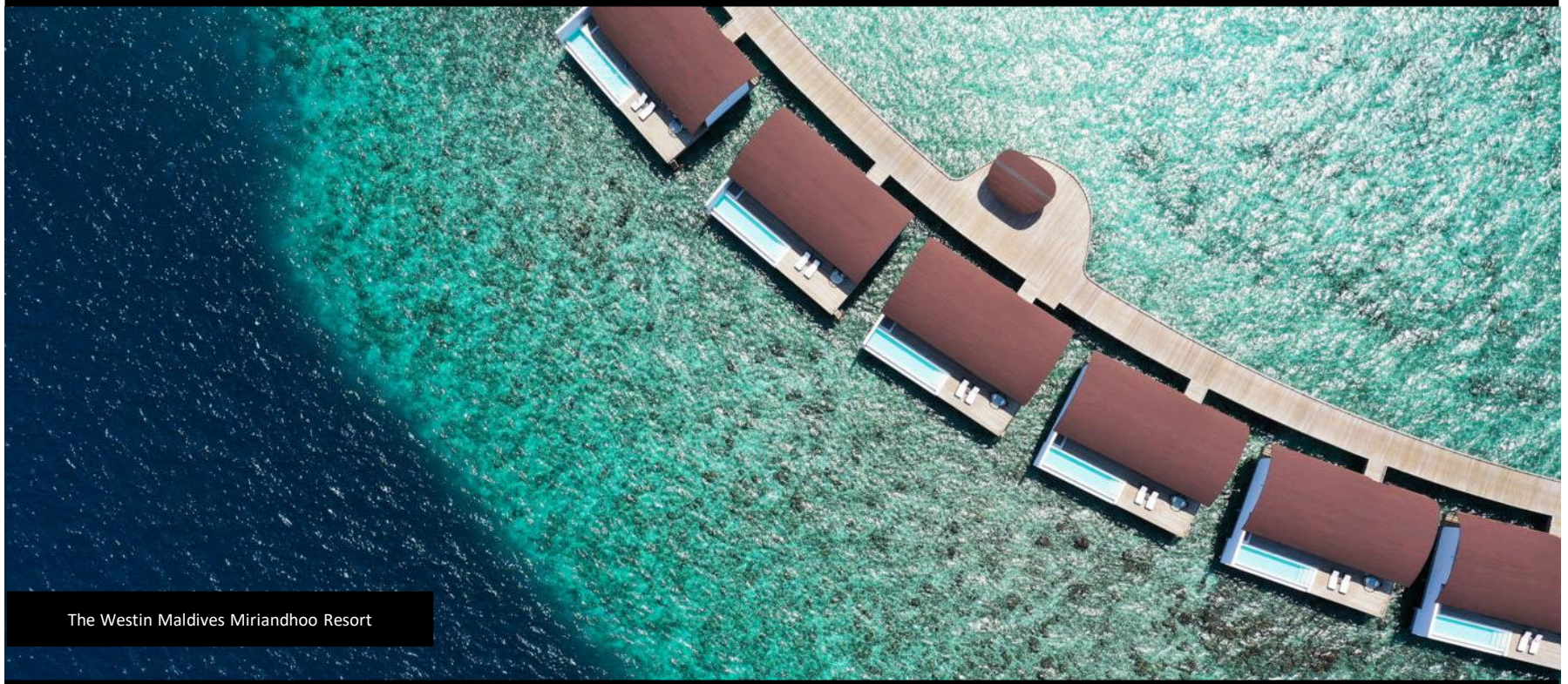


# Email Channel Performance: JANUARY 2021

February 16, 2021

MARRIOTT  
BONVOY | data axle



The Westin Maldives Miriandhoo Resort

# TODAY'S AGENDA

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

## KEY STORYLINES

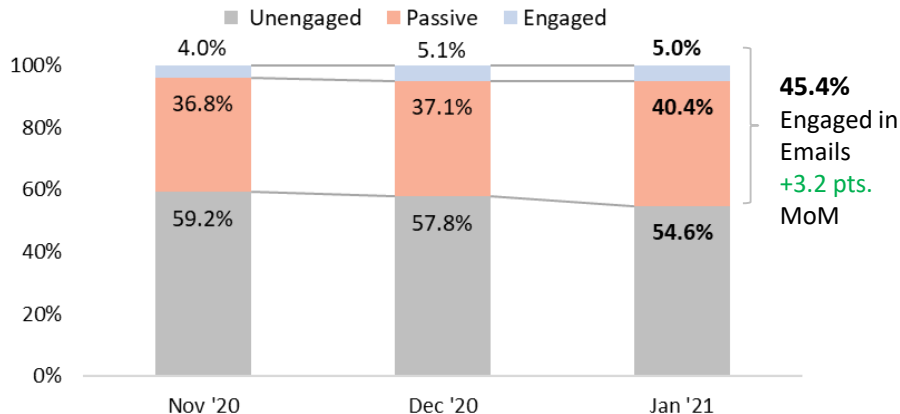
- Engagement rebounded in January '21 from seasonal lows in December
- Captured more open activity from higher pixel placement resulting in open rate lifts
- Click activity remained consistent MoM and YoY
- Consistent open rate lifts across member segments
- MAU and several booking-focused solos drove financials; targeted messages to Elites generated additional revenue and led to higher MoM lifts
- Re-engagement campaign Hello Again captured activity from less engaged Elites
- Geo-targeting audiences and content in Work Anywhere provide insights for future campaigns

# **MONTHLY PERFORMANCE SUMMARY**

## 45.4% of Members Engaged in January 2021 Emails (+3.2 pts. MoM)

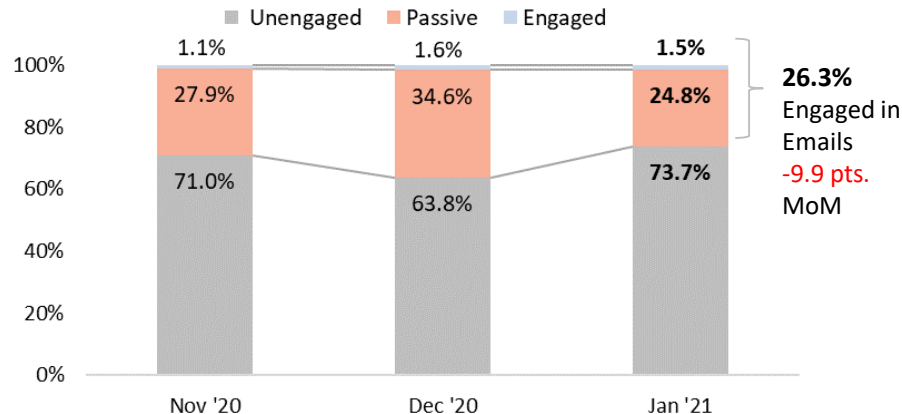
Tracking more opens from recent code changes drove MoM increase for members, but changes caused tracking issues for non-members; open tracking was missing for a few non-member campaigns, so counts were understated

Member Email Engagement



Received at least 1 marketing email = 28.7M (Jan '21)

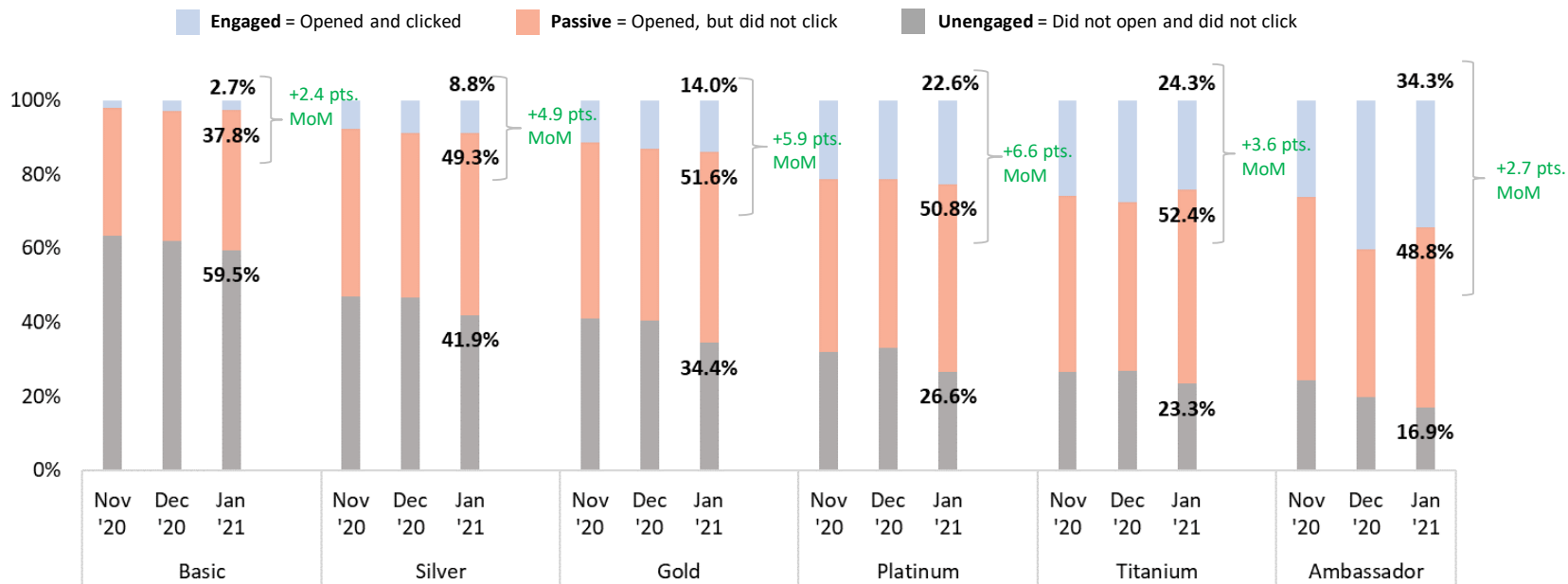
Non-Member Email Engagement



Received at least 1 marketing email = 5.4M (Jan '21)

