

# Marriott Project Orange

## Q2 2016 Review & Recommendations

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Ted Kim, Sr. Strategist  
Jen Tabbal, Content Director  
Mitchell Bliss, Strategy Analyst  
Bryan Finke, VP Strategy

# Today's Agenda

- ❖ Key Accomplishments
- ❖ Creative Review
- ❖ Key Learnings
- ❖ PO Program Learnings
- ❖ PO Email Overview
- ❖ PO Display Results
- ❖ Learning Agenda
- ❖ Takeaways & Opportunities for Q3/Q4



## + Key Accomplishments

## Q2 2016 Overview: “State of the Union”

Project Orange forecasted to **surpass EOY goals**; however, PO segments showed **no lift against global control** in Q2.

Email communications **generated the highest bookings, conversion rate and booking per delivered** of any quarter for **TSATs**.

Q2'16 email **KPIs underperformed** compared to other quarters for **WHPH**.

**Supported** company-wide initiatives such as **Marriott Rewards Member Rates, Summer Sweepstakes** and **elite member benefits**.

Focused on **leisure travel inspiration** as well as **new brand trial** in all emails to work towards MBOs.

**Learning Agenda** focused on **image testing** and **campaign optimizations**.

# Q2 2016 Overview: “State of the Union”

## Email

Email communications generated the highest bookings, conversion rate and booking per delivered of any quarter for TSATs.

Q2'16 email KPIs underperformed compared to other quarters for WHPH.

Project Orange nonmember acquisition efforts launched to a small audience and generated incremental enrollments.

Launched PO non-member acquisition efforts which yielded incremental high-value enrollments.

Strengthened partnership with Marriott Traveler through content linking and development in both PO Destinations and PO Benefits emails.

## Paid Media

All Paid Search placements (GDN Image, GDN RT, DSA) experienced increases in click opportunity

New bid strategies were tested across DSA to increase traffic

While GDN Retargeting bookings increased, the GRE has seen a steady decline

Criteo continued to outperform benchmarks

# Both segments forecasted to exceed EOY goals

Primary Goals	WHPH		TSAT	
	YTD	Goal	YTD	Goal
<b>New Brand Trial</b> % customers	35.5%	> 28.9%	24.3%	> 22.3%
<b>Leisure Stay</b> % cust.with +1 stay YoY	37.0%	> 29.8%	25.1%	> 18.6%

Per Customer	WHPH		TSAT	
	Offer	Control	Offer	Control
<b>Avg Bookings</b>	6.504	6.511	2.037	2.046
<b>Avg Revenue</b>	\$2,223	\$2,239	\$802	\$800

Membership	WHPH		TSAT	
	YTD	Goal(vs '15)	YTD	Goal(vs '15)
<b>% Elite status</b>	60.9%	63.1%	24.7%	26.9%
<b>% membership</b>	89.6%	89.5%	77.7%	77.1%

## Key Findings

- Both segments forecasted to exceed end of year goals
- No difference to control group

**There was a greater emphasis on leisure stay across all segments**

**There was lift for WHPH against control in New Brand trial in July**

## + Creative Overview

## PO Creative Overview

Continued to support **non-member acquisition efforts** through dedicated email content in PO Benefits.

Focused on **driving leisure bookings** through content choices, curated propensity offers, language and imagery.

Supported **new brand trial** initiative through brand introductions in PO Benefits as well as brand recommendations in PO Destinations.

Included level-up module in PO Benefits to **move members up the elite levels**.

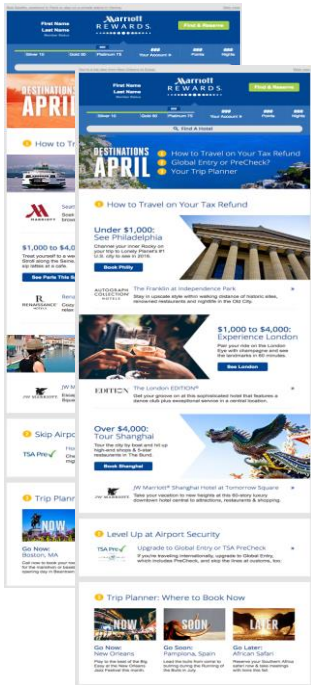


# PO Creative Overview – April

## Benefits



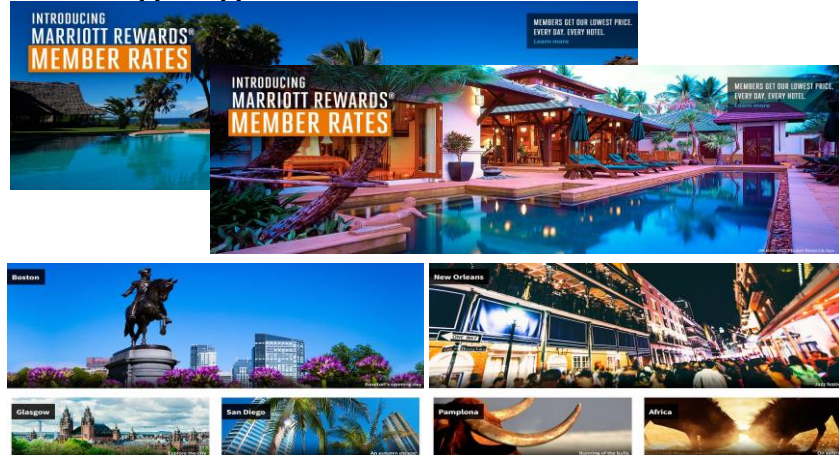
## Destinations



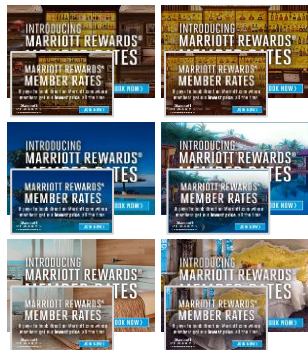
## Offers



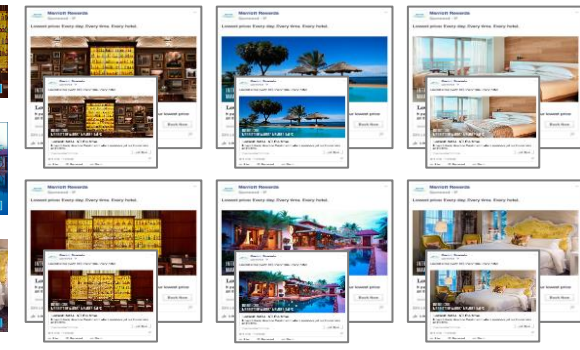
## Landing Pages



# GDN



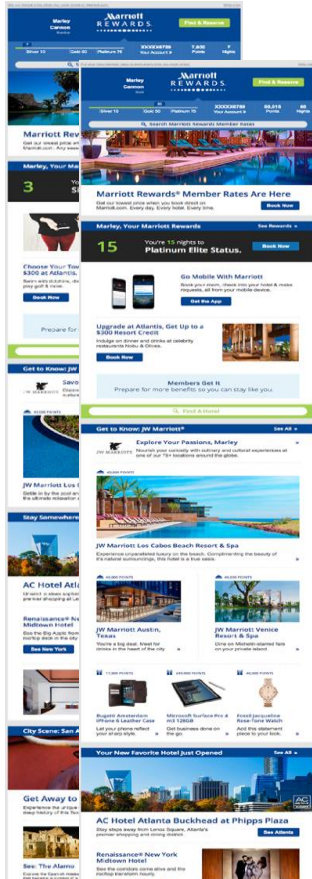
# Facebook



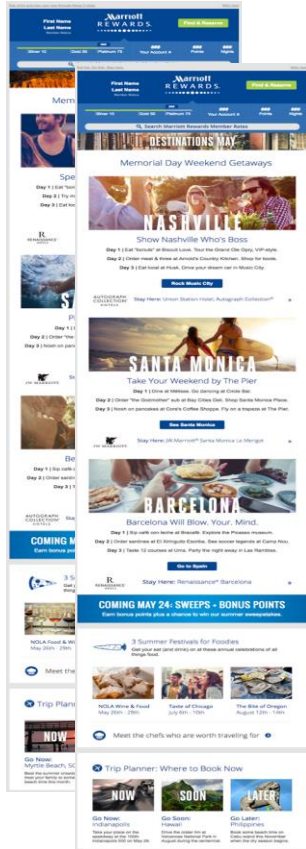


# PO Creative Overview – May

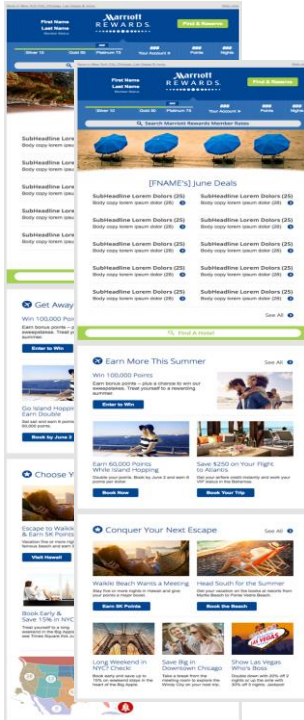
## Benefits



## Destinations



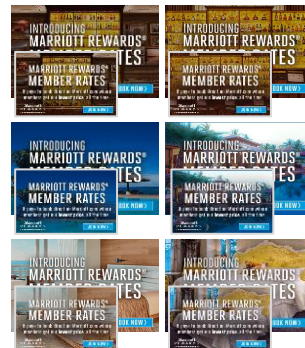
## Offers



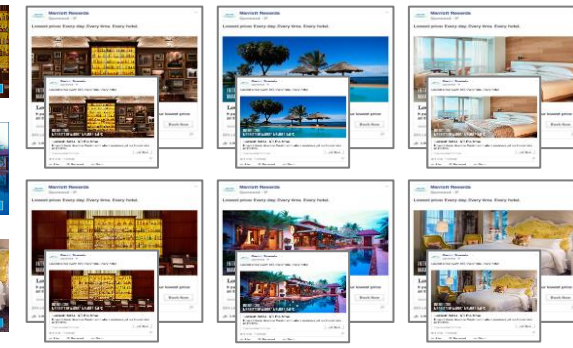
## Landing Pages



## GDN



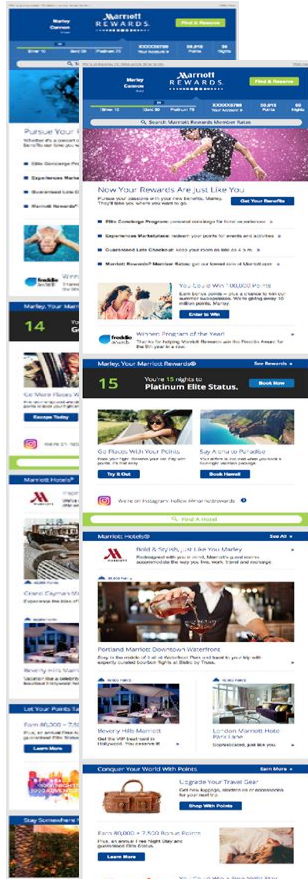
## Facebook





# PO Creative Overview – June

## Benefits



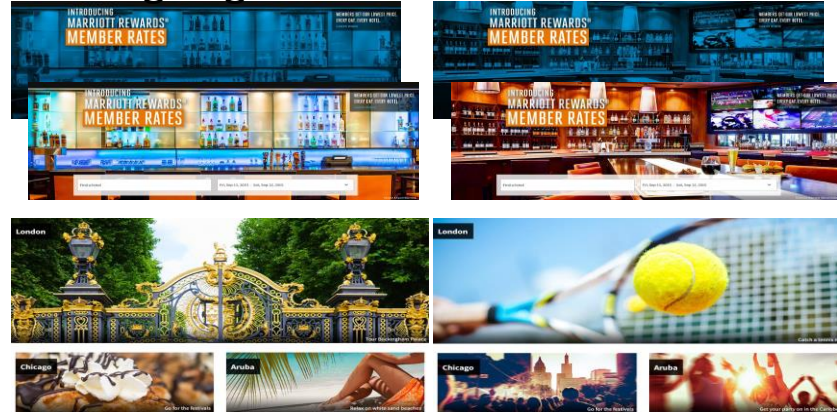
## Destinations



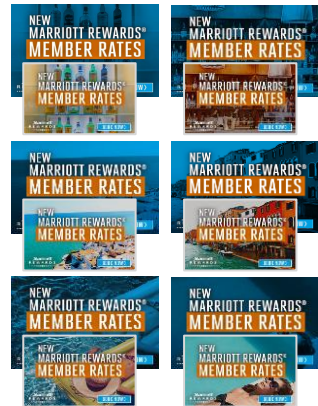
## Offers



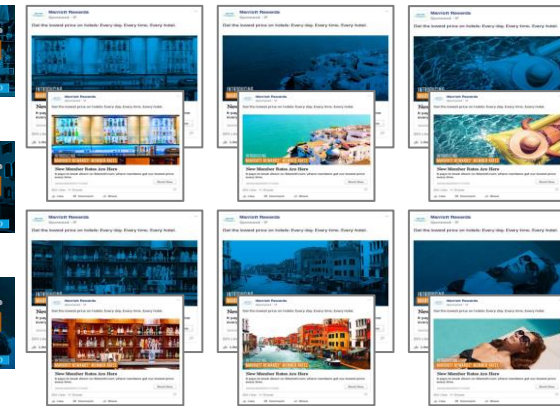
## Landing Pages



## GDN



## Facebook



## + PO Program Learnings

# Project Orange: Q2 2016 Email Program Learnings

Actively promoting brand portfolio awareness to PO segments correlated with lift in WHPH new brand stays in July.

Increase in Destinations click engagement correlated with travel inspiration content & seasonally relevant travel themes.

