



# May 2021 Email Channel Performance

June 16, 2021



Caresse, a Luxury Collection Resort & Spa, Bodrum

## ○ TODAY'S AGENDA

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

## ○ KEY STORYLINES

- Continue to see positive engagement trends through May 2021 compared to 2020 performances
- In spite of sending fewer emails, most KPIs were higher MoM, YoY, and vs. 2021 goals
- Member level open and CTO rate engagement remained steady MoM; consistent lifts across most levels
- Revenue gains show positive rebounds compared to last year, but were down MoM; impact of fewer mailings and promotional messages
- Optimization efforts in MAU, America's solo, and EMEA solos help inform future test opportunities; beach escapes, personalized/supportive language, and offer driven CTAs performed well for subscribers

# **MONTHLY PERFORMANCE SUMMARY**

# Maintained Engagement With Fewer Deliveries In May 2021

- Sending fewer promotional, partner, brand, and loyalty program category emails resulted in delivery declines; impacted opens & clicks
- Opens down by only 5.7% compared to 21% delivery decline; capturing more openers resulted in open rate lift
- Positive sign of maintaining audience engagement with unsubscribe rate dropping to 0.15% (-0.05 pts.)
- Click and booking declines may have been impacted from fewer email deliveries and not having a global promotion in market
  - Q1 GloPro promotion period ended in April 2021; promo messages (Solos and MAU) drove 45% of April financials

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

### Engagement

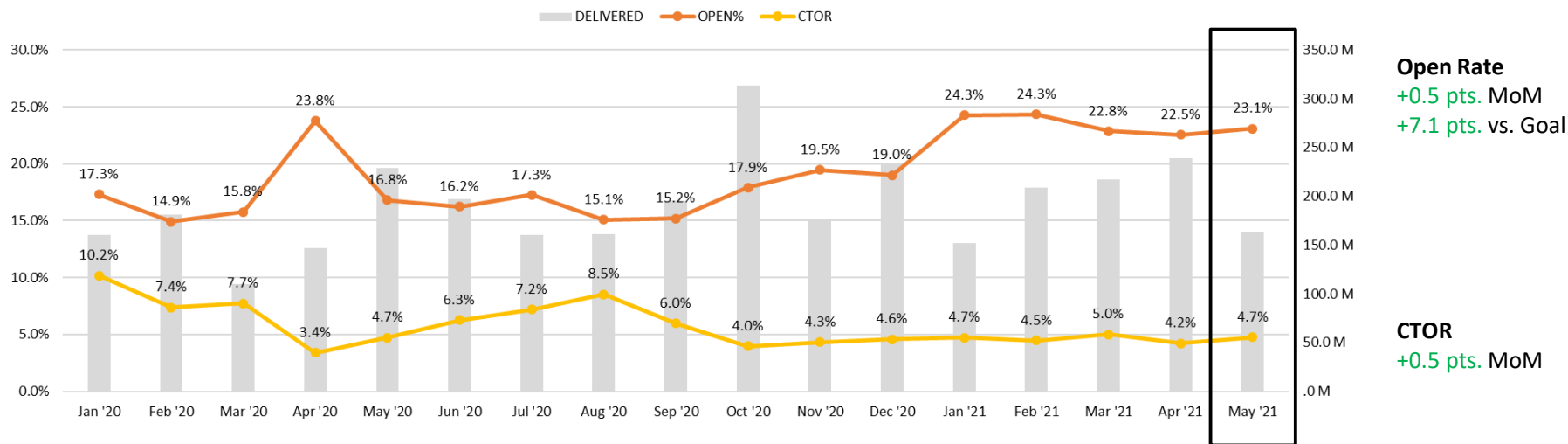
162.9 M	37.6 M	23.1%	1.8 M	1.1%	4.7%	0.15%
Delivered Emails -21.3% (-44.1 M)	Opens -5.7% (-2.3 M)	Open Rate +5.2 pts.	Clicks -11.5% (-232.7 K)	CTR +0.01 pts.	CTOR -0.6 pts.	Unsub. Rate -0.05 pts.

### Financials

17.3 K	42.1 K	\$7.3 M	0.11	1.0%
Bookings -5.2% (-951)	Room Nights -1.6% (-703)	Revenue +14.9% (+\$1.0 M)	Bookings Per Delivered (K) +35.6%	Conversion +0.16 pts.

