MARRIOTT BONVOY EMAIL PROGRAM

First 8 Weeks Evaluation and March '19 Review

May 2, 2019

MARRIOTT BONVOY™ | yes
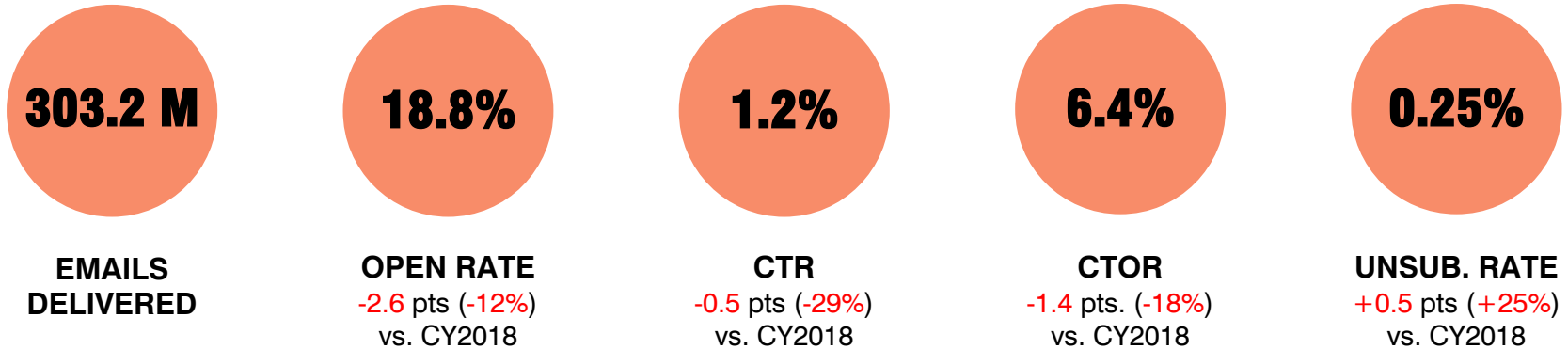
JW Marriott Phuket Resort & Spa, Thailand

TODAY'S WE WILL...

- Take a look at the first 8 weeks of Marriott Bonvoy's email program performance
  - Overall engagement
  - Member level performance
  - Cobrand emails, did they have an impact on performance?
  - Launch of new campaigns
  - Approach to establishing new baseline KPIs
  - Channel recommendations

- Review March email engagement and activity
  - March engagement KPIs
  - Key initiatives like Cobrand and Double Take
  - Tests and optimizations for the month
  - Monthly insights

MARRIOTT
BONVOY™ | yes

FIRST 8 WEEKS OF
MARRIOTT BONVOY EMAIL PROGRAM

MARRIOTT
BONV_OY™ | yes

MARRIOTT BONVOY PROGRAM ENGAGEEMENT

Feb 23 – Apr 10

303.2 M

**EMAILS
DELIVERED**

18.8%

OPEN RATE
-2.6 pts (-12%)
vs. CY2018

1.2%

CTR
-0.5 pts (-29%)
vs. CY2018

6.4%

CTOR
-1.4 pts. (-18%)
vs. CY2018

0.25%

UNSUB. RATE
+0.5 pts (+25%)
vs. CY2018

- Engagement declines in open rate and click rates
- Unsub. rate is up 25% vs. 2018 avg; continue to monitor
- Factors influencing performance:
  - Few triggered campaigns have returned to market since OBOP; these typically have the highest engagement; recommend expediting relaunch
  - Much higher volume of Cobrand emails than pre-OBOP; Moments now 2x per month
  - Member Account Update launched on 3/30

MARRIOTT
BONVOY™ | yes

ESTABLISH NEW PROGRAM BASELINE KPIs

Current performance allows us to begin establishing new email channel baselines at the campaign and program levels

Recommend setting baselines after 3rd program month (May 31) or 3rd campaign mailing
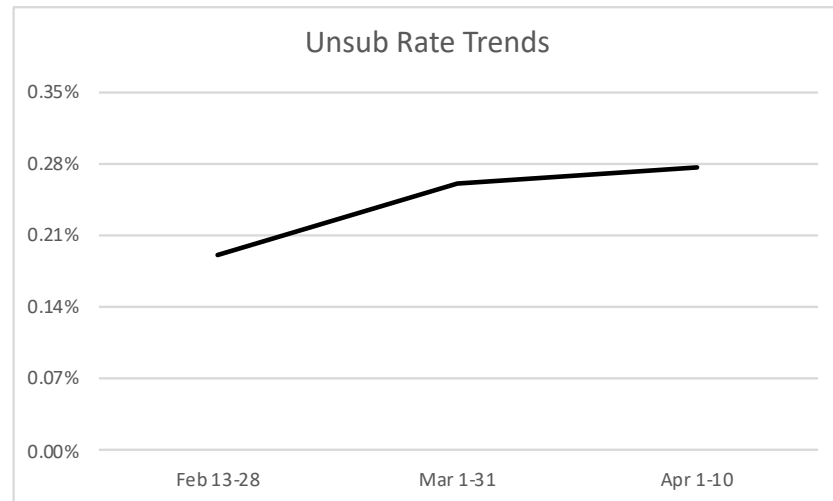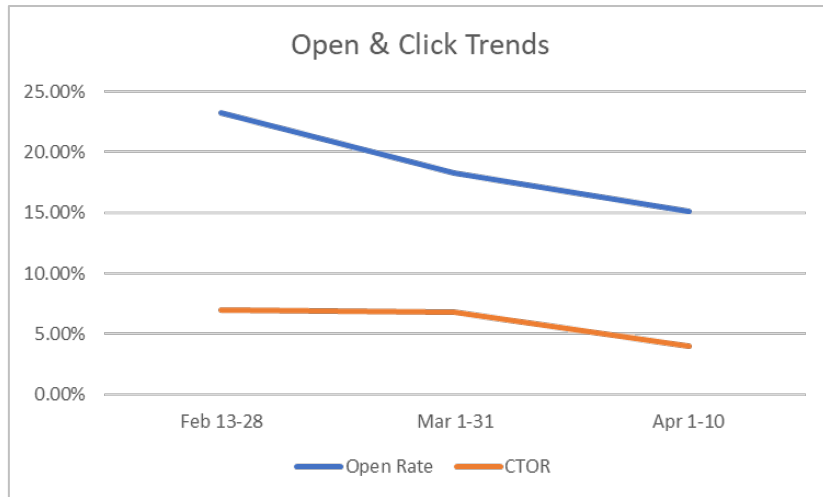
Feb 13 - April 23 Program Averages:

18%	1%	6%	.24%
OPEN RATE	CTR	CTOR	UNSUB. RATE (monitor engagement)

MARRIOTT BONVOY™ | yes

MEMBER COMMUNICATIONS LAUNCH PLAN

- Activity This Week & Next
  - Achievers & Renewers (ENG) tentative launch this week with translations to follow
  - Abandon Search internal kick off this week; relaunch planned for June
  - Welcome series 2 – 4 tentative launch next week
  - Incent Redemption taking a phased approach with ph.1 planned for end of Q2 deployment

- May/June Launch
  - On-Boarding refresh kick-off mid-May
  - Offers & Packages tentative launch June 6
  - Lifetime Achievers aiming to start deploying in June

- Future Launch
  - Near Level
  - Anniversary
  - Happy Birthday
  - Redemption Recognition

MARRIOTT
BONVOY™ | yes

ENGAGEMENT RATE TRENDS

Open & Click Trends

	Feb 13-28	Mar 1-31	Apr 1-10
Open Rate	~23%	~18%	~15%
CTOR	~7%	~7%	~4%

(Y-axis: 0.00%, 5.00%, 10.00%, 15.00%, 20.00%, 25.00%)

Unsub Rate Trends

	Feb 13-28	Mar 1-31	Apr 1-10
Unsub Rate	~0.19%	~0.26%	~0.28%

(Y-axis: 0.00%, 0.07%, 0.14%, 0.21%, 0.28%, 0.35%)

Open and CTO rates decreased over the time period and Unsub. rates increased

Look for opportunities and develop a plan to apply reengagement tactics to win back unengaged members early (90 days of inactivity)

