



# **Project Orange January Review**

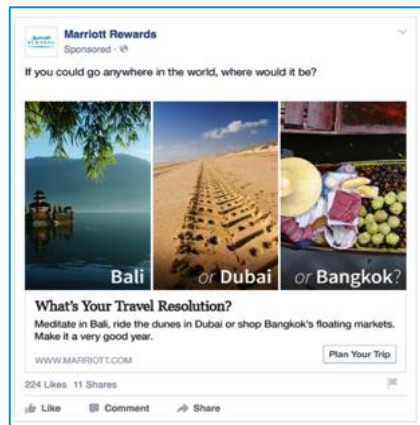
**March 11th, 2015**

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# January TSAT Creative Overview

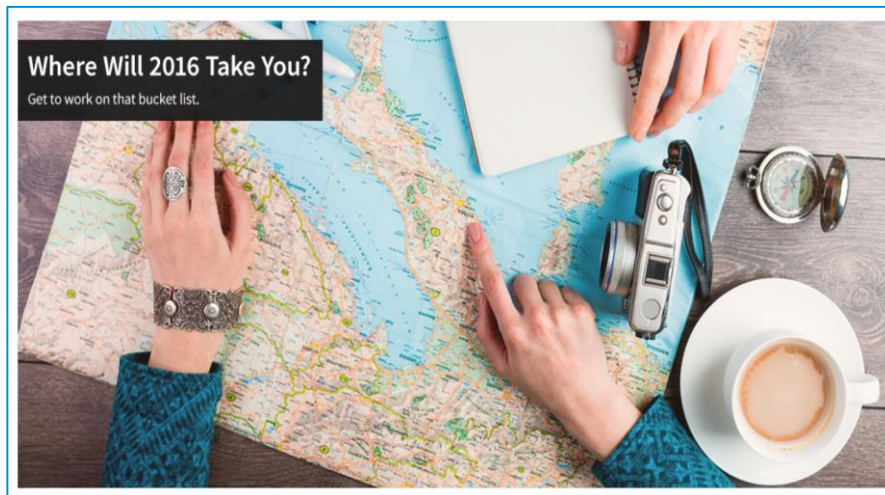
Facebook



GDN



Landing Page Hero



Landing Page Destinations

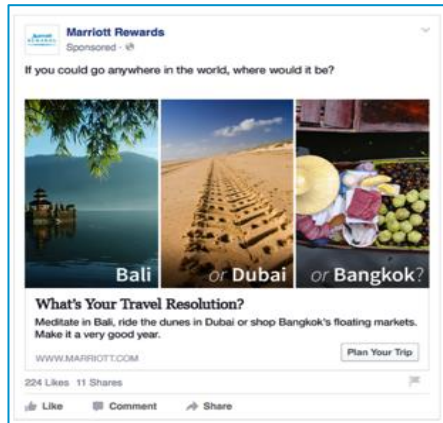


Email (Destinations)

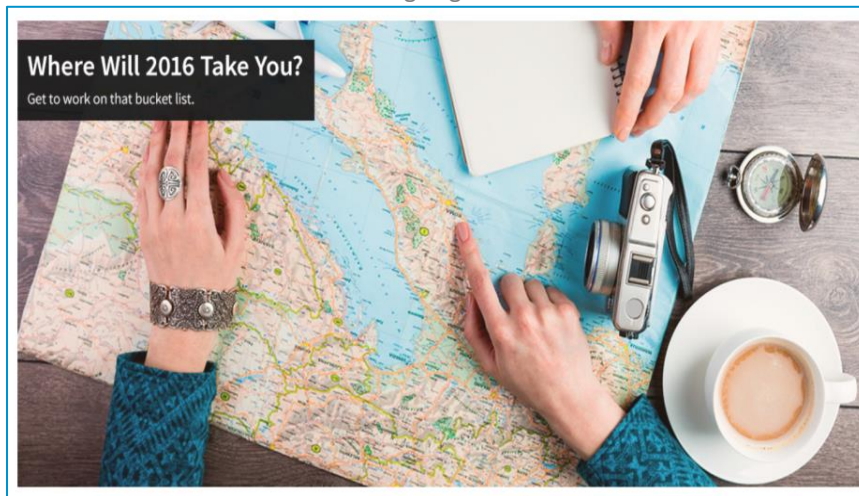


# January WHPH Creative Overview

Facebook



Landing Page Hero



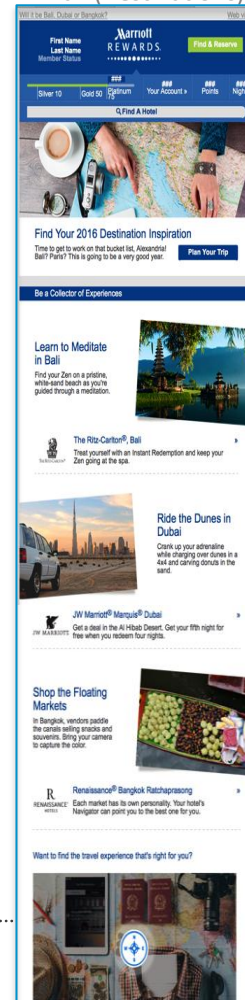
GDN



Landing Page Destinations



Email (Destinations)



# January TSAT Paid Media Executive Summary

Campaign Type	Campaign	Impressions	Spend	CTR	GRE* - assessed on DoubleClick revenue, not MRDW revenue	GRE % Change (to 2015 cume)
TSAT CRM Targeting	GDN text (LiveRamp)	2.2 M	\$6.1 K	0.26%	-0.1	-895%
	Criteo (LiveRamp)	2.1 M	\$3.5 K	0.11%	23.6	N/A
	Facebook Targeting	684.9 K	\$7.1 K	0.31%	25.3	N/A
	Sojern	534.4 K	\$4.3 K	0.07%	4.2	26.6%
	GDN text (G+BK)	1.5 M	\$5.5 K	0.27%	13.4	41%
	GDN Image Ads (G+BK)	311.3 K	\$382	0.14%	49.5	N/A
	<b>CRM Targeting Total</b>	<b>7.4 M</b>	<b>\$26.8 K</b>	<b>0.21%</b>	<b>13.8</b>	<b>N/A</b>

## Notes

Paused as of Feb  
Includes LAL  
LAL campaign; moved to Direct targeting in Feb  
Relaunched w/o 1/20

TSAT Paid Search	Dynamic Search Ads (PO funded)	3.5 K	\$270	5.66%	14.6	-61%
	MF Paid Search	2.1 M	\$6.7 K	0.45%	12.1	-25%
	TBPS Paid Search	5.0 K	\$309	8.35%	105.8	130%
	<b>Paid Search Total</b>	<b>2.1 M</b>	<b>\$7.2 K</b>	<b>0.50%</b>	<b>20.9</b>	<b>-22%</b>

Not PO funded  
Not PO funded

TSAT Retargeting	Criteo Retargeting	636.3 K	\$2.7 K	0.47%	24.5	325%
	<b>Criteo Retargeting Total</b>	<b>636.3 K</b>	<b>\$2.7 K</b>	<b>0.47%</b>	<b>24.5</b>	<b>325%</b>

	Impressions	Spend	CTR	GRE* - assessed on DoubleClick revenue, not MRDW revenue	GRE % Change (to 2015 cume)
<b>TSAT Media Grand Total</b>	<b>10.1 M</b>	<b>\$36.7 K</b>	<b>0.28%</b>	<b>57.4</b>	<b>654%</b>
<i>TSAT - Project Orange funded only (minus MF and TBPS Paid Search)</i>	<b>8.0 M</b>	<b>\$29.8 K</b>	<b>0.23%</b>	<b>65.9</b>	<b>1397%</b>

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

# January WHPH Paid Media Executive Summary

Category	Campaign	Impressions	Spend	CTR	GRE* - assessed on DoubleClick revenue, not MRDW revenue	GRE % Change (to 2015 cume)
WHPH CRM Targeting	GDN text (LiveRamp)	6.4 M	\$17.0 K	0.24%	3.2	14.6%
	Criteo (LiveRamp)	3.3 M	\$5.4 K	0.11%	30.8	N/A
	Facebook Targeting	1.7 M	\$17.4 K	0.30%	54.0	N/A
	Sojern	374.9 K	\$3.0 K	0.05%	1.6	-55%
	GDN text (G+BK)	5.7 M	\$18.6 K	0.21%	27.1	0.4%
	GDN Image Ads (G+BK)	1.5 M	\$2.2 K	0.16%	54.6	N/A
	<b>CRM Targeting Total</b>	<b>19.0 M</b>	<b>\$63.6 K</b>	<b>0.20%</b>	<b>28.1</b>	<b>N/A</b>

