

# ◦ Email Channel Performance: July 2020

August 25, 2020

MARRIOTT  
BONVOY™ | *yes*



# TODAY'S AGENDA

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

## KEY STORYLINES

- Overall, email channel engagement continues to be healthy compared to previous periods and industry averages.
- Open rate engagement was stable with a slight increase of 1 pt. MoM and vs. 12-month average; click rates were steady and had increases less than 1 pt.
- Several campaigns targeted to Elites increased both open and click activity for all levels; engagement contributed to MoM KPI lifts.
- Financials continue to be below previous periods; an increase in booking-focused emails may help reduce the gap.
  - Plans are in place to monitor the impact of the upcoming Global Promo in August, as well as the Basic & Non-Member Activation Series

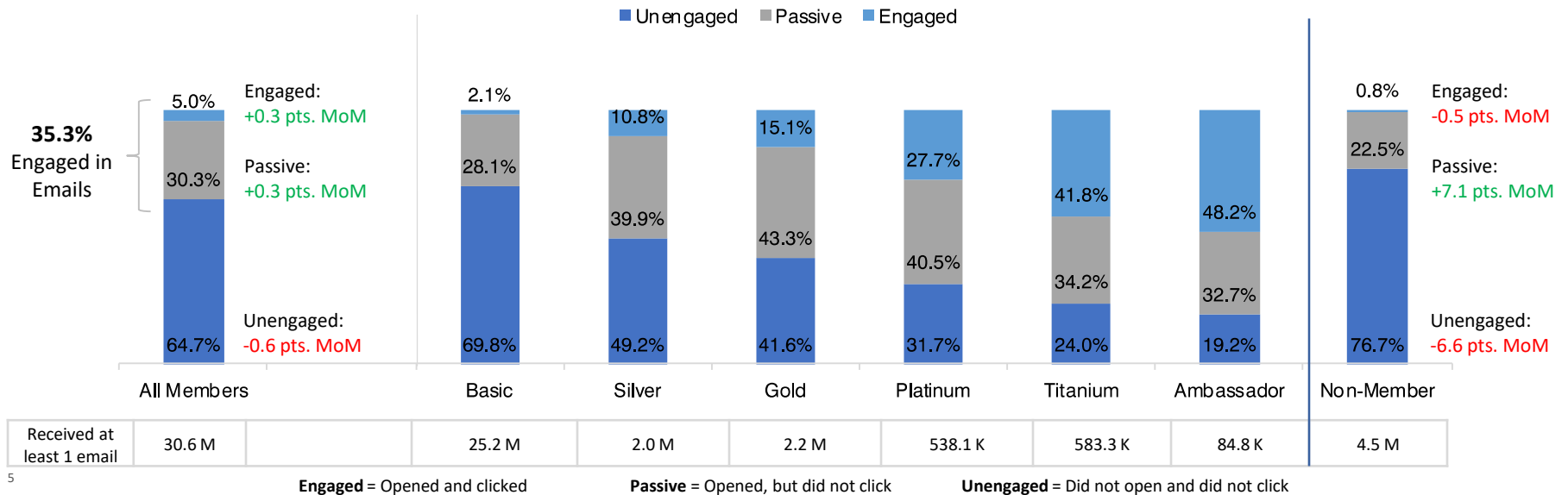


# **MONTHLY PERFORMANCE SUMMARY**

## 35% Of Members Engaged In July 2020 Emails (+0.6 Pts. MoM)

- Member engagement was flat MoM; increase was driven by Elites, while Basics were more Passive
- More Elites opened and clicked on emails this month; top campaigns were: MAU, Elite Night Credit Deposit, and Choice Of Announcement – MoM lifts in % Engaged:
  - Silver & Gold +0.6 pts
  - Platinum +4.6 pts
  - Titanium +15.7 pts
  - Ambassador +20.4 pts

### Email Engagement by Member Level: July 2020



# Performance Summary: July 2020

- Sending fewer emails led to reduced open & click counts, and sending fewer booking emails impacted financials
- Capturing more openers led to a higher open rate (+1.6 pts); content engaged readers click & unsub. rates were flat
- Solos made up 49% of overall July emails and financials; with solo bookings +28% vs. average, the increase was not enough to make up for lows in other categories like MAU and Promo; plans are in place to monitor impact of upcoming Global Promo (launching late Aug.)
- Continue to look for opportunities to refine targeting (resting unengaged) and to personalize (contextual relevance) to drive bookings; for example, target Points.com and gift card promo clickers and purchasers with content that encourages bookings

## July 2020 vs. Rolling 12-Month Average (July 2019-June 2020)

### Engagement

160.8 M	27.7 M	17.2%	2.0 M	1.2%	7.2%	0.16%
Delivered Emails -24.3% (-51.7 M)	Opens -16.4% (-5.4M)	Open Rate +1.6 pts.	Clicks -9.0% (-197.3 K)	CTR +0.2 pts.	CTOR +0.6 pts.	Unsub. Rate 0.00 pts.

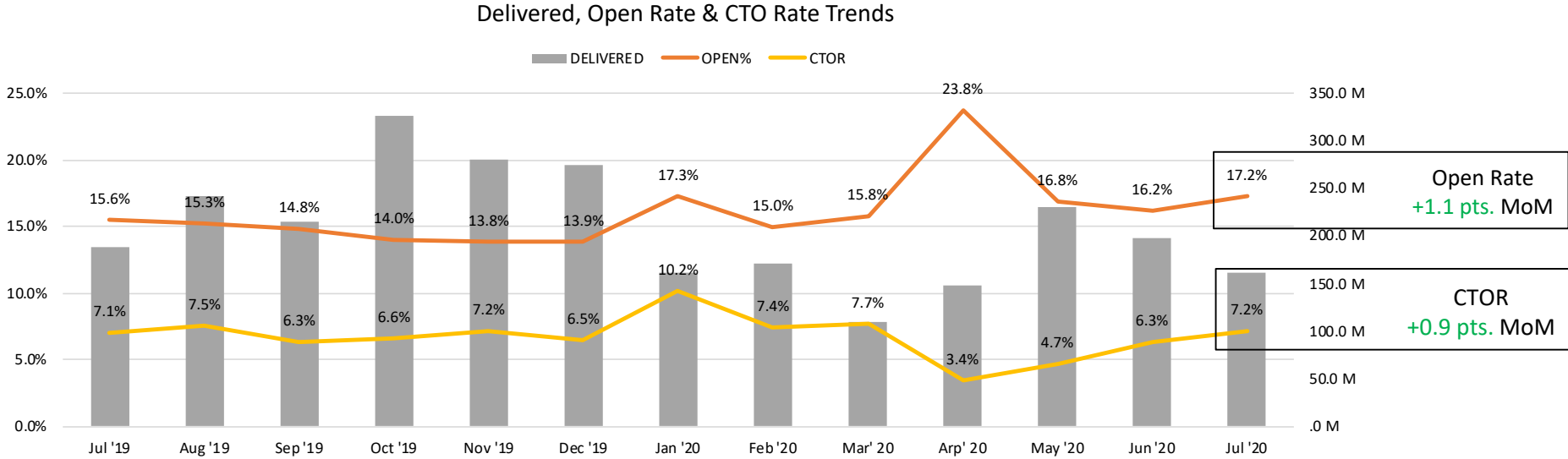
### Financials

18.6 K	41.9 K	\$5.9 M	0.12	0.93%
Bookings -45.4% (-15.4 K)	Room Nights -44.4% (-33.4 K)	Revenue -50.8% (-\$6.1 M)	Bookings Per Delivered (K) -27.9%	Conversion -0.06 pts

# Solos Lifted July Open and Click Rates

Solos made up 49% of July delivered emails; campaigns like the 7/20 Gift Card Sale went to 20M and had a 21% open rate

Industry Average* (Travel & Tourism as of May 2020)	
Open Rate	12.86%
CTOR	4.06%



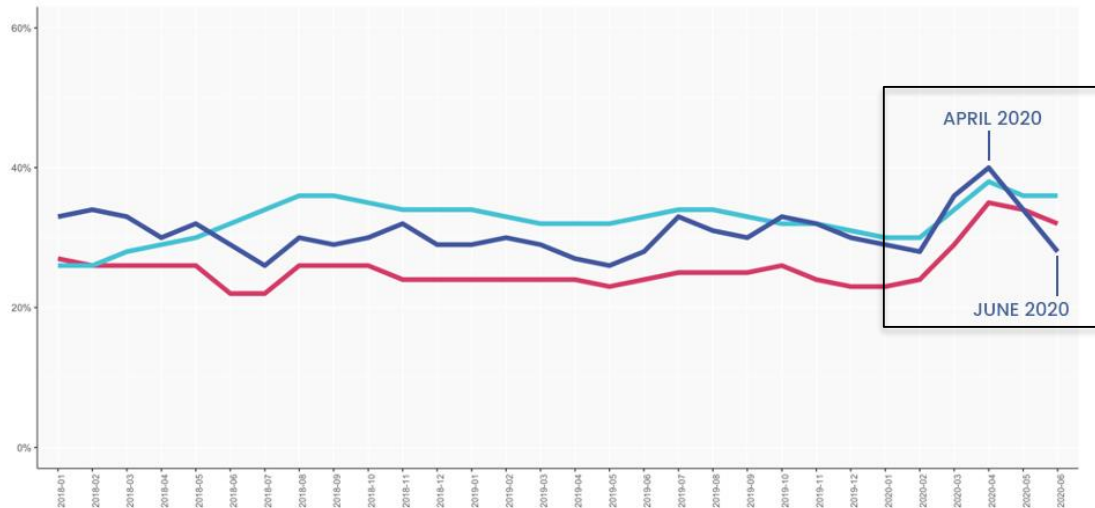
\*Source: Constant Contact, May 26, 2020

## Industry Trends:

- Bonvoy Open Rate Trends Mirror The Hotel Industry With An April Peak & Above Pre-Pandemic Rates In July

Email open rates by region

AMERICAS EMEA APAC



## Cendyn Findings:

- We can see that open rates are down from their April peak, but the Americas and EMEA regions are still above their '18-'19 run rates.
- This tells us engagement levels are still higher than previously seen since the pandemic began and should be leveraged by hotels with **highly relevant and personalized communications** to help drive conversions.
- With travel restrictions constantly changing, it's important to **keep an eye on who you are communicating to and what messaging you are sharing** with them.

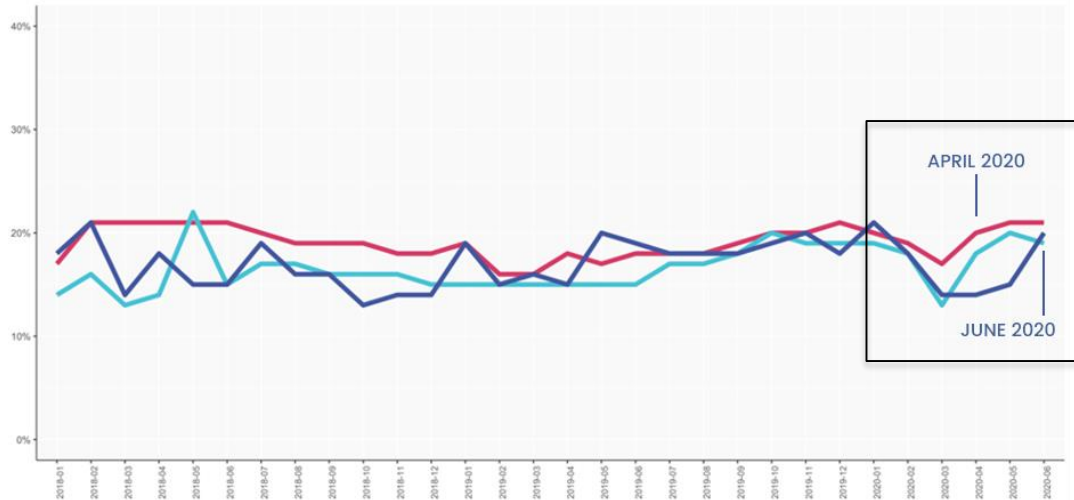
Source: Cendyn, [The Email Benchmarks – how is email impacting reopening?](#)

Approximately 2 billion emails from 75,000 campaigns across 1,000 properties were included in the study.