MARRIOTT BONVOY™ | yes

ELITES ARE STILL ENGAGING AT ABOVE AVERAGE RATES

- Establish benchmarks after 3 months of OBOP
- Track seasonal and campaign-level trends

MEMBER	**SILVER**	**GOLD**	**PLATINUM (ALL)**
Open Rate: 15.8%	Open Rate: 21.5%	Open Rate: 25.1%	Open Rate: 30.2%
CTR: 0.7%	CTR: 1.5%	CTR: 2.2%	CTR: 3.3%
CTOR: 4.7%	CTOR: 7.1%	CTOR: 8.7%	CTOR: 11.1%
Unsub. Rate: 0.27%	Unsub. Rate: 0.16%	Unsub. Rate: 0.14%	Unsub. Rate: 0.06%

MARRIOTT
BONV⊙Y | Yes

ELITES DRIVE EMAIL ENGAGEMENT (80/20 RULE)

1 Made up 30% of Delivered and 80% Financials

2 Drove 1 in 4 Opens and nearly 60% of Clicks

3 Are least likely to Unsubscribe

	TOTAL	ELITES	BASICS	% of Total	
				ELITES%	**BASICS%**
Total Mailable	18.8 M	3.5 M	15.3 M	19%	81%
Delivered	282.2 M	90.8 M	191.4 M	32%	68%
Opens	53.5 M	23.1 M	30.3 M	43%	57%
Clicks	3.5 M	2.1 M	1.4 M	60%	40%
Total Unsubs	625.6 K	113.6 K	512.0 K	18%	82%
Bookings	75.2 K	61.4 K	13.7 K	82%	18%
Room Nights	171.4 K	141.0 K	30.4 K	82%	18%
Revenue	$29.6 M	$24.1 M	$5.4 M	82%	18%

- Recommend being selective and targeted with communications to Elite members
- Defining the value of an email address will help measure the financial impact of Elite unsubscribe rates

MARRIOTT BONVOY™ | yes
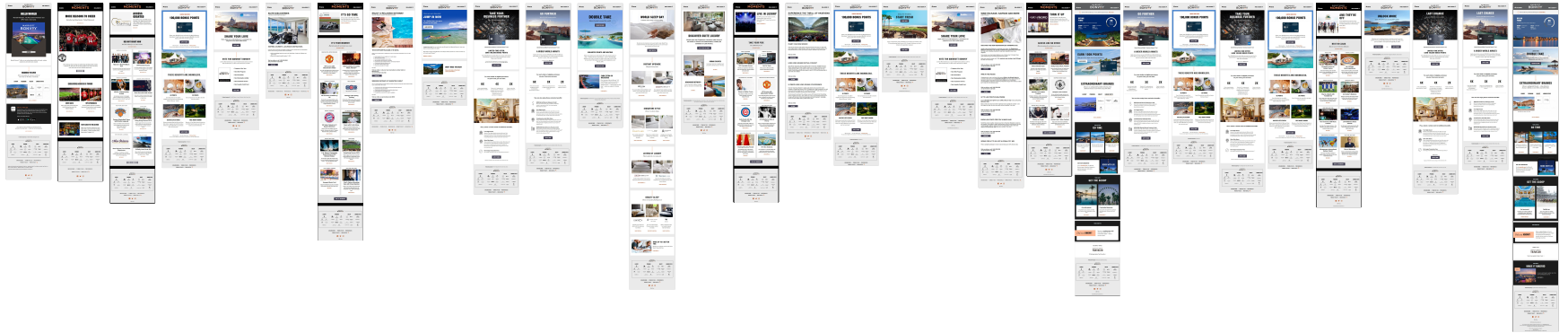
HEAVY MIX OF COBRAND EMAILS IS AFFECTING ENGAGEMENT

- Cobrand emails drove overall program engagement KPIs; they made up 26% of total delivered and 27% total unsubs for the time period

- Even though Cobrand contributed to YTD performance, it was not as bad as we thought with KPIs only slightly depressed YoY

- Cobrand acquisition email engagement is typically lower than other communications; this is evident despite having high-value LTOs in market
  - Of all the Partner and Solo emails, Cobrand made up 38% of the total and had some of the lowest engagement
  - Third lowest open rate of 14%, lowest CTOR of 2%, and resulted in 262K unsubs (0.25%)

- Improve Cobrand Solo email targeting strategy; promote only one card product at a time to those with the highest chance of acquisition

MARRIOTT
BONVOY™ | yes

COBRAND ACQUISITION GOALS: YTD PERFORMANCE

- Chase
  - Acquired 9,096 new accounts between 1/1 – 3/31
  - 48% of them from March
  - 20% behind goal of 45,730 and down 10% YoY

- Amex (2/21 – 4/11)
  - Brilliant: 1,435 new accounts (NAA)
    - Currently on track with 9,900 YE goal
  - Business: 1,665 new accounts (NAA)
    - Currently behind 7,263 YE goal

MARRIOTT
BONVOY™ | yes

RECOMMENDATIONS

- Further analysis on former program affiliation
  - Compare post-OBOP email performance to prior programs (MR/SPG/RCR), to determine if we should handle specific audience segments differently

- Expedite the relaunch of timely, relevant member comms. to lift engagement KPIs

- Define strategy for an earlier reengagement touch point that targets members that have not opened or clicked an email in 3-6 months

MARRIOTT
BONVOY™ | Yes

- Show prospects only the card offer for which they have the highest propensity instead of all possible offers; currently sending acquisition emails for more than one card product

- Evaluate cobrand email approach to avoid over-messaging
  - Focus on those with propensity to enroll
  - Re-target only openers who did not apply

- Look for ways to integrate cobrand into other campaigns rather than solos
  - Core monthly campaigns: MAU, Offers & Packages, Traveler
  - Relaunch high-engagement automated triggers that can include cobrand placements, e.g., Points Expiration, Abandoned Search, Birthday (underway for Welcome emails 2-4)

MARRIOTT
BONVOY

CAMPAIGN HIGHLIGHTS

MARRIOTT
BONVOY™ | yes

Header: 8.8%

Hero: 58.4%

Brands to Love: 5.8%

Co-brand: 1.6%

Mobile App: 15.5%

Combine Accts: 2.3%

Benefits: 0.8%

Brands: 2.2%

Footer: 4.6%

FEB 13TH OBOP LAUNCH ANNOUNCEMENT

24.7 M	20.4%	10.9%	0.16%
Delivered	Open Rate	CTOR	Unsub. Rate

14.2 K	31.8 K	$5.35 M
Bookings	Room Nights	Revenue

- Campaign engagement above avg. for time period and drove over $5M in revenue
- Members, especially Elites, were interested in launch with above average open and CTO rates
- Limited clicks throughout message suggest this could have been a 2 touch campaign approach
  - 1st touch = hello postcard
  - 2nd touch = highlight breadth of portfolio and benefit education

MARRIOTT BONVOY™ | yes
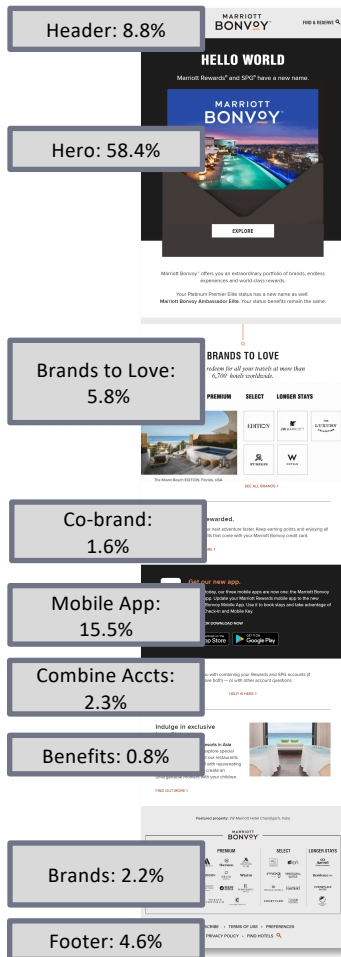
FEB 13TH OBOP ANNOUNCEMENT

Member Level Engagement:

