

# Email Channel Performance: **APRIL 2021**

May 19, 2021

MARRIOTT  
**BONVOY** | data axle



W Maldives

# TODAY'S AGENDA

1. Performance Summary
2. Key Initiatives & Campaigns
3. Testing and Optimization
4. Actionable Insights

## KEY STORYLINES

- Continued improvements in both email and booking KPIs compared to previous year lows
- Open rates continue to be above average from capturing more open activity; delivering 20% more emails also contributed to increased open counts
- Positive performance lifts vs. goal for both open and unsubscribe rates
- Most member levels had consistent MoM engagement; some campaigns in March were strong performers for Non-members, Titanium, and Ambassadors
- April revenues were consistent with March and higher than 12-month average; MAU, Global Promo, and Re-Engage Series were the main drivers

# **MONTHLY PERFORMANCE SUMMARY**

# Performance Summary: April 2021

- Deliveries returned to pre-pandemic levels at 238.6M; there were 206M sent in April 2019
  - Delivery increases were primarily from additional Brand, Cobrand, and Promotion category mailings
  - Supported initiatives: Homes & Villas, The Ritz-Carlton Yacht Collection, Marriott Vacation Club, Cobrand, Uber, and Q1 GloPro
- Improvements in financial KPIs compared to 12-month average show positive signs of travel rebounds
- 50% of bookings were from MAU (featured Q1 GloPro), Re-Engage Series, and Q1 Global Promo reminders

## April 2021 vs. Rolling 12-Month Average (Apr 2020 – Mar 2021)

### Engagement

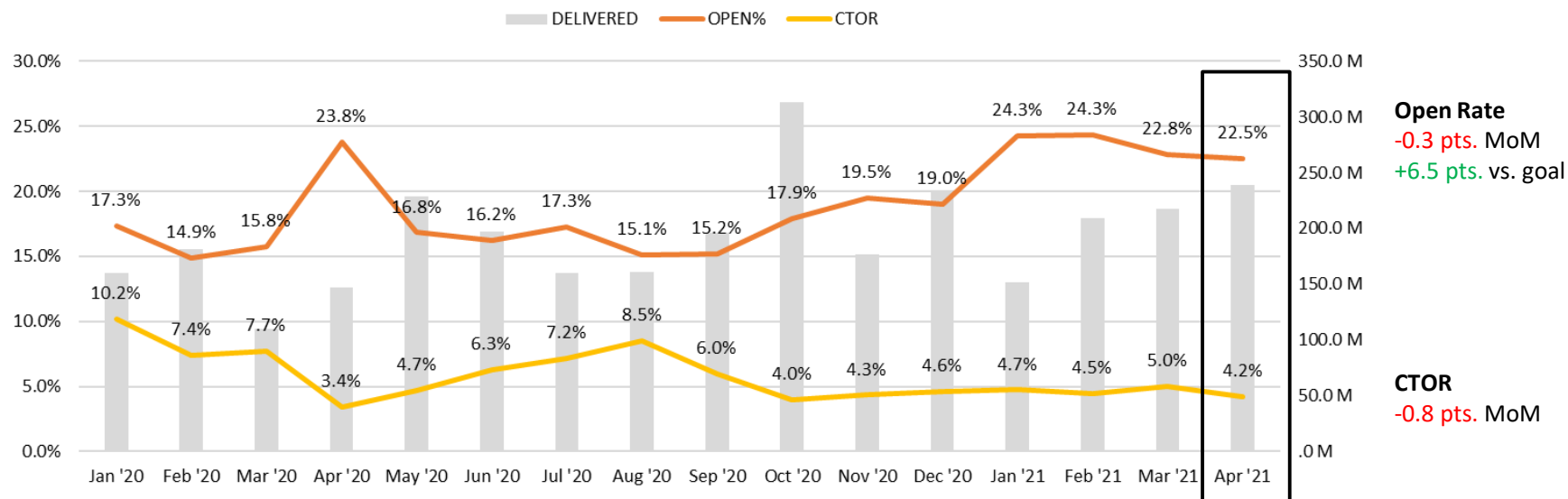
238.6 M	53.8	22.5%	2.3 M	0.95%	4.2%	0.16%
Delivered Emails +19.7% (+39.2 M)	Opens +40.5% (+15.5 M)	Open Rate +4.7 pts.	Clicks +17.5% (+336.1 K)	CTR -0.01 pts.	CTOR -1.2 pts.	Unsub. Rate -0.04 pts.

### Financials

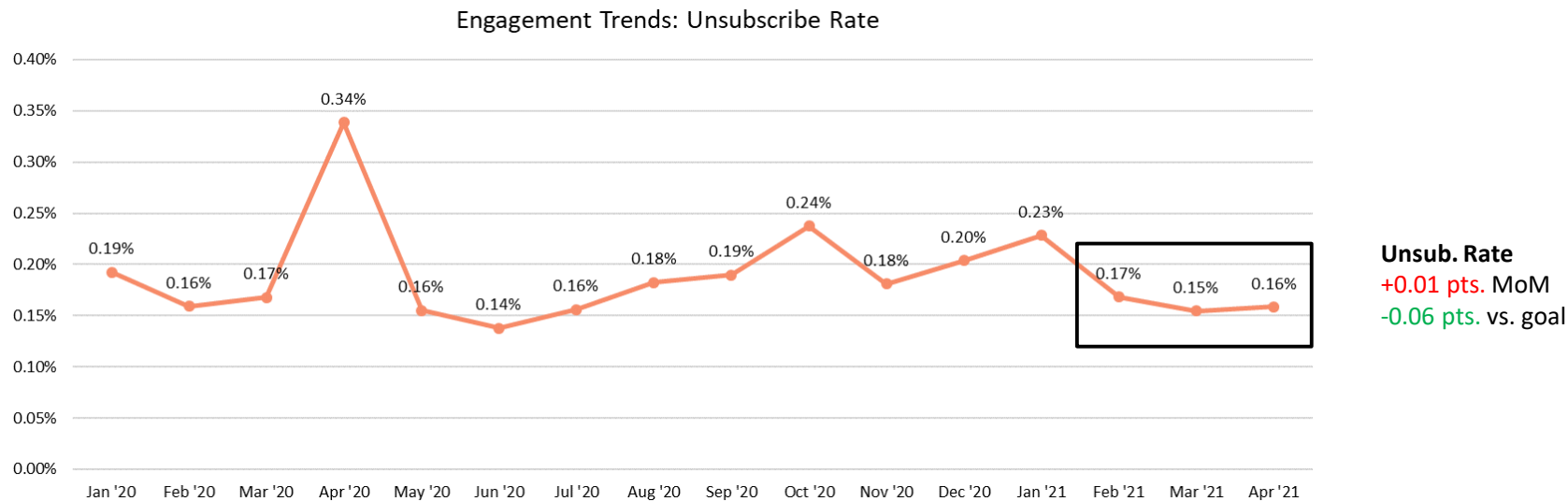
25.8 K	62.8 K	\$10.1 M	0.11	1.1%
Bookings +57.9% (+9.5 K)	Room Nights +64.4% (+24.6 K)	Revenue +79.3% (+\$4.5 M)	Bookings Per Delivered (K) +38.0%	Conversion +0.32 pts.

