



Project Orange March Review

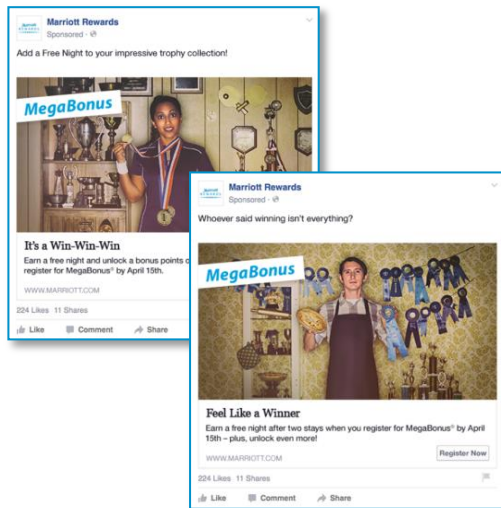
May 6th, 2016

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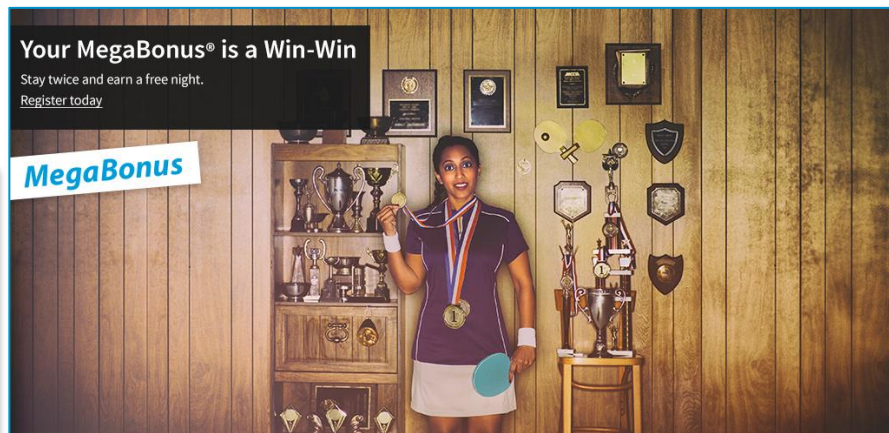
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- Paid Media MoM trends
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March TSAT Creative Overview

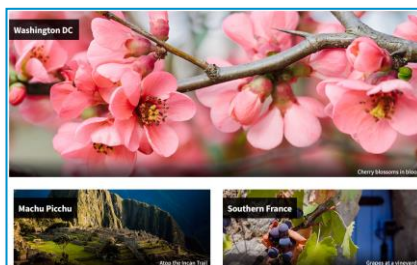
Facebook



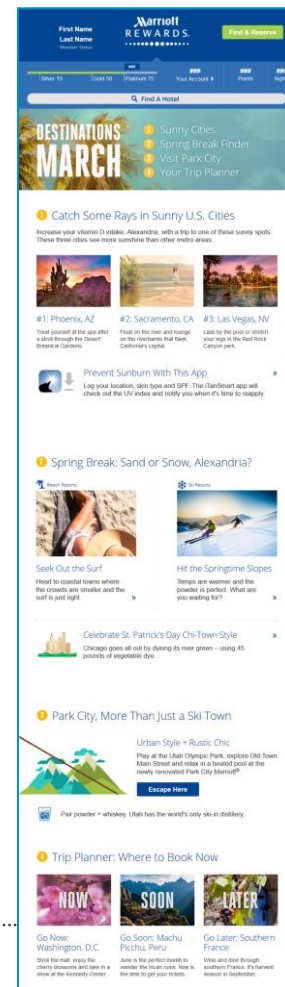
Landing Page Hero



Landing Page Destinations

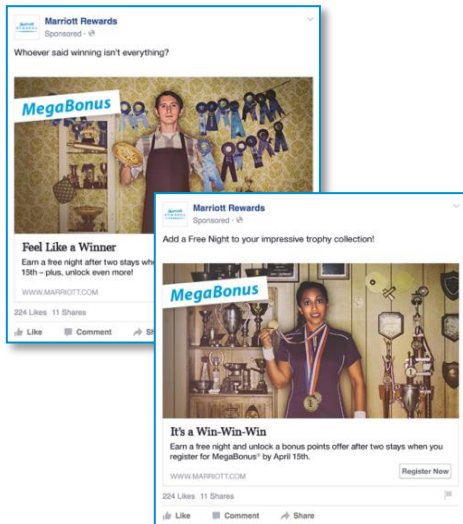


Email (Destinations)



March WHPH Creative Overview

Facebook



GDN



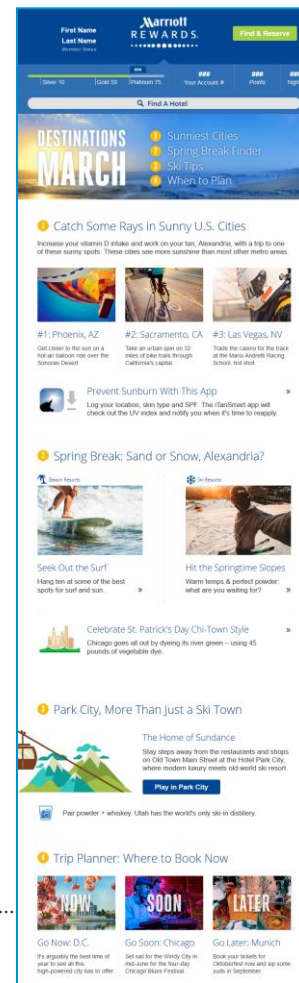
Landing Page Hero



Landing Page Destinations



Email (Destinations)



Mar 2016 Key Storylines

Program Overview

- ❖ **PO Paid Media** campaign MoM revenue increased by 14%, impressions increased by 20%, cost decreased by 7% resulting in a GRE increase of 23%
- ❖ Overall **PO Email campaigns** bookings fell 48% MoM, due primarily to a decrease in click to open engagement by 48%

Campaign Storylines

- ❖ **Benefits** supported MRCC acquisition goals with a primary feature of the 80 K pt offer
- ❖ **Destinations** continued to evolve travel inspiration content and support leisure stay initiatives
- ❖ **Offers** generated the most bookings since Mar '14 and highest booking per delivered since Jan'15
- ❖ New campaigns launched to support 2016 goals & objectives
 - **Summer Leisure Solo**-leisure travel inspiration
 - **WHPH Taste of Gold** to stimulate PO enrollment
- ❖ **Yahoo Native** launched and **GDN channels'** impression delivery increased significantly (pixel update)
- ❖ Content & image tests were conducted in **Benefits & Facebook MegaBonus creative**

Mar '16 TSAT Paid Media Executive Summary

Campaign Type	Campaign	Impressions	Spend	CTR	Revenue	GRE* - assessed on DoubleClick revenue, not MRDW revenue	MoM GRE % Change
TSAT CRM Targeting	Yahoo! Native	2.6 M	\$778	0.03%	\$14.5 K	17.7	-
	Sojern	842.4 K	\$6.7 K	0.03%	\$25.7 K	2.8	12.9%
	Facebook Targeting	683.8 K	\$9.7 K	1.12%	\$95.5 K	8.8	-29.4%
	CRM Targeting Total	4.1 M	\$17.3 K	0.21%	\$135.8 K	6.9	-27.3%

Notes

Yahoo Native launched 3/16
Paused 3/1-3/7; new campaign created

TSAT Paid Search	Dynamic Search Ads	39.9 K	\$4.0 K	7.37%	\$190.3 K	46.3	-7.6%
	MF Paid Search	1.7 M	\$9.6 K	0.51%	\$203.2 K	20.3	-29.6%
	TBPS Paid Search	11.4 K	\$.9 K	10.94%	\$156.1 K	169.1	35.9%
	Paid Search Total	1.8 M	\$14.5 K	0.73%	\$549.6 K	36.9	-28.2%

Not PO funded
Not PO funded

TSAT Retargeting	Criteo Retargeting	1.7 M	\$10.6 K	0.39%	\$143.6 K	12.6	2.5%
	GDN text (G+BK)	1.2 M	\$4.9 K	0.32%	\$64.3 K	12.0	-37.1%
	GDN Image Ads (G+BK)	3.7 M	\$9.0 K	0.15%	\$685.1 K	75.3	-26.8%
	Retargeting Total	6.5 M	\$24.5 K	0.24%	\$893.0 K	35.4	35.5%

Paused 3/1-3/7; new campaign created

	Impressions	Spend	CTR	Revenue	GRE* - assessed on DoubleClick revenue, not MRDW revenue	MoM GRE % Change
TSAT Media Grand Total	12.4 M	\$56.3 K	0.30%	\$1.6 M	27.0	1.6%
<i>TSAT - Project Orange funded only (minus MF and TBPS Paid Search)</i>	10.7 M	\$45.8 K	0.25%	\$1.2 M	25.6	19.8%

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

MoM spending increased by 36.6%

Mar '16 WHPH Paid Media Executive Summary

Campaign Type	Campaign	Impressions	Spend	CTR	Revenue	GRE* - assesed on DoubleClick revenue, not MRDW revenue	MoM GRE % Change	Notes
WHPH CRM Targeting	Yahoo! Native	655.3 K	\$229	0.03%	\$108.7 K	473.2	-	Yahoo Native launched 3/16 Paused 3/1-3/7; new campaign created
	Sojern	785.8 K	\$6.3 K	0.02%	\$80.3 K	11.8	12.3%	
	Facebook Targeting	1.9 M	\$28.0 K	0.96%	\$606.3 K	20.6	-37.4%	
	CRM Targeting Total	3.4 M	\$34.5 K	0.56%	\$795.3 K	22.0	-27.4%	