- Basics and Elites had similar click patterns
- Hero, App, and Brand Education content were top 3 for all members; over 70% of clicks

Level	Delivered	Open Rate	CTR	CTOR	Unsub Rate
BASIC	19.3 M	17.6%	1.3%	7.2%	0.19%
SILVER	2.2 M	24.1%	3.3%	13.7%	0.10%
GOLD	1.6 M	31.6%	6.0%	19.1%	0.10%
PLATINUM (All)	1.6 M	38.0%	8.7%	22.9%	0.03%
TOTAL	24.7 M	20.4%	2.23%	10.9%	0.16%

ELITE MEMBERS

- Header: 6.5%
- Hero: 60.1%
- Brands to Love: 5.5%
- Co-Brand: 2.7%
- Mobile App: 19.8%
- Combine Accts: 1.9%
- Benefits: 0.9%
- Brands: 1.4%
- Footer: 1.1%

BASIC MEMBER

- Header: 12.1%
- Hero: 55.9%
- Brands to Love: 6.3%
- Mobile App: 9.3%
- Combine Accts: 2.8%
- Benefits: 0.8%
- Brands: 3.3%
- Footer: 9.5%
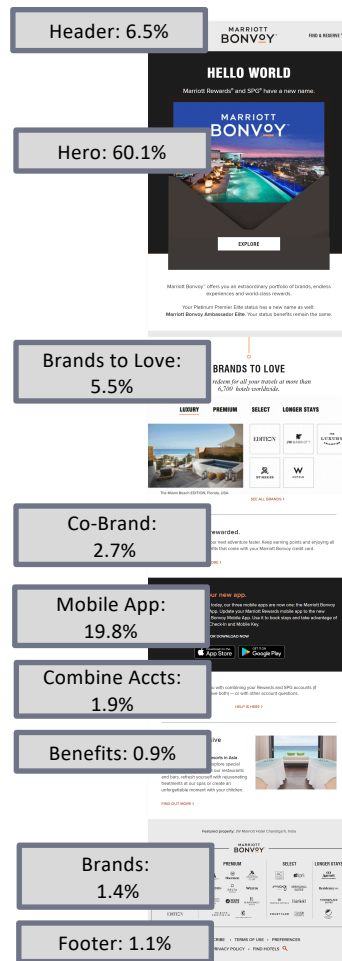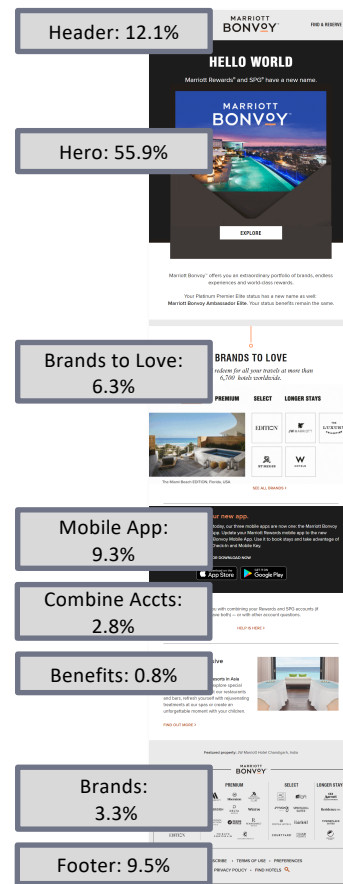
WELCOME EMAIL 1 LAUNCHED ON FEB 20TH
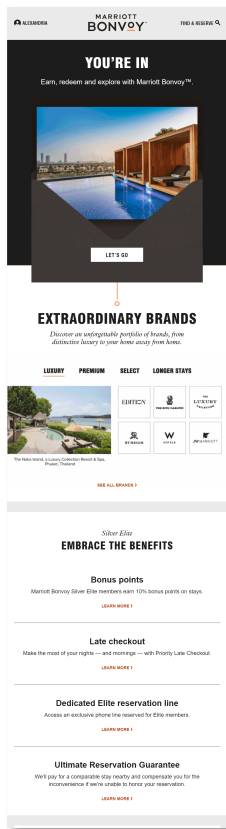
Feb 20 – Apr 10

| **861.1 K** | **26.6%** | **6.4%** | **23.9%** |
| Delivered | Open Rate | CTR | CTO Rate |

| **0.54%** | **2.1 K** | **$375.7 K** | **1.6%** |
| Unsub. Rate | Room Nights | Revenue | Conversion |

- Launched the first email in a series of 4 in Orchestration; emails 2-4 launching soon
- Open and click engagement above program avg.
- Successfully drove a 2% conversion from new members and 1 booking per K emails delivered
- Partnering with CX to track overall campaign & email level engagement, benchmarks, and incrementality
- Steps to expand MVP content options underway

MARRIOTT BONVOY™ | yes

MONTHLY ACCOUNT UPDATE (MAU) LAUNCHED MARCH 30TH

30.6 M	20.9%	9.0%
Delivered	Open Rate	CTOR
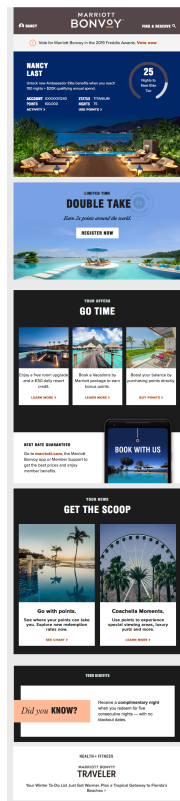
0.29%	22.4 K	$3.9 M
Unsub. Rate	Room Nights	Revenue

- Engagement rates are above program average
- Subject line optimization lifted open rates; plans underway for ongoing optimization
- Continue to monitor overall engagement and for key modules; establish benchmarks after 3 mailings
- Unsub. rate was higher than average; possible impact from other program related messages

MARRIOTT
BONVOY™ | yes

MARCH 2019 EMAIL REVIEW

MARRIOTT
BONVOY™ | yes

TODAY'S WE WILL...

- Take a look at the first 8 weeks of Marriott Bonvoy's email program performance
  - Overall engagement
  - Member level performance
  - Cobrand emails, did they have an impact on performance?
  - Launch of new campaigns
  - Approach to establishing new baseline KPIs
  - Channel recommendations

- Review March email engagement and activity
  - March engagement KPIs
  - Key initiatives like Cobrand and Double Take
  - Tests and optimizations for the month
  - Monthly insights

MARRIOTT
BONVOY™ | yes

35% OF MEMBERS ENGAGED IN MARCH '19 EMAILS

6%

29%

65%

- Engaged
- Passive
- Unengaged
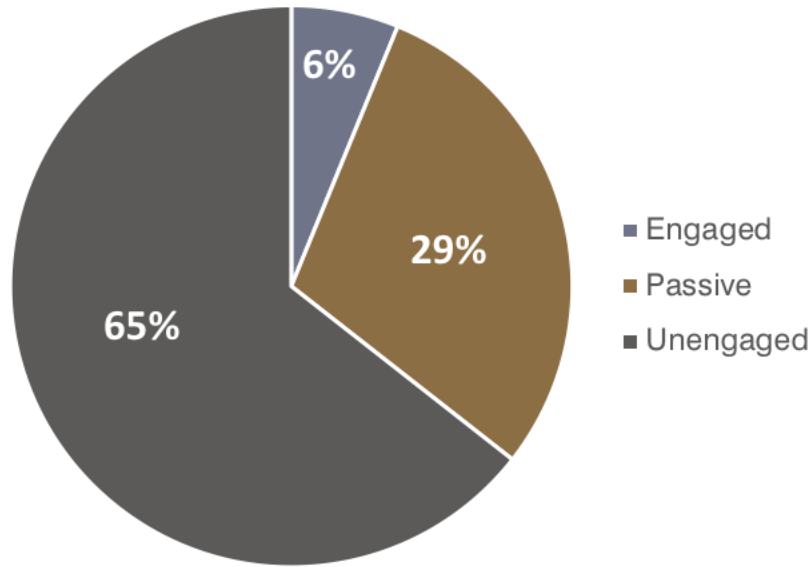
35% of members are opening and clicking on emails in March 2019

Establishing new MBV benchmarks for ongoing comparison & trends

Enhance reporting to see engagement by key segments (i.e. member level and country)

MARRIOTT
BONV°Y | yes

MARCH 2019 PERFORMANCE SUMMARY

- First full month of Marriott Bonvoy email campaigns; drove over $19M in revenue and 107K room nights with limited booking focused emails
- Cobrand and other Solo's drove delivery counts; Promo & MAU drove financials

Engagement

194.9 M	**18.3%**	**6.8%**	**0.26%**
Emails Delivered	**Open Rate**	**CTO Rate**	**Unsub. Rate**
	-3.2 pts vs. 2018 Avg.	**-1.0** pts vs. 2018 Avg.	**+1.0** pts vs. 2018 Avg.

