Table of contents

❖ **May '16 Summary Program Review**

- Key Storylines
- Program Summary & Trends
- Campaign Highlights
- Key Takeaways

❖ **May '16 Email Campaign Reviews**

- eNews
- Hotel Specials
- Solos
- Lifecycle
- Concierge
- Project Orange

+

May 2016 Summary Program Review

May 2016 Key Storylines

❖ Summer Bonus Announcement & Elite Benefits Solos generated 35% of May bookings & contributed to the program's highest bookings since July '14 & highest booking/delivered since Feb '15

❖ Featuring new and popular benefits continued to drive strong click engagement
  • Core eNews generated the 2nd highest click engagement* in the past year featuring Member rates (* In a non-MegaBonus featured month)
  • Bonus point rewards that come with Elite status generated high click engagement in Benefits

❖ eBreaks continued to drive incremental click and booking engagement in Hotel Specials/Offers & can be featured more

❖ As we continue to evolve Destinations, slight variations across segments are inhibiting actionable learning

❖ There are opportunities to focus SL & image testing on either optimizations or learnings

Executive Summary: May 2016 YoY overview

	Program	eNews + Benefits	HS + Offers	Dest.	Solos	Lifecycle	MRCC	METT
Audience								
Audience*	17.2 M +2.3%							
Total Delivered	85.4 M 59.2%	12.0 M 11.2%	10.1 M -3.1%	11.1 M 58.9%	29.2 M 314.7%	4.4 M 93.9%	13.0 M 32.7%	5.7 M 3.0%
Unsub Rate	0.30% 0.1 pts	0.28% 0.2 pts	0.10% -0.1 pts	0.29% 0.1 pts	0.30% 0.2 pts	0.69% 0.1 pts	0.42% 0.2 pts	0.12% -0.0 pts
Delivery Rate	98% -1.5 pts	99% 0.5 pts	96% -3.5 pts	100% 0.1 pts	98% -1.1 pts	96% 0.5 pts	97% -2.6 pts	94% -5.8 pts
Engagement								
Open Rate	24.7% 1.6 pts	24.2% 0.4 pts	19.4% -0.1 pts	20.2% -1.0 pts	27.9% 4.1 pts	33.7% 0.7 pts	22.5% -0.9 pts	25.7% 0.5 pts
Opens	21.1 M 70.2%	2.9 M 13.3%	2.0 M -3.5%	2.2 M 51.7%	8.2 M 385.1%	1.5 M 97.9%	2.9 M 27.7%	1.5 M 4.9%
Click Rate	2.6% 0.4 pts	3.5% 0.2 pts	1.8% -0.4 pts	1.0% -0.1 pts	3.5% 2.0 pts	6.3% -1.7 pts	1.0% -0.6 pts	0.8% -0.2 pts
Unique Clicks	2.2 M 85.3%	421.9 K 17.2%	176.9 K -19.3%	105.1 K 39.1%	1.0 M 848.8%	280.1 K 52.2%	125.7 K -20.3%	44.0 K -20.9%
Click to Open Rate	10.4% 0.8 pts	14.6% 0.5 pts	9.0% -1.8 pts	4.7% -0.4 pts	12.7% 6.2 pts	18.7% -5.6 pts	4.3% -2.6 pts	3.0% -1.0 pts
Financial								
Bookings	221.7 K 105.2%	44.5 K 41.2%	15.5 K -3.4%	9.3 K 23.0%	112.6 K 809.7%	21.9 K 39.8%	12.4 K -25.7%	5.5 K -7.8%
Revenue	$80.8 M 97.9%	$16.5 M 28.5%	$5.4 M -7.3%	$3.6 M 45.3%	$40.8 M 787.6%	$8.8 M 34.2%	$3.7 M -32.2%	$2.0 M -11.6%
Conversion Rate	10.1% 1.0 pts	10.6% 1.8 pts	8.8% 1.4 pts	8.8% -1.2 pts	10.9% -0.5 pts	7.8% -0.7 pts	9.8% -0.7 pts	12.4% 1.8 pts
Bookings per Delivered(K)	2.6 28.9%	3.7 26.9%	1.5 -0.3%	0.8 -22.6%	3.9 119.4%	4.9 -27.9%	1.0 -44.0%	1.0 -10.4%

* Calculated using Mailable Openers** from Active, Inactive, and Non Member Counts
** Total Mailable minus anyone who has not clicked/opened an email in past 15 months

Program Summary

Compared to May '15, deliveries increased 59% and bookings increased 105%, resulting in an increase of 29% of booking per delivered

- Summer Bonus Announcement & Elite Benefits Solos generated 35.0% of May bookings

- eNews email KPIs & bookings generally increased YoY while Hotel Specials' slightly, but generally fell

- Note: Destinations YoY is against Concierge, a single monthly mailings vs monthly total of weekly mailings

Executive Summary: MoM campaign trends
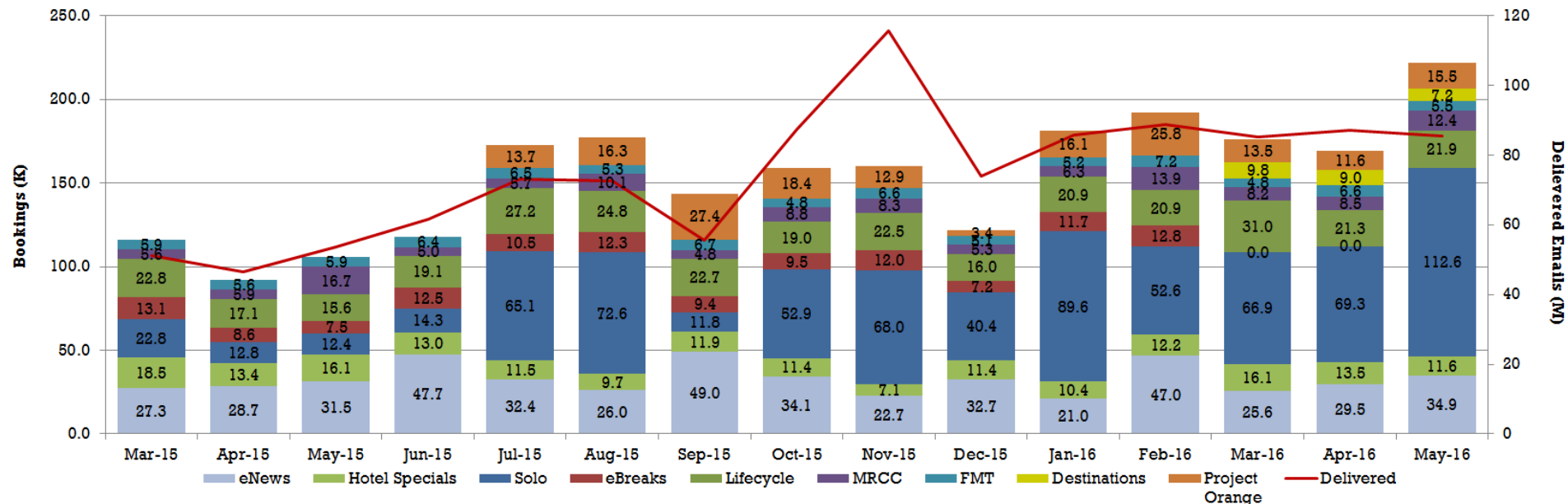
Observations:
- Elite Benefits and Summer Bonus Solos accounted for 24.0% of email deliveries and 35.0% of bookings

Program MoM & YoY KPI trends: May 2016
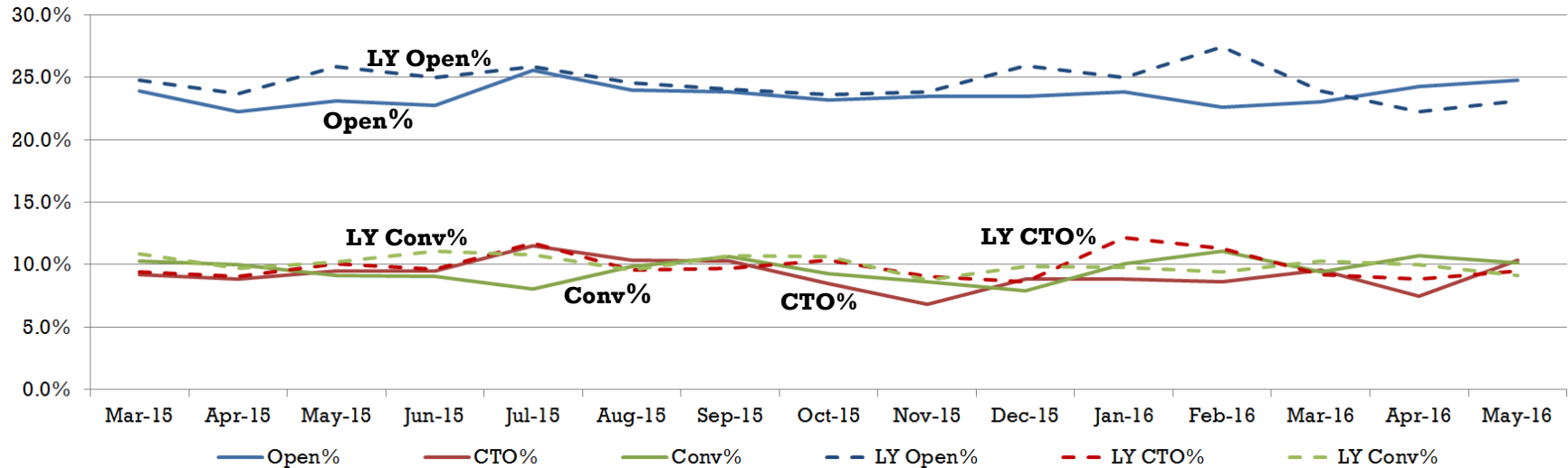
Observations:

May '16 Open% and CTO% were the highest since Jul '15 due to Summer Bonus Announcement & Elite Benefits Solos

Elite Benefits Solo

Program Benefit Solos	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bkngs /Dlvd
Elite Benefits	11.1 M	32.4 K	$11.80 M	25.9%	8.9%	12.6%	2.9
Member Rates	14.4 M	19.8 K	$7.65 M	23.1%	6.0%	9.9%	1.4
Fab Four	11.3 M	25.1 K	$8.97 M	29.9%	6.7%	11.0%	2.2

Observations

Elite Benefits Solo generated at least a 33% higher CTO% than other benefit announcements; potential contributors

- Greater clickable content
- Larger CTA buttons
- Layout
- Date of launch

"Big Changes are Coming" subject line generated the highest Open rate, suggesting curiosity generating subject lines may be as impactful as new benefit announcements
For Subject line learning agenda: Direct benefits call out vs intrigue for one-time Solo announcements

May '16 Elite Benefit Solo
See Your New Member Benefits

Apr '16 Member Rates
New. Yours. Now. Marriott Rewards Member Rates

Oct '15 Fab Four
Big Changes are Coming…

Summer Promo Solo

Promotional Solo	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bkngs /Dlvd
Announcement	9.4 M	45.2 K	$16.02 M	24.9%	19.1%	10.1%	4.8
Reg Con	265.6 K	3.2 K	$1.02 M	59.9%	8.3%	24.3%	12.1
Summer Promo Total	**9.7 M**	**48.4 K**	**$17.0 M**	**25.9%**	**18.4%**	**10.5%**	**5.0**

Observations

Summer promo featured bonus point offers after 2nd stay & registration to 100K bonus point sweepstakes (US only)

Summer Promo Announcements and Registration Confirmations **generated similar Open, Click to open and Conversion rates as** respective Spring '16 & '15, Fall '15, and Mid Year'14 **MegaBonus touchpoints**

Unique design elements:
- Blue hero treatment
- Targeted offers to TSAT & WHPH
- **Sweepstakes** to US only
- Traveler link
- Conversational CTA copy ("Sweet! Sign Me Up")
- Green CTA

Announcement (Core)
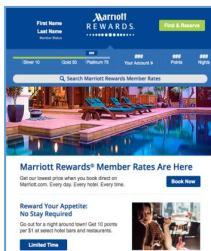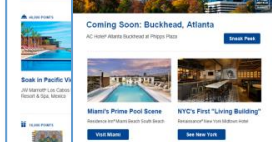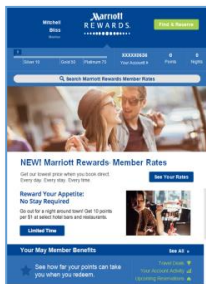
SL: *100,000 Points Could be Yours, Jim*
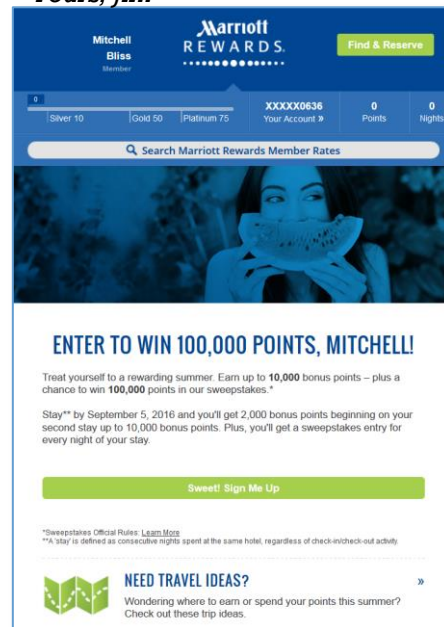
Registration Confirmation

SL: *Ready. Set. Earn Points This Summer*
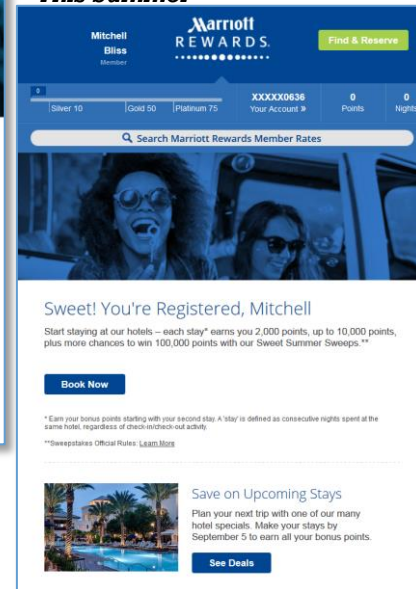
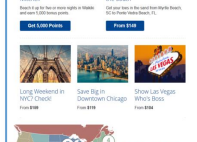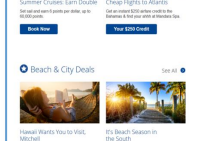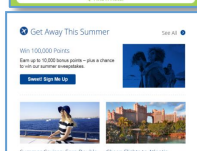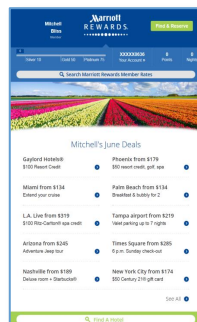# Global control experiences vs PO versions

eNews/Benefits
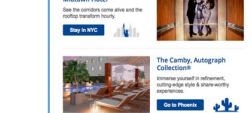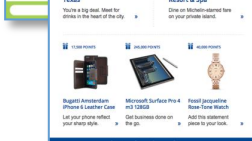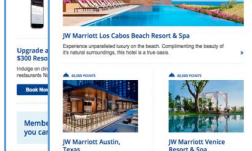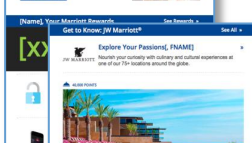
Hotel Specials / Offers
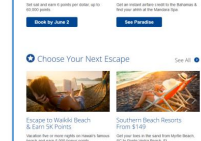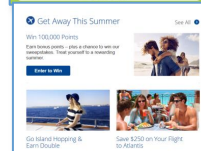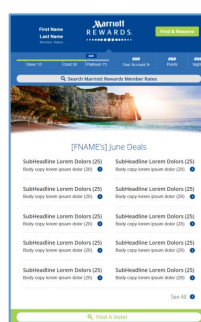
Destinations
Core/PO
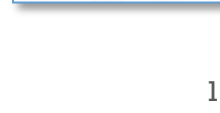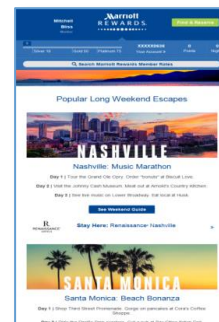
+ eNews/Benefits generated the 2nd most clicks without MegaBonus in the past year

May eNews/Benefits emails KPIs increased MoM & YoY
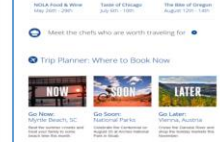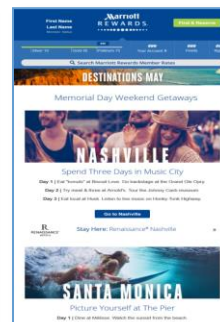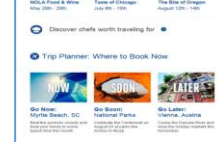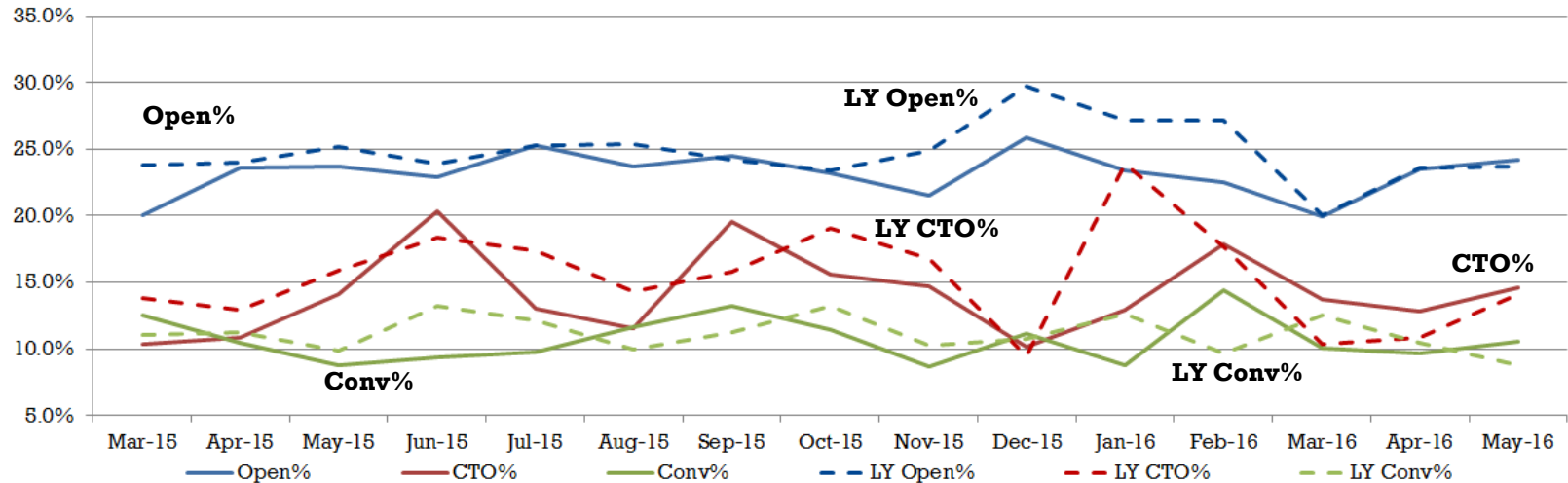

