Marriott Bonvoy
Q3 2023 Email Performance Review

October 26, 2023

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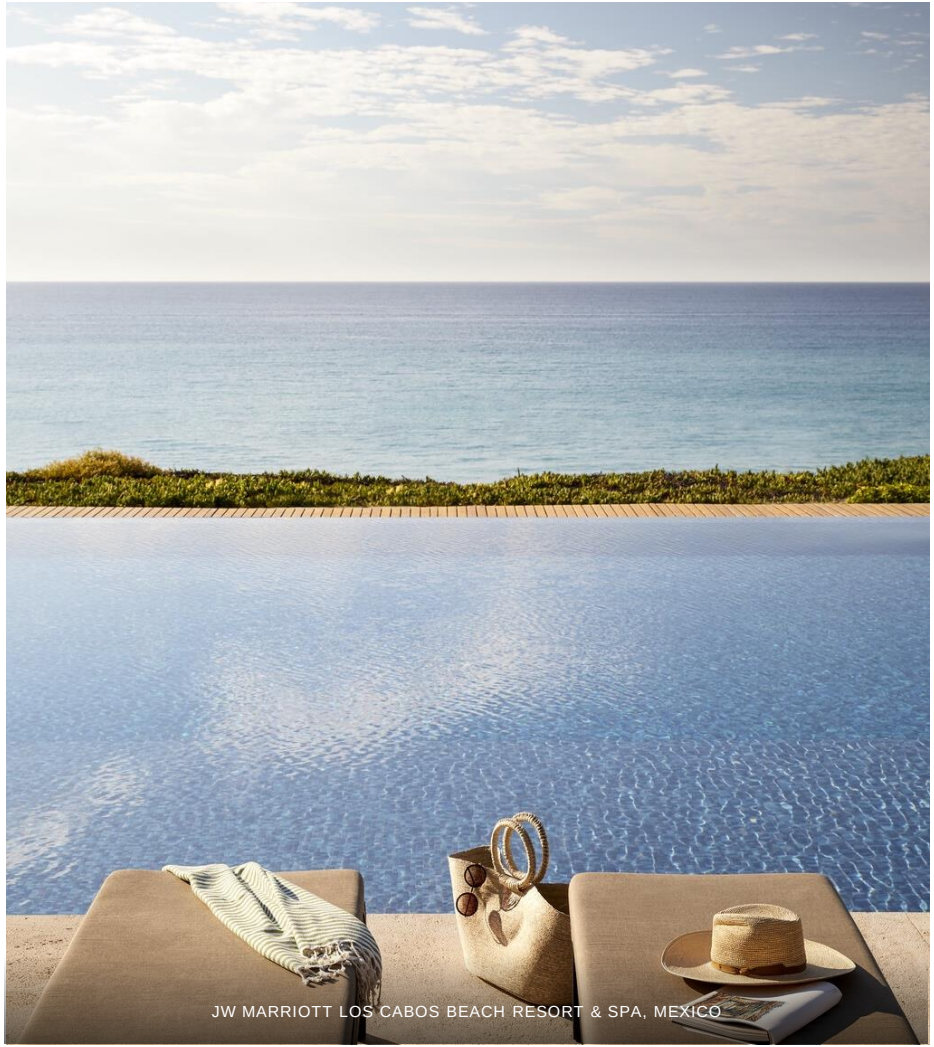
A TRIBUTE PORTFOLIO HOTEL, FLORIDA, USA



Agenda

- Quarterly Plan and Roadmap
- Q3 2023 Performance Summary
- Quarterly Campaign Highlights
- Industry Examples
- Testing & Optimizations Insights
- Actionable Insights

Quarterly Plan & Roadmap

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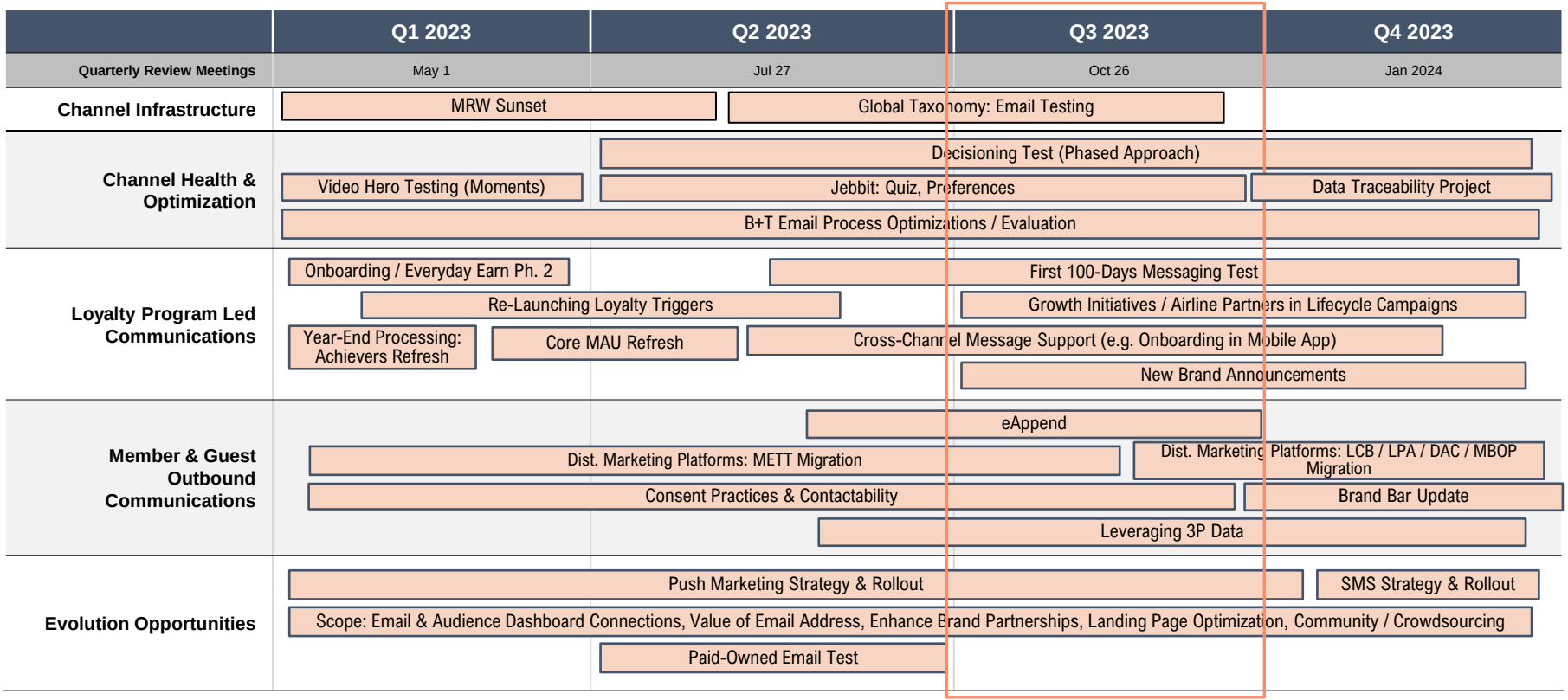
2023 Email Channel/Outbound Comms Marketing Roadmap



Ongoing Workstream:

- Email Support (e.g. Global Promo, Cobrand, Partnerships)
- Localization Support (e.g. Languages, Templates, Global/Local)
- Email List Strategies: Growth, Benchmarking, Goal Measurement, Testing & Learning, STO Optimization
- Luxury Strategy: Offers, Segmentation, Max ADR, Cobrand
- Updating Frequently Used Content Modules
- Migrating Campaigns to ACC
- Developing New Segment Messages (e.g. Opportunity Segments)
- Leveraging 3rd Party Data
- Optimizing Workfront

Q3 Actions Taken

- Launched First 100 Days Lifecycle campaign
- Deployed GloPro & Points Expiration in Push
- Continued 3rd party data use cases and tracking
- Held Q3 Data Summit
- Activated the new Big-Hearted Visionary brand voice
- Started B+T enhanced process with Core MAU
- Kicked off data traceability project
- Announced MGM in July
- Continuing migration to METT 2.0
- Continuing to update in-language email domains & links
- Performed initial testing for channel impacts from Apple's iOS 17 Link Tracking Protection update
- Continuing implementation of eAppend process & communications
- Lifted South Korea exclusion flag
- Mobile App -- Enrollment POC and Onboarding

Looking Ahead

- Continue channel optimization project with B+T
- Launch Decision Engine Test #2
- Scope new hurdle offer outside of First 100 Days
- Continue phases 2 & 3 of data traceability project
- ATM pull-through into Achievers and cross-channel implementation
- Continue to activate Push marketing (ATM, GloPro, Retargeting)
- Launch Welcome Gated offer
- Launch Onboarding Pathways and Everyday Earn automated triggers
- Launch Luxury communication guidelines
- Launch Global-Local Playbook (EMEA)
- Complete LCB migration to PCM
- Launch email marketing capabilities in 3 new languages
- Resolving Spanish language inconsistencies

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Q3 2023
PERFORMANCE SUMMARY

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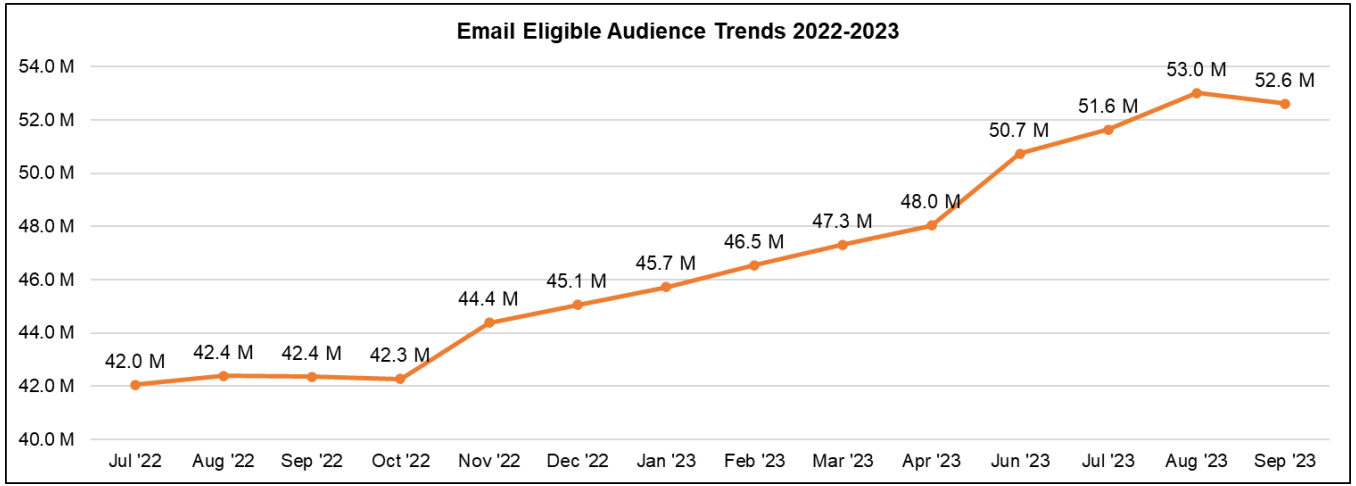
52.6 M Emailable Customers As of September; Slight -0.8% Decline MoM

- The -0.8% MoM decline in total emailable customers was impacted by the recent ISP opt-out issue
- Total net decrease MoM of -398.6 K
  - Members decreased by -337.4 K (-0.9%)
  - Non-Members decreased by -61.2 K (-0.4%)



Email Eligible (total)	52.6 M
MoM	-0.8% -398.6 K
Members	**36.8 M**
MoM	-0.9% -337.4 K
Non-Members	**15.1 M**
MoM	-0.4% -61.2 K

Report Date = Oct 2, 2023
May reporting was not available due to MDP data issues; therefore, May is not shown on the chart.
Email Eligible Counts = Total emailable member & non-member counts globally; includes Welcome, China, and Quebec suppression list counts

Q3 2023 Performance Summary

	Quarterly	Q3 '23	QoQ	YoY
Engagement	Delivered	724.4 M	+4.9% +33.6 M	+38.7% +202.2 M
	Clicks	6.0 M	-4.2% -257.9 K	+21.8% +1.1 M
	CTR	0.8%	-0.1 pts.	-0.1 pts.
	Unsub%	0.26%	+0.05 pts.	+0.08 pts.
*Financials	Bookings	43.2 K	+4.4% +1.8 K	+4.3% +1.8 K
	Room Nights	94.7 K	+5.2% +4.7 K	+3.1% +2.8 K
	Revenue	$19.0 M	+1.0% +$183.9 K	+9.4% +$1.6 M
	Conv%	0.72%	+0.06 pts.	-0.12 pts.

*Financials were impacted by the email attribution tracking issues that are currently being researched. See the Appendix for the September 2023 Performance Summary.

- Delivery increases were impacted by more mail volume for some Engagement and Partner campaigns, as well as some Partner and Brand campaigns that were not in market in Q3 2022. Additionally, the Q3 Global Promo Announcement mailed as a solo this year, while last year it mailed in Core MAU.
- CTR of 0.8% was a slight -0.1 pts. decline QoQ and YoY; overall engagement was mostly steady.
    - YoY increase in clicks impacted by Promotions and Partner campaigns, as well as Project MAX.
- Unsub rate of 0.26% was correlated with our recent audience growth and increased enrollments.
- Financials saw mostly increases due to the Q3 2023 Global Promo and Points Promo, bookings from Project MAX (a one-time send), and increased bookings from some Lifecycle and METT campaigns compared to Q3 2022.

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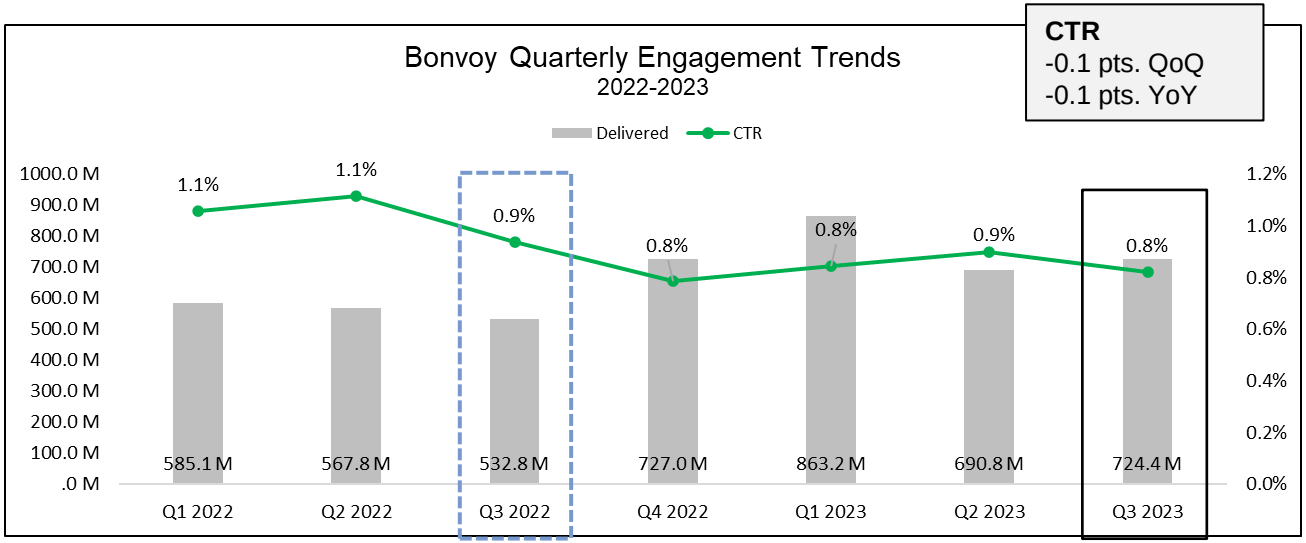
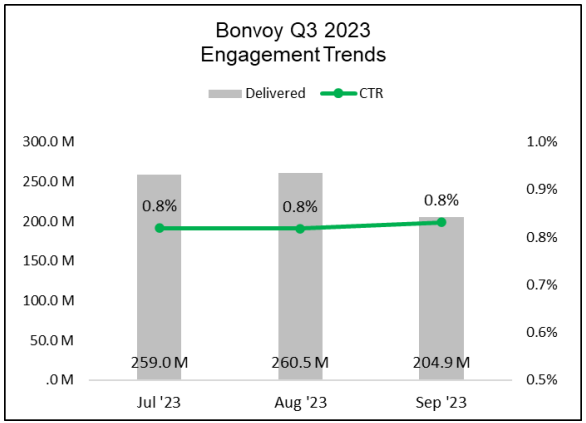
Mostly Steady QoQ CTR With Increased Deliveries