# Tracked More Open Activity For All

## Email Engagement Trends by Member Level



Received at least 1 email (Jan '21)	23.1 M	2.0 M	2.3 M	623.7 K	627.5 K	96.3 K
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# Performance Summary: January 2021

- January deliveries were down 19% vs. 12-month average, but counts were aligned with previous year levels
- Open rates typically increase in January (seasonal impact), but other factors lifted rates even higher
  - Moving the open pixel to header increased open tracking; change caused issues in other areas, so the pixel was moved back to the footer mid-Jan
  - High engagement in 1/11 Elite Retention Solo (10M, 48% open rate) and 1/7 HVMI Solo (14M, 32% open rate)
  - Will need to establish new open rate trends
- Click activity was slightly below average, but 4.7% CTOR was almost the same MoM (4.6% in Dec '20)
- Seasonality impacted revenue gains, as we typically see increases in January; campaigns like MAU and other booking solos drove financials
- Bonvoy 12-month average now includes more pandemic months, so monthly comparisons will reflect engagement rebounds

## January 2021 vs. Rolling 12-Month Average (Jan-Dec 2020)

### Engagement

151.7 M	36.8 M	24.3%	1.7 M	1.1%	4.7%	0.23%
Delivered Emails -19.7% (-37.1 M)	Opens +12.1% (+4.0 M)	Open Rate +6.9 pts.	Clicks -8.2% (-155.3 K)	CTR +0.1 pts.	CTOR -1.0 pts.	Unsub. Rate +0.04 pts.

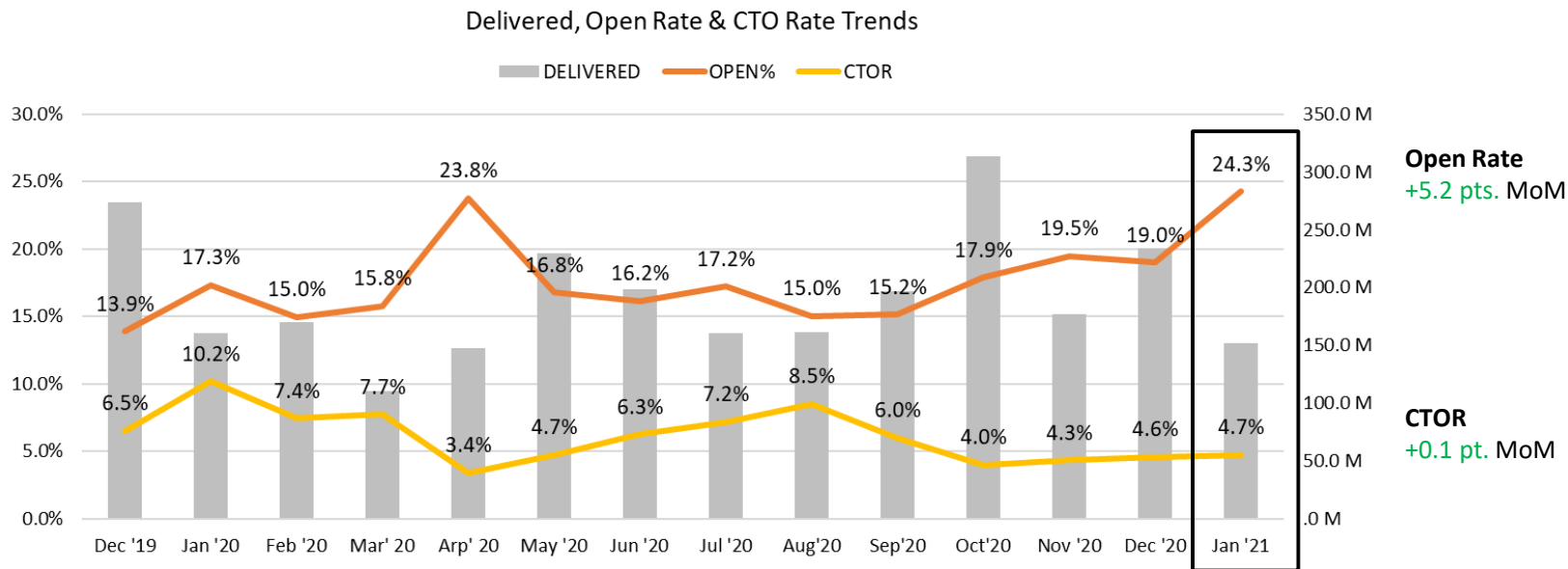
### Financials

15.7 K	39.9 K	\$6.4 M	0.10	0.90%
Bookings -12.2% (-2.2 K)	Room Nights +0.6% (+232)	Revenue +7.6% (+\$450.6 K)	Bookings Per Delivered (K) +9.2%	Conversion -0.04 pts.



## Highest Open Rate In Months; Steady CTOR

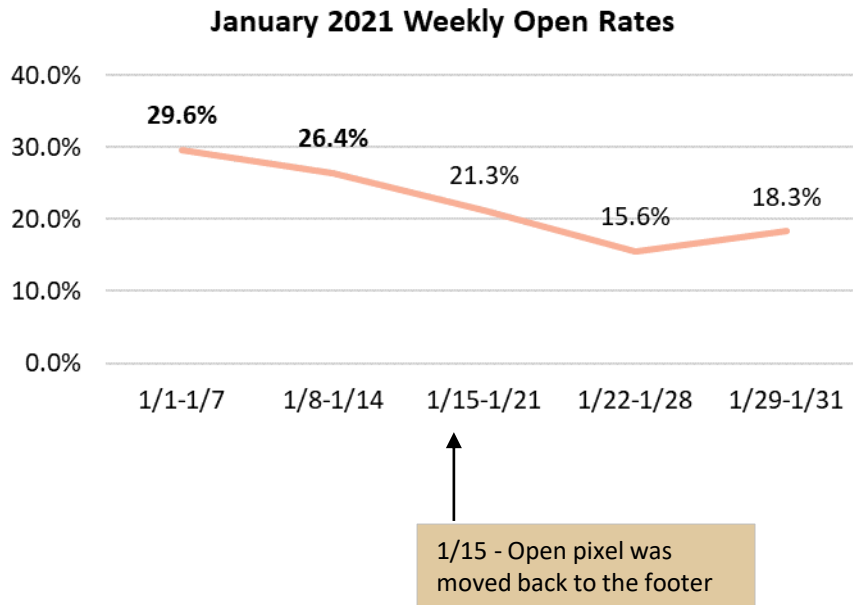
Capturing more opens from recent code changes led to higher open rate; monthly click activity remained the same ranging from 1.5M to 2.2M clicks since May '20





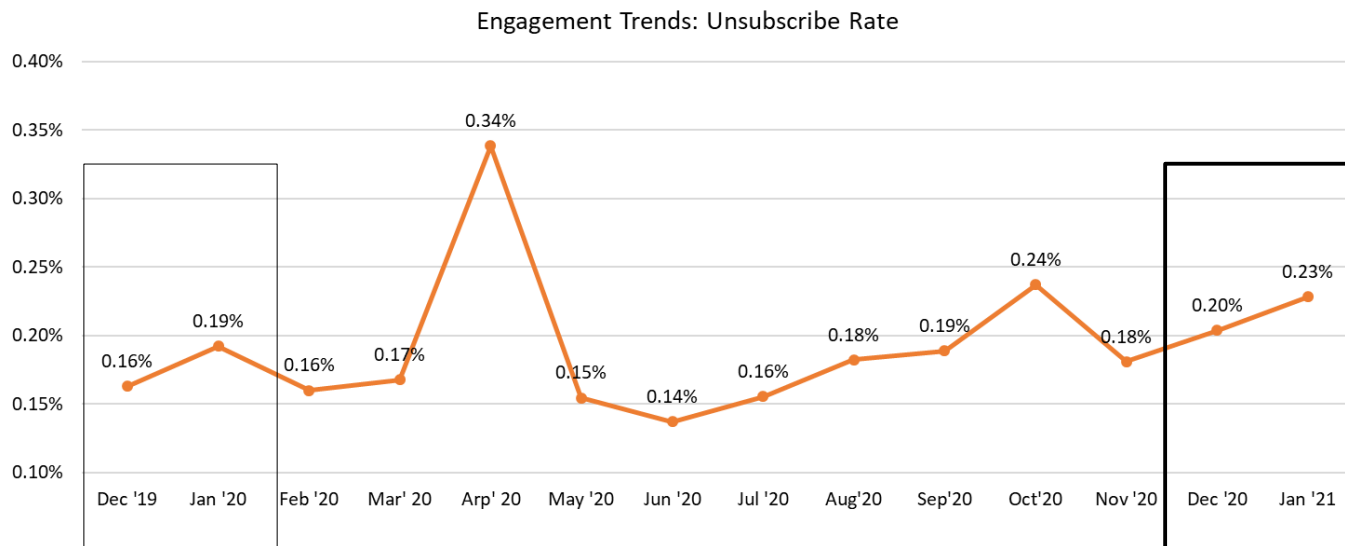
## Moving Open Pixel To Header Led To Capturing More Opens & Higher Open Rates