Financials

107.8 K	**$19.1 M**	**1.9%**	**$0.24**
Room Nights	**Revenue**	**Conversion Rate**	**BPK**
+27% vs. 2018 Avg.	**+27%** vs. 2018 Avg.	**-0.11** pts vs. 2018 Avg.	**-30%** vs. 2018 Avg.

Financial data source: Omniture 7-day

MARRIOTT BONVOY™ | yes

MARCH 2019 EXECUTIVE DASHBOARD

Metrics	ATM	Brand BPP	Cobrand	MAU	METT	Promo	RTM	Solo	Total
Sent	4.9 M	8.4 M	34.6 M	31.9 M	26.5 M	23.6 M	474.9 K	70.4 M	200.9 M
Delivered	4.9 M	8.2 M	34.3 M	30.7 M	26.0 M	22.7 M	419.1 K	67.7 M	194.9 M
Delivery Rate	99.2%	98.0%	98.9%	96.1%	98.0%	96.0%	88.3%	96.2%	97.0%
Opens	1.0 M	1.9 M	5.4 M	6.4 M	5.0 M	4.5 M	116.5 K	11.4 M	35.6 M
Open Rate	20.2%	22.8%	15.9%	20.9%	19.1%	19.6%	27.8%	16.8%	18.3%
Clicks	115.7 K	111.4 K	118.2 K	577.4 K	128.4 K	634.2 K	29.1 K	704.2 K	2.4 M
CTR	2.4%	1.4%	0.3%	1.9%	0.5%	2.8%	6.9%	1.0%	1.2%
CTOR	11.8%	6.0%	2.2%	9.0%	2.6%	14.24%	25.0%	6.2%	6.8%
Unsubs	8.0 K	28.4 K	81.1 K	88.4 K	53.8 K	66.4 K	2.1 K	177.8 K	505.9 K
Unsub Rate	0.16%	0.35%	0.24%	0.29%	0.21%	0.29%	0.49%	0.26%	0.26%
Bookings	2.6 K	1.7 K	1.3 K	10.1 K	4.1 K	19.6 K	521	7.8 K	47.6 K
Room Nights	5.9 K	3.9 K	2.8 K	22.6 K	9.6 K	45.1 K	1.2 K	18.3 K	109.4 K
Revenue	$1.0 M	$.8 M	$.5 M	$3.9 M	$1.8 M	$7.7 M	$218.5 K	$3.2 M	$19.1 M
Conversion	2.23%	1.48%	1.11%	1.75%	3.18%	3.09%	1.79%	1.10%	1.97%
BPK	0.53	0.20	0.04	0.33	0.16	0.86	1.24	0.11	0.24

Solo & Cobrand had highest % of delivered emails at a combined 52% (35% & 17% respectively)

Promo made up 41% of monthly room nights and MAU 21%

New baselines will be established for categories

Financial data source: Omniture 7-day
RTM = Triggered member comms. (i.e. Welcome)
ATM = Triggered lifecycle promotions (uses models)

MARRIOTT BONVOY™ | yes

Key Initiatives & Campaign Highlights

MARRIOTT
BONVOY™ | yes

SAMPLE APRIL INBOX: COBRAND

Actual inbox of an Elite Member in 3/30 – 4/17

7 touches in two weeks

MAU with prominent Cobrand offer + 6 Solo emails featuring different card products

MARRIOTT BONVOY™ | yes
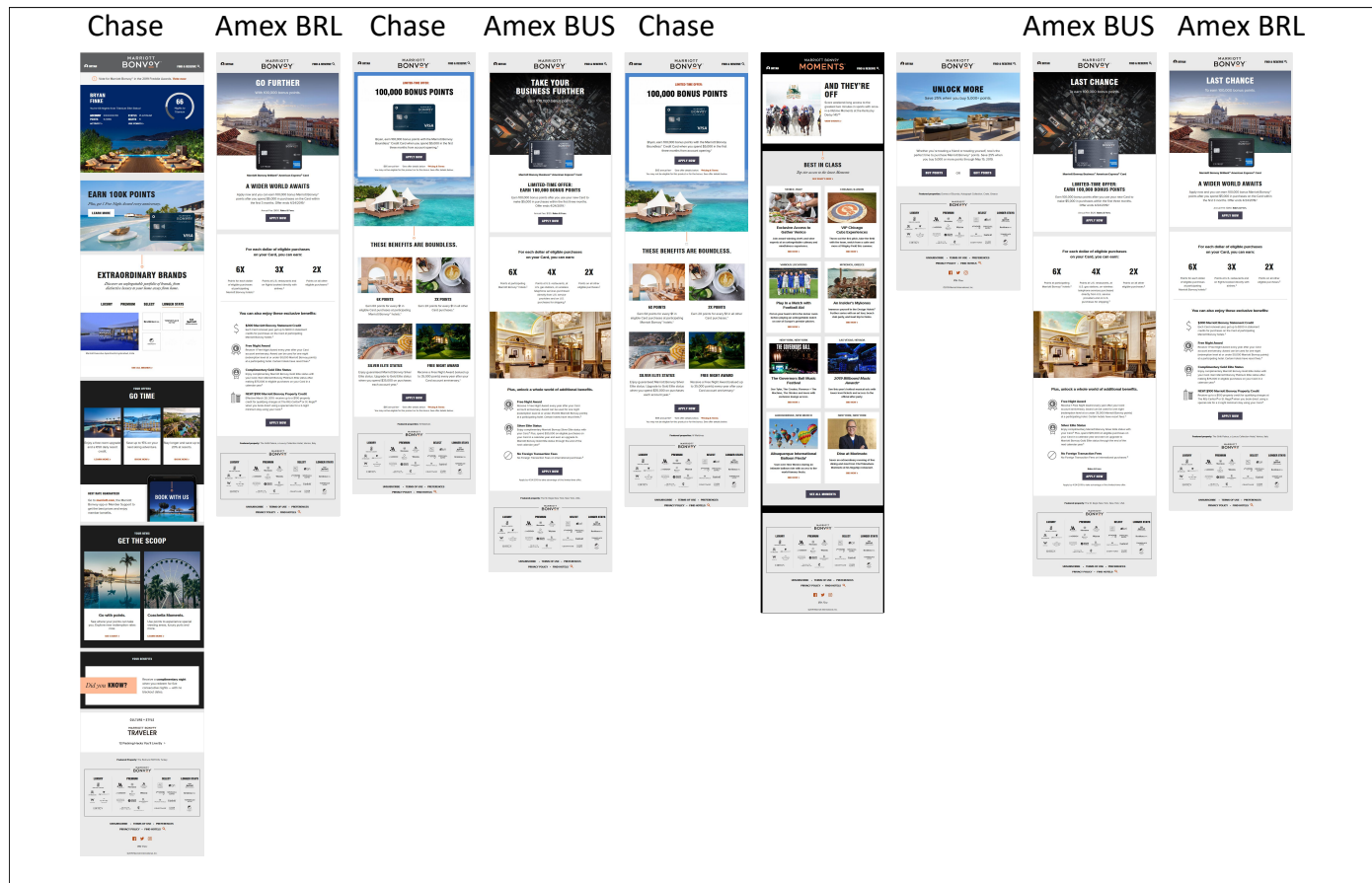
COBRAND EMAIL SUPPORT: AMEX (BRILLIANT & BUSINESS)

- Delivered 56.8M acquisition emails promoting both card products
  - Open rate of 13.9% is 23% below YTD program average
  - CTOR of 1.5% is 75% below YTD program average
  - Unsubscribe rate of 0.24% is slightly below average of 0.25%