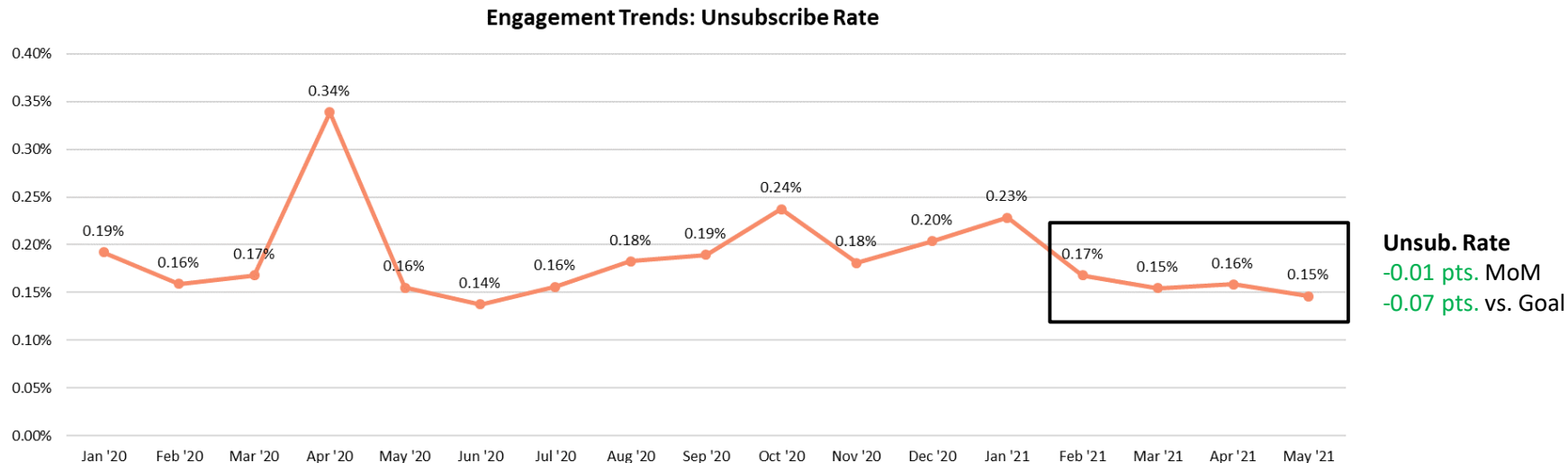
# Positive Open and CTO Rate Lifts MoM and Vs. Goal

Delivered, Open Rate & CTO Rate Trends



# Unsubscribe Rates Have Remained Steady Since Feb '21

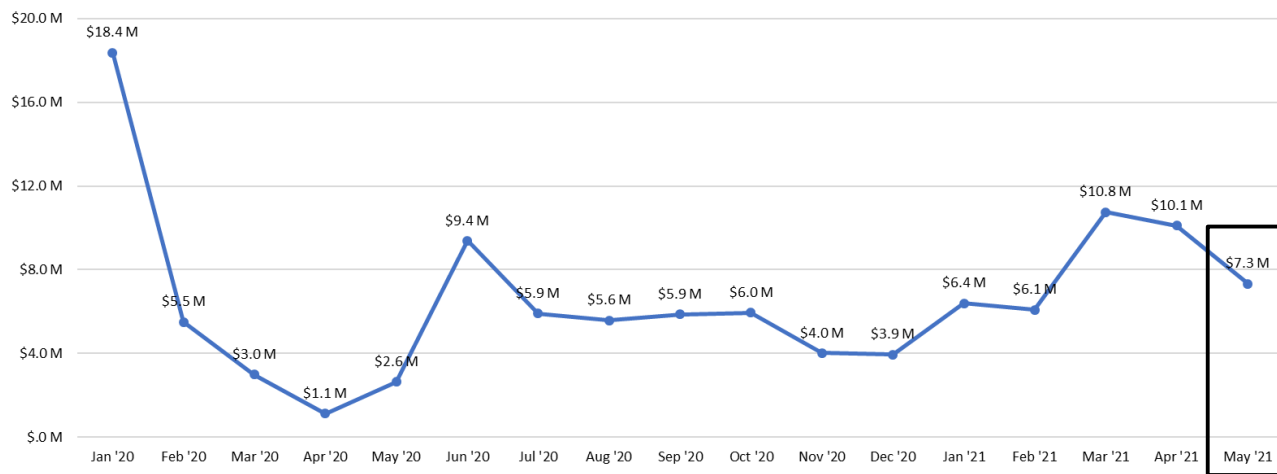
Efforts to refine email targeting and increase relevancy have made a positive impact



# Generated \$7.3M in May 2021

Down 27% MoM, but still higher than most of 2020; decline was an impact of fewer deliveries & promotional messages