- Open pixel was moved to email header around 1/7 to combat any Gmail clipping
- New placement caused open tracking issues for emails leveraging dynamic headers
- Pixel was moved back to footer around 1/15 prioritizing upcoming MAU and Traveler campaigns
- Other processes and creative recommendations are being outlined to avoid potential Gmail clipping across all emails



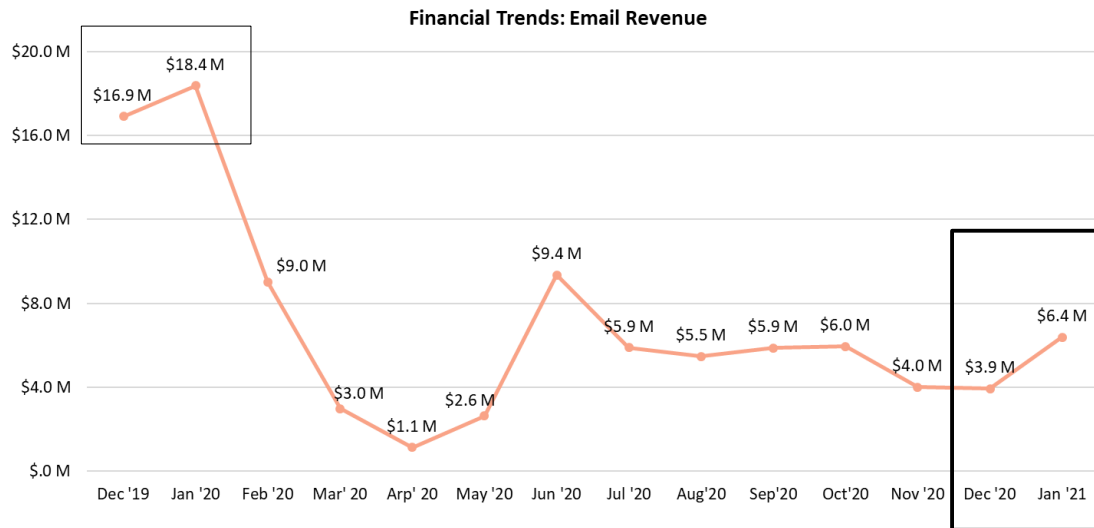
# Seasonality Impact On Unsubscribe Rates

- Rates typically increase in January
- Unsub. rates increased MoM for most email categories
- Refining email targeting & re-launching re-engagement campaigns will help improve rates going forward



# Revenue Lifts Mirror Previous Year Engagement Trends

Several campaigns contributed to revenue gains: MAU, booking solos, and M.com re-targeting series



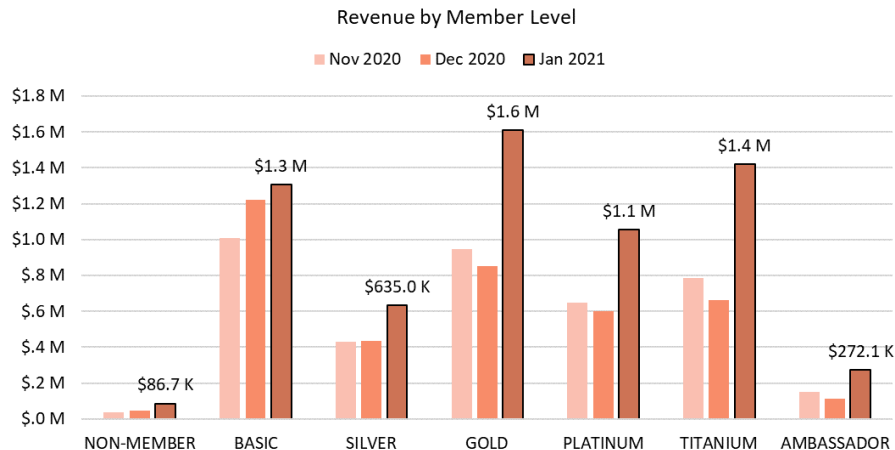
Revenue Drivers	Date	Delivered	Revenue
1. MAU – ENG	1/4	19.2 M	\$1.3 M
2. Elite Retention Solo ENG	1/11	9.9 M	\$1.1 M
3. M.com Re-Targeting	All	1.6 M	\$759.6 K
4. America's Solo	1/21	10.9 M	\$572.6 K
5. ECM - Elite Night Credit	1/7	1.6 M	\$437.0 K
<b>Total</b>		<b>43.2 M</b>	<b>\$4.2 M</b>
% of Jan. '21 Total		28%	65%

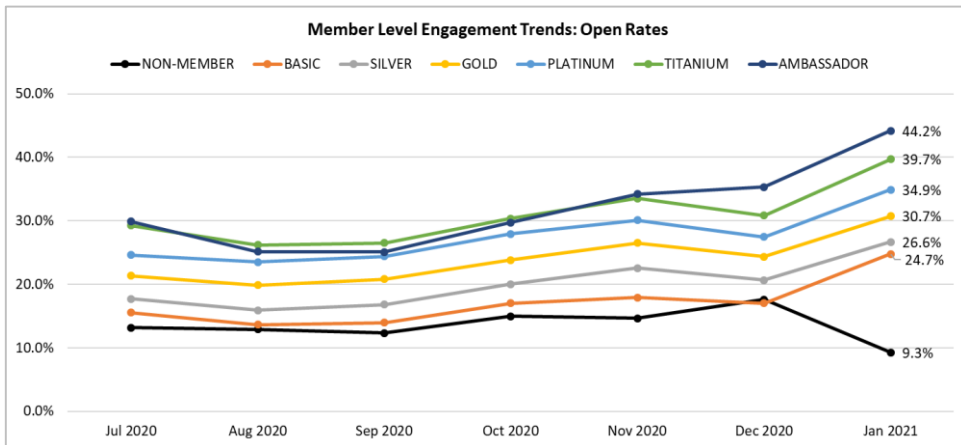
## Consistent Engagement Trends Across All Member Levels

- Open rates increased for all members; result of capturing more open activity, high solo engagement, and seasonality
- 9.3% non-member open rate was understated because open tracking was missing for a few campaigns
  - Moving the open pixel to header caused tracking issues for this segment
  - Pixel was moved back to the footer in mid-Jan

Segment	Delivered	Open Rate	Open Rate vs. 12-Mos. Avg.	CTOR	CTOR vs. 12-Mos. Avg.
NON-MEMBER	22.8 M	9.3%	-5.4 pts.	3.6%	+0.8 pts.
BASIC	86.3 M	24.7%	+8.8 pts.	2.9%	-1.4 pts.
SILVER	13.7 M	26.6%	+8.1 pts.	5.5%	-1.8 pts.
GOLD	17.4 M	30.7%	+8.5 pts.	7.6%	-1.1 pts.
PLATINUM	5.7 M	34.9%	+9.2 pts.	9.8%	-0.9 pts.
TITANIUM	5.1 M	39.7%	+11.2 pts.	10.0%	-2.5 pts.
AMBASSADOR	763.2 K	44.2%	+15.5 pts.	12.9%	-1.3 pts.
<b>TOTAL</b>	<b>151.7 M</b>	<b>24.3%</b>	<b>+6.9 pts.</b>	<b>4.7%</b>	<b>-1.0 pts.</b>

- January revenue was up MoM for all segments
- Elite members had additional revenue coming from targeted campaigns like Elite Retention, Annual Choice Benefit, and Elite Night Credit ECM Solo

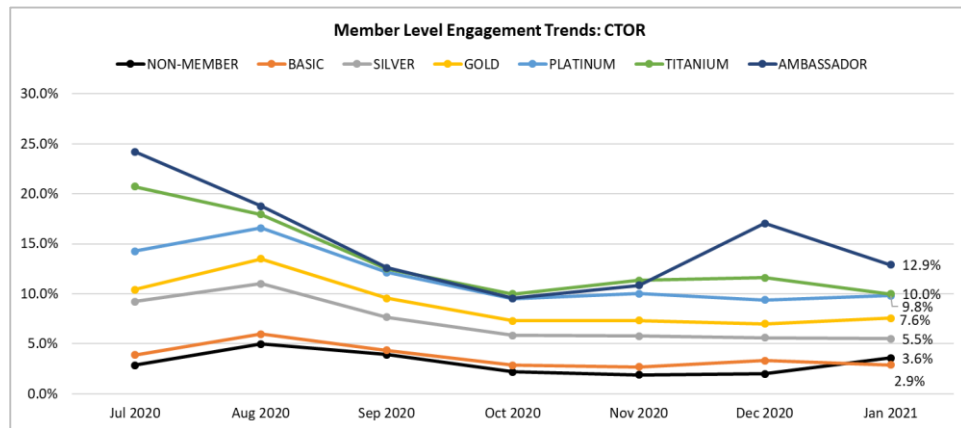




## Above Average Open Rates Trends; Establish New Baselines

Establish new open rate & CTOR baselines for each segment

- Tracking more open activity impacted monthly trends; starting with the brand bar change in Oct '20 & pixel move in early Jan '21
- CTORs were also impacted by the increase in open tracking
- Click activity was not as high, so CTORs reflect declines



