

July 2021 Email Performance Review

August 16, 2021

MARRIOTT
BONVOY | data axle



data
axle

Punta Islita, Autograph Collection

○ TODAY'S AGENDA

1. Performance Summary
2. Campaign Highlights
3. Testing and Optimization
4. Actionable Insights



Hacienda Santa Rosa, a Luxury Collection Hotel

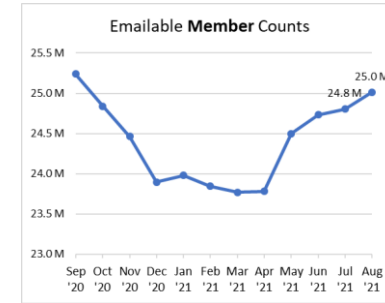
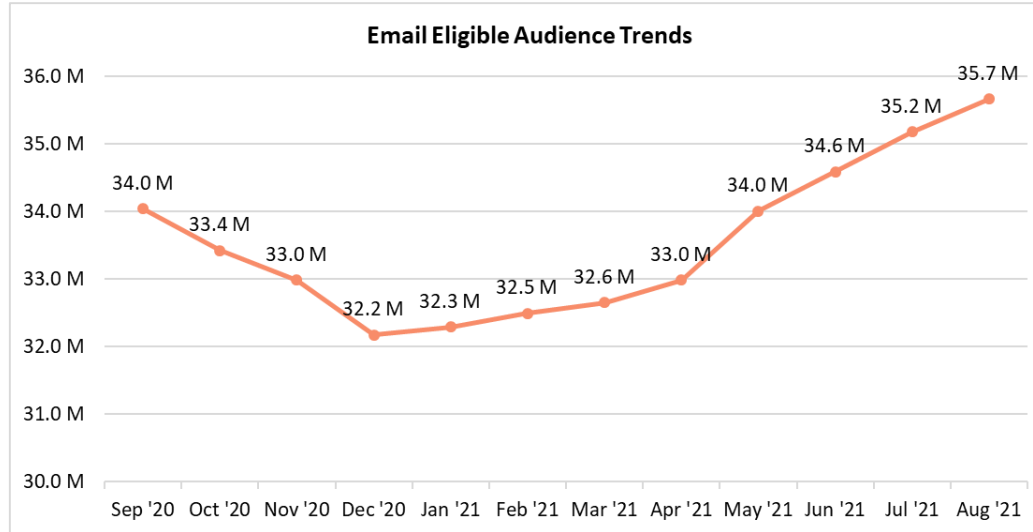
○ KEY STORYLINES

- Positive July engagement with most KPIs above 12-month average and previous time periods
- Regular subject line testing continues to help lift open rates
- Click activity was the 2nd highest in over a year leading to higher click rates
- Consistent member level open and CTO rate engagement MoM
- Maintained emailable audience size of 35M+; steady increase in counts MoM
- Readers responded favorably to travel inspiration in MAU and Ritz eNews; insights help inform future placements and optimization efforts

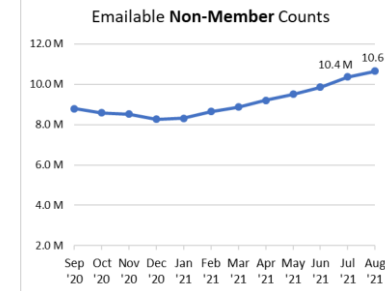
MONTHLY PERFORMANCE SUMMARY

35.7M Emailable Customers; +1.4% MoM

- Emailable audience counts increased by 485.9K MoM; mostly from non-members
- Counts are behind year-end goal of 37.8M by -5.7% or -2.1M
- Efforts are underway to grow emailable audience list



+0.8% MoM
(+208.1K)



+2.7% MoM
(+277.7K)

Positive Engagement Rebounds in July 2021

- Strong engagement across most KPIs compared to rolling 12-month average
- Lifts show positive gains coming out of 2020 lows and rebound in travel activity
- Capturing more opens resulted in open rate lift; testing subject lines and pre-headers helped lift engagement
- Click activity up 17% vs. average led to lifts in both click rates; 2nd highest click counts in over a year
 - Increase efforts around testing email content to lift click counts

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

Engagement

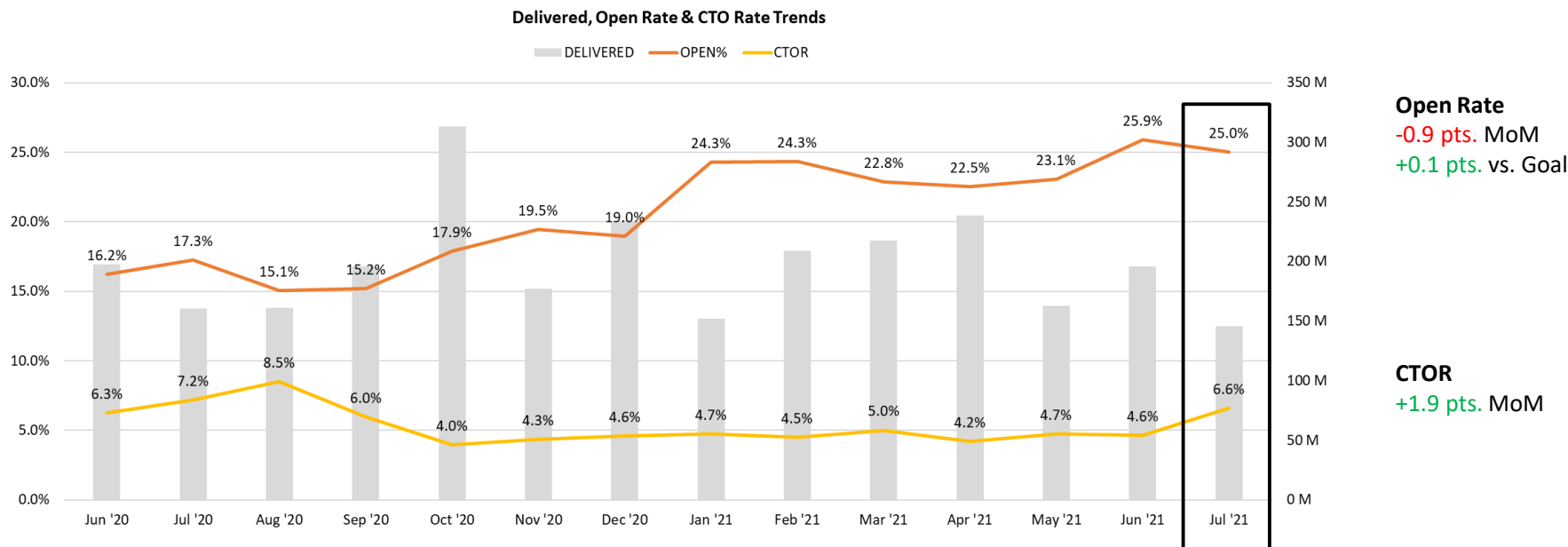
145.8 M	36.5 M	25.0%	2.4 M	1.6%	6.6%	0.16%
Delivered Emails	Opens	Open Rate	Clicks	CTR	CTOR	Unsub. Rate
-27.6% (-55.5 M)	-11.7% (-4.8 M)	+7.2 pts.	+17.7% (+361.2 K)	+0.07 pts.	+1.2 pts.	-0.03 pts.

Financials

24.8 K	55.3 K	\$9.5 M	0.17	1.03%
Bookings	Room Nights	Revenue	Bookings Per Delivered (K)	Conversion
+31.9% (+6.0 K)	+24.5% (+10.9 K)	+37.4% (+\$2.6 M)	+116.7%	+0.21 pts.