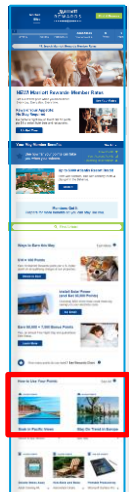
There was a correlation with click engagement and the amount of email content.

Targeting a small audience to drive PO enrollment drove low ROI.

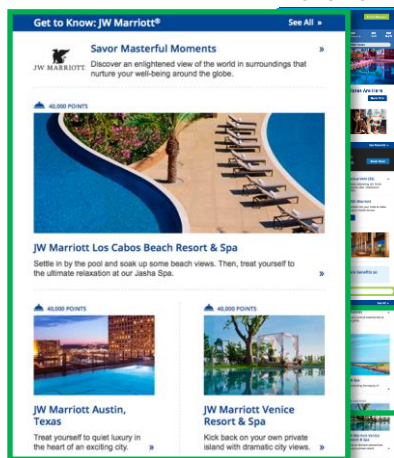
We still need more data at a campaign level to properly evaluate and optimize against MBOs and drive insight.

# Brand portfolio awareness was greater in PO Benefits than Core Benefits throughout Q2

May Core Benefits



May PO Benefits



## Key Findings

### Brand portfolio awareness was increased in PO Benefits vs Core

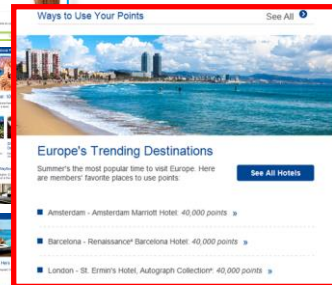
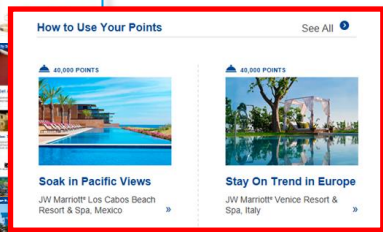
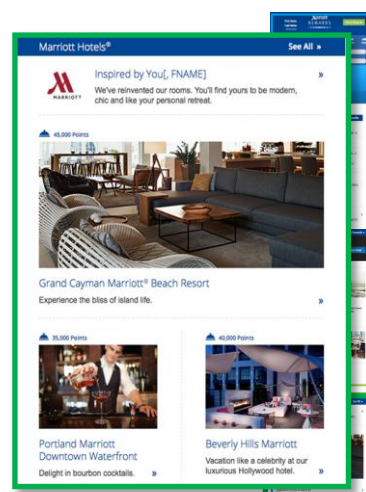
- Core Benefits Brand links averaged 4.2% of total clicks
- WHPH Benefits averaged 6.9%
- TSAT Benefits averaged 6.3%

In July there was lift in WHPH New Brand Stay against control

June Core Benefits



June PO Benefits





# Destinations & properties have increasingly grown more connected to a focused theme

## Click Rate (Click / Delivered emails)

Jan '16

Feb '16

Mar '16

Apr '16

May '16

Jun '16

2016 Travel Inspiration

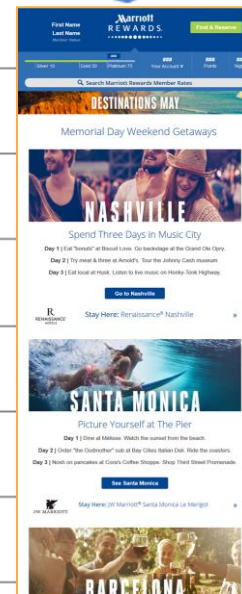
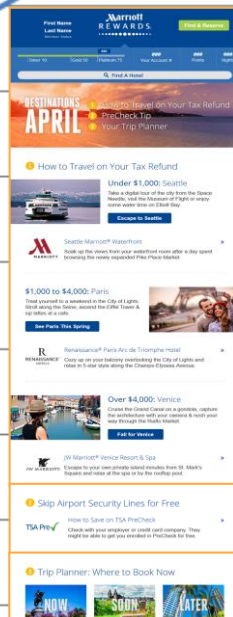
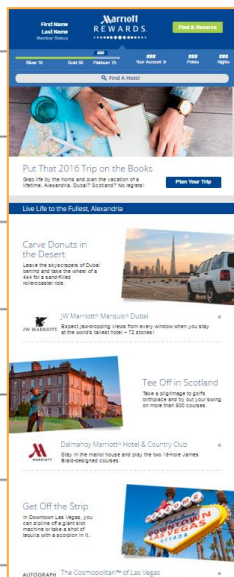
Leisure Experiences

March travel ideas

Travel type by budget

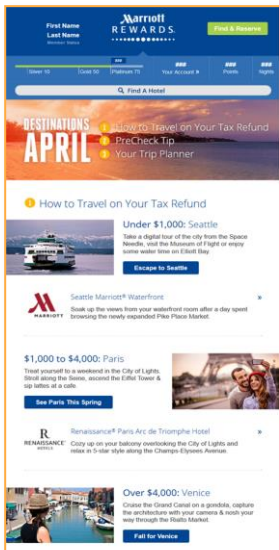
Long weekend ideas

Summer Road Trip



# Non-hotel travel content was among the most engaged content

## April Destinations



### 2 Skip Airport Security Lines for Free



#### How to Save on TSA PreCheck

Check with your employer or credit card company. They might be able to get you enrolled in PreCheck for free.

## Key Findings

Content like TSA PreCheck tips & Top 10 Things to Pack (Marriott Traveler) drove among the highest click engagement

Leveraging content like Traveler to provide a stronger, more authoritative Marriott voice.

15-30% of Email clicks

## June Destinations

### ✓ Road Trip Must-Haves

## Top 10 Things to Pack

Get ready to go with these 10 must-haves for spending hours in the car. Happy driving!

What to Pack

~15% of Email clicks



# There was a correlation with Benefits click engagement and amount of email content

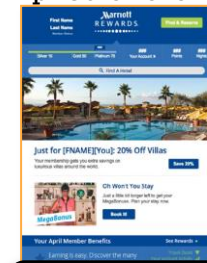
In April & May, PO versions of Benefits featured less than roughly half the amount of content and generated nearly 40-50% lower Click to open rates

In June, PO versions of Benefits featured slightly less content & the Click to open rate dropped by only 10-15%

**Future efforts are planned to ensure amount of relevant content are delivered to PO segments**

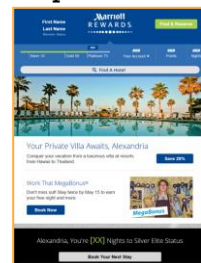
**Identical versions of Destinations (July/Aug) is planned for all segments to understand factors**

Apr Core Benefits



57 Links

April WHPH



23 Links

47% decrease in CTO%

April TSAT



22 Links

56% decrease in CTO%

# Acquisition efforts to a small audience generated incremental enrollments

## WHPH Taste of Gold

5.6 K Emails sent

55 Clicks

46 Enrollments

83.6% Enrollment Conversion

8.2 Enrollment per delivered email(K)

The screenshot shows the Marriott website's 'Taste of Gold' promotion. At the top, there's a header with 'First Name', 'Last Name', the Marriott logo, and a 'Find & Reserve' button. Below the header is a search bar labeled 'Find A Hotel'. The main content area features a large image of a person relaxing in a hammock. Below the image, the text reads: 'We're Giving You Gold (Elite status, that is)'. It explains that users can get Gold Elite Status by enrolling in Marriott Rewards by April 22nd. A 'Give Me Status' button is present. Below this, it says 'Stay 6 times by September and keep your status until February 2018.' A section titled 'Wondering what's in it for you?' lists three benefits: '25% bonus points for stays', 'Lounge access and breakfast for two', and 'Complementary room upgrade'. At the bottom, there's a blue button that says 'Enroll in Marriott Rewards'.

## Free night Offer (WHPH)

5.1 K emails sent

26 Clicks

16 Enrollments

62.5% Enrollment Conversion

3.1 Enrollment per delivered email(K)

The screenshot shows the Marriott website's 'Free Night' offer. The header is identical to the previous slide. Below the header is a search bar labeled 'Search Marriott Rewards Member Rates'. The main content area features a large image of a modern hotel pool. Below the image, the text reads: 'OH WHAT A FREE NIGHT! STAY TWICE, GET A FREE NIGHT'. A section titled 'Where Will You Go, Alexandria?' explains that users can join Marriott Rewards today and earn a 'free night certificate' when they make 2 paid stays at any of the 4,200+ hotels worldwide. A 'Join Now' button is present. Below this, a section titled 'Your Free Night is as Easy as 1-2-3' lists three steps: 'Step 1: Enroll in Marriott Rewards', 'Step 2: Make 2 Paid Stays', and 'Step 3: Earn Your Free Night'. At the bottom, there's a blue button that says 'Sign Me Up!'.

## Nonmember Benefits (WHPH, May)

5.9 K emails sent

24 Clicks

N/A Enrollments

N/A Enrollment Conversion

N/A Enrollment per delivered email (K)

The screenshot shows the Marriott Rewards website. The header includes 'First Name', 'Last Name', the Marriott Rewards logo, and a 'Find & Reserve' button. Below the header is a search bar labeled 'Search Marriott Rewards Member Rates'. The main content area features a large image of a hotel pool. Below the image, the text reads: 'Marriott Rewards® Member Rates Are Here'. It explains that users can get a reward for a night around town by getting 10 points per \$1 at select hotel bars and restaurants. A 'Join Today' button is present. Below this, a section titled 'Reward Your Appetite: No Stay Required' shows a person eating at a restaurant. A 'Limited Time' button is present. Below this, a section titled 'Go Mobile With Marriott' shows a smartphone and explains that users can book their room, check into their hotel, and make requests from their mobile device. A 'Get the App' button is present. At the bottom, there's a search bar labeled 'Find A Hotel' and a section titled 'City Scene: San Antonio' featuring a longhorn.

# Summary of YLM KPI requests

Goals	Program	YTD Tracking	PO (WHPH & TSAT)	Email Contribution	Email Campaign Contribution
Room Nights	●	●	●	●	●
MRCC Acquisition	●	●	N/A	●	●
Email KPIs	●	●	●	●	●
WHPH/TSAT Acquisitions	●	●	●	●	●
Elite status migration	●	●	●	●	●
New Brand trial	●	●	●	●	●
Leisure stay	●	●	●	●	●



YLM has or can easily get



YLM could have, or is close to fully having, but not available today



Solution unknown or hasn't been explored

## + Q2 PO Segment Email Overview

# WHPH Email KPI dashboard: Q2 2016

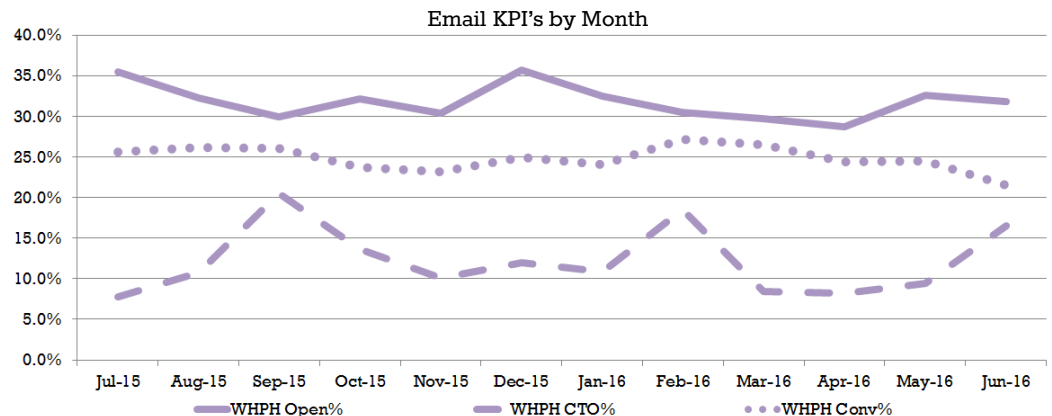
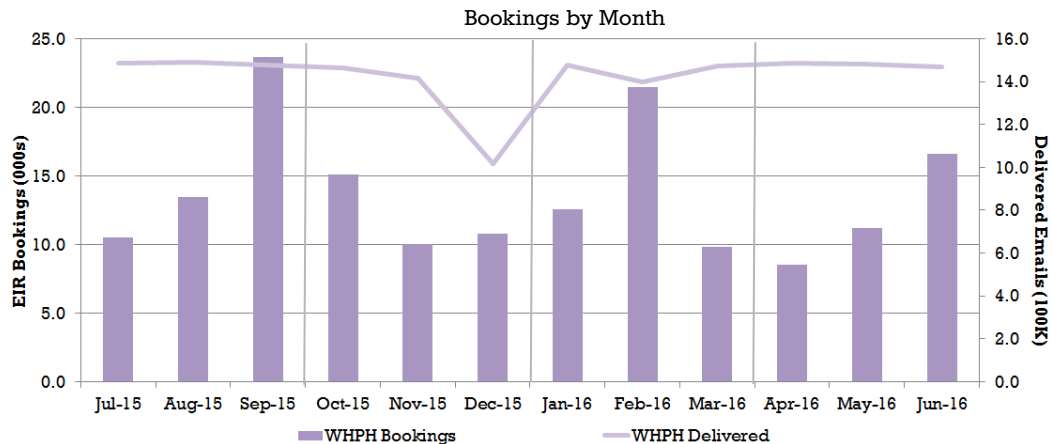
	WHPH				
	Q2 2016	Q1 2016	Δ%	2015 Qtrly Avg	Δ%
Room nights	83 K	102 K	-18.6%	96 K	-12.7%
EIR Bookings	36 K	44 K	-17.1%	42 K	-13.1%
Bookings/Delivered(K)	8.2	10.1	-18.7%	10.0	-18.4%
Emails Delivered	4.4 M	4.3 M	+2.0%	4.1 M	+6.2%
Open Rate	31.0%	30.9%	+0.4%	32.6%	-4.9%
Click to Open Rate	11.5%	12.5%	-8.2%	12.5%	-7.8%
Conversion Rate	23.0%	26.1%	-11.8%	24.9%	-7.7%