Observations
- May Open rate continued to be on par with LY Open rates, suggesting positive outcomes from subject line Test & Roll optimizations
- Click to open and Conversion rates increased MoM and YoY)
  - Clicks and conversion rate generally increased across all section suggesting month to month seasonality
  - Additionally the Member rate Top Offer converted above average for non-MegaBonus content

May content highlights

Observations

Highlighting member benefits continued to drive engagement

- Top Offer ft **Member Rates** received 38% of total clicks and the highest % of clicks to a non-MegaBonus Top Offer
- This placement generated a 7% Conv rate, above average for this section

Member rates should be re-iterated & highlighted as a key benefit

Notable May content

1. **Account Module** continued to generate click engagement at 9% click share
2. Earn Section was elevated above Redemption opps and generated high click engagement:
   - **Earn $10 = 100 points** (> 1/3 of Earn section clicks)
   - **Rewards Chart** (> 1/3 of Earn section clicks) was at bottom of Rewards
3. City Scene (ft **San Antonio**) generated the 2nd highest number of clicks since Apr '15 (ft **New Orleans**)
4. eBreaks module generated 3% of eNews clicks (9% for TSAT Benefits)

eBreaks module may create incremental clicks & bookings for WHPH Benefits

Account Box
25% clks, 39% bks

Search
6% clks, 7% bks

Top Offer
38% clks, 34% bks

Top Offer 2
1% clks, 0.3% bks

Rew - Head
9% clks, 6% bks

Rew - Main
4% clks, 2% bks

Earn
6% clks, 5% bks

Redemptions
4% clks, 2% bks

eNews
Your Account: Introducing Member Rates

City Scene
2% clks, 1% bks

Hotel Open
2% clks, 1% bks

eBreaks
3% clks, 2% bks

WHPH & TSAT click engagement was higher with Core versions than Benefits

May eNews/ Benefits	Delivered	Opens	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bkngs/ Dlvd	Unsub%
TSAT eNews	66.6 K	18.3 K	338	$130.7 K	27.4%	19.6%	9.4%	5.1	0.18%
TSAT Benefits	647.2 K	189.3 K	2.6 K	$975.1 K	29.2%	11.6%	11.8%	4.0	0.15%
%△					7%	-41%	25%	-21%	
WHPH eNews	54.2 K	20.1 K	894	$338.8 K	37.0%	19.4%	23.0%	16.5	0.09%
WHPH Benefits	507.8 K	214.5 K	7.0 K	$2.67 M	42.2%	11.3%	28.8%	13.8	0.13%
%△					14%	-42%	25%	-16%	

The subject line in the PO versions resonated better than Core versions

Core eNews	TSAT	WHPH
Your Account: Introducing Member Rates	Get The Lowest Rate Every Time (3rd highest Open%)	Work Your New Member Rates (Highest Open %)

CTO% delta was consistent with previous months with a consistent correlation to the amount of content
- Core version had ~75 links while Benefits had ~42

Segments engaged more with Top Offer in Core version than in Benefits

Top Offer had 2.5x the click engagement in Core version

1. Different Copy & CTA; Core version **leveraged "New"** with a **non-booking CTA**
2. Reward Header & Milestone for Benefits versions 2x as high as Core
   - Milestones featured **Near level nights & bonus points per elite status level** which generated high click engagement

eNews (Core)

TSAT
- Account Box 20% clicks
- Search 7% clicks
- Top Offer 41% clicks
- Rew - Head 9% clicks

WHPH
- Account Box 16% clicks
- Search 4% clicks
- Top Offer 43% clicks
- Rew - Head 9% clicks

NEW! Marriott Rewards® Member Rates
Get our lowest price when you book direct.
Every day. Every stay. Every time.
See Your Rates

Your May Member Benefits   See A...
Not enough points for a stay?
Combine cash + points to pay.
Travel Dea...
Your Account Activ...
Upcoming Reservation...

Up to $300 Atlantis Resort Credit
Swim with dolphins, dine with celebrity chefs &
play golf in the Bahamas.
Book It

Benefits (e.g. TSAT)

TSAT
- Account Box 26% clicks
- Search 10% clicks
- Top Offer 17% clicks
- Rew - Head 13% clicks
- Milestone 6% clicks *Basic: X nights to Silver*

WHPH
- Account Box 24% clicks
- Search 6% clicks
- Top Offer 18% clicks
- Rew - Head 10% clicks
- Milestone 7% clicks *50% bonus stays to Platinum*

Marriott Rewards® Member Rates Are Here
Get our lowest price when you book direct on
Marriott.com. Any season, any city, anytime.
Book Now

Reward Your Appetite:
No Stay Required
Go out for a night around town! Get 10 points
per $1 at select hotel bars and restaurants.
Limited Time

[Name], Your Marriott Rewards   See Rewards

[XX] You're [XX] nights to Silver Elite Status.
Book Now

+ Hotel Specials/Offers performance was influenced by inclusion of eBreaks & offer positioning

Hotel Specials/Offers bookings fell MoM & YoY
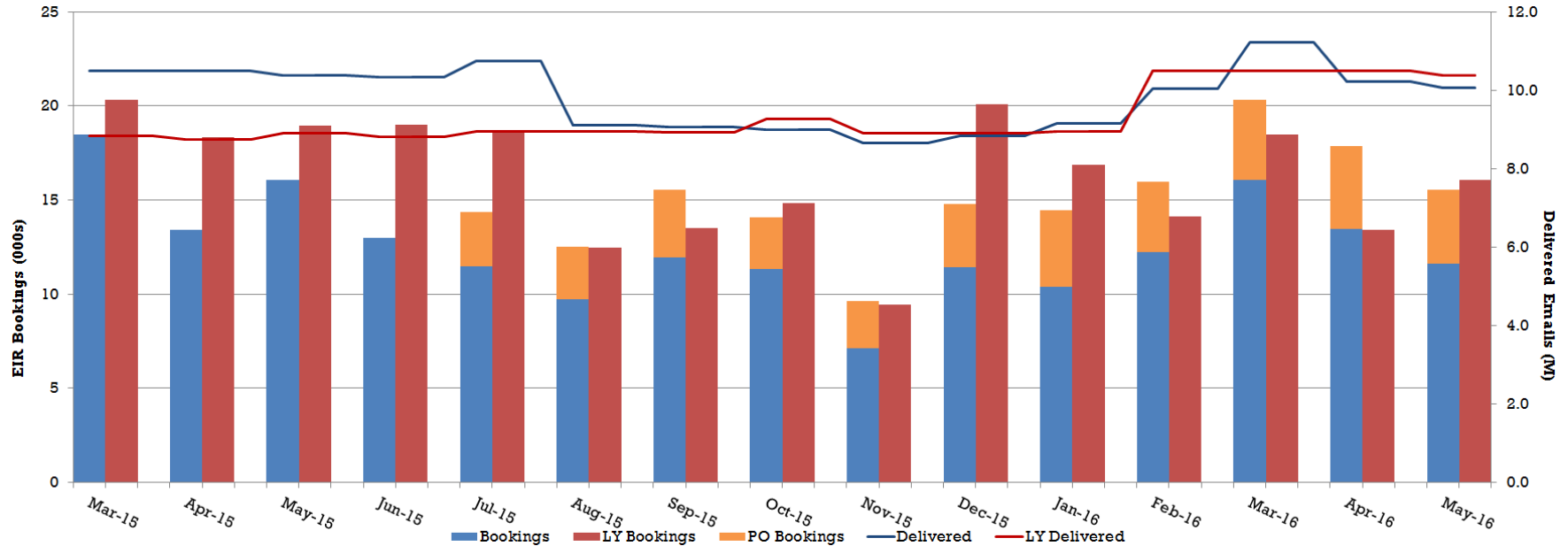
Observations

2016 Hotel Specials/Offers '16 trailed '15 bookings for the first time in 3 months:

- 3% YoY drop in emails delivered & bookings
- Click engagement with Field Offers in May '15 was the 2nd highest clicks for that section
- The Summer Promotion was featured in the top position in Getaways & did not attract the same click engagement as the previous months Hawaii/Hilton Head sweepstakes

WHPH click engagement was higher with Core versions than Offers

May HS/ Offers	Delivered	Opens	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bkngs/ Dlvd	Unsub%
TSAT HS	66.2 K	14.7 K	112	$50.6 K	22.2%	11.1%	6.9%	1.7	0.11%
TSAT Offers	602.0 K	129.2 K	1.0 K	$376.2 K	21.5%	10.8%	7.3%	1.7	0.09%
%△					-3%	-3%	6%	-1%	
WHPH HS	50.2 K	13.9 K	363	$145.8 K	27.7%	12.2%	21.5%	7.2	0.04%
WHPH Offers	465.0 K	127.3 K	2.9 K	$1.04 M	27.4%	10.6%	21.4%	6.2	0.04%
%△					-1%	-13%	-1%	-14%	

1. **Hotel Specials featured eBreaks while WHPH Offers did not**
2. **There were design and copy differences between featured offers**

1. eBreaks module added incremental clicks to Hotel Specials for WHPH

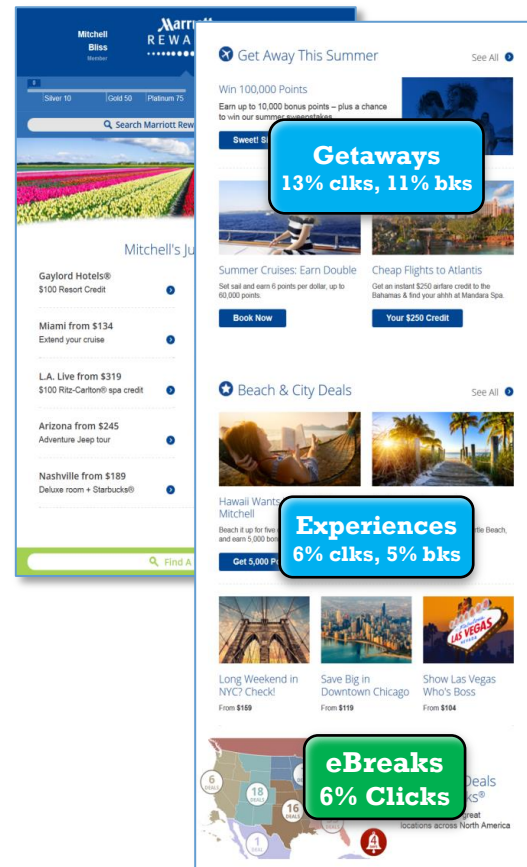**WHPH Hotel Specials**

Observations

Hotel Specials featured **eBreak**s module while WHPH Offers did not and likely added incremental clicks & bookings
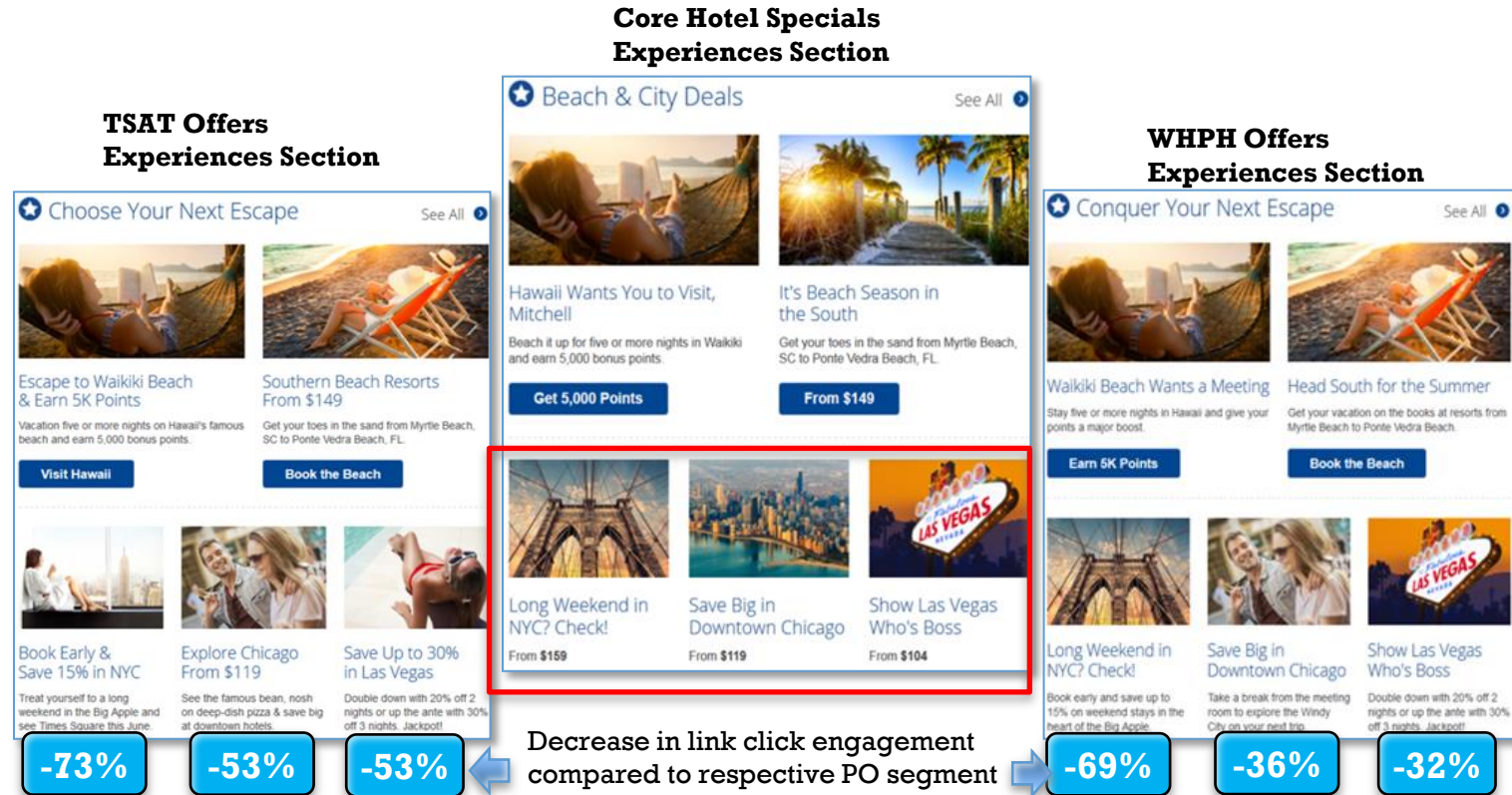
1. WHPH overall click engagement was higher with Hotel Specials than Offers
   - Hotel Specials generated a 12.2% unique Click to open rate vs 10.6% for Offers
2. eBreaks generated 6% of Hotel Specials clicks for WHPH & generated a 22% Conv%, higher than any content link
3. WHPH generated incremental bookings with Hotel Specials vs Offers
   - Hotel Specials generated 2.6% booking per open rate vs 2.3%; statistically significant

Add eBreaks to WHPH Offers to generate incremental value; consider testing alternate module to identify value of eBreaks

2. Offer price may have increased click engagement for both segments over body copy

Core Hotel Specials
Experiences Section

TSAT Offers
Experiences Section

WHPH Offers
Experiences Section

-73% **-53%** **-53%**

Decrease in link click engagement compared to respective PO segment & featured offer

-69% **-36%** **-32%**

Impact of design & copy treatments were unclear

Observations

Summer Promo Sweeps in Hotel Specials generated over **10x** the click engagement Core version to WHPH

Variations in how this promotion was featured inhibit actionable learning

- Section headline & body copy CTA
- Image color hue
- Positioning of surrounding offers
- Audience size of Global control WHPH

There may be beneficial learning by serving segments with identical treatments

WHPH Hotel Specials Getaways Section

WHPH Offers Getaways Section

1.37% link CTO%

.012% link CTO%

Destinations template continued to evolve

1) Overall WHPH click engagement increased
2) Segment engagement changed with slight changes in Core vs PO versions

1) Overall WHPH interaction with new template changed significantly compared to TSAT

WHPH Observations

Greater visual emphasis on featured destinations than previous months may have contributed to:
- Highest overall CTO% (5.6%) YTD
- Section generated 62% of email clicks; previous months sections typically generate ~21%

This treatment appeared to successfully engage WHPH

Note: overall conversion rate negatively impacted (not campaign objective)
- YTD Conv% average: 22%
- May Conv% ~15%*

* Includes Core and WHPH version

While a number of factors may have caused greater WHPH click engagement that should be leveraged, bookings may have been increased by directly linking to site

TSAT engagement was less drastic than WHPH
- Near YTD lowest CTO% at 5.4%
- Highest Conversion rate, +16% against YTD average
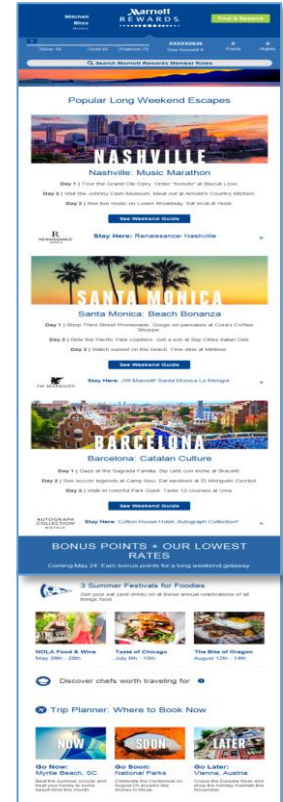
2) WHPH & TSAT engagement varied against Core vs PO specific versions

May Destinations	Delivered	Opens	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bkngs/ Dlvd	Unsub%
TSAT Core	66.6 K	14.9 K	77	$22.0 K	22.3%	6.0%	8.6%	1.2	0.16%
TSAT PO	647.0 K	143.4 K	729	$272.0 K	22.2%	5.4%	9.3%	1.1	0.17%
%△					-1%	-10%	9%	-3%	
WHPH Core	54.2 K	14.7 K	112	$39.0 K	27.1%	5.3%	14.5%	2.1	0.12%
WHPH PO	507.5 K	140.8 K	1.3 K	$500.1 K	27.7%	5.6%	16.6%	2.6	0.14%
%△					2%	7%	15%	25%	

TSAT click engagement was higher overall with the Core version; they also engaged more with the body content of Core than PO (who engaged more with the header)
- Click to Open difference was statistically significant

WHPH click and conversion engagement appeared to be higher with the PO version but was not statistically significant (only Open rate)
- PO version Conv% tended to be higher across nearly all links than Core (Header, Ft, Destinations…)

These results may be due to a number of factors, consider deploying the exact same version of Destinations to all audiences for one month

Recommend running identical versions across all segments

Reduce issues with comparing PO performance against global control
- Global control small audience
- Composition may be different between two groups

Understand how much "noise" may be a factor

Better positioned to understand segment's different response to content & ultimately preferences
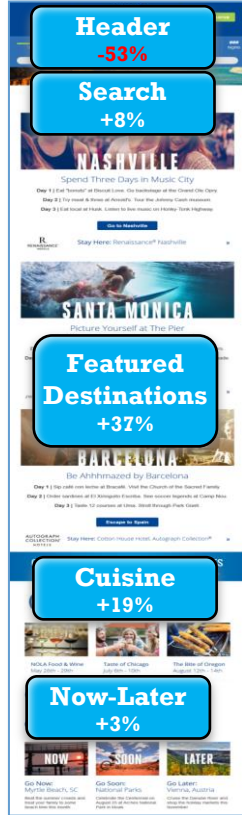
Easier to execute then other options

Not currently getting a clear understanding of the impact of different treatments

2 examples illustrate the challenge in generating learnings (next slides)

Example 1: Different engagements with sections

TSAT click engagement

TSAT Core vs PO had higher **click engagement** with all links except Header

Header -53%
Search +8%
NASHVILLE
Spend Three Days in Music City
SANTA MONICA
Picture Yourself at The Pier
Featured Destinations +37%
BARCELONA
Cuisine +19%
Now-Later +3%

Why did these differences occur in nearly similar treatments ?