## Industry Trends:

### Bonvoy CTOR Engagement Aligns With Hotel Industry Trends

Email CTOR by region



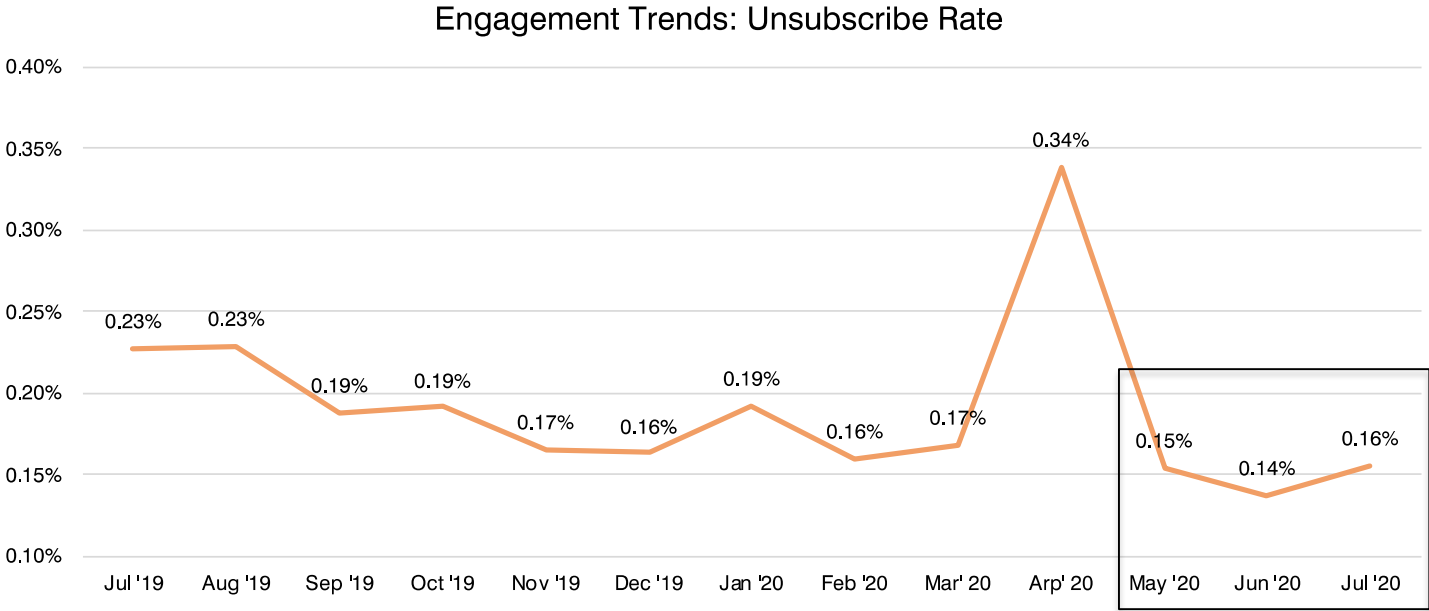
### Cendyn Findings:

- While all regions saw a considerable dip in CTOR for March 2020, since April, we have seen continuous uptick in engagement reaching average 2018/2019 levels.
- We see the dip in March due to many emails being sent without call to actions (CTAs) and them simply including statements about the closure of properties.
- Americas' and EMEA's upward trends are encouraging in terms of hoteliers being more likely to achieve ROI on their campaigns.

Source: Cendyn, [The Email Benchmarks – how is email impacting reopening?](#)

Approximately 2 billion emails from 75,000 campaigns across 1,000 properties were included in the study.

# Disengagement Rates Continue to Remain Stable May - July 2020



# Executive Dashboard: July 2020 vs. 12-Month Average

No emails were deployed for Offers & Packages, ATM, Promo, or Moments this month

Continue looking for ways to optimize content & drive revenue with MAU; engagement impacts channel performance

Solo emails drove July KPIs

- Highest delivered volumes:
  - EAT** = 21M (27% of Solo Delv.)
  - Gift Card** = 20M (26%)
  - Boutiques** = 13M (17%)
  - Homes & Villas** = 12M (15%)
- Personalized solos had the highest engagement:
  - Choice Of**: 63% O/R, 64% CTOR, \$1.2M, 5.5 BPK
  - ENC Deposit**: 30% O/R, 17% CTOR, \$724K, 0.52 BPK
  - EMEA**: 29% O/R, 6% CTOR, \$247K, 0.22 BPK







	Monthly Average	MAU	LPM	SOLO	COBRAND Acquisition	COBRAND Other	METT	BRAND BPP	TRAVELER	BONVOY ESCAPES
% of Delivered Emails	100%	18%	0%	49%	10%	2%	3%	0%	7%	11%
Delivered	160.8 M -24.3%	29.4 M 0.9%	214.2 K -92.9%	78.5 M 14.3%	15.6 M -60%	2.6 M -96.2%	5.4 M -43.7%	145.7 K -98.3%	11.9 M -17.1%	17.1 M 330.9%
Delivery %	99.0% +0.5 pts.	97.2% -1.5 pts.	94.0% -0.4 pts.	99.5% +1.5 pts.	99.6% +0.3 pts.	99.7% +0.0 pts.	97.5% -0.2 pts.	98.2% -1.0 pts.	99.7% +1.4 pts.	99.7% +0.0 pts.
Open	27.7 M -16.4%	4.4 M -8.5%	72.6 K -91.1%	14.8 M 31.6%	2.1 M -50%	603.6 K -95.3%	905.9 K -43.0%	28.2 K -98.3%	2.6 M 8.1%	2.2 M 305.4%
Open%	17.2% +1.6 pts.	14.9% -1.5 pts.	33.9% +6.9 pts.	18.8% +2.5 pts.	13.7% +2.8 pts.	23.6% +4.8 pts.	16.8% +0.2 pts.	19.4% +0.2 pts.	21.7% +5.1 pts.	12.9% -0.8 pts.
Click	2.0 M -9.0%	521.8 K -8.6%	26.5 K -84.7%	946.1 K 47.9%	30.3 K -57.2%	106.7 K -82.9%	41.1 K -4.1%	753 -99.2%	164.9 K 40.6%	153.7 K 294.0%
CTR	1.24% +0.2 pts.	1.77% -0.2 pts.	12.36% +6.7 pts.	1.21% +0.3 pts.	0.19% +0.0 pts.	4.17% +3.3 pts.	0.76% +0.3 pts.	0.52% -0.5 pts.	1.38% +0.6 pts.	0.90% -0.1 pts.
CTOR	7.2% +0.6 pts.	11.9% -0.0 pts.	36.4% +15.4 pts.	6.4% +0.7 pts.	1.4% -0.2 pts.	17.7% +12.8 pts.	4.5% +1.8 pts.	2.7% -2.7 pts.	6.4% +1.5 pts.	7.0% -0.2 pts.
Unsub.	250.0 K -37.8%	42.0 K -13.2%	582 -96.2%	145.5 K 9.0%	16.2 K -80%	672 -98.9%	1.2 K -88.7%	0 -100.0%	21.0 K -6.8%	22.8 K 186.6%
Unsub%	0.16% -0.0 pts.	0.14% -0.0 pts.	0.27% -0.2 pts.	0.19% -0.0 pts.	0.10% -0.10 pts.	0.03% -0.1 pts.	0.02% -0.1 pts.	0.00% -0.2 pts.	0.18% +0.0 pts.	0.13% -0.1 pts.
Bookings	18.6 K -45.4%	4.0 K -50.3%	429 -82.8%	9.3 K 28.3%	325 -69.7%	581 -96.7%	519 -41.3%	3 -99.8%	491 -18.7%	3.0 K 161.3%
Rmnts	41.9 K -44.4%	8.7 K -51.4%	889 -82.0%	21.7 K 29.9%	720 -67.7%	906 -97.3%	1.3 K -36.4%	7 -99.8%	1.0 K -26.0%	6.6 K 162.9%
Revenue	\$5.9 M -50.8%	\$1.3 M -56.7%	\$119.5 K -83.6%	\$3.0 M 14.0%	\$101.5 K -70.5%	\$98.2 K -97.9%	\$210.7 K -39.2%	\$2.9 K -99.6%	\$146.7 K -30.9%	\$936.0 K 133.5%
Conv%	0.93% -0.6 pts.	0.8% -0.6 pts.	1.6% +0.2 pts.	1.0% -0.2 pts.	1.07% -0.4 pts.	0.54% -2.3 pts.	1.26% -0.8 pts.	0.40% -1.7 pts.	0.30% -0.2 pts.	1.93% -1.0 pts.
BPK	0.12 -27.9%	0.13 -50.7%	2.00 143.8%	0.12 12.3%	0.02 -24.4%	0.23 -12.0%	0.10 4.1%	0.02 -90.5%	0.04 -1.9%	0.17 -39.3%

Note: Rolling 12-Month Average = July 2019-June 2020








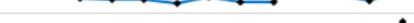
# Elite CTOR Increased MoM From Targeted Solos

- Elites had strong CTORs for the Elite Night Credit Solo and the Choice Of Announcement resulting in MoM spikes
- Non-Member CTOR decline was from the Gift Card Solo; it made up over a third of their delivered Solos & generated a 0.6% CTOR

July 2019 – July 2020

Jul '20 Engagement Trends			
NON-MEMBER	Del.	11.1 M	MoM +45% (+3.5 M)
	Open%	13.2%	
	CTOR	3%	
BASIC	Del.	99.6 M	MoM -23% (-29.8M)
	Open%	15.5%	
	CTOR	4%	
SILVER	Del.	17.0 M	MoM -25% (-5.5 M)
	Open%	17.7%	
	CTOR	9%	

July 2019 – July 2020

Jul '20 Engagement Trends			
GOLD	Del.	20.0 M	MoM -17% (-4.0 M)
	Open%	21.3%	
	CTOR	10%	
PLATINUM	Del.	6.5 M	MoM -13% (-1.0 M)
	Open%	24.6%	
	CTOR	14%	
TITANIUM	Del.	5.8 M	MoM -13% (-896.0 K)
	Open%	29.2%	
	CTOR	21%	
AMBASSADOR	Del.	779.9 K	MoM -6% (-48.3 K)
	Open%	29.9%	
	CTOR	24%	

# July 2020 Engagement by Region

- Open and click rate KPIs were relatively consistent across most regions with expected highs in Europe and lows in Asia
- Maximize engagement in Asia/APAC by targeting emails to past openers; save broader targeting for MAU and/or program update emails

Metrics	July 2020 Total	U.S. & Canada	CALA			APAC				EMEA			N/A
		North America	Caribbean Islands	Central America	South America	Asia	Pacific Islands	Australia	Antarctica	Europe	Middle East	Africa	
% of Emails sent	100%	85%	0%	1%	0%	7%	0%	1%	0%	4%	2%	1%	0%
Sent	162.4 M	138.0 M	171.2 K	862.5 K	705.3 K	11.6 M	222.3 K	1.3 M	177	5.9 M	2.7 M	902.4 K	10.1 K
Delivered	160.8 M	137.5 M	169.8 K	855.0 K	698.4 K	10.7 M	220.4 K	1.3 M	171	5.8 M	2.7 M	888.2 K	9.9 K
Delivery Rate	99.0%	99.6%	99.2%	99.1%	99.0%	92.2%	99.1%	99.2%	96.6%	99.0%	98.7%	98.4%	98.1%
Opens	27.7 M	23.3 M	28.3 K	165.8 K	118.5 K	1.5 M	39.7 K	286.7 K	31	1.5 M	598.6 K	171.1 K	2.2 K
Open Rate	17%	17%	17%	19%	17%	14%	18%	23%	18%	26%	22%	19%	22%
Clicks	2.0 M	1.6 M	2.7 K	12.7 K	9.7 K	162.8 K	2.7 K	17.3 K	2	121.9 K	36.2 K	13.1 K	174
CTR	1.24%	1.2%	1.6%	1.5%	1.4%	1.5%	1.2%	1.4%	1.2%	2.1%	1.3%	1.5%	1.8%
CTOR	7%	7%	10%	8%	8%	11%	7%	6%	6%	8%	6%	8%	8%
Unsubs	250.0 K	212.1 K	188	1.3 K	1.3 K	11.1 K	442	5.9 K	0	12.2 K	4.2 K	1.2 K	25
Unsub Rate	0.16%	0.15%	0.11%	0.15%	0.18%	0.10%	0.20%	0.47%	0.00%	0.21%	0.16%	0.14%	0.25%
Bookings	18.6 K	15.8 K	9	49	17	1.0 K	9	54	0	1.5 K	108	46	1
Rm Nights	41.9 K	35.4 K	39	157	102	1.9 K	18	113	0	3.6 K	365	174	1
Revenue	\$5.9 M	\$4.9 M	\$6.1 K	\$29.8 K	\$17.0 K	\$310.4 K	\$4.8 K	\$23.8 K	\$0	\$579.1 K	\$62.2 K	\$14.0 K	\$60



