



Project Orange July Review

September 9th, 2016

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Travel Still A Treat

July performance overview

July 2016 TSAT MBO summary

- ❖ Projected to beat Leisure Stay end of year goal by 7%,
 - No difference vs control group
 - July Destinations Road Trip theme for travel inspiration
 - June Offers featured leisure travel inspiration
- ❖ Projected to beat New To You Brand end of year goal by 2%, no difference vs control group
 - No difference vs control group
 - Courtyard brand spotlight in Benefits
 - Brand tie in to Destination Road Trip theme
- ❖ Enrollment showed higher total membership than end of year 2015, yet lower % Elite membership
 - Continued Nonmember version of Benefits with Free night certificate offer
 - Display Acquisition efforts in its 3rd month leveraging Member rates message

July 2016 TSAT Key Storylines

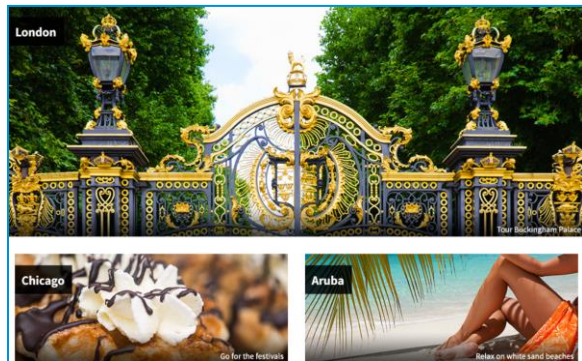
- ❖ At its year anniversary, PO Email program generated the highest monthly clicks & bookings to-date
- ❖ TSATs continued to engage more with Core email versions
- ❖ DAT ads generated higher GREs DPA ads
- ❖ Sojern continued to progress to GRE goals while maintaining above room night goal
- ❖ Criteo continued to outperform its GRE benchmark by 142% and paced 56% towards its overall TSAT Room Night goal for 2016
- ❖ Google DSA and Retargeting GRE increased due to bid optimization strategies
- ❖ Member rates continued to be featured in Display Media and generated the highest CTR% but 2nd lowest GRE YTD

July TSAT Creative Overview

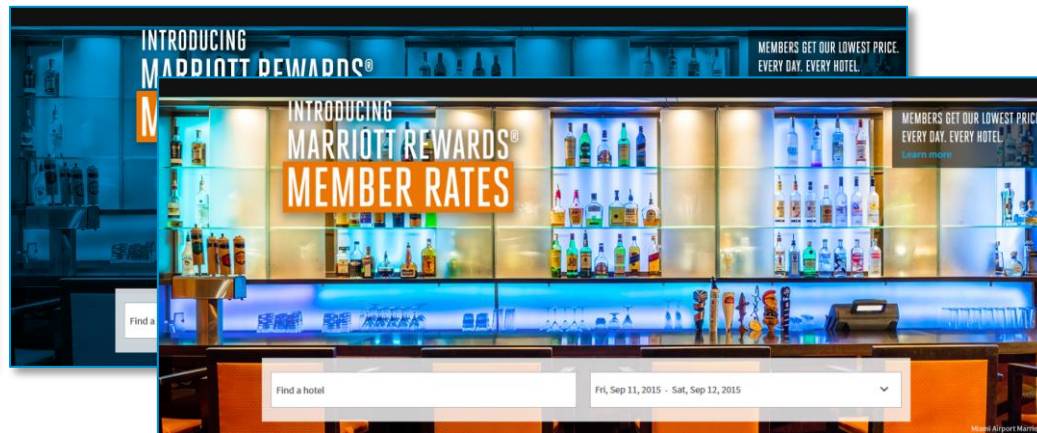
Landing Page Destinations

Landing Page Hero

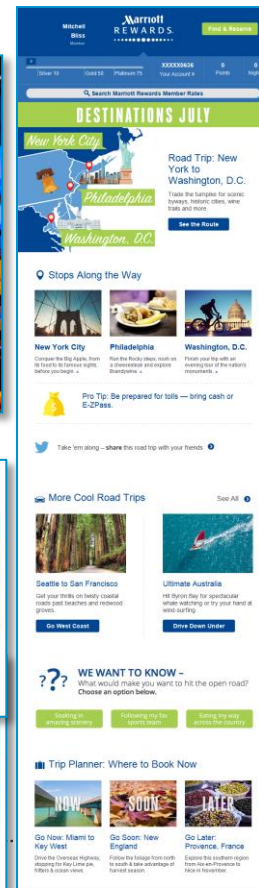
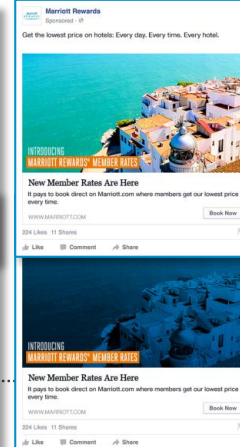
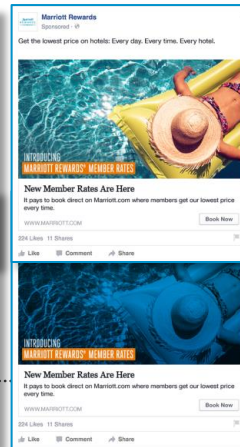
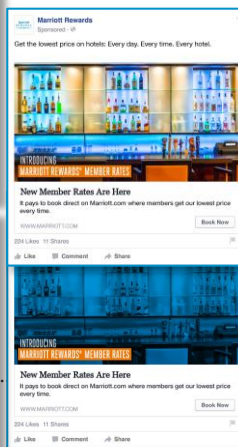
Email
(Destinations)



GDN



Facebook



July '16 TSAT Paid Media Executive Summary

Campaign Type	Campaign	Impressions	Spend	CTR	Revenue	▲ MoM Rev	GRE* - assessed on DoubleClick revenue, not MRDW revenue	▲ MoM GRE	▲ Goal
TSAT CRM Targeting	Sojern	656.7 K	\$4.8 K	0.08%	\$17.0 K	6.3%	2.5	-6.6%	-36.3%
	FB Direct Targeting	1.1 M	\$7.9 K	0.76%	\$85.3 K	7.1%	9.8	19.7%	8.7%
	CRM Targeting Total	1.8 M	\$12.7 K	0.51%	\$102.3 K	7.0%	7.1	10.7%	-

Notes

TSAT Paid Search	Dynamic Search Ads	49.6 K	\$5.3 K	8.04%	\$184.9 K	-38.5%	34.0	27.9%	-32.0%
	MF Paid Search	1.3 M	\$25.2 K	2.06%	\$627.1 K	43.9%	23.9	33.9%	-
	TBPS Paid Search	31.8 K	\$3.9 K	13.35%	\$342.5 K	6.4%	86.8	-0.4%	-
	Paid Search Total	1.4 M	\$34.4 K	2.53%	\$1.2 M	9.1%	32.6	20.3%	-

Not PO funded
Not PO funded

TSAT Retargeting	Criteo Retargeting	1.4 M	\$7.0 K	0.43%	\$100.6 K	-29.5%	13.3	-18.9%	122.5%
	Facebook DPA	106.9 K	\$2.7 K	2.02%	\$19.6 K	-23.9%	6.1	8.3%	-69.3%
	Facebook DAT	47.5 K	\$1.6 K	1.91%	\$14.3 K	234.0%	8.1	28.4%	-
	GDN text (G+BK)	1.2 M	\$5.7 K	0.44%	\$55.5 K	-23.8%	8.7	12.4%	-27.3%
	GDN Image Ads (G+BK)	2.9 M	\$6.6 K	0.21%	\$287.2 K	-45.7%	42.5	-14.9%	-43.4%
	Retargeting Total	5.6 M	\$23.7 K	0.36%	\$477.3 K	-38.9%	19.2	-19.5%	-

Paused on 7/25

	Impressions	Spend	CTR	Revenue	▲ MoM Rev	GRE* - assessed on DoubleClick revenue, not MRDW revenue	MoM GRE % Change
TSAT Media Grand Total	8.8 M	\$70.7 K	0.74%	\$1.7 M	-10.4%	23.5	4.2%
TSAT - Project Orange funded only (minus MF and TBPS Paid Search)	7.5 M	\$41.6 K	0.45%	\$764.4 K	-35.1%	17.4	-14.4%

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

July '16 TSAT Paid Media MoM trends overview

Observations

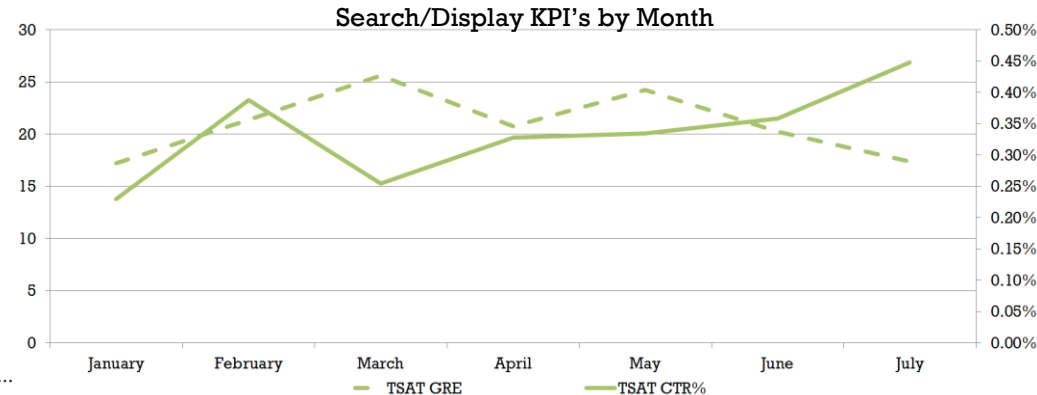
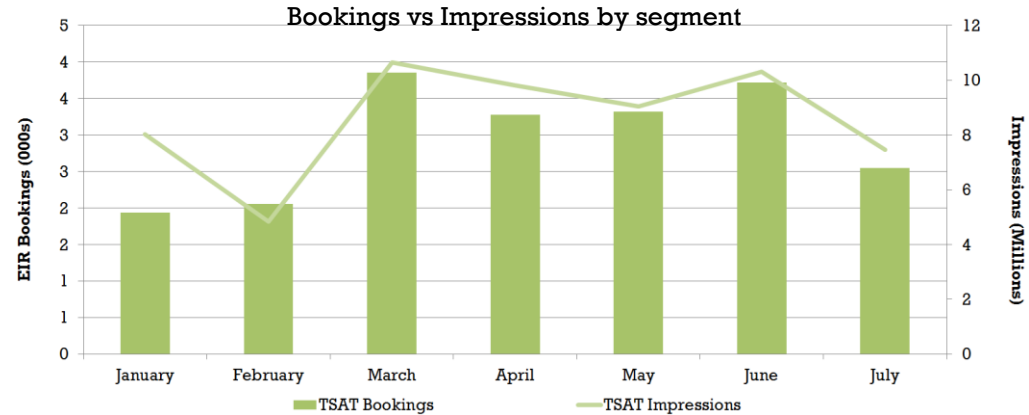
- MoM spend decreased by 25%, resulting in a 27% decrease of impressions
- Generated the highest CTR% YTD
- Lowest Conv% YTD driving to 2nd lowest GRE YTD

GRE MoM increases

- Facebook Direct Targeting
- Facebook DAT
- GDN Text Ads

GRE MoM decreases

- Sojern
- Criteo
- GDN Image



+ CRM Targeting

Sojern Targeting

TSAT GRE Goal: 4:1

Current: 2.6:1

TSAT RN Goal: 880

Current: 593

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	June	609,460	181	0.03%	26.57%	0	48	\$89.21	\$4,291	2.73
	July	656,660	526	0.08%	9.61%	0	51	\$94.80	\$4,792	2.55
	7/4-7/10	58,406	27	0.05%	24.44%	0	7	\$70.80	\$467	3.72
	7/11-7/17	107,606	40	0.04%	27.75%	0	11	\$77.55	\$861	3.05
	7/18-7/24	217,988	36	0.02%	38.33%	0	14	\$126.37	\$1,744	1.58
	7/25-7/31	272,660	423	0.16%	4.50%	0	19	\$90.30	\$1,720	2.96

Observations

- For the 1st time in a few months, Sojern TSAT's GRE dropped slightly. This was driven by a poor performing 3rd week of July; however, the GRE did trend back up during the last week. Sojern is looking into why clicks increased so significantly during the last week. This is why Conv% dropped so rapidly while CTR rose.
- Sojern continues to inch closer to the 4:1 TSAT GRE goal as GRE sat at 2.6:1 overall at the end of July. However, they have driven a 5:1 TSAT GRE in August so that mark is now up to 2.8:1. Sojern also ended July pacing at 74% to their TSAT RN goal.

+ Retargeting

GDN Image Ads

SITE NAME	DATE	TOTAL IMPRESSIONS (AdWords)	CLICKS (AdWords)	CTR	Conv%	POST-CLICK BOOKINGS (DFA)	POST IMPRESSION BOOKINGS (15% Attribution from DFA)	COST PER BOOKING	TOTAL MEDIA COST	GRE
GDN Image Ads TSAT	June	4,269,126	8,461	0.20%	19.59%	320	1,338	\$6.26	\$10,385	49.92
	July	2,861,185	6,016	0.21%	15.58%	199	738	\$7.05	\$6,607	42.47
	7/1-7/7	670,738	1,377	0.21%	16.16%	50	173	\$6.59	\$1,467	47.79
	7/8-7/14	1,185,475	2,182	0.18%	15.03%	64	264	\$7.88	\$2,586	37.63
	7/15-7/21	683,317	1,369	0.20%	20.50%	68	213	\$5.70	\$1,599	50.57
	7/22-7/28	321,655	1,088	0.34%	9.75%	17	89	\$9.00	\$955	33.86

Observations

- July spend for GDN Image Ads also saw a slight decline in spend; the Sweeps ads were paused in late July, so we were dark for the last week until new assets were received. Also, Conv% decreased for the short period during the last week when the new ads were live
- Top performing site placements : various mobile app games, accuweather, manuallib
- New images will launch on 9/5 supporting Megabonus; this was historically the top performing creative theme for GDN, so we are expecting an improvement in Conv% and GRE

GDN Retargeting (G+BK)

SITE NAME	DATE	TOTAL IMPRESSIONS (AdWords)	CLICKS (AdWords)	CTR	Conv%	POST-CLICK BOOKINGS (DFA)	COST PER BOOKING	TOTAL MEDIA COST	GRE
GDN G+BK TSAT	June	2,087,131	5,448	0.26%	4.28%	233	\$35.73	\$8,325	7.76
	July	1,241,423	5,416	0.44%	2.57%	139	\$41.12	\$5,716	8.72
	7/1-7/7	220,413	1,010	0.46%	3.17%	32	\$32.50	\$1,040	10.15
	7/8-7/14	332,171	1,467	0.44%	0.00%	0	\$0.00	\$1,565	-1.00
	7/15-7/21	339,679	1,488	0.44%	3.23%	48	\$33.15	\$1,591	14.09
	7/22-7/28	349,160	1,451	0.42%	4.07%	59	\$25.75	\$1,519	12.12

Observations

- GDN Retargeting experienced a planned decrease in spend because of the low GRE performance (lowest of all the Google placements). A decrease in CPC helped to generate a lift in GRE, although the GRE still needs improvement
- Top performing site placements : forbes.com, yourtailorednews, various weather apps
- Responsive Ads will launch on GDN Retargeting ads in early September. These ads are expected to increase CTR% and Conv% based on early results from other Google advertisers

Facebook DAT

TSAT GRE Goal: 6:1

Current: 7.6:1

TSAT RN Goal: 1.5k

Current: 333

SITE NAME	DATE	TOTAL IMPRESSIONS (DFA)	CLICKS (DFA)	CTR	Conv%	POST-CLICK BOOKINGS (MRDW)	POST IMPRESSION BOOKINGS (100% Attribution from DFA)	TOTAL BOOKINGS (4.35% Attribution from DFA)	COST PER BOOKING	TOTAL MEDIA COST	GRE
Facebook DAT TSAT	June	15,304	330	2.16%	10.56%	4	797	35	\$16.86	\$587	6.29
	July	47,496	906	1.91%	9.16%	9	1,898	83	\$18.99	\$1,576	8.08
	7/4-7/10	7,638	160	2.09%	11.09%	2	406	18	\$18.22	\$323	10.79
	7/11-7/17	13,622	266	1.95%	8.72%	4	529	23	\$20.43	\$474	6.74
	7/18-7/24	11,482	197	1.72%	11.55%	2	521	23	\$16.56	\$377	9.27
	7/25-7/31	14,754	283	1.92%	6.81%	1	442	19	\$20.85	\$402	6.37

Observations

- July was the first full month that DAT has been active and delivered a GRE of 10.3:1, up from June's 6.3:1 GRE against the TSAT segment.
- This GRE is outperforming the DPA TSAT performance by 67%
- As optimizations and learnings grow, we foresee DAT continuing to outperform DPA

Criteo Retargeting

TSAT GRE Goal: 6:1

Current: 14.5:1

TSAT RN Goal: 7.8k

Current: 4.4k

SITE NAME	DATE	TOTAL IMPRESSIONS (DFA)	CLICKS (DFA)	CTR	Conv%	POST-CLICK BOOKINGS (MRDW)	POST IMPRESSION BOOKINGS (100% Attribution from DFA)	TOTAL BOOKINGS (4.35% Attribution from DFA)	COST PER BOOKING	TOTAL MEDIA COST	GRE
Criteo Retargeting TSAT	June	1,814,667	6,008	0.33%	6.62%	104	9,046	398	\$20.54	\$8,175	16.45
	July	1,368,731	5,903	0.43%	4.55%	16	6,152	268	\$26.13	\$7,010	13.35
	7/4-7/10	402,480	1,726	0.43%	4.39%	0	1,743	76	\$26.05	\$1,976	12.54
	7/11-7/17	466,853	2,181	0.47%	3.76%	0	1,884	82	\$31.36	\$2,570	11.41
	7/18-7/24	227,156	979	0.43%	5.67%	0	1,277	56	\$16.31	\$906	22.22
	7/25-7/31	272,242	1,017	0.37%	5.41%	16	1,248	55	\$28.34	\$1,558	12.42

Observations

- While Criteo TSAT GRE dropped by 19% from June to July, it still remains 142% above benchmark.
- SCIDs were malfunctioning from 7/4-7/24 which brought performance down a bit as you can see June brought in 104 post-click bookings from MRDW. This was fixed during the final week of July.
- Criteo is also pacing 56% towards their TSAT RN goal for 2016.