Potential reasons…

- Multiple content & copy variations

- Global control segments are small (~50 K) so results aren't significant

- Destinations is relatively new communication to Core audience

- New PO members are added to PO version audience

- Other factors more influential than PO segmentation

WHPH Conv%

WHPH PO vs Core generated higher **Conv%** across nearly all link

Header +32%
Search -51%
NASHVILLE
Show Nashville Who's Boss
SANTA MONICA
Featured Destinations +11%
BARCELONA
Barcelona Will Blow. Your. Mind.
COMING MAY 24: SWEEPS - BONUS POINTS
Cuisine +10% Clicks
Now-Later +13% Clicks
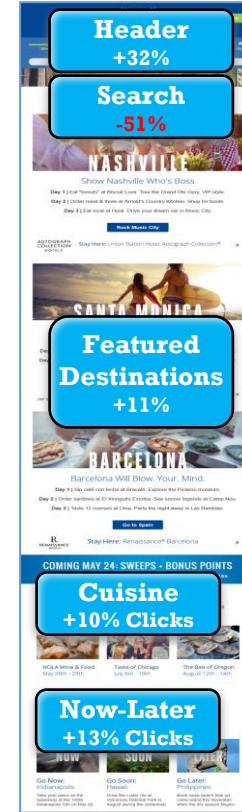
Example 2: Nuances in treatments may be responsible for click engagement differences

Key content where WHPH engaged more with WHPH versions than Core
- 50% higher click engagement with Nashville
- 44% higher click engagement with Santa Monica

Differences between versions
- Image (People vs non)
- Section Headline
- Nashville title
- Order of daily activities
- CTA copy

Core to WHPH

Popular Long Weekend Escapes

NASHVILLE

Nashville: Music Marathon

Day 1 | Tour the Grand Ole Opry. Order "bonuts" at Biscuit Love.

Day 2 | Visit the Johnny Cash Museum. Meat out at Arnold's Country Kitchen.

Day 3 | See live music on Lower Broadway. Eat local at Husk.

See Weekend Guide

Stay Here: Renaissance Nashville

1.29% link CTO%

WHPH Version

Memorial Day Weekend Getaways

NASHVILLE

Show Nashville Who's Boss

Day 1 | Eat "bonuts" at Biscuit Love. Tour the Grand Ole Opry, VIP-style.

Day 2 | Order meat & three at Arnold's Country Kitchen. Shop for boots.

Day 3 | Eat local at Husk. Drive your dream car in Music City.

Rock Music City

AUTOGRAPH COLLECTION HOTELS Stay Here: Union Station Hotel, Autograph Colle

1.93% link CTO%

SANTA MONICA

Santa Monica: Beach Bonanza

Day 1 | Shop Third Street Promenade. Gorge on pancakes at Cora's Coffee Shoppe.

Day 2 | Ride the Pacific Park coasters. Get a sub at Bay Cities Italian Deli.

Day 3 | Watch sunset on the beach. Fine-dine at Mélisse.

See Weekend Guide

Stay Here: JW Marriott® Santa Monica Le Merigot

0.79% link CTO%

SANTA MONICA

Take Your Weekend by The Pier

Day 1 | Dine at Mélisse. Go dancing at Circle Bar.

Day 2 | Order "the Godmother" sub at Bay Cities Deli. Shop Santa Monica Place.

Day 3 | Nosh on pancakes at Cora's Coffee Shoppe. Fly on a trapeze at The Pier.

See Santa Monica

JW MARRIOTT Stay Here: JW Marriott® Santa Monica Le Merigot

1.13% link CTO%

May testing summary

+ • Destinations, eNews & Solo subject line testing

• Destinations Header testing

• MRCC & Hotel Specials image testing

Destinations test & roll subject line testing

Core (all segments)
- **3 Trending Long Weekend Escapes**
- **Jim's 3-Day Weekend Planner**
- Your Call: Beach, Culture or Honky Tonk?

TSAT
- **Where to Spend Your Next 3-Day Weekend**
- 3 Days in Nashville, Santa Monica or Barcelona
- Jim's Memorial Day Weekend Trip Planner

WHPH
- **3 Days in Nashville, Santa Monica or Barcelona**
- **3-Day Weekends to Blow. Your. Mind.**
- Jim's Memorial Day Weekend Trip Planner

Descriptors of winning subject line

Winner TBD

May need to test for more than 1 hour

Opinionated/recommendations, Holiday energy

Winner TBD

May need to test for more than 1 hour

Consideration: Is it possible Core/TSATs prefer recommendations?

Testing identical subject lines across segments may drive additional learnings

eNews & Elite Benefits Solo test & roll subject line testing

eNews Core

- **Your Account: Introducing Member Rates (43,184)**
- Your Account: May Updates for Jim (42,486)
- Your Account: Get the Lowest Rate Every Time (35,109)

Elite Benefits

- **See Your New Member Benefits**
- 4 New Member Benefits You'll Love
- Jim's New Member Benefits

Descriptors of winning subject line

Promise of information on new benefits; simple

Action oriented, Personalized?

An A/B Hero image test did not result in any learnings

Template 1

Template 2

May Core Destinations	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/ Del (K)	Unsub%
Template 1	5.0 M	3.6 K	$1.44 M	19.7%	4.6%	8.0%	0.7	0.3%
Template 2	4.9 M	3.7 K	$1.34 M	19.7%	4.6%	8.2%	0.7	0.3%
Total	**9.9 M**	**7.2 K**	**$2.8 M**	**19.7%**	**4.6%**	**8.1%**	**0.7**	**0.31%**

Observations

An A/B test was conducted in May for Destinations hero image vs hero image with text, email branded overlay

There was not a significant difference in engagement

There may be an opportunity to test Search bar for WHPH in Destinations
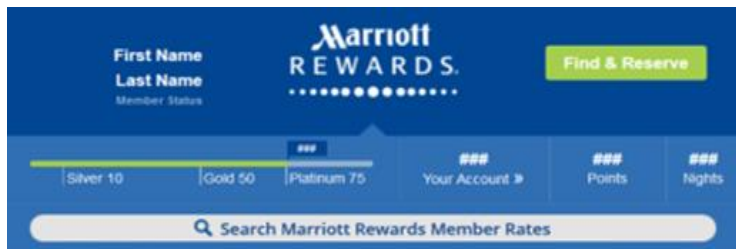
Click% of Total	Core Version			PO Version	
	Core	TSAT	WHPH	TSAT	WHPH
Destinations Search	8.0%	8.3%	4.2%	8.8%	3.8%
HS/Offers Search	10.0%	9.4%	5.5%	9.1%	5.8%

Observations

WHPH click engagement with Search was nearly half as other segments

Search Bar was among the lowest clicked module in May

Advantages of removal of search
- Less clutter in Header area
- Increased focus on curated content

Consider a test to see if there is incremental value in Search to WHPH in Destinations

(A) JW Marriott® Venice Resort & Spa, Italy
Marriott Rewards® Category 8

MRCC May 2016 Hero Image Test

Key Findings

- 6.3% lift in clicks for NON segment.

- 9.1% lift in clicks for SUPER segment.

- No significant lift in clicks for CTRL-I segment.

Although lift was found in 2 out of the 3 segments, few significant patterns were defined within this test.

Contributing factors are likely due to the number of images used (5) combined with the low overall CTOR of 0.88%

(A) JW Marriott® Venice Resort & Spa, Italy
Marriott Rewards® Category 8

(B)

(C)

(D)

(E)

MRCC May 2016 Hero Image Test
NON Segment

■ 6.3% lift in clicks for NON segment.

Image	Opens	Clicks	CTOR	Lift	Significance
Control	**39,099**	**250**	**0.64%**		
A	7,811	50	0.64%		
B	7,888	43	0.55%		
C	7,762	59	0.76%		
D	7,715	56	0.73%		
E	7,923	42	0.53%		
Optimized	**352,088**	**2,393**	**0.68%**	**6.3%**	**82.8%**

• Best Performing Image

(C)

MRCC May 2016 Hero Image Test
SUPER Segment

- 9.1% lift in clicks for SUPER segment.

Image	Opens	Clicks	CTOR	Lift	Significance
Control	**14,589**	**162**	**1.11%**		
A	2,822	35	1.24%		
B	2,993	44	1.47%		
C	2,876	33	1.15%		
D	2,960	30	1.01%		
E	2,938	20	0.68%		
Optimized	**132,017**	**1,599**	**1.21%**	**9.1%**	**86.4%**

- Best Performing Image

MRCC May 2016 Hero Image Test
CTRL-I Segment

- No significant lift in clicks for CTRL-I segment.

	Image	Opens	Clicks	CTOR	Lift	Significance
Control		**108,103**	**994**	**0.92%**		
	A	21,513	191	0.89%		
	B	21,640	182	0.84%		
	C	21,650	235	1.09%		
	D	21,798	191	0.88%		
	E	21,502	195	0.91%		
Optimized		**973,619**	**8,826**	**0.91%**	**-1.4%**	**66.4%**

- Best Performing Image

  - Worked best when opened in the evening in the Southern US.

Takeaway: Wylei Optimization can be used to determine best overall image for PO segments to gain learning on their preferences

Hotel Specials May 2016 Image Test
US Segment

CTOR

- A: **0.69%**
- B: **0.72%**
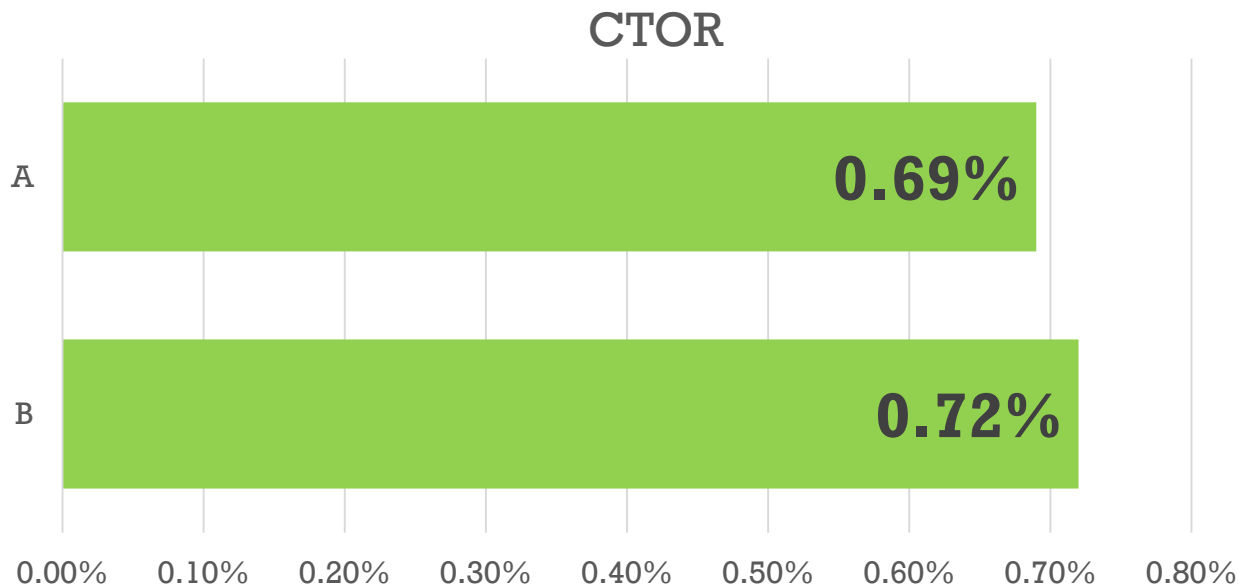
	Image	Opens	Clicks	CTOR
Control	Total	**116,295**	**821**	**0.71%**
	A	58,200	401	0.69%
	B	**58,095**	**420**	**0.72%**

Hotel Specials May 2016 Image Test
US Segment

CTOR

	Control	Optimized
	0.710%	**0.750%**
		6% Lift
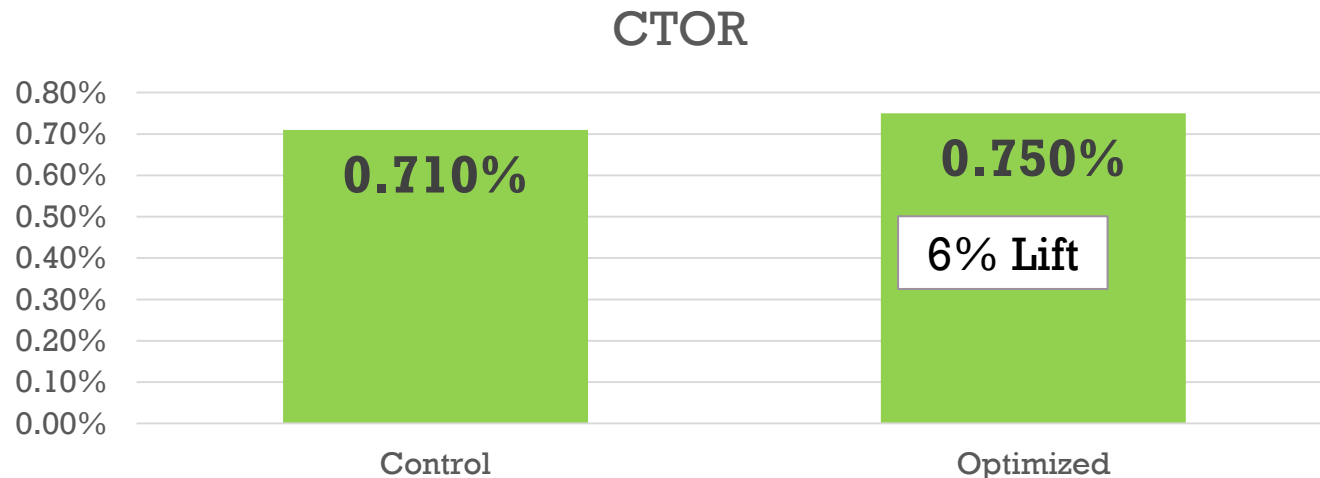
	Opens	Clicks	CTOR	Lift	Significance
(A) Control	116,295	821	0.71%		
(B) Optimized	1,049,238	7,888	0.75%	6%	96%

Hotel Specials May 2016 Image Test
US Segment

(A) Worked best with:
- Silver and Gold members on PC

(B) Worked best with:
- Basic members with less than 7 nights

Hotel Specials May 2016 Image Test
Non-US Segment
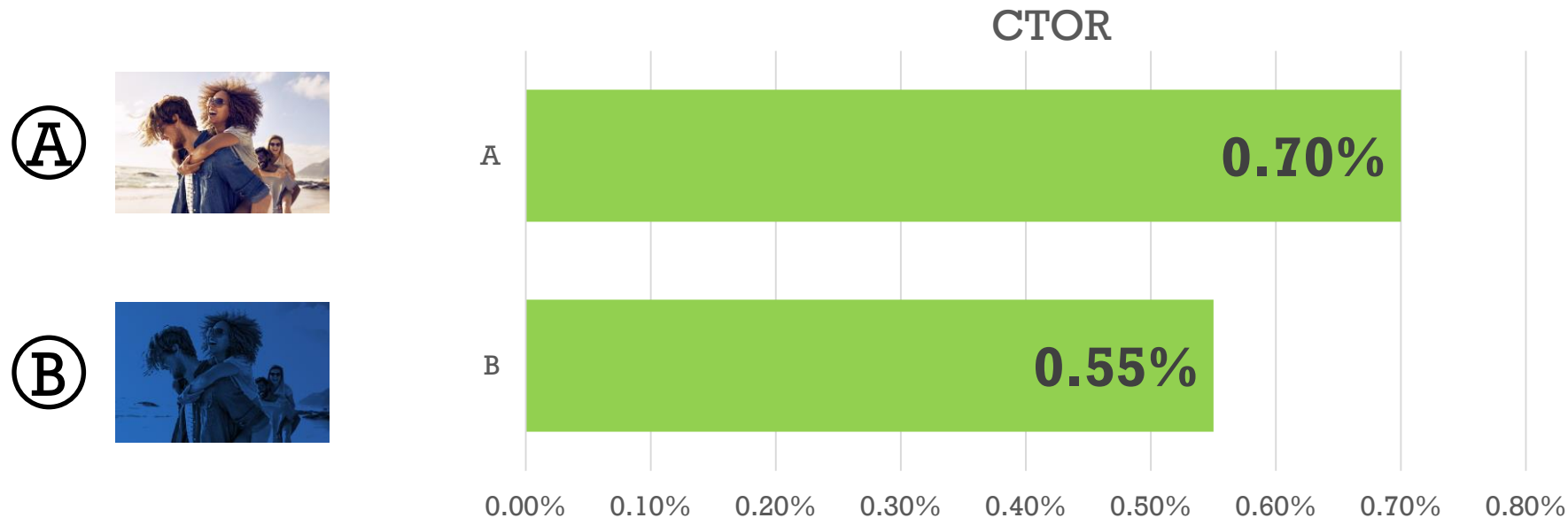
CTOR

Image	Opens	Clicks	CTOR
Control Total	**25,164**	**157**	**0.62%**
A	12,613	88	0.70%
B	12,551	69	0.55%