## Notes

Paused as of Feb  
Includes LAL  
LAL campaign; moved to Direct targeting in Feb  
Relaunched w/o 1/20

WHPH Paid Search	Dynamic Search Ads (PO funded)	41.5 K	\$4.0 K	5.46%	41.5	-17%
	MF Paid Search	7.7 M	\$20.0 K	0.35%	21.1	-25%
	TBPS Paid Search	39.9 K	\$3.7 K	8.70%	86.1	17%
	<b>Paid Search Total</b>	<b>7.8 M</b>	<b>\$27.7 K</b>	<b>0.43%</b>	<b>40.4</b>	<b>13%</b>

Not PO funded  
Not PO funded

WHPH Retargeting	Criteo Retargeting	1.4 M	\$11.3 K	0.64%	23.0	38%
	<b>Criteo Retargeting Total</b>	<b>1.4 M</b>	<b>\$11.3 K</b>	<b>0.64%</b>	<b>23.0</b>	<b>38%</b>

	Impressions	Spend	CTR	GRE* - assessed on DoubleClick revenue, not MRDW revenue	GRE % Change (to 2015 cume)
<b>WHPH Media Grand Total</b>	<b>28.2 M</b>	<b>\$102.6 K</b>	<b>0.29%</b>	<b>88.9</b>	<b>307%</b>
<i>WHPH - Project Orange funded only (minus MF and TBPS Paid Search)</i>	<b>20.4 M</b>	<b>\$78.9 K</b>	<b>0.24%</b>	<b>103.5</b>	<b>589%</b>

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



# January Email Executive summary

Jan	Delivered	Opened	Open Rate	Clicks	CTR%	EIR Online Revenue (3-Day participation)
TSAT	1.7 M	438.0 K	25.3%	63.2 K	3.6%	\$721.9 K
WHPH	1.5 M	479.3 K	32.4%	52.0 K	3.5%	\$2.5 M

## Observations

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

- Generated 20.2% higher Open rate
- 43.2% higher Click to open rate
- 40.0% higher Conversion rate



# January 2016 Email Key Storylines

- ❖ **Overall Click to Open rate has nearly doubled since program launch**
- ❖ **PO segments demonstrated differing responses to Benefits & Offers content that can further optimize their respective experiences**
  - **Benefits - MegaBonus**
  - **Offers - Propensity modeled Field Offers**
- ❖ **Decreases in response to the Jan Destinations layout suggested opportunities for testing & optimization**



# PO Click engagement has shown steady growth

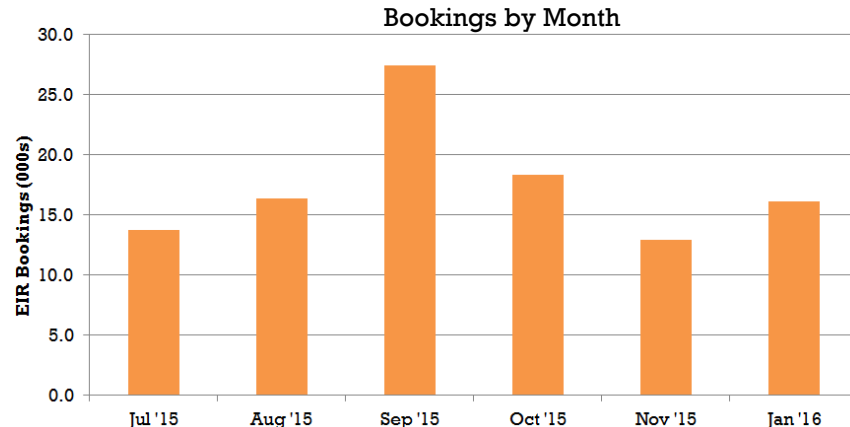
Jan Project Orange	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
<b>WHPH</b>	<b>1.5 M</b>	<b>12.5 K</b>	<b>\$5.2 M</b>	<b>32.4%</b>	<b>10.8%</b>	<b>24.1%</b>	<b>8.5</b>	<b>0.09%</b>
Benefits	501.5 K	7.6 K	\$3.2 M	38.7%	14.1%	27.7%	15.1	0.1%
Destinations	509.4 K	1.7 K	\$739.1 K	29.4%	5.6%	20.5%	3.3	0.1%
Offers	466.8 K	3.2 K	\$1.3 M	29.1%	12.0%	19.9%	7.0	0.0%
<b>TSAT</b>	<b>1.7 M</b>	<b>3.6 K</b>	<b>\$1.5 M</b>	<b>25.3%</b>	<b>14.4%</b>	<b>5.6%</b>	<b>2.1</b>	<b>0.12%</b>
Benefits	567.7 K	2.1 K	\$874.5 K	31.4%	23.3%	5.2%	3.8	0.2%
Destinations	625.1 K	585	\$251.7 K	22.3%	4.9%	8.5%	0.9	0.2%
Offers	540.7 K	829	\$351.2 K	22.3%	12.3%	5.6%	1.5	0.0%
<b>Total</b>	<b>3.2 M</b>	<b>16.1 K</b>	<b>\$6.7 M</b>	<b>28.6%</b>	<b>12.6%</b>	<b>14.0%</b>	<b>5.0</b>	<b>0.11%</b>

## Observations

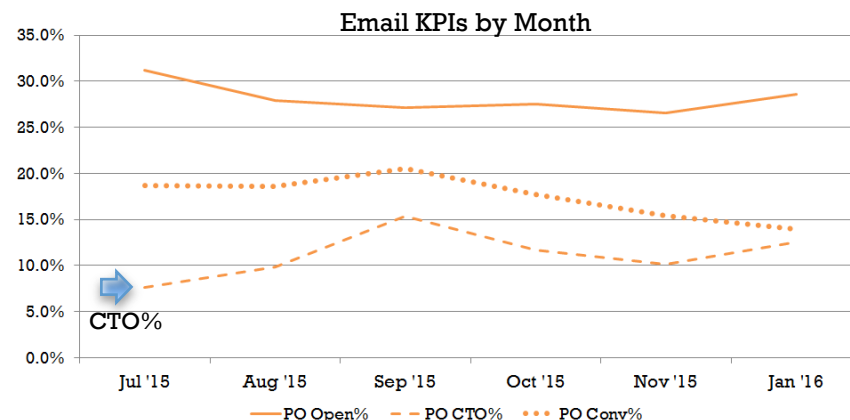
PO email campaigns overall engagement continued to improve as Jan was the 2nd highest Open & Click to Open rate since launch

Benefits continued to drive the highest engagement across campaigns

- Highest email KPIs for WHPH
- Highest email KPIs for TSAT except for Conv%



Note: December was not included in graphs as Benefits & Destinations did not deploy (segment data for eNews not available)



# Benefits: Fall MegaBonus created high engagement with WHPH but not TSAT

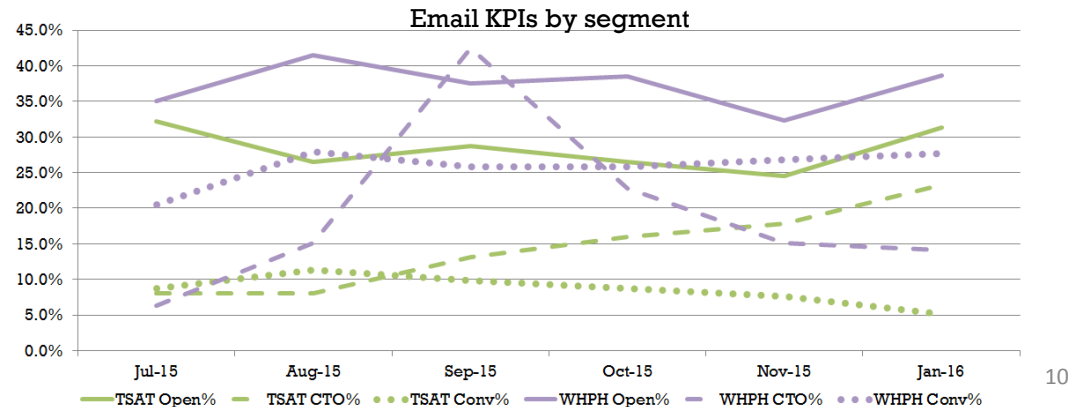
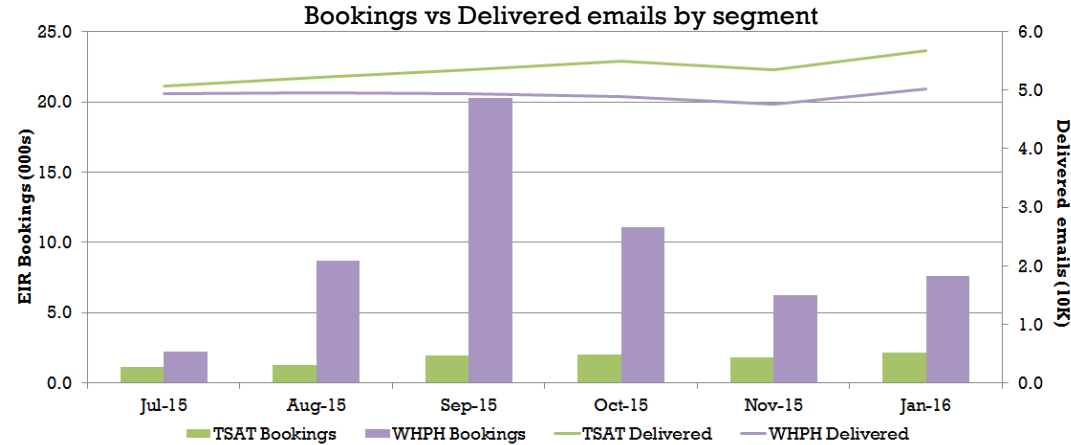
## Observations