Compared to other quarters (since Q3'15)

- Q2 '16 generated the 2nd lowest clicks and bookings & lowest booking per email delivered since launch
- Near lows in Open rate, Click to open rate, and Conversion rate

# Q2'16 WHPH Email overview & MoM trends

- Q2 '16 featured Summer Promo; each previous quarter supported MegaBonus with more touchpoints to a larger audience
- Summer Promo may not have resonated as much as MegaBonus due to lack of higher tier offer
- April is seasonally the lowest click and booking generating month in the year



# TSAT Email KPI dashboard: Q2 2016

	TSAT				
	Q2 2016	Q1 2016	Δ%	2015 Qtrly Avg	Δ%
Room nights	28 K	27 K	+5.8%	22 K	+27.7%
EIR Bookings	12 K	11 K	+12.4%	9 K	+31.2%
Bookings/Delivered(K)	2.2	2.1	+3.5%	2.0	+10.1%
Emails Delivered	5.7 M	5.3 M	+8.5%	4.9 M	+17.4%
Open Rate	23.9%	23.2%	+2.8%	24.8%	-3.9%
Click to Open Rate	10.2%	11.7%	-12.8%	9.5%	+8.2%
Conversion Rate	8.9%	7.7%	+15.4%	8.4%	+5.4%

Compared to other quarters (since Q3'15)

- Most emails delivered & highest bookings
- Highest Conv% and booking per delivered email

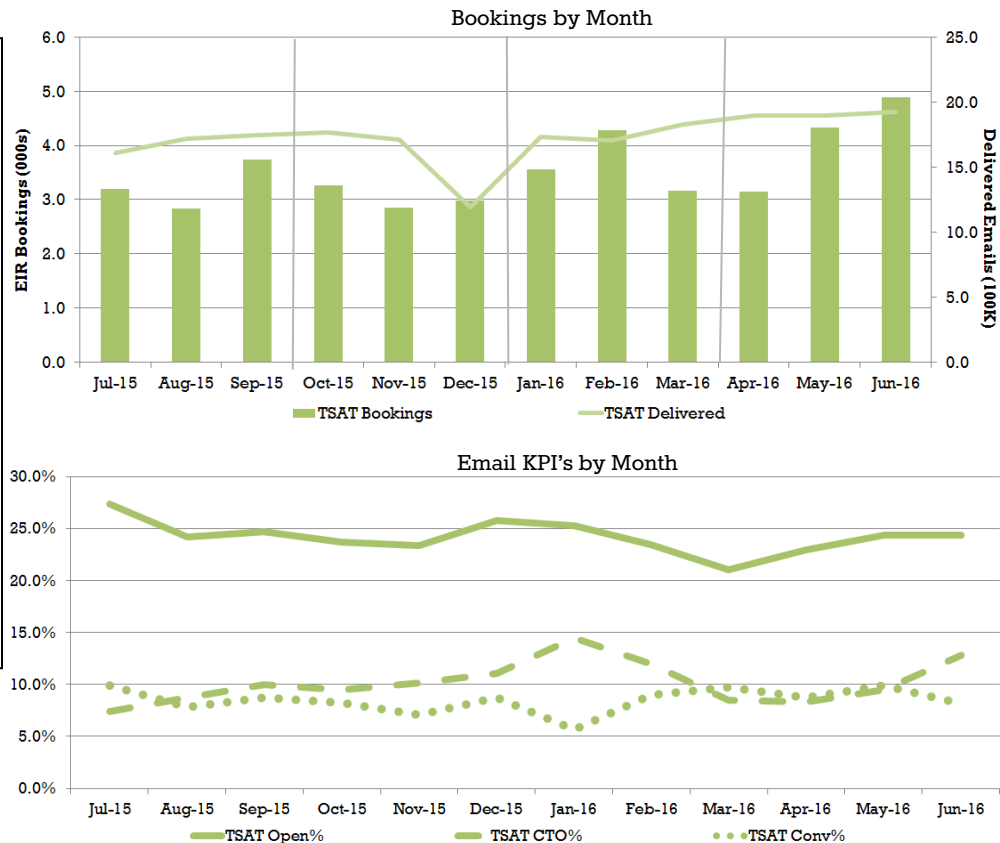
# Q2'16 TSAT Email overview & MoM trends

May & June were the top 2 highest booking generating months which correlated with the **highest volume of email delivered** & above **average email KPIs**

Support of Summer Promo generated high click engagement

- Featured in June Benefits, Destinations, Offers
- June Destinations & Offers generated the highest monthly clicks
- June Benefits generated the 2nd highest monthly clicks, the 1st being Jan Benefits, which prominently featured a sweepstakes

TSAT continued to show high engagement to sweepstakes





+ Display Program Results

# Q2 Paid Search Observations

## **Key Contributors to Performance:**

- All placements (GDN Image, GDN RT, DSA) experienced increases in click opportunity
  - The Google pixel lists were live for the entire quarter (in Q1, there was an issue with the pixels collecting Project Orange parameters which decreased audience sizes - this was fixed in February)
- New bid strategies were tested across DSA to increase traffic. While clicks and bookings saw a lift, a dip in Conv% caused the GRE to decrease
  - Lower performing search queries have been excluded from the campaigns, and BCM will continue to identify areas to increase Conv%
- While GDN Retargeting bookings increased, the GRE has seen a steady decline
  - Spend is being shifted to GDN Image Ads in Q3. Additionally, optimizations will be made to the creative (specifically, images can now be supported to create a “native” look and feel to the ads)

# Paid Search Highlights: GDN Image Ads

- **Increased spend on GDN Image Ads** drove a significant increase in bookings across both WHPH and TSAT. GRE decreased QoQ because of a more aggressive bid strategy (which led to higher CPC) and a decrease in Conversion Rate in June

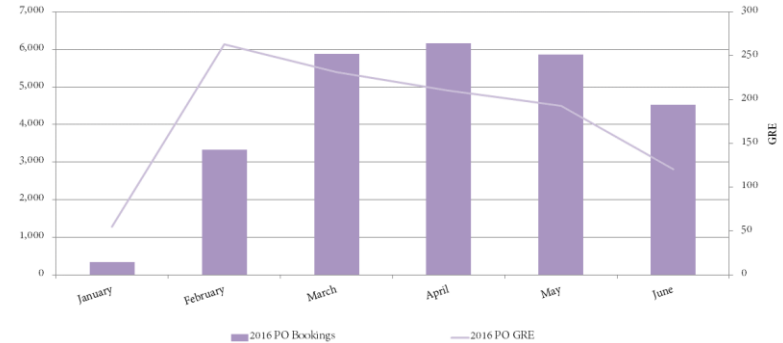
## Implications for Q3 :

- Drive more traffic and RNs through GDN Image Ads (BCM to send new projections with increased RN and decreased GRE goals)
- Continue to test new creative to understand what drives higher Conv% across GDN

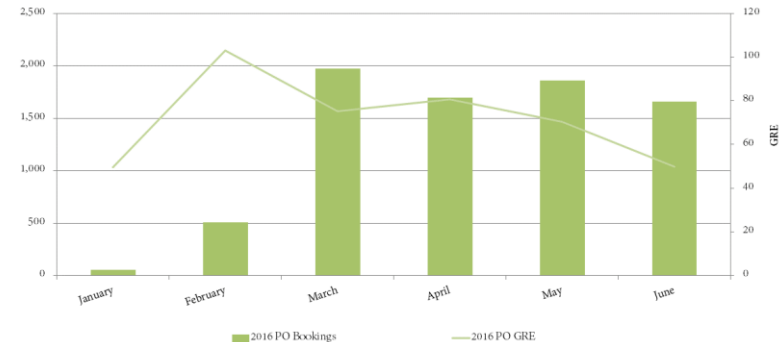


Top Performing GDN Image Copy in Q2: \$2.5M revenue, 182:1 GRE

WHPH Bookings and GRE by month



TSAT Bookings and GRE by month



# Q2 Paid Search : Looking Forward

Shift spend to proven partners, and introduce new testing opportunities

## Expanded Text Ads for DSA

Google has rolled out a new longer ad format, which allows advertisers to have increased headline and descriptions. The new format is expected to increase CTR% by ~20%

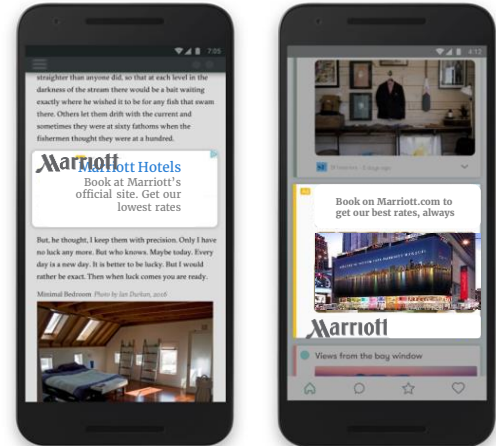
- BCM to add new creative to Dynamic Search Ads copy in early September

Upgraded ad components	Current	Available later this year
More prominent headlines	One 25-character headline	Two 30-character headlines
Longer description line	Two 35-character description lines	One consolidated 80-character description line
Relevant display URL	Manually entered display URL. Any mismatch between your display, final and landing page URLs will cause your ad to be disapproved.	Domain automatically extracted from your final URL to ensure accuracy. You can customize the URL path.

## GDN Responsive Ads for Display

Responsive Ads were rolled out in June '16. Advertisers upload text and an image, and Google will automatically adjust the ads based on the look and feel of the GDN site

- BCM will work with Yesmail to obtain creative assets, and upload into AdWords for GDN Retargeting campaigns
- The goal is to increase the CTR% and Conv% for GDN Retargeting/text ads



# Paid Media Q2 Performance Overview

## Key Highlights from Q2:

1. Criteo Continues to Outperform Benchmarks
2. Sojern Performance Trend + Direct Targeting Evaluation
3. Digital Enrollment Performance
4. Facebook Performance

# Paid Media Q2 Performance Overview

## 1. Criteo Continues to Outperform Benchmarks

- **What we did:** As we continue to garner insights on how each segment performs, it's important to be spending intelligently. Using their dynamic CPC bidding model, Criteo did just this in Q2 as spend was 8:2 in favor of WHPH. This resulted in a 12% TSAT GRE improvement while WHPH decreased but remained significantly above benchmark.
- **What we learned:** Criteo continues to outperform its TSAT GRE benchmark by 1.5x and its WHPH GRE benchmark by 1.2x and is right under 50% towards both Room Night goals for 2016. As we are now halfway through the year we are right where we want to be.
- **Moving Forward:** Criteo has been working on refreshed dynamic creative mocks which will be moving away from MRMR messaging (overall performance saw declines with MRMR in market across our different campaigns). We're looking to get these in market by late August/early September and should help further boost overall performance.

# Paid Media Q2 Performance Overview

## 2. Sojern Performance Trend + Prospecting Evaluation

- **What we did:** With both dynamic and static ads in market, Sojern brought in a 9:1 WHPH GRE and a 1.6:1 TSAT GRE in Q2. These marks are down from Q1 as performance was ultimately affected by the static creatives in market as well as MRMR messaging altogether. However, after an overall slow start in April, May and June's performance trended up and was driven by successful optimizations made in early May such as extending the length of recency in travel intent.
- **What we learned:** Sojern dynamic WHPH GRE remains at 10:1 overall which is significantly above benchmark by 67%. After April brought in a TSAT GRE under 1:1, Sojern was able to improve on it for the second straight month in June. They continue to inch closer to the 4:1 TSAT GRE goal as it now sits at 2.6:1 overall. Sojern is right around the 50% Room Night goal mark for both WHPH and TSAT, which is in line with having H1 of 2016 behind us.
- **Moving Forward:** Sojern has been working on refreshed dynamic creative mocks which will be moving away from MRMR messaging. The new creatives are looking to connect these users with a more simple and clear 'Book Direct' message. We're also looking into testing additional prospecting partners within our CORE campaign (Adara, TripAdvisor) to compare performance against Sojern – those results will be interesting to monitor for a potential test against the PO segments.

# Paid Media Q2 Performance Overview

## 3. Digital Enrollment Performance

- **What we did:** On around \$6k spend during May and June, Turbine using MRMR ads directly targeting Project Orange non-members brought in a \$330 CPA overall (\$240 TSAT vs. \$500 WHPH).
- **What we learned:** As this was the first time the PO segments had been activated within the Marriott Rewards Global Acquisition campaign targeting non-members, we only had historical PO booking performance to compare to. We saw a very similar difference between performance of ads targeting this smaller PO audience compared to ads targeting the larger CORE non-member audience (the larger audience performed better). Regarding segment-specific data, we typically we see this level of performance split between TSAT and WHPH within our booking-focused efforts skewed in the opposite direction.
- **Moving Forward:** Look-alike targeting of the segments launched with Dstillery in early July which significantly helped expand our overall PO non-member audience and has performed strongly thus far. Through the end of June Dstillery was driving a \$50 CPA against the CORE non-member audience. Using look-alike modeling against the PO audience, Dstillery has delivered a \$67 CPA for WHPH (on \$5.6k spend) and a \$91 CPA for TSAT (on \$1.8k spend) through most of July.