Hotel Specials May 2016 Image Test
Non-US Segment
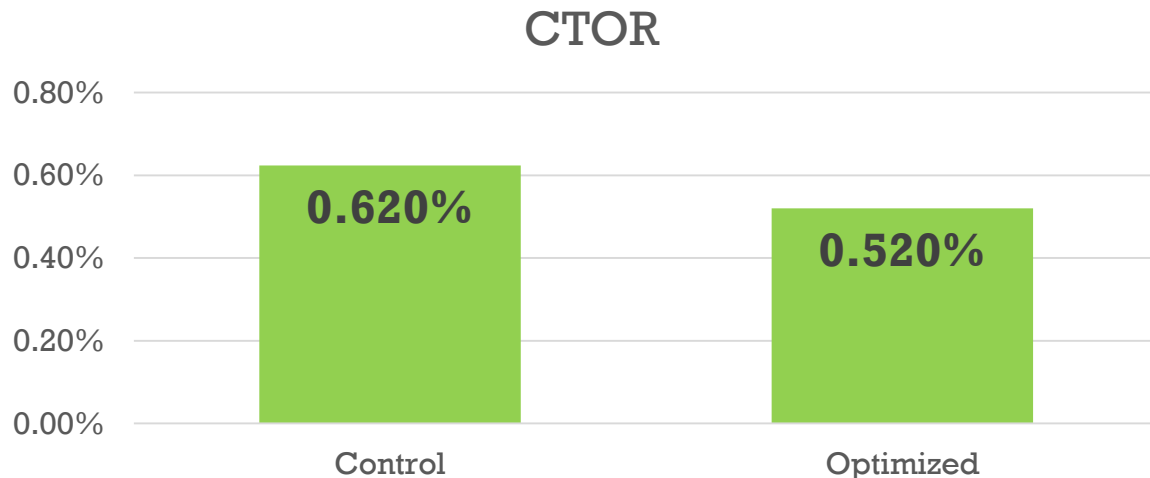
CTOR

	Opens	Clicks	CTOR	Lift	Significance
Control	25,164	157	0.62%		
Optimized	225,560	1173	0.52%		98%

Hotel Specials May 2016 Image Test
Non-US Segment

(A)

Worked best with:
- PC users with more than 6 nights

(B)

Worked best with:
- Basic members on Apple and iOS

Hypothesis from Hotel Specials Image Test:
Elite status level may be a significant attribute (more than PO segment)

Key Takeaways from May testing

May learnings

- Test & roll may need more time to find the winner for optimization
- We can reap the benefits of optimization while also learning what was the best overall image that PO segments responded to for ongoing learning
- Hypothesis: Elite status level may be a strong attribute for image preferences

Best practices

- Awareness of sample size, limit # of images
- Optimization will be maximized with prominent positions (e.g. Top Offer)
- Diversity in images tested

Next Steps

- As part of campaign kick off discuss subject line & image testing opportunities with Wylei and YLM Strategy
- Cataloging images is a required exercise to learn PO segment preference
- Optimize Core mailings, orient testing on PO segment mailings to learnings

❖ As of September, Harmony integration will allow same Wylei testing capability for subject line & pre-header as there are for images

+

Key Takeaways

May '16 Key Takeaways

❖ New member benefits continued to be highly engaging content and should be emphasized through:

- Subject line call-outs
- Featured & re-iterated content
- Visually emphasized (Color)

❖ eBreaks module continued to add incremental clicks & bookings

- Feature to WHPH (Benefits & Offers)
- Consider testing to better understand value (e.g. eBreaks vs Offer-type vs extra module)

❖ WHPH may have responded well to the May Destinations layout and treatment & should be further explored to leverage

❖ Serving identical versions and subject lines of Destinations & Offers may drive additional and concrete segment learning

❖ Continue to evolve testing to generate PO segment insights & learnings while optimizing performance

- Subject line A/B testing against learning agenda; Test & roll for **optimization**
- Wylei testing to **learn** segment tendencies and image/subject line preferences

Competitive Insights

Wyndham Rewards in email

- New Account newsletter template
- Solo announcement
- Points for survey
- Visa offer
- "eBreaks" type offers

New Account Boxes

Sub-Branded Headers
Promote and facilitate stays at other brands

SPG eStatement
- *SL: SPG-Your May eStatement, Redesigned*
- **Includes link to Benefits, SPG Dashboard, and Account Alerts**

Summer Promotions

Mother's & Memorial Day energy moments

Memorial Day
Increased relevancy for "Big World Sale" promotion
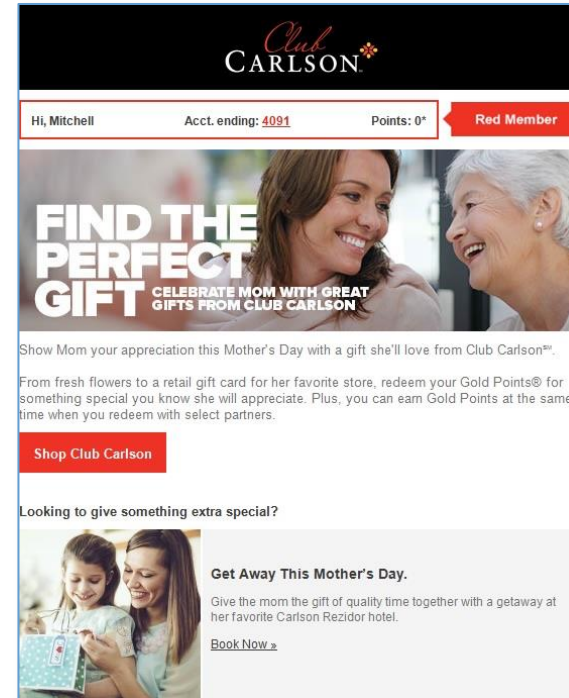
Mothers Day
- Redeem Carlson points for Mothers Day gift
- Mothers Day offer promoting "togetherness"

May 2016 MR Campaign Reviews

May '16 eNews performance summary

		Program	eNews + Benefits	eNews	Benefits
Audience	Total Delivered	85.4 M / 59.2%	12.0 M / 11.2%	10.8 M	1.2 M
	Unsub Rate	0.30% / 0.1 pts	0.28% / 0.2 pts	0.29%	0.14%
	Delivery Rate	98% / -1.5 pts	99% / 0.5 pts	99%	100%
Engagement	Open Rate	24.7% / 1.6 pts	24.2% / 0.4 pts	23.0%	35.0%
	Opens	21.1 M / 70.2%	2.9 M / 13.3%	2.5 M	403.8 K
	Click Rate	2.6% / 0.4 pts	3.5% / 0.2 pts	3.5%	4.0%
	Unique Clicks	2.2 M / 85.3%	421.9 K / 17.2%	375.6 K	46.3 K
	Click to Open Rate	10.4% / 0.8 pts	14.6% / 0.5 pts	15.1%	11.5%
Financial	Bookings	221.7 K / 105.2%	44.5 K / 41.2%	34.9 K	9.6 K
	Revenue	$80.8 M / 97.9%	$16.5 M / 28.5%	$12.9 M	$3.6 M
	Conversion Rate	10.1% / 1.0 pts	10.6% / 1.8 pts	9.3%	20.7%
	Bookings per Delivered(K)	2.6 / 28.9%	3.7 / 26.9%	3.2	8.3

Observations

Apr eNews+Benefits deliveries increased 11.2% YoY and bookings increased by 41.2% YoY, resulting in a 26.9% increase in booking per delivered Email (K)

- eNews Core YoY bookings was 10.8% higher than all of May '15
- This increase was fueled by 7.0% and 6.2% increases in CTO% and Conv% respectively

Featuring member rates in Core eNews generated high click engagement and above average Conv% but not when featured in PO Benefits

A subject line test was conducted in eNews
- **Your Account: Introducing Member Rates (Winner)**
- Your Account: May Updates [for FNAME]
- Your Account: Get the Lowest Rate Every Time

May '16 eNews & Benefits email KPI trends
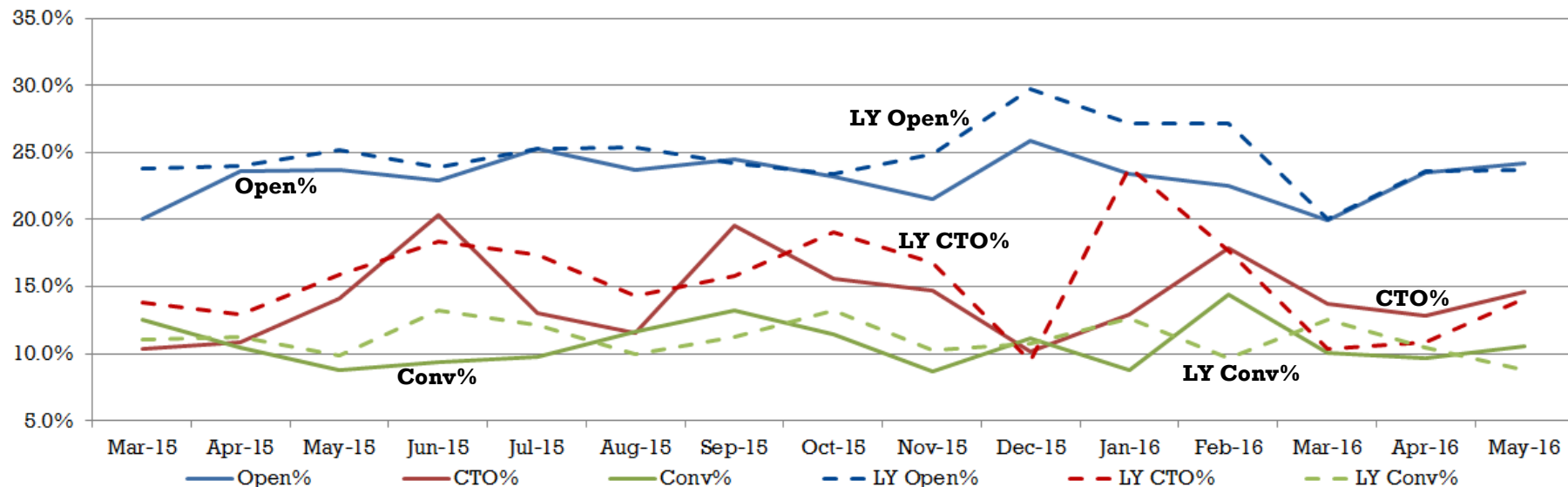
Observations

May Open rate continued to be on par with LY Open rates, suggesting positive outcomes from subject line Test & Roll eNews Core Subject Line Test

- <u>Winner</u>: Your Account: Introducing Member Rates (43,184)
- Your Account: May Updates [for FNAME] (42,486)
- Your Account: Get the Lowest Rate Every Time (35,109)

There may been month to month seasonality as clicks and conversion rate generally increased across all sections; Additionally the Member rate Top Offer converted above average for non-MegaBonus content

May '16 eNews sections

Observations

Top Offer featuring Member Rates received 38% of total clicks and the highest % of clicks to a non-MegaBonus Top Offer

- This placement generated a 7% Conv rate, above average for this section

The response to the Member rate benefits suggests this is valuable content to re-use and leverage in future instances

Notable May content

- The new Account Module continued to generated click engagement at 9% click share
- Earn Section was moved higher than Redemption opps and generated above average click share due to
  - Earn $10 = 100 points (> 1/3 of Earn section clicks)
  - Rewards Chart (> 1/3 of Earn section clicks)
- eBreaks modules generated 3% of eNews clicks, above avg for content in that position, however clicks and bookings fell MoM so **content fatigue should be monitored**

- City Scene (Ft San Antonio) generated the 2nd highest number of clicks since Apr '15 (ft New Orleans)

Account Box
25% clks, 39% bks

Search
6% clks, 7% bks

Top Offer
38% clks, 34% bks

Top Offer 2
1% clks, 0.3% bks

Rew - Head
9% clks, 6% bks

Rew - Main
4% clks, 2% bks

Earn
6% clks, 5% bks

Redemptions
4% clks, 2% bks

eNews
Your Account: Introducing Member Rates

City Scene
2% clks, 1% bks

Hotel Open
2% clks, 1% bks

eBreaks
3% clks, 2% bks

May '16 eNews link analysis

Observations

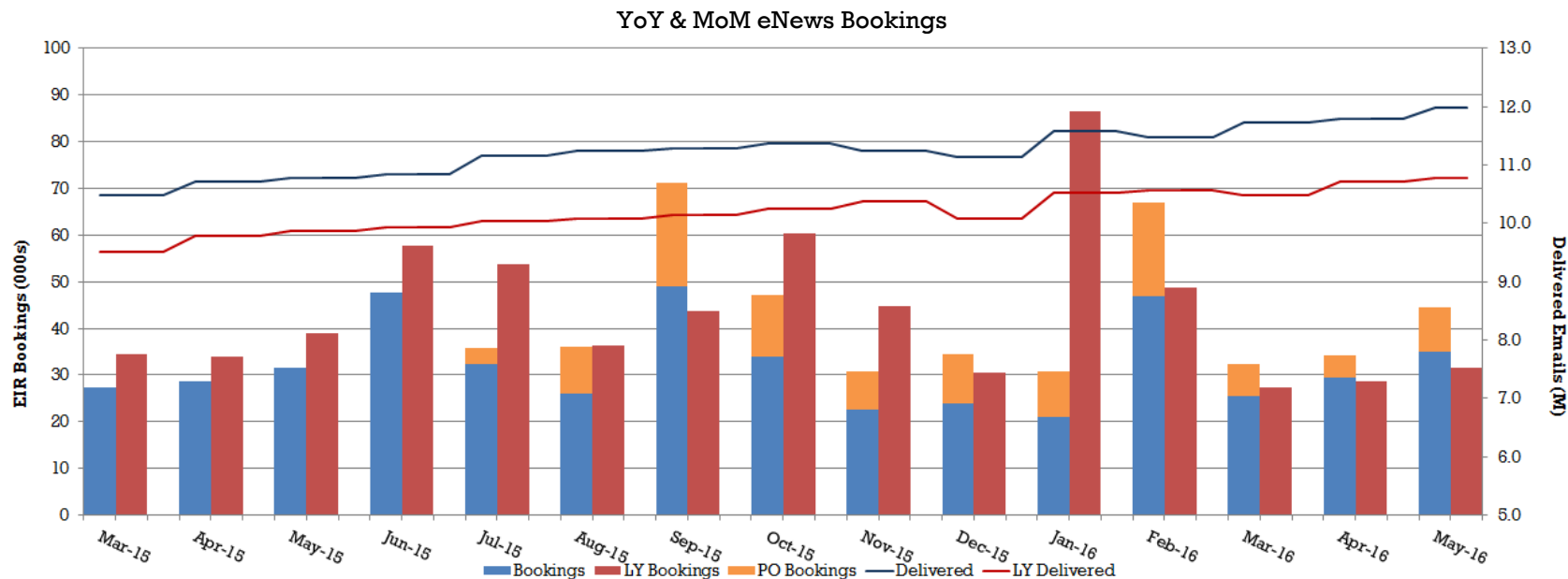The new account module continued to generate a high number of clicks

Rewards Header:	36.0 K
Earn:	26.9 K
Redemption:	16.0 K
Rewards Main:	14.9 K

Highest click generating content

Rewards Header:	36.0 K
$300 Atlantis Credit:	14.0 K
$10 = 100 Points:	9.6 K
Rewards Chart:	8.6 K
MRCC 80K:	7.1 K
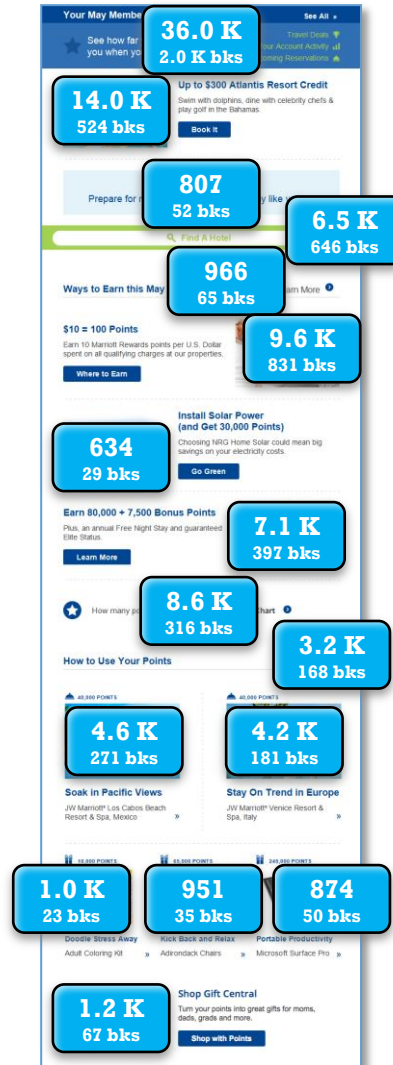
May '16 Core eNews generated 11% more bookings YoY than May '15 eNews

YoY & MoM eNews Bookings

Observations:
- eNews Core generated more bookings than 2015 eNews did to the entire audience