Financial Trends: Email Revenue



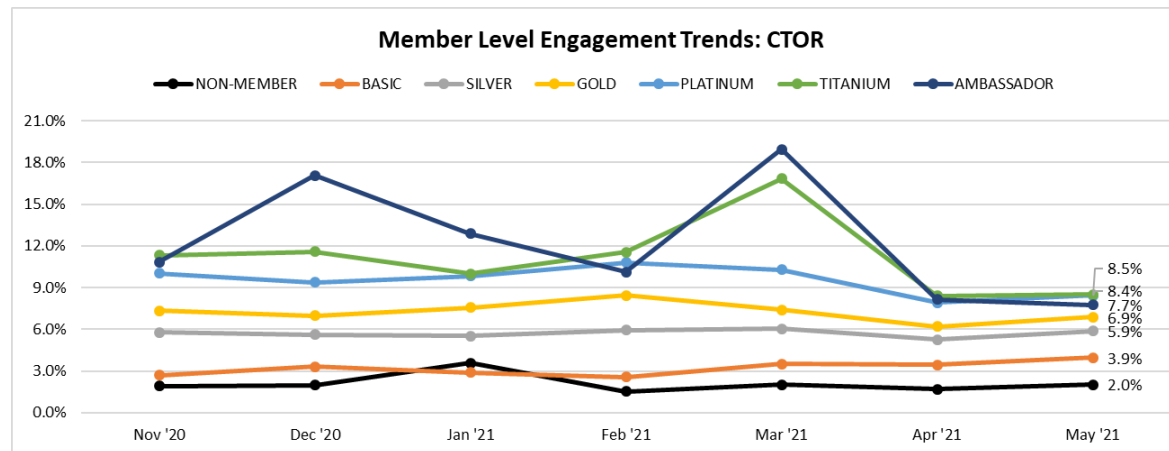
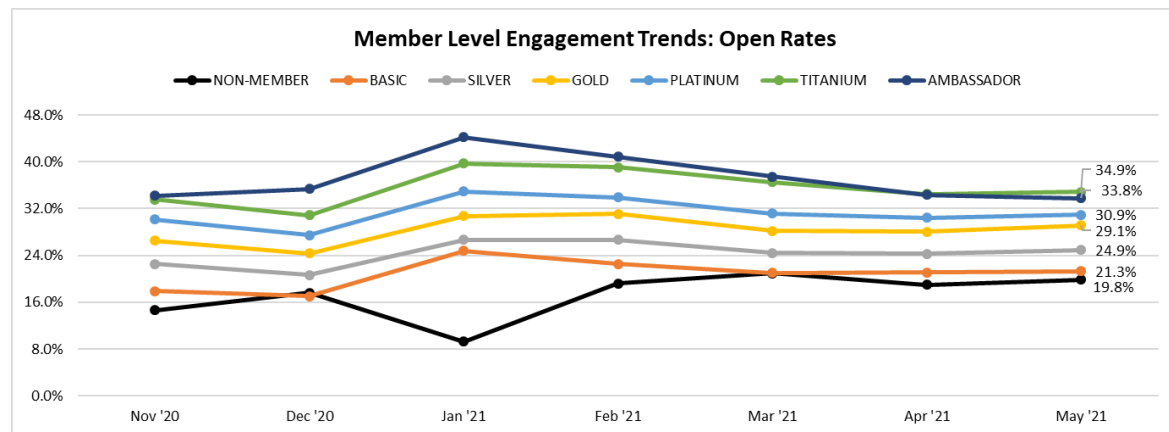
Top 10 Revenue Drivers	Delivered	Revenue
MAU Domestic & Intl	25.9 M	\$1.8 M
Re-Engage Series	1.0 M	\$686.6 K
Americas Solo	11.7 M	\$651.3 K
Bonvoy Escapes	5.0 M	\$574.7 K
Homes and Villas	11.3 M	\$422.6 K
METT MR Mixed	7.8 M	\$358.4 K
Project Wanderlust	15.0 M	\$327.3 K
Choice Of Selection	88.7 K	\$299.4 K
Traveler Newsletter	11.7 M	\$294.1 K
YWR	6.9 M	\$290.5 K
	Total	\$5.7 M
78% of May '21 Total		



# Maintained Member Level Engagement MoM

Only a slight open and CTO rate lift MoM for most levels by nearly 1 percentage point; opposite for Ambassadors

May 2021	Delivered	Open Rate	CTOR
Non-Member	22.6 M	19.8%	2.0%
Basic	97.2 M	21.3%	3.9%
Silver	14.1 M	24.9%	5.9%
Gold	17.5 M	29.1%	6.9%
Platinum	6.0 M	30.9%	8.4%
Titanium	4.8 M	34.9%	8.5%
Ambassador	685.5 K	33.8%	7.7%



# May 2021 Campaign Dashboard

Compared to Rolling 12-Month Avg.

- Fewer Core, Partner, and Promo deliveries impacted overall delivered decline
- Cobrand** deliveries made up 24% of monthly total, up from 18% in April and 20% in March
  - Deep dive needed to understand engagement impacts (ECM v. ACQ)
- High engagement and financials from **Travel Inspiration** emails; revenues nearly equal between Traveler & Wanderlust
- Rebound in **METT** revenue with over \$460K generated this month; highest YTD