+ Display Creative

TSAT July GDN Image Creative Performance*

Bar



Impressions: 808.8K
CTR: 0.18%
Conv%: 26.8%
CPM: \$2.43
GRE: 66.4

Ocean



Impressions: 848.1K
CTR: 0.18%
Conv%: 26.6%
CPM: \$2.37
GRE: 59.7

Pool



Impressions: 812.5K
CTR: 0.18%
Conv%: 28.3%
CPM: \$2.33
GRE: 66.7

Bar (Blue)



Impressions: 749.2K
CTR: 0.18%
Conv%: 26.5%
CPM: \$2.48
GRE: 65.9

Ocean (Blue)



Impressions: 829.3K
CTR: 0.18%
Conv%: 27.8%
CPM: \$2.37
GRE: 64.1

Pool (Blue)



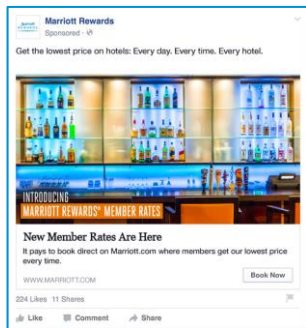
Impressions: 813.3K
CTR: 0.18%
Conv%: 28.0%
CPM: \$2.41
GRE: 66.7

Observations

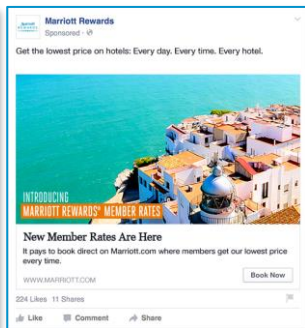
- There did not appear to be any measurable difference in CTR% among creative versions
- GREs returned to an average 65 GRE, recovering from a Jun 40 GRE
- The Bar (Blue) imagery appeared to generate the lowest Conv% out of the different imagery used
- New ads will be rolled out week of 8/1

TSAT July Facebook Creative Performance*

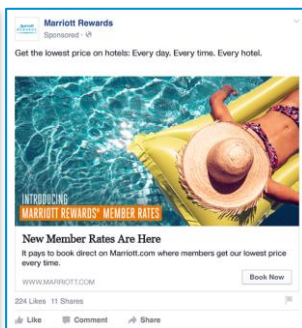
Bar



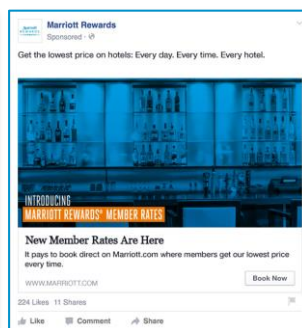
Ocean



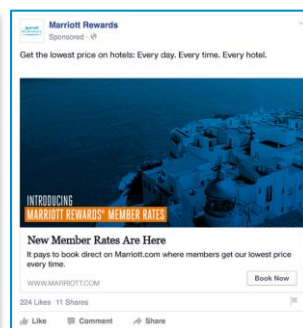
Pool



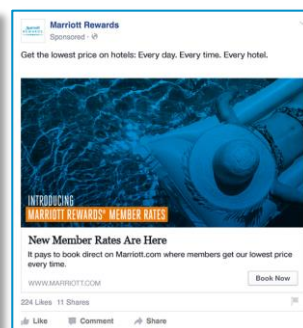
Bar (Blue)



Ocean (Blue)



Pool (Blue)



Impressions: 163.5K
CTR: 0.71%
Conv%: 4.52%
CPM: \$4.95
GRE: 10.8

Impressions: 77.4K
CTR: 0.97%
Conv%: 6.23%
CPM: \$7.98
GRE: 8.8

Impressions: 55.8K
CTR: 0.92%
Conv%: 5.58%
CPM: \$7.56
GRE: 7.9

Impressions: 101.7K
CTR: 0.79%
Conv%: 6.56%
CPM: \$7.49
GRE: 8.0

Impressions: 92.5K
CTR: 0.66%
Conv%: 13.70%
CPM: \$7.75
GRE: 24.1

Impressions: 94.3K
CTR: 0.99%
Conv%: 5.27%
CPM: \$9.00
GRE: 7.1

Observations

- Pool (Blue) appeared to generated the highest CTR% for the 2nd month while Ocean generated the 2nd highest CTR
- Ocean (Blue) outperformed all other creative 2:1 in conversion and nearly 3:1 in GRE
- MoM CTR% increased however GREs were the 2nd lowest YTD

+ Email Campaigns

July '16 TSAT Email overview & MoM trends

July Project Orange	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
Benefits	662.9 K	3.1 K	\$1.1 M	23.0%	23.7%	8.6%	4.7	0.09%
Destinations	647.4 K	655	\$205.2 K	21.8%	6.8%	6.9%	1.0	0.11%
Offers	613.1 K	1.2 K	\$439.5 K	20.9%	12.3%	7.7%	2.0	0.11%
TSAT Total	1.9 M	5.0 K	\$1.8 M	21.9%	14.6%	8.1%	2.6	0.10%

Observations

- Most Emails delivered, bookings, and highest CTO% since launch
- 2nd highest click volume and booking/delivered since launch
- 2nd lowest Open% since launch

Benefits

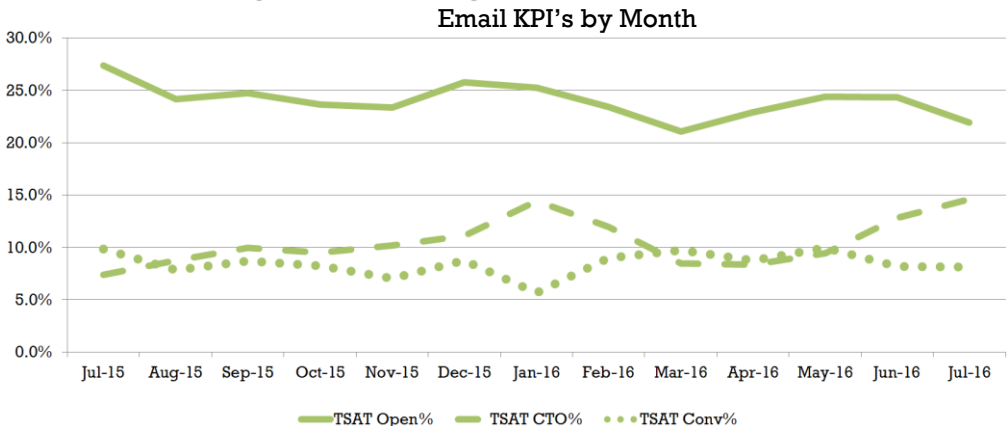
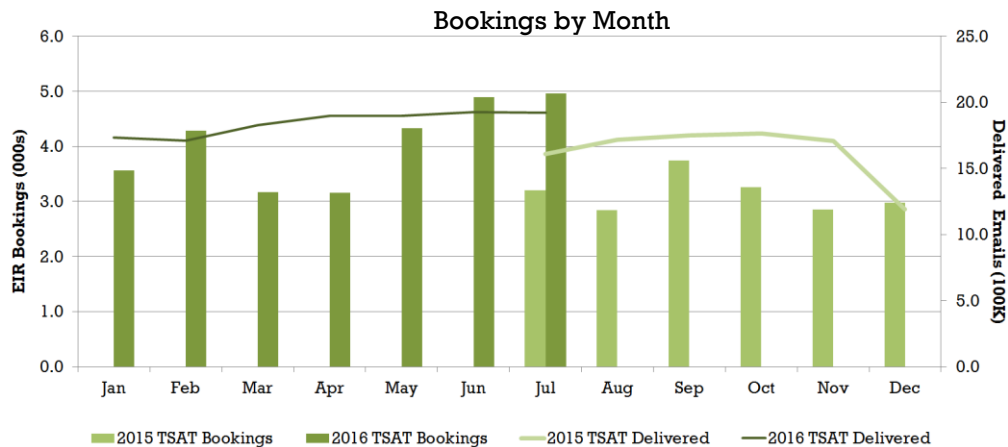
- Highest bookings & CTO% & 2nd highest booking/delivered to-date featuring Summer Promo

Offers

- Highest clicks and CTO% of all time with a Summer Promo feature

Destinations

- Destinations generated the 2nd highest CTO% YTD featuring the Road trip theme



TSAT Benefits overview and MoM trends

Observations

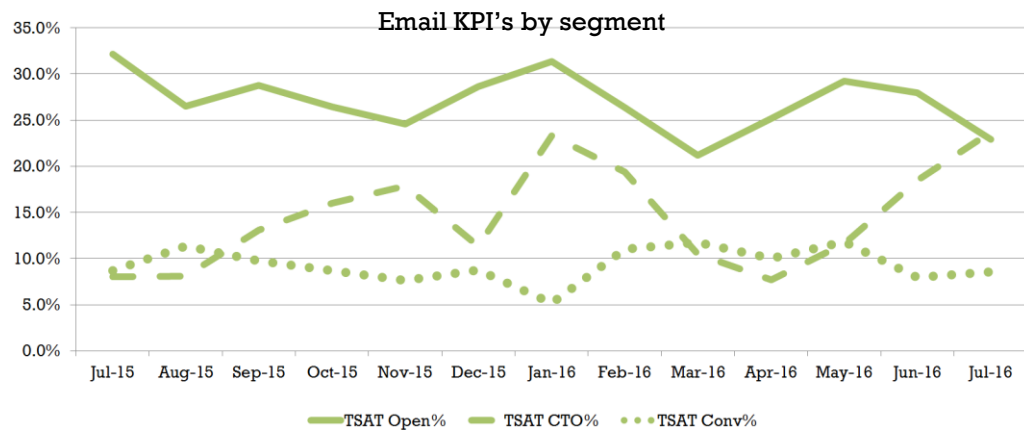
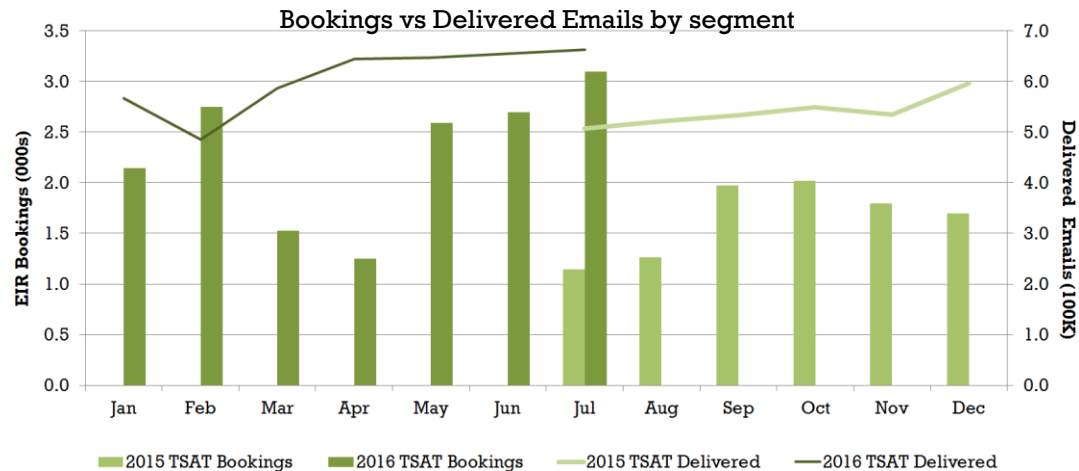
Overall

- Benefits generated the highest monthly bookings & CTO% YTD resulting in 2nd highest booking/delivered to date
- Featured Summer Promo for 2nd month, featured more prominently in July

Open rates were the 2nd lowest YTD with a subject line focus on positioning rewards

- **Your Account: Jim's July Rewards**
- Your Account: See Your Latest Rewards

Given the response to Summer Promo, including details in the subject line may have increased Open response



TSAT click engagement was higher with Core eNews than Benefits

July eNews/ Benefits	Delivered	Opens	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/ Del (K)	Unsub%
TSAT eNews	68.4 K	15.5 K	348	\$112.2 K	22.6%	25.9%	8.7%	5.1	0.11%
TSAT Benefits	662.9 K	152.1 K	3.1 K	\$1.15 M	23.0%	23.7%	8.6%	4.7	0.09%
%△					2%	-8%	-1%	-8%	

CTO% delta between Core (Control) and PO (Test) has continued to decrease MoM

However, TSAT Benefits generated less click engagement despite featuring a Brand Spotlight section that was not included in eNews, **suggesting amount of content is not the only factor in click engagement**

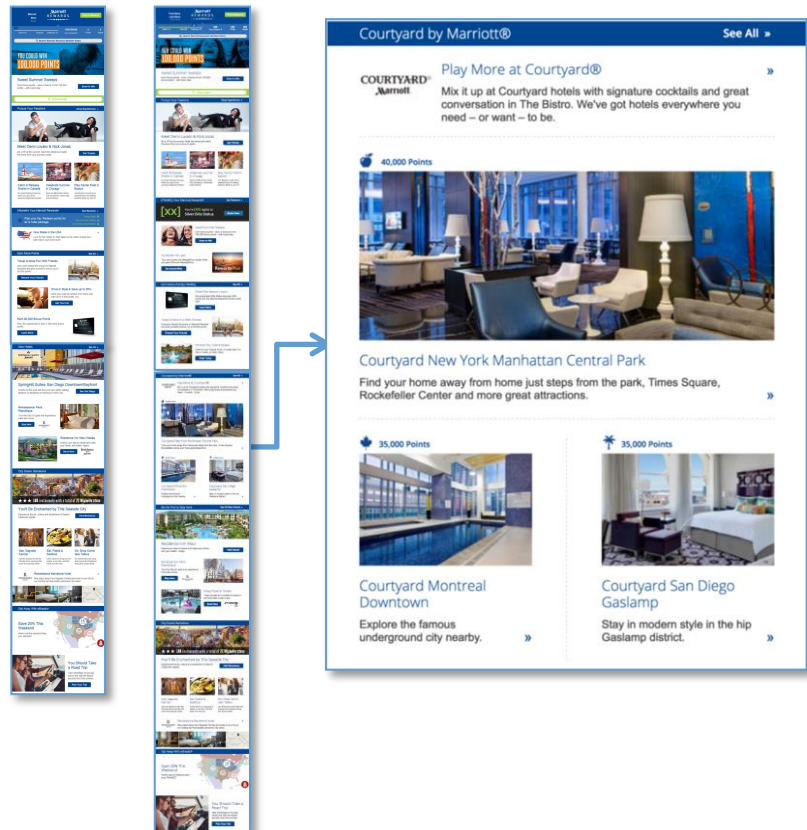
- WHPH Benefits also featured this Brand Spotlight but did not feature City Scene so the amount of content was similar to eNews