- Audiences that overlap card products were getting several acquisition emails in a week; sometimes within days of each other

- Cobrand team will revisit marketing tactics and email targeting rules reducing the frequency of offers/products emailed to members while working to meet goals

MARRIOTT BONVOY | yes

COBRAND EMAIL ENGAGEMENT (AMEX)

CTO and unsub rate engagement declined over time for both card products

AMEX Brilliant Member Audience Engagement

Delivered — CTOR — Unsub Rate

AMEX Brilliant Non-Member Audience Engagement

Delivered — CTOR — Unsub Rate

AMEX Business Member Audience Engagement

Delivered — CTOR — Unsub Rate

AMEX Business Non-Member Audience Engagement

Delivered — CTOR — Unsub Rate

MARRIOTT BONVOY™ | yes
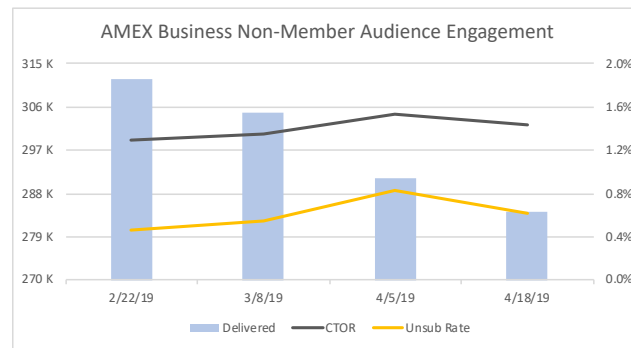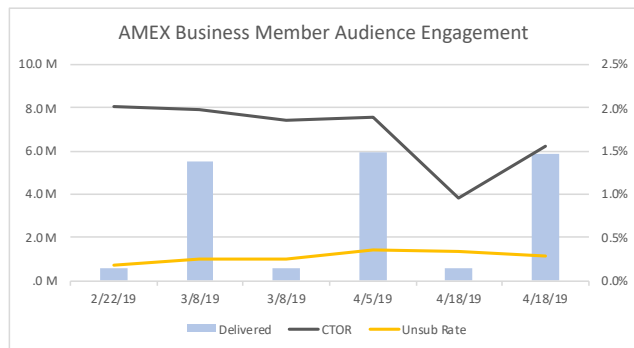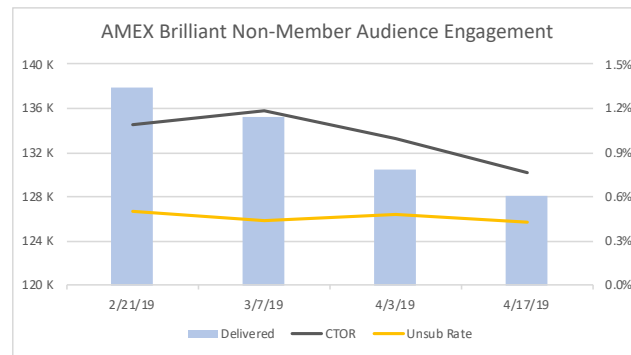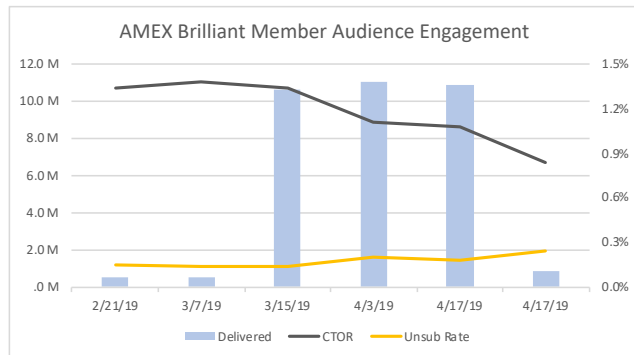
COBRAND EMAIL SUPPORT: CHASE BOUNDLESS

- Delivered 45.3M acquisition emails promoting the Boundless card; engagement is just slightly above the Amex emails
    - Open rate of 13.9% is 23% below YTD program average
    - CTOR of 1.7% is 72% below YTD program average
    - Unsubscribe rate of 0.28% is above average of 0.25%

- KPI increases are possible with a more narrow, highly targeted audience that will deliver the same new account results

- Cobrand team will revisit marketing tactics and email targeting rules reducing the frequency of offers/products emailed to members while working to meet goals

MARRIOTT
BONVOY | yes

COBRAND EMAIL ENGAGEMENT (CHASE)

CTO and unsub rates declined over time for both members & non-members

Bank tracking for initial vs. remails needed in order to show value of all touch points & targeting

Chase Member Audience Engagement

Legend: Delivered, CTOR, Unsub Rate

X-axis: 2/28/19, 3/25/19, 3/25/19, 4/4/19, 4/12/19

Left Y-axis: .0 M, 2.0 M, 4.0 M, 6.0 M, 8.0 M, 10.0 M, 12.0 M

Right Y-axis: 0.0%, 0.5%, 1.0%, 1.5%, 2.0%, 2.5%, 3.0%

Chaase Non-Member Audience Engagement

Legend: Delivered, CTOR, Unsub Rate

X-axis: 3/1/19, 3/25/19, 4/4/19, 4/12/19

Left Y-axis: 1.80 M, 1.86 M, 1.92 M, 1.98 M, 2.04 M

Right Y-axis: 0.0%, 0.4%, 0.8%, 1.2%, 1.6%, 2.0%

MARRIOTT BONVOY | yes
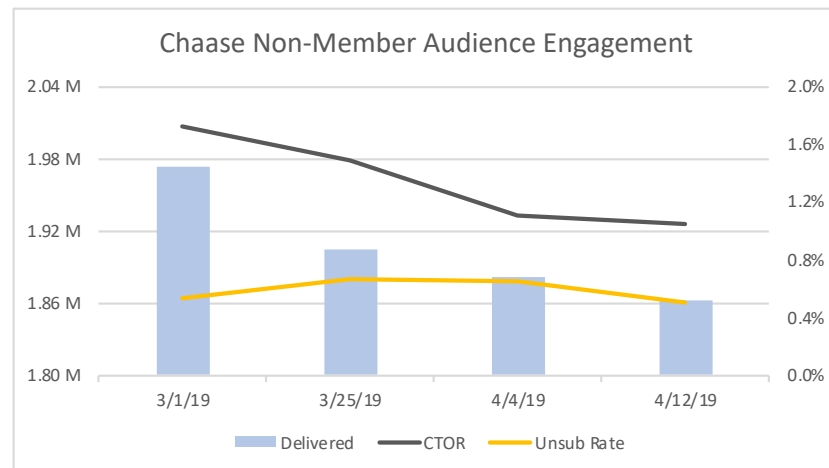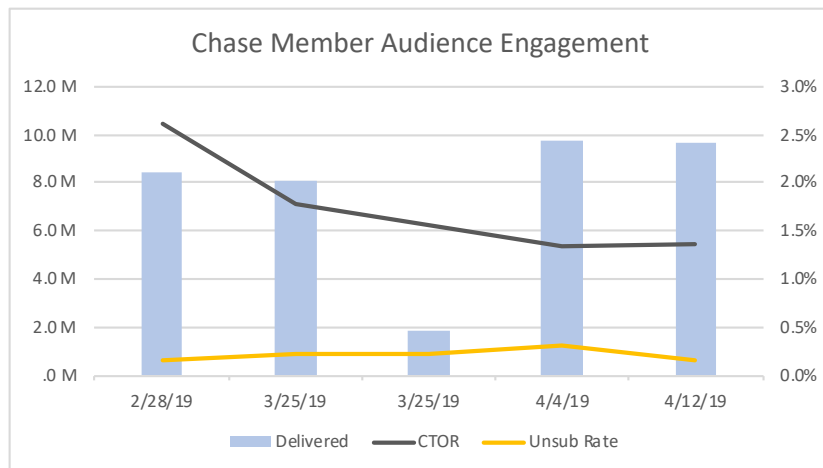
DOUBLE TAKE PROMOTION: EMAIL SUPPORT

22.6 M
Delivered

19.7%
Open Rate
-1.3 pts vs Mar. Avg.