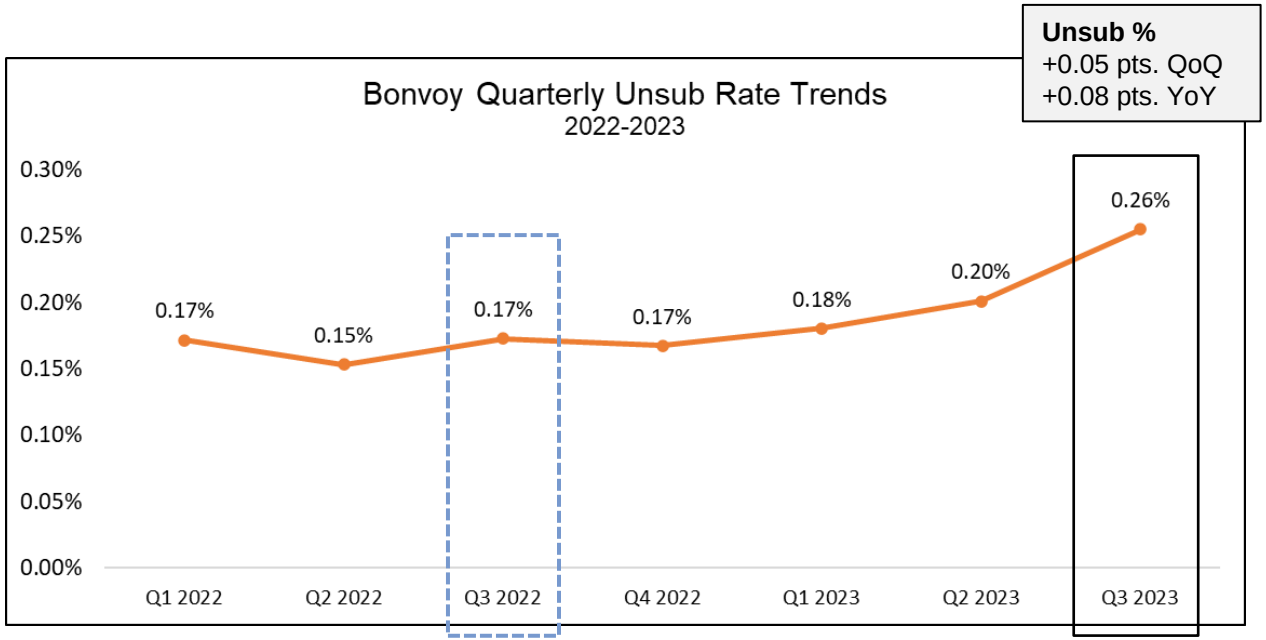
- The YoY delivery increase this quarter was impacted by larger campaigns that saw more mail volume – Moments (+13.0 M), Core MAU (+9.4 M) and Boutiques (+8.9 M), as well as campaigns that did not mail in Q3 2022 – Project MAX (34.0 M), Campaignlette (19.5 M), Hertz Solo (4.6 M) and RCYC (6.9 M). Additionally, Q3 Global Promo Announcement mailed as a solo (40.9 M) in Aug this year while last year it mailed in Sept Core MAU.
    - QoQ delivery increase primarily due to Project MAX (34.0 M) and Campaignlette (19.5 M) which were one-time sends in Q3
    - Some of the MoM delivery decline in Sept was impacted by issues with suppression logic and ISP opt-outs, both of which have been resolved.
- Top click drivers this quarter were the Points Purchase Promotion, Global Promotion, Core MAU and Re-Engage Series

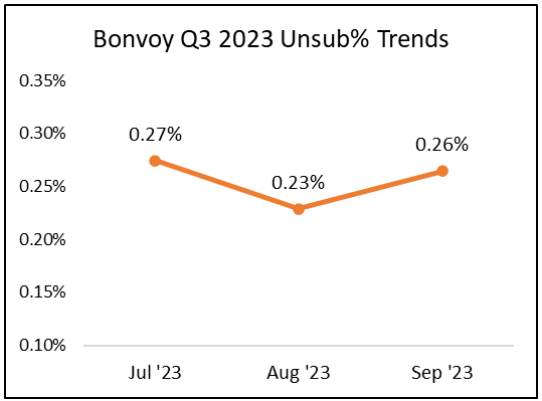




Q3 2023 Unsub Rate of 0.26% is Correlated With Recent Opt-In Growth

12-month average unsub rate is 0.19%, which is below our benchmark of 0.20%.





Member Average Saw Mostly Steady CTR and Unsub Rate This Quarter

- All levels saw QoQ delivery increases, in line with overall trend and correlated to recent audience growth.
  - Non-members had the most significant increase at +51.0% (+33.9 M), impacted by volume from Q3 Global Promo (25.5 M) and Project MAX (13.2 M).
  - All members saw a MoM delivery decline in September; some campaigns were impacted by the issues with suppression logic and ISP opt-outs, both of which have been resolved.
- CTRs and unsub rates for Basic, Silver and Gold were mostly steady this quarter; for upper elites, we saw MoM increases in August followed by declines in September.

Trend line = Apr '23 – Sep '23

		Jul '23	Aug '23	Sep '23	Engagement Trends
NON-MEMBER	Del.	44.6 M	27.4 M	28.4 M	QoQ +51.0% (+33.9 M)
	CTR	0.4%	0.4%	0.4%	
	Unsub%	0.60%	0.49%	0.66%	
BASIC	Del.	127.6 M	154.9 M	114.8 M	QoQ +3.1% (+12.0 M)
	CTR	0.7%	0.6%	0.6%	
	Unsub%	0.20%	0.20%	0.21%	
SILVER	Del.	17.4 M	21.2 M	16.8 M	QoQ +2.8% (+1.5 M)
	CTR	1.2%	1.2%	1.2%	
	Unsub%	0.13%	0.15%	0.14%	
GOLD	Del.	19.3 M	23.8 M	17.6 M	QoQ +4.9% (+2.8 M)
	CTR	1.5%	1.6%	1.6%	
	Unsub%	0.16%	0.17%	0.16%	

		Jul '23	Aug '23	Sep '23	Engagement Trends
PLATINUM	Del.	7.3 M	9.2 M	6.4 M	QoQ +3.8% (+841.9 K)
	CTR	2.4%	2.7%	2.5%	
	Unsub%	0.19%	0.22%	0.19%	
TITANIUM	Del.	5.1 M	6.2 M	4.5 M	QoQ +5.6% (+841.3 K)
	CTR	2.8%	3.2%	2.8%	
	Unsub%	0.22%	0.28%	0.23%	
AMBASSADOR	Del.	565.1 K	638.8 K	489.0 K	QoQ +0.7% (+11.0 K)
	CTR	2.7%	3.1%	2.7%	
	Unsub%	0.29%	0.34%	0.27%	
MEMBER	Del.	177.2 M	215.8 M	160.7 M	QoQ +3.4% (+1.8 M)
	CTR	1.0%	0.9%	0.9%	
	Unsub%	0.19%	0.20%	0.20%	

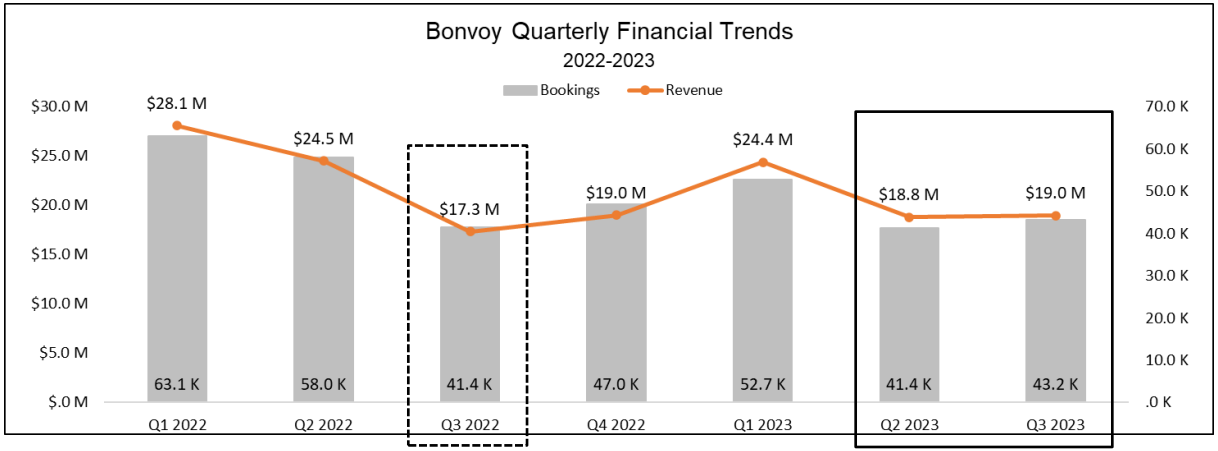
Q3 2023 Revenue of $19.0 M Was a +9.4% YoY Increase

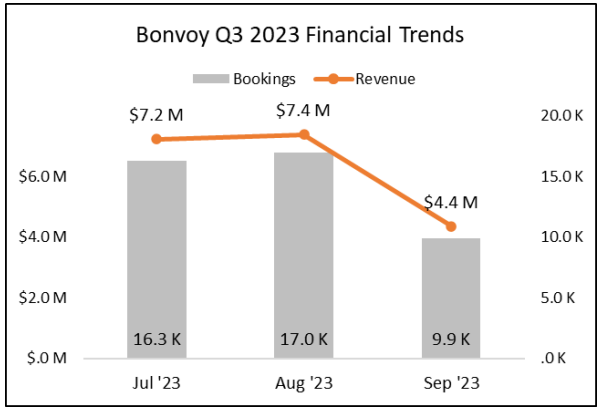
Bookings
+4.4% (+1.8 K) QoQ
+4.3% (+1.8K) YoY

Revenue
+1.0% (+$183.9 K) QoQ
+9.4% (+$1.6 M) YoY

- QoQ bookings saw a +4.4% increase, generating a +$184 K increase in QoQ revenue
- The +$1.6 M revenue increase YoY was impacted by Q3 2023 Global Promo and Points Promo, bookings from Project MAX (a one-time send), and increased bookings from some Lifecycle and METT campaigns compared to Q3 2022.
- August generated the most revenue for the quarter at $7.4 M, driven by bookings from Q3 Global Promo Announcement and increased bookings from Core MAU and Bonvoy Escapes compared to July and September.

Q3 2023 Top Revenue Drivers	Delivered	Bookings	Revenue	Conv%	% of Total Rev
Core MAU	90.2 M	7.9 K	$3.4 M	0.8%	17.7%
Re-Engage Series	2.7 M	2.6 K	$1.1 M	4.7%	5.6%
Choice of Selection	267.9 K	2.3 K	$1.1 M	2.4%	5.6%
Q3 Global Promotion	70.6 M	2.3 K	$1.0 M	0.4%	5.3%
Bonvoy Escapes	19.1 M	2.5 K	$1.0 M	1.7%	5.1%
TOTAL	**182.8 M**	**17.6 K**	**$7.5 M**	**1.0%**	**39.3%**





Financials are impacted by the email attribution tracking issues that are being researched.

Q3 2023 Performance Summary

by Campaign Type

Campaign Type	Ex. Emails	Delivered	% of Del	Clicks	CTR	Unsub%	Bkngs	Revenue	Conv%
Promotions	*ATM, Buy Points, Global Promotion*	**98.9 M**	**13.6%**	**896.7 K**	**0.9%**	**0.30%**	**4.3 K**	**$1.8 M**	**0.48%**
QoQ		*90.7%*	*+6.1 pts.*	*5.4%*	*-0.7 pts.*	*+0.13 pts.*	*43.3%*	*35.5%*	*+0.13 pts.*
YoY		*158.8%*	*+6.3 pts.*	*250.3%*	*+0.2 pts.*	*+0.08 pts.*	*87.9%*	*88.3%*	*-0.42 pts.*
Cobrand ACQ	*Credit Card Dom, KSA, UK, CA, India, etc.*	**96.0 M**	**13.3%**	**218.3 K**	**0.2%**	**0.24%**	**2.1 K**	**$833.5 K**	**0.97%**
QoQ		*-12.1%*	*-2.6 pts.*	*-4.7%*	*+0.0 pts.*	*+0.04 pts.*	*-0.7%*	*-14.6%*	*+0.04 pts.*
YoY		*-12.8%*	*-7.8 pts.*	*-6.6%*	*+0.0 pts.*	*+0.05 pts.*	*-22.6%*	*-25.9%*	*-0.20 pts.*
Core MAU	*--*	**90.2 M**	**12.4%**	**933.5 K**	**1.0%**	**0.21%**	**7.9 K**	**$3.4 M**	**0.85%**
QoQ		*0.1%*	*-0.6 pts.*	*6.5%*	*+0.1 pts.*	*+0.05 pts.*	*-0.3%*	*-4.0%*	*-0.06 pts.*
YoY		*11.6%*	*-3.0 pts.*	*0.9%*	*-0.1 pts.*	*+0.09 pts.*	*-15.2%*	*-14.9%*	*-0.16 pts.*
METT	*METT MR, Mixed, BPP*	**51.3 M**	**7.1%**	**451.2 K**	**0.9%**	**0.43%**	**3.1 K**	**$1.6 M**	**0.68%**
QoQ		*2.6%*	*-0.2 pts.*	*18.1%*	*+0.1 pts.*	*+0.09 pts.*	*20.9%*	*16.4%*	*+0.02 pts.*
YoY		*34.7%*	*-0.2 pts.*	*54.8%*	*+0.1 pts.*	*+0.31 pts.*	*27.9%*	*30.0%*	*-0.14 pts.*
Partner	*Campaignlette, Uber, YWR, Hertz*	**41.8 M**	**5.8%**	**112.0 K**	**0.3%**	**0.12%**	**1.0 K**	**$402.1 K**	**0.91%**
QoQ		*107.2%*	*+2.9 pts.*	*-38.2%*	*-0.6 pts.*	*-0.02 pts.*	*16.3%*	*7.3%*	*+0.43 pts.*
YoY		*659.1%*	*+4.7 pts.*	*10.7%*	*-1.6 pts.*	*+0.06 pts.*	*86.8%*	*133.8%*	*+0.37 pts.*
Global-Local	*CALA, EMEA, Destinations, Americas*	**41.4 M**	**5.7%**	**203.5 K**	**0.5%**	**0.21%**	**2.1 K**	**$1.1 M**	**1.01%**
QoQ		*-16.4%*	*-1.5 pts.*	*-28.8%*	*-0.1 pts.*	*+0.02 pts.*	*25.3%*	*30.0%*	*+0.44 pts.*
YoY		*-17.1%*	*-3.8 pts.*	*-40.5%*	*-0.2 pts.*	*+0.05 pts.*	*-26.6%*	*-13.3%*	*+0.19 pts.*
Cobrand ECM	*Refer a Friend, Newsletters, Cobrand Welcomes*	**12.7 M**	**1.8%**	**317.2 K**	**2.5%**	**0.17%**	**3.9 K**	**$1.1 M**	**1.24%**
QoQ		*70.1%*	*+0.7 pts.*	*44.5%*	*-0.4 pts.*	*+0.05 pts.*	*7.7%*	*30.1%*	*-0.42 pts.*
YoY		*27.6%*	*-0.2 pts.*	*13.9%*	*-0.3 pts.*	*+0.14 pts.*	*-20.6%*	*0.8%*	*-0.54 pts.*
Lifecycle	*Welcome Series, Achiever, First 100 Days*	**6.5 M**	**0.9%**	**345.0 K**	**5.3%**	**0.74%**	**4.9 K**	**$2.0 M**	**1.42%**
QoQ		*22.0%*	*+0.1 pts.*	*-3.8%*	*-1.4 pts.*	*+0.15 pts.*	*25.5%*	*28.2%*	*+0.33 pts.*
YoY		*-54.2%*	*-1.8 pts.*	*-33.4%*	*+1.7 pts.*	*+0.42 pts.*	*14.6%*	*11.2%*	*+0.59 pts.*
Other Comms	*Engagement, Brand, etc.*	**285.5 M**	**39.4%**	**2.5 M**	**0.9%**	**0.25%**	**13.9 K**	**$6.7 M**	**0.55%**
QoQ		*-7.0%*	*-5.0 pts.*	*-10.7%*	*-0.0 pts.*	*+0.05 pts.*	*-11.6%*	*-15.3%*	*-0.01 pts.*
YoY		*62.9%*	*+5.8 pts.*	*29.9%*	*-0.2 pts.*	*+0.06 pts.*	*14.9%*	*18.4%*	*-0.07 pts.*
MBV Q3 '23 Total		**724.4 M**	**100.0%**	**6.0 M**	**0.8%**	**0.26%**	**43.2 K**	**$19.0 M**	**0.72%**
QoQ		*4.9%*	*--*	*-3.4%*	*-0.1 pts.*	*+0.06 pts.*	*4.4%*	*1.0%*	*+0.05 pts.*
YoY		*38.7%*	*--*	*22.8%*	*-0.1 pts.*	*+0.08 pts.*	*4.3%*	*9.5%*	*-0.13 pts.*

Financials are impacted by the email attribution tracking issues that are currently being researched.

- Promotions and Partner campaigns saw the most significant delivery increases QoQ and YoY, impacted by the Q3 2023 GloPro Announcement Solo, the new Campaignlette solo, increased deliveries for Uber this year, and a Hertz mailing that was not in market Q3 2022.
- METT was the only campaign type that saw increases in overall engagement QoQ and YoY.
- Highest overall CTR came from Lifecycle at 5.3%.
- Other Comms generated the most overall revenue at $6.7 M, followed by Core MAU at $3.4 M and Lifecycle at $2.0 M.
    - Even with fewer YoY deliveries, Lifecycle saw an increase in bookings and revenue; Global-Local saw increases in QoQ bookings and revenue with fewer deliveries.

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Q3 2023 Performance Summary

by Campaign Type – Other Communications Only

- Other Comms made up the largest proportion of Q3 deliveries at 39.4%
  - Most deliveries were from Engagement (95.7 M), Brand (81.4 M) and Travel Inspiration (41.5 M); Informational had a larger than usual impact to overall deliveries this quarter due to the one-time Project MAX campaign (34.0 M) in July; overall YoY delivery increase of +63% was primarily driven by Project MAX and increased deliveries for Boutiques and several Brand campaigns.
- The overall CTR of 0.9% was steady compared to Q2; compared to last year it was a -0.2 pts. decline, impacted by less overall engagement YoY for the larger Bonvoy Escapes and Moments campaigns.
- The YoY bookings and revenue increases were impacted by Project MAX and E2L, both of which were not in market in Q3 2022; QoQ declines were impacted by bookings from the Decision Engine pilot in Q2.