Fall MegaBonus was featured Sept-Nov

- **WHPH** responded well to MegaBonus content in Sept; bookings were 3x the monthly average & CTO% increased by 3-4x
- For **TSAT**, Jan Benefits (ft. Sweepstakes) generated more bookings at a higher booking per delivered than MegaBonus months, suggesting:
  - May not value MegaBonus as much as WHPH
  - More TSATs may not be eligible for MegaBonus
  - TSAT responded well to vacation sweepstakes

## Takeaways

- Pending continuing trend for Spring MegaBonus, update MegaBonus approach for TSATs (positioning, prominence, frequency)
- For Learning Agenda: What incentives do PO segments best respond to?



# Jan TSAT Benefits generated 1.7x more clicks than any other month

Jan Benefits	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
TSAT	567.7 K	2.1 K	\$874.5 K	31.4%	23.3%	5.2%	3.8	0.2%

## Observations

- The Hawaii sweepstakes generated 45% of Benefit clicks
  - Generated 21.8 K clicks, ~2.5x clicks more than MegaBonus featured in Sept
- TSAT responded well to sweepstakes**

Hotel Openings section's position was elevated and generated:

- The most clicks for that section historically
- The highest conversion rate out of any section (besides Account Box)

**TSAT continued to find value with Hotel Openings**

Hotel Redemptions (Spotlight on AC Hotels) appeared to generate incremental clicks; however the conversion rate was lower than most sections

**Continue to test different approaches to redemption section and content**

**Account Box**  
20%, 768 bks

**Top Offer**  
16%, 285 bks

**Top Offer 2**  
45%, 745 bks

**Rewards**  
8%, 172 bks

**Hotel Openings**  
4%, 86 bks

**Benefits**  
Your Account: \$300 Resort Credit

**Redeem**  
3%, 43 bks

**City Scene**  
1%, 9 bks

# Field Offers generated different PO reactions

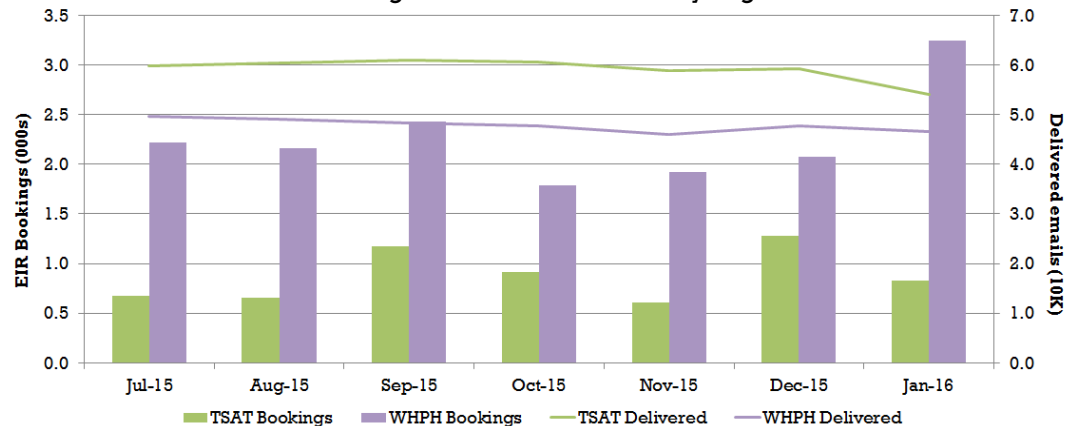
## Observations

Propensity modeled Field Offers were introduced in Jan:

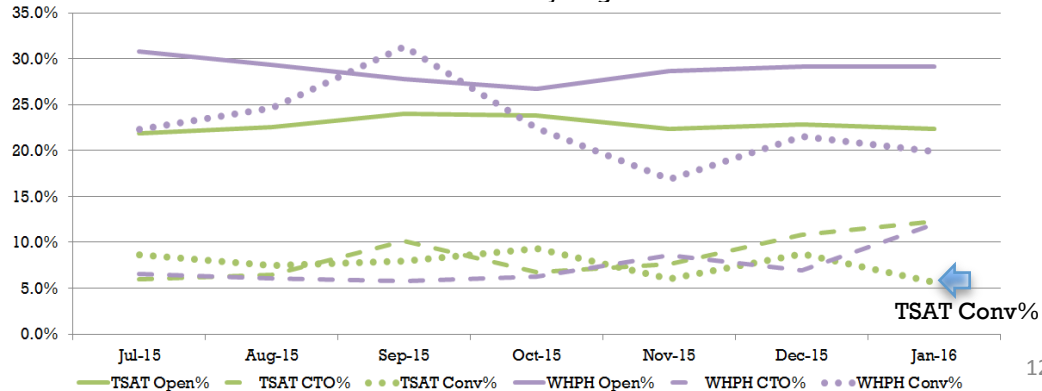
- Both segments hit CTO% highs
- WHPH bookings drove 46% more bookings than the previous highest month
- TSAT Conv% fell to a new low which negated the high click engagement; however, booking volume slightly increased

**Propensity modeled Field Offers were a positive change for WHPH but did not generate as much impact with TSAT**

Bookings vs Delivered emails by segment



Email KPIs by segment



# Field Offers attracted the majority of clicks

Jan Offers	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
WHPH	466.8 K	3.2 K	\$1.28 M	29.1%	12.0%	19.9%	7.0	0.0%
TSAT	540.7 K	829	\$351.2 K	22.3%	12.3%	5.6%	1.5	0.0%
<b>Total</b>	<b>1.0 M</b>	<b>4.1 K</b>	<b>\$1.6 M</b>	<b>25.5%</b>	<b>12.1%</b>	<b>13.1%</b>	<b>4.0</b>	<b>0.00%</b>

## Observations

Like Hotel Specials, Field Offers attracted the majority of clicks; however segment engagement with Propensity Field Offers differed:

### WHPH

- The clicks to Field Offers appeared to be incremental as other section clicks generated their respective monthly averages
- This section had a similar Conversion rate as other sections

**Propensity Field Offers was a positive change for WHPH**

### TSAT

- There were incremental clicks to Field Offers but also cannibalization from other sections as clicks to Account Box, Search, and Major Offer section decreased
- This section had the lowest conversion rate out of all sections

**Continue monitoring but potential future optimizations include lowering the position or reducing the number of offers displayed**

**TSAT may require different offers, increasing the offer pool is planned**

### WHPH

[FNAME's] February Travel Deals

The screenshot shows the WHPH email interface with the following sections and overlaid click data:

- Account Box:** 18%, 703 bks
- Search:** 4%, 168 bks
- Field Offers:** 55%, 1.6 K bks
- Major Offer:** 16%, 582 bks
- Minor Offer:** 4%, 103 bks

### TSAT

We've Picked These Deals just for You

The screenshot shows the TSAT email interface with the following sections and overlaid click data:

- Account Box:** 14%, 265 bks
- Search:** 6%, 96 bks
- Field Offers:** 61%, 344 bks
- Major Offer:** 7%, 52 bks
- Minor Offer:** 6%, 42 bks

# TSATs responded well to Sweepstakes

## Observations

Jan Benefit bookings (ft. Hawaiian vacation sweepstakes) were higher than months when MegaBonus was featured (Fig 1)