# Paid Media Q2 Performance Overview

## 4. Facebook Performance

**What We've Learned:** Running 3 campaigns against the same audience pools will continue to result in diminishing returns

Overall TSAT & WHPH Performance		
Target	Avg. Frequency / Week	Campaign Overlap <i>b/w Bookings Campaigns vs. Global Acq Campaign</i>
TSAT	10.13	100% overlap
WHPH	13.98	100% overlap

# Paid Media Q2 Performance Overview

## 4. Facebook Performance

**Moving Forward:** Pivot the way we serve Facebook messaging to the WHPH and TSAT audience pools

- Do not run a simultaneous global acquisition campaign in addition to 2 bookings campaigns with very similar creative (i.e.- the same images) to the same small target audience.
- **Recommendation for Q4:** Alternate between the 2 objectives every-other month (i.e.- bookings campaign 1 month vs. acquisition campaign the next month); or segment the audiences, purposely excluding PO members targeted via the acquisition campaign from the bookings campaign, and vice versa.
- **Impact:** If we were to pursue either of the above methods, we would need to reduce overall budget on Facebook in order to ensure we are not oversaturating the smaller audiences and spiking frequency even higher

## + Learning Agenda

# Q2 testing focused on campaign optimization

## Multiple tests were run to optimize campaign/channel performance

- Image testing
- Subject line testing
- Segment specific content

Learnings were generated through consistent trends through Q2 campaign optimization

### WHPH Hotel Specials Getaways Section


✈️ Get Away This Summer See All


Win 100,000 Points

Earn up to 10,000 bonus points – plus a chance to win our summer sweepstakes.

Sweet! Sign Me Up

**1.37%**  
link CTO%






Summer Cruises: Earn Double

Set sail and earn 6 points per dollar, up to 60,000 points.

Book Now



Cheap Flights to Atlantis

Get an instant \$250 airfare credit to the Bahamas & find your ahhh at Mandara Spa.

Your \$250 Credit

### WHPH Offers Getaways Section


✈️ Earn More This Summer See All


Win 100,000 Points

Earn bonus points – plus a chance to win our sweepstakes. Treat yourself to a rewarding summer.

Enter to Win

**.012%**  
link CTO%






Earn 60,000 Points While Island Hopping

Double your points. Book by June 2 and earn 6 points per dollar.

Book Now



Save \$250 on Your Flight to Atlantis

Get your airfare credit instantly and work your VIP status in the Bahamas.

Book Your Trip

# Q2 learnings from campaign testing

## Blue Overlay testing

- **Hypothesis:** Monotone blue hue consistent with campaign style guide would create higher click engagement
- **Results:** Blue overlay generated higher click engagement for Summer Promo & New Elite member benefits with a higher confidence for TSATs
- **Learning:** Consistency with overall campaign style guide & standout color attracted more clicks

eNews Core & PO June image test summary

Net Click to  
Open rate:  
2.69%



Net Click to  
Open rate:  
2.73%



# Q2 learnings from email campaign testing

## Subject line trends

- Simple, to the point for new member benefits announcements
- Dynamic insertion of first name's value is variable
- TSAT prefer recommendation oriented subject lines:
  - “...must see cities to visit...”
  - “Where to spend your...weekend”
  - “Why you should take...a trip”

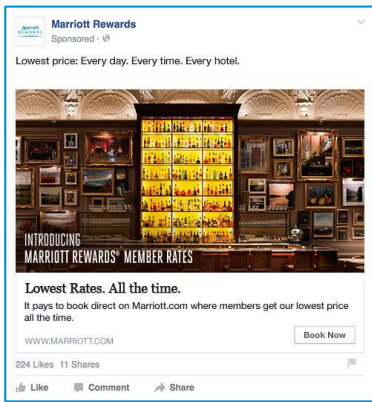
## PO Segment learnings

- **Trend:** TSAT continued to show click engagement preference to general navigation links;
- **Learning:** Ensure general navigation links throughout content (e.g. Account module, “See All” links, Category links)
- **Trend:** WHPH show high book intent on content they click
- **Learning:** Increasing content offered may increase incremental clicks and bookings (e.g. increase # of propensity modeled Filed Offers in Offers, # of experiences & destinations)

# Q2 TSAT Image Top Creative Performance

## April/May Campaigns

### Facebook



CTR: 0.80%

GRE: 10.5

### GDN Image

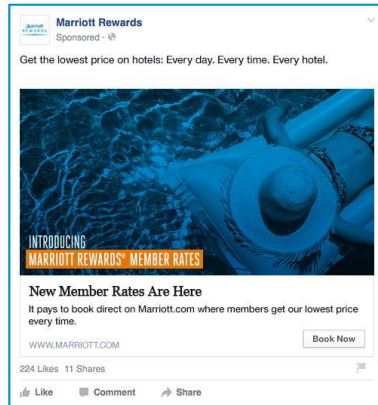


CTR: 0.18%

GRE: 68.8

## June Campaigns

### Facebook



CTR: 0.97%

GRE: 19.5

### GDN Image



CTR: 0.20%

GRE: 47.2

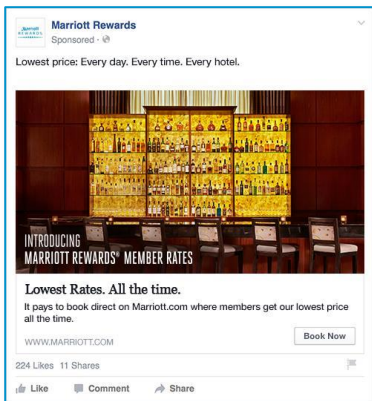
## Observations

- Bar imagery outperformed other property imagery in April/May.
- TSAT seem to have a preference for the blue overlay (which tested blue vs. color as well as bar vs. lifestyle vs. destination). The results were not statistically significant though.

# Q2 WHPH Image Top Creative Performance

## April/May Campaigns

### Facebook



CTR: 0.83%

GRE: 26.7

### GDN Image

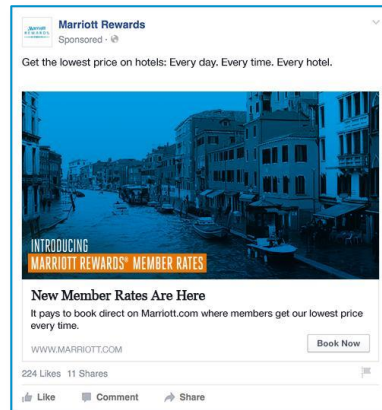


CTR: 0.13%

GRE: 179.6

## June Campaigns

### Facebook



CTR: 0.83%

GRE: 24.3

### GDN Image



CTR: 0.15%

GRE: 124.1

## Observations

- Bar imagery was strongly favored over other property images for WHPH.
- There was no statistically significant difference in blue vs. color or destination vs. property vs. lifestyle, but blue destination and color lifestyle slightly outperformed in this instance.



+ Key Takeaways & Opportunities for Q3/Q4

# Project Orange Opportunities for Q3/Q4

- **New Brand Trial** - Continue to evolve brand intro strategy to incorporate destination propensity to determine which brand to promote and eventually CIA propensity model into email content.
- **Leisure Stay** - Evaluate success of efforts based on overall email program leisure focus.
- **PO Benefits Email** - Increased content options in June and July to compete with Core clicks. Strategize PO specific content opportunities - esp. points based offers for WHPH, perks offers for TSAT.
- **PO Destinations Email** - Continue to coordinate with Marriott Traveler and other internal content partners to offer robust travel inspiration content focused on leisure travel. Use travel content to encourage new brand trial. Evaluate content strategy for WHPH.
- **Acquisition Strategy** - Consolidate emails into one version to decrease LOE. Prioritize display advertising creative for larger ROI.
- **Display Creative** - Refresh creative more frequently, building on campaign story. Coordinate acquisition and booking creative for best user experience.
- **Learning Agenda** - Collaborate on the evolution of the Learning Agenda to drive segment learning and optimizing campaigns to MBOs; Consider testing against Q4 initiatives (Moments) & account linkage, particularly for WHPH

+ Thank You!



## Appendix

# Q2 '16 TSAT Paid Media Executive Summary

## Notes

Campaign Type	Campaign	Impressions	Spend	CTR	Revenue	▲ QoQ Rev	GRE* - assesed on DoubleClick revenue, not MRDW revenue	▲ QoQ GRE	▲ Goal
WHPH CRM Targeting	Sojern	3.7 M	\$27.8 K	0.02%	\$268.7 K	110.6%	8.7	-23.2%	44.4%
	FB Direct Targeting	7.9 M	\$88.3 K	0.76%	\$1.7 M	-28.8%	18.6	-41.5%	-31.1%
	<b>CRM Targeting Total</b>	<b>11.6 M</b>	<b>\$116.1 K</b>	<b>0.53%</b>	<b>\$2.0 M</b>	<b>-26.8%</b>	<b>16.2</b>	<b>-44.6%</b>	<b>-</b>

WHPH Paid Search	Dynamic Search Ads	215.8 K	\$24.1 K	6.79%	\$1.4 M	31.8%	57.5	-4.3%	-7.3%
	MF Paid Search	6.5 M	\$68.3 K	0.75%	\$1.3 M	13.0%	17.7	-34.7%	-
	TBPS Paid Search	129.3 K	\$16.2 K	7.99%	\$1.2 M	5.2%	75.1	-38.7%	-
	<b>Paid Search Total</b>	<b>6.9 M</b>	<b>\$108.6 K</b>	<b>1.08%</b>	<b>\$3.9 M</b>	<b>16.3%</b>	<b>35.1</b>	<b>-28.6%</b>	<b>-</b>

Not PO funded

Not PO funded

WHPH Retargeting	Criteo Retargeting	23.5 M	\$110.0 K	0.20%	\$3.3 M	83.1%	28.6	-18.2%	97.2%
	Facebook DPA	453.0 K	\$16.4 K	1.44%	\$211.9 K	-	11.9	-	-52.2%
	Facebook DAT	20.4 K	\$826	1.46%	\$15.5 K	-	17.8	-	-
	GDN text (G+BK)	9.9 M	\$30.6 K	0.17%	\$817.1 K	-43.3%	25.7	-21.7%	-26.7%
	GDN Image Ads (G+BK)	15.4 M	\$31.7 K	0.13%	\$5.5 M	69.9%	171.7	-20.1%	-16.3%
	Yahoo! Native	468.1 K	\$289	0.02%	\$63.4 K	-41.6%	218.6	-53.8%	-
	<b>Retargeting Total</b>	<b>49.8 M</b>	<b>\$189.9 K</b>	<b>0.18%</b>	<b>\$9.8 M</b>	<b>50.2%</b>	<b>50.8</b>	<b>-15.4%</b>	<b>-</b>

	Impressions	Spend	CTR	Revenue	▲ QoQ Rev	GRE* - assesed on DoubleClick revenue, not MRDW revenue	▲ QoQ GRE
<b>WHPH Media Grand Total</b>	68.2 M	\$414.6 K	0.33%	\$15.8 M	14.3%	37.0	-19.7%
<i>WHPH - Project Orange funded only (minus MF and TBPS Paid Search)</i>	61.6 M	\$330.1 K	0.27%	\$13.2 M	15.3%	39.1	-15.4%

"Media Grand Total" spend is NOT entirely funded by the new Project Orange account, notably, **MF and TBPS Paid Search are funded separately**

# Q2 '16 TSAT Paid Media Executive Summary

Campaign Type	Campaign	Impressions	Spend	CTR	Revenue	▲ QoQ Rev	GRE* - assessed on DoubleClick revenue, not MRDW revenue	▲ QoQ GRE	▲ Goal
TSAT CRM Targeting	Sojern	2.2 M	\$16.9 K	0.03%	\$44.6 K	8.7%	1.6	-39.2%	-59.1%
	FB Direct Targeting	3.6 M	\$36.5 K	0.87%	\$296.8 K	-2.1%	7.1	-39.5%	-20.8%
	<b>CRM Targeting Total</b>	<b>5.8 M</b>	<b>\$53.4 K</b>	<b>0.55%</b>	<b>\$341.4 K</b>	<b>-21.6%</b>	<b>5.4</b>	<b>-39.3%</b>	<b>-</b>
TSAT Paid Search	Dynamic Search Ads	171.6 K	\$20.6 K	7.00%	\$697.9 K	115.5%	32.8	-29.3%	-34.3%
	MF Paid Search	4.7 M	\$54.5 K	1.11%	\$1.2 M	161.0%	20.4	3.0%	-
	TBPS Paid Search	65.1 K	\$6.4 K	11.88%	\$635.9 K	59.4%	98.7	-27.7%	-
	<b>Paid Search Total</b>	<b>4.9 M</b>	<b>\$81.5 K</b>	<b>1.46%</b>	<b>\$2.5 M</b>	<b>113.7%</b>	<b>29.7</b>	<b>-18.7%</b>	<b>-</b>
TSAT Retargeting	Criteo Retargeting	5.8 M	\$26.5 K	0.33%	\$439.6 K	33.3%	15.6	12.1%	159.5%
	Facebook DPA	233.8 K	\$7.5 K	2.04%	\$47.2 K	-	5.3	-	-73.5%
	Facebook DAT	15.3 K	\$587	2.16%	\$4.3 K	-	6.3	-	-
	GDN text (G+BK)	4.9 M	\$17.8 K	0.24%	\$183.1 K	-6.7%	9.3	-33.7%	-22.6%
	GDN Image Ads (G+BK)	11.8 M	\$26.3 K	0.17%	\$1.7 M	94.0%	65.1	-17.6%	-13.2%
	Yahoo! Native	653.1 K	\$327	0.02%	\$12.1 K	-16.8%	36.0	103.5%	-
	<b>Retargeting Total</b>	<b>23.3 M</b>	<b>\$79.0 K</b>	<b>0.24%</b>	<b>\$2.4 M</b>	<b>68.7%</b>	<b>29.7</b>	<b>0.8%</b>	<b>-</b>

Notes

Not PO funded

Not PO funded

	Impressions	Spend	CTR	Revenue	▲ QoQ Rev	GRE* - assessed on DoubleClick revenue, not MRDW revenue	▲ QoQ GRE
<b>TSAT Media Grand Total</b>	<b>33.9 M</b>	<b>\$213.9 K</b>	<b>0.47%</b>	<b>\$5.3 M</b>	<b>54.7%</b>	<b>23.6</b>	<b>-4.2%</b>
<i>TSAT - Project Orange funded only (minus MF and TBPS Paid Search)</i>	<b>29.2 M</b>	<b>\$153.0 K</b>	<b>0.34%</b>	<b>\$3.5 M</b>	<b>35.3%</b>	<b>21.6</b>	<b>-4.4%</b>

“Media Grand Total” spend is NOT entirely funded by the new Project Orange account, notably, **MF and TBPS Paid Search are funded separately**

## PO Creative Overview - April

April Benefits email supported **20% off CALA offer** (leisure travel MBO) as well as **MegaBonus**. It also included a PO specific curated offer from **Cruises Only** for a \$100 cruise credit. Rather than a new brand intro, a Forbes star recommendation section was included.

