



Project Orange June Review

August 5th, 2016

Table of Contents

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



Travel Still A Treat

June performance overview

June 2016 TSAT Key Storylines

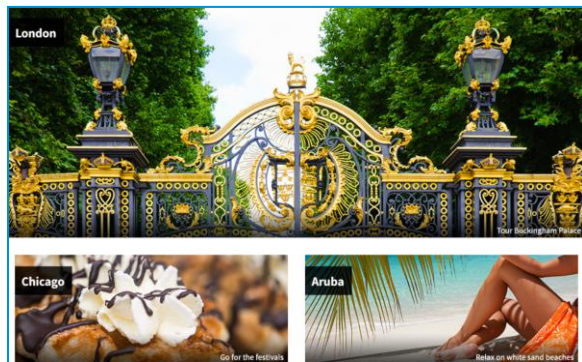
- ❖ Member rates continued to be featured in Display Media while Email supported the Summer Promo, New Member benefits and Road Trip theme
 - Paid Media generated the 2nd most impressions, bookings, and CTR% YTD
 - Email had the most deliveries and highest bookings since launch and generated the 3rd highest booking per delivered Email
- ❖ DAT launched on Facebook and early indications suggested greater efficiency than DPA
- ❖ Acquisition efforts continued into its 2nd month with Display Media, leveraging Member rates while an Email Solo offered a free night's incentive
- ❖ Background image and color were tested in Display creative & Benefits, while subject line testing was conducted in Benefits & Destinations

June TSAT Creative Overview

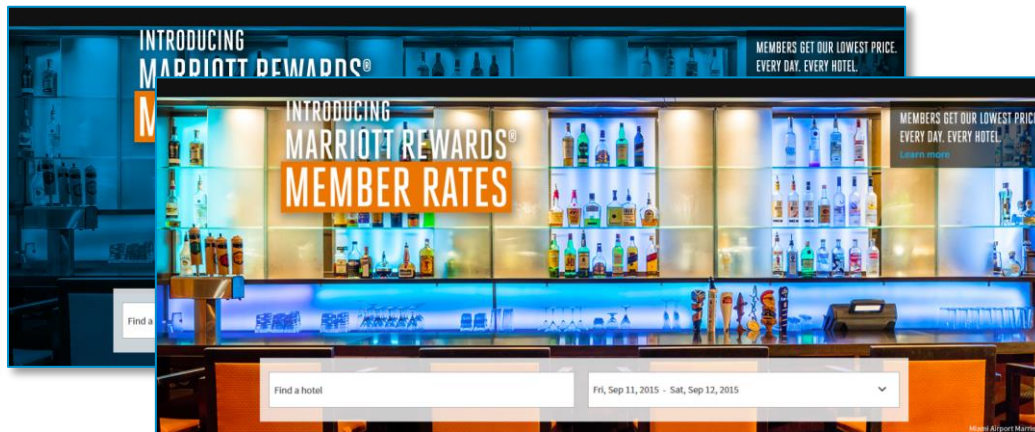
Landing Page Destinations

Landing Page Hero

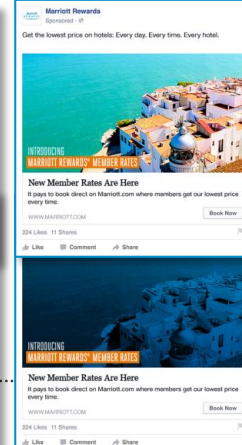
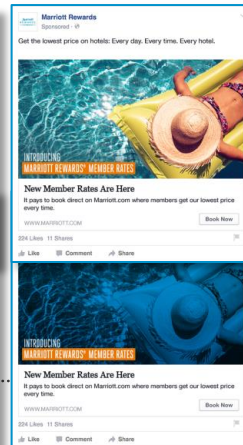
Email
(Destinations)



GDN



Facebook



June '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	609.5 K	\$4.3 K	0.03%	\$16.0 K	-5.1%	2.7	16.2%	-31.8%
	FB Direct Targeting	1.0 M	\$8.7 K	0.87%	\$79.6 K	-18.7%	8.2	-3.3%	-9.2%
	CRM Targeting Total	1.6 M	\$13.0 K	0.54%	\$95.6 K	-16.7%	6.4	-1.3%	-

Notes

TSAT Paid Search	Dynamic Search Ads	81.2 K	\$10.9 K	6.96%	\$300.9 K	46.5%	26.6	-18.2%	-46.8%
	MF Paid Search	1.2 M	\$23.1 K	1.65%	\$435.7 K	-22.3%	17.8	-17.7%	-
	TBPS Paid Search	33.1 K	\$3.7 K	12.51%	\$321.9 K	2.5%	87.2	-23.6%	-
	Paid Search Total	1.4 M	\$37.7 K	2.24%	\$1.1 M	-2.0%	27.1	-13.1%	-

Not PO funded

Not PO funded

TSAT Retargeting	Criteo Retargeting	1.8 M	\$8.2 K	0.33%	\$142.7 K	1.3%	16.5	-2.4%	174.2%
	Facebook DPA	121.9 K	\$3.9 K	2.09%	\$26.2 K	25.2%	5.8	21.0%	-71.0%
	Facebook DAT	15.3 K	\$587	2.16%	\$4.3 K	-	6.3	-	-
	GDN text (G+BK)	2.1 M	\$8.3 K	0.26%	\$72.9 K	51.8%	7.8	-28.0%	-35.3%
	GDN Image Ads (G+BK)	4.3 M	\$10.4 K	0.20%	\$528.8 K	-15.8%	49.9	-29.2%	-33.4%
	Yahoo! Native	353.2 K	\$168	0.01%	\$6.7 K	64.6%	38.8	22.1%	-
	Retargeting Total	8.7 M	\$31.5 K	0.26%	\$781.6 K	-7.1%	23.8	-28.6%	-

Launched 6/20

New ad type utilizing image leveraged

New MRMR ads updated

	Impressions	Spend	CTR	Revenue	▲ MoM Rev	GRE* - assessed on DoubleClick revenue, not MRDW revenue	MoM GRE % Change
TSAT Media Grand Total	11.6 M	\$82.2 K	0.53%	\$1.9 M	-5.0%	22.6	-15.6%
<i>TSAT - Project Orange funded only (minus MF and TBPS Paid Search)</i>	10.3 M	\$55.4 K	0.36%	\$1.2 M	1.4%	20.3	-16.4%

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

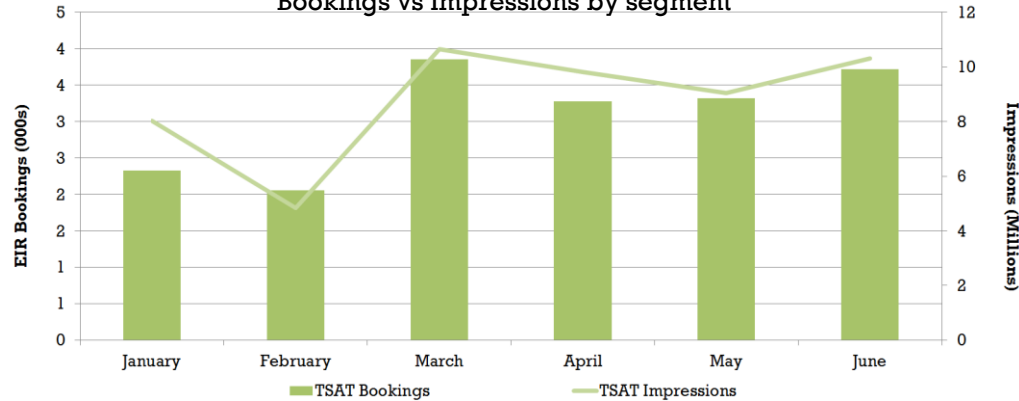
June '16 TSAT Paid Media MoM trends overview

Observations

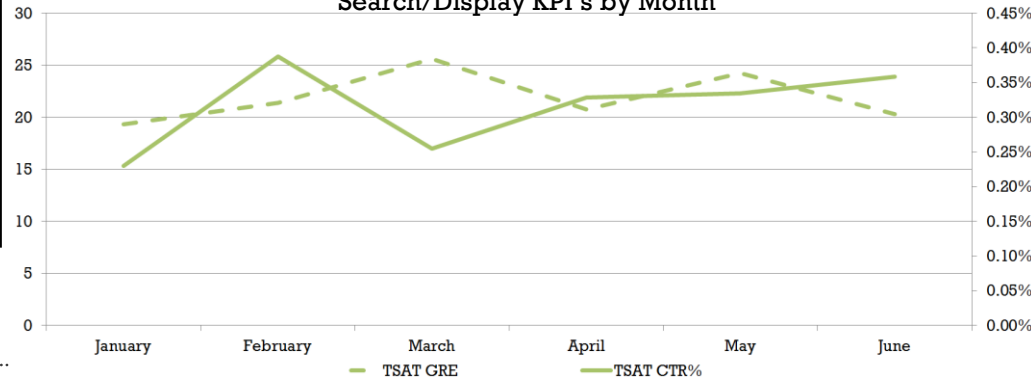
MoM spend increased by 20%, resulting in a 14% increase of impressions and the 2nd highest CTR% YTD; GRE decreased 16% respectively

- **Dynamic Search Ads** and **GDN image Ads** drove the largest revenue and their decrease in GRE impacted segment performance
- **GDN Text** spend increased 104%, generating a 76% increase of impressions along with 65% more bookings, yielding a 28% decrease in GRE
- **Facebook DAT** launched to replace DPA and comparatively, +94% Conv%, +9% GRE, -39% cost per booking although spend was 85% lower
- **Sojern** GRE improved for the 2nd straight month
- **Criteo** continued to outperform target GRE by 1.5x

Bookings vs Impressions by segment



Search/Display KPI's by Month



+ CRM Targeting

Facebook Direct Targeting

TSAT GRE Goal: 9:1

TSAT RN Goal: 4.2k

Current: 8:1

Current: 5.3k

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	May	1,196,907	9,176	0.77%	3.38%	5	305	\$33.40	\$10,368	8.45
	June	957,183	8,287	0.87%	5.46%	7	446	\$19.19	\$8,684	8.17
	5/30-6/5	235,491	2,216	0.94%	3.60%	3	77	\$25.69	\$2,050	9.37
	6/6-6/12	209,849	1,828	0.87%	5.12%	1	93	\$21.11	\$1,975	6.20
	6/13-6/19	227,510	1,865	0.82%	6.10%	0	114	\$17.91	\$2,039	7.47
	6/20-6/26	159,177	1,397	0.88%	6.57%	3	89	\$17.12	\$1,572	9.26
	6/27-7/3	125,156	981	0.78%	7.49%	0	74	\$14.26	\$1,048	9.26

Observations

- Monthly TSAT GRE driven by the MRMR ads in market decreased slightly by 3% MoM (8.5:1 → 8.2:1)
- However, even with this small drop in GRE, Conv% increased by 62%, CTR% increased by 13%, and Cost Per Booking improved by 43%
- Overall 2016 TSAT performance actually saw a bit of an improvement as GRE increased to 8.1:1 but is still 11% below benchmark

Sojern Targeting

TSAT GRE Goal: 4:1 (Dynamic Ads only)

TSAT RN Goal: 880 (Dynamic Ads only)

Current: 2.6:1 (Dynamic Ads only)

Current: 482 (Dynamic Ads only)

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	May	629,396	141	0.02%	34.86%	0	49	\$102.44	\$5,035	2.35
	June	609,460	181	0.03%	26.57%	0	48	\$89.21	\$4,291	2.73
	5/30-6/5	124,379	22	0.02%	40.91%	0	9	\$65.22	\$587	4.09
	6/6-6/12	122,981	25	0.02%	43.20%	0	11	\$91.10	\$984	2.00
	6/13-6/19	127,516	31	0.02%	33.55%	0	10	\$98.09	\$1,020	2.32
	6/20-6/26	142,664	61	0.04%	11.39%	0	7	\$164.22	\$1,141	1.06
	6/27-7/3	91,920	42	0.05%	26.07%	0	11	\$51.01	\$559	6.71

Observations

- For the 2nd straight month, Sojern was able to improve its TSAT GRE (0.6:1 → 2.3:1 → 2.7:1). It's worth noting that the dynamic ads drove a 3:1 GRE while static ads brought in a 1.2:1 GRE
- In addition to increasing GRE, Sojern was again able to improve its TSAT Cost Per Booking as it decreased by 13%
- Sojern continues to inch closer to the 4:1 TSAT GRE goal as it now sits at 2.6:1 overall (a 24% increase from last month). Sojern is also more than 50% to the TSAT Room Night goal

+ 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	May	53,147	3,614	6.80%	14.03%	507	\$12.09	\$6,129	32.51
	June	81,151	5,645	6.96%	13.06%	737	\$14.79	\$10,899	26.60
	5/27-6/2	19,052	1,344	7.05%	11.24%	151	\$17.01	\$2,568	28.79
	6/3-6/9	20,714	1,450	7.00%	11.59%	168	\$16.74	\$2,812	24.23
	6/10-6/16	14,785	961	6.50%	13.22%	127	\$14.83	\$1,884	24.80
	6/17-6/23	20,421	1,422	6.96%	13.15%	187	\$16.48	\$3,082	19.40
	6/24-6/30	6,179	468	7.57%	22.22%	104	\$5.32	\$553	74.82

Observations

- In June, there was a healthy increase in click and booking volume. CTR% increased because of a more aggressive bid approach, which led to a 56% increase in clicks
- With this increase in clicks, we saw some new queries that did not generate strong Conv%, hence the slight dip in Conv%/GRE. Some examples are “new hotel and rooftop bar in Chicago” and “hotels in the Rockford Illinois area”. In these cases, BCM adds these as negative keyword queries so that ads are not shown for these queries again; BCM will continue with the more aggressive bids and keep adding negatives in the future

+ Retargeting

Facebook DPA

TSAT GRE Goal: 20:1

TSAT RN Goal: 2.1k

Current: 6:1

Current: 453

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	May	111,868	2,218	1.98%	3.04%	11	1,539	67	\$53.66	\$3,618	4.79
	June	121,886	2,544	2.09%	5.45%	15	3,172	139	\$27.83	\$3,858	5.79
	5/30-6/5	26,293	521	1.98%	3.87%	4	460	20	\$44.63	\$901	5.84
	6/6-6/12	26,370	527	2.00%	5.44%	2	657	29	\$31.98	\$917	3.70
	6/13-6/19	18,135	423	2.33%	7.30%	6	704	31	\$16.43	\$508	10.98
	6/20-6/26	28,706	589	2.05%	5.29%	1	715	31	\$28.00	\$872	4.32
	6/27-7/3	22,382	484	2.16%	5.73%	2	636	28	\$23.81	\$661	6.60

Observations

- After launching on May 6, TSAT GRE for Facebook DPA ended at 5:1 for the month of May. TSAT GRE improved to 6:1 in June
- This still remains significantly under goal; however, this goal was set to be re-evaluated after we have significant performance to look at especially with DAT recently launching in late June
- We plan to set these goals during the 2nd week of August after DAT has more spend against it

Facebook DAT

*Goals to be determined during 2nd week of August.

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	May	-	-	-	-	-	-	-	-	-	-
	June	15,304	330	2.16%	10.56%	4	797	35	\$16.86	\$587	6.29
	6/20-6/26	6,890	169	2.45%	9.32%	2	360	16	\$16.62	\$262	6.92
	6/27-7/3	8,414	161	1.91%	11.86%	2	437	19	\$17.05	\$326	5.78

Observations

- DAT launched during the week of 6/20-6/26 and delivered a 6.3:1 GRE against the TSAT segment during the month of June. This is slightly better than DPA TSAT performance but on a significant less amount of spend
- As optimizations and learnings grow, we foresee DAT continuing to outperform DPA
- We plan on setting goals for DAT during the 2nd week of August to evaluate performance with more spend in market

Criteo Retargeting

TSAT GRE Goal: 6:1 (Dynamic Ads only)

TSAT RN Goal: 7.8k (Dynamic Ads only)

Current: 15:1 (Dvnamic Ads only)

Current: 3.8k (Dynamic Ads only)

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	May	1,591,529	6,059	0.38%	6.09%	131	8,349	369	\$21.36	\$7,880	16.87
	June	1,814,667	6,008	0.33%	6.62%	104	9,046	398	\$20.54	\$8,175	16.45
	5/30-6/5	771,786	1,682	0.22%	7.58%	42	2,890	128	\$22.90	\$2,920	14.63
	6/6-6/12	266,100	937	0.35%	9.66%	34	2,047	91	\$12.10	\$1,096	29.18
	6/13-6/19	259,171	1,112	0.43%	7.26%	24	1,831	81	\$15.43	\$1,245	21.45
	6/20-6/26	304,164	1,316	0.43%	5.06%	3	1,529	67	\$24.19	\$1,612	13.65
	6/27-7/3	213,446	961	0.45%	3.39%	1	749	33	\$39.90	\$1,302	8.53

Observations

- While performance was a slightly down in June compared to May, Criteo brought in consistent performance against the TSAT segment in June, as the monthly GRE matched the 15:1 overall mark for dynamic ads. The static ads actually performed better this month, bringing in a 19:1 GRE, but on 90% less spend
- Overall, June led to a 9% increase in Conv% and a 4% improvement in Cost Per Booking
- Criteo continues to outperform its TSAT GRE benchmark by 1.5x and is right under 50% towards its overall TSAT Room Night goal for 2016

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	May	4,144,042	6,311	0.15%	29.45%	287	1,572	\$4.72	\$8,783	70.48
	June	4,269,126	8,461	0.20%	19.59%	320	1,338	\$6.26	\$10,385	49.92
	5/27-6/2	950,585	1,973	0.21%	18.19%	70	289	\$6.18	\$2,218	52.14
	6/3-6/9	868,227	1,774	0.20%	18.82%	65	269	\$5.43	\$1,815	60.03
	6/10-6/16	654,421	1,340	0.20%	22.35%	66	234	\$5.00	\$1,497	58.59
	6/17-6/23	1,148,156	1,930	0.17%	18.91%	60	305	\$8.49	\$3,097	38.51
	6/24-6/30	647,737	1,444	0.22%	20.80%	59	241	\$5.85	\$1,758	49.41

Observations

- June was a strong volume month for TSAT, however GRE saw a considerable dip. Multiple factors affected performance:
 - Clicks and post-click bookings increased MoM, primarily due to a strong increase in CTR% which drove more traffic
 - When new creative was launched in mid-June, there was an initial spike in impressions and CPC which drove down the CPC/GRE efficiencies. Towards the end of June, performance stabilized and Conv% rebounded to a strong 21%

GDN Retargeting (G+BK)

SITE NAME	DATE	TOTAL IMPRESSIONS (AdWords)	CLICKS (AdWords)	CTR	Conv%	POST-CLICK BOOKINGS (DFA)	COST PER BOOKING	TOTAL MEDIA COST	GRE
GDN G+BK TSAT	May	1,183,235	2,708	0.23%	5.21%	141	\$28.93	\$4,079	10.78
	June	2,087,131	5,448	0.26%	4.28%	233	\$35.73	\$8,325	7.76
	5/27-6/2	64,742	124	0.19%	3.23%	4	\$49.27	\$197	4.46
	6/3-6/9	693,640	1,538	0.22%	3.19%	49	\$50.86	\$2,492	4.09
	6/10-6/16	486,572	1,175	0.24%	5.53%	65	\$30.51	\$1,983	11.04
	6/17-6/23	551,134	1,514	0.27%	3.57%	54	\$45.09	\$2,435	5.65
	6/24-6/30	291,043	1,097	0.38%	5.56%	61	\$19.97	\$1,218	14.67

