



Project Orange August Review

October 7th, 2016

Table of Contents

- Key Storylines
- Creative Overview
- Executive Dashboard
- Campaign Overviews
- Key Takeaways
- Acquisition Overview
- Appendix



Travel Still A Treat

August performance overview

August 2016 TSAT MBO summary

- ❖ Projected to beat Leisure Stay end of year goal by 7%,
 - No difference vs control group
 - Destinations Road Trip theme for travel inspiration
 - JW Marriott leisure properties featured in PO Benefits
- ❖ Projected to beat New To You Brand end of year goal by 2%
 - No difference vs control group
 - JW Marriott featured in PO Benefits
 - Recommended hotels in Destinations
- ❖ Enrollment showed higher total membership than end of year 2015, yet lower % Elite membership
 - Continued Nonmember version of Benefits with MRCC
 - Display Acquisition efforts in its 4th month leveraging Member rates message
 - Near Elite status message continued in PO Benefits

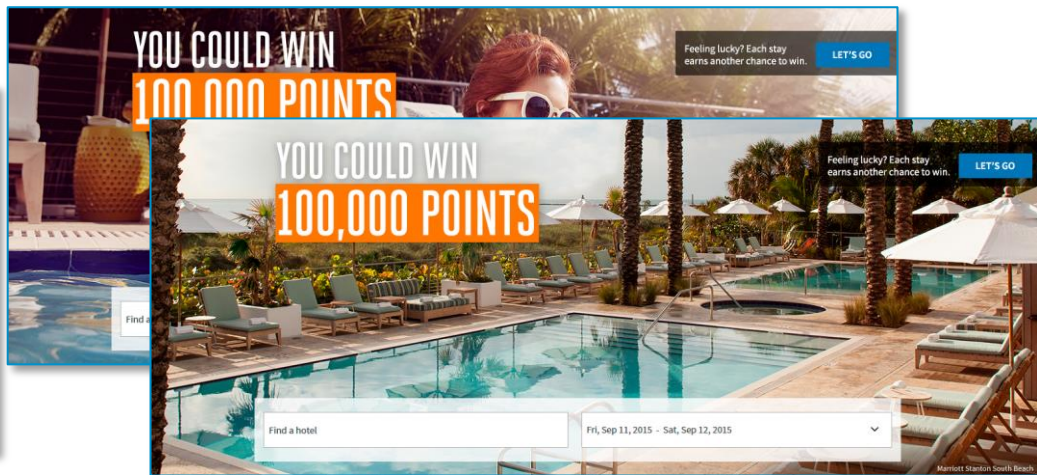
August 2016 TSAT Key Storylines

- ❖ Overall Paid Media GRE fell 5% MoM as overall spend increased while revenue stayed flat driven by an
 - Overall decrease in GRE by Retargeting campaigns
 - Sojern GRE nearly doubled MoM
 - Facebook DAT continued to generate a higher GRE than DPA
 - Google DSA GRE & Conv% increased
 - Google Retargeting spend shifted from Image to Text Ads
- ❖ While email clicks and bookings fell ~15% MoM, they each remained 5% above YTD averages
 - Benefits & Offers continued to drive clicks and bookings from featuring the Summer Promo
 - Destinations generated the lowest CTO%
- ❖ Summer Promo and Member rates were featured in Display media & tended to generate lower Conv% than previous months

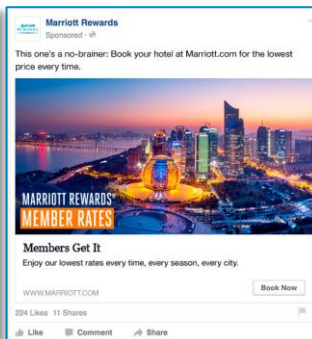
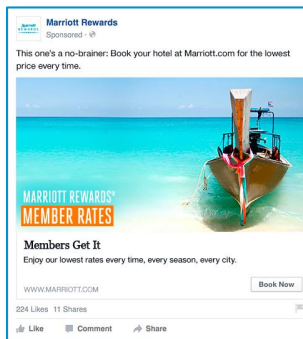
August TSAT Creative Overview

Landing Page Hero

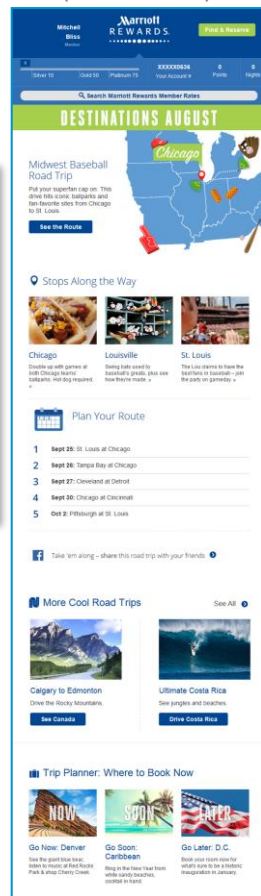
Landing Page Destinations



Facebook



Email
(Destinations)



Aug '16 TSAT Paid Media Executive Summary

Campaign Type	Campaign	Impressions	Spend	CTR	Revenue	▲ MoM Rev	GRE* - assessed on DoubleClick revenue, not MRDW revenue	▲ MoM GRE	▲ Goal
TSAT CRM Targeting	Sojern	437.6 K	\$3.5 K	0.04%	\$20.6 K	21.3%	4.9	91.9%	22.2%
	FB Direct Targeting	735.0 K	\$6.0 K	0.45%	\$66.1 K	-22.5%	10.1	3.2%	16.1%
	CRM Targeting Total	1.2 M	\$9.5 K	0.30%	\$86.7 K	-15.3%	8.2	15.8%	-

Notes

TSAT Paid Search	Dynamic Search Ads	104.2 K	\$7.7 K	5.46%	\$279.1 K	50.9%	35.2	3.4%	-29.6%
	MF Paid Search	1.4 M	\$21.6 K	1.63%	\$521.9 K	-16.8%	23.2	-3.0%	-
	TBPS Paid Search	51.1 K	\$3.7 K	9.11%	\$343.2 K	0.2%	91.1	4.9%	-
	Paid Search Total	1.6 M	\$33.0 K	2.13%	\$1.1 M	-0.9%	33.6	3.2%	-

Not PO funded
Not PO funded

TSAT Retargeting	Criteo Retargeting	1.8 M	\$9.0 K	0.38%	\$122.6 K	21.9%	12.6	-5.4%	110.4%
	Facebook DPA	79.5 K	\$1.8 K	2.00%	\$14.1 K	-28.1%	6.8	10.7%	-
	Facebook DAT	44.0 K	\$1.3 K	1.88%	\$11.7 K	-18.5%	7.8	-3.0%	30.6%
	GDN text G+A	2.6 M	\$9.6 K	0.33%	\$114.8 K	106.7%	11.0	25.7%	-8.7%
	GDN Image Ads G+A	2.0 M	\$4.6 K	0.21%	\$130.3 K	-54.6%	27.5	-35.4%	-63.4%
	Retargeting Total	6.6 M	\$26.3 K	0.34%	\$393.4 K	-17.6%	14.0	-27.2%	-

	Impressions	Spend	CTR	Revenue	▲ MoM Rev	GRE* - assessed on DoubleClick revenue, not MRDW revenue	MoM GRE % Change
TSAT Media Grand Total	9.3 M	\$68.8 K	0.64%	\$1.6 M	-6.3%	22.6	-3.8%
TSAT - Project Orange funded only (minus MF and TBPS Paid Search)	7.8 M	\$43.5 K	0.40%	\$759.2 K	-0.7%	16.5	-5.2%

a Grand Total" spend is NOT entirely funded new Project Orange account, notably, **MF BPS Paid Search** are funded separately

Aug '16 TSAT Paid Media MoM trends overview

Observations

- MoM GRE fell 5% MoM due to decreases in CTR% and Conv%, (11% & 8%)
- Lowest Conv% and GRE YTD
- 2nd highest CTR% YTD

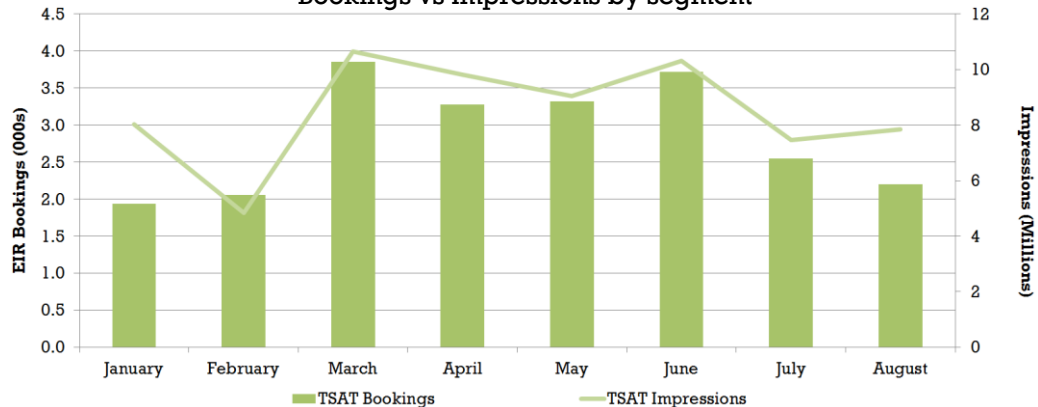
GRE MoM Increases

- GDN Text
- Dynamic Search Ads
- Sojern
- Facebook DPA
- Facebook Targeting

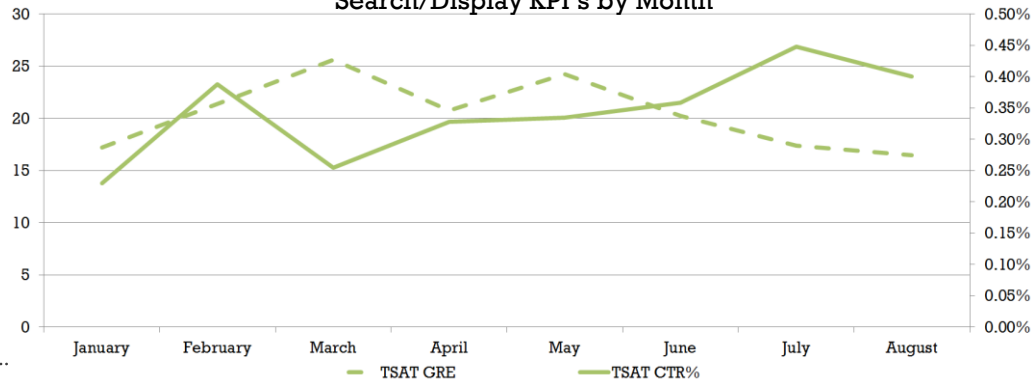
GRE MoM Decreases

- GDN Image
- Criteo
- Facebook DAT

Bookings vs Impressions by segment



Search/Display KPI's by Month



+ CRM Targeting

Facebook Direct Targeting

TSAT GRE Goal: 8.7:1

TSAT RN Goal: 10.5k

Current: 8.1:1

Current: 7.2k

SITE NAME	DATE	TOTAL IMPRESSIONS (DFA)	CLICKS (DFA)	CTR	Conv%	POST-CLICK BOOKINGS (MRDW)	POST IMPRESSION BOOKINGS (15% Attribution from DFA)	COST PER BOOKING	TOTAL MEDIA COST	GRE
Facebook Targeting TSAT	July	1,121,748	8,476	0.76%	6.29%	4	529	\$14.85	\$7,911	9.78
	August	734,953	3,294	0.45%	7.45%	6	240	\$24.25	\$5,953	10.10
	8/8-8/14	232,984	1,031	0.44%	7.51%	2	75	\$23.08	\$1,787	8.58
	8/15-8/21	254,339	1,148	0.45%	7.67%	2	86	\$23.68	\$2,086	11.25
	8/22-8/28	247,630	1,115	0.45%	7.17%	2	78	\$26.00	\$2,080	10.24

Observations

- Monthly TSAT GRE driven by the MRMR ads in market increased by 3% MoM (9.8:1 → 10.1:1)
- A mid-August creative refresh boosted GRE 31% from the week of 8/8 to the week of 8/15.

Sojern Targeting

TSAT GRE Goal: 4:1
Current: 2.9:1

TSAT RN Goal: 880
Current: 737

SITE NAME	DATE	TOTAL IMPRESSIONS (DFA)	CLICKS (DFA)	CTR	Conv%	POST-CLICK BOOKINGS (MRDW)	POST IMPRESSION BOOKINGS (15% Attribution from DFA)	COST PER BOOKING	TOTAL MEDIA COST	GRE
Sojern Targeting TSAT	July	656,660	526	0.08%	9.61%	0	51	\$94.80	\$4,792	2.55
	August	437,634	194	0.04%	31.08%	0	60	\$58.06	\$3,501	4.89
	8/1-8/7	158,672	67	0.04%	33.36%	0	22	\$56.80	\$1,269	5.85
	8/8-8/14	123,541	43	0.03%	42.56%	0	18	\$54.01	\$988	5.05
	8/15-8/21	90,141	48	0.05%	21.25%	0	10	\$70.70	\$721	3.24
	8/22-8/28	65,280	36	0.06%	26.25%	0	9	\$55.26	\$522	4.51

Observations

- Sojern saw a nice increase in performance for TSAT from July to August, exceeding the 4:1 goal. Sojern drove 11 more post impression bookings on 26% less spend on the TSAT Audience in August. This increase in performance can be attributed to the threefold conversion rate increase from July to August. Sojern was 84% towards its room night goal at the end of August.
- Sojern's TSAT GRE at the end of August sat at 2.9:1, but continues to inch closer to the 4:1 benchmark with strong performance so far in September. TSAT performance over the last two week period in September was 6.7:1.