# KEY INITIATIVES & CAMPAIGNS

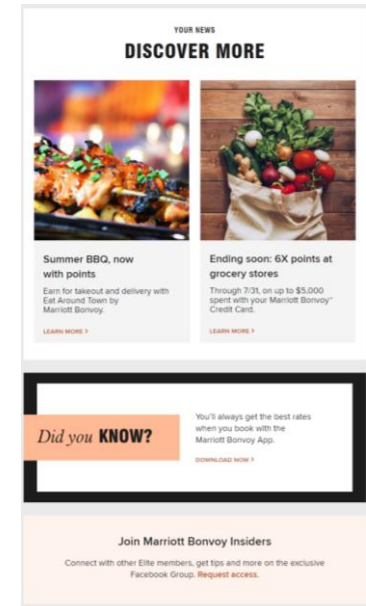
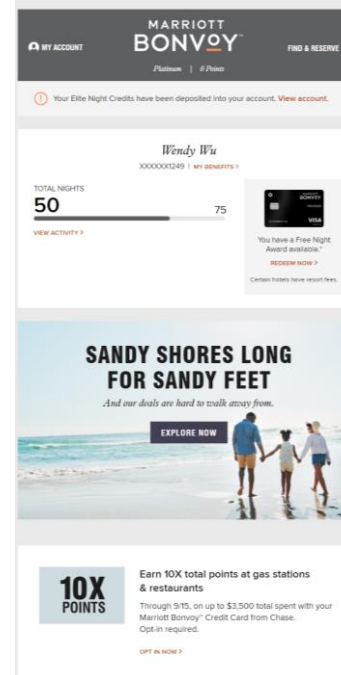
- Monthly Account Update (MAU)
- Traveler Newsletter
- Key Solos
  - Homes & Villas Solo
  - Homes & Villas Weekly Specials
  - EMEA Drive Market Solo & Resend

# MAU CREATIVE: JULY 2020

## EXAMPLE OF ENGLISH VERSION

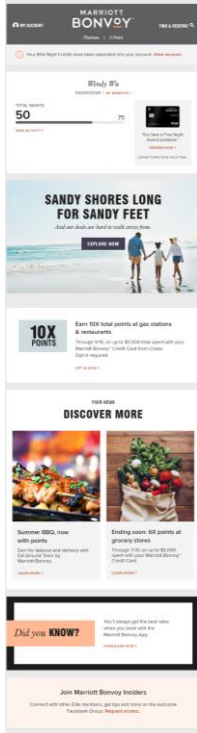
**Subject Line:** Your Marriott Bonvoy Account Update:  
Special Offers, Benefits & More

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



# MAU PERFORMANCE SUMMARY: JULY 2020

ALL VERSIONS: GLOBAL ENGLISH + IN. LANG. (7/28)



Time Period	Delivered	Opens	Open Rate	Clicks	CTR	CTOR	Unsub. Rate	Bookings	Revenue
<b>July 2020</b>	<b>29.4 M</b>	<b>4.4 M</b>	<b>14.9%</b>	<b>521.8 K</b>	<b>1.8%</b>	<b>11.9%</b>	<b>0.14%</b>	<b>4.0 K</b>	<b>\$1.3 M</b>
<i>For Comparison:</i>									
vs. MAU June '20	-1.1% (-339 K)	-3.5% (-159 K)	-0.4 pts.	+36.9% (+141 K)	+0.5 pts.	+3.5 pts.	+0.0 pts.	-22.5% (-1.1 K)	-9.0% (-\$124.2 K)
vs. MAU 12-Mos avg. (Jul '19 – Jun '20)	+0.9% (+273 K)	-8.5% (-406.4 K)	-1.5 pts.	-8.6% (-49.4 K)	-0.2 pts.	-0.0 pts.	-0.0 pts.	-50.3% (-4.0 K)	-56.7% (-\$1.6 M)

- Open rate of 14.9% was flat MoM and -1.5 pts. compared to the MAU average; Elite open rates remained flat MoM
- Alert Banner under the Headline generated 21.6% of email clicks, mostly from Elite members, and drove MoM CTOR increase
- Lift KPIs using contact history to personalize, create content, and engage readers; test ideas:
  - Test a subject line promoting Global Promo to previous solo non-openers & non-registrants
  - Include an offers module inviting Points.com & Gift Card promo purchasers to use their points
  - Show offer reminders to non-openers & non-clickers of the Americas & EMEA solo
  - Feature an Abandoned Search reminder to non-openers & non-clickers

# Elite Members Showed Significant CTOR Lifts From ENC Alert Banner

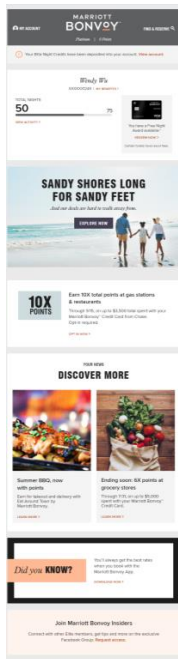
January – July 2020

Jul 2020		Engagement Trends	
BASIC	Deliv.	24.5 M	MoM -1.4% (-345.1 K)
	Open%	13.0%	
	CTOR	7.2%	
SILVER	Deliv.	1.9 M	MoM -1.3% (-25.2 K)
	Open%	19.7%	
	CTOR	23.4%	
GOLD	Deliv.	2.1 M	MoM + 0.8% (+ 16.5 K)
	Open%	24.9%	
	CTOR	24.4%	

January – July 2020

Jul 2020		Engagement Trends	
PLATINUM	Deliv.	462.7 K	MoM + 1.7% (+ 7.8 K)
	Open%	31.5%	
	CTOR	25.6%	
TITANIUM	Deliv.	432.7 K	MoM + 1.6% (+ 6.8 K)
	Open%	35.0%	
	CTOR	24.8%	
AMBASSADOR	Deliv.	58.5 K	MoM + 1.0% (+ 563)
	Open%	35.1%	
	CTOR	22.9%	

# MAU JULY 2020: HEATMAP (ENGLISH VERSION)



Module	Clicks	Bookings	% of Clicks	% of Bookings
Header	32.4 K	934	6.1%	25.0%
Alert Banner (ENC + Mask)	115.1 K	989	<b>21.6%</b>	<b>26.5%</b>
Account Box Personalization	211.1 K	1.4 K	<b>39.6%</b>	<b>38.6%</b>
Promotion	31.6 K	289	5.9%	7.7%
Cobrand (ACQ. & ECM)	48.8 K	0	9.2%	0.0%
News	49.6 K	45	9.3%	1.2%
Did You Know? Book Direct	4.2 K	0	0.8%	0.0%
Join MBV Insiders	2.4 K	0	0.4%	0.0%
Footer (includes brand bar)	37.8 K	36	7.1%	1.0%

- Timely alert message received more clicks than June hero (off peak LTO)
  - 115K clicks was +31% more than June hero
  - 96% of the clicks were from the Elite Night Credit alert message

🔔 Your Elite Night Credits have been deposited into your account. [View account.](#)

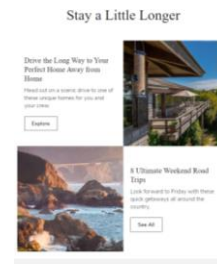
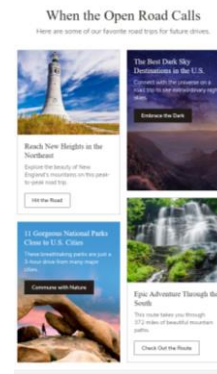
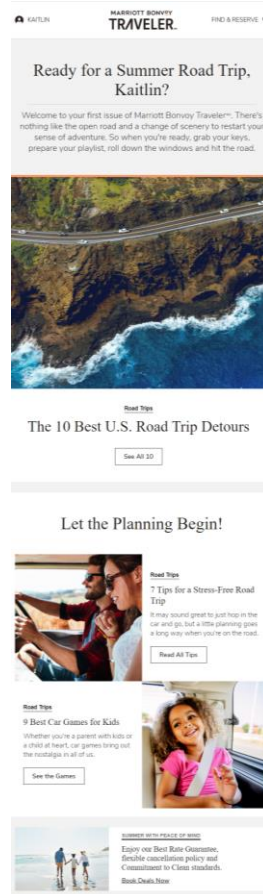
- Account Box engagement increased MoM by 4.6 pts.
- Promotion module featured Deals content and generated 5.9% of email clicks
  - Consider mentioning some of the deals on the landing page for a stronger reason to click

# TRAVELER CREATIVE: JULY 2020

**Theme:** Road Trips

**Subject Line:** The Open Road Misses You, Jen

**Pre-Header:** Including tips, routes, detours and more to help you make the most of the season.



## TRAVELER PERFORMANCE SUMMARY & GOALS (7/18)

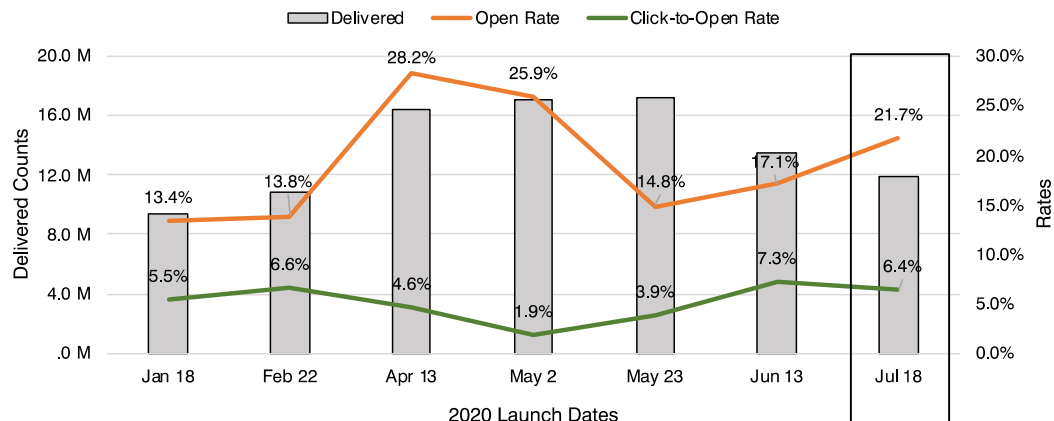
- Road trip themed newsletter generated record high engagement; highest traffic volume and more time spent on the website YTD
- 136K site visits was the highest YTD; up 127% vs. Goal and up 69% MoM
- Visitors spent more time reading road trip articles with an average duration of over 5 minutes
- Pages per session was lower than goal and 2019 avg. of 2.6; impact from above average duration times
- Open rate of 21.7% was +6.7 pts over goal and the 3<sup>rd</sup> highest YTD; subject line optimization and removing consistent non-openers helped boost campaign performance

2020 Campaign Goals			
Metrics	July 18 <sup>th</sup> Email	Monthly Goal	vs. Goal
Open Rate	21.7%	15%	+6.7 pts.
CTOR	6.4%	6%	+0.4 pts.
Visits	136,166	60,000	+127%
Duration	5:35	1:20	+320%
Pages/Session	1.27	1.5	-15%

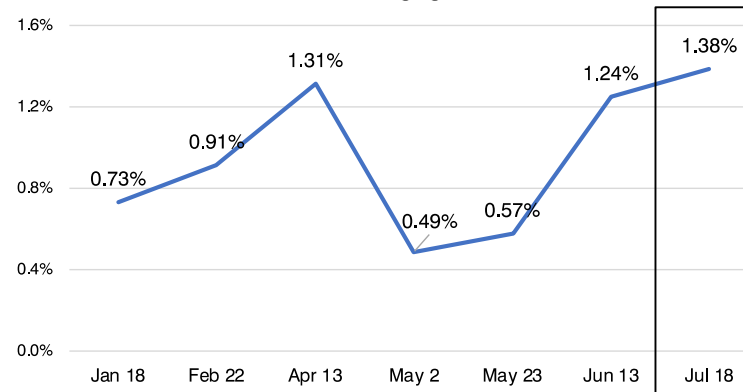
# July 2020 Road Trip Content Drove Above Average Open & Click KPIs

