



# **Project Orange February Review**

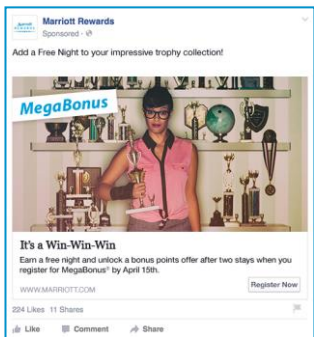
**April 7th, 2016**

# Table of Contents

- Creative overview
- Executive Summary of Project Orange Paid Media
- Paid Media MoM trends
- Executive Summary of Email
- Program Feb Key storylines
- Feb Key takeaways
- Appendix
  - Glossary & booking attribution legend
  - Email campaigns
  - Paid Media campaigns

# February TSAT Creative Overview

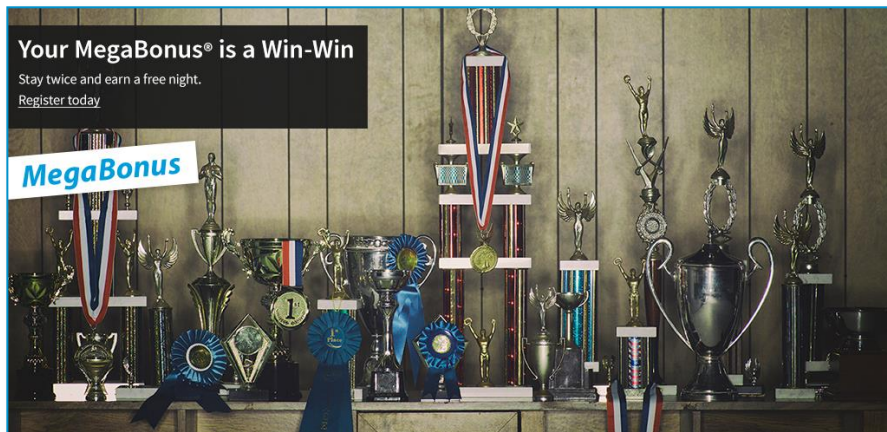
Facebook



GDN



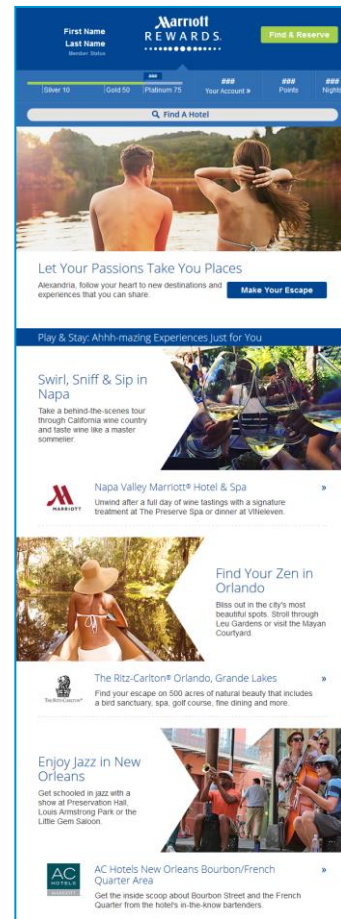
Landing Page Hero



Landing Page Destinations

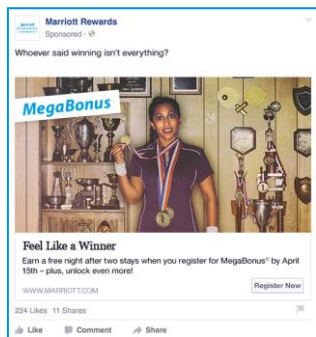


Email (Destinations)



# February WHPH Creative Overview

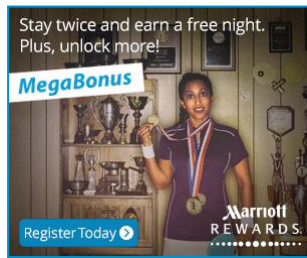
Facebook



Landing Page Hero



GDN



Landing Page Destinations



Email (Destinations)



# Feb 2016 Key Storylines

- ❖ **PO Paid Media campaign MoM revenue increased by 61% while impressions fell by 22%, cost increased by 37% resulting in a GRE increase of 18%**
- ❖ **PO campaigns achieved the 2<sup>nd</sup> highest monthly bookings & highest Click to open rate**
- ❖ **MegaBonus was supported in Benefits & Offers emails and in Facebook & GDN Image Ads and generated 103 K clicks & \$11 M in Revenue\***
- ❖ **PO segments continued to demonstrate different engagement behavior to Benefit, Offer, and Destination content**
- ❖ **Partner-side optimizations features were responsible for driving MoM changes in Paid Media partners Facebook, Criteo & GDN**

\* Paid Media Revenue followed attribution rules & email EIR

# Feb'16 TSAT Paid Media Executive Summary

Campaign Type	Campaign	Impressions	Spend	CTR	Revenue	GRE* - assesed on DoubleClick revenue, not MRDW revenue	MoM GRE % Change
TSAT CRM Targeting	GDN text (LiveRamp)	252.1 K	\$601	0.26%	\$219	-0.6	699.2%
	Sojern	546.4 K	\$4.4 K	0.02%	\$15.3 K	2.5	-
	Facebook Targeting	761.2 K	\$12.1 K	0.78%	\$162.5 K	12.5	-45.3%
	<b>CRM Targeting Total</b>	<b>1.6 M</b>	<b>\$17.1 K</b>	<b>0.43%</b>	<b>\$178.0 K</b>	<b>9.4</b>	<b>-39.8%</b>

## Notes

Paused as of 2/3, budget allocated to GDN (G+BK)  
Launched w/o 2/8  
Reporting dates 1/31-2/27

TSAT Prospecting	Sojern	28.9 K	\$231	0.06%	\$6.2 K	25.9	523.9%
	Facebook	50.3 K	\$416	0.67%	\$75.8 K	181.4	211.3%
	<b>Prospecting Total</b>	<b>79.2 K</b>	<b>\$647</b>	<b>0.44%</b>	<b>\$82,059</b>	<b>125.8</b>	<b>456.1%</b>

Sojern LAL paused w/o 2/1  
Facebook LAL paused 2/3

TSAT Paid Search	Dynamic Search Ads	27.2 K	\$2.5 K	6.75%	\$129.4 K	50.1	242.7%
	MF Paid Search	842.2 K	\$5.2 K	0.78%	\$156.3 K	28.8	138.0%
	TBPS Paid Search	19.2 K	\$1.7 K	10.74%	\$209.9 K	124.4	17.6%
	<b>Paid Search Total</b>	<b>888.6 K</b>	<b>\$9.5 K</b>	<b>0.50%</b>	<b>\$495.7 K</b>	<b>51.4</b>	<b>146.5%</b>

Not PO funded  
Not PO funded

TSAT Retargeting	Criteo Retargeting	1.5 M	\$8.8 K	0.44%	\$117.1 K	12.3	-49.9%
	GDN text (G+BK)	688.9 K	\$2.6 K	0.28%	\$52.9 K	19.1	42.7%
	GDN Image Ads (G+BK)	1.0 M	\$1.8 K	0.15%	\$191.4 K	102.9	107.8%
	<b>Retargeting Total</b>	<b>3.2 M</b>	<b>\$13.3 K</b>	<b>0.47%</b>	<b>\$361.3 K</b>	<b>26.2</b>	<b>90.5%</b>

	Impressions	Spend	CTR	Revenue	GRE* - assesed on DoubleClick revenue, not MRDW revenue	MoM GRE % Change
<b>TSAT Media Grand Total</b>	5.7 M	\$40.5 K	0.48%	\$1.1 M	26.6	30.3%
<i>TSAT - Project Orange funded only (minus MF and TBPS Paid Search)</i>	4.8 M	\$33.5 K	0.39%	\$750.8 K	21.4	10.7%

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



# Feb '16 WHPH Paid Media Executive Summary

Category	Campaign	Impressions	Spend	CTR	Revenue	GRE* - assessed on DoubleClick revenue, not MRDW revenue	MoM GRE % Change
WHPH CRM Targeting	GDN text (LiveRamp)	456.7 K	\$1.4 K	0.29%	\$18.6 K	12.3	287.9%
	Sojern	513.5 K	\$4.1 K	0.02%	\$47.2 K	10.5	-
	Facebook Targeting	2.4 M	\$40.5 K	0.51%	\$1.4 M	33.0	-58.6%
	<b>CRM Targeting Total</b>	<b>3.4 M</b>	<b>\$46.0 K</b>	<b>0.21%</b>	<b>\$1.4 M</b>	<b>30.3</b>	<b>4.0%</b>

## Notes

Paused as of 2/3, budget allocated to GDN (G+BK)  
Launched w/o 2/8  
Reporting dates 1/31-2/27

WHPH Prospecting	Sojern	17.6 K	\$141	0.06%	\$816	4.8	199.1%
	Facebook	76.9 K	\$690	0.62%	\$170.0 K	245.4	151.4%
	<b>Prospecting Total</b>	<b>\$94.5 K</b>	<b>\$831</b>	<b>0.52%</b>	<b>\$170.8 K</b>	<b>204.7</b>	<b>173.9%</b>

Sojern LAL paused w/o 2/1  
Facebook LAL paused 2/3

WHPH Paid Search	Dynamic Search Ads	59.2 K	\$6.2 K	6.01%	\$432.0 K	68.9	66.1%
	MF Paid Search	4.5 M	\$11.9 K	0.37%	\$410.6 K	33.6	59.4%
	TBPS Paid Search	49.3 K	\$3.6 K	6.77%	\$578.6 K	160.0	85.8%
	<b>Paid Search Total</b>	<b>4.6 M</b>	<b>\$21.6 K</b>	<b>0.50%</b>	<b>\$1.4 M</b>	<b>64.7</b>	<b>60.2%</b>

Not PO funded  
Not PO funded

WHPH Retargeting	Criteo Retargeting	5.3 M	\$28.5 K	0.24%	\$819.4 K	27.8	-29.5%
	GDN text (G+BK)	3.9 M	\$13.1 K	0.23%	\$415.0 K	30.8	13.6%
	GDN Image Ads (G+BK)	2.6 M	\$4.2 K	0.14%	\$1.1 M	263.4	382.7%
	<b>Retargeting Total</b>	<b>11.8 M</b>	<b>\$45.8 K</b>	<b>0.47%</b>	<b>\$2.4 M</b>	<b>50.4</b>	<b>99.3%</b>

	Impressions	Spend	CTR	Revenue	GRE* - assessed on DoubleClick revenue, not MRDW revenue	MoM GRE % Change
<b>WHPH Media Grand Total</b>	<b>19.9 M</b>	<b>\$114.2 K</b>	<b>0.27%</b>	<b>\$5.4 M</b>	<b>46.2</b>	<b>16.8%</b>
<i>WHPH - Project Orange funded only (minus MF and TBPS Paid Search)</i>	<b>15.4 M</b>	<b>\$98.8 K</b>	<b>0.22%</b>	<b>\$4.4 M</b>	<b>43.5</b>	<b>15.7%</b>