Campaign Type	Ex. Emails	Delivered	% of Del	Clicks	CTR	Unsub%	Bkngs	Revenue	Conv%
Other Comms	*All other campaign types*	**285.5 M**	**39.4%**	**2.5 M**	**0.9%**	**0.25%**	**13.9 K**	**$6.7 M**	**0.55%**
QoQ		*-7.0%*	*-5.0 pts.*	*-10.7%*	*-0.0 pts.*	*+0.05 pts.*	*-11.6%*	*-15.3%*	*-0.01 pts.*
YoY		*62.9%*	*+5.8 pts.*	*29.9%*	*-0.2 pts.*	*+0.06 pts.*	*14.9%*	*18.4%*	*-0.07 pts.*
Engagement	*Escapes, Moments, Re-engage Series, Boutiques*	*95.7 M*	*13.2%*	*936.8 K*	*1.0%*	*0.19%*	*8.3 K*	*$3.5 M*	*0.88%*
Brand	*HVMB, MVC, RCYC*	*81.4 M*	*11.2%*	*443.0 K*	*0.5%*	*0.27%*	*452*	*$246.2 K*	*0.10%*
Travel Inspiration	*Traveler, Wanderlust*	*41.5 M*	*5.7%*	*383.2 K*	*0.9%*	*0.20%*	*1.2 K*	*$525.9 K*	*0.32%*
Informational	*Project MAX, Streamline Enrollment, Postal Address Update*	*37.1 M*	*5.1%*	*427.5 K*	*1.2%*	*0.42%*	*1.8 K*	*$918.5 K*	*0.42%*
Ritz-Carlton eNews	--	*17.7 M*	*2.4%*	*134.7 K*	*0.8%*	*0.22%*	*75*	*$88.2 K*	*0.06%*
E2L	--	*6.8 M*	*0.9%*	*125.5 K*	*1.8%*	*0.22%*	*1.3 K*	*$933.6 K*	*1.02%*
Lux MAU	--	*4.6 M*	*0.6%*	*48.1 K*	*1.0%*	*0.11%*	*713*	*$500.3 K*	*1.48%*
OPTIN	--	*410.9 K*	*0.1%*	*20.4 K*	*5.0%*	*2.44%*	*43*	*$20.8 K*	*0.21%*
Research	*Relational Survey*	*215.6 K*	*0.0%*	*7.7 K*	*3.6%*	*0.68%*	*17*	*$19.8 K*	*0.22%*
MBV Q3 '23 Total		**724.4 M**	**100.0%**	**6.0 M**	**0.8%**	**0.26%**	**43.2 K**	**$19.0 M**	**0.72%**
QoQ		*4.9%*	--	*-3.4%*	*-0.1 pts.*	*+0.06 pts.*	*4.4%*	*1.0%*	*+0.05 pts.*
YoY		*38.7%*	--	*22.8%*	*-0.1 pts.*	*+0.08 pts.*	*4.3%*	*9.5%*	*-0.13 pts.*

Financials are impacted by the email attribution tracking issues that are currently being researched. Missing 2.4 M deliveries for Lux MAU Sept '23, as this data was not available.

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QUARTERLY CAMPAIGN HIGHLIGHTS

METT Program Update

Elite Inbox

Core MAU

Bonvoy Escapes

Points Purchase Promotion

Moments

Demand Gen (Americas)

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Why Were Launching METT 2.0

- Too many METT offers never result in a booking
- Aging METT infrastructure
- Heavy customization requiring long-term technical debt
- Availability of a (mostly) off-the-shelf solution from our existing email service partner
- Integration with other in-progress initiatives (MGP, MBOP, Taxonomy, MRW/MRDW retirement)

Key Goals For METT 2.0

Primary Goals

- Drive hotel revenue through bookings
- Send timely and relevant communications that drive guest action
- Provide hotels and field users with a modern, enterprise-grade, self-service, compliant B2C email marketing platform

Secondary Goals

- Foster email engagement and support overall channel health
- Provide value for hotels' marketing investment
- Prevent hotels from seeking non-compliant, off-platform solutions
- Encourage offers that drive business KPIs (while discouraging ones that create "noise")

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METT 2.0 Key Enhancements

1 New Templates

2 New Targeting Model

3 New Reporting

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METT 2.0 Key Enhancements | New Templates

1

New Templates | Includes 5 Modules

- Drag and drop user-friendly functionality
- Select from 10 pre-approved content modules
- More flexibility and options available for designing emails

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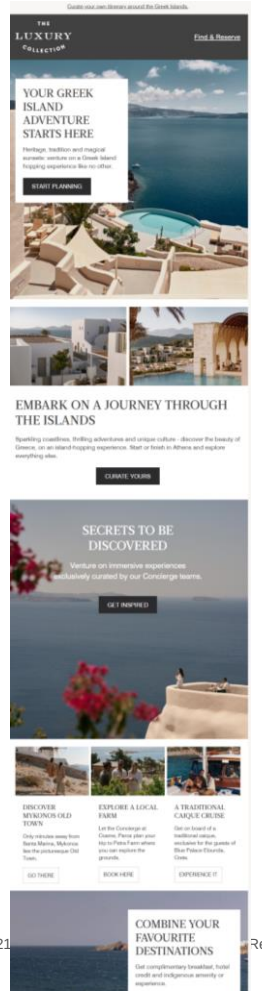
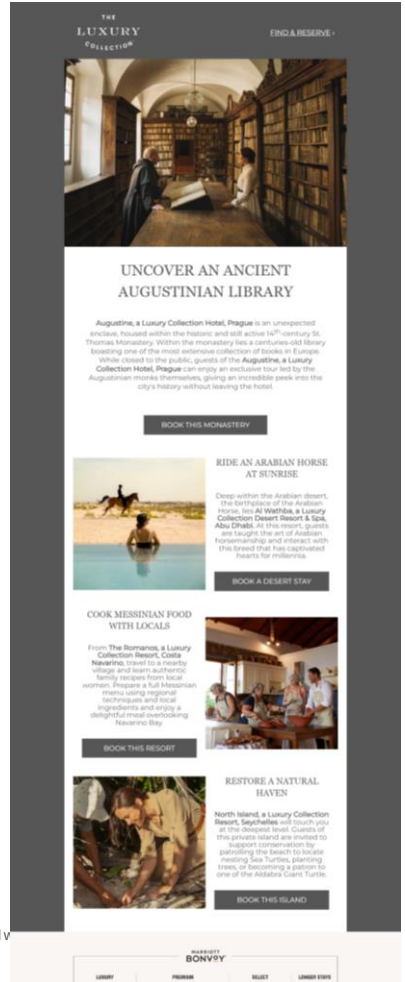
METT 2.0 Key Enhancements | New Templates

New Luxury Template



Old Luxury Template



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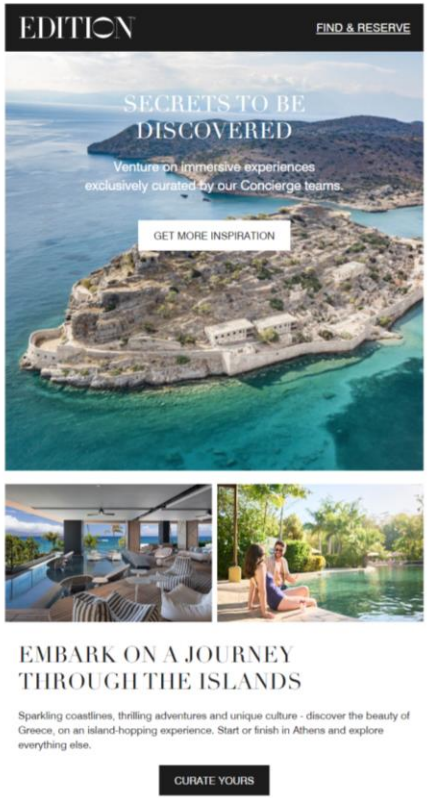
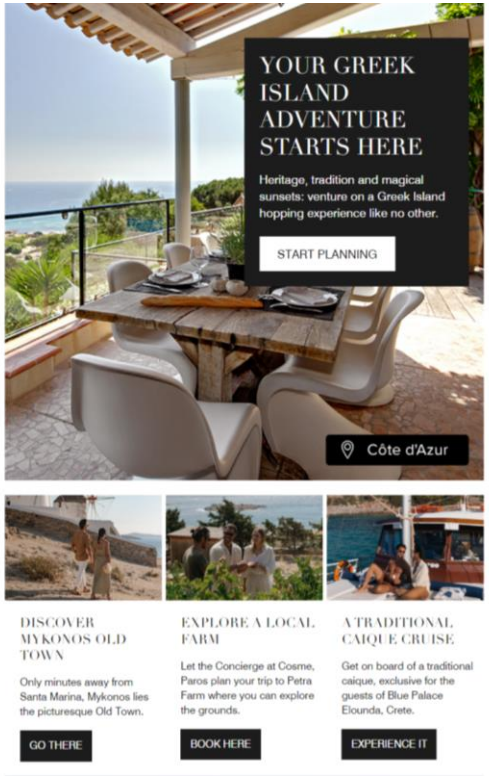
METT 2.0 Key Enhancements | New Templates





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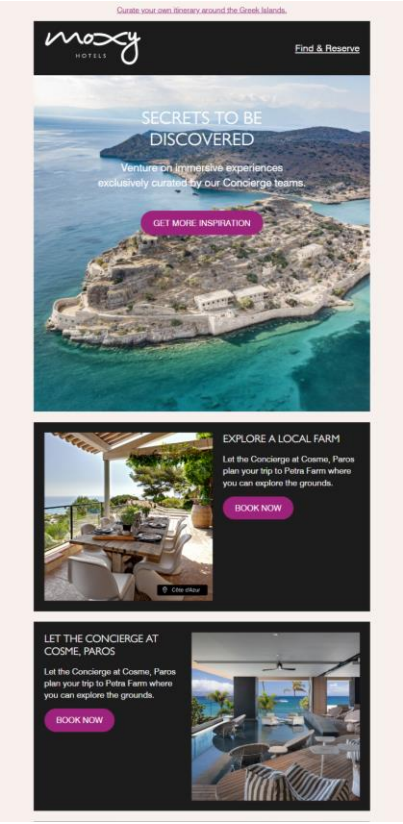
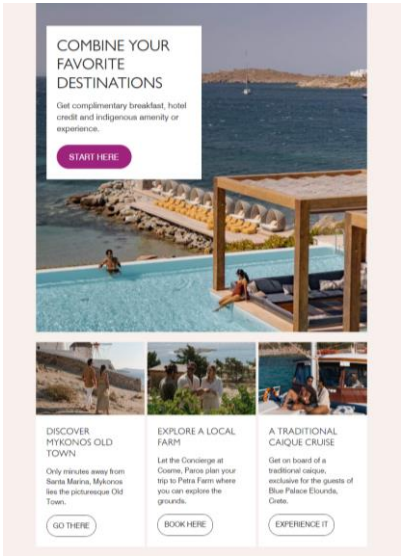
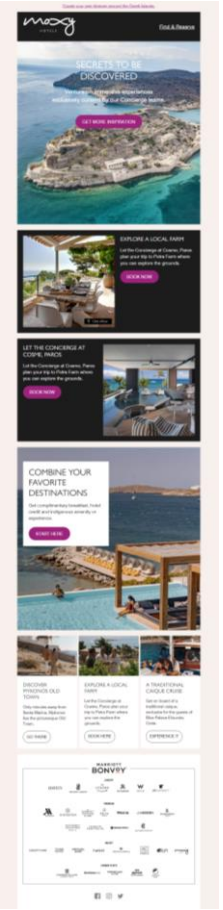
METT 2.0 Key Enhancements | New Templates







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METT 2.0 Key Enhancements | New Targeting Model

2

New Targeting Model | Leveraging More Robust 1st Party Data

- Past stays
- Member profile
- NEW Customer360 segmentation
- NEW Web/app activity e.g., property site search
- NEW Upcoming reservations
- Machine learning

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METT 2.0 Key Enhancements | New Targeting Criteria

- States (US Only)
- Cities (Global)
- Luxury Segmentation
- Global Promotion
- Partner Offer (ex: Uber and Airlines)
- Min/Max Points Balance

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METT 2.0 Key Enhancements | New Reporting

3

New Reporting

- Response curve
- Heat map
- Ability to track clicks per content module/links
- Clicks and Opens by devices

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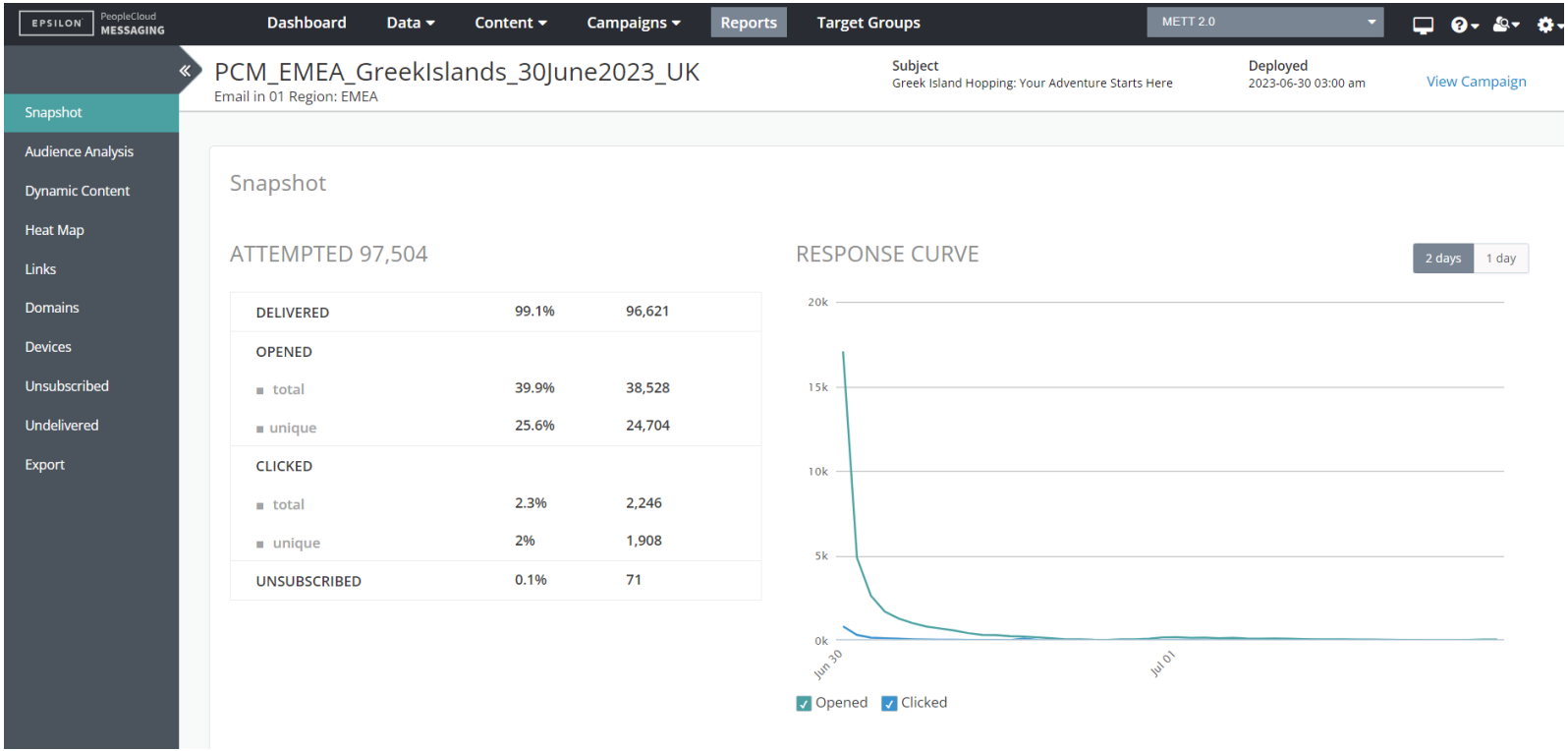
METT 2.0 Key Enhancements | New Reporting

