

August 2021 Email Performance Review

September 15, 2021

MARRIOTT
BONVOY®



ZADUN, A RITZ-CARLTON RESERVE, LOS CABOS, MEXICO



Today's Agenda:

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

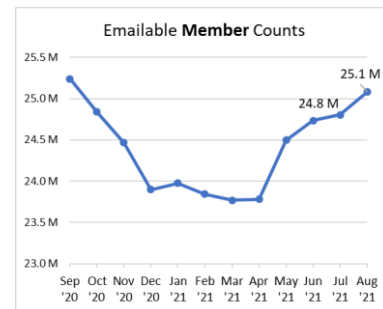
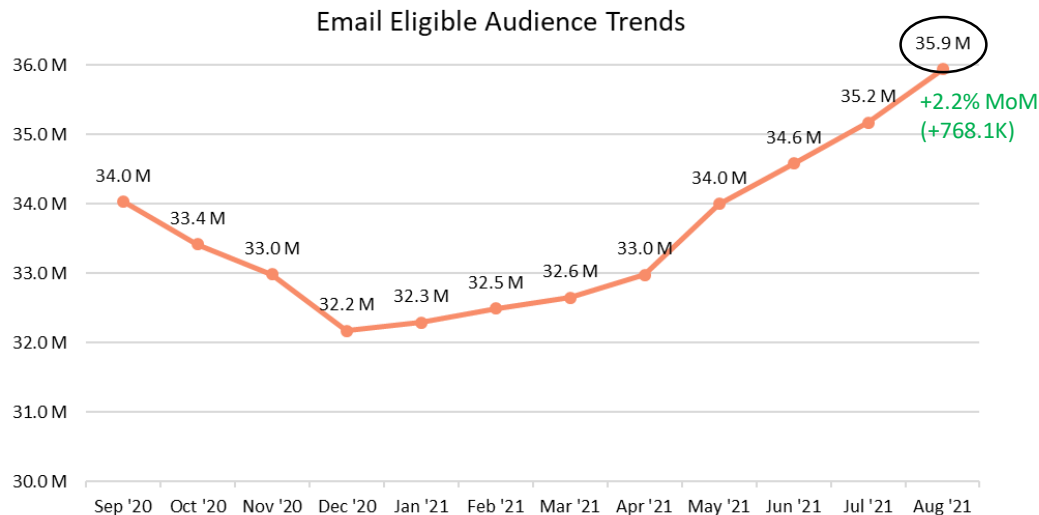


ALOFT CHICAGO MAG MILE, ILLINOIS, USA

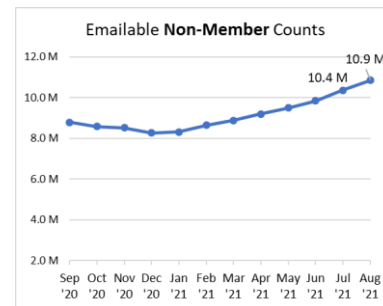
MONTHLY PERFORMANCE SUMMARY

35.9M Emailable Customers in August 2021; +2.2% MoM

- Counts continue to increase each month; August increase of +768K was the 2nd highest YTD
- Monthly total as of Sept 1st was 1.8M behind year-end goal of 37.8M



+1.1% MoM
(+275.8K)



+4.7% MoM
(+492.3K)

Report date: Sep 1, 2021

Emailable customers = members & non-members globally; does not include anyone on a suppression list

Above Average Performance For Most KPIs

- Deliveries slightly below average, but +33% MoM; relaunching Moments and additional Cobrand ACQ support drove MoM increase
- Click activity +24% vs. average and highest counts since Jan '20; high engagement in Q3 Points Promo reminders, MAU, and HVMI
- Core Marketing emails drove August financials; mostly from MAU and Re-Engage Series, but Lux MAU generated its fair share – over \$390K from initial mailing of 1.9M deliveries
- Planning for Apple's iOS 15 update this week and the impact it will have on September metrics and future targeting criteria

August 2021 vs. Rolling 12-Month Average (August 2020 – July 2021)

Engagement

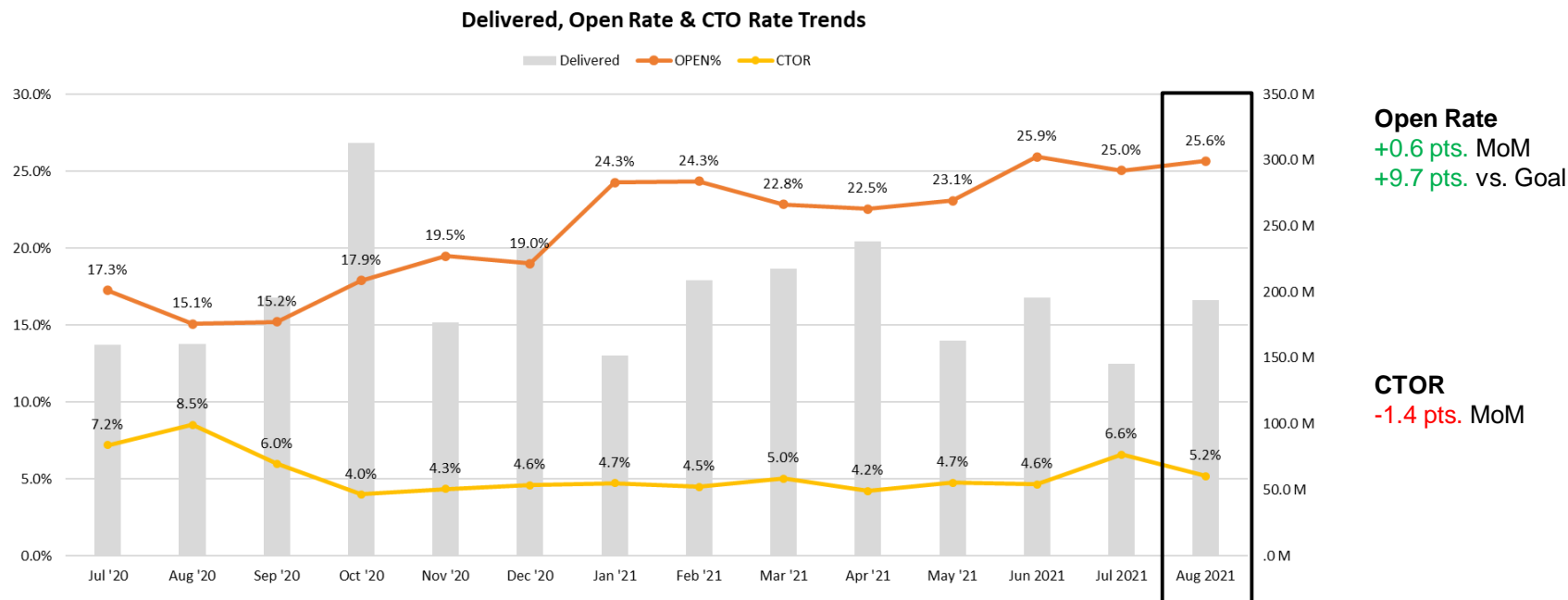
194.1 M	49.8 M	25.6%	2.6 M	1.3%	5.2%	0.17%
Delivered Emails -3.1% (-6.1 M)	Opens +18.3% (+7.7 M)	Open Rate +4.6 pts.	Clicks +24.3% (+503.7 K)	CTR +0.3 pts.	CTOR +0.2 pts.	Unsub. Rate -0.01 pts.