Observations

- June was also a strong volume month (impressions, clicks, bookings and media cost increased) for TSAT GDN Remarketing
- The one metric that decreased was Conv%, which had a negative effect on GRE. Since this ad placement is the lowest performing ad placement on Google, BCM recommends shifting roughly 15% of the GDN Retargeting spend towards Image Ads
- Additionally, a new ad type from Google may help increase CTR% and Conv%. An image can be uploaded along with the text ad, and Google will dynamically display the ad in a native format to align with the look and feel of the publisher site

+ Display Creative

TSAT June GDN Image Creative Performance

Bar



Impressions: 434.4K
CTR: 0.19%
Conv%: 16.8%
CPM: \$2.62
GRE: 48.0

Ocean



Impressions: 473.8K
CTR: 0.19%
Conv%: 17.4%
CPM: \$2.51
GRE: 37.4

Pool



Impressions: 438.1K
CTR: 0.19%
Conv%: 19.1%
CPM: \$2.44
GRE: 47.2

Bar (Blue)



Impressions: 419.9K
CTR: 0.20%
Conv%: 16.3%
CPM: \$2.73
GRE: 47.2

Ocean (Blue)



Impressions: 454.9K
CTR: 0.19%
Conv%: 19.0%
CPM: \$2.50
GRE: 44.0

Pool (Blue)



Impressions: 438.9K
CTR: 0.20%
Conv%: 19.1%
CPM: \$2.58
GRE: 48.3

Observations

- There was no statistical significance in CTR% comparing the highest CTR% (Bar Blue) to the lowest (Pool)
- GDN Image Ad GRE averaged over 40:1; there was a fairly large drop in this metric compared to the original MRMR ads (Avg ~65:1). This is largely due to a decrease in Conv% once the new ads were introduced around 6/14 despite June generating higher CTRs
- The Bar imagery appeared to generate the lowest Conv% out of the different imagery used
- New ads will be rolled out week of 8/1

TSAT June Facebook Creative Performance

Bar

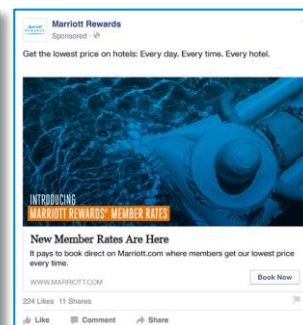
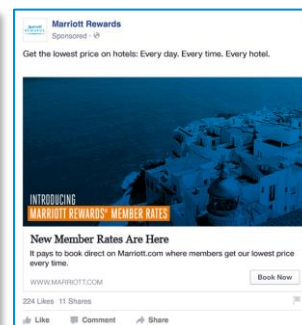
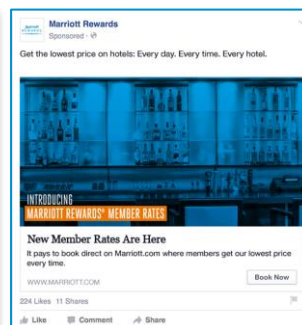
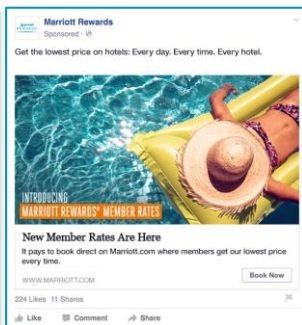
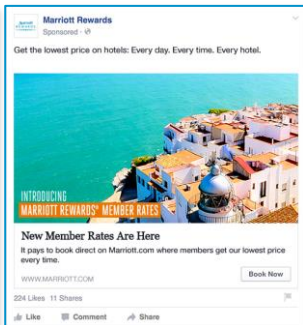
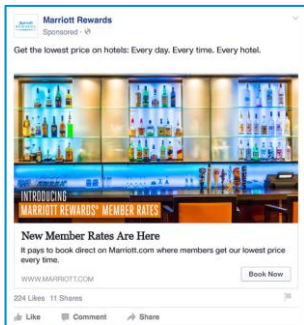
Ocean

Pool

Bar (Blue)

Ocean (Blue)

Pool (Blue)



Impressions: 87.7K
CTR: 0.76%
Conv%: 6.05%
CPM: \$7.64
GRE: 7.7

Impressions: 107.7K
CTR: 0.80%
Conv%: 9.20%
CPM: \$9.33
GRE: 11.1

Impressions: 38.1K
CTR: 0.85%
Conv%: 8.86%
CPM: \$9.52
GRE: 13.3

Impressions: 46.4K
CTR: 0.84%
Conv%: 8.01%
CPM: \$10.75
GRE: 11.4

Impressions: 74.1K
CTR: 0.76%
Conv%: 8.23%
CPM: \$9.04
GRE: 13.5

Impressions: 117.5K
CTR: 0.95%
Conv%: 6.07%
CPM: \$9.14
GRE: 7.5

Observations

- The Pool imagery appeared to generate the highest CTR% out of all imagery while Pool (Blue) appeared to generate the highest CTR%
- Ocean imagery appeared to generate the highest Conv% out of all imagery while Ocean (non Blue) appeared to generate the highest Conv%
- MoM CTR% increased which suggested creative refresh may sustain messaging

+ Email Campaigns

June '16 TSAT Email overview & MoM trends

June Project Orange	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
Benefits	655.1 K	2.7 K	\$912.6 K	28.0%	18.5%	8.0%	4.1	0.2%
Destinations	657.4 K	888	\$281.5 K	23.8%	6.8%	8.3%	1.4	0.2%
Offers	612.7 K	1.3 K	\$445.5 K	21.0%	12.0%	8.5%	2.1	0.2%
NM Solo	38.4 K	1	\$300	28.3%	2.2%	0.4%	0.0	0.4%
TSAT Total	2.0 M	4.9 K	\$1.6 M	24.4%	12.6%	8.1%	2.5	0.2%

Observations

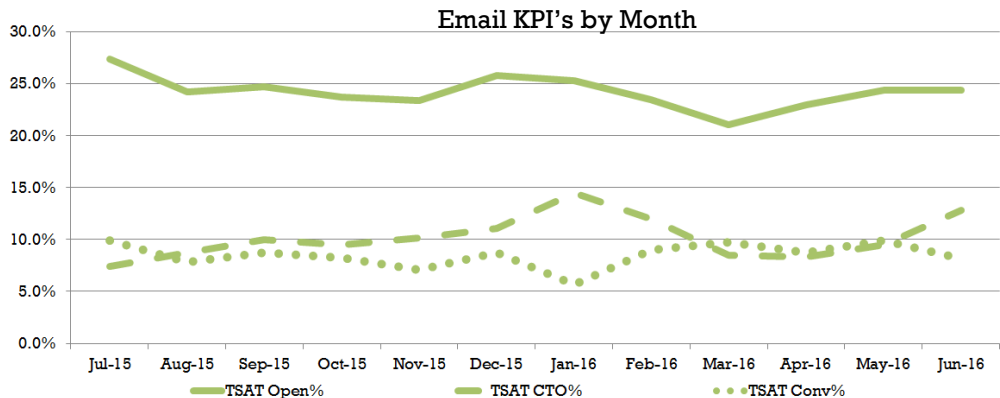
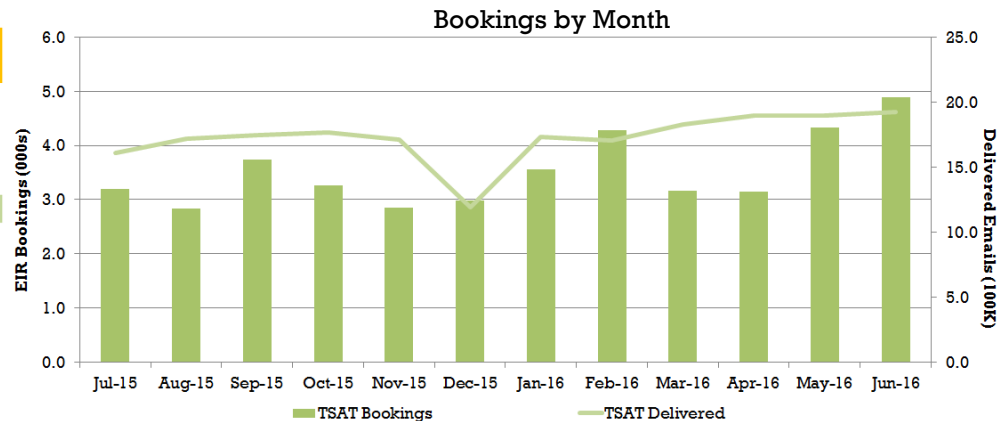
Email had the most deliveries and highest bookings since launch and generated the 3rd highest booking per delivered Email

- 2nd highest CTO% since PO launch with Summer Promo featured in all base communications

Benefits: 2nd highest bookings and booking/delivered to date due to increasing audience size and high CTO%

Destinations: 2nd highest Open% and CTO% all time helped drive the 2nd highest booking per delivered all time

Offers: highest booking and clicks all time driven by 2nd highest CTO%



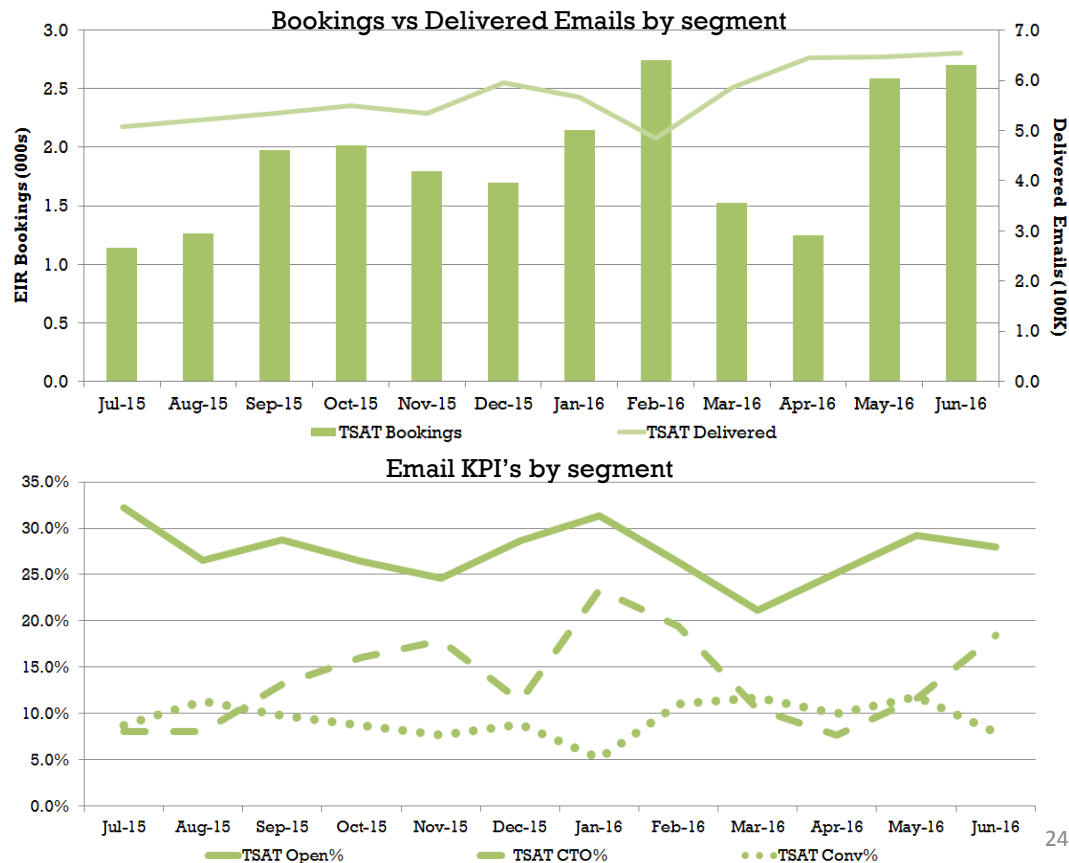
TSAT Benefits overview and MoM trends

Observations

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

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

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



TSAT click engagement & Conv% was higher with Core versions than Benefits

June eNews/ Benefits	Delivered	Opens	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/ Del (K)	Unsub%
TSAT eNews	67.3 K	17.6 K	337	\$112.5 K	26.2%	22.3%	8.6%	5.0	0.17%
TSAT Benefits	655.1 K	183.2 K	2.7 K	\$912.6 K	28.0%	18.5%	8.0%	4.1	0.19%
%△					7%	-17%	-7%	-18%	

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

Core eNews

Introducing New Benefits (Test & Roll winner)

Introducing New Benefits

View Your June Points Balance

TSAT

New Member Benefits

New! Redeem Points for Experiences

These New Benefits Will Take You Places

CTO% delta between Core and PO decreased in June (previous months averaged ~ 40%)

- Core versions had ~80 links while TSAT Benefits ~70

Amount of content may have continued to be a factor in generating click engagement

June TSAT Benefits

June Benefits	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
TSAT	655.1 K	2.7 K	\$912.6 K	28.0%	18.5%	8.0%	4.1	0.2%

Observations

2nd highest volume of clicks to date

Top Offers generated 59% of Email clicks (32% Benefits, 27% Summer Promo); of the clicks that went to New member benefits:

- 60% went to CTA
- 15% to **Elite Concierge & Late Checkout** benefit highlights

Compared to YTD average section click engagement:

- Account Box, Rewards, and Search saw above average click engagement; **general CTA's continued to draw click engagement and persistent use throughout Email content may help click engagement**
- Milestone (% bonus stays & [X] nights) dropped by 50%, **suggesting fatigue**

MoM click engagement to eBreaks fell by 62% which may be due to **cannibalization or potential fatigue**; Conv% was slightly below link average

Account Box
17% clks, 33% bks

Search
5% clks, 5% bks

Top Offer
32% clks, 24% bks

Top Offer 2
27% clks, 21% bks

Rewards - Head
2% clks, 6% bks

Rewards - Main
7% clks, 4% bks

Redeem - Hotel
2% clks, 2% bks

Benefits

Your Account: These New Benefits Will Take You Places

Earn
3% clks, 2% bks

You Could Win a Free Night Stay
Enter now for a chance to receive a free night at one of 4,000+ Marriott locations.

Enter to Win

Hotel Openings
1% clks, 0% bks

The Saint Hotel Key West, Autograph Collection®
Check in to your dream vacation spot after a day of play in Old Key West.

Book Now

Courtyard® New York World Trade Center Area
Visit the National September 11 Memorial & Museum and One World Observatory next door!

Stay Here

Domes of Elands, Autograph Collection®
Experience Creek hospitality at its finest across from historic Springdale estate.

Book Now

City Scene
1% clks, 0% bks

Coast to Coast: 100 Years of National Parks
Celebrate the U.S. National Parks Service Centennial with a trip to the parks for a month!

Find a Park

10 Best National Park Views
Get your camera ready - the best views are just a drive away.

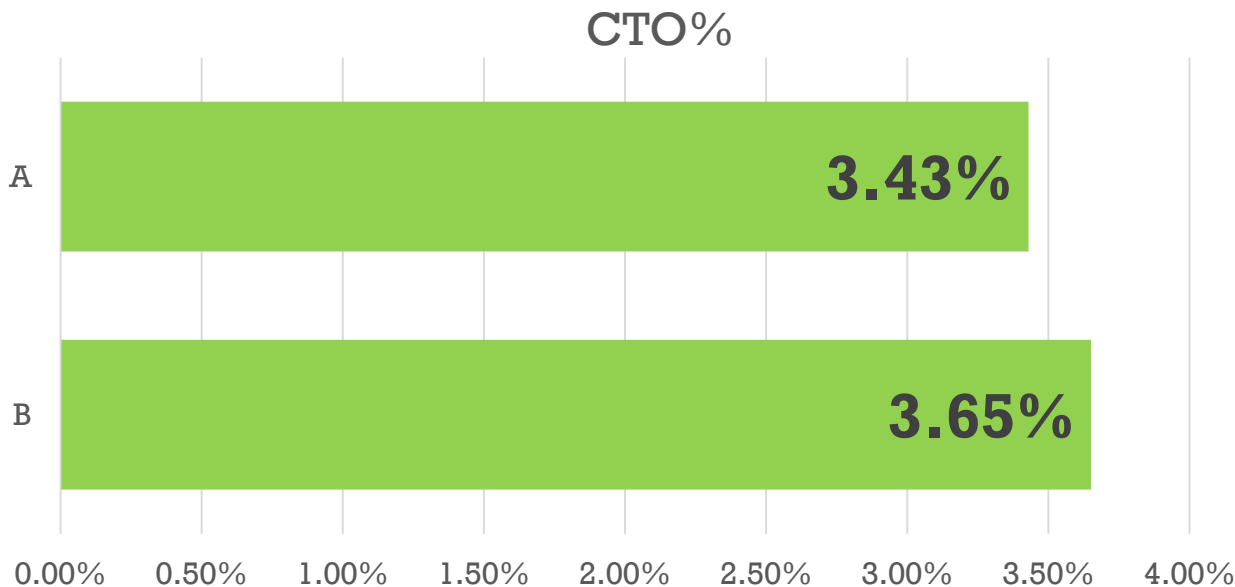
2016 Free Entrance Days
Mark your calendar! Free entrance to the parks is free.

Activities That'll Surprise You
Get your family excited about the parks.