	TOTAL	Brand	Cobrand CC	Continent Mktg.	Core Mktg.	METT	Lifecycle	Partner	Promotions	Travel Inspiration
% of Delivered Emails		11.2%	24.1%	12.0%	22.8%	5.7%	1.2%	4.3%	2.4%	16.4%
DELIVERED	162.9 M -21.3%	18.2 M 12.3%	39.3 M 25.9%	19.6 M 20.4%	37.1 M -42.9%	9.2 M 55.9%	1899.2 K 132.4%	6.9 M -58.4%	3.9 M -84.0%	26.7 M -9.2%
DELIVERY RATE	98.5% -0.0 pts.	98.4% +1.2 pts.	99.6% +0.3 pts.	99.7% +0.2 pts.	97.6% -0.4 pts.	98.9% +0.6 pts.	90.7% -4.3 pts.	99.8% +0.3 pts.	86.0% -12.1 pts.	99.7% +0.5 pts.
OPEN	37.6 M -5.7%	5.6 M 52.6%	6.0 M 8.7%	5.1 M -31.7%	8.5 M 49.9%	1.5 M 49.9%	575.5 K 81.7%	1.8 M -39.3%	.6 M -87.3%	7.9 M 31.3%
OPEN RATE	23.1% +5.2 pts.	30.8% +11.1 pts.	15.4% +0.1 pts.	25.9% +8.2 pts.	22.9% +4.0 pts.	16.2% -0.9 pts.	30.3% -4.5 pts.	26.5% +9.9 pts.	14.5% -0.9 pts.	29.5% +10.4 pts.
CLICK	1.8 M -11.5%	340.3 K 22.2%	139.5 K -4.3%	176.4 K 1.4%	492.3 K -27.3%	78.7 K 80.7%	122.1 K 8.5%	81.6 K -30.5%	34.3 K -85.4%	317.2 K 41.8%
CTR	1.09% +0.1 pts.	1.87% +0.3 pts.	0.35% -0.1 pts.	0.90% -0.2 pts.	1.33% +0.3 pts.	0.85% +0.2 pts.	1.18% -4.5 pts.	1.18% +0.4 pts.	0.89% -0.0 pts.	1.19% +0.4 pts.
CTOR	4.7% -0.6 pts.	6.1% -1.8 pts.	2.3% -0.6 pts.	3.5% -2.7 pts.	5.8% +0.3 pts.	5.3% +1.6 pts.	21.2% -10.1 pts.	4.4% -0.5 pts.	6.1% +0.1 pts.	4.0% -0.1 pts.
UNSUB	237.8 K -36.5%	40.3 K 7.1%	57.7 K 15.6%	33.6 K 32.8%	38.3 K -67.6%	9.2 K 125.8%	8.8 K 230.4%	4.9 K -81.2%	3.0 K -94.1%	42.0 K -29.2%
UNSUB RATE	0.15% -0.05 pts.	0.22% -0.0 pts.	0.15% -0.0 pts.	0.17% +0.0 pts.	0.10% -0.1 pts.	0.10% +0.1 pts.	0.46% +0.1 pts.	0.07% -0.1 pts.	0.08% -0.1 pts.	0.16% -0.1 pts.
BOOKINGS	17.3 K -5.2%	988 25.2%	1.9 K 52.0%	2.9 K -6.6%	6.7 K -8.2%	998 113.2%	1.4 K 2.6%	812 78.3%	256 -86.1%	1.3 K 47.4%
ROOM NIGHTS	42.1 K -1.6%	2.9 K 34.9%	3.8 K 50.3%	7.6 K 3.9%	15.9 K -6.7%	2.6 K 126.2%	3650 4.2%	2023 91.8%	499 -88.4%	3204 58.7%
REVENUE	\$7.3 M 14.9%	\$511.4 K 40.4%	\$585.9 K 70.4%	\$1.4 M 24.5%	\$2.8 M 11.9%	\$460.5 K 125.6%	\$557.5 K 11.7%	\$302.3 K -88.2%	\$71.4 K 91.1%	\$621.4 K 14.9%
CONVERSION RATE	0.97% +0.16 pts.	0.29% -0.0 pts.	1.40% +0.5 pts.	1.63% -0.1 pts.	1.36% +0.5 pts.	1.27% +0.1 pts.	1.17% -0.0 pts.	0.99% +0.7 pts.	0.75% +0.0 pts.	0.40% +0.1 pts.
BPK	0.11 35.6%	0.05 7.7%	0.05 22.1%	0.15 -22.8%	0.18 114.9%	0.11 42.3%	0.75 -42.7%	0.07 320.8%	0.05 -0.3%	0.11 79.3%

# CAMPAIGN HIGHLIGHTS

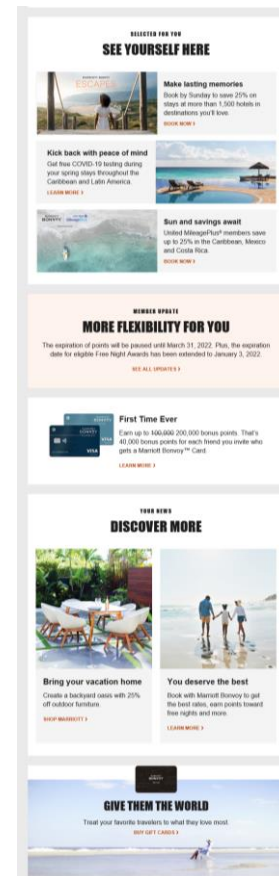
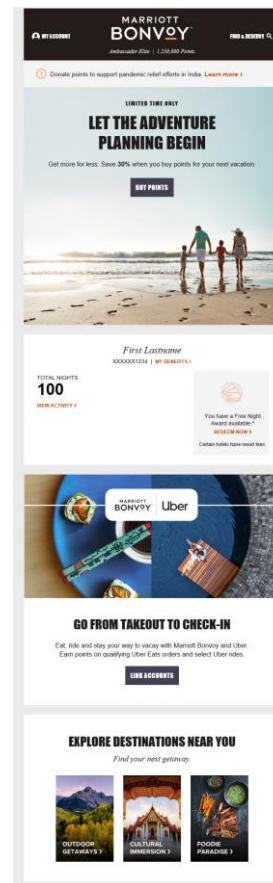
- Monthly Account Update (MAU)
- America's Solo