April Destinations email focused on traveling on your tax refund with 3 options based on budget as well as a **brand recommendation** for each.

April Offers continued to include the propensity offers as well as a Hilton Head/Hawaii sweepstakes and CALA offer geared towards **promoting leisure travel**.

Display creative promoted **MR MR** and tested 3 types of property shots with bar being the clear winner.

## PO Creative Overview - May

May Benefits supported the **MR MR** campaign and introduced the **JW Marriott brand** with a **focus on leisure and Halo properties**. New hotels also focused on L&L brands.

May Destinations integrated 3-day weekend leisure travel inspiration content with **Marriott Traveler** and also supported **Autograph, JW & Renaissance brands**.

May Offers emails focused strongly on points offers (WHPH) for the top section and leisure inspirational offers for secondary section. Continued with propensity.

Display creative continued to support **MR MR** with 3-way image test.



## PO Creative Overview - June

June Benefits supported the **new elite benefits** initiative with **two leisure offers** in the secondary position. The level-up disruptive module also continued. **Marriott was the brand introduction** this month with a focus on the newly redesigned rooms.

June Destinations kicked off our 'summer of the road trip' with 3 types of road trips (family, budget, foodie) and **brand recommendations** for each type. Summer sweeps reminder was also included.

June Offers supported the **summer sweepstakes** promotion as well as a **leisure travel inspiration** section.

Display creative continued to support **MR MR**, this time testing bar imagery with and without blue overlay.

# Email program goals dashboard: YTD (7/2)

Email MBOs	YTD	YoY	Goal	Against 2016 Goal
Bookings	426 K	+22.5%	N/A	N/A
Room Nights	948 K	+17.9%	1.7 M	+6.0%
MRCC Acquisitions	17 K	-	35,000	-1.2%

Customer Room nights	Q2 YTD	Q2 YoY	Q1 YoY
All Members	889 K	+19.1%	+1.8%
Platinum	239 K	+11.5%	-17.8%
Gold	205 K	+9.7%	-11.1%
Silver	205 K	+23.4%	+18.8%
Basic	240 K	+34.1%	+26.3%
Non-member	30 K	+4.9%	+12.1%

## Key Findings

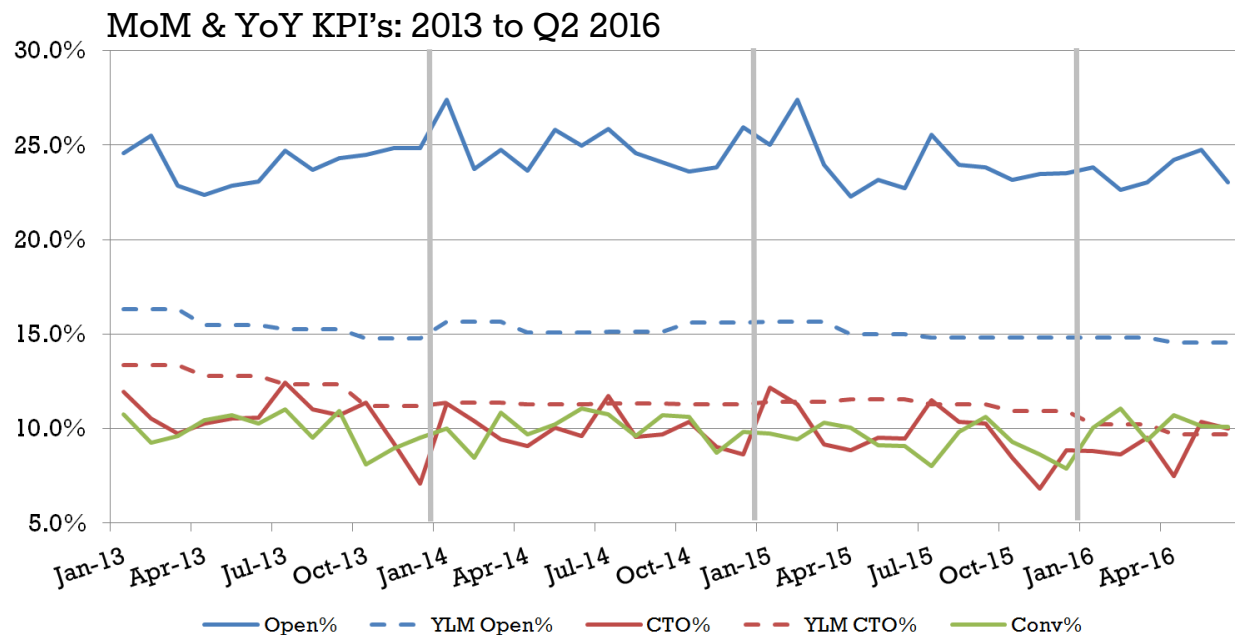
Email program continued to grow...

- Highest quarterly email volume & bookings/room nights since Q1 '12

...and maintained program efficiency

- 5.5% above 2 year average booking per delivered (ROI metric)
- 2<sup>nd</sup> highest booking per delivered since Q2 '15
- Note Bookings/room nights are Omniture

# MR program email KPIs are countering falling industry trends



## YLM 2016 Q2 hospitality/travel benchmarks vs MR

**Open Rate:** 14.7% Δ YoY: -9.5%

**MR:** 24.0% Δ YoY: +5.7%

**CTOR:** 6.2% Δ YoY: -40.6%

**MR:** 9.3% Δ YoY: -0.7%

## Observations

YoY Q2 Open rate increased for MR program while hospitality sector & all Yesmail clients decreased

YoY Q2 Click to Open rate was flat while the hospitality sector & all Yesmail showed significant YoY decline

# YoY Cumulative Bookings

## Sites by Sources

Date Start 1/1/2016	Date End 8/6/2016	Change Rewards Level: All (Non-Member & Member)
Change Metrics: All		Change Source Groups: No Groups

**Total Web** AU Web CN Web DE Web ES Web FR Web JP Web UK Web US Web

Device Type: All, Rewards: All (Non-Member & Member)

Source	Bookings		Room Nights		Revenue	
	YTD	YOY	YTD	YOY	YTD	YOY
Direct	8.13M	12.0%	18.6M	11.2%	\$2.75B	13.3%
Natural Search	6.73M	1.1%	16.2M	1.0%	\$2.64B	3.1%
Unpaid Referrer	1.16M	-9.8%	2.69M	-11.0%	\$449M	-5.6%
Reslink	892K	17.5%	2.38M	17.3%	\$349M	18.3%
Paid Search	593K	8.6%	1.43M	9.8%	\$250M	19.4%
Email	512K	19.1%	1.13M	14.4%	\$169M	14.5%
Referral Partner	394K	20.0%	908K	20.4%	\$156M	16.2%
Econfo & Pre-Arrival Email	344K	-31.3%	828K	-32.5%	\$122M	-31.0%
Affiliate	305K	57.4%	703K	52.0%	\$112M	53.2%
Display	56.1K	77.1%	145K	87.6%	\$27.5M	110.0%
Referral Engine	35.6K	-40.2%	88.9K	-44.2%	\$15.9M	-41.7%
Social Media	21.3K	46.7%	49.0K	49.4%	\$7.71M	54.7%
Other	39.5K	27.6%	92.6K	26.3%	\$14.5M	25.7%
Total	19.2M	6.0%	45.3M	5.3%	\$7.08B	7.5%

# Benefits PO vs Global control

Apr-Jun eNews/Benefits	Delivered	Opens	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bkngs/ Dlvd	Unsub%
TSAT eNews	199.9 K	54.1 K	1.0 K	\$349.1 K	27.1%	19.8%	9.0%	4.8	0.17%
TSAT Benefits	1.9 M	535.1 K	6.5 K	\$2.34 M	27.5%	12.8%	9.6%	3.4	0.17%
%△					1%	-36%	6%	-30%	
WHPH eNews	162.2 K	60.2 K	3.2 K	\$1.22 M	37.2%	22.0%	24.4%	20.0	0.12%
WHPH Benefits	1.5 M	565.1 K	22.2 K	\$8.41 M	37.2%	16.4%	24.0%	14.6	0.14%
%△					0%	-26%	-2%	-27%	

While Global control generated a higher Click to open rate this delta decreased each month:

- **June CTO% decrease in Test vs Global Control:**

TSAT: -17%

WHPH: -7%

# Destinations PO vs Global control

Apr-Jun Destinations	Delivered	Opens	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bkngs/ Dlvd	Unsub%
TSAT Core	200.1 K	47.5 K	299	\$90.2 K	23.7%	6.7%	9.3%	1.5	0.17%
TSAT PO	1.9 M	446.2 K	2.3 K	\$828.7 K	22.9%	6.3%	8.2%	1.2	0.20%
%△					-4%	-6%	-12%	-21%	
WHPH Core	162.0 K	46.9 K	570	\$201.2 K	28.9%	6.1%	19.9%	3.5	0.14%
WHPH PO	1.5 M	434.7 K	4.8 K	\$1.77 M	28.6%	5.7%	19.6%	3.2	0.15%
%△					-1%	-7%	-1%	-9%	

Aside from Conversion rate delta for TSAT there was no statistical significance between Control and test groups

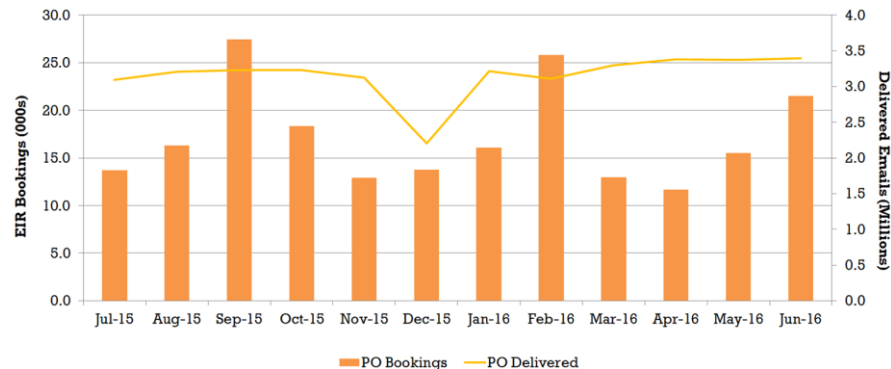
# June '16 Email overview & MoM trends

June Project Orange	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
<b>WHPH</b>	<b>1.5 M</b>	<b>16.6 K</b>	<b>\$6.1 M</b>	<b>31.8%</b>	<b>16.5%</b>	<b>21.5%</b>	<b>11.3</b>	<b>0.15%</b>
Benefits	505.0 K	11.7 K	\$4.3 M	39.1%	27.3%	21.6%	23.1	0.1%
Destinations	504.6 K	1.7 K	\$576.8 K	28.7%	6.1%	19.5%	3.4	0.2%
Offers	458.0 K	3.2 K	\$1.2 M	27.2%	11.7%	22.3%	7.1	0.1%
NM Solo	5.1 K	1	\$5.9 K	28.3%	1.8%	3.8%	0.2	0.4%
<b>TSAT</b>	<b>2.0 M</b>	<b>4.9 K</b>	<b>\$1.6 M</b>	<b>24.4%</b>	<b>12.6%</b>	<b>8.1%</b>	<b>2.5</b>	<b>0.20%</b>
Benefits	655.1 K	2.7 K	\$912.6 K	28.0%	18.5%	8.0%	4.1	0.2%
Destinations	657.4 K	888	\$281.5 K	23.8%	6.8%	8.3%	1.4	0.2%
Offers	612.7 K	1.3 K	\$445.5 K	21.0%	12.0%	8.5%	2.1	0.2%
NM Solo	38.4 K	1	\$300	28.3%	2.2%	0.4%	0.0	0.4%
<b>Total</b>	<b>3.4 M</b>	<b>21.5 K</b>	<b>\$7.7 M</b>	<b>27.6%</b>	<b>14.5%</b>	<b>15.6%</b>	<b>6.3</b>	<b>0.18%</b>

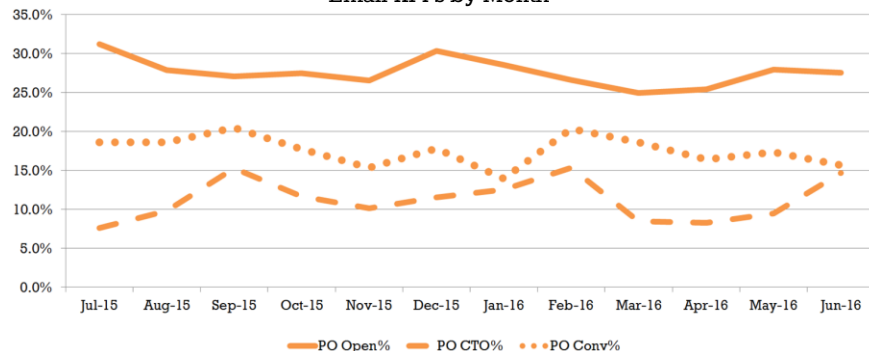
## Observations

- 3<sup>rd</sup> highest monthly bookings to date, CTO% & booking/delivered
  - All campaigns featured the Summer promo
- Benefits generated 2<sup>nd</sup> highest clicks and 3<sup>rd</sup> highest bookings to date
- Destinations generated the 2<sup>nd</sup> highest bookings and 3<sup>rd</sup> highest clicks to date (highest YTD)
- Offers generated highest bookings to date and 2<sup>nd</sup> highest clicks to date