Response Curve



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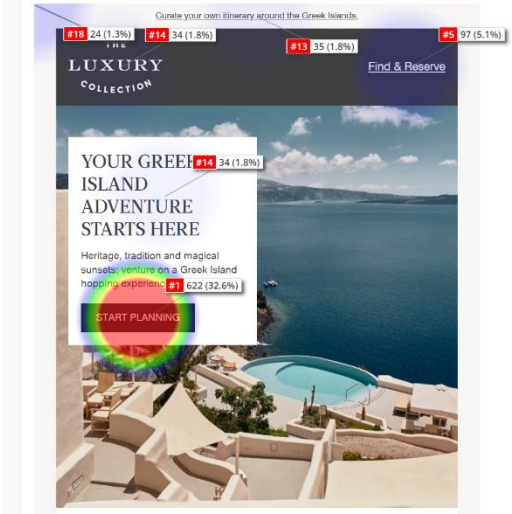
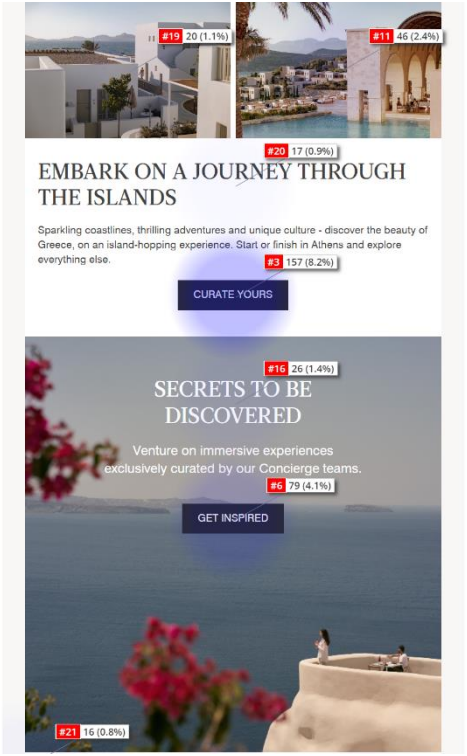
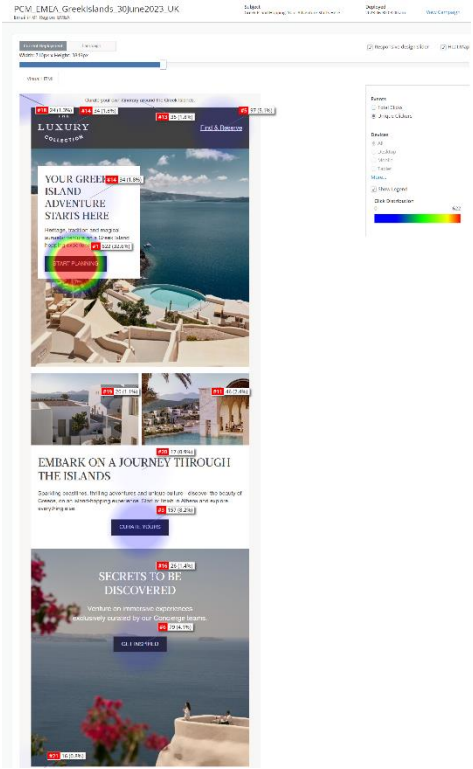
METT 2.0 Key Enhancements | New Reporting

Heat Map







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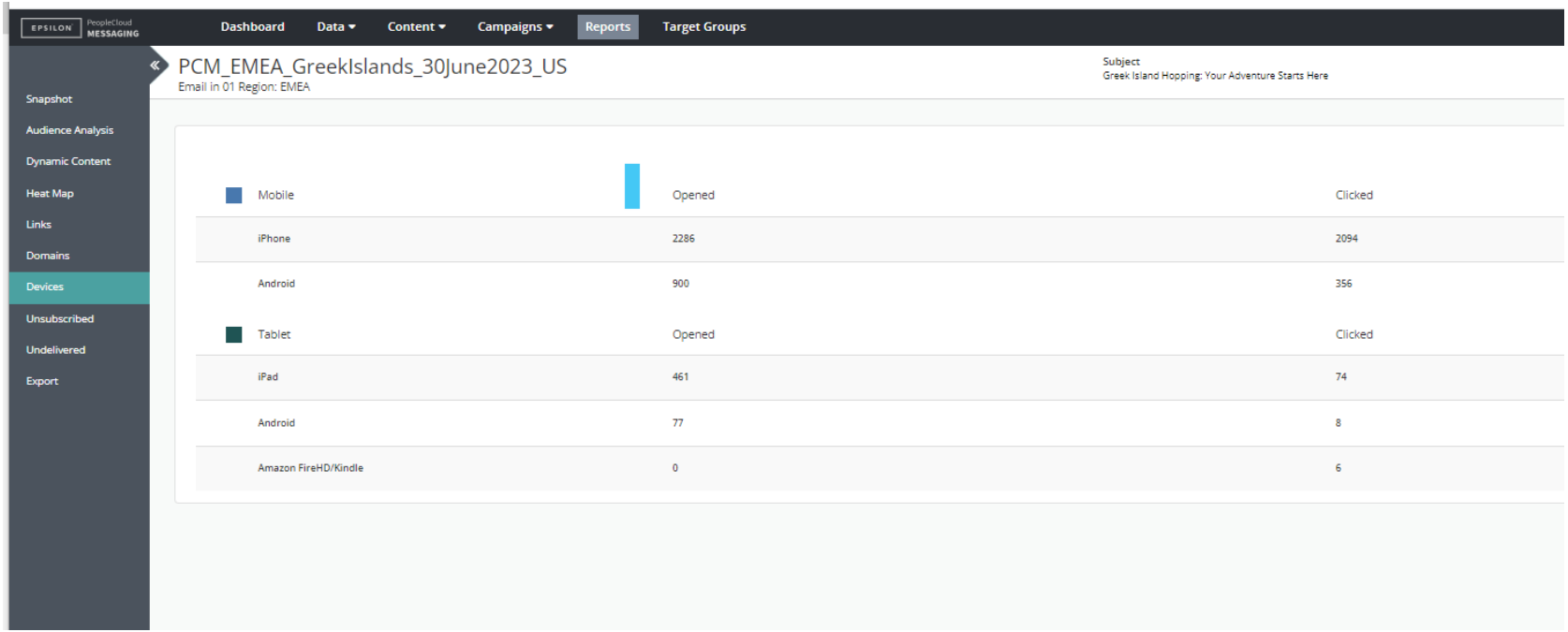
METT 2.0 Key Enhancements | New Reporting

Report by Device



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METT 2.0 Key Milestones

Q1 2023

UAT and E2E on new platform and templates

Q2 2023

MVP launch of METT 2.0

Pilot campaigns

Pre-survey

Q3 2023

Training and education

Garnering user feedback for optimization

Q4 2023

Enhancements and Optimization

Post-survey

Migrate away from METT 1.0

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Platinum Elite Inbox: Q3 2023 Snapshot

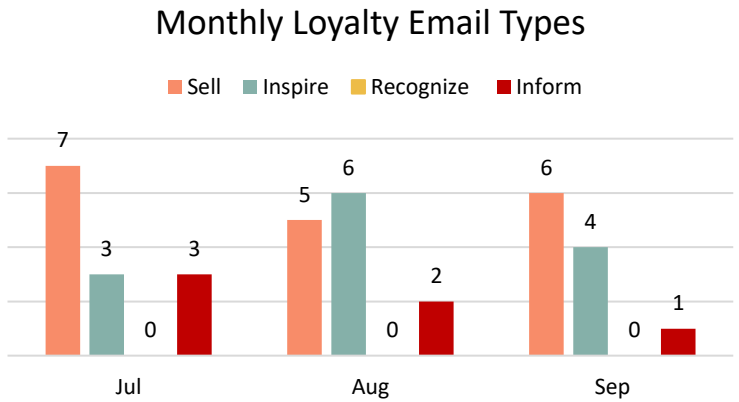
Luxury Member (L2B)

- Q3 inbox was mixed -- mostly sell in July and September; mostly inspiration in August
- There were no Non-Loyalty communications in Q3 2023.
- Most times, email frequency was 2 to 3 emails per week; each month saw one week with at least 4 emails.
- Continue planning for a weekly inbox mix of desired outcomes; look for opportunities to send recognition

# of Emails

Email Type*	Jul	Aug	Sep
Loyalty	**13**	13	11
Non-Loyalty	0	0	0
Inbox Total	**13**	**13**	**11**

Non-Loyalty Msg = Res. confirmation, Retail sites, MVW



Key: Email Types

- Sell: Promo, Boutiques, Cobrand ACQ, METTs
- Inspire: Traveler, Wanderlust, Moments, Ritz eNews, Lux MAU
- Recognize: Program Acknowledgement, Suite Night Award
- Inform: MAU, Cobrand ECM Newsletter, Program Update

Core MAU Quarterly Performance Dashboard
(Jul – Sep 2023)

Engagement Summary:
- Delivered volumes remain consistent QoQ whereas September had a significant drop in delivered driven by opt-out updates
- CTR increased +0.1 pts. QoQ
- Unsub rate continues to see higher than average rates in Q3

Quarterly Impacts:
- Member profile updates associated with opt-in status driving declines in September MoM delivered volumes; trend continuing into October
- Similar promotional strategy YoY with August and September featuring Points Promo and Global Promo offers
- Milestone placement testing began in August and followed in September

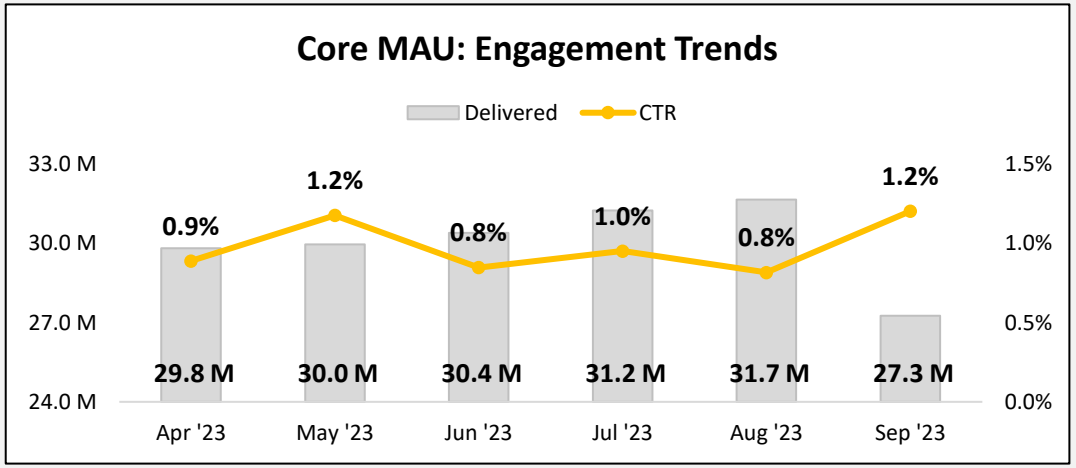
Q3 Engagement Metrics
QoQ Comparisons

Deliveries:
90.2 M (+0.1%)

Unique Clicks:
933.5 K (+6.5%)

CTR:
1.0% (+0.1 pts.)

Unsub. Rate:
0.21% (+0.05 pts.)



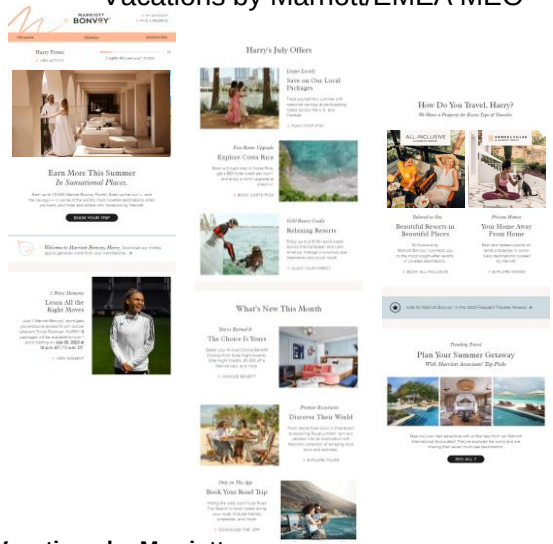
72 Modules Developed

Q3 Initiatives Supported
- Points Promo
- Global Promo
- City Express
- Milestone Messaging
- Brand Education
- New Hotels
- Moments
- EAT
- Cobrand
- Earn on Dining

Core MAU: Q3 2023 Creative (ENG Versions)

July 2023 (7/20 & 7/22)

Vacations by Marriott/EMEA MEO



Vacations by Marriott

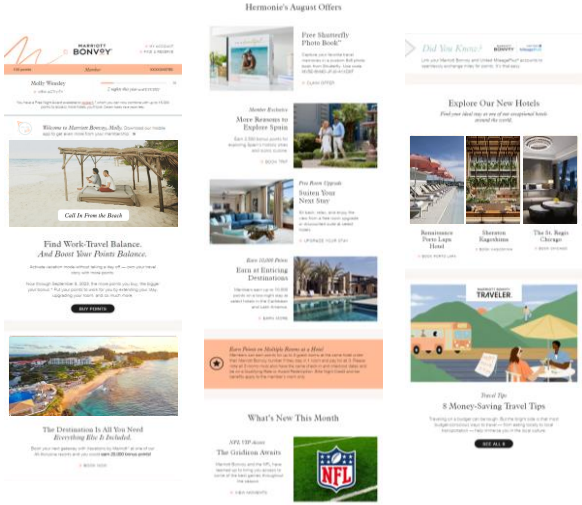
- SL: Jessica's Marriott Bonvoy Account Update: Earn Up To 15k Pts This Summer!
- PH: More points. More miles. More ways to earn inside…

EMEA MEO

- SL: Jessica's Marriott Bonvoy Account Update: Earn Up To 10k Points This Summer!
- PH: More points. More miles. More inside…

August 2023 (8/10 & 8/17)

Q3 Points Purchase Promo



Q3 Points Purchase Promo Offer

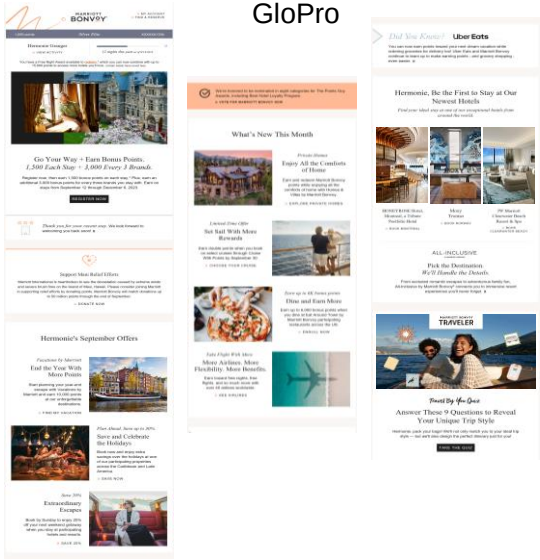
- SL: Jessica's Marriott Bonvoy Account: How to Boost Your Points Balance
- PH: New hotel openings, offers just for you, and more!

Generic Summer/Winter

- SL: Jessica's Marriott Bonvoy Account: End-of-Season Deals Inside
- PH: New hotel openings, offers just for you, and more!

September 2023 (9/14 & 9/21)

GloPro



Q3 Global Promo Announcement

- SL: [Fname's][Your] Marriott Bonvoy Account Update: Earn 1,500 Points On Each Stay
- PH: ALSO: See and be seen at our newest hotels.

Seasonal/Generic

- SL: [Fname's][Your] Marriott Bonvoy Account Update: Earn More This Season
- PH: PLUS: Brand new hotels you need to see to believe.

Core MAU: Q3 2023 Performance Summary

- Delivered volumes remain consistent QoQ whereas September had a significant drop in delivered impacted by ISP opt-outs, which are now resolved.
- Strong promotions in market in Q3 including GloPro and Points Promo in both 2023 and 2022 driving similar CTR of 1.0% YoY (2023 CTR Goal 1.3%)
  - September ‘22 GloPro messaging earn up to 4,000 points with stay at 2nd brand brought in $1.6 M with Sept ‘23 GloPro offering extra points for 3rd brand stay driving less revenue overall impacting YoY revenue decreases
  - August Points Promo and July Core MAU driving similar revenue levels YoY

	Q3 '23	QoQ	YoY
Delivered	90.2 M	+0.1% (+59.0 K)	+11.6% (+9.4 M)
Clicks	933.5 K	+6.5% (+57.3 K)	+0.9% (-8.1 K)
CTR	1.0%	+0.1 pts.	-0.1 pts.
Unsub Rate	0.21%	+0.05 pts.	+0.09 pts.
Bookings	7.9 K	-0.3%	-15.2%
Room nights	17.1 K	+1.3%	-19.1%
Revenue	$3.4 M	-4.0%	-14.9%

Revenue and Room Nights KPIs have been impacted by current reporting issues.
Ongoing data delays and attribution issues with Omniture reporting; financials potentially impacted

Bonvoy Escapes Creative Examples

U.S. & Canada Member Versions, English

Sample subject lines & pre-headers

July
Subject Line:
Enjoy 20% off a Picture-Perfect Getaway 📷
Pre-Header:
Save on stays with Marriott Bonvoy Escapes.

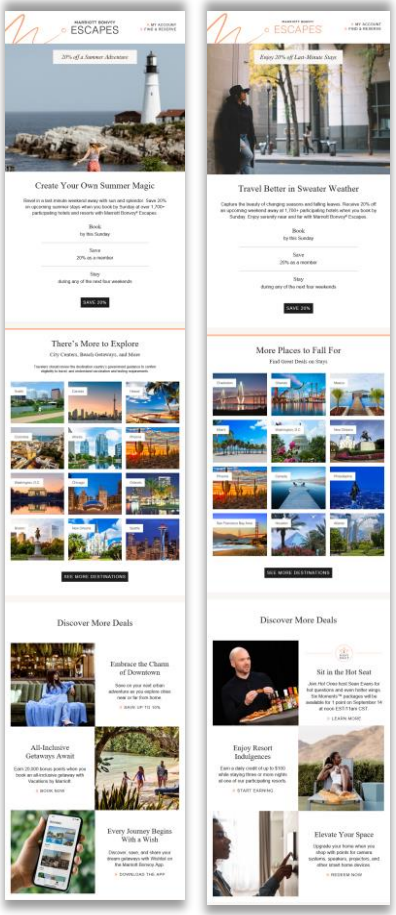
August
Subject Line:
Will, Fall into Autumn Getaways With 20% Off 🍂
Pre-Header:
Book now with Marriott Bonvoy Escapes.

September
Subject Line:
Tom, Enjoy 20% Off Fall Weekends Away 🍂☀
Pre-Header:
Book by Sunday with Marriott Bonvoy Escapes.