Financials

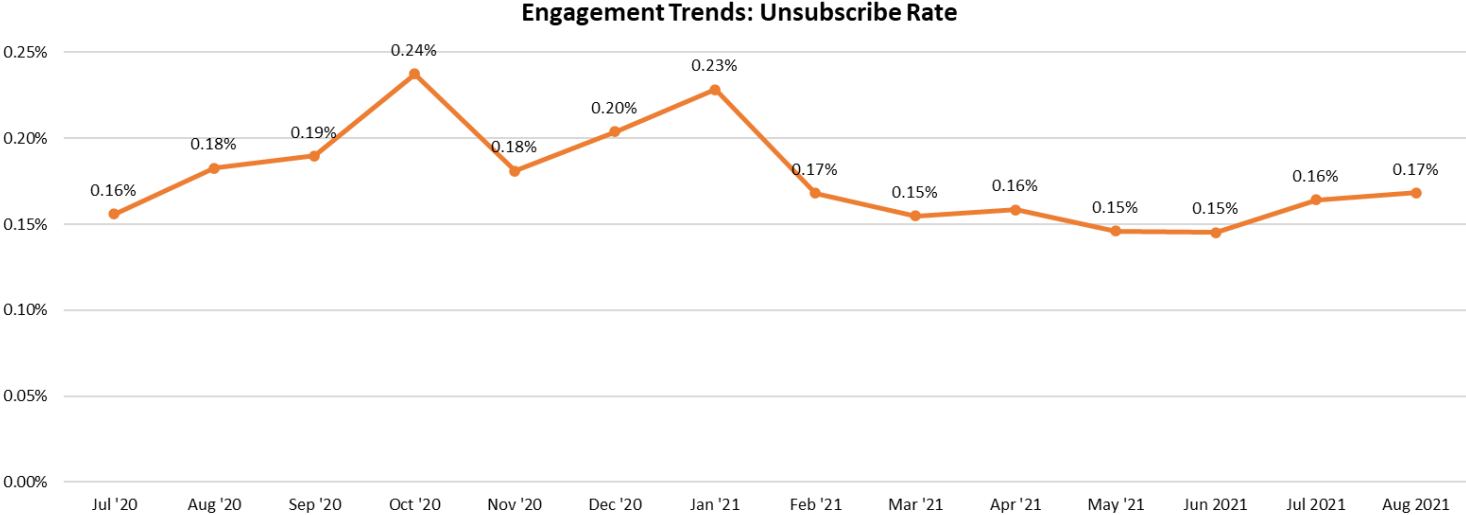
18.7 K	42.2 K	\$7.5 M	0.10	0.73%
Bookings -2.8% (-541.5)	Room Nights -7.3% (-3.3 K)	Revenue +4.3% (+\$309.8 K)	Bookings Per Delivered (K) +0.3%	Conversion -0.20 pts.

Strong Open Rates Continue; CTOR Dipped MoM But 2nd Highest In Months

- Low click activity in high-volume Cobrand ACQ solos impacted August engagement; CTORs ranged from 0.7% to 2%
- August engagement was still strong with 5.2% CTOR as the 2nd highest in the last 10 months



Positive Unsubscribe Rate Trends; Below Goal And Flat MoM

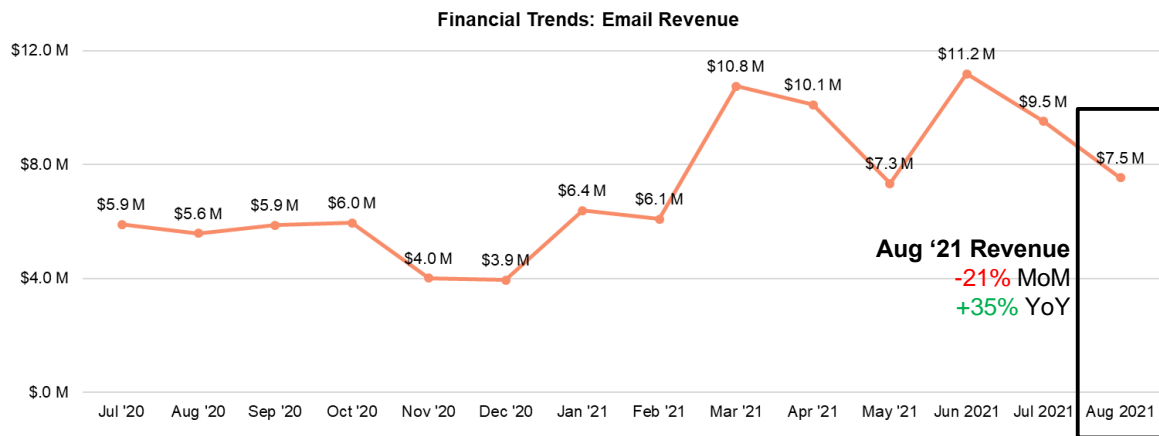


Unsub. Rate
+0.00 pts. MoM
-0.05 pts. vs. Goal



Generated \$7.5M in August 2021; +35% YoY

- Revenues continue to be higher than 2020; top drivers made up 54% of August total
- Financials down 21% MoM; currently between broadly targeted booking promotions (Q3 GloPro launches in Sep)