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

# Feb '16 Paid Media MoM trends

## Observations

WHPH MoM impressions fell by 25% while bookings increased by 29%

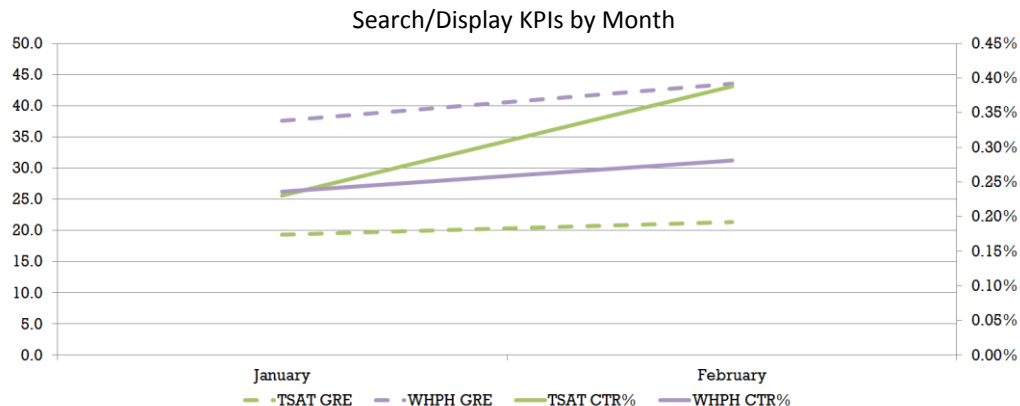
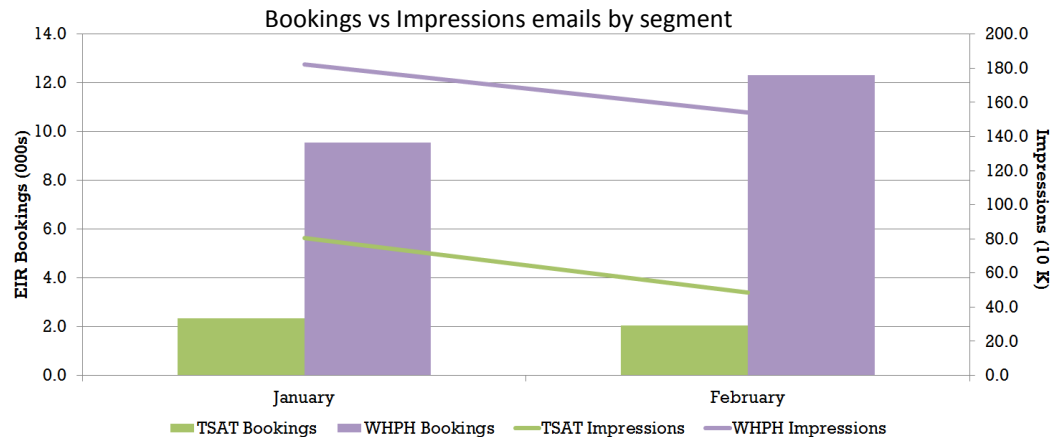
- Pause of GDN(LiveRamp) & Criteo(LiveRamp) caused a drop in volume and removal of low GREs
- Criteo Retargeting impressions increased 2.8x while MoM bookings increased 47.4X
- Google Image ads bookings increased by 9.5x

TSAT MoM impressions fell by 40% while bookings fell by 12%

- Pause of GDN(LiveRamp) & Criteo(LiveRamp) caused a drop in volume and removal of low GREs
- Bookings dropped due to the pause of FB LAL, a decrease of nearly 700 bookings

MegaBonus creative were featured in display ads and generated a higher CTR than the previous months creative

Note: Data included on this page are for PO funded Paid Media only and includes 3<sup>rd</sup> party sourced Impressions & clicks as well as calculated attribution for partner bookings





# Feb '16 Email overview & MoM trends

Feb Project Orange	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
<b>WHPH</b>	<b>1.4 M</b>	<b>21.5 K</b>	<b>\$8.2 M</b>	<b>30.5%</b>	<b>18.5%</b>	<b>27.2%</b>	<b>15.4</b>	<b>0.11%</b>
Benefits	421.7 K	17.1 K	\$6.5 M	36.3%	37.9%	29.5%	40.6	0.1%
Destinations	506.9 K	1.5 K	\$599.5 K	29.0%	4.4%	22.8%	2.9	0.1%
Offers	468.7 K	2.9 K	\$1.1 M	27.0%	11.6%	19.9%	6.3	0.0%
<b>TSAT</b>	<b>1.7 M</b>	<b>4.3 K</b>	<b>\$1.6 M</b>	<b>23.4%</b>	<b>11.9%</b>	<b>9.0%</b>	<b>2.5</b>	<b>0.16%</b>
Benefits	485.5 K	2.7 K	\$1.0 M	26.4%	19.4%	11.0%	5.7	0.1%
Destinations	630.0 K	733	\$300.2 K	23.8%	6.4%	7.6%	1.2	0.2%
Offers	593.0 K	810	\$300.4 K	20.5%	10.9%	6.1%	1.4	0.1%
<b>Total</b>	<b>3.1 M</b>	<b>25.8 K</b>	<b>\$9.8 M</b>	<b>26.6%</b>	<b>15.3%</b>	<b>20.3%</b>	<b>8.3</b>	<b>0.13%</b>

## Observations

Monthly Click to Open rate achieved its highest at 15.3%

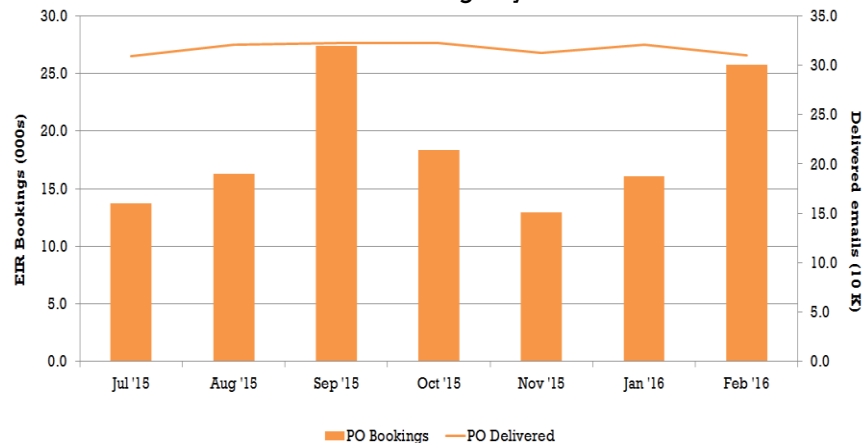
2<sup>nd</sup> highest monthly bookings driven by MegaBonus featured in Benefits & Offers

- Highest CTO% & 2nd highest Conv%

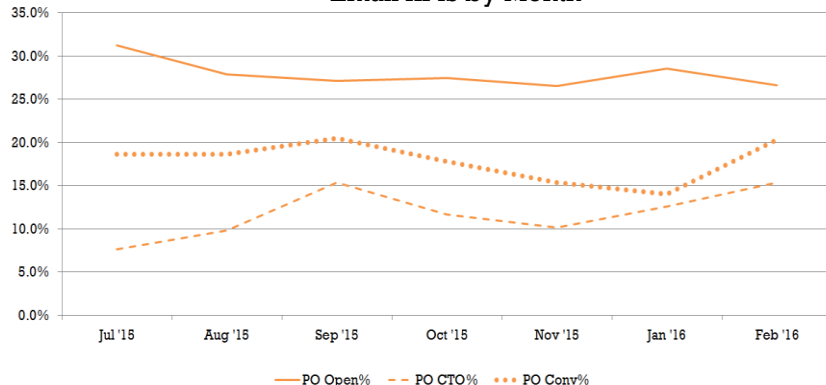
Compared to the base email program, PO-dedicated campaigns:

- Generated 18% Higher Open rate
- 76% higher CTO%
- 83% higher Conv%

### Bookings by Month



### Email KPIs by Month



## Spring MegaBonus was supported in:

- + • Facebook & GDN Image Ads
- Benefits & Offers emails

# MegaBonus ads in Facebook did not appear to increase booking conversions

TSAT	Impressions	Clicks	CTR	Total Bookings	Conv%	Revenue	Cost	GRE
Jan '16	527.4 K	1.2 K	0.24%	223	17.9%	\$64.4 K	\$2.3 K	27.24
GDN Image	311.3 K	438	0.14%	56	12.8%	\$19.3 K	\$382	49.53
Facebook	216.2 K	807	0.37%	167	20.6%	\$45.1 K	\$1.9 K	22.76
Feb '16	1.8 M	7.4 K	0.41%	1.0 K	14.1%	\$353.9 K	\$13.9 K	24.43
GDN Image	1.0 M	1.5 K	0.15%	509	34.2%	\$191.4 K	\$1.8 K	102.95
Facebook	761.2 K	5.9 K	0.78%	538	9.1%	\$162.5 K	\$12.1 K	12.46

WHPH	Impressions	Clicks	CTR	Total Bookings	Conv%	Revenue	Cost	GRE
Jan '16	2.2 M	4.4 K	0.20%	2.0 K	46.6%	\$569.2 K	\$7.7 K	72.60
GDN Image	1.5 M	2.5 K	0.16%	330	13.4%	\$120.5 K	\$2,168	54.57
Facebook	615.9 K	1.9 K	0.31%	1.7 K	89.0%	\$448.7 K	\$5.6 K	79.63
Feb '16	5.1 M	16.2 K	0.32%	7.4 K	45.6%	\$2.5 M	\$44.7 K	54.80
GDN Image	2.6 M	3.6 K	0.14%	3.3 K	91.3%	\$1.1 M	\$4.2 K	263.44
Facebook	2.4 M	12.5 K	0.51%	4.0 K	32.2%	\$1.4 M	\$40.5 K	32.97

## Observations

Feb creative featured MegaBonus vs Jan “2016 Travel inspiration”

Overall and campaign level, MoM CTR increased as expected

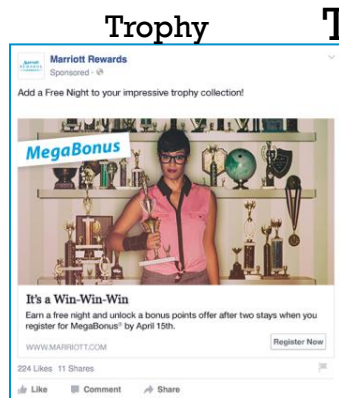
Overall GRE decreased MoM for both segments

While Conv% rate increased MoM for GDN Image ads, they fell for Facebook for both segments

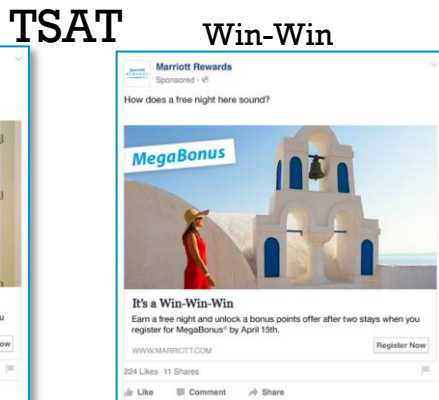
March appears to be continuing this trend

\* Facebook analysis does not include Look-a-Like campaign

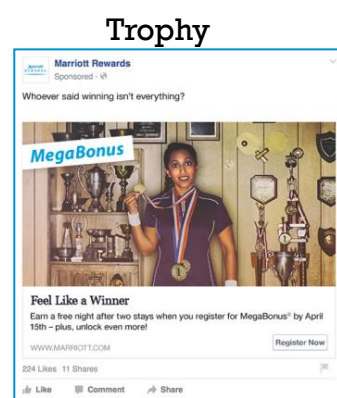
# TSAT dedicated imagery may have generated greater response than MB imagery



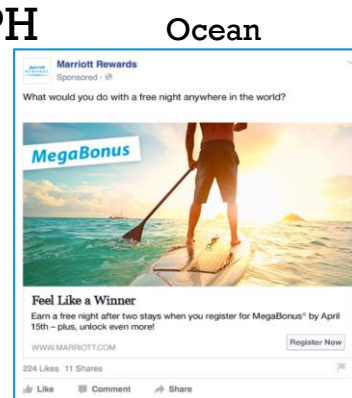
CTR: 0.78%  
Conv%: 8.5%  
CPM: \$16.27  
CPB: \$24.63