Autograph Collection®
The Mayflower® Hotel, Autograph Collection®
Washington, D.C. has 24 national parks. Stay within walking distance of the National Mall.

eBreaks
2% clks, 1% bks

PO Benefits June 2016 Image Test **TSAT** Segment



Observations

- Significant at 99.6%
- TSAT may have shown a preference for blue hue in previous instances

Image	Opens	Clicks	CTO%
A	100,508	3,446	3.43%
B	100,460	3,671	3.65%

TSAT Destinations overview and MoM trends

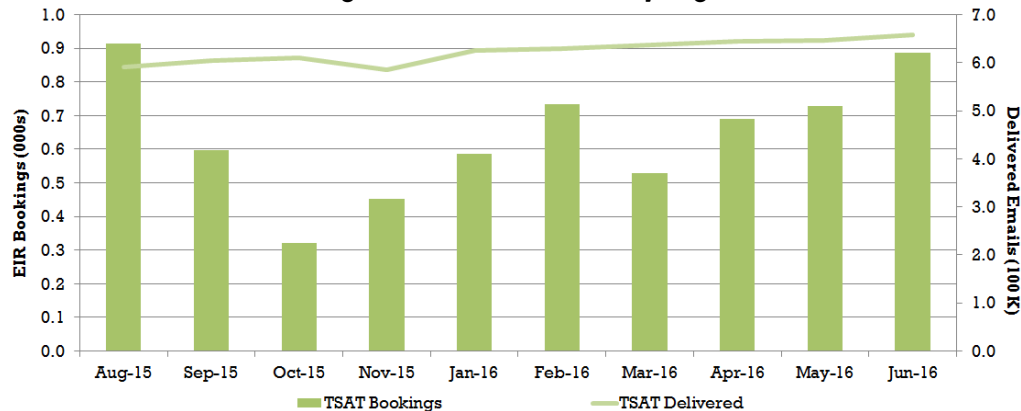
Observations

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

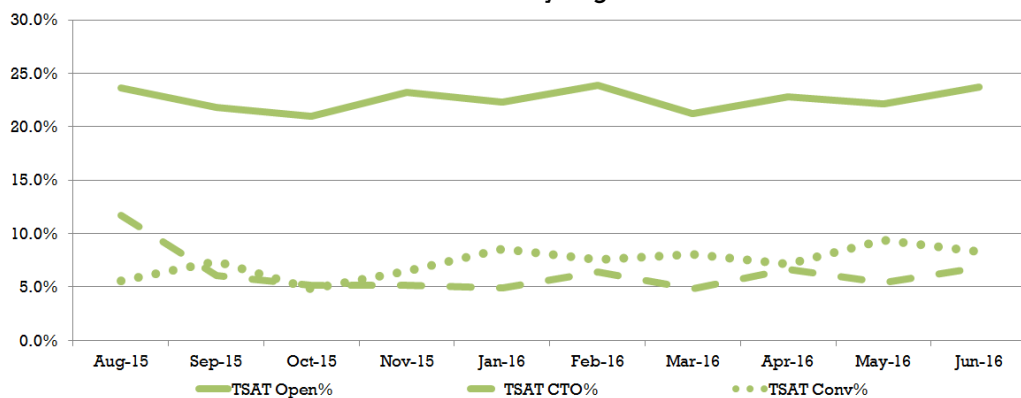
- Highest delivered and opens all time
- 2nd highest booking/delivered Email

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

Bookings vs Delivered Emails by segment



Email KPI's by segment



TSAT generated higher Email KPI's from Control vs Test versions

June Destinations	Delivered	Opens	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
TSAT Core	67.7 K	17.1 K	124	\$38.1 K	25.2%	7.4%	9.8%	1.8	0.19%
TSAT PO	657.4 K	156.1 K	888	\$281.5 K	23.8%	6.8%	8.3%	1.4	0.23%
%△					-6%	-8%	-15%	-26%	

The subject line in the Core versions resonated better than PO versions (significant)

Core

Why You Should Take a Summer Road Trip-59,005

Jim's June Trip Planner-56,087

What's Your Road Trip Type, Jim-48,941

TSAT

Why You Should Take a Summer Road Trip-4,938

Jim's June Trip Planner-4,739

What's Your Road Trip Type, Jim?-4,337

That Global Control & Test TSATs had the same subject lines & there was a 6% difference in Open% suggests:

- Differences in global control vs test segment composition or test experience
- Open% differences less than 6% may be noise

Generally, each link in Control generated a higher CTO% than the same test links (significant)

Jun'16 TSAT Destinations

Observations

PO Destinations generated 2nd highest clicks & CTO%

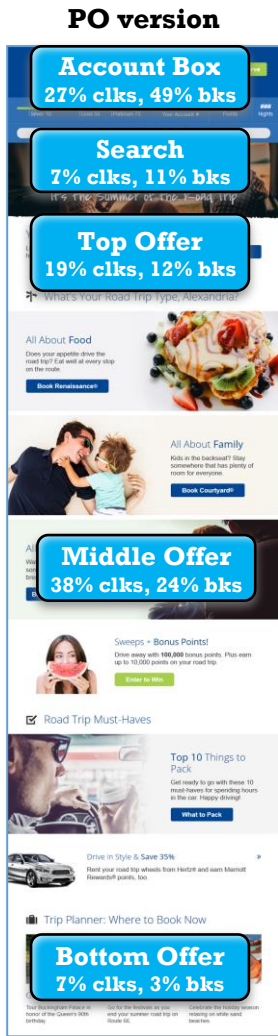
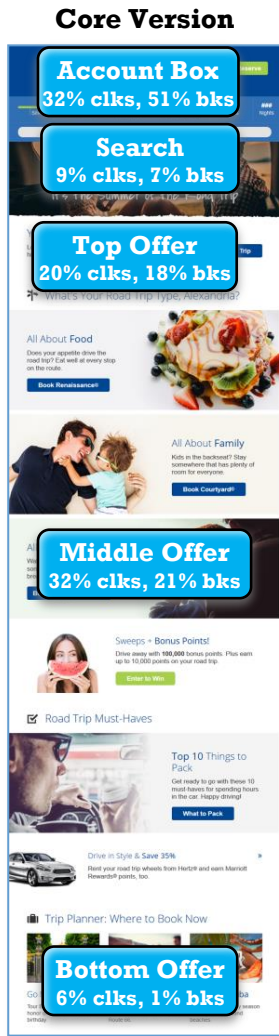
Top overall links:

- Top 10 things to Pack **demonstrates the engagement non-hotel Travel content can generate**
- Road Trip (Top Offer)
- Summer Promo

In the Trip Type section

- All about Food generated the most clicks with All about Budget generating the 2nd most

Aruba was the most clicked Destination in the Trip Planner section

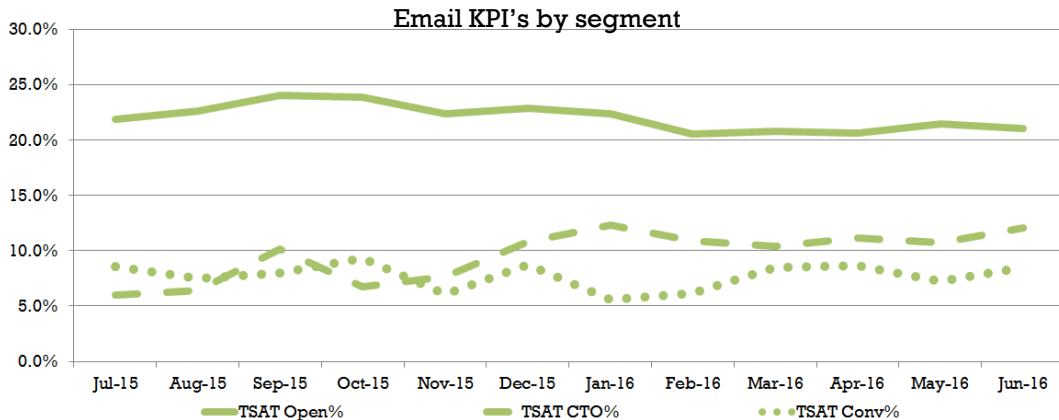
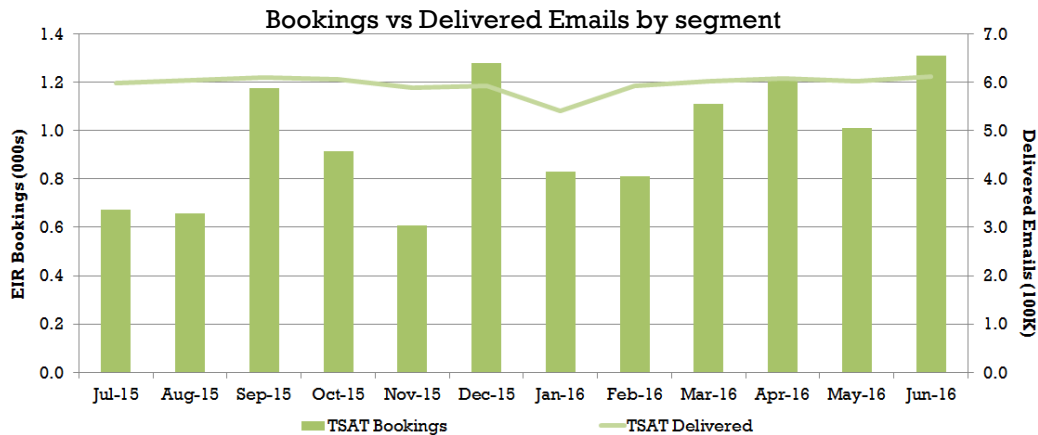


TSAT Offers overview and MoM trends

Observations

Highest bookings and clicks all time

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



Global control groups doubled in June and are being investigated

June HS/ Offers	Delivered	Opens	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/ Del (K)	Unsub%
TSAT HS	133.6 K	29.7 K	276	\$116.8 K	22.2%	11.7%	7.9%	2.1	0.16%
TSAT Offers	612.7 K	128.8 K	1.3 K	\$445.5 K	21.0%	12.0%	8.5%	2.1	0.18%
%△					-6%	3%	7%	3%	

June TSAT Offers

June Offers	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
TSAT	612.7 K	1.3 K	\$445.5 K	21.0%	12.0%	8.5%	2.1	0.2%

Observations

Highest clicks and 2nd highest CTO% to date

All sections generated around the same clicks as YTD section averages except:

- Summer Promo which generated the highest clicks of any link
- Getaways and Experiences section generated the lowest clicks YTD respectively; **both sections featured fewer offers than average**
- While Summer Promo may have cannibalized clicks from Getaways and Experiences, overall it appeared to generate incremental clicks and bookings

Getaways, Atlantis, and Resorts Offers received equal clicks; Las Vegas generated the most clicks in Experiences

eBreaks continued strong click engagement, generating the most clicks for this section since it launched and had among the highest Conv% of any offer link

Offers

[FNAME's] July Travel Deals

Account Box
18% clicks, 36% bookings

Search
10% clicks, 14% bookings

Field Offers
48% clicks, 27% bookings

Middle Offer
11% clicks, 9% bookings

Sweet! Enter to Win 100,000 Points!
Earn up to [10,000][12,000] bonus points – plus a chance to win 100K points in our summer sweeps.

Getaways
4% clicks, 3% bookings

Experiences
2% clicks, 2% bookings

eBreaks
7% clicks, 8% bookings

June TSAT Benefits & Destinations test & roll subject line testing

Benefits - TSAT

- **Your Account: [FNAME's] New Member Benefits (7,528)**
- Your Account: These New Benefits Will Take You Places (6,880)
- Your Account: New! Redeem Points for Experiences (7,380)

Descriptors of winning subject line

Personalized, Simple, First Name

Destinations - TSAT

- **Why You Should Take a Summer Road Trip (4,938)**
- [First Name] [Your] June Trip Planner (4,739)
- What's Your Road Trip Type, [First Name]? (4,337)

Curiosity pique, seasonal, explanatory

June '16 TSAT Key Takeaways

- ❖ Aggressive additions to negative keywords may help maintain efficiency against scale in Search
- ❖ Consider allocation of 15% budget from GDN Retargeting to GDN Image ads
- ❖ Ongoing engagement with Benefits Body Search & Account Header suggests value in general access links throughout content
- ❖ There may be fatigue with current Milestone approach & eBreaks in Benefits
- ❖ TSATs may have shown preferences to blue hue iterations of images
- ❖ TSAT audiences responded well to Road trip, theme, & content; in particular non-hotel related content



Work Hard Play Hard

June performance overview

June 2016 WHPH Key Storylines

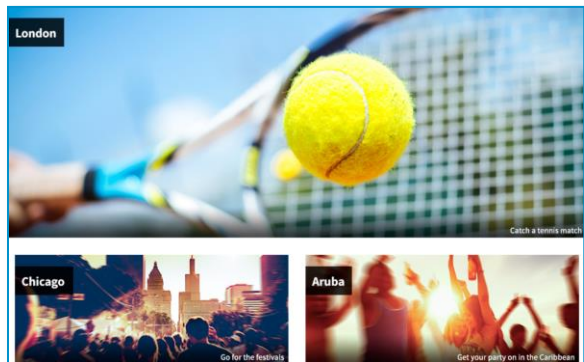
- ❖ Member rates continued to be featured in Display Media while email supported the Summer Promo, New Member benefits and Road Trip theme
 - Paid Media generated the most impressions, & bookings YTD with consistent performance from Display & Search partners
 - 3rd highest bookings and bookings per delivered to date
- ❖ DAT launched on Facebook and early indications suggested greater efficiency than DPA
- ❖ eBreaks module was added to Benefits & Offers and generated different engagements
- ❖ Acquisition efforts continued into its 2nd month with Display media leveraging Member rates while an Email Solo offered a free night's incentive
- ❖ Background image and color were tested in Display creative & Benefits while subject line testing was conducted in Benefits & Destinations

June WHPH Creative Overview

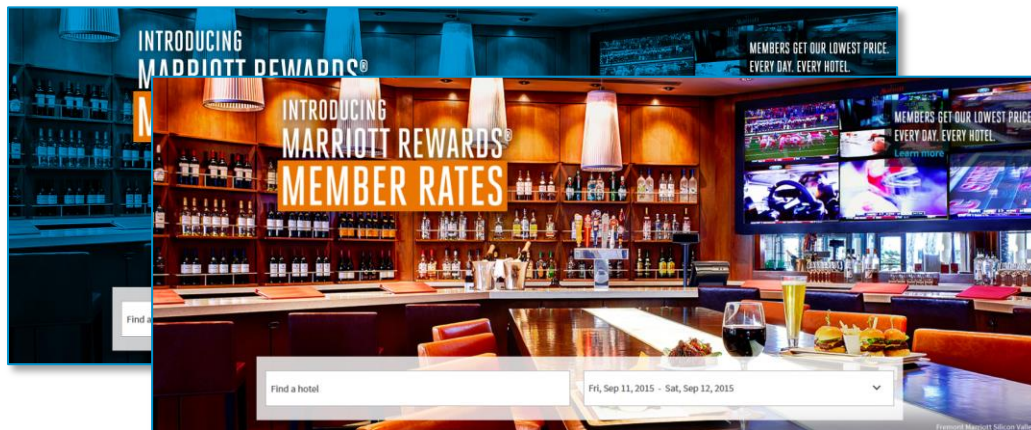
Landing Page Destinations

Landing Page Hero

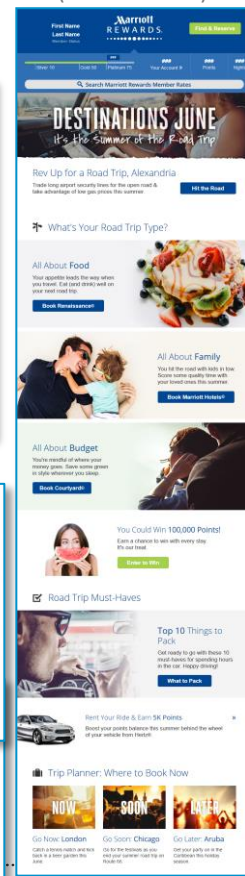
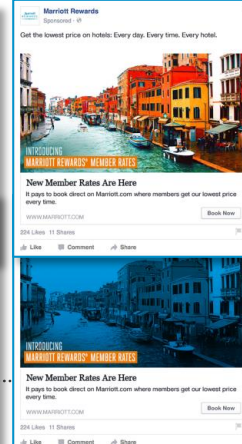
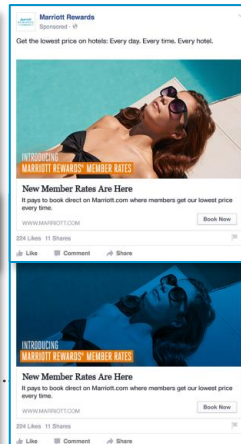
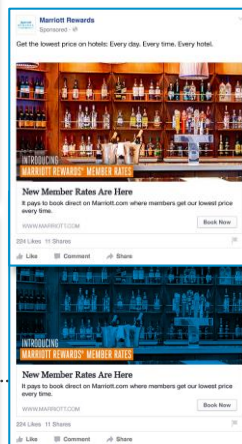
Email
(Destinations)



GDN



Facebook



June '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	1.5 M	\$10.5 K	0.02%	\$104.4 K	19.3%	9.0	9.8%	49.8%
	FB Direct Targeting	2.8 M	\$29.2 K	0.76%	\$589.0 K	-2.3%	19.1	-13.3%	-29.1%
	CRM Targeting Total	4.3 M	\$39.7 K	0.51%	\$693.4 K	0.5%	16.5	-10.3%	-

WHPH Paid Search	Dynamic Search Ads	84.6 K	\$8.6 K	6.97%	\$493.8 K	3.7%	56.4	3.8%	-9.1%
	MF Paid Search	1.7 M	\$35.1 K	1.05%	\$403.2 K	-34.9%	10.5	-52.9%	-
	TBPS Paid Search	67.3 K	\$9.0 K	8.28%	\$651.5 K	11.9%	71.4	-10.3%	-
	Paid Search Total	1.9 M	\$52.7 K	1.57%	\$1.5 M	-7.7%	28.4	-26.4%	-

Not PO funded

Not PO funded

WHPH Retargeting	Criteo Retargeting	11.1 M	\$48.2 K	0.18%	\$1.4 M	35.4%	27.6	-0.1%	90.3%
	Facebook DPA	238.7 K	\$8.3 K	1.40%	\$125.6 K	45.7%	14.2	47.7%	-43.1%
	Facebook DAT	20.4 K	\$826	1.46%	\$15.5 K	-	17.8	-	-
	GDN text (G+BK)	4.2 M	\$13.7 K	0.16%	\$332.6 K	48.8%	23.3	4.5%	-33.3%
	GDN Image Ads (G+BK)	5.1 M	\$11.7 K	0.16%	\$1.4 M	-26.7%	120.8	-37.3%	-41.1%
	Yahoo! Native	260.7 K	\$156	0.01%	\$18.8 K	78.6%	119.8	28.5%	-
	Retargeting Total	20.8 M	\$82.8 K	0.19%	\$3.3 M	0.4%	38.8	-23.6%	-

Launched 6/20

New ad type utilizing image leveraged

New MRMR ads updated

	Impressions	Spend	CTR	Revenue	▲ MoM Rev	GRE* - assessed on DoubleClick revenue, not MRDW revenue	MoM GRE % Change
WHPH Media Grand Total	27.0 M	\$175.2 K	0.33%	\$5.5 M	-2.0%	30.6	-21.4%
WHPH - Project Orange funded only (minus MF and TBPS Paid Search)	25.2 M	\$131.1 K	0.26%	\$4.5 M	0.8%	33.2	-17.7%

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

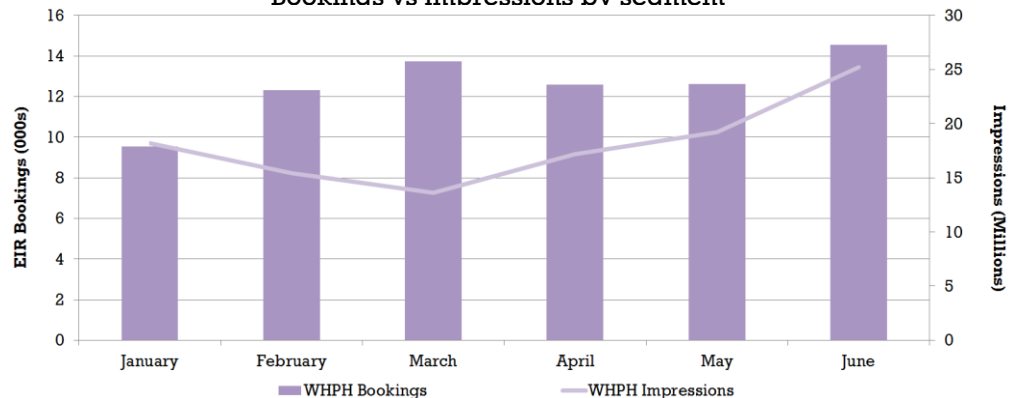
June '16 WHPH Paid Media MoM trends overview

Observations

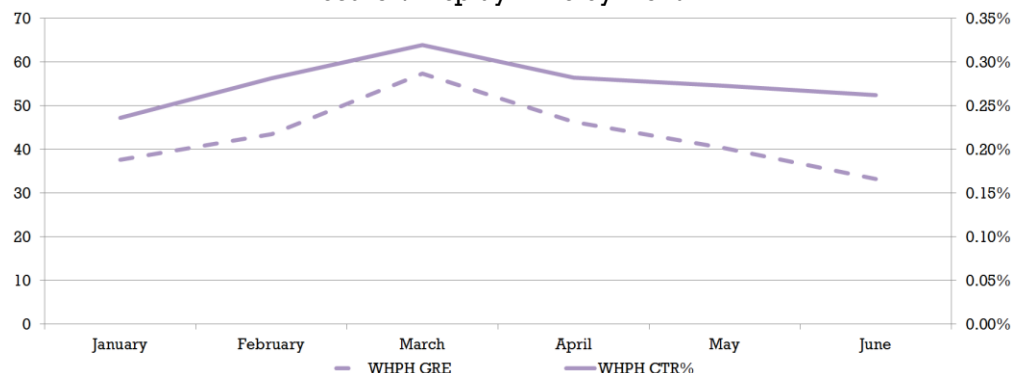
Spend increased 22% MoM and impressions increased 31%; CTR% and Conv% decreased 4% and 9% respectively, resulting in a 18% drop in GRE

- GRE decreased due to significant decreases in **Paid Search & GDN Image Ads**
- **GDN Image Ads MoM** spend increased 17% but bookings decreased due to a drop in post-impression bookings
- **Criteo** managed to maintain GRE MoM while increasing spend 36% and generating 43% more bookings
- **Facebook DAT** launched to replace DPA and comparatively while its spend was a 10th, Conv% was 95% higher
- **Sojern** generated the lowest GRE out of all campaigns, however GRE increased 10% MoM with a 10% increase in spend
- **Google DSA** CTR% increased, increasing MoM revenue & GRE by 4%

Bookings vs Impressions by segment



Search/Display KPI's by Month



+ CRM Targeting

Facebook Direct Targeting

*Goals to be re-evaluated during 2nd week of August.