Bookings by Month



Email KPI's by Month



# YoY Cumulative Bookings

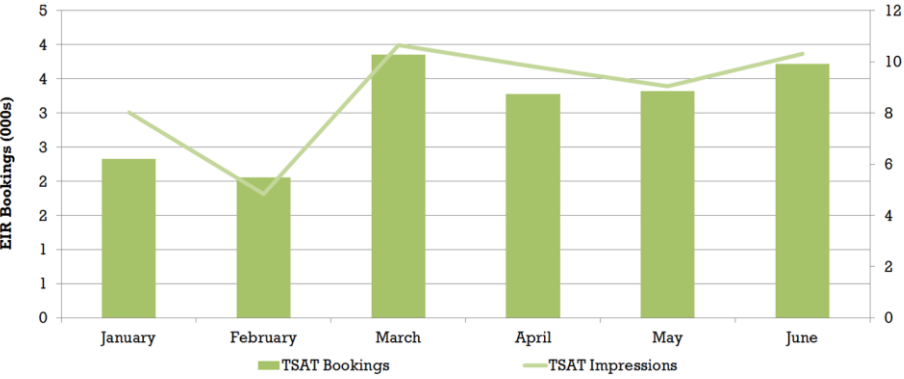
## Average m.com Homepage % Change in Bookings & Revenue

Month	Average of Percent Difference	Average of Percent Difference Revenue
Jan	26.80%	49.43%
Feb	-7.89%	-10.31%
Mar	15.28%	13.44%
Apr	-6.56%	-5.89%
May	-0.96%	-1.26%
Jun	3.51%	1.81%
Jul	5.36%	4.37%
Aug	-12.13%	-12.87%
Sep	-1.59%	2.63%
Oct	2.73%	-0.71%
Nov	-3.92%	-8.82%
Dec	-5.31%	-7.57%

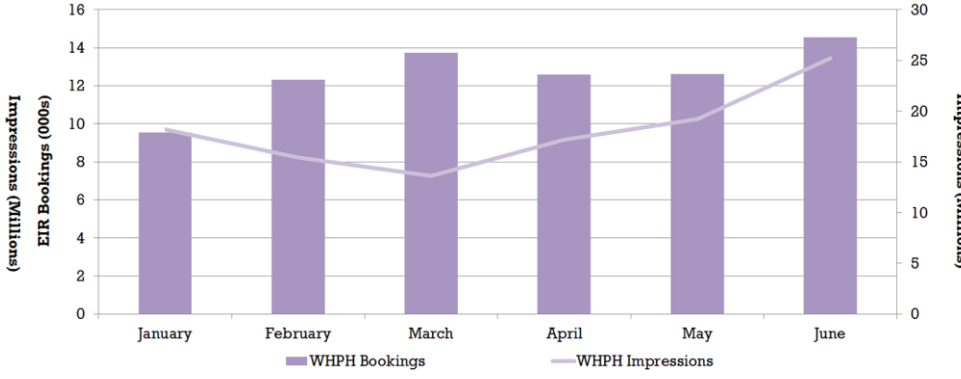


# Paid Media MoM trends overview

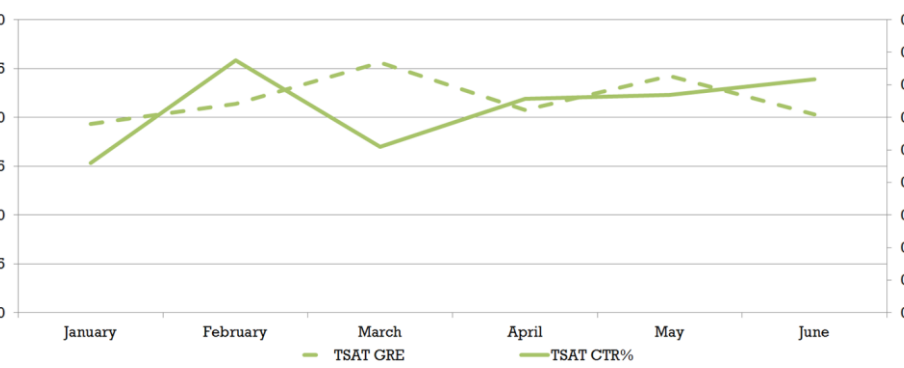
TSAT Bookings vs Impressions by segment



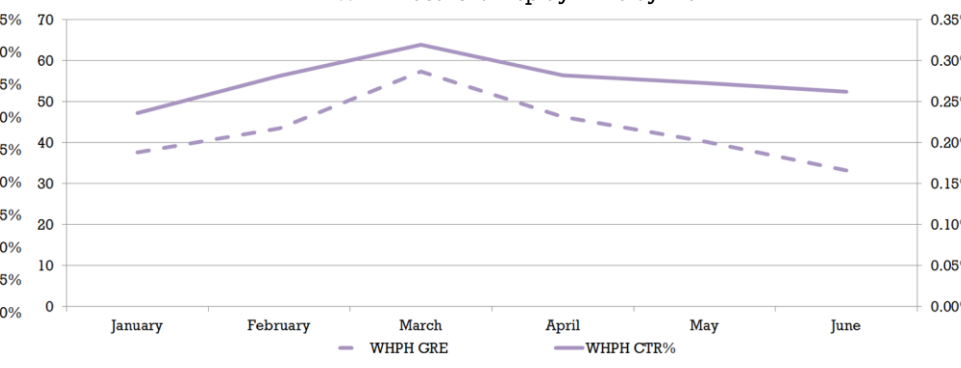
WHPH Bookings vs Impressions by segment



TSAT Search/Display KPI's by Month



WHPH Search/Display KPI's by Month



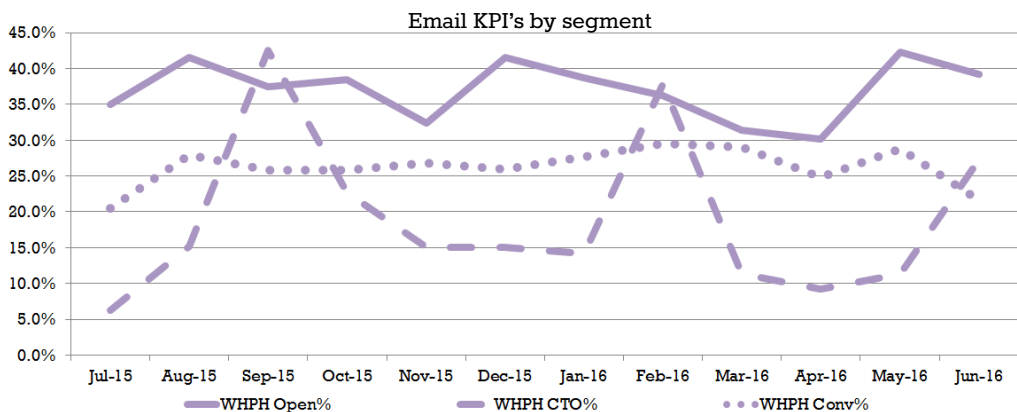
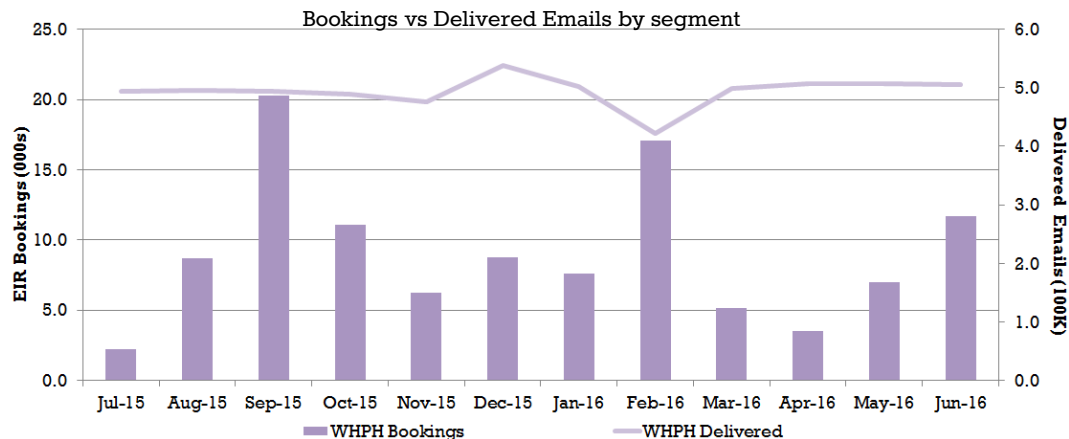
# WHPH Benefits overview and MoM trends

## Observations

3<sup>rd</sup> highest bookings, clicks, and revenue to date resulting in the 3<sup>rd</sup> highest booking/delivered all time

- 3<sup>rd</sup> highest CTO%
- Featured New Member benefits & Summer promo

Subject line testing on positioning new member benefits & blue hue image testing were conducted

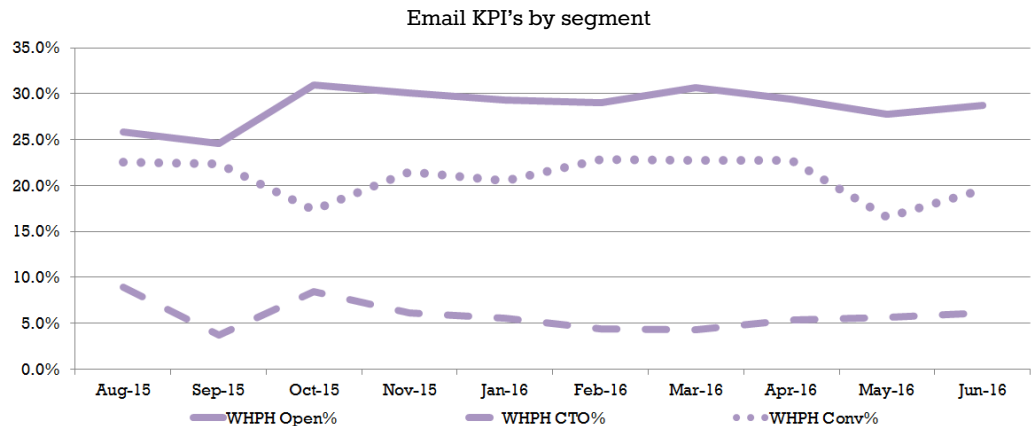
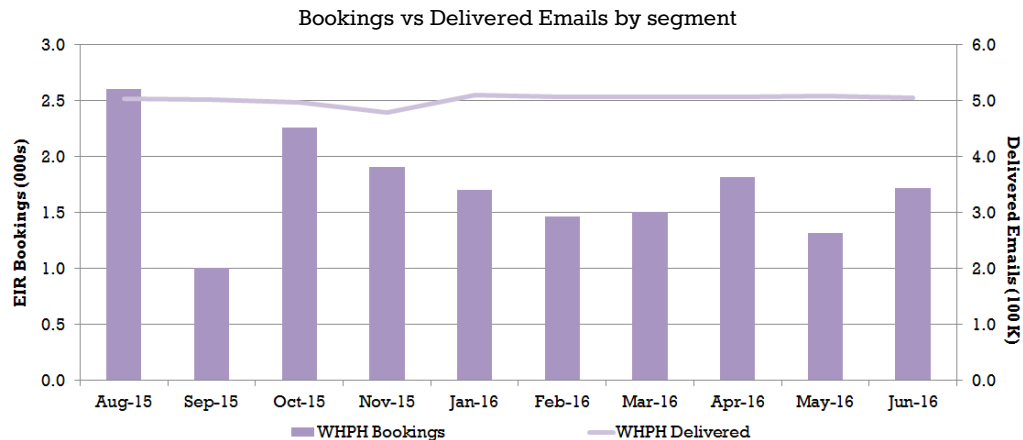


# WHPH Destinations overview and MoM trends

## Observations

June Destinations launched a road trip theme to be continued through the summer & generated the highest clicks and CTO% YTD

2<sup>nd</sup> Lowest Open% YTD; Subject line test was conducted & iterations of Road Trip & planning