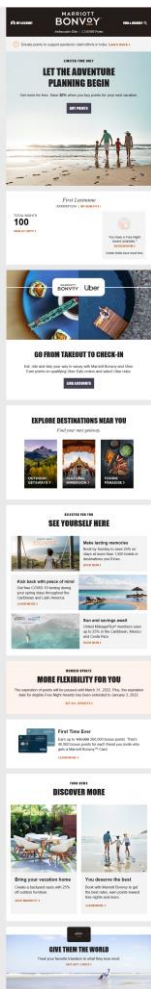
# MAU CREATIVE: MAY 2021

## EXAMPLE OF ENGLISH VERSION

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

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





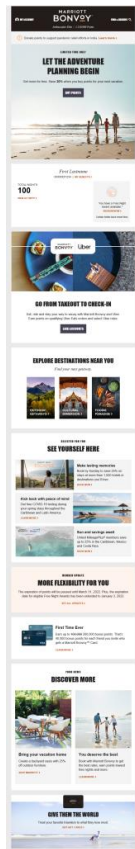
# MAU Performance Summary: May 2021

All Versions: Global English (May 14<sup>th</sup>) + In. Lang. (May 20<sup>th</sup>)

Metrics	May 2021	MoM	vs. MAU Avg.
Delivered	25.9 M	-2.8%	-6.5%
Opens	5.0 M	-3.4%	-2.8%
Open Rate	19.3%	-0.1 pts	+0.7 pts
Clicks	354.3 K	-13.8%	-10.5%
CTR	1.4%	-0.2 pts	-0.1 pts
CTOR	7.1%	-0.9 pts	-0.6 pts
Unsub Rates	0.10%	-0.01 pts	-0.03 pts
Bookings	4.4 K	-36.0%	+31.9%
Room Nights	10.5 K	-36.7%	+33.8%
Revenue	\$1.8 M	-29.7%	+58.8%

- Email featured Q2 Points Purchase and Uber promotions in prominent modules; first-time using PCIQ to power destination content
- Open and CTO rates were steady in comparison, but April had stronger engagement with Q1 Global Promo; also impacted MoM financials
- Escapes and Member rates content helped drive bookings, but the Header and Account Box captured most clicks and bookings
- Plans are in place to expand optimization efforts in Q3/4 2021

# MAU May 2021: Heat Map (English Version)



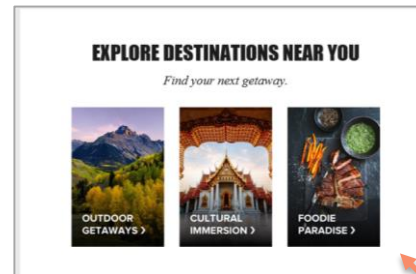
- Consistent engagement in alert message across all levels
- Leisure destinations content generated almost as many clicks as the Hero for Basics, Silver, and Gold members, but engagement shifted to the Uber promo for upper Elites
- Account box engagement was strong for all levels; opportunity to expand milestone messaging to drive targeted activities by level and support onboarding efforts (e.g. profile update, app downloading)

Modules	All Levels Combined		% of Clicks by Member Level					
ENG Version	% of Clicks	% of Bookings	BASIC	SILVER	GOLD	PLATINUM	TITANIUM	AMBASSADOR
Header	14.0%	48.1%	15.6%	11.9%	13.3%	10.8%	11.2%	8.4%
<b>Alert Message: Donate Points</b>	<b>1.4%</b>	<b>0.3%</b>	<b>1.5%</b>	<b>1.1%</b>	<b>1.3%</b>	<b>1.2%</b>	<b>1.2%</b>	<b>1.5%</b>
<b>Hero: Q2 Pts. Purchase or Generic Bkg.</b>	<b>7.6%</b>	<b>1.9%</b>	<b>6.8%</b>	<b>7.3%</b>	<b>8.8%</b>	<b>10.3%</b>	<b>10.0%</b>	<b>9.7%</b>
Account Box	51.1%	42.0%	48.8%	59.7%	52.4%	49.0%	48.7%	49.7%
Uber Promo	3.4%	0.0%	2.6%	3.1%	4.3%	5.3%	<b>6.1%</b>	<b>7.5%</b>
<b>Leisure Destinations (PCIQ)</b>	<b>6.4%</b>	<b>1.4%</b>	<b>7.0%</b>	<b>5.0%</b>	<b>6.0%</b>	<b>6.5%</b>	5.9%	4.9%
Offers	3.5%	2.9%	3.4%	3.2%	3.5%	4.2%	5.4%	5.2%
Benefits: FNA Points Expiration	2.4%	1.1%	1.5%	2.5%	3.3%	5.2%	4.7%	4.6%
Cobrand	1.9%	0.1%	1.4%	2.3%	2.6%	2.6%	2.4%	2.6%
Your News	2.9%	1.6%	3.0%	2.3%	2.8%	3.5%	3.2%	4.5%
Gift Cards	0.1%	0.0%	0.1%	0.1%	0.2%	0.2%	0.3%	0.2%
Footer	5.2%	0.6%	8.3%	1.6%	1.5%	1.1%	1.0%	1.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