WHPH GRE Goal: 27:1

WHPH RN Goal: 22.9k

Current: 22:1

Current: 30.4k

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	May	2,702,139	17,650	0.65%	10.21%	20	1,782	\$14.49	\$26,098	22.09
	June	2,812,975	21,341	0.76%	14.01%	14	2,977	\$9.77	\$29,230	19.15
	5/30-6/5	743,090	5,752	0.77%	9.77%	3	559	\$12.60	\$7,084	22.67
	6/6-6/12	690,272	5,071	0.73%	15.85%	5	799	\$9.23	\$7,420	20.01
	6/13-6/19	568,650	4,195	0.74%	15.13%	2	633	\$9.19	\$5,830	17.60
	6/20-6/26	457,539	3,631	0.79%	14.94%	4	538	\$9.97	\$5,406	15.02
	6/27-7/3	353,424	2,692	0.76%	16.62%	0	447	\$7.80	\$3,490	19.15

Observations

- Monthly WHPH GRE driven by the MRMR ads in market decreased by 13% MoM (22:1 → 19:1)
- However, similar to what we saw with TSAT this month, Conv% increased by 37%, CTR% increased by 17%, and Cost Per Booking improved by 43%
- Overall GRE decreased to 22:1 and is now 19% below the 27:1 goal

Sojern Targeting

WHPH GRE Goal: 6:1 (Dynamic Ads only)

WHPH RN Goal: 3.9k (Dynamic Ads only)

Current: 10:1 (Dynamic Ads only)

Current: 2k (Dynamic Ads only)

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	May	1,191,448	272	0.02%	90.88%	0	247	\$38.56	\$9,532	8.19
	June	1,480,576	351	0.02%	86.31%	1	302	\$34.50	\$10,453	8.99
	5/30-6/5	286,364	54	0.02%	108.89%	0	59	\$22.99	\$1,352	13.94
	6/6-6/12	281,815	56	0.02%	102.86%	0	58	\$39.14	\$2,255	8.12
	6/13-6/19	306,085	73	0.02%	76.23%	0	56	\$44.00	\$2,449	7.03
	6/20-6/26	373,018	102	0.03%	63.48%	1	64	\$46.09	\$2,984	6.20
	6/27-7/3	233,294	66	0.03%	100.23%	0	66	\$21.36	\$1,413	14.92

Observations

- Overall for the month of June, Sojern saw a 10% increase in performance MoM while keeping the overall dynamic GRE at 10:1. Static ads actually outperformed dynamic ads this month due to added value impressions because of monthly spend being capped (11:1 vs. 8:1)
- In addition to increasing GRE, Sojern was able to improve its WHPH Cost Per Booking as it decreased by 12%
- Overall dynamic WHPH GRE is still at 10:1 which remains significantly above benchmark by 67%. Sojern is also pacing 50% to its WHPH Room Night goal

+ 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	May	71,190	4,713	6.62%	23.72%	1,118	\$7.71	\$8,616	54.28
	June	84,637	5,897	6.97%	21.27%	1,254	\$6.87	\$8,609	56.36
	5/27-6/2	17,024	1,249	7.34%	20.02%	250	\$7.13	\$1,781	68.14
	6/3-6/9	18,213	1,261	6.92%	25.22%	318	\$5.85	\$1,860	65.91
	6/10-6/16	13,031	881	6.76%	22.70%	200	\$6.40	\$1,280	58.96
	6/17-6/23	17,695	1,180	6.67%	20.00%	236	\$7.36	\$1,738	46.52
	6/24-6/30	18,674	1,326	7.10%	18.85%	250	\$7.79	\$1,948	43.55

Observations

- June saw a slight increase in clicks, bookings and GRE. This is mostly due to an increase in CTR% due to some strong performing queries which affected overall performance
 - Top queries based on bookings: “worchester extended stay” (which drove a 20-night stay), “lodging crater lake”, “prince edward island”
- Future optimizations for July include more aggressive additions of negative keywords for terms that are not driving bookings

+ Retargeting

Criteo Retargeting

WHPH GRE Goal: 14.5:1 (Dynamic Ads only)

WHPH RN Goal: 41k (Dynamic Ads only)

Current: 32:1 (Dynamic Ads only)

Current: 20k (Dynamic Ads only)

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	May	6,706,536	15,249	0.23%	17.29%	673	59,947	2,637	\$13.49	\$35,570	27.63
	June	11,060,969	20,096	0.18%	18.81%	713	86,173	3,780	\$12.76	\$48,216	27.59
	5/30-6/5	4,653,828	6,967	0.15%	15.61%	289	24,713	1,088	\$20.02	\$21,770	17.09
	6/6-6/12	2,000,664	4,065	0.20%	23.64%	221	21,869	961	\$2.90	\$2,787	125.12
	6/13-6/19	1,474,859	3,173	0.22%	22.30%	98	16,165	707	\$10.90	\$7,709	32.49
	6/20-6/26	1,849,323	3,582	0.19%	19.30%	72	15,824	691	\$14.51	\$10,031	23.96
	6/27-7/3	1,082,295	2,309	0.21%	14.38%	33	7,602	332	\$17.82	\$5,920	20.01

Observations

- Monthly Criteo WHPH GRE for dynamic ads increased by 2% MoM to 29:1 which kept the overall segment GRE at 32:1. Static ads delivered a 26:1 GRE which ultimately led to almost no change in GRE overall compared to May
- Spend increased 36% overall MoM and Criteo was still able to deliver consistent performance
- Criteo continues to outperform its WHPH GRE benchmark by 1.2x and is right under 50% towards its overall Room Night goal for 2016

Facebook DPA

WHPH GRE* Goal: 25:1

WHPH RN* Goal: 6.9k

Current: 12:1

Current: 1.8k

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	May	214,286	3,166	1.48%	8.60%	32	6,226	272	\$29.81	\$8,115	9.63
	June	238,727	3,353	1.40%	17.43%	39	13,397	584	\$14.13	\$8,256	14.22
	5/30-6/5	51,403	709	1.38%	11.84%	7	1,923	84	\$23.39	\$1,964	13.07
	6/6-6/12	60,418	777	1.29%	18.73%	7	3,339	146	\$15.26	\$2,221	13.59
	6/13-6/19	36,071	572	1.59%	20.26%	7	2,657	116	\$9.59	\$1,111	20.35
	6/20-6/26	51,547	721	1.40%	18.72%	9	3,094	135	\$12.47	\$1,684	13.98
	6/27-7/3	39,288	574	1.46%	18.14%	9	2,384	104	\$12.27	\$1,277	12.04

Observations

- After launching on May 6, WHPH GRE for Facebook DPA ended at 9.3:1 for the month of May. WHPH GRE improved to 14.2:1 in June which was a 48% increase. Overall GRE is now at 12:1
- This is still significantly under goal; however, this goal was set to be re-evaluated after we have significant performance to look at especially with DAT recently launching in late June
- We plan to set these goals during the 2nd week of August after DAT has more spend against it

Facebook DAT

*Goals to be determined during 2nd week of August.

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	May	-	-	-	-	-	-	-	-	-	-
	June	20,429	299	1.46%	33.96%	4	2,330	102	\$8.13	\$826	17.79
	6/20-6/26	9,218	135	1.46%	32.32%	0	1,003	44	\$7.91	\$345	16.52
	6/27-7/3	11,211	164	1.46%	35.30%	4	1,327	58	\$8.30	\$481	18.70

Observations

- DAT launched during the week of 6/20-6/26 and delivered a 17.8:1 GRE against the WHPH segment during the month of June. This is 48% better than overall DPA WHPH performance but on a significant less amount of spend
- As optimizations and learnings grow, we foresee DAT continuing to outperform DPA
- We plan on setting goals for DAT during the 2nd week of August to evaluate performance with more spend in market

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	May	5,110,961	6,167	0.12%	95.12%	839	5,027	\$1.71	\$10,039	192.68
	June	5,067,412	7,869	0.16%	57.64%	863	3,673	\$2.58	\$11,703	120.75
	5/27-6/2	845,033	1,400	0.17%	56.89%	177	620	\$2.25	\$1,792	126.60
	6/3-6/9	952,392	1,526	0.16%	52.91%	175	632	\$2.42	\$1,955	130.66
	6/10-6/16	698,268	1,073	0.15%	75.18%	151	656	\$1.78	\$1,434	181.65
	6/17-6/23	1,254,510	1,823	0.15%	50.82%	147	779	\$3.27	\$3,027	101.16
	6/24-6/30	1,317,209	2,047	0.16%	58.56%	213	986	\$2.92	\$3,495	104.19

Observations

- WHPH Image Ads saw an increase in clicks and post-click bookings in June, however post-impression Conv% saw a significant decrease once the new MRMR ads launched in mid-June. This had a negative impact on GRE, however this metric is still above 100:1
 - Looking closer at image performance, the bar creative in the second round of MRMR ads did not perform nearly as well as the original
- New ads will be introduced during the week of 8/1 – BCM will closely monitor the GRE to ensure that we can still maintain our GRE goal of 205:1

GDN Retargeting (G+BK)

SITE NAME	DATE	TOTAL IMPRESSIONS (AdWords)	CLICKS (AdWords)	CTR	Conv%	POST-CLICK BOOKINGS (DFA)	COST PER BOOKING	TOTAL MEDIA COST	GRE
GDN G+BK WHPH	May	3,153,668	5,154	0.16%	12.46%	642	\$14.91	\$9,572	22.35
	June	4,182,979	6,896	0.16%	13.86%	956	\$14.29	\$13,661	23.35
	5/27-6/2	1,038,721	1,619	0.16%	11.67%	189	\$17.98	\$3,399	14.32
	6/3-6/9	1,080,740	1,460	0.14%	14.93%	218	\$13.67	\$2,979	26.25
	6/10-6/16	712,409	1,136	0.16%	15.93%	181	\$12.92	\$2,339	24.13
	6/17-6/23	924,956	1,534	0.17%	12.65%	194	\$17.21	\$3,339	23.32
	6/24-6/30	426,153	1,147	0.27%	15.17%	174	\$9.22	\$1,605	35.99

Observations

- WHPH Retargeting experienced a very strong month in June, increasing in all major metrics (clicks, CTR%, bookings, GRE)
- Although the performance has been consistent/strong, BCM is recommending that roughly 15% of the spend on this partner is allocated to GDN Image Ads where the GRE is more than double

+ Display Creative

WHPH June GDN Image Creative Performance

Bar



Impressions: 647.2K
CTR: 0.15%
Conv%: 48.9%
CPM: \$2.47
GRE: 91.0

Venice



Impressions: 618.9K
CTR: 0.16%
Conv%: 52.7%
CPM: \$2.46
GRE: 108.9

Woman



Impressions: 678.3K
CTR: 0.15%
Conv%: 56.7%
CPM: \$2.44
GRE: 124.1

Bar (Blue)



Impressions: 621.9K
CTR: 0.15%
Conv%: 50.6%
CPM: \$2.48
GRE: 96.5

Venice (Blue)



Impressions: 623.4K
CTR: 0.16%
Conv%: 53.4%
CPM: \$2.51
GRE: 105.1

Woman (Blue)



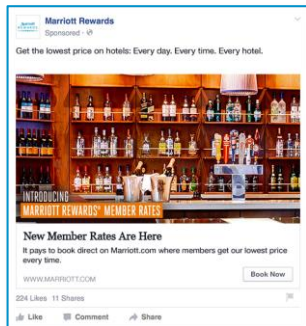
Impressions: 684.3K
CTR: 0.15%
Conv%: 55.2%
CPM: \$2.54
GRE: 119.1

Observations

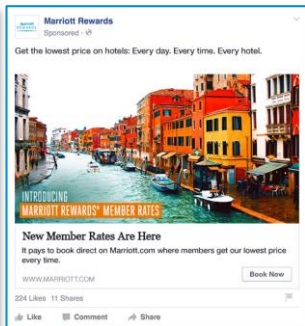
- There was no statistical significance in CTR% comparing the highest CTR% (Blue Venice) to the lowest (Woman)
- New MRMR ads were launched on 6/14. Overall, while the CTR% was fairly similar to the previous MRMR ads, Conv% saw a decline across the board
- The Woman creative appeared to drive the two highest Conv% while the Bar creative appeared to drive the two lowest, suggesting blue hue was not a factor in Conv%

WHPH June Facebook Creative Performance

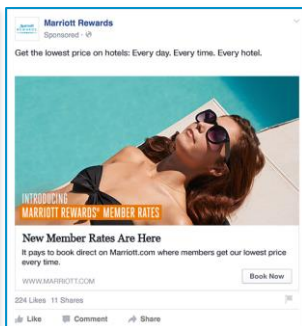
Bar



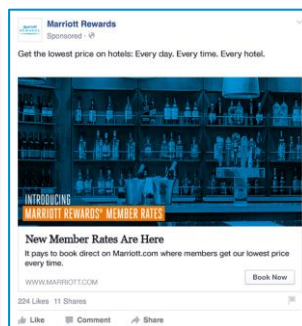
Venice



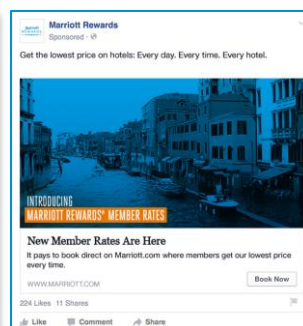
Woman



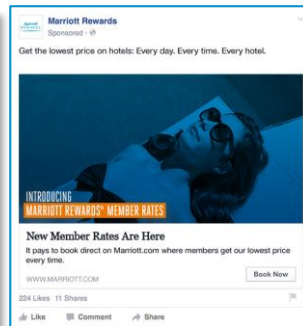
Bar (Blue)



Venice (Blue)



Woman (Blue)



Impressions: 51.7K
CTR: 0.72%
Conv%: 23.8%
CPM: \$10.85
GRE: 24.6

Impressions: 308.8K
CTR: 0.81%
Conv%: 15.0%
CPM: \$10.33
GRE: 16.5

Impressions: 165.6K
CTR: 0.81%
Conv%: 21.4%
CPM: \$14.19
GRE: 19.1

Impressions: 188.5K
CTR: 0.67%
Conv%: 20.6%
CPM: \$9.31
GRE: 23.3

Impressions: 184.6K
CTR: 0.90%
Conv%: 18.0%
CPM: \$13.27
GRE: 19.9

Impressions: 338.2K
CTR: 0.71%
Conv%: 16.5%
CPM: \$8.89
GRE: 19.9

Observations

- Venice (Blue) appeared to generate the highest CTR%
- Both Bar image CTR% skewed lower, however their Conv% skewed the highest

+ Email campaigns

June '16 WHPH Email overview & MoM trends

June Project Orange	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
Benefits	505.0 K	11.7 K	\$4.3 M	39.1%	27.3%	21.6%	23.1	0.1%
Destinations	504.6 K	1.7 K	\$576.8 K	28.7%	6.1%	19.5%	3.4	0.2%
Offers	458.0 K	3.2 K	\$1.2 M	27.2%	11.7%	22.3%	7.1	0.1%
NM Solo	5.1 K	1	\$5.9 K	28.3%	1.8%	3.8%	0.2	0.4%
WHPH Total	1.5 M	16.6 K	\$6.1 M	31.8%	16.5%	21.5%	11.3	0.1%

Observations

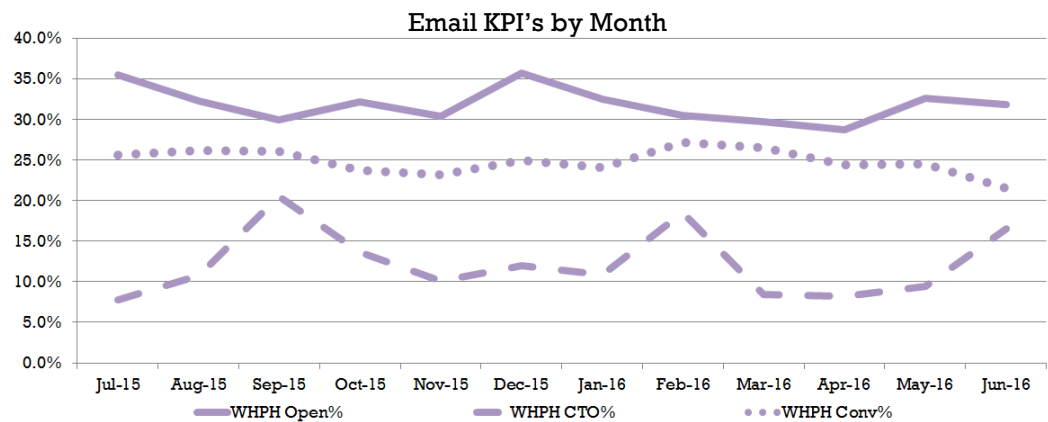
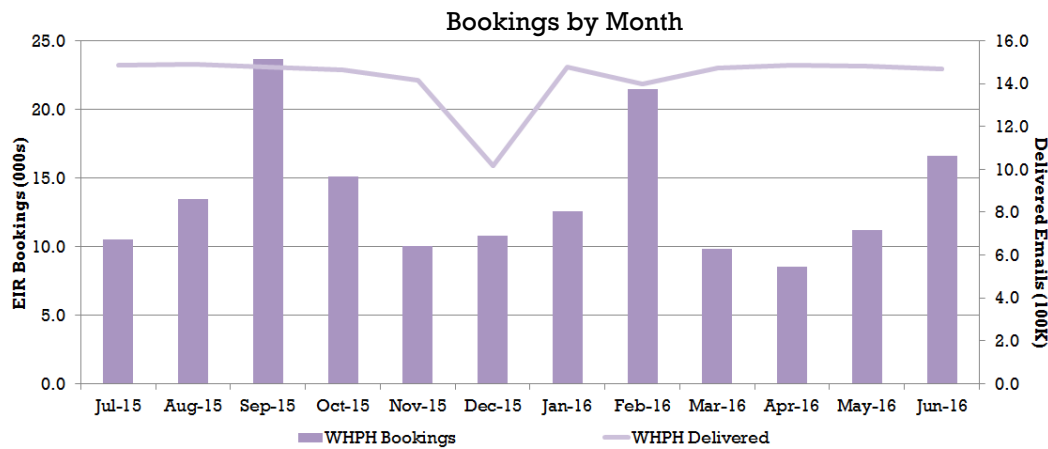
3rd highest bookings and bookings/delivered to date