+ Paid Search

Google Dynamic Search Ads

SITE NAME	DATE	TOTAL IMPRESSIONS (AdWords)	CLICKS (AdWords)	CTR	Conv%	POST-CLICK BOOKINGS (DFA)	COST PER BOOKING	TOTAL MEDIA COST	GRE
Google Dynamic Search Ads TSAT	July	49,606	3,986	8.04%	10.81%	431	\$12.25	\$5,279	34.02
	August	104,212	5,694	5.46%	12.24%	697	\$11.06	\$7,709	35.20
	7/29-8/4	18,230	1,327	7.28%	10.17%	135	\$13.45	\$1,816	22.89
	8/5-8/11	18,389	1,174	6.38%	13.71%	161	\$9.97	\$1,606	41.62
	8/12-8/18	21,486	1,154	5.37%	12.05%	139	\$11.12	\$1,545	28.42
	8/19-8/25	24,790	1,098	4.43%	10.84%	119	\$12.36	\$1,471	49.98
	8/26-9/1	21,317	941	4.41%	15.20%	143	\$8.89	\$1,271	35.79

Observations

- August was a very strong month for TSAT DSA, growing 42% in clicks and 62% in bookings. GRE also saw a slight increase due to a bump in Conv%
- One driving factor in the increased results was the continued optimization of adding irrelevant negative keywords. Some strong performing keyword examples : “last minute hotel deals”, “mauna kea”, “marco island”

+ Retargeting

Facebook DAT

TSAT GRE Goal: 6:1
Current: 7.7:1

TSAT RN Goal: 1.5k
Current: 414

SITE NAME	DATE	TOTAL IMPRESSIONS (DFA)	CLICKS (DFA)	CTR	Conv%	POST-CLICK BOOKINGS (MRDW)	POST IMPRESSION BOOKINGS (100% Attribution from DFA)	TOTAL BOOKINGS (4.35% Attribution from DFA)	COST PER BOOKING	TOTAL MEDIA COST	GRE
Facebook DAT TSAT	July	47,496	906	1.91%	9.16%	9	1,898	83	\$18.99	\$1,576	8.08
	August	44,034	830	1.88%	7.13%	6	1,354	59	\$22.31	\$1,320	7.84
	8/1-8/7	14,864	271	1.82%	6.28%	0	391	17	\$23.36	\$398	5.75
	8/8-8/14	15,089	304	2.01%	5.42%	2	377	16	\$25.71	\$424	4.84
	8/15-8/21	8,282	132	1.59%	11.70%	2	363	15	\$17.45	\$270	12.91
	8/22-8/28	5,799	123	2.12%	8.31%	2	233	10	\$22.44	\$229	11.04

Observations

- August DAT performance dropped slightly in terms of GRE from 8.1:1 to 7.8:1.
- This GRE is outperforming the DPA TSAT performance by 15%
- Due to the small audience size, WoW performance for this segment fluctuates heavily for the TSAT segment.

Facebook DPA

SITE NAME	DATE	TOTAL IMPRESSIONS (DFA)	CLICKS (DFA)	CTR	Conv%	POST-CLICK BOOKINGS (MRDW)	POST IMPRESSION BOOKINGS (100% Attribution from DFA)	TOTAL BOOKINGS (4.35% Attribution from DFA)	COST PER BOOKING	TOTAL MEDIA COST	GRE
Facebook DPA TSAT	July	106,897	2,160	2.02%	4.88%	14	2,411	105	\$26.02	\$2,745	6.14
	August	79,539	1,593	2.00%	3.57%	3	1,304	57	\$31.79	\$1,808	6.80
	8/1-8/7	32,349	657	2.03%	2.56%	2	385	17	\$37.20	\$627	5.29
	8/8-8/14	31,475	598	1.90%	3.23%	0	444	19	\$32.53	\$628	5.01
	8/15-8/21	6,881	114	1.66%	8.70%	0	228	10	\$27.45	\$272	9.82
	8/22-8/28	8,834	224	2.54%	4.82%	1	247	11	\$25.99	\$280	11.23

Observations

- TSAT GRE for Facebook DPA improved to 6.8:1 for the month of August which can be attributed to the decrease in spend, aiding in lower overall costs.
- We have eliminated goals for DPA because of continued stronger performance from DAT. In the month of September MEC officially paused all DPA efforts.

Criteo Retargeting

TSAT GRE Goal: 6:1

Current: 14.2:1

TSAT RN Goal: 7.8k

Current: 5.2k

SITE NAME	DATE	TOTAL IMPRESSIONS (DFA)	CLICKS (DFA)	CTR	Conv%	POST-CLICK BOOKINGS (MRDW)	POST IMPRESSION BOOKINGS (100% Attribution from DFA)	TOTAL BOOKINGS (4.35% Attribution from DFA)	COST PER BOOKING	TOTAL MEDIA COST	GRE
Criteo Retargeting TSAT	July	1,368,731	5,903	0.43%	4.55%	16	6,152	268	\$26.13	\$7,010	13.35
	August	1,828,664	6,935	0.38%	4.57%	513	6,765	317	\$28.42	\$8,997	12.62
	8/1-8/7	565,428	1,817	0.32%	4.35%	101	1,716	79	\$39.15	\$3,094	8.14
	8/8-8/14	462,310	1,822	0.39%	5.22%	140	2,048	95	\$22.10	\$2,104	16.85
	8/15-8/21	504,411	1,972	0.39%	4.30%	163	1,785	85	\$28.88	\$2,447	12.69
	8/22-8/28	296,515	1,324	0.45%	4.35%	109	1,216	58	\$23.46	\$1,352	16.18

Observations

- Criteo performance for TSAT remained relatively flat, and while GRE dropped by 4% from July to August, it still remains 136% above benchmark for the campaign. The slight monthly GRE decline could be a result of the 28% increase in spend.
- Since the SCID issue was fixed at the end of July, Post-Click Bookings returned to a normal level for the month of August.
- Criteo is now pacing 66% towards their TSAT RN goal for 2016.

GDN Text Ads (G+A)

SITE NAME	DATE	TOTAL IMPRESSIONS (AdWords)	CLICKS (AdWords)	CTR	Conv%	POST-CLICK BOOKINGS (DFA)	COST PER BOOKING	TOTAL MEDIA COST	GRE
GDN G+A TSAT	July	1,241,423	5,416	0.44%	2.57%	139	\$41.12	\$5,716	8.72
	August	2,618,860	8,695	0.33%	4.26%	370	\$25.94	\$9,598	10.96
	7/29-8/4	458,882	1,758	0.38%	4.78%	84	\$21.85	\$1,835	17.26
	8/5-8/11	430,166	1,514	0.35%	3.50%	53	\$29.47	\$1,562	8.03
	8/12-8/18	514,825	1,600	0.31%	4.13%	66	\$25.58	\$1,688	12.16
	8/19-8/25	632,443	1,825	0.29%	4.82%	88	\$26.55	\$2,336	8.33
	8/26-9/1	582,544	1,998	0.34%	3.95%	79	\$27.55	\$2,176	9.65

Observations

- GDN Text Ads experienced a healthy increase in spend due to the under-spend in Image Ads
- Conv% saw a strong increase from 2.6% to 4.3%, due to some placement-level bid optimizations (excluding sites with low Conv% Rate). As such, the GRE increased to nearly 11:1 – a very positive sign given the sliding performance that had been seen on this partner
- New Native Ad format will launch w/o 10/3, and is expected to driver higher CTR%

GDN Image Ads

SITE NAME	DATE	TOTAL IMPRESSIONS (AdWords)	CLICKS (AdWords)	CTR	Conv%	POST-CLICK BOOKINGS (DFA)	POST IMPRESSION BOOKINGS (15% Attribution from DFA)	COST PER BOOKING	TOTAL MEDIA COST	GRE
GDN Image Ads TSAT	July	2,861,185	6,016	0.21%	15.58%	199	738	\$7.05	\$6,607	42.47
	August	1,995,503	4,163	0.21%	9.49%	36	359	\$11.59	\$4,579	27.46
	8/12-8/18	1,269,373	2,601	0.20%	11.63%	16	287	\$9.79	\$2,963	31.83
	8/19-8/25	246,730	561	0.23%	4.93%	0	28	\$18.65	\$516	13.20
	8/26-9/1	479,400	1,000	0.21%	3.74%	8	29	\$29.41	\$1,100	14.36

Observations

- In August, GDN Image Ads experienced fairly erratic performance. New August ads were introduced in mid-August, then experienced some disapprovals that were adjusted w/o 8/19
- Overall, the CTR% for these ads was fairly steady compared to previous months at 0.21%. However, due to a very low Conv% (under 10%) the GRE fell to the lowest levels that this partner has seen this year
- *Note : The September Image Ads are performing slightly better, GRE over 50:1*

+ Display Creative

TSAT Aug GDN Image Creative Performance

Sweeps: Photo shoot



Impressions: 492K
CTR: 0.23%
Conv%: 7.3%
CPM: \$2.42
GRE: 20.4

Sweeps: Property



Impressions: 523K
CTR: 0.22%
Conv%: 7.6%
CPM: \$2.31
GRE: 26.1

MRMR



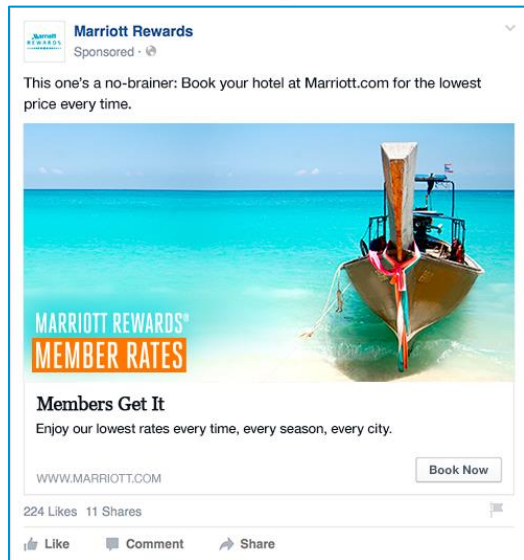
Impressions: 982K
CTR: 0.19%
Conv%: 10.6%
CPM: \$2.21
GRE: 28.1

Observations

- Sweeps: Photo Shoot generated the highest CTR% (significant) but generated the lowest Conv% resulting in the overall lowest GRE (1/3 less than July's Member rates message)
 - CTR was higher than July creative but Conv% was roughly a 1/3
- Email has seen success targeting creative to registrants as well as testing different elements of the promotion

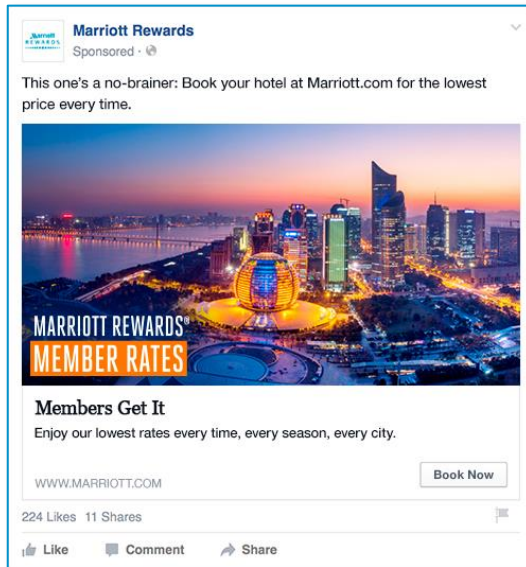
TSAT Aug Facebook Creative Performance*

Ship



Impressions: 126.9K
CTR: 0.69%
Conv%: 3.6%
CPM: \$7.84
GRE: 8.6

Hangzhou



Impressions: 193.8K
CTR: 0.78%
Conv%: 4.6%
CPM: \$7.68
GRE: 13.6

Observations

- Ball of Light had a 12.2% higher CTR% (statistically significant) and 58.1% higher GRE than Ship
- Elements of winning creative
 - City view, night time, more distinctive visually, “SPG-like”

+ Email Campaigns

Aug '16 TSAT Email overview & MoM trends

Aug Project Orange	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
Benefits	674.5 K	2.7 K	\$1.0 M	21.5%	20.4%	9.2%	4.0	0.10%
Destinations	681.1 K	476	\$151.4 K	22.0%	4.6%	7.0%	0.7	0.13%
Offers	615.1 K	1.1 K	\$405.1 K	20.8%	12.1%	7.3%	1.8	0.12%
TSAT Total	2.0 M	4.3 K	\$1.6 M	21.5%	12.3%	8.3%	2.2	0.12%

Observations

- 2nd lowest Open% since launch
- CTO% was 7.6% above YTD average

Benefits

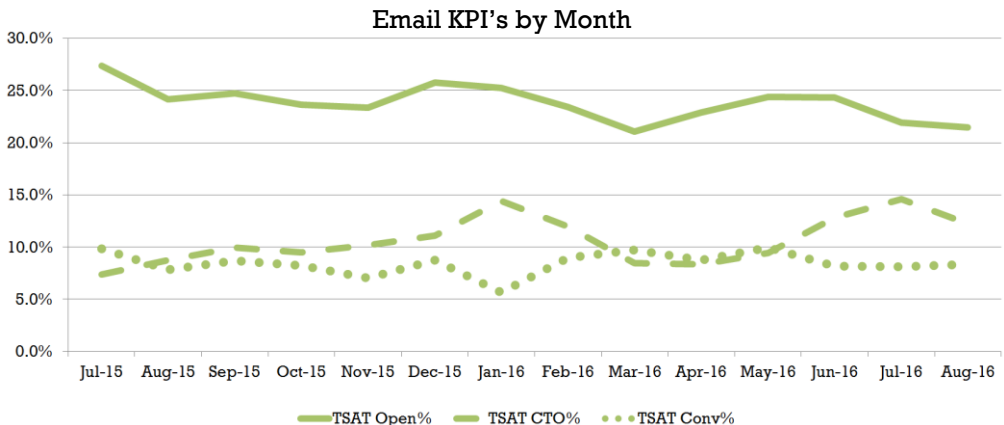
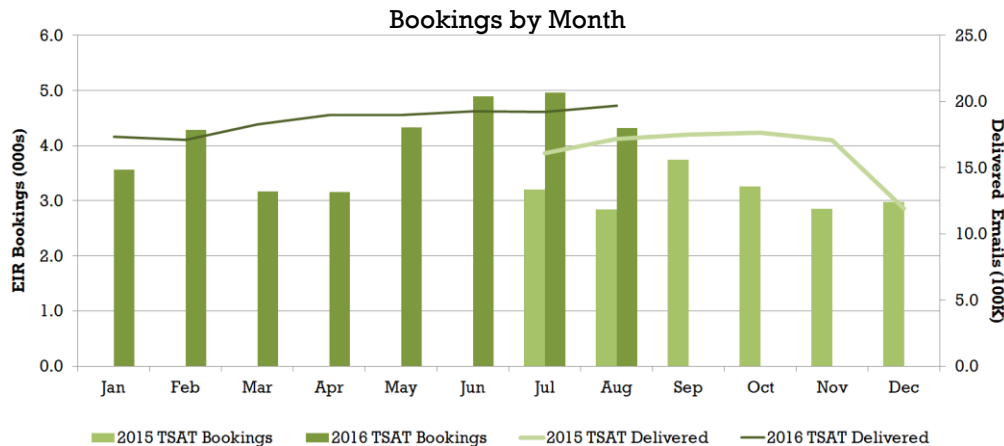
- 3rd highest bookings & CTO% YTD
- Booking per delivered was 6% higher than YTD average