- Open rate of 21.7% was +4.6 pts. MoM and +7.1 pts. YoY; continue to expand on subject line and pre-header optimization tactics to help lift rates; plans are in place to geo-target subject lines by region in August
- 1.4% CTR was the highest since 2018; road trip content has been proven to engage readers during this time of year and is an annual theme

Traveler 2020 Engagement Trends



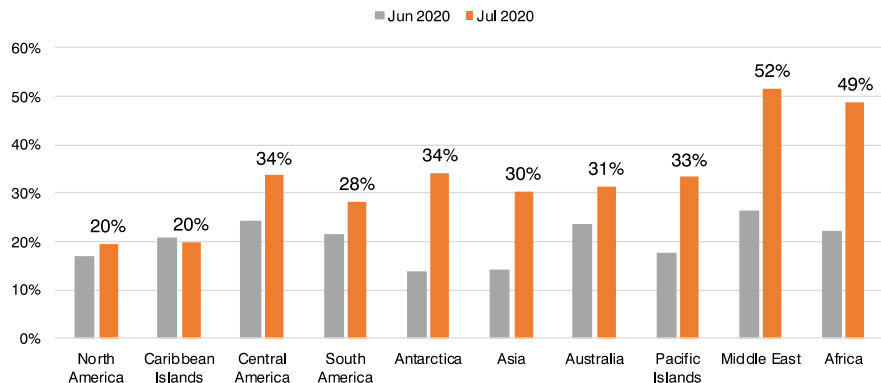
Traveler 2020 Engagement: CTR



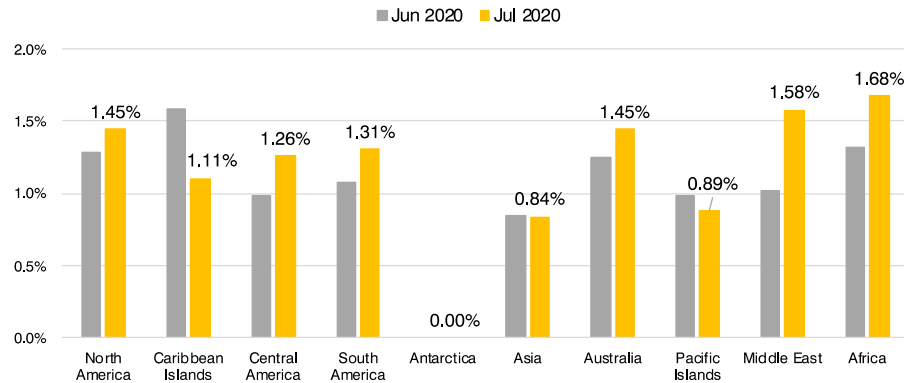
# Road Trips Engaged All Regions

- Email is successfully capturing the attention of members and non-members with travel inspiration messages
- Open rates were up MoM for most regions, except for a slight decline in the Caribbean Islands
- CTR was also up across most regions compared to June; shows how content was relevant for readers globally

Open Rates by Region  
July vs June 2020






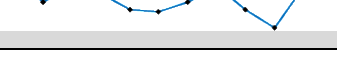


CTR by Region  
July vs June 2020











	U.S. & Canada		CALA			APAC				EMEA		
Regions	North America		Caribbean Islands	Central America	South America	Antarctica	Asia	Australia	Pacific Islands	Europe	Middle East	Africa
Delivered	9.9 M		37.0 K	40.3 K	52.2 K	38	1.2 M	392.0 K	54.9 K	0	161.6 K	61.1 K

# July 2020 Open Rates Up MoM For All Members; CTOR Remained Steady

July 2019 – July 2020

Jul '20		Engagement Trends	
NON-MEMBER	Del.	47.2 K	MoM -5% (-2.2 K)
	Open%	71.1%	
	CTOR	2.0%	
BASIC	Del.	9.9 M	MoM +2% (+190.5 K)
	Open%	19.7%	
	CTOR	5.1%	
SILVER	Del.	730.3 K	MoM -52% (-775.5 K)
	Open%	26.9%	
	CTOR	9.1%	

July 2019 – July 2020

Jul '20		Engagement Trends	
GOLD	Del.	831.9 K	MoM -44% (-646.6 K)
	Open%	30.3%	
	CTOR	10.4%	
PLATINUM	Del.	193.1 K	MoM -48% (-180.0 K)
	Open%	36.5%	
	CTOR	12.9%	
TITANIUM	Del.	205.0 K	MoM -46% (-173.7 K)
	Open%	39.3%	
	CTOR	13.7%	
AMBASSADOR	Del.	27.9 K	MoM -45% (-22.8 K)
	Open%	37.5%	
	CTOR	13.1%	

# JULY 18<sup>th</sup> Heat Map (ALL Versions)

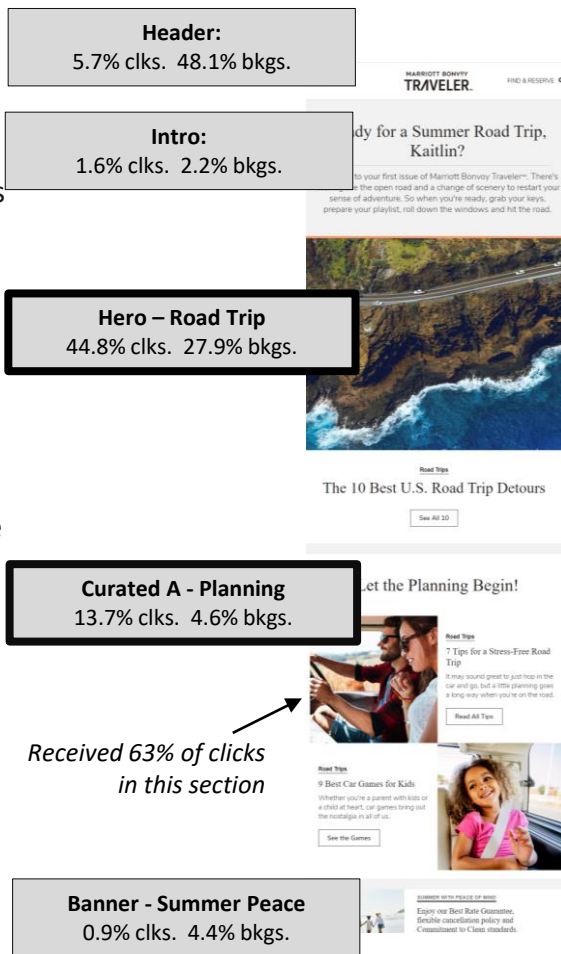
Readers scrolled and engaged with articles in all sections

## Top 3 articles

1. 10 Best Road Trip Detours (Hero)
2. 7 Tips Stress-Free Trip (Curated A)
3. 8 Ultimate Weekend Road Trips (Curated C)

Travel poll was included to understand the mindset of readers and how they feel about traveling

- Leveraged Wylei technology to manage poll and drive traffic back to Traveler website
- 75% of respondents are ready to travel again
- Planning to use poll results in Aug. newsletter



**Curated B – Open Road**  
11.3% clks. 6.1% bkggs.

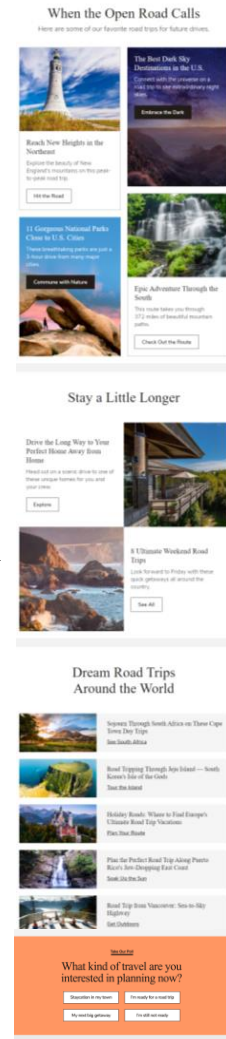
**Curated C – Stay Longer**  
7.6% clks. 3.6% bkggs.

Received 63% of clicks  
in this section →

**Reading List - Dream Trips**  
4.6% clks. 2.0% bkggs.

**Wylei Poll**  
2.3% clks. 0.0% bkggs.

**Footer:**  
7.1% clks. 0.6% bkggs.



# HOMES & VILLAS: SOLO (7/14)

**SL (Used AIQ):** Dana, Our 12 Weeks of Summer Continues  
**PH:** Get 10% off a spacious private home rental.

Deployments	Delivered	Open Rate	CTR	CTOR	Unsub. Rate	HVMI Tracked Bookings
July Solo	10.0 M	14.6%	1.2%	8.1%	0.16%	125
<i>For Comparison:</i>						
vs. June HVMI Solo	-2.1% (-214.3 K)	-1.8 pts.	-0.1 pts.	+0.3 pts.	-0.00 pts.	-20.4%

- Email leveraged Agility IQ technology to test 8 different subject lines; the versions that felt personal and emphasized privacy generated the highest open rates and CTORs for most segments
  - “Your Beach. Your Pool. Your Mountain View.”
  - “Enjoy Privacy and Savings with Homes and Villas by Marriott”
  - “Find Your Perfect Private Home to Rent This Summer”
- Both click rates and unsub. rates were flat MoM, which means the subject line options attracted an engaged audience
- Since the Featured Homes module drove more clicks, consider testing an email version with just a header and a list of featured homes to lift overall click rates; include “See All” CTA as an additional click-catcher

## Member, North Am. Email Version

**Header:**  
8.3% clks.

**Hero:**  
35.8% clks.

**Featured Homes:**  
49.6% clks.

% of Section Clicks:

- Avon: 21%
- Galveston: 13%
- Sonoma: 16%
- Orlando: 16%
- See All Homes CTA: 35%

**Footer:**  
6.3% clks.

# HOMES & VILLAS: WEEKLY SPECIALS (7/22 & 7/29)

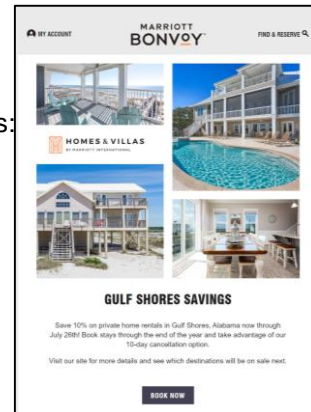
Deployments	Delivered	Open Rate	CTR	CTOR	Unsub. Rate	HVMI Tracked Bookings
7/22	1.2 M	14.5%	1.32%	9.1%	0.07%	17
7/29	803.7 K	16.4%	1.48%	9.1%	0.07%	89
<b>Combined</b>	<b>2.0 M</b>	<b>15.3%</b>	<b>1.39%</b>	<b>7.8%</b>	<b>0.07%</b>	<b>106</b>
<i>For Comparison:</i>						
vs. July HVMI Solo	-79.9% (-8.0 M)	+0.6 pts.	+0.20 pts.	+1.0 pts.	-0.09 pts.	-15.2%

- Weekly specials emails offered a 10% discount on new locations each week; campaign went to a select group of geo-targeted Elites
- Silver members had below average open rates, 12.4% for 7/22 deployment and 13.5% for 7/29; both deployments, upper levels had open rates that were +3 pts.
- Leverage AIQ tech. to test destination specific and offer based subject lines with previous privacy & personalization winners
- Personalize for cardholders by highlighting earning opp. in the pre-header and/or body copy – show math using average rental cost

7/22 Email

**SL:** Gulf Shore Savings:  
10% Off Now

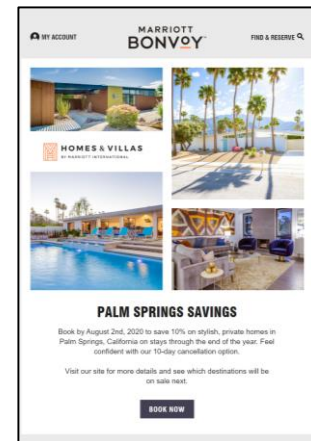
**PH:** The deals keep  
coming in waves.