# Launched PCIQ Content Optimization in MAU (ENG)

May 14

- Presented a randomized selection of 3 leisure destinations out of 6
- Beach Escapes received the most clicks and had the highest CTOR
- Plans are in place to begin optimizing destinations for several months
- Consider geo-targeting destinations to feature both drivable and farther out locations using feeder market and past stay data



Destinations	Delivered	Opens	Open Rate	Clicks	CTOR
BEACH	9,536,976	2,871,666	30.11%	25,908	0.90%
WELLNESS	9,531,638	2,877,083	30.18%	13,584	0.47%
OUTDOOR	9,537,631	2,896,490	30.37%	12,477	0.43%
FAMILY	9,533,064	2,863,784	30.04%	10,146	0.35%
FOOD	9,533,468	2,875,583	30.16%	9,249	0.32%
CULTURAL	9,536,290	2,878,480	30.18%	5,046	0.18%

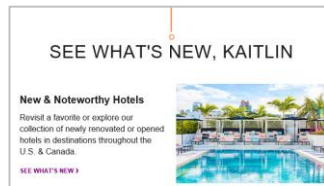




# America's Solo

May 6, 2021

- May solo promoted summer travel with member rates and best rate guarantee messaging
- Increased deliveries and subject line testing helped lift open rate; highest YTD
- Most of the clicks were on the hero and resort retreats content, 26% and 13% of clicks respectively
  - Mentioning resorts in the pre-header may have also helped lift open rate
  - Test calling out resort names/locations (geo-targeted) to drive more clicks (most visited or drivable locations)
- A new opening module was included in the March solo (#3 most clicked), but not May; exclusion may have influenced CTOR decline
  - Consider new openings as evergreen content and test mentioning in subject line and/or pre-header

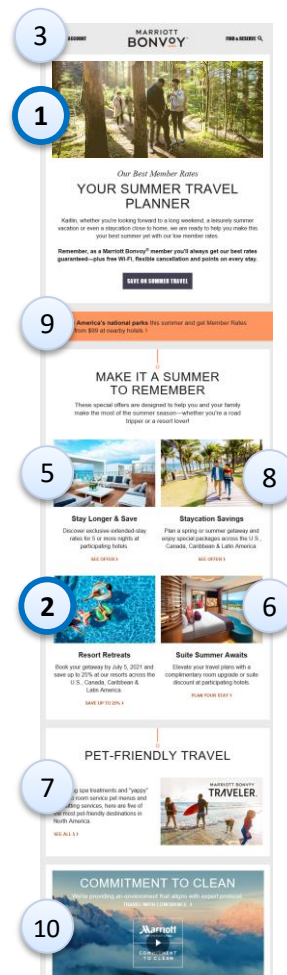


**Subject Line:** Your Summer Travel Planner  
**Pre-Header:** Enjoy up to 25% off resort vacations, save on staycations, plus much more!

Metrics	May Solo	vs. March '21 Solo
Delivered	11.7 M	+72.3%
Open Rate	27.9%	+3.6 pts.
CTOR	2.4%	-0.9 pts.
Unsub. Rate	0.20%	+0.11 pts.
Bookings	1.4 K	-5.9%
Revenue	\$651.3 K	+11.8%
BPK	0.12	-45.4%

\*BPK = bookings per thousand (K) delivered

## Most Clicked (Ranking)




\*Footer = #4



# America's Solo: Subject Line Test Results

May 6, 2021

- Subject line #1 and #2 were similar with references to planning, but the more direct and supportive approach outperformed
- Subject line #3 was offers driven and appealed to those ready to book; generated nearly the same amount of click activity as the winning subject line
- Continue testing soft sell language that speaks to planning future travel along with direct, offer-driven language
- Consider using PCIQ in future campaigns for customer level optimization

Subject Line	Delivered	Opens	Winner Open Count Lift	Open Rate	Winner Open Rate Lift	Clicks	CTR	CTOR	Description of Winner
Your Summer Travel Planner (Winner)	1,172,874	310,293		26.5%		10,568	0.90%	3.4%	Personalized, direct, supportive  Continue testing approach
How to Plan Your Best Summer Yet	1,172,883	300,420	+3.3%	25.6%	+0.84%	8,460	0.72%	2.8%	
 Peak Inside: Summer Travel Offers	1,172,912	303,395	+2.3%	25.9%	+0.59%	10,492	0.89%	3.5%	
PRE-HEADER: <i>Enjoy up to 25% off resort vacations, save on staycations, plus much more!</i>									