14.2%
CTOR
+7.5 pts vs Mar. Avg.

509.2 K
Registrations*

44.8 K
Room Nights

$7.6 M
Revenue

- Promo emails launched 3/12 to 22.6M members and non-members; support provided in MAU

- Announcement open rates are +7% above March program avg. – used simplicity & personalization
  - {FirstName}, Earning is Easy with Double Take
  - {FirstName}, Earn Double Points Around the World

- CTOR is more than double the March avg.; copy highlighted unlimited earning potential

- Working on featuring promo in Welcome+ soon

*Registrations are projected based on the # of registration confirmation emails

MARRIOTT
BONVOY™ | yes
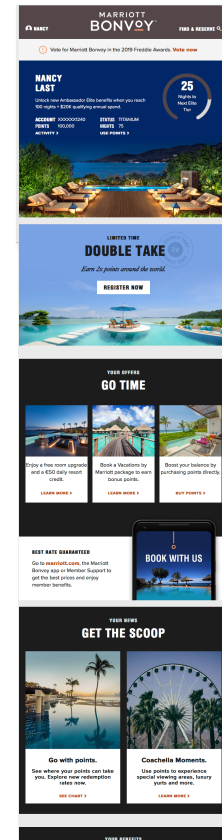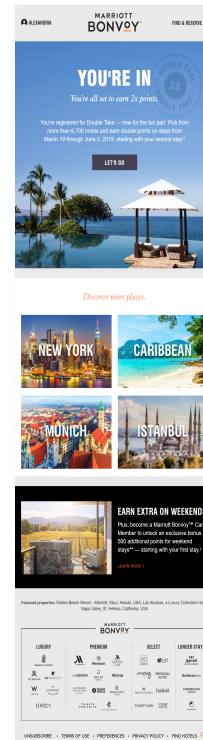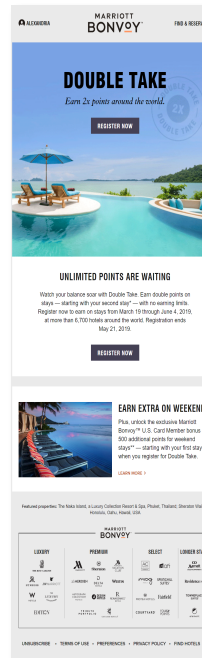
DOUBLE TAKE ANNOUNCEMENT: 3/12

22.1 M	**19.1%**	**14.5%**	**40.7 K**	**$6.9 M**
Delivered	Open Rate	CTOR	Room Nights	Revenue

- Above average open and CTO rates drove 4.2M impressions and 611K visits to the promotion page

- Non-Member 18% open rate was 7% higher than Basics and captured 5% of opener clicks
    - Positive reaction to subject line; continue to optimize and show value of membership in both subject line & email copy
    - "{FirstName}, Join and Earn Double Points"

- Unable to get results from Wylei Dynamic Content Assembly due to missing email code; try effort again

Member

Non-Member
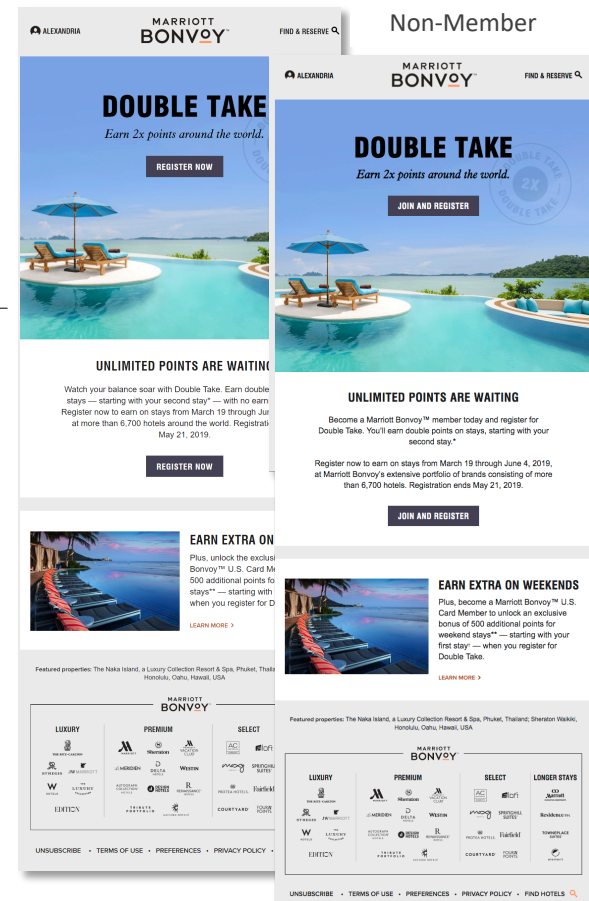
DOUBLE TAKE REGISTRATION CONFIRMATION

507.8 K   **42.0%**   **9.7%**   **4.1 K**   **$699.6 K**
Delivered   Open Rate   CTOR   Room Nights   Revenue

- Basics had the highest engagement of all; shows continued interest in offer content; super low unsub rate!
- Used Wylei SmartMatrix to optimize destination content
- Cobrand acquisition offer drove just as much engagement as destination content; both worked well as click-catcher content

	Open Rate	CTR	CTOR	Unsub. Rate
BASIC	42.9%	6.1%	14.1%	0.03%
SILVER	41.5%	4.1%	10.0%	0.01%
GOLD	41.8%	3.8%	9.0%	0.01%
PLATINUM (ALL)	41.9%	3.4%	8.1%	0.00%

HEADER: 9.3%

HERO: 59%

DISCOVER: 14%

WEEKEND: 14%

BRANDS: 2.0%

FOOTER: 1.1%

Testing and Optimization

MARRIOTT
BONVOY™ | yes

SUBJECT LINE TEST RESULTS

FREDDIE AWARDS WAVE 2 (3/29)	%PPT DIFF.	DESCRIPTION OF WINNER
ENG Version • **Choose the Winners of the 2019 Freddie Awards** • Cast Your Vote for the 2019 Freddie Awards	**Winner** -1.2 pts	Less task-oriented, makes the recipient feel important, like they will personally decide
BEN Version • **Choose the Winners of the 2019 Freddie Awards** • Cast Your Vote for the 2019 Freddie Awards	**Winner** -0.9 pts	

- Opposite winner for Japanese version; copy approach was more direct
- ENG version reached statistical significance (99%); other versions had low open counts
- Continue to optimize subject lines by country to determine the best approach regionally

MARRIOTT BONVOY™ | yes

SUBJECT LINE TEST RESULTS

MAU – MEMEMBER ACCOUNT UPDATE (3/30)	WINNERS	DESCRIPTION OF WINNER
BEN Version • Your Marriott Bonvoy Account Update: Special Offers, Benefits and More • Introducing Your Marriott Bonvoy Account Update	Winner -1.2 pts	Branded and sets expectations for message content
FRE Version • Présentation des nouveautés relatives à votre compte Marriott Bonvoy • Nouveautés relatives à votre compte Marriott Bonvoy : offres spéciales, avantage…	Winner -0.4 pts	Direct approach about account updates
SPA Version • Presentamos la actualización de su cuenta de Marriott Bonvoy • La actualización de su cuenta de Marriott Bonvoy: Ofertas especiales, beneficios…	Winner -0.7 pts	

- CHS and BEN winners shared the same approach; all other languages preferred the direct message
- Japanese version reached statistical significance (directional at 90%); all other versions did not
- Opportunity for cumulative learnings using new Epsilon technology for in-language versions

MARRIOTT BONVOY | yes

OTHER SUBJECT LINE LEARNINGS

For the emails that were not tested, personalization, earning, and fascination styles/tactics drove above average engagement

- Most of the higher open rate emails went to a more engaged audience, like cardholders
- Lower engaged emails (orange & red colors) were acquisition messages