Offers that contained sweepstakes were the highest booking months (Fig 2)

## Takeaways

**When available, prioritize sweepstakes placement and prominence (e.g. Above Field Offers in Offers)**

**Consider additional touchpoints for Sweepstakes for TSATs (ie MegaBonus reminders, last chance)**

**Displaying offer details in CTA buttons may increase click engagement (ie Hotel Specials)**

**TSATs may require different offers to motivate bookings**

Fig. 1 Benefit TSAT bookings by month

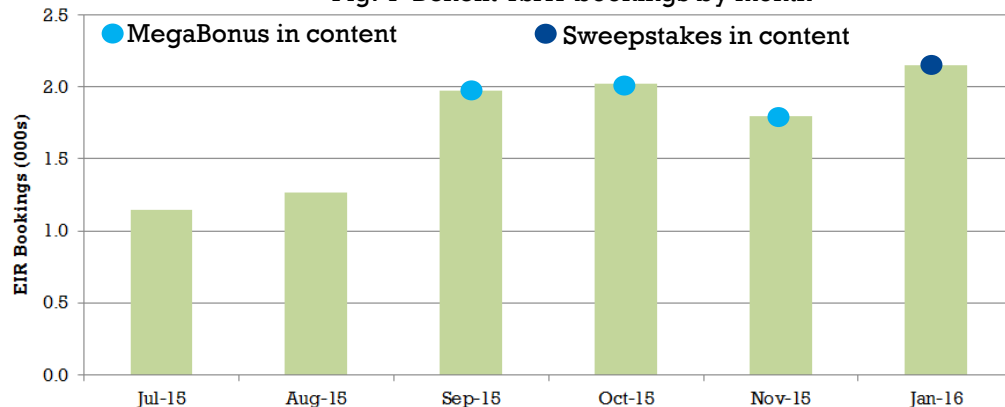
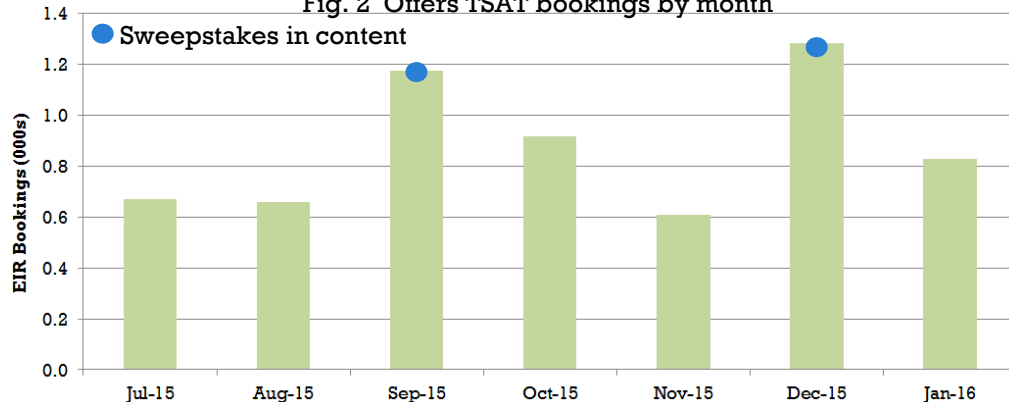


Fig. 2 Offers TSAT bookings by month



# MoM Destinations updates generated insights

## Observations

Jan featured the following content changes:

- Minor module with 3 destination highlight & featured property
- Year in review quiz link as a 3<sup>rd</sup> module

**The new minor module layout did not appear to increase click engagement; continue to monitor to validate**

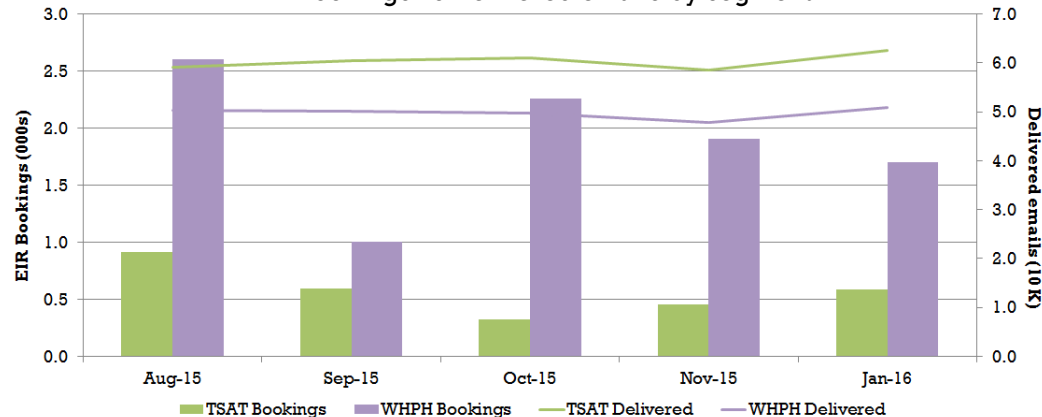
WHPH Email KPIs dropped from Nov to Jan

- Jan featured less content & links which likely impacted Click to Open engagement

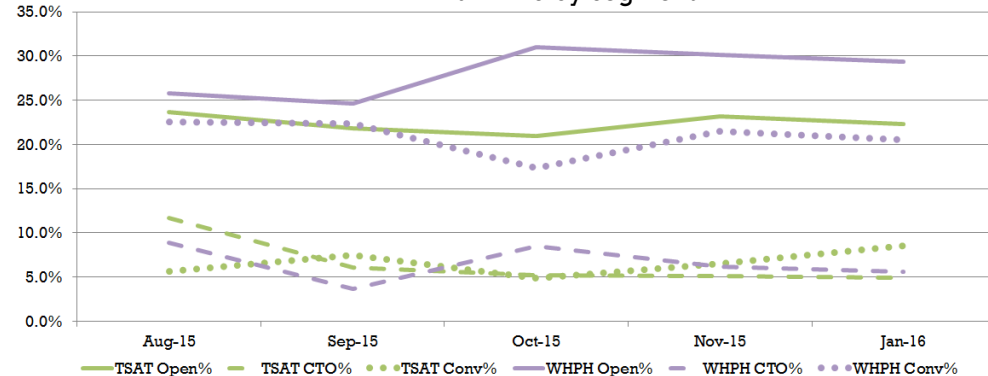
TSAT bookings increased Nov to Jan due to greater click share going to high converting placements  
Account Box & Search

**Additional links in Top Offer can drive overall click engagement**

Bookings vs Delivered emails by segment



Email KPIs by segment





# Jan Destinations featured a new layout

## Nov TSAT Destinations

The screenshot shows the Nov TSAT Destinations website. At the top, there's a navigation bar with 'Account Box 29%' and 'Search 5%'. Below this is a 'Top Offer ~ 26%' banner featuring 'BRITISH VIRGIN ISLANDS' and 'CAYMAN'. The main content area includes a section for 'Alexandria, Find Your Warm & Sunny' with a 'Find Your Beach' button. Below that is a 'Win a Caribbean Carve' promotion with a 'Top Offer 2%' banner. At the bottom, there's a 'Hotels a Hop, Skip & Puddle Jump Away' section with a 'Minor Offer WHPH 35% TSAT 26%' banner. The layout is clean and modern, with a focus on destination highlights and promotional offers.

## Observations

Jan featured the following template updates:

- Minor module with 3 destination highlight & featured property
- Year in review quiz link as a 3<sup>rd</sup> module

Compared to the previous template clicks migrated away from Top Offer & Minor Offer sections to Account Box, Search & Survey

- Jan Top Offer featured one main CTA vs Four
- The new minor module layout did not appear to increase click engagement

**Consider expanded content for featured content in Top Offer positions & continue to monitor new layout**

Survey generated good click engagement, generating ~10% of clicks and conversion rates higher than the minor module

**Segments continued interest in surveys & quizzes; interactive content (e.g. Reaction module) should be an ongoing feature**

## Jan WHPH Destinations

The screenshot shows the Jan WHPH Destinations website. At the top, there's a navigation bar with 'Account Box 39%' and 'Search 8%'. Below this is a 'Top Offer WHPH 12% TSAT 16%' banner. The main content area includes a section for 'Carve Donuts in the Desert' with a 'Minor Offer WHPH 22% TSAT 13%' banner. Below that is a 'Dalmahoy Marriott Hotel & Country Club' promotion. At the bottom, there's a 'Get Off the Strip' section with a 'Survey 11%' banner. The layout is clean and modern, with a focus on destination highlights and promotional offers.