*All results were statistically significant*

## America's Solo: Hero CTA Test #2

May 6, 2021

- Conducted a 2<sup>nd</sup> branded CTA test in the hero module
- Member engagement was consistent with the 1<sup>st</sup> test
  - Control drove more hero clicks and a higher CTR; results were statistically significant
  - Possible impact from having a stronger contrast color (darker background)
- Non-member engagement was nearly flat; slightly more clicks on the test version, but results were not statistically significant
- Not recommending a retest because branding has been finalized for new template
- Consider testing CTA copy and placement as other ways to help lift click activity

Control =

SAVE ON SUMMER TRAVEL

Test =

SAVE ON SUMMER TRAVEL

Level	Creative	Delivered	Open Rate	Hero Clicks	Hero Clicks Lift	Hero CTR	Hero CTR Lift
Member	Control	4,269,028	26.6%	11,171	+3.7% (SS)	0.26%	+0.01 pts. (SS)
	Test	4,269,038	26.7%	10,771		0.25%	
Non-Member	Control	1,596,830	31.2%	2,672	-0.3% (NS)	0.17%	0.00 pts. (NS)
	Test	1,594,089	31.5%	2,680		0.17%	

# TESTING & OPTIMIZATION

- EMEA Solo: Hero CTA Test
- Subject Line Test Results

# EMEA Solo: Hero CTA Test

May 4, 2021

- Tested hero CTAs in both the UAE and UK English email versions
- Randomized 50/50 split
- 20% off CTA drove the most engagement; consistent performance in both markets
- Results were statistically significant (SS)
- Plans to continue A/B testing in upcoming months to see if patterns develop

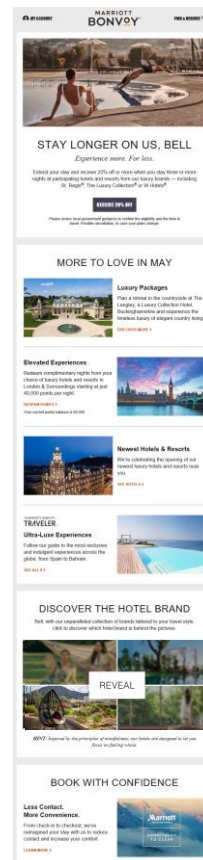
Control =

**RESERVE NOW**

Test =

**RECEIVE 20% OFF**

ENG Versions	Delivered	Open Rate	Hero Clicks	Hero Clicks Lift	Hero CTR	Hero CTR Lift
UK – Control	274,806	21.8%	971		0.35%	
UK – Test	274,347	21.7%	1,131	+16.5% (SS)	0.41%	+0.06 pts. (SS)
UAE - Control	156,796	13.9%	353		0.23%	
UAE - Test	157,785	14.0%	433	+22.7% (SS)	0.27%	+0.05 pts. (SS)



# Boutiques Solo: Subject Line Test Results

May 24, 2021

- How-to, supportive style subject line received slightly more opens, but open rates were nearly flat
- Recommend retesting in a future campaign and/or use PCIQ to start optimizing tactics at the customer level

Subject Line	Delivered	Opens	Winner Open Count Lift	Open Rate	Winner Open Rate Lift	Clicks	CTR	CTOR	Description of Winner
How To Make Your Home Feel Like You're On Vacation With Summer Essentials From Your Favorite Hotels (Winner)	781,610	224,091		28.7%		7,644	0.98%	3.4%	Long, How-to, Personal  Continue testing approach
Shop Backyard Summer Essentials From Your Favorite Hotels	781,625	222,290	+0.8%	28.4%	+0.2%	8,188	1.05%	3.7%	
PRE-HEADER: Stock up on comfortable and chic patio furniture, stylish poolside accessories and more.									

*All results were statistically significant*

# Traveler Newsletter: Subject Line Test Results

May 22, 2021

- No PCIQ this month due to delay in deployment; test and roll results will be factored into June PCIQ optimization
- Engaged readers responded to the personalized and supportive approach; results were statistically significant
- Listicle style appealed to everyone else, but results were not statistically significant; consider retesting

May Subject Lines: Engaged Audience	Winner vs. Alt. SLs	Description of Winner
• <b>Your Guide to the Weekend Getaway</b>	<b>Winner</b>	<b>Personalized, supportive</b> <i>Results were statistically significant</i>
• How to Plan a Perfect Weekend Getaway	+0.91 pts	
• 12 of the Most Perfect Resorts for a Weekend Escape	+0.42 pts	
<b>Pre-header:</b> <i>Itineraries to help you plan the Best. Weekend. Ever.</i>		

May Subject Lines: Rest	Winner vs. Alt. SLs	Description of Winner
• 12 of the Most Perfect Resorts for a Weekend Escape	Winner	Listicle Results were not statistically significant
• How to Plan a Perfect Weekend Getaway	+0.75 pts	
• Your Guide to the Weekend Getaway	+0.20 pts	
Pre-header: Itineraries to help you plan the Best. Weekend. Ever.		