- 3rd highest CTO% since PO launch with Summer Promo featured in all base communications

Benefits: 3rd highest clicks, bookings, and revenue all time

Destinations: Highest CTO% YTD

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



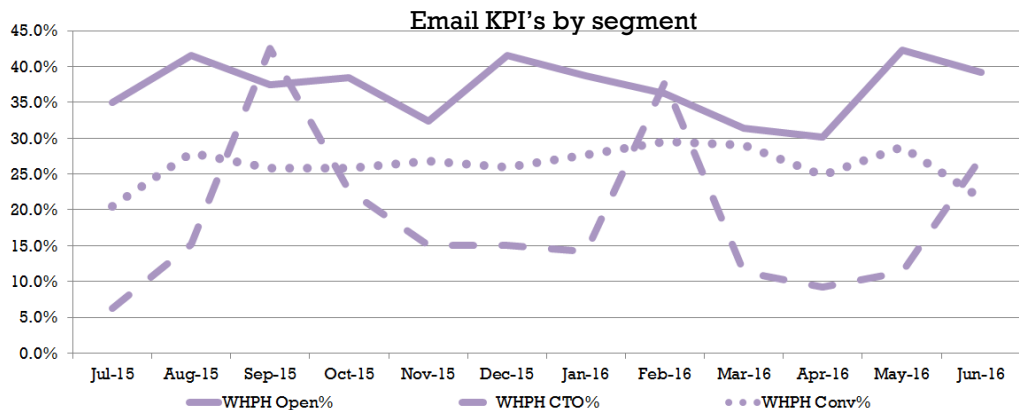
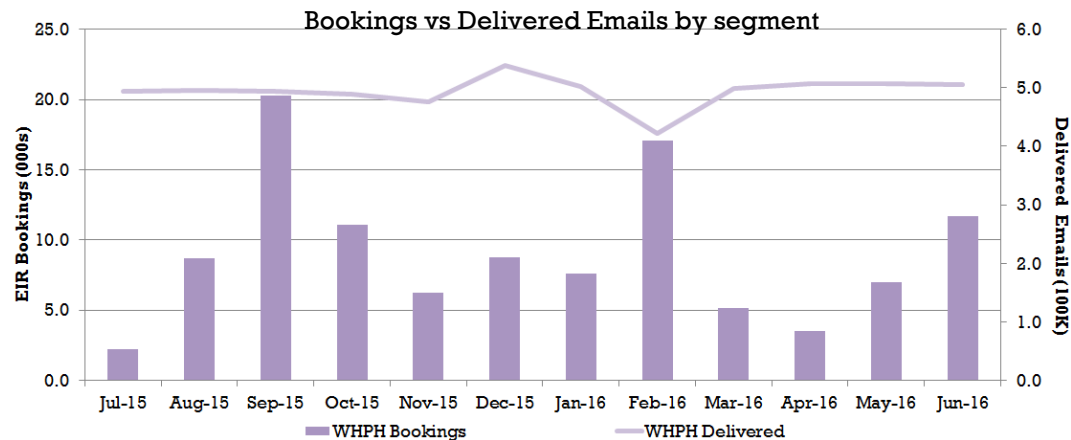
WHPH Benefits overview and MoM trends

Observations

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

- 3rd highest CTO%
- Featured New Member benefits & Summer promo

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



WHPH click engagement & Conv% was higher with Core versions than Benefits

June eNews/ Benefits	Delivered	Opens	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/ Del (K)	Unsub%
WHPH eNews	53.9 K	20.0 K	1.5 K	\$535.7 K	37.1%	29.3%	25.5%	27.8	0.14%
WHPH Benefits	505.0 K	197.7 K	11.7 K	\$4.35 M	39.1%	27.3%	21.6%	23.1	0.14%
%△					5%	-7%	-15%	-17%	

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

Core eNews

Introducing New Benefits (Test & Roll winner)

Introducing New Benefits

View Your June Points Balance

WHPH

Get Your New Benefits

Find Lowest Rates, Late Checkout and More

Jim's New Member Benefits

CTO% delta between Core and PO decreased in June (previous months averaged ~ 40%)

- Core versions had ~80 links while WHPH Benefits ~60
- **That TSAT test version had more links than WHPH but had lower click engagement vs control suggesting amount of content is not the only factor in click engagement**

June WHPH Benefits

June Benefits	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
WHPH	505.0 K	11.7 K	\$4.3 M	39.1%	27.3%	21.6%	23.1	0.1%

Observations

2nd highest volume of clicks YTD, 3rd highest all-time

Top Offer generated 78% of Email clicks, ½ to Member Benefits & Sweepstakes/Freddie; of the clicks that went to New member benefits

- 59% of Member Benefit clicks went to main CTA
- 22% to Elite Concierge Service
- 14% to Late Checkout

All of which generated similar Conv% rates of ~18%; **WHPH continued high booking to click intent; increasing amount of content to WHPH may gain incremental clicks & bookings**

The volume of clicks generated to each section were above YTD averages respectively

- The section header (“Your Marriott Rewards”) continued to generate the highest click out of any link
- MRCC Summer Sweeps generated the 3rd highest clicks of any link in Rewards
- Click engagement & Conv% with Milestone & ebreaks were below content average & **should be monitored to potentially remove or update**

Benefits

Your Account: Get Your New Benefits

Account Box
9% clks, 11% bks

Search
1% clks, 2% bks

Top Offer
38% clks, 37% bks

Top Offer 2
39% clks, 39% bks

Rewards - Head
2% clks, 3% bks

Rewards - Main
5% clks, 4% bks

Reclaim - Hotel
1% clks, 1% bks



Portland Marriott Downtown Waterfront
Stay in the middle of it all at Waterfront Park and treat to your trip with expertly curated bourbon flights at Baked by Travis.



Beverly Hills Marriott
Get the VIP treatment in Hollywood. You deserve it.

London Marriott Hotel Park Lane
Supersedes just like you.

Conquer Your World With Points Earn More

Earn/Rdm-Prod
3 clks, 2% bks

Earn 80,000 + 7,500 Bonus Points
Plus, an annual Free Night Stay and guaranteed Elite Status.

Win a Free Night Stay
Enter now for a chance to receive a free night at one of 4,000+ Marriott locations.

Hotel Openings
1% clks, 1% bks

Courtyard® New York Downtown
Manhattan/World Trade Center Area
Stay steps away from the World Trade Center, NYSE.

Domes of Boulders,
Autograph Collection®
Lounge in your private beach with views of Spring Lake.

Renaissance® Montreal
Downtown Hotel
Experience the heart of Montreal from Central St. Catherine Street.

eBreaks
1% clks, 1% bks

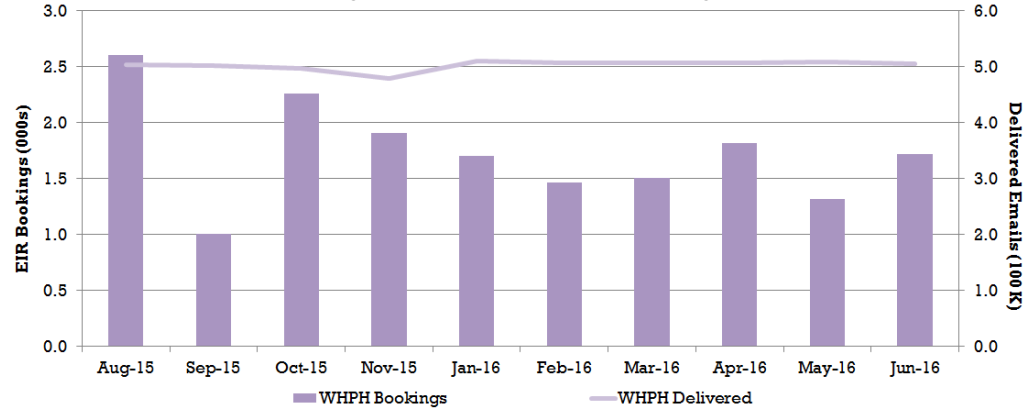
WHPH Destinations overview and MoM trends

Observations

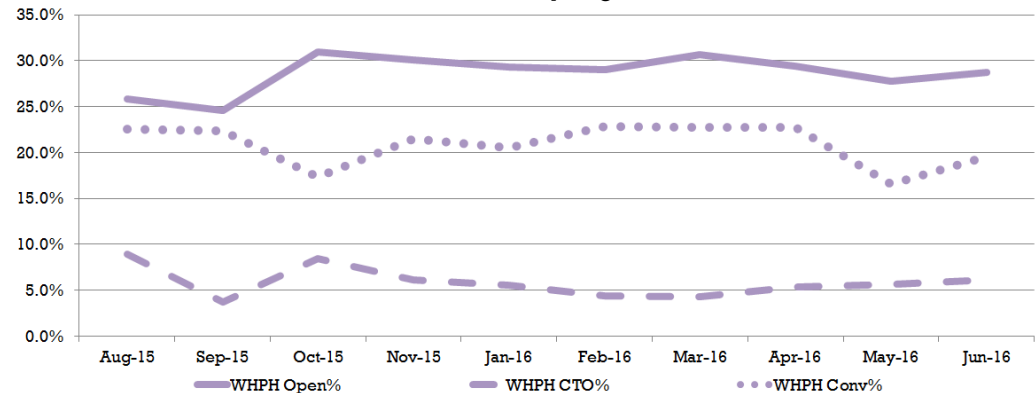
June Destinations launched a road trip theme to be continued through the summer & generated the highest clicks and CTO% YTD

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

Bookings vs Delivered Emails by segment



Email KPI's by segment



WHPH had a higher Open% with Control but higher click engagement with Test version

June Destinations	Delivered	Opens	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
WHPH Core	53.9 K	16.0 K	182	\$55.8 K	29.7%	5.6%	20.3%	3.4	0.17%
WHPH PO	504.6 K	144.9 K	1.7 K	\$576.8 K	28.7%	6.1%	19.5%	3.4	0.17%
%△					-3%	8%	-4%	1%	

The subject line in the Core versions resonated better than PO versions (statistically significant)

Core

Why You Should Take a Summer Road Trip

Jim's June Trip Planner

What's Your Road Trip Type, Jim

WHPH

Jim's June Trip Planner

Where Will the Road Take You, Jim?

Your Perfect Summer Road Trip

The delta in click engagement may have been due to the Summer Promo

- 14% of WHPH Test version clicks went to Summer Promo link; however no click data was tracked against Summer Promo in Control

June WHPH & TSAT Destinations

Observations

Highest clicks and CTO% YTD

Middle Offer section for Test version generated more clicks than Control due to Summer Promo

Top overall links:

- Top 10 things to Pack, **demonstrating the engagement non-hotel Travel content can generate**
- Summer Promo (WHPH had high click engagement in all email campaigns)
- Road Trip (Top Offer)

In the Trip Type section:

- All about Food generated the most clicks with All about Family

Aruba was the most clicked Destination in the Trip Planner section

Core Version

The Core Version email layout features a blue header with the Marriott Rewards logo. The main body is white with blue accents. It includes a 'First Name' and 'Last Name' field, a 'First & Rewards' button, and a 'Book Now' button. The layout is divided into several sections: 'Account Box' (32% clicks, 41% bks), 'Search' (7% clicks, 9% bks), 'Top Offer' (19% clicks, 15% bks), 'Middle Offer' (33% clicks, 23% bks), 'Bottom Offer' (7% clicks, 12% bks), and 'Trip Planner: Where to Book Now' (Now, Soon, Later).

Test Version

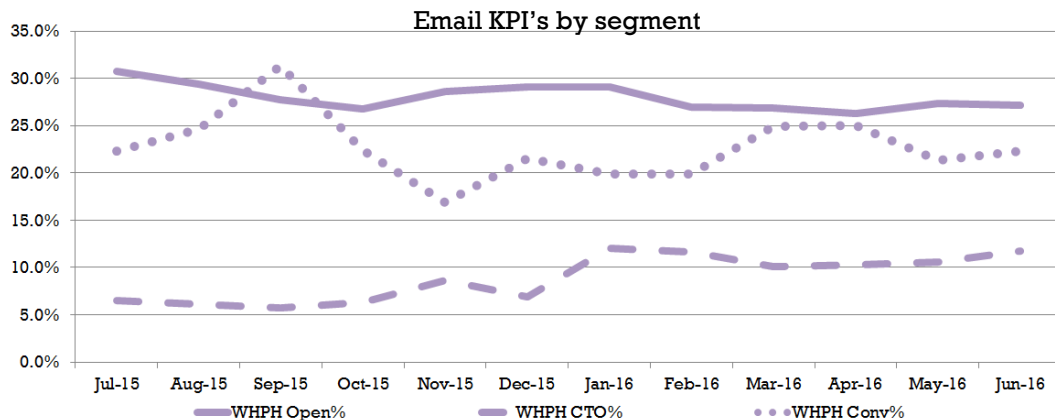
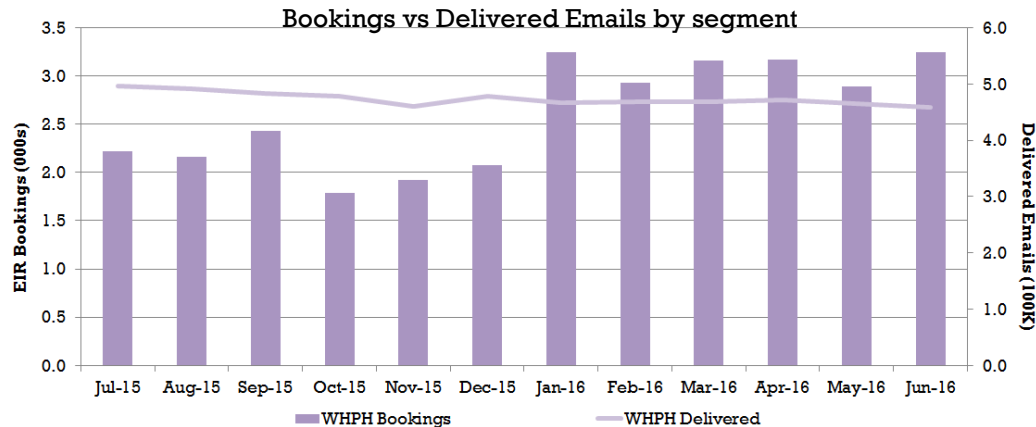
The Test Version email layout features a blue header with the Marriott Rewards logo. The main body is white with blue accents. It includes a 'First Name' and 'Last Name' field, a 'First & Rewards' button, and a 'Book Now' button. The layout is divided into several sections: 'Account Box' (32% clicks, 47% bks), 'Search' (6% clicks, 7% bks), 'Top Offer' (15% clicks, 12% bks), 'Middle Offer' (40% clicks, 31% bks), 'Bottom Offer' (5% clicks, 3% bks), and 'Trip Planner: Where to Book Now' (Now, Soon, Later).

WHPH Offers overview and MoM trends

Observations

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

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



June WHPH Offers

June Offers	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
WHPH	458.0 K	3.2 K	\$1.2 M	27.2%	11.7%	22.3%	7.1	0.1%

Observations

3rd highest clicks and 2nd highest CTO% to date

All existing sections generated less clicks than their YTD section averages, which may be due to cannibalization of new sections to the template

- Summer Promo generated the highest clicks and bookings of any offer
- eBreaks which generated the 2nd highest clicks and bookings of any offer

eBreaks module appeared to attract clicks & bookings as a value add content

Offers

[FNAME's] July Travel Deals

Account Box
16% clicks, 21% bks

Search
6% clicks, 6% bks

Field Offers
48% clicks, 43% bks

Middle Offer
16% clicks, 17% bks

Score! Enter to Win 100,000 Points!
Earn up to [10,000][12,000] bonus points – plus a chance to win 100K points in our summer sweeps.

Getaways
4% clicks, 3% bks

Experiences
3% clicks, 2% bks

eBreaks
7% clicks, 7% bks

June WHPH Benefits& Destinations test & roll subject line testing

Benefits - WHPH

- **Your Account: Get Your New Benefits (10,225)**
- Your Account: Find Lowest Rates, Late Checkout and More (9,219)
- Your Account: [FNAME's] New Member Benefits (7,555)

Destinations - WHPH

- **[First Name] [Your] June Trip Planner (6,248)**
- Where Will the Road Take You [First Name]? (5,813)
- Your Perfect Summer Road Trip (5,484)

Descriptors of winning subject line

Active (implied: members will receive new benefits by opening), New, Simple

Personalized, First name, month

June '16 Key Takeaways

- ❖ Aggressive additions to negative keywords may help maintain efficiency against scale in Search
- ❖ Consider allocation of budget from GDN Retargeting to GDN Image ads
- ❖ WHPH continued high book to click intent in emails; increasing amount of content in Benefits may gain incremental clicks & bookings
- ❖ There may be fatigue with current Milestone approach
- ❖ eBreaks generated high click engagement & conversions in Offers and should be continued; performance should be monitored in Benefits

+ Acquisition





June Facebook Enrollment Results



MEMBER RATES

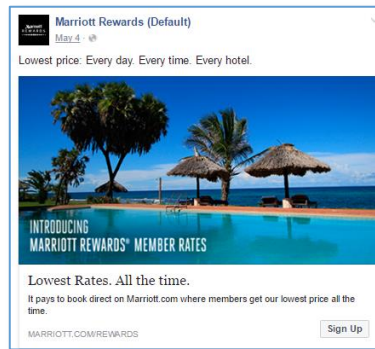


Executive Summary

Target	WHPH	TSAT	WHPH-LAL	TSAT-LAL
Impressions	117,098	147,215	404,135	357,695
Link Clicks* <i>*Overall LCR of MRMR campaign on FB: 0.54%</i>	642	835	1,849	1,948
LCR	0.55%	0.57%	0.46%	0.54%
Enrollments (total)	89	54	122	69
CPA* <i>*Overall CPA of MRMR campaign on FB: \$19.37</i>	\$12.12	\$22.41	\$22.21	\$39.51
Above / Below CPA Benchmark?				