WHPH Paid Search	Dynamic Search Ads	62.8 K	\$7.3 K	6.48%	\$468.6 K	62.9	-8.7%	Not PO funded Not PO funded
	MF Paid Search	2.5 M	\$8.3 K	0.31%	\$278.3 K	32.6	-3.1%	
	TBPS Paid Search	24.1 K	\$2.2 K	8.47%	\$271.8 K	122.1	-23.7%	
	Paid Search Total	2.6 M	\$17.8 K	0.54%	\$1.0 M	56.1	-13.2%	

WHPH Retargeting	Criteo Retargeting	3.0 M	\$15.4 K	0.29%	\$734.2 K	46.7	68.1%	Paused 3/1-3/7; new campaign created
	GDN text (G+BK)	3.0 M	\$11.0 K	0.23%	\$504.2 K	44.8	45.7%	
	GDN Image Ads (G+BK)	4.2 M	\$8.5 K	0.12%	\$2.0 M	231.5	-12.1%	
	Retargeting Total	10.2 M	\$34.9 K	0.20%	\$3.2 M	91.2	80.8%	

	Impressions	Spend	CTR	Revenue	GRE* - assesed on DoubleClick revenue, not MRDW revenue	MoM GRE % Change	
WHPH Media Grand Total	16.1 M	\$87.3 K	0.33%	\$5.0 M	56.7	22.8%	“Media Grand Total” spend is NOT entirely funded by the new Project Orange account, notably, MF and TBPS Paid Search are funded separately
<i>WHPH - Project Orange funded only (minus MF and TBPS Paid Search)</i>	13.6 M	\$76.8 K	0.32%	\$4.5 M	57.4	31.8%	

MoM spending decreased by 22.3%

Mar '16 Paid Media MoM trends overview

Observations

TSAT MoM spend increased by 36.6%, impressions increased by 121% & bookings by 93.5% resulting in a GRE increase in 22.4%

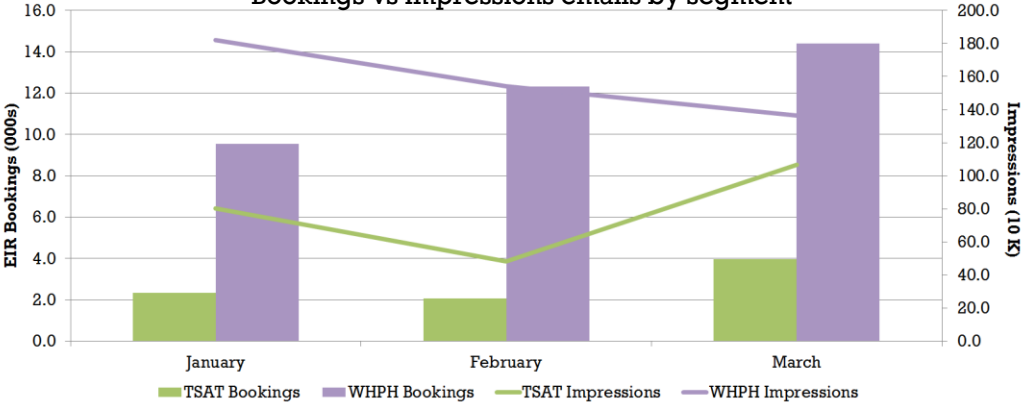
- GDN Image ad delivery increased by 261% MoM and bookings by 287%
- Launch of Yahoo Native added 2.6 M impressions, 24% of total Paid Media impressions but generated a lower CTR respective to other campaigns, impacting overall CTR
- Facebook targeting CTR increased by 43% & GDN G+BK by 14%

WHPH MoM spend decreased by 22.3%, impressions fell by 12% while bookings increased by 17%, resulting in a GRE increase of 35.9%

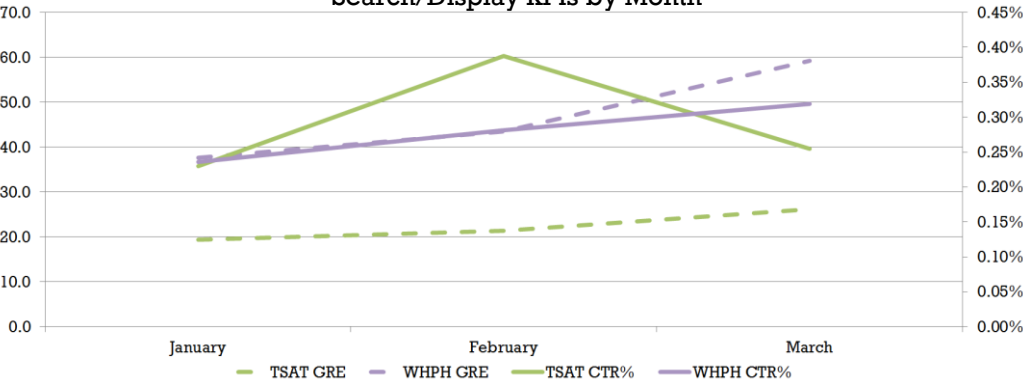
- Criteo & Facebook MoM volume dropped 43% & 24% respectively while CTR increased 21% & 55%
- GDN Image ads bookings increased by 77% MoM

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

Bookings vs Impressions emails by segment



Search/Display KPIs by Month



Mar '16 Email overview & MoM trends

Mar Project Orange	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
WHPH	1.5 M	9.8 K	\$3.8 M	29.7%	8.4%	26.5%	6.6	0.11%
Benefits	498.7 K	5.1 K	\$2.1 M	31.4%	11.3%	29.0%	10.3	0.1%
Destinations	506.0 K	1.5 K	\$556.9 K	30.7%	4.3%	22.7%	3.0	0.2%
Offers	469.0 K	3.2 K	\$1.1 M	26.8%	10.1%	24.9%	6.7	0.0%
TSAT	1.8 M	3.2 K	\$1.2 M	21.1%	8.5%	9.7%	1.7	0.15%
Benefits	586.8 K	1.5 K	\$590.0 K	21.2%	10.5%	11.7%	2.6	0.2%
Destinations	637.5 K	529	\$197.7 K	21.2%	4.8%	8.1%	0.8	0.2%
Offers	601.3 K	1.1 K	\$400.5 K	20.8%	10.4%	8.5%	1.8	0.1%
Leisure Solo	559.5 K	562	\$186.3 K	23.6%	5.3%	8.0%	1.0	0.2%
WHPH TOG*	5.6 K	0	0	29.9%	3.3%	0.0%	-	0.6%
Total	3.9 M	13.5 K	\$5.1 M	24.7%	8.0%	17.6%	3.5	0.14%

Observations

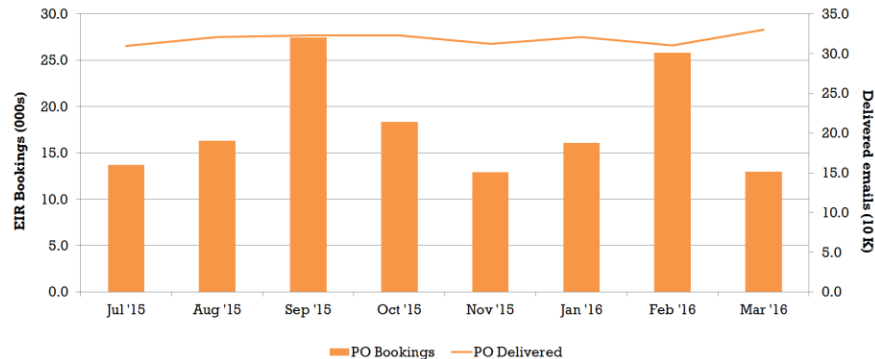
Monthly bookings and email KPIs fell in March; lowest program Open rate & 2nd lowest CTO%

- March follows a MegaBonus launch month where KPIs historically fall
 - Feb MegaBonus: 103 K clicks & \$11 M in Revenue
 - March MegaBonus: 44 K clicks & 4 M in Revenue
- Benefits Open rate & Click to Open rate fell which drove overall program decreases
- TSAT Destinations CTO% fell by 25% MoM

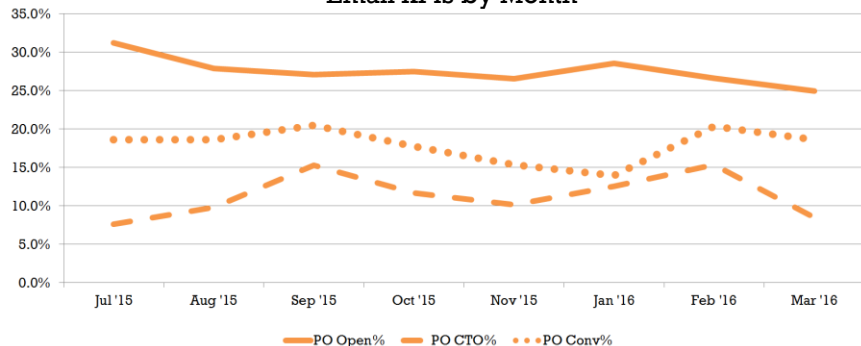
Compared to the base email program, PO-dedicated campaigns:

- Generated +9% Open rate, -11% CTO% +104% higher Conv%

Bookings by Month



Email KPIs by Month



+ Benefits supported MRCC goals
and drove 1.5 K acquisitions

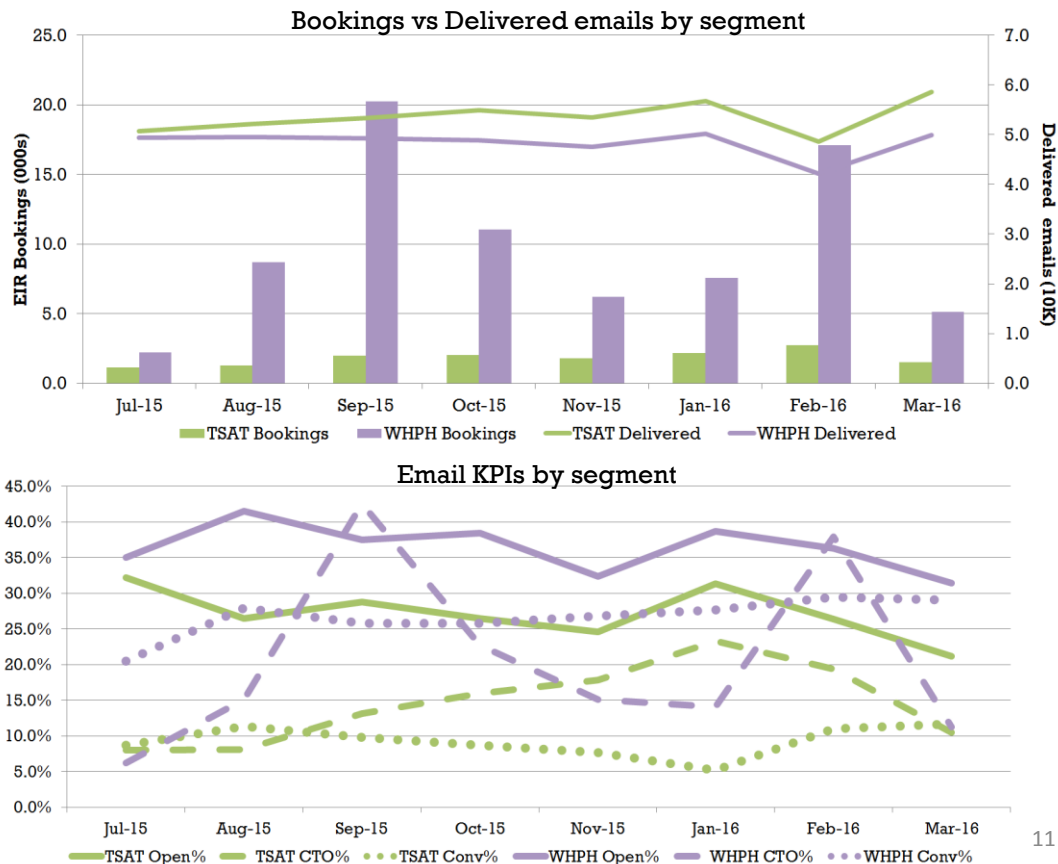
Benefits Open & Click to open rates fell MoM

Observations

MoM Open rates fell 19% for TSAT & 13% for WHPH, potentially due to strength of subject lines

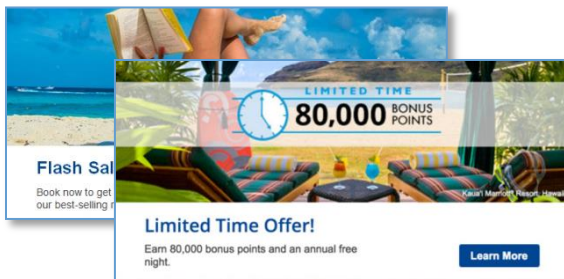
MoM Click to Open rates fell 46% for TSAT & Click to open rates fell 70% for WHPH

Primary objective for the March benefits was MRCC acquisitions; overall click engagement and bookings may have been negatively impacted as a result

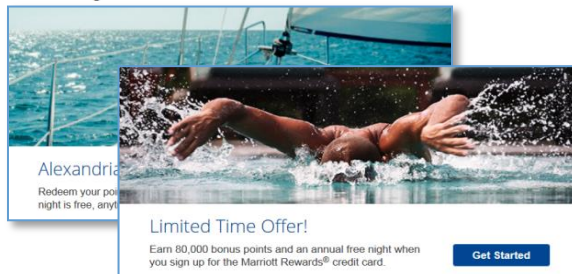


Core audience engaged significantly better with MRCC offer than PO segments

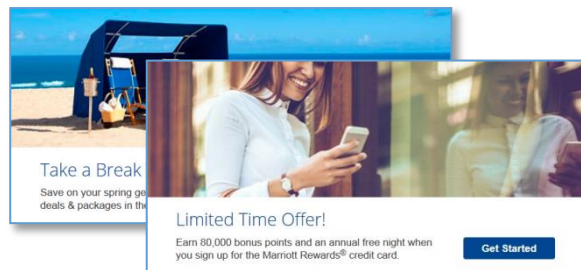
eNews	Delivered	Clicks	% of Clicks
MRCC	5.4 M	99.3 K	30.6%
Flash Sale	4.3 M	14.6 K	8.5%



WHPH Benefits	Delivered	Clicks	% of Clicks
MRCC	263.0 K	663	3.3%
5th Night Free	236.0 K	2.2 K	11.0%



TSAT Benefits	Delivered	Clicks	% of Clicks
MRCC	412.0 K	790	5.2%
Spring Break	174.0 K	614	4.0%



Overall March click engagement may have been impacted by the interaction with MRCC offer

- Benefits: Total monthly clicks were well below 2015 monthly average (WHPH -42%; TSAT -55%)
- PO segments interacted more with the MegaBonus reminders in the Top Offer 2 placement than MRCC

TSAT-% of Total Benefit clicks

WHPH-% of Total Benefit clicks

MRCC in Top Offer 1

9%

14%

MegaBonus in Top Offer 2

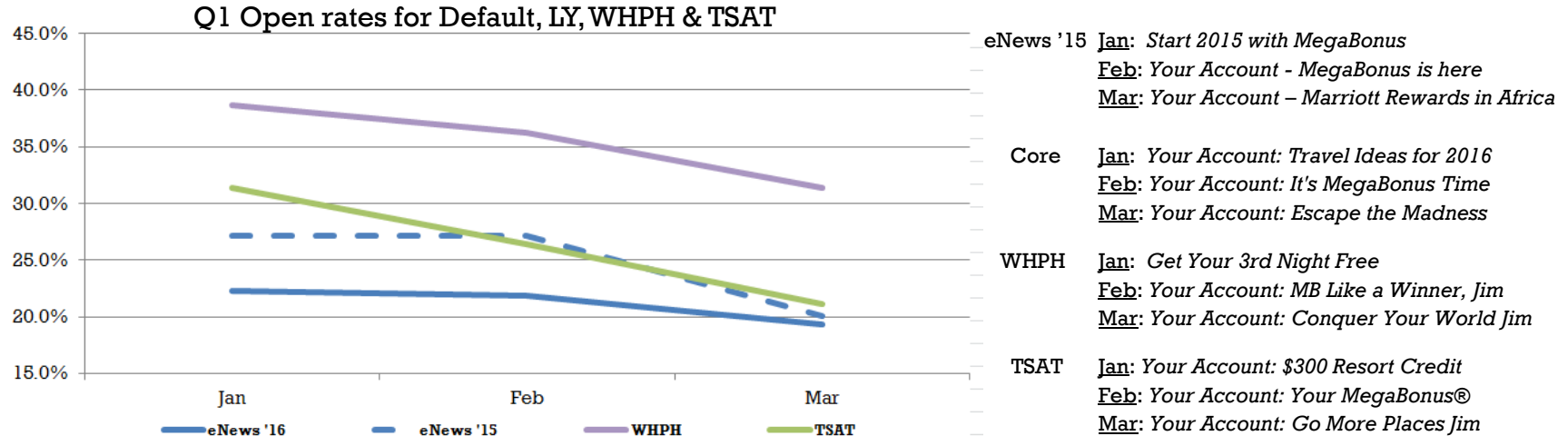
27%

33%

eNews MRCC offer prominently featured the offer while Benefits supported with copy

Support future MRCC offers with offer highlights

More direct subject lines may correlate with higher Open rate



Observations

- Open rate consistently fell MoM for each segment and LY
- Dynamic Top Offer content means:
 - Generic subject lines to cover all content
 - Multiple subject lines per iteration
 - Further complicated by Test & Roll

WHPH/TSAT click engagement was higher with eNews(Core) than Benefits in March

Mar eNews/ Benefits	Delivered	Opens	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bkngs/ Dlvd	Unsub%
TSAT eNews	64.7 K	14.5 K	257	\$96.3 K	22.4%	18.0%	9.9%	4.0	0.16%
TSAT Benefits	586.7 K	124.2 K	1.5 K	\$590.0 K	21.2%	10.5%	11.7%	2.6	0.15%
%△					-6%	-42%	19%	-34%	
WHPH eNews	54.0 K	15.7 K	668	\$254.8 K	29.1%	18.6%	22.8%	12.4	0.14%
WHPH Benefits	498.7 K	156.7 K	5.1 K	\$2.08 M	31.4%	11.3%	29.1%	10.3	0.13%
%△					8%	-40%	28%	-17%	