# Maintained Engagement With Increased Delivery; Open and CTO Rates Nearly Flat MoM

## Delivered, Open Rate & CTO Rate Trends

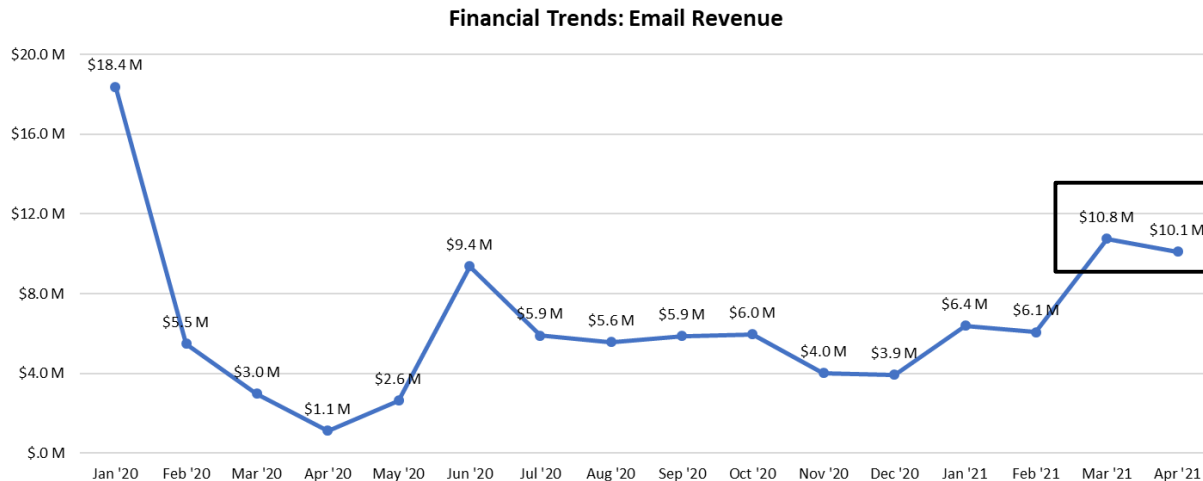


# Unsubscribe Rates Have Remained Steady Since Feb '21





# Positive Financial Rebounds With Consistent MoM Engagement



Top Revenue Campaigns	Delivered	Open Rate	CTOR	Revenue
MAU Domestic & Intl.	26.6 M	19.5%	7.9%	\$2.6 M
Re-Engage Series	2.4 M	44.2%	5.7%	\$1.3 M
Q1 2021 Global Promotion	27.5 M	23.2%	3.2%	\$1.1 M
Bonvoy Escapes	14.1 M	21.2%	3.2%	\$787.2 K
Points and FNA Extension	18.1 M	23.4%	3.9%	\$745.0 K
Marriott Vacation Club	6.5 M	22.5%	3.3%	\$702.5 K
Choice of Selection	114.4 K	68.7%	69.6%	\$423.7 K
Homes & Villas	11.3 M	35.0%	7.8%	\$375.8 K
<b>TOTAL</b>	<b>106.5 M</b>			<b>\$8.0 M</b>

## Top 3 Revenue Drivers:

**MAU, Re-Engage Series** and **Q1 Global Promo** made up 24% of April deliveries and 49% of revenue

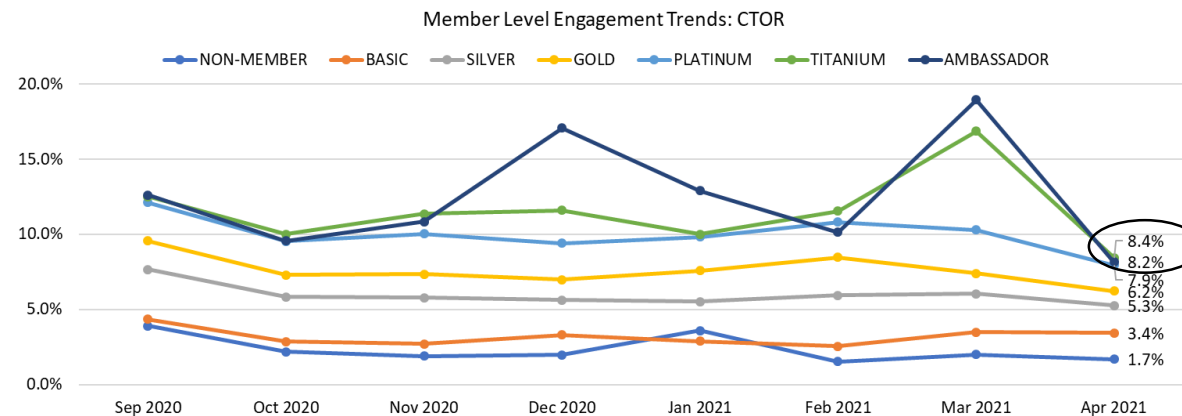
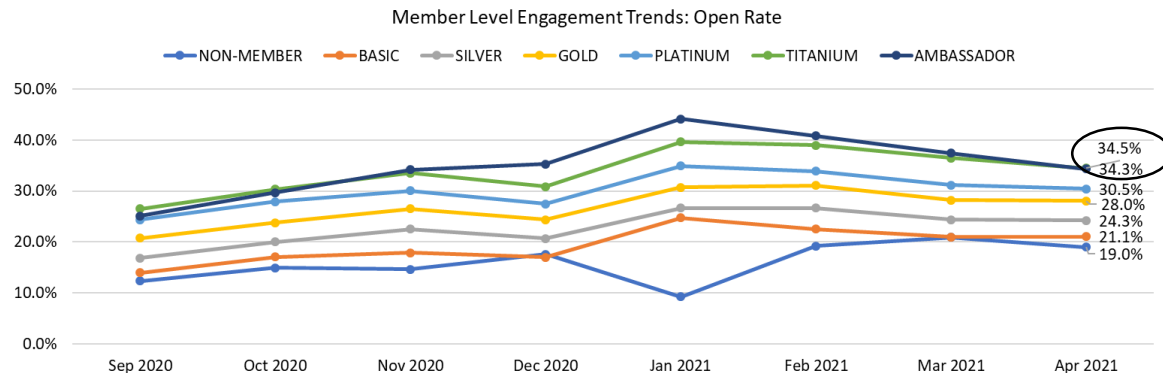
Overall, there were 8 mostly booking campaigns that made up 45% of April deliveries and 79% of revenue



