaging was appeared in the top 10 later in the year, but remained a good click catcher all year, #5 (Sep) and #7 (Nov)
  - Recommend playing up the gift giving aspect of purchases during big holiday months



### Don't Lose Your Points

Your Marriott Bonvoy® points may expire in a few months. But don't worry, you can stay active by redeeming your points at any of our Marriott Bonvoy Boutiques.

» FIND OUT MORE

**Did You Know?** You can now redeem your Marriott Bonvoy® points toward purchases at all of our boutiques. [Redeem Now.](#)

**Did You Know?** Your Marriott Bonvoy® points are expiring soon. Keep your points active by redeeming at any of our Marriott Bonvoy Boutiques. [Redeem Now.](#)



### For You[, Fname]

Thank you for your recent stay at [Property]. Browse our selection of amenities, [fragrances,] linens, and more — and don't forget to redeem your points.

» SHOP MARRIOTT

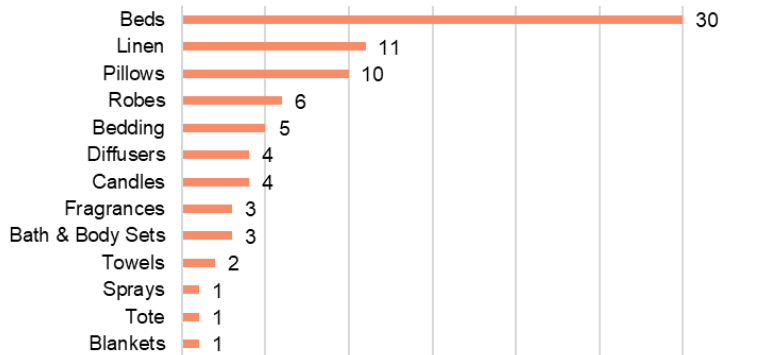
\*Does not include Dec '23



# Top Performing Secondary Content (U.S.)

- Beds, Linen, Pillow, and Robe content appeared in the top 10 most clicked secondary modules more than others as they are featured regularly in monthly solos
- Bedding instances & counts were mostly associated with the Westin Heavenly Bed & Bedding message
- Towels appeared twice in the top 10 and generated as many clicks as Pillows in Jan from the white sale; consider featuring this content more often

Instances in Top 10  
Most Clicked Secondary Content



Product type	Instances in Top 10 & Months	Click Counts
Beds	30: every month but May	up to 4.6K (Mar)
Linen	11: Jan, May, Jun, Aug, Sep, Nov	up to 5.5K (Jan)
Pillows	10: every month	up to 3.7K (Jan)
Robes	6: Jan, Mar, May, Sep, Nov	up to 5.5K (Nov)
Bedding	5: May, Jun, Jul, Sep	up to 941 (May)
Diffusers	4: May, Jun, Sep	up to 1.0K (Jun)
Candles	4: May, Jun	up to 1.2K (May)
Fragrances	3: May, Sep, Nov	up tp 2.3K (Nov)
Bath & Body Sets	3: Jun, Sep, Nov	up to 2.0K (Nov)
Towels	2: Jan	up to 3.7K (Jan)
Sprays	1: Jun	610
Tote	1: Jun	850
Blankets	1: Mar	1.0K

\*Does not include Dec '23



# Subject Line Performance Summary 2023

- **38 unique subject lines** were used in 2023
- Used RTI to optimize **4-6 subject lines** per month

RTI = Real Time Interactions (formerly called PCIQ)

## ***Model Results (13.9% avg. Open Rate in 2023)***

- The top Subject Line's came from September '23 , May '23, March '23 and January '23 deployments.
- Language that includes Products and/or Emojis drove higher open rates in 2023.
- RTI Models drove a higher average open rate compared to the random control group for 2023. Using RTI in 2024 when available will continue to help drive higher open rates MoM.
- Using a similar subject line approach over a 3-month period will help the learning process for the model when determining which subject line to present to each customer, and ultimately drive a lift in open rates.

## ***Random Results (9.7% avg. Open Rate in 2023)***

- The top Subject Line's came from May '23, September '23, and July '23 deployments.
- Language that includes Personalization, Products, and/or Emojis drove higher open rates.
- Sensory words such as “sensational scents” may help lift open rates among the random control group.
- Using Test & Roll while RTI is paused will help understand the effectiveness of emojis and sensory words and how they help lift open rates over time.