Offers

- CTO% was 5.9% above YTD average
- Booking per delivered was 2.4% above YTD average

Destinations

- Lowest CTO% since launch
- Conv% & booking per delivered were 12.8% and 34.7% below YTD average respectively



TSAT Benefits overview and MoM trends

Observations

Overall

Featured Summer Promo & Island Vacation sweeps

- Booking per delivered 6% higher than YTD avg
- Booking per delivered 66% higher YoY
- 3rd highest bookings & CTO% YTD

Ongoing prominent feature of Summer Promo continued to drive engagement

2nd lowest Open rate to date

Aug '16 SL:

- Primary: *Bring Home the Bonus Points*
- Secondary: *Full Price? Not for you*

Compare to Aug '15

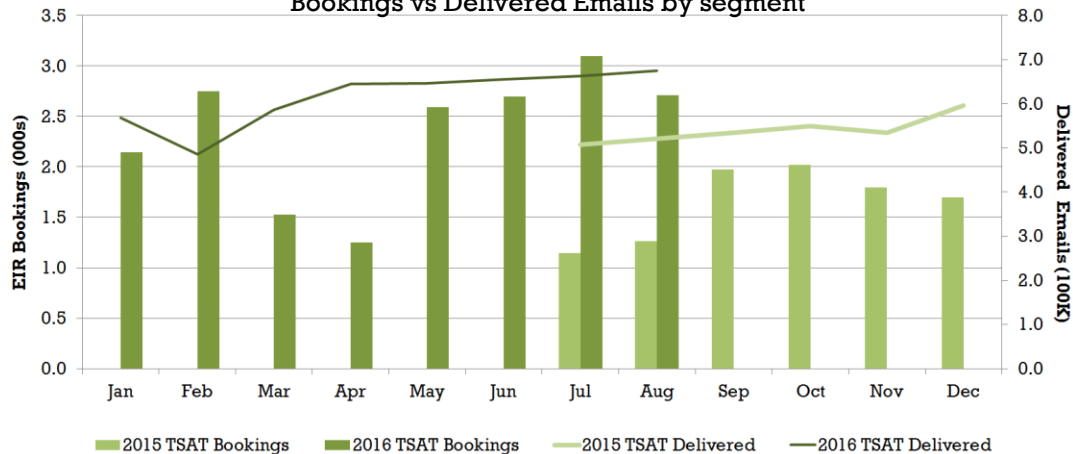
- Aug '15: *Get the 5th night Free*

Compare to lowest (Mar '16)

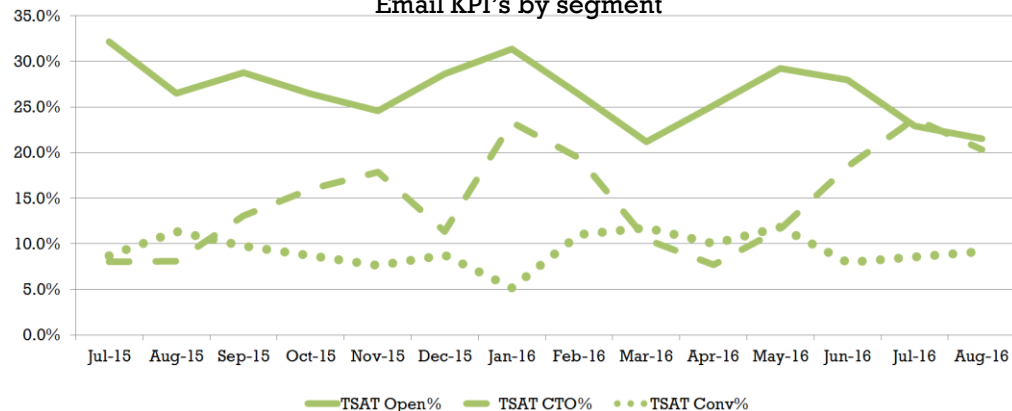
- TSAT: *Go more places, Jim*

Subject lines communicating clear benefits have generated the highest Open rates

Bookings vs Delivered Emails by segment



Email KPI's by segment



August TSAT Benefits

Observations

Overall Aug Benefits generated the 3rd highest CTO% to date

Top Offer featuring the Summer Promo generated 56% of clicks, a decrease from July (66%)

- While there may have been some fatigue overall the promotion continued to generate clicks & bookings; **it is recommended to continue support for these promotions during their duration**

The Island Vacation sweeps was featured in the top section of Rewards & appeared to cannibalize clicks; nearly all section clicks decreased MoM except...

- Brand Spotlight**, which did not feature point redemptions from July
- eBreaks** generated 25% more clicks MoM

TSAT Aug activity trends consistent with historical trends

- TSATs like Sweepstakes: “Instant Vacations”
- TSATs are interested in Brand content (& potentially not redemption content)

Top Offer
56% clks, 57% bks

Sweeps
11% clks, 5% bks

Brand Spotlight
2% clks, 1% bks

eBreaks
2% clks, 1% bks

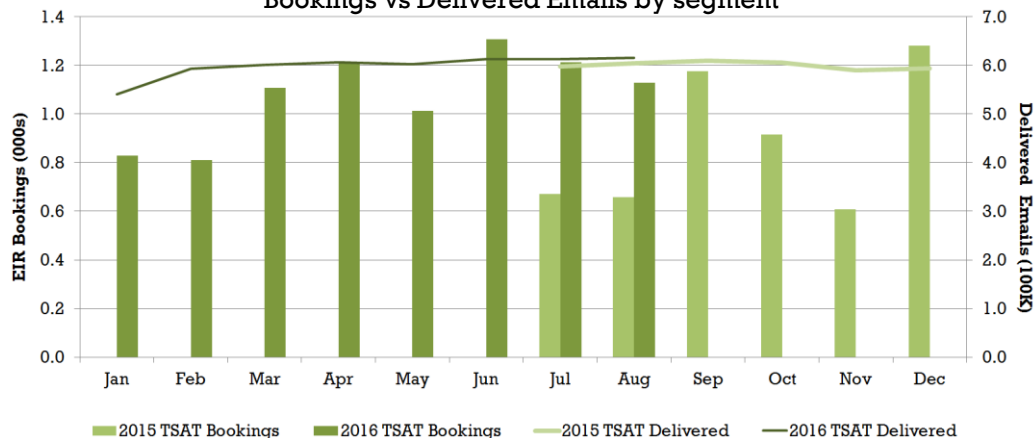
TSAT Offers overview and MoM trends

Observations

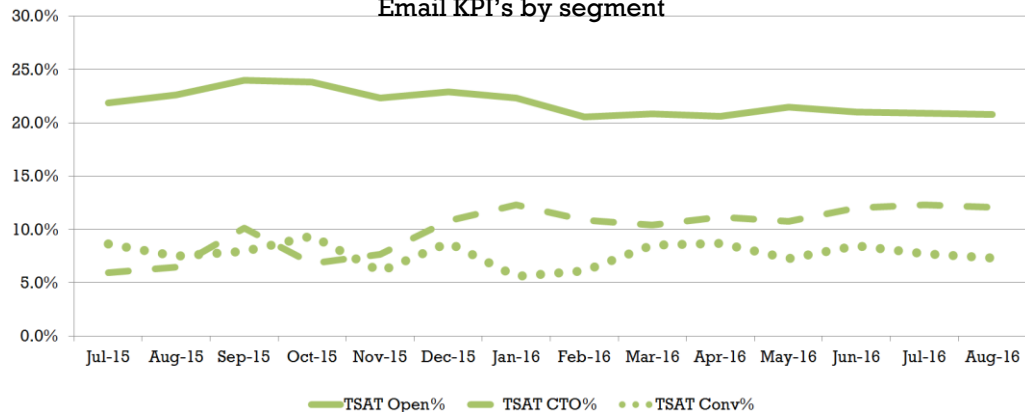
- Booking per delivered was 2.4% above YTD average
- CTO% was 5.9% above YTD average

Summer Bonus was featured in Offers for the 4th consecutive month & while fatigue may have been a factor it continued to drive clicks & bookings

Bookings vs Delivered Emails by segment



Email KPI's by segment



Highlighting different elements of the Summer Promo may have influenced engagement

August Hotel Specials Core vs PO

August HS/ Offers	Delivered	Opens	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/ Del (K)	Unsub%
TSAT HS	67.6 K	14.5 K	143	\$49.2 K	21.5%	12.8%	7.7%	2.1	0.12%
TSAT Offers	615.1 K	128.0 K	1.1 K	\$405.1 K	20.8%	12.1%	7.3%	1.8	0.12%
%△					-3%	-5%	-5%	-13%	

PO segments had slightly higher engagement with Core version vs PO version (Offers)

In featuring the Summer Promo:

- Hotel Specials positioned the Summer Promo to those that registered as: *Win 100 K points*
- Offers positioned the Summer Promo to the same audience: *Each stay earn points (10 K)*

Promoting the higher value of the promotion likely increased promotion response

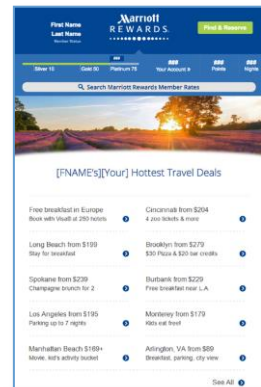
Promoting “100 K sweeps” generated higher clicks & bookings than “Earning 10 K”

“Winning 100 K points” was highlighted to Hotel Specials registrants vs “Earning 10 K” in Offers

Hotel Specials Registered: “Earn”



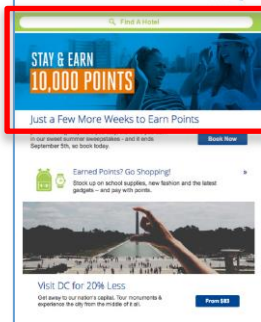
PO Offers Registered: “Earn”



Comparing the two placements, “100 K points” generated a higher link CTO% & Conv%

- TSAT Click to Open rate and Conv% were 2x as high with the 100 K

TSATs prefer the opportunity to win a trip vs earning it & can inform how to position promotions in the future



TSAT Destinations overview and MoM trends

Observations

August continued a theme of Road Trips from June

- Offered specific routes and itineraries targeted by geography
- Content linked to Traveler
- Social Share with Facebook

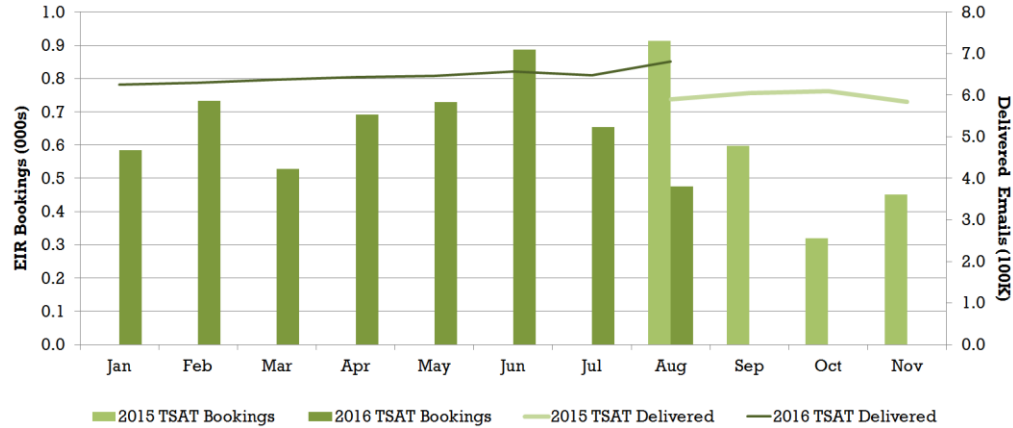
Destinations generated against YTD...