A link & segment level analysis to understand how Global Control PO segments reacted to eNews MRCC Offer may indicate whether:

- MRCC Offer resonated with PO segments
- Impact of the presentation of MRCC Offer
- MegaBonus should continue to be primarily featured for WHPH
- Other eNews Default content may be generating greater click engagement than Benefits

+ March Destinations continued to
evolve travel inspiration content

Destinations content was updated from Feb

Observations

Destinations content was updated to connect travel inspiration content with travel opportunities

MoM bookings slightly increased for WHPH and fell 28% for TSAT

WHPH: Open rate was 2nd highest since PO launch

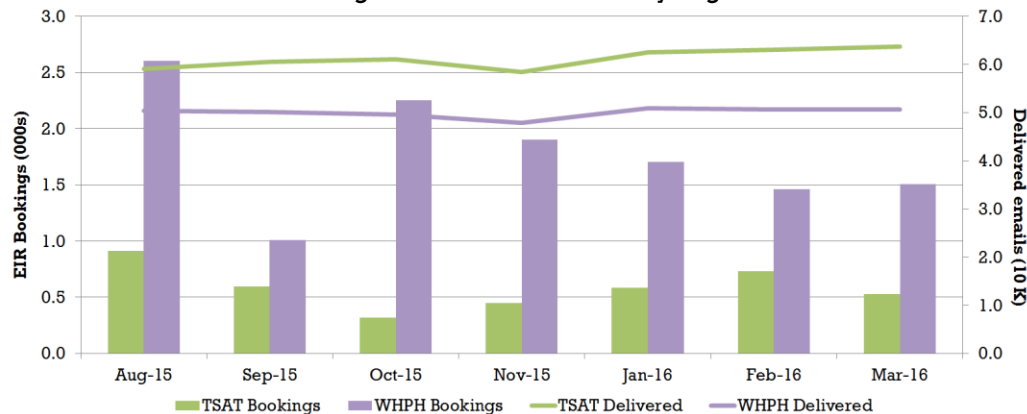
- Feb SL: *Jim, Take charge of your travel*
- Mar SL: *Your trip planner is here, Jim*
- (1st) Oct'15 SL: *Atlantis \$250 airfare credit*

Subject lines with higher Open rates were presenting the audience with information

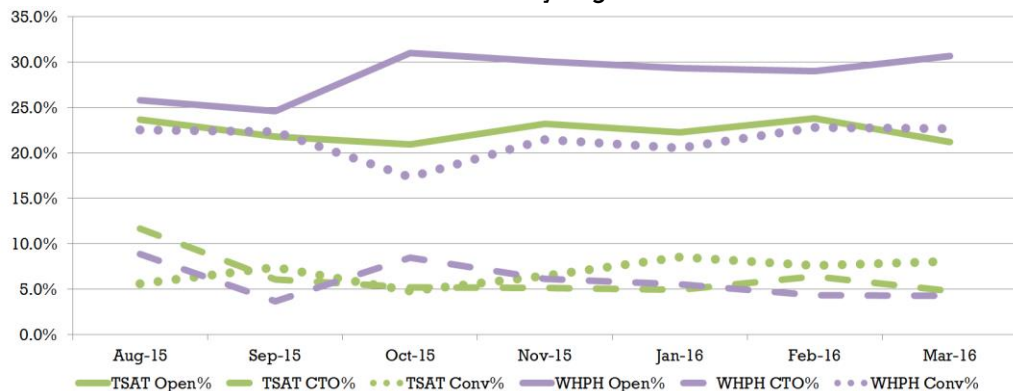
Click to Open rate for both segments were near the campaign low

- TSAT Click to Open rate fell 25% MoM while WHPH maintained a low 2016 avg compared to 2015

Bookings vs Delivered emails by segment



Email KPIs by segment



TSAT Destinations Click to Open rate fell MoM

February

[FNAME, J]We Found Your Next Escape

Account Box
26% cl, 49% bks

Search
10% cl, 17% bks

Top Section
13% cl, 8% bks

Let Your Passions Take You Places
Alexandria, follow your heart to new destinations and experiences that you can share. [Make Your Escape](#)

Play & Stay. Ahhh-mazing Experiences just for you

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

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

Bottom Section (3)
45% cl, 21% bks

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

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

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

TSAT Destinations	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
Feb	630.0 K	733	\$300.2 K	23.8%	6.4%	7.6%	1.2	0.2%
Mar	637.5 K	529	\$197.7 K	21.2%	4.8%	8.1%	0.8	0.2%

Observations

Click to Open rate fell 25% MoM

- While the click share to body content was similar (58%), overall click volume dropped by 32%
- Feb Click to open rate was the campaign highest*; March Click to open rate was slightly below Destinations average (5.0%)
- March version featured destinations while Feb connected Brands to experiences

TSATs seem to engage well with Brand content (e.g. high click engagement with Hotel Openings in eNews)

April Destinations will continue to evolve and includes brand-focused recommendations

* Except for the 1st Destinations with a survey

March

It's Spring Break Somewhere

Account Box
28% cl, 52% bks

Search
9% cl, 19% bks

Section 1 (3)
36% cl, 17% bks

Catch Some Rays in Sunny U.S. Cities
Increase your vitamin D intake. Alexandria, with a trip to one of these sunny spots. These three cities see more sunshine than other metro areas.

Section 2 (2)
12% cl, 5% bks

Prevent Sunburn With This App
Log your location, sun type and SPF. The SunSmart app will check out the UV index and notify you when it's time to reapply.

Spring Break: Sand or Snow, Alexandria?
Snow White

Section 3 (1)
3% cl, 1% bks

Park City, More Than Just a Ski Town
Four journals & a survey. Click from the Search and/or eNews Directory.

Section 4 (3)
7% cl, 4% bks

Trip Planner: Where to Book Now
Go to Washington, D.C. for cherry blossom season.

WHPH email KPIs were similar MoM

February

[FNAME,]Take Charge of Your Travel!



WHPH Destinations	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/ Del (K)	Unsub%
Feb	506.9 K	1.5 K	\$599.5 K	29.0%	4.4%	22.8%	2.9	0.1%
Mar	506.0 K	1.5 K	\$556.9 K	30.7%	4.3%	22.7%	3.0	0.2%

Observations

WHPH engaged with the February version similarly to March

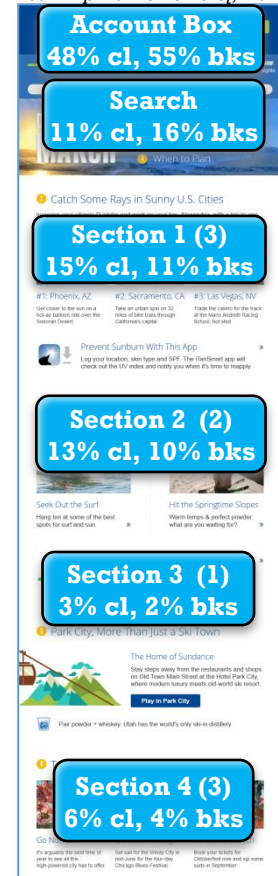
Click share to body content were identical (37%)

- Typically there is a correlation with increased content and clicks; the increase in content did not appear to increase click engagement
- The majority of clicks went to Account Box, suggesting an overall lack of click engagement with this type of content
- Click to Open rate of Feb & March were among the lowest of the campaign

Continue to explore content that may resonate with WHPH

March

Your Trip Planner is Here[FNAME]



WHPH prefers links, TSATs like images?

Observations


Of the top clicked content in March Destinations, WHPH tended to click on copy, TSATs tended to click on images

- Note: Different images were used for each segment
- April Destinations will include CTAs per best practice to increase overall click engagement

Content	TSAT		
	Total Clicks	Copy Clicks	Image Clicks
Las Vegas, NV	1,251	516	735
Phoenix, AZ	897	348	549
Seek Out the Surf	686	399	287
Sacramento, CA	491	229	262
Hit the Springtime Slopes	131	72	59


1 Catch Some Rays in Sunny U.S. Cities

Increase your vitamin D intake and work on your tan, Alexandria, with a trip to one of these sunny spots. These cities see more sunshine than most other metro areas.



#1: Phoenix, AZ #2: Sacramento, CA #3: Las Vegas, NV

Get closer to the sun on a hot-air balloon ride over the Sonoran Desert. Take an urban spin on 32 miles of bike trails through California's capital. Trade the casino for the track at the Mario Andretti Racing School, hot shot.



TSAT images

Content	WHPH		
	Total Clicks	Copy Clicks	Image Clicks
Seek Out the Surf	537	347	190
Las Vegas, NV	355	215	140
Phoenix, AZ	346	202	144
Hit the Springtime Slopes	251	167	84
Sacramento, CA	135	80	55

Questions to consider

- Does image testing yield greater results for TSAT?
- Will TSATs benefit from a more visual experience?