# Jan '16 Email Key Takeaways

- ❖ TSATs engaged better with Jan's Hawaiian sweepstakes than Fall MegaBonus; monitor Spring MegaBonus engagement but consider:
  - Updating copy to reflect how MegaBonus enables vacations
  - Reducing prominence in 2<sup>nd</sup> or 3<sup>rd</sup> Benefits for more TSAT-favored content
- ❖ Propensity Field Offers were a positive change for WHPH but potentially not for TSATs; TSAT optimizations to consider in the future:
  - Feature content ahead of Field Offers and/or reduce the number of Field Offers
  - Display offer details in CTA buttons (i.e. Hotel Specials)
  - An increase in the number of eligible Field Offers for the propensity model is expected in Q2
- ❖ Best practices from PO Destinations & Concierge to carry forward to Destinations
  - Additional supporting detail on travel inspiration content can drive overall click engagement
  - Increase number of main features
  - Interactive content (reaction module, surveys, quizzes) can generate incremental clicks

# Jan '16 Project Orange: Benefits WHPH

Jan Benefits	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
WHPH	501.5 K	7.6 K	\$3.2 M	38.7%	14.1%	27.7%	15.1	0.1%

## Observations

\$300 Credit in Top Offer was the highest clicked link – 6.2 K

3<sup>rd</sup> night free in Paris was a close second – 5.3 K

Rewards section generated the most clicks out of any section for the first time

• “Redemption stay credit” & “Refer a friend” each generated over 2K clicks

**WHPH continue to engage with information about (new) benefits & should be featured prominently**

**WHPH may be receptive to future Refer a friend initiatives**

Tumi 4-Wheeled Carry on was the most clicked product by 50%

AC Hotel Miami Beach received 2x the clicks as other AC hotel redemptions & was the only US location; **Increase focus on US locations**

## Benefits

Get Your 3rd Night Free

The screenshot shows the Marriott Rewards website with several callouts highlighting key features:

- Account Box**: 23%, 1.6 K bks
- Search**: 4%, 275 bks
- Top Offer**: 29%, 1.8 K bks
- Top Offer 2**: 17%, 1 K bks
- Rewards Main**: 18%, 1.5 K bks

The screenshot shows the AC Hotels website with several callouts highlighting key features:

- Redeem Hotels**: 7%, 481 bks
- Redeem Products**: 7%, 524 bks
- Hotel Openings**: 1%, 89 bks

# Jan '16 Project Orange: Destinations

Jan Offers	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
WHPH	466.8 K	3.2 K	\$1.28 M	29.1%	12.0%	19.9%	7.0	0.0%
TSAT	540.7 K	829	\$351.2 K	22.3%	12.3%	5.6%	1.5	0.0%
<b>Total</b>	<b>1.0 M</b>	<b>4.1 K</b>	<b>\$1.6 M</b>	<b>25.5%</b>	<b>12.1%</b>	<b>13.1%</b>	<b>4.0</b>	<b>0.00%</b>

## Observations

Top Offer saw a decrease in click share compared to Nov for WHPH & TSAT, decreasing 24.5% to 11.8% & 27.6% to 15.6%, respectively

**Supporting content & link in Top Offer can increase click engagement**

Ideally clicks would have migrated to Minor Offer but click share decreased in these sections as well (WHPH:35.6% to 22.3%; TSAT: 25.8% to 13.5%) and instead moved to Account Box, Search, & Survey, suggesting lack of interest

- For TSAT, this migration increased bookings as Account Box/Search convert well
- Top clicked WHPH Destination: Las Vegas-Cosmopolitan
- Top clicked TSAT Destination: Bali: Ritz Carlton

**Continue to monitor this layout**

Survey generated good click engagement, generating ~ 10% of clicks and conversion rates higher than the minor module

**Segments showed continued interest in surveys & quizzes; interactive content (e.g. Reaction module) should be an ongoing feature**

## WHPH

Where Will You go in 2016?

**Account Box**  
39%, 881 bks

**Search**  
8%, 139 bks

**Top Offer**  
12%, 189 bks

**Minor Offer**  
22%, 287 bks

**Survey**  
11%, 142 bks

## TSAT

Find Your 2016

Destination Inspiration

**Account Box**  
37%, 355 bks

**Search**  
15%, 104 bks

**Top Offer**  
16%, 51 bks

**Minor Offer**  
13%, 26 bks

**Survey**  
9%, 25 bks



# January 2016 Paid Search Overview

# GDN Contextual

## Total Orange Contextual Summary

Segment	Week	Impressions	Clicks	Click Rate	Total Bookings	Cost	Total Revenue	Cost per Booking	GRE
TSAT	2015	97,397,812	225,813	0.23%	3,477	\$ 328,147	\$ 1,156,446	\$ 94.37	2.52
	1/1-1/3	358,346	933	0.26%	11	\$ 1,112	\$ 6,400	\$ 101.05	4.76
	1/4-1/10	980,306	2,460	0.25%	49	\$ 2,934	\$ 12,791	\$ 59.88	3.36
	1/11-1/17	893,318	2,368	0.27%	72	\$ 2,777	\$ 20,400	\$ 38.56	6.35
	1/18-1/24	998,483	2,522	0.25%	124	\$ 2,864	\$ 41,599	\$ 23.19	13.52
	1/25-1/31	819,894	2,101	0.26%	72	\$ 2,280	\$ 22,729	\$ 31.78	8.97
	<b>Total</b>	<b>101,448,159</b>	<b>236,197</b>	<b>0.23%</b>	<b>3,804</b>	<b>\$ 340,114</b>	<b>\$ 1,260,364</b>	<b>\$ 89.40</b>	<b>2.71</b>
WHPH	2015	123,471,449	265,987	0.22%	16,506	\$ 396,642	\$ 5,770,505	\$ 24.03	13.55
	1/1-1/3	897,954	1,977	0.22%	22	\$ 2,609	\$ 8,005	\$ 118.61	2.07
	1/4-1/10	2,536,875	5,222	0.21%	288	\$ 7,071	\$ 125,158	\$ 24.55	16.70
	1/11-1/17	2,806,575	5,858	0.21%	371	\$ 7,642	\$ 136,886	\$ 20.60	16.91
	1/18-1/24	3,115,482	6,675	0.21%	681	\$ 8,285	\$ 255,509	\$ 12.17	29.84
	1/25-1/31	4,322,200	10,143	0.23%	501	\$ 12,207	\$ 188,884	\$ 24.39	14.47
	<b>Total</b>	<b>137,150,535</b>	<b>295,862</b>	<b>0.22%</b>	<b>18,368</b>	<b>\$ 434,456</b>	<b>\$ 6,484,946</b>	<b>\$ 23.65</b>	<b>13.93</b>

## Observations

- Both segments generated a similar Click rate; however, WHPH generated 5x the conversion rate, which has followed segment trends
- Both TSAT & WHPH GRE increased w/o 1/18-1/24 due to the launch of GDN Image ads

# GDN Contextual campaigns: TSAT

Segment	Week	Impressions	Clicks	Click Rate	Total Bookings	Cost	Total Revenue	Cost per Booking	GRE
TSAT	2015	15,120,099	44,763	0.30%	2,107	\$ 66,009	\$ 695,764	\$ 31.33	9.54
Google	1/1-1/3	132,198	419	0.32%	11	\$ 528	\$ 6,400	\$ 48.01	11.12
Pixel	1/4-1/10	429,841	1,160	0.27%	41	\$ 1,560	\$ 11,236	\$ 38.05	6.20
Contextual	1/11-1/17	386,636	1,037	0.27%	67	\$ 1,380	\$ 19,628	\$ 20.60	13.22
	1/18-1/24	355,737	944	0.27%	70	\$ 1,255	\$ 23,795	\$ 17.93	17.96
	1/25-1/31	227,265	594	0.26%	56	\$ 770	\$ 17,958	\$ 13.75	22.31
	<b>Total</b>	<b>16,651,776</b>	<b>48,917</b>	<b>0.29%</b>	<b>2,352</b>	<b>\$ 71,503</b>	<b>\$ 774,780</b>	<b>\$ 30.40</b>	<b>9.84</b>
TSAT	2015	80,160,469	177,798	0.22%	748	\$ 256,698	\$ 258,439	\$ 343.18	0.01
LiveRamp	1/1-1/3	226,148	514	0.23%	-	\$ 583	\$ -	#DIV/0!	-1.00
	1/4-1/10	550,465	1,300	0.24%	8	\$ 1,374	\$ 1,555	\$ 171.78	0.13
	1/11-1/17	506,682	1,331	0.26%	5	\$ 1,396	\$ 772	\$ 279.21	-0.45
	1/18-1/24	460,242	1,333	0.29%	5	\$ 1,381	\$ 1,265	\$ 276.23	-0.08
	1/25-1/31	463,854	1,314	0.28%	8	\$ 1,356	\$ 2,014	\$ 169.54	0.49
	<b>Total</b>	<b>82,367,860</b>	<b>183,590</b>	<b>0.22%</b>	<b>774</b>	<b>\$ 262,789</b>	<b>\$ 264,046</b>	<b>\$ 339.52</b>	<b>0.00</b>
TSAT Image	2015	2,117,244	3,252	0.15%	622	\$ 5,440	\$ 202,243	\$ 8.74	36.18
	1/1-1/3	-	-	-	-	\$ -	\$ -	\$ -	-
	1/4-1/10	-	-	-	-	\$ -	\$ -	\$ -	-
	1/11-1/17	-	-	-	-	\$ -	\$ -	\$ -	-
	1/18-1/24	182,504	245	0.13%	49	\$ 228	\$ 16,539	\$ 4.70	71.50
	1/25-1/31	128,775	193	0.15%	8	\$ 154	\$ 2,757	\$ 19.83	16.94
	<b>Total</b>	<b>2,428,523</b>	<b>3,690</b>	<b>0.15%</b>	<b>678</b>	<b>\$ 5,821</b>	<b>\$ 221,539</b>	<b>\$ 8.58</b>	<b>37.06</b>