May '16 Core eNews generated 4% more clicks YoY than May '15 eNews

YoY & MoM eNews Clicks

Core
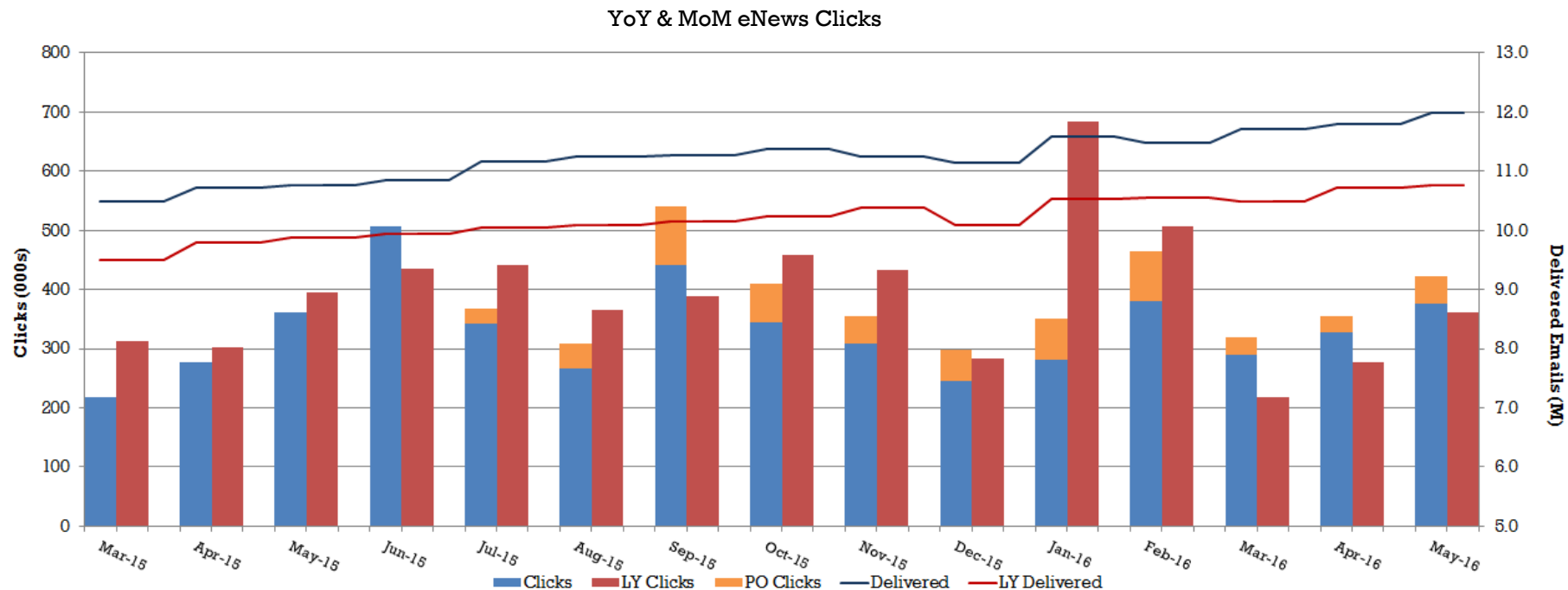
Account Box
25%, 12.8 K bks

Search
6%, 2.3 K bks

Top Offer
38%, 11.1 K bks

Top Offer 2
1%, 116 bks

Rew - Head
9%, 2.0 K bks

Rew - Main
4%, 576 bks

City Scene
2%, 263 bks

Earn
6%, 1.6 K bks

Hotel Open
2%, 337 bks

Redemptions
4%, 795 bks

eBreaks
3%, 725 bks

TSAT

Account Box
20%, 124 bks

Search
7%, 24 bks

Top Offer
41%, 141 bks

Top Offer 2
0%, 0 bks

Rew - Head
9%, 17 bks

Rew - Main
3%, 0 bks

City Scene
2%, 0 bks

Earn
7%, 9 bks

Hotel Open
2%, 2 bks

Redemptions
4%, 9 bks

eBreaks
4%, 11 bks

WHPH

Account Box
16%, 182 bks

Search
4%, 31 bks

Top Offer
43%, 430 bks

Top Offer 2
0%, 0 bks

Rew - Head
9%, 41 bks

Rew - Main
4%, 43 bks

City Scene
2%, 20 bks

Earn
9%, 62 bks

Hotel Open
2%, 23 bks

Redemptions
6%, 36 bks

eBreaks
4%, 22 bks

58

Core

Account Box
25% clks, 39% bks

Search
% clks, 7% bks

Top Offer
38% clks, 34% bks

Top Offer 2
1% clks, 0.3% bks

City Scene
2% clks, 1% bks

Rew - Head
9% clks, 6% bks

Rew - Main
4% clks, 2% bks

Earn
6% clks, 5% bks

Hotel Open
2% clks, 1% bks

Redemptions
4% clks, 2% bks

eBreaks
3% clks, 2% bks

TSAT

Account Box
20% clks, 37% bks

Search
7% clks, 7% bks

Top Offer
41% clks, 42% bks

Top Offer 2
0% clks, 0% bks

City Scene
2% clks, 0% bks

Rew - Head
9% clks, 5% bks

Rew - Main
3% clks, 0% bks

Earn
7% clks, 3% bks

Hotel Open
2% clks, 1% bks

Redemptions
4% clks, 3% bks

eBreaks
4% clks, 3% bks

WHPH

Account Box
16% clks, 20% bks

Search
4% clks, 3% bks

Top Offer
43% clks, 48% bks

Top Offer 2
0% clks, 0% bks

City Scene
2% clks, 2% bks

Rew - Head
9% clks, 5% bks

Rew - Main
4% clks, 5% bks

Earn
9% clks, 7% bks

Hotel Open
2% clks, 3% bks

Redemptions
6% clks, 4% bks

eBreaks
4% clks, 2% bks

May '16 Hotel Specials performance summary

		Program	HS + Offers	Hotel Specials	Offers
Audience	Total Delivered	85.4 M / 59.2%	10.1 M / -3.1%	9.0 M	1.1 M
	Unsub Rate	0.30% / 0.1 pts	0.10% / -0.1 pts	0.10%	0.07%
	Delivery Rate	98% / -1.5 pts	96% / -3.5 pts	96%	95%
Engagement	Open Rate	24.7% / 1.6 pts	19.4% / -0.1 pts	18.9%	24.0%
	Opens	21.1 M / 70.2%	2.0 M / -3.5%	1.7 M	256.5 K
	Click Rate	2.6% / 0.4 pts	1.8% / -0.4 pts	1.7%	2.6%
	Unique Clicks	2.2 M / 85.3%	176.9 K / -19.3%	149.4 K	27.4 K
	Click to Open Rate	10.4% / 0.8 pts	9.0% / -1.8 pts	8.8%	10.7%
Financial	Bookings	221.7 K / 105.2%	15.5 K / -3.4%	11.6 K	3.9 K
	Revenue	$80.8 M / 97.9%	$5.4 M / -7.3%	$4.0 M	$1.4 M
	Conversion Rate	10.1% / 1.0 pts	8.8% / 1.4 pts	7.8%	14.2%
	Bookings per Delivered(K)	2.6 / 28.9%	1.5 / -0.3%	1.3	3.7

Observations

YoY deliveries decreased by 3.1% and bookings decreased by 3.4%, leading to slight decrease in Bookings per delivered (K) by 0.3

- 9.0% CTO was the lowest YTD, 3rd lowest since Jan '15

- Below average Conv%(8.8% vs 9.2% avg)

- The Summer Promotion was featured in the top position in Getaways

- A combination of Beach & City deals were featured in the Experiences section

- New footer launched & may have had some tracking issues

May '16 Hotel Specials performance summary
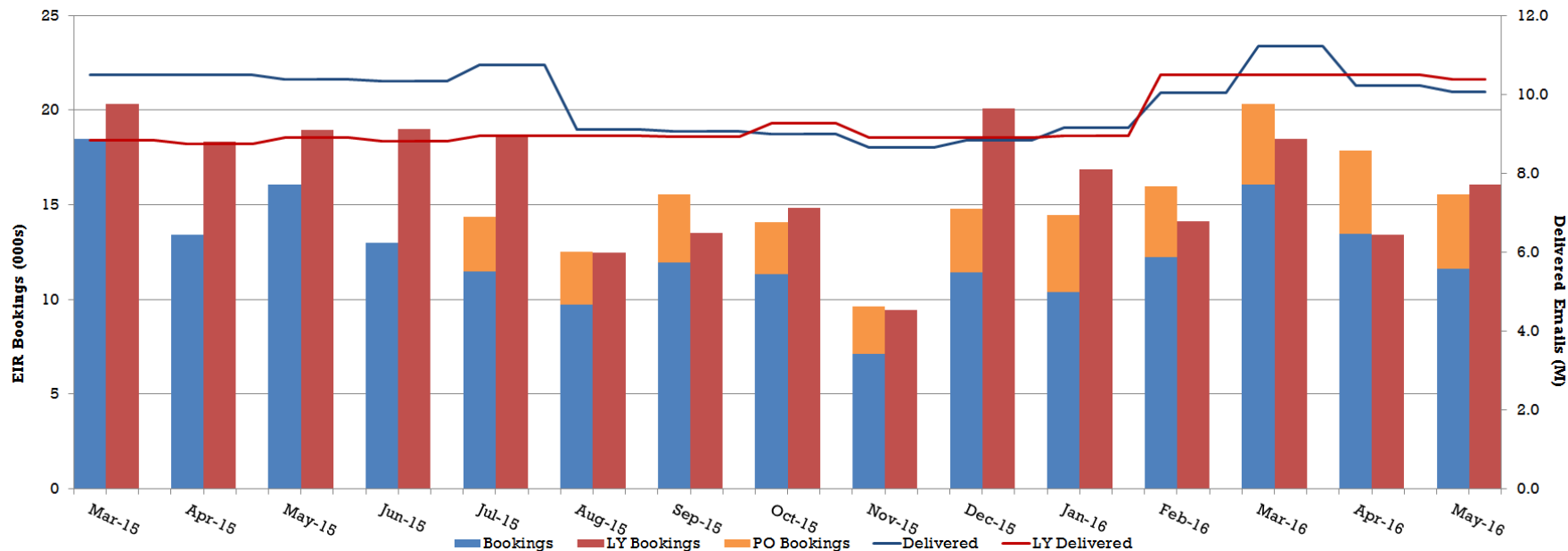
Observations

Bucking a three month trend Hotel Specials '15 bookings surpassed Hotel Specials '16 & Offers due to:

- 3% YoY drop in emails delivered & bookings
- Click engagement with Field Offers in May '15, which generated the 2nd highest clicks for that section
- Field Offers may not have been as compelling as 2015

May '16 Hotel Specials performance summary
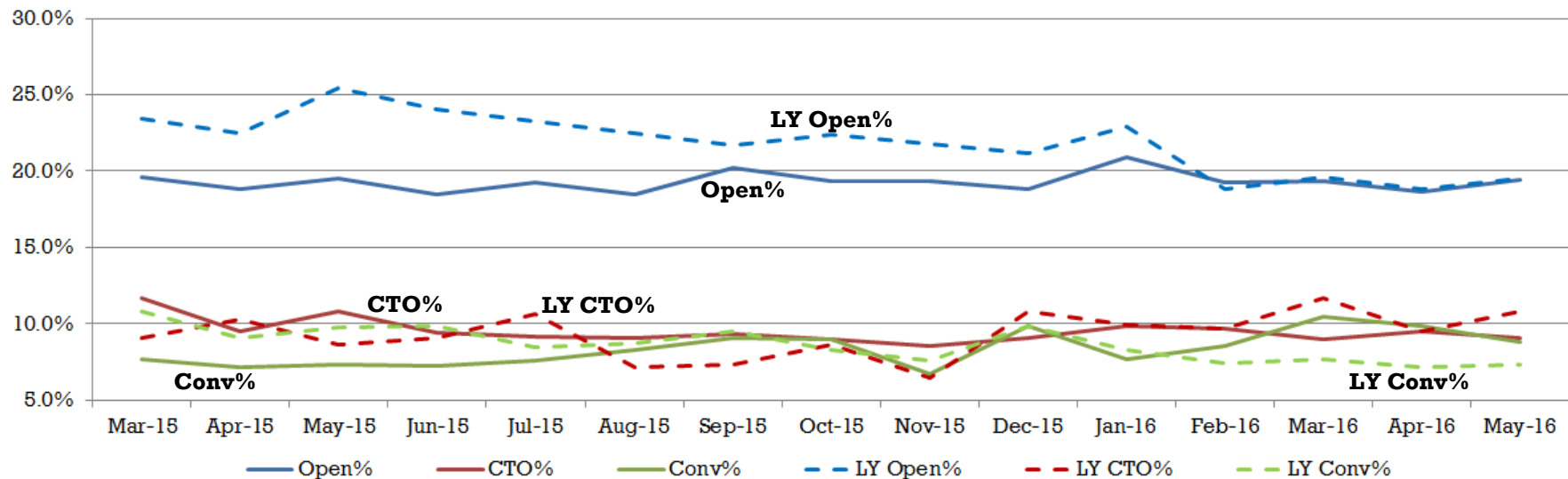
Observations
Click to open rate fell 5% MoM and 16% YoY
Conv% fell by 11% MoM and was 20% higher YoY

May '16 Hotel Specials link analysis

Hotel Specials
Mitchell's June Travel Deals

Observations

May generated the 5th lowest number of clicks since Jan '13

- Header clicks was the 2nd lowest since Jan '15
- Template change introduced a new footer, which eliminated Brand icons, Popular Destinations
- There may have been an unsub tracking issue

Getaways generated an above average click share due to the feature of the Summer promo

- This offer did not generate as much click engagement as previous month's Hawaii/Hilton Head sweepstakes

Experiences generated the highest click share and 2nd most clicks since Jan '15

- Featured Beach & City offers

eBreaks section continued to attract clicks, consistently generating > 10 K per month

Account Box
23% clks, 36% bks

Field Offers
45% clks, 33% bks

Search
10% clks, 12% bks

Getaways
8% clks, 9% bks

Experiences
7% clks, 4% bks

eBreaks
6% clks, 5% bks

May '16 Hotel Specials link analysis

Observations

The Summer Promo Sweepstakes in the Getaways section generated 63% of the section

Experiences drew the highest % of clicks for this section
- All offers generated an above average number of clicks
- All city offers were below beach offers but generated more clicks than beach offers

eBreaks generated more clicks than any single offer and a higher Conv% than the Field Offers section
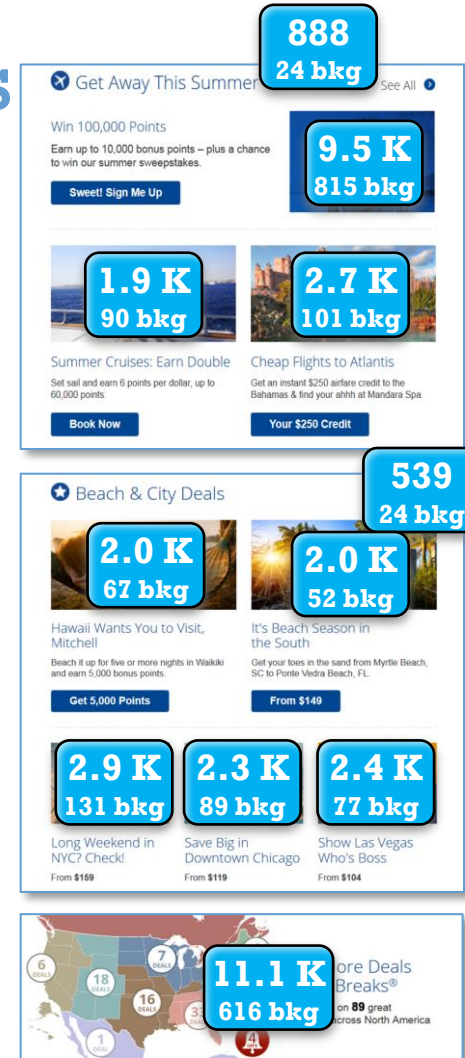
Changes to footer area may have led to a decrease in 13 K clicks

Observations

Template change introduced a new footer, which eliminated Brand logos & Popular Destinations
- There may have been an unsub tracking issue as the volume of unsubs dropped 28% to 2016 average

Before-May

New Footer-May

May '16 Solo performance summary

Audience		Program	Solos
	Total Delivered	85.4 M / 59.2%	29.2 M / 314.7%
	Unsub Rate	0.30% / 0.1 pts	0.30% / 0.2 pts
	Delivery Rate	98% / -1.5 pts	98% / -1.1 pts
Engagement	Open Rate	24.7% / 1.6 pts	27.9% / 4.1 pts
	Opens	21.1 M / 70.2%	8.2 M / 385.1%
	Click Rate	2.6% / 0.4 pts	3.5% / 2.0 pts
	Unique Clicks	2.2 M / 85.3%	1.0 M / 848.8%
	Click to Open Rate	10.4% / 0.8 pts	12.7% / 6.2 pts
Financial	Bookings	221.7 K / 105.2%	112.6 K / 809.7%
	Revenue	$80.8 M / 97.9%	$40.8 M / 787.6%
	Conversion Rate	10.1% / 1.0 pts	10.9% / -0.5 pts
	Bookings per Delivered (K)	2.6 / 28.9%	3.9 / 119.4%

Observations

Solo deliveries increased YoY by 314.7% and bookings increased by 809.7%, resulting in a net increase in Booking per delivered (K) of 119.4%

Elite Benefits Solo and Summer Bonus Promo accounted for 71% of Solo volume and 72% of Solo bookings

May Solo launches

Elite Benefits

Summer Bonus Promo Announcement & Registration confirmation

Double Elite night credit (Int'l)

Elite Concierge Service

Password Change

May '16 Solo MoM performance summary
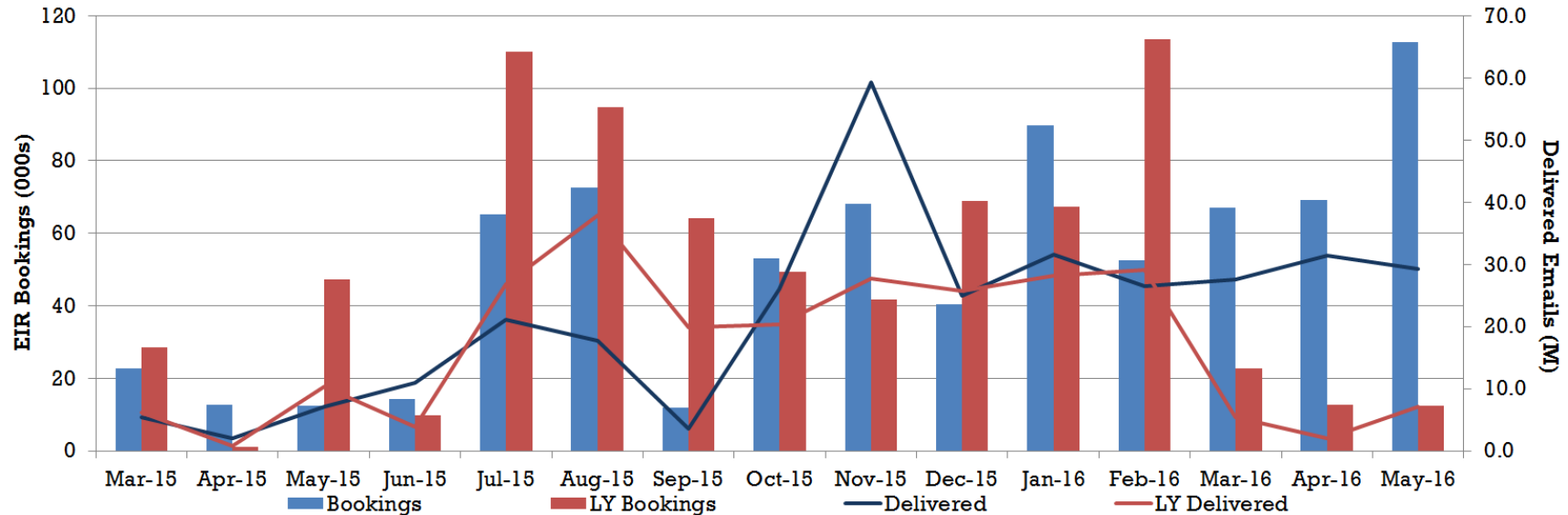
May Key Solo mailings		Delivered / EIR Bookings				Delivered / EIR Bookings
May '16:	Elite Benefits	11 M / 32.4 K		**May '15:**	Atlantis	5.9 M / 5.0 K
	Summer Ann	9.4 M / 45.1 K			METT	753 K / 721
	Int'l 2XElite	2.8 M / 7.7 K			MB Total Earned	243 K / 4.2 K
	METT	2.4 M / 5.2 K			Abandoned Search	76 K / 2.3 K
	Password Change	1.9 M / 6.3 K				