Most segments had a slight CTOR increase or decrease MoM, but Ambassadors had lower than average click activity; high open counts and low click activity led to MoM CTOR decline

# KEY INITIATIVES & CAMPAIGNS

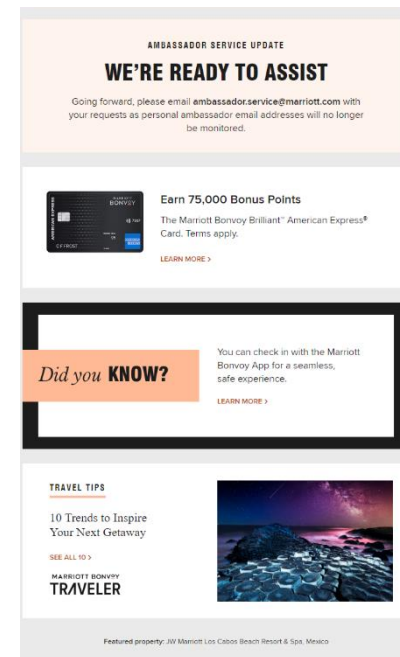
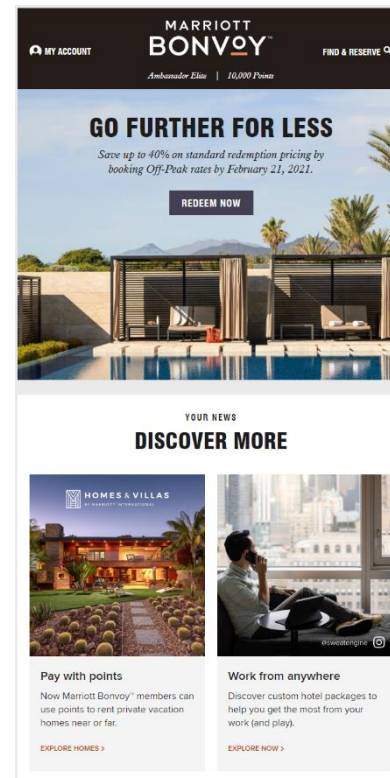
- Monthly Account Update (MAU)
- Elite Retention Solo
- Hello Again Solo
- Work Anywhere Solo

# MAU CREATIVE: JANUARY 2021

## EXAMPLE OF ENGLISH VERSION

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

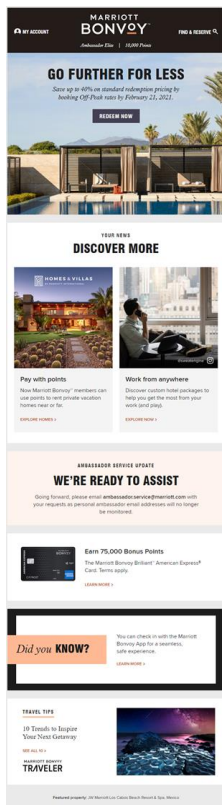
**Pre-Header:** See What's New in January





# MAU Performance Summary: January 2021

All Versions: Global English (1/14) + In. Lang. (1/21)



Time Period	Delivered	Opens	Open Rate	Clicks	CTOR	Unsub. Rate	Bookings	Revenue
January 2021	27.0 M	7.6 M	24.8%	258.9 K	3.9%	0.20%	3.9 K	\$1.5M
For Comparison:								
vs. Dec 2020	+1.3%	+38.1%	+6.6 pts.	-9.9%	-2.1 pts.	+0.07 pts.	+32.1%	+61.0%
vs. MAU 12-Mos avg. (Jan-Dec 2020)	-3.1%	+36.4%	+7.2 pts.	-42.2%	-5.2 pts.	+0.05 pts.	+10.5%	+28.2%

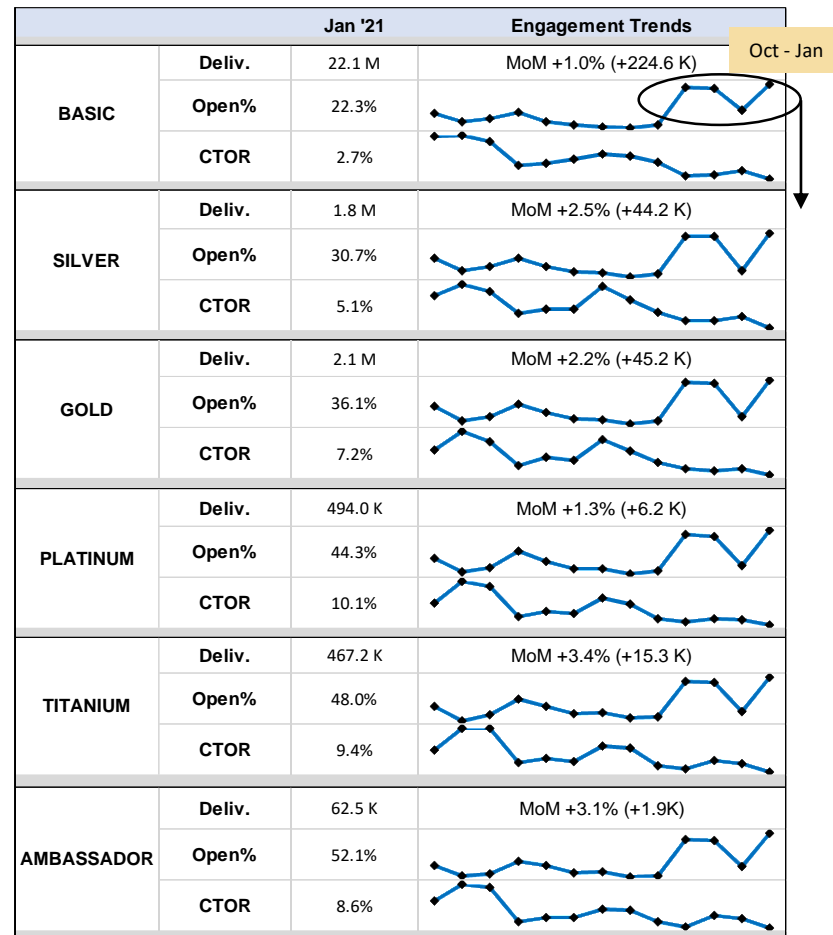
- Delivery and open rates were up MoM; engagement typically declines in Dec, so seasonality influenced lift
- Low click activity and not including the account box may have influenced CTOR declines MoM and YoY (account box typically receives 30% - 50% of email clicks)
- Additional data will be needed to understand the impact of not including the account box and if other relevant content could be shown in its place to certain member levels
  - For example, was the impact low for Basic members?
  - Could the module be replaced with other messages (create online profile, welcome/benefits educ., milestones, etc.)?
- Hero Off Peak LTO drove engagement and contributed to financial gains; module generated 70% of bookings

# High Open Rate Trends Continue

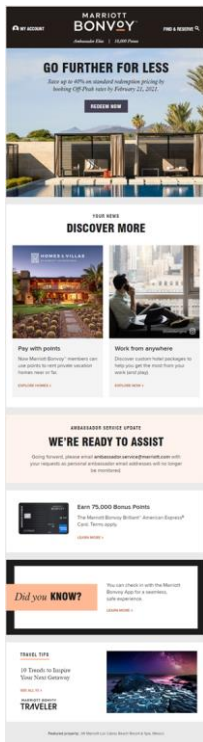
Open rates continue to trend higher than previous periods since the brand bar changed to one URL in October 2020 and reduced the opp. for Gmail clipping; tracking more open activity now

December open rate decline was tied to seasonal lows and may have been influenced by the Google outage on Dec 15th; outage caused ~700K members to be non-contactable

Monthly Trends: Jan. '20 – Jan. '21



# MAU January 2021: Heat Map (English Version)



- Off Peak limited-time offer captured most of the email clicks and bookings; timeliness of offer and booking deadline helped drive urgency and overall engagement
- Homes & Villas (HVM) new redemption benefit generated activity from all members; additional data needed to see booking activity for this brand
- Traveler continues to capture clicks; consistent engagement in the “10 Trends to Inspire Next Getaway” article

Modules	All Levels Combined		% of Clicks By Member Level					
	% of Clicks	% of Bookings	BASIC	SILVER	GOLD	PLATINUM	TITANIUM	AMBASSADOR
ENG Version								
Header	16.8%	26.77%	18.4%	18.1%	16.3%	11.8%	11.2%	7.4%
Hero (Off Peak LTO)	42.5%	71.01%	34.5%	48.5%	49.8%	55.2%	56.6%	57.5%
Your News: Discover More	16.8%	1.2%	12.4%	18.7%	22.3%	24.0%	23.5%	27.5%
- HVM Pay with Points	81.7%	1.1%	78.7%	83.4%	85.5%	82.5%	82.2%	76.4%
- Work Anywhere	18.3%	0.1%	21.3%	16.6%	14.5%	17.5%	17.8%	23.6%
Cobrand (Acquisition & ECM)	1.9%	0.0%	2.3%	2.3%	1.5%	0.8%	0.8%	1.1%
Benefits: Contactless Check-In	0.9%	0.16%	0.9%	1.0%	0.7%	0.8%	0.7%	0.6%
Traveler	4.5%	0.08%	4.0%	5.0%	5.3%	5.3%	5.2%	4.2%
Footer	16.6%	0.78%	27.5%	6.5%	4.2%	2.1%	2.0%	1.7%