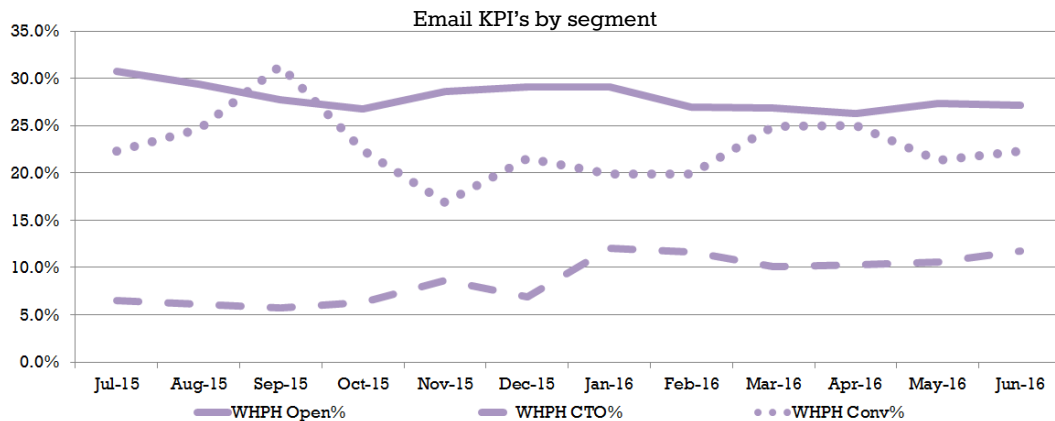
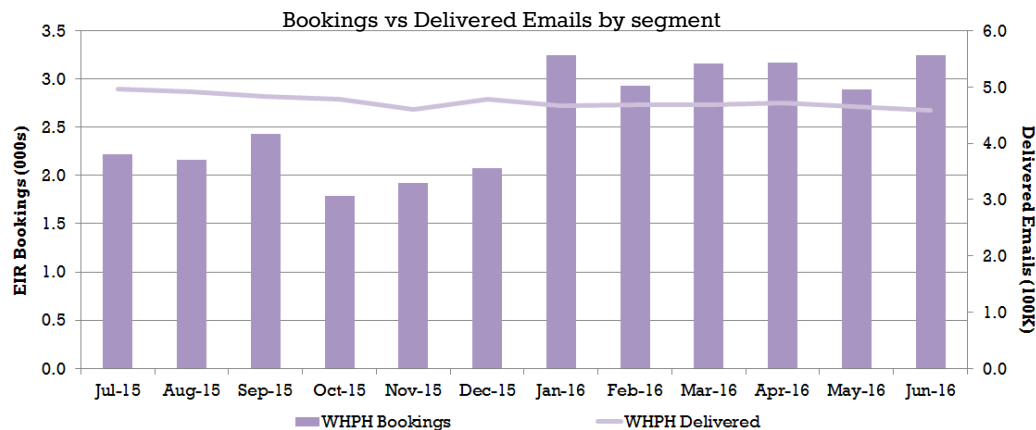


# WHPH Offers overview and MoM trends

## Observations

Highest bookings, 2<sup>nd</sup> highest CTO% 3<sup>rd</sup> most clicks to date drove the highest booking/delivered since launch

- Summer Promo was featured as a distinct section and likely generated incremental clicks and bookings
- Lowest amount of delivered since launch



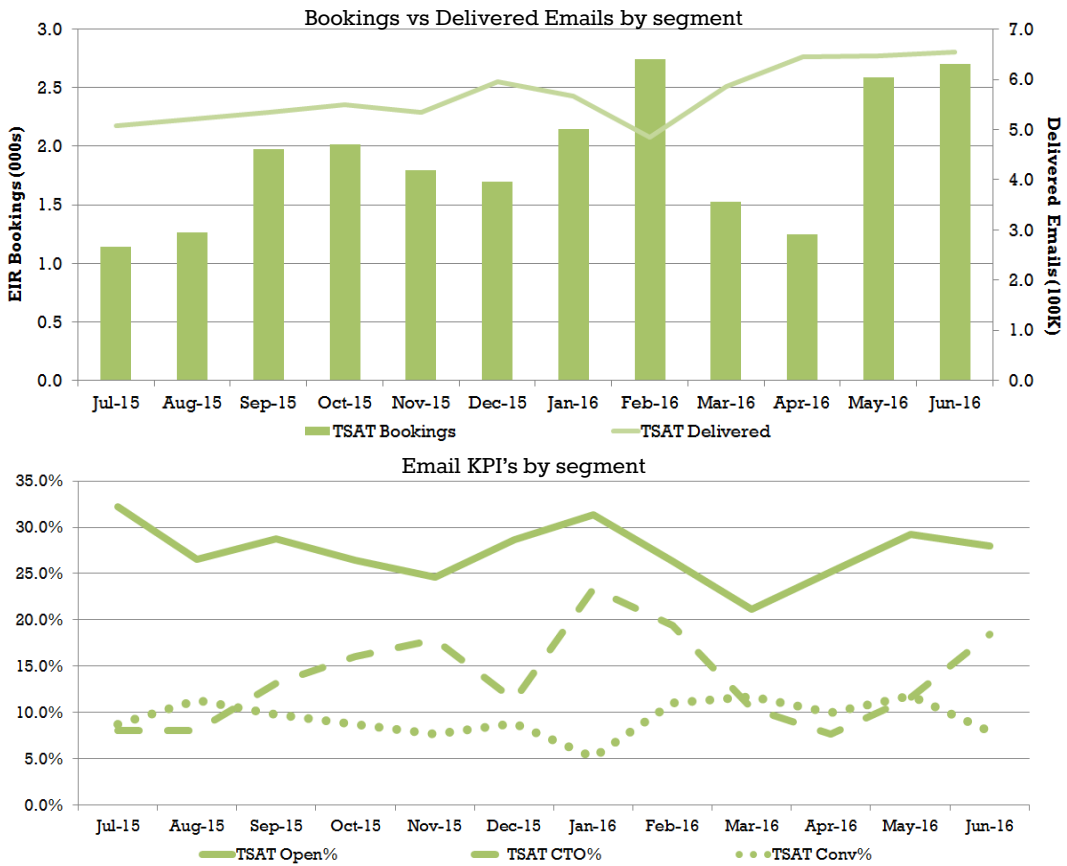
# TSAT Benefits overview and MoM trends

## Observations

2<sup>nd</sup> highest clicks, bookings and booking/delivered to date due to increasing audience size and 3<sup>rd</sup> highest CTO% to date

- Most Emails delivered since PO launch
- Featured New Benefits & Summer promo in Top Offer

Subject line testing on positioning new member benefits & blue hue image testing were conducted



# TSAT Destinations overview and MoM trends

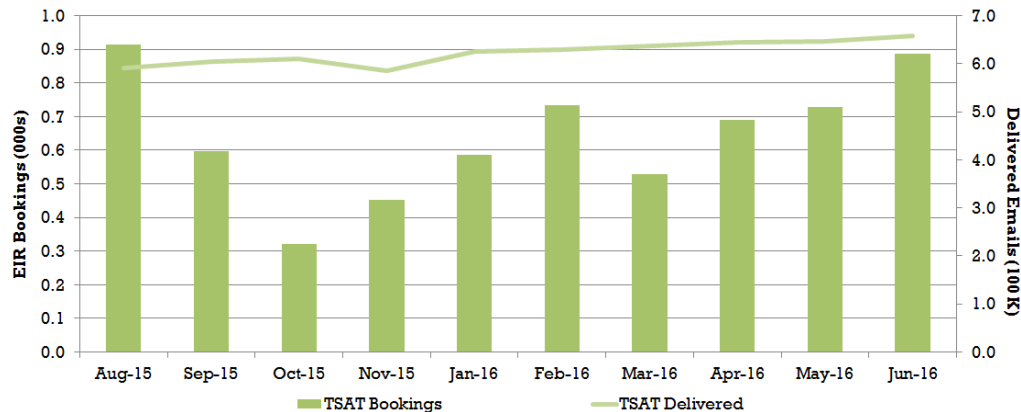
## Observations

June Destinations launched a road trip theme to be continued through the summer & generated the 2<sup>nd</sup> highest Open and Click to open rate all time

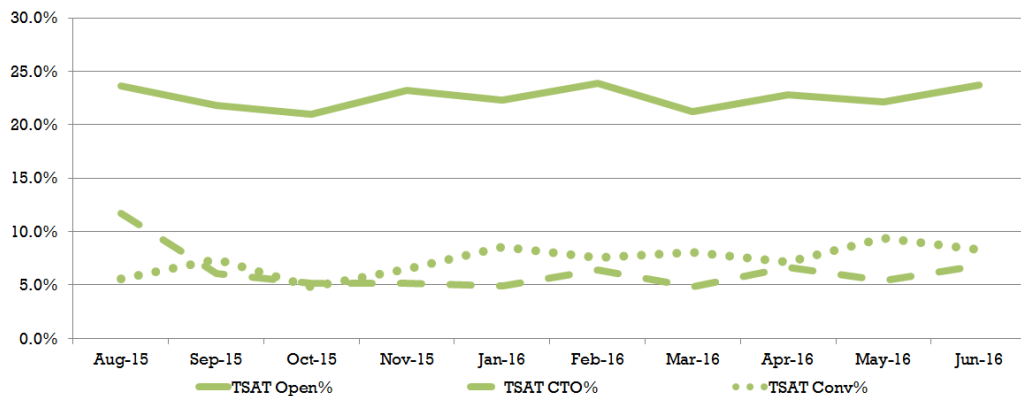
- Highest delivered and opens all time
- 2<sup>nd</sup> highest booking/delivered Email

Subject line test was conducted on iterations of Road Trip & planning

Bookings vs Delivered Emails by segment



Email KPI's by segment

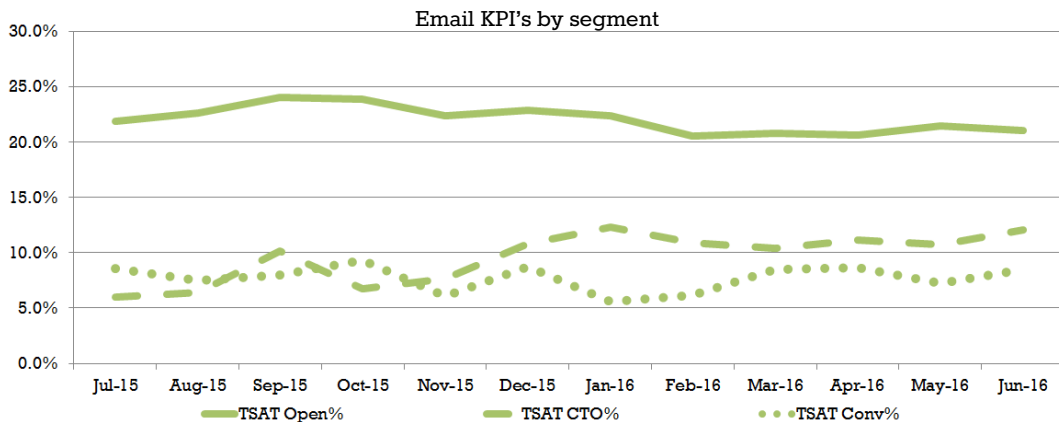
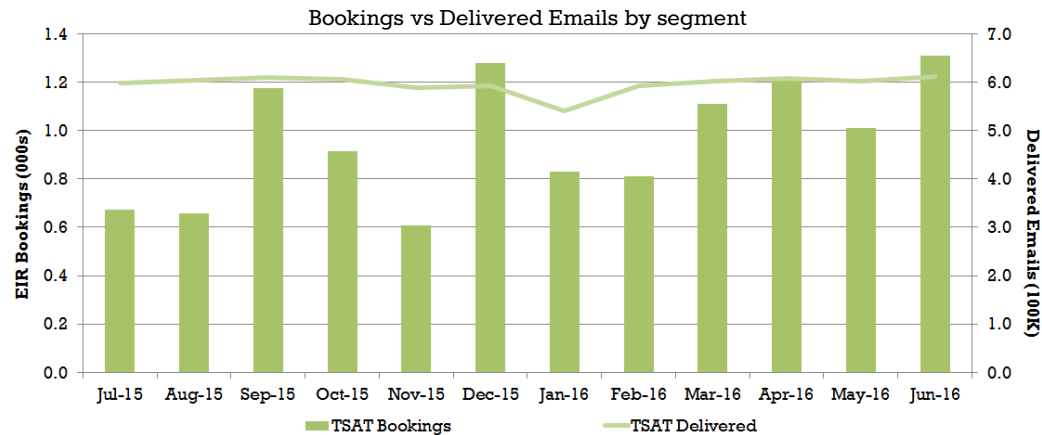


# TSAT Offers overview and MoM trends

## Observations

Highest bookings and clicks all time

- 2<sup>nd</sup> highest CTO% to date
- Summer Promo was featured as a distinct section and likely generated incremental clicks and bookings





# Appendix



# Email program goals dashboard: YTD (7/2)

Email MBOs	YTD	YoY	Goal	Against 2016 Goal
Bookings	426 K	+22.5%	N/A	N/A
Room Nights	948 K	+17.9%	1.7 M	+6.0%
MRCC Acquisitions	17 K	-	35,000	-1.2%

Customer Room nights	Q2 YTD	Q2 YoY	Q1 YoY
All Members	889 K	+19.1%	+1.8%
Platinum	239 K	+11.5%	-17.8%
Gold	205 K	+9.7%	-11.1%
Silver	205 K	+23.4%	+18.8%
Basic	240 K	+34.1%	+26.3%
Non-member	30 K	+4.9%	+12.1%

## Key Findings

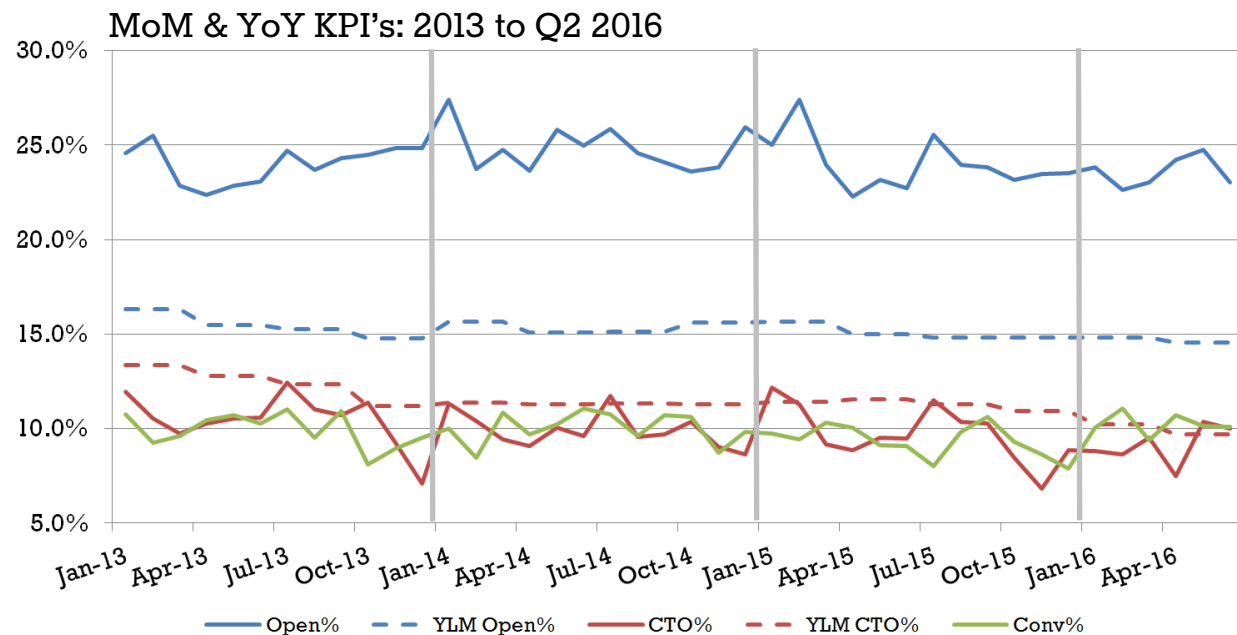
Email program continued to grow...