Campaign/Cell	Deployed	Delivered	Open %	Subject Line	Observations
US Amex Spend and Get - Consumer Remail	3/12/19	31.7 K	38.0%	<Firstname>, Earn up to 100,000 Bonus Points	
US Amex Spend and Get - Business Version	3/6/19	14.8 K	34.9%	<Firstname>, Earn up to 90,000 Bonus Points <Firstname>, Earn up to 45,000 Bonus Points	
Moments Bi-Monthly	3/5/19	3.3 M	28.2%	Experience the Extraordinary	- Used personalization: first name & exclusivity
Chase Solo Event	3/11/19	1.0 M	27.2%	Exclusive Invitation: Tribeca Film Festival Events	- Fascination used in Moments; a common winning style
US Amex Spend and Get - Consumer Version	3/8/19	198.2 K	26.0%	<Firstname>, Earn up to 100,000 Bonus Points	- 8 out of 11 subject lines include 'Earn' with points reference
Moments Bi-Monthly	3/19/19	3.1 M	21.7%	Make Memories with Marriott Bonvoy Moments	
Double Take Announcement In-Lang	3/12/19	14.4 M	19.7%	{FirstName}, Earning is Easy with Double Take {FirstName}, Earn Double Points Around the World {FirstName}, Start Earning Double on Your Second Stay {FirstName}, Join and Earn Double Points	
Cruises-Only Solo	3/7/19	9.5 M	18.6%	[FirstName], Limited Time: Cruise to Rewards Faster	- 4 out of 7 low performing subject lines were Cobrand remails
AP Member Favorites	3/11/19	1.7 M	16.3%	It's Time: Vote for Your Favourite Hotels and Resorts	- Suggest subject line test plan for Remails to improve KPI
Amex Acquisition Member Remail for Brilliant	3/7/19	533.3 K	15.9%	[First Name], 100,000 Bonus Points Await – Ends April 24	- Test approach to bonus pts again; impact from end date
Amex Acquisition Member for Brilliant	3/15/19	10.6 M	13.9%	[First Name], 100,000 Bonus Points Await – Ends April 24	- Adding end date didn't drive urgency; add when 1-2 wks out
Amex Acquisition Member Remail for Business	3/8/19	573.1 K	13.5%	Limited-Time Offer: 100,000 Bonus Points Await– Ends April 24	
Amex Acquisition Non-Member Remail for Brilliant	3/7/19	135.2 K	13.3%	[First Name],100,000 Bonus Points Await – Ends April 24	
Amex Acquisition Non-Member Remail for Business	3/8/19	304.7 K	10.7%	Where Will 100,000 Bonus Points Take You?	

MARRIOTT BONVOY™ | yes

DOUBLE TAKE REG. CONFIRMATION: WYLEI SMARTMATRIX

English Version:

- 12.5% lift in CTOR for the section (99% significance)

- Top 4 out of 20: Caribbean, Aruba, DC, New York (in order)

- Control grp. had similar engagement, but Puerto Rico #2 & New Orleans #4

- Optimization for other languages did not reach significance from low click engagement; use tech to optimize only English version; partner with regions to feature their top 4 destinations using CDATA targeting rules

By Image Percentage of Unique Optimized Clicks

Caribbean.png 23.8%, Aruba.png 19.5%, Dc.png 5.8%, Newyork.png 4.3%, Paris.png 4%, San Diego.png 3.8%, Puerto Rico.png 3.8%, New Orleans.png 3.6%, Barcelona.png 3.5%, London.png 3.5%, Orlando.png 3.4%, Boston.png 3.2%, Munich.png 2.7%, Montreal.png 2.5%, Toronto.png 2.4%, Losangeles.png 2.2%, Dallas.png 2.2%, Atlanta.png 2.1%, Istanbul.png 2.1%, Chicago.png 1.7%
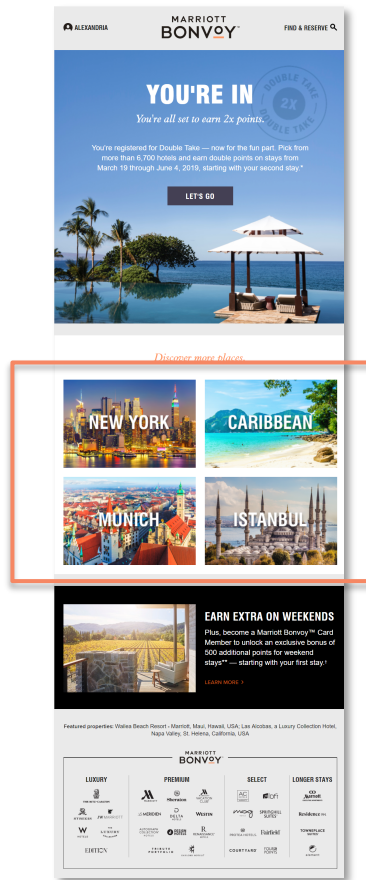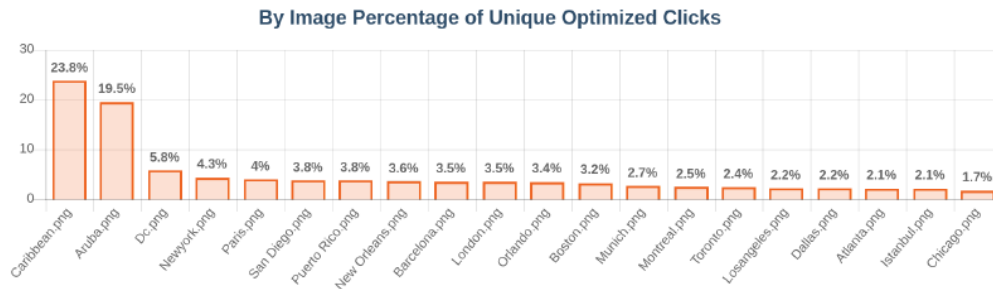
MARCH 30 MAU: WYLEI WEBSCRAPE/OPTIMIZATION

Scraped 5 Traveler articles and optimized eyebrow text (Travel Tips for each article vs. using the Traveler designated eyebrows for each article)

- Set up two different optimizations in same module space:
  - 22.5% lift in CTOR for section (98% significant) = Traveler eyebrows
  - 28.9% lift in CTOR for the section (99% significant) = Travel Tips eyebrow

- CTOR was the same for both control group and optimized group; recommend using either option going forward
  - Traveler eyebrows had a slightly higher Total and Unique click count

- For the Traveler eyebrow optimization, all member levels preferred Culture + Style articles
  - Platinum's responded to Culture + Style and Tips + Trends equally

- Partnering with Traveler team to expand content approach and targeting

- Recommend using images vs. text only, increasing prominence of article title & CTA style to lift clicks

Actionable insights

MARRIOTT
BONVOY™ | yes
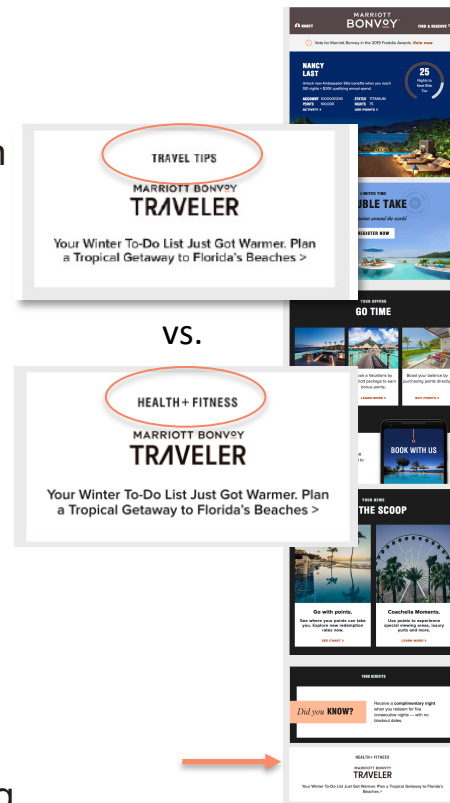
ACTIONABLE INSIGHTS

- Establish new program benchmarks after 3 months of MBV mailings

- Define the value of an email address to help measure the financial impact of unsubscribes; cost for losing the ability to communicate via email

- Revisit Co-brand marketing tactics and email targeting rules; promote only one card product at a time to those with the highest chance of acquision

- In order to gain insights, use Wylei optimization on large segments (i.e. English)
  - Use rules-based logic, regional insights, and internal data to optimize content for smaller language or country segments

- Use Wylei optimization tech on large deployments and modules higher up in the email in order to gain actionable insights
  - Support like web scrape & video can be used anywhere

MARRIOTT
BONVOY™ | yes

THANK YOU!