Other factors may have contributed to the click engagement discrepancy

- Top Offer Default offer
- Account Module vs Black Near Threshold milestone

Brand Spotlight did not appear to create click engagement as added content for TSAT

eNews TSAT Benefits



Click interaction with Brand Spotlight in TSAT Benefits content was among the lowest of any section

- Received a section CTO% of 0.34%
- Only City Scene & Road trip Benefits were lower (includes TSAT interaction with Core eNews)

TSAT have shown interest in Hotel content before

- Click engagement with Hotel Openings
- Hotel content in Destinations

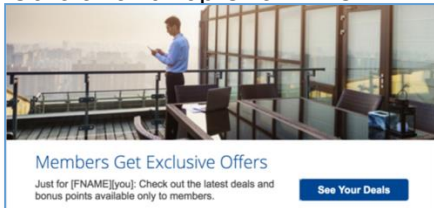
Notable elements of this module

- Lack of clear CTA
- Courtyard was the Brand Feature
- Properties featured as point redemptions opps

Future Brand Spotlights in TSAT Benefits will not include point redemptions

TSAT also had higher click interaction with other Control content

Core eNews Top Offer-MEO



Control Top Offer default featured **MEO** while **Test** featured **Member rates**

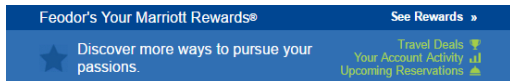
- ~68% of TSAT clicks went to Top offer
- Estimated 20% of TSATs received default
- Control Top Offer generated 19.8% CTO% while Test Top Offer generated 17.6%

TSAT may have found MEO more enticing than Member rates

TSAT Benefits Top Offer – Member Rates



Core eNews Account Module

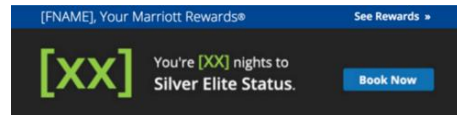


Control Account module generated a 1.2% CTO% while **Near Threshold bar** generated a 0.8% CTO%

- Near Threshold bar click engagement has fallen by half since it launched

Higher TSAT engagement with Account Module is consistent with TSAT click engagement trends to general navigation links; Consider Account Module in TSAT Benefits

TSAT Benefits Black Near Threshold



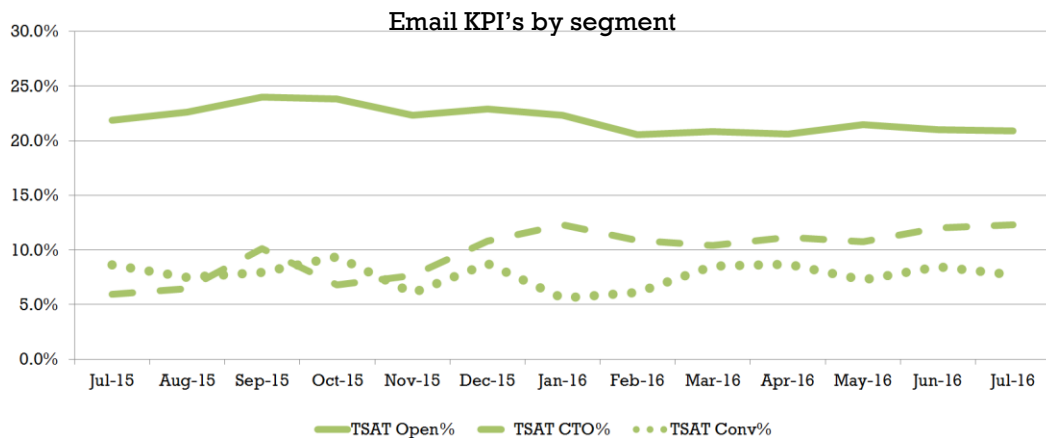
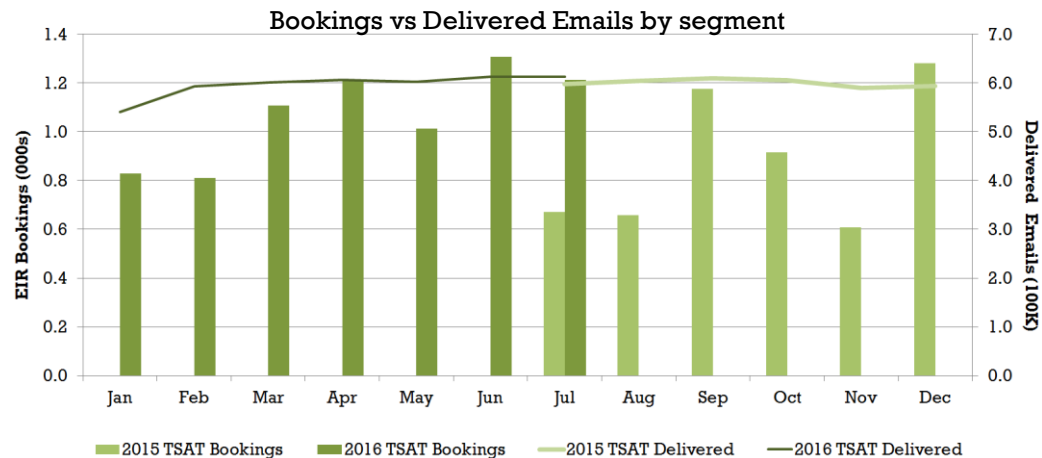
TSAT Offers overview and MoM trends

Observations

- Highest clicks and CTO% of all time
- 13% & 10% higher monthly booking and booking per delivered email than 2016 YTD averages respectively
- Summer Promo was featured as a distinct section for the 2nd month in a row (3rd month featured)

There may be benefits to aggressively featuring promotions in July

- **Take advantage of booking seasonality**
- **Competitive landscape requires it**



1) Members may be more responsive to booking promotions in July

M.com July bookings & revenue is above monthly average in a year

Average m.com Homepage % Change in Bookings & Revenue

Month	Average of Percent Difference	Average of Percent Difference Revenue
Jan	26.80%	49.43%
Feb	-7.89%	-10.31%
Mar	15.28%	13.44%
Apr	-6.56%	-5.89%
May	-0.96%	-1.26%
Jun	3.51%	1.81%
Jul	5.36%	4.37%
Aug	-12.13%	-12.87%
Sep	-1.59%	2.63%
Oct	2.73%	-0.71%
Nov	-3.92%	-8.82%
Dec	-5.31%	-7.57%

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

2) Competitive landscape features significant promotional activity

Hilton Big World Sale

The screenshot displays the Hilton HHonors website interface. At the top, there's a navigation bar with the HHonors logo and links for 'EXPLORE HHONORS', 'DOWNLOAD APP', and 'OFFERS'. Below this, a user profile section shows 'Hello Michel', 'MEMBER # 27754357', and 'YOUR POINTS 3,116' with a 'LOGIN' button. The main promotional banner for 'THE BIG WORLD SALE' features the tagline 'STOP CLICKING AROUND. START SAVING.' and a grid of four city options: Orlando, New York, Chicago, and Philadelphia, each with a 'BOOK NOW' button. Below the grid is a 'VIEW MORE OFFERS' button. At the bottom, another banner promotes 'BOOK THE LOWEST PRICE ONLY AT HILTON.COM' with a 'BOOK NOW' button.

SPG Triple Up

The screenshot shows the Westin Hotels & Resorts website. The main promotional banner for 'SPG® Triple Up' features the text 'EARN THOUSANDS OF BONUS STARPOINTS®' and 'Register by July 17, 2016 >'. Below the banner, it states 'Earn 2X And 1K Starpoints.' with a 'REGISTER NOW' button. The text continues: 'Register for SPG® Triple Up by July 17, 2016, to earn bonus Starpoints® on stays of two or more nights. Earn with any or all of these offers:'. A bulleted list follows: '• Double Starpoints' and '• An extra 1,000 Starpoints on stays that include a Friday or Saturday night'. It then says 'Plan your summer getaway through July 31, 2016 to earn unlimited Starpoints.' and ends with a 'Register Now >' link.

PO click and booking engagement was higher with Hotel Specials than Offers

July HS/ Offers	Delivered	Opens	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/ Del (K)	Unsub%
TSAT HS	67.3 K	14.4 K	183	\$62.8 K	21.4%	12.9%	9.9%	2.7	0.12%
TSAT Offers	613.1 K	128.2 K	1.2 K	\$439.5 K	20.9%	12.3%	7.7%	2.0	0.11%
%△					-3%	-4%	-22%	-27%	

Differences in CTO%& Conv% may be due to differing experiences of Control vs Test segments:

- 1) Type of Middle Offer received: Summer Promo-Join, Summer Promo-Earn, 20% off NY
For example: Summer Promo-Earn generated 2-5x higher Conv% than Summer Promo-Join over June & July
- 2) Dynamic image optimization of Default offer & Experiences section

An image test was conducted across Core & PO Offers

An image test was conducted in the Experience section across Core & PO Offers

Property or Destination image sets were used for each offer:

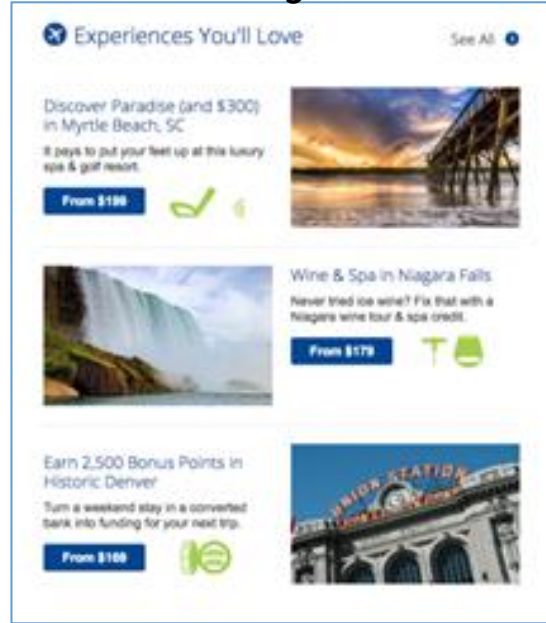
Property



Destination



Destination images for each offer

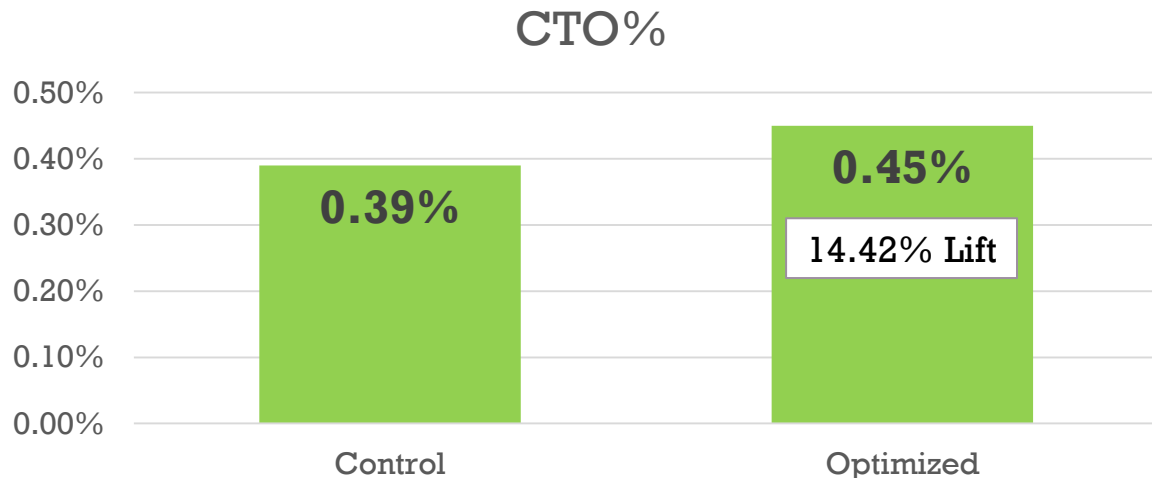


There was significant lift in this approach

Property



Destination



	Opens	Clicks	CTO%	Lift	Significance
Control	186,719	730	0.39%		
Optimized	1,675,873	7,497	0.45%	14.42%	99.5%

Member level & activity appeared to be a factor in image preference

Property



Worked best with:

Silver, Gold, Platinum
Nights > 8

Destination



Worked best with:

CORE, TSAT segments and Basic level
Southern US on iOS devices

Initial results suggest serving a Property or Destination image based on activity or member level to generate incremental click engagement

Continue to test to validate results:

- Test in higher positions
- Seek Property vs Destination image testing opportunities over other image tests

TSAT Destinations overview and MoM trends

Observations

July continued a theme of Road Trips from June

- Offered specific routes and itineraries Geo-targeted
- Content linked to Traveler
- Introduced Social Share with Twitter
- Reaction module for travel type preferences

Destinations generated YTD:

2nd lowest Open%

- A subject line test was conducted but overall did not positively impact Open rate

Don't Miss This Road Trip! (4,347*)

🚗 Your Ultimate Road Trip Guide (4,137)

3 Ultimate Summer Road Trips (4,049)

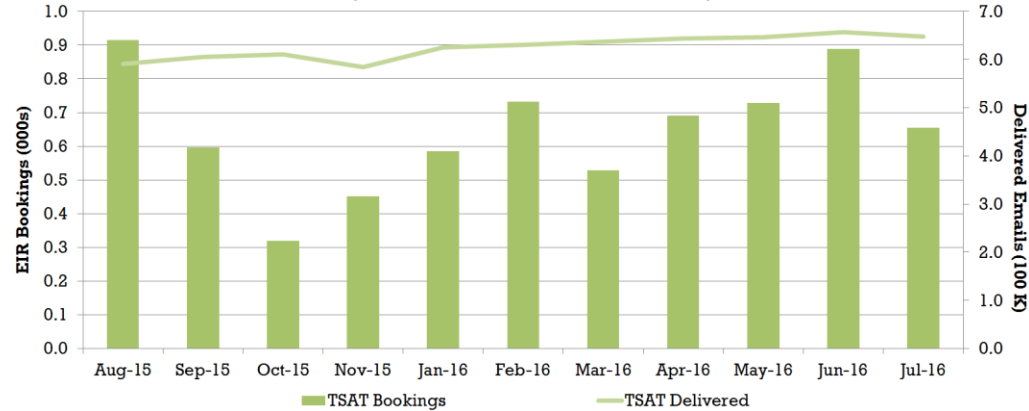
*Statistically significant

Lowest Conv%

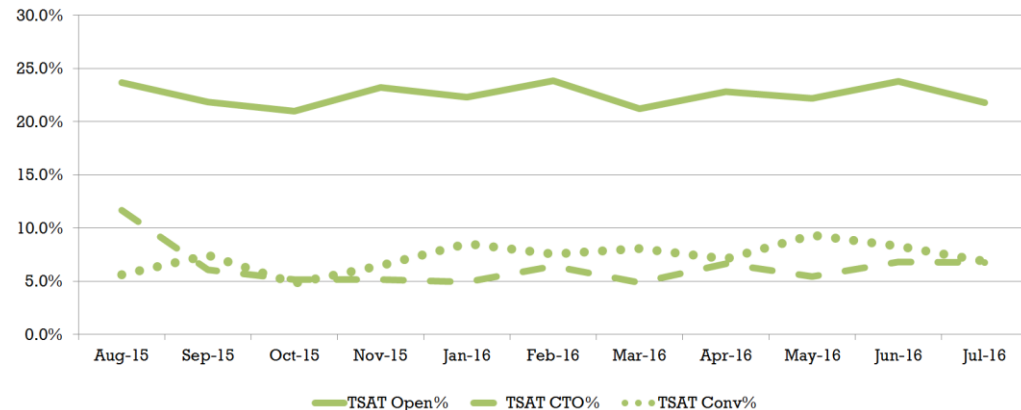
- Increased links to Traveler
- Addition of Reaction module & Twitter CTA

2nd Highest CTO% due to unique content treatments in July

Bookings vs Delivered Emails by segment



Email KPI's by segment



July TSAT Destinations

Note: Reporting did not distinguish West/East/ROW versions; this has been fixed for August