CTR: 0.80%  
Conv%: 9.0%  
CPM: \$16.00  
CPB: \$22.37



CTR: 0.52%  
Conv%: 28.6%  
CPM: \$15.83  
CPB: \$10.60



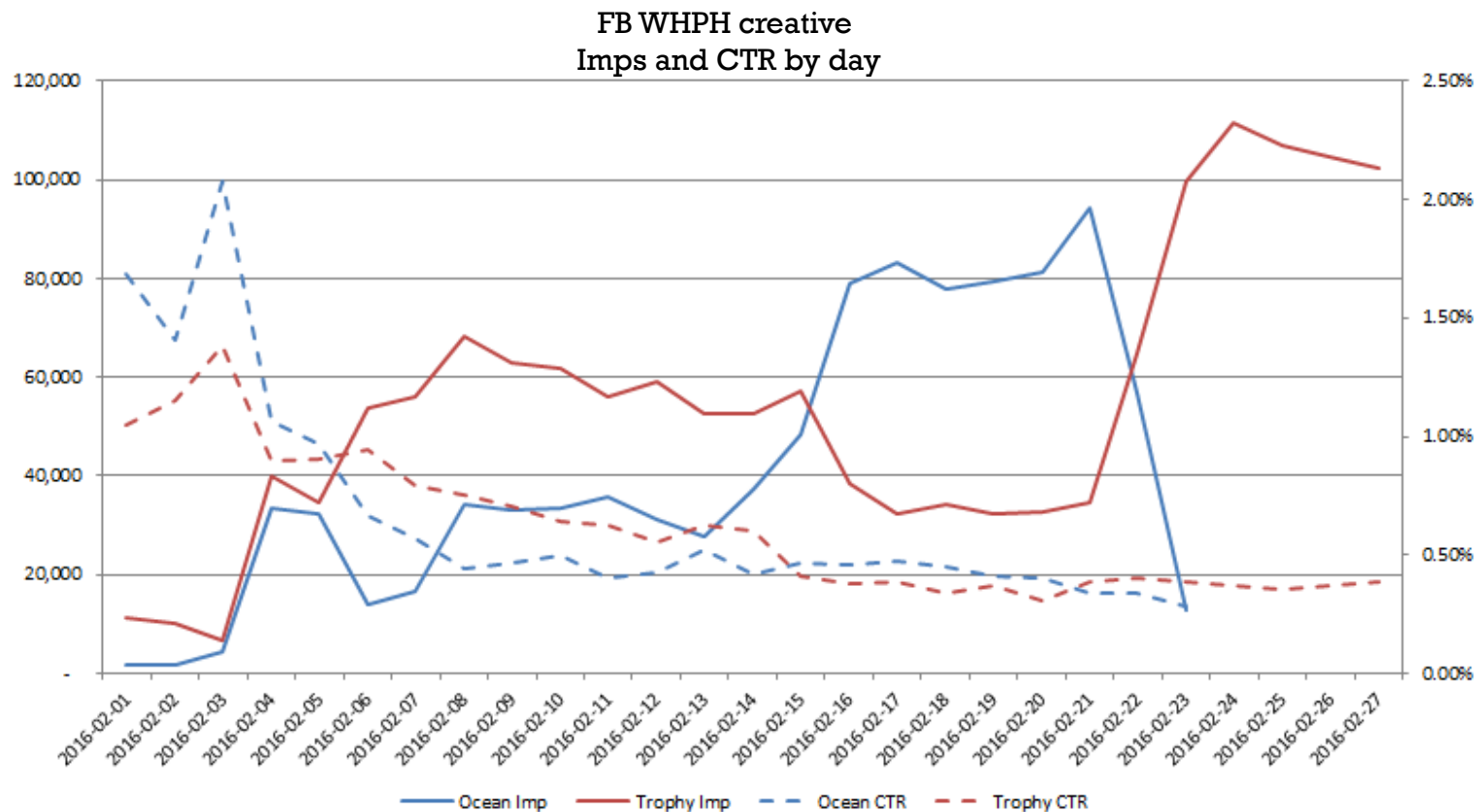
CTR: 0.48%  
Conv%: 35.5%  
CPM: \$17.99  
CPB: \$10.55

## Observations on trends

- Trophy creative were based on Spring MegaBonus creative; alternate creative were based on PO imagery
- Ocean & Win-Win were paused 2/23
- WHPH Trophy generated a higher CTR but a higher Cost per Booking; Win-Win generated a higher CTR and lower Cost per Booking than TSAT Trophy
- Facebook optimizes creative through optimization, resulting in uneven delivery

**Image testing may result in incremental gains in performance**

# Facebook creative impression delivery increases as CTR increases



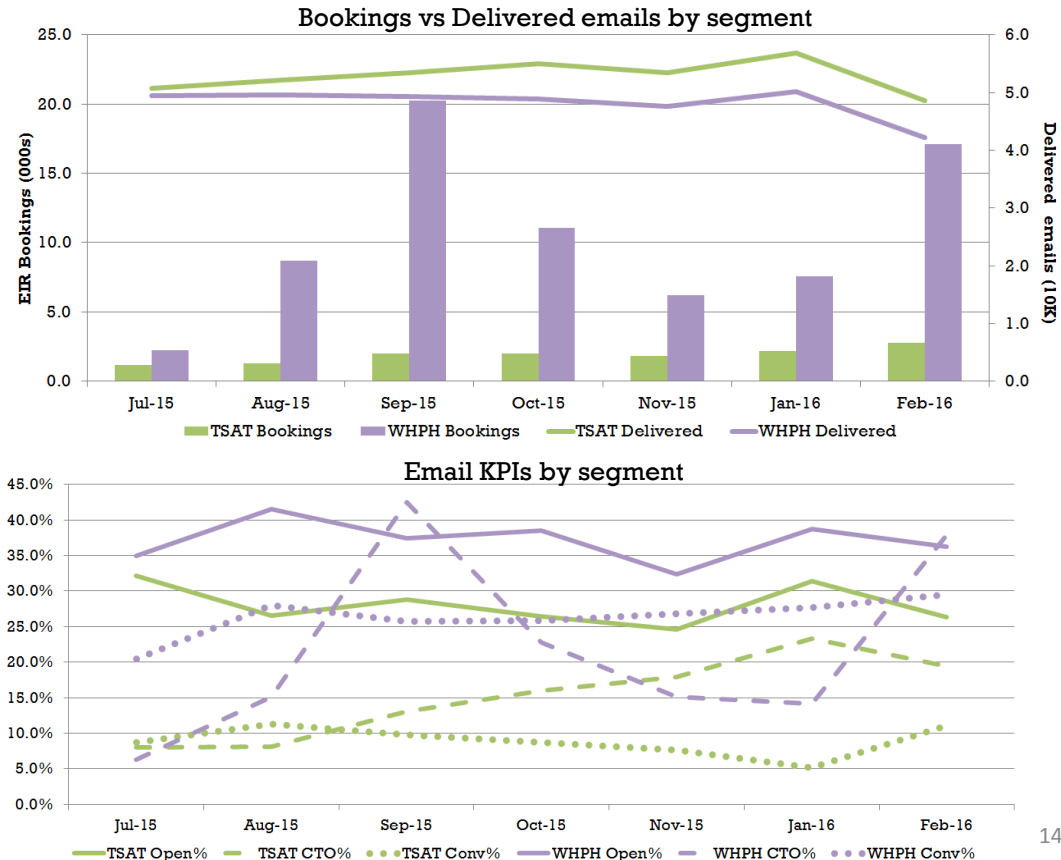
# Benefits: Spring MegaBonus created high engagement & bookings with WHPH & TSAT

## Observations

MegaBonus offering has evolved & may have helped drive response, particularly for TSAT

- TSAT generated 27.9% more bookings than Jan, which was the previous highest booking month (featured a Hawaiian vacation sweepstakes)
- TSAT generated 39% more than Sept, the last MegaBonus feature; while Spring MegaBonus has traditionally generated more overall bookings than Fall, the new promotion format may have appealed to TSAT
- WHPH continued trend of high engagement with first look at MegaBonus (in Benefits)

**MegaBonus should still be primary feature for both segments**





# Benefits: WHPH engaged heavily with MegaBonus content

## Observations

WHPH had strong engagement with MegaBonus, generating 85% of clicks (similar to Sept Benefits feat. MegaBonus)

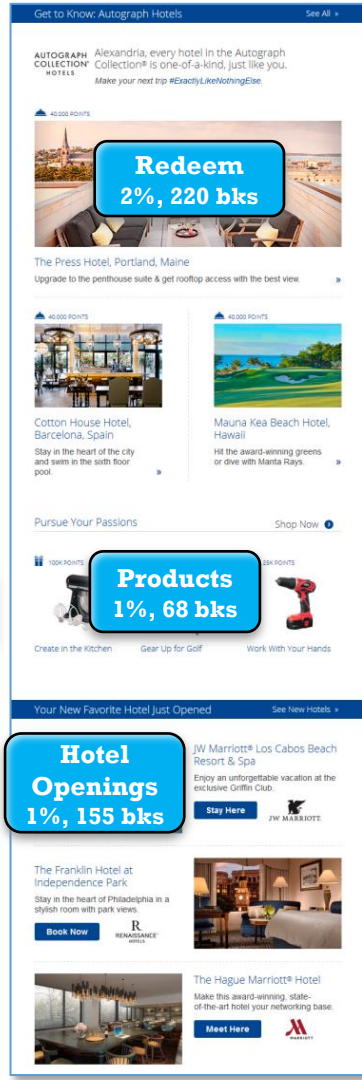
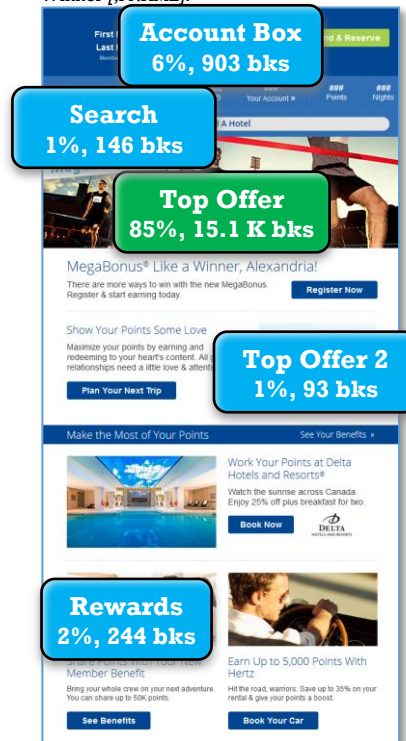
- 56% of clicks for TSAT Benefits went to MegaBonus Top Offer
- 53% of clicks went to Top Offer for eNews audience

Aside from the Account Box, no other section received more than 2% of clicks

- **Majority of WHPH click engagement is with MegaBonus, consider repeating & reinforcing content sharing space with MegaBonus in other campaigns**

## WHPH Benefits

Your Account: MegaBonus® Like a Winner [FNAME]!



## PO segments demonstrated different engagement behavior:

- Benefit: TSAT hotel content
- Offer: Propensity modeled Field Offers & Point earning offers
- Destination: Travel inspiration

# TSAT Feb Benefits generated the highest Booking/delivered

Feb Benefits	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
TSAT	485.5 K	2.7 K	\$1.0 M	26.4%	19.4%	11.0%	5.7	0.1%

## Observations

Majority of engagement was with MegaBonus (Top Offer)

- Top Offer generated 56% of clicks, Jan's Hawaii sweepstakes generated 45%
- Highest Conv% for Top Offer at 9.9% (2015 Avg 6.8%)

## TSAT engaged well with Spring MegaBonus

The elevated Hotel Openings continued to generate click engagement, generating 6% of clicks (vs 4% in Jan); Conv% was slightly below average (4.1% vs 4.8% avg)

## TSAT continued to find value with Hotel Openings

Hotel Redemptions (Spotlight on Autograph) generated 4% of email clicks, above section avg for a MegaBonus month

TSATs seemed to engage well with Hotel-related content

## Benefits

Your Account: Your MegaBonus®

The screenshot displays the Autograph Hotels website interface. At the top, a banner for 'Your Account: Your MegaBonus®' is visible. Below it, several promotional banners are stacked, each with a blue border and white text. The banners include:

- Account Box**: 15% cl, 21% bk
- Search**: 4% cl, 6% bk
- Top Offer**: 56% cl, 60% bk
- Top Offer 2**: 4% cl, 4% bk
- Rewards**: 5% cl, 3% bk
- Hotel Openings**: 6% cl, 3% bk

The background of the screenshot shows various hotel listings and promotional images, including a 'City Scene' banner for Nassau and a 'Video' banner for 'The Two B Are Back!'.