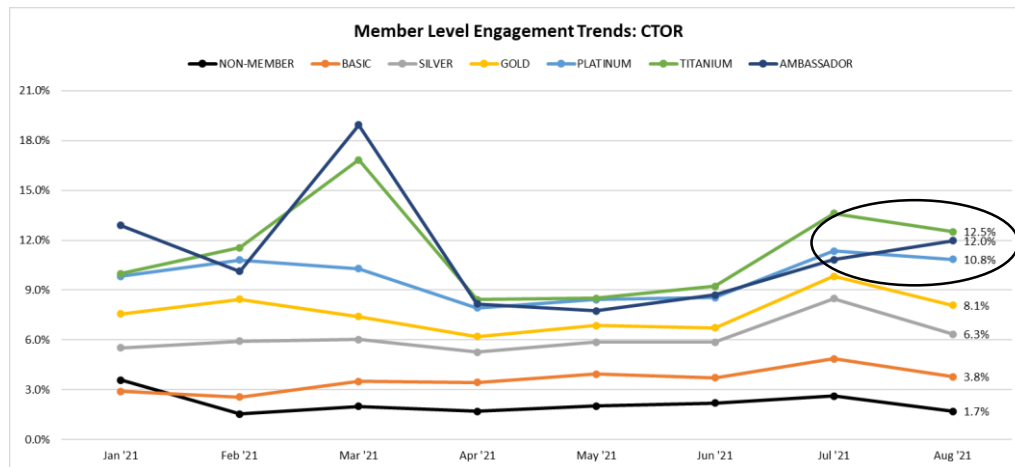
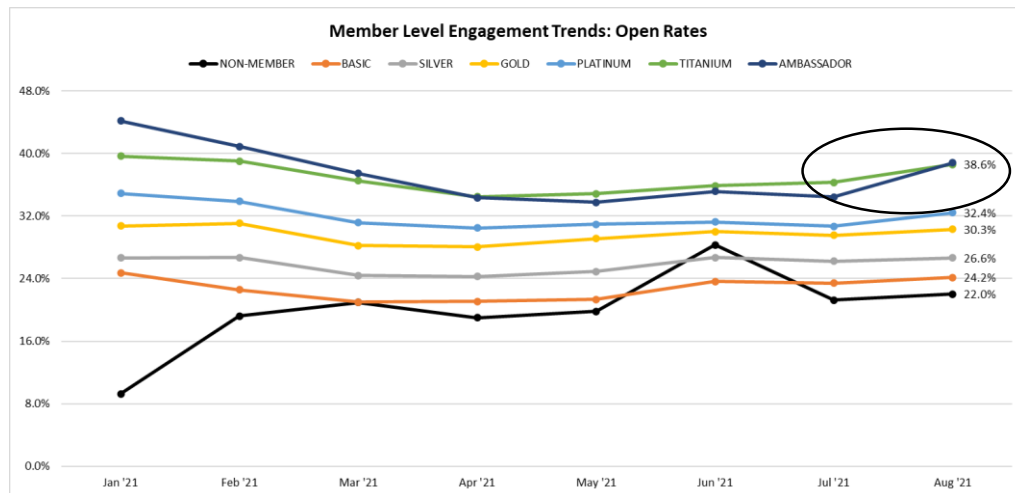


Top Revenue Driving Campaigns

Email	Delivered	Revenue	Rev/Del
MAU (ENG+INL)	26.6 M	\$1.3 M	\$0.05
Re-Engage Series	2.1 M	\$1.1 M	\$0.52
America's Solo	11.7 M	\$538.2 K	\$0.05
Moments Solo	21.1 M	\$428.9 K	\$0.02
Lux MAU	1.9 M	\$391.1 K	\$0.21
Choice of Anncmt.	125.9 K	\$340.1 K	\$2.70
Total	63.4 M	\$4.1 M	
<i>% of Aug Total</i>	<i>33%</i>	<i>54%</i>	

Positive Ambassador Engagement Lift MoM From Q3 Points Promo

- Ambassador members responded favorably to promotional content in MAU and reminder solos; open rate +4 pts. MoM and CTOR +1 pt.
- All other member levels and non-members had consistent open rate lifts and click rate declines



August 2021 Campaign Dashboard

Compared to Rolling 12-Month Avg.

- Open rates were strong for most categories – above average lifts
- High engagement in MAU, Lux MAU, and Re-Engage Series drove Core Mktg. category KPIs
- Additional Cobrand mailings helped
- Moments relaunched this month; will continue to monitor and rebuild 12-month avg. for ongoing comparisons

	TOTAL	Brand	Cobrand	CC	Continent Mktg.	Core Mktg.	METT	Moments	Lifecycle	Partner	Promotions	Travel Inspiration
% of Delivered Emails		8.1%	19.9%		12.1%	20.5%	4.4%	10.9%	1.3%	2.3%	6.7%	14.0%
DELIVERED	194.1 M -3.1%	15.7 M -8.6%	38.6 M 7.0%		23.5 M 37.6%	39.7 M -30.6%	8.5 M 18.3%	21.1 M	2.5 M 10.4%	4.4 M -51.6%	13.0 M -42.1%	27.1 M -13.7%
DELIVERY RATE	98.6% -0.1 pts.	99.3% +1.8 pts.	99.5% +0.1 pts.		99.6% -0.0 pts.	97.2% -0.9 pts.	99.5% +0.6 pts.	99.7%	92.5% -2.9 pts.	99.8% +0.4 pts.	94.3% -3.6 pts.	99.6% +0.2 pts.
OPEN	49.8 M 18.3%	4.9 M 17.8%	6.3 M -5.0%		6.9 M -14.5%	10.4 M 20.4%	1.5 M 20.4%	5.9 M	786.6 K 22.7%	1.4 M -32.3%	3.3 M -21.7%	8.4 M 17.1%
OPEN RATE	25.6% +4.6 pts.	30.9% +6.9 pts.	16.3% -2.0 pts.		29.6% +7.3 pts.	26.2% +4.9 pts.	17.4% +0.3 pts.	28.1%	32.0% +3.2 pts.	31.3% +8.9 pts.	25.8% +6.7 pts.	31.0% +8.2 pts.
CLICK	2.6 M 24.3%	320.6 K -1.4%	139.0 K -15.4%		222.5 K 23.7%	721.1 K 8.9%	72.0 K 29.0%	181.2 K	166.8 K 17.4%	93.5 K 5.8%	521.9 K 146.8%	141.0 K -42.0%
CTR	1.33% +0.3 pts.	2.04% +0.1 pts.	0.36% -0.1 pts.		0.95% -0.1 pts.	1.81% +0.7 pts.	0.84% +0.1 pts.	0.86%	6.78% +0.4 pts.	2.12% +1.2 pts.	4.02% +3.1 pts.	0.52% -0.3 pts.
CTOR	5.2% +0.2 pts.	6.6% -1.3 pts.	2.2% -0.3 pts.		3.2% -1.5 pts.	6.9% +1.5 pts.	4.9% +0.3 pts.	3.1%	21.2% -1.0 pts.	6.8% +2.4 pts.	15.6% +10.7 pts.	1.7% -1.7 pts.
UNSUB	326.4 K -10.6%	41.8 K 6.4%	81.7 K 37.3%		28.6 K 2.8%	52.1 K -48.0%	9.1 K 58.7%	29.7 K	16.4 K 152.2%	1.9 K -86.9%	12.9 K -73.2%	52.3 K -16.7%
UNSUB RATE	0.17% -0.01 pts.	0.27% +0.04 pts.	0.21% +0.05 pts.		0.12% -0.04 pts.	0.13% -0.04 pts.	0.11% +0.03 pts.	0.14%	0.67% +0.37 pts.	0.04% -0.12 pts.	0.10% -0.12 pts.	0.19% -0.01 pts.
BOOKINGS	18.7 K -2.8%	533 -31.2%	1.7 K 20.4%		3.1 K 1.7%	6.8 K -17.2%	1.2 K 74.4%	1.1 K	1.8 K -0.8%	629 55.5%	803 -56.3%	1.0 K -6.2%
ROOM NIGHTS	42.2 K -7.3%	1.3 K -37.3%	3.3 K 16.0%		7.4 K -0.1%	15.4 K -20.0%	2.8 K 59.4%	2.5 K	4.2 K -1.5%	1.4 K 50.9%	1.7 K -61.0%	2.1 K -17.2%
REVENUE	\$7.5 M 4.3%	\$270.4 K -29.4%	\$502.6 K 23.8%		\$1.4 M 12.7%	\$2.9 M -7.0%	\$491.2 K 53.9%	\$428.9 K	\$722.8 K 11.7%	\$231.5 K 70.1%	\$290.9 K -52.0%	\$366.2 K -15.9%
CONVERSION RATE	0.73% -0.20 pts.	0.17% -0.1 pts.	1.26% +0.4 pts.		1.40% -0.3 pts.	0.94% -0.3 pts.	1.70% +0.4 pts.	0.63%	1.06% -0.2 pts.	0.67% +0.2 pts.	0.15% -0.7 pts.	0.73% +0.3 pts.
BPK	0.10 0.3%	0.03 -24.7%	0.05 12.5%		0.13 -26.1%	0.17 19.3%	0.14 47.4%	0.05	0.72 -10.2%	0.14 221.0%	0.06 -24.6%	0.04 8.7%