March Offers generated

- Most bookings since Mar '14
- Highest booking per delivered since Jan '15

Offers overview and MoM trends

Observations

Featuring propensity model continued to yield results; highest bookings generated for the overall campaign

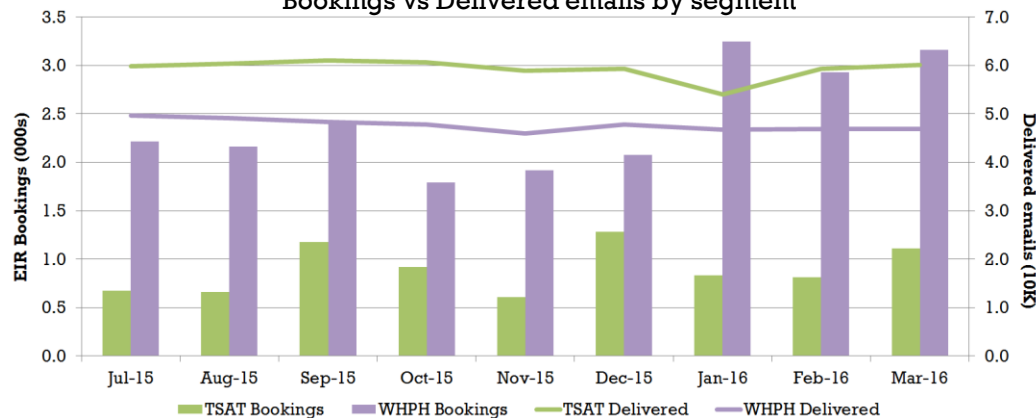
Both segment KPIs followed similar patterns with propensity modeled Field offers

- Click to Open rate decreased MoM
- Conversion rate increased

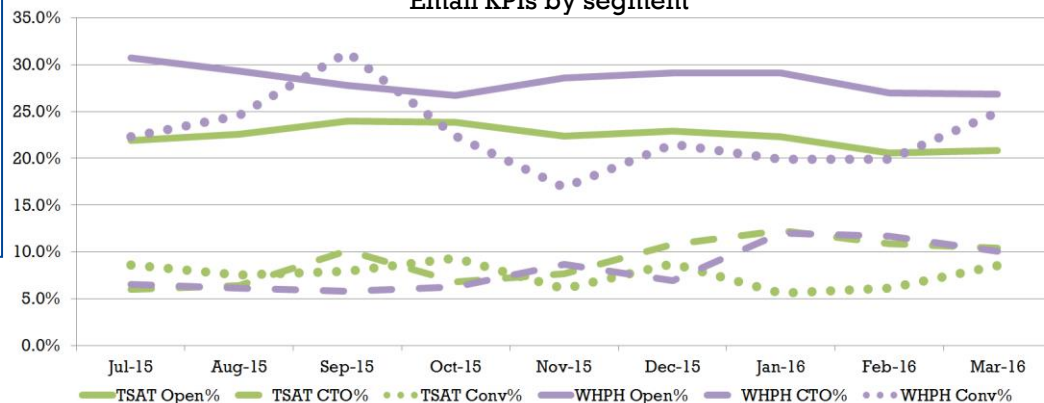
Clicks to propensity model field offers are declining MoM while clicks to Search are increasing; clicks are migrating to higher converting placements

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

Bookings vs Delivered emails by segment



Email KPIs by segment



Earn opportunities generated high Conv% rates across all segments

Observations

Major Offer section conversion rate was well above average (2015 Avg Conv% 4.4)

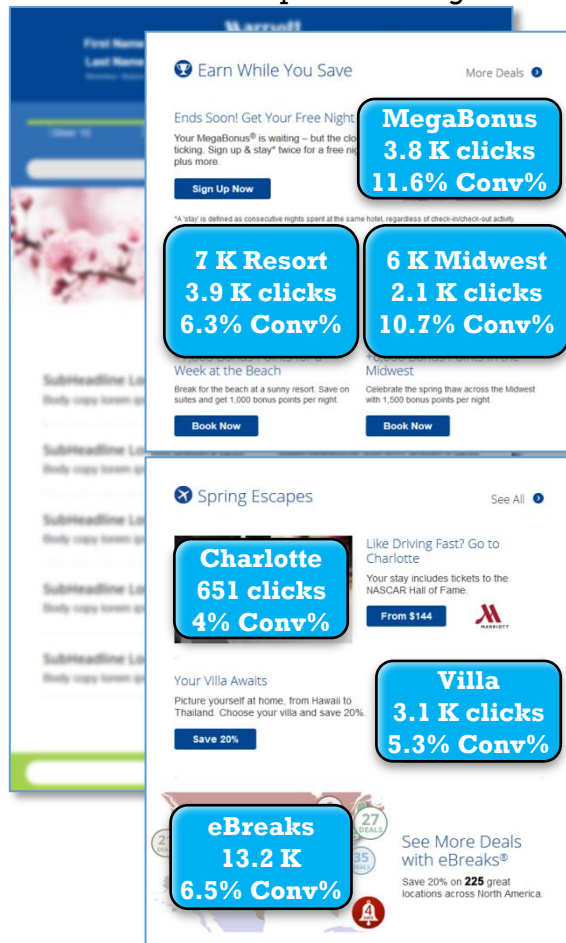
WHPH in particular continued to respond well to earn opportunities

The MegaBonus module was sent to ~72% of the Hotel Specials (All) audience & may have incented conversions to adjacent offers

- By responding to Resort or Midwest point offers, MegaBonus registrants could work towards free nights and/or bonus points, as well as receive bonus points

Continue to feature MegaBonus as content in multiple touchpoints & campaigns

Hotel Specials all segments



Adding eBreaks to WHPH Offers may drive incremental clicks

Observations

Adding eBreaks appeared to drive incremental clicks to TSAT Offers

TSAT Sections	Jan Clicks	Feb Clicks	Mar Clicks
Account Box	2.7 K	3.0 K	3.0 K
Top Offer	11.4 K	9.6 K	7.7 K
Search	1.1 K	1.9 K	1.9 K
Major Offer	1.3 K	1.0 K	897
Minor Offer	1.2 K	939	429
eBreaks			1.2 K
Footer	948	934	831
Total	18.6 K	17.4 K	16.1 K

eBreaks likely cannibalized clicks from Minor Offer but likely generated additional clicks

- TSAT & WHPH shared same layout, same # of offers in Feb & Mar; TSAT clicks fell 10% MoM, WHPH fell 20%

eBreaks as a section generated higher Conv% than Top Offer and nearly all other offers

TSAT Offers

Account Box
19% cl, 31% bks

Field Offers
48% cl, 35% bks

Search
12% cl, 19% bks

Major Offer
6% cl, 6% bks

Minor Offer
3% cl, 1% bks

eBreaks
8% cl, 7% bks

+ New campaigns launched to support 2016 goals & objectives

- Summer Leisure Solo
- Nonmember Acquisition (WHPH)

Leisure Informational Solo to drive leisure stays

Leisure Solo	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bkngs /Divd
Primary	722.4 K	2.2 K	\$811.3 K	27.9%	7.2%	15.0%	3.0
Add'l PO	559.5 K	562	\$186.3 K	23.6%	5.3%	8.0%	1.0
Total	1.28 M	2.7 K	\$1.0 M	26.0%	6.4%	12.7%	2.1

Observations

Leisure Informational Solo utilized multiple dynamic content sections:

- Top Offer leveraged propensity model against 6 featured destinations
- Secondary section was customized to PO & Default

The Default version generated higher email KPI's than the combined PO version, resulting in a 3 fold higher booking per delivered

- The PO version generated performance similar to METT

PO segment level & link performance analysis is underway

Primary Plan Summer Vacation

TSAT [FNAME's][Your] Summer Vacation Plans

WHPH Cross "Plan Summer Vacation" Off Your List

WHPH 'Taste of Gold' Solo to drive enrollments

We've Got a Surprise For You[, FIRST]

First Name
Last Name

Marriott

Find & Reserve

Find A Hotel

We're Giving You Gold (*Elite status, that is*)

Get the Gold Elite Status you deserve when you enroll in Marriott Rewards by April 22nd.

Stay 6 times by September and keep your status until February 2018.

Give Me Status

Wondering what's in it for you?