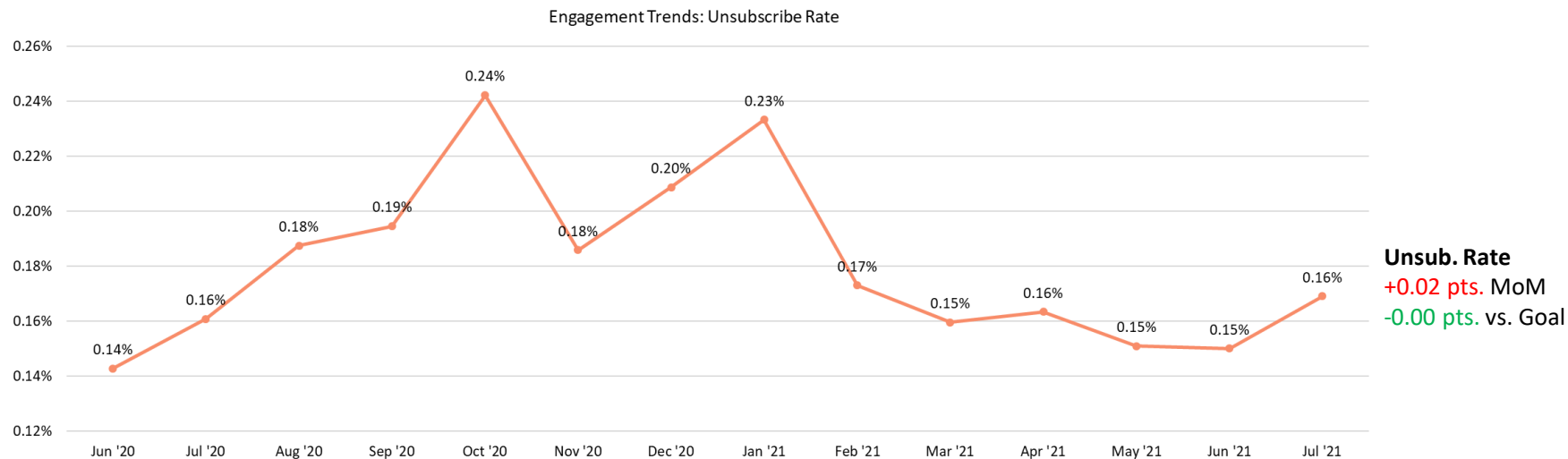
July 2021 Open and CTO Rates Above Goal

- Engagement continues to be positive compared to annual goal and previous year
- Sending fewer emails MoM impacted opens; click activity was slightly up 2% MoM – high engagement in campaigns like MAU and Incent Redemption solo (11% CTOR) helped lift CTOR



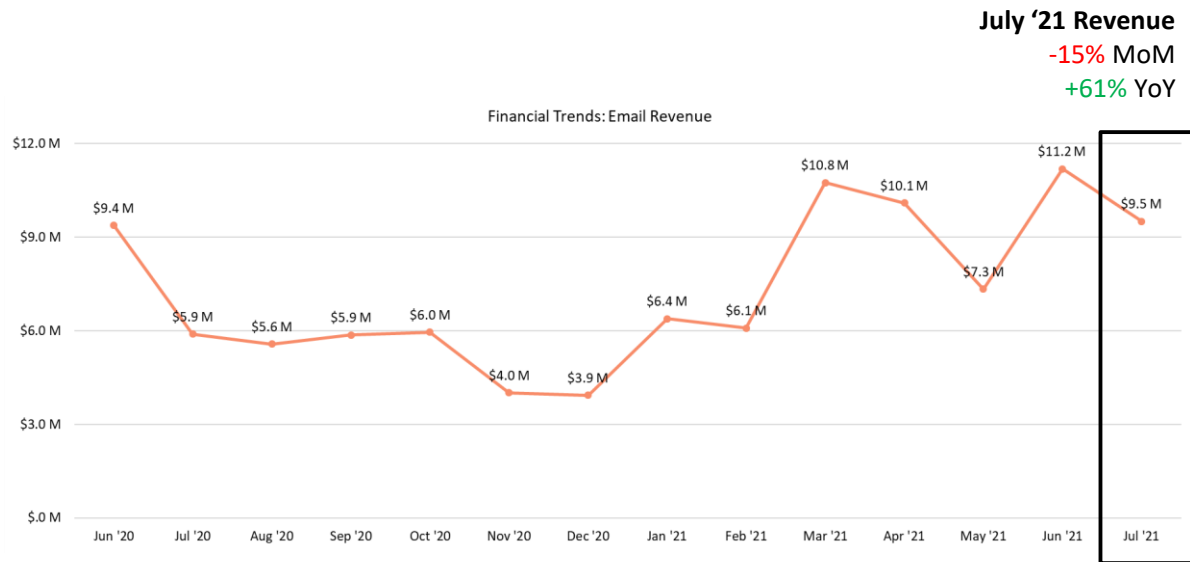
Consistent Subscriber Engagement

Unsubscribe rate continues to remain steady MoM and aligned with year-end goal



Generated \$9.5M in July 2021

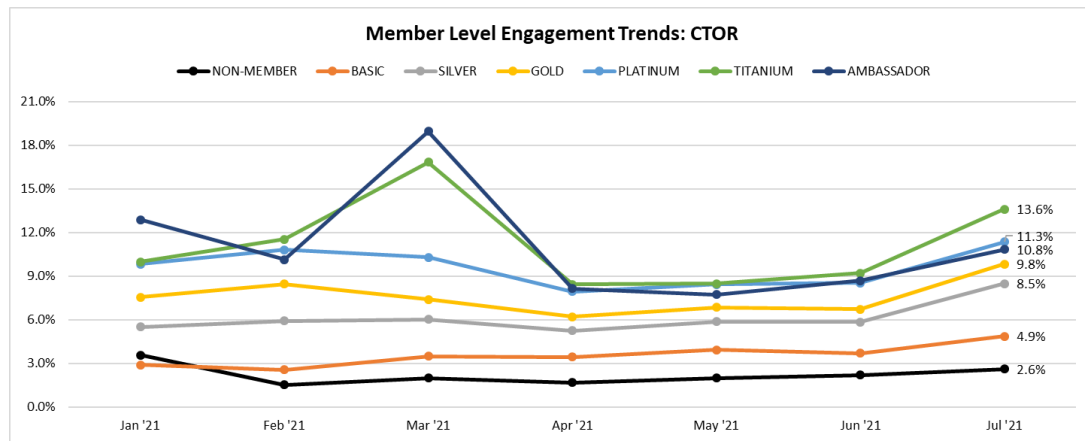
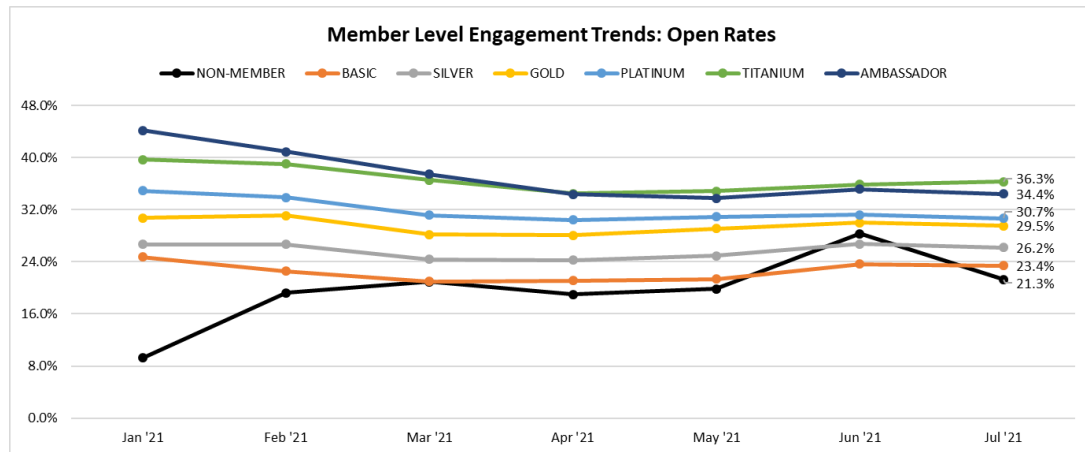
- July revenue -15% MoM; impact of fewer deliveries and certain high revenue generating emails in June that were not repeated in July (Return to Travel, America's solo, and Q2 Points.com promo reminder)
- 57% of July revenue from MAU, Re-Engage Series, Incent Redemption and Lifetime Tenure solo