The screenshot displays the Autograph Hotels website interface. At the top, a banner for 'Get to Know: Autograph Hotels' is visible. Below it, several promotional banners are stacked, each with a blue border and white text. The banners include:

- Redeem**: 4% cl, 1% bk
- City Scene**: 2% cl, 1% bk
- Video**: 1% cl, 0.3% bk

The background of the screenshot shows various hotel listings and promotional images, including a 'City Scene' banner for Nassau and a 'Video' banner for 'The Two B Are Back!'.

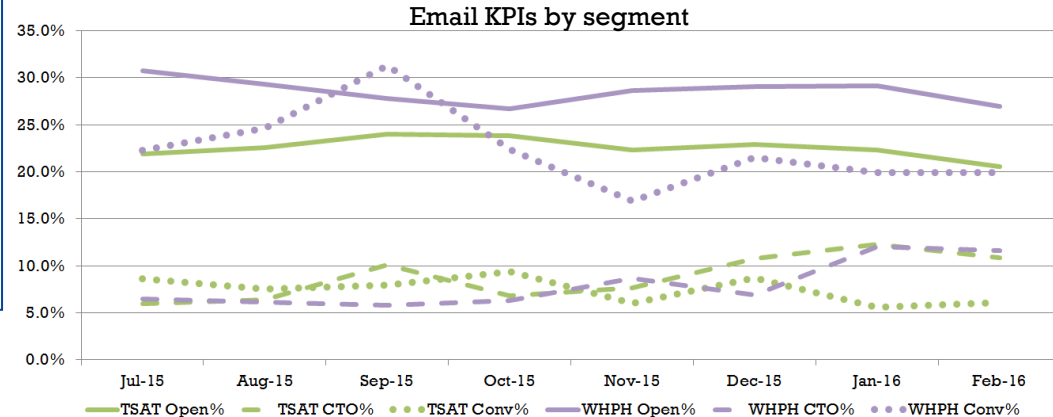
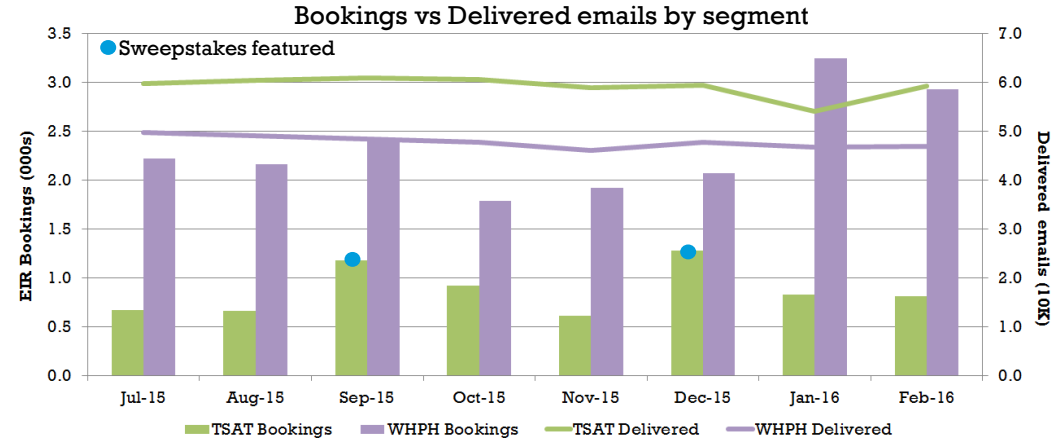
# Field Offers generated positive change for both segments

## Observations

Offer performance was consistent with Jan when Field Offers were introduced

- WHPH bookings were 40% higher than the 2015 average, mostly due to high CTO%
- TSAT bookings held steady MoM with a high CTO% but similar low Conv% as Jan
  - 2015 avg Conv%: 8.1%
  - 2016 avg Conv%: 5.8%
- When removing months that featured sweepstakes (Sept & Dec) TSAT bookings are averaging 15% more monthly bookings than 2015

**Propensity modeled Field Offers were a significant positive change for WHPH & generated incremental positive change for TSAT**



# Bonus point Field Offers were featured in the minor module in Hotel Specials/Offer


Minor section for Hotel Specials & Offers featured point earning offers

- Hotel Specials: 3% of clicks, less than half of average; **consider other offer categories**
- TSAT Offers: 5% of clicks, average to other sections;
- WHPH Offers: 10% of clicks; more clicks than the Major & not due to MRCC; **continue to feature earn opportunities**


## Hotel Specials

- 3% of total clicks
- Majority of clicks to MRCC offer


Do This. Earn Points. All Deals




Limited Time Offer!  
Earn 80,000 bonus points and an annual free night. [Learn More](#)



Hit the Greens in Arizona  
Take your clubs out for some spring training. Earn bonus points on a golf package.  
Get 5,000 Points



Celeb-Watch in California  
Grab a star map and tour the L.A.-area mansions with 10% savings & points.  
Get 1,000 Points




Get Outside in the West  
Hike the Oregon coast or ski Colorado. Earn 1,000 nightly bonus points at 40 hotels.  
Up to 3,000 Points


## TSAT Offers

- 5% of total clicks
- Clicks skewed to MRCC
- MRCC generated 2% Conv%


Pile on the Points, Alexandria! See All




Your Perks, Our Pleasure  
Your Marriott Rewards Credit Card® gives you guaranteed Elite Status. [See Status](#)



5,000 Points in Arizona  
Golf to your heart's content and earn a sweet stash of points while you're swinging those clubs.  
Tea Off



Take California for 1,000  
Escape to sunny California for the weekend and we'll give you 10% off plus 1,000 points.  
Soak Up the Sun




Go West for 3,000 Points  
The longer you stay, the more we'll pay (1,000 points per night up to 3,000) at 40 western locations.  
Giddy Up


## WHPH Offers

- 10% of total clicks
- Clicks distributed throughout
- MRCC generated 14.2% Conv


Earn Points for Your Next Stay! See All




Your Perks, Our Pleasure  
Your Marriott Rewards Credit Card® gives you guaranteed Elite Status. [Learn More](#)



Hit the Links in Arizona  
For a limited time, golf to your heart's content and earn bonus points at several Arizona hotels.  
Golf for 5,000



Soak Up the Sun in California  
Save 10% and get 1,000 bonus points with your weekend escape to sunny California.  
Beach for 1,000



Earn Up to 3,000 Points out West  
The longer you stay, the more we'll pay (1,000 points per night up to 3,000) at 40 western locations.  
Go West for 3,000

**WHPH engaged with earning opportunities more than other segments & relative to other content; opportunities include:**

- A permanent offer module in Offers
- Increasing earning opps in WHPH Benefits
- WHPH specific MRCC copy

# Segments engaged differently to Destinations

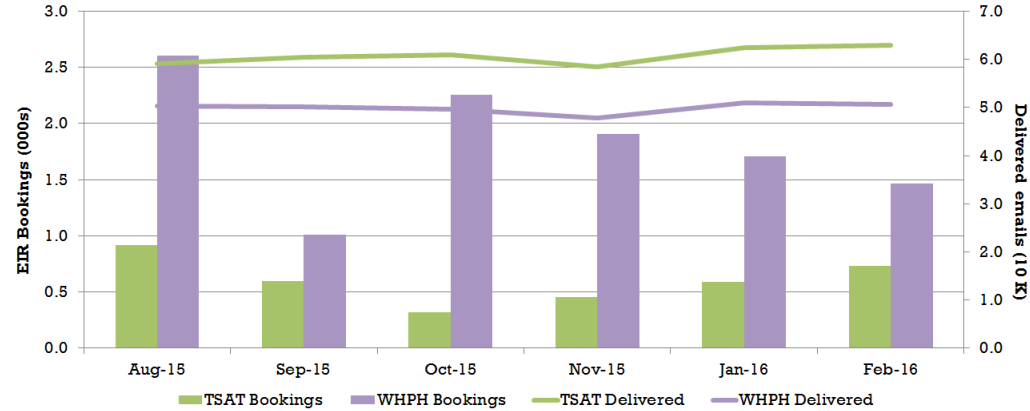
## Observations

Since October, Destination bookings have declined MoM for WHPH while increasing for TSAT

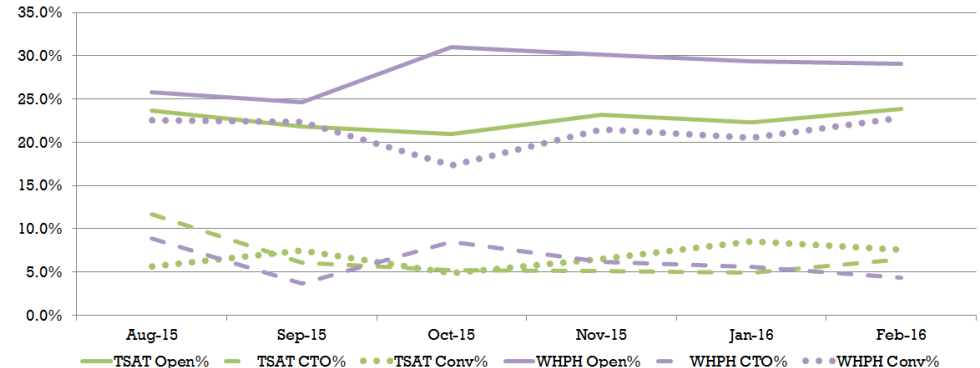
- WHPH did not appear to be engaging with the Top Offer & new minor module format & content
- Conversely, TSAT responded well, generating the highest number of clicks and 2<sup>nd</sup> highest Click to Open rate; the minor module drove the increase in clicks

**March Destinations will move to a new format & travel inspiration content**

Bookings vs Delivered emails by segment



Email KPIs by segment





# Destinations engagement improved for TSAT

Feb Destinations	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
WHPH	506.9 K	1.5 K	\$599.5 K	29.0%	4.4%	22.8%	2.9	0.1%
TSAT	630.0 K	733	\$300.2 K	23.8%	6.4%	7.6%	1.2	0.2%
<b>Total</b>	<b>\$1.1 M</b>	<b>2.2 K</b>	<b>\$899.7 K</b>	<b>26.2%</b>	<b>5.4%</b>	<b>13.7%</b>	<b>1.9</b>	<b>0.2%</b>

## WHPH

Feb continued the lower engagement trend with content:

- 2<sup>nd</sup> lowest clicks generated by the campaign
- Click% to Account Box and Search increased

Compared to previous 2015 Destination versions:

- Top Offer message did not feature an offer or destination & featured one link
- Minor Offer did not contain CTA buttons

## TSAT

Feb generated the highest monthly clicks and Conv%

- Unlike Jan, TSAT engaged well with the Minor Offer section; the percentage of clicks to the Minor Offer section doubled MoM

## WHPH

[FNAME, ]Take Charge of Your Travel

**Account Box**  
46%, 797 bks

**Search**  
10%, 163 bks

**Top Offer**  
13%, 163 bks

Pursue your favorite destinations. Take charge of your travel and go for the experiences that you'll remember most. [Plan Your Trip](#)

Play & Stay: Where to Sip, Style & See

Sip Some Suds in London  
Enjoy a good pint at some of London's best pubs: Camden Town Brewery, The Charles Lamb, & The Cross Keys.

**Minor Offer**  
24%, 266 bks

JW Marriott® Chicago  
Host a power lunch at The Florio, a world-class restaurant inside this luxurious, landmark hotel in the Loop.

Go Wild in San Francisco  
Hike the urban trails for the best views of the area. Start at Land's End, Hawk Hill or Golden Gate Park.

The Ritz-Carlton® San Francisco  
Explore the city by cable car – there's a stop at the hotel – and experience timeless elegance from the top of Fish Hill.

## TSAT

[FNAME, ]We Found Your Next Escape

**Account Box**  
26%, 359 bks

**Search**  
10%, 125 bks

**Top Offer**  
13%, 60 bks

Let Your Heart Lead You. Alexandria. Take charge of your travel and go for the experiences that you'll remember most. [Make Your Escape](#)

Play & Stay: Ahhh-mazing Experiences Just for You

Swirl, Sniff & Sip in Napa  
Take a behind-the-scenes tour through California wine country and taste wine like a master sommelier.

**Minor Offer**  
45%, 155 bks

The Ritz-Carlton® Orlando, Grande Lakes  
Find your escape on 500 acres of natural beauty that includes a bird sanctuary, spa, golf course, fine dining and more.