Jul 2023

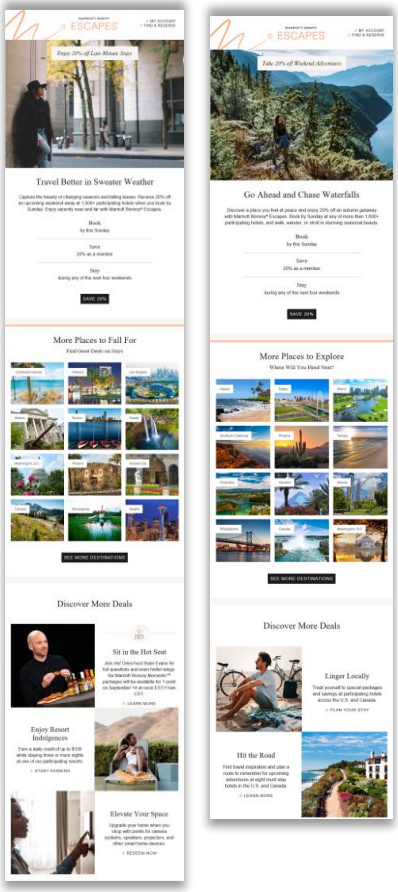
2 mailings

Aug 2023



3 mailings

Sep 2023



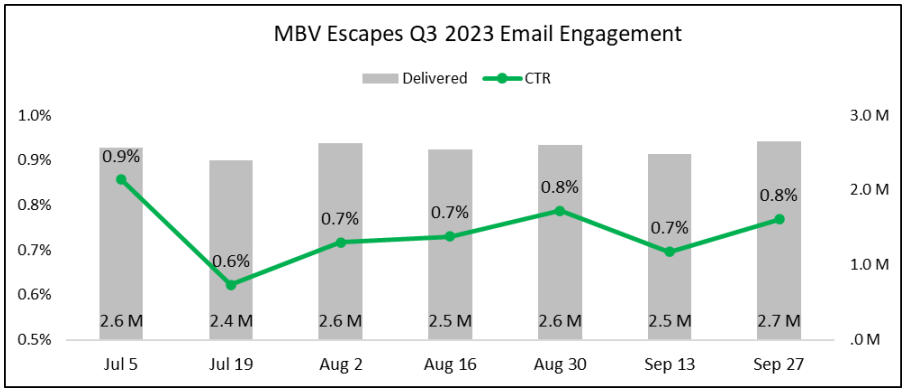
2 mailings

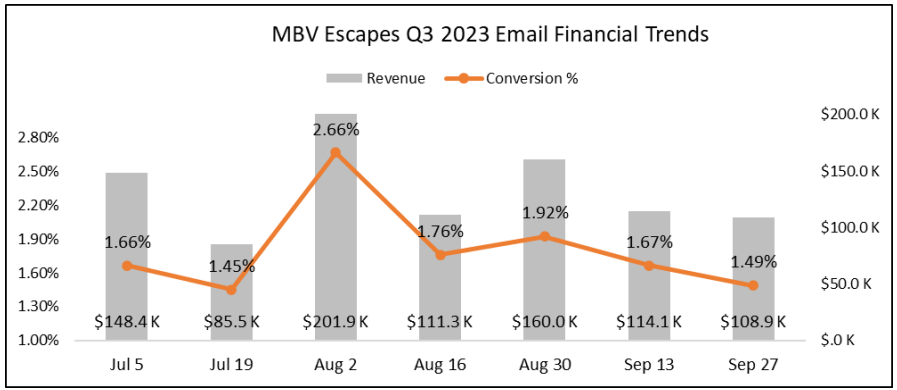
MBV Escapes: Q3 2023 Engagement Summary

Core U.S. and Canada

- Overall Q3 performance was mixed -- financials were strong and saw increases across all KPIs; CTR saw a +0.1 pts. lift QoQ, while clicks were down YoY and QoQ; seasonality had some impact.
- Monthly Q3 deliveries were mostly steady – ranged from 2.4 M to 2.7 M; total Q3 deliveries of 17.9 M was a +17.6% increase YoY and a -21.2% decrease QoQ
- July 5th mailing had the highest CTR at 0.9%; Aug 2nd mailing had the highest conversion rate at 2.66%

Metrics	Q3 2023	QoQ	YoY
Delivered	**17.9 M**	-21.2%	+17.6%
Clicks	**132.4 K**	-14.9%	-10.7%
CTR	**0.7%**	+0.1 pts.	-0.2 pts.
Unsub Rate	**0.23%**	+0.08 pts.	+0.08 pts.
Bookings	**2.4 K**	+63.9%	+51.5%
Revenue	**$930.1 K**	+54.9%	+58.7%
Conversion Rate	**1.81%**	+0.87 pts.	+0.74 pts.





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MBV Escapes: Q3 2023 Performance

Core U.S. and Canada

Metrics	Jul 5	Jul 19	Aug 2	Aug 16	Aug 30	Sep 13	*Sep 27	Q3 2023 TOTAL	QoQ	YoY
Delivered	2.6 M	2.4 M	2.6 M	2.5 M	2.6 M	2.5 M	2.7 M	**17.9 M**	-21.2%	+17.6%
Clicks	22.0 K	14.9 K	18.9 K	18.6 K	20.4 K	17.2 K	20.4 K	**132.4 K**	-14.9%	-10.7%
CTR	0.9%	0.6%	0.7%	0.7%	0.8%	0.7%	0.8%	**0.7%**	+0.1 pts.	-0.2 pts.
Unsub Rate	0.23%	0.25%	0.23%	0.21%	0.23%	0.31%	0.20%	**0.23%**	+0.08 pts.	+0.08 pts.
Bookings	366	217	502	327	393	287	303	**2.4 K**	+63.9%	+51.5%
Revenue	$148.4 K	$85.5 K	$201.9 K	$111.3 K	$160.0 K	$114.1 K	$108.9 K	**$930.1 K**	+54.9%	+58.7%
Conversion Rate	1.66%	1.45%	2.66%	1.76%	1.92%	1.67%	1.49%	**1.81%**	+0.87 pts.	+0.74 pts.

*Sep 27 mailing included an A/B test: short vs. long creative

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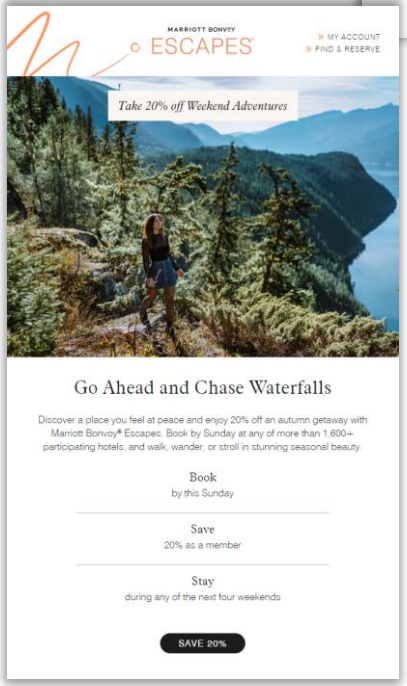
MBV Escapes: Q3 2023 Content Highlights

Member Version, English

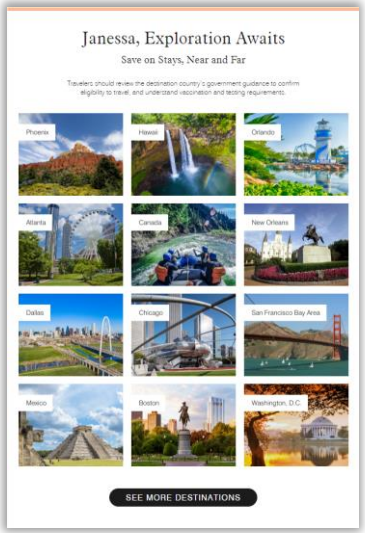
- Hero module consistently captured the most click activity each month; activity ranged from 38% to 48% of email clicks
  - The hero also generated most bookings each month
- Sep 27th mailing was the most engaging – it saw the highest hero CTR of 0.53% plus lower header/footer activity vs. other Q3 months; hero generated 47% of click activity
- Destinations module came in a close second most of the months, generating up to 41% of clicks
  - Tiles accounted for 63% to 71% of module clicks vs. the See More Destinations CTA
  - Consider testing dynamic destination tiles based on top-booked destinations
- Ride-a-long banners (RABs) were good click-catchers each month; lower booking activity from offer-led content
  - August All-Inclusive getaway content was the most engaging (0.03% CTR, which was strongest among all RABs in Q3)

Top-performing RAB
Aug 2 and Aug 16
0.03% CTR

Top performing Hero
Sep 27
0.53% CTR



Top performing
Destinations module
Jul 5
0.49% CTR



See the Appendix to view monthly heat maps.

Q3 2023 Points Purchase Promo

Sample Creative (ENG)

Promo Details:

- Hero messaging -- Through September 8, 2023, the more points you buy, the bigger your bonus.

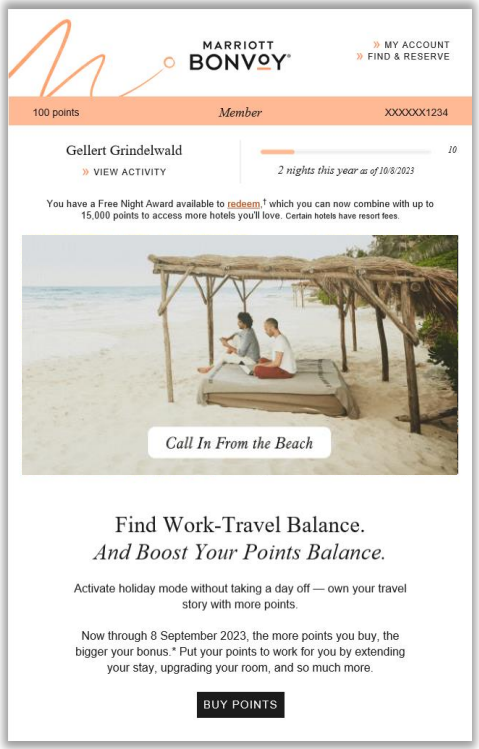
Core MAU ENG Announcement

- SL: Molly's Marriott Bonvoy Account: How to Boost Your Points Balance
- PH: New hotel openings, offers just for you, and more!

Reminder Solo

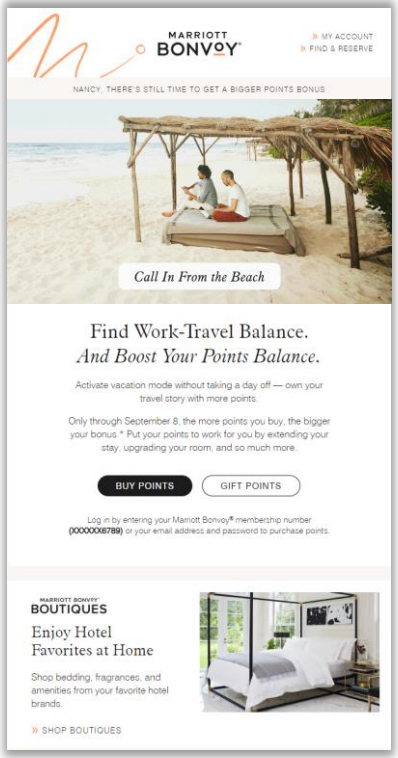
- SL: Last Chance: Get a Bigger Points Bonus
- PH: Buy points by September 8, and be the boss of your travel story.

Aug 10, 2023
ENG Announcement in Core MAU Hero



INL Announcement mailed as a solo on Aug 10, 2023 (not pictured)

Aug 27, 2023
ENG + INL Reminder Solo



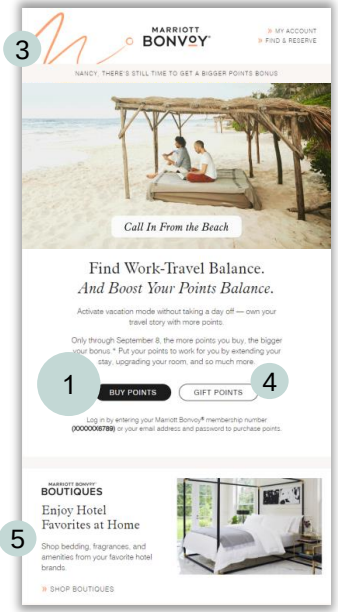
Q3 2023 Points Purchase Promo Email Engagement

- Sent ENG Announcement in Core MAU August Hero; sent INL announcement and the ENG + INL Reminders as solos in August to support the promotion in Q3 2023
- The promotion engaged a point buying audience, mostly Elite members
- Most of the clicks went to the Buy Points CTA in the solos
- Core MAU hero module click activity was consistent with August 2022 Q3 Points Promo
    - The Points Promo hero in August engaged all levels; third most popular module in August, after the Member Module and the Header this year and last year.
    - YoY comparison – this year's offer promoted "The more points you buy, the bigger your bonus (through Sep 8)." Last year's promotion featured 25% more points when you buy or gift at least 2,000 points by Sep 15.
        - Mail timing was the same YoY; last year the promotion lasted one week longer

Q3 Points Promo	Aug 10 **ENG/BEN Annmnt.** in Core MAU	Aug 10 **INL Annmnt. Solo**	Aug 27 **Reminder Solo** All languages
Delivered	27.0 M	2.5 M	17.8 M
Clicks *(Hero Clicks)*	*20.3 K*	40.1 K	97.9 K
CTR *(Hero CTR)*	*0.08%*	1.60%	0.55%
Unsub %	---	0.26%	0.18%

Bonvoy Aug Avg:
CTR – 0. 85%
Unsub% -- 0.19%

Reminder Solo
ENG/BEN



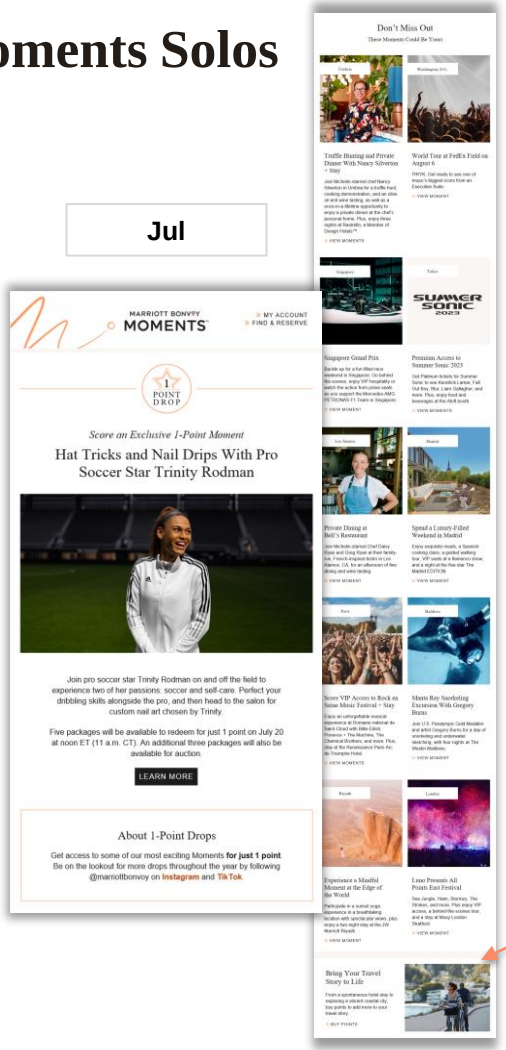
Footer = #2

Q3 2023 Moments Solos

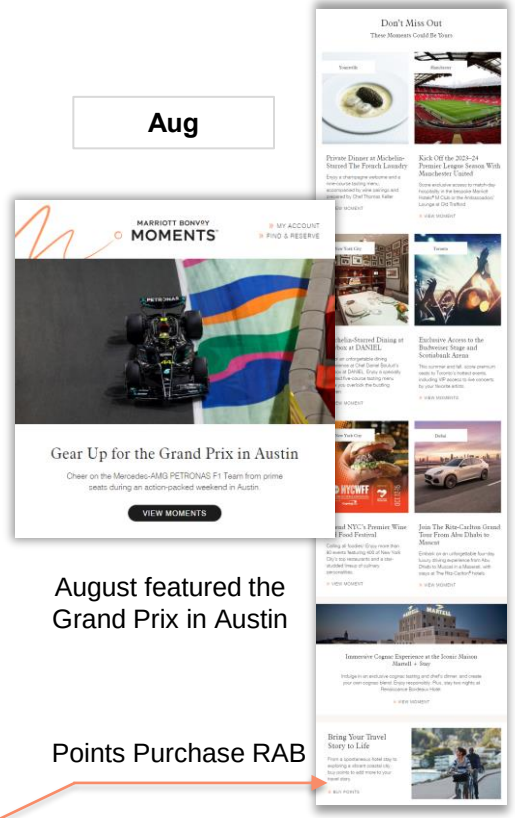
Sample Creative

Jul

July promoted the second 1-Point Drop featuring soccer and self-care with Trinity Rodman



