

MARRIOTT BONVOY™

2020 Email Channel Year In Review

PBR – March 3, 2021



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2020 YoY Performance Overview

<div>36.5%</div> <div>Of Members Engaged In Email*</div> <div>+1.8 pts. YoY</div>	<div>2.3 B</div> <div># Of Delivered Emails</div> <div>-5.4% YoY</div>	<div>Top 3 Performance Drivers</div> <div>(% of Emails Delivered)</div> <div>1. Core Marketing (36%)</div> <div>MAU</div> <div>Boutiques</div> <div>Program Announcements</div> <div>2. Cobrand Emails (15%)</div> <div>3. Travel Inspiration (12%)</div>	<div>\$71.2 M</div> <div>Revenue</div> <div>-59.0% YoY</div>	<div>476.2 K</div> <div>Room Nights</div> <div>-54.7% YoY</div>
<div>17.4%</div> <div>Open Rate</div> <div>+1.9 pts. YoY</div>	<div>1.0%</div> <div>CTR</div> <div>-0.04 pts. YoY</div>		<div>214.2 K</div> <div>Bookings</div> <div>-54.6% YoY</div>	<div>Booking Contribution</div> <div>(By Email Category)</div> <div><div></div></div> <div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>
<div>5.8%</div> <div>CTOR</div> <div>-1.0 pts. YoY</div>	<div>0.19%</div> <div>Unsub. Rate</div> <div>-0.02 pts. YoY</div>			

*Percent of members receiving at least 1 marketing email who opened and clicked

Campaign Dashboard

2020 YoY Comparison

	Total	Brand	Cobrand	CC	Continent Mktg.	Core Mktg.	METT	Informational	Lifecycle	Partner	Promotions	Moments	Travel Inspiration
% of Delivered Emails		7%	15%	6%	36%	3%	0%	1%	7%	10%	2%	12%	
DELIVERED	2.3 B -5.4%	153.8 M 6.5%	342.7 M -46.4%	143.1 M 171.2%	825.0 M 22.3%	61.4 M -60.9%	697.2 K -96.4%	24.9 M -1.2%	169.0 M 82.7%	218.4 M -42.1%	47.3 M -60.4%	279.6 M 201.0%	
DELIVERY RATE	98.5% +0.4 pts.	97.2% -1.3 pts.	99.3% -0.0 pts.	99.3% +1.4 pts.	98.1% -0.0 pts.	98.4% +1.4 pts.	99.7% +1.6 pts.	94.8% +0.8 pts.	99.5% +0.3 pts.	98.0% +1.3 pts.	99.8% +0.1 pts.	99.2% +4.3 pts.	
OPEN	394.1 M 6.4%	28.4 M 7.5%	50.0 M -38.0%	23.8 M 193.2%	150.9 M 39.5%	10.6 M -60.4%	132.3 K -96.4%	8.2 M 45.0%	27.2 M 90.6%	33.4 M -43.6%	8.7 M -65.4%	52.9 M 331.8%	
OPEN RATE	17.4% +1.9 pts.	18.4% +0.2 pts.	14.6% +2.0 pts.	16.6% +1.2 pts.	18.3% +2.3 pts.	17.2% +0.2 pts.	19.0% -0.2 pts.	32.7% +10.4 pts.	16.1% +0.7 pts.	15.3% -0.4 pts.	18.5% -2.7 pts.	18.9% +5.7 pts.	
CLICK	22.8 M -8.7%	2.3 M 46.1%	1.4 M -29.7%	1.6 M 254.0%	9.1 M -9.9%	364.9 K -48.1%	7.0 K -98.7%	2.2 M 106.9%	1.2 M 28.7%	2.0 M -63.8%	432.4 K -70.6%	2.2 M 202.5%	
CTR	1.00% -0.04 pts.	1.48% +0.40 pts.	0.40% +0.10 pts.	1.12% +0.26 pts.	1.10% -0.39 pts.	0.59% +0.15 pts.	1.00% -1.79 pts.	9.02% +4.71 pts.	0.73% -0.30 pts.	0.89% -0.53 pts.	0.91% -0.32 pts.	0.78% +0.00 pts.	
CTOR	5.8% -1.0 pts.	8.0% +2.1 pts.	2.8% +0.3 pts.	6.8% +1.2 pts.	6.0% -3.3 pts.	3.4% +0.8 pts.	5.3% -9.3 pts.	27.6% +8.2 pts.	4.5% -2.2 pts.	5.9% -3.3 pts.	4.9% -0.9 pts.	4.1% -1.8 pts.	
UNSUB.	4.4 M -13.4%	339.1 K 3.0%	559.2 K -59.7%	230.9 K 77.4%	1.8 M 25.8%	23.0 K -92.2%	4.3 K -85.4%	124.6 K 2.1%	258.8 K 55.1%	440.6 K -51.8%	29.6 K -75.4%	578.7 K 327.5%	
UNSUB. RATE	0.19% -0.02 pts.	0.22% -0.01 pts.	0.16% -0.05 pts.	0.16% -0.09 pts.	0.21% +0.01 pts.	0.04% -0.15 pts.	0.61% +0.46 pts.	0.50% +0.02 pts.	0.15% -0.03 pts.	0.20% -0.04 pts.	0.06% -0.04 pts.	0.21% +0.06 pts.	
BOOKINGS	214.2 K -54.6%	17.2 K -37.6%	13.5 K -68.8%	29.0 K 157.75%	78.3 K -58.0%	5.8 K -61.9%	16 -99.8%	26.8 K 44.1%	4.6 K -60.3%	16.9 K -84.7%	14.2 K -55.2%	7.9 K 25.4%	
ROOM NIGHTS	476.1 K -54.7%	40.7 K -37.2%	26.8 K -68.9%	67.6 K 168.0%	175.9 K -57.7%	13.2 K -62.1%	28 -99.9%	55.1 K 30.9%	10.8 K -58.8%	35.5 K -85.8%	33.3 K -53.9%	17.2 K 23.5%	
REVENUE	\$71.2 M -59.0%	\$6.7 M -42.7%	\$3.8 M -71.6%	\$10.4 M 143.1%	\$26.0 M -62.3%	\$2.5 M -58.5%	\$3.0 K -99.9%	\$7.7 M 15.6%	\$1.6 M -60.6%	\$5.1 M -87.6%	\$4.9 M -60.0%	\$2.6 M 18.6%	
CONVERSION RATE	0.94% -0.95 pts.	0.76% -1.01 pts.	0.97% -1.22 pts.	1.80% -0.67 pts.	0.86% -0.99 pts.	1.58% -0.57 pts.	0.23% -1.45 pts.	1.19% -0.52 pts.	0.38% -0.84 pts.	0.86% -1.18 pts.	3.28% +1.13 pts.	0.36% -0.51 pts.	
BPK	0.09 -52.0%	0.11 -41.4%	0.04 -41.7%	0.20 -5.0%	0.09 -65.7%	0.09 -2.5%	0.02 -95.1%	1.08 45.8%	0.03 -78.3%	0.08 -73.6%	0.30 13.2%	0.03 -58.3%	