CAMPAIGN HIGHLIGHTS

Monthly Account Update (MAU)

Lux MAU

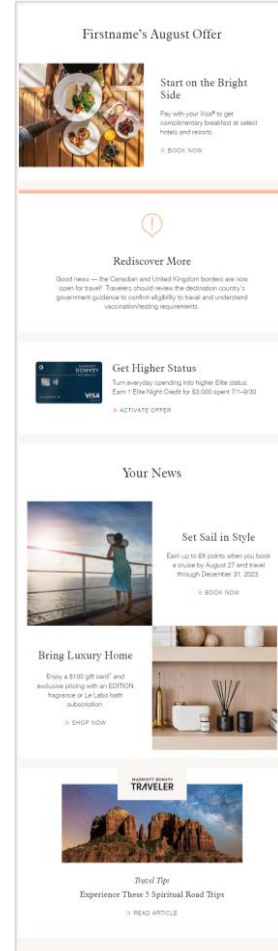
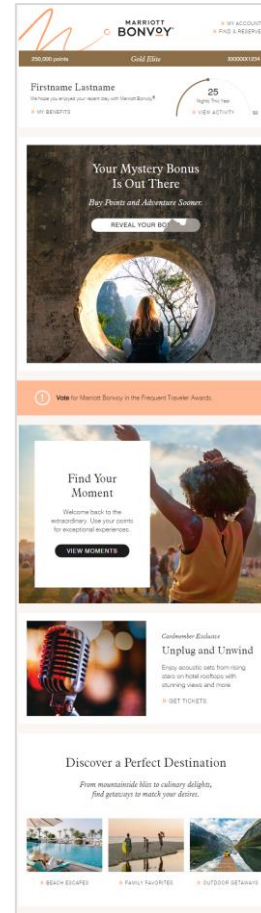
Moments Relaunch Solo

MAU CREATIVE: AUGUST 2021

EXAMPLE OF ENGLISH VERSION

August Highlights:

1. Announced Q3 Mystery Bonus Points Promo in hero; scratch-off CTA creative
2. Continuing to optimize subject lines/preheaders, and leisure content (PCIQ)
3. Moments relaunch messaging



MAU Performance Summary: August 2021

All Versions: Global English (August 14th) + In-Lang. (August 19th)

Metrics	August 2021	MoM	vs. MAU Avg.
Delivered	26.6 M	-0.2%	-1.9%
Opens	5.9 M	+6.2%	+7.4%
Open Rate	22.4%	+1.4 pts.	+1.9 pts.
Clicks	559.6 K	+133.6%	+58.5%
CTR	2.1%	+0.5 pts.	+0.8 pts.
CTOR	9.4%	+1.9 pts.	+3.0 pts.
Unsub Rates	0.12%	+0.0 pts.	-1.4 pts.
Bookings	3.2 K	-27.7%	-16.2%
Room Nights	7.1 K	-30.4%	-20.4%
Revenue	\$1.3 M	-30.6%	-10.0%

- Q3 Points promo successfully engaged readers
- Clicks rates higher MoM and vs. MAU 12-month average
- Promo engagement was consistent across all member levels
- Promo meant to drive point purchase revenue vs. bookings; impact seen on August financials
- Consider off-setting impact of non-booking features by elevating offers like Escapes or Stay Longer on Us (if avail.)
- Launch of new luxury segmentation and Lux MAU pulled members from email audience; 25% remained as control

MAU August 2021: Heat Map (English Version)



- Promo feature generated over 55% of email clicks, pulled from other content
- Targeted offers module contributed to monthly bookings; consider elevating during times when featuring non-booking related content in hero

Modules	All Levels Combined		% of Clicks by Member Level					
ENG Version	% of Clicks	% of Bookings	BASIC	SILVER	GOLD	PLATINUM	TITANIUM	AMBASSADOR
HEADER	9.91%	57.65%	14.77%	7.57%	6.21%	4.35%	3.30%	2.88%
ACCOUNT BOX	17.39%	34.59%	17.38%	24.73%	19.39%	14.32%	14.54%	13.33%
HERO – Q3 Pts. Promo	55.27%	0.11%	43.27%	54.92%	61.07%	68.50%	70.44%	74.03%
ALERT MESSAGE	0.32%	0.00%	0.18%	0.25%	0.29%	0.44%	0.56%	0.47%
MOMENTS	2.01%	0.33%	1.92%	1.23%	1.30%	1.44%	1.51%	1.80%
LEISURE DEST.	3.01%	0.84%	4.01%	2.17%	2.12%	1.94%	1.53%	1.43%
OFFERS	3.23%	4.87%	4.77%	3.37%	3.59%	3.42%	2.93%	2.27%
COBRAND	2.33%	0.33%	0.97%	2.72%	3.33%	3.36%	2.96%	1.83%
NEWS	0.60%	0.00%	0.72%	0.50%	0.49%	0.52%	0.52%	0.47%
TRAVELER	1.36%	0.26%	1.41%	1.05%	1.10%	1.04%	1.06%	0.94%
FOOTER	4.57%	1.02%	10.61%	1.47%	1.10%	0.67%	0.65%	0.54%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