Aug

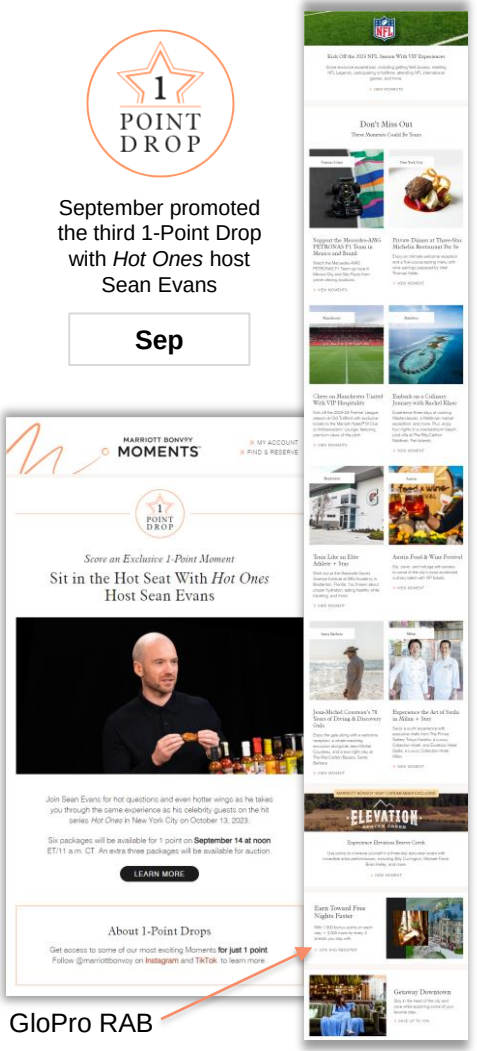


August featured the Grand Prix in Austin

Points Purchase RAB

Sep

September promoted the third 1-Point Drop with *Hot Ones* host Sean Evans



GloPro RAB

Q3 2023 Moments Solos: Engagement Summary

Metrics	Jul 6	Aug 8	Sep 9	Q3 Total	YoY	QoQ	vs. 2023 Qtrly Avg.
Delivered	13.6 M	8.3 M	10.9 M	**32.9 M**	+65.0%	+15.8%	+18.5%
Clicks	80.4 K	82.8 K	106.3 K	**269.5 K**	+36.9%	+21.7%	+6.3%
CTR	0.6%	1.0%	1.0%	**0.8%**	-0.2 pts.	+0.0 pts.	-0.1 pts.
Unsub%	0.18%	0.15%	0.30%	**0.21%**	+0.15 pts.	+0.09 pts.	+0.07 pts.
Bookings	438	333	392	**1.2 K**	-2.2%	+7.1%	-0.4%
Revenue	$196.4 K	$154.8 K	$166.1 K	**$517.3 K**	-6.1%	-4.5%	-5.8%

Metrics	NON-MEMBER	BASIC	SILVER	GOLD	PLAT.	TITAN.	AMBASS.	Q3 Total
Delivered	833.3 K	19.3 M	4.8 M	4.7 M	1.9 M	1.3 M	142.3 K	**32.9 M**
Clicks	24.3 K	78.5 K	36.7 K	55.9 K	36.8 K	32.6 K	4.8 K	**269.5 K**
CTR	2.9%	0.4%	0.8%	1.2%	2.0%	2.5%	3.4%	**0.8%**
Unsub%	2.17%	0.17%	0.12%	0.13%	0.18%	0.25%	0.34%	**0.21%**
Bookings	17	425	192	225	148	133	23	**1.2 K**
Revenue	$9.5 K	$186.0 K	$78.3 K	$99.8 K	$63.5 K	$69.0 K	$11.1 K	**$517.3 K**

- Sent three solos targeted to English-speaking members globally
- Delivery increases were impacted by recent Bonvoy audience growth trend and new enrollments; this trend also impacted the increases in unsub rate.
- CTR of 0.8% was on par with Q2 Moments and with the overall Bonvoy CTR this quarter.
- The August solo resonated most with a 1.0% CTR and the lowest unsub rate of 0.15% among the 3 mailings.
- Consider testing into a separate approach for Non-members, as their unsub rate was significantly high at 2.17% for the quarter.

Q3 2023 Moments Solos: Heat Maps

Member Versions

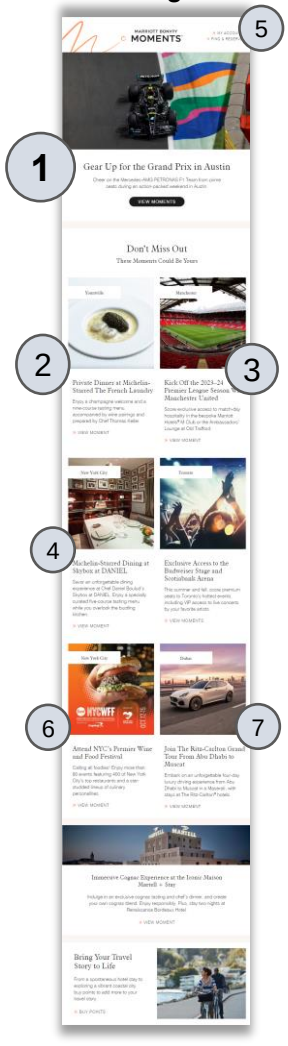
Hero Click Activity
Jul: 20.0% of clicks / 0.17% CTR
Aug: 36.2% of clicks / 0.46% CTR
Sep: 17.1% of clicks / 0.26% CTR

- The August Grand Prix was the top-performing Hero this quarter with a 0.46% CTR.
- Culinary-based Moments consistently fell into the top five clicked moments in secondary content each month.
- Points Purchase RAB generated 2.2% of clicks in July and 1.0% of clicks in August. In September, the GloPro banner generated 2.6% of clicks.

Jul

#5: Footer (not shown)

Aug

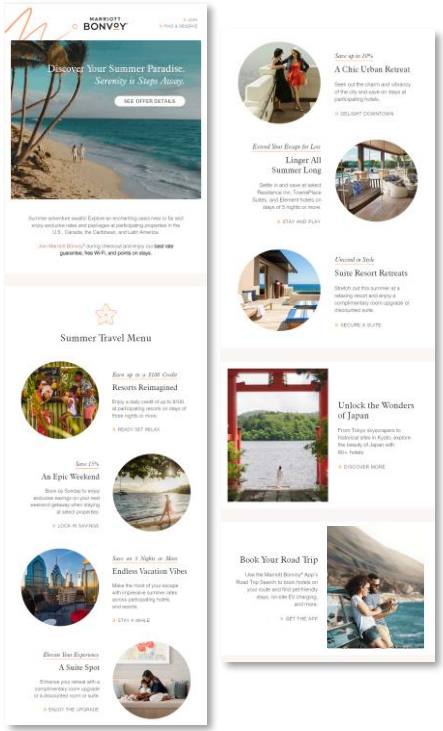


Sep

#6: Footer (not shown)

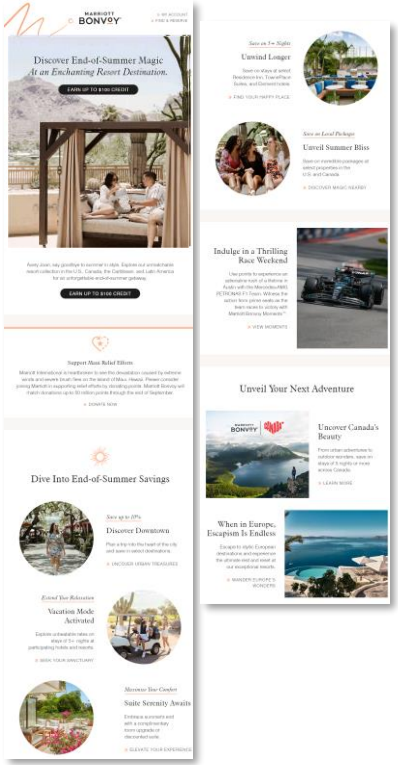
Q3 2023 US/CAN Demand Gen Solos: Creative Examples

July 21, 2023



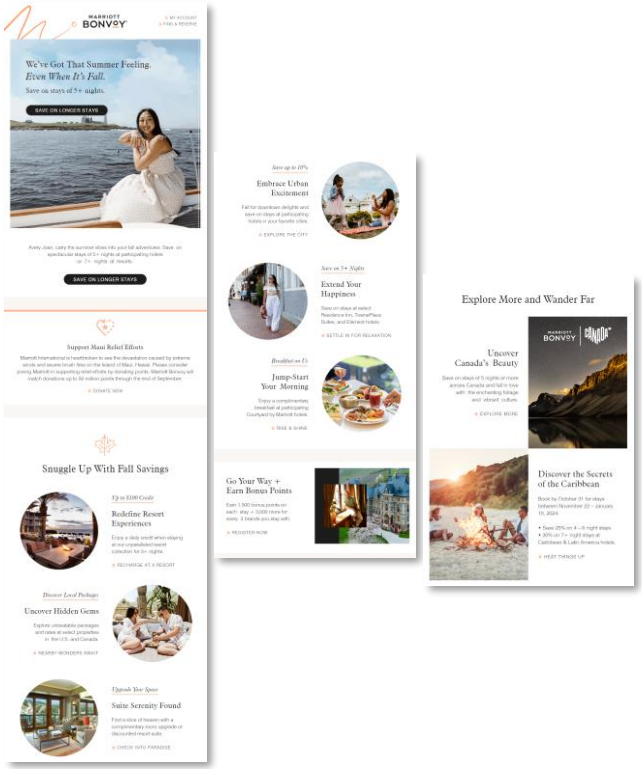
SL 1: Inside: 8 Ways to Save on Your Summer Adventure
SL 2: [Fname,]Your Summer Escape Starts Here
SL 3: [Fname,]Unlock the Secrets to Summer Travel
SL 4: [Fname,]8 Incredible Offers to Elevate Your Summer Travel.

August 17, 2023



SL 1: Inside: 8 Ways to Save on Your Summer Adventure
SL 2: [Fname,]Your Summer Escape Starts Here
SL 3: [Fname,]Unlock the Secrets to Summer Travel
SL 4: [Fname,]8 Incredible Offers to Elevate Your Summer Travel.

September 20, 2023

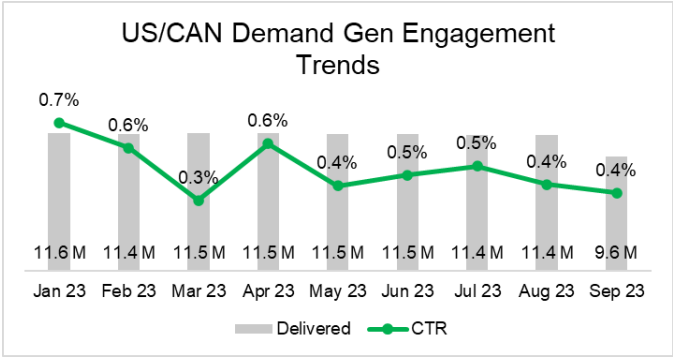


SL 1: [Fname,] Chase the Fall Colors to Fabulous Destinations
SL 2: Inside: 11 Offers You'll Fall in Love With
SL 3: Plan an Unforgettable Fall Adventure
SL 4: Discover Your Fall Dream Destination, [Fname]

Q3 2023 US/Canada Demand Gen Solos: Performance Insights

- Q3 2023 financials are showing a positive trend QoQ as US/Canada Demand Gen continues to be a top revenue driver.
  - $737.6K in revenue for Q3 2023 (+22.5% QoQ)
- Looking at bookings in comparison to other top performing offer driven campaigns such as E2L, we see slightly higher booking activity
  - 1.5K bookings (15% higher than E2L in Q3 2023).
- Delivery declines were impacted by issues with suppression logic and ISP opt-outs in September 2023, which are now resolved.
- CTR of 0.4% consistent with other Global-Local campaigns
  - 0.5% CTR for overall Global-Local campaign performance in Q3 2023
- Recommend testing a geo-targeted 4-pack by top booking destinations by region to trend engagement and financial impact.

Metrics	7/21/23	8/17/23	9/20/23	Q3 Total	QoQ	YoY
Delivered	11.4 M	11.4 M	9.6 M	32.4 M	-6.2%	-7.6%
Clicks	**57.2 K**	47.1 K	35.7 K	140.0 K	-17.4%	-35.9%
CTR	0.5%	0.4%	0.4%	0.4%	-0.2 pts.	-0.2 pts.
Unsub %	0.15%	0.15%	0.34%	0.20%	+0.07 pts.	+0.07 pts.
Bookings	562	536	382	1.5 K	**+13.9%**	-34.0%
Room Nights	1.3 K	1.2 K	1.1 K	3.5 K	**+28.7%**	-27.6%
Revenue	$271.0 K	$248.9 K	$217.7 K	**$737.6 K**	**+22.5%**	-21.2%
Conversion %	0.98%	**1.14%**	1.07%	**1.06%**	**+0.38 pts.**	+0.03 pts.



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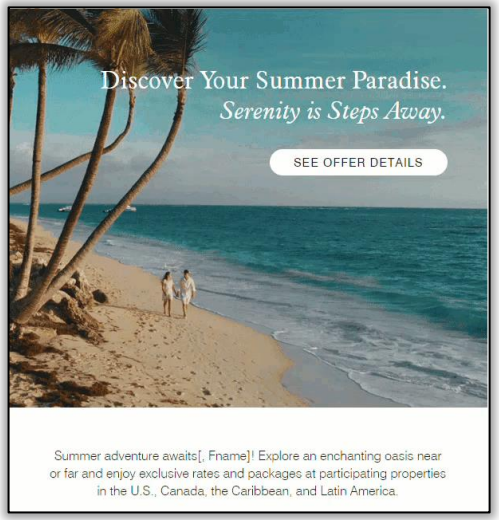
Q3 2023 US/Canada Demand Gen Solos: Top Content

Member Version

- July's Hero was the top performing module in Q3 2023 with 0.25% CTR; July Hero generated 32% of total revenue from the July email
- July also had the top performing Offer Module compared to other months in Q3 2023; 0.21% CTR and generated 21% in revenue from the July email
- The top 3 offers all had placement in the top half of their respective offer's module. Recommend testing offer placement to trend overall impact.

Top Hero / Top Clicked Module



July
Module CTR: 0.25%
Module % of Clicks: 35.6%
Bookings: 232
Revenue: $85.4 K

Top 3 Individual Offers

July – *Summer Travel Menu*
Offer CTR: 0.06%
Module % of Clicks: 8.3%
Bookings: 23
Revenue: $8.9 K

August – *Dive Into End-of-Summer Savings*
Offer CTR: 0.04%
Module % of Clicks: 6.6%
Bookings: 32
Revenue: $12.1 K

September - *Snuggle Up With Fall Savings*
Offer CTR: 0.04%
Module % of Clicks: 6.9%
Bookings: 16
Revenue: $9.5 K

See the Appendix to view monthly heat maps.

INDUSTRY EXAMPLES

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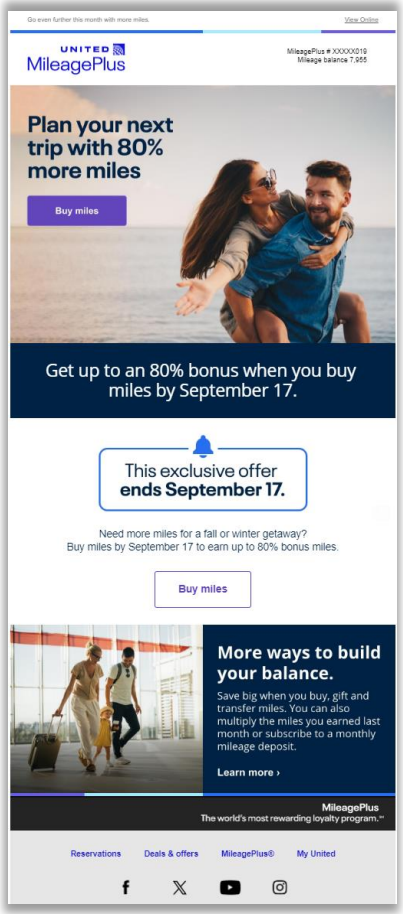
Industry Example: **Points Promotion**



Brand: United MileagePlus

SL: Earn up to 80% more miles. Buy miles by September 17.
(Deployed on Sep 4th, 2023 & a reminder email sent on Sep 13th, 2023)

- Secondary Module repeats the deadline under the hero to stand out and create a sense of urgency.
    - The copy “September 17” repeats several times throughout the email.

- Module at the bottom of the email encourages the reader to use points in other means such as gifting or finding other ways to earn bonus points.