Positive click engagement

- Clicks to the Account Box were well below historical averages suggesting high interest in content
- Majority of clicks were to the main Top Offer CTA





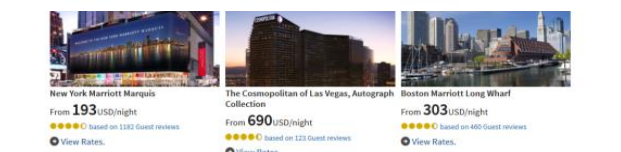


Unique content elements

- **More content** than other Destinations
- High **US Destination** focus (for East/West coast versions)
- Increased relevancy with **Geo-targeting**



+ Landing Page

TSAT Landing Page Results

Header		190 clicks / 7.8% visits / 31.2% of clicks
Hero ITA		52 clicks / 2.2% visits / 8.6% of clicks
Search		273 clicks / 8.6% visits / 44.9% of clicks
Most Booked		42 clicks / 1.7% visits / 6.9% of clicks
Most Redeemed		12 clicks / 0.5% visits / 2.0% of clicks
Destinations Boxes		18 clicks / 0.7% visits / 3.0% of clicks
Brand Boxes		21 clicks / 0.9 % visits / 3.5% of clicks

July '16 TSAT Key Takeaways

- ❖ July may be an opportune month to aggressively feature booking offers
- ❖ Due to an increase in destination searches, TSAT may have been searching for last minute summer leisure travel & may be receptive to shorter term travel opportunities
- ❖ TSATs may show preference to Destination images associated with Field Offers
- ❖ New responsive ad will launch in **GDN Retargeting** in early September to improve CTR% and Conv%
- ❖ Spend began allocation to **Facebook DAT** from DPA
- ❖ A combination of elements may have helped create the high engagement **Destinations** achieved with the Road trip theme & should be further understood
- ❖ **eBreaks** does not appear to be adding value in Benefits
- ❖ **Account Module** in **TSAT Benefits** may increase click engagement



Work Hard Play Hard

July performance overview

July 2016 WHPH MBO summary

- ❖ Projected to beat Leisure Stay end of year goal by 7%
 - No lift over control
 - July Destinations Road Trip theme for travel inspiration
 - June Offers featured leisure travel inspiration
- ❖ Projected to beat New To You Brand end of year goal by 6%;
 - **Significant 1.45% lift over control**
 - Brand tie in to Destination Road Trip theme
 - Courtyard brand spotlight in Benefits
- ❖ WHPH show no incremental lift in bookings vs control group thus far
- ❖ Enrollment showing higher total membership than end of year 2015, yet lower % Elite membership
 - Continued Nonmember version of Benefits with Free night certificate offer
 - Display Acquisition efforts in its 3rd month leveraging Member rates message

July 2016 WHPH Key Storylines

- ❖ PO Email program generated in July the highest monthly clicks & bookings to-date
- ❖ WHPHs continued to engage more with Core versions
- ❖ DAT ads generated higher GREs than DPA
- ❖ Sojern & Criteo saw slight shifts in performance while maintaining or surpassing target GREs
- ❖ The Adobe RLSA lists rolled out in late July across all Google placements and help increased audience pool by 30%
- ❖ Member rates continued to be featured in Display Media and generated the highest CTR% but lowest GREs YTD

July WHPH Creative Overview

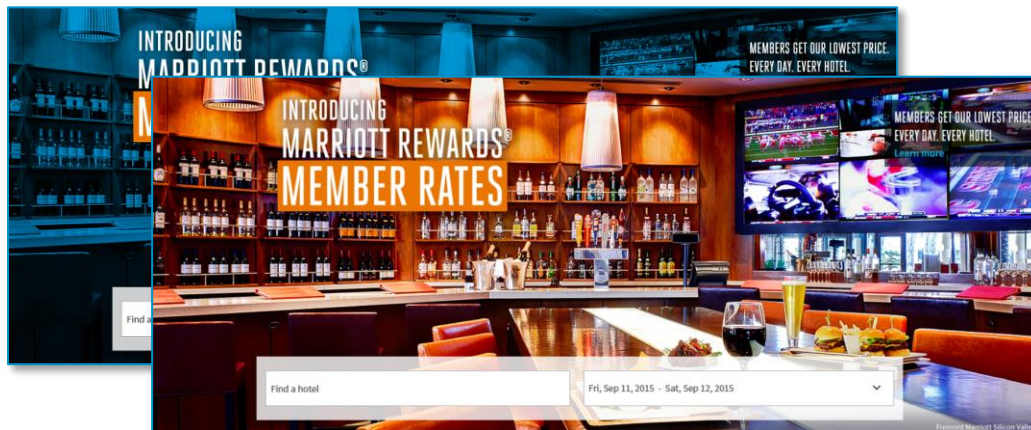
Landing Page Destinations

Landing Page Hero

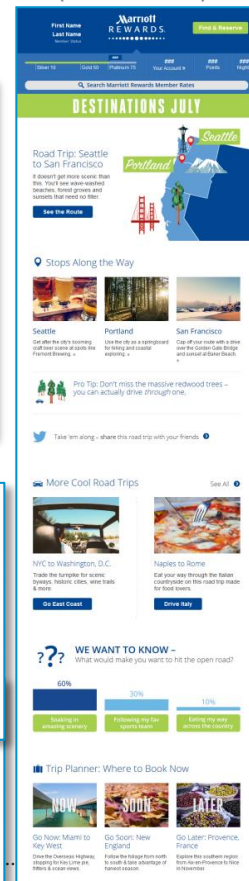
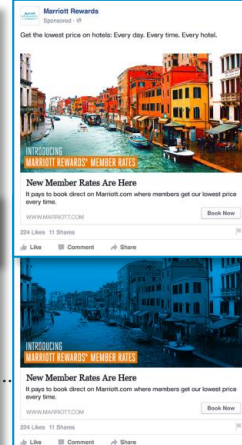
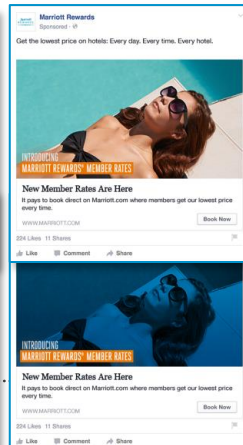
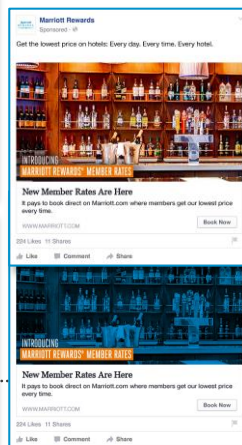
Email
(Destinations)



GDN



Facebook



July '16 WHPH Paid Media Executive Summary

Campaign Type	Campaign	Impressions	Spend	CTR	Revenue	▲ MoM Rev	GRE* - assessed on DoubleClick revenue, not MRDW revenue	▲ MoM	▲ Goal
WHPH CRM Targeting	Sojern	1.4 M	\$9.9 K	0.05%	\$102.2 K	-2.1%	9.4	4.3%	56.2%
	FB Direct Targeting	2.5 M	\$22.6 K	0.69%	\$523.5 K	-11.1%	22.2	15.7%	-17.9%
	CRM Targeting Total	3.8 M	\$32.5 K	0.46%	\$625.7 K	-9.8%	18.3	11.0%	-

Notes

WHPH Paid Search	Dynamic Search Ads	73.6 K	\$8.0 K	7.53%	\$372.5 K	-24.6%	45.7	-18.9%	-26.3%
	MF Paid Search	2.0 M	\$35.7 K	1.26%	\$653.6 K	62.1%	17.3	65.3%	-
	TBPS Paid Search	65.2 K	\$8.6 K	8.40%	\$581.3 K	-10.8%	66.4	-7.1%	-
	Paid Search Total	2.2 M	\$52.3 K	1.69%	\$1.6 M	3.8%	29.7	4.9%	-

Not PO funded

Not PO funded

WHPH Retargeting	Criteo Retargeting	5.9 M	\$29.2 K	0.23%	\$798.9 K	-42.0%	26.4	-4.4%	81.8%
	Facebook DPA	162.5 K	\$4.7 K	1.47%	\$70.7 K	-43.8%	14.1	-0.6%	-43.4%
	Facebook DAT	87.5 K	\$3.3 K	1.47%	\$51.0 K	227.8%	14.4	-19.3%	-
	GDN text (G+BK)	1.8 M	\$7.1 K	0.31%	\$152.8 K	-54.1%	20.5	-12.1%	-41.4%
	GDN Image Ads (G+BK)	3.8 M	\$8.9 K	0.17%	\$1.0 M	-28.3%	113.9	-5.7%	-44.4%
	Retargeting Total	11.7 M	\$53.2 K	0.25%	\$2.1 M	-36.4%	38.4	-1.0%	-

Paused on 7/25

	Impressions	Spend	CTR	Revenue	▲ MoM Rev	GRE* - assessed on DoubleClick revenue, not MRDW revenue	MoM GRE % Change
WHPH Media Grand Total	17.7 M	\$137.9 K	0.47%	\$4.3 M	-21.8%	30.4	-0.7%
WHPH - Project Orange funded only (minus MF and TBPS Paid Search)	15.6 M	\$93.6 K	0.33%	\$3.1 M	-31.0%	32.1	-3.4%

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

July '16 WHPH Paid Media MoM trends overview

Observations

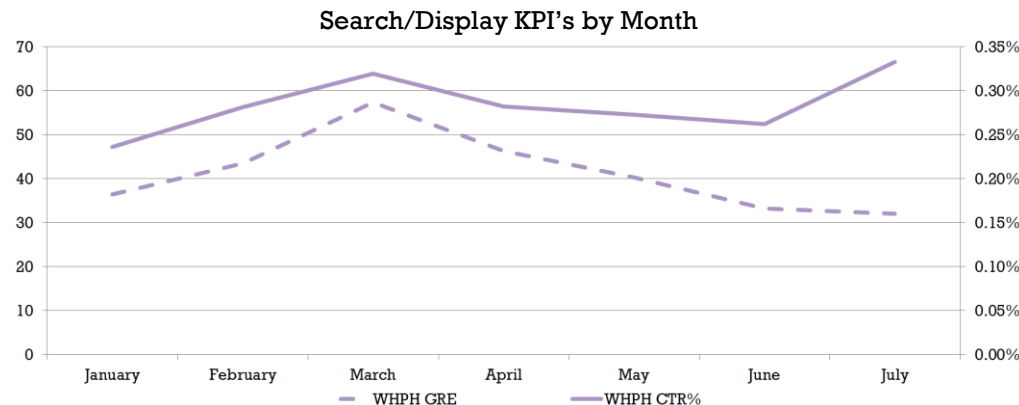
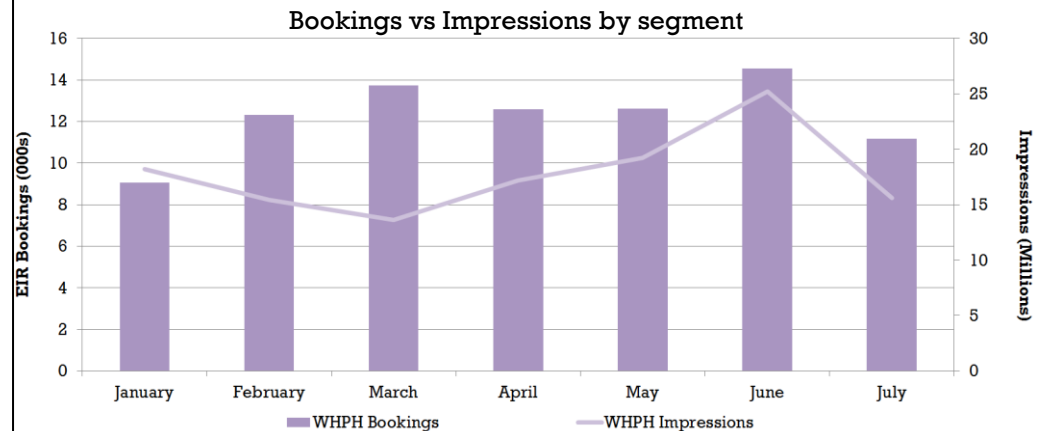
- Spend decreased 29% and impressions decreased 38% MoM
- CTR% reached a YTD high at 0.34%
- 2nd lowest Conv% led to the lowest GRE YTD

GRE MoM increases

- Facebook Targeting
- Sojern

GRE MoM decreases

- Criteo
- Facebook DAT
- Google DSA
- GDN Text & Image Ads



+ CRM Targeting

Sojern Targeting

WHPH GRE Goal: 6:1

Current: 10:1

WHPH RN Goal: 3.9k

Current: 2.7k

SITE NAME	DATE	TOTAL IMPRESSIONS (DFA)	CLICKS (DFA)	CTR	Conv%	POST-CLICK BOOKINGS (MRDW)	POST IMPRESSION BOOKINGS (15% Attribution from DFA)	COST PER BOOKING	TOTAL MEDIA COST	GRE
Sojern Targeting WHPH	June	1,480,576	351	0.02%	86.31%	1	302	\$34.50	\$10,453	8.99
	July	1,353,548	683	0.05%	43.92%	1	299	\$32.85	\$9,853	9.37
	7/4-7/10	141,642	33	0.02%	136.82%	0	45	\$25.10	\$1,133	12.53
	7/11-7/17	250,335	67	0.03%	74.55%	0	50	\$40.09	\$2,003	7.30
	7/18-7/24	479,268	99	0.02%	88.89%	1	87	\$43.57	\$3,834	7.03
	7/25-7/31	482,303	484	0.10%	24.14%	0	117	\$24.67	\$2,883	12.68

Observations

- Overall for the month of July, Sojern saw a 4% increase in performance MoM while keeping overall WHPH GRE at 10:1. The first and last weeks were the strongest performing; and we saw a similar uptick in clicks as TSAT during the final week of the month which led to an overall drop in Conv% and rise in CTR.
- In addition to increasing GRE, Sojern was able to improve its WHPH Cost Per Booking as it decreased by 5%
- Overall WHPH GRE is still at 10:1 which remains significantly above benchmark by 67%. Sojern is also pacing 70% to its WHPH Room Night goal.

+ Paid Search

Google Dynamic Search Ads

SITE NAME	DATE	TOTAL IMPRESSIONS (AdWords)	CLICKS (AdWords)	CTR	Conv%	POST-CLICK BOOKINGS (DFA)	COST PER BOOKING	TOTAL MEDIA COST	GRE
Google Dynamic Search Ads WHPH	June	84,637	5,897	6.97%	21.27%	1,254	\$6.87	\$8,609	56.36
	July	73,601	5,542	7.53%	18.87%	1,046	\$7.63	\$7,976	45.70
	7/1-7/7	15,564	1,191	7.65%	19.31%	230	\$7.53	\$1,732	45.45
	7/8-7/14	19,129	1,424	7.44%	19.94%	284	\$7.27	\$2,066	48.49
	7/15-7/21	19,240	1,475	7.67%	17.90%	264	\$8.02	\$2,117	39.42
	7/22-7/28	19,668	1,452	7.38%	18.46%	268	\$7.69	\$2,061	49.58

Observations

- July performance was fairly steady, although there was a slight decrease in clicks/bookings
- CTR% increased month over month, likely due to a change that Google made, where queries are more accurately matched to site content
- BCM is continuing to optimize towards higher converting queries – although, in July, there were specific types of keywords (such as “all inclusive”) that were not relevant and needed to be included as “negative keywords”

+ Retargeting

Criteo Retargeting

WHPH GRE Goal: 14.5:1

Current: 30:1

WHPH RN Goal: 41k

Current: 30k

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	June	11,060,969	20,096	0.18%	18.81%	713	86,173	3,780	\$12.76	\$48,216	27.59
	July	5,883,803	13,301	0.23%	15.89%	93	48,505	2,114	\$13.81	\$29,198	26.36
	7/4-7/10	2,061,309	4,234	0.21%	15.24%	0	14,833	645	\$15.08	\$9,733	23.59
	7/11-7/17	1,692,757	4,237	0.25%	14.35%	0	13,973	608	\$14.90	\$9,055	24.59
	7/18-7/24	772,564	2,056	0.27%	19.33%	0	9,137	397	\$7.94	\$3,155	48.47
	7/25-7/31	1,357,173	2,774	0.20%	16.71%	93	10,562	463	\$15.65	\$7,255	22.68

Observations

- Monthly Criteo WHPH GRE decreased slightly as the overall GRE is now at 30:1 (previously 32:1).
- SCIDs were malfunctioning from 7/4-7/24 which brought performance down a bit as WHPH brings in a ton of post-click bookings. This was fixed during the final week of July.
- Even with this monthly decrease, Criteo continues to outperform its WHPH GRE benchmark by 107% and is pacing 73% towards its overall WHPH Room Night goal for 2016.