LUX MAU CREATIVE: AUGUST 2021

EXAMPLE OF MEMBER VERSION

Subject Line:

Your NEW Member Account Update:

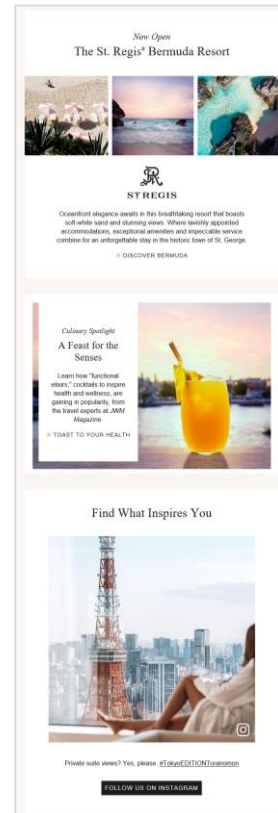
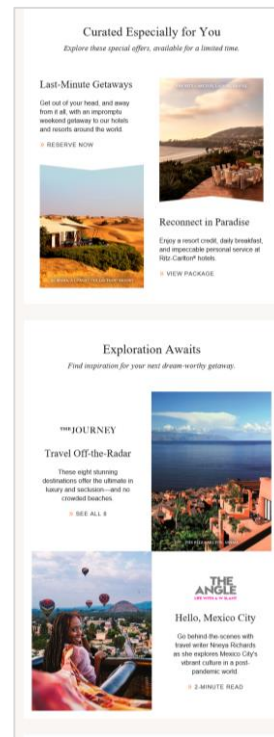
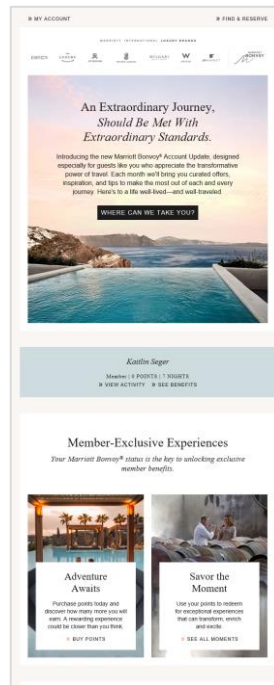
Welcome to Extraordinary, Cindy

Pre-Header:

INSIDE: New Bermuda Hotel Opening, 25% Off

Last-Minute Getaways, Plus Mexico City in a

Post-Pandemic World



Launched Lux MAU August 14th

1.9 M Delivered	35.7% Open Rate	8.9% CTOR
3.2% CTR	0.10% Unsub. Rate	\$362.6 K Revenue

Campaign	Total Revenue	% to Luxury Brands
Lux MAU	\$362,648	25%
Core MAU	\$114,608	8%
Luxury Escapes	\$204,987	44%

Bonvoy Aug '21 Average:

- Open rate: 25.6%
- CTR: 1.3%
- CTOR: 5.2%
- Unsub. Rate: 0.17%

Observations:

- Overall engagement above Bonvoy Aug '21 averages across all metrics
- Generated over \$360K in revenue, \$0.19 per delivered
- 25% of revenue went to luxury brands vs. 8% from Core MAU audience
- Lux MAU open rate +9.3 pts. vs. control, but CTOR was lower (-13.4 pts.)
 - Luxury segment click activity in Core MAU was influenced by Q3 Points promo hero
 - Lux MAU vs. Core MAU (control) - 75% / 25%; all results were statistically significant
- Open rates for Lux MAU were 6 to 8 pts. higher compared to Lux Escapes & Ritz eNews; CTOR varied // (+5 pts. vs. Escapes and -8 pts. vs. Ritz)

Next Steps:

- Establish benchmarks after 3 months
- Collect more test data for segment level results
- Continue A/B testing Sep & Oct and comparing engagement against other luxury communications
- Plan for future optimization efforts

Heat Map

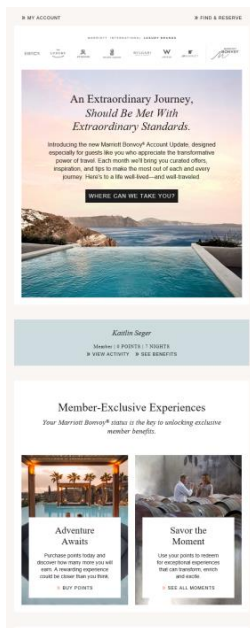
- Top 3 most clicked modules: **Account Box**, **Hero**, and **Offers**
- Readers engaged with Hotel Spotlight placed lower in the email; strong clicks and bookings
- Continue including offers to help lift engagement and bookings
- Geo-targeting luxury offers and property features can help lift click activity; a proven personalization tactic

Header:
5.7% clks.
28.5% bkg.

Hero:
17.5% clks.
27.6% bkg.

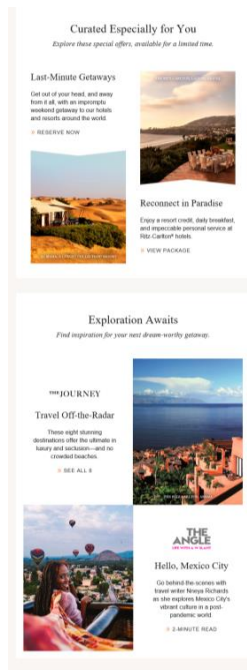
Account Box:
34.0% clks.
30.9% bkg.

Loyalty:
6.8% clks.
0.53% bkg.



Offers:
16.1% clks.
3.6% bkg.

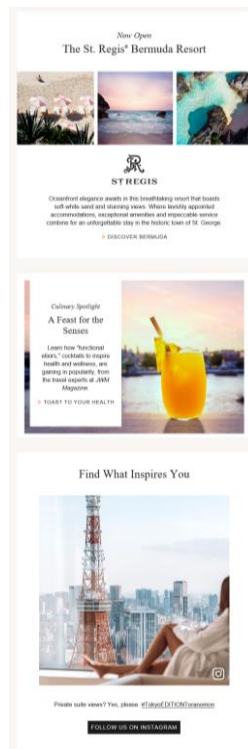
Brand Inspiration:
7.37% clks.
0.67% bkg.