Top Revenue Drivers	Delivered	Revenue	Rev/Del.
MAU	26.6 M	\$1.9 M	\$ 0.07
Re-Engage Series	3.0 M	\$1.6 M	\$ 0.53
Incent Redemption Solo	6.6 M	\$1.1 M	\$ 0.16
Lifetime Tenure	1.3 M	\$916.6 K	\$ 0.72
Wanderlust Solo	17.3 M	\$375.5 K	\$ 0.02
Choice of Selection	118.9 K	\$373.2 K	\$ 3.14
Traveler	11.8 M	\$296.8 K	\$ 0.03
HVMI Monthly Solo	9.8 M	\$277.8 K	\$ 0.03
Welcome 1	766.6 K	\$234.7 K	\$ 0.31
Escapes July 21, 2021	1.4 M	\$186.0 K	\$ 0.13

Maintained Member Level Open Rates MoM; Higher CTORs

- Most member open rates were slightly below previous month
 - Titanium members saw a slight increase (+0.4 pts.)
 - Non-members had deeper declines (-7.0 pts.); high open rates in June America's, Wanderlust, & Boutiques
- CTORs were up for all member and non-members



July 2021 Campaign Dashboard

Compared to Rolling 12-Month Avg.

- Open and CTO rates up for most email categories
- Core Mktg. and Travel Inspiration categories drove monthly KPIs
- METT engagement and financials continue to rebound

	TOTAL	Brand	Cobrand	CC	Continent Mktg.	Core Mktg.	METT	Informational	Lifecycle	Partner	Promotions	Travel Inspiration
% of Delivered Emails		16.3%	18.6%		5.6%	26.9%	5.9%	0.0%	6.5%	0.0%	0.2%	20.0%
DELIVERED	145.8 M	23.7 M	27.1 M	8.2 M	39.2 M	8.7 M	13.3 K	9.5 M	4.4 K	286.7 K	29.1 M	
	-27.6%	46.0%	-23.1%	-54.6%	-32.3%	25.2%	-95.3%	521.1%	-100.0%	-98.7%	-3.1%	
DELIVERY RATE	98.8%	99.4%	99.5%	99.5%	97.5%	99.4%	99.6%	97.4%	99.6%	99.2%	99.6%	
	+0.3 pts.	+2.2 pts.	+0.2 pts.	+0.0 pts.	-0.5 pts.	+1.0 pts.	-0.1 pts.	+2.5 pts.	+0.1 pts.	+1.2 pts.	+0.4 pts.	
OPEN	36.5 M	4.8 M	5.4 M	2.3 M	10.3 M	1.5 M	7.6 K	2.8 M	2.8 K	94.1 K	9.4 M	
	-11.7%	23.6%	-16.1%	-13.6%	31.1%	31.1%	-89.1%	505.7%	-99.9%	-97.8%	41.6%	
OPEN RATE	25.0%	20.2%	19.7%	27.9%	26.3%	17.8%	57.3%	29.2%	64.2%	32.8%	32.2%	
	+7.2 pts.	+0.4 pts.	+4.4 pts.	+10.2 pts.	+7.4 pts.	+0.7 pts.	+37.6 pts.	-5.7 pts.	+47.6 pts.	+17.5 pts.	+13.1 pts.	
CLICK	2.4 M	541.5 K	209.6 K	129.3 K	823.4 K	78.4 K	1.7 K	391.0 K	.3 K	15.2 K	212.2 K	
	17.7%	85.4%	32.4%	-30.8%	24.6%	48.9%	-65.1%	189.3%	-99.8%	-92.8%	-11.3%	
CTR	1.65%	2.28%	0.77%	1.58%	2.10%	0.90%	12.59%	4.14%	5.76%	5.30%	0.73%	
	+0.7 pts.	+0.7 pts.	+0.3 pts.	+0.5 pts.	+1.1 pts.	+0.3 pts.	+11.4 pts.	-6.8 pts.	+4.9 pts.	+4.4 pts.	-0.1 pts.	
CTOR	6.6%	11.3%	3.9%	5.7%	8.0%	5.1%	22.0%	14.2%	9.0%	16.1%	2.3%	
	+1.2 pts.	+3.4 pts.	+1.0 pts.	-0.6 pts.	+2.5 pts.	+1.4 pts.	+15.8 pts.	-17.2 pts.	+4.0 pts.	+10.1 pts.	-1.9 pts.	
UNSUB	239.5 K	54.0 K	51.9 K	11.0 K	44.0 K	7.3 K	5	19.4 K	6	56	51.9 K	
	-34.5%	49.0%	-8.2%	-62.8%	-57.5%	39.1%	-99.5%	289.5%	-100.0%	-99.9%	-14.0%	
UNSUB RATE	0.16%	0.23%	0.19%	0.13%	0.11%	0.08%	0.04%	0.21%	0.14%	0.02%	0.18%	
	-0.03 pts.	-0.01 pts.	+0.03 pts.	-0.03 pts.	-0.11 pts.	+0.04 pts.	-0.57 pts.	-0.19 pts.	-0.02 pts.	-0.18 pts.	-0.03 pts.	
BOOKINGS	24.8 K	841	2.1 K	1.7 K	11.2 K	1.4 K	3	5.8 K	4	87	1.7 K	
	31.9%	7.2%	55.7%	-48.6%	43.9%	122.2%	-53.4%	254.2%	-99.2%	-95.3%	65.7%	
ROOM NIGHTS	55.3 K	2.0 K	4.2 K	3.9 K	25.7 K	3.3 K	.0 K	12.0 K	11	241	3.8 K	
	24.5%	-5.2%	57.5%	-49.6%	40.8%	111.5%	-65.8%	189.7%	-99.1%	-94.4%	61.8%	
REVENUE	\$9.5 M	\$367.8 K	\$629.2 K	\$801.9 K	\$4.5 M	\$670.0 K	\$.4 K	\$1.9 M	\$1.4 K	\$34.8 K	\$672.3 K	
	37.4%	-3.3%	70.0%	-36.1%	55.9%	138.6%	-90.0%	208.0%	-99.2%	-94.2%	71.6%	
CONVERSION RATE	1.03%	0.16%	1.00%	1.29%	1.36%	1.78%	0.18%	1.49%	1.57%	0.57%	0.78%	
	+0.21 pts.	-0.2 pts.	+0.1 pts.	-0.4 pts.	+0.5 pts.	+0.6 pts.	-0.0 pts.	+0.3 pts.	+1.2 pts.	-0.1 pts.	+0.4 pts.	
BPK	0.17	0.04	0.08	0.20	0.28	0.16	0.23	0.62	0.90	0.30	0.06	
	116.7%	-29.7%	90.7%	7.1%	237.6%	111.8%	842.1%	-53.0%	3149.9%	356.0%	112.9%	