7/29 Email

**SL:** Palm Springs  
Perfection: 10% Off

**PH:** Swanky vibes and  
cool pools for your Rat  
Pack.



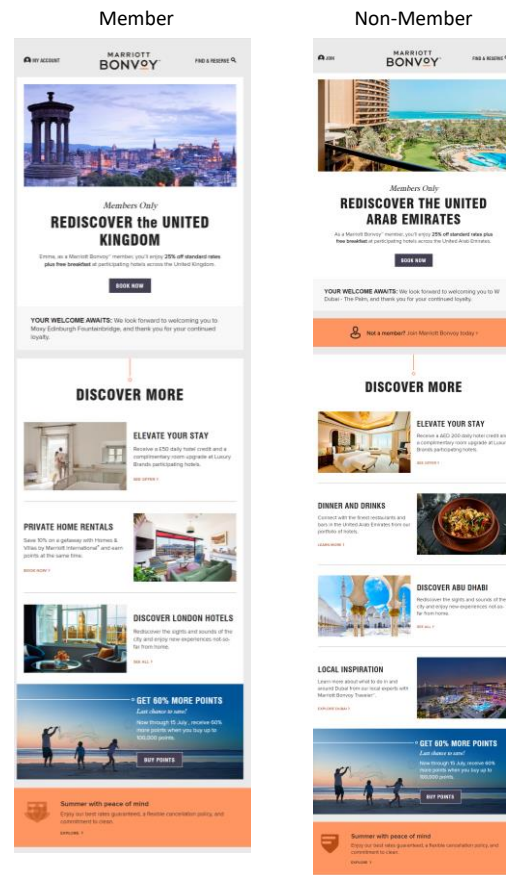
# EMEA REGIONAL SOLOS: JULY 2020

Deployments	Delivered	Open Rate	CTR	CTOR	Unsub%	Bookings	Revenue
INITIAL 7/11	2.7 M	26.5%	1.7%	6.5%	0.23%	619	\$199.1 K
RESEND 7/25	658.8 K	40.2%	2.1%	5.3%	0.34%	139	\$48.2 K
<b>Total</b>	<b>3.4 M</b>	<b>29.2%</b>	<b>1.8%</b>	<b>6.2%</b>	<b>0.25%</b>	<b>758</b>	<b>\$247.3 K</b>
<i>For Comparison: Initial 7/11 vs. June EMEA solo deployments</i>							
Initial vs. June	+148.5%	+6.7 pts.	-0.3 pts.	-3.8 pts.	0.0 pts.	+94.0%	+43.9%

- Regional solo offered 25% off plus free breakfast; same offer from June solo
- Targeting criteria was expanded to capture all residents in featured countries (14)
  - Open rate was 6.7 pts higher than June mailing, and resend provided additional exposure and engagement (40% open rate)
- Resend successfully engaged readers (40% open rate)
  - Targeted to those who received both June & July solo emails, but did not open the initial July email + those who opened the July email, but did not click
  - Recommend leveraging targeting criteria for future resends
  - Lift open rates by changing the subject line for those that opened but didn't click with a little FOMO or urgency messaging

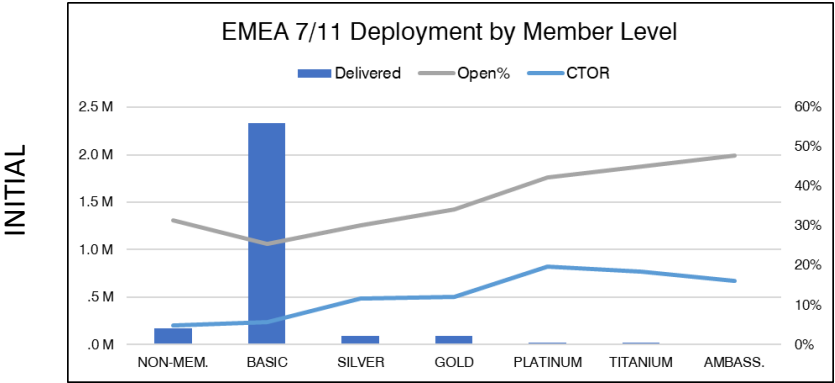
MEMBER & NON-MEMBER:

**SL:** Save 25% at hotels across the United Kingdom.  
**PH:** Plus free breakfast, a flexible cancellation policy, and our commitment to clean

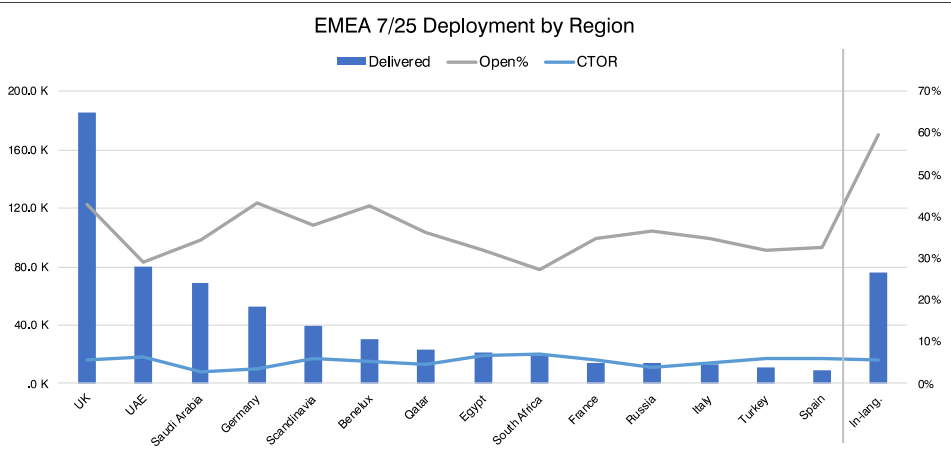
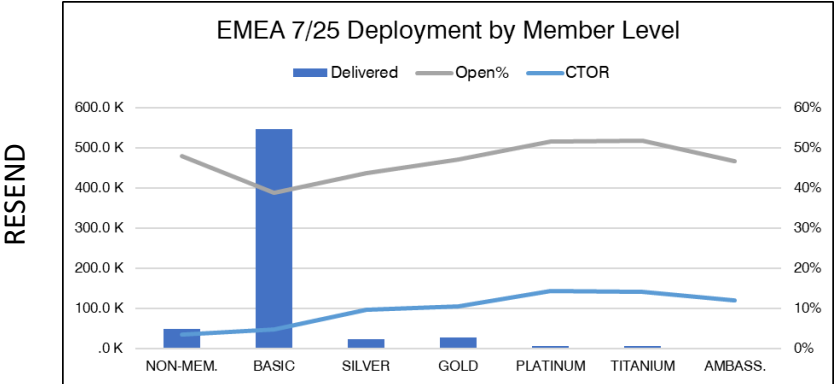
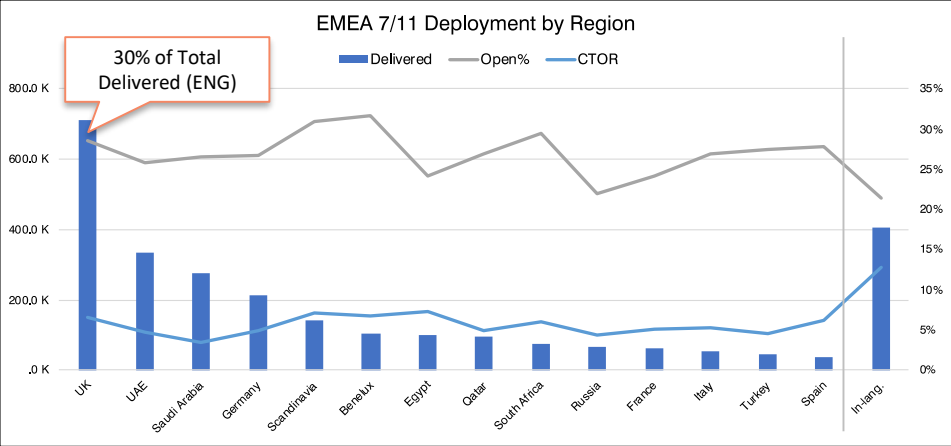


# Overall Engagement Driven By Basic Members and UK Residents; Right Size For Future Optimizations

Member Level Engagement: All Versions



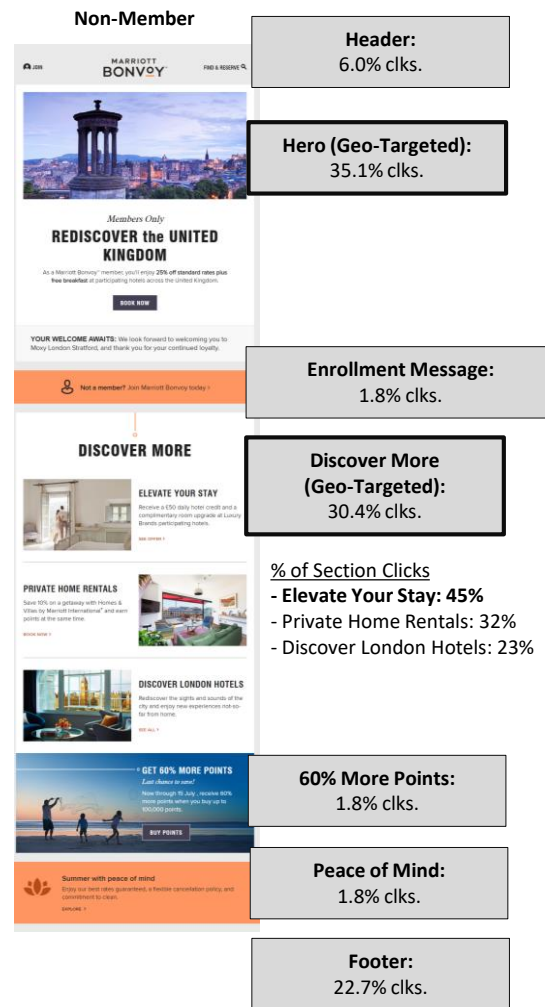
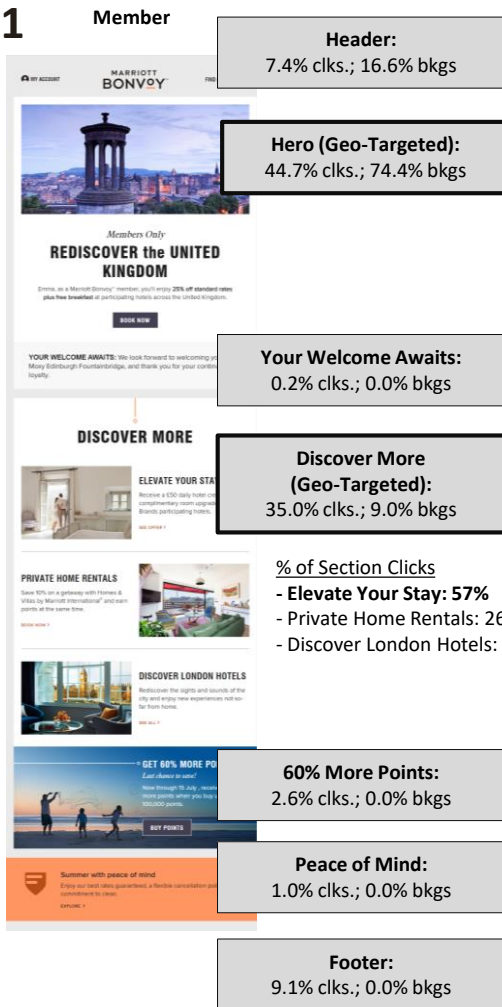
Regional Engagement: English Versions



# EMEA REGIONAL INITIAL SOLO: 7/11

(UK Version)