Hotel Spotlight:
8.9% clks.
7.7% bkg.

Culinary:
0.69% clks.
0.13% bkg.

Instagram:
0.98% clks.
0.0% bkg.



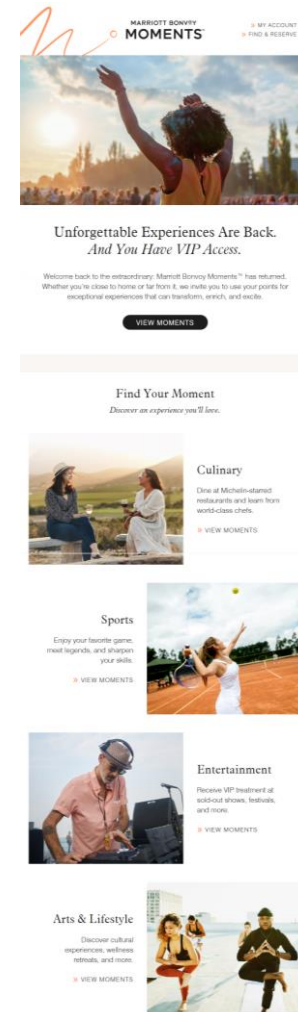
MOMENTS SOLO: CREATIVE EXAMPLE

Solo was sent to 21.1M members globally (English Only) and versioned for those who interacted with Moments in the past (2.8M Moments-engaged) and those who have not (18.3M non-engaged members)

Subject Line Engaged: Marriott Bonvoy Moments Has Returned

Subject Line Non-Engaged: Discover Marriott Bonvoy Moments

Pre-Header: Use your points for extraordinary events now.

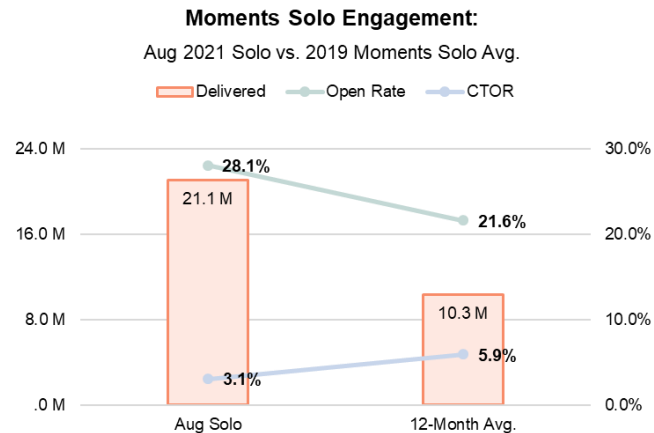


Moments Relaunch Solo

August 5, 2021

- Compared to 2019 Moments solo average, relaunch solo open rate was strong at 28.1% (+6.5 pts.)
 - Intriguing subject lines captured attention
 - Both segments had above Bonvoy Aug '21 average open rates
 - Consider testing intriguing subject lines against some that call out content for the most engaging categories or use a listicle style
 - Listicle example: “8 Unforgettable Experiences You'll Love”
- Engaged segment KPIs indicate continued interest in Moments content/experiences; additional personalization needed for non-engaged segment

Metrics	Engaged	Not-Engaged
Delivered	2.8 M	18.2 M
Open Rate	36.6%	26.8%
CTR	2.7%	0.6%
CTOR	7.3%	2.2%
Unsub Rate	0.04%	0.16%



Bonvoy Aug '21 Average:

- Open rate: 25.6%
- CTR: 1.3%
- CTOR: 5.2%
- Unsub. Rate: 0.17%

Moments Relaunch Solo: Heat Map

August 5, 2021

Most clicks went to the hero CTA

- Consistent with both segments

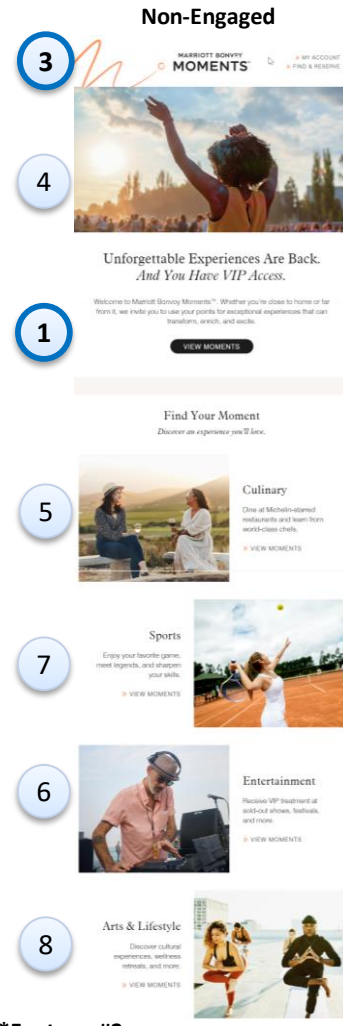
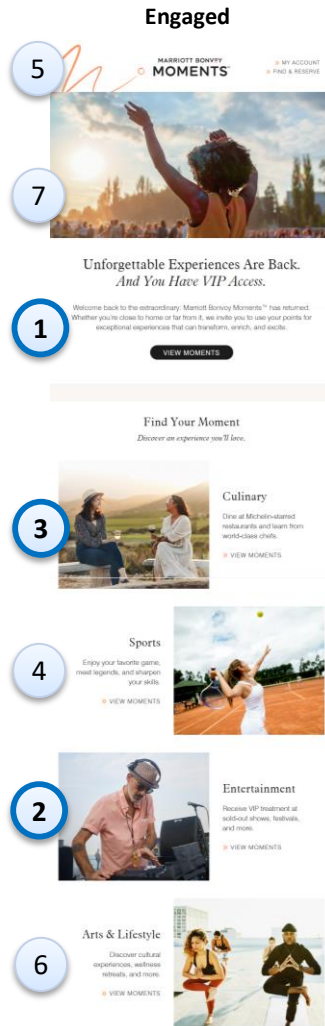
Top 3 most clicked categories; same for both versions, but slight difference in order

- Entertainment
- Culinary
- Sports

Additional personalization needed for non-engaged segment to help lift click rates

- Test back into showing pts balance & pts needed
- Testimonials from past events
- Videos