- Average Open rate
East Coast: *Your Ultimate Sports-Fan Road Trip*
West Coast: *Your Ultimate Scenic Road Trip*
- Lowest CTO% since launch

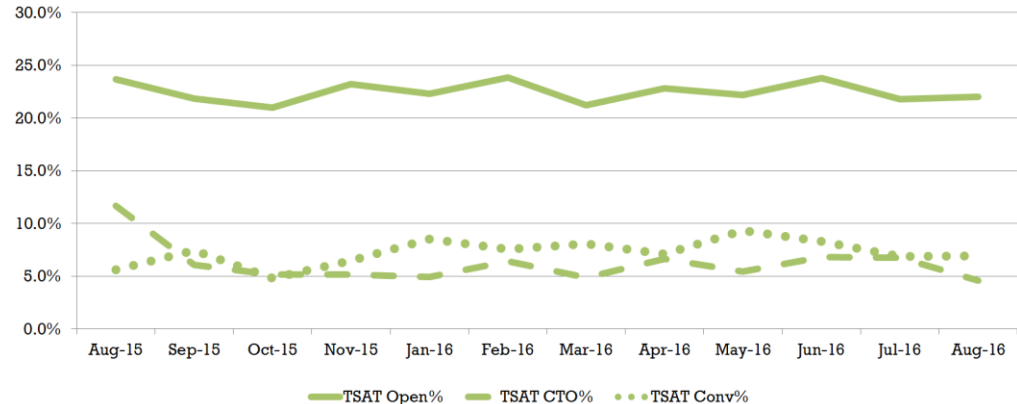
Open rate was maintained suggesting members were still interested in the Road Trip theme however the low CTO% suggests the content may not have met their expectations

Note: Geo-level data was obtained but not at the segment level

Bookings vs Delivered Emails by segment



Email KPI's by segment



Geo-targeted Destinations

Observations

August continued a Road Trip theme with geo-targeted content

- East coast version: Midwest baseball road trip (vs July's NY to DC)
- West Coast: Calgary to Edmonton (SF to LA)
- ROW: Australia's PCH (Italy)

The **West Coast audience engaged better** with the content presented them than East Coast

- Overall **CTO% of West Coast was higher** than East (4.3% vs 3.5%)
- 60% of West Coast email clicks were in the body, 49% for East Coast

Overall, **Bottom Offer** click engagement remained high throughout support of the Road Trip theme

- Section received the **highest % of clicks since June**; Section CTO% was 8% above YTD average
- **Caribbean was the most clicked for East Coast**
- **Denver was the most clicked for West Coast**

There was a higher engagement to local regions



+ Landing Page

TSAT Landing Page Results

Header:



210 clicks, 7.8% visits, 31.3% of clicks

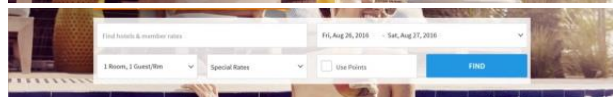
Hero ITA:



65 clicks, 2.4% visits, 9.8% of clicks



Search:



296 clicks, 10.9% visits, 44.1% of clicks

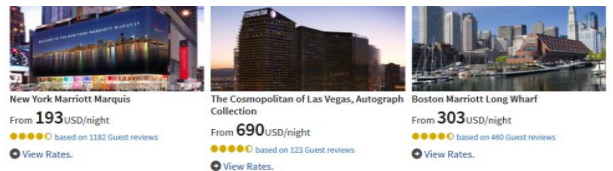
Most Booked:



49 clicks, 1.8% visits, 7.3% of clicks



Most Redeemed:



12 clicks, 0.4% visits, 1.8% of clicks

Brand Boxes:



21 clicks, 0.8 % visits, 3.1% of clicks

Destinations Boxes:



19 clicks, 0.7% visits, 2.8% of clicks



August '16 TSAT Key Takeaways

- ❖ Provide persistent support to promotions & sweepstakes throughout their promotional lifecycle
- ❖ Highlight the “bigger prize” elements of promotions and sweepstakes to TSATs
- ❖ TSATs continued to engage with Brand content
- ❖ Facebook DPA have been paused, continue to allocate spend towards DAT ads & Direct targeting
- ❖ Continue addition of negative keywords to optimize Google DSA
- ❖ New Native Ad formats will launch on GDN Text Ads to improve CTR%



Work Hard Play Hard

August performance overview

August 2016 WHPH MBO summary

- ❖ Projected to beat Leisure Stay end of year goal by 7%
 - No lift over control
 - Destinations Road Trip theme for travel inspiration
 - JW Marriott leisure properties featured in PO Benefits
- ❖ Projected to beat New To You Brand end of year goal by 6%;
 - **Significant 1.45% lift over control**
 - JW Marriott featured in PO Benefits
 - Recommended hotels in Destinations
- ❖ WHPH show no incremental lift in bookings vs control group thus far
- ❖ Enrollment showing higher total membership than end of year 2015, yet lower % Elite membership
 - Continued Nonmember version of Benefits with MRCC
 - Display Acquisition efforts in its 4th month leveraging Member rates message
 - Near Elite status message continued in PO Benefits

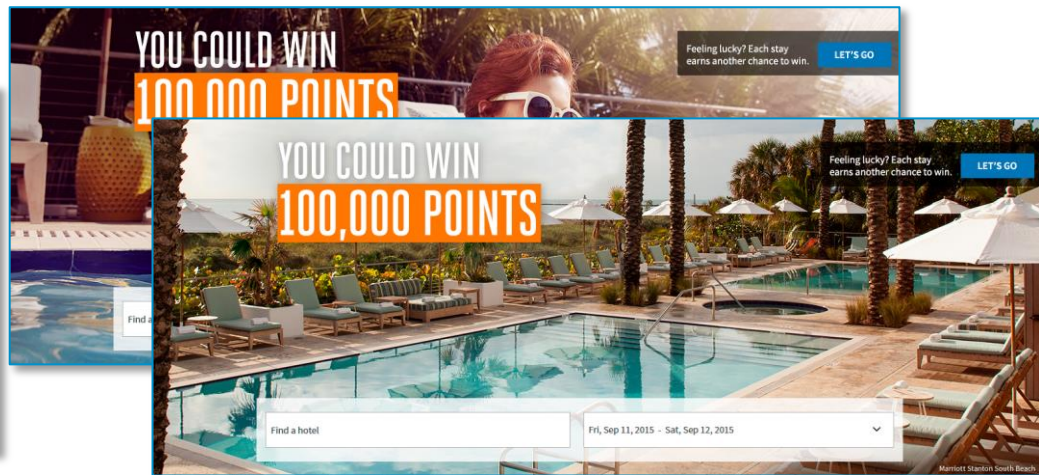
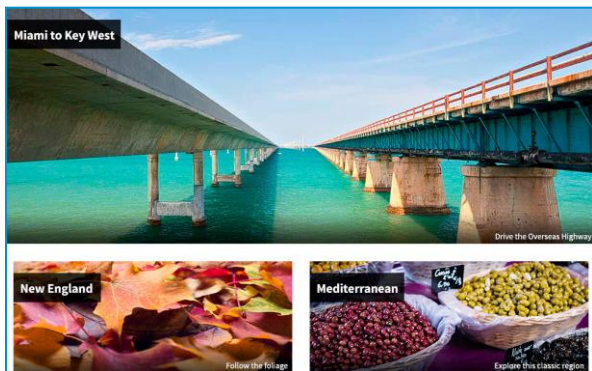
August 2016 WHPH Key Storylines

- ❖ Overall Paid Media GRE and total bookings were the lowest YTD...
 - Criteo saw a 6% decline in GRE MoM
 - GDN Image Ads GRE & bookings fell by 40% MoM
- ...overshadowing positive GRE growth in:
 - Sojern GRE continued to grow and as of Aug is 94% against Room night goal
 - Google DSA GRE increased 36% against a 20% increase in spend
 - GDN text Ads drove the highest YTD GRE
- ❖ PO email program generated the 3rd highest monthly bookings & booking per delivered email YTD
 - Benefits & Offers continued to drive clicks and bookings from promoting the Summer Promo
 - Destinations featured the Road Trip theme, maintained YTD Open rate but generated the lowest CTO%
- ❖ Summer Promo and Member rates were featured in Display media & tended to generate lower Conv% than previous months

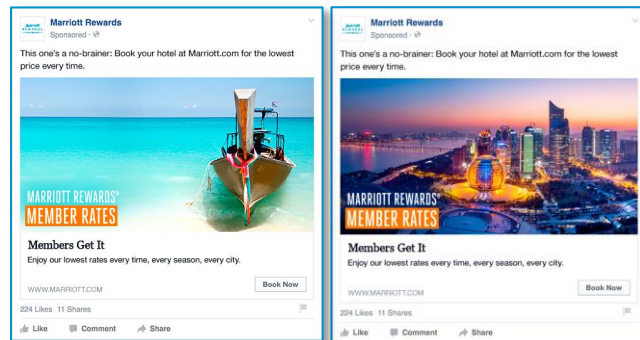
August TSAT Creative Overview

Landing Page Hero

Landing Page Destinations



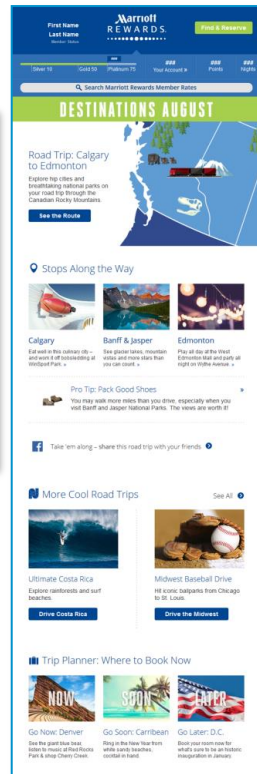
Facebook



GDN



Email
(Destinations)



Aug '16 WHPH Paid Media Executive Summary

Notes

Campaign Type	Campaign	Impressions	Spend	CTR	Revenue	▲ MoM Rev	GRE* - assessed on DoubleClick revenue, not MRDW revenue	▲ MoM	▲ Goal
WHPH CRM Targeting	Sojern	1.3 M	\$10.4 K	0.03%	\$128.9 K	26.1%	11.4	21.6%	89.9%
	FB Direct Targeting	1.7 M	\$16.1 K	0.60%	\$374.5 K	-28.5%	22.3	0.5%	12.4%
	CRM Targeting Total	3.0 M	\$26.5 K	0.36%	\$503.5 K	-19.5%	18.0	-1.5%	-

WHPH Paid Search	Dynamic Search Ads	133.0 K	\$9.5 K	5.02%	\$599.7 K	61.0%	62.3	36.2%	0.4%
	MF Paid Search	2.6 M	\$31.9 K	1.17%	\$738.5 K	13.0%	22.1	27.8%	-
	TBPS Paid Search	113.0 K	\$9.3 K	5.21%	\$621.5 K	6.9%	66.2	-0.3%	-
	Paid Search Total	2.9 M	\$50.7 K	1.51%	\$2.0 M	21.9%	37.7	26.7%	-

Not PO funded

Not PO funded

WHPH Retargeting	Criteo Retargeting	5.8 M	\$28.6 K	0.22%	\$735.4 K	-7.9%	24.7	-6.3%	70.4%
	Facebook DPA	139.5 K	\$3.2 K	1.46%	\$69.6 K	-1.5%	21.1	49.0%	-
	Facebook DAT	78.7 K	\$2.4 K	1.53%	\$46.7 K	-8.4%	18.8	30.7%	34.4%
	GDN text G+A	4.1 M	\$13.8 K	0.23%	\$365.4 K	139.1%	25.4	23.7%	-27.5%
	GDN Image Ads G+A	4.4 M	\$8.9 K	0.17%	\$613.9 K	-39.9%	68.1	-40.2%	-66.8%
	Retargeting Total	14.6 M	\$56.9 K	0.23%	\$1.8 M	-12.6%	31.2	-18.8%	-

Paused on 7/25

	Impressions	Spend	CTR	Revenue	▲ MoM Rev	GRE* - assessed on DoubleClick revenue, not MRDW revenue	MoM GRE % Change
WHPH Media Grand Total	20.5 M	\$134.0 K	0.43%	\$4.3 M	-0.8%	31.0	2.2%
WHPH - Project Orange funded only (minus MF and TBPS Paid Search)	17.7 M	\$92.8 K	0.28%	\$2.9 M	-5.2%	30.6	-4.5%

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

Aug '16 WHPH Paid Media MoM trends overview

Observations

- MoM GRE fell 4.5% due to decreases in CTR% & Conv% (14.6% & 18.6%) but still above YTD avg
- Lowest Conv%, GRE, and total bookings YTD

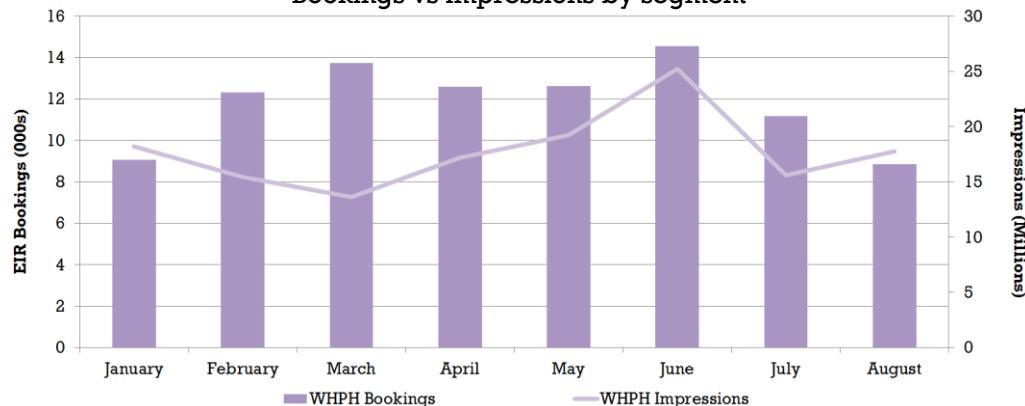
GRE MoM Increases

- GDN Text
- Dynamic Search Ads
- Sojern
- Facebook DAT
- Facebook DPA
- Facebook Targeting

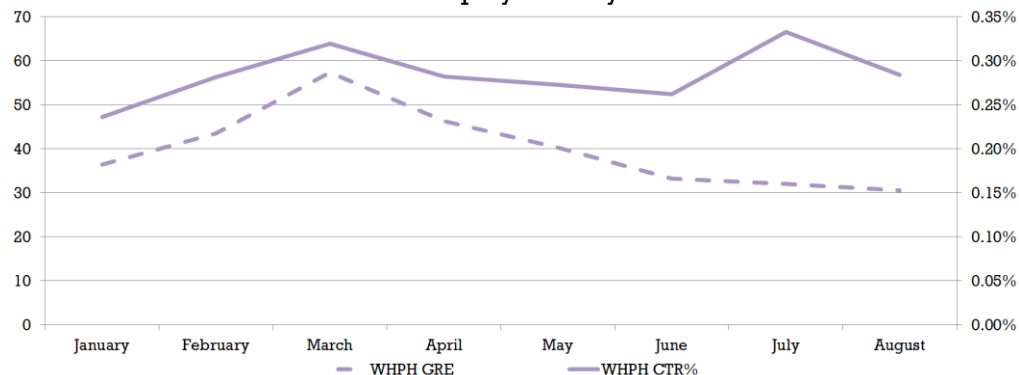
GRE MoM Decreases

- GDN Image Ads
- Criteo

Bookings vs Impressions by segment



Search/Display KPI's by Month



+ CRM Targeting

Facebook Direct Targeting

WHPH GRE Goal: 19.8:1

WHPH RN Goal: 48k

Current: 22.5:1

Current: 41.4k

SITE NAME	DATE	TOTAL IMPRESSIONS (DFA)	CLICKS (DFA)	CTR	Conv%	POST-CLICK BOOKINGS (MRDW)	POST IMPRESSION BOOKINGS (15% Attribution from DFA)	COST PER BOOKING	TOTAL MEDIA COST	GRE
Facebook Targeting WHPH	July	2,468,052	16,948	0.69%	18.25%	7	3,086	\$7.31	\$22,605	22.16
	August	1,731,688	10,462	0.60%	13.92%	7	1,449	\$11.06	\$16,101	22.26
	8/8-8/14	533,674	3,333	0.62%	14.42%	3	478	\$10.26	\$4,932	15.61
	8/15-8/21	602,286	3,695	0.61%	13.33%	2	491	\$11.51	\$5,667	26.06
	8/22-8/28	595,728	3,434	0.58%	14.07%	2	481	\$11.39	\$5,503	24.32