# The Ritz-Carlton Newsletter: Subject Line Test Results

May 15, 2021

- The more descriptive subject line was the clear winner vs. the two versions that were more intriguing
- When relevant, highlight key brands/phrases such as “Michelin-Starred” to increase interest
- The most engaged article was featured in the pre-header and may have positively influenced open activity

May Subject Lines	Winner vs. Alt. SLs	Description of Winner
• <b>INSIDE THE RITZ-CARLTON: Michelin-Starred Meals Worth Traveling For</b>	<b>Winner</b>	<b>Long, inspirational</b> <i>Results were statistically significant</i>
• INSIDE THE RITZ-CARLTON: Savor Every Moment	+1.48 pts.	
• INSIDE THE RITZ-CARLTON: Culinary Journeys	+1.54 pts.	
<b>Pre-header:</b> <i>Plus, Now Open: The Ritz-Carlton Maldives, Fari Island</i>		

# ACTIONABLE INSIGHTS



# ACTIONABLE INSIGHTS

- Deep dive needed to understand any engagement impacts from the increase in Cobrand category mailings; look at ECM vs. Acquisition campaigns
- High MAU account box engagement shows opportunity to expand milestone messaging to drive targeted activities by level and support onboarding efforts (e.g. profile update, app downloading)
- Consider geo-targeting leisured destinations content in MAU that features both drivable and farther out locations
- America's Solo Recommendations:
  - Consider new openings as evergreen content and test mentioning in subject line and/or pre-header
  - Test calling out resort names/locations (geo-targeted) to drive more clicks (most visited or drivable locations)
  - Continue testing soft sell language that speaks to planning future travel along with direct, offer-driven language
  - Consider using PCIQ in future campaigns for customer level optimization
  - Test CTA copy and placement to help lift click activity
- Continue A/B testing hero CTAs in EMEA solos in upcoming months to see if patterns develop; retest offer CTA
- Retest How-to subject line approach in future Boutiques campaign and/or use PCIQ to start optimizing tactics at the customer level

Thank You!



# APPENDIX

## 2021 YTD Campaign Category Dashboard

	TOTAL	Brand	Cobrand CC	Continent Mktg.	Core Mktg.	METT	Informational	Lifecycle	Partner	Promotions	Travel Inspiration
% of Delivered Emails		9.6%	20.6%	9.4%	24.7%	4.4%	0.1%	0.8%	5.8%	10.5%	14.0%
DELIVERED	979.6 M	94.0 M	201.8 M	92.3 M	242.2 M	43.1 M	955.5 K	7.9 M	57.0 M	103.3 M	137.1 M
DELIVERY RATE	99.0%	99.3%	99.6%	99.7%	98.0%	99.0%	96.7%	92.8%	99.7%	98.3%	99.7%
OPEN	228.7 M	27.9 M	38.2 M	22.2 M	58.8 M	7.1 M	175.7 K	2.7 M	13.0 M	24.3 M	34.4 M
OPEN RATE	23.3%	29.7%	18.9%	24.1%	24.3%	16.5%	18.4%	34.6%	22.7%	23.5%	25.1%
CLICK	10.6 M	1.8 M	810.7 K	837.6 K	3.1 M	347.3 K	5.6 K	718.5 K	399.3 K	1.3 M	1.2 M
CTR	1.08%	1.95%	0.40%	0.91%	1.28%	0.81%	0.59%	9.15%	0.70%	1.26%	0.88%
CTOR	4.6%	6.6%	2.1%	3.8%	5.3%	4.9%	3.2%	26.4%	3.1%	5.3%	3.5%
UNSUB	1.6 M	212.6 K	319.4 K	148.4 K	379.3 K	40.8 K	2003	31.1 K	79.9 K	205.0 K	231.2 K
UNSUB RATE	0.17%	0.23%	0.16%	0.16%	0.16%	0.09%	0.21%	0.40%	0.14%	0.20%	0.17%
BOOKINGS	100.9 K	4.7 K	8.2 K	15.1 K	42.1 K	4.0 K	5	8.4 K	2.5 K	10.6 K	5.3 K
ROOM NIGHTS	252.2 K	13.1 K	17.1 K	37.9 K	104.1 K	10.4 K	23	22.3 K	6.0 K	27.6 K	13.6 K
REVENUE	\$40.7 M	\$2.4 M	\$2.5 M	\$6.3 M	\$16.9 M	\$1.8 M	\$3.4 K	\$3.4 M	\$858.0 K	\$4.1 M	\$2.4 M
CONVERSION RATE	0.96%	0.26%	1.01%	1.80%	1.36%	1.16%	0.09%	1.17%	0.62%	0.81%	0.44%
BPK	0.10	0.05	0.04	0.16	0.17	0.09	0.01	1.07	0.04	0.10	0.04

## New Campaign Dashboard Categories

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