Top 3:
1. Entertainment
2. Culinary
3. Sports



TESTING & OPTIMIZATION

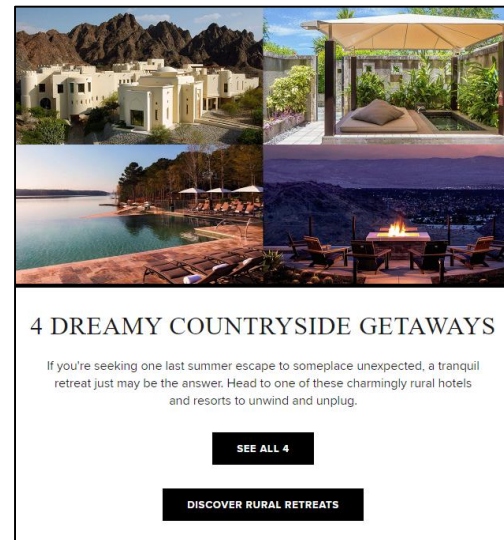
Ritz eNews Hero CTA Copy Test

Subject Line Test Results

Ritz eNews Hero CTA Copy Test #2

August 7, 2021

- Audience was randomly split 50/50; tested 2 CTA copy versions
 - V1: **See All 4** = direct, list-style
 - V2: **Discover Rural Retreats** = explorative, softer language
- Results consistent with July test where Version 1 “See All 4” was winner
- Results were statistically significant (SS) with 99% confidence
- Recommend implementing more direct CTA in future modules to drive engagement



CTA Versions	Delivered	Open Rate	CTA Clicks	CTA Clicks Lift	CTA CTR	CTA CTR Lift	Bookings	Revenue
V1: See All 4	1,420,880	27.8%	49,558	+7.2% (SS)	3.49%	+0.24 pts. (SS)	13	\$9,623
V2: Discover Rural Retreats	1,422,056	27.8%	46,219		3.25%		19	\$36,113

Subject Line Test Results: CALA Regional Solo

Subject Lines: CALA MEXICO LOCAL	Delivered	Opens	Winner Open Count Lift	Open Rate	Winner Open Rate Lift	Clicks	CTR	CTOR	Description of Winner
Your August Travel Offers	1,045	325		31.10%		26	2.49%	8.00%	Short, timely, general offer
Vacation Is Calling. And So Are 10,000 Bonus Points.	1,045	305	+6.6%	29.19%	+1.9 pts.	23	2.20%	7.54%	Higher open & click activity; retest for patterns
Earn up to 10,000 Points on Travel in Mexico and Beyond	1,046	312	+4.2%	29.83%	+1.3 pts.	18	1.72%	5.77%	
PRE-HEADER: Plus, explore our NEW All-Inclusive getaways across the Caribbean and Latin America for a truly relaxing vacation.									

Results were not statistically significant

Subject Lines: CALA ENGLISH	Delivered	Opens	Winner Open Count Lift	Open Rate	Winner Open Rate Lift	Clicks	CTR	CTOR	Description of Winner
Your August Travel Offers	39,476	11,216		28.41%		838	2.12%	7.47%	Short, timely, general offer
Vacation Is Calling. And So Are 10,000 Bonus Points.	39,487	10,864	+3.2%	27.51%	+0.9 pts.	696	1.76%	6.41%	Higher open & click activity
Earn up to 10,000 Points on Travel in Puerto Rico and Beyond	39,486	10,614	+5.7%	26.88%	+1.5 pts.	773	1.96%	7.28%	
PRE-HEADER: Plus, explore our NEW All-Inclusive getaways across the Caribbean and Latin America for a truly relaxing vacation.									

All results were statistically significant

Subject Line Test Results: America's Solo

Subject Lines: Americas Downtown Offer	Delivered	Opens	Winner Open Count Lift	Open Rate	Winner Open Rate Lift	Clicks	CTR	CTOR	Description of Winner
Make the Most Out of Your Final Weeks of Summer	583,247	173,388		29.73%		3,658	0.63%	2.11%	Long, personal, time-sensitive
Staying in the City for the Long Weekend, Chris	583,250	173,879	-0.3%	29.81%	-0.1 pts.	4,097	0.70%	2.36%	2nd subject line had higher engagement after a few hours; retest
Enjoy End-of-Summer Savings Inside, Chris	583,304	171,904	+0.9%	29.47%	+0.3 pts.	4,480	0.77%	2.61%	
PRE-HEADER: Rediscover downtown and save 10% on your stay									

Results were not statistically significant

Subject Lines: Americas Long Term Offer	Delivered	Opens	Winner Open Count Lift	Open Rate	Winner Open Rate Lift	Clicks	CTR	CTOR	Description of Winner
One Last Getaway, Chris	583,632	172,429		29.54%		5,165	0.88%	3.00%	Short, personal, time-sensitive Generated more open and click activity
Make the Most Out of the Final Weeks of Summer	583,631	170,460	+1.2%	29.21%	+0.3 pts.	3,957	0.68%	2.32%	
Enjoy End-of-Summer Savings Inside, Chris	583,680	170,791	+1.0%	29.26%	+0.3 pts.	4,652	0.80%	2.72%	
PRE-HEADER: Enjoy up to 25% off hotels and resorts across the U.S., Caribbean & Latin America									

All results were statistically significant

Subject Line Test Results: Project Wanderlust

Subject Lines: Project Wanderlust	Delivered	Opens	Winner Open Count Lift	Open Rate	Winner Open Rate Lift	Clicks	CTR	CTOR	Description of Winner
Trending in Travel: Are You Overdue for a Golf Getaway, Chris?	1,538,074	458,892		29.84%		9,143	0.59%	1.99%	Question, personal Listicle subject line generated more clicks; retest for patterns
Trending in Travel: 9 Hole-In-One Golf Getaways	1,538,149	450,970	+1.8%	29.32%	+0.5 pts.	9,685	0.63%	2.15%	
Trending in Travel: Your Guide to 9 Unforgettable Golf Getaways	1,538,075	453,950	+1.1%	29.51%	+0.3 pts.	9,143	0.59%	2.01%	
PRE-HEADER: Discover stunning golf courses fit for players of every level									

All results were statistically significant

ACTIONABLE INSIGHTS

Actionable Insights

- Planning for Apple's iOS 15 update this week and the impact it will have on September metrics and future targeting criteria
- For MAU, consider off-setting impact of non-booking features by elevating offers like Escapes or Stay Longer on Us (high engaging offers)
- Next steps for Lux MAU:
 - Establish benchmarks after 3 months
 - Collect more test data for segment level results
 - Continue A/B testing Sep & Oct and comparing engagement against other luxury communications
 - Plan for future optimization efforts
 - Continue including offers to help lift engagement and bookings
 - Geo-targeting luxury offers and property features can help lift click activity; a proven personalization tactic



THE ST. REGIS MARDAVALL MALLORCA RESORT,
PALMA DE MALLORCA, SPAIN

Actionable Insights

- For Moments, consider testing intriguing subject lines against some that call out content for the most engaging categories or use a listicle style
 - Listicle example: “8 Unforgettable Experiences You’ll Love”
- Additional personalization needed for non-engaged segment in the Moments solo to help lift click rates
 - Test back into showing pts balance & pts needed
 - Testimonials from past events
 - Videos



Thank you!