Observations

- August WHPH performance remained consistent with GRE slightly improving from 22.2:1 → 22.3:1
- Similar to what we saw with TSAT this month, WoW metrics began to improve due to the mid-August creative refresh. (67% increase WoW from 8/8 to 8/15)
- Overall GRE remained at 22:1 and is 19% below the 27:1 goal

Sojern Targeting

WHPH GRE Goal: 6:1
Current: 10.2:1

WHPH RN Goal: 3.9k
Current: 3.7k

SITE NAME	DATE	TOTAL IMPRESSIONS (DFA)	CLICKS (DFA)	CTR	Conv%	POST-CLICK BOOKINGS (MRDW)	POST IMPRESSION BOOKINGS (15% Attribution from DFA)	COST PER BOOKING	TOTAL MEDIA COST	GRE
Sojern Targeting WHPH	July	1,353,548	683	0.05%	43.92%	1	299	\$32.85	\$9,853	9.37
	August	1,300,289	401	0.03%	96.87%	1	387	\$26.78	\$10,402	11.39
	8/1-8/7	331,359	116	0.04%	99.44%	0	115	\$22.98	\$2,651	13.82
	8/8-8/14	343,258	105	0.03%	91.52%	1	95	\$28.58	\$2,746	9.76
	8/15-8/21	338,759	97	0.03%	97.11%	0	94	\$28.77	\$2,710	10.64
	8/22-8/28	286,913	83	0.03%	99.76%	0	83	\$27.72	\$2,295	11.43

Observations

- Sojern saw a 21.5% increase in GRE performance MoM. Sojern has been consistently outperforming its 6:1 GRE benchmark since the beginning of the year, and overall GRE for WHPH now sits at 10.2:1.
- On the same note, the conversion rate for WHPH more than doubled from July to August, and cost per booking declined by 18%.
- Sojern continues to pace efficiently to its WHPH Room Night goal, and is now at 94%.

+ Paid Search

Google Dynamic Search Ads

SITE NAME	DATE	TOTAL IMPRESSIONS (AdWords)	CLICKS (AdWords)	CTR	Conv%	POST-CLICK BOOKINGS (DFA)	COST PER BOOKING	TOTAL MEDIA COST	GRE
Google Dynamic Search Ads WHPH	July	73,601	5,542	7.53%	18.87%	1,046	\$7.63	\$7,976	45.70
	August	132,964	6,676	5.02%	21.76%	1,453	\$6.52	\$9,479	62.27
	7/29-8/4	22,937	1,577	6.88%	22.51%	355	\$6.38	\$2,264	60.55
	8/5-8/11	22,260	1,294	5.81%	20.25%	262	\$6.98	\$1,828	54.25
	8/12-8/18	27,483	1,364	4.96%	19.94%	272	\$7.06	\$1,921	50.48
	8/19-8/25	32,179	1,275	3.96%	25.65%	327	\$5.53	\$1,810	88.29
	8/26-9/1	28,105	1,166	4.15%	20.33%	237	\$6.99	\$1,656	58.69

Observations

- Similar to TSAT, WHPH DSA saw a strong lift in click and booking volume due to an increase in spend, accompanied by a higher Conv% Rate
- Top performing search queries : “grand canyon hotels”, “block island”, “last minute hotel deals”

+ Retargeting

GDN Text Ads (G+A)

SITE NAME	DATE	TOTAL IMPRESSIONS (AdWords)	CLICKS (AdWords)	CTR	Conv%	POST-CLICK BOOKINGS (DFA)	COST PER BOOKING	TOTAL MEDIA COST	GRE
GDN G+A WHPH	<i>July</i>	<i>1,754,645</i>	<i>5,379</i>	<i>0.31%</i>	<i>10.02%</i>	<i>539</i>	<i>\$13.17</i>	<i>\$7,099</i>	<i>20.52</i>
	August	4,124,614	9,331	0.23%	11.63%	1,085	\$12.76	\$13,848	25.39
	7/29-8/4	744,568	1,540	0.21%	13.44%	207	\$12.16	\$2,516	26.39
	8/5-8/11	815,872	1,581	0.19%	13.98%	221	\$10.67	\$2,359	30.47
	8/12-8/18	775,200	1,470	0.19%	18.16%	267	\$8.75	\$2,335	45.55
	8/19-8/25	842,474	2,211	0.26%	9.27%	205	\$14.88	\$3,051	18.00
	8/26-9/1	946,500	2,529	0.27%	7.32%	185	\$19.39	\$3,587	14.50

Observations

- GDN Text Ads experienced amazing results in August, driving the highest GRE seen this year at a similar spend, at 25:1
- Bookings increased by 74%, driven by an increase in clicks/spend as well as a small increase in Conv% Rate

GDN Image Ads

SITE NAME	DATE	TOTAL IMPRESSIONS (AdWords)	CLICKS (AdWords)	CTR	Conv%	POST-CLICK BOOKINGS (DFA)	POST IMPRESSION BOOKINGS (15% Attribution from DFA)	COST PER BOOKING	TOTAL MEDIA COST	GRE
GDN Image Ads WHPH	July	3,794,553	6,334	0.17%	52.77%	712	2,630	\$2.66	\$8,898	113.88
	August	4,402,214	7,684	0.17%	25.73%	79	1,899	\$4.49	\$8,878	68.15
	8/12-8/18	2,793,531	4,834	0.17%	32.48%	43	1,527	\$3.68	\$5,774	84.43
	8/19-8/25	551,094	1,004	0.18%	13.45%	0	135	\$7.20	\$972	37.85
	8/26-9/1	1,057,589	1,846	0.17%	9.24%	15	156	\$12.51	\$2,133	24.11

Observations

- GDN Image Ads experienced a slight increase in spend during the first few days that the new August creative was live. However Conv%, continued to slide throughout the course of the month – which had a large impact in driving down the GRE month over month
 - 68:1 was still a strong GRE for the month, but extremely low for this partner given previous months' performance for WHPH
- Top click driving placements : CNN and CNBC news mobile apps, weather.com, usatoday

Criteo Retargeting

WHPH GRE Goal: 14.5:1
Current: 29.3:1

WHPH RN Goal: 41k
Current: 35k

SITE NAME	DATE	TOTAL IMPRESSIONS (DFA)	CLICKS (DFA)	CTR	Conv%	POST-CLICK BOOKINGS (MRDW)	POST IMPRESSION BOOKINGS (100% Attribution from DFA)	TOTAL BOOKINGS (4.35% Attribution from DFA)	COST PER BOOKING	TOTAL MEDIA COST	GRE
Criteo Retargeting WHPH	July	5,883,803	13,301	0.23%	15.89%	93	48,505	2,114	\$13.81	\$29,198	26.36
	August	5,827,181	12,643	0.22%	15.80%	2,098	43,820	1,997	\$14.33	\$28,614	24.70
	8/1-8/7	1,859,929	3,771	0.20%	15.04%	447	12,594	567	\$18.05	\$10,240	18.75
	8/8-8/14	1,511,557	3,340	0.22%	18.27%	625	13,404	610	\$10.76	\$6,567	32.74
	8/15-8/21	1,659,401	3,466	0.21%	15.56%	597	11,802	539	\$14.91	\$8,039	24.41
	8/22-8/28	796,294	2,066	0.26%	13.58%	429	6,020	281	\$13.43	\$3,767	27.48

Observations

- Monthly Criteo WHPH GRE decreased slightly for the second month in a row, and the overall GRE is now at 29.3:1 (previously 30:1).
- Since the SCID issue was fixed at the end of July, Post-Click Bookings returned to a normal level for the month of August, and the cost per booking remained consistent.
- Even with this monthly decrease, Criteo continues to outperform its WHPH GRE benchmark by 102% and is pacing 85% towards its overall WHPH Room Night goal for 2016.

Facebook DPA

SITE NAME	DATE	TOTAL IMPRESSIONS (DFA)	CLICKS (DFA)	CTR	Conv%	POST-CLICK BOOKINGS (MRDW)	POST IMPRESSION BOOKINGS (100% Attribution from DFA)	TOTAL BOOKINGS (4.35% Attribution from DFA)	COST PER BOOKING	TOTAL MEDIA COST	GRE
Facebook DPA WHPH	July	162,495	2,383	1.47%	17.19%	30	9,388	410	\$11.39	\$4,668	16.14
	August	139,464	2,032	1.46%	13.37%	24	6,223	272	\$11.61	\$3,154	21.06
	8/1-8/7	45,085	633	1.40%	12.14%	8	1,759	77	\$11.47	\$881	19.48
	8/8-8/14	40,221	539	1.34%	13.32%	1	1,650	72	\$11.66	\$837	14.44
	8/15-8/21	32,296	511	1.58%	13.68%	6	1,601	70	\$10.55	\$737	29.33
	8/22-8/28	21,862	349	1.60%	15.23%	9	1,213	53	\$13.13	\$698	22.27

Observations

- WHPH GRE for Facebook DPA ended at 21.1:1 for the month of August which was a 31% increase from July.
- We have eliminated goals for DPA because of continued stronger performance from DAT.
 - In the month of September MEC officially paused all DPA efforts.

Facebook DAT

WHPH GRE Goal: 14:1
Current: 16.7:1

WHPH RN Goal: 4.7k
Current: 1.4k

SITE NAME	DATE	TOTAL IMPRESSIONS (DFA)	CLICKS (DFA)	CTR	Conv%	POST-CLICK BOOKINGS (MRDW)	POST IMPRESSION BOOKINGS (100% Attribution from DFA)	TOTAL BOOKINGS (4.35% Attribution from DFA)	COST PER BOOKING	TOTAL MEDIA COST	GRE
Facebook DAT WHPH	July	87,542	1,286	1.47%	24.52%	26	7,222	315	\$10.50	\$3,311	14.40
	August	78,705	1,208	1.53%	17.39%	26	4,802	210	\$11.23	\$2,358	18.81
	8/1-8/7	23,929	405	1.69%	12.66%	7	1,172	51	\$13.31	\$682	10.90
	8/8-8/14	25,541	408	1.60%	15.42%	2	1,444	63	\$11.88	\$747	12.05
	8/15-8/21	21,699	288	1.33%	22.08%	12	1,450	64	\$9.92	\$631	29.77
	8/22-8/28	7,536	107	1.42%	30.12%	5	736	32	\$9.24	\$298	30.69

Observations

- DAT delivered an 18.8:1 GRE against the WHPH segment which was a 31% increase from July.
- August ended on a high note, finishing with GRE's of 29.77 and 30.69 for the most recent weeks.
 - These GRE's also exceeded DPA's performance for the first time since launching DAT and MEC anticipates this GRE to continue trending upwards.

+ Display Creative

WHPH Aug GDN Image Creative Performance

Sweeps: Photo shoot



Impressions: 961K
CTR: 0.21%
Conv%: 18.3%
CPM: \$2.28
GRE: 43.5

Sweeps: Property



Impressions: 1.1M
CTR: 0.20%
Conv%: 19.3%
CPM: \$2.23
GRE: 45.2

MRMR



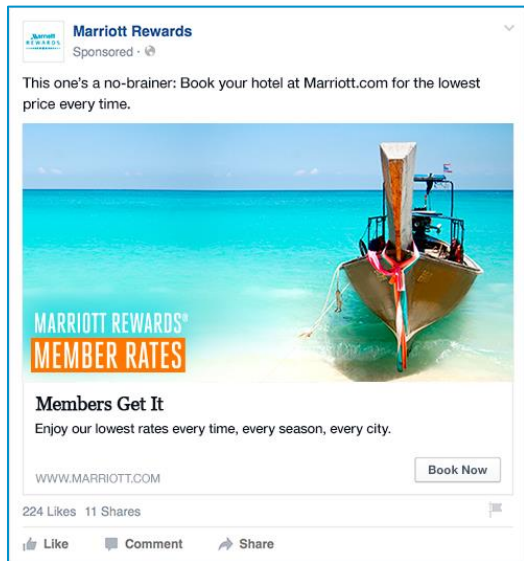
Impressions: 2.3M
CTR: 0.15%
Conv%: 31.3%
CPM: \$1.80
GRE: 88.3

Observations

- Both Sweepstakes creative had statistically significant higher CTR% than Member Rates (MRMR), though not between each other
- However, they had significantly lower Conv% resulting in GREs that were nearly half of Member Rates
- While the Sweepstakes offering may have resonated with WHPH it did not appear to convert into bookings unlike in email

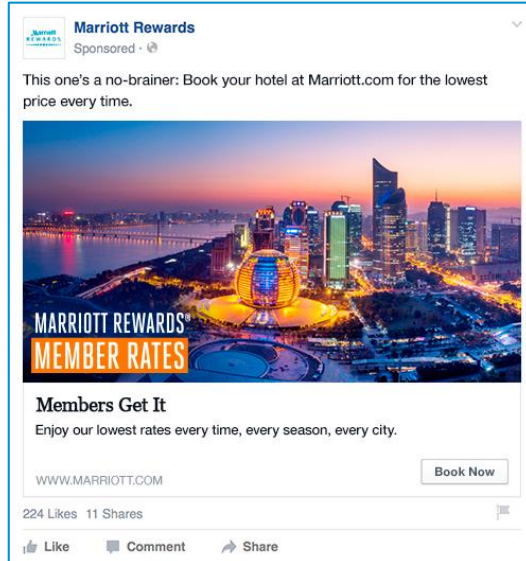
WHPH Aug Facebook Creative Performance*

Ship



Impressions: 163.4K
CTR: 0.43%
Conv%: 26.6%
CPM: \$11.01
GRE: 34.8

Hangzhou



Impressions: 1.03M
CTR: 0.63%
Conv%: 12.7%
CPM: \$7.37
GRE: 33.0

Observations

- Ball of Light a 46.3% higher CTR% (statistically significant) but generated half the Conv% resulting in a slightly lower GRE

Overall low Conv% may be due to a seasonal low in member travel activity and interest