May '16 Solo visualization – Email engagement
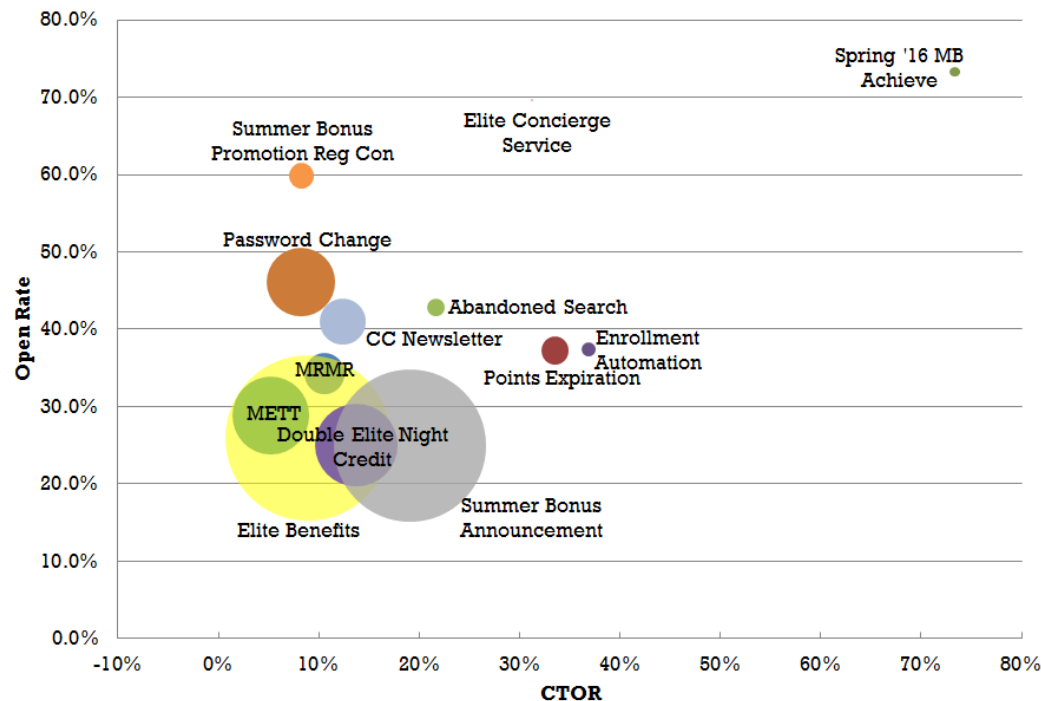
Observations

Summer Bonus Announcement and Elite Benefits generated similar open rates ~ 25%

Recognition for activities continued to generate high interest with Spring MB achievement and Summer Bonus Reg confirmations generating above 60% Open rates

Elite Benefits Solo

Program Benefit Solos	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bkngs /Dlvd
Elite Benefits	11.1 M	32.4 K	$11.80 M	25.9%	8.9%	12.6%	2.9
Member Rates	14.4 M	19.8 K	$7.65 M	23.1%	6.0%	9.9%	1.4
Fab Four	11.3 M	25.1 K	$8.97 M	29.9%	6.7%	11.0%	2.2

Observations

Elite Benefits Solo generated at least a 33% higher CTO% than other benefit announcements; potential contributors

- Greater clickable content
- Larger CTA buttons
- Layout

Test & Roll was conducted
- Winner: **See Your New Member Benefits**
- 4 New Member Benefits You'll Love
- [FNAME's][Your] New Member Benefits

"Big Changes are Coming" subject line generated the highest Open rate, suggesting curiosity generating subject lines may be as impactful as new benefit announcements
For Subject line learning agenda: Direct benefits call out vs intrigue for one-time Solo announcements

Elite Benefit Solo
See Your New Member Benefits

Member Rates
New. Yours. Now. Marriott Rewards Member Rates

Fab Four
Big Changes are Coming…

Summer Promo Solo

Promotional Solo	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bkngs /Dlvd
Announcement	9.4 M	45.2 K	$16.02 M	24.9%	19.1%	10.1%	4.8
Reg Con	265.6 K	3.2 K	$1.02 M	59.9%	8.3%	24.3%	12.1
Summer Promo Total	**9.7 M**	**48.4 K**	**$17.0 M**	**25.9%**	**18.4%**	**10.5%**	**5.0**

Observations

Summer promo featured bonus point offers after 2nd stay & registration to 100K bonus point sweepstakes (US only)

Summer Promo Announcements and Registration Confirmations generated similar Open, Click to open and Conversion rates as respective Spring '16 & '15, Fall '15, and Mid Year '14 touchpoints

Unique design elements:
- Blue hero treatment
- Targeted offers to TSAT & WHPH
- Sweepstakes to US only
- Traveler link
- Conversational CTA copy ("Sweet! Sign Me Up")
- Green CTA

Announcement (Core)

<u>SL</u>: *100,000 Points Could be Yours, Jim*
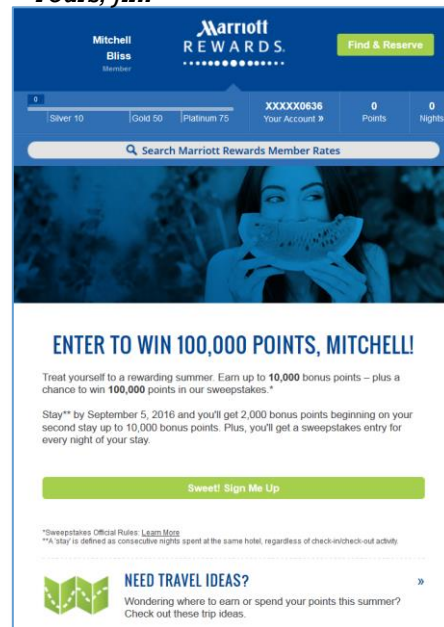
Registration Confirmation

<u>SL</u>: *Ready. Set. Earn Points This Summer*
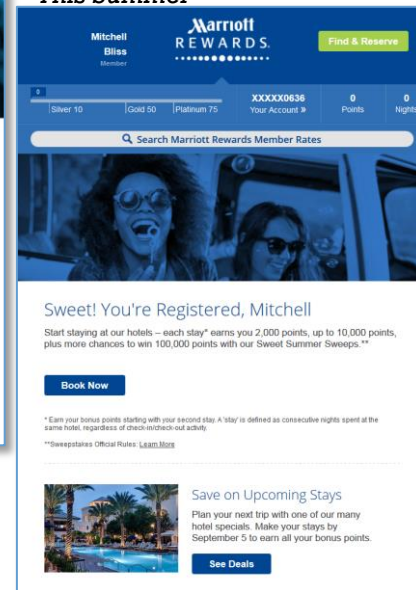
Double Elite Night Credit Solo

You're Invited: Boost Your Status

Double Elite Night Credit Solo	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bkngs /Dlvd
2X Elite Night	2.8 M	7.7 K	$3.44 M	25.0%	13.7%	8.1%	2.8

Observations

International-only promotion offered double elite night credits

Portuguese and Spanish versions were created for Double Elite Night Credit, Summer Bonus Promo & Member Rates Solo
- In comparison, Double Elite Night Credit open rates were well below the other two Solos in these languages

May '16 Lifecycle performance summary

		Program	Lifecycle
Audience	Total Delivered	85.4 M / 59.2%	4.4 M / 93.9%
	Unsub Rate	0.30% / 0.1 pts	0.69% / 0.1 pts
	Delivery Rate	98% / -1.5 pts	96% / 0.5 pts
Engagement	Open Rate	24.7% / 1.6 pts	33.7% / 0.7 pts
	Opens	21.1 M / 70.2%	1.5 M / 97.9%
	Click Rate	2.6% / 0.4 pts	6.3% / -1.7 pts
	Unique Clicks	2.2 M / 85.3%	280.1 K / 52.2%
	Click to Open Rate	10.4% / 0.8 pts	18.7% / -5.6 pts
Financial	Bookings	221.7 K / 105.2%	21.9 K / 39.8%
	Revenue	$80.8 M / 97.9%	$8.8 M / 34.2%
	Conversion Rate	10.1% / 1.0 pts	7.8% / -0.7 pts
	Bookings per Delivered(K)	2.6 / 28.9%	4.9 / -27.9%

Observations

Delivery increased YoY by 93.3% and bookings increased by 39.8%, resulting in a decrease in Bookings per Delivered (K) of 27.9%

- YoY decreases in click to Open rate and Booking per delivered have been BAU performance since the launch of Anniversary and Onboarding campaigns
- Both campaigns generate high Lifecycle campaign volume and lower than average Click to open and Conversion rate

May '16 Lifecycle MoM performance summary
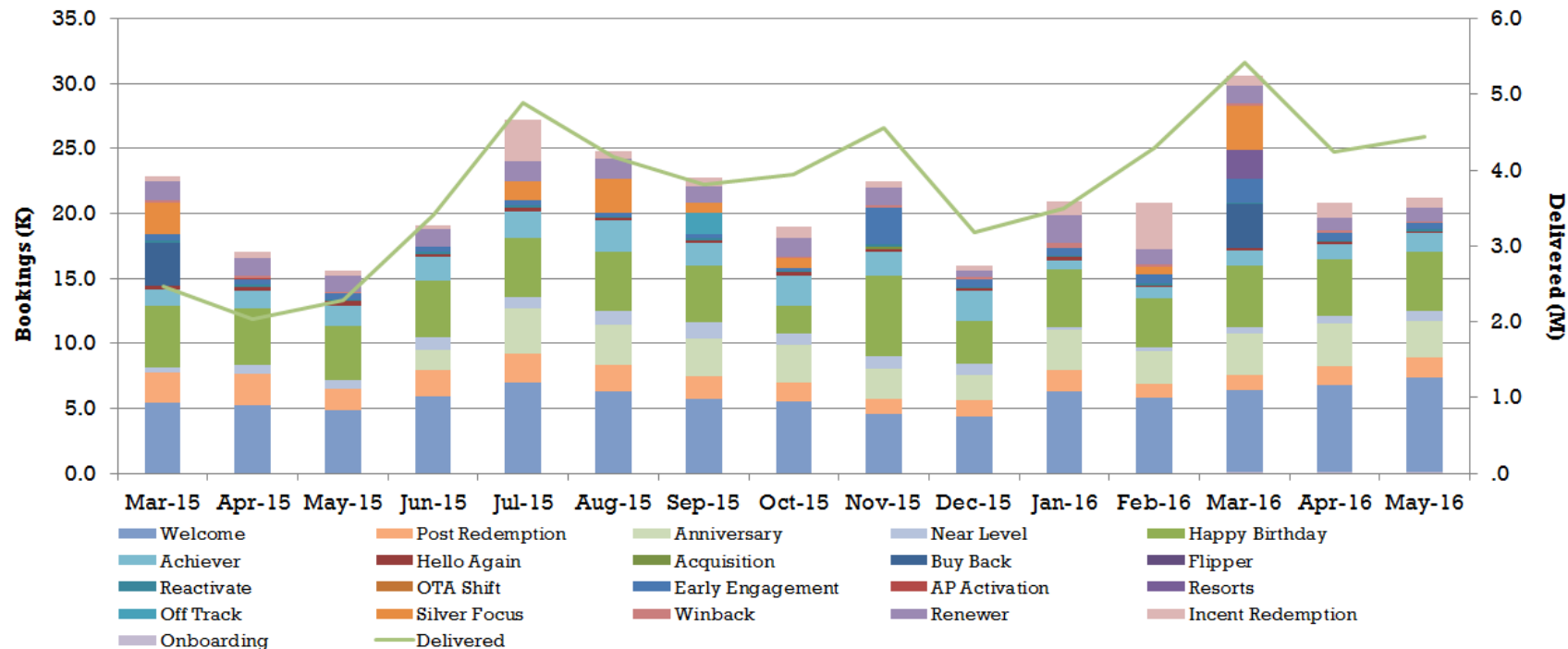
Observations
- Bookings are up 6.9% from 2015 average; Bookings/Delivered are down 24.6%
- New campaigns Anniversary and Onboarding series increased overall Lifecycle delivery but email KPIs were below category average

May '16 Lifecycle visualization – Engagement
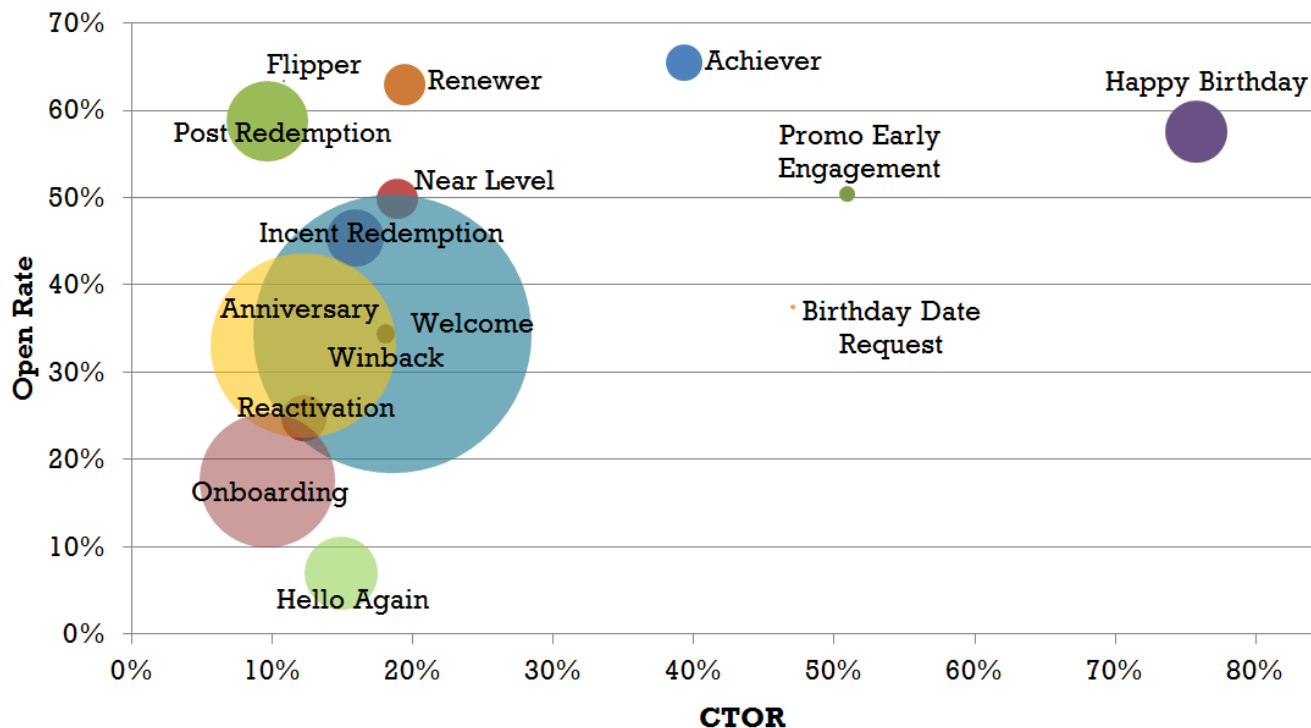
Observations

Onboarding campaign after three months has shown consistent Open and Click to open rates
- Welcome campaign provides a target Open and Click to Open rate as Happy Birthday does for Anniversary

Lifecycle: Membership Anniversary

Happy [number of years] anniversary!

Anniversary Lifecycle	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/ Del (K)
Jun '15	404.4 K	1.5 K	$563.3 K	35.6%	15.4%	6.7%	3.7
Jul '15	909.2 K	3.5 K	$1.2 M	35.5%	14.6%	7.4%	3.9
Aug '15	867.3 K	3.1 K	$1.2 M	35.8%	14.0%	7.2%	3.6
Sep '15	816.6 K	2.9 K	$1.1 M	34.4%	14.4%	7.3%	3.6
Oct '15	817.8 K	2.9 K	$991.1 K	34.9%	14.1%	7.1%	3.5
Nov '15	750.3 K	2.4 K	$826.0 K	34.8%	14.1%	6.5%	3.2
Dec '15	618.8 K	1.9 K	$706.7 K	32.3%	13.0%	7.5%	3.1
Jan '16	820.9 K	3.1 K	$1.2 M	36.1%	13.0%	8.1%	3.8
Feb '16	812.1 K	2.5 K	$924.0 K	32.0%	13.0%	7.5%	3.1
Mar '16	922.0 K	3.1 K	$1.1 M	34.8%	12.4%	7.8%	3.4
Apr '16	890.0 K	3.3 K	$1.1 M	35.2%	12.9%	8.2%	3.7
May '16	970.5 K	2.9 K	$1.0 M	33.1%	12.2%	7.3%	2.9

Observations

Anniversary campaign is 43% of Lifecycle campaign volume and Click to open & Conversion rate are below Lifecycle campaign average

Click to open rate has been declining since launch which may be due to % of basics receiving Anniversary has been increasing

Onboarding

Onboarding generatesd~11% of Lifecycle volume and Open, click to open and Conversion rate are all well below Lifecycle campaign average

May performance has been consistent since launch

- Open rate after the first message tapers to ~ 16%, below program average
- Click to Open rate starts at program avg, steadily falls with each message
- Conversion rate trended upward with each message

Welcome (Points) email series kpis follow similar trends with each progressive message

Continue to monitor and connect to longer term engagement KPI's after 6 months

- **Drive new member loyalty at a faster rate**
- **Increase # of new members booking their 2nd stay**

Future considerations

- Connecting the series together: themed subject lines, less than 10 days between mailings

May Onboarding	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/ Del (K)
Account Tips	384.3 K	621	$207.0 K	20.3%	11.2%	7.1%	1.6
Earning Points	332.3 K	396	$147.8 K	16.9%	10.2%	6.9%	1.2
Travel Inspiration	282.7 K	242	$101.3 K	16.3%	7.8%	6.8%	0.9
Community	231.0 K	167	$60.3 K	15.2%	5.4%	8.8%	0.7
Total	**$1.2 M**	**1.43 K**	**$516.3 K**	**17.5%**	**9.3%**	**7.1%**	**1.2**