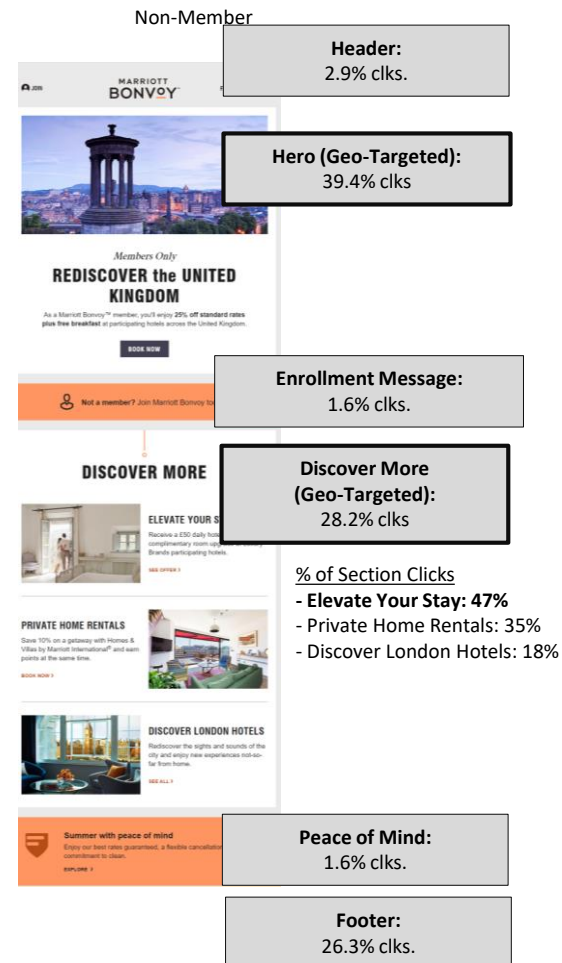
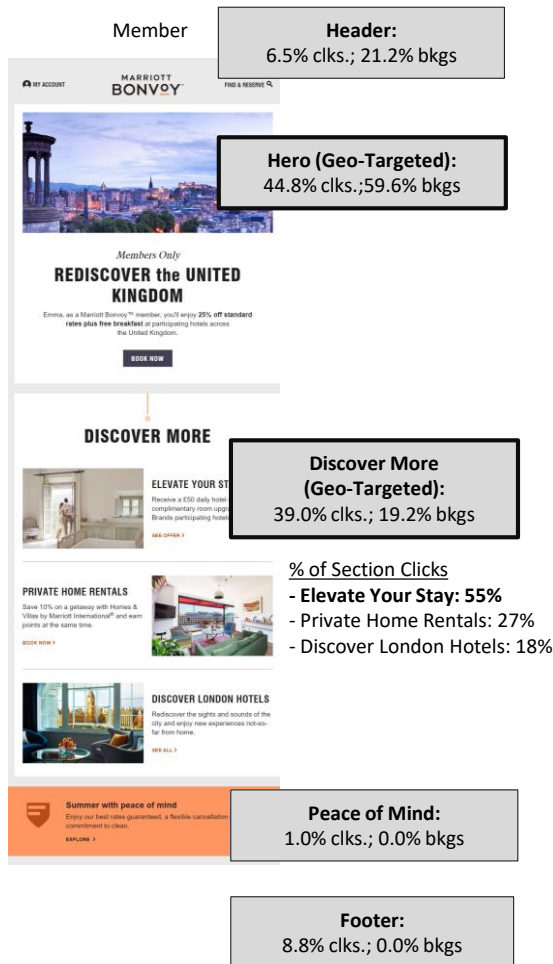
- Most clicks were on geo-targeted hero
- Luxury offer “Elevate Your Stay” drove most of the engagement in the secondary module for both members and non-members
- Almost all campaign bookings were from members; only 5 from non-members (4 from hero & 1 from enrollment stretchy band)
- Readers engaged with Peace of Mind content; consider highlighting individual benefits to keep content fresh each month
  - Highlight flexible cancellation one month, then clean practices the next



# EMEA REGIONAL RESEND: 7/25

(UK Version)

- Resend successfully engaged non-openers and non-clickers from initial email
- Member and non-member engagement was aligned with the initial mailing





# TESTING & OPTIMIZATION

# Subject Line Optimization Results Were A Close Call For New Traveler Readers

Road trip content resonated with emailers, regardless of the subject line approach

TRAVELER: REST AUDIENCE 1	RESULTS (Winner vs. Other SLs)	DESCRIPTION OF WINNER
Your Summer Road Trip Planner	Winner	Personalized, Themed  <i>*Open rate lifts were NOT statistically significant</i>
Are you ready for a summer road trip?	+0.2 pts.	
The Open Road Misses You	-0.4 pts.	

TRAVELER: REST AUDIENCE 2		
Your Summer Road Trip Planner	Winner	Personalized, Themed  <i>*Open rate lifts were NOT statistically significant</i>
Are you ready for a summer road trip?	+0.1 pts.	
The Open Road Misses You	-0.1 pts.	

**PRE-HEADER:** Including tips, routes, detours and more to help you make the most of the season.

## Subject Line Optimization Results Were Clear For Previous Traveler Readers

TRAVELER: ENGAGED AUDIENCE	RESULTS (Winner vs. Other SLs)	DESCRIPTION OF WINNER
The Open Road Misses You	Winner	Personalized, themed  *Open rate lifts were statistically significant
Your Summer Road Trip Planner	+0.9 pts.	
Are you ready for a summer road trip?	+1.0 pts.	

**PRE-HEADER:** Including tips, routes, detours and more to help you make the most of the season.

# Traveler July 2020 – INTERACTIVE POLL

## Test Overview:

- Use Wylei's Interactive Poll technology to glean insights into Traveler subscriber's interest in upcoming travel.
- Display the live results on a MBT branded landing page which contains additional links to inspirational travel based on the answers.

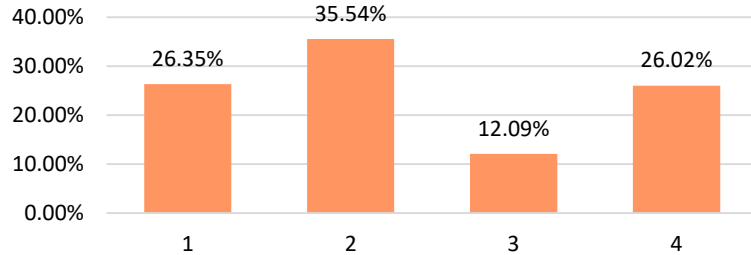
## Poll Details:

- **Headline Question**
  - What kind of travel are you interested in planning now?
- **Answers:**
  - 1 – Staycation in my town
  - 2 – I'm ready for a road trip
  - 3 – My next big getaway
  - 4 – I'm still not ready

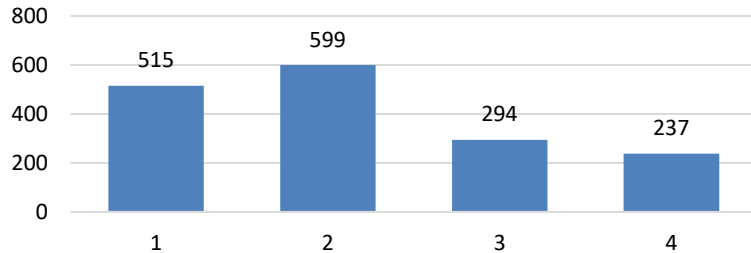


# Traveler July 2020 – INTERACTIVE POLL

OVERALL RESULTS (% of Clicks)



LANDING PAGE CLICKS (# of Clicks)



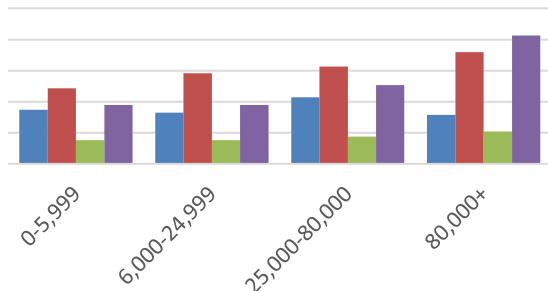
1 – Staycation in my town | 2 – I’m ready for a road trip  
3 – My next big getaway | 4 – I’m still not ready

- Overall, **(2) I’m ready for a road trip** performed best. This was consistent across almost all audience segments.
- **(1) Staycation in my town** and **(4) I’m still not ready** were 2<sup>nd</sup> and 3<sup>rd</sup> respectively, but variations occurred across different audience segments.
- **(3) My next big getaway** was the lowest performing answer across all audience segments.

# Traveler July 2020 – INTERACTIVE POLL

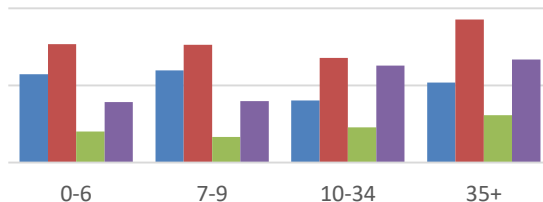
- 1 – Staycation in my town
- 2 – I'm ready for a road trip
- 3 – My next big getaway
- 4 – I'm still not ready

POINTS BALANCE (CTOR)



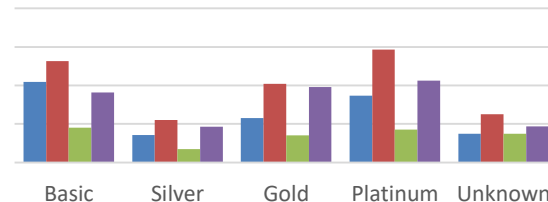
- **(4) I'm still not ready** outperformed **(1) Staycation in my town** across all Point Balance segments. It had the highest CTOR with audience members of 80,000+ points.

NIGHTS (CTOR)



- **(2) I'm ready for a road trip** was consistently the most popular answer.
- **(4) I'm still not ready** outperformed **(1) Staycation in my town** with audience members of with higher number of nights.

TIER (CTOR)



- **(2) I'm ready for a road trip** was consistently the most popular answer.
- Similar to "Nights", **(4) I'm still not ready** outperformed **(1) Staycation in my town** with higher tier audience.



# ACTIONABLE INSIGHTS

# ACTIONABLE INSIGHTS

- Continue to look for opportunities to refine targeting (resting unengaged) and to personalize (contextual relevance) to drive bookings; for example, target Points.com and gift card promo clickers and purchasers with content that encourages bookings
- Maximize engagement in Asia/APAC by targeting emails to past openers; save broader targeting for MAU and/or program update emails
- Lift MAU email KPIs using contact history to personalize, create content, and engage readers; a few example test cases:
  - Test a subject line promoting Global Promo to previous solo non-openers & non-registrants
  - Include an offers module inviting Points.com & Gift Card promo purchasers to use their points
  - Show offer reminders to non-openers & non-clickers of the Americas & EMEA solo
  - Feature an Abandoned Search reminder to non-openers & non-clickers
- When featuring generic deals content in MAU (or other emails), consider mentioning some of the deals on the landing page for a stronger reason to click; use image animation to cycle through some of the types of offers someone would see on the landing page

# ACTIONABLE INSIGHTS

- Traveler recommendations:
  - Continue to feature articles that help readers plan staycations and road trips; consider using the word ‘staycation’ in future subject line tests to lift open rates
  - Geo-targeting content helped engage readers globally; expand tactics to subject lines and/or pre-headers to help lift open rates
  - Interactive content, like polls, capture the mindset of members and engage readers; plan for either a poll or quiz each quarter and then share results in next deployment
    - Look for higher placement to increase engagement
    - Use insights to drive future email content and/or targeting criteria
- Since the Featured Homes module drove more clicks in the July Homes & Villas solo, consider testing an email version with just a header and a list of featured homes to lift overall click rates – include a CTA that links over to the homepage like, “See All Homes” to capture additional clicks
- Personalize Homes & Villas email content for cardholders by highlighting their earning opportunities; leverage the pre-header and/or dynamic body copy to tout additional point earnings – could also be an acquisition play for additional point earnings (show math using average rental cost)

## ACTIONABLE INSIGHTS

- Continue using the same targeting approach for future EMEA resends; lift open rates by changing the subject line for those that opened but didn't click using a slight urgency message or FOMO
  - Target to those who received both previous solo emails, but did not open AND
  - Target those who opened the initial months email, but did not click
- Readers engaged with Peace of Mind content in EMEA Solo; consider highlighting individual benefits to keep content fresh each month: flexible cancellation one month, then clean practices the next