# Member Level Engagement Was Consistent MoM For Most Segments

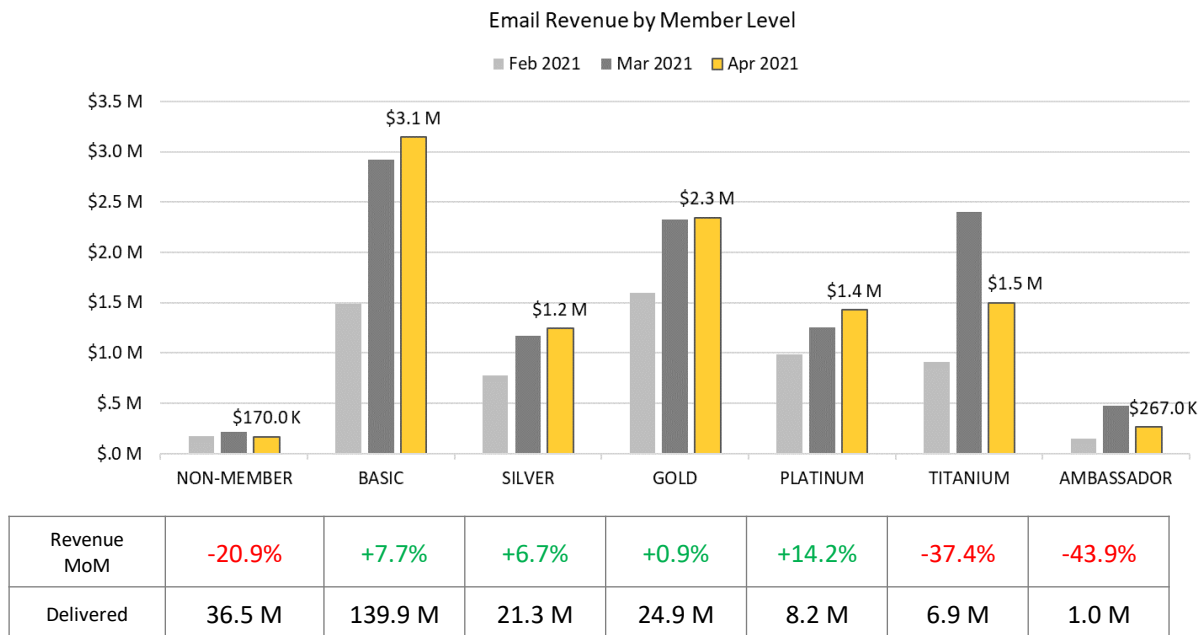
For Titanium and Ambassador Elites, the Choice of Announcement solo in March generated above average engagement contributing to open & CTO rate declines MoM

Open rates for Non-members declined by 1.9 pts. MoM; an 8% open rate for the April Chase dual card acquisition solo was a contributing factor to decline



## Revenue Increased MoM for Most Levels

- Basic through Platinum levels saw MoM revenue gains
- Titanium and Ambassador declines were from above average engagement in the Choice of Announcement March solo
- Promo revenue was -38% (-\$14.9K) MoM for Non-members which drove down their overall contribution for the month



# April 2021 Campaign Dashboard

Compared to Rolling 12-Month Average

- Delivered counts were up for most categories driving higher open & click counts

- Core Marketing** category drove monthly engagement
  - Delivery decline from sending large corporate update solos last year

- High engagement and financials from **Brand** emails; April revenues align with Promotions category

- METT** emails continue to have above average click activity after launching new templates in Jan '21

	TOTAL	Brand	Cobrand	CC	Continent Mktg.	Core Mktg.	METT	Informational	Lifecycle	Partner	Promotions	Travel Inspiration
% of Delivered Emails		13.2%	18.3%	6.9%	25.4%	3.4%	0.0%	0.8%	7.9%	11.9%	12.2%	
DELIVERED	238.6 M	31.5 M	43.6 M	16.4 M	60.6 M	8.1 M	13.4 K	2.0 M	18.9 M	28.5 M	29.1 M	
	19.7%	112.5%	55.3%	9.6%	-11.4%	42.4%	-94.3%	195.8%	13.9%	31.2%	2.4%	
DELIVERY RATE	99.1%	99.4%	99.6%	99.6%	98.1%	99.2%	99.8%	89.5%	99.7%	99.1%	99.7%	
	+0.5 pts.	+2.2 pts.	+0.3 pts.	+0.1 pts.	+0.1 pts.	+0.9 pts.	+0.1 pts.	-5.5 pts.	+0.2 pts.	+1.1 pts.	+0.5 pts.	
OPEN	53.8 M	8.7 M	7.2 M	3.7 M	13.6 M	1.3 M	7.5 K	550.8 K	4.2 M	6.7 M	7.7 M	
	40.5%	171.8%	42.8%	1.4%	33.8%	33.8%	-82.5%	100.6%	46.2%	73.9%	34.9%	
OPEN RATE	22.5%	27.7%	16.5%	22.4%	22.5%	16.0%	56.1%	28.1%	22.4%	23.5%	26.7%	
	+4.7 pts.	+8.0 pts.	+1.2 pts.	+4.6 pts.	+3.6 pts.	-1.2 pts.	+36.5 pts.	-6.7 pts.	+5.8 pts.	+8.1 pts.	+7.6 pts.	
CLICK	2.3 M	582.0 K	88.6 K	111.7 K	715.6 K	61.8 K	1.6 K	139.3 K	96.8 K	239.6 K	224.5 K	
	17.5%	132.1%	-36.6%	-32.3%	6.8%	47.6%	4.5%	35.1%	-26.5%	11.1%	0.7%	
CTR	0.95%	1.85%	0.20%	0.68%	1.18%	0.76%	12.2%	0.51%	0.51%	0.84%	0.77%	
	-0.0 pts.	+0.3 pts.	-0.2 pts.	-0.4 pts.	+0.1 pts.	+0.1 pts.	+11.0 pts.	-3.8 pts.	-0.3 pts.	-0.1 pts.	-0.0 pts.	
CTOR	4.2%	6.7%	1.2%	3.1%	5.2%	4.8%	21.7%	25.3%	2.3%	3.6%	2.9%	
	-1.2 pts.	-1.2 pts.	-1.7 pts.	-3.2 pts.	-0.2 pts.	+1.1 pts.	+15.6 pts.	-6.0 pts.	-2.7 pts.	-2.5 pts.	-1.2 pts.	
UNSUB	378.1 K	59.0 K	62.1 K	26.6 K	71.1 K	6.5 K	2	10.3 K	31.4 K	60.9 K	50.1 K	
	-1.7%	65.3%	38.0%	15.2%	-52.3%	70.2%	-99.8%	463.0%	23.5%	35.7%	-12.8%	
UNSUB RATE	0.16%	0.19%	0.14%	0.16%	0.12%	0.08%	0.01%	0.53%	0.17%	0.21%	0.17%	
	-0.04 pts.	-0.0 pts.	-0.0 pts.	+0.0 pts.	-0.1 pts.	+0.0 pts.	-0.6 pts.	+0.1 pts.	+0.0 pts.	+0.0 pts.	-0.0 pts.	
BOOKINGS	25.8 K	2.2 K	1.4 K	2.1 K	12.7 K	867	1	1.6 K	630	2.9 K	1.4 K	
	57.9%	224.4%	21.1%	-27.0%	98.4%	100.8%	-65.0%	26.7%	52.0%	80.9%	75.6%	
ROOM NIGHTS	62.8 K	6.0 K	2.9 K	5.1 K	29.7 K	2.3 K	1	4.3 K	1.5 K	7.5 K	3.6 K	
	64.4%	238.4%	23.2%	-26.0%	98.6%	122.4%	-86.0%	33.4%	59.2%	101.5%	105.5%	
REVENUE	\$10.1 M	\$1.2 M	\$385.7 K	\$834.3 K	\$4.7 M	\$402.8 K	\$2 K	\$651.1 K	\$211.8 K	\$1.2 M	\$614.7 K	
	79.3%	294.8%	20.6%	-21.1%	114.4%	116.5%	-78.3%	43.5%	127.3%	118.2%	79.3%	
CONVERSION RATE	1.14%	0.37%	1.61%	1.90%	1.78%	1.40%	0.06%	1.16%	0.65%	1.21%	0.61%	
	+0.32 pts.	+0.0 pts.	+0.7 pts.	+0.2 pts.	+1.0 pts.	+0.2 pts.	-0.1 pts.	-0.0 pts.	+0.3 pts.	+0.5 pts.	+0.3 pts.	
BPK	0.11	0.07	0.03	0.13	0.21	0.11	0.07	0.83	0.10	0.05	0.11	
	38.0%	35.9%	-19.5%	-31.9%	148.8%	40.1%	212.9%	-36.9%	20.1%	53.4%	75.0%	