Key Takeaways:

- The WHPH segment performed above benchmark for the 2nd month in a row
 - MEC recommends continuing to target this segment throughout the 2016 US Acquisition campaign on Facebook, monitoring performance bi-weekly to evaluate frequency and possible audience fatigue for the smaller WHPH audience segment
- The TSAT, WHPH-LAL and TSAT-LAL segments all performed below benchmark
 - MEC recommends pausing the similar creative being run in the PO Direct targeting campaign and only running the enrollment-centered content for the Acquisition campaign to align content with KPI's
- 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)

June Digital Enrollment Results

MEMBER RATES



June Executive Summary (Non-LAL)

	WHPH	TSAT
Impressions	826,048	721,508
Clicks	81	125
CTR	0.01%	0.02%
Spend	\$2,506	\$2,188
Enrollments	5	9
CPA	\$501	\$243

BETTER PERFORMER

July Executive Summary (LAL Only)

	WHPH	TSAT
Impressions	1,022,914	329,153
Clicks	346	121
CTR	0.03%	0.04%
Spend	\$5,626	\$1,810
Enrollments	82	20
CPA	\$67	\$91

BETTER PERFORMER

Key June Takeaways:

- Project Orange non-member targeting against the MRMR ads drove an overall \$335 CPA in the month of June
- Consistent with the test results from May 10-June 19, the TSAT segment is still performing better than the WHPH segment
 - Again, typically we see this level of performance split within our booking-focused efforts skewed in the opposite direction
- Compared to our CORE non-member targeting with Turbine, their CPA through the end of June was at \$142 in the US. We don't expect Project Orange to match this level of performance; however, since the look-alike targeting of the segments was launched in early July with Dstillery we're seeing a huge improvement overall
- Through the end of June, Dstillery was driving a \$50 CPA against CORE non-member targeting. Using look-alike modeling against the Project Orange segments, Dstillery has delivered a \$67 CPA for WHPH (on \$5.6k spend) and a \$91 CPA for TSAT (on \$1.8k spend) in July thus far
 - This is more in line with the difference in performance and spend we see in the booking efforts. It's definitely clear the LAL placements are performing much better than the direct PO placements, and it's worth considering shifting all budget to LAL targeting



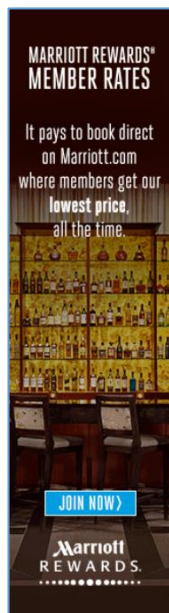
June Digital Enrollment Creative Results



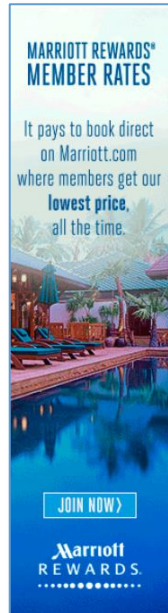
MEMBER RATES



WHPH



CTR: 0.009%
CPA: \$372

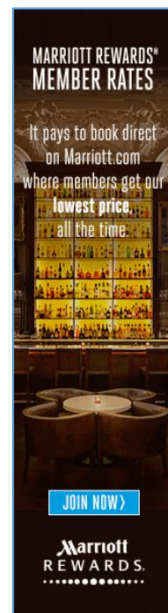


CTR: 0.013%
CPA: \$294

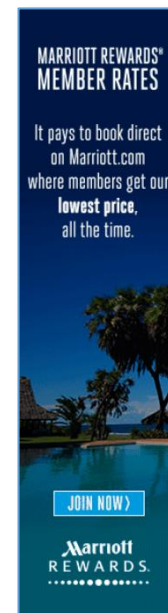


CTR: 0.010%
CPA: N/A

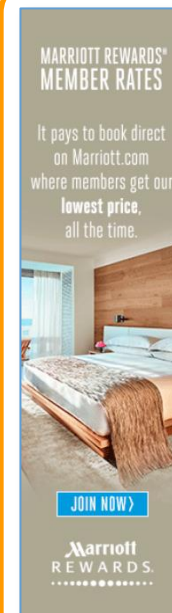
TSAT



CTR: 0.015%
CPA: \$364



CTR: 0.020%
CPA: \$730



CTR: 0.020%
CPA: \$121

PO Nonmember Free Night Certificate Solo

PO NM Free Cert. Solo	Delivered	Enrollments	Open%	CTO%	Conv%	Enroll /Dlvd(k)
TSAT	38.4 K	122	28.3%	2.2%	0.4%	3.2
WHPH	5.1 K	16	28.3%	1.8%	3.8%	3.1
Total	43.5 K	138	28.3%	2.1%	0.8%	3.2

Observations

Comparing WHPH Free Night Offers vs the WHPH Taste of Gold (March), Taste of Gold generated higher Open, Click to Open and enrollment rates, resulting in a enrollment/delivered of 8.2

WHPH Taste of Gold

Open%	29.9%
CTO%	3.3%
Conv%	83.6%

WHPH

Oh What a (FREE) Night!

The WHPH landing page features a dark blue header with the Marriott logo and a 'Find & Reserve' button. Below the header is a search bar for Marriott Rewards Member Rates. The main banner has a dark blue background with the text 'OH WHAT A FREE NIGHT! STAY TWICE, GET A FREE NIGHT' and a photo of a modern hotel interior with a pool. Below the banner, the text reads 'Where Will You Go, Alexandria?' followed by a description of the offer: 'Join Marriott Rewards® today and earn a free night certificate when you make 2 paid stays at any of our 4,200+ hotels worldwide.' A 'Join Now' button is present. The section 'Your Free Night is as Easy as 1-2-3' is illustrated with three icons: a clipboard for 'Step 1: Enroll in Marriott Rewards', a suitcase for 'Step 2: Make 2 Paid Stays', and a bed for 'Step 3: Earn Your Free Night'. A 'Sign Me Up!' button is at the bottom.

TSAT

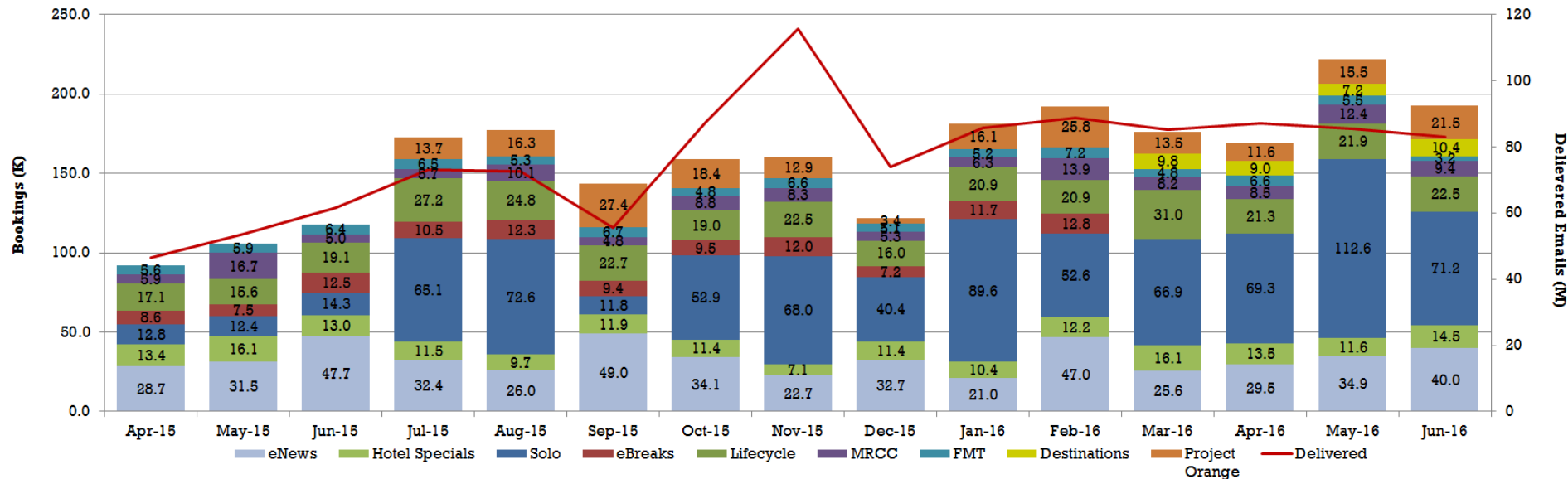
Oh What a (FREE) Night!

The TSAT landing page features a dark blue header with the Marriott logo and a 'Find & Reserve' button. Below the header is a search bar for Marriott Rewards Member Rates. The main banner has an orange background with the text 'OH WHAT A FREE NIGHT! STAY TWICE, GET A FREE NIGHT' and a photo of a beach resort with lounge chairs. Below the banner, the text reads 'Where Will You Go, Alexandria?' followed by a description of the offer: 'Join Marriott Rewards® today and earn a free night certificate when you make 2 paid stays at any of our 4,200+ hotels worldwide.' A 'Join Now' button is present. The section 'Your Free Night is as Easy as 1-2-3' is illustrated with three icons: a clipboard for 'Step 1: Enroll in Marriott Rewards', a suitcase for 'Step 2: Make 2 Paid Stays', and a bed for 'Step 3: Earn Your Free Night'. A 'Sign Me Up!' button is at the bottom.



Appendix

Executive Summary: MoM campaign trends



Observations:

- Solos generated nearly 5x more bookings than June '15
- Jun '16 Solos of note: Moment Intro, Instagram, Summer Promo

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	25	6,908	Reassess after launch, based on MEC and FB Projection.
WHPH	Facebook Direct	27	22,900	Based on current RN pacing against remaining 2016 spend. GRE to be reassessed after rel-launch with DPA launch.
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	20	2,141	Reassess after launch, based on MEC and FB Projection.
TSAT	Facebook Direct	9	4,200	Based on current RN pacing against remaining 2016 spend. GRE to be reassessed after rel-launch with DPA launch.

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

+ June 2016

Email Overview

eNews/PO Benefits June 2016 Image Test

ALL Segments

This test was run primarily as an A/B test to determine which overall image type (color or monotone blue) worked better. The overall results were close, with Blue having a slight edge with a 2.73% CTO% compared to a 2.69% CTO% with Color.

Wylei ran our pattern matching algorithm post-campaign to find where each image type performed best. We tested color vs. blue across all segments to see how each performed as a whole.

A



Worked best with:

- Silver status and above
- Windows platform
- Humid conditions

B



Worked best with:

- Basic members
- iOS and Apple users overall

eNews June 2016 Image Test **CORE** Segment

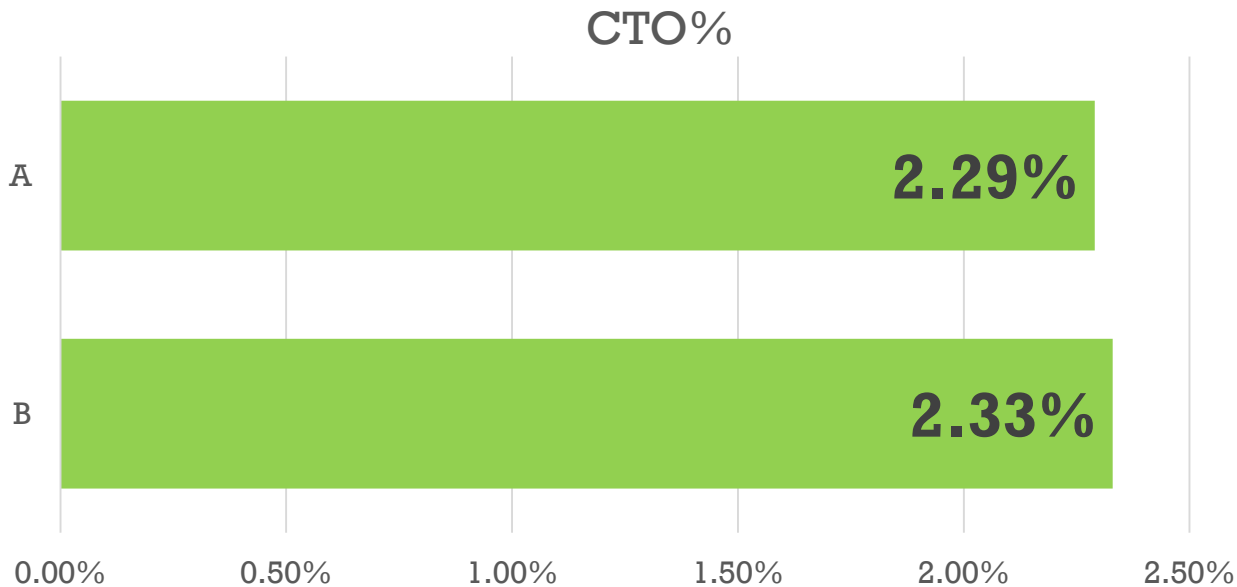


Image	Opens	Clicks	CTO%
A	1,335,379	30,585	2.29%
B	1,333,958	31,125	2.33%

PO Benefits June 2016 Image Test **CORE** Segment

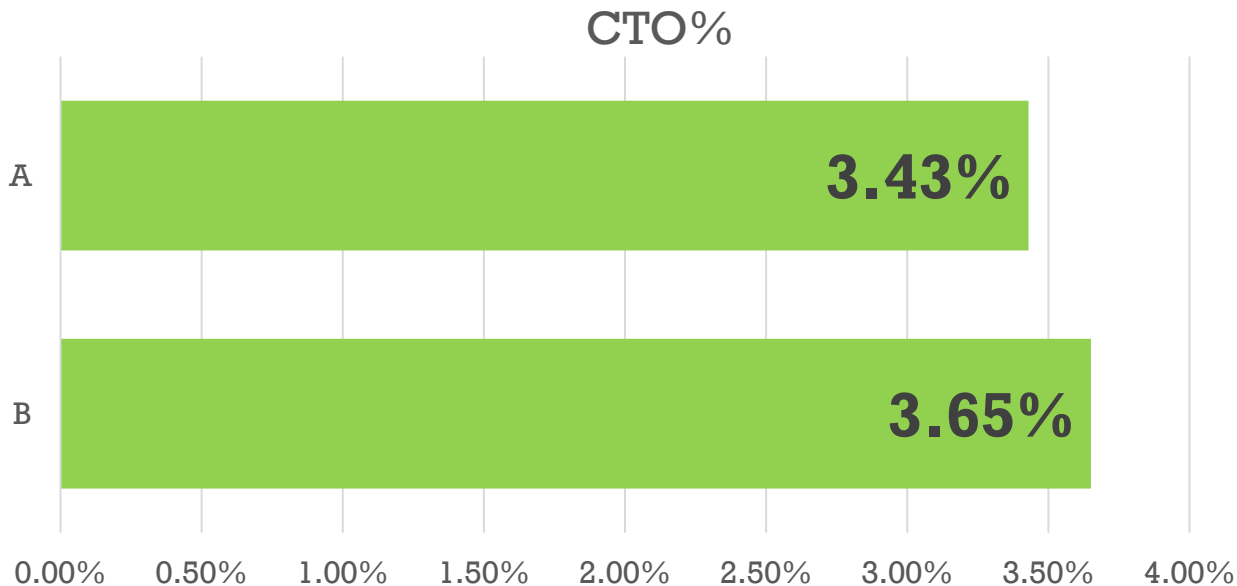


Image	Opens	Clicks	CTO%
A	100,508	3,446	3.43%
B	100,460	3,671	3.65%

PO Benefits June 2016 Image Test **WHPH** Segment

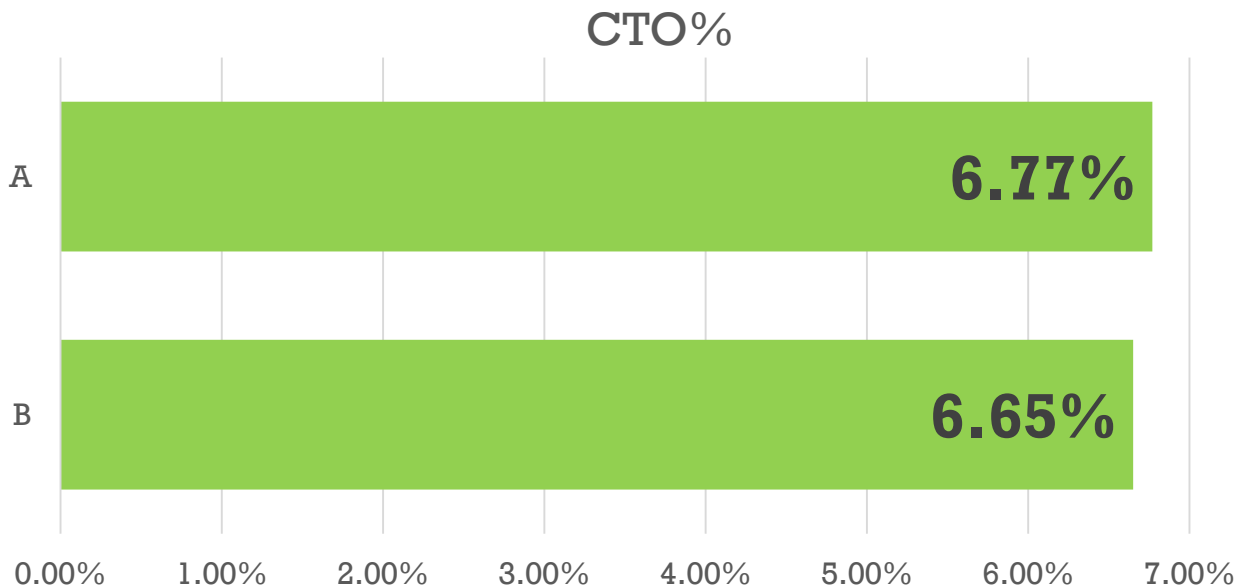


Image	Opens	Clicks	CTO%
A	111,547	7,557	6.77%
B	111,796	7,439	6.65%

eNews/PO Benefits June 2016 Image Test

ALL Segments

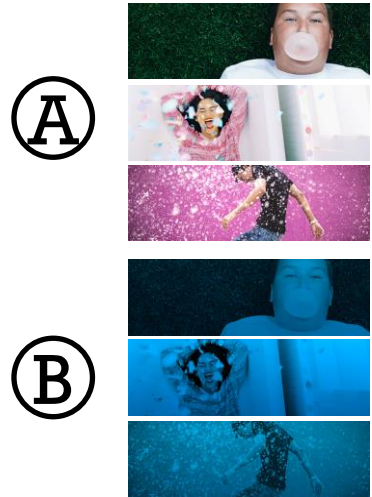
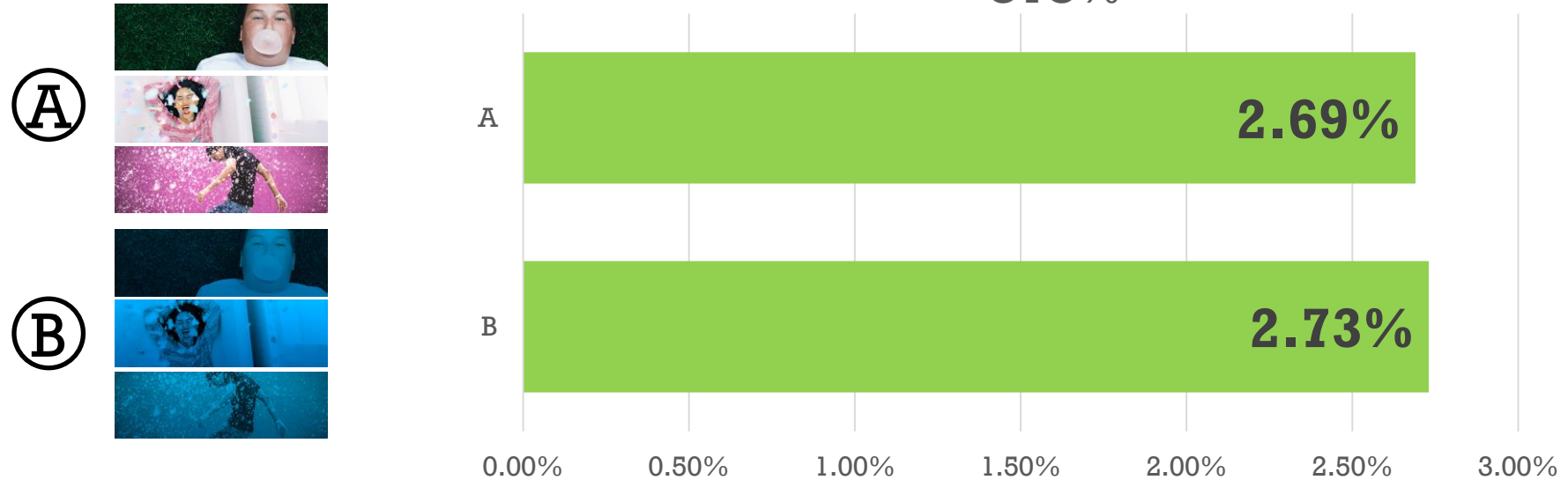
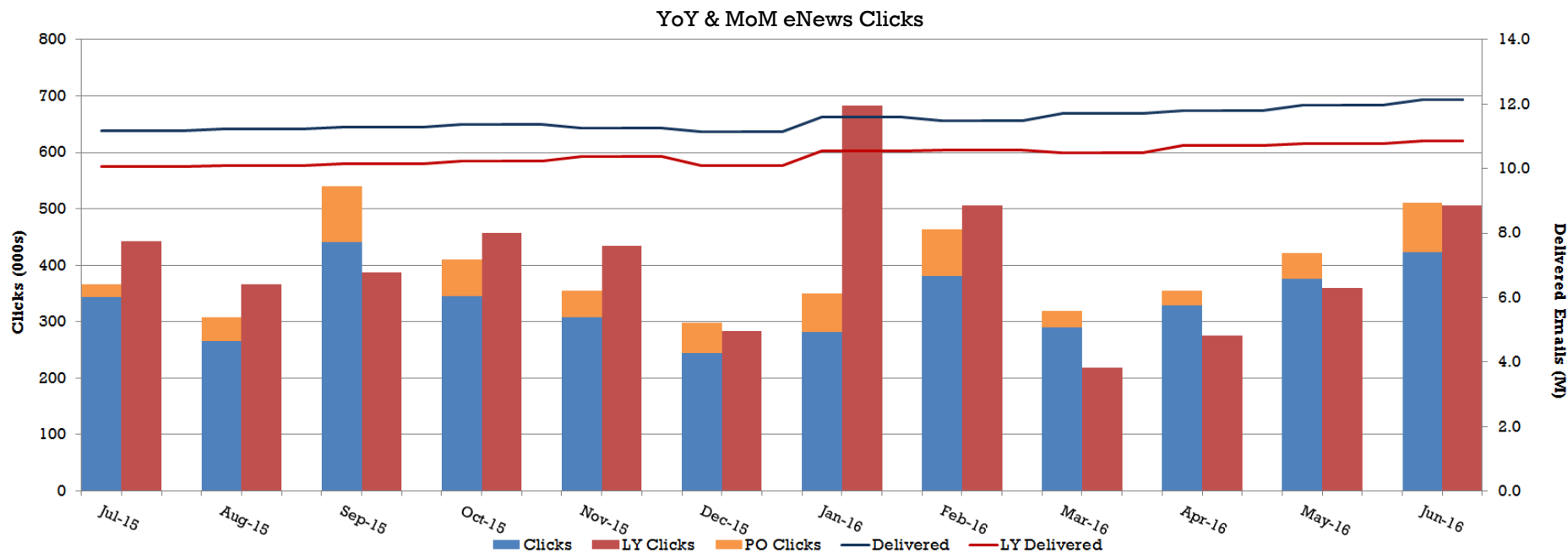


Image	Opens	Clicks	CTO%
A	1,547,434	41,588	2.69%
B	1,546,214	42,235	2.73%

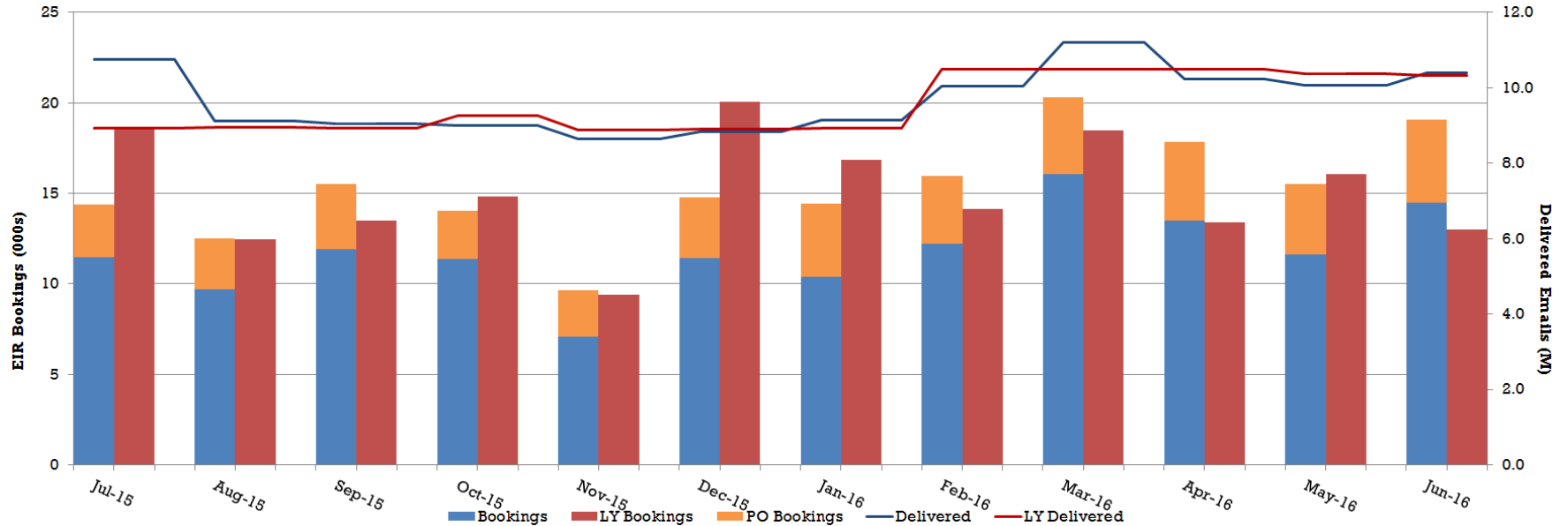
Jun '16 Core eNews generated 4% more clicks YoY than Jun '15 eNews



Observations

- Jun'16 Featured New Benefits & Summer Promo
- Jun'15 eNews featured 1 Million Bonus Points offer

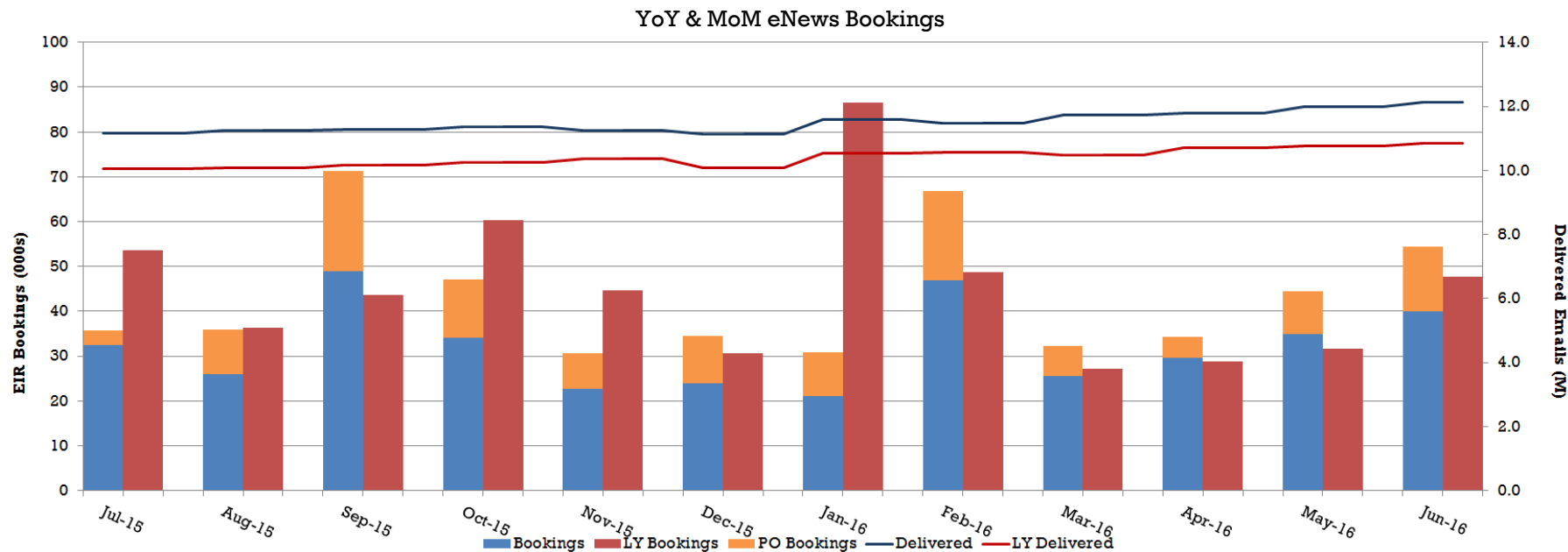
June '16 Hotel Specials performance summary



Observations

Hotel Specials generated 47% more bookings YoY; Core Hotel Specials itself generated 12% more bookings than 2015

Jun '16 Core eNews generated 14% more bookings YoY than Jun '15 eNews



Observations

2015 June eNews featured 1 Million Bonus Points offer



TSAT

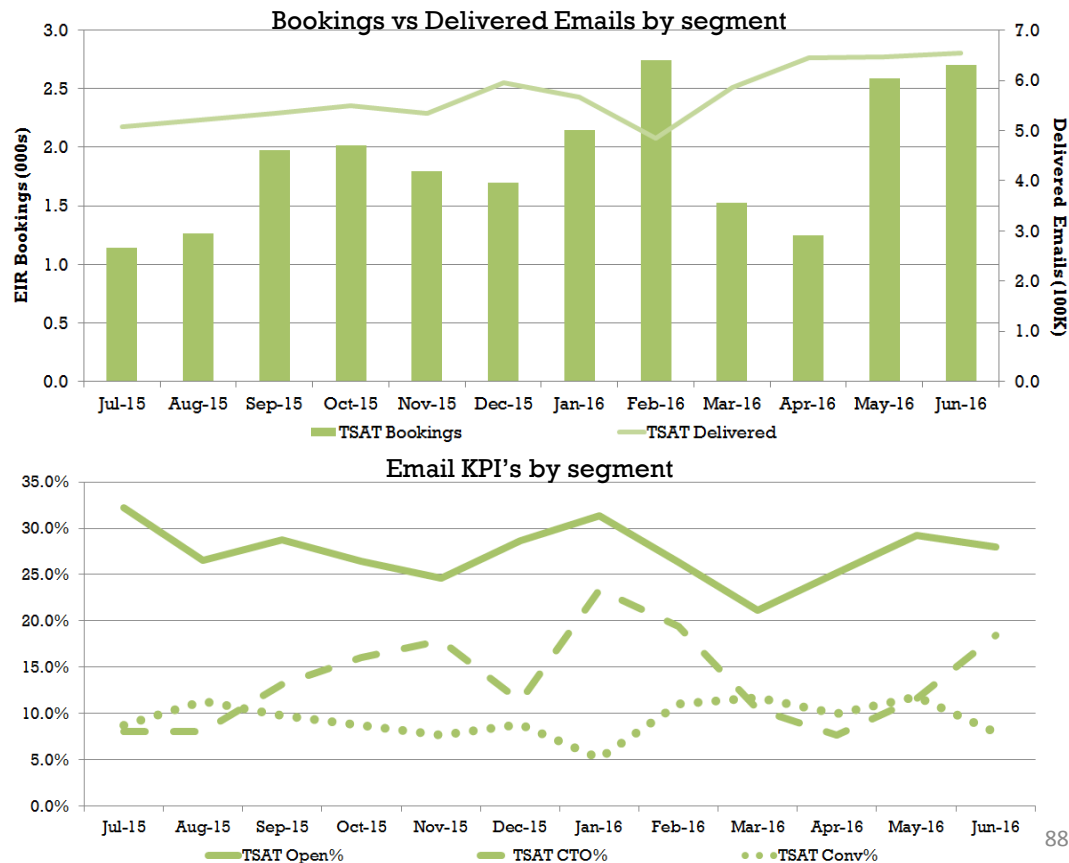
TSAT Benefits overview and MoM trends

Observations

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

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

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



June TSAT Benefits

June Benefits	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
TSAT	655.1 K	2.7 K	\$912.6 K	28.0%	18.5%	8.0%	4.1	0.19%

Observations

2nd highest volume of clicks to date

Top Offers generated 59% of Email clicks (32% Benefits, 27% Summer Promo); of the clicks that went to New member benefits:

- 60% went to “Elite Benefits Takeover Link” (CTA?)
- 15% to Elite Concierge & Late Checkout

Compared to YTD section click engagement:

- Account Box, Rewards, and Search saw above average click engagement
- City Scene and Hotel Openings saw below average click engagement
- Milestone (% bonus stays & [X] nights) dropped by 50%

While Top Offer may have cannibalized some clicks, increases in evergreen links (Account Box/Search) suggests the importance of persistent and general links to site for TSAT

MoM click engagement to eBreaks fell by 62% which may be due to cannibalization or potential fatigue; Conv% was slightly below link average

Account Box
17% clks, 33% bks

Search
5% clks, 5% bks

Top Offer
32% clks, 24% bks

Top Offer 2
27% clks, 21% bks

Rewards - Head
2% clks, 6% bks

Rewards - Main
7% clks, 4% bks

Redeem - Hotel
2% clks, 2% bks

Benefits

Your Account: These New Benefits Will Take You Places

Earn
3% clks, 2% bks



Hotel Openings
1% clks, 0% bks

The Saint Hotel Key West, Autograph Collection®



City Scene
1% clks, 0% bks

Coast to Coast: 100 Years of National Parks



eBreaks
2% clks, 1% bks

June Non-Member TSAT Benefits

Non-Member Benefits

[FNAME,]Become a Member & Get Amazing Benefits

June Non-Member Benefits	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
TSAT	42.8 K	0	\$0	25.5%	2.8%	0.0%	-	0.43%

Observations

The Non-Member version of Benefits featured New Member benefits, sweepstakes and MRCC offer

Compared to May Nonmember Benefits (featuring Member Rates), June:

- Generated a 5% higher Open rate
- 55% higher Click to Open rate
- XXXX enrollment...data

Account Box

8%, 0 bks

Search

2%, 0 bks

Top Offer

59%, 0 bks

Marriott Rewards® Member Rates: get the lowest rate at Marriott.com >

Elite Concierge Program: personal concierge for hotel experience >

Sweeps + Bonus Points
We're giving away 10 million points!

Rewards

10%, 0 bks

Learn More

Hotel Openings

6%, 0 bks

The Saint Hotel Key West, Autograph Collection®

View details in your dash-keep your
next offer a day or two in the key west.

Book Now

Find a Hotel

City Scene

6%, 0 bks

Coast to Coast: 100 Years of National Parks

Celebrate the U.S. National Parks Service Centennial
with a trip to a park (or a hotel).

Find a Park

10 Best National Parks Views

2016 Free Entrance Days

Activities That'll Surprise You

Use your camera ready - or
take a photo.

Mark your calendar ready - or
take a photo.

But you didn't know you could
take a photo.

Autograph Collection

The Mayflower® Hotel Autograph Collection

Washington, D.C. has 24 national parks. Stay within walking
distance of the nation's heart.

Book Now

Find a Hotel

eBreaks

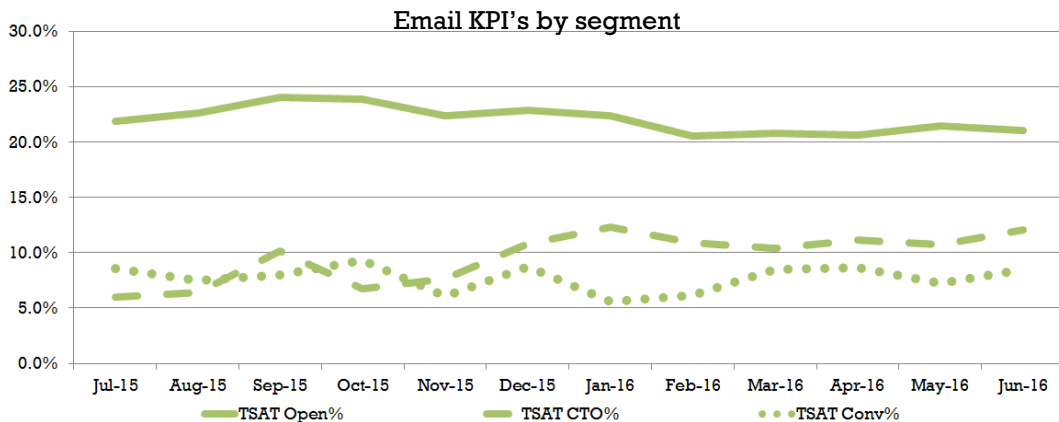
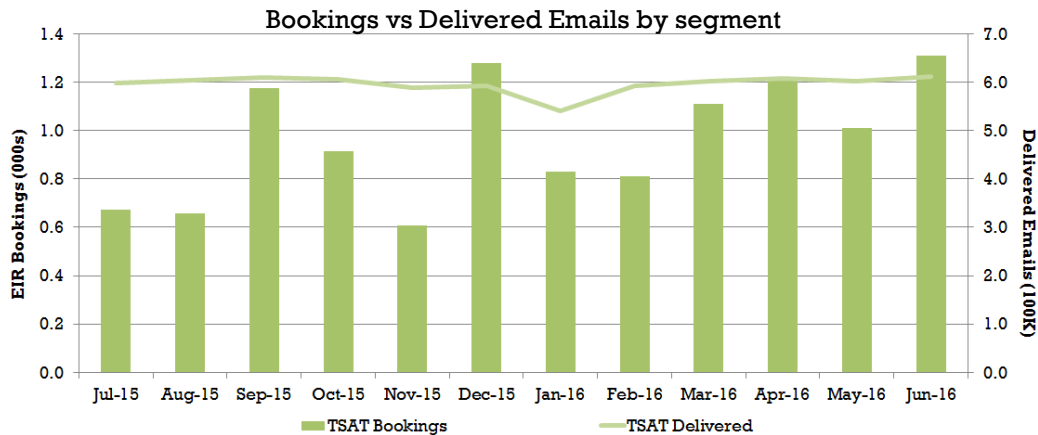
7%, 0 bks

TSAT Offers overview and MoM trends

Observations

Highest bookings and clicks all time

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



June TSAT Offers

June Offers	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
TSAT	612.7 K	1.3 K	\$445.5 K	21.0%	12.0%	8.5%	2.1	0.18%

Observations

Highest clicks and 2nd highest CTO% to date

All sections generated around the same clicks as YTD section averages except:

- Summer Promo which generated the highest clicks of any link
- Getaways and Experiences section generated the lowest clicks YTD respectively; **both sections featured less offers than average**
- While Summer Promo may have cannibalized clicks from Getaways and Experiences, overall it appeared to generate incremental clicks and bookings

Getaways, Atlantis, and Resorts Offer received equal clicks; Las Vegas generated the most clicks in Experiences

eBreaks continued strong click engagement, generating the most clicks for this section since it launched and among the highest Conv% of any offer link