May '16 Destinations performance summary

		Program	Dest.	Core	PO
Audience	Total Delivered	85.4 M 59.2%	11.1 M 1.3%	9.9 M 1.4%	1.2 M 0.3%
	Unsub Rate	0.30% 0.1 pts	0.29% 0.0%	0.31% 0.0%	0.16% 0.0%
	Delivery Rate	98% -1.5 pts	100% 0.3 pts	100% 0.3 pts	100% -0.1 pts
Engagement	Open Rate	24.7% 1.6 pts	20.2% -1.3 pts	19.7% -1.3 pts	24.6% -1.1 pts
	Opens	21.1 M 70.2%	2.2 M -4.8%	1.9 M -4.9%	284.2 K -3.9%
	Click Rate	2.6% 0.4 pts	1.0% -0.2 pts	0.9% -0.2 pts	1.4% -0.2 pts
	Unique Clicks	2.2 M 85.3%	105.1 K -13.1%	89.4 K -13.4%	15.7 K -11.3%
	Click to Open Rate	10.4% 0.8 pts	4.7% -0.4 pts	4.6% -0.4 pts	5.5% -0.5 pts
Financial	Bookings	221.7 K 105.2%	9.3 K -19.1%	7.2 K -19.3%	2.0 K -18.6%
	Revenue	$80.8 M 97.9%	$3.6 M -18.0%	$2.8 M -17.0%	$.8 M -21.3%
	Conversion Rate	10.1% 1.0 pts	8.8% -0.7 pts	8.1% -0.6 pts	13.0% -1.2 pts
	Bookings per Delivered (K)	2.6 28.9%	0.8 -20.2%	0.7 -20.4%	1.8 -18.9%

Observations

Destinations deliveries increased MoM by 1.3% and bookings decreased by 19.1%, resulting in an overall decrease in Booking per delivered (K) of 20.2%

Note: Dashboard % changes & % pt changes are **Month over Month**, not Year over Year

Generally, most email KPIs decreased MoM and engagement appeared to be agnostic of segmentation

May Destinations focused on three destinations as long-weekend travel inspiration

May '16 Destinations (Core+PO) Email KPI trends
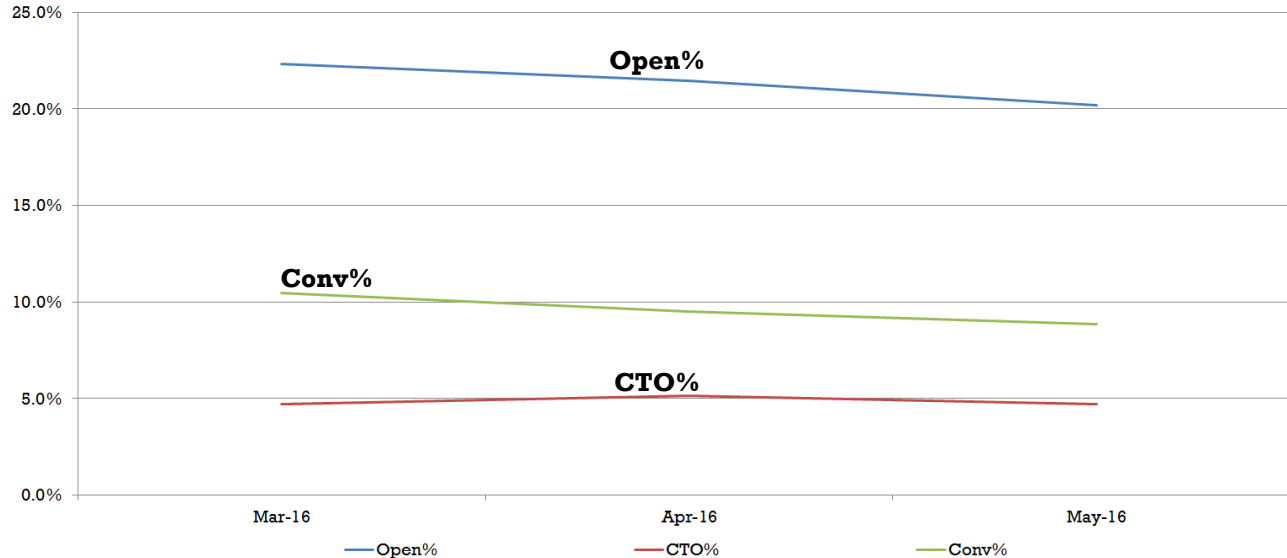
Observations

- Despite overall delivery volume increasing 1.3% MoM clicks decreased 13% due to decreases in Open rate and Click to open rate
- Subject Line Test:
  Winner: 3 Trending Long Weekend Escapes
  [FNAME's][Your] 3-Day Weekend Planner
  Your Call: Beach, Culture or Honky Tonk?
- The new template had less clickable content than April & March versions

May '16 Core Destinations

Observations

May Destinations focused on three destinations as long-weekend travel inspiration

The Account box generated 36% of clicks, slightly above Core Destinations avg

The Main section generated 36% of clicks with the Nashville article generate nearly 50% of the section's clicks

The Middle section focused on festivals for foods and generated 10% of clicks which may not have attracted as many clicks as April's TSA message in the same position

The Bottom section featured Myrtle Beach, national parks and Vienna Austria and generated roughly the same % of clicks as April's section

Overall conversion rate fell to 8.8% from April's 9.8% with decreases happening mostly in all section except the header, search & footer

Destinations
3 Trending Long Weekend Escapes

Account Box
36% clks, 67% bks

Search
8% clks, 10% bks

Top Offer
36% clks, 15% bks

Middle Offer
10% clks, 4% bks

Bottom Offer
7% clks, 2% bks

Core

Account Box
36% clks, 67% bks

Search
8% clks, 10% bks

Top Offer
36% clks, 15% bks

Middle Offer
10% clks, 4% bks

Bottom Offer
7% clks, 2% bks

TSAT

Account Box
27% clks, 73% bks

Search
8% clks, 8% bks

Top Offer
44% clks, 17% bks

Middle Offer
11% clks, 3% bks

Bottom Offer
8% clks, 0% bks

WHPH

Account Box
26% clks, 40% bks

Search
4% clks, 10% bks

Top Offer
48% clks, 30% bks

Middle Offer
13% clks, 11% bks

Bottom Offer
7% clks, 5% bks

May '16 Project Orange performance summary

		Program	Project Orange
Audience	Total Delivered	85.4 M / 59.2%	3.4 M / 277.9%
	Unsub Rate	0.30% / 0.1 pts	0.12% / -0.0 pts
	Delivery Rate	98% / -1.5 pts	98% / -1.3 pts
Engagement	Open Rate	24.7% / 1.6 pts	28.0% / 1.3 pts
	Opens	21.1 M / 70.2%	944.5 K / 296.4%
	Click Rate	2.6% / 0.4 pts	2.6% / 0.3 pts
	Unique Clicks	2.2 M / 85.3%	89.4 K / 331.5%
	Click to Open Rate	10.4% / 0.8 pts	9.5% / 0.8 pts
Financial	Bookings	221.7 K / 105.2%	15.5 K / 587.5%
	Revenue	$80.8 M / 97.9%	$5.8 M / 613.1%
	Conversion Rate	10.1% / 1.0 pts	17.4% / 6.5 pts
	Bookings per Delivered(K)	2.6 / 28.9%	4.6 / 81.9%

May Project Orange	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
WHPH	1.5 M	11.2 K	$4.2 M	32.6%	9.5%	24.5%	7.6	0.10%
Benefits	507.8 K	7.0 K	$2.7 M	42.2%	11.3%	28.8%	13.8	0.1%
Destinations	507.5 K	1.3 K	$500.1 K	27.7%	5.6%	16.6%	2.6	0.1%
Offers	465.0 K	2.9 K	$1.0 M	27.4%	10.6%	21.4%	6.2	0.0%
TSAT	1.9 M	4.3 K	$1.6 M	24.4%	9.5%	9.9%	2.3	0.14%
Benefits	647.2 K	2.6 K	$975.1 K	29.2%	11.6%	11.8%	4.0	0.2%
Destinations	647.0 K	729	$272.0 K	22.2%	5.4%	9.3%	1.1	0.2%
Offers	602.0 K	1.0 K	$376.2 K	21.5%	10.8%	7.3%	1.7	0.1%
Total	3.4 M	15.5 K	$5.8 M	28.0%	9.5%	17.4%	4.6	0.12%

Observations

- YoY comparisons are based on a single PO-targeted Solo (Recommendations) sent in May
- Program wide CTO% and Booking/Delivered were below the to-date average by 9.5% & 6.1% respectively
- **TSAT:** CTO% and Conv% beat YTD averages by 15.0%
- **WHPH:** CTO and Conv% were under YTD averages 15.9% & 11.6% respectively

Compared to the base email program, PO-dedicated campaigns: Generated +3.4% Open%, -8.6% CTO% +71.7% higher Conv%

May '16 Email overview & MoM trends

May Project Orange	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
WHPH	**1.5 M**	**11.2 K**	**$4.2 M**	**32.6%**	**9.5%**	**24.5%**	**7.6**	**0.10%**
Benefits	507.8 K	7.0 K	$2.7 M	42.2%	11.3%	28.8%	13.8	0.1%
Destinations	507.5 K	1.3 K	$500.1 K	27.7%	5.6%	16.6%	2.6	0.1%
Offers	465.0 K	2.9 K	$1.0 M	27.4%	10.6%	21.4%	6.2	0.0%
TSAT	**1.9 M**	**4.3 K**	**$1.6 M**	**24.4%**	**9.5%**	**9.9%**	**2.3**	**0.14%**
Benefits	647.2 K	2.6 K	$975.1 K	29.2%	11.6%	11.8%	4.0	0.2%
Destinations	647.0 K	729	$272.0 K	22.2%	5.4%	9.3%	1.1	0.2%
Offers	602.0 K	1.0 K	$376.2 K	21.5%	10.8%	7.3%	1.7	0.1%
Total	**3.4 M**	**15.5 K**	**$5.8 M**	**28.0%**	**9.5%**	**17.4%**	**4.6**	**0.12%**

Bookings by Month
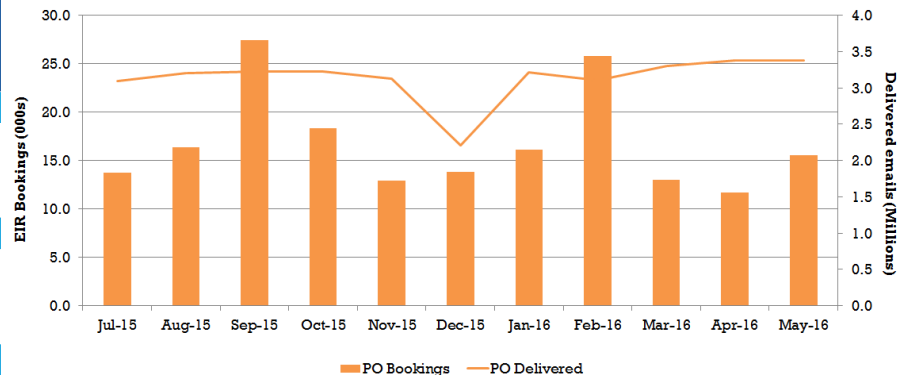
Observations

PO campaigns generated the highest number of clicks in a non-Megabonus support month and 4th highest number of opens all-time

- Benefits Open rate was the highest all-time
- Offers maintained click engagement with slight decreases in Conversion rate
- Destinations content focused on long-weekend travel inspiration and WHPH Conv% fell below recent trends while TSAT Conv% increased

Compared to the base email program, PO-dedicated campaigns: Generated +3.4% Open%, -8.6% CTO% +71.7% higher Conv%

Email KPI's by Month
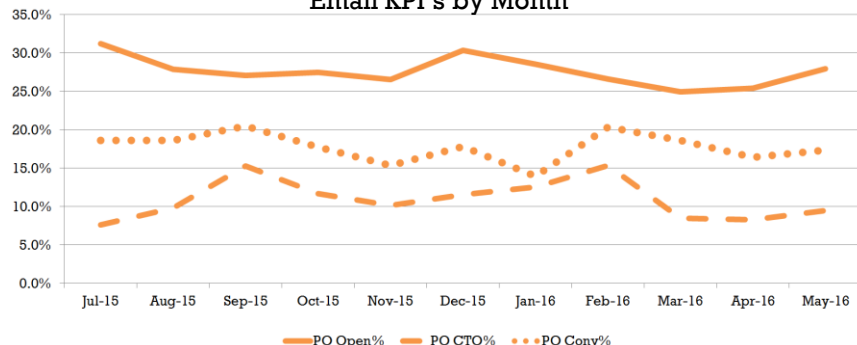
Benefits overview and MoM trends

Observations

Overall
- Open rate was an all time high (35%) with WHPH generating the highest & TSAT the 3rd highest; Campaign conversion rate was also above average, especially for not promoting MegaBonus

TSAT
- Open% was the 3rd highest since PO launch
- *Your Account: Get The Lowest Rate Every Time*
- CTO% was down 14.1% from to-date average
- Conv% was the highest of all time at 11.8%

WHPH
- Highest Open% all-time
- Your Account: Work Your New Member Rate
- CTO was down 40.2% from to-date average
- 3rd highest Conv% since PO launch

Bookings vs Delivered Emails by segment

Email KPI's by segment

WHPH & TSAT click engagement was higher with Core versions than Benefits

May eNews/ Benefits	Delivered	Opens	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bkngs/ Dlvd	Unsub%
TSAT eNews	66.6 K	18.3 K	338	$130.7 K	27.4%	19.6%	9.4%	5.1	0.18%
TSAT Benefits	647.2 K	189.3 K	2.6 K	$975.1 K	29.2%	11.6%	11.8%	4.0	0.15%
%△					7%	-41%	25%	-21%	
WHPH eNews	54.2 K	20.1 K	894	$338.8 K	37.0%	19.4%	23.0%	16.5	0.09%
WHPH Benefits	507.8 K	214.5 K	7.0 K	$2.67 M	42.2%	11.3%	28.8%	13.8	0.13%
%△					14%	-42%	25%	-16%	

The subject line in the PO versions resonated better than Core versions

Core eNews:
- **Your Account: Introducing Member Rates**
- Your Account: May Updates [for FNAME]
- Your Account: Get the Lowest Rate Every Time

TSAT
Get The Lowest Rate Every Time
(3rd highest Open rate)

WHPH
Work Your New Member Rates
(Highest Open rate)

CTO delta was consistent with previous months
- Core version had ~X links while Benefits had ~ Y

May WHPH Benefits

May Benefits	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/ Del (K)	Unsub%
WHPH	507.8 K	7.0 K	$2.7 M	42.2%	11.3%	28.8%	13.8	0.1%

Observations

Top Offer featuring Member Rates experienced 3rd lowest % of clicks (18%) for this section all-time
- 2nd highest Conv% (29.3%) since PO launch

Rewards section generated the largest share of clicks to date (165.2% above 2016 avg), and 3rd highest Conv%(23%); top click-generating content:
- Section Header = 29.1% of Rewards Clicks; 19.8% Conv%
- Milestone = 22.9% of Rewards Clicks; 35.1% Conv%
  - 50% bonus stays to Platinum = 9.7% of Rewards Clicks; 44.7% Conv%
- JW @ Los Cabos redemption = 14.6% of Rewards Clicks; 20.1% Conv%
- Venice = 11.4% of Rewards Clicks; 17.2% Conv%

Hotel Openings had a 54.7% higher % of clicks than to-date average
- NYC Renaissance = 43.8% of section clicks
- Atlanta AC = 25.8% of section clicks
- Camby Autograph = 23.0% of section clicks

Benefits

Your Account: Work Your New Member Rates

Account Box — 24% clks, 26% bks
Search — 6% clks, 5% bks
Top Offer — 18% clks, 21% bks
Top Offer 2 — 1% clks, 1% bks
Rewards — 30% clks, 30% bks
Redeem - Hotel — 14% clks, 11% bks
Redeem - Prod — 2% clks, 3% bks
Hotel Openings — 4% clks, 3% bks

May Non-Member WHPH Benefits

May Non-Member Benefits	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
WHPH	5.9 K	2	$1.0 K	25.4%	1.6%	8.3%	0.3	0.5%

Observations

The Non-Member version of Benefits featured Member Rates

Enrollments were not tracked towards this effort

Non-Member Benefits

Don't Work so Hard to Find Low Rates

Account Box
29%, 0 bks

Search
4%, 0 bks

Top Offer
21%, 0 bks

Top Offer 2
7%, 0 bks

Top Offer 3
14%, 0 bks

City Scene
21%, 0 bks

May TSAT Benefits

May Benefits	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
TSAT	647.2 K	2.6 K	$1.0 M	29.2%	11.6%	11.8%	4.0	0.2%

Observations

Top Offer featuring Member Rates drew the 2nd largest % of clicks compared to months that did not feature MegaBonus and had it's best Conv% of all time at 11.4%

Rewards saw the greatest % of clicks (29.5%) and Conv% (7.8%) since PO launch
- Section Header = 44.8% of Rewards Clicks; 4.9% Conv%
- Milestone = 24.7% of Rewards Clicks; 18.6% Conv%
    - Basic; X nights to Silver = 6.3% of Rewards Clicks; 10.0% Conv%
    - Earn 25% with Gold = 6.1% of Rewards Clicks; 25.2% Conv%

9% ebreaks generated 9% of email clicks, well above average of sections low below the fold

Account Box 26% clks, 37% bks

Search 10% clks, 11% bks

Top Offer 17% clks, 19% bks

Top Offer 2 1% clks, 0.4% bks

Rewards 26% clks, 22% bks

Redeem - Hotel 4% clks, 2% bks

Your Account: Get the Lowest Rate Every Time

Hotel Openings 4% clks, 2% bks

City Scene 3% clks, 1% bks

eBreaks 9% clks, 5% bks

May Non-Member TSAT Benefits

May Non-Member Benefits	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
TSAT	43.8 K	1	$418	24.3%	1.8%	0.5%	0.0	0.4%

Observations

The Non-Member version of Benefits featured Member Rates

Enrollments were not tracked towards this effort

Account Box
31%, 0 bks

Search
8%, 1 bks

Top Offer
24%, 0 bks

Top Offer 2
7%, 0 bks

Top Offer 3
5%, 0 bks

City Scene
20%, 0 bks

Offers overview and MoM trends

Observations

Overall

Open% for both segments was the 2nd highest in 2016, still below 2015 average

MoM bookings for both segments fell due to decreases in Conv%

Both segments featured the Summer Promo offer & sweepstakes, which did not appear to create the same click engagement as April's Hawaii/Hilton Head sweepstakes