# KEY INITIATIVES & CAMPAIGNS

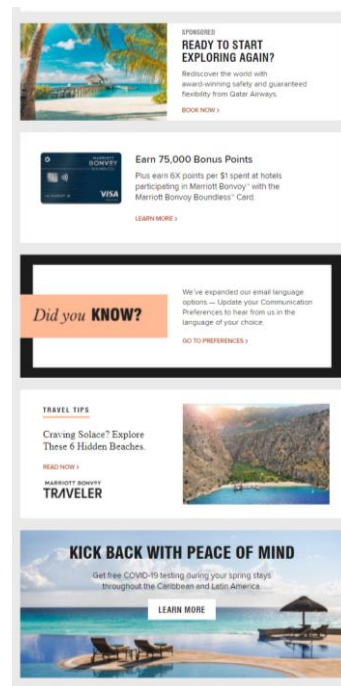
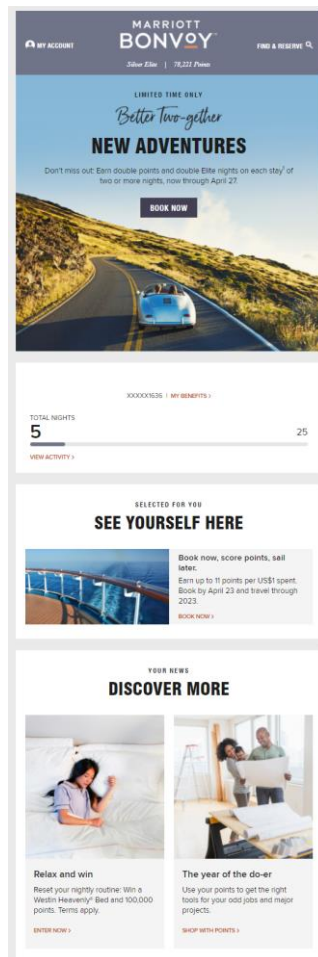
- Monthly Account Update (MAU)
- Q1 Global Promotion
- Non-Member Acquisition
- Uber Announcement

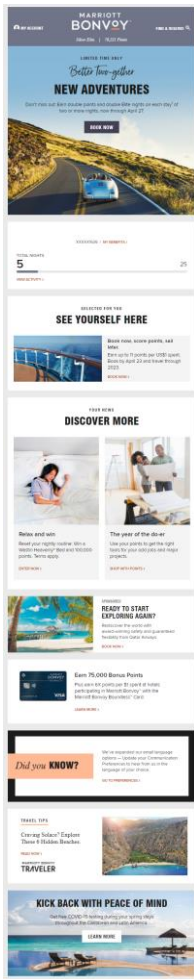
# MAU CREATIVE: APRIL 2021

## EXAMPLE OF ENGLISH VERSION

**Subject Line:** Your Marriott Bonvoy Account Update: Special Offers, Benefits & More

**Pre-Header:** See What's New in April





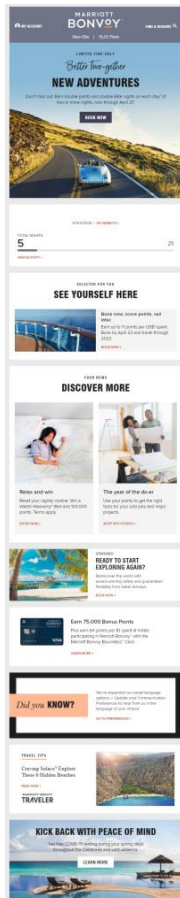
# MAU Performance Summary: April 2021

All Versions: Global English (4/8) + In. Lang. (4/15)

Metrics	Apr 2021	MoM	vs. MAU Avg.
Delivered	26.6 M	-0.1%	-4.9%
Opens	5.2 M	-4.7%	-3.2%
Open Rate	19.5%	-1.0 pt.	+0.3 pts.
Clicks	410.8 K	+11.3%	+14.7%
CTOR	7.9%	+1.1 pts.	+1.2 pts.
Unsub Rates	0.11%	-0.02 pts.	-0.03 pts.
Bookings	6.9 K	+65.7%	+128.2%
Room Nights	16.5 K	+53.6%	+135.4%
Revenue	\$2.6 M	+51.1%	+154.7%

- Positive engagement lifts MoM and compared to the MAU rolling 12-month average
- Maintained open rate engagement; plans for leveraging PCIQ subject line optimization Q3/4
- Most email clicks and bookings were from Q1 Global Promo messaging in the hero and the member account box; consistent for all levels
- Featuring Q1 GloPro in the hero generated 84K clicks and 796 bookings; content helped MAU engagement and generated additional bookings after GloPro reminder that mailed 1 week prior