# Thank You!

# APPENDIX

## Elite Member Inbox: 7/1 – 7/31/2020

<b>Marriott Bonvoy</b> 7/1/2020 <b>Earn 75,000 Bonus Points with a Boundless...</b> Earn 30,000 bonus points with a no-annual-fee Bold Card. My Account Find & Reserve	<b>Marriott Bonvoy</b> 7/9/2020 <b>You Choose: 2 Great Credit Card Offers</b> Earn bonus points: 75,000 Boundless. 30,000 Bold. My Account Find & Reserve Earn Now.	<b>Marriott Bonvoy Traveler</b> 7/18/2020 <b>Are you ready for a summer road trip, Bry...</b> Including tips, routes, detours and more to help you make the most of the season.	<b>Marriott Bonvoy</b> 7/23/2020 <b>We've Added 25 Elite Night Credits to You...</b> We look forward to welcoming you back to a rewarding stay. My Account Find & Reserve
<b>Shop Marriott</b> 7/4/2020 <b>Oh Say Can You Save (Up to 30%)</b> Celebrate Independence Day with positively patriotic savings. Save \$500 on the Marriott	<b>Shop Marriott</b> 7/11/2020 <b>This Just In: New Outdoor Furniture</b> Web Version: <a href="https://view.em.shopmarriott.com">https://view.em.shopmarriott.com</a>	<b>Marriott Bonvoy</b> 7/21/2020 <b>Save 15% on Marriott Bonvoy eGiftCards</b> Buy now. Redeem later for rooms and more. My Account Find & Reserve Marriott's	<b>Marriott Bonvoy</b> 7/24/2020 <b>You Choose: 2 Great Credit Card Offers</b> Boundless = 100,000 points. Bold = 50,000 points. My Account Find & Reserve You
<b>Eat Around Town by Marriott ...</b> 7/7/2020 <b>Planning on Ordering in Tonight?</b> <a href="http://view.email.rewardsnetwork.com/?qs=a07a40bfa0ecbdb91ce24c08470a26e31">http://view.email.rewardsnetwork.com/?qs=a07a40bfa0ecbdb91ce24c08470a26e31</a>	<b>Marriott Bonvoy</b> 7/14/2020 <b>Find Your Perfect Private Home to Rent Th...</b> Get 10% off a spacious private home rental. My Account Find & Reserve SAVE NOW, STAY	<b>Eat Around Town by Marriott...</b> 7/21/2020 <b>Get Rewarded With Marriott Bonvoy Points</b> <a href="http://view.email.rewardsnetwork.com/?qs=0b718bf2f90a4693b61c755d8f5fa200b">http://view.email.rewardsnetwork.com/?qs=0b718bf2f90a4693b61c755d8f5fa200b</a>	<b>Marriott Bonvoy</b> 7/28/2020 <b>Your Marriott Bonvoy Account Update: Sp...</b> See What's New in July My Account Find & Reserve Platinum   187516 Points Your Elite
<b>Courtyard Boston Copley</b> 7/8/2020 <b>Experiencing a New Normal</b> During this COVID-19 Pandemic, it is easy to identify those things we have lost...	<b>Shop Marriott</b> 7/15/2020 <b>Summer's Here (And So Is Our Sale)</b> Enjoy up to 30% off all your Marriott favorites including the Marriott bed, linens, pillows,	<b>Marriott Bonvoy Boutiques</b> 7/21/2020 <b>Shop Wellness Essentials from Your FAVORI...</b> Plus, save 15% on eGiftCards to use on bedding, bath, and soothing scents. My	<b>Marriott Bonvoy</b> 7/29/2020 <b>Palm Springs Perfection: 10% Off</b> Swanky vibes and cool pools for your Rat Pack. My Account Find & Reserve Palm
<b>Marriott Bonvoy</b> 7/8/2020 <b>Save 25% This Summer with Marriott Bonv...</b> You don't have to go far for great deals. my account Find & Reserve Save 25% on our	<b>Marriott Bonvoy</b> 7/15/2020 <b>Save 25% This Summer with Marriott Bonv...</b> You don't have to go far for great deals. my account Find & Reserve Save 25% on our	<b>Shop Marriott</b> 7/22/2020 <b>Discover Your Best Sleep   \$500 Off Beds ...</b> Last chance to save up to 30% on outdoor furniture, signature linens, Bourbon bar	<b>Marriott Bonvoy</b> 7/30/2020 <b>Earn 75,000 Bonus Points</b> Get the Marriott Bonvoy Business American Express Card. My Account Find & Reserve
<b>Marriott Bonvoy</b> 7/8/2020 <b>Be Rewarded with More Points and Skywa...</b> Fly, stay and earn with Your World Rewards. My Account Find & Reserve Join in Enrol in	<b>Marriott Bonvoy</b> 7/16/2020 <b>Earn 75,000 Bonus Points</b> Get the Marriott Bonvoy Business American Express Card. My Account Find & Reserve	<b>Marriott Bonvoy</b> 7/22/2020 <b>Save 25% This Summer with Marriott Bonv...</b> You don't have to go far for great deals. my account Find & Reserve Save 25% on our	

23 Total Campaigns	
# Loyalty	# Non-Loyalty
15	8

# MARRIOTT BONVOY

## EMAIL PROGRAM TOTALS: YTD 2020 (Jan-July)

% of Total Emails Sent	100%	16%	2%	2%	44%	0%	0%	0%	13%	2%	4%	3%	3%	3%	8%
	Total	MAU	OFFERS & PACKAGES	LPM	SOLO	PROMO	ATM Invites	ATM Other	COBRAND Acquisition	COBRAND Other	MOMENTS	METT	BRAND BPP	BONVOY ESCAPES	TRAVELER
SENT	1.2 B	197.9 M	26.4 M	21.4 M	532.1 M	639.7 K	1.2 M	1.5 M	152.4 M	18.4 M	47.4 M	35.9 M	31.3 M	40.7 M	97.0 M
DELIVERED	1.2 B	195.2 M	26.2 M	20.2 M	522.9 M	637.3 K	1.1 M	1.4 M	151.4 M	18.4 M	47.3 M	35.4 M	31.0 M	40.6 M	96.2 M
DELIVERY%	98.7%	98.7%	98.9%	94.6%	98.3%	99.6%	93.2%	98.4%	99.4%	99.7%	99.8%	98.6%	99.2%	99.7%	99.2%
OPEN	205.5 M	32.4 M	4.0 M	6.2 M	93.9 M	240.7 K	199.4 K	178.4 K	17.8 M	4.3 M	8.7 M	6.1 M	6.7 M	5.6 M	19.2 M
OPEN%	17.3%	16.6%	15.4%	30.6%	18.0%	37.8%	17.4%	12.4%	11.7%	23.3%	18.5%	17.1%	21.7%	13.7%	20.0%
CLICK	13.2 M	3.7 M	336.0 K	1.4 M	4.7 M	36.3 K	41.5 K	24.4 K	285.7 K	270.0 K	432.4 K	207.2 K	392.2 K	412.8 K	896.9 K
CTR	1.1%	1.9%	1.3%	7.1%	0.9%	5.7%	3.6%	1.7%	0.19%	1.5%	0.9%	0.6%	1.3%	1.0%	0.9%
CTOR	6.4%	11.3%	8.4%	23.3%	5.1%	15.1%	20.8%	13.7%	1.6%	6.3%	4.9%	3.4%	5.8%	7.4%	4.7%
UNSUB	2.2 M	292.4 K	50.1 K	111.7 K	1.1 M	87	3.3 K	3.4 K	243.5 K	9.3 K	29.6 K	9.8 K	73.6 K	58.9 K	156.2 K
UNSUB%	0.18%	0.15%	0.19%	0.55%	0.21%	0.01%	0.29%	0.24%	0.16%	0.05%	0.06%	0.03%	0.24%	0.15%	0.16%
BOOKINGS	134.1 K	28.9 K	5.6 K	16.9 K	33.1 K	2.7 K	157	153	3.9 K	4.6 K	14.2 K	4.2 K	7.8 K	8.9 K	3.0 K
RMNTS	299.8 K	66.4 K	12.6 K	30.5 K	78.5 K	5.6 K	373	432	8.2 K	9.7 K	33.3 K	9.5 K	17.0 K	20.8 K	6.8 K
REVENUE	\$45.9 M	\$10.2 M	\$2.2 M	\$4.3 M	\$12.0 M	\$877.5 K	\$52.2 K	\$63.4 K	\$1.2 M	\$1.4 M	\$4.9 M	\$1.8 M	\$2.7 M	\$3.1 M	\$1.1 M
CONV%	1.02%	0.79%	1.66%	1.17%	0.70%	7.55%	0.38%	0.63%	1.36%	1.72%	3.28%	2.01%	1.98%	2.15%	0.34%
BPK	0.11	0.15	0.21	0.84	0.06	4.30	0.14	0.11	0.03	0.25	0.30	0.12	0.25	0.22	0.03

BPK = Bookings per Thousand Delivered Emails

Financial data source: Omniture 7-day

# **Regional Engagement:**

## Executive Dashboards July 2020

# Executive Dashboard: North America

July 2020

U.S. and Canada									
North America	Total	MAU	LPM	Solo	Cobrand Acquisition	Cobrand Other	METT	Bonvoy Escapes	Traveler
SENT	138.0 M	18.0 M	164.0 K	72.3 M	15.4 M	2.4 M	2.8 M	16.9 M	10.0 M
DELIVERED	137.5 M	18.0 M	159.0 K	71.9 M	15.4 M	2.4 M	2.8 M	16.9 M	9.9 M
DELIVERY%	99.6%	99.7%	97.0%	99.5%	99.6%	99.7%	99.8%	99.7%	99.7%
OPEN	23.3 M	2.9 M	57.1 K	13.1 M	2.1 M	566.2 K	477.2 K	2.2 M	1.9 M
OPEN%	16.9%	15.9%	35.9%	18.2%	13.6%	23.2%	17.2%	12.9%	19.5%
CLICK	1.6 M	362.6 K	20.3 K	782.3 K	29.6 K	102.8 K	19.6 K	151.7 K	143.7 K
CTR	1.17%	2.02%	12.76%	1.09%	0.19%	4.21%	0.71%	0.90%	1.45%
CTOR	6.9%	12.7%	35.5%	6.0%	1.4%	18.2%	4.1%	7.0%	7.4%
UNSUB	212.1 K	23.7 K	323	134.0 K	16.0 K	.6 K	.0 K	22.6 K	14.9 K
UNSUB%	0.15%	0.13%	0.20%	0.19%	0.10%	0.03%	0.00%	0.13%	0.15%
BOOKINGS	15.8 K	3.0 K	362	7.8 K	316	492	354	3.0 K	467
RMNTS	35.4 K	6.6 K	756	18.2 K	700	808	866	6.6 K	898
REVENUE	\$4.9 M	\$896.8 K	\$95.5 K	\$2.5 M	\$97.6 K	\$83.2 K	\$138.8 K	\$932.1 K	\$133.7 K

# Executive Dashboard: CALA

CALA							
Caribbean Island	Total	MAU	LPM	Solo	Cobrand Other	Bonvoy Escapes	Traveler
SENT	171.2 K	79.5 K	636	34.8 K	40	18.9 K	37.2 K
DELIVERED	169.8 K	78.8 K	567	34.6 K	40	18.8 K	37.0 K
DELIVERY%	99.2%	99.0%	89.2%	99.4%	100.0%	99.5%	99.4%
OPEN	28.3 K	11.8 K	140	6.4 K	14	2.6 K	7.4 K
OPEN%	16.7%	15.0%	24.7%	18.4%	35.0%	13.6%	19.9%
CLICK	2.7 K	1.4 K	73	680	1	162	409
CTR	1.62%	1.80%	12.87%	1.96%	2.50%	0.86%	1.11%
CTOR	9.7%	12.0%	52.1%	10.7%	7.1%	6.4%	5.6%
UNSUB	188	91	2	37	0	20	38
UNSUB%	0.11%	0.12%	0.35%	0.11%	0.00%	0.11%	0.10%
BOOKINGS	9	4	0	3	0	1	1
RMNTS	39	13	0	10	0	4	12
REVENUE	\$6.1 K	\$1.4 K	\$0	\$690	\$0	\$374	\$3.7 K

CALA								
Central America	Total	MAU	LPM	Solo	Cobrand Other	METT	Bonvoy Escapes	Traveler
SENT	862.5 K	474.4 K	1.5 K	75.3 K	58	161.1 K	109.7 K	40.4 K
DELIVERED	855.0 K	470.5 K	1.3 K	75.1 K	58	159.0 K	108.8 K	40.3 K
DELIVERY%	99.1%	99.2%	89.0%	99.6%	100.0%	98.7%	99.2%	99.7%
OPEN	165.8 K	85.6 K	424	19.5 K	19	27.6 K	19.1 K	13.6 K
OPEN%	19.4%	18.2%	31.5%	26.0%	32.8%	17.3%	17.6%	33.7%
CLICK	12.7 K	7.0 K	136	2.5 K	2	1.4 K	1.2 K	507
CTR	1.48%	1.48%	10.10%	3.28%	3.45%	0.88%	1.12%	1.26%
CTOR	7.7%	8.1%	32.1%	12.6%	10.5%	5.1%	6.4%	3.7%
UNSUB	1.3 K	781	7	63	0	161	148	100
UNSUB%	0.15%	0.17%	0.52%	0.08%	0.00%	0.10%	0.14%	0.25%
BOOKINGS	49	28	0	13	0	2	5	1
RMNTS	157	80	0	42	0	10	23	2
REVENUE	\$29.8 K	\$14.4 K	\$0	\$10.7 K	\$0	\$1.2 K	\$3.5 K	\$50