# Elite Retention Solo

# Elite Retention Solo (Launch date: 1/11)

- All Elite level open rates were above their 12-month email averages
- Moving the open pixel to the email header caused issues with tracking open activity for this campaign
  - Used previous email engagement for GloPro and Covid updates to estimate both Non-Member and Basic open rates
  - Non-member open counts were not tracked at all and Basic open counts were overstated (open rate was 95.6%)
- 4.9% CTOR was higher than Jan avg., but rates were 1 to 4 pts. below 12-month avgs. for all except Platinum; creative approach that was more informative and used minimal CTAs
  - Platinum was the only level with above average CTOR (11.4% CTOR was +0.6 pts. vs. 12-month avg.)
- Consider including Elite benefit educational content so Non-Members & Basics can learn more

	Total	vs. Jan '21 Bonvoy Avg.	Non-Member	Basic	Silver	Gold	Platinum	Titanium	Ambassador
Delivered	10.9 M		2.5 M	3.4 M	1.8 M	2.1 M	500.5 K	471.5 K	62.9 K
Opens	3.2 M		619.9 K	860.5 K	529.3 K	728.9 K	218.7 K	228.0 K	33.8 K
Open Rate	29.6%*	+5.3 pts.	25.0%*	25.0%*	28.7%	35.1%	43.7%	48.4%	53.7%
Clicks	156.8 K		7.2 K	29.0 K	18.8 K	51.6 K	24.9 K	22.0 K	3.4 K
CTOR	4.9%	+0.1 pt.	1.2%	3.4%	3.6%	7.1%	11.4%	9.7%	10.1%
Unsub Rate	0.46%	+0.23 pts.	0.59%	0.92%	0.09%	0.08%	0.03%	0.03%	0.03%

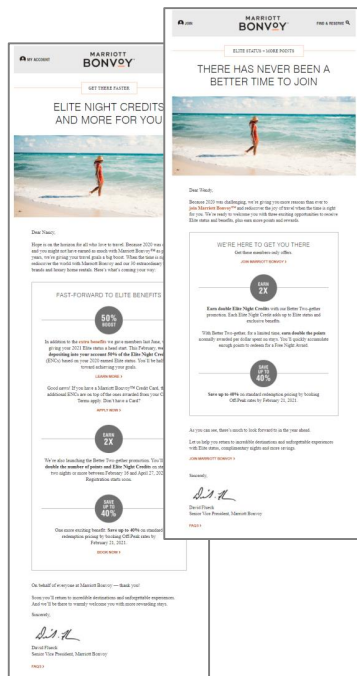
\*Estimated open counts and open rate

Member

SL: Extra Benefits for You: More Elite Night Credits for 2021  
PH: Plus, earn more points and save on Free Night Awards.

Non-Member

SL: Join Now — Free Nights are Easier than Ever  
PH: Travel is more rewarding as a member.



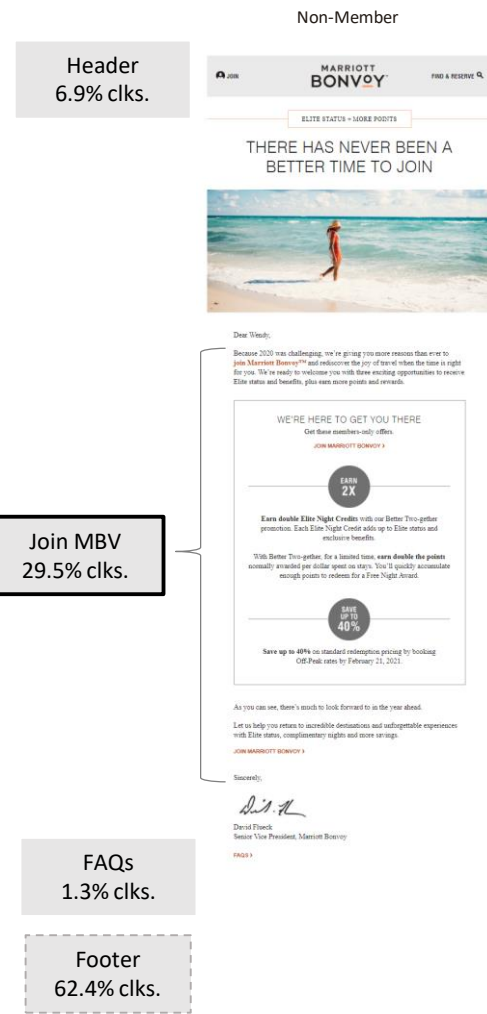
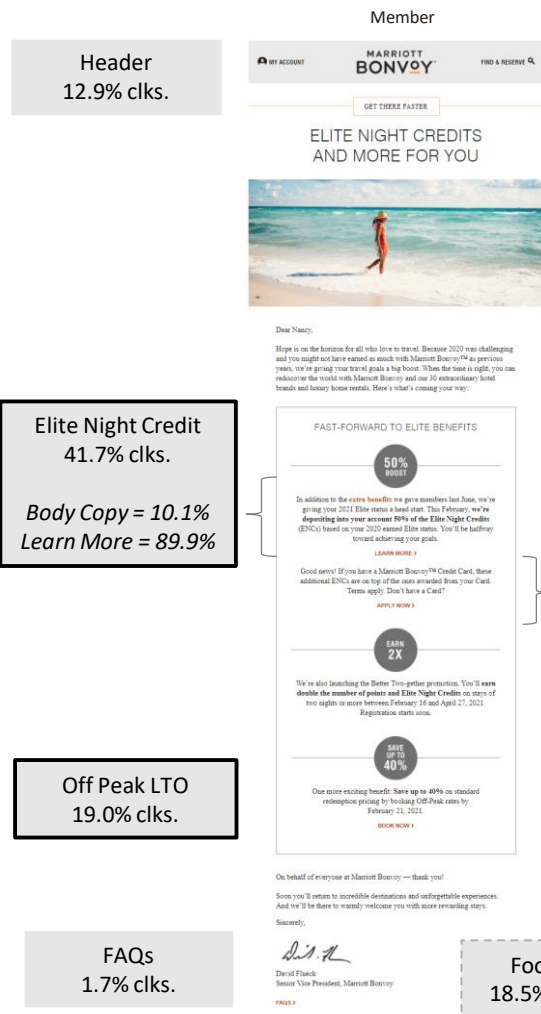
# Elite Retention Solo: Heat Map

Elite Night Credit message in Member version captured most clicks, except for Basics who responded more to Off Peak LTO

Linking key words in the body copy was a good way to attract clicks

Consider adding link to see full Elite benefits to educate Basics and Non-members

Consider using Add to Calendar links for upcoming events



# Hello Again Re-Engagement Solo



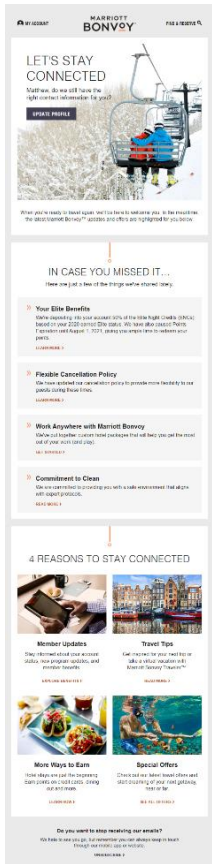
# Hello Again Solo (Launch date: 1/23)

Re-engagement campaign launched initially as a Solo to two groups of upper Elite members (Gold-Ambassador): those with declined open rates and non-openers

- 142K Elites opened the email; reduces those that qualified for 15-month suppression list
- Used subject line optimization to help lift engagement; intriguing style won
- Those that opened were highly engaged with the content; CTORs in the 20's
- Plans are in place to launch as automated campaign
- Consider expanding targeting to include all unengaged members

METRICS	Declined Open Rates	Non-Openers
DELIVERED	414.5 K	403.2K
<b>OPENS</b>	<b>108.7 K</b>	<b>33.6 K</b>
OPEN RATE	26.2%	8.3%
CTOR	19.8%	29.4%
UNSUB. RATE	0.06%	0.05%

	TOTAL	Gold	vs. Jan BONVOY	Plat.	vs. Jan BONVOY	Titanium	vs. Jan BONVOY	Ambass.	vs. Jan BONVOY
DELIVERED	<b>817.7 K</b>	579.8 K		115.8 K		110.7 K		11.4 K	
OPEN RATE	<b>17.4%</b>	16.1%	-14.6 pts.	19.7%	-15.2 pts.	21.4%	-18.3 pts.	21.5%	-22.7 pts.
CTOR	<b>22.1%</b>	20.4%	+12.8 pts.	24.5%	+14.7 pts.	26.4%	+16.4 pts.	23.8%	+11.0 pts.
UNSUB. RATE	<b>0.06%</b>	0.07%	-0.01 pts.	0.03%	-0.01 pts.	0.03%	-0.01 pts.	0.03%	-0.02 pts.