# MAU April 2021: Heat Map (English Version)



- Q1 Global Promo and Account Box continue to attract clicks and bookings; consistent across all levels
- Westin Bed content under Your News was the most engaging compared to other messages in this section for all levels, except with Basic members who had slightly higher engagement in Homes & Villas message
- Will start using PCIQ in Q2 to optimize select content modules

Modules	All Levels Combined		% of Clicks by Member Level					
	% of Clicks	% of Bookings	Basic	Silver	Gold	Platinum	Titanium	Ambassador
ENG Version								
Header	3.6%	8.0%	4.2%	3.0%	3.1%	2.6%	2.4%	1.9%
Account Box	49.9%	73.1%	52.0%	56.0%	47.2%	41.6%	37.5%	39.6%
<b>Hero: Q1 Global Promo (Generic for Holdout)</b>	<b>23.6%</b>	<b>17.9%</b>	<b>20.0%</b>	<b>23.3%</b>	<b>28.0%</b>	<b>29.8%</b>	<b>33.0%</b>	<b>33.3%</b>
Offers	4.3%	0.2%	3.3%	4.1%	5.2%	6.9%	7.4%	7.2%
Qatar Airways Banner	1.1%	0.0%	1.2%	0.9%	1.0%	0.9%	0.9%	0.8%
Your News	6.5%	0.1%	5.4%	5.9%	7.4%	9.5%	10.3%	10.5%
Cobrand	2.4%	0.0%	1.7%	2.9%	3.5%	3.4%	3.2%	2.5%
Benefits: language preference	0.4%	0.1%	0.5%	0.2%	0.2%	0.3%	0.2%	0.3%
Traveler	2.8%	0.2%	2.6%	2.2%	2.9%	3.7%	4.1%	3.2%
Q1 GloPro Footer	0.2%	0.2%	0.3%	0.1%	0.1%	0.2%	0.2%	0.2%
Footer (all other links)	5.2%	0.2%	8.8%	1.5%	1.3%	1.0%	0.8%	0.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



# Q1 2021 Global Promotion

# Q1 2021 Global Promo Performance Update

Performance Results as of 5/12/21

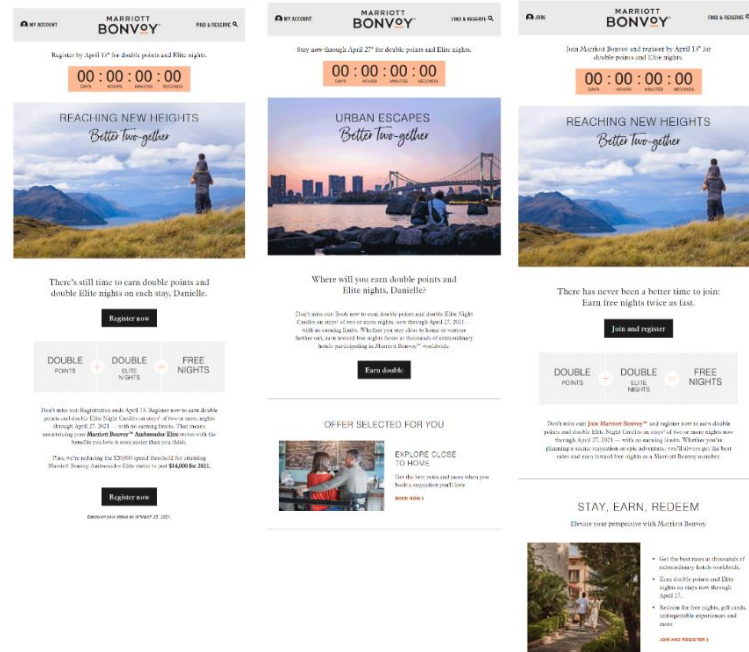
- 1.75M Registrations for current campaign pacing close to Q1 2019 campaign

Promo	Registrations	Reg. Rate
Q1 2021	1.75 M	6.8%
Q3 2020	1.22 M	4.2%
Q1 2019	1.98 M	9.1%

10 weeks into registration period & earning period vs. same timeframe for reference campaigns

- \$806M Influenced Revenue for current campaign nearly double \$406.2M Influenced Revenue for Q3 2020 campaign
- 95.5K new members enrolled for current campaign between 2/2 – 4/13/21 versus 79.7K new members enrolled for Q3 2020 global promotion during similar timeframe
- Higher key metrics for current campaign vs. Q3 2020 promo and smaller gap in key metrics compared to Q1 2019 promo indicate increased promotion engagement and progress toward recovery

## April '21 Reminder Emails Leveraged Countdown timers for increased urgency



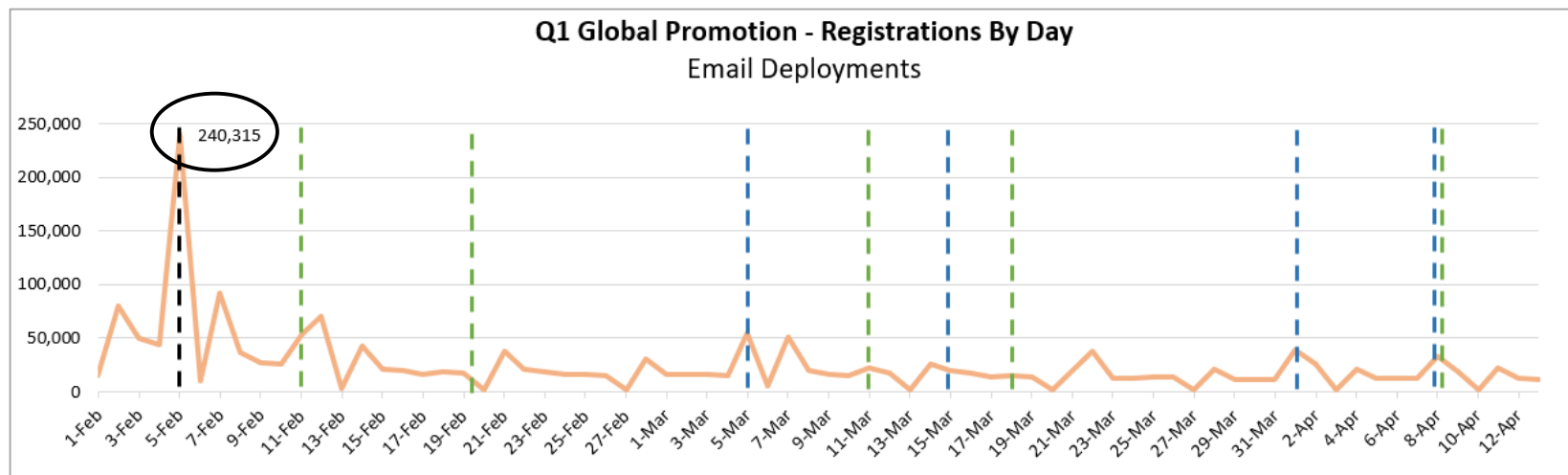
\*Assumes number of members who enrolled and registered for the Q1 2021 global promotion AND registered for global promo on same day between 2/2 launch and 4/13/21 registration end. For reference, in pre-COVID climate, typically saw ~30K new enrollments driven by each GP.