Facebook DAT

WHPH GRE Goal: 14:1
Current: 15.1:1

WHPH RN Goal: 4.7k
Current: 1.2k

SITE NAME	DATE	TOTAL IMPRESSIONS (DFA)	CLICKS (DFA)	CTR	Conv%	POST-CLICK BOOKINGS (MRDW)	POST IMPRESSION BOOKINGS (100% Attribution from DFA)	TOTAL BOOKINGS (4.35% Attribution from DFA)	COST PER BOOKING	TOTAL MEDIA COST	GRE
Facebook DAT WHPH	June	20,429	299	1.46%	33.96%	4	2,330	102	\$8.13	\$826	17.83
	July	87,542	1,286	1.47%	24.52%	26	7,222	315	\$10.50	\$3,311	14.40
	7/4-7/10	13,388	185	1.38%	33.11%	4	1,404	61	\$8.97	\$550	19.34
	7/11-7/17	22,668	332	1.46%	27.48%	3	2,094	91	\$10.02	\$914	14.14
	7/18-7/24	24,660	357	1.45%	25.54%	13	2,083	91	\$10.35	\$943	14.74
	7/25-7/31	26,826	412	1.54%	17.39%	6	1,641	72	\$12.62	\$904	11.29

Observations

- DAT launched during the end of June and delivered a 17.8:1 GRE against the WHPH segment. In July, after it's first full month of spend the segment generated a 14.8:1 GRE, a 17% decrease.
- This performance is similar to the overall WHPH DPA performance but on a significant less amount of spend
- As optimizations and learnings grow, we foresee DAT to outperform DPA

GDN Image Ads

SITE NAME	DATE	TOTAL IMPRESSIONS (AdWords)	CLICKS (AdWords)	CTR	Conv%	POST-CLICK BOOKINGS (DFA)	POST IMPRESSION BOOKINGS (15% Attribution from DFA)	COST PER BOOKING	TOTAL MEDIA COST	GRE
GDN Image Ads WHPH	June	5,067,412	7,869	0.16%	57.64%	863	3,673	\$2.58	\$11,703	120.75
	July	3,794,553	6,334	0.17%	52.77%	712	2,630	\$2.66	\$8,898	113.88
	7/1-7/7	1,298,623	2,003	0.15%	52.05%	252	791	\$3.06	\$3,189	93.56
	7/8-7/14	1,216,733	1,766	0.15%	64.22%	234	900	\$2.39	\$2,714	133.22
	7/15-7/21	782,075	1,123	0.14%	74.75%	185	654	\$2.00	\$1,678	154.62
	7/22-7/28	497,122	1,442	0.29%	22.62%	41	285	\$4.04	\$1,316	71.35

Observations

- Similar to TSAT, GDN Image Ads saw a decrease in spend and Conv% when the Sweeps ads launched in late July
- Top performing site placements : realtor.com, weather.com, favcars.com
- Adobe audience lists were introduced in June; as we gathered more data, here are the insights:
 - The post-click Conv% has leveled out (previously Adobe was lower but with more data is even with Google)
 - Google pixel list 610k, combined Google+Adobe lists 1M – **Adobe has resulted in ~400k additional users to target**

GDN Retargeting (G+BK)

SITE NAME	DATE	TOTAL IMPRESSIONS (AdWords)	CLICKS (AdWords)	CTR	Conv%	POST-CLICK BOOKINGS (DFA)	COST PER BOOKING	TOTAL MEDIA COST	GRE
GDN G+BK WHPH	June	4,182,979	6,896	0.16%	13.86%	956	\$14.29	\$13,661	23.35
	July	1,754,645	5,379	0.31%	10.02%	539	\$13.17	\$7,099	20.52
	7/1-7/7	352,028	1,034	0.29%	9.67%	100	\$12.87	\$1,287	21.52
	7/8-7/14	448,351	1,407	0.31%	7.53%	106	\$17.36	\$1,840	16.58
	7/15-7/21	467,990	1,474	0.31%	11.53%	170	\$11.81	\$2,007	19.67
	7/22-7/28	486,276	1,464	0.30%	11.13%	163	\$12.06	\$1,965	24.43

Observations

- GDN Retargeting CTR% saw a strong increase in July but Conv% decreased, especially the first couple weeks
- Spend was decreased on this network due to underperformance. The new “responsive” ads should help increase performance

+ Display Creative

WHPH July GDN Image Creative Performance*

Bar



Impressions: 1.0M
CTR: 0.16%
Conv%: 45.7%
CPM: \$2.37
GRE: 91.3

Venice



Impressions: 993.3K
CTR: 0.16%
Conv%: 48.0%
CPM: \$2.37
GRE: 102.9

Woman



Impressions: 1.0M
CTR: 0.15%
Conv%: 50.5%
CPM: \$2.36
GRE: 113.4

Bar (Blue)



Impressions: 996.2K
CTR: 0.16%
Conv%: 46.6%
CPM: \$2.37
GRE: 94.9

Venice (Blue)



Impressions: 997.8K
CTR: 0.16%
Conv%: 48.4%
CPM: \$2.40
GRE: 100.6

Woman (Blue)



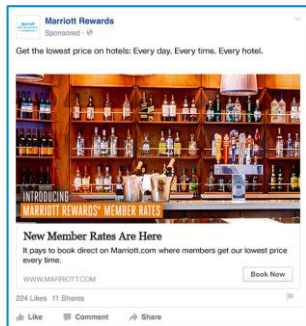
Impressions: 1.0M
CTR: 0.16%
Conv%: 49.7%
CPM: \$2.42
GRE: 110.4

Observations

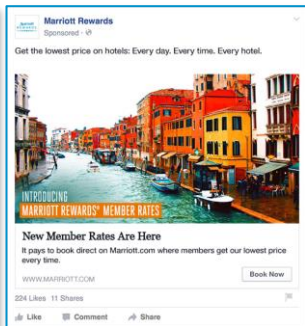
- No versions generated significantly higher CTR%
- The Woman creative appeared to continue to drive the two highest Conv% while the Bar creative appeared to drive the two lowest, suggesting blue hue was not a factor in Conv%

WHPH July Facebook Creative Performance*

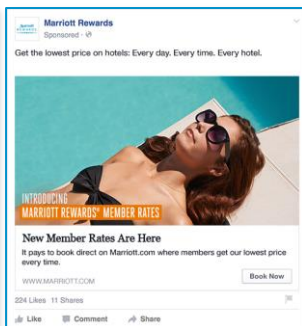
Bar



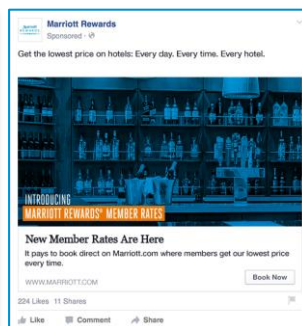
Venice



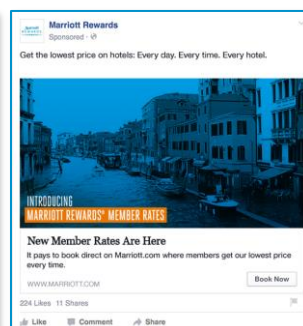
Woman



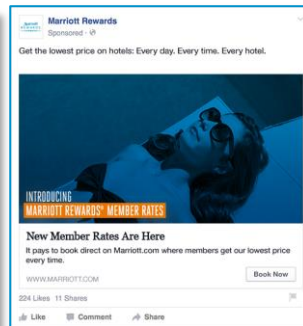
Bar (Blue)



Venice (Blue)



Woman (Blue)



Impressions: 402.7K
CTR: 0.69%
Conv%: 16.9%
CPM: \$6.22
GRE: 28.9

Impressions: 167.5K
CTR: 0.72%
Conv%: 28.4%
CPM: \$13.20
GRE: 24.4

Impressions: 150.8K
CTR: 0.77%
Conv%: 21.4%
CPM: \$11.87
GRE: 21.5

Impressions: 169.4K
CTR: 0.54%
Conv%: 27.4%
CPM: \$8.66
GRE: 27.0

Impressions: 120.6K
CTR: 0.72%
Conv%: 30.6%
CPM: \$11.84
GRE: 31.6

Impressions: 360.7K
CTR: 0.76%
Conv%: 15.7%
CPM: \$8.41
GRE: 22.3

Observations

- Woman imagery appeared to generate the highest CTR% with non-blue as the highest
- Both Bar image CTR% skewed lower
- Overall creative monthly GREs were the lowest YTD

+ Email campaigns

July '16 WHPH Email overview & MoM trends

July Project Orange	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
Benefits	504.6 K	18.4 K	\$6.6 M	32.3%	38.6%	29.2%	36.5	0.03%
Destinations	478.1 K	1.4 K	\$477.5 K	27.3%	5.8%	18.2%	2.9	0.05%
Offers	480.1 K	3.1 K	\$1.1 M	26.7%	10.8%	23.5%	6.8	0.04%
WHPH Total	1.4 M	22.8 K	\$8.2 M	28.9%	20.2%	27.3%	15.9	0.04%

Observations

- 2nd highest number of CTO%, Conv%, click volume, and bookings since launch

Benefits

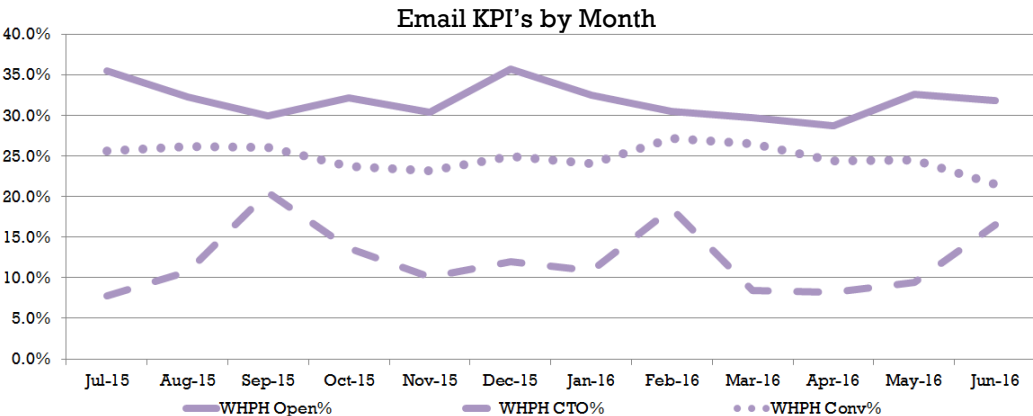
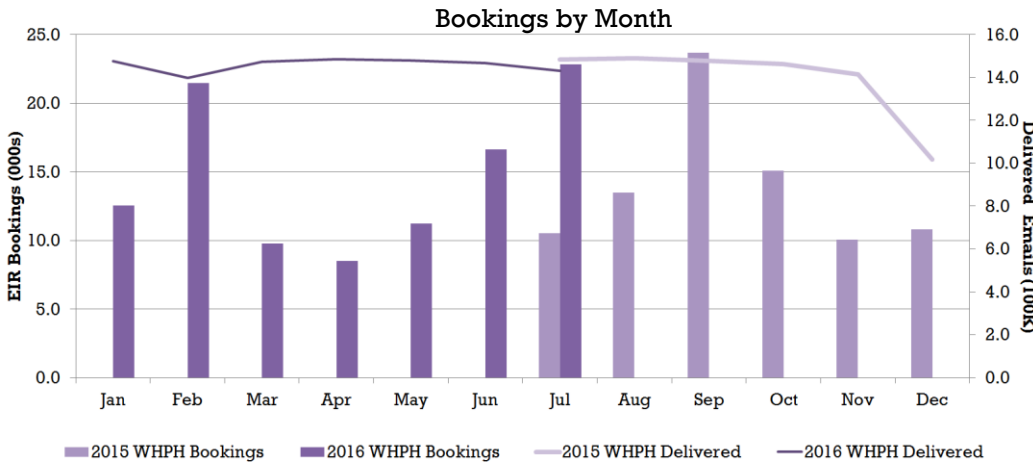
- 2nd highest bookings, CTO% & Conv% to date featuring the Summer Promo

Offers

- Generated Email KPI's consistent with 2016 YTD averages supporting the Summer Promo

Destinations

- 2nd Highest CTO% YTD featuring Road Trip theme



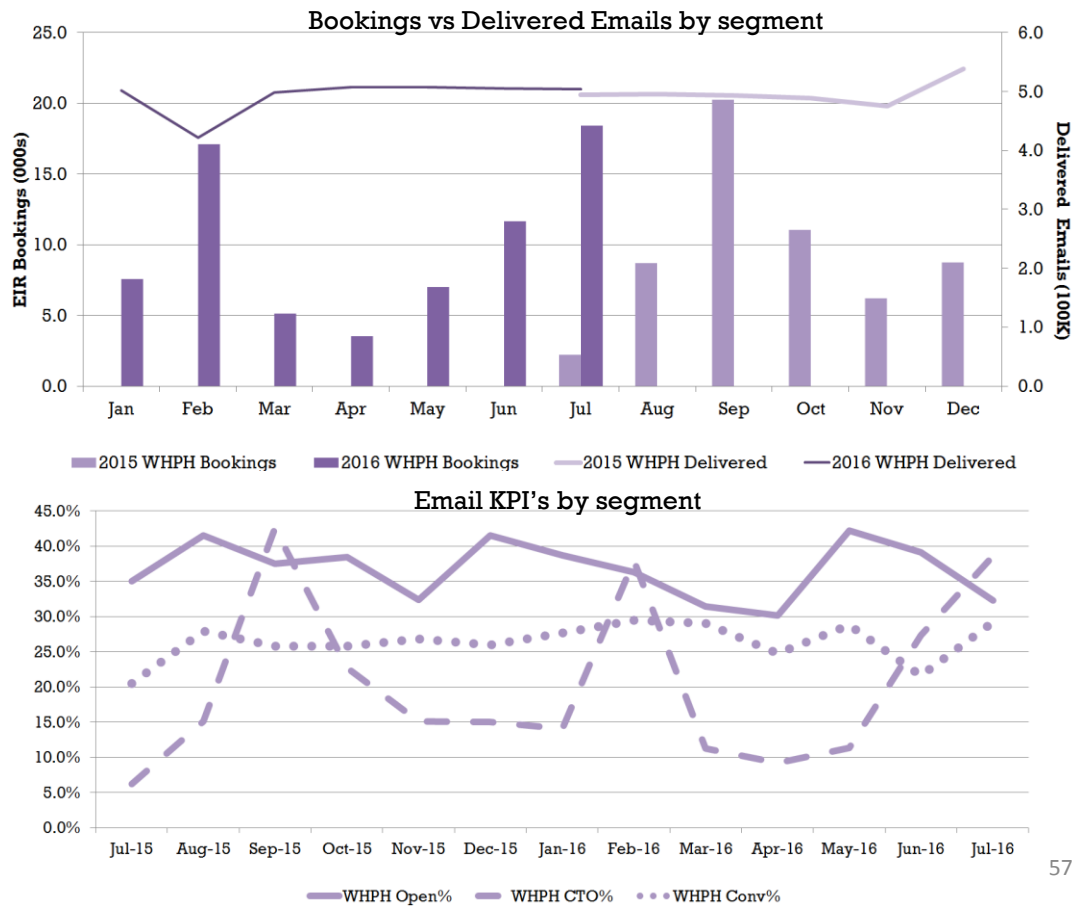
WHPH Benefits overview and MoM trends

Observations

Overall

- 2nd highest bookings, CTO% & Conv% to date resulting in 3rd highest booking/delivered to date
- Featured Summer Promo for the 2nd month, featured more prominently in July

Given the response to Summer Promo, including details in the subject line may have increased Open response



WHPH click engagement was higher with Core versions than Benefits

July eNews/ Benefits	Delivered	Opens	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/ Del (K)	Unsub%
WHPH eNews	53.9 K	17.1 K	2.0 K	\$734.5 K	31.7%	39.3%	29.1%	36.2	0.04%
WHPH Benefits	504.6 K	163.1 K	18.4 K	\$6.64 M	32.3%	38.6%	29.2%	36.5	0.03%
%△					2%	-2%	1%	1%	