# Hello Again: Heat Map

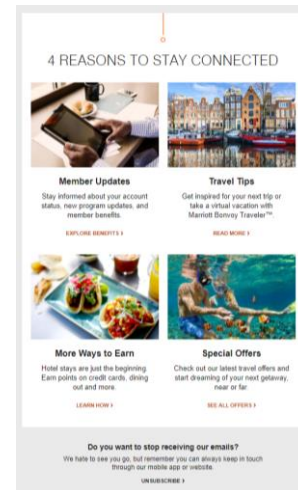
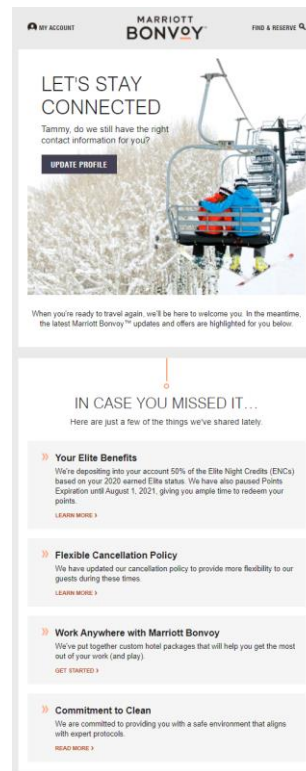
59% of the clicks went to the Update Profile Hero module

- Additional data is needed to understand how many profiles were updated

Elite benefits content generated the most clicks out of all secondary modules, followed by Special Offers

Survey content may help understand engagement declines from non-openers

Modules	CLICKS	% OF TOTAL CLICKS
Header	2,020	5.7%
<b>Hero</b>	<b>20,849</b>	<b>59.3%</b>
<b>In Case You Missed It</b>	<b>10,010</b>	<b>28.5%</b>
- Your Elite Benefits	8,428	84.2%
- Flexible Cancellation Policy	879	8.8%
- Work Anywhere	527	5.3%
- Commitment to Clean	176	1.8%
<b>Reasons To Stay Connected</b>	<b>1,727</b>	<b>4.9%</b>
- Member Updates	343	19.9%
- Travel Tips	213	12.3%
- More Ways to Earn	156	9.0%
- Special Offers	1,015	58.8%
Unsub. Message	110	0.3%
Footer	456	1.3%
<b>Total</b>	<b>35,172</b>	



# Work Anywhere Solo

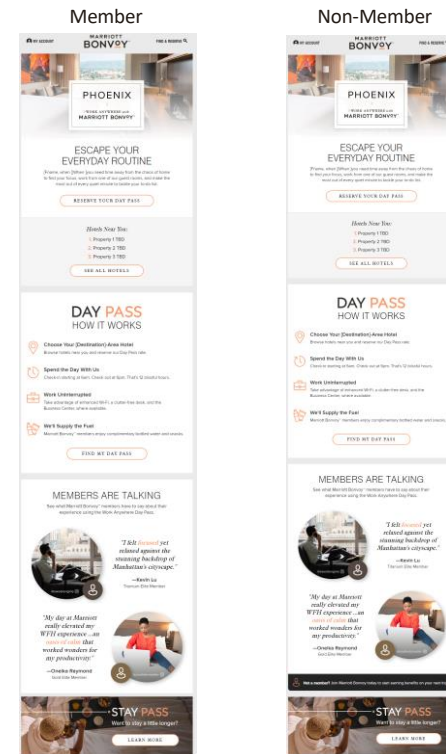
# Work Anywhere: Day Pass Solo (Launch date: 1/25)

- Solo focused on promoting Day Pass benefit to select members & non-members
- Geo-targeting email audience and content helped drive above average click activity
- 10.9% CTOR was 6 pts. above Jan '21 average; rates were high for all segments
- Hero and How it Works modules received almost the same amount of clicks
- Continue approach for future campaigns
- Test subject lines to lift open rates; consider testing approach used in pre-header next (listicle)

Segments	Non-Members	Members	Total	vs. Jan '21 Avg.
Delivered	310.8 K	1.7 M	2.0 M	
Open Rate	15.7%	16.7%	16.6%	-7.7 pts.
CTOR	6.8%	11.6%	10.9%	+6.1 pts.
Unsub Rate	0.44%	0.12%	0.17%	-0.06 pts.

(All Segments)	Dallas	New York	Phoenix	Toronto	Total
Delivered	421.1 K	1.1 M	216.2 K	246.0 K	2.0 M
Open Rate	15.3%	15.9%	17.3%	21.1%	16.6%
CTOR	10.8%	9.8%	11.4%	14.3%	10.9%
Unsub Rate	0.17%	0.16%	0.16%	0.24%	0.17%

SL: NEW FOR YOU: Day Pass for New York City Hotels  
PH: Enjoy 12 uninterrupted hours of work from your own private hotel room.



# Work Anywhere: Day Pass Solo Heat Maps

Nearly the same level of interest the Hero & How It Works modules

CTAs were similar which means some found the additional How It Works content valuable

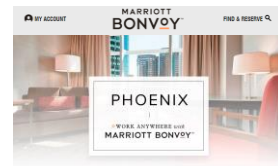
Hotels Near You personalization captured additional clicks; test map visual & tech to lift clicks

Stay Pass ride-a-long banner was a great way to attract additional clicks

Provide reasons to enroll by listing the most valuable member benefits in the join banner

Members (% of Clicks)	Dallas	New York	Phoenix	Toronto
Header	2.83%	3.29%	3.04%	2.45%
<b>Hero</b>	<b>40.53%</b>	<b>41.33%</b>	<b>41.97%</b>	<b>37.77%</b>
Hotels Near You	3.96%	2.89%	3.18%	2.59%
<b>How It Works</b>	<b>39.88%</b>	<b>38.50%</b>	<b>40.91%</b>	<b>42.98%</b>
Members Are Talking	1.20%	1.30%	0.76%	1.10%
Stay Pass Banner	7.32%	7.86%	6.50%	7.51%
Footer	4.29%	4.84%	3.62%	5.60%

Non-Members (% of Clicks)	Dallas	New York	Phoenix	Toronto
Header	4.31%	3.63%	1.40%	1.47%
<b>Hero</b>	<b>33.33%</b>	<b>34.63%</b>	<b>37.01%</b>	<b>39.82%</b>
Hotels Near You	5.84%	4.06%	3.89%	3.24%
<b>How It Works</b>	<b>27.75%</b>	<b>29.13%</b>	<b>32.35%</b>	<b>36.58%</b>
Members Are Talking	2.45%	1.64%	1.24%	1.77%
Join Banner	0.85%	0.43%	0.31%	0.88%
Stay Pass Banner	3.47%	3.55%	4.04%	2.06%
Footer	22.00%	22.93%	19.75%	14.16%




Join banner  
(Non-Member Only)



# TESTING & OPTIMIZATION

## Subject Line Test Results

BOUTIQUES (1/09)	RESULTS (Winner vs. Other SLs)	DESCRIPTION OF WINNER
Start the New Year Right: Shop Our Bedding White Sale	Winner	<b>New Year theme</b>  Results were not statistically significant, and SL #2 had a slightly higher open rate after a few more hours; retest approach
 Shop Our Bedding White Sale	+0.11 pts.	

**PRE-HEADER:** *Shop linens, bedding, blankets and more from your favourite hotels.*

AMERICA'S SOLO (1/21)	RESULTS (Winner vs. Other SLs)	DESCRIPTION OF WINNER
The Best Member Rates for 2021 Travel	Winner	<b>Exclusive, New Year theme</b>  Results were statistically significant, but SL #3 had a higher open rate after a few more hours; retest #3 best rates message in future mailings
Your 2021 Travel Planner: Low Rates for Last-Minute Trips	-0.28 pts.	
Travel Now or Later: Our Best Rates Guaranteed	+1.56 pts.	

**PRE-HEADER:** *25% off resorts, staycation savings, and local experiences too!*



## Subject Line Test Results

HELLO AGAIN SOLO (1/23)	RESULTS (Winner vs. Other SLs)	DESCRIPTION OF WINNER
Bryan, ICYMI	Winner	<b>Intriguing and short</b>  Results were statistically significant; Use PCIQ optimization to test winner against other approaches like #2 for the automated version
Diane, are you still there?	+1.59 pts.	
Wait! Before you hit delete...	+4.45 pts.	
We have a question for you, Cindy	+2.86 pts.	

**PRE-HEADER:** .....

NON-MEMBER ACQUISITION SOLO (1/28)		
You're Invited, Jane	Winner	<b>Exclusive, intriguing and short</b>  Results were statistically significant; Use PCIQ to test winner against other similar approaches in automated version
An Invitation for Travel Lovers	+3.27 pts.	
Find out how to make your next trip count, Sue	+3.44 pts.	