CAMPAIGN HIGHLIGHTS

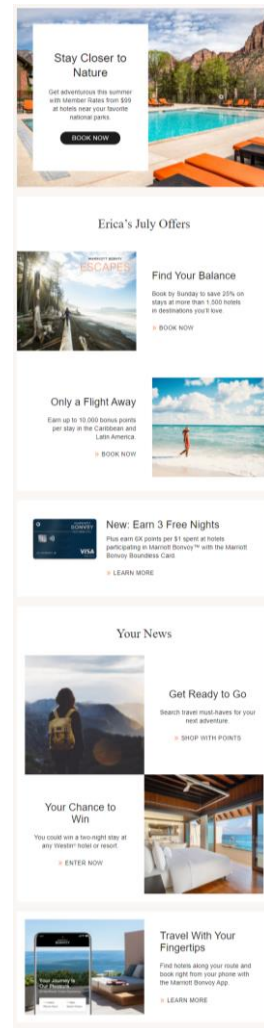
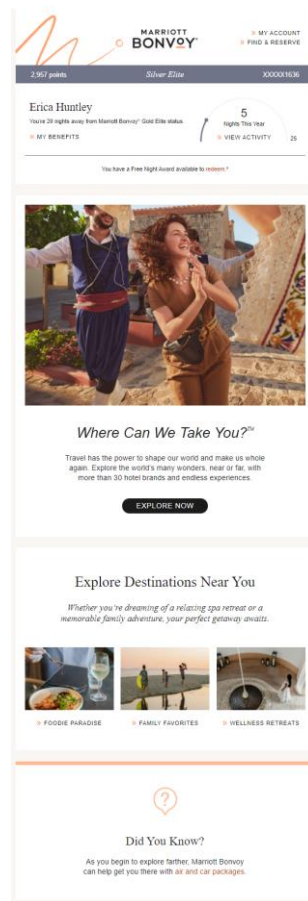
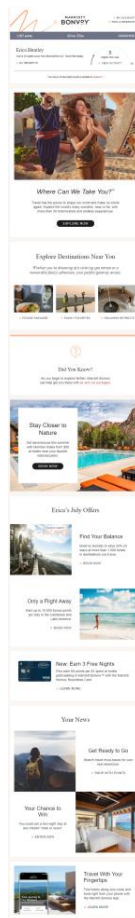
- Monthly Account Update (MAU)
- Incent Redemption Solo
- America's Solo
- The Ritz-Carlton eNews

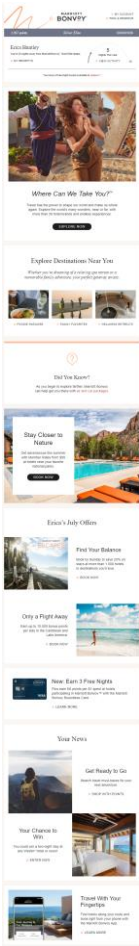
MAU CREATIVE: JULY 2021

EXAMPLE OF ENGLISH VERSION

July Highlights:

1. New elevated email template and Bonvoy branding
2. New global campaign, **"Where Can We Take You"**
3. Launched subject line/pre-header optimization tech
4. New member account module & messaging





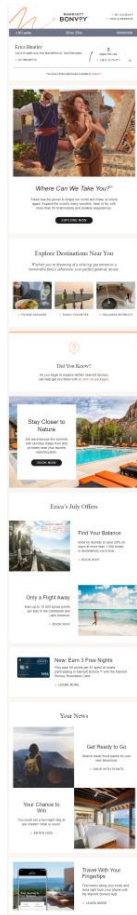
MAU Performance Summary: July 2021

All Versions: Global English (July 8th) + In. Lang. (July 15th)

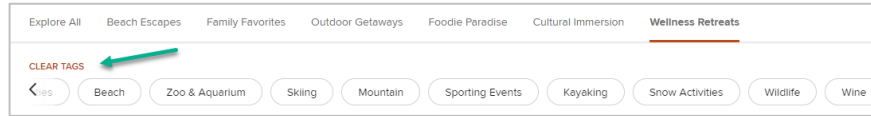
Metrics	July 2021	MoM	vs. MAU Avg.
Delivered	26.6 M	+0.5%	-2.5%
Opens	5.6 M	+6.9%	+2.9%
Open Rate	21.0%	+1.3 pts.	+1.1 pts.
Clicks	418.8 K	+4.5%	+15.8%
CTR	1.6%	+0.1 pts.	+0.2 pts.
CTOR	7.5%	-0.2 pts.	+0.8 pts.
Unsub Rates	0.12%	+0.01 pts.	-0.01 pts.
Bookings	4.4 K	-27.9%	+17.0%
Room Nights	10.2 K	-32.3%	+16.0%
Revenue	\$1.9 M	-31.5%	+34.6%

- July engagement & financials were above 12-month average for most email KPIs; MoM engagement remained strong
- First-time leveraging PCIQ for subject line and pre-headers; impacted MoM open rate lift
- New template and FNA message may have influenced increase in click activity
 - Continue to monitor engagement of new template
- MoM financial declines impacted by softer booking message and CTA in the hero
 - Stronger engagement with June '21 Stay Longer offer

MAU July 2021: Heat Map (English Version)



- 50% of clicks went to the account box; consistent with previous months
- High interest in leisure destinations module, generated almost as many clicks as Hero; consider using tag level insights from landing page to expand learnings and to keep the content fresh – select the most clicked tags out of 26 total to include in PCIQ optimization



Modules	All Levels Combined			
ENG Version	# of Clicks	# of Bookings	% of Clicks	% of Bookings
Header	64,664	2,458	15.2%	64.9%
Account Box	213,116	0	50.1%	0.0%
Hero (Where Can We Take You)	35,867	816	8.4%	21.5%
Leisure Destinations (PCIQ)	29,849	71	7.0%	1.9%
Benefits: Air & Car	1,316	2	0.3%	0.1%
National Parks	8,322	44	2.0%	1.2%
Offers (Escapes + CALA MEO)	20,812	356	4.9%	9.4%
Cobrand	11,733	13	2.8%	0.3%
Your News	17,370	2	4.1%	0.1%
Mobile App	1,681	8	0.4%	0.2%
Footer	21,005	20	4.9%	0.5%
Grand Total	425,735	3,790	100.0%	100.0%

New Destinations Nav in Ritz eNews Inspired Readers

July 10, 2021

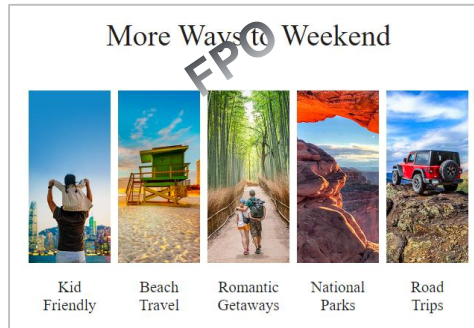
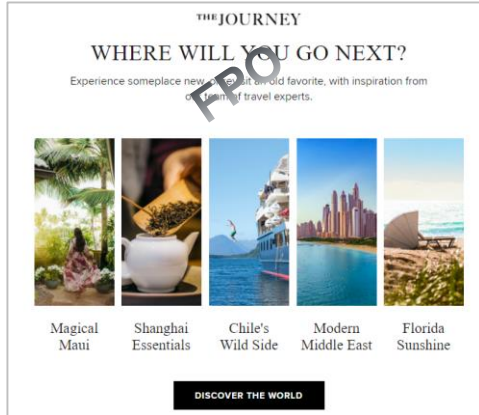


- 17.5% of clicks on new module; made the top 10 most clicked articles list
- Most of the clicks went to the Caribbean, U.S./Canada, and Europe
- Leveraged same module in August '21 but lower placement; made top 10 most list again
- Keeping content fresh by presenting top destinations/cities in Sept; helps to maintain the interest of readers and inform future optimizations

**17.5% of clicks
#2 most clicked**



Other Navigation Module Examples



- Feature the most visited/clicked on city pages from .com
- Geo-target cities for increased relevancy
- Align content with theme/hero or travel season:
 - Weekend getaway ideas
 - Podcasts for your next road trip
 - Where to go with your S.O.?