M.com booking trends indicate that August is low point in 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%

Chart shows monthly bookings & revenue against the average month per year, 2013-2015

+ Email campaigns

Aug '16 WHPH Email overview & MoM trends

Aug Project Orange	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
Benefits	504.0 K	15.6 K	\$5.8 M	30.6%	33.8%	29.9%	31.0	0.04%
Destinations	503.7 K	1.0 K	\$342.1 K	27.6%	4.0%	17.8%	2.0	0.05%
Offers	444.5 K	3.0 K	\$1.1 M	26.8%	11.3%	22.3%	6.8	0.05%
WHPH Total	1.5 M	19.6 K	\$7.2 M	28.4%	17.3%	27.5%	13.5	0.04%

Observations

- Overall booking per delivered was 30% higher than YTD avg
- High CTO% and Conv% overcame the lowest Open rate to date

Benefits

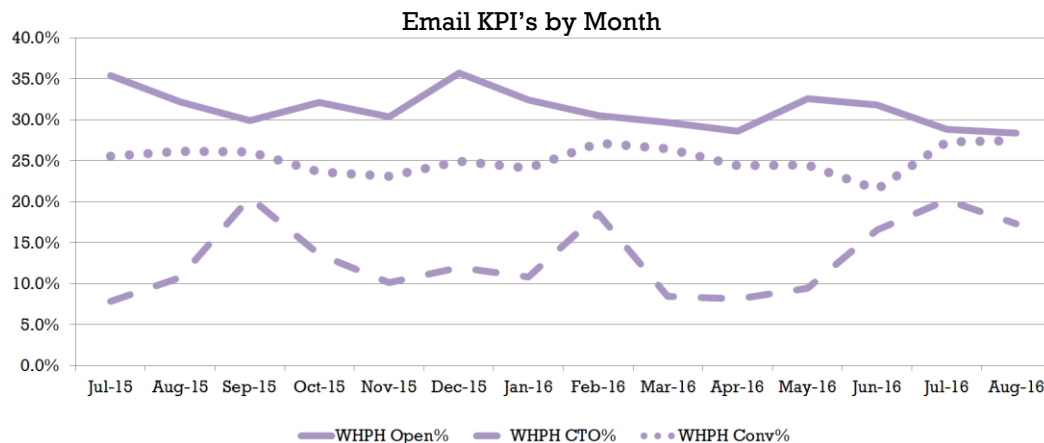
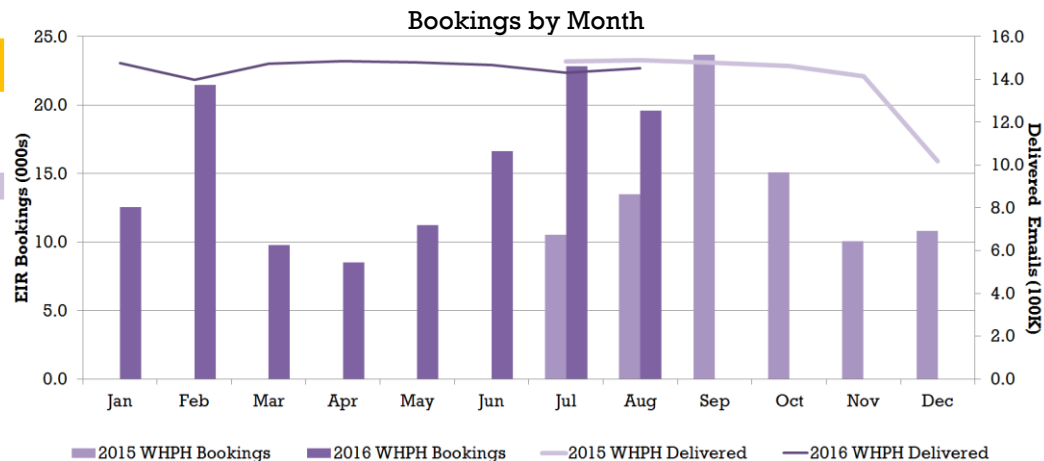
- 3rd highest bookings, CTO% & booking/del
- Highest Conv% YTD

Offers

- Booking per delivered was 2% above YTD avg

Destinations

- 2nd lowest CTO% since launch



WHPH Benefits overview and MoM trends

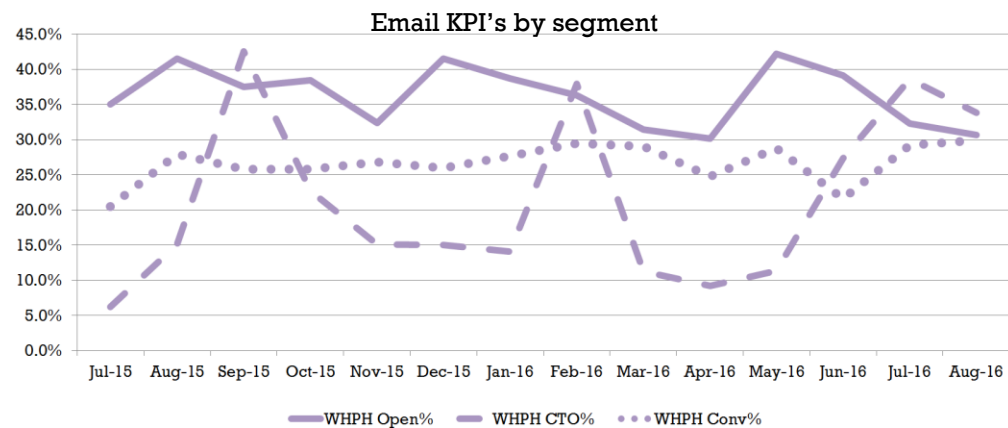
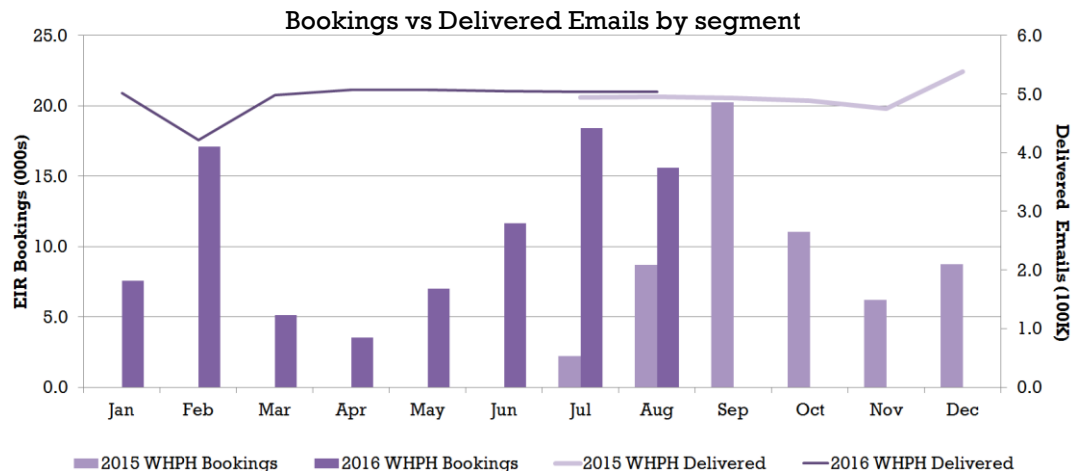
Observations

Overall

Featured Summer Promo & Hawaii/Hilton Head sweepstakes

- 3rd highest bookings driven by 3rd highest CTO% & highest Conv% YTD
- 3rd highest booking/delivered YTD

Ongoing prominent feature of Summer Promo & combination of sweepstakes feature drove clicks & bookings



August WHPH Benefits

Observations

Monthly CTO% was 51% higher than the YTD average

Top Offer generated 78% of clicks with the majority going to Summer Promo, featured for the 3rd month in a row

- Typical click engagement when featuring MegaBonus promotion
- Featured for the 3rd month in a row, % of clicks to this section decreased only 2% MoM (Conv% increased 4%)

There appeared to be little drop in interest by WHPH for Summer Promo which suggests future promotions can be persistently featured to WHPH

The Island vacation sweeps appeared to cannibalize clicks from the remaining content as MoM clicks to all sections decreased

- Clicks to Moments fell by 78% due to it's lower position and potential cannibalization
- Milestones (Black Bar) clicks continued to fall, dropping 22% MoM
- eBreaks was the exception as MoM clicks increased, although only representing 1% of clicks

WHPH do not seem to find Sweepstakes as appealing as TSATs as it generated 7% of Benefit's clicks vs TSAT 11%

Top Offer
78% cllks, 83% bks



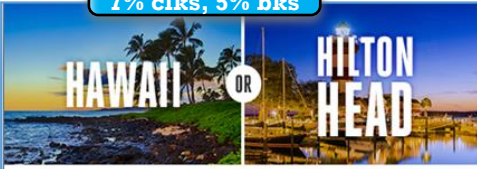
YOU COULD WIN 100,000 POINTS

Sweet Summer Sweeps

Earn bonus points – plus a chance to win 100,000 points – with every stay through September 5.

Enter Now

Rewards - Main
7% cllks, 5% bks



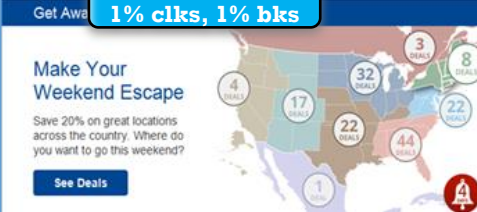
HAWAII OR HILTON HEAD

Win an Island Vacation

You could win a 5-night stay in Hawaii or Hilton Head. You pick the island – and get a \$1,000 Visa gift card.

Enter to Win

eBreaks
1% cllks, 1% bks



Get Awa

Make Your Weekend Escape

Save 20% on great locations across the country. Where do you want to go this weekend?

See Deals

WHPH Offers overview and MoM trends

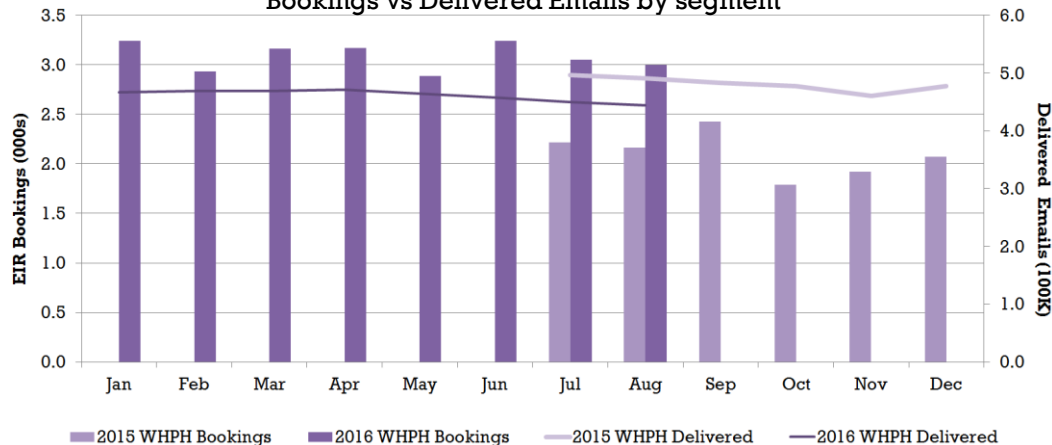
Observations

Email KPI's consistent with 2016 YTD averages

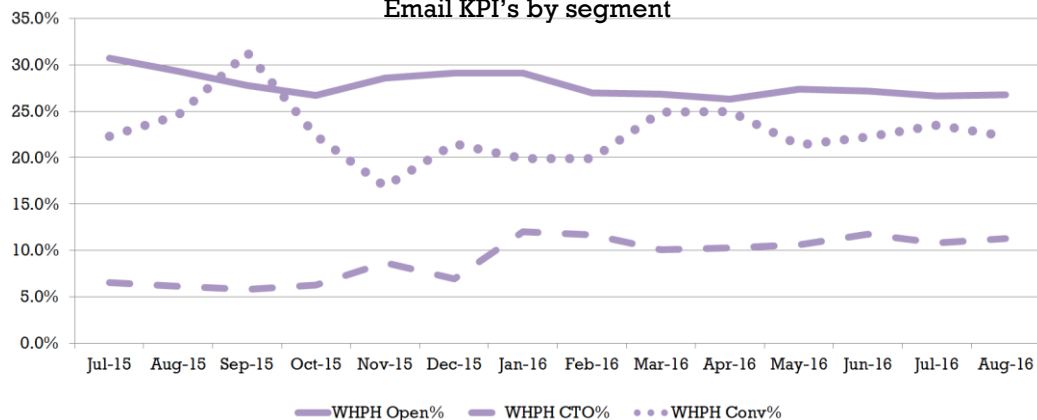
- Booking per delivered was 2% above YTD avg, 53% higher YoY
- CTO% was 2.6% above YTD average
- Open% was 1.6% below YTD average

Summer Bonus was featured in Offers for the 4th consecutive month & while fatigue may have been a factor it **continued to drive clicks & bookings**

Bookings vs Delivered Emails by segment



Email KPI's by segment



August WHPH Offers

Observations

Generated CTO% consistent with 2016 YTD averages, though monthly clicks increased 2.8% MoM

The **Summer promo** generated the same % of clicks as July, WHPH continued to be interested in promotions even after four months

- **Promotions should be featured in email communications for the duration of their campaign**

Getaways generated the most clicks since the Middle Offer was introduced in June and featured...

- New layout supporting 3 offers, animated icons
- Perennially popular destinations

DC Offer (Middle Section)
Florida package (Getaways)
Nashville (Experiences)
San Diego offer (Getaways)

Additionally, the New York Offer in July generated more clicks than any offer in either month

For consideration, Hotel Specials should always feature popular destinations to maximize per campaign revenue

The screenshot displays the WHPH website interface with several promotional banners. At the top, there are three blue banners: 'Account Box' (15% clicks, 21% bookings), 'Search' (6% clicks, 5% bookings), and 'Field Offers' (47% clicks, 39% bookings). Below these, a grid of travel offers is visible, including destinations like Long Beach, Brooklyn, Spokane, Burbank, Los Angeles, Monterey, Manhattan Beach, and Arlington, VA. A 'Middle Offer' banner for 'STAY 10,0' is also present. At the bottom, there's a section for 'Just a Few More Weeks to Earn Points' and a 'Earned Points? Go Shopping!' promotion.