**PRE-HEADER:** Make the most of your next trip with low member rates, free Wi-Fi and exclusive offers.

# ACTIONABLE INSIGHTS

# ACTIONABLE INSIGHTS

- Continue outlining processes and creative recommendations to avoid potential Gmail clipping across all emails
- Establish new open rate & CTOR baselines, since open activity tracking changed
- Use additional data to understand the impact of not including the account box in MAU and if other relevant content could be shown in its place to certain member levels
  - For example, was the impact low for Basic members?
  - Could the module be replaced with other messages (create online profile, welcome/benefits educ., milestones, etc.)?
- Elite Retention Solo Takeaways:
  - Consider including Elite benefit educational content so Non-Members & Basics can learn more (for ex. dynamic module or body copy link to see full list of benefits)
  - Link key words in the body copy to attract additional clicks
  - Use Add to Calendar link for upcoming events
- Hello Again Solo Takeaways:
  - Consider expanding targeting to include all unengaged members
  - Additional data is needed to understand how many profiles were updated
  - Survey content may help understand engagement declines from non-openers

# ACTIONABLE INSIGHTS

- Work Anywhere Solo Takeaways:
  - Continue geo-targeting approach for future campaigns (audience, subject line/pre-header, content)
  - Test subject lines to lift open rates; consider testing approach used in Jan '21 pre-header next (listicle)
  - Test using a map visual & tech to lift clicks in the nearby hotel module
  - Continue using ride-a-long banners to promote other member benefits
  - Provide reasons to enroll by listing the most valuable member benefits in the join banner

# INDUSTRY EXAMPLES

# Industry Example: Work From Hyatt

## World of Hyatt



**WTH takes on a whole new meaning**

With three Work From Hyatt options, it won't feel like work, whether you stay local for the day or treat yourself to an extended work adventure. Plus, you'll be rewarded by earning World of Hyatt points and elite Tier-Qualifying Night credits, whether you work with us for the day, the week or even longer.

**Office for the Day – 1 Day**

Enjoy private use of a guest room for 7 a.m. to 7 p.m., including items such as premium 100% discounts on dining and parking, access to hotel amenities, which can include a gym, pool, spa and more at hundreds of hotels across the Americas and Asia Pacific through May 31, 2021.

**Extended Stays – 3+ Nights**

Take a working vacation at 30 stunning hotels, like *Grand Hyatt Baha Mar* and *Vail Residences at Cascade Villas*, that include productive workspaces, premium amenities, daily food and beverage credits, waived resort fees and more when you stay 5+ nights through September 12, 2021.

**The Great Relocate – 29+ Nights**

There has never been a better time to gather your work, your pets and your people, and enjoy a month-or-more stay, where you can be both pampered and productive at 125+ hotels across Europe, the Middle East, Africa and India through December 31, 2021. Choose from *Dubai Jumeirah*, *Grand Hyatt Mumbai* and more.

**Complimentary On-Property COVID-19 Testing**

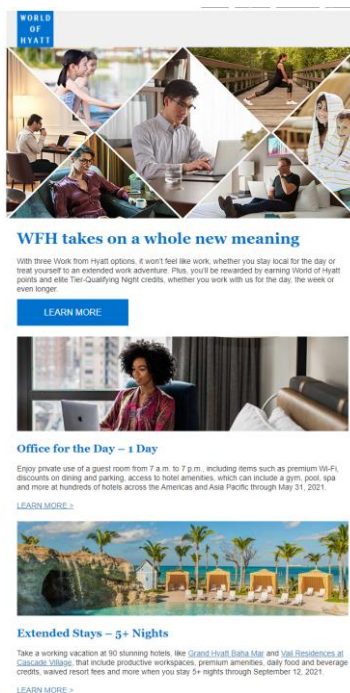
As an extension of Hyatt's Global Care & Cleanliness Commitment, Hyatt resorts in the Caribbean and Latin America have arranged for complimentary on-property COVID-19 testing through May 31, 2021, for guests traveling to the U.S.

**Accelerated Path to Elite Status**

Work from Hyatt counts toward elite status, and this year you can earn or re-qualify for status with half the Tier-Qualifying Nights or half the Base Points.

**Caring for our guests**

Your wellbeing remains our top priority. Book and travel with confidence with flexible cancellation policies and our Commitment to Care & Cleanliness.



**WTH takes on a whole new meaning**

With three Work From Hyatt options, it won't feel like work, whether you stay local for the day or treat yourself to an extended work adventure. Plus, you'll be rewarded by earning World of Hyatt points and elite Tier-Qualifying Night credits, whether you work with us for the day, the week or even longer.

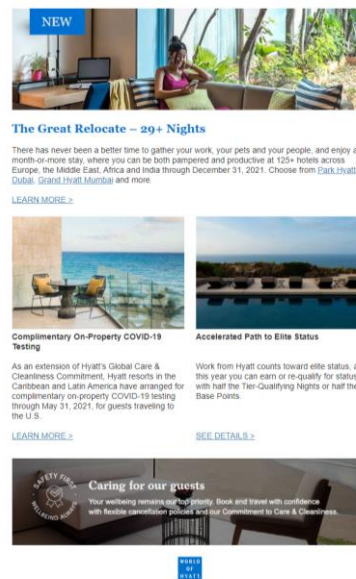
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**Extended Stays – 3+ Nights**

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**Subject Line: Work from Hyatt. Change Your Routine.**



**NEW**

**The Great Relocate – 29+ Nights**

There has never been a better time to gather your work, your pets and your people, and enjoy a month-or-more stay, where you can be both pampered and productive at 125+ hotels across Europe, the Middle East, Africa and India through December 31, 2021. Choose from *Dubai Jumeirah*, *Grand Hyatt Mumbai* and more.

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**Accelerated Path to Elite Status**

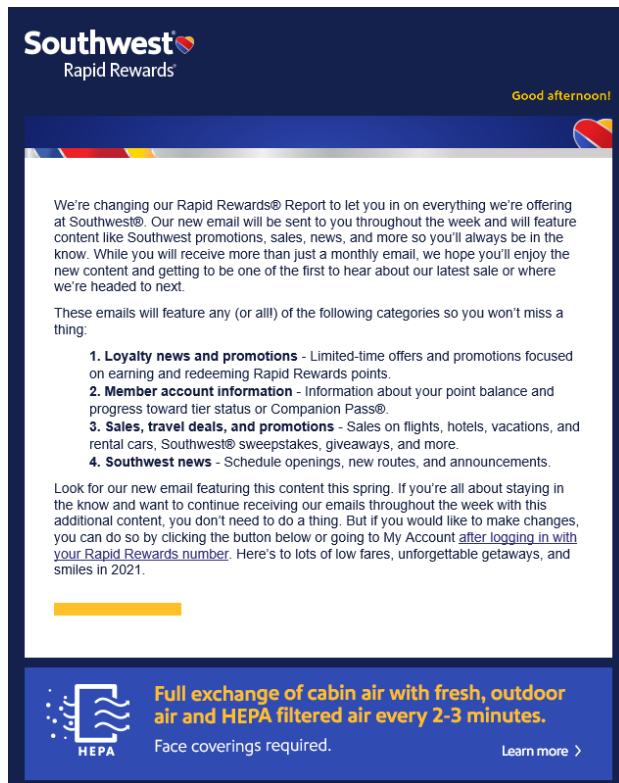
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# Industry Example: Announcing Changes To Member Statement

## Southwest Airlines



**Subject Line:** Wanna get the latest Southwest news, sales, & promotions?

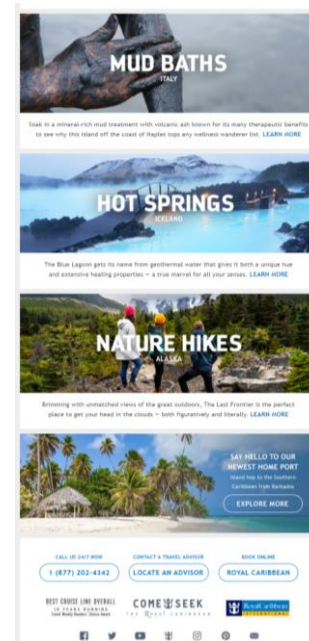
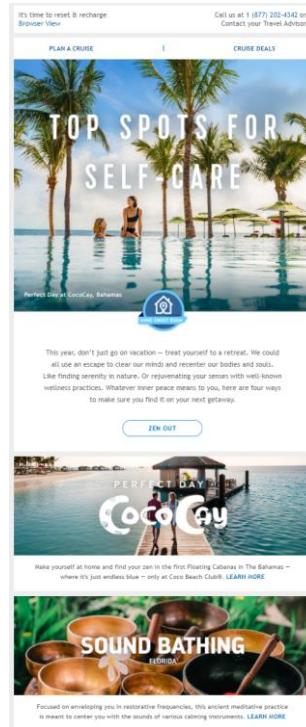
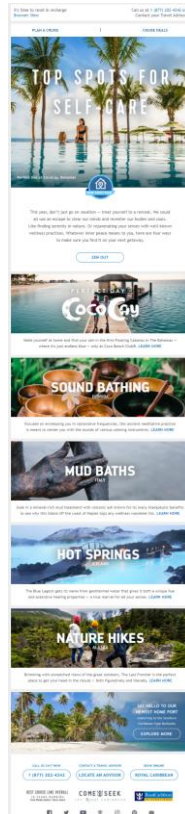


# Industry Example: Travel Inspiration

## Royal Caribbean

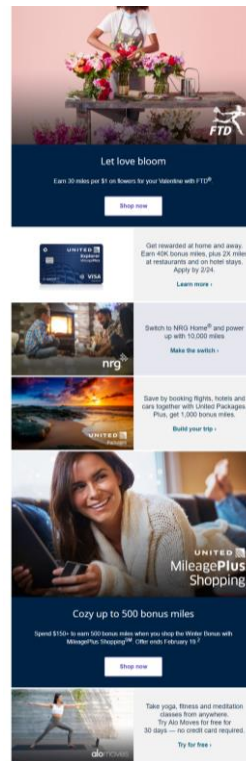
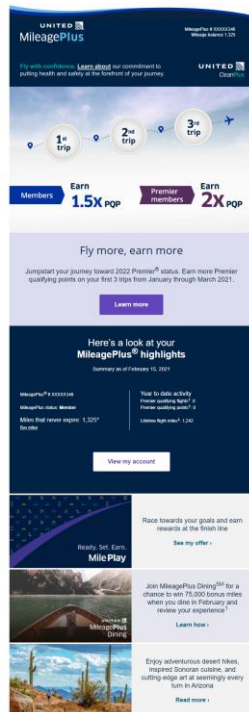
**Subject Line:** Make wellness a vacation priority at one of these 5 spots.