Offers

[FNAME's] July Travel Deals

Account Box
18% clicks, 36% bks

Search
10% clicks, 14% bks

Field Offers
48% clicks, 27% bks

Middle Offer
11% clicks, 9% bks

Getaways
4% clicks, 3% bks

Experiences
2% clicks, 2% bks

eBreaks
7% clicks, 8% bks

TSAT Destinations overview and MoM trends

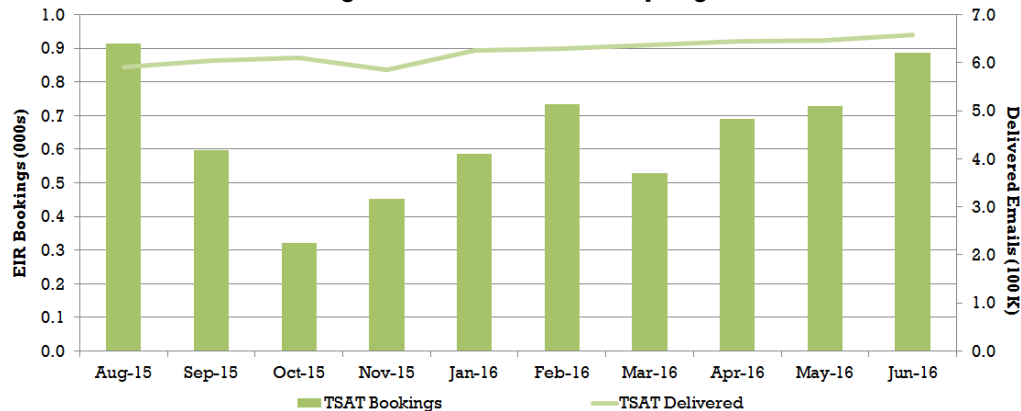
Observations

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

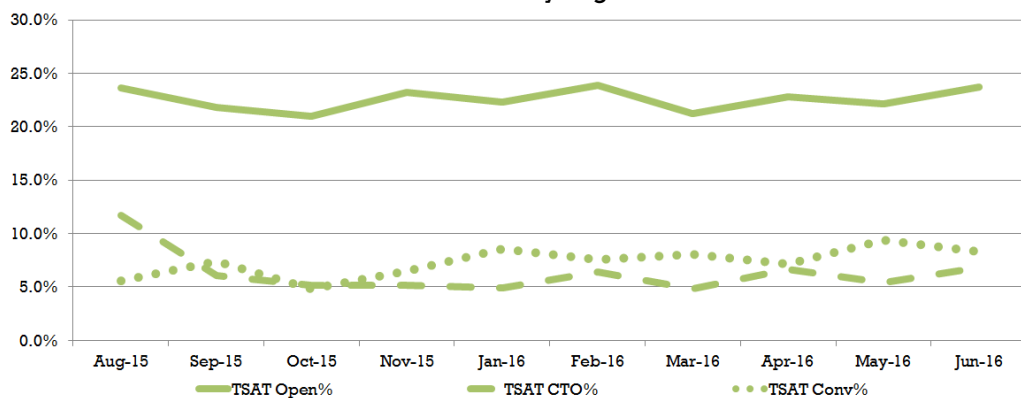
- Highest delivered and opens all time
- 2nd highest booking/delivered Email

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

Bookings vs Delivered Emails by segment



Email KPI's by segment



June TSAT Destinations

June Destinations	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
TSAT	657.4 K	888	\$281.5 K	23.8%	6.8%	8.3%	1.4	0.23%

Observations

Top 3 links per segment

- 1st - Top 10 things to Pack
- 2nd - Road Trip (Top Offer)
- 3rd - Summer Promo

In the Trip Type section

- All about Food generated the most clicks
- For TSAT All about Budget was 2nd
- For WHPH All about Family was 2nd

No bottom offer generated more clicks than links above, but Aruba was the most clicked Destination for both segments

What's Your Road Trip Type, Alexandria?

Account Box
27% clks, 49% bks

Search
7% clks, 11% bks

Top Offer
19% clks, 12% bks

What's Your Road Trip Type, Alexandria?

All About Food
Does your appetite drive the road trip? Eat well at every stop on the route.
[Book Renaissance](#)

All About Family
Kids in the backseat? Stay somewhere that has plenty of room for everyone.
[Book Courtyard](#)

Middle Offer
38% clks, 24% bks
[Book Springhill Suites](#)

Sweeps + Bonus Points!
Drive away with 100,000 bonus points. Plus earn up to 10,000 points on your road trip.
[Enter to Win](#)

☒ Road Trip Must-Haves

Top 10 Things to Pack
Get ready to go with these 10 must-haves for spending hours in the car. Happy driving!
[What to Pack](#)

Drive in Style & Save 35%
Rent your next big wheels from Hertz and earn Marriott Rewards® points. too

Trip Planner: Where to Book Now

Bottom Offer
7% clks, 3% bks



WHPH

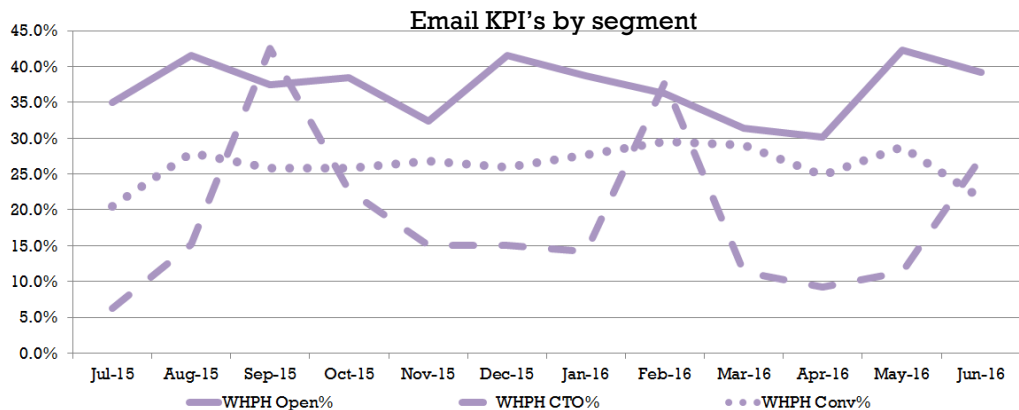
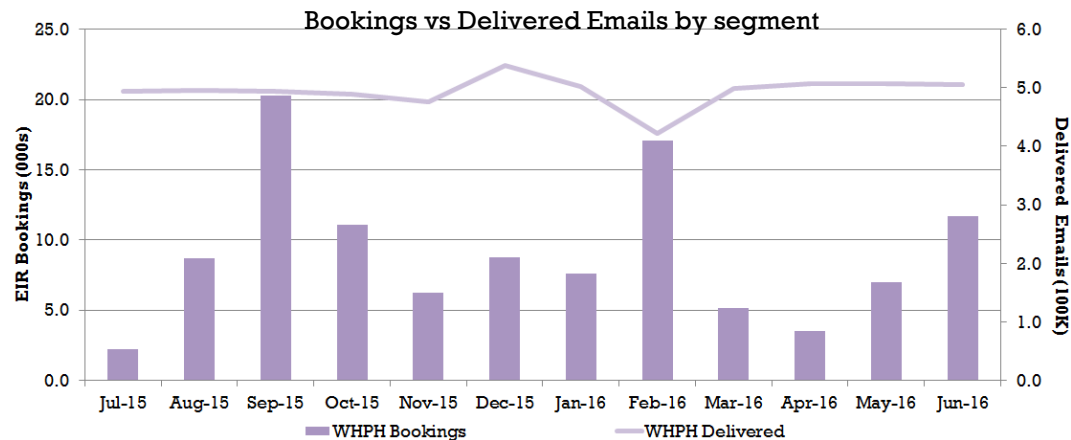
WHPH Benefits overview and MoM trends

Observations

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

- 3rd highest CTO%
- Featured New Member benefits & Summer promo

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



June WHPH Benefits

June Benefits	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
WHPH	505.0 K	11.7 K	\$4.3 M	39.1%	27.3%	21.6%	23.1	0.14%

Observations

2nd highest volume of clicks YTD, 3rd highest all-time

Top Offer generated 78% of Email clicks, ½ to Member Benefits & Sweepstakes/Freddie; of the clicks that went to New member benefits

- 59% of Member Benefit clicks went to main CTA
- 22% to Elite Concierge Service
- 14% to Late Checkout

All of which generated similar Conv% rates of ~18%; **WHPH continued high book to click intent; increasing amount of content to WHPH may gain incremental clicks & bookings**

The volume of clicks generated to each section were above YTD averages respectively

- The section header (“Your Marriott Rewards”) continued to generated the highest click out of any link
- The clicks to milestone with % bonus stays & [X] nights fell by 60% MoM
- MRCC Summer Sweeps generated the 3rd highest clicks of any link in Rewards
- eBreaks was added and generated nearly the same number of clicks as the milestone, but one of the lowest link Conv% rates

Benefits

Your Account: Get Your New Benefits

Redeem - Hotel
1% clks, 1% bks



Portland Marriott Downtown Waterfront

Stay in the middle of it all at Waterfront Park and head to your trip with expertly curated boutique rights at B&B by Tru.



Beverly Hills Marriott

Get the VIP treatment in Hollywood. You deserve it.



London Marriott Hotel Park Lane

Supperclub. Just like you.

Conquer Your World With Points

Earn More

Earn/Rdm-Prod
3 clks, 2% bks

Earn 80,000 + 7,500 Bonus Points

Plus, an annual Free Night Stay and guaranteed Elite Status.

Learn More

Win a Free Night Stay

Enter now for a chance to receive a free night at one of 4,000+ Marriott locations.

Enter to Win

Hotel Openings
1% clks, 1% bks

Courtyard® New York Downtown Manhattan/World Trade Center Area

Stay steps away from the World Trade Center, NYSE.

Book the Big Apple

Domes of Elands, Autograph Collection®

Lounge in your private beach with views of Spitznagels Island.

See Details

Renaissance® Montreal Downtown Hotel

Experience the heart of Montreal from Central St. Catherine Street.

Book Now

eBreaks

1% clks, 1% bks

June Non-Member WHPH Benefits

Non-Member Benefits

[FNAME,]Be come a Member & Get Amazing Benefits

The screenshot shows a mobile app interface with several promotional banners. At the top, there's a blue banner for 'Account Box' with '3%, 0 bks'. Below it is another blue banner for 'Search' with '3%, 0 bks'. Further down is a white banner for 'Top Offer' with '51%, 0 bks'. Below that is a blue banner for 'Rewards' with '23%, 0 bks'. Then a green banner for 'Hotel Openings' with '6% clks, 0 bks'. Below the banners are several hotel listings with images and descriptions, including 'Courtyard New York Downtown Manhattan/World Trade Center Area', 'Domes of Elounda, Autograph Collection', and 'Renaissance Montreal Downtown Hotel'. At the bottom, there's a blue banner for 'eBreaks' with '9% clks, 0 bks'.

June Non-Member Benefits	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
WHPH	5.7 K	0	0	26.7%	2.0%	0.0%	-	0.49%

Observations

The Non-Member version of Benefits featured New Member benefits, sweepstakes and MRCC offer

Compared to May Nonmember Benefits (featuring Member Rates), June

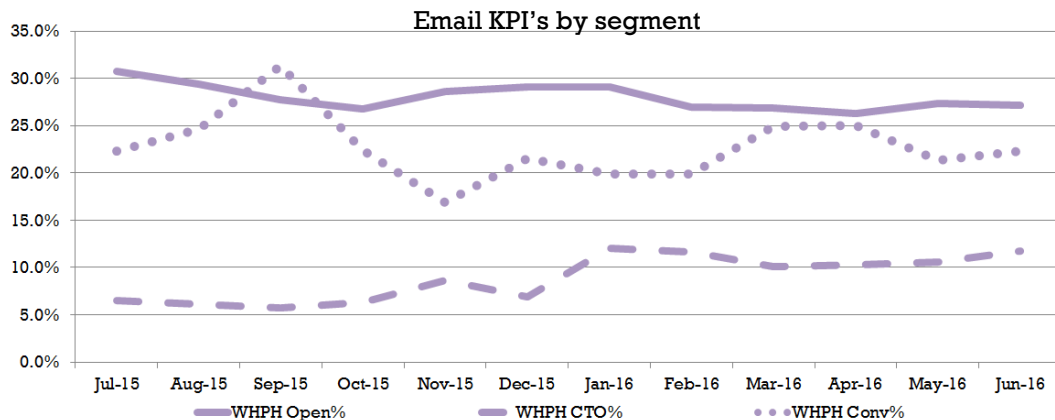
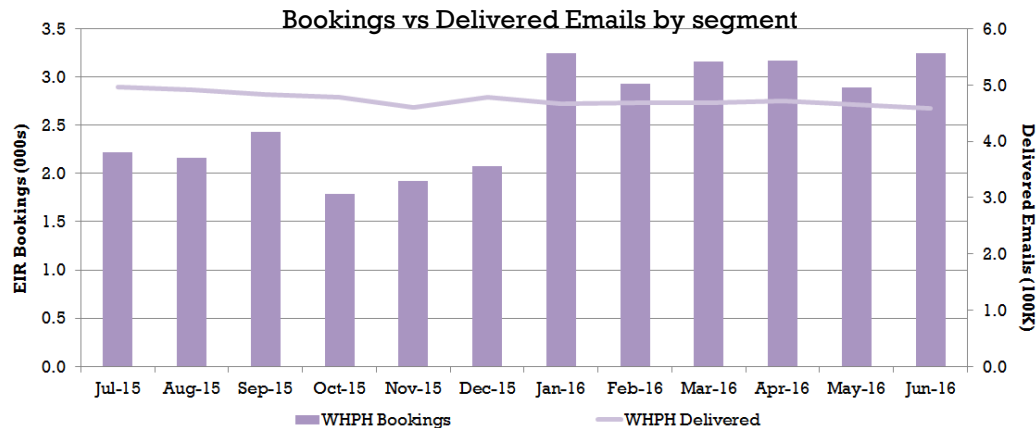
- Generated a 5% higher Open rate
- 25% higher Click to Open rate
- XXXX enrollment...data

WHPH Offers overview and MoM trends

Observations

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

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



June WHPH Offers

June Offers	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
WHPH	458.0 K	3.2 K	\$1.2 M	27.2%	11.7%	22.3%	7.1	0.12%

Observations

3rd highest clicks and 2nd highest CTO% to date

All sections generated less clicks than their YTD section averages, which may be due to cannibalization of new sections to the template

- Summer Promo generated the highest clicks and bookings of any offer
- eBreaks which generated the 2nd highest clicks and bookings of any offer

Adding eBreaks generated high clicks and bookings; highlighting access to additional offer (e.g. a more prominent 'See All' CTO%) may generate additional clicks and bookings

Getaways, Atlantis, and Resorts Offer received equal clicks; Las Vegas generated the most clicks in Experiences

Offers

[FNAME's] July Travel Deals

Account Box
16% clks, 21% bks

Search
6% clks, 6% bks

Field Offers
48% clks, 43% bks

Middle Offer
16% clks, 17% bks

YOU COULD 100,000

Score! Enter to Win 100,000 Points!
Earn up to [10,000] [12,000] bonus points – plus a chance to win 100K points in our summer sweeps.

Find A Hotel

Getaways
4% clks, 3% bks

30% Off White Sand and Turquoise Water
Recharge your batteries for less at select Caribbean and Latin American resorts.

A \$350 Resort Credit? Yes, Please!
Escape to the world-famous Atlantis resort and indulge all your Caribbean fantasies.

Experiences
3% clks, 2% bks

20-30% Off Vegas
Save a wad of cash at these Las Vegas hotels and dominate the blackjack table.

eBreaks
7% clks, 7% bks

Save 20% with eBreaks.

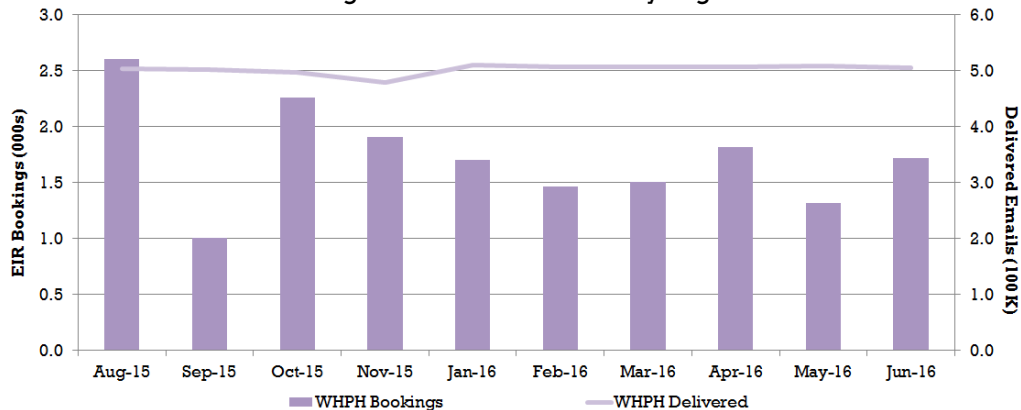
WHPH Destinations overview and MoM trends

Observations

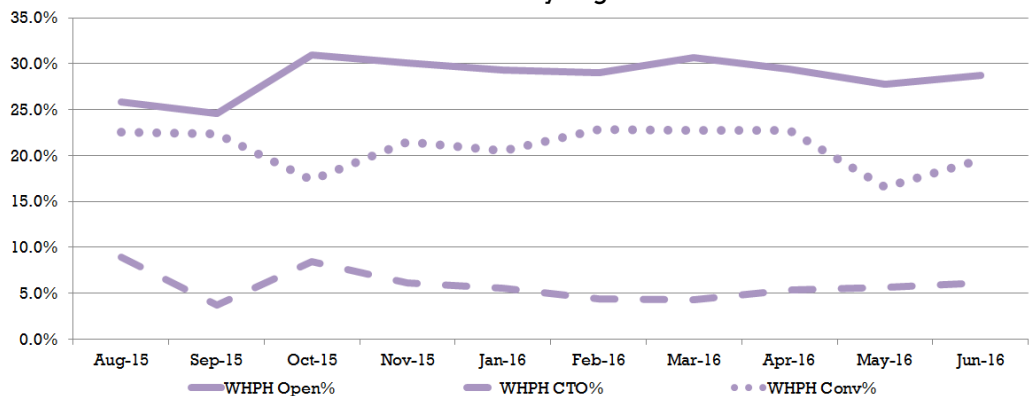
June Destinations launched a road trip theme to be continued through the summer & generated the highest clicks and CTO% YTD

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

Bookings vs Delivered Emails by segment



Email KPI's by segment



June WHPH Destinations

June Destinations	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
WHPH	504.6 K	1.7 K	\$576.8 K	28.7%	6.1%	19.5%	3.4	0.17%

Observations

Top 3 links per segment

1st - Top 10 things to Pack

2nd - Summer Promo

3rd - Road Trip (Top Offer)

In the Trip Type section

- All about Food generated the most clicks
- For TSAT All about Budget was 2nd
- For WHPH All about Family was 2nd

No bottom offer generated more clicks than links above, but Aruba was the most clicked Destination for both segments

Where Will the Road Take You, Alexandria?

The screenshot displays a travel website with several promotional banners. At the top, there are three blue boxes with white text: 'Account Box 32% clks, 47% bks', 'Search 6% clks, 7% bks', and 'Top Offer 15% clks, 12% bks'. Below these, a section titled 'What's Your Road Trip Type?' features three sub-sections: 'All About Food' with a fruit image and a 'Book Restaurant' button, 'All About Family' with a family photo and a 'Book Courtyard' button, and 'You Could Win 100,000 Points!' with a woman's face and an 'Enter to Win' button. Further down, there's a 'Road Trip Must-Haves' section with a car image and a 'What to Pack' button, and a 'Rent Your Ride & Earn 5K Points' section with a car image. At the bottom, a 'Trip Planner: Where to Book Now' section features a 'Bottom Offer 5% clks, 3% bks' button.