25% bonus points for stays

Lounge access and breakfast for two

Complementary room upgrade

Enroll in Marriott Rewards

PO Taste of Gold	Delivered	Enrollments	Open%	CTO%	Enroll Conv%	Enroll /Dlvd(K)
Mar '16	5.6 K	46	29.9%	3.3%	83.6%	8.2

Observations

Enrollment metrics from other campaigns should be compared against these results

<u>2015 Average</u>	<u>Nonmember Welcome</u>	<u>2015 Hotel Specials</u>	<u>Concierge</u>
Open%: 21.9%	Open%26.8%	Open% 19.9%	Open% 21.6%
CTO%: 4.6%	CTO% 11.8%	CTO% 6.6%	CTO% 3.9%

The Solo generated a lower CTO% than other Nonmember communications

March test summary

- + • MegaBonus Facebook Ads
- Destinations Hero image test

“Pie” generated a higher CTR for both segments

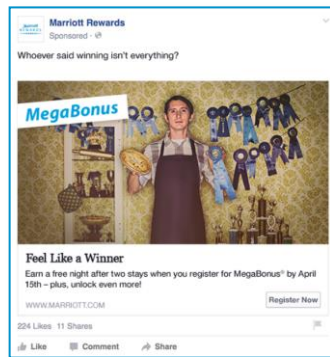
Trophy



Impressions: 436 K
CTR: 1.11%
Conv%: 6.1%
CPM: \$13.98
GRE: \$10.20

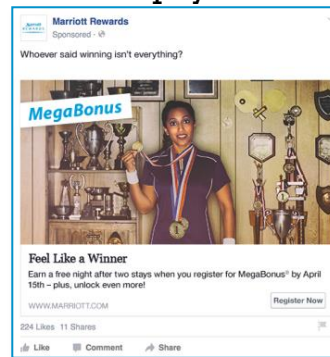
TSAT

Pie



Impressions: 247 K
CTR: 1.16%
Conv%: 8.0%
CPM: \$18.22
GRE: \$11.40

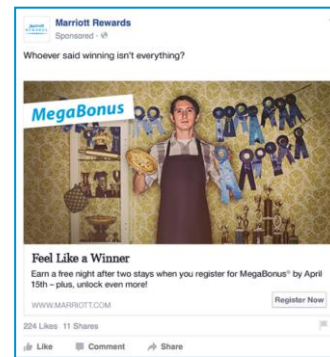
Trophy



Impressions: 997 K
CTR: 0.93%
Conv%: 17.6%
CPM: \$14.68
GRE: \$25.22

WHPH

Pie



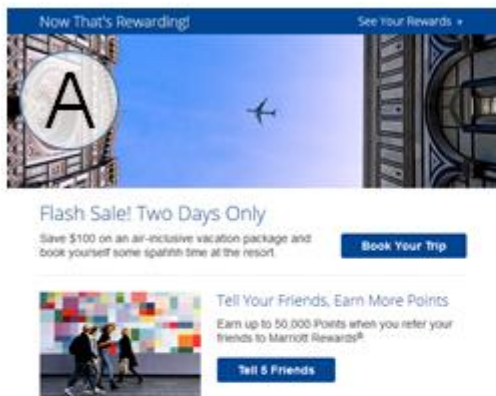
Impressions: 929 K
CTR: 0.98%
Conv%: 17.2%
CPM: \$17.05
GRE: \$23.50

Observations

- Creative had different run dates throughout the month; results aren't as comparable as with A/B testing
 - Facebook auto optimizes creative further complicating a “clean” comparison
- Pie generated an overall higher CTR response than Trophy

Image testing may result in incremental gains in performance

12.4% lift in clicks engagement was created through image testing in Benefits -TSAT



(A) Worked best with:

- Mild weather
- Lower points balance (less than 70K)
- Females



(B) Worked best with:

- High points balance (greater than 70K)
- Level Silver or Above

12.4% Lift over Control

	CTOR	LIFT
All (Control)	0.48%	
A (Control)	0.48%	
B (Control)	0.48%	
Optimized	0.54%	12.40%

6.7% lift in clicks engagement was created through image testing in Benefits -WHPH



Level Up Before You Earn the Points

Book that dream vacation now. You can earn points up to 14 days in advance.

Reserve Points



More Fun With Friends

Get five colleagues to sign up for Marriott Rewards and earn up to 50,000 points.

Refer Friends



Take Your Points on the Road

Hit the road with Hertz. Save up to 35% on your rental & earn up to 5,000 points.

Get Your Car

(A) Worked best with:

- Southern US
- Low points balance (less than 180K)
- Apple users



Level Up Before You Earn the Points

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Reserve Points



More Fun With Friends

Get five colleagues to sign up for Marriott Rewards and earn up to 50,000 points.

Refer Friends



Take Your Points on the Road

Hit the road with Hertz. Save up to 35% on your rental & earn up to 5,000 points.

Get Your Car

(B) Worked best with:

- High points balance (greater than 180K)
- Northern US
- Basic status

6.7% Lift over Control

	CTOR	LIFT
All (Control)	0.24%	
A (Control)	0.25%	
B (Control)	0.23%	
Optimized	0.26%	6.70%

Yahoo! Native relaunched &
+ GDN Image Ads delivery
increased

Yahoo! Native launched 3/16

SITE NAME	DATE	TOTAL IMPRESSIONS	CLICKS	CTR	Conv%	POST-CLICK BOOKINGS	POST IMPRESSION BOOKINGS (15% Attribution)	COST PER BOOKING	TOTAL MEDIA COST	GRE
Yahoo! Native WHPH	Feb	-	-	-	-	-	-	-	-	-
	Mar	655,306	191	0.03%	153.64%	23	270	\$0.78	\$229	473.17
	3/9-3/16	1,152	6	0.52%	2.50%	0	0	\$48.00	\$7	1.48
	3/17-3/24	540,537	155	0.03%	104.26%	8	154	\$1.15	\$186	317.48
	3/25-3/31	113,617	30	0.03%	439.00%	15	117	\$0.27	\$36	1,371.94

SITE NAME	DATE	TOTAL IMPRESSIONS	CLICKS	CTR	Conv%	POST-CLICK BOOKINGS	POST IMPRESSION BOOKINGS (15% Attribution)	COST PER BOOKING	TOTAL MEDIA COST	GRE
Yahoo! Native TSAT	Feb	-	-	-	-	-	-	-	-	-
	Mar	2,582,766	648	0.03%	6.64%	43	0	\$18.08	\$778	17.67
	3/9-3/16	1,440	1	0.07%	0.00%	0	0	\$0.00	\$1	-1.00
	3/17-3/24	1,418,835	380	0.03%	3.42%	13	0	\$35.08	\$456	4.70
	3/25-3/31	1,162,491	267	0.02%	11.24%	30	0	\$10.68	\$320	36.20

Observations

Note: There was a tracking issue with TSAT; no post-view bookings were tracked

- Yahoo! Native re-launched 3/16 and despite being live half the month delivered the 2nd highest impressions of any TSAT campaign; **Impression volume is expected to increase further**
- Under the relaunch BlueKai audience data was leveraged vs LiveRamp
- CTR are low relative to other campaigns which leads to low booking volume but also low cost, which is why the GRE is well above average

GDN Image Ads impressions increased significantly

SITE NAME	DATE	TOTAL IMPRESSIONS (AdWords)	CLICKS (AdWords)	CTR	Conv%	POST-CLICK BOOKINGS (DFA)	POST IMPRESSION BOOKINGS (15% Attribution from DFA)	COST PER BOOKING	TOTAL MEDIA COST	GRE
GDN Image Ads WHPH	Feb	2,642,277	3,649	0.14%	91.32%	342	2,990	\$1.27	\$4,235	263.44
	Mar	4,173,506	5,072	0.12%	116.08%	677	5,211	\$1.45	\$8,521	231.48
	3/1-3/8	42,920	67	0.16%	452.54%	38	265	\$0.23	\$68	1,531.77
	3/9-3/16	1,145,323	1,397	0.12%	80.92%	91	1,040	\$1.92	\$2,173	173.90
	3/17-3/24	1,600,926	1,795	0.11%	131.64%	278	2,085	\$1.38	\$3,264	246.21
	3/25-3/31	1,384,337	1,813	0.13%	115.33%	270	1,821	\$1.44	\$3,017	227.52

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	Feb	1,024,328	1,487	0.15%	34.24%	48	461	\$3.62	\$1,841	102.95
	Mar	3,692,861	5,490	0.15%	35.92%	267	1,705	\$4.55	\$8,973	75.34
	3/1-3/8	66,323	75	0.11%	91.40%	3	66	\$1.56	\$107	209.10
	3/9-3/16	831,586	1,356	0.16%	22.14%	32	268	\$6.58	\$1,977	52.10
	3/17-3/24	1,509,519	2,158	0.14%	38.40%	126	703	\$4.30	\$3,563	77.70
	3/25-3/31	1,285,433	1,901	0.15%	40.73%	106	668	\$4.30	\$3,327	82.35

Observations

- Delivery increased significantly MoM for both segments resulting from correct pixel implementation & higher bids; GREs are still well above campaign average
 - For WHPH, there was a slight dip in CTR and while Conv% increased the increase in cost resulted in net decrease in GRE
 - For TSAT, performance was similar MoM; GRE decreased due to the higher bids required to increase bids
- Additionally, GDN image ads drove 146 Megabonus Registrations in March

There may be trends developing with sites segments frequent

Both	WHPH	TSAT
<ul style="list-style-type: none">• Forbes• Weather.com• LifeDaily• Realtor	<ul style="list-style-type: none">• Drudge Report	<ul style="list-style-type: none">• TBD

+ Display Media

Facebook Targeting WHPH & TSAT

WHPH GRE
Goal: 27:1

Current: 27:1

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	Feb	2,447,781	12,503	0.51%	32.25%	1,247	2,785	\$10.04	\$40,485	32.97
	Mar	1,925,933	18,443	0.96%	15.40%	53	2,788	\$9.86	\$28,013	20.64
	3/4-3/13	536,384	5,926	1.10%	12.82%	29	731	\$11.33	\$8,607	29.60
	3/14-3/20	236,201	2,254	0.95%	14.50%	13	314	\$12.12	\$3,960	25.96
	3/21-3/27	701,022	6,565	0.94%	15.14%	9	985	\$9.61	\$9,548	10.64
	3/28-4/3	452,326	3,698	0.82%	20.58%	2	759	\$7.75	\$5,898	20.21