## 240K Registrations From Promo Launch Announcement on Feb 5<sup>th</sup>; Steady Engagement From MAU and Reminders

**BLACK** = Global Promotion Announcement

**BLUE** = Global Promotion Reminders

**GREEN** = MAU Emails (ENG & INTL)



# Q1 2021 Global Promo Email Performance

- Booking reminders and reg. confirm. emails were top performers generating over 1.4 bookings per thousand delivered emails or BPK
  - Bonvoy monthly avg. is 0.09
- Promotion messages in MAU helped lift monthly campaign engagement
  - Recommend hero placements to generate the most clicks
- GloPro solos sent prior to MAU deployments may have pulled engagement from MAU; similar audiences for both mailings
  - Consider spacing out mailings more
  - Leverage MAU for reminders
  - Send solos at launch and as targeted last chance messages

Deployment	Feb 4 & 5	Mar 5 & 15	Mar 5 & 15	Apr 1 & 8	Apr 1 & 8
Campaign	Announcement	Reg Reminder W1	Booking Reminder W1	Reg Reminder W2	Booking Reminder W2
Delivered	27.6 M	26.9 M	777.9 K	26.3 M	1.0 M
Open Rate	24.3%	22.8%	44.2%	22.4%	39.5%
Clicks	458.0 K	207.7 K	61.2 K	154.1 K	40.9 K
CTOR	6.8%	3.4%	17.8%	2.6%	10.5%
Bookings	1.5 K	1.3 K	1.5 K	1.1 K	1.4 K
BPK*	0.05	0.05	1.91	0.04	1.40

Deployment	Feb 11 & 20	Mar 11 & 18	Apr 8 & 15
Campaign	MAU Hero	MAU Secondary	MAU Hero
Delivered	26.7 M	26.7 M	26.6 M
Open Rate	25.0%	20.4%	19.5%
Clicks (GloPro)	139.0 K	38.8 K	83.3 K
Bookings	558	441	796
BPK*	0.02	0.02	0.03

Campaign	Reg Confirm. Trigger Total
Delivered	1.1 M
Open Rate	50.0%
Clicks	50.8 K
CTOR	8.9%
Bookings	1.8 K
BPK*	1.54

\*BPK = Bookings per thousand delivered emails

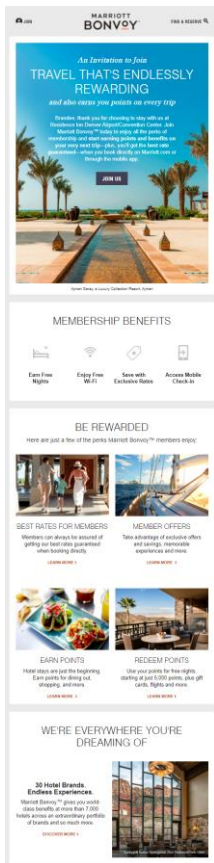
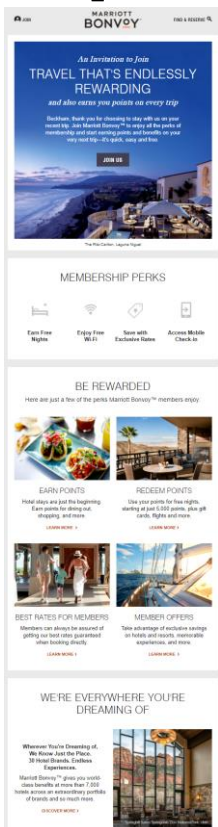
# Non-Member Acquisition Campaigns

# Creative Examples: Non-Member Acquisition Campaigns

## Post-Stay Solo and Trigger

Solo

Trigger



### SL: An Invitation for Travel Lovers

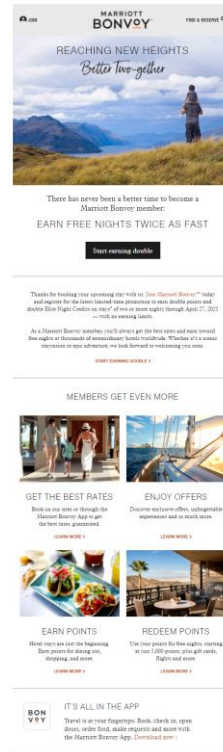
PH: Thank you for staying at Residence Inn Denver Airport/Convention Center. Get low member rates, free Wi-Fi and exclusive offers on your next trip

Email thanks the customer for their recent stay, invites them to become a member, and highlights key benefits of joining

Versioned for OTA vs direct bookers

## Q1 Global Promo Pre-Stay Trigger

Launched 2/16



### SL: Thanks for Booking with Marriott Bonvoy

PH: Join now to earn double points and more on your upcoming stay.

Email includes detailed benefits of becoming a member and encouraging registration for global promotion to earn on upcoming stay within earning window

# Non-Member Acquisition Efforts

Jan - Apr 2021

- Pre-stay and post-stay communications were created to drive enrollments and had a combined total of 5,231 through April
- Q1 Global Promo pre-stay trigger had the highest email engagement with 46% open rate and 7% CTOR; the subject line had transactional-like language and may have led to above average engagement
  - Tactic performed well and also drove an above average CTOR
- Post-Stay trigger was versioned for OTA vs. book direct audiences; open and CTO rates were closely aligned, but the OTA audience generated more enrollments (57% of trigger enrollments)
- Planning to expand post-stay trigger to more countries in upcoming months, while also exploring new ways to boost enrollments

Metrics	Pre-Stay	Post-Stay		For Comparison
	Q1 GloPro Trigger	Solo	Trigger	Non-Member Avg.
Reporting Pd.	2/16 – 4/13	1/28 – 2/3	2/4 – 4/30	2/1 – 4/30
Delivered	164.1 K	1.5 M	464.8 K	--
Open Rate	<b>46.6%</b>	23.4%	30.2%	19.7%
CTOR	<b>7.1%</b>	2.5%	4.0%	1.8%
Unsub Rate	0.75%	0.84%	2.3%	0.44%
Bookings	22	91	12	--
Enrollments	1,897	1,122	<b>2,212</b>	--

Post-Stay Trigger 2/4 – 4/30	OTA	Non-OTA
Delivered	230.5 K	234.3 K
Opens	66.4 K	74.1 K
<b>Open Rate</b>	<b>28.8%</b>	<b>31.6%</b>
Clicks	2.9 K	2.8 K
<b>CTOR</b>	<b>4.3%</b>	<b>3.8%</b>
Unsub Rate	2.0%	2.6%
Bookings	3	9
Enrollments	<b>1,268</b>	944