Content consideration for...

- MAU to expand on PCIQ optimization efforts
- GloPro registration confirmations to inspire travel
- America's solo to inspire travel
- Re-Engage Series (Abandoned Search) for next trip ideas

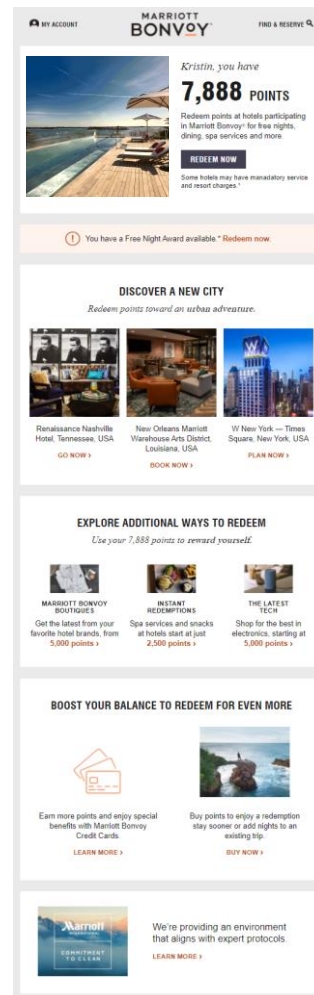
Incent Redemption Solo: Creative Example

July 7, 2021

Solo targeted members with 2.5K+ points and that live in the U.S. or Canada (English only)

Subject Line: Kristin, See What You Can Do with 30,875 Points

Pre-Header: Use your points for free nights, dining and more.



Incent Redemption Solo Engaged Members

July 7, 2021

- Capturing more opens led to higher open rate; low click activity may indicate that some were not ready to use points yet
 - Targeting differences: July targeted members with certain point balances YTD vs. previous trigger targeted member behavior in last 90 days
- Campaign generated \$1.1M, which helped lift July Bonvoy financials
- Gathering redemption engagement data by property bookings vs. other redemptions to expand campaign learnings
- High engagement across all member levels

July '21 Solo	Delivered	Open Rate	CTOR	Unsub Rate	Revenue
Basic	4.4 M	26.0%	11.2%	0.07%	\$ 560,250
Silver	1.1 M	31.6%	13.0%	0.03%	\$ 214,514
Gold	820.1 K	34.2%	11.2%	0.02%	\$ 178,893
Platinum	191.5 K	36.6%	9.9%	0.02%	\$ 52,279
Titanium	185.2 K	37.8%	9.2%	0.02%	\$ 36,574
Ambassador	21.8 K	38.4%	10.1%	0.03%	\$ 11,225
Grand Total	6.6 M	28.6%	11.4%	0.05%	\$ 1,053,735

Trigger Monthly Avg. = August 2019 – March 2020 (8 months)

Metrics	July '21 Solo	Trigger Avg.	vs. Avg.
Delivered	6.6 M	861.2 K	
Opens	1.9 M	193.0 K	
Open Rate	28.6%	22.4%	+6.2 pts.
Clicks	216.5 K	27.8 K	
CTOR	11.4%	14.4%	-3.0 pts.
Unsub Rate	0.05%	0.05%	+0.01 pts.
Bookings	4.0 K	761	
Revenue	\$1.1 M	\$200.4 K	
BPK	0.60	0.88	-32.5%

Incent Redemption: Heat Map

July 7, 2021

Most relevant messages attracted clicks:

- FNA banner
- Personalized Hero
- Redemptions with points shown

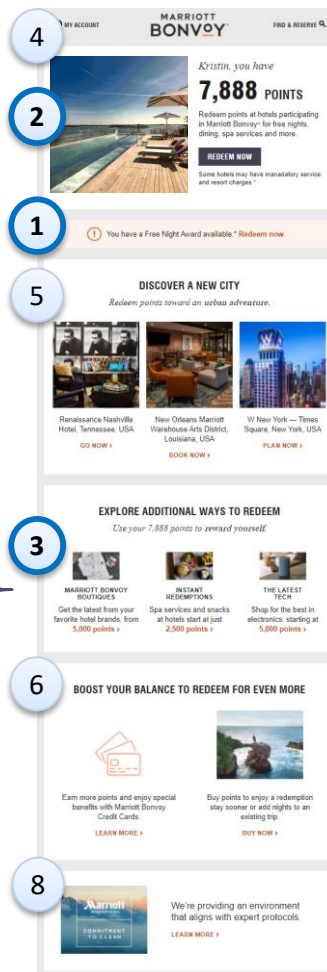
Property module engagement was consistent in both email versions:

- New York & Nashville (tied for #1)
- New Orleans (#2)

Top 3:

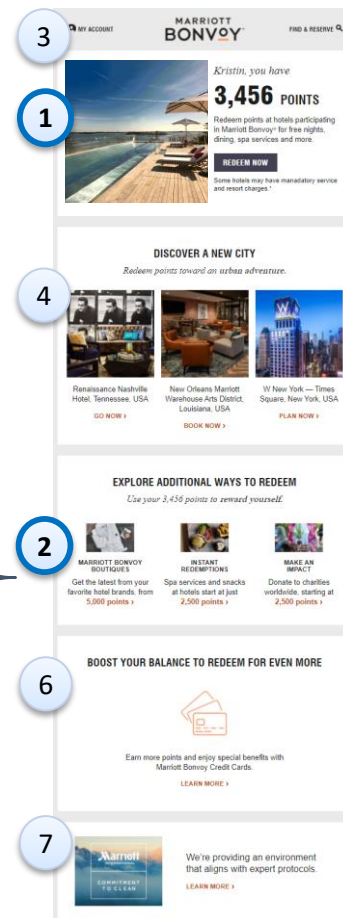
1. Homes & Villas
2. Cruise with Points
3. National Parks

With FNA Banner



*Footer = #7

No Banner



*Footer = #5

Top 3:

1. Homes & Villas
2. Cruise with Points
3. (3-way tie)
 - Gift Cards
 - Instant Redemptions
 - Boutiques

America's Solo: Creative Examples

Jan 2021

Our Best Member Rates

A NEW YEAR FOR TRAVEL

Kaitlin, whether you're going to a destination where it's really starting to get warm, or just looking forward to your morning coffee, we've got you covered.

As a Marriott Bonvoy® member, you'll always get our best rates guaranteed—plus free Wi-Fi, flexible cancellation and points on every stay.

[VIEW OUR BEST RATES](#)

No matter what your travel plans are this year, we've got an offer to help you make them happen.

TRAVEL LIKE YOU MEAN IT

RESORT VACATIONS
Save up to 25% on sun, sand and surf. Explore our resort collection throughout the U.S., Caribbean and Latin America.