THE ST. REGIS LANGKAWI, MALAYSIA

Q1 2019 Email Program Review

May 2, 2019

Performance:

- 1.8M Delivered
- 18% Open Rate
- 0.8% CTR
- 4.5% CTOR
- 216 Bookings*
- 519 Room Nights*
- $137K Revenue*

Observations:

- Open rate aligns with 2018 avg., but CTOR was down -45%

- Engagement possibly influenced by new email approach and changes in overall loyalty program communications

- Ongoing test & learn plans for 2019 were developed to grow email engagement over time

THE RITZ-CARLTON

*Data source: Omniture 7-day

APRIL NEWSLETTER
THEME: Food & Beverage

THE RITZ · CARLTON

MAY NEWSLETTER
THEME: Plan Your Summer Getaway

THE RITZ-CARLTON

Q1 '19 PERFORMANCE VS. GOAL
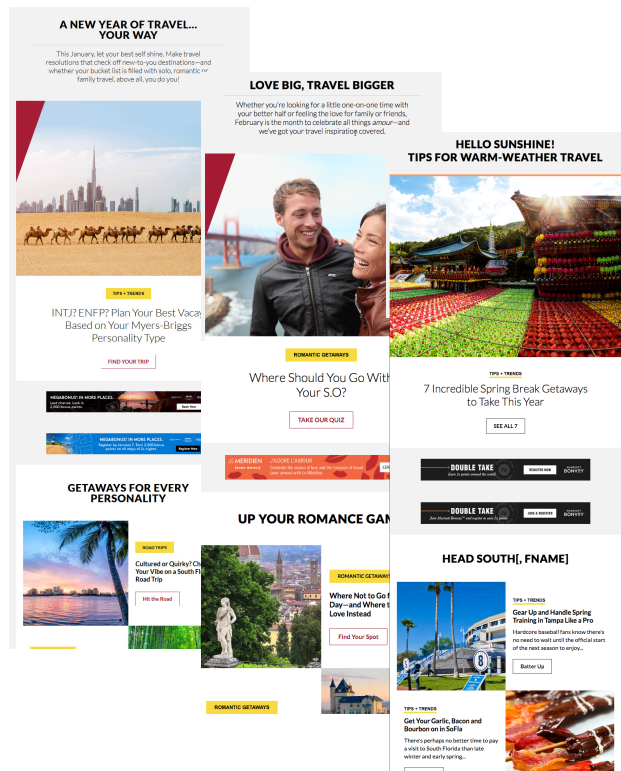
OPEN RATE
16.2%
(+1.9% vs goal of 15%)

CTO RATE
5.5%
(-0.5% vs goal of 6%)

SESSIONS
42.6K
(+113% vs goal of 20K)

DURATION
1:01
(-32% vs goal of 1:30)

PAGES/VISIT
1.38
(-45% vs goal of 2.5)

➤ Open and CTO rates were aligned with goal; 2% above & on-par respectively

➤ Online activity was down over 30% for key KPIs compared to goal

- o Site changed mid-quarter to align with loyalty program launch
- o Infinite scroll functionality down in Feb and March
- o Continue to monitor engagement after relaunch in April

MAIN TAKEAWAYS

➤ **Personality driven hero article in Jan drove record high clicks**
- o 37K unique module clicks – the most since '17 launch; 59% of clicks
- o Article generated 28.8K sessions, 77% of total
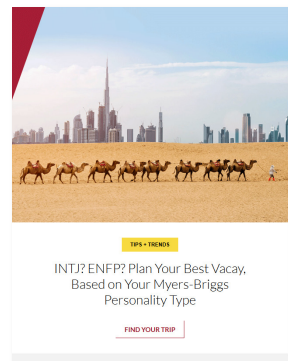
➤ **YoY engagement down in romance quiz in hero; consider broader appeal**
- o 24% of total clicks on module; -14 pt. vs. last years 35% of clicks
- o 10K clicks vs. 21K clicks last year; generated 8.5K sessions, 33% of total
- o Reused 2018 high performing quiz
- o Had to show quiz to all due to last minute targeting change
- o Revisit plan to target content based on previous engagement next time; reduces risk of turning off previous readers

TIPS + TRENDS

INTJ? ENFP? Plan Your Best Vacay, Based on Your Myers-Briggs Personality Type

FIND YOUR TRIP

ROMANTIC GETAWAYS

Where Should You Go With Your S.O?

TAKE OUR QUIZ
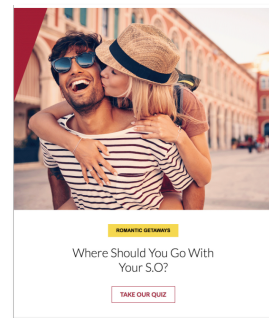
MAIN TAKEAWAYS

March content provides insight for future targeting and personalization:

▶ Elites enjoyed gadgets more than Basics & non-members, especially Plat.
  - o In the top 3 for Platinum and 4th for other Elites (outside of header and footer)
  - o Consider as targeted content in the future by level

▶ Non-member top 3 interests were hero, Spring Training Camp, and promo (outside of header and footer)
  - o For members, hero was #1 & 7 European Towns was #2….was #4 for non-mbrs
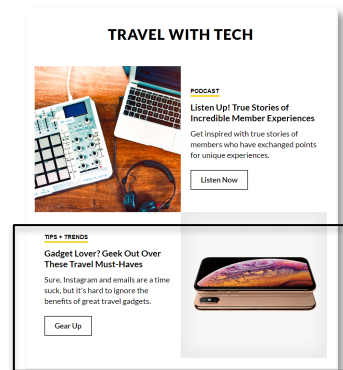 - o Continue to monitor interest in locations outside of U.S.; may need domestic focus

▶ 1.4K clicks on Double Take promotion banners which was 84% of all banner clicks (member & non-member combined); most to-date for banners
  - o Good click-catchers for email and support for promo team

TRAVEL WITH TECH

PODCAST
Listen Up! True Stories of
Incredible Member Experiences
Get inspired with true stories of
members who have exchanged points
for unique experiences.

Listen Now

TIPS + TRENDS
Gadget Lover? Geek Out Over
These Travel Must-Haves
Sure, Instagram and emails are a time
suck, but it's hard to ignore the
benefits of great travel gadgets.

Gear Up

MARRIOTT BONVOY TRAVELER | yes

ACTIONABLE INSIGHTS

Repeatable tactics:

- ► Interactive quizzes, polls work well; consider including in every mailing as consistent content
- ► Personality driven content engaged readers and recommend approach as a future content option
- ► Revisit repurposing high performing content for select audiences; use data to drive targeting
- ► Target Elites with travel tech/gadgets content; tips to make traveling easier
- ► Promo banners are good click-catchers, even with non-members

Areas for opportunities:

- ► Partner with Epsilon on throttling strategy when adding new audiences of significant size
- ► Monitor engagement of non-members closely and look for opportunities to tailor content to their interests and travel patterns
- ► Consider including content like treat yourself or "galentine's" to broaden Feb romance theme

MARRIOTT BONVOY
TRAVELER | yes

7.9% LIFT FROM HERO OPTIMIZATION IN MARCH

Wylei Optimization Overview:

Reporting Period: March 23 –26, 2019
Control: 10% Random Control
Optimization: Optimized on First Party and Contextual Data **Lift**: 7.94% with 100% Statistical Significance

Hero 1: Animated Sun

Hero 2: Slideshow (first image)

Performance Summary:

➤ Hero image optimization; Animated Image vs. Slideshow (3 Images)

➤ Slideshow drove higher engagement (contributed to 80% of the overall 7.9% lift)

➤ Animation had stronger engagement in Oct'18 hero optimization

➤ Continue looking for opportunities to optimize animation in hero for trends

➤ Increase number of images and options to at least 3-4 to increase overall performance and aid in lifting interaction from different segments

MARRIOTT BONVOY
TRAVELER | yes