## Observations

- GDN Contextual: GRE increased throughout the month while impression volume dropped  
**Target GREs will help guide optimizations towards max booking volume & efficiency**
- LiveRamp continued to hover at a 0 GRE however showed improvement throughout the month while maintaining impression volume
- Image ads generated a high initial GRE but normalized the second week; Image ads bookings & revenue were also boosted by a 15% view-through attribution  
**Image ads add additional reach at a relatively effective GRE; however a deeper-divide should be conducted to understand apples-apples GRE**



# GDN Contextual campaigns: WHPH

Segment	Week	Impressions	Clicks	Click Rate	Total Bookings	Cost	Total Revenue	Cost per Booking	GRE
WHPH	2015	34,867,161	86,739	0.25%	10,278	\$ 130,700	\$ 3,687,815	\$ 12.72	27.22
Google	1/1-1/3	384,283	872	0.23%	18	\$ 1,295	\$ 6,090	\$ 71.95	3.70
Pixel	1/4-1/10	1,327,310	2,556	0.19%	259	\$ 3,980	\$ 110,175	\$ 15.37	26.68
Contextual	1/11-1/17	1,139,581	2,154	0.19%	352	\$ 3,424	\$ 129,663	\$ 9.73	36.87
	1/18-1/24	1,093,120	2,277	0.21%	341	\$ 3,705	\$ 142,387	\$ 10.87	37.43
	1/25-1/31	1,771,726	4,423	0.25%	353	\$ 6,235	\$ 134,786	\$ 17.66	20.62
	Total	40,583,181	99,021	0.24%	11,601	\$ 149,339	\$ 4,210,917	\$ 12.87	27.20
WHPH	2015	82,473,624	166,516	0.20%	2,629	\$ 250,593	\$ 949,482	\$ 95.32	2.79
LiveRamp	1/1-1/3	513,671	1,105	0.22%	4	\$ 1,314	\$ 1,914	\$ 328.60	0.46
	1/4-1/10	1,209,565	2,666	0.22%	29	\$ 3,091	\$ 14,982	\$ 106.60	3.85
	1/11-1/17	1,666,994	3,704	0.22%	19	\$ 4,218	\$ 7,222	\$ 221.99	0.71
	1/18-1/24	1,665,701	4,004	0.24%	83	\$ 4,196	\$ 22,071	\$ 50.56	4.26
	1/25-1/31	1,370,372	3,648	0.27%	75	\$ 4,188	\$ 24,684	\$ 55.84	4.89
	Total	88,899,927	181,643	0.20%	2,839	\$ 267,601	\$ 1,020,356	\$ 94.26	2.81
WHPH Image	2015	6,130,664	12,732	0.21%	3,599	\$ 15,349	\$ 1,133,209	\$ 4.27	72.83
	1/1-1/3	-	-	-	-	\$ -	\$ -	\$ -	-
	1/4-1/10	-	-	-	-	\$ -	\$ -	\$ -	-
	1/11-1/17	-	-	-	-	\$ -	\$ -	\$ -	-
	1/18-1/24	356,661	394	0.11%	257	\$ 383	\$ 91,051	\$ 1.49	236.66
	1/25-1/31	1,180,102	2,072	0.18%	73	\$ 1,785	\$ 29,414	\$ 24.58	15.48
	Total	7,667,427	15,198	0.20%	3,928	\$ 17,517	\$ 1,253,673	\$ 4.46	70.57

## Observations

- GDN Contextual: GRE increased throughout the month until the last week with a jump in impressions
  - LiveRamp end of Jan appeared to generate a steady GRE around 4
  - Image ad GRE fell alongside a significant increase in impressions
- Ideally, Image ads would generate a similar GRE as GDN contextual given their additional 15% view-through attribution**

**Establish GRE targets by objective & by campaign**

# Jan GDN Image Ads

Segment	Month	Impressions	Clicks	Click Rate	% Change	Total Bookings	Cost	Total Revenue	Cost per Booking	GRE	% Change
TSAT	Nov	1,517,571	2,107	0.14%	-	449	\$ 3,795	\$145,507	\$ 8.44	37.34	-
	Dec	599,673	1,145	0.19%	<b>37.5%</b>	173	\$ 1,645	\$ 56,736	\$ 9.52	33.50	<b>-10%</b>
	Jan	<b>311,279</b>	<b>438</b>	<b>0.14%</b>	<b>-26.3%</b>	<b>56</b>	<b>\$ 382</b>	<b>\$ 19,296</b>	<b>\$ 6.79</b>	<b>49.53</b>	<b>48%</b>
WHPH	Nov	4,926,311	10,600	0.22%	-	2,677	\$ 11,839	\$850,601	\$ 4.42	70.85	-
	Dec	1,204,353	2,132	0.18%	<b>-17.7%</b>	922	\$ 3,510	\$282,607	\$ 3.81	79.51	<b>12%</b>
	Jan	<b>1,536,763</b>	<b>2,466</b>	<b>0.16%</b>	<b>-9.4%</b>	<b>330</b>	<b>\$ 2,168</b>	<b>\$120,465</b>	<b>\$ 6.58</b>	<b>54.57</b>	<b>-31%</b>

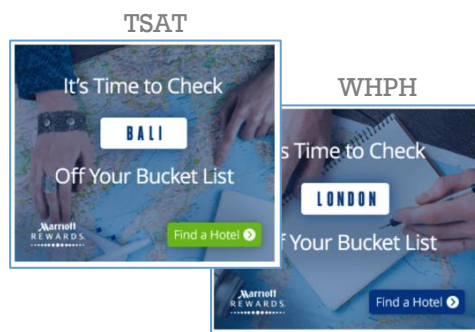
The GDN image ads:

- Launched: 11/12/15
- Paused: 12/1/15
- Un-paused: 12/9/15
- Re-launched: 1/20/16

## November



## January



## December



Cities featured aligned segment preferences

## Observations

- Notes: Nov & Jan were partial months launch & there were remarketing pixel issues in late Jan
- Creative followed the Travel Inspiration theme from Year-in-Review campaign & look and feel complemented PO Segment landing page hero image

**Month to month comparison of creative performance may be influenced by seasonality; A/B testing can result in more concrete best practices**