Enjoy Jazz in New Orleans  
Get schooled in jazz with a show at Preservation Hall, Louis Armstrong Park or the Little Gem Saloon.

AC Hotels New Orleans Bourbon/French Quarter & Rooftop  
Get the inside scoop about Bourbon Street and the French Quarter from the hotel's in-the-know bartenders.

# TSAT click engagement with the Minor module increased with each placement

## Observations

February featured US destinations where Jan featured International

**Focus on US destinations & experiences for TSAT**

Other monthly differences in content

- Recognized activities associated with locations
  - Wine – Napa
  - Jazz – New Orleans
- Audience familiarity with content
- Larger Images

Jan

Be a Collector of Experiences

Learn to Meditate in Bali

Find your Zen on a pristine, white-sand beach as you're guided through a meditation.

**621 Clicks**

The Ritz-Carlton® Bali

Treat yourself with an Instant Redemption and keep your Zen going at the spa.

**281 Clicks**

Ride the Dunes in Dubai

Crank up your adrenaline while changing over dunes in a 4x4 and carving donuts in the sand.

JW Marriott® Marquis® Dubai

Get a deal in the Al Hibab Desert. Get your fifth night for free when you redeem four nights.

Shop the Floating Markets

In Bangkok, vendors paddle the canals selling snacks and souvenirs. Bring your camera to capture the color.

**181 Clicks**

Renaissance® Bangkok Ratchaprasong

Each market has its own personality. Your hotel's Navigator can point you to the best one for you.

Feb

Play & Stay: Ahhh-mazing Experiences Just for You

Swirl, Sniff & Sip in Napa

Take a behind-the-scenes tour through California wine country and taste wine like a master sommelier.

**2,329 Clicks**

Napa Valley Marriott® Hotel & Spa

Unwind after a full day of wine tastings with a signature treatment at The Preserve Spa or dinner at VINEleven.

**1,294 Clicks**

Find Your Zen in Orlando

Bliss out in the city's most beautiful spots. Stroll through Leu Gardens or visit the Mayan Courtyard.

The Ritz-Carlton® Orlando, Grande Lakes

Find your escape on 500 acres of natural beauty that includes a bird sanctuary, spa, golf course, fine dining and more.

Enjoy Jazz in New Orleans

Get schooled in jazz with a show at Preservation Hall, Louis Armstrong Park or the Little Gem Saloon.

**1,476 Clicks**

AC Hotels New Orleans Bourbon/French Quarter Area

Get the inside scoop about Bourbon Street and the French Quarter from the hotel's in-the-know bartenders.

Partner-side optimizations  
+ features were responsible for  
driving MoM changes

- Criteo Retargeting volume
- Google Image Ad GRE

# Criteo Retargeting volume increased significantly MoM

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	Jan	1,388,561	4,670	0.34%	22.34%	69	22,401	1,043	\$5.33	\$5,557	39.38
	Feb	5,311,296	12,605	0.24%	16.92%	197	48,832	2,133	\$13.35	\$28,473	27.78
	2/1-2/7	32,756	164	0.50%	53.79%	12	2,016	88	\$1.37	\$121	377.56
	2/8-2/14	2,369,983	5,424	0.23%	12.37%	41	15,387	671	\$20.83	\$13,977	16.74
	2/15-2/21	2,733,521	5,986	0.22%	16.87%	79	22,718	992	\$13.84	\$13,730	26.70
	2/22-2/28	175,036	1,031	0.59%	37.03%	65	8,711	382	\$1.69	\$646	224.31

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	Jan	636,341	3,000	0.47%	5.09%	16	3,492	153	\$17.81	\$2,718	24.46
	Feb	1,453,573	6,398	0.44%	4.96%	26	7,269	317	\$27.84	\$8,834	12.25
	2/1-2/7	16,980	83	0.49%	22.38%	2	425	19	\$4.23	\$79	79.59
	2/8-2/14	801,924	3,161	0.39%	3.47%	5	2,519	110	\$48.13	\$5,284	6.74
	2/15-2/21	590,580	2,753	0.47%	4.91%	14	3,091	135	\$24.54	\$3,314	13.98
	2/22-2/28	44,089	401	0.91%	13.44%	5	1,234	54	\$2.92	\$157	127.35

## Observations

- Criteo creative impression delivery changed significantly week over week which correlated with changes in GRE
- Criteo employs auto optimization based on performance & monthly budgets; steps are underway to move to quarterly budget which may manage weekly delivery and steady GREs
- Setting a target GRE may help determine optimal spend for future budget reallocation decisions

# GDN Image Ads GREs increased significantly

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	Jan	1,536,763	2,466	0.16%	13.36%	16	314	\$6.58	\$2,168	54.57
	Feb	2,642,277	3,649	0.14%	91.32%	342	2,990	\$1.27	\$4,235	263.44
	2/1-2/7	901,609	1,657	0.18%	37.66%	31	593	\$2.13	\$1,326	137.83
	2/8-2/14	472,736	469	0.10%	111.91%	45	480	\$1.39	\$731	232.68
	2/15-2/21	755,632	822	0.11%	101.37%	105	728	\$1.53	\$1,278	218.39
	2/22-2/28	512,300	701	0.14%	192.59%	161	1,189	\$0.67	\$900	537.62

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
GDN Image Ads TSAT	Jan	311,279	438	0.14%	12.84%	3	53	\$6.79	\$382	49.53
	Feb	1,024,328	1,487	0.15%	34.24%	48	461	\$3.62	\$1,841	102.95
	2/1-2/7	92,430	127	0.14%	55.75%	3	68	\$1.79	\$127	203.98
	2/8-2/14	179,833	248	0.14%	29.96%	8	66	\$4.31	\$320	88.75
	2/15-2/21	280,923	387	0.14%	28.80%	15	96	\$4.57	\$509	93.21
	2/22-2/28	471,142	725	0.15%	34.83%	22	231	\$3.51	\$885	99.25

## Observations

- Impressions and clicks saw slight fluctuations throughout the month, while bookings saw a steady increase. We are testing a Google conversion optimization feature that is likely resulting in directing traffic to higher performing placements.

# Feb '16 Key Takeaways

- ❖ Spring MegaBonus continued to outperform previous campaigns; **continue to feature prominently for both segments**

- For WHPH repeat & reinforce content sharing space with MegaBonus into other campaigns
- **Image testing may result in incremental gains in performance**

- ❖ **Segment affinity** trends based on engagement with Benefits, Destinations & Offers:

## TSAT

- Propensity modeled Field Offers
- Hotel/Brand content
- Prioritize US destinations over Int'l
- Jan/Feb versions of Destinations format

## WHPH

- Propensity modeled Field Offers
- Focus on MegaBonus
- More emphasis on earning opportunities; MRCC

- ❖ Ongoing efforts are underway to understand partner-side optimization opportunities for insights





# Appendix

# 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)

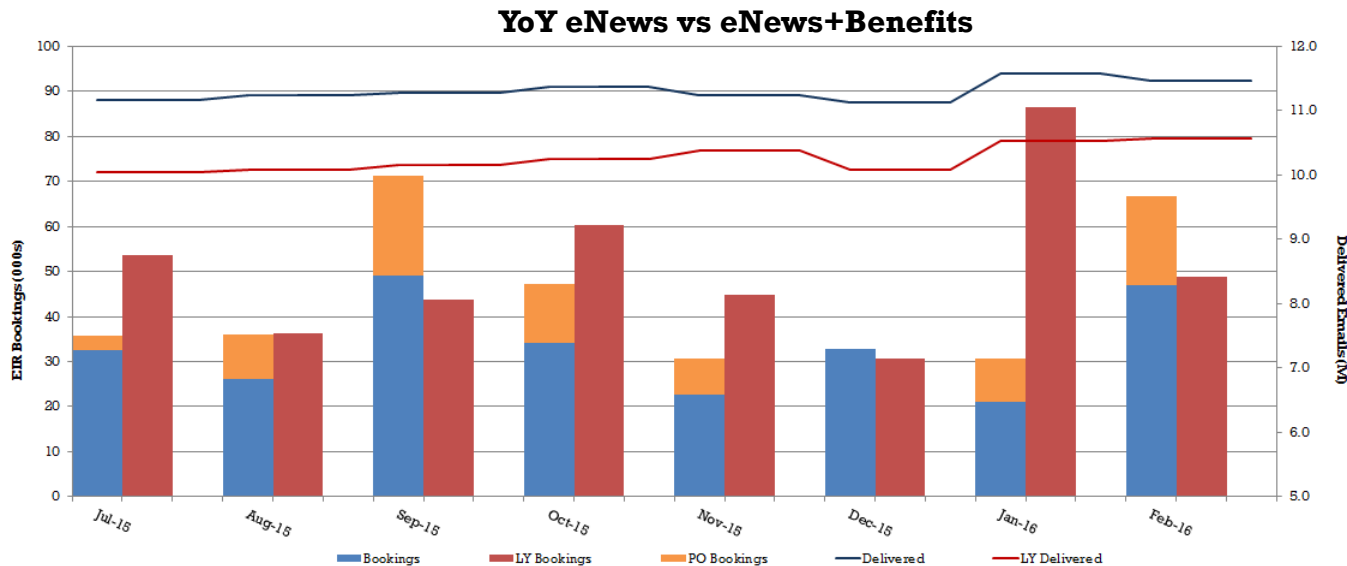
# Booking attribution legend

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



# February 2016 Email Overview

# MegaBonus timing was a large factor in determining YoY impact of Benefit with eNews



**July '15**  
Benefits launches end of month

**Sept '15**  
No MidYear promo

**Oct-Nov'14**  
MegaBonus response peaks

**Dec '15**  
PO rolled into YIR eNews

**Jan '16**  
No MegaBonus

**Feb '16**  
Announcement Solo (1/27)  
cannibalized response?

## Observations

- There were 4 months where LY bookings were higher than eNews+Benefits vs 3 months
- The timing of MegaBonus launch & when it was featured influenced monthly bookings that make a clean read on the impact of PO targeting challenging
- **YoY comparisons are limiting, campaign-level hold out analysis can provide a more accurate assessment**

# Hotel Specials/Offers bookings were driven by presence of strong offers & sweepstakes



## Observations

- There were 4 months where LY bookings were higher than eNews+Project Orange vs 3 months
- Compelling offers in Featured Brands section of the older template correlated with decreases in YoY bookings:
  - Dec '14 featured a 50 K Sweepstakes in the Featured Brands
  - Jan '15 60% off Atlantis, \$250 airfare credit
- Likewise, sweepstakes in the new template in Sept drove high engagement & bookings



# PO Email campaign overview

Feb Project Orange	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
<b>WHPH</b>	<b>1.4 M</b>	<b>21.5 K</b>	<b>\$8.2 M</b>	<b>30.5%</b>	<b>18.5%</b>	<b>27.2%</b>	<b>15.4</b>	<b>0.11%</b>
Benefits	421.7 K	17.1 K	\$6.5 M	36.3%	37.9%	29.5%	40.6	0.1%
Destinations	506.9 K	1.5 K	\$599.5 K	29.0%	4.4%	22.8%	2.9	0.1%
Offers	468.7 K	2.9 K	\$1.1 M	27.0%	11.6%	19.9%	6.3	0.0%
<b>TSAT</b>	<b>1.7 M</b>	<b>4.3 K</b>	<b>\$1.6 M</b>	<b>23.4%</b>	<b>11.9%</b>	<b>9.0%</b>	<b>2.5</b>	<b>0.16%</b>
Benefits	485.5 K	2.7 K	\$1.0 M	26.4%	19.4%	11.0%	5.7	0.1%
Destinations	630.0 K	733	\$300.2 K	23.8%	6.4%	7.6%	1.2	0.2%
Offers	593.0 K	810	\$300.4 K	20.5%	10.9%	6.1%	1.4	0.1%
<b>Total</b>	<b>3.1 M</b>	<b>25.8 K</b>	<b>\$9.8 M</b>	<b>26.6%</b>	<b>15.3%</b>	<b>20.3%</b>	<b>8.3</b>	<b>0.13%</b>