Reduced email frequency in Q1/Q2 and several paused campaigns led to fewer deliveries YoY

Open rate increased from capturing more openers YoY; Lifecycle & Travel Inspiration had highest lifts

Bookings continue to be lower than pre-period; YoY gains with Continent Mktg., Lifecycle, & Travel Inspiration

Financial data source: Omniture 7-day cookie

BPK = Bookings per Thousand Delivered Emails

2020 Highlights

- **Continued inspiring** with armchair travel & local destination stories to support engagement goals
 - Traveler monthly avg. open rate was 19.5% (April was 28%, 16M delivery)
 - Wanderlust emails launched in Sept 2020; monthly avg. open rate was 18.1%
- **Stimulated bookings** with regional drive market solos & website retargeting campaign
 - MBV Escapes and regional solos promoting local destinations generated 14% of 2020 bookings, bookings +157% YoY
 - Raised brand awareness of Homes & Villas by delivering 102M solos, +144% YoY
 - Expanded retargeting efforts generated 9.8K bookings & \$3.2M in revenue
- **Increased communication relevancy** to support program goals
 - 113M delivered emails for Eat Around Town drove awareness of relevant program benefit
 - Benefits of using the cobrand credit card spoke to members' current mindset; CTR +0.10 pts & CTOR +0.3 pts. YoY
 - Corporate updates kept members informed; 24% open rate avg.

Key Takeaways

- Increase relevancy with additional data
- Strengthen email frequency management
- Re-engage inactive members
- Continue to inspire travel and local stay activity
- Maintain Elite engagement and activate Basic & Non-members
- Leverage optimization tech to lift open and click rates

Thank you

APPENDIX

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