[PLAN A RESORT VACATION](#)

STAYCATION SAVINGS
Vacation is your own backyard with options on delicious dining, outdoor adventures and exclusive experiences.

[PLAN A STAYCATION](#)

SUITS YOUR STAY
Find more space to relax for you and your crew with a contemporary room upgrade or dedicated suite upgrade.

[VIEW OUR SUITS](#)

WINTER GETAWAYS
Visit beloved locales and enjoy winter fun, skiing and waterfront dining at spectacular resort properties.

[BOOK A WINTER GETAWAY](#)

LOCAL EXPERIENCES
Marriott's collection of local and cultural experiences is a treasure trove of authentic experiences.

[EXPLORE LOCAL EXPERIENCES](#)

COMMITMENT TO CLEAN
We're providing an environment that aligns with expert protocol.

[COMMITMENT TO CLEAN](#)

Mar 2021

TAKE A BREAK, KAITLIN

Spring break is on the horizon, so make the most of your days off with a family road trip or short journey to explore somewhere new. We are ready to welcome you.

Remember, as a Marriott Bonvoy® member, you'll always get our best rates guaranteed—plus free Wi-Fi, flexible cancellation and points on every stay.

[BOOK OUR BEST RATES](#)

From kid-friendly to pet-friendly, near or far, we've got an offer to help you make it happen.

TRAVEL LIKE YOU MEAN IT

Staycation Savings
Pick up the family to vacation near home and enjoy savings, exclusive experiences and a charge of scenery for the whole family to savor to enjoy.

[PLAN A STAYCATION](#)

Resort Vacations
Save up to 25% on sun, sand and surf. Explore our resort collection throughout the U.S., Caribbean and Latin America.

[PLAN A RESORT VACATION](#)

Better Together
Earn double points and Elite nights on stays of 2 or more nights, through April 30, 2021. Registration ends April 13, 2021.

[REGISTER TODAY](#)

Stay Longer & Save
Take your office or classroom on the road for an extended getaway and enjoy a \$25 per night credit for stays of 7+ nights.

[PLAN YOUR TRIP](#)

SEE WHAT'S NEW, KAITLIN

New & Noteworthy Hotels
Reveal a brand-new or recently renovated or upgraded hotel in destinations throughout the U.S. & Canada.

[SEE WHAT'S NEW](#)

COMMITMENT TO CLEAN
We're providing an environment that aligns with expert protocol.

[COMMITMENT TO CLEAN](#)

May 2021

Our Best Member Rates

YOUR SUMMER TRAVEL PLANNER

Kaitlin, whether you're looking forward to a long weekend, a family summer vacation or more, a vacation closer to home, we are ready to help you make the most of your summer—plus free Wi-Fi, flexible cancellation and points on every stay.

Remember, as a Marriott Bonvoy® member, you'll always get our best rates guaranteed—plus free Wi-Fi, flexible cancellation and points on every stay.

[BOOK OUR SUMMER TRAVEL](#)

Explore America's national parks this summer and get Member Rates, saving from \$50 to nearly \$100 a night.

MAKE IT A SUMMER TO REMEMBER

These special offers are designed to help you and your family make the most of the summer season—whether you're a road tripper or a resort lover!

Stay Longer & Save
Discover exclusive extended-stay rates for 5 or more nights at participating hotels.

[SEE OFFERS](#)

Staycation Savings
Plan a spring or summer getaway and enjoy special packages across the U.S., Canada, Caribbean & Latin America.

[SEE OFFERS](#)

Resort Retreats
Book your getaway for July 5, 2021 and save up to 25% at our resorts across the U.S., Canada, Caribbean & Latin America.

[SAVE UP TO 25%](#)

Summer Awaits
Discover your next adventure with a contemporary room upgrade or suite discount at participating hotels.

[PLAN YOUR GETAWAY](#)

PET-FRIENDLY TRAVEL

From dog spa treatments and "puppy" massages to pet-friendly travel packages and dog-friendly amenities, here are five of the most pet-friendly destinations in North America.

[EXPLORE](#)

COMMITMENT TO CLEAN
We're providing an environment that aligns with expert protocol.

[COMMITMENT TO CLEAN](#)

June 2021

Best Rates Guaranteed

IT'S SUMMER VACATION TIME, KAITLIN

Summer is made for long weekends, family road trips, or just getting away to explore somewhere new.

No matter what kind of vacation you have in mind this summer, our Marriott Bonvoy® membership means you'll always get our best rates guaranteed when you book your stay directly with us. Plus enjoy free Wi-Fi, flexible cancellation and points on every stay.

[PLAN YOUR VACATION](#)

These special offers are designed to help you and your family create amazing summer memories together.

VACATION YOUR WAY

Local Getaways
Plan a summer getaway and enjoy special packages across the U.S., Canada, Caribbean & Latin America.

[SEE OFFERS](#)

Stay Longer & Save
Discover exclusive extended-stay rates for 5 or more nights at participating hotels.

[SEE OFFERS](#)

Escape to Luxury
Reveal a credit of up to \$300 toward a luxurious experience at The Ritz-Carlton, St. Regis and more.

[BOOK BY SUMMER 1](#)

Resort Retreats
Book your getaway by September 30, 2021 and save up to 25% at our resorts across the U.S., Canada, Caribbean & Latin America.

[SAVE UP TO 25%](#)

Save up to 25% on getaways for the next four weekends. Check back every Thursday to explore our latest weekend offers.

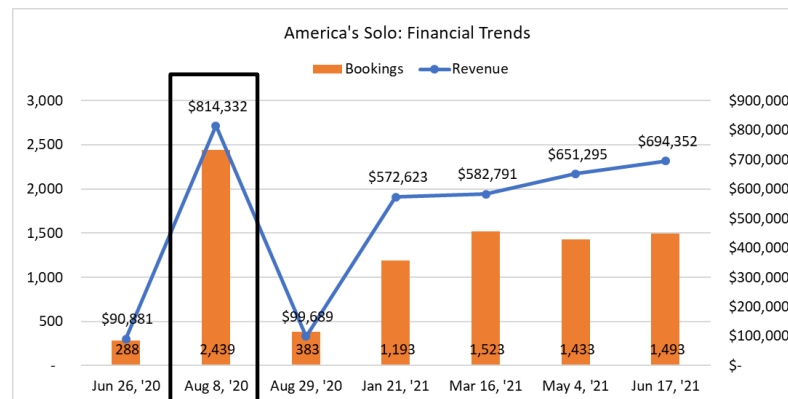
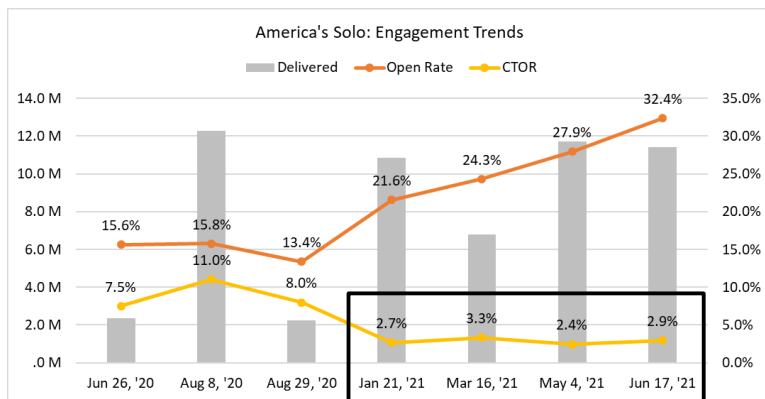
[BOOK BY SUMMER 1](#)

COMMITMENT TO CLEAN
We're providing an environment that aligns with expert protocol.