Bookings vs Delivered Emails by segment

TSAT Bookings · WHPH Bookings · TSAT Delivered · WHPH Delivered

Email KPI's by segment

TSAT Open% · TSAT CTO% · TSAT Conv% · WHPH Open% · WHPH CTO% · WHPH Conv%
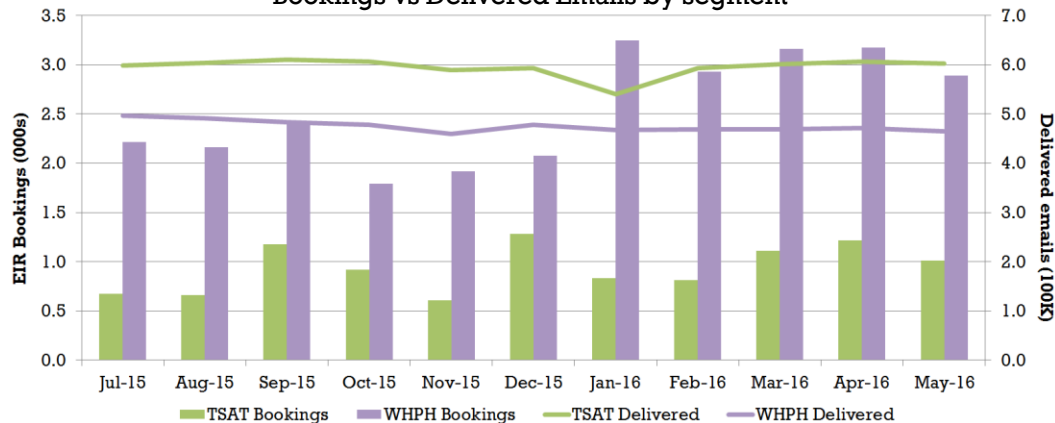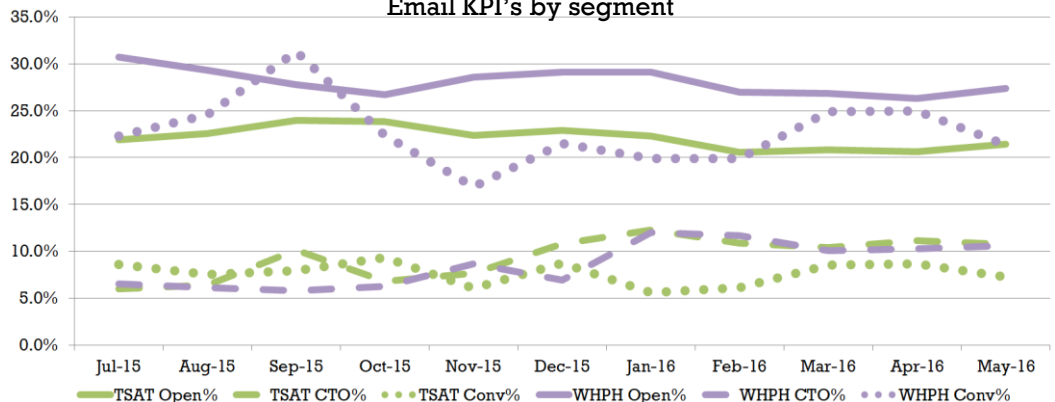
May WHPH Offers

May Offers	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/ Del (K)	Unsub%
WHPH	465.0 K	2.9 K	$1.0 M	27.4%	10.6%	21.4%	6.2	0.0%

Observations

Field Offers generated the highest click share YTD but also generated a below average Conv% compared YTD

Getaways generated above average click share due to the Summer Promo offer & sweepstakes

Experiences featured Beach & City destinations but did not appear to attract more engagement than previous month's offer categories
- City destinations generated the most clicks, Chicago, NYC & Las Vegas over Hawaii and Southern Beach Destinations

Offers
[FNAME's]June Travel Deals

Account Box
17% clks, 20% bks

Search
6% clks, 6% bks

Field Offers
58% clks, 54% bks

Major Offer
14% clks, 15% bks

Minor Offer
5% clks, 4% bks

May TSAT Offers

May Offers	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/ Del (K)	Unsub%
TSAT	602.0 K	1.0 K	$376.2 K	21.5%	10.8%	7.3%	1.7	0.1%

Observations

Field Offers attracted over 50% of clicks since February

Getaways generated above average click share due to the Summer Promo offer & sweepstakes
- Summer Promo Sweepstakes had the highest Conv% in this section and accounted for 71.8% of section clicks

Though Experiences generated an average % of clicks, the section saw it's highest Conv% (5.5%)
- Southern Beach Destinations, Hawaii and Chicago generated the most click engagement over NYC & Las Vegas

eBreaks continued to attract clicks consistent with previous months, ~ 6%

Offers
[FNAME's]June Travel Deals

Major Offer
8% clks, 6% bks

Account Box
18% clks, 33% bks

Search
9% clks, 16% bks

Field Offers
53% clks, 33% bks

Minor Offer
4% clks, 4% bks

eBreaks
6% clks, 6% bks

Destinations overview and MoM trends

Observations

Template continued to evolve as May Destinations focused on three destinations as long-weekend travel inspiration

TSAT
- Booking/Delivered was slightly above to-date average in May
- Conv% was the highest since PO launch at 9.3%

WHPH
- Booking/Delivered was the 2nd lowest due to lowest Conv% since PO launch
- Conv% decreased across all sections

Subject line testing centered around Memorial Day long weekend travel inspiration

Bookings vs Delivered Emails by segment

Legend: TSAT Bookings, WHPH Bookings, TSAT Delivered, WHPH Delivered

Email KPI's by segment

Legend: TSAT Open%, TSAT CTO%, TSAT Conv%, WHPH Open%, WHPH CTO%, WHPH Conv%

May WHPH & TSAT Destinations

May Destinations	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/ Del (K)	Unsub%
WHPH	507.5 K	1.3 K	$500.1 K	27.7%	5.6%	16.6%	2.6	0.1%
TSAT	647.0 K	729	$272.0 K	22.2%	5.4%	9.3%	1.1	0.2%
Total	**1.2 M**	**2.0 K**	**$.8 M**	**24.6%**	**5.5%**	**13.0%**	**1.8**	**0.16%**

Observations

The majority of clicks went to the 3 featured destinations

- 37% of TSAT clicks
- 62% of WHPH clicks

Nashville content generated most Top Offer clicks for this section for both segments

- 51.7% of TSAT Top Offer clicks
- 49.0% of WHPH Top Offer clicks

The middle section featured Food-centric content and did not attract clicks like last month's TSA-Precheck content

Domestic offers continue to resonate with TSAT, as National Parks and Myrtle Beach accounted for 80.2% of Bottom section clicks

TSAT
Where to Spend Your Next 3-Day Weekend

WHPH
3 Days in Nashville, Santa Monica or Barcelona

93

+ Thank You!

Appendix

2016 Hotel Specials/Offers YoY bookings fell by 3% while booking/delivered stayed flat
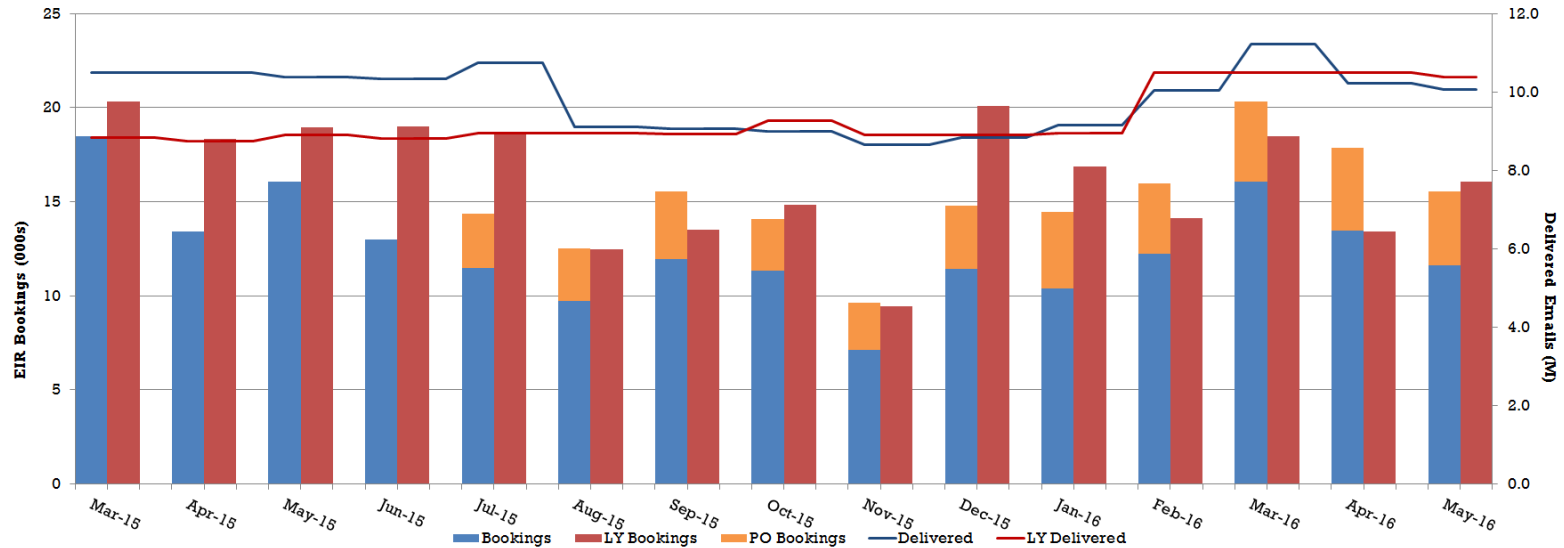
MegaBonus results to date

First 3 Months

MegaBonus First 3 Months	Delivered	EIR Bookings	EIR Revenue	Bkngs/Dlvd
Announcement	7.8 M	35.6 K	$13.54 M	4.5
Corrected Info	605.2 K	22.3 K	$8.20 M	36.9
First Hurdle Progress Check In	43.2 K	1.2 K	$452.0 K	28.6
No Stays Progress Check In	307.9 K	5.7 K	$1.89 M	18.6
Preview	6.0 M	9.8 K	$3.38 M	1.6
Registration Confirmation	590.8 K	7.5 K	$2.66 M	12.6
Registration Reminder	1.7 M	6.5 K	$2.46 M	3.9
eNews Jan '15	10.5 M	56.2 K	$9.30 M	5.3
eNews Feb '15	10.6 M	18.1 K	$2.80 M	1.7
eNews Mar '15	10.5 M	2.1 K	$916.5 K	0.2
Spring '15	**48.6 M**	**165.2 K**	**$45.6 M**	**3.4**
Announcement	8.7 M	50.0 K	$18.09 M	5.7
First Hurdle Progress Check In	95.4 K	2.2 K	$780.6 K	23.1
No Stays Progress Check In	130.8 K	1.4 K	$488.0 K	10.5
Preview	6.7 M	15.2 K	$5.57 M	2.3
Registration Confirmation	640.7 K	8.0 K	$3.01 M	12.5
Registration Reminder	1.9 M	4.3 K	$1.58 M	2.3
eNews Sep '15	10.2 M	27.2 K	$4.50 M	2.7
PO-Benefits Sep '15	1.0 M	18.1 K	$6.96 M	17.6
eNews Oct '15	10.3 M	12.9 K	$4.86 M	1.2
PO-Benefits Oct '15	1.0 M	7.9 K	$3.01 M	7.6
Hotel Specials Dec '15	7.8 M	95	$34.4 K	0.0
Fall '15	**48.6 M**	**147.3 K**	**$48.9 M**	**3.0**
Achievement	107.0 K	14.2 K	$5.10 M	132.6
Announcement	7.8 M	45.9 K	$16.21 M	5.9
Preview	7.9 M	25.6 K	$9.85 M	3.3
Registration Confirmation	413.8 K	6.0 K	$2.16 M	14.5
Registration Reminder	1.5 M	6.5 K	$2.21 M	4.3
eNews Feb '16	10.6 M	29.3 K	$4.38 M	2.8
Hotel Specials Feb '16	9.0 M	294	$92.6 K	0.0
PO-Benefits Feb '16	907.2 K	16.8 K	$6.37 M	18.5
PO-Offers Feb '16	1.1 M	79	$27.7 K	0.1
eNews Mar '16	10.6 M	4.2 K	$1.47 M	0.4
Hotel Specials Mar '16	10.1 M	440	$164.1 K	0.0
PO-Benefits Mar '16	1.1 M	1.4 K	$578.2 K	1.3
PO-Offers Mar '16	1.1 M	189	$71.9 K	0.2
Spring '16	**62.2 M**	**151.0 K**	**$48.7 M**	**2.4**

First 4 Months

MegaBonus First 4 Months	Delivered	EIR Bookings	EIR Revenue	Bkngs/Dlvd
Announcement	7.8 M	35.6 K	$13.54 M	4.5
Corrected Info	605.2 K	22.3 K	$8.20 M	36.9
First Hurdle Progress Check In	140.9 K	4.4 K	$1.68 M	31.0
No Stays Progress Check In	411.0 K	6.9 K	$2.23 M	16.8
Preview	6.0 M	9.8 K	$3.38 M	1.6
Registration Confirmation	658.8 K	8.5 K	$3.00 M	12.9
Registration Reminder	2.6 M	10.6 K	$3.86 M	4.1
eNews Jan '15	10.5 M	56.2 K	$9.30 M	5.3
eNews Feb '15	10.6 M	18.1 K	$2.80 M	1.7
eNews Mar '15	10.5 M	2.1 K	$916.5 K	0.2
Spring '15	**49.8 M**	**174.5 K**	**$48.9 M**	**3.5**
Announcement	8.7 M	50.0 K	$18.09 M	5.7
First Hurdle Progress Check In	181.0 K	4.3 K	$1551.0 K	23.8
No Stays Progress Check In	171.5 K	1.6 K	$551.9 K	9.1
Preview	6.7 M	15.2 K	$5.57 M	2.3
Registration Confirmation	678.8 K	8.4 K	$3.15 M	12.4
Registration Reminder	2.5 M	6.1 K	$2.17 M	2.4
eNews Sep '15	10.2 M	27.2 K	$4.50 M	2.7
PO-Benefits Sep '15	1.0 M	18.1 K	$6.96 M	17.6
eNews Oct '15	10.3 M	12.9 K	$4.86 M	1.2
PO-Benefits Oct '15	1.0 M	7.9 K	$3.01 M	7.6
eNews Nov '15	10.2 M	822	$321.1 K	0.1
Hotel Specials Dec '15	7.8 M	95	$34.4 K	0.0
Fall '15	**59.7 M**	**152.6 K**	**$50.8 M**	**2.6**
Achievement	191.3 K	26.0 K	$9.24 M	136.1
Announcement	7.8 M	45.9 K	$16.21 M	5.9
Preview	7.9 M	25.6 K	$9.85 M	3.3
Registration Confirmation	487.3 K	6.9 K	$2.43 M	14.1
Registration Reminder	3.0 M	13.4 K	$4.69 M	4.5
eNews Feb '16	10.6 M	29.3 K	$4.38 M	2.8
Hotel Specials Feb '16	9.0 M	294	$92.6 K	0.0
PO-Benefits Feb '16	907.2 K	16.8 K	$6.37 M	18.5
PO-Offers Feb '16	1.1 M	79	$27.7 K	0.1
eNews Mar '16	10.6 M	4.2 K	$1.47 M	0.4
Hotel Specials Mar '16	10.1 M	440	$164.1 K	0.0
PO-Benefits Mar '16	1.1 M	1.4 K	$578.2 K	1.3
PO-Offers Mar '16	1.1 M	189	$71.9 K	0.2
eNews Apr '16	10.7 M	3.1 K	$991.3 K	0.3
Spring '16	**74.5 M**	**173.8 K**	**$56.6 M**	**2.3**

First 5 Months

MegaBonus First 5 Months	Delivered	EIR Bookings	EIR Revenue	Bkngs/Dlvd
Announcement	7.8 M	35.6 K	$13.54 M	4.5
Corrected Info	605.2 K	22.3 K	$8.20 M	36.9
First Hurdle Progress Check In	233.3 K	7.3 K	$2.78 M	31.2
No Stays Progress Check In	470.3 K	7.4 K	$2.37 M	15.6
Preview	6.0 M	9.8 K	$3.38 M	1.6
Registration Confirmation	663.3 K	8.5 K	$3.02 M	12.9
Registration Reminder	2.6 M	10.6 K	$3.86 M	4.1
eNews Jan '15	10.5 M	56.2 K	$9.30 M	5.3
eNews Feb '15	10.6 M	18.1 K	$2.80 M	1.7
eNews Mar '15	10.5 M	2.1 K	$916.5 K	0.2
Spring '15	**49.9 M**	**178.0 K**	**$50.2 M**	**3.6**
Announcement	8.7 M	50.0 K	$18.09 M	5.7
First Hurdle Progress Check In	252.0 K	6.0 K	$2105.9 K	23.7
No Stays Progress Check In	195.0 K	1.6 K	$578.0 K	8.4
Plus Up	1.3 M	1.8 K	$526.6 K	1.3
Preview	6.7 M	15.2 K	$5.57 M	2.3
Registration Confirmation	695.9 K	8.6 K	$3.20 M	12.3
Registration Reminder	2.5 M	6.1 K	$2.17 M	2.4
eNews Sep '15	10.2 M	27.2 K	$4.50 M	2.7
PO-Benefits Sep '15	1.0 M	18.1 K	$6.96 M	17.6
eNews Oct '15	10.3 M	12.9 K	$4.86 M	1.2
PO-Benefits Oct '15	1.0 M	7.9 K	$3.01 M	7.6
eNews Nov '15	10.2 M	822	$321.1 K	0.1
Hotel Specials Dec '15	7.8 M	95	$34.4 K	0.0
Fall '15	**61.1 M**	**156.3 K**	**$51.9 M**	**2.6**
Achievement	233.9 K	32.3 K	$11.32 M	138.3
Announcement	7.8 M	45.9 K	$16.21 M	5.9
Preview	7.9 M	25.6 K	$9.85 M	3.3
Registration Confirmation	487.3 K	6.9 K	$2.43 M	14.1
Registration Reminder	3.0 M	13.4 K	$4.69 M	4.5
eNews Feb '16	10.6 M	29.3 K	$4.38 M	2.8
Hotel Specials Feb '16	9.0 M	294	$92.6 K	0.0
PO-Benefits Feb '16	907.2 K	16.8 K	$6.37 M	18.5
PO-Offers Feb '16	1.1 M	79	$27.7 K	0.1
eNews Mar '16	10.6 M	4.2 K	$1.47 M	0.4
Hotel Specials Mar '16	10.1 M	440	$164.1 K	0.0
PO-Benefits Mar '16	1.1 M	1.4 K	$578.2 K	1.3
PO-Offers Mar '16	1.1 M	189	$71.9 K	0.2
eNews Apr '16	10.7 M	3.1 K	$991.3 K	0.3
Spring '16	**74.6 M**	**179.9 K**	**$58.6 M**	**2.4**