## Observations

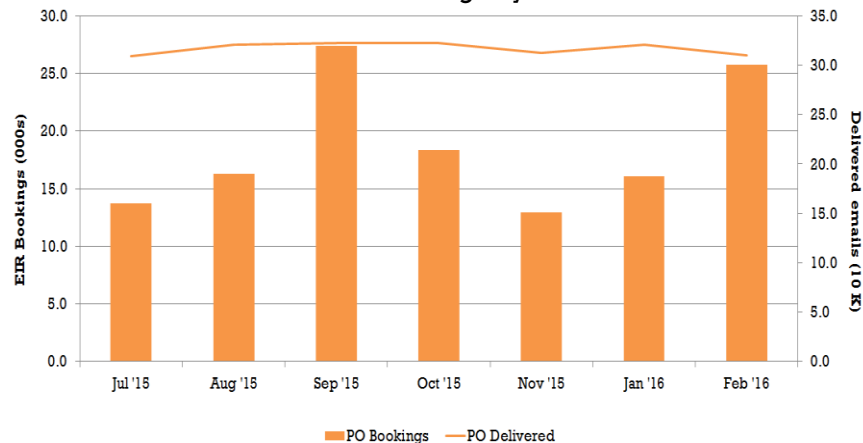
2<sup>nd</sup> highest monthly bookings driven by MegaBonus featured in Benefits & Offers

- Highest CTO% & 2nd highest Conv%

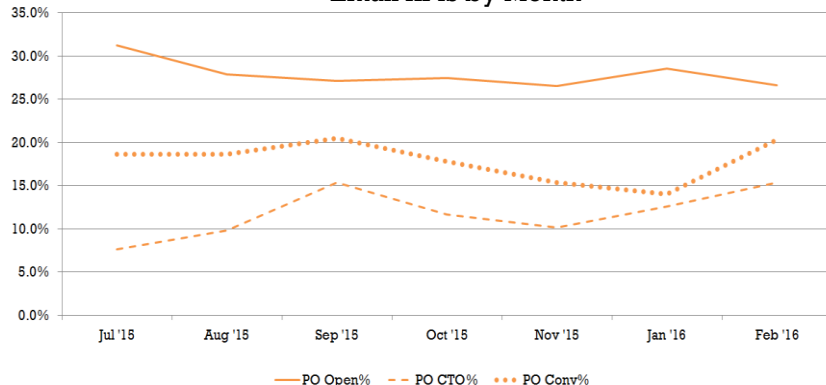
Compared to the base email program, PO-dedicated campaigns:

- Generated 18% Higher Open rate
- 76% higher CTO%
- 83% higher Conv%

Bookings by Month



Email KPIs by Month



# Benefits overview and MoM trends

## Observations

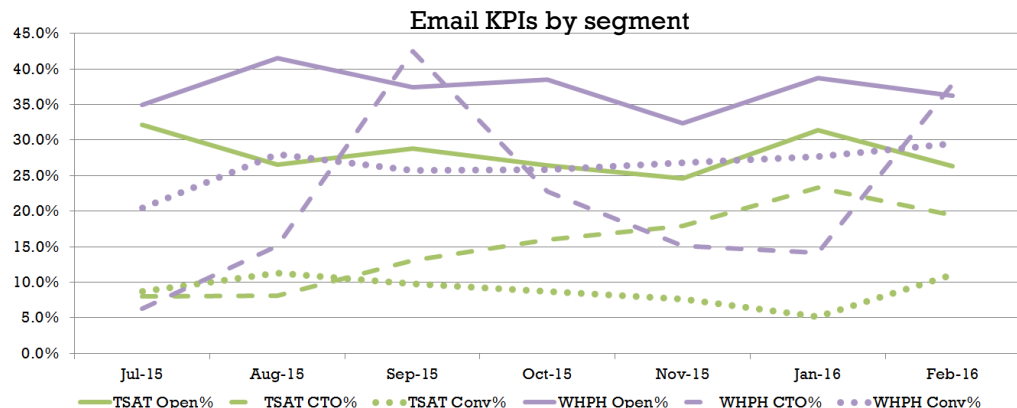
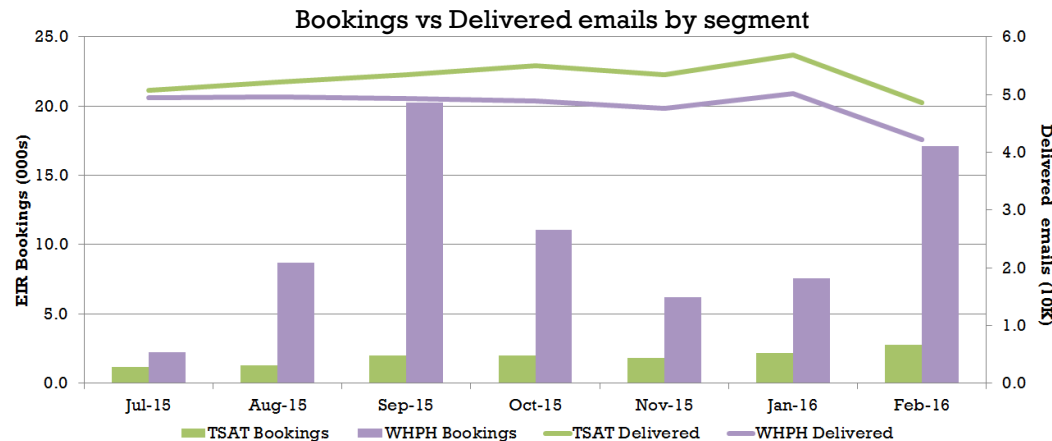
MegaBonus offering has evolved & may have helped drive response, particularly for TSAT

- TSAT generated 27.9% more bookings than Jan, which was the previous highest booking month (featured a Hawaiian vacation sweepstakes)
- WHPH continued trend of high engagement with first look at MegaBonus (in Benefits)

**MegaBonus should still be primary feature for both segments**

Email deliveries dropped by ~15% MoM for both segments

- TSAT & WHPH that were not MegaBonus eligible did not receive Benefits



# Feb TSAT Benefits

Feb Benefits	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
TSAT	485.5 K	2.7 K	\$1.0 M	26.4%	19.4%	11.0%	5.7	0.1%

## Observations

Majority of engagement was with MegaBonus (Top Offer)

- Top Offer generated 56% of clicks, Jan's Hawaii sweepstakes generated 45%
- Highest Conv% for Top Offer at 9.9% (2015 Avg 6.8%)

## TSAT engaged well with Spring MegaBonus

The elevated Hotel Openings continued to generate click engagement, generating 6% of clicks (vs 4% in Jan); Conv% was slightly below average (4.1% vs 4.8% avg)

## TSAT continued to find value with Hotel Openings

Hotel Redemptions (Spotlight on Autograph) generated 4% of email clicks, above section avg for a MegaBonus month

TSATs seemed to engage well with Hotel-related content

## Benefits

Your Account: Your MegaBonus®

**Account Box**  
15% cl, 21% bk

**Search**  
4% cl, 6% bk

**Top Offer**  
56% cl, 60% bk

**Top Offer 2**  
4% cl, 4% bk

**Rewards**  
5% cl, 3% bk

**Hotel Openings**  
6% cl, 3% bk

**Redeem**  
4% cl, 1% bk

**City Scene**  
2% cl, 1% bk

**Video**  
1% cl, 0.3% bk

# Feb WHPH Benefits

Feb Benefits	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
WHPH	421.7 K	17.1 K	\$6.5 M	36.3%	37.9%	29.5%	40.6	0.1%

## Observations

WHPH had strong engagement with MegaBonus, generating 85% of clicks (similar to Sept Benefits feat. MegaBonus)

- 56% of clicks for TSAT Benefits went to MegaBonus Top Offer
- 53% of clicks went to Top Offer for eNews audience

Aside from the Account Box, no other section received more than 2% of clicks

**Majority of WHPH click engagement is with MegaBonus, consider repeating & reinforcing content sharing space with MegaBonus in other campaigns**

Los Cabos link within Hotel Openings generated significant clicks relative to other content (similar to TSAT); **Beach destinations continue to draw click engagement**

## Benefits

Your Account: MegaBonus® Like a Winner [FNAME]!

**Account Box**  
6% cl, 5% bk

**Search**  
1% cl, 1% bk

**Top Offer**  
85% cl, 89% bk

**Top Offer 2**  
1% cl, 1% bk

**Rewards**  
2% cl, 1% bk

**Redeem**  
2% cl, 1% bk

**Products**  
1% cl, 0.3% bk

**Hotel Openings**  
1% cl, 1% bk

# Offers overview and MoM trends

## Observations

Offer performance was consistent with Jan when Field Offers were introduced

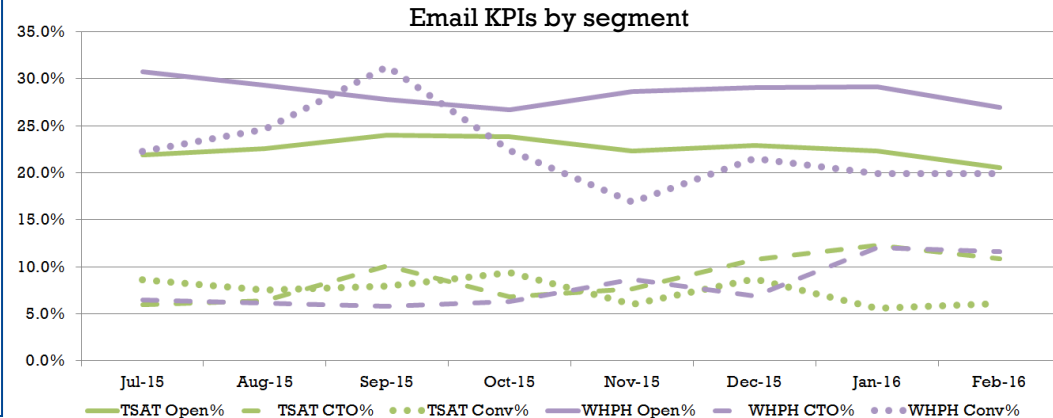
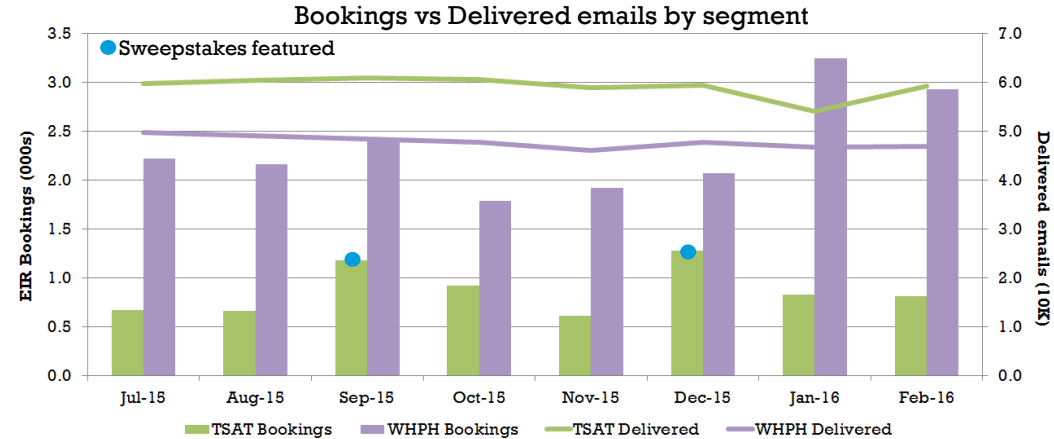
- WHPH bookings were 40% higher than the 2015 average, mostly due to high CTO%
- TSAT bookings held steady MoM with a high CTO% but, like Jan, Conv% was 28% lower vs 2015 avg
- When removing months that featured Sweepstakes (Sept & Dec) TSAT bookings averaged 15% more monthly bookings than 2015

**Propensity modeled Field Offers were a significant positive change for WHPH & generated incremental positive change for TSAT**

WHPH & TSAT Open rate fell by ~7% MoM

- Same subject line for TSAT (2nd month) & WHPH (4 months)
- TSAT: *We've Picked These Deals Just for You*
- WHPH: *Jim's March Travel Deals*