Account Box
15% clks, 21% bks

Search
6% clks, 5% bks

Field Offers
47% clks, 39% bks

Middle Offer
18% clks, 20% bks

WHPH Offers

[FIRST NAME] - We Picked These Deals for You

This screenshot shows a personalized view of the WHPH website for a user named [FIRST NAME]. It features four main offer categories, each with a blue banner and a corresponding image: 'Getaways' (7% clicks, 5% bookings) with a beach resort, 'Experiences' (3% clicks, 4% bookings) with a concert, 'eBreaks' (5% clicks, 4% bookings) with a city map, and 'Account Box' (15% clicks, 21% bookings) with a hotel room. Each offer includes a brief description and a 'From' price.

Getaways
7% clks, 5% bks

Experiences
3% clks, 4% bks

eBreaks
5% clks, 4% bks

Promoting “100 K sweeps” generated higher clicks & bookings than “Earning 10 K”

“Winning 100 K points” was highlighted to Hotel Specials registrants vs “Earning 10 K” in Offers

Hotel Specials Registered: “Earn”



PO Offers Registered: “Earn”



Comparing the two placements, “100 K points” generated a higher link CTO% & Conv%

- WHPH generated higher CTO% and slightly lower Conv% for an overall net gain

While the evidence is not as strong, WHPH may also respond better to highlighting higher value components of a promotion

+ Landing Page

WHPH Landing Page Results

Header:



235 clicks, 7.4% visits, 34.0% of clicks



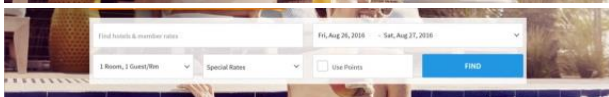
Hero ITA:



52 clicks, 1.6% visits, 7.5% of clicks



Search:



288 clicks, 9.1% visits, 41.7% of clicks

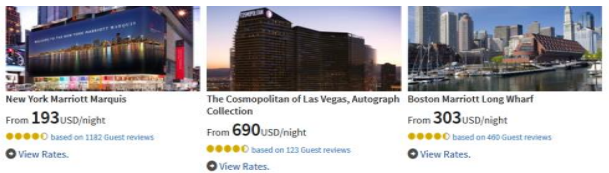


Most Booked:



42 clicks, 1.3% visits, 6.1% of clicks

Most Redeemed:



19 clicks, 0.6% visits, 2.8% of clicks



Brand Boxes:



16 clicks, 0.5% visits, 2.3% of clicks



Destinations Boxes:



39 clicks, 1.2% visits, 5.6% of clicks



August '16 WHPH Key Takeaways

- ❖ Summer Promo insights
 - Provide visibility to promotions throughout their promotional lifecycle in email
 - The Summer Promo did not appear to drive the desired bookings thru display ads
 - Consider testing the “bigger prize” elements of promotions and sweepstakes to WHPHs
- ❖ Popular destinations continued to drive click engagement with Hotel Specials, **continue consistent feature of most popular destination offers**
- ❖ Facebook DPA have been paused, continue to allocate spend towards DAT ads & Direct targeting
- ❖ Continue optimizations towards higher performing search queries for DSA & site placements for Retargeting

+ Acquisition





August Facebook Enrollment Results



MEMBER RATES



Executive Summary

Target	WHPH	TSAT	WHPH-LAL	TSAT-LAL
Impressions	260,461	256,519	379,443	549,927
CTR	0.76%	0.87%	0.79%	0.87%
Enrollments (total)	21	19	47	57
CPA* <i>*Overall CPA of MRMR campaign on FB: \$19.37</i>	\$78.77	\$76.24	\$42.27	\$49.44
Above / Below CPA Benchmark?				

Key Takeaways:

- Month over month, WHPH and TSAT segments are experiencing an increase in overall CPA.
 - This can be attributed to the success Facebook has had in accumulating enrollments throughout the year.
- The 2 lookalike audiences have remained more consistent, in terms of CPA, than the actual base segments.
 - MEC recommends to put minimal spend towards the WHPH & TSAT segments and put more spend towards the larger LAL audiences.
- Top creative continues to be the pool image
 - MEC recommends focusing on destination-based images for future PO content.



**Top Creative
(in terms of CPA + LCR)**

August Digital Enrollment Results

MEMBER RATES



August Executive Summary (Non-LAL)

	WHPH	TSAT
Impressions	291,638	242,261
Clicks	27	37
CTR	0.01%	0.02%
Spend	\$1,458	\$1,211
Enrollments	2	2
CPA	\$729	\$606

BETTER PERFORMER

August Executive Summary (LAL Only)

	WHPH	TSAT
Impressions	3,414,654	1,029,720
Clicks	619	297
CTR	0.02%	0.03%
Spend	\$14,604	\$4,404
Enrollments	287	78
CPA	\$51	\$56

BETTER PERFORMER

Key August Takeaways:

- Project Orange non-member targeting against the MRMR ads delivered an overall \$59 CPA in the month of August. This was a slight improvement over July, and was again mostly driven by LAL modeling of the segments with Dstillery.
- Dstillery drove a \$51 CPA against the LAL placements of WHPH and a \$56 CPA against the LAL placements of TSAT. Both of these marks were a bit higher than July; however, Dstillery spent double the amount of budget in August, showing their ability to scale against these high value audience models.
- The direct targeting of the PO segments proved to be more efficient in August than in July with less spend being allocated. Every month since PO was activated within the MR Global Acquisition campaign, TSAT has performed better than WHPH. We believe this is due to the sizes of the audiences since it's likely that more WHPH members are already MR members due to the amount of nights they stay per year.
- On the other hand, LALs of WHPH continue to outperform LALs of TSAT. We believe this is due to the fact that those WHPH members are staying more nights per year meaning people who are similar to this audience would be more inclined to join a loyalty program.



August Digital Enrollment Creative Results



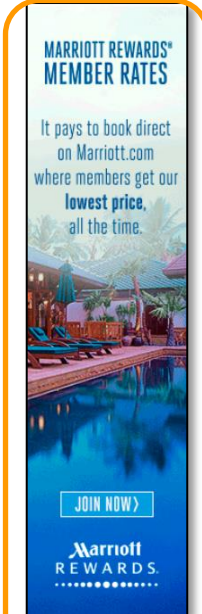
MEMBER RATES



WHPH



CTR:
0.018%
CPA: \$53



CTR:
0.017%
CPA: \$50

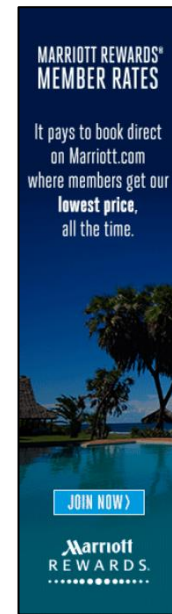


CTR:
0.017%
CPA: \$66

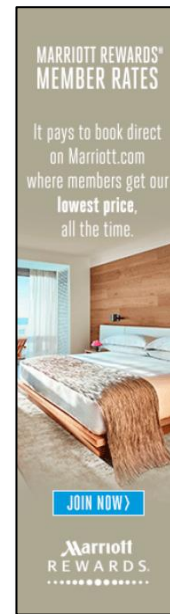
TSAT



CTR:
0.027%
CPA: \$66



CTR:
0.027%
CPA: \$69

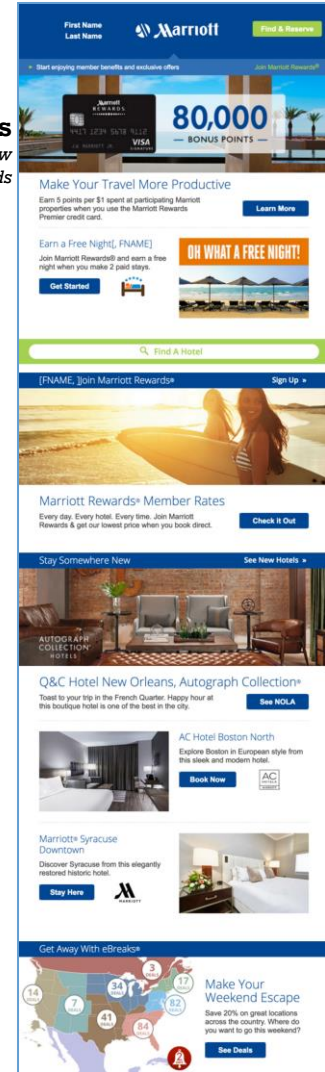


CTR:
0.025%
CPA: \$75

Aug Non-Member TSAT Benefits

Non-Member Benefits

[FIRST NAME,]Explore New
Destinations & Rewards



Aug Non-Member Benefits	Delivered	Enrollments	EIR Revenue	Open%	CTO%	Conv%	Enroll/Del (K)	Unsub%
TSAT	40.5 K	22	\$1.9 K	23.2%	2.5%	9.5%	0.54	0.28%

Observations

The Non-Member version of Benefits featured MRCC, Free Night offer, Member rates, generating 232 clicks

- July generated **58 enrollments off 444 clicks** featuring Free Night offer, New Member Benefits, sweepstakes, and MRCC offer
- June-337 Clicks
- May-276 Clicks

MRCC offer did not appear to be a significant motivator for enrollments

WHPH & TSAT Non member efforts will be consolidated starting Sept

- Segment level email performance will not be available

Aug Non-Member WHPH Benefits

Non-Member Benefits

[FIRST NAME, J] Earn Points in More Places Now

Aug Non-Member Benefits	Delivered	Enrollments	EIR Revenue	Open%	CTO%	Conv%	Enroll/Del (K)	Unsub%
WHPH	5.4 K	1	\$187	23.2%	1.4%	5.6%	0.19	0.32%

Observations

Note: Enrollments counts may be incomplete

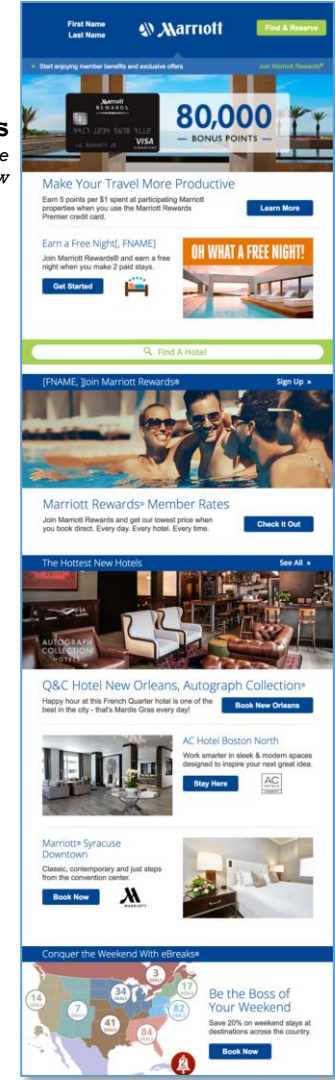
The Non-Member version of Benefits featured MRCC, Free Night offer, Member Rates, generating 18 clicks

- July version featured Free night offer, New Member Benefits & generated **7 enrollments off 48 clicks**
- June version featured New Member benefits & sweepstakes & generated 28 clicks
- May version featured Member Rates & generated 35 clicks

MRCC offer did not appear to be a significant motivator for enrollments

WHPH & TSAT Non member efforts will be consolidated starting Sept

- Segment level email performance will not be available



Orange Acquisition overview

Orange Acquisition Overview

Campaign	Description	Total Met Threshold	Total Enrolled	Rev Per Customer Post Enrollment	Cost Per Acquisition
POW5	Taste of Gold to WHPH	N/A	20	\$172.82	\$296.73
POTF	Free Night To TSAT	7	157	\$39.40	\$39.11
POWF	Free Night to WHPH	0	18	\$19.33	\$327.22
POW6	Taste of Gold to WHPH (2nd)	N/A	46	\$178.99	\$133.50

Percent Total Customers Per Orange Segment

Camp	Description	Current Orange Segment										
		(blank)	BSO	CSYP	DS	HAFH	IV	PT	TSAT	VV	WHPH	WW
POTF	Free Night To TSAT	33.23%	4.08%	13.17%	2.82%	0.63%	4.70%	4.08%	8.46%	24.14%	2.51%	2.19%
POW5	Taste of Gold to WHPH	20.37%	29.63%	14.81%			5.56%		12.96%	16.67%		
POW6	Taste of Gold to WHPH (2nd)	16.07%	8.04%	40.18%			0.89%	0.89%	16.07%	8.04%	5.36%	4.46%
POWF	Free Night to WHPH	34.38%	12.50%	12.50%					12.50%		15.63%	12.50%



Appendix

2016 Paid Display Goals

Segment	Tactic	GRE EOY Goal (:1)	RNs	Notes
WHPH	Criteo	14.5	41,000	Based on current RN pacing against remaining 2016 spend.
WHPH	Sojern	6	3,900	Based on current RN pacing against remaining 2016 spend.
WHPH	Facebook DPA	N/A	N/A	Based on current RN pacing against remaining 2016 spend. (Planning to be phased out in coming weeks).
WHPH	Facebook DAT	14	4,754	Based on current RN pacing against remaining 2016 spend.
WHPH	Facebook Direct	19.8	47,972	Based on current RN pacing against remaining 2016 spend.
TSAT	Criteo	6	7,820	Based on current RN pacing against remaining 2016 spend.
TSAT	Sojern	4	880	Based on current RN pacing against remaining 2016 spend.
TSAT	Facebook DPA	N/A	N/A	Based on current RN pacing against remaining 2016 spend. (Planning to be phased out in coming weeks).
TSAT	Facebook DAT	6	1,539	Based on current RN pacing against remaining 2016 spend.
TSAT	Facebook Direct	8.7	10,499	Based on current RN pacing against remaining 2016 spend.