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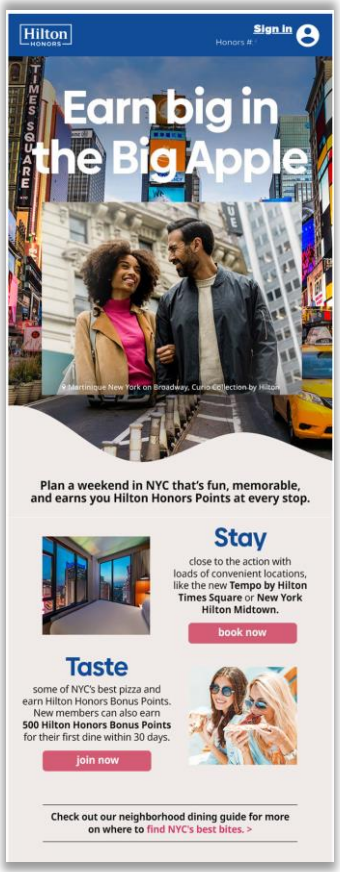
Industry Example: **Demand Gen for NYC**



Brand: Hilton

SL: Earn Points on every adventure.
(Deployed on Oct 2, 2023)

- Consider testing dynamic modules or a targeted solo featuring earning and redeeming opportunities in select cities.
- Leverage 3rd party data for targeting

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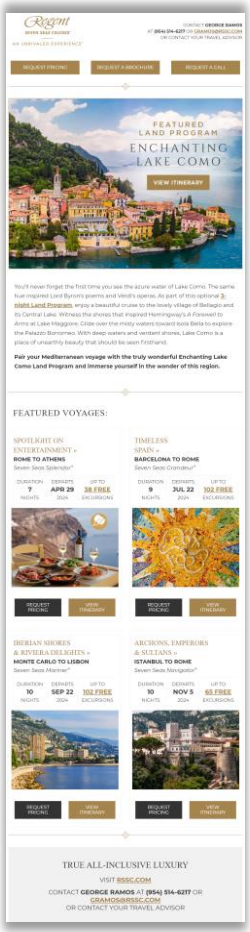
Industry Example: **The Ritz-Carlton Yacht Collection**

Brand: Oceania Cruises

SL: Experience More of Asia & Australia with Overnight Stays
(Deployed on Oct 9, 2023)

- Nav bar at the top of email links out to landing pages.
- “View Cruises” CTA below Hero image
- Voyage modules include departure port, cruise ship name, nights, dates, and image.
    - “Booking Assistance” & “View Itinerary” CTA
- All-Inclusive callouts that come with the cruise booking.
    - “View Cruises” CTA

Industry Example**: The Ritz-Carlton Yacht Collection**



Brand: Regent

SL: Elevate Your Mediterranean Cruise with a Lake Como's NEW Land Program
(Deployed on Oct 6, 2023)

- Nav bar at the top of email links out to landing pages.
- "View Itinerary" CTA layered on top of Hero image
- Voyage modules include departure port, cruise ship name, nights, dates, excursions, and image.
    - "Request Pricing" & "View Itinerary" CTA

TESTING & OPTIMIZATION

Core MAU: Milestone Message Placement Test

Bonvoy Escapes: A/B Creative Test

CALA: Mobile App Module Test

Summary of RTI Optimizations Results

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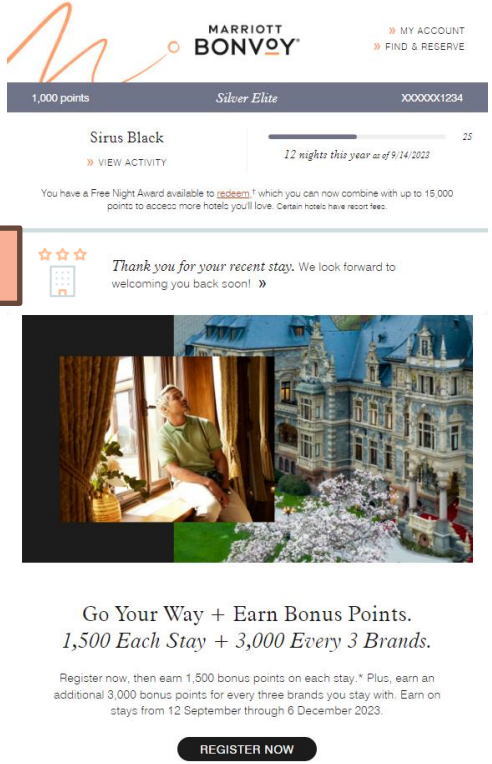
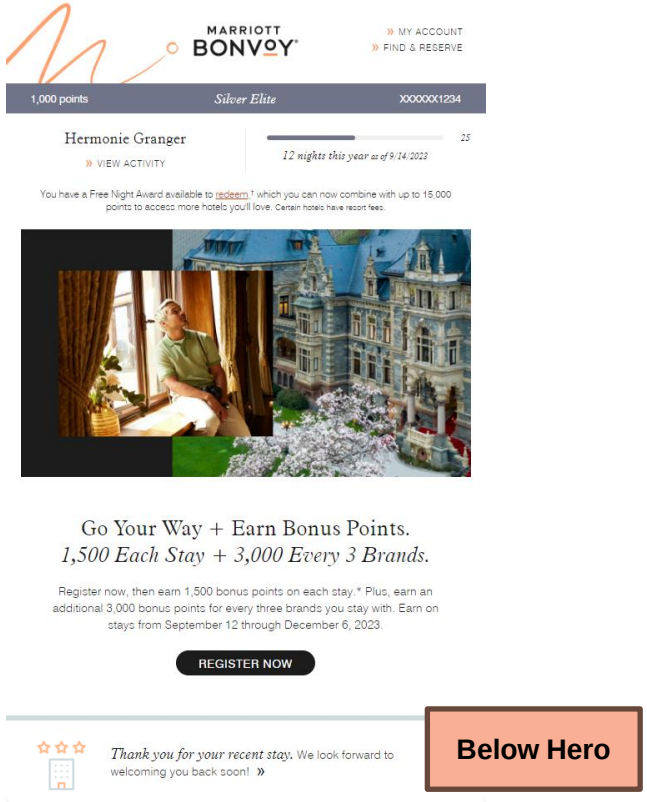
Core MAU Global ENG Milestone Message A/B August and September Test Results

- Objective: Determine which placement, above or below the hero, is best suited to place milestone messaging moving forward

Above Hero



Below Hero



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Core MAU Global ENG Milestone Message A/B August and September Test Results

- Each Milestone Message's audience was split 50/50 to test placement of the message; the two options were placing the message above or below the Hero
- Placing the Milestone Message above the hero drove more engagement and generated more bookings and revenue in both August and September
  - CTR for the module reached 0.07% for the above Hero versions in both deployments, and the below Hero versions drove a 0.03-0.04% CTR
  - The increase in clicks for above the Hero placement was statistically significant at a 99% confidence level in both months
- September above the Hero placement drove significantly more revenue at $15.9 K compared to below the Hero

Global ENG	August		September	
Metrics	Above Hero	Below Hero	Above Hero	Below Hero
Total Delivered	8.4 M	8.4 M	9.1 M	9.1 M
Total Clicks	78.2 K	76.4 K	101.6 K	105.5 K
Total CTR	0.94%	0.91%	1.12%	1.16%
Bookings	1.1 K	1.1 K	658	613
Revenue	$479.5 K	$456.9 K	$306.1 K	$248.9 K
% of Clicks to Milestone Message	3.23%	1.98%	3.67%	2.36%
Milestone Message Clicks	5,530	2,127	5,969	3,847
Milestone Message CTR	0.07%	0.03%	0.07%	0.04%
Milestone Message Bookings	12	8	28	5
Milestone Message Revenue	$4.2 K	$2.5 K	$15.9 K	$422
Statistical Significance of Clicks Difference	99%		99%	

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MBV Escapes: A/B Creative Test Results

Member Version, English

September 2023

% of clicks Modules	Sep 13	Test A = long Sep 27	Test B = short
Header	**13.4%**	**8.7%**	**12.3%**
Hero	**40.0%**	**46.7%**	**73.9%**
Hero Image	7.5%	8.3%	14.8%
SAVE 20% CTA	32.5%	38.4%	59.2%
Destinations	**34.9%**	**37.3%**	**0.0%**
See More Destinations CTA	10.8%	12.9%	0.0%
Destination Tiles	24.1%	24.4%	---
RABs	**3.1%**	**2.0%**	**---**
Hit the Road	---	1.1%	---
Linger Locally	---	0.9%	---
View Moments	1.3%	---	---
Resort Credit	1.3%	---	---
Shop with Points	0.5%	---	---
Footer	**8.7%**	**5.3%**	**13.7%**
Unsubscribe	7.6%	4.2%	5.9%
Grand Total	**100.0%**	**100.0%**	**100.0%**
Total Clicks	**19,861**	**12,363**	**10,751**

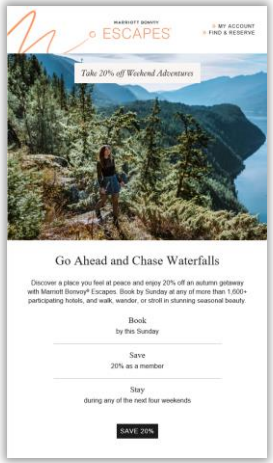
Sep 27 mailing		Engagement			Financials		
Test Version	**Del.**	**Clicks**	**CTR**	**Unsub%**	**Bkgs**	**Revenue**	**Conv%**
TEST_A = long	1.1 M	10.3 K	0.9%	0.10%	158	$62.7 K	1.53%
TEST_B = short	1.1 M	8.8 K	0.8%	0.11%	143	$45.5 K	1.62%
Total	**2.2 M**	**19.1 K**	**0.9%**	**0.11%**	**301**	**$108.2 K**	**1.57%**

Test A = long version

- Higher CTR
- Lower unsub rate
- More total clicks
- More total bookings
- Increased revenue

Test A = long

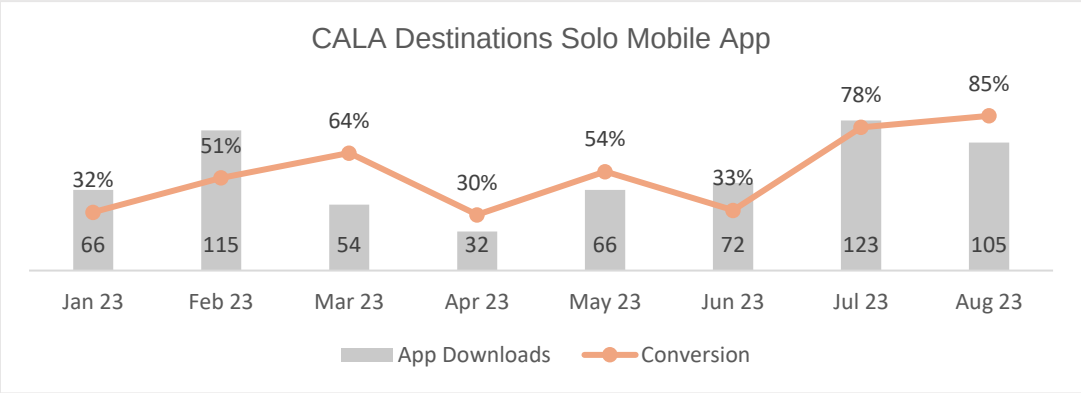
Test B = short



Winner = long version

CALA Destinations Solo: Pre-Post App Creative Performance

Q3 2023

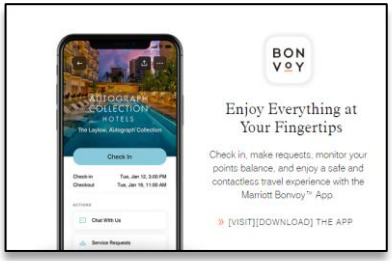


- App downloads and conversions increasing MoM with the introduction of the App features creative.
- For future mailings, continue to monitor performance of app module for engagement patterns and download activity.
- Plans are in place to highlight a different app benefit or feature in future campaigns to keep content fresh.

Previous Creative Design

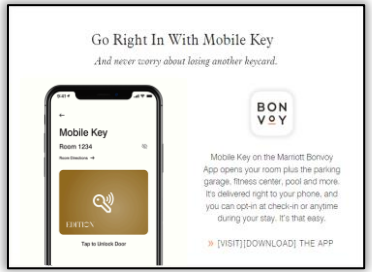
App Check In Module (Jan, Feb, May, Jun)

App Check In Module (Mar, Apr)



New Creative

Mobile Entry Module (July, August)



RTI Optimization Insights

- Traveler: *July & Sept 2023*
  - Personal, Emoji outperformed all other tags in Q3 2023 with a 39.5% open rate (+115% lift vs. baseline)
  - Personal, Question, Short was also a top performer with a 26.1% open rate (+41% lift)
  - Monitor lower performing tags such as Personal, Direct (-52% lift) and Personal, Listicle (-43% lift)

Traveler

Example SL (Personal, Emoji):
[Fname,]Scenic Road Trips You'll ❤

[Fname,] Bleisure Travel With the Best of Them 🏅 💼

- EMEA: *Q3 2023*
  - Authority was the top performer for Q3 2023 with an open rate of 14.2% (+13% lift)
  - Although Question only had a 5.4% Open Rate, it performed 30.3% better than the baseline. Recommend to continue testing Question tags to see if Open Rates can increase with quantity.
  - Personalized performed -26.5% below baseline (9.2% open rate).

EMEA

Example SL (Authority):
Your Guide to Exceptional Suite Stays

Example SL (Personalized):
Make Your Next Escape a Suite Adventure[, Fname]

- RC eNews: *July & Sept 2023*
  - Listicle was the top performer with a 16.5% open rate (+41% lift)
  - Authority, Personalization (+30.2% lift) and Direct were among the top performers (+22.0% lift)
    - Recommend to add more quantity to these tags to continue engagement
  - Recommend to monitor Intrigue, Personalization (-30% lift) and Intrigue (-43% lift) model performances

RC eNews

Example SL (Listicle):
INSIDE THE RITZ-CARLTON: 5 Exceptional Lake Retreats

Example SL (Intrigue):
INSIDE THE RITZ-CARLTON: The World's Best Lakeside Beaches

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ACTIONABLE INSIGHTS

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Q3 2023 Actionable Insights: Core MAU

- Continue to test milestone member placement in October Core MAU across all languages to finalize assessment as to which placement drives higher click engagement; above or below the hero
- Expand milestone messaging testing in November to focus on inactive segments, points inactive and lapsed stayer status, to drive lift in stay and points-based activity
- Continue to highlight luxury properties moving forward through new hotel features and other associated brand education initiatives to drive awareness and interest for luxury brand offerings
- Evaluate engagement differences for various sub-segment levels and regions to identify content and personalization opportunities for less active segments; this includes opportunity to leverage 3rd party data to enhance messaging and content strategies for select segments

THE ST. REGIS MARDAVALL MALLORCA RESORT, PALMA DE MALLORCA, SPAIN

Q3 2023 Actionable Insights

- Continue working with data teams and CX on the Adobe tracking issues that are impacting financials attributed to email.
- For elite members, continue planning for a weekly inbox mix of desired outcomes: inspire, educate, and drive bookings; look for opportunities to send Recognition emails.
- For Bonvoy Escapes –
  - As a result of the A/B creative test results, continue utilizing the long-form creative approach vs. short-form to drive more overall engagement and revenue from these mailings.
  - Consider testing dynamic destination tiles based on top-booked destinations.
- For Points Purchase Promotion and Global Promotion –
  - Continue including RAB placement across larger, relevant communications like Moments, as this approach helps drive incremental engagement in the respective mailings and effectively supports the promotions
  - Look for opportunities to test placement and creative for these RABs in future mailings.
  - Consider testing a secondary module that only messages the promotion deadline date to create a sense of urgency.

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Q3 2023 Actionable Insights

- For Demand Gen –
  - Recommend testing a geo-targeted 4-pack module in Demand Gen mailings by serving top booking destinations by region to trend engagement and financial impact.
  - Consider testing dynamic modules or a targeted solo featuring earning and redeeming opportunities in select cities.
  - Leverage 3rd party data for targeting

- For future CALA mailings, continue to monitor performance of app module for engagement patterns and download activity.

- For future RCYC mailings, test a navigation bar above the Hero that links to landing pages to help drive incremental leads and yacht bookings.

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Thank You!

APPENDIX

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July 2023 – Platinum Elite L2B Inbox Example

7/1

7/6

7/10

7/11

7/12

7/13

7/16

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August 2023 – Platinum Elite L2B Inbox Example

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September 2023 – Platinum Elite L2B Inbox Example

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Core MAU 2023 Roadmap | Q3 Initiatives Supported

- Q3 Points Promo
- GloPro
- City Express
- Milestone Messaging
- Brand Education

Jul Milestone Messaging Launch ENG/BEN

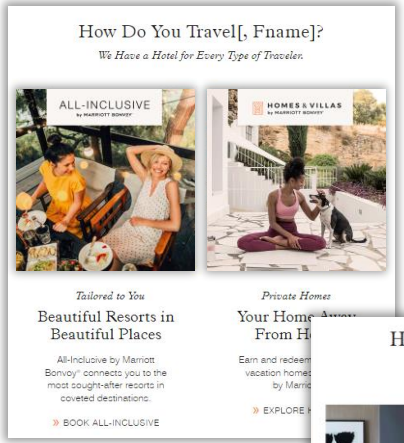
Delivered: **20.5 M** CTR: **0.04%**

Delivered: **1.5 M** CTR: **0.25%**

Delivered: **1.4 M** CTR: **0.36%**

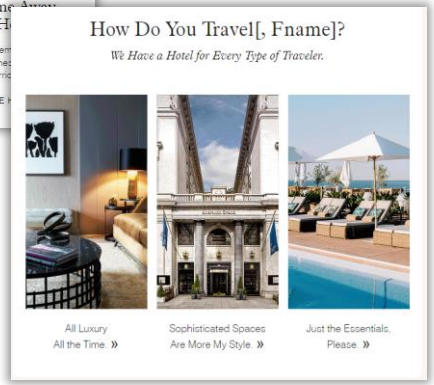
Delivered: **267.7 K** CTR: **0.76%**

Jul Brand Education



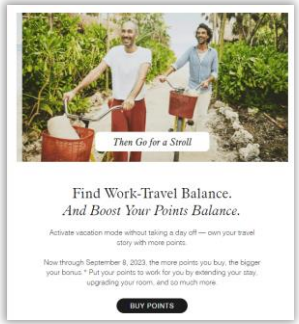
Deliv: 21.8 M

CTR: 0.04%



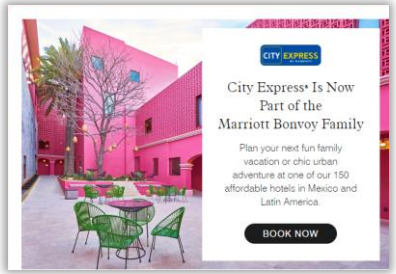
- *Deliv: 9.4 M*
- *CTR: 0.11%*

Aug Q3 Points Promo



- *Deliv: 23.8 M*
- *CTR: 0.15%*

Aug City Express



- *Deliv: 1.3 M*
- *CTR: 0.02%*

Sep GloPro

- *Deliv: 21.9 M*
- *CTR: 0.70%*

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MBV Escapes: Q3 2023 Heat Maps