# Paid Search Dynamic Search Ads (DSA)

Segment	Week	Impressions	Clicks	Click Rate	Total Bookings	Cost	Total Revenue	Cost per Booking	GRE
TSAT	2015	168,865	8,853	5.24%	1,132	\$ 12,633	\$ 488,143	\$ 11.16	37.64
	1/1-1/3	280	6	2.14%	-	\$ 8	\$ -	\$ -	-1.00
	1/4-1/10	897	50	5.57%	2	\$ 75	\$ 1,060	\$ 37.54	13.12
	1/11-1/17	836	63	7.54%	3	\$ 82	\$ 857	\$ 27.37	9.44
	1/18-1/24	781	53	6.79%	3	\$ 65	\$ 1,356	\$ 21.68	19.85
	1/25-1/31	724	27	3.73%	6	\$ 40	\$ 951	\$ 6.67	22.77
	<b>Total</b>	<b>172,383</b>	<b>9,052</b>	<b>5.25%</b>	<b>1,146</b>	<b>\$ 12,903</b>	<b>\$ 492,367</b>	<b>\$ 11.26</b>	<b>37.16</b>
WHPH	2015	596,025	29,960	5.03%	6,480	\$ 52,458	\$ 2,671,297	\$ 8.10	49.92
	1/1-1/3	1,330	86	6.47%	12	\$ 169	\$ 5,406	\$ 14.05	31.07
	1/4-1/10	4,408	259	5.88%	80	\$ 472	\$ 33,091	\$ 5.90	69.16
	1/11-1/17	3,811	227	5.96%	66	\$ 403	\$ 27,817	\$ 6.10	68.04
	1/18-1/24	3,807	247	6.49%	75	\$ 452	\$ 25,011	\$ 6.03	54.34
	1/25-1/31	28,146	1,445	5.13%	159	\$ 2,531	\$ 79,635	\$ 15.92	30.47
	<b>Total</b>	<b>637,527</b>	<b>32,224</b>	<b>5.05%</b>	<b>6,872</b>	<b>\$ 56,483</b>	<b>\$ 2,842,255</b>	<b>\$ 8.22</b>	<b>49.32</b>
<b>Grand Total</b>		<b>809,910</b>	<b>41,276</b>	<b>5.10%</b>	<b>8,018</b>	<b>\$ 69,387</b>	<b>\$ 3,334,623</b>	<b>\$ 8.65</b>	<b>47.06</b>

## Observations

- WHPH continued to represent ~80% of DSA spend
- Note: Adding in CPC into the report may help understand the type of terms for each segment

**Is it possible to understand the keywords WHPH vs TSAT ads will show up against?**

Data source: BCM and DoubleClick for Advertisers.

Dynamic Search Ads started on 7/20/15. Both branded & unbranded terms are included.



# January 2016 Display Media Overview

# Criteo Retargeting HTML

SITE NAME	DATE	TOTAL IMPRESSIONS (DFA)	CLICKS (DFA)	CTR	POST-CLICK BOOKINGS (MRDW)	POST IMPRESSION BOOKINGS (15% Attribution from DFA)	COST PER BOOKING	TOTAL MEDIA COST	GRE
Criteo Retargeting TSAT LiveRamp	1/1-1/3	445,362	481	0.11%	0	135	\$7.40	\$999	7.2:1
	1/4-1/10	833,816	848	0.10%	0	272	\$5.01	\$1,362	22.6:1
	1/11-1/17	535,974	588	0.11%	0	96	\$7.76	\$745	40.7:1
	1/18-1/24	221,687	281	0.13%	0	50	\$4.80	\$240	51.5:1
	1/25-1/31	98,536	189	0.19%	0	5	\$26.78	\$134	10.9:1
<b>TSAT Total</b>	<b>Jan</b>	<b>2,135,375</b>	<b>2,387</b>	<b>0.11%</b>	<b>0</b>	<b>558</b>	<b>\$6.24</b>	<b>\$3,481</b>	<b>23.6:1</b>

SITE NAME	DATE	TOTAL IMPRESSIONS (DFA)	CLICKS (DFA)	CTR	POST-CLICK BOOKINGS (MRDW)	POST IMPRESSION BOOKINGS (15% Attribution from DFA)	COST PER BOOKING	TOTAL MEDIA COST	GRE
Criteo Retargeting WHPH LiveRamp	1/1-1/3	245,470	286	0.12%	0	135	\$4.00	\$540	22.5:1
	1/4-1/10	521,285	545	0.10%	0	272	\$3.21	\$874	37:1
	1/11-1/17	265,787	281	0.11%	0	99	\$3.69	\$365	63.1:1
	1/18-1/24	62,325	115	0.18%	0	50	\$1.23	\$61	215.5:1
	1/25-1/31	28,729	70	0.24%	0	6	\$7.17	\$43	50.6:1
<b>WHPH Total</b>	<b>Jan</b>	<b>1,123,596</b>	<b>1,297</b>	<b>0.12%</b>	<b>0</b>	<b>562</b>	<b>\$1.68</b>	<b>1,884</b>	<b>89.5:1</b>

## Observations

- Though week over week changes were significant, GREs for Jan were nearly the same for both segments

# Criteo Retargeting LiveRamp

SITE NAME	DATE	TOTAL IMPRESSIONS (DFA)	CLICKS (DFA)	CTR	POST-CLICK BOOKINGS (MRDW)	POST IMPRESSION BOOKINGS (15% Attribution from DFA)	COST PER BOOKING	TOTAL MEDIA COST	GRE
Criteo Retargeting TSAT LiveRamp	1/1-1/3	445,362	481	0.11%	0	135	\$7.40	\$999	7.2:1
	1/4-1/10	833,816	848	0.10%	0	272	\$5.01	\$1,362	22.6:1
	1/11-1/17	535,974	588	0.11%	0	96	\$7.76	\$745	40.7:1
	1/18-1/24	221,687	281	0.13%	0	50	\$4.80	\$240	51.5:1
	1/25-1/31	98,536	189	0.19%	0	5	\$26.78	\$134	10.9:1
TSAT Total	Jan	2,135,375	2,387	0.11%	0	558	\$6.24	\$3,481	23.6:1

SITE NAME	DATE	TOTAL IMPRESSIONS (DFA)	CLICKS (DFA)	CTR	POST-CLICK BOOKINGS (MRDW)	POST IMPRESSION BOOKINGS (15% Attribution from DFA)	COST PER BOOKING	TOTAL MEDIA COST	GRE
Criteo Retargeting WHPH LiveRamp	1/1-1/3	245,470	286	0.12%	0	135	\$4.00	\$540	22.5:1
	1/4-1/10	521,285	545	0.10%	0	272	\$3.21	\$874	37:1
	1/11-1/17	265,787	281	0.11%	0	99	\$3.69	\$365	63.1:1
	1/18-1/24	62,325	115	0.18%	0	50	\$1.23	\$61	215.5:1
	1/25-1/31	28,729	70	0.24%	0	6	\$7.17	\$43	50.6:1
WHPH Total	Jan	3,258,971	3,684	0.11%	0	1,120	\$4.79	\$5,365	30.8:1

## Observations

- There were no post-click bookings recorded to date for the LiveRamp Criteo Retargeting campaigns
- **This campaign was paused end of Jan**

# Sojern CRM Targeting

SITE NAME	WEEK OF	IMPRESSIONS (DFA)	CLICKS (DFA)	CTR	POST-CLICK BOOKING (MRDW)	POST IMPRESSION BOOKINGS (15% Attribution)	COST PER BOOKING	TOTAL MEDIA COST	GRE
Sojern TSAT	1/1-1/3	0	0	N/A	0	0	N/A	\$0	N/A
	1/4-1/10	0	0	N/A	0	0	N/A	\$0	N/A
	1/11-1/17	94,902	95	0.10%	0	5	\$158.17	\$759	0.3:1
	1/18-1/24	201,888	158	0.08%	0	23	\$70.84	\$1,615	5:1
	1/25-1/31	237,598	147	0.06%	0	28	\$68.13	\$1,901	4.9:1
TSAT Total	Jan	534,388	400	0.07%	0	56	\$77.03	\$4,275	4.2:1

SITE NAME	WEEK OF	IMPRESSIONS (DFA)	CLICKS (DFA)	CTR	POST-CLICK BOOKING (MRDW)	POST IMPRESSION BOOKINGS (15% Attribution)	COST PER BOOKING	TOTAL MEDIA COST	GRE
Sojern WHPH	1/1-1/3	0	0	N/A	0	0	N/A	\$0	N/A
	1/4-1/10	2,999	13	0.43%	0	1	\$23.99	\$24	1.4:1
	1/11-1/17	111,277	50	0.04%	0	5	\$164.85	\$890	2.3:1
	1/18-1/24	113,996	57	0.05%	0	8	\$110.54	\$912	2.7:1
	1/25-1/31	146,667	49	0.03%	0	6	\$195.56	\$1,173	0.2:1
WHPH Total	Jan	374,939	169	0.05%	0	21	\$145.25	\$3,000	1.6:1

## Observations

- LAL campaign; moved to Direct targeting in Feb
- There were no post-click bookings recorded to date for the Sojern CRM Targeting campaign