CTO% delta between Core and PO has continued to decrease (statistically significant)

WHPH Benefits also featured this Brand Spotlight but did not feature City Scene so the amount of content was similar to eNews

July WHPH Benefits

Observations

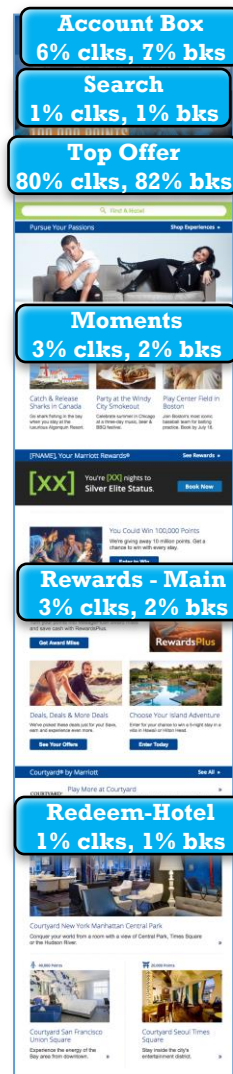
2nd highest CTO% & unique clicks to date

Top Offer generated 80% of Benefits' clicks featuring Summer Promo

- Typical distribution when featuring MegaBonus

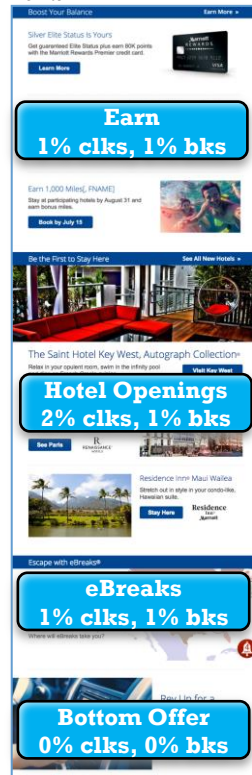
Additional content highlights

- **Moments** feature generated half of the clicks as the entire Rewards section while featuring 3-4x less content
- Hotel Openings section generated the 2nd most section clicks to date
- Near Threshold milestones (Black Bar) generated half the clicks from when it was introduced; **This message may be experiencing fatigue**
- eBreaks clicks fell by 21% MoM with a slightly lower than email average Conv%; **there may be more valuable content to present to WHPH**



Benefits

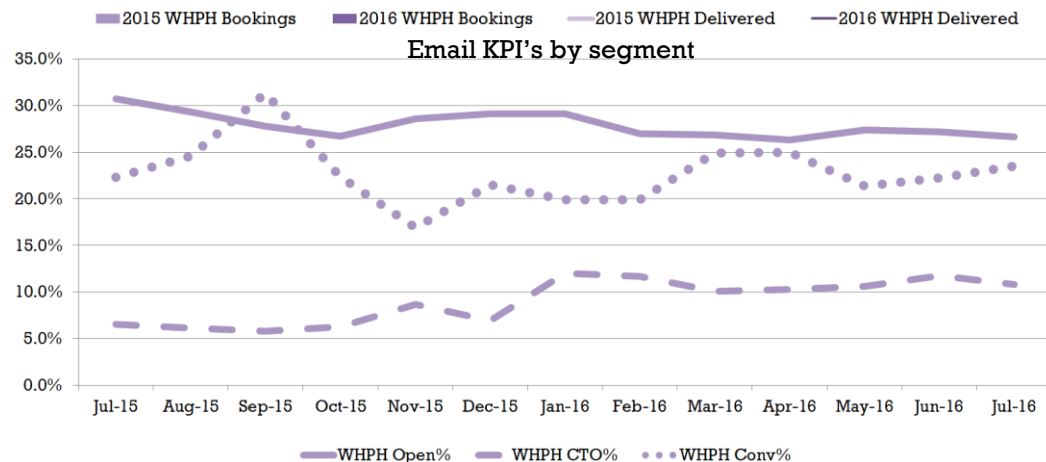
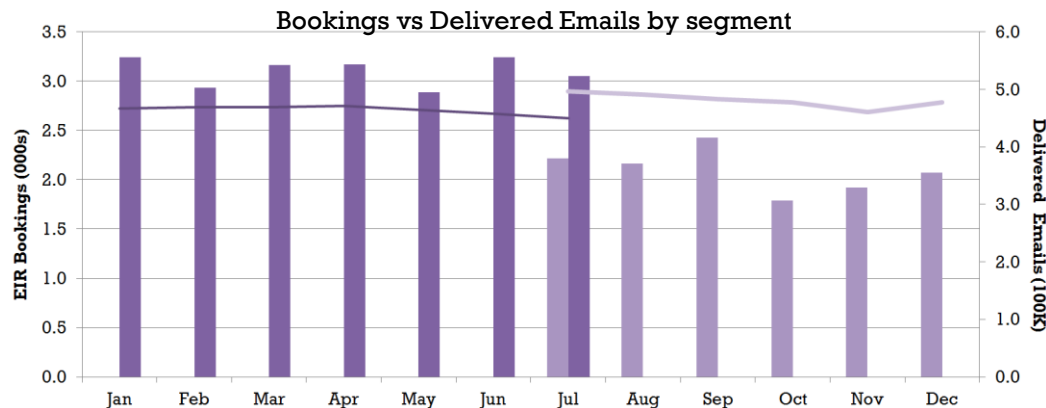
Your Account: How to Earn Extra Points



WHPH Offers overview and MoM trends

Observations

- Generated Email KPI's consistent with 2016 YTD averages, resulting in a 6.8 booking/delivered (vs 6.7 2016 YTD avg)
- Summer Promo was featured as a distinct section for the 2nd month in a row (3rd month featured)



WHPH click and booking engagement was higher with Core versions than Offers

July HS/ Offers	Delivered	Opens	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/ Del (K)	Unsub%
WHPH HS	48.7 K	13.1 K	415	\$148.1 K	26.9%	11.9%	26.6%	8.5	0.04%
WHPH Offers	450.1 K	120.0 K	3.1 K	\$1.09 M	26.7%	10.8%	23.5%	6.8	0.04%
%△					-1%	-9%	-11%	-21%	

Differences in CTO%& Conv% may be due to differing experiences of Control vs Test segments:

- 1) Type of Middle Offer received: Summer Promo-Join, Summer Promo-Earn, 20% off NY
For example: Summer Promo-Earn generated 2-5x higher Conv% than Summer Promo-Join over June & July
- 2) Dynamic image optimization of Default offer & Experiences section
- 3) Ongoing differences between PO Test & Control audiences & their experience (propensity model)

WHPH Destinations overview and MoM trends

Observations

July continued a theme of Road Trips from June

- Offered specific routes and itineraries targeted by geography
- Content linked to Traveler
- Introduced Social Share with Twitter
- Reaction module for travel type preferences

Destinations generated YTD:

2nd lowest Open%

- A subject line test was conducted but overall did not positively impact Open rate

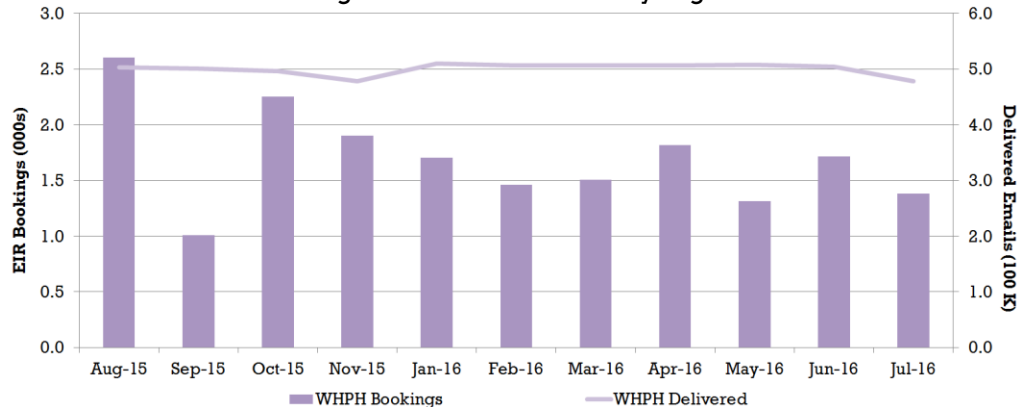
Lowest Conv%

- Increased links to Traveler
- Addition of Reaction module & Twitter CTA

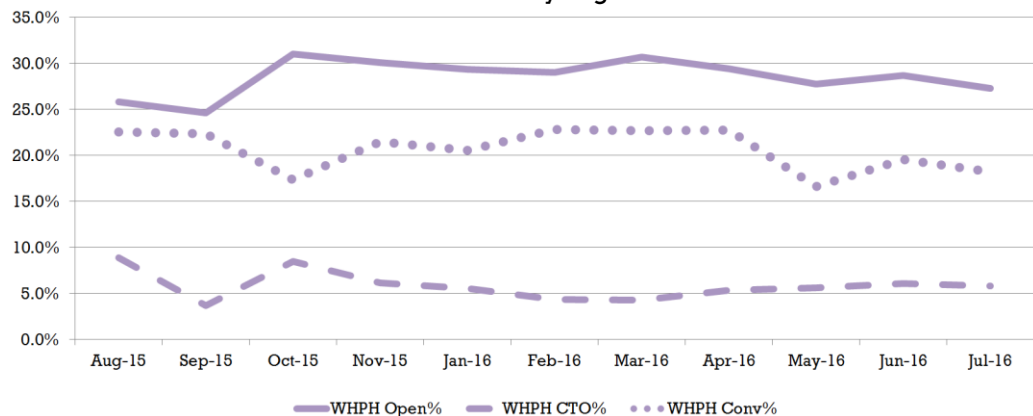
2nd Highest CTO% due to unique content treatments in July

- **More content** than other Destinations
- High **US Destination** focus (for East/West coast versions)
- Increased relevancy with **Geo-targeting**

Bookings vs Delivered Emails by segment



Email KPI's by segment

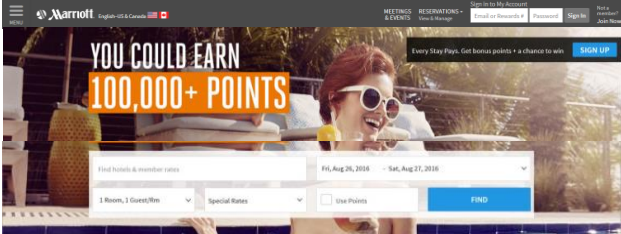
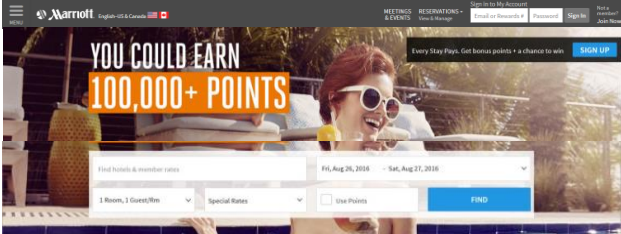
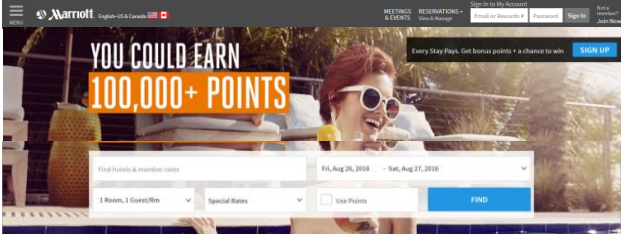
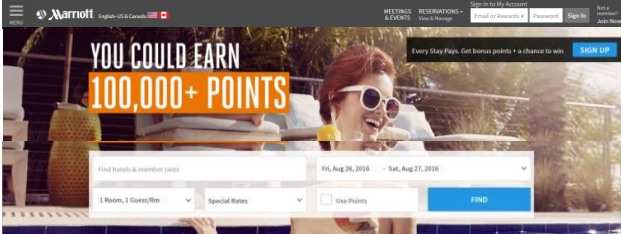
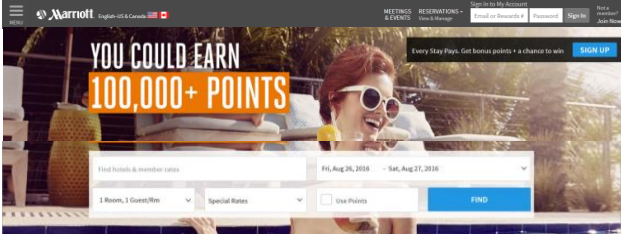
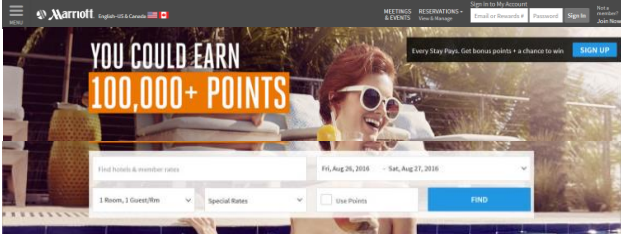
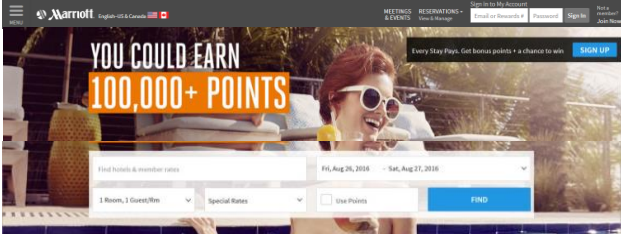


July '16 WHPH Key Takeaways

- ❖ July may be an opportune month to aggressively feature booking offers
- ❖ Spend will be allocated to **Facebook DPA** from DAT
- ❖ New responsive ad in **GDN Retargeting** will launch in early September to improve CTR% and Conv%
- ❖ **eBreaks** does not appear to be adding value in Benefits: Removed from October Benefits
- ❖ **Milestones** (black bar) in **Benefits** may be experiencing fatigue: There may be more optimal content opportunities
- ❖ Members appeared to engage with **Moments** in eNews and may be responsive to future features

+ Landing Page

TSAT Landing Page Results

Header		190 clicks / 7.8% visits / 31.2% of clicks
Hero ITA		52 clicks / 2.2% visits / 8.6% of clicks
Search		273 clicks / 8.6% visits / 44.9% of clicks
Most Booked		42 clicks / 1.7% visits / 6.9% of clicks
Most Redeemed		12 clicks / 0.5% visits / 2.0% of clicks
Destinations Boxes		18 clicks / 0.7% visits / 3.0% of clicks
Brand Boxes		21 clicks / 0.9 % visits / 3.5% of clicks

+ Acquisition





July Facebook



MEMBER RATES

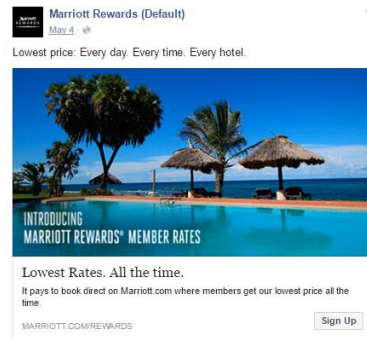


Executive Summary

Target	WHPH	TSAT	WHPH-LAL	TSAT-LAL
Impressions	231,583	229,358	271,287	238,507
Link Clicks* <i>*Overall LCR of MRMR campaign on FB: 0.54%</i>	1,031	1,253	1,000	1,073
LCR	0.45%	0.55%	0.37%	0.45%
Enrollments (total)	54	39	27	23
CPA* <i>*Overall CPA of MRMR campaign on FB: \$19.37</i>	\$27.24	\$37.66	\$37.23	\$44.18
Above / Below CPA Benchmark?				