Member Version, English

July 2023

% of clicks Modules	Jul 5	Jul 19
Header	**9.4%**	**8.8%**
Hero	**40.5%**	**38.3%**
Hero Image	8.9%	8.3%
SAVE 20% CTA	31.6%	30.1%
Destinations	**40.6%**	**37.8%**
See More Destinations CTA	13.5%	11.6%
Destination Tiles	27.1%	26.2%
RABs	**3.0%**	**3.2%**
United MileagePlus®	1.4%	1.6%
Suite Stay	1.7%	1.5%
Footer	**6.5%**	**11.9%**
Unsubscribe	4.1%	7.0%
Grand Total	**100.0%**	**100.0%**
Total Clicks	**24,969**	**18,917**

August 2023

% of clicks Modules	Aug 2	Aug 16	Aug 30
Header	**11.0%**	**21.1%**	**10.4%**
Hero	**48.2%**	**40.1%**	**41.7%**
Hero Image	7.9%	6.3%	8.2%
SAVE 20% CTA	40.3%	33.8%	33.5%
Destinations	**30.5%**	**28.8%**	**38.4%**
See More Destinations CTA	11.0%	8.2%	14.1%
Destination Tiles	19.5%	20.6%	24.3%
RABs	**4.2%**	**3.6%**	**3.6%**
Save up to 10%	1.1%	0.8%	---
Vacations by Marriott	2.9%	2.5%	---
Download the App	0.3%	0.3%	---
View Moments	---	---	1.3%
Resort Credit	---	---	1.8%
Shop with Points	---	---	0.6%
Footer	**6.0%**	**6.4%**	**5.9%**
Unsubscribe	5.1%	5.2%	4.9%
Grand Total	**100.0%**	**100.0%**	**100.0%**
Total Clicks	**20,697**	**20,763**	**21,781**

MBV Escapes: Q3 2023 Heat Maps

Member Version, English

September 2023

% of clicks Modules	Sep 13	Test A = long Sep 27	Test B = short Sep 27
Header	**13.4%**	**8.7%**	**12.3%**
Hero	**40.0%**	**46.7%**	**73.9%**
Hero Image	7.5%	8.3%	14.8%
SAVE 20% CTA	32.5%	38.4%	59.2%
Destinations	**34.9%**	**37.3%**	**0.0%**
See More Destinations CTA	10.8%	12.9%	0.0%
Destination Tiles	24.1%	24.4%	---
RABs	**3.1%**	**2.0%**	**---**
Hit the Road	---	1.1%	---
Linger Locally	---	0.9%	---
View Moments	1.3%	---	---
Resort Credit	1.3%	---	---
Shop with Points	0.5%	---	---
Footer	**8.7%**	**5.3%**	**13.7%**
Unsubscribe	7.6%	4.2%	5.9%
Grand Total	**100.0%**	**100.0%**	**100.0%**
Total Clicks	**19,861**	**12,363**	**10,751**

Q3 2023 US/Canada Demand Gen Heat Maps

July 2023 Module / % of Clicks	Member	Non-Member	Grand Total
Header	22.0%	29.5%	23.6%
Hero	**35.6%**	**27.1%**	**33.8%**
Offers - Summer Travel Menu	**29.0%**	**15.0%**	**26.1%**
Resorts Reimagined - *$100 Credit*	7.3%	3.7%	6.5%
An Epic Weekend - *Save 15%*	--	**3.8%**	**3.8%**
An Epic Weekend - *Save 20%*	8.3%	--	**8.3%**
Endless Vacation Vibes - *Save on 5 Nights or More*	2.6%	1.6%	2.4%
A **Suite** Spot - *Elevate Your Experience*	**4.1%**	1.5%	**3.6%**
A Chic Urban Retreat - *Save up to 10%*	2.3%	1.4%	2.1%
Linger All Summer Long - *Extend for Less*	1.6%	1.2%	1.5%
Suite Resort Retreats - *Unwind in Style*	**2.8%**	**1.8%**	**2.6%**
US Cardholders Banner	0.6%	--	0.5%
Unlock the Wonders of Japan	1.7%	1.3%	1.6%
Mobile App	1.1%	0.7%	1.0%
Footer	10.0%	26.4%	13.4%
Grand Total	**100.0%**	**100.0%**	**100.0%**
Total Clicks	**63,872**	**16,922**	**80,794**

August 2023 Module / % of Clicks	Member	Non-Member	Grand Total
Header	24.6%	31.0%	26.0%
Hero	**37.8%**	**20.1%**	**34.0%**
Support Maui Relief Efforts	2.4%	--	1.9%
Offers - Dive Into End-of-Summer Savings	**16.4%**	**11.5%**	**15.3%**
Discover Downtown - *Save up to 10%*	6.6%	4.2%	6.1%
Vacation Mode Activated - *Extend Your Relaxation*	2.7%	2.3%	2.6%
Suite Serenity Awaits - *Maximize Your Comfort*	2.4%	1.6%	2.2%
Unwind Longer - *Save on 5+ Nights*	1.7%	1.3%	1.6%
Unveil Summer Bliss - *Save on Local Packages*	**3.0%**	**2.2%**	**2.8%**
MBV Moments - F1	2.0%	1.7%	2.0%
Destination Canada	**2.7%**	2.0%	**2.6%**
Wander Europe's Wonders	2.4%	2.0%	2.3%
Footer	11.7%	31.6%	15.9%
Grand Total	**100.0%**	**100.0%**	**100.0%**
Total Clicks	**52,940**	**14,293**	**67,233**

September 2023 Module / % of Clicks	Member	Non-Member	Grand Total
Header	20.6%	21.0%	20.8%
Hero	**23.8%**	12.7%	**18.8%**
Support Maui Relief Efforts	1.8%	--	1.0%
Offers - Snuggle Up With Fall Savings	**26.1%**	**15.7%**	**21.4%**
Redefine Resort Experiences - *Up to $100 Credit*	6.3%	3.7%	5.1%
Uncover Hidden Gems - *Discover Local Packages*	6.9%	3.6%	5.4%
Suite Serenity Found - *Upgrade Your Space*	3.5%	2.4%	3.0%
Embrace Urban Excitement - *Save up to 10%*	2.9%	2.1%	2.6%
Extend Your Happiness - *Save on 5+ Nights*	1.7%	1.8%	1.8%
Jump-Start Your Morning - *Breakfast on Us*	**4.6%**	2.1%	**3.5%**
Global Promotion	**3.2%**	**2.3%**	**2.8%**
Destination Canada	1.8%	1.7%	1.8%
Discover the Secrets of the Caribbean	**2.9%**	**2.0%**	**2.5%**
Footer	19.8%	44.7%	31.0%
Grand Total	**100.0%**	**100.0%**	**100.0%**
Total Clicks	**40,082**	**32,794**	**72,876**

Q3 2023 Module / % of Clicks	Member	Non-Member	Grand Total
Header	22.5%	25.5%	23.4%
Hero	**33.3%**	**18.2%**	**28.9%**
Support Maui Relief Efforts	1.3%	--	0.9%
Offers	**24.0%**	**14.6%**	**21.3%**
Global Promotion	0.8%	**1.2%**	0.9%
Cobrand	0.2%	--	0.2%
MBV Moments - F1	0.7%	0.4%	0.6%
RAB	**3.6%**	**3.1%**	**3.5%**
Destination Canada	**1.4%**	**1.3%**	**1.4%**
EMEA	0.8%	0.4%	0.7%
CALA	0.7%	**1.0%**	0.8%
APAC	0.7%	0.3%	0.6%
Mobile App	0.4%	0.2%	0.4%
Footer	13.1%	36.9%	20.0%
Grand Total	**100.0%**	**100.0%**	**100.0%**
Total Clicks	**156,894**	**64,009**	**220,903**

September 2023 Performance Summary

	Monthly	Sep '23	MoM	YoY	vs. Avg.
Engagement	Delivered	204.9 M	-21.3% -55.5 M	+14.6% +26.1 M	-17.8% -44.3 M
	Clicks	1.7 M	-20.1% -427.4 K	-0.5% -8.6 K	-18.9% -396.5 K
	CTR	0.8%	+0.0 pts.	-0.1 pts.	-0.0 pts.
	Unsub%	0.26%	+0.04 pts.	+0.07 pts.	+0.07 pts.
*Financials	Bookings	9.9 K	-41.9% -7.1 K	-35.5% -5.4 K	-37.5% -5.9 K
	Room Nights	22.0 K	-40.1% -14.7 K	-34.4% -11.6 K	-36.9% -12.8 K
	Revenue	$4.4 M	-40.9% -$3.0 M	-29.9% -$1.9 M	-36.9% -$2.6 M
	Conv%	0.58%	-0.22 pts.	-0.31 pts.	-0.17 pts.

*Financials were impacted by the email attribution tracking issues that are currently being researched.

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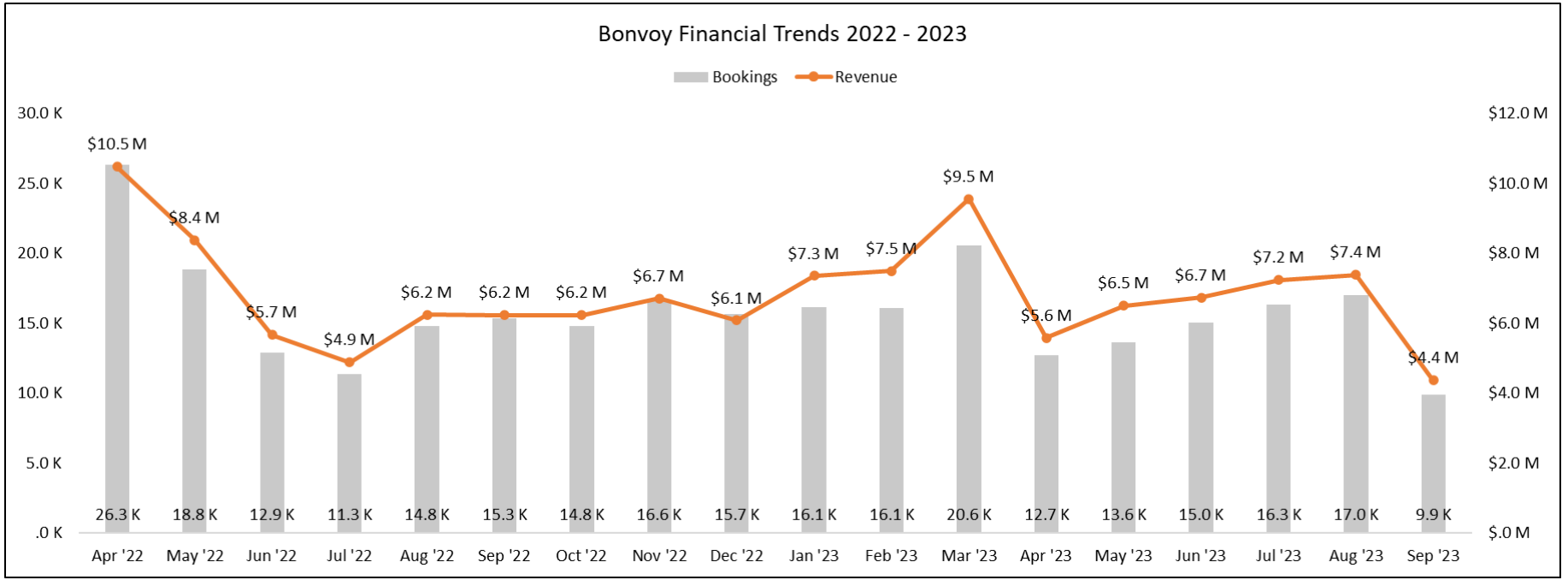
Financial Trends



Financial data: Omniture 7-day cookie

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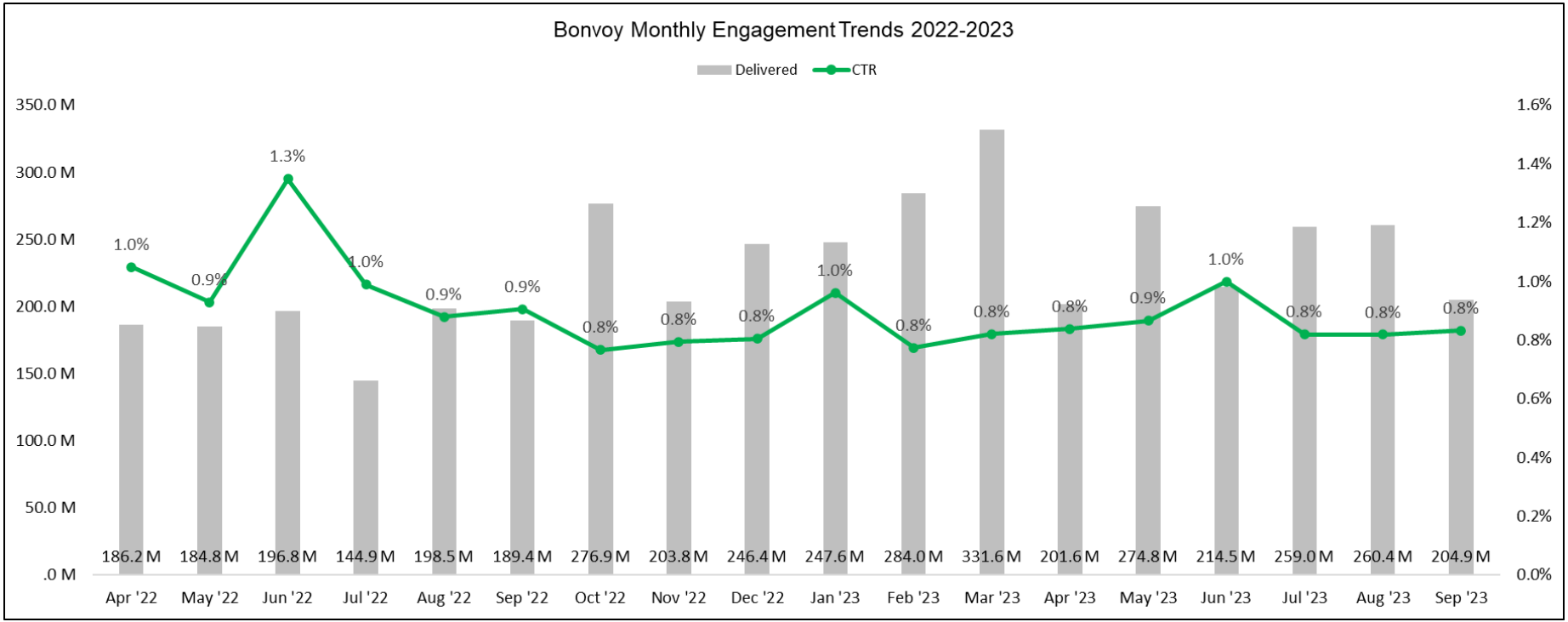
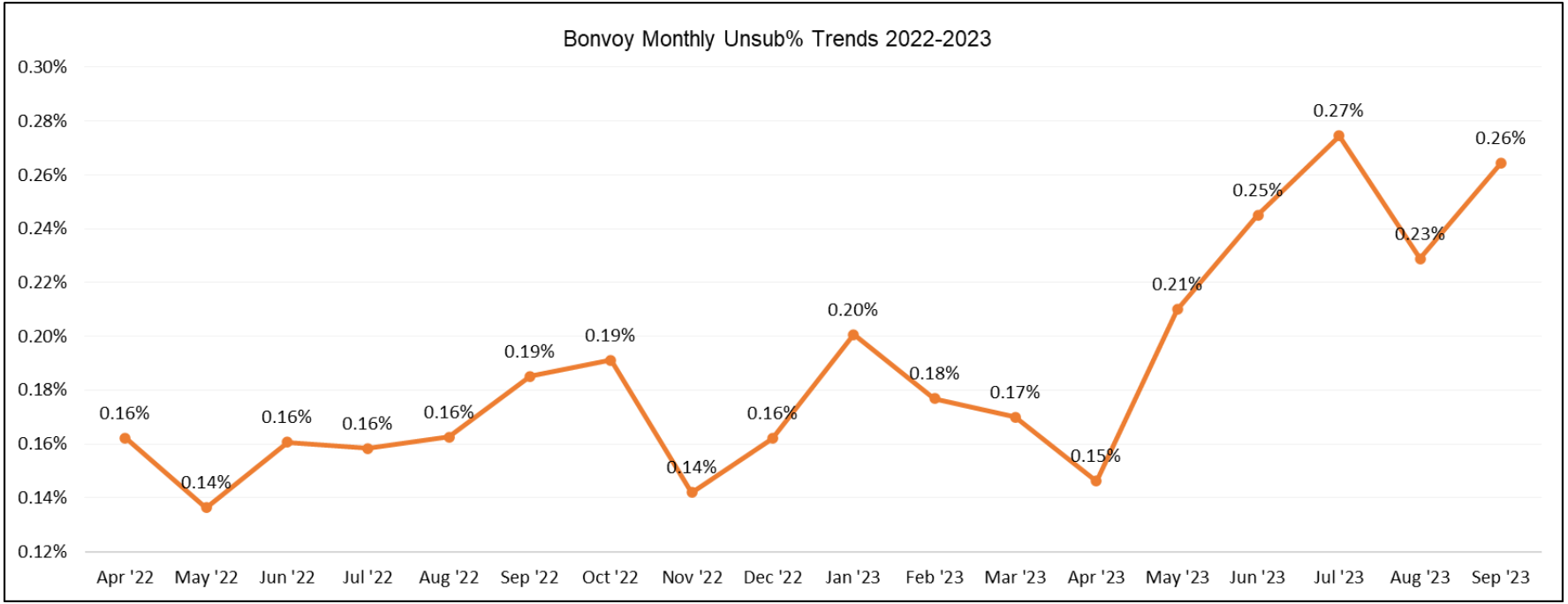
Engagement Trends



Unsubscribe Rate Trends