[COMMITMENT TO CLEAN](#)

America's Solo Engagement Aligned With Travel Activity

- Engagement and financials increased in 2021 as travel activities increased
- August 2020 and March 2021 were the strongest months; BPKs were over 0.20 (+73% over Bonvoy YTD average of 0.11)
- Open rates continued to increase each month in 2021; regular subject line testing helped lift rates
- CTORs were steady, but below Bonvoy YTD average of 4.8%
- Those that clicked were ready to book with increasing revenues MoM



Mail Date	BPK
Jun 26, '20	0.12
Aug 8, '20	0.20
Aug 29, '20	0.17
Jan 21, '21	0.11
Mar 16, '21	0.22
May 4, '21	0.12
Jun 17, '21	0.13

*BPK = bookings per thousand (K) delivered

America's Solo: Heat Maps

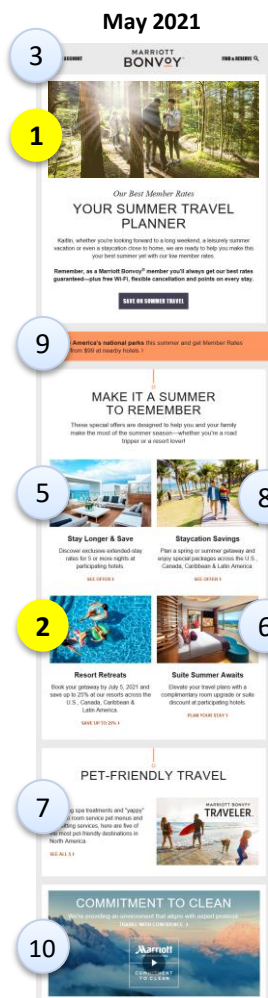
Hero continues to drive engagement each month; consider testing elements to increase click activity

- Images: lifestyle vs. destination; animated vs mosaic
- Headlines: long vs. short; try list approach
- CTA copy: list vs

Resorts, Escapes, and New Openings content were consistently in the top 3 most clicked in March – June this year; placement doesn't seem to matter

- Test calling out this content in pre-header to lift open rates (geo-target when possible)
- Consider new openings as evergreen content and test mentioning in subject line and/or pre-header

Consider mentioning specific commitment to clean efforts to keep content fresh, like mobile check-in, or test top destinations navigation module



TESTING & OPTIMIZATION

- MAU (ENG): Launch of PCIQ Subject Lines
- Ritz eNews Hero CTA Copy Test
- Other Subject Line Test Results

Launched PCIQ Subject Line & Pre-Header Optimization in MAU (ENG)

Initial Engagement Results

- Audiences of the global English version received a randomly selected subject and pre-header combination

Subject Lines	Pre-Headers
(CONTROL) Your Marriott Bonvoy Account Update: Special Offers, Benefits & More	See what's new in July.
Where Can We Take You? Your Account Update Has Arrived	Lisa, now decide where to go.
You'll Love This: July Account Update and More	Exclusive offers are only the beginning.
See What's Inside: Your July Account Update	Prepared just for Catherine.
Robert, You Don't Want to Miss This	Your July account update is here.

- Initial results show that the previously used subject line & pre-header combo had the highest open rate; engagement was close for all other options

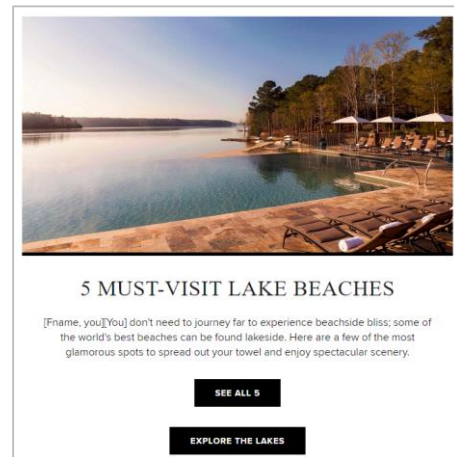
Subject line	Tag	Overall OpenRate	Unique OpenRate
Where Can We Take You? Your Account Update Has Arrived	Question	30.0%	19.44%
You'll Love This: July Account Update and More	Generic	30.4%	19.64%
See What's Inside: Your July Account Update	Direct information	30.4%	19.63%
<Fname>, You Don't Want to Miss This	Personalized	30.1%	19.56%
Your Marriott Bonvoy Account Update: Special Offers, Benefits & More	Offer	34.8%	21.88%
Overall		31.2%	20.0%

- Plans are in place to continue optimization efforts each month and testing different messages

Ritz eNews: Hero CTA Copy Test

July 10, 2021

- Audience was randomly split 50/50; tested 2 CTA copy versions
 - V1: **See All 5** = direct, list-style
 - V2: **Explore the Lakes** = explorative, softer language
- V1 “See All 5” generated more clicks and higher CTR; also generated more bookings and revenue
- Results were statistically significant (SS) with 99% confidence
- Recommend testing the same versions/styles again for patterns; plans are in place for an August test



CTA Versions	Delivered	Open Rate	CTA Clicks	CTA Clicks Lift	CTA CTR	CTA CTR Lift	Bookings	Revenue
V1: See All 5	1,410,310	29.1%	53,678	+8.7% (SS)	3.81%	+0.31 pts. (SS)	16	\$6,314
V2: Explore the Lakes	1,413,681	29.0%	49,378		3.49%		10	\$5,755

Wanderlust Solo: Subject Line Test Results

July 24, 2021

- Personal and intriguing subject line received more opens and had a higher open rate compared to the other options
- Option #2 generated the most clicks and higher click rates
- Consider testing personal with list-style to see if combination drives high opens and clicks
 - Example: Trending in Travel: Kim, See Yourself At These 10 Picture-Perfect Hotels

Subject Line	Delivered	Opens	Winner Open Count Lift	Open Rate	Winner Open Rate Lift	Clicks	CTR	CTOR	Description of Winner
Trending in Travel: Picture Yourself Here, Kim	1,734,728	528,644		30.47%		16,128	0.93%	3.05%	Personal, intrigue Continue testing approach
Trending in Travel: 10 Picture-Perfect Hotels	1,734,661	522,570	+1.16%	30.13%	+0.35 pts.	19,275	1.11%	3.69%	
Trending in Travel: Trending in Travel: 10 Picture-Perfect Getaways in & Beyond	1,734,559	521,882	+1.30%	30.09%	+0.39 pts.	17,881	1.03%	3.43%	
PRE-HEADER: 📷 Kim, Which of these Instagram-worthy hotels will you add to your bucket list?									

All results were statistically significant

Boutiques Solo: A/B Subject Line Test Results

July 22, 2021

- Long, timely subject line approach received more opens and had a higher open rate; also generated stronger click activity
- How-to, personal approach was May '21 winner
- Timely subject lines perform well when used, but continue to test How-to approach during months with less urgency

Subject Line	Delivered	Opens	Winner Open Count Lift	Open Rate	Winner Open Rate Lift	Clicks	CTR	CTOR	Description of Winner
Limited-Time Offer: Receive a Marriott Bonvoy Gift Card with Your New Fragrance or Bath Subscription (Winner)	3,895,309	1,265,163		32.48%		31,828	0.82%	2.52%	Long, Timely Continue testing approach
How to Earn a Marriott Gift Card With Your New Fragrance or Bath Subscription	3,895,273	1,203,424	+5.1%	30.89%	+1.6 pts.	23,966	0.62%	1.99%	
PRE-HEADER: Shop your favorite home fragrances, amenities and bedding from EDITION Hotels, The Ritz-Carlton, St. Regis and more!									