WHPH RN
Goal: 22.9k

Current: 15.5k

TSAT GRE
Goal: 9:1

Current: 9.5:1

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	Feb	761,214	5,922	0.78%	9.09%	200	338	\$22.45	\$12,078	12.46
	Mar	683,777	7,692	1.12%	8.83%	8	671	\$14.35	\$9,748	8.80
	3/4-3/13	236,212	2,774	1.17%	5.71%	7	181	\$26.91	\$4,262	11.60
	3/14-3/20	46,939	490	1.04%	7.38%	0	36	\$21.68	\$784	11.53
	3/21-3/27	200,769	2,344	1.17%	15.04%	0	353	\$6.68	\$2,354	3.48
	3/28-4/3	199,857	2,084	1.04%	6.35%	1	131	\$17.76	\$2,348	8.13

TSAT RN
Goal: 4.2k

Current: 2.6k

Observations

- Overall 2016 GRE decreased by 15% MoM (26:1 → 22:1).
- Device Performance: Overall 2016 mobile GRE decreased by 16% while desktop GRE performance only dropped by 3%.
- Segment Performance: While both segments contributed to lowering the overall 2016 GRE to date, WHPH performance took a more significant hit than TSAT, decreasing by 12% and 5% respectively

Sojern Targeting

WHPH GRE
Goal: 6:1

Current: 11:1

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	Feb	513,489	124	0.02%	94.35%	0	117	\$35.11	\$4,108	10.49
	Mar	785,764	154	0.02%	158.93%	1	244	\$25.68	\$6,286	11.78
	3/7-3/20	199,978	78	0.04%	46.09%	1	35	\$44.50	\$1,600	6.80
	3/21-3/27	467,637	68	0.01%	157.50%	0	107	\$34.93	\$3,741	8.29
	3/28-4/3	118,149	8	0.01%	1271.25%	0	102	\$9.29	\$945	34.05

WHPH RN
Goal: 3.9k

Current: 747

TSAT GRE
Goal: 4:1

Current: 2.6:1

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	Feb	546,445	125	0.02%	33.60%	0	42	\$104.08	\$4,372	2.50
	Mar	842,415	223	0.03%	33.50%	0	75	\$90.22	\$6,739	2.82
	3/7-3/20	199,134	104	0.05%	8.51%	0	9	\$180.00	\$1,593	0.74
	3/21-3/27	493,264	87	0.02%	37.76%	0	33	\$120.13	\$3,946	2.00
	3/28-4/3	150,017	32	0.02%	103.13%	0	33	\$36.37	\$1,200	8.26

TSAT RN
Goal: 880

Current: 246

Observations

- While the campaign was paused during the 1st week of the month after the build out of the new campaign separating Project Orange from e-Commerce CORE, both segments saw around \$2k more spend than February. GREs managed to increase slightly with spend ramping up a bit.
- WHPH continued to outperform TSAT by a significant margin. In order to help improve TSAT performance, Sojern has recently increased the recency of Sojern travel intent across some segments. This should have the effect of increasing efficiency and in turn, GRE.

Criteo Retargeting

WHPH GRE
Goal: 14.5:1

Current:
34:1

WHPH RN
Goal: 41k

Current:
11.2k

SITE NAME	DATE	TOTAL IMPRESSIONS (DFA)	CLICKS (DFA)	CTR	Conv%	POST-CLICK BOOKINGS (MRDW)	POST IMPRESSION BOOKINGS (100% Attribution from DFA)	TOTAL BOOKINGS (4.35% Attribution from DFA)	COST PER BOOKING	TOTAL MEDIA COST	GRE
Criteo Retargeting WHPH	Feb	5,311,296	12,605	0.24%	16.92%	197	48,832	2,133	\$13.35	\$28,473	27.78
	Mar	3,001,595	8,606	0.29%	23.55%	176	46,413	2,027	\$7.60	\$15,397	46.68
	3/7-3/13	387,770	1,332	0.34%	18.42%	10	5,631	245	\$8.03	\$1,971	45.00
	3/14-3/20	847,543	2,512	0.30%	21.80%	40	12,550	548	\$8.03	\$4,399	44.65
	3/21-3/27	1,130,030	2,943	0.26%	24.22%	80	16,309	713	\$8.29	\$5,913	42.28
	3/28-4/3	636,252	1,819	0.29%	28.62%	46	11,923	521	\$5.98	\$3,114	58.99

TSAT GRE
Goal: 6:1

Current:
14:1

TSAT RN
Goal: 7.8k

Current:
1.8k

SITE NAME	DATE	TOTAL IMPRESSIONS (DFA)	CLICKS (DFA)	CTR	Conv%	POST-CLICK BOOKINGS (MRDW)	POST IMPRESSION BOOKINGS (100% Attribution from DFA)	TOTAL BOOKINGS (4.35% Attribution from DFA)	COST PER BOOKING	TOTAL MEDIA COST	GRE
Criteo Retargeting TSAT	Feb	1,453,573	6,398	0.44%	4.96%	26	7,269	317	\$27.84	\$8,834	12.25
	Mar	1,651,320	6,437	0.39%	6.05%	49	8,900	389	\$27.22	\$10,595	12.55
	3/7-3/13	580,969	2,029	0.35%	4.08%	6	1,899	83	\$54.54	\$4,520	5.82
	3/14-3/20	643,324	2,214	0.34%	6.17%	19	3,121	137	\$25.46	\$3,478	13.50
	3/21-3/27	233,635	1,193	0.51%	8.21%	20	2,232	98	\$15.20	\$1,489	23.75
	3/28-4/3	193,392	1,001	0.52%	7.18%	4	1,648	72	\$15.42	\$1,108	22.00

Observations

- Criteo spent 30% less in March due to the campaign being paused during the 1st week of the month after the build out of the new campaign separating Project Orange from e-Commerce CORE.
- Performance managed to increase across the board, with WHPH seeing a strong 68% monthly GRE increase. TSAT performance remained consistent on a small increase in monthly spend.

Mar '16 Key Takeaways

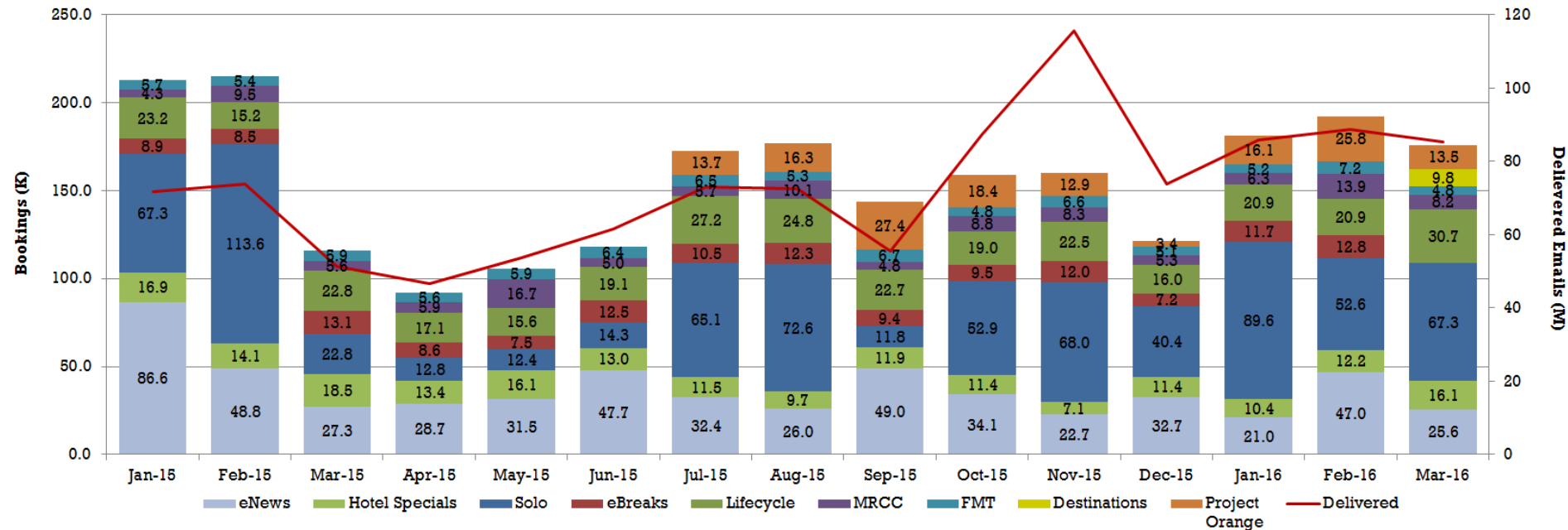
- ❖ MRCC offer response may have been aided by supporting graphics & copy; **emphasize compelling offer details**
- ❖ **Continue to leverage touchpoints & communications to remind and motivate users to participate in MegaBonus**
- ❖ **Connect subject lines more directly to the content within**
- ❖ eBreaks module in TSAT Offers appeared to generate incremental clicks and bookings; **trial eBreaks module in WHPH Offers**
- ❖ **Segment affinity** trends based on engagement with Benefits, Destinations & Offers:

<u>TSAT</u>	<u>WHPH</u>
<ul style="list-style-type: none">• Brand content• Image-focused	<ul style="list-style-type: none">• MegaBonus• Earning opportunities• May consume & respond differently to travel inspiration content
- ❖ Other KPIs are required to more accurately gauge contribution of email: Program enrollments, MRCC acquisitions, promotion registrations, and ideally contribution to 2016 goals & objectives



Appendix

Executive Summary: MoM campaign trends



Observations:

2016 avoided a typical March slump in bookings due mostly to incremental Solo mailings: Shop Marriott sweepstakes, Freddie's reminder, & MegaBonus touchpoints helped generate an incremental 44.5 K bookings in Solo campaigns

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.