**Pre-Header:** It's time to reset & recharge



# Industry Example: Member Statement

## United Airlines

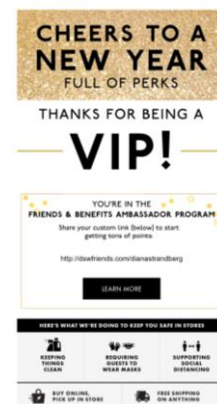
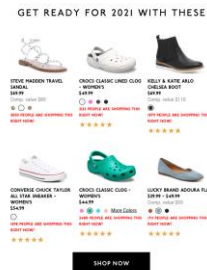
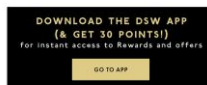
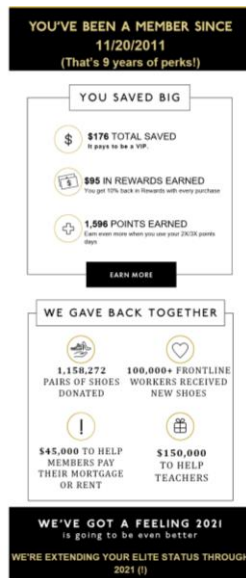


**Subject Line:** February monthly statement: Earn Premier qualifying points

# Industry Example: Year in Review

## DSW

Subject Line: Diana, you saved big in 2020.  
Pre-Header: We've got all the details inside.



# Thank You!

# APPENDIX

# Glossary of Terms

## Commonly Used Acronyms:

- ATM = Algorithmic Targeted Marketing
- BPK = Bookings Per Thousand (K) delivered emails
- CTOR = Click-to-Open Rate
- CTR = Click-Through Rate
- LPM = Loyalty Program Marketing (emails like Welcome and Achievers)
- MAU = Monthly Account Update
- MoM = Month Over Month
- YoY = Year Over Year

## Data Sources:

- Financials = Omniture 7-Day Cookie
- Comparison averages = rolling 12-months



# Platinum Elite Email Inbox: 1/1 - 1/31/2021

Email Type	Counts
Sell	14
Inspire	2
Recognize	0
Inform	5
<b>Inbox Total</b>	<b>21</b>
Loyalty Emails	15
Non-Loyalty	6

<b>Shop Marriott</b> <b>For You To Enjoy All Year Long</b> Web Version: <a href="https://view.em.shopmarriott.com/?qs=24b738e8699ad0b580d82f45301508fddd8ae4b992bc09e1">https://view.em.shopmarriott.com/?qs=24b738e8699ad0b580d82f45301508fddd8ae4b992bc09e1</a>	1/1/2021
<b>Marriott Bonvoy</b> <b>LAST CHANCE! Earn 100,000 Bonus Points</b> And Platinum Elite status for one year. My Account Find & Reserve Offer ends 1/13/2021. Earn 100,000 bonus points, platinum elite	1/4/2021
<b>Shop Marriott</b> <b>Create A Space To Relax, Recharge, And Be Your Best Self</b> Web Version: <a href="https://view.em.shopmarriott.com/?qs=064adfe56fbd434e20cc414ad69f52540036ca5329753a3">https://view.em.shopmarriott.com/?qs=064adfe56fbd434e20cc414ad69f52540036ca5329753a3</a>	1/7/2021
<b>Homes &amp; Villas by Marriott International</b> <b>Dive into this collection of vacation homes for 2021</b> Our curated collection of private homes awaits your arrival.	1/7/2021
<b>Marriott Bonvoy Escapes</b> <b>New Year, New View: Save 25% at 1,500+ Hotels</b> Book by Sunday to save more. my account Find & Reserve Celebrate the new year with a new perspective. Save 25% when	1/7/2021
<b>The Ritz-Carlton</b> <b>INSIDE THE RITZ-CARLTON: Discover Family Getaways Closer...</b> Bryan, your next adventure may be closer than you think. Discover Family Getaways Closer to Home EXPLORE North	1/8/2021
<b>Marriott Bonvoy Boutiques</b> <b>Start the New Year Right: Shop Our Bedding White Sale</b> Plus, find out how you could earn a \$100 Marriott Bonvoy gift card! my account Find & Reserve January White Sale NEW YEAR,	1/9/2021

<b>Marriott Bonvoy</b> <b>Extra Benefits for You: More Elite Night Credits for 2021</b> Plus, earn more points and save on Free Night Awards. My Account Find & Reserve Get there faster Elite night credits and	1/11/2021
<b>Eat Around Town by Marriott Bonvoy</b> <b>It's the Year of Bryan</b> <a href="http://view.email.rewardsnetwork.com/?qs=84ca0e1ec4f72bbd96d0bac37d5b3c59f8d712352cfff13142">http://view.email.rewardsnetwork.com/?qs=84ca0e1ec4f72bbd96d0bac37d5b3c59f8d712352cfff13142</a>	1/12/2021
<b>Marriott Bonvoy</b> <b>You Choose: Boundless or Bold</b> Boundless: 75K bonus points. Bold: 30K bonus points. My Account Find & Reserve Choose your card Get the bonus points	1/12/2021
<b>The Ritz-Carlton</b> <b>Now Open: The Ritz-Carlton Residences, Sunny Isles Beach</b> This is beachfront living at its very best... just minutes from South Beach, Miami Now Open: The Ritz-Carlton Residences, Sunny Isles	1/13/2021
<b>Marriott Bonvoy Escapes</b> <b>Escape to Luxury</b> Receive a credit valued at up to \$300 at luxurious destinations. my account Find & Reserve Relax in tranquil elegance and	1/13/2021
<b>Marriott Bonvoy</b> <b>Your Marriott Bonvoy Account Update: Special Offers, Benefit...</b> See What's New in January My Account Find & Reserve Platinum Elite   187,516 Points Go further for less Save up to 40% on	1/14/2021
<b>Marriott Bonvoy Traveler</b> <b>10 Dream-Worthy Vacations to Add to Your Travel Wish List</b> Make 2021 the year you treat yourself to a luxury getaway, Bryan. BRYAN Find & Reserve Dream the Luxury Escape You Deserve,	1/16/2021

<b>Shop Marriott</b> <b>Inside: Beds And Bedding That Inspire Better Sleep</b> Web Version: <a href="https://view.em.shopmarriott.com/?qs=dc77852267d514c30e088c512f3b427f54434c58cb6c1d87">https://view.em.shopmarriott.com/?qs=dc77852267d514c30e088c512f3b427f54434c58cb6c1d87</a>	1/17/2021
<b>Marriott Bonvoy</b> <b>The Best Member Rates for 2021 Travel</b> INSIDE: 25% off resorts, staycation savings, and local experiences too! My Account Find & Reserve Our Best Member Rates A NEW	1/21/2021
<b>Marriott Bonvoy</b> <b>Bryan, ICYMI</b> ..... My Account Find & Reserve LET'S STAY CONNECTED Bryan, do we still have the right contact	1/23/2021
<b>Shop Marriott</b> <b>Last Chance To Save 20% During Our Winter White Sale</b> Web Version: <a href="https://view.em.shopmarriott.com/?qs=c4189b212e76a5d618dcb2695c540d47933d8a6fa2d524d">https://view.em.shopmarriott.com/?qs=c4189b212e76a5d618dcb2695c540d47933d8a6fa2d524d</a>	1/24/2021
<b>Marriott Bonvoy</b> <b>You Choose: Boundless or Bold</b> Boundless: 75K bonus points. Bold: 30K bonus points. My Account Find & Reserve Choose your card Get the bonus points	1/26/2021
<b>Eat Around Town by Marriott Bonvoy</b> <b>Let's Make This Year Count</b> <a href="http://view.email.rewardsnetwork.com/?qs=f538606a3e9eb95a8a7007e30f30b3e195cf86f6269da2b3">http://view.email.rewardsnetwork.com/?qs=f538606a3e9eb95a8a7007e30f30b3e195cf86f6269da2b3</a>	1/26/2021
<b>Marriott Bonvoy</b> <b>Work Anywhere with a Day or Stay Pass</b> Welcome to your new office Bryan Find & Reserve Bryan FIND AND RESERVE DISCOVER A DISTRACTION-FREE SPACE Make the	1/29/2021

## \*Email Types

- **Sell:** Cobrand ACQ, Escapes, HVMI, Boutiques, TRC Residences, Work Anywhere
- **Inspire:** Traveler, Ritz Newsletter
- **Recognize:** xx
- **Inform:** MAU, EAT, Hello Again, Elite Retention