2016 Paid Search Goals

Segment	Tactic	GRE EOY Goal (:1)
TSAT	Dynamic Search Ads	50.0
TSAT	GDN text (G+BK)	12.0
TSAT	GDN Image Ads (G+BK)	75.0
WHPH	Dynamic Search Ads	62.0
WHPH	GDN text (G+BK)	35.0
WHPH	GDN Image Ads (G+BK)	205.0

Glossary of definitions

Open rate/Open%	Ratio of email opens to emails delivered
Click rate/CTR/CTR%	For Paid Media, ratio of clicks to impressions; For email, ratio of email clicks to emails delivered
Click to Open rate/CTOR/CTO%	Ratio of email clicks to email opens; a better measure of engagement with content of email than the above CTR
Click%	Percentage of total clicks generated by an email
Conversion rate/Booking rate	Ratio of bookings to clicks (Paid Media or Email); in some situations for email, Conversion rate is expressed as ratio of bookings to delivered emails
EIR	Email Influence Revenue; 7-day attribution window of bookings against email clicks
Booking per Delivered	Ratio of bookings against emails delivered (bookings/email delivered x 1,000)
GRE	Paid Media ROI KPI; (Revenue/Cost-1)

Booking attribution legend

Channel	Click bookings			View-thru bookings		Total bookings & revenue
	Clicks	& revenue	Window	& revenue	Window	
GDN (text)	AdWords	DFA	7-Day (DFA)	N/A	7-Day	DFA clicks
GDN Image ads	AdWords	DFA	7-Day (DFA)	15% DFA	7-Day	DFA clicks+15% DFA view thorough
Dynamic Search Ads	AdWords	DFA	7-Day (DFA)	N/A	7-Day	DFA clicks
Paid Search (MF+TBPS)	Google	DFA	7-Day (DFA)	N/A	7-Day	DFA clicks
Criteo	DFA	MRDW	7-Day (DFA)	100% DFA	7-Day	(MRDW click + 100% view-through)*4.35%
Sojern	DFA	MRDW	7-Day (DFA)	15% DFA	7-Day	MRDW click + 15% DFA view-through
Facebook Direct Targeting	FB	MRDW	7-Day (FB)	15% FB	7-Day	MRDW click + 15% FB view-through
Facebook DPA	FB	MRDW	7-Day (FB)	15% FB	7-Day	(MRDW click + 100% view-through)*4.35%
Criteo LiveRamp	DFA	MRDW	7-Day (DFA)	15% DFA	7-Day	MRDW click + 15% DFA view-through
Facebook LAL	FB	MRDW	7-Day (FB)	15% FB	7-Day	MRDW click + 15% FB view-through
GDN LiveRamp	AdWords	DFA	7-Day (DFA)	15% FB	7-Day	DFA click + 15% FB view-through

+ CRM Targeting

+ Retargeting

+ Email Campaigns

TSAT click engagement was significantly higher with Benefits than control

August eNews/ Benefits	Delivered	Opens	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/ Del (K)	Unsub%
TSAT eNews	69.8 K	15.5 K	276	\$83.0 K	22.3%	17.7%	10.0%	4.0	0.08%
TSAT Benefits	674.5 K	145.2 K	2.7 K	\$1.00 M	21.5%	20.4%	9.2%	4.0	0.10%
%△					-3%	15%	-8%	2%	

There may be a reporting/tracking issue that is being investigated

- eNews (Core) Top Offer links counts do not appear consistent with previous months featuring Summer Promo

PO Segments – Control Group Destinations vs PO Destinations

August Destinations	Delivered	Opens	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
TSAT Core	70.5 K	16.3 K	51	\$17.2 K	23.2%	5.0%	6.2%	0.7	0.10%
TSAT PO	681.1 K	149.7 K	476	\$151.4 K	22.0%	4.6%	7.0%	0.7	0.13%
%△					-5%	-9%	12%	-3%	

The same subject lines were used at a segment level & there continued to be discrepancies in Open rate, suggesting meaningful differences in control vs test group

There were performance differences between audiences that received the West Coast vs East coast version

- Test & Control may have received different % of West/East Coast versions & may have had different Conv% with each

WHPH & TSAT Destinations

August Destinations	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
TSAT	681.1 K	476	\$151.4 K	22.0%	4.6%	7.0%	0.7	0.13%
WHPH	503.7 K	1.0 K	\$342.1 K	27.6%	4.0%	17.8%	2.0	0.05%
Total	1.2 M	1.5 K	\$493.5 K	24.4%	4.3%	11.8%	1.2	0.09%

Observations

Note: Geo-level reporting not available at the PO segment level

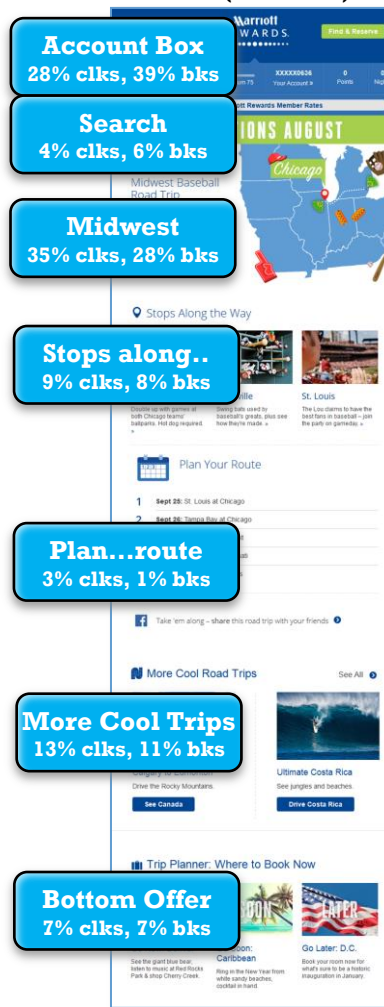
Account Box/Header generated 28% of clicks, slightly higher MoM suggesting content resonated less than previous months

Similar to July, the **Top Offer generated ~ 34% of clicks**, however the supporting content did not appear to generate similar interest

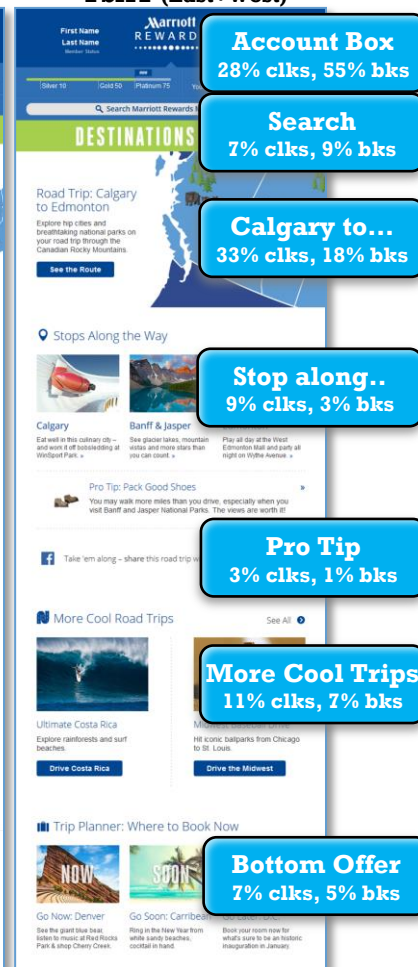
- Lack of interest in individual destinations (**Stops Along the Way**) against Road trip suggests lack of interest in featured destination
- More Cool Trips** generated more click engagement than the two above, Stops Along the Way and Plan Your Route/Pro Tip

Both **Caribbean & Denver** generated 2x as much clicks as the **DC offer** in the Trip Planner: Where to Book Now bottom section

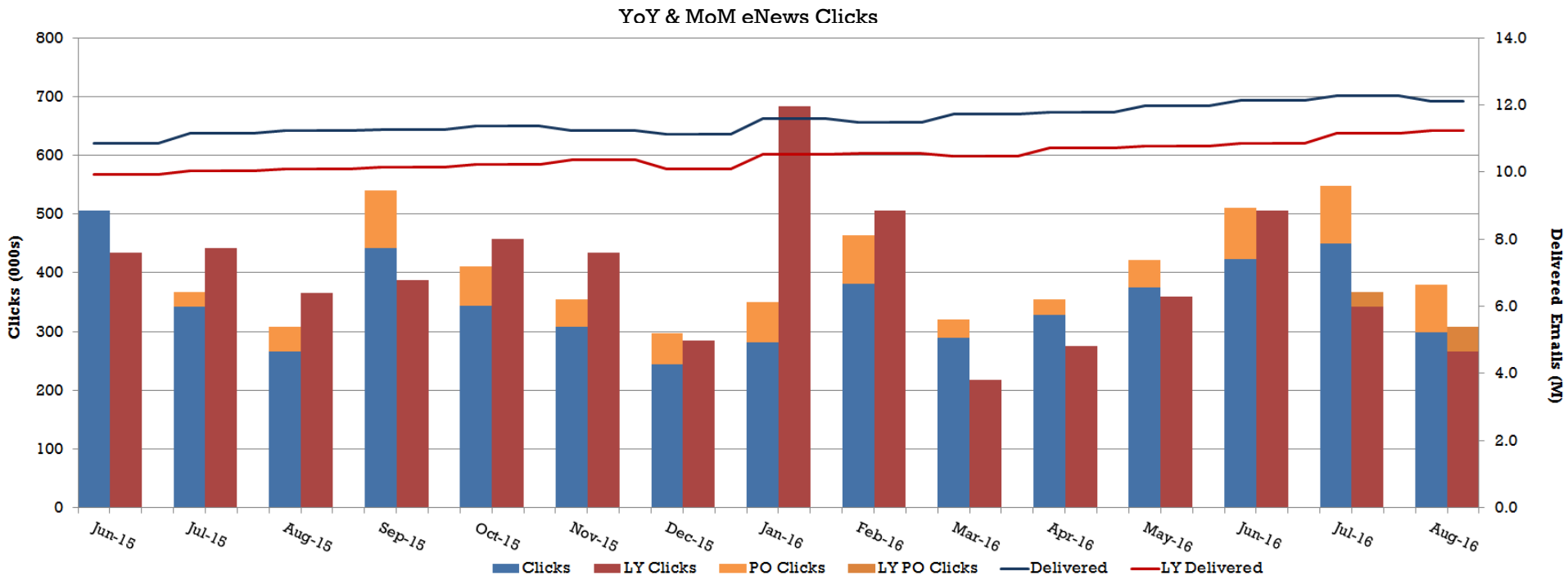
WHPH (East+West)



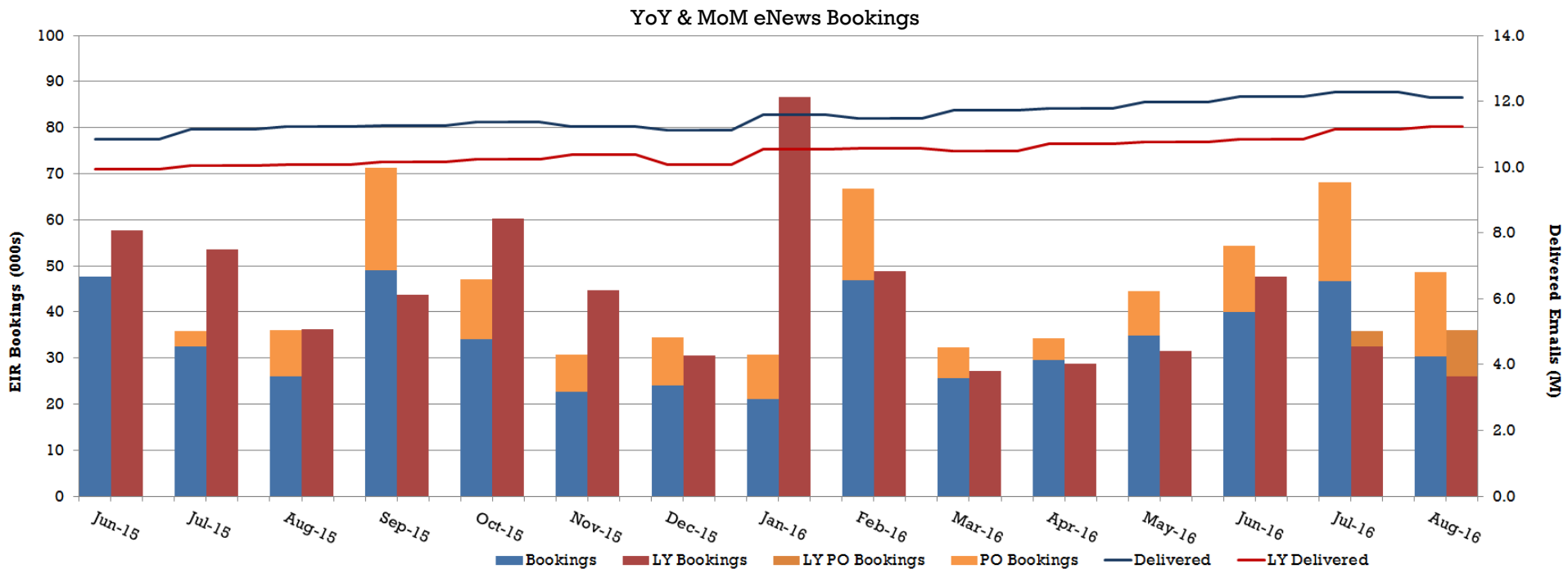
TSAT (East+West)



Both Core and PO eNews generated more clicks in 2016 than 2015



Both Core and PO eNews generated more bookings in 2016 than 2015



WHPH click engagement was significantly higher with Benefits than control

August eNews/ Benefits	Delivered	Opens	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/ Del (K)	Unsub%
WHPH eNews	53.8 K	16.2 K	744	\$248.8 K	30.2%	18.5%	24.8%	13.8	0.04%
WHPH Benefits	504.0 K	154.4 K	15.6 K	\$5.75 M	30.6%	33.8%	29.9%	31.0	0.04%
%△					1%	83%	21%	124%	

There may be a reporting/tracking issue that is being investigated

- eNews (Core) Top Offer links counts do not appear consistent with previous months featuring Summer Promo

PO Segments – Control Group Destinations vs PO Destinations

August Destinations	Delivered	Opens	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
WHPH Core	53.7 K	16.0 K	147	\$48.3 K	29.7%	4.2%	21.9%	2.7	0.05%
WHPH PO	503.7 K	138.9 K	1.0 K	\$342.1 K	27.6%	4.0%	17.8%	2.0	0.05%
%△					-7%	-4%	-19%	-28%	

The same subject lines were used at a segment level & there continued to be discrepancies in Open rate, suggesting meaningful differences in control vs test group

There were performance differences between audiences that received the West Coast vs East coast version

- Test & Control may have received different % of West/East Coast versions & may have had different Conv% with each