**Continue to monitor trends; subject line testing may yield different results than the base audience**



# Feb WHPH Offers

Feb Offers	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
WHPH	468.7 K	2.9 K	\$1.09 M	27.0%	11.6%	19.9%	6.3	0.0%

## Observations

Field Offers continued to attract the majority of clicks & the section conversion rate matched the average of other sections

**P propensity Field Offers were a positive change for WHPH**

The Minor offer section generated more clicks than the Major

- In Jan, the Major offer section generated nearly 4x the clicks as the Minor
- The Feb Minor offer section featured point earning opportunities (incl. MRCC offer) which generated click engagement
- MRCC offer generated a 14.2% Conv (TSAT offer generated 2%)

**WHPH segments may respond better to point earning opportunities**

“Up to 30% Off at Destination Resorts” generated the most clicks of any content in the Major Offer section

**This offer may have generated even more clicks/bookings as a Top Offer**

## Offers

[FNAME's] March Travel Deals

The screenshot shows a travel deals page with a search bar and a list of offers. Three specific offers are highlighted with blue boxes and white text:

- Account Box**: 18% cl, 20% bk
- Field Offers**: 55% cl, 55% bk
- Search**: 6% cl, 7% bk

The screenshot shows a travel deals page with a search bar and a list of offers. Three specific offers are highlighted with blue boxes and white text:

- Major Offer**: 9% cl, 7% bk
- Minor Offer**: 10% cl, 10% bk
- Search**: 6% cl, 7% bk



# Feb TSAT Offers

Feb Offers	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
TSAT	593.0 K	810	\$300.4 K	20.5%	10.9%	6.1%	1.4	0.1%

## Observations

Field Offers continued to attract the majority of clicks and similar to Jan:

- The Field Offer section generated 55% in Feb and 61% in Jan
- This section had the lowest conversion rate out of all sections

The positive gain in clicks compensated for the negative impact in Conv% as the monthly bookings appeared to increase compared to 2015

A compelling Top Offer (e.g. Sweepstakes or “Up to 30% Off at Destinations Resorts” from WHPH Offers) may further increase clicks & bookings

## Offers

We've Picked These Deals Just for You

**Account Box**  
18% cl, 29% bk

**Field Offers**  
55% cl, 39% bk

**Search**  
11% cl, 19% bk

**Major Offer**  
6% cl, 6% bk

**Minor Offer**  
5% cl, 4% bk



# Destinations overview and MoM trends

## Observations

Since October, bookings have declined MoM for WHPH while increasing for TSAT

- WHPH did not appear to be engaging with the new minor module format & content
- Conversely, TSAT responded well, generating the highest number of clicks and 2<sup>nd</sup> highest Click to Open rate; the minor module drove the increase in clicks

**March Destinations will move to a new format & travel inspiration content**

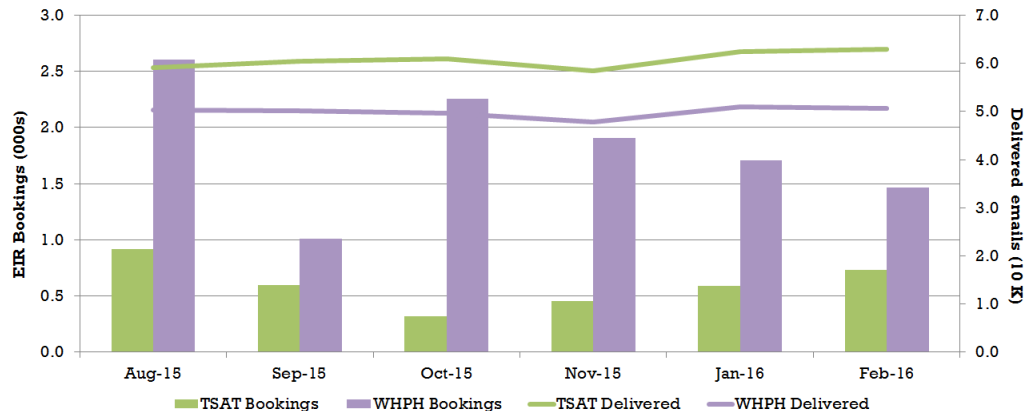
TSAT Open rate was the 2<sup>nd</sup> highest since launch; in Feb the subject line was changed to dynamically insert member first name:

*[Name] We Found Your Next Escape*

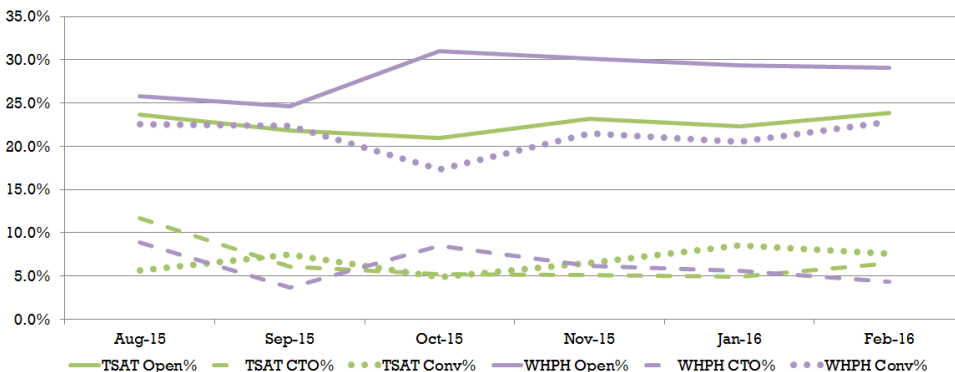
- This did not positively impact WHPH Open rate

**Personalization may have positive influenced TSAT engagement**

Bookings vs Delivered emails by segment



Email KPIs by segment



# Feb WHPH & TSAT Destinations

Feb Destinations	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
WHPH	506.9 K	1.5 K	\$599.5 K	29.0%	4.4%	22.8%	2.9	0.1%
TSAT	630.0 K	733	\$300.2 K	23.8%	6.4%	7.6%	1.2	0.2%
<b>Total</b>	<b>1.1 M</b>	<b>2.2 K</b>	<b>\$899.7 K</b>	<b>26.2%</b>	<b>5.4%</b>	<b>13.7%</b>	<b>1.9</b>	<b>0.19%</b>

## Observations

### WHPH

Feb continued the low engagement trend with content:

- 2<sup>nd</sup> lowest clicks generated
- Click% to Account Box and Search increased

Compared to previous 2015 Destination versions:

- Top Offer message did not feature an offer or destination & featured one link
- Minor Offer did not contain CTA buttons

### TSAT

Whereas Jan Minor Offer section did not create click engagement, Feb generated the most clicks and highest Conv% historically

- The percentage of clicks to the Minor Offer section doubled MoM

**March Destinations will move to a new format & travel inspiration content**

### WHPH

[FNAME, ]Take Charge of Your Travel

Account Box  
46%, 797 bks

Search  
10%, 163 bks

Top Offer  
13%, 163 bks

Pursue Your Travel Inspiration  
Take charge of your travel and go for the experiences that you'll remember most. [Plan Your Trip](#)

Play & Stay: Where to Sip, Style & See

Sip Some Suds in London  
Enjoy a good pint at some of London's best pubs: Camden Town Brewery, The Charles Lamb, & The Cross Keys.

R St. Pancras Renaissance® Hotel London  
Stay steps away from London's top attractions and enjoy direct access to the international railway.

Minor Offer  
24%, 266 bks

JW Marriott® Chicago  
Host a power lunch at The Florentine, a world-class restaurant inside this luxurious, landmark hotel in the Loop.

Go Wild in San Francisco  
Hike the urban trails for the best views of the area. Start at Land's End, Hawk Hill or Golden Gate Park.

The Ritz-Carlton® San Francisco  
Explore the city by cable car – there's a stop at the hotel – and experience timeless elegance from the top of Nob Hill.

### TSAT

[FNAME, ]We Found Your Next Escape

Account Box  
26%, 359 bks

Search  
10%, 125 bks

Top Offer  
13%, 60 bks

Let Your Escape Begin  
Alexandria. Follow your heart to new destinations and experiences that you can share. [Make Your Escape](#)

Play & Stay: Ahhh-mazing Experiences Just for You

Swirl, Sniff & Sip in Napa  
Take a behind-the-scenes tour through California wine country and taste wine like a master sommelier.

M Napa Valley Marriott® Hotel & Spa  
Unwind after a full day of wine tastings with a signature treatment at The Preserve Spa or dinner at Vintages.

Minor Offer  
45%, 155 bks

The Ritz-Carlton® Orlando, Grande Lakes  
Find your escape on 500 acres of natural beauty that includes a bird sanctuary, spa, golf course, fine dining and more.

Enjoy Jazz in New Orleans  
Get schooled in jazz with a show at Preservation Hall, Louis Armstrong Park or the Little Gem Saloon.

AC Hotels New Orleans Bourbon/French Quarter Area  
Get the inside scoop about Bourbon Street and the French Quarter from the hotel's in-the-know bartenders.



# February 2016

## Targeting Overview

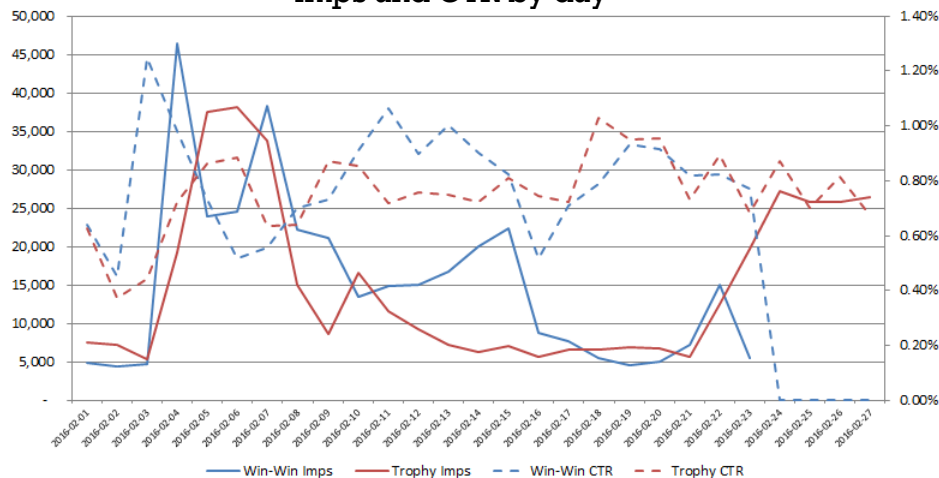
# Facebook Targeting WHPH & TSAT

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	Jan	615,937	1,932	0.31%	88.98%	238	1,481	\$3.24	\$5,565	79.63
	Feb	2,447,781	12,503	0.51%	32.25%	1,247	2,785	\$10.04	\$40,485	32.97
	-	2,447,781	12,503	0.51%	32.25%	1,247	2,785	\$10.04	\$40,485	32.97

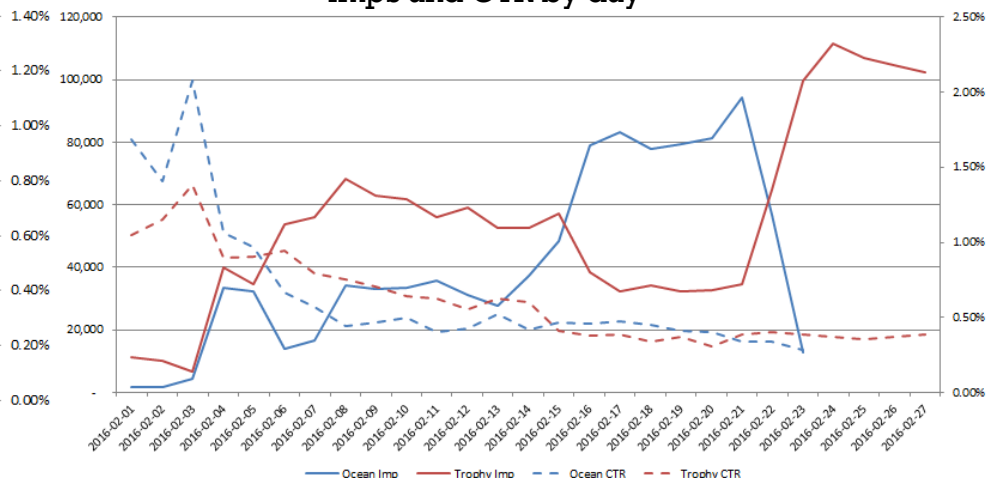
SITE NAME	DATE	TOTAL IMPRESSIONS (DFA)	CLICKS (DFA)	CTR	Conv%	POST-CLICK BOOKINGS (MRDW)	POST IMPRESSION BOOKINGS (15% Attribution from DFA)	COST PER BOOKING	TOTAL MEDIA COST	GRE
Facebook Targeting TSAT	Jan	216,150	807	0.37%	20.64%	25	142	\$11.40	\$1,899	22.76
	Feb	761,214	5,922	0.78%	9.09%	200	338	\$22.45	\$12,078	12.46
	-	761,214	5,922	0.78%	9.09%	200	338	\$22.45	\$12,078	12.46