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APPENDIX

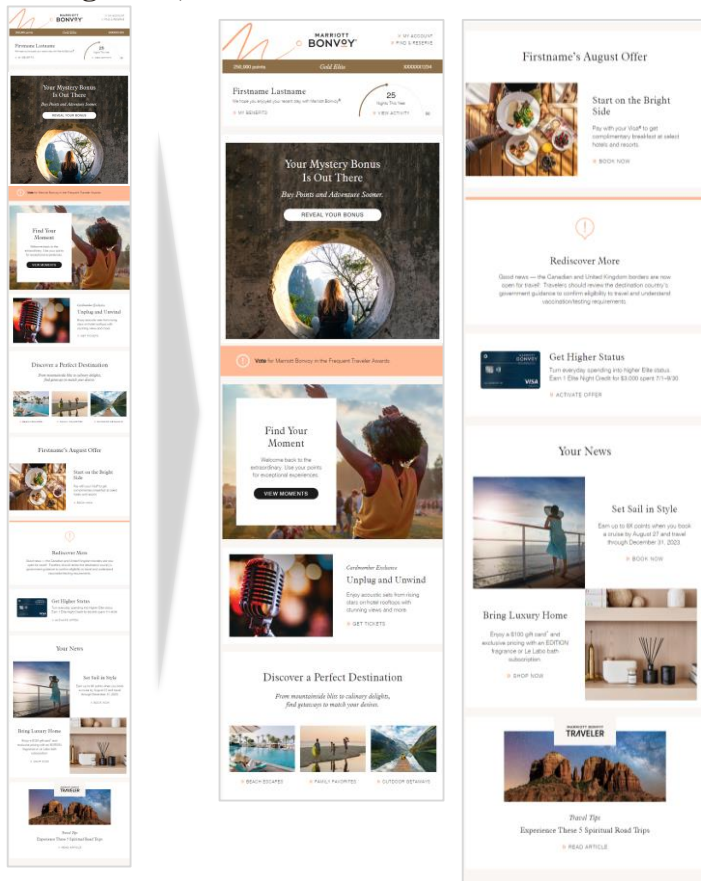
2021 YTD Campaign Category Dashboard

Jan-Aug 2021

	TOTAL	Brand	Cobrand CC	Continent Mktg.	Core Mktg.	METT	Informational	Lifecycle	Moments	Partner	Promotions	Travel Inspiration
% of Delivered Emails		10.0%	19.7%	9.6%	24.9%	4.6%	0.1%	1.8%	1.4%	5.0%	8.5%	14.6%
DELIVERED	1.52 B	151.4 M	298.2 M	144.9 M	376.9 M	69.0 M	1.8 M	26.6 M	21.1 M	75.2 M	128.9 M	221.3 M
DELIVERY RATE	98.9%	99.2%	99.6%	99.6%	97.9%	99.1%	98.1%	95.2%	99.7%	99.7%	97.5%	99.7%
OPEN	365.7 M	41.4 M	57.4 M	37.8 M	93.3 M	11.7 M	506.2 K	7.5 M	5.9 M	19.2 M	30.3 M	60.8 M
OPEN RATE	24.1%	27.3%	19.3%	26.1%	24.7%	17.0%	27.5%	28.0%	28.1%	25.6%	23.5%	27.5%
CLICK	17.9 M	3.0 M	1279.1 K	1430.5 K	5.5 M	583.6 K	37.9 K	1474.6 K	181.2 K	658.0 K	1.9 M	1.8 M
CTR	1.18%	1.99%	0.43%	0.99%	1.47%	0.85%	2.06%	5.53%	0.86%	0.88%	1.49%	0.80%
CTOR	4.9%	7.3%	2.2%	3.8%	5.9%	5.0%	7.5%	19.8%	3.1%	3.4%	6.3%	2.9%
UNSUB	2.5 M	338.2 K	489.4 K	227.0 K	544.5 K	64.7 K	5714	86.4 K	29.7 K	101.9 K	228.7 K	384.1 K
UNSUB RATE	0.16%	0.22%	0.16%	0.16%	0.14%	0.09%	0.31%	0.32%	0.14%	0.14%	0.18%	0.17%
BOOKINGS	170.0 K	6.6 K	14.1 K	23.5 K	72.2 K	8.0 K	45	18.4 K	1.1 K	4.2 K	12.4 K	9.3 K
ROOM NIGHTS	412.0 K	18.1 K	29.0 K	58.3 K	175.4 K	20.0 K	136	44.2 K	2.5 K	9.9 K	31.6 K	22.8 K
REVENUE	\$68.9 M	\$3.5 M	\$4.2 M	\$10.3 M	\$29.7 M	\$3.6 M	\$34.9 K	\$6.9 M	\$.4 M	\$1475.7 K	\$4.7 M	\$4.0 M
CONVERSION RATE	0.95%	0.22%	1.10%	1.64%	1.31%	1.38%	0.12%	1.25%	0.63%	0.64%	0.64%	0.53%
BPK	0.11	0.04	0.05	0.16	0.19	0.12	0.02	0.69	0.05	0.06	0.10	0.04

Luxury Segment Control Group: Core MAU Heat Map

August 14, 2021



Modules	Total	L1	L2A	L2B	L3
Header	5.2%	15.8%	11.9%	4.3%	3.8%
Account Box	14.5%	23.4%	23.5%	13.7%	12.3%
Hero - Q3 Points Promo	67.3%	40.1%	49.8%	70.0%	70.5%
Alert Message	0.4%	0.1%	0.2%	0.4%	0.5%
Moments	1.8%	2.7%	2.4%	1.8%	1.6%
Leisure	2.0%	4.3%	2.9%	1.8%	2.1%
Offers	3.0%	2.2%	2.2%	3.1%	3.0%
Cobrand	2.8%	1.1%	1.7%	2.6%	4.1%
News	0.5%	0.5%	0.5%	0.5%	0.5%
Traveler	1.1%	0.9%	1.4%	1.1%	1.3%
Footer	1.3%	8.9%	3.5%	0.7%	0.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

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, Abandoned Search, 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