Key Takeaways:

- Both the WHPH and TSAT segments as well as their lookalike audiences performed below benchmark.
 - MEC recommends scaling spend away from these segments in the acquisition campaign on Facebook as the audiences continues to lose qualified members as they sign up.
 - MEC also recommends utilizing creative images that are unique for each KPI. Previous creative in the acquisition campaign could potentially be confused with the creative that's also running in the bookings campaign.
- Top creative continues to be the pool image
 - MEC recommends focusing on destination-based images for future PO content



Top Creative
(in terms of CPA + LCR)

July Digital Enrollment Results

MEMBER RATES



July Executive Summary (Non-LAL)

	WHPH	TSAT
Impressions	341,104	341,242
Clicks	45	51
CTR	0.01%	0.01%
Spend	\$1,672	\$1,672
Enrollments	1	3
CPA	\$1,672	\$557

BETTER
PERFORMER

July Executive Summary (LAL Only)

	WHPH	TSAT
Impressions	1,022,914	437,160
Clicks	346	121
CTR	0.03%	0.03%
Spend	\$7,069	\$2,240
Enrollments	160	43
CPA	\$44	\$52

BETTER
PERFORMER

Key July Takeaways:

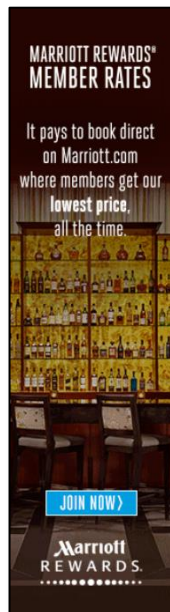
- Project Orange non-member targeting against the MRMR ads delivered an overall \$61 CPA in the month of July. This 82% improvement from June was driven by LAL modeling of the segments with Dstillery.
- Dstillery drove a \$44 CPA against the LAL placements of WHPH and a \$52 CPA against the LAL placements of TSAT.
- Turbine's direct targeting of the PO segments delivered an \$836 CPA – less spend was allocated to these placements in August and we recommend pausing direct targeting moving forward.



July Digital Enrollment Creative Results



MEMBER RATES



CTR:
0.025%
CPA: \$54



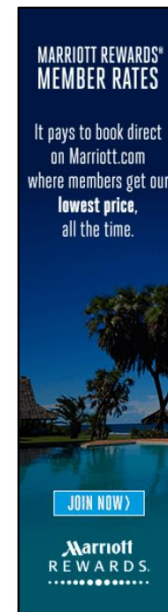
CTR:
0.030%
CPA: \$52



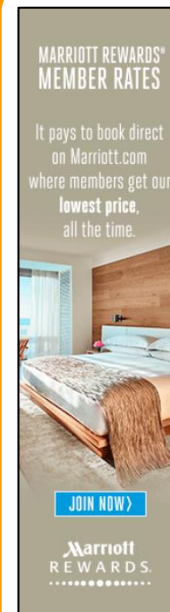
CTR:
0.026%
CPA: \$57



CTR:
0.024%
CPA: \$145



CTR:
0.026%
CPA: \$93



CTR:
0.026%
CPA: \$57

Although LAL performance has been much better than direct segment, users are showing similar preferences with ads

July Non-Member TSAT Benefits

Non-Member Benefits

Your Free Night is Just a Click Away,
[First Name]

July Non-Member Benefits	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
TSAT	41.4 K	58	\$1.4 K	25.7%	3.0%	18.2%	1.4	0.23%

Observations

The Non-Member version of Benefits featured Free Night offer, New Member Benefits, sweepstakes, and MRCC offer, generating 444 clicks

- June generated 337 Clicks
- May-276 Clicks

Top Offer generated 37% of Email clicks while June generated 59%

- July Non-member Benefits featured considerably less content

The screenshot displays the Marriott Rewards email interface. At the top, there's a navigation bar with 'First Name', 'Last Name', and a 'Find & Reserve' button. Below this, a 'Silver 10' status bar is visible. The main content area features several promotional banners: 1. 'Account Box' with '16% clks, 2 bks'. 2. 'Search' with '11% clks, 1 bks'. 3. 'Top Offer' with '37% clks, 0 bks' and a 'Join Today' button. 4. 'Rewards' with '9% clks, 0 bks' and a 'Learn More' button. 5. 'eBreaks' with '19% clks, 0 bks' and a 'Book Your Trip' button. 6. 'Bottom Offer' with '5% clks, 0 bks' and a 'Plan Your Trip' button. The interface also includes a 'Get Rewarded' section with a 'FNAME' placeholder and a 'Get Away With eBreaks' section with a '28' placeholder. The bottom of the email shows a map of the United States with a '25' placeholder and a 'Plan Your Trip' button.

July Non-Member WHPH Benefits

Non-Member Benefits

Your Free Night is Just a Click Away,
[First Name]

July Non-Member Benefits	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
WHPH	5.5 K	7	\$3.5 K	25.2%	2.8%	17.9%	1.3	0.20%

Observations

Note: Enrollments counts may be incomplete

The Non-Member version of Benefits featured Free Night offer, New Member Benefits, sweepstakes, and MRCC offer, generating 48 clicks

- May Non-member benefits featured Member Rates & generated 35 clicks
- June Non-member benefits featured New Member benefits & sweepstakes & generated 28 clicks
- July version featured less content than both previous versions

June Free Night Offer solo sent generated 16 enrollments and 3.1 enrollment/delivered Email (K)

- 62.5% enrollment conversion

Account Box
21%, 0 bks

Search
10%, 0 bks

Top Offer
33%, 1 bks

HAT A NIGHT!
STAY TWICE, GET A FREE NIGHT!

Oh What a Free Night!
Join Marriott Rewards® and earn a free night when you make 2 paid stays at any of our 4,200+ hotels.

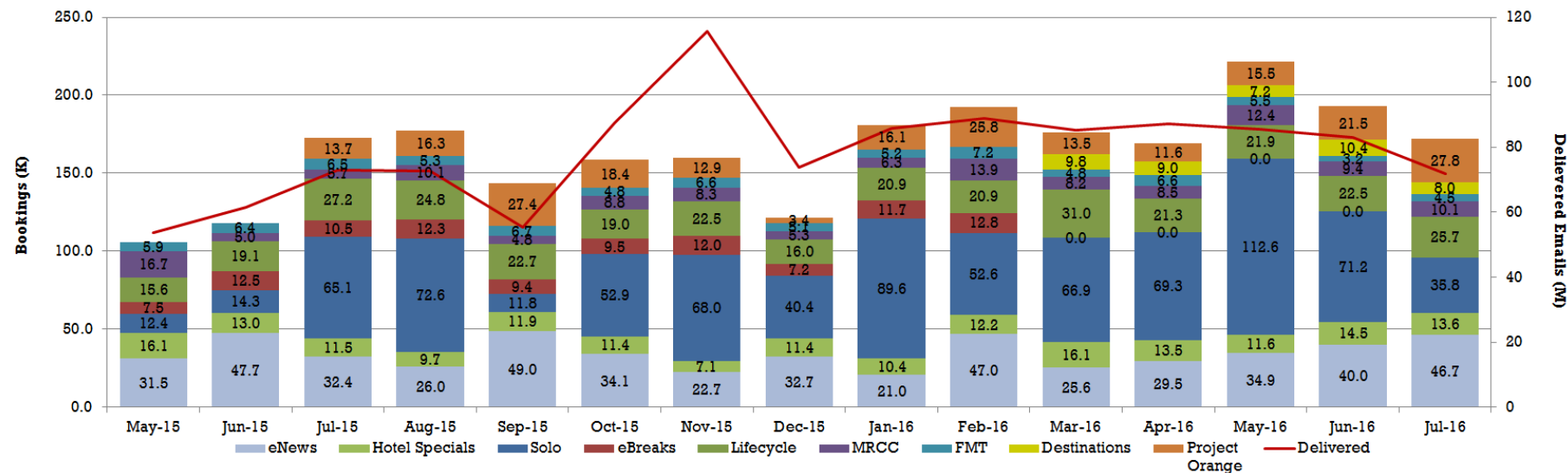
Rewards
15%, 0 bks

Bottom Offer
4% clks, 0 bks



Appendix

YoY Solo volume decreased by 30% YoY



July Key Solo Mailings

Delivered / EIR Bookings

July '16:	MB Reg Reminder	8.5 M / 15.6 K
	METT	1.9 M / 1.8 K
	EnergyPlus	1.6 M / 1.8 K
	Europe Leisure 1	731 K / 619
	Europe Leisure 2	726 K / 468

Delivered / EIR Bookings

July '15:	Account Security	11.9 M / 55.5 K
	Mid-Year Review	7.5 M / 4.2 K
	Delta MEO	835 K / 571
	METT	772 K / 993

2016 Paid Display Goals

Segment	Tactic	GRE EOY Goal (:1)	RNs	Notes
WHPH	Criteo	14.5	41,000	Based on current RN pacing against remaining 2016 spend.
WHPH	Sojern	6	3,900	Based on current RN pacing against remaining 2016 spend.
WHPH	Facebook DPA	25	6,908	Reassess after launch, based on MEC and FB Projection.
WHPH	Facebook Direct	27	22,900	Based on current RN pacing against remaining 2016 spend. GRE to be reassessed after rel-launch with DPA launch.
TSAT	Criteo	6	7,820	Based on current RN pacing against remaining 2016 spend.
TSAT	Sojern	4	880	Based on current RN pacing against remaining 2016 spend.
TSAT	Facebook DPA	20	2,141	Reassess after launch, based on MEC and FB Projection.
TSAT	Facebook Direct	9	4,200	Based on current RN pacing against remaining 2016 spend. GRE to be reassessed after rel-launch with DPA launch.

2016 Paid Search Goals

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

Glossary of definitions

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

Booking attribution legend

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

+ CRM Targeting

Facebook Direct Targeting

TSAT GRE Goal: 8.7:1

Current: 8.3:1

TSAT RN Goal: 10.5k

Current: 6.5k

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	June	957,183	8,287	0.87%	5.46%	7	446	\$19.19	\$8,684	8.17
	July	1,121,748	8,476	0.76%	6.29%	4	529	\$14.85	\$7,911	9.78
	7/4-7/10	243,597	1,903	0.78%	6.32%	0	120	\$13.61	\$1,638	13.01
	7/11-7/17	289,036	2,416	0.84%	6.10%	3	144	\$14.18	\$2,089	9.71
	7/18-7/24	286,686	2,095	0.73%	6.49%	0	136	\$15.37	\$2,091	9.27
	7/25-7/31	302,429	2,062	0.68%	6.26%	1	128	\$16.22	\$2,094	7.83

Observations

- Monthly TSAT GRE driven by the MRMR ads in market increased by 20% MoM (8.2:1 → 9.8:1)
- CTR% and Cost Per Booking metrics dropped WoW which can be attributed to diminishing returns with added spend and creative exhaustion. This ultimately resulted in GRE dropping 40% from the first week of July to the last week.
- **Please note that July data has been estimated due to an Adara pixel located on confirmation pages

Facebook Direct Targeting

WHPH GRE Goal: 19.8:1
Current: 21.5:1

WHPH RN Goal: 48k
Current: 33.7k

SITE NAME	DATE	TOTAL IMPRESSIONS (DFA)	CLICKS (DFA)	CTR	Conv%	POST-CLICK BOOKINGS (MRDW)	POST IMPRESSION BOOKINGS (15% Attribution from DFA)	COST PER BOOKING	TOTAL MEDIA COST	GRE
Facebook Targeting WHPH	June	2,812,975	21,341	0.76%	14.01%	14	2,977	\$9.77	\$29,230	19.15
	July	2,468,052	16,948	0.69%	18.25%	7	3,086	\$7.31	\$22,605	22.16
	7/4-7/10	557,853	3,738	0.67%	19.89%	1	743	\$6.57	\$4,887	24.97
	7/11-7/17	649,642	4,649	0.72%	17.23%	2	799	\$7.55	\$6,048	21.38
	7/18-7/24	618,957	4,386	0.71%	17.67%	3	772	\$7.64	\$5,918	20.93
	7/25-7/31	641,600	4,175	0.65%	18.52%	1	772	\$7.44	\$5,753	21.86

Observations

- Monthly WHPH GRE driven by the MRMR ads in market increased by 16% MoM (19:1 → 22:1)
- However, similar to what we saw with TSAT this month, WoW metrics began to regress due to creative exhaustion and diminishing returns with an increase in spend.
- Overall GRE remained at 22:1 and is 19% below the 27:1 goal

+ Paid Search

Google Dynamic Search Ads

SITE NAME	DATE	TOTAL IMPRESSIONS (AdWords)	CLICKS (AdWords)	CTR	Conv%	POST-CLICK BOOKINGS (DFA)	COST PER BOOKING	TOTAL MEDIA COST	GRE
Google Dynamic Search Ads TSAT	June	81,151	5,645	6.96%	13.06%	737	\$14.79	\$10,899	26.60
	July	49,606	3,986	8.04%	10.81%	431	\$12.25	\$5,279	34.02
	7/1-7/7	2,991	282	9.43%	11.70%	33	\$8.68	\$286	51.13
	7/8-7/14	15,450	1,225	7.93%	9.88%	121	\$13.73	\$1,661	31.20
	7/15-7/21	15,680	1,279	8.16%	10.56%	135	\$12.84	\$1,733	28.53
	7/22-7/28	15,485	1,200	7.75%	11.83%	142	\$11.25	\$1,597	39.86

Observations

- In July, spend decreased due to a planned budget cut (that later was cancelled), as well as, a dip in spend opportunity surrounding the July 4th holiday
- A slight increase in CTR% and decrease in CPC helped to increase the GRE from 27:1 to 34:1
- Top performing queries : “lake arrowhead resort”, “opryland hotel”, “half moon bay”. These types of queries (and many other similar ones) indicate that the TSAT audience was heavily looking for last minute summer leisure travel

+ Retargeting

Facebook DPA

SITE NAME	DATE	TOTAL IMPRESSIONS (DFA)	CLICKS (DFA)	CTR	Conv%	POST-CLICK BOOKINGS (MRDW)	POST IMPRESSION BOOKINGS (100% Attribution from DFA)	TOTAL BOOKINGS (4.35% Attribution from DFA)	COST PER BOOKING	TOTAL MEDIA COST	GRE
Facebook DPA TSAT	June	121,886	2,544	2.09%	5.45%	15	3,172	139	\$27.83	\$3,858	5.67
	July	106,897	2,160	2.02%	4.88%	14	2,411	105	\$26.02	\$2,745	6.14
	7/4-7/10	21,412	469	2.19%	4.86%	2	522	23	\$26.00	\$593	7.02
	7/11-7/17	24,953	519	2.08%	5.53%	5	655	29	\$24.86	\$714	6.77
	7/18-7/24	27,551	557	2.02%	5.33%	2	681	30	\$24.62	\$731	6.03
	7/25-7/31	32,981	615	1.86%	3.95%	5	553	24	\$29.14	\$707	4.88

Observations

- TSAT GRE for Facebook DPA improved to 6.3:1 for the month of June which can be attributed to the decrease in spend, aiding in lower overall costs.
- We have eliminated goals for DPA because of continued stronger performance from DAT. Spend is being optimized towards DAT and DPA will eventually be phased out.

Facebook DPA

SITE NAME	DATE	TOTAL IMPRESSIONS (DFA)	CLICKS (DFA)	CTR	Conv%	POST-CLICK BOOKINGS (MRDW)	POST IMPRESSION BOOKINGS (100% Attribution from DFA)	TOTAL BOOKINGS (4.35% Attribution from DFA)	COST PER BOOKING	TOTAL MEDIA COST	GRE
Facebook DPA WHPH	June	238,727	3,353	1.40%	17.43%	39	13,397	584	\$14.13	\$8,256	14.22
	July	162,495	2,383	1.47%	17.19%	30	9,388	410	\$11.39	\$4,668	16.14
	7/4-7/10	33,119	573	1.73%	17.83%	5	2,343	102	\$9.99	\$1,020	17.54
	7/11-7/17	38,880	568	1.46%	18.82%	11	2,447	107	\$11.65	\$1,246	14.60
	7/18-7/24	40,702	597	1.47%	18.83%	10	2,574	112	\$10.74	\$1,208	13.66
	7/25-7/31	49,794	645	1.30%	13.68%	4	2,024	88	\$13.54	\$1,194	11.24

Observations

- WHPH GRE for Facebook DPA ended at 14.2:1 for the month of June. WHPH GRE improved to 16:1 in July which was a 13% increase.
- We have eliminated goals for DPA because of continued stronger performance from DAT. Spend is being optimized towards DAT and DPA will eventually be phased out

+ Email Campaigns

Core

Account Box
17% clks, 23% bks

Search
5% clks, 5% bks

Top Offer
63% clks, 63% bks

Sweet Summer Sweeps

Earn bonus points – plus a chance to win 100,000 points – with every stay

[Enter to Win](#)

[Find A Hotel](#)

Moments
3% clks, 2% bks

Meet Demi Lovato & Nick Jonas

Be a VIP at the concert. Meet the artists and watch the show from your premium seats.

[Get Tickets](#)



Catch & Release Sharks in Canada

Go shark fishing in the bay when you stay at the luxurious Argonaut Resort.



Celebrate Summer in Chicago

North on 880 at the Wrigley City Stadium, a three-day music festival.