*\*RTI Model Analysis includes the following months in 2023: Jan, Mar, May, Jun, Jul, Sep, Oct, Nov*

*\*RTI Random Analysis includes the following months in 2023: May, Jun, Jul, Sep, Oct, Nov*

# Products, Personalization, & Emojis are top language styles

“Candles You Won’t Be Able to Get Enough of[, Fname]” is the only subject line to end up in top 10 for both results.

Month 'Year	Subject Line	Model Open Rate
Sep '23	☀ Enter to Win an Unforgettable 3-Night Stay and a New <b>Bedding Set</b>	26.6%
May '23	<b>Candles</b> You Won’t Be Able to Get Enough of[, Fname]	25.9%
Sep '23	Win a Hotel Stay and New <b>Bedding Set!</b> ☀	25.2%
Mar '23	Enter to Win a <b>Westin Heavenly Bed</b> for World Sleep Day	24.2%
Mar '23	Win The <b>Westin Heavenly Bed</b> + 100,000 Bonus Points, Enter Now.	24.1%
Mar '23	Enter Our Sweepstakes for World Sleep Day!	24.1%
Mar '23	How Does the Chance to Win The <b>Westin Heavenly Bed</b> Sound?	24.1%
Jan '23	You’ve Got Points[, Fname]: Redeem them for <b>Bedding, Fragrance</b> , and More!	23.9%
Jan '23	The Return of Our White Sale	23.9%
Jan '23	Our White Sale	23.8%

Month 'Year	Subject Line	Random Open Rate
May '23	<b>Candles</b> You Won’t Be Able to Get Enough of[, Fname]	21.8%
May '23	[Fname,] Give the Gift of Sensational Scents 🕯	21.7%
May '23	Bring Home a Gift They’ll Love[, Fname]	21.5%
May '23	Shop <b>Candles, Fragrances, Spa Products</b> , and More From Your Favorite Hotel Brands	21.3%
Sep '23	[Fname,] Enter to Win a 3-Night Stay and <b>New Bedding Set</b> ☀	20.8%
Sep '23	[Fname,] Enter to Win a Dreamy 3-Night Stay and More	20.6%
Sep '23	☀ Enter to Win an Unforgettable 3-Night Stay and a New Bedding Set	20.4%
Sep '23	Win a Hotel Stay and <b>New Bedding Set!</b> ☀	20.3%
Jul '23	Vacation Favorites Delivered to Your Doorstep	5.3%
Jul '23	[Fname,] Bring a Piece of Your Vacation Home	5.3%

# Recommendations

- Test White Sale subject lines focused on urgency and excitement to support session volume and purchase revenues.
- Mar & Sep Sweeps created large session spikes. Consider sweeps comms for non-winners with a limited-time product offer. Isolate sweep clickers to monitor engagement trends. Prioritize this target audience during future sweeps as a key segment.
- Identify key segments and set-up tracking for deeper insights. Create a sweeps entrants' segment for upcoming mailings to monitor engagement.
- Leverage 3<sup>rd</sup> party data attributes to refine 'Email Active\_0 Stays' segment to support engagement efforts within this audience.
- For secondary modules, like the targeted recent stay module, leverage gift giving creative and copy.
- Monitor lower performing months to consider offer inclusion to drive product interest. Test offer inclusion location atop hero creative to determine lift.
- Define campaign benchmarks for ongoing comparisons; establish for peak and non-peak seasons
- Include the points redemption messaging & point balance in future mailings as personalized hero or secondary content
  - Elevate messaging for Elite & Cobrand card members who are highly engaged and have enough points to purchase
  - Test using “Starting at 5,000 points” language to help entice readers to click

# Recommendations

- Continue testing high performing subject line tags
- Explore personalized editorial content to keep readers engaged; leverage customer purchase activity or previous click activity, if not available
- Develop an always-on test & learn roadmap focused on key testing opportunities to support program objectives
  - Refine subject line / pre-header testing strategy
  - Use member data and email click data to target product recommendations & increase personalization
  - Explore using 3<sup>rd</sup> party data to refine targeting criteria and improve content personalization



Thank you!