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

MegaBonus in Paid Media MoM

TSAT	Impressions	Clicks	CTR	Total Bookings	Conv%	Revenue	Cost	GRE
Jan '16	527.4 K	1.2 K	0.24%	223	17.9%	\$64.4 K	\$2.3 K	27.24
GDN Image	311.3 K	438	0.14%	56	12.8%	\$19.3 K	\$382	49.53
Facebook	216.2 K	807	0.37%	167	20.6%	\$45.1 K	\$1.9 K	22.76
Feb '16	1.8 M	7.4 K	0.41%	1.0 K	14.1%	\$353.9 K	\$13.9 K	24.43
GDN Image	1.0 M	1.5 K	0.15%	509	34.2%	\$191.4 K	\$1.8 K	102.95
Facebook	761.2 K	5.9 K	0.78%	538	9.1%	\$162.5 K	\$12.1 K	12.46
Mar '16	4.4 M	13.2 K	0.30%	2.7 K	20.1%	\$780.6 K	\$18.7 K	40.69
GDN Image	3.7 M	5.5 K	0.15%	2.0 K	35.9%	\$685.1 K	\$9.0 K	75.34
Facebook	683.8 K	7.7 K	1.12%	679	8.8%	\$95.5 K	\$9.7 K	8.80

WHPH	Impressions	Clicks	CTR	Total Bookings	Conv%	Revenue	Cost	GRE
Jan '16	2.2 M	4.4 K	0.20%	2.0 K	46.6%	\$569.2 K	\$7.7 K	72.60
GDN Image	1.5 M	2.5 K	0.16%	330	13.4%	\$120.5 K	\$2.2 K	54.57
Facebook	615.9 K	1.9 K	0.31%	1.7 K	89.0%	\$448.7 K	\$5.6 K	79.63
Feb '16	5.1 M	16.2 K	0.32%	7.4 K	45.6%	\$2.5 M	\$44.7 K	54.80
GDN Image	2.6 M	3.6 K	0.14%	3.3 K	91.3%	\$1.1 M	\$4.2 K	263.44
Facebook	2.4 M	12.5 K	0.51%	4.0 K	32.2%	\$1.4 M	\$40.5 K	32.97
Mar '16	6.1 M	23.5 K	0.39%	8.7 K	37.1%	\$2.6 M	\$36.5 K	69.82
GDN Image	4.2 M	5.1 K	0.12%	5.9 K	116.1%	\$2.0 M	\$8.5 K	231.48
Facebook	1.9 M	18.4 K	0.96%	2.8 K	15.4%	\$606.3 K	\$28.0 K	20.64

Observations

March creative continued to promote MegaBonus

- Jan “2016 Travel inspiration”

Changes in ad performance may be due to changes in the campaign as much as ongoing member engagement with MegaBonus messaging

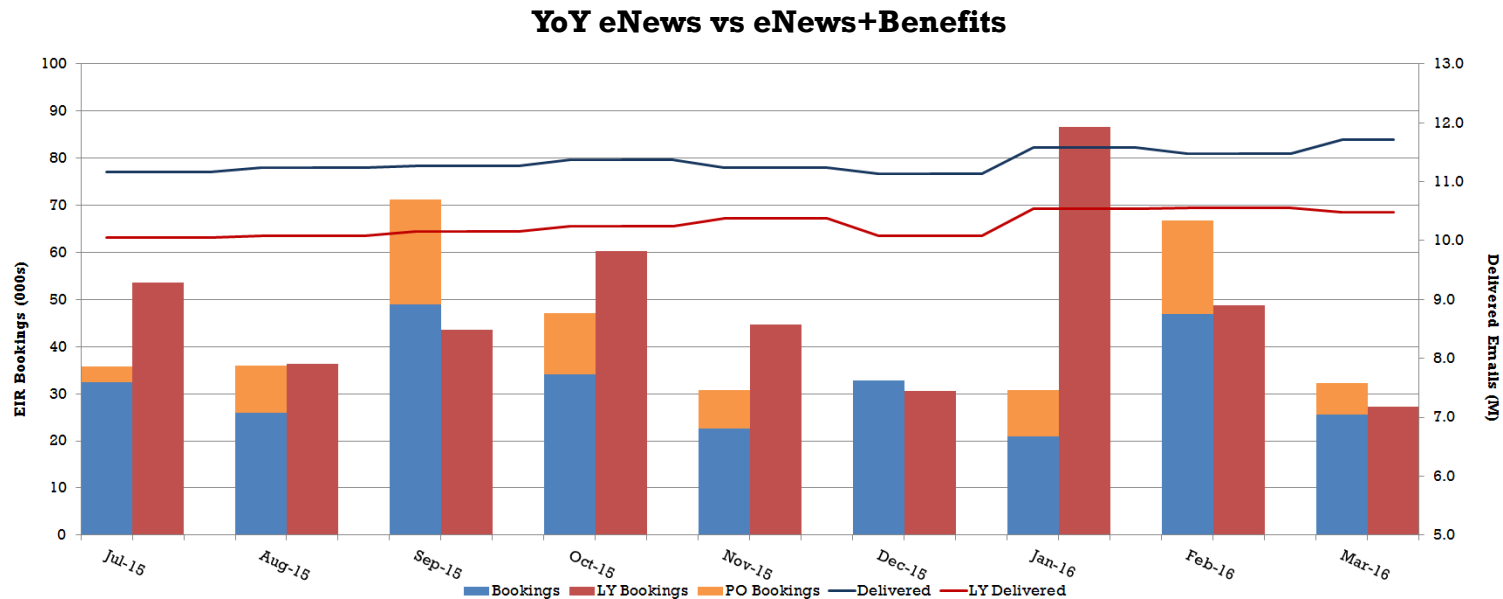
- CTR increased in Facebook MoM while impressions fell slightly
- CTR was stable MoM for GDN image while impression delivery significantly increased

Due to the overall increase in impression delivery of the higher GRE GDN image, overall GRE increased MoM

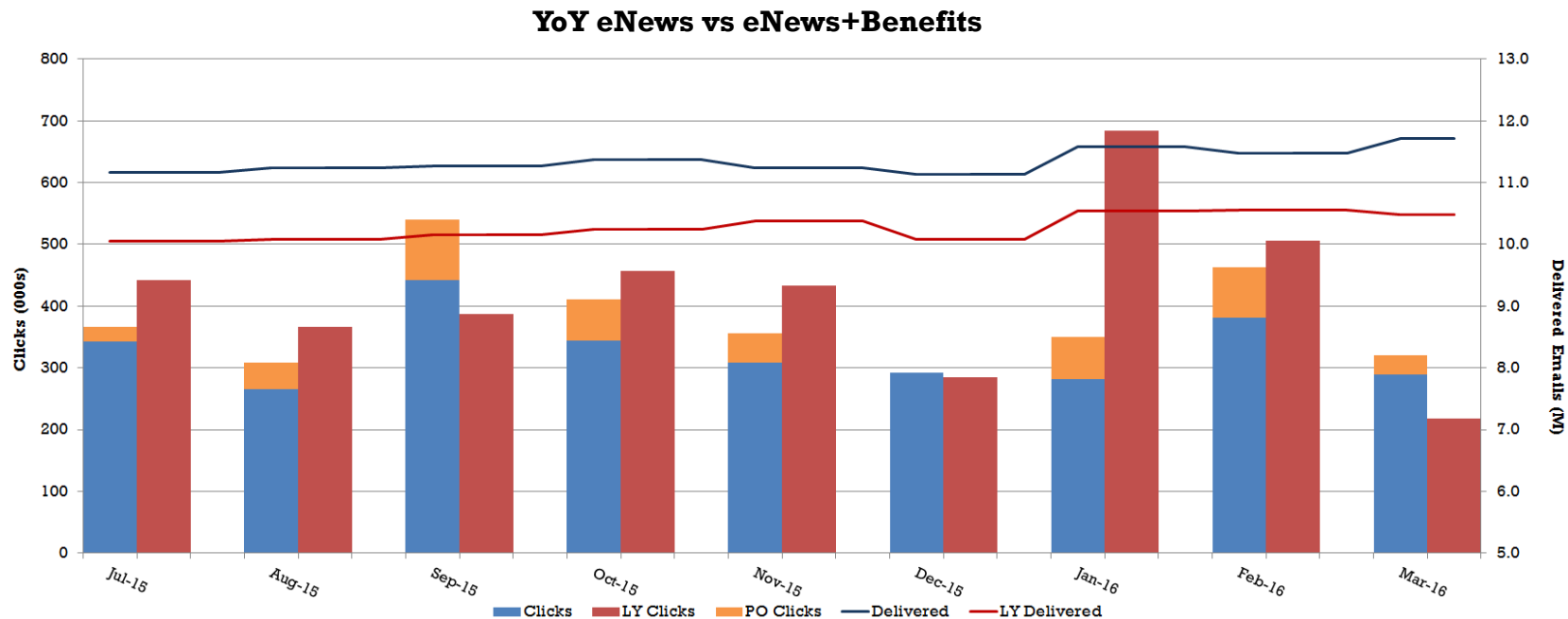


March 2016 Email Overview