# Facebook creative impression delivery increases as CTR increases

FB TSAT creative  
Imps and CTR by day



FB TSAT creative  
Imps and CTR by day



# GDN Text LiveRamp (paused 2/3)

SITE NAME	DATE	TOTAL IMPRESSIONS (AdWords)	CLICKS (AdWords)	CTR	Conv%	POST-CLICK BOOKINGS (DFA)	COST PER BOOKING	TOTAL MEDIA COST	GRE
GDN LiveRamp WHPH	Jan	6,426,303	15,127	0.24%	1.39%	210	\$80.99	\$17,008	3.17
	Feb	456,710	1,325	0.29%	3.55%	47	\$29.73	\$1,397	12.29
	2/1-2/7	456,710	1,325	0.29%	3.55%	47	\$29.73	\$1,397	12.29

SITE NAME	DATE	TOTAL IMPRESSIONS (AdWords)	CLICKS (AdWords)	CTR	Conv%	POST-CLICK BOOKINGS (DFA)	COST PER BOOKING	TOTAL MEDIA COST	GRE
GDN LiveRamp TSAT	Jan	2,207,391	5,792	0.26%	0.45%	26	\$234.28	\$6,091	-0.08
	Feb	252,149	651	0.26%	0.15%	1	\$601.01	\$601	-0.64
	2/1-2/7	252,149	651	0.26%	0.15%	1	\$601.01	\$601	-0.64

## Observations

- While the WHPH segments performed very well (over a 12:1 GRE) TSAT remained at a negative GRE. The BCM team had begun to decrease spend on the LiveRamp audiences in Q4 2015 due to the under-performance, particularly on TSAT. The remaining spend was pushed towards the Google/BlueKai pixel audiences which perform significantly higher.
- Paused 2/3

# Sojern Targeting

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	Jan	-	-	-	-	-	-	-	-	-
	Feb	513,489	124	0.02%	94.35%	0	117	\$35.11	\$4,108	10.49
	2/8-2/14	31,339	18	0.06%	11.11%	0	2	\$125.36	\$251	1.23
	2/15-2/21	120,104	26	0.02%	73.08%	0	19	\$50.57	\$961	6.79
	2/22-2/29	362,046	80	0.02%	120.00%	0	96	\$30.17	\$2,896	12.52

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	Jan	-	-	-	-	-	-	-	-	-
	Feb	546,445	125	0.02%	33.60%	0	42	\$104.08	\$4,372	2.50
	2/8-2/14	31,804	9	0.03%	21.67%	0	2	\$130.48	\$254	0.77
	2/15-2/21	147,842	37	0.03%	24.32%	0	9	\$131.41	\$1,183	2.23
	2/22-2/29	366,799	79	0.02%	39.30%	0	31	\$94.50	\$2,934	2.75

## Observations

- There were no post-click bookings recorded to date as expected prospecting/direct targeting channels



# February 2016

## Paid Search

### Overview



# 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	Jan	41,502	2,264	5.46%	17.31%	392	\$10.27	\$4,026	41.47
	Feb	59,230	3,558	6.01%	26.14%	930	\$6.65	\$6,184	68.86
	2/1-2/7	24,215	1,265	5.22%	20.47%	259	\$7.83	\$2,028	65.79
	2/8-2/14	10,077	630	6.25%	31.43%	198	\$5.81	\$1,151	78.25
	2/15-2/21	11,230	692	6.16%	28.61%	198	\$6.32	\$1,252	67.21
	2/22-2/28	13,708	971	7.08%	28.32%	275	\$6.37	\$1,753	67.41

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	Jan	3,518	199	5.66%	7.04%	14	\$19.31	\$270	14.63
	Feb	27,178	1,835	6.75%	14.82%	272	\$9.31	\$2,532	50.12
	2/1-2/7	4,126	243	5.89%	16.87%	41	\$8.08	\$331	78.88
	2/8-2/14	6,775	435	6.42%	13.56%	59	\$10.10	\$596	44.27
	2/15-2/21	7,435	488	6.56%	15.37%	75	\$9.15	\$686	52.16
	2/22-2/28	8,842	669	7.57%	14.50%	97	\$9.47	\$919	42.01

## Observations

- GRE appears to be holding steady with increasing views of ads; maintaining a good GRE with increasing visibility
- Volume has been steadily climbing due to increased audience sizes following the Google pixel issues which were fixed at the end of January.



# February 2016 Retargeting Overview

# Criteo Retargeting

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	Jan	1,388,561	4,670	0.34%	22.34%	69	974	1,043	\$5.33	\$5,557	39.38
	Feb	5,311,296	12,605	0.24%	16.92%	197	48,832	2,133	\$13.35	\$28,473	27.78
	2/1-2/7	32,756	164	0.50%	53.79%	12	2,016	88	\$1.37	\$121	377.56
	2/8-2/14	2,369,983	5,424	0.23%	12.37%	41	15,387	671	\$20.83	\$13,977	16.74
	2/15-2/21	2,733,521	5,986	0.22%	16.57%	79	22,718	992	\$13.84	\$13,730	26.70
	2/22-2/28	175,036	1,031	0.59%	37.03%	65	8,711	382	\$1.69	\$646	224.31

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	Jan	636,341	3,000	0.47%	5.09%	16	3,492	153	\$17.81	\$2,718	24.46
	Feb	1,453,573	6,398	0.44%	4.96%	26	7,269	317	\$27.84	\$8,834	12.25
	2/1-2/7	16,980	83	0.49%	22.38%	2	425	19	\$4.23	\$79	79.59
	2/8-2/14	801,924	3,161	0.39%	3.47%	5	2,519	110	\$48.13	\$5,284	6.74
	2/15-2/21	590,580	2,753	0.47%	4.91%	14	3,091	135	\$24.54	\$3,314	13.98
	2/22-2/28	44,089	401	0.91%	13.44%	5	1,234	54	\$2.92	\$157	127.35

## Observations

- Criteo creative impression delivery changed significantly week over week which correlated with changes in GRE
- Criteo employs auto optimization based on performance & monthly budgets. Steps are being made to move to quarterly budget which may manage weekly delivery and steady GREs
- Setting a target GRE may help determine optimal spend for future budget reallocation decisions

# GDN Retargeting (GS+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	Jan	5,716,020	12,282	0.21%	10.77%	1,323	\$14.09	\$18,639	27.07
	Feb	3,887,298	9,077	0.23%	13.41%	1,217	\$10.74	\$13,069	30.76
	2/1-2/7	1,917,379	4,406	0.23%	5.08%	224	\$24.00	\$5,377	12.36
	2/8-2/14	522,052	1,248	0.24%	22.04%	275	\$7.36	\$2,023	42.14
	2/15-2/21	615,646	1,449	0.24%	21.74%	315	\$7.51	\$2,366	45.63
	2/22-2/28	832,221	1,974	0.24%	20.42%	403	\$8.20	\$3,303	43.08

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	Jan	1,531,677	4,154	0.27%	5.90%	245	\$22.42	\$5,494	13.38
	Feb	688,877	1,962	0.28%	6.73%	132	\$19.93	\$2,631	19.09
	2/1-2/7	121,122	353	0.29%	5.38%	19	\$25.54	\$485	12.31
	2/8-2/14	152,020	447	0.29%	8.50%	38	\$15.65	\$595	12.24
	2/15-2/21	171,962	485	0.28%	5.77%	28	\$23.28	\$652	13.27
	2/22-2/28	243,773	677	0.28%	6.94%	47	\$19.14	\$899	31.50

## Observations

- Similar to what was seen with DSA, GDN volume has been steadily climbing due to increased audience sizes following the Google pixel fix.
- After an initial burst of delivery, WHPH was able to maintain a +40 GRE while increasing impressions by ~40% by the end of the month
- TSAT impressions increased by ~ 40% and GRE increased by more than double.

# GDN Image Ads WHPH

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	Jan	1,536,763	2,466	0.16%	13.36%	16	314	\$6.58	\$2,168	54.57
	Feb	2,642,277	3,649	0.14%	91.32%	342	2,990	\$1.27	\$4,235	263.44
	2/1-2/7	901,609	1,657	0.18%	37.66%	31	593	\$2.13	\$1,326	137.83
	2/8-2/14	472,736	469	0.10%	111.91%	45	480	\$1.39	\$731	232.68
	2/15-2/21	755,632	822	0.11%	101.37%	105	728	\$1.53	\$1,278	218.39
	2/22-2/28	512,300	701	0.14%	192.59%	161	1,189	\$0.67	\$900	537.62

## Observations

- Impressions and clicks saw slight fluctuations throughout the month, while bookings saw a steady increase. We are testing a Google conversion optimization feature that is likely resulting in directing traffic to higher performing placements.

# GDN Image Ads TSAT

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
GDN Image Ads TSAT	Jan	311,279	438	0.14%	12.84%	3	53	\$6.79	\$382	49.53
	Feb	1,024,328	1,487	0.15%	34.24%	48	461	\$3.62	\$1,841	102.95
	2/1-2/7	92,430	127	0.14%	55.75%	3	68	\$1.79	\$127	203.98
	2/8-2/14	179,833	248	0.14%	29.96%	8	66	\$4.31	\$320	88.75
	2/15-2/21	280,923	387	0.14%	28.80%	15	96	\$4.57	\$509	93.21
	2/22-2/28	471,142	725	0.15%	34.83%	22	231	\$3.51	\$885	99.25



## Observations

- All metrics (including impressions, clicks, bookings) saw steady increases throughout the month as the Google pixel audience sizes grew.



# February 2016 Prospecting Overview

# Sojern Look-alike (paused)

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 LAL WHPH	Jan	374,939	169	0.05%	12.22%	0	21	\$145.25	\$3,000	1.61
	Feb	17,570	11	0.06%	27.27%	0	3	\$46.85	\$141	4.80
	2/1-2/7	17,570	11	0.06%	27.27%	0	3	\$46.85	\$141	4.80

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 LAL TSAT	Jan	534,388	400	0.07%	13.88%	0	56	\$77.03	\$4,275	4.16
	Feb	28,924	16	0.06%	125.00%	0	20	\$11.57	\$231	25.93
	2/1-2/7	28,924	16	0.06%	125.00%	0	20	\$11.57	\$231	25.93

## Observations

- This campaign was paused 1<sup>st</sup> week of Feb



# Facebook Look-alike (paused)

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 LAL WHPH	Jan	981,610	2,812	0.29%	139.94%	635	3,300	\$2.47	\$9,717	97.61
	Feb	76,918	477	0.62%	106.48%	201	307	\$1.36	\$690	245.37
	-	76,918	477	0.62%	106.48%	201	307	\$1.36	\$690	245.37

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 LAL TSAT	Jan	451,388	1,283	0.28%	82.34%	193	863	\$4.13	\$4,361	58.28
	Feb	50,293	335	0.67%	66.33%	50	172	\$1.87	\$416	181.44
	-	50,293	335	0.67%	66.33%	50	172	\$1.87	\$416	181.44

## Observations

- Look alike campaign was paused 2/3
- Data source is Facebook including post-click booking & revenue, post-impression booking & revenue (15% attribution)