MARRIOTT  
**BONVOY**

SHERATON MAUI RESORT & SPA

# MBV Boutiques Solo Targeting Criteria

**Targeting:** Include members and non-members with an English language preference who are U.S. residents based on one or more of the following criteria. The estimated audience should be capped at 18M.

List is in priority order:

- Has opened or clicked at least one of the last 12 MBV Boutiques emails **OR**
- Has a household income of \$250K or more (using Marriott first party data)
- Has a score for the following TSP 3rd party data attribute:
  - Rate ID of 37-107 - Field Description is Advantage Target Income 3.0, D = \$250K or more **OR**
- Has opened or clicked at least 1 MBV email and had zero stays in the last 18 months **OR**
- Has opened or clicked at least 1 MBV email and had 1 or more stays in the last 18 months
- Silver Elite Members and above



# Google Analytics Definitions

Dimension	What it is	How it's populated
<b>Sessions</b>	<p>The number of sessions that began on your website or application.</p> <p>A session is a period of time during which a user interacts with your website or app.</p> <p>A session initiates when a user either:</p> <ul style="list-style-type: none"> <li>Opens your app in the foreground</li> <li>Views a page or screen and no session is currently active (e.g. their previous session has timed out)</li> </ul> <p>By default, a session ends (times out) after 30 minutes of user inactivity. There is no limit to how long a session can last.</p>	This metric is populated automatically.
<b>Total Users</b>	<p>The number of unique user IDs that triggered any events.</p> <p>The metric allows you to measure the number of unique users who logged an event.</p>	This metric is populated automatically.
<b>Transactions</b>	The number of completed purchases on your site.	Populate this metric by sending the purchase event.
<b>Purchase revenue</b>	<p>The sum of revenue from purchases made on your website or app, minus any refunds given.</p> <p>Purchase revenue = purchases + in-app purchases + subscriptions - refund</p>	This metric is the sum of the purchase, in_app_purchase, app_store_subscription_renew, and app_store_subscription_convert events minus the refund events.
<b>Session conversion rate</b>	<p>The percentage of sessions that converted.</p> <p>This metric is calculated as the number of sessions in which a conversion happened divided by the total number of sessions.</p>	This metric is populated automatically.
<b>Product name</b>	The name of an item (e.g., a product you sell).	Populate this dimension by sending the item-level item_name parameter through an online-sales event.
<b>Product purchased</b>	The number of items purchased.	Populate this metric by sending an items array with the purchase event.
<b>Product revenue</b>	<p>The total revenue from items only, excluding tax and shipping, subtracted by refunds.</p> <p>Item revenue = price x quantity - refunds</p> <p>Price is the price parameter for an item in the items array</p> <p>Quantity is the quantity parameter for an item in the items array</p>	This metric is populated using the purchase and refund events.



# Jan '23

## A/B Hero Test

### Results:

- The Points Redemption hero drove more clicks and a higher CTR than both the White Sale challenger and control
- Recommend including the points messaging in future mailings as personalized hero or secondary content with high placement; continue to include point balance

### Overview:

- Launched new loyalty redemption option allowing members to redeem points for products
- A/B tested targeted hero promoting new redemption option to members with 15K+ points



Upgrade Your Space  
With Our White Sale

Give your home a makeover and get rewarded with 25% off bedding and beds, and 30% off select linens and bath at Shop Marriott's White Sale.\* Then, browse and enjoy White Sales at our other brands' boutiques.

SHOP MARRIOTT HOTELS

Redeem your Marriott Bonvoy points toward purchases at all of our boutiques. [Redeem now.](#)



You've Got [XXX,XXX] Points  
What Will You Bring Home?

[Frame, use][Use] your Marriott Bonvoy points to experience your favorite comforts of travel from home. Redeem your points toward bath, bedding, spa, gifts, and more across all of our Boutiques\*.

REDEEM NOW

Email Hero  
Click Activity

Delivered: **6.8 M**  
Clicks: **21.6 K**  
CTR: **0.32%**

### Control: White Sale

Delivered: **1.4 M**  
Clicks: **9.6 K**  
CTR: **0.68%**

### Test: Points Redeemed

Delivered: **1.4 M**  
Clicks: **17.1 K (+78.0%)**  
CTR: **1.20% (+0.53 pts)**