Play Center Field in Boston

Join Boston's most iconic baseball team for batting practice. Book by July 15.

Rew - Head
4% clks, 3% bks

Rew - Main
2% clks, 2% bks

Earn
1% clks, 1% bks



Drive in Style & Save up to 35%
Rent your road trip wheels from Hertz and earn up to 5,000 points. See [Get Your Car](#)

[Get Your Car](#)

Earn 80,000 Bonus Points
Plus, the opportunity to earn 7,500 more bonus points.

[Learn More](#)



Hotel Open
2% clks, 1% bks

SpringHill Suites-San Diego Downtown/Bayfront

Unleash by the pool and find your zen while walking distance of attractions in America's Finest City.



Renaissance Paris Republic
Tour the City of Lights and experience Paris like a local.

[Stay Here](#)



Residence Inn-Mau Wailea
Extend your stay in Hawaii and make your family and wallet happy.

[Book Now](#)

City Scene
1% clks, 0% bks

★★★ 10K restaurants with a total of 27 Michelin stars

You'll Be Enchanted by This Seaside City

Experience the art, culture and excitement of Spain's Catalonian capital.

[Visit Barcelona](#)



See Sagrada Família

Visit the basilica to see the incredible stone carvings that cover the central spire.



Eat: Paella & Seafood

Chow down on a big bowl of paella, a rice dish, and fish fresh from the sea.



Do: Shop Camper des Taliers

Go where the locals shop and browse the boutiques along the vibrant street.

Renaissance Barcelona Hotel

Stay steps away from Sagrada Família and toast to your trip at our rooftop bar that boasts panoramic city views.



eBreaks
1% clks, 1% bks



You Should Take a Road Trip

Take advantage of low gas prices and skip the airport security lines this summer.

[Plan Your Trip](#)

TSAT

Account Box
13% clks, 23% bks

Search
5% clks, 7% bks

Top Offer
69% clks, 62% bks

Sweet Summer Sweeps

Earn bonus points – plus a chance to win 100,000 points – with every stay

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[Find A Hotel](#)

Moments
3% clks, 3% bks

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Rew - Main
0% clks, 0% bks

Earn
1% clks, 1% bks



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eBreaks
2% clks, 1% bks



You Should Take a Road Trip

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[Plan Your Trip](#)

WHPH

Account Box
7% clks, 7% bks

Search
2% clks, 2% bks

Top Offer
82% clks, 86% bks

Sweet Summer Sweeps

Earn bonus points – plus a chance to win 100,000 points – with every stay

[Enter to Win](#)

[Find A Hotel](#)

Moments
3% clks, 2% bks

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Be a VIP at the concert. Meet the artists and watch the show from your premium seats.

[Get Tickets](#)



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Rew - Main
0% clks, 0% bks

Earn
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[Get Your Car](#)

Earn 80,000 Bonus Points
Plus, the opportunity to earn 7,500 more bonus points.

[Learn More](#)



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eBreaks
1% clks, 1% bks



You Should Take a Road Trip

Take advantage of low gas prices and skip the airport security lines this summer.

[Plan Your Trip](#)

Core

TSAT

WHPH

Account Box
21% cllks, 38% bks

Search
10% cllks, 12% bks

Field Offers
42% cllks, 26% bks

Getaways
4% cllks, 3% bks

Here's \$100 to See San Diego
Get a Visa® gift card for a boat cruise or night
out - plus get a free room upgrade.

Stay at Gaylord Hotels®,
Collect \$100
Use your nightly reward credit for more spa and
more with less. C.L. to Dallas.

Experiences
4% cllks, 2% bks



Wine & Spa in Niagara Falls
Never tried our wine? Pair that with a
Niagara wine tour & spa credit.

Earn 2,500 Bonus Points
in Historic Denver
Turn a weekend stay in a converted
bank into funding for your next trip.



eBreaks
6% cllks, 4% bks

Account Box
16% cllks, 30% bks

Search
9% cllks, 13% bks

Field Offers
43% cllks, 26% bks

Getaways
6% cllks, 5% bks

Here's \$100 to See San Diego
Get a Visa® gift card for a boat cruise or night
out - plus get a free room upgrade.

Stay at Gaylord Hotels®,
Collect \$100
Use your nightly reward credit for more spa and
more with less. C.L. to Dallas.

Experiences
4% cllks, 5% bks



Wine & Spa in Niagara Falls
Never tried our wine? Pair that with a
Niagara wine tour & spa credit.

Earn 2,500 Bonus Points
in Historic Denver
Turn a weekend stay in a converted
bank into funding for your next trip.



eBreaks
7% cllks, 5% bks

Account Box
14% cllks, 20% bks

Search
5% cllks, 2% bks

Field Offers
41% cllks, 36% bks

Getaways
4% cllks, 6% bks

Here's \$100 to See San Diego
Get a Visa® gift card for a boat cruise or night
out - plus get a free room upgrade.

Stay at Gaylord Hotels®,
Collect \$100
Use your nightly reward credit for more spa and
more with less. C.L. to Dallas.

Experiences
6% cllks, 3% bks



Wine & Spa in Niagara Falls
Never tried our wine? Pair that with a
Niagara wine tour & spa credit.

Earn 2,500 Bonus Points
in Historic Denver
Turn a weekend stay in a converted
bank into funding for your next trip.



eBreaks
6% cllks, 5% bks

You'll Love New York for 20% Less
Are you a Manhattan or a Brooklyn person? Either
way, now you'll save at hotels across both boroughs.

From \$143

You'll Love New York for 20% Less
Are you a Manhattan or a Brooklyn person? Either
way, now you'll save at hotels across both boroughs.

From \$143

You'll Love New York for 20% Less
Are you a Manhattan or a Brooklyn person? Either
way, now you'll save at hotels across both boroughs.

From \$143

Core

Account Box

32% clks, 58% bks

Search

7% clks, 9% bks

Top Offer

42% clks, 22% bks

Middle Offer

10% clks, 6% bks

Bottom Offer

6% clks, 3% bks

TSAT CTRL

Account Box

22% clks, 60% bks

Search

6% clks, 7% bks

Top Offer

36% clks, 17% bks

Middle Offer

28% clks, 8% bks

Bottom Offer

7% clks, 5% bks

WHPH CTRL

Account Box

25% clks, 39% bks

Search

5% clks, 3% bks

Top Offer

34% clks, 32% bks

Middle Offer

28% clks, 21% bks

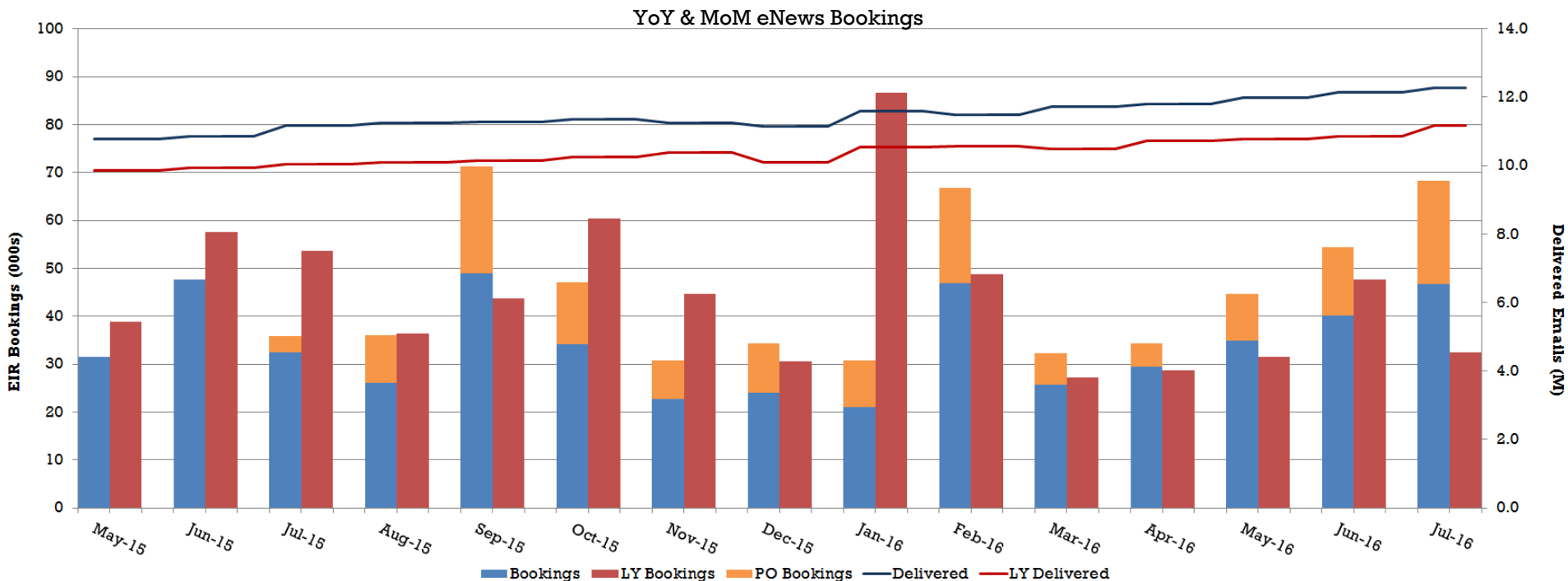
Bottom Offer

8% clks, 5% bks

Observations

WHPH click engagement appeared to favor Bottom Offer in lieu of engagement with Account Box/Search & Top Offer

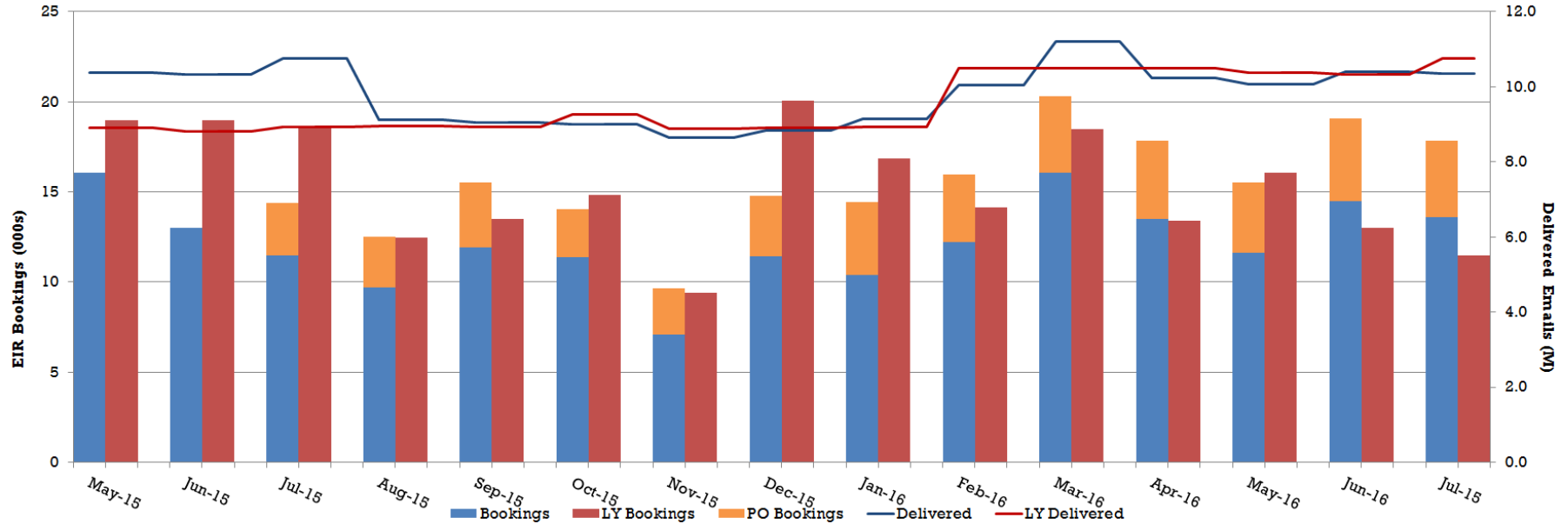
July '16 Core eNews generated 91% more bookings YoY than July '15 eNews



Observations

2015 July eNews featured MidYear Review

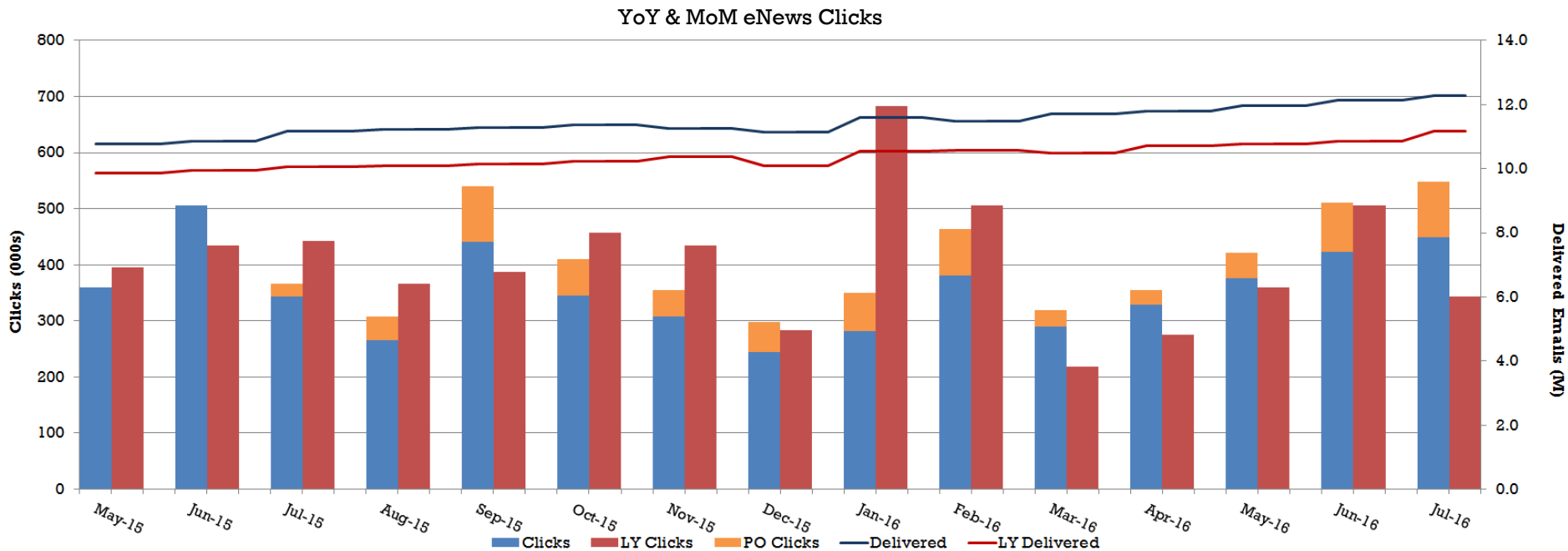
July '16 Hotel Specials performance summary



Observations

Hotel Specials generated 24% more bookings YoY

July '16 Core eNews generated 50% more clicks YoY than July '15 eNews



Observations

2015 July eNews featured MidYear Review

WHPH Control Group Destinations vs PO Destinations

July Destinations	Delivered	Opens	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
WHPH Core	51.0 K	14.8 K	203	\$73.5 K	29.0%	5.9%	23.3%	4.0	0.04%
WHPH PO	478.1 K	130.3 K	1.4 K	\$477.5 K	27.3%	5.8%	18.2%	2.9	0.05%
%△					-6%	-1%	-22%	-27%	

There were significant differences in Conv% between Test & Control

- There may be a tracking/reporting issue
- Test & Control may have received different % of West/East Coast versions & may have had different Conv% with each

July WHPH Destinations

July Destinations	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
WHPH	478.1 K	1.4 K	\$477.5 K	27.3%	5.8%	18.2%	2.9	0.05%

Observations

Note: Reporting did not distinguish West/East/ROW versions; this has been fixed for August

Positive click engagement

- Clicks to the Account Box were well below historical averages suggesting high interest in content
- Majority of clicks were to the main Top Offer CTA

Unique content elements

- More content** than other Destinations
- High US Destination** focus (for East/West coast versions)
- Increased relevancy with **Geo-targeting**

East Coast

West Coast

Account Box

23% clics, 35% bks

Search

4% clics, 5% bks

Top Offer

34% clics, 29% bks

Stops on the way

16% clics, 14% bks

Road Trips

11% clics, 9% bks

Reaction

2% clics, 2% bks

Bottom Offer

8% clics, 5% bks