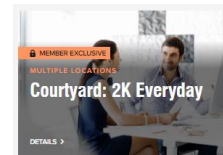
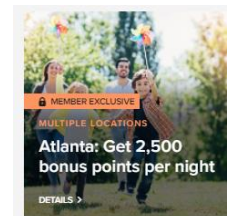
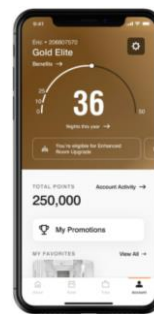


# Non-Member Acquisition Heat Maps

- Offer-led hero in Global Promo trigger captured the most clicks; timeliness of pre-stay message resonated with audiences
  - Start Earning Double CTA copy in both the hero and secondary modules were the main click drivers
- Post-stay trigger hero drove engagement outside of footer (unsub link), followed by benefits, best rates, and brand education
- Leverage learnings from pre-stay trigger and test creative ways to drive more clicks in post-stay
  - Test hero CTA copy that leans into membership value propositions and urgency: Start Earning, Access Benefits, Join Today
  - Create pre-stay version and use PCIQ to optimize with a GloPro hero during promotion periods
  - Pull in the latest member offers to increase urgency and FOMO
  - Play up mobile app benefits with usage visualization/animation

Pre-Stay GloPro Trigger	% of Clicks
Header	9.9%
Hero	<b>49.6%</b>
Secondary Module	16.5%
Members Get Even More	
BEST RATES	1.3%
EARN POINTS	0.6%
ENJOY OFFERS	1.0%
REDEEM POINTS	1.2%
Mobile App Download	5.6%
Footer	14.4%
<b>Total</b>	<b>100.0%</b>

Post-Stay Trigger	% of Clicks
Header	4.2%
Hero	29.4%
Member Benefits	2.0%
Be Rewarded	
Section Headline	0.0%
<b>BEST RATES FOR MEMBERS</b>	<b>1.6%</b>
EARN POINTS	0.7%
MEMBER OFFERS	0.8%
REDEEM POINTS	0.8%
Brand Education	1.7%
Footer	<b>58.8%</b>
<b>Total</b>	<b>100.0%</b>

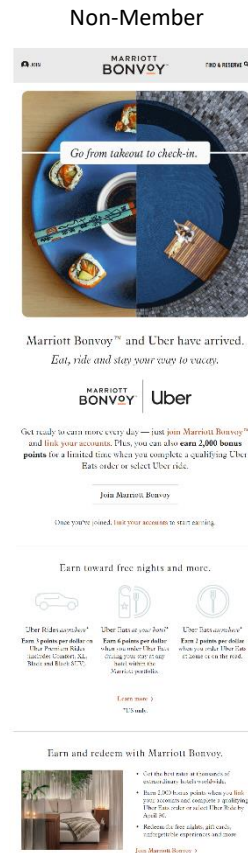


# Uber Announcement Solo

## Creative Example: Uber Announcement Solo

**Subject Line:** New for You: Earn with Marriott Bonvoy and Uber

**Pre-header:** Plus, get 2,000 bonus points for a limited time.



# New Partnership: Uber Announcement

Solo Launched: April 14, 2021

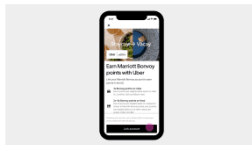
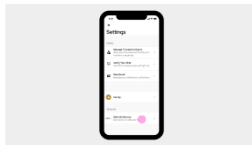
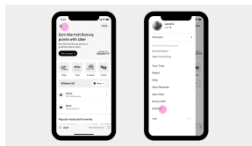
- Announcement of new partnership where members can earn points when ordering food delivery through Uber Eats and on select Uber rides; primary CTA asked members to link accounts and non-members to join, plus featured 2K bonus point offer
- Open rate was aligned with April average, as well as segment level averages, except for the Basic Tenured Unengaged members
- Calling out “New for You” and “Uber” in the subject line stood out in the inbox
  - Consider testing the link account message as a reason-to-open in future mailings, “Link Your Account to Earn with Uber”
  - Test as a subject line or pre-header
- Uber partner solo was mailed the day before and may have pulled click activity; consider spacing out mailings
  - Linking hero image will also lift click activity

Metrics	Uber Solo Total	April 2021 Avg.	Non-Member _Stayers	Basic_New	Basic_Tenured _Engaged	Basic_Tenured _Unengaged	Elites
Delivered	18.9 M	--	3.8 M	1.2 M	9.7 M	279.9 K	3.8 M
Open Rate	22.5%	22.5%	19.4%	21.2%	21.6%	1.6%	30.0%
CTOR	2.3%	4.2%	0.62%	2.4%	1.1%	8.5%	5.6%
Unsub Rate	0.17%	0.16%	0.41%	0.22%	0.12%	0.10%	0.05%

# Show Ease Of Linking Accounts To Increase Engagement

Create an animation of the steps for linking account and include in the email  
– image taken from landing page

Consider targeting to members only since non-members will need to enroll first



## 3. Open the Uber app.

Make sure you have the latest version of the Uber app in order to link your Marriott Bonvoy account with Uber.

## 4. Tap the menu in the upper left, then tap Settings.

## 5. Scroll to the bottom of the Settings page.

Tap Marriott Bonvoy, then tap Link Account on the next screen.

## 6. Follow the instructions on the account-linking page in the app.

# TESTING & OPTIMIZATION

# Homes & Villas: Value Proposition Language Test

April 13<sup>th</sup> Solo

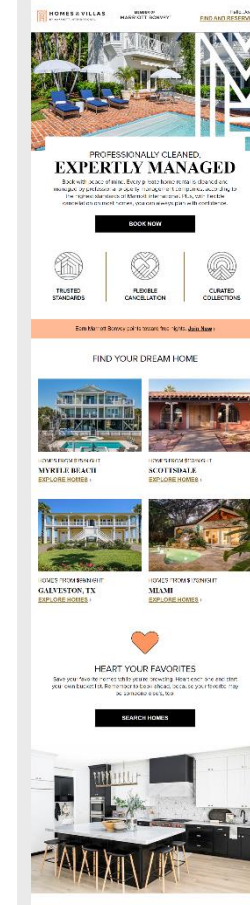
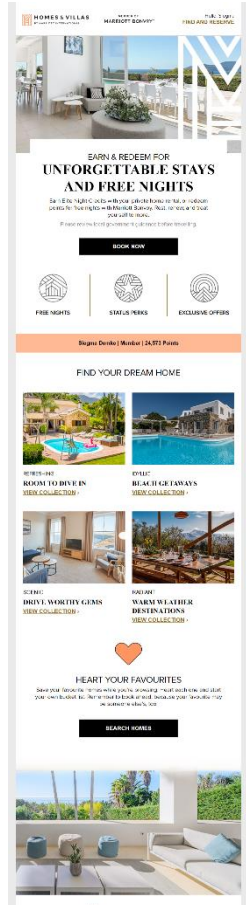
## Overview