# Facebook: Targeting & Look-alike

CAMPAIGN NAME	DATE	IMPRESSIONS (FB)	CLICKS (FB)	CTR	POST-CLICK BOOKING (FB)	POST-CLICK REVENUE (FB)	POST-IMPRESSION REVENUE (15% Attribution from FB)	TOTAL REVENUE (FB+15% FB)	COST PER BOOKING	TOTAL MEDIA COST	GRE (ROI)
WHPH	1/1/16 - 1/30/16	615,937	1,932	0.31%	238	\$ 62,474	386,224	\$448,698	\$3.24	\$ 5,565	79.6:1
WHPH LAL	1/1/16 - 1/30/16	981,610	2,812	0.29%	635	\$ 169,576	788,667	\$958,244	\$2.47	\$ 9,717	97.6:1
WHPH Subtotal	1/1/16 - 1/30/16	1,597,547	4,744	0.30%	873	\$ 232,050	\$1,174,891	\$1,406,941	\$2.70	\$ 15,282	91.1:1
TSAT	1/1/16 - 1/30/16	216,150	807	0.37%	25	\$ 7,372	37,740	\$45,112	\$11.40	\$ 1,899	22.8:1
TSAT LAL	1/1/16 - 1/30/16	451,388	1,283	0.28%	193	\$ 38,066	220,453	\$258,519	\$4.13	\$ 4,361	58.3:1
TSAT Subtotal	1/1/16 - 1/30/16	667,538	2,090	0.31%	218	\$ 45,438	258,193	\$303,631	\$5.12	\$ 6,260	47.5:1
TOTAL	1/1/16 - 1/30/16	2,265,085	6,834	0.30%	1,091	\$ 277,489	\$1,433,083	\$1,710,572	\$3.13	\$ 21,542	65.9

## Observations

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

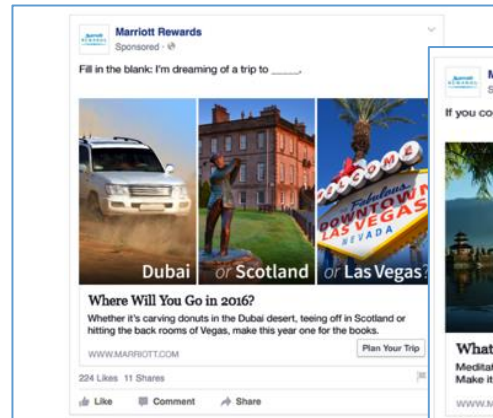
# Facebook: Targeting & Look-alike creative

January

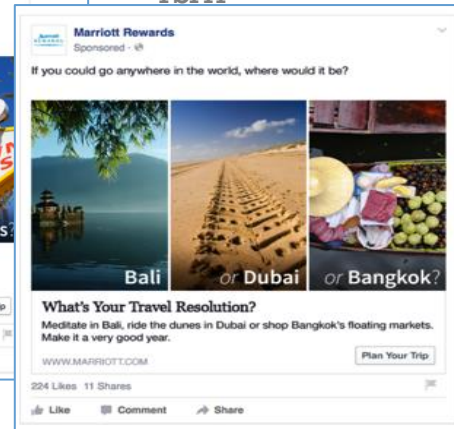
	CTR				GRE (include 15% FB attribution)			
	Oct	Nov	Dec	Jan	Oct	Nov	Dec	Jan
WHPH	0.28%	0.43%	0.92%	0.31%	49.1	57.3	67.5	79.6
WHPH LAL	0.27%	0.49%	1.03%	0.29%	48.2	93.2	64.6	97.6
TSAT	0.29%	0.40%	0.33%	0.37%	13.0	12.0	4.6	22.8
TSAT LAL	0.22%	0.37%	0.47%	0.28%	29.7	71.7	42.9	58.3

- Note: Partial months Dec (w/o 12/14 & 12/11)

WHPH



TSAT



## Observations

- Jan creative was based on the Travel Inspiration theme aligned with Year-in-Review & posed questions
  - WHPH: Jan creative generated a lower CTR than previous months but generated a higher
  - TSAT: CRM Targeting channel generated the 2<sup>nd</sup> highest CTR and highest GRE. LAL channel had more mixed results relative to other months

**Month to month comparison of creative performance may be influenced by content & seasonality; A/B testing can result in more concrete insight & best practices**

# Next steps for monthly reviews

- ❖ Month over Month views

- Total Display & Search
- Individual campaigns
- MoM % changes of KPIs (Display/Search: Click & conversion rate and GRE)

- ❖ Landing page review & insight

- ❖ Collaborative analysis & insights

- ❖ Define raw report formats and delivery schedule

- ❖ By day or by week (week timeframes need to be agreed upon)
- ❖ By creative
- ❖ Facebook revenue in reporting

# Project Orange review dates

Bi-weekly	14-Mar	28-Mar	11-Apr	25-Apr	9-May	23-May	6-Jun	20-Jun	4-Jul	18-Jul	1-Aug
Monthly	11-Mar	4-Apr	2-May	31-May	27-Jun	25-Jul					
	<i>January</i>	<i>February</i>	<i>March</i>	<i>April</i>	<i>May</i>	<i>June</i>					
Quarterly				12-May							11-Aug
				Q1							Q2



# Appendix

## Executive Dashboard

- Audience
- Engagement
- Financial

		Program	eNews	Hotel Specials	Solos	Concierge	Lifecycle	MRCC	METT	Project Orange
Audience	Audience*									
	Total	35.5 M	10.3 M	8.1 M	31.5 M	12.4 M	3.3 M	10.9 M	3.6 M	3.2 M
	Delivered	19.5%	-0.2%	-9.0%	11.6%	142.9%	29.5%	12.5%	-14.2%	
	Unsub Rate	0.30%	0.28%	0.00%	0.34%	0.34%	0.30%	0.40%	0.19%	0.11%
Engagement	Delivery Rate	+0.1%	+0.1%	-0.2%	+0.2%	+0.1%	-0.0%	+0.1%	+0.0%	
	Open Rate		99%		93%	99%	96%	99%	96%	
	Opens	-0.2%			+0.1%	-0.4%	-2.5%	-0.3%	-3.3%	
	Click Rate	23.8%	23.2%	20.3%	26.2%	18.4%	36.2%	21.3%	23.3%	28.6%
Financial	Clicks	1.5 pts	-4.9 pts	-2.3 pts	+1.7 pts	-6.0 pts	-1.0 pts	-0.6 pts	-1.5 pts	
	Unique Clicks	20.5 M	2.3 M	1.7 M	8.2 M	2.3 M	1.3 M	2.3 M	1.4 M	917.3 K
	Click to Open Rate	14.0%	-13.2%	-19.1%	19.9%	83.3%	29.0%	9.1%	-19.0%	
	Bookings	2.1%	2.7%	1.9%	2.3%	1.1%	7.3%	0.6%	0.9%	3.6%
Financial	Revenue	-0.9 pts	-3.8 pts	-0.3 pts	-0.7 pts	-0.3 pts	-1.4 pts	-0.1 pts	-0.0 pts	
	Conversion Rate	1.8 M	261.7 K	197.5 K	736.3 K	137.6 K	294.7 K	66.6 K	32.7 K	115.2 K
	Bookings per Delivered(K)	-17.9%	-89.8%	-32.8%	-14.0%	89.8%	3.2%	-6.0%	-13.3%	
	Revenue per Delivered(K)	8.8%	12.0%	9.5%	8.9%	6.0%	20.1%	2.9%	3.7%	12.6%
Financial	Revenue	3.4 pts	-11.9 pts	-0.3 pts	-3.5 pts	+0.1 pts	-3.1 pts	-0.5 pts	+0.3 pts	
	Bookings	181.1 K	21.0 K	10.4 K	89.6 K	11.7 K	20.9 K	6.3 K	5.2 K	18.1 K
	Revenue	14.9%	-75.8%	-38.4%	33.1%	30.8%	-10.1%	-43.4%	-8.9%	
	Conversion Rate	569.1 M	58.3 M	53.9 M	539.1 M	54.1 M	53.6 M	52.5 M	52.0 M	55.7 M
Financial	Bookings per Delivered(K)	-16.2%	-73.5%	-36.8%	27.1%	39.1%	-9.9%	-38.9%	-2.3%	
	Revenue	10.0%	7.9%	6.6%	12.2%	8.5%	8.2%	9.4%	9.8%	14.0%
	Bookings per Delivered(K)	-0.3 pts	-3.2 pts	-1.7 pts	+4.3 pts	-3.6 pts	-1.7 pts	+3.3 pts	+0.4 pts	
	Revenue	2.1	2.0	1.3	2.8	0.9	6.0	0.6	0.9	5.0

\* Calculated using Mailable Openers\*\* from Active, Inactive, and Non Member Counts

\*\* Total Mailable minus anyone who has not clicked/opened an email in past 15 months