## Executive Dashboard: CALA

July 2020

CALA							
South America	Total	MAU	LPM	Solo	Cobrand Other	Bonvoy Escapes	Traveler
<b>SENT</b>	705.3 K	498.3 K	653	86.6 K	66	67.2 K	52.4 K
<b>DELIVERED</b>	698.4 K	492.4 K	582	86.3 K	66	66.8 K	52.2 K
<b>DELIVERY%</b>	99.0%	98.8%	89.1%	99.6%	100.0%	99.3%	99.6%
<b>OPEN</b>	118.5 K	74.1 K	161	18.0 K	23	11.5 K	14.7 K
<b>OPEN%</b>	17.0%	15.1%	27.7%	20.8%	34.8%	17.2%	28.1%
<b>CLICK</b>	9.7 K	6.1 K	74	2.2 K	3	593	682
<b>CTR</b>	1.39%	1.24%	12.71%	2.60%	4.55%	0.89%	1.31%
<b>CTOR</b>	8.2%	8.3%	46.0%	12.5%	13.0%	5.2%	4.6%
<b>UNSUB</b>	1.3 K	1.0 K	1	90	0	64	128
<b>UNSUB%</b>	0.18%	0.20%	0.17%	0.10%	0.00%	0.10%	0.25%
<b>BOOKINGS</b>	17	9	0	6	0	1	1
<b>RMNTS</b>	102	37	0	62	0	1	2
<b>REVENUE</b>	\$17.0 K	\$6.3 K	\$0	\$10.5 K	\$0	\$89	\$156

# Executive Dashboard: APAC

July 2020

APAC								
Asia	Total	MAU	LPM	Solo	Promotions	Cobrand Other	METT	Traveler
SENT	11.6 M	7.3 M	35.9 K	1.8 M	43	112.7 K	1.2 M	1.2 M
DELIVERED	10.7 M	6.5 M	30.1 K	1.7 M	40	112.5 K	1.1 M	1.2 M
DELIVERY%	92.2%	89.5%	83.9%	98.3%	93.0%	99.8%	91.9%	99.2%
OPEN	1.5 M	661.5 K	7.3 K	307.6 K	18	36.4 K	145.4 K	357.7 K
OPEN%	14.2%	10.1%	24.4%	17.9%	45.0%	32.3%	13.0%	30.3%
CLICK	162.8 K	81.8 K	3.4 K	56.4 K	5	3.7 K	7.6 K	9.9 K
CTR	1.52%	1.25%	11.19%	3.27%	12.50%	3.31%	0.68%	0.84%
CTOR	10.7%	12.4%	45.9%	18.3%	27.8%	10.2%	5.2%	2.8%
UNSUB	11.1 K	6.6 K	120	1.4 K	0	28	238	2.7 K
UNSUB%	0.10%	0.10%	0.40%	0.08%	0.00%	0.02%	0.02%	0.23%
BOOKINGS	1.0 K	431	33	407	1	87	45	8
RMNTS	1.9 K	843	57	800	1	96	78	17
REVENUE	\$310.4 K	\$148.5 K	\$10.6 K	\$124.0 K	\$125	\$14.9 K	\$10.4 K	\$2.0 K

APAC						
Pacific Islands	Total	MAU	LPM	Solo	Cobrand Other	Traveler
SENT	222.3 K	141.9 K	805	24.3 K	48	55.2 K
DELIVERED	220.4 K	140.6 K	692	24.1 K	48	54.9 K
DELIVERY%	99.1%	99.1%	86.0%	99.3%	100.0%	99.4%
OPEN	39.7 K	17.1 K	207	4.1 K	14	18.3 K
OPEN%	18.0%	12.2%	29.9%	17.1%	29.2%	33.3%
CLICK	2.7 K	1.6 K	94	501	3	486
CTR	1.22%	1.14%	13.58%	2.08%	6.25%	0.89%
CTOR	6.8%	9.4%	45.4%	12.1%	21.4%	2.7%
UNSUB	442	247	4	36	0	155
UNSUB%	0.20%	0.18%	0.58%	0.15%	0.00%	0.28%
BOOKINGS	9	5	0	1	1	2
RMNTS	18	10	0	1	1	6
REVENUE	\$4.8 K	\$3.6 K	\$0	\$10	\$37	\$1.2 K

## Executive Dashboard:

### APAC

July 2020

APAC						
Australia	Total	MAU	LPM	Solo	Cobrand Other	Traveler
SENT	1.3 M	696.6 K	3.9 K	175.9 K	144	394.8 K
DELIVERED	1.3 M	690.3 K	3.5 K	175.0 K	143	392.0 K
DELIVERY%	99.2%	99.1%	89.0%	99.5%	99.3%	99.3%
OPEN	286.7 K	118.8 K	1.1 K	43.7 K	52	123.0 K
OPEN%	22.7%	17.2%	32.8%	25.0%	36.4%	31.4%
CLICK	17.3 K	7.2 K	342	4.1 K	2	5.7 K
CTR	1.37%	1.04%	9.81%	2.31%	1.40%	1.45%
CTOR	6.0%	6.1%	29.9%	9.3%	3.8%	4.6%
UNSUB	5.9 K	3.1 K	50	437	0	2.3 K
UNSUB%	0.47%	0.45%	1.43%	0.25%	0.00%	0.58%
BOOKINGS	54	33	6	13	0	2
RMNTS	113	69	14	28	0	2
REVENUE	\$23.8 K	\$13.9 K	\$2.8 K	\$7.1 K	\$0	\$49

APAC					
Antarctica	Total	MAU	Solo	Bonvoy Escapes	Traveler
SENT	177	99	33	5	39
DELIVERED	171	97	31	5	38
DELIVERY%	96.6%	98.0%	93.9%	100.0%	97.4%
OPEN	31	13	5	0	13
OPEN%	18.1%	13.4%	16.1%	0.0%	34.2%
CLICK	2	1	1	0	0
CTR	1.17%	1.03%	3.23%	0.00%	0.00%
CTOR	6.5%	7.7%	20.0%	0.0%	0.0%
UNSUB	0	0	0	0	0
UNSUB%	0.00%	0.00%	0.00%	0.00%	0.00%
BOOKINGS	0	0	0	0	0
RMNTS	0	0	0	0	0
REVENUE	\$0	\$0	\$0	\$0	\$0

Executive  
Dashboard:  
EMEA

July 2020

EMEA								
Europe	Total	MAU	LPM	Solo	Cobrand Acquisition	Cobrand Other	METT	Brand BPP
SENT	5.9 M	1.8 M	8.6 K	3.0 M	231.4 K	1.3 K	731.6 K	131.4 K
DELIVERED	5.8 M	1.8 M	8.3 K	3.0 M	230.4 K	1.3 K	721.8 K	129.2 K
DELIVERY%	99.0%	99.1%	96.7%	99.1%	99.6%	99.6%	98.7%	98.3%
OPEN	1.5 M	393.6 K	3.5 K	887.4 K	49.6 K	614	161.2 K	25.7 K
OPEN%	26.2%	22.3%	42.1%	30.0%	21.5%	45.7%	22.3%	19.9%
CLICK	121.9 K	37.0 K	1.3 K	74.1 K	634	76	8.2 K	663
CTR	2.10%	2.09%	15.20%	2.51%	0.28%	5.66%	1.13%	0.51%
CTOR	8.0%	9.4%	36.1%	8.4%	1.3%	12.4%	5.1%	2.6%
UNSUB	12.2 K	4.4 K	44	6.7 K	260	0	799	0
UNSUB%	0.21%	0.25%	0.53%	0.23%	0.11%	0.00%	0.11%	0.00%
BOOKINGS	1.5 K	352	22	1.0 K	9	1	105	3
RMNTS	3.6 K	901	48	2.3 K	20	1	288	7
REVENUE	\$579.1 K	\$146.6 K	\$7.5 K	\$363.8 K	\$4.0 K	\$88	\$54.2 K	\$2.9 K

EMEA								
Middle East	Total	MAU	LPM	Solo	Cobrand Other	METT	Brand BPP	Traveler
SENT	2.7 M	891.6 K	8.7 K	1.2 M	815	478.0 K	17.0 K	162.2 K
DELIVERED	2.7 M	885.8 K	7.4 K	1.2 M	808	460.9 K	16.6 K	161.6 K
DELIVERY%	98.7%	99.4%	85.1%	99.1%	99.1%	96.4%	97.2%	99.6%
OPEN	598.6 K	134.0 K	2.1 K	301.5 K	345	74.8 K	2.5 K	83.3 K
OPEN%	22.2%	15.1%	27.7%	25.9%	42.7%	16.2%	15.3%	51.6%
CLICK	36.2 K	12.0 K	610	17.5 K	53	3.4 K	90	2.6 K
CTR	1.34%	1.35%	8.21%	1.50%	6.56%	0.75%	0.54%	1.58%
CTOR	6.0%	8.9%	29.7%	5.8%	15.4%	4.6%	3.5%	3.1%
UNSUB	4.2 K	1.5 K	24	2.2 K	0	0	0	487
UNSUB%	0.16%	0.17%	0.32%	0.19%	0.00%	0.00%	0.00%	0.30%
BOOKINGS	108	34	4	58	0	8	0	4
RMNTS	365	114	9	191	0	16	0	35
REVENUE	\$62.2 K	\$21.9 K	\$2.9 K	\$28.5 K	\$0	\$3.9 K	\$0	\$5.0 K

Note: Data includes emails that were distributed from Marriott headquarters; it does not include locally managed campaigns

# Executive Dashboard:

## EMEA

July 2020

EMEA							
Africa	Total	MAU	LPM	Solo	Cobrand Other	METT	Traveler
SENT	902.4 K	386.4 K	3.0 K	302.0 K	91	149.1 K	61.7 K
DELIVERED	888.2 K	380.8 K	2.4 K	296.5 K	90	147.3 K	61.1 K
DELIVERY%	98.4%	98.5%	80.6%	98.2%	98.9%	98.8%	99.0%
OPEN	171.1 K	48.1 K	486	72.8 K	22	19.7 K	29.9 K
OPEN%	19.3%	12.6%	19.9%	24.6%	24.4%	13.4%	48.9%
CLICK	13.1 K	5.2 K	210	5.7 K	1	925	1.0 K
CTR	1.47%	1.36%	8.61%	1.92%	1.11%	0.63%	1.68%
CTOR	7.6%	10.8%	43.2%	7.8%	4.5%	4.7%	3.4%
UNSUB	1.2 K	596	7	454	0	0	167
UNSUB%	0.14%	0.16%	0.29%	0.15%	0.00%	0.00%	0.27%
BOOKINGS	46	9	2	25	0	5	5
RMNTS	174	44	5	93	0	23	9
REVENUE	\$14.0 K	\$1.9 K	\$341	\$8.5 K	\$0	\$2.2 K	\$1.0 K

# Executive Dashboard:

## N/A (Country Unknown)

July 2020

N/A					
CONTINENT - N/A	Total	LPM	Solo	Cobrand Other	METT
SENT	10.1 K	232	9.4 K	68	383
DELIVERED	9.9 K	200	9.2 K	68	373
DELIVERY%	98.1%	86.2%	98.5%	100.0%	97.4%
OPEN	2.2 K	32	2.1 K	20	77
OPEN%	22.3%	16.0%	22.5%	29.4%	20.6%
CLICK	174	4	165	5	0
CTR	1.76%	2.00%	1.79%	7.35%	0.00%
CTOR	7.9%	12.5%	7.9%	25.0%	0.0%
UNSUB	25	0	25	0	0
UNSUB%	0.25%	0.00%	0.27%	0.00%	0.00%
BOOKINGS	1	0	1	0	0
RMNTS	1	0	1	0	0
REVENUE	\$60	\$0	\$60	\$0	\$0