Tested Bonvoy vs. Non-Bonvoy value proposition language to determine which one resonates with audiences more

## Bonvoy Proposition

### Earn & Redeem

- Free Nights
- Status Perks
- Exclusive Offers



## Non-Bonvoy Proposition

### Expertly Managed

- Trusted Standards
- Flexible Cancellation
- Curated Collections



# Homes & Villas: Value Proposition Test Results

- For all tiers combined, assurances performed better than Bonvoy benefits

All Tiers	CTR	CTOR	Unique CTR	Unique CTOR
A: ASSURANCES	3.75%	7.59%	2.91%	8.19%
B: MBV BENEFITS	3.60%	7.30%	2.76%	7.72%
Delta pts	0.15%	0.29%	0.15%	0.47%
Stat Significance (A-B)	Significant	Significant	Significant	Significant

- Lift in Assurances was higher for Basics vs. Elite tiers, compared to Marriott Bonvoy Benefits

Basic Tier	CTR	CTOR	Unique CTR	Unique CTOR
A: ASSURANCES	3.48%	7.47%	2.70%	7.98%
B: MBV BENEFITS	3.31%	7.11%	2.52%	7.44%
Delta pts	0.18%	0.35%	0.17%	0.54%
Stat Significance (A-B)	Significant	Significant	Significant	Significant

- Only for Titanium tier, Marriott Bonvoy benefits performed marginally better, but the difference was not significant when looking at unique customers that opened or clicked

Titanium	CTR	CTOR	Unique CTR	Unique CTOR
A: ASSURANCES	6.27%	11.57%	4.60%	13.09%
B: MBV BENEFITS	6.57%	12.01%	4.66%	13.08%
Delta pts	-0.29%	-0.45%	-0.06%	0.01%
Stat Significance (B-A)	significant	significant	NOT SIG.	NOT SIG.

- Future test plans are in development

# ACTIONABLE INSIGHTS

# ACTIONABLE INSIGHTS

- MAU test and learn plans are in place in Q2 – Q4 for leveraging PCIQ to improve open rates with subject line testing and clicks with content optimization
- Continue optimizing Promotion booking reminders and registration confirmation emails because they drive more bookings per thousand delivered emails (BPK) compared to other messages
  - Leverage member exclusive offers that are also eligible for the promotion
  - Test Hero CTAs to increase clicks; use PCIQ to optimize at the customer level
- Recommend MAU hero placements for Global Promotions to generate the most clicks; placement also helps lift MAU performance
- Consider spacing out Global Promotion and MAU mailings more to support individual campaign performances and capture more activity from non-responders; leverage MAU for reminders and send solos at launch and as targeted last chance messages

# ACTIONABLE INSIGHTS

- Transactional-like language in the subject line of the Non-member acquisition pre-stay trigger (Q1 GloPro) led to above average open and CTO rate engagement; explore new ways to boost enrollments
  - Expand post-stay trigger to more countries in upcoming months
  - Test pre-stay trigger approach to subject line “Thanks for Staying With Marriott Bonvoy”
  - Test hero CTA copy that leans into membership value propositions and urgency: Start Earning, Access Benefits, Join Today
  - Create pre-stay version and use PCIQ to optimize with a GloPro hero during promotion periods
  - Pull in the latest member offers to increase urgency and FOMO
  - Play up mobile app benefits with usage visualization/animation
- Calling out “New for You” and “Uber” in the subject line of the Uber announcement stood out in the inbox
  - Consider testing the link account message as a reason-to-open in future mailings, “Link Your Account to Earn with Uber”
  - Test as a subject line or pre-header
  - Show ease of linking accounts to increase engagement using animation

# Thank You!

# APPENDIX

## New Campaign Dashboard Categories

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



## 2021 YTD Campaign Category Dashboard

	TOTAL	Brand	Cobrand CC	Continent Mktg.	Core Mktg.	METT	Informational	Lifecycle	Partner	Promotions	Travel Inspiration
% of Delivered Emails		9.3%	19.9%	8.9%	25.1%	4.1%	0.1%	0.7%	6.1%	12.2%	13.5%
DELIVERED	816.7 M	75.8 M	162.5 M	72.6 M	205.1 M	33.9 M	955.5 K	6.0 M	50.1 M	99.5 M	110.4 M
DELIVERY RATE	99.1%	99.5%	99.6%	99.7%	98.1%	99.0%	96.7%	93.4%	99.7%	98.8%	99.7%
OPEN	191.1 M	22.3 M	32.2 M	17.1 M	50.3 M	5.6 M	175.7 K	2.1 M	11.1 M	23.7 M	26.5 M
OPEN RATE	23.4%	29.4%	19.8%	23.6%	24.5%	16.6%	18.4%	36.0%	22.2%	23.9%	24.0%
CLICK	8.8 M	1489.7 K	671.2 K	661.3 K	2.6 M	268.6 K	5.6 K	596.5 K	317.6 K	1.3 M	883.4 K
CTR	1.07%	1.97%	0.41%	0.91%	1.27%	0.79%	0.59%	10.01%	0.63%	1.27%	0.80%
CTOR	4.6%	6.7%	2.1%	3.9%	5.2%	4.8%	3.2%	27.8%	2.9%	5.3%	3.3%
UNSUB	1.4 M	172.3 K	261.7 K	114.9 K	341.0 K	31.7 K	2.0 K	22.2 K	75.0 K	202.1 K	189.2 K
UNSUB RATE	0.17%	0.23%	0.16%	0.16%	0.17%	0.09%	0.21%	0.37%	0.15%	0.20%	0.17%
BOOKINGS	83.6 K	3.7 K	6.2 K	12.2 K	35.4 K	3.0 K	5	7.0 K	1.7 K	10.3 K	4.0 K
ROOM NIGHTS	210.1 K	10.3 K	13.2 K	30.3 K	88.3 K	7.8 K	23	18.6 K	4.0 K	27.1 K	10.4 K
REVENUE	\$33.3 M	\$1.9 M	\$1.9 M	\$4.9 M	\$14.1 M	\$1.3 M	\$3.4 K	\$2.8 M	\$555.7 K	\$4.0 M	\$1.8 M
CONVERSION RATE	0.95%	0.25%	0.93%	1.85%	1.36%	1.12%	0.09%	1.17%	0.53%	0.82%	0.46%
BPK	0.10	0.05	0.04	0.17	0.17	0.09	0.01	1.17	0.03	0.10	0.04