- Highest quarterly email volume & bookings/room nights since Q1 '12

...and maintained program efficiency

- 5.5% above 2 year average booking per delivered (ROI metric)
- 2<sup>nd</sup> highest booking per delivered since Q2 '15
- Note Bookings/room nights are Omniture

# MR program email KPIs are countering falling industry trends



## YLM 2016 Q2 hospitality/travel benchmarks vs MR

**Open Rate:** 14.7%  $\Delta$  YoY: -9.5%

**MR:** 24.0%  $\Delta$  YoY: +5.7%

**CTOR:** 6.2%  $\Delta$  YoY: -40.6%

**MR:** 9.3%  $\Delta$  YoY: -0.7%

## Observations

YoY Q2 Open rate increased for MR program while hospitality sector & all Yesmail clients decreased

YoY Q2 Click to Open rate was flat while the hospitality sector & all Yesmail showed significant YoY decline

# YoY Cumulative Bookings

## Sites by Sources

Date Start 1/1/2016	Date End 8/6/2016	Change Rewards Level: All (Non-Member & Member)
Change Metrics: All		Change Source Groups: No Groups

**Total Web** AU Web CN Web DE Web ES Web FR Web JP Web UK Web US Web

Device Type: All, Rewards: All (Non-Member & Member)

Source	Bookings		Room Nights		Revenue	
	YTD	YOY	YTD	YOY	YTD	YOY
Direct	8.13M	12.0%	18.6M	11.2%	\$2.75B	13.3%
Natural Search	6.73M	1.1%	16.2M	1.0%	\$2.64B	3.1%
Unpaid Referrer	1.16M	-9.8%	2.69M	-11.0%	\$449M	-5.6%
Reslink	892K	17.5%	2.38M	17.3%	\$349M	18.3%
Paid Search	593K	8.6%	1.43M	9.8%	\$250M	19.4%
Email	512K	19.1%	1.13M	14.4%	\$169M	14.5%
Referral Partner	394K	20.0%	908K	20.4%	\$156M	16.2%
Econfo & Pre-Arrival Email	344K	-31.3%	828K	-32.5%	\$122M	-31.0%
Affiliate	305K	57.4%	703K	52.0%	\$112M	53.2%
Display	56.1K	77.1%	145K	87.6%	\$27.5M	110.0%
Referral Engine	35.6K	-40.2%	88.9K	-44.2%	\$15.9M	-41.7%
Social Media	21.3K	46.7%	49.0K	49.4%	\$7.71M	54.7%
Other	39.5K	27.6%	92.6K	26.3%	\$14.5M	25.7%
Total	19.2M	6.0%	45.3M	5.3%	\$7.08B	7.5%

# YoY Cumulative Bookings

## Average m.com Homepage % Change in Bookings & Revenue

Month	Average of Percent Difference	Average of Percent Difference Revenue
Jan	26.80%	49.43%
Feb	-7.89%	-10.31%
Mar	15.28%	13.44%
Apr	-6.56%	-5.89%
May	-0.96%	-1.26%
Jun	3.51%	1.81%
Jul	5.36%	4.37%
Aug	-12.13%	-12.87%
Sep	-1.59%	2.63%
Oct	2.73%	-0.71%
Nov	-3.92%	-8.82%
Dec	-5.31%	-7.57%

# Benefits PO vs Global control

Apr-Jun eNews/Benefits	Delivered	Opens	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bkngs/ Dlvd	Unsub%
TSAT eNews	199.9 K	54.1 K	1.0 K	\$349.1 K	27.1%	19.8%	9.0%	4.8	0.17%
TSAT Benefits	1.9 M	535.1 K	6.5 K	\$2.34 M	27.5%	12.8%	9.6%	3.4	0.17%
%△					1%	-36%	6%	-30%	
WHPH eNews	162.2 K	60.2 K	3.2 K	\$1.22 M	37.2%	22.0%	24.4%	20.0	0.12%
WHPH Benefits	1.5 M	565.1 K	22.2 K	\$8.41 M	37.2%	16.4%	24.0%	14.6	0.14%
%△					0%	-26%	-2%	-27%	

While Global control generated a higher Click to open rate this delta decreased each month:

- June CTO% decrease in Test vs Global Control:

TSAT: -17%

WHPH: -7%

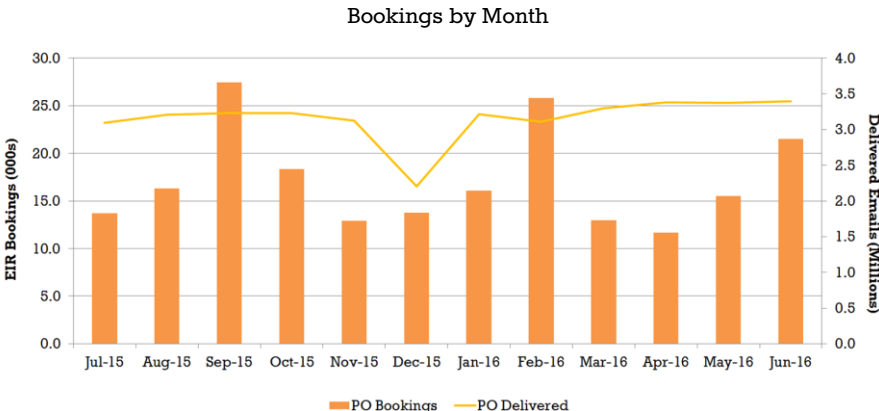
# Destinations PO vs Global control

Apr-Jun Destinations	Delivered	Opens	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bkngs/ Dlvd	Unsub%
TSAT Core	200.1 K	47.5 K	299	\$90.2 K	23.7%	6.7%	9.3%	1.5	0.17%
TSAT PO	1.9 M	446.2 K	2.3 K	\$828.7 K	22.9%	6.3%	8.2%	1.2	0.20%
%△					-4%	-6%	-12%	-21%	
WHPH Core	162.0 K	46.9 K	570	\$201.2 K	28.9%	6.1%	19.9%	3.5	0.14%
WHPH PO	1.5 M	434.7 K	4.8 K	\$1.77 M	28.6%	5.7%	19.6%	3.2	0.15%
%△					-1%	-7%	-1%	-9%	

Aside from Conversion rate delta for TSAT there was no statistical significance between Control and test groups

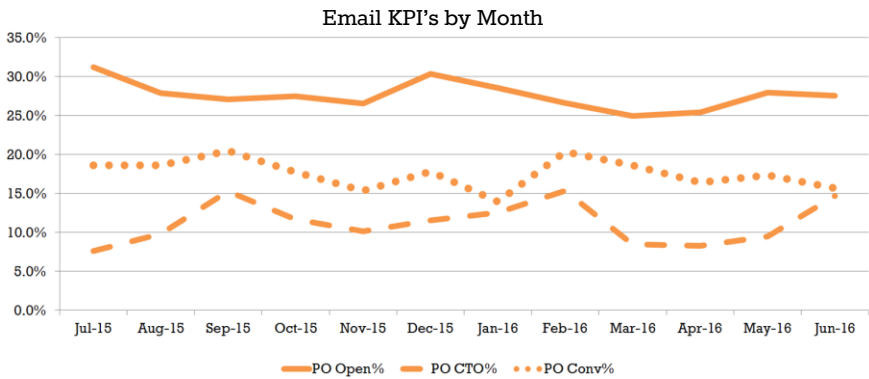
# June '16 Email overview & MoM trends

June Project Orange	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
WHPH	1.5 M	16.6 K	\$6.1 M	31.8%	16.5%	21.5%	11.3	0.15%
Benefits	505.0 K	11.7 K	\$4.3 M	39.1%	27.3%	21.6%	23.1	0.1%
Destinations	504.6 K	1.7 K	\$576.8 K	28.7%	6.1%	19.5%	3.4	0.2%
Offers	458.0 K	3.2 K	\$1.2 M	27.2%	11.7%	22.3%	7.1	0.1%
NM Solo	5.1 K	1	\$5.9 K	28.3%	1.8%	3.8%	0.2	0.4%
TSAT	2.0 M	4.9 K	\$1.6 M	24.4%	12.6%	8.1%	2.5	0.20%
Benefits	655.1 K	2.7 K	\$912.6 K	28.0%	18.5%	8.0%	4.1	0.2%
Destinations	657.4 K	888	\$281.5 K	23.8%	6.8%	8.3%	1.4	0.2%
Offers	612.7 K	1.3 K	\$445.5 K	21.0%	12.0%	8.5%	2.1	0.2%
NM Solo	38.4 K	1	\$300	28.3%	2.2%	0.4%	0.0	0.4%
Total	3.4 M	21.5 K	\$7.7 M	27.6%	14.5%	15.6%	6.3	0.18%



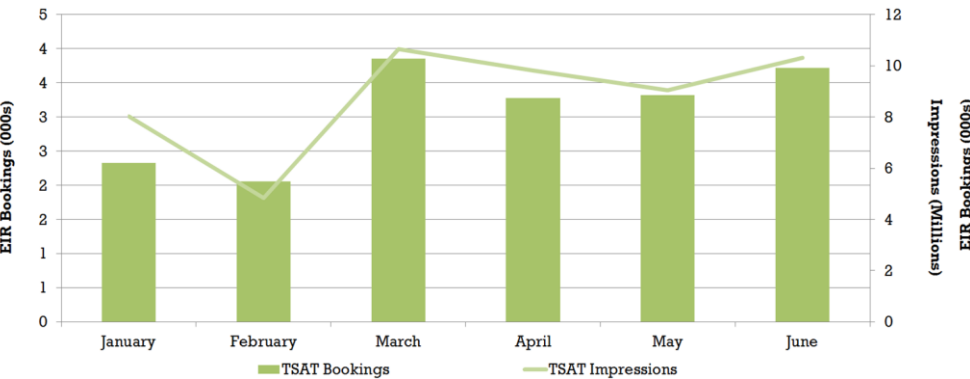
## Observations

- 3<sup>rd</sup> highest monthly bookings to date, CTO% & booking/delivered
  - All campaigns featured the Summer promo
- Benefits generated 2<sup>nd</sup> highest clicks and 3<sup>rd</sup> highest bookings to date
- Destinations generated the 2<sup>nd</sup> highest bookings and 3<sup>rd</sup> highest clicks to date (highest YTD)
- Offers generated highest bookings to date and 2<sup>nd</sup> highest clicks to date

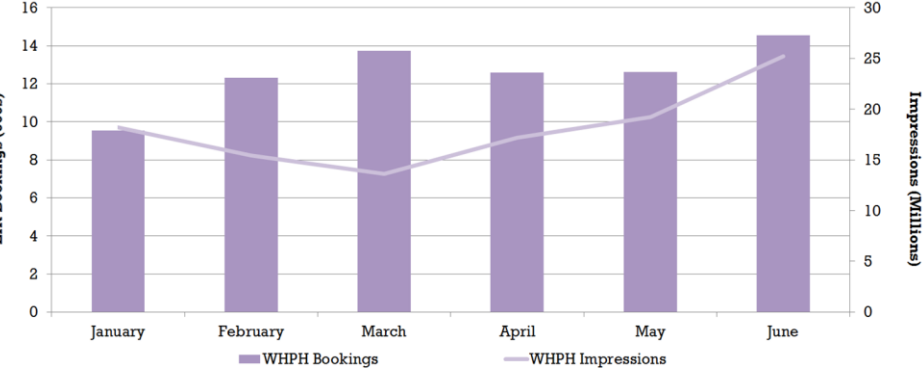


# Paid Media MoM trends overview

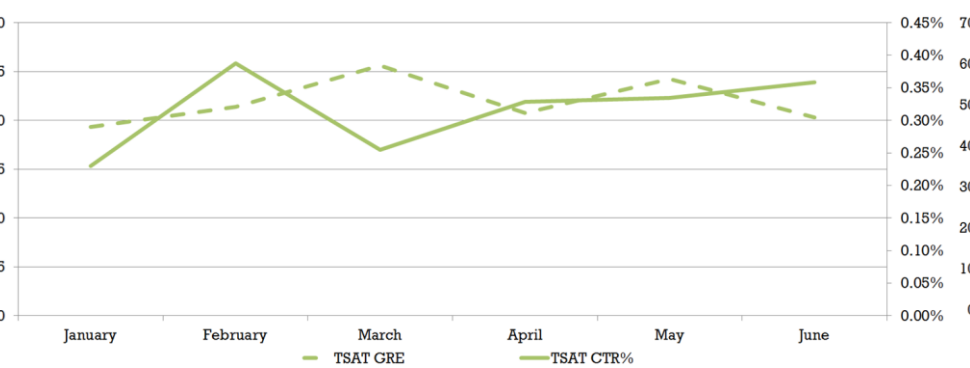
TSAT Bookings vs Impressions by segment



WHPH Bookings vs Impressions by segment



TSAT Search/Display KPI's by Month



WHPH Search/Display KPI's by Month