All results were statistically significant

EMEA Solo: A/B Subject Line Test Results

July 6, 2021

- Personalized and longer test version drove more opens and higher open rates than the offer-driven control
- Engagement was consistent for UK and UAE markets; strong lifts in UAE
- Plans are in place to use learnings to inform future PCIQ optimization efforts

Subject Line	Delivered	Opens	Winner Open Count Lift	Open Rate	Winner Open Rate Lift	Clicks	CTR	CTOR	Description of Winner
UK Test: Mei, Save on Your Perfect Family Break	295,991	85,316	+1.0%	28.8%	+0.3 pts.	3,708	1.25%	4.3%	Personal, Long
UK Control: Save 50% Off Your Second Room	295,767	84,490		28.6%		3,593	1.21%	4.3%	
PRE-HEADER: All You Need (This Summer) is Inside: Special Offers, Travel Inspiration and Much More — plus enjoy flexible cancellation in case your plans change									
UAE Test: Mei, Save 20% On Your Perfect Summer Holiday	163,465	45,431	+3.6%	27.8%	+0.9 pts.	1,761	1.08%	3.9%	Personal, Long
UAE Control: Save 20% On Summer Holidays	162,826	43,852		26.9%		1,335	0.82%	3.0%	
PRE-HEADER: All You Need (This Summer) is Inside: Special Offers, Travel Inspiration and Much More — plus enjoy flexible cancellation in case your plans change									

All results were statistically significant

ACTIONABLE INSIGHTS

ACTIONABLE INSIGHTS

- Increase efforts around testing email content to lift overall email click activity
- In MAU, consider using tag level insights from the Leisure Destinations module landing page to expand learnings and to keep the content fresh – select the most clicked tags out of 26 total to include in PCIQ optimization
- Additional considerations for inner navigation modules:
 - Feature the most visited/clicked on city pages from .com
 - Geo-target cities for increased relevancy
 - Align content with theme/hero or travel season:
 - Weekend getaway ideas
 - Podcasts for your next road trip
 - Where to go with your S.O.?
 - Consider this content for...
 - MAU to expand on PCIQ optimization efforts
 - GloPro registration confirmations to inspire travel
 - America's solo to inspire travel
 - Re-Engage Series (Abandoned Search) for next trip ideas
- Gather redemption engagement data for Incent Redemption so broken down by property bookings vs. other redemptions to expand campaign learnings

ACTIONABLE INSIGHTS

- Gather redemption engagement data for Incent Redemption so broken down by property bookings vs. other redemptions to expand campaign learnings
- Recommend testing the same Ritz eNews CTA versions/styles again for patterns; plans are in place for an August test

America's Solo test considerations:

- Test different Hero elements in the America's solo to increase click activity
 - Hero Images: lifestyle vs. destination; animated vs mosaic
 - Headlines: long vs. short; try list approach
 - CTA copy: list vs
- Test calling out top content (resorts, Escapes, new openings) in the pre-header to lift open rates and geo-target when possible
Consider new openings as evergreen content in America's Solo and mention in the subject line and/or pre-header
- Mention specific commitment to clean efforts to keep content fresh, like mobile check-in, or test top destinations navigation module as alternate content

Thank You!



APPENDIX

Incent Redemption Solo: Heat Map Details

July 7, 2021

Modules	FNA - Y		FNA - N	
	Clicks	Bookings	Clicks	Bookings
Header	2,713	118	21,962	698
Hero	9,875	366	140,705	2275
FNA Banner	12,778	394		n/a
Property Redemptions	1,908	8	11,353	39
<i>Discover a New City Module</i>	707	1	4,046	1
<i>Discover a New City: Nashville</i>	691	2	4,124	15
<i>Discover a New City: New Orleans</i>	446	2	2,694	13
<i>Discover a New City: New York</i>	64	3	489	10
Other Redemptions	6,518	14	29,479	28
<i>Home & Villas mini module</i>	3,306	2	7,804	1
<i>Cruise with Points mini module</i>	2,132		4,451	
<i>National Parks mini module</i>	627		2,062	
<i>Redemption Module</i>	117		672	
<i>Gift Cards mini module</i>	103		3,046	
<i>Air + Car mini module</i>	60	10	1,529	17
<i>The Latest Tech mini module</i>	50		2,703	6
<i>Instant Redemptions mini module</i>	43		3,003	
<i>Marriott Bonvoy Boutiques mini module</i>	42		2,896	
<i>Health & Wellness mini module</i>	36	2	1,136	4
<i>Make an Impact mini module</i>	2		177	
Commitment to Clean	81		350	
Boost Balance	495		3,253	7
<i>Buy Points</i>	495		1,966	
<i>Cobrand</i>	0		1,287	7
Footer	456	1	5,140	9

2021 YTD Campaign Category Dashboard

Jan-July 2021

	TOTAL	Brand	Cobrand CC	Continent Mktg.	Core Mktg.	METT	Informational	Lifecycle	Partner	Promotions	Travel Inspiration
% of Delivered Emails		10.3%	19.6%	9.2%	25.5%	4.6%	0.1%	1.8%	5.4%	8.8%	14.7%
DELIVERED	1.32 B	135.6 M	259.6 M	121.4 M	337.2 M	60.5 M	1.8 M	24.2 M	70.8 M	115.9 M	194.2 M
DELIVERY RATE	98.9%	99.2%	99.6%	99.6%	98.0%	99.1%	98.1%	95.5%	99.7%	97.9%	99.7%
OPEN	316.0 M	36.5 M	51.2 M	30.8 M	82.9 M	10.3 M	506.2 K	6.7 M	17.8 M	27.0 M	52.4 M
OPEN RATE	23.9%	26.9%	19.7%	25.4%	24.6%	17.0%	27.5%	27.5%	25.2%	23.3%	27.0%
CLICK	15.3 M	2.7 M	1140.1 K	1208.0 K	4.8 M	511.6 K	37.9 K	1307.8 K	564.5 K	1.4 M	1.6 M
CTR	1.16%	1.99%	0.44%	0.99%	1.43%	0.85%	2.06%	5.41%	0.80%	1.21%	0.84%
CTOR	4.8%	7.4%	2.2%	3.9%	5.8%	5.0%	7.5%	19.6%	3.2%	5.2%	3.1%
UNSUB	2.2 M	296.4 K	407.7 K	198.4 K	492.5 K	55.6 K	5714	70.0 K	100.0 K	215.8 K	331.7 K
UNSUB RATE	0.16%	0.22%	0.16%	0.16%	0.15%	0.09%	0.31%	0.29%	0.14%	0.19%	0.17%
BOOKINGS	151.3 K	6.1 K	12.4 K	20.4 K	65.4 K	6.8 K	45	16.6 K	3.6 K	11.6 K	8.3 K
ROOM NIGHTS	369.8 K	16.8 K	25.6 K	50.9 K	160.0 K	17.2 K	136	40.0 K	8.5 K	29.9 K	20.7 K
REVENUE	\$61.4 M	\$3.2 M	\$3.7 M	\$8.9 M	\$26.8 M	\$3.1 M	\$34.9 K	\$6.2 M	\$1244.2 K	\$4.4 M	\$3.7 M
CONVERSION RATE	0.99%	0.23%	1.09%	1.69%	1.36%	1.33%	0.12%	1.27%	0.64%	0.82%	0.51%
BPK	0.11	0.05	0.05	0.17	0.19	0.11	0.02	0.69	0.05	0.10	0.04

New Campaign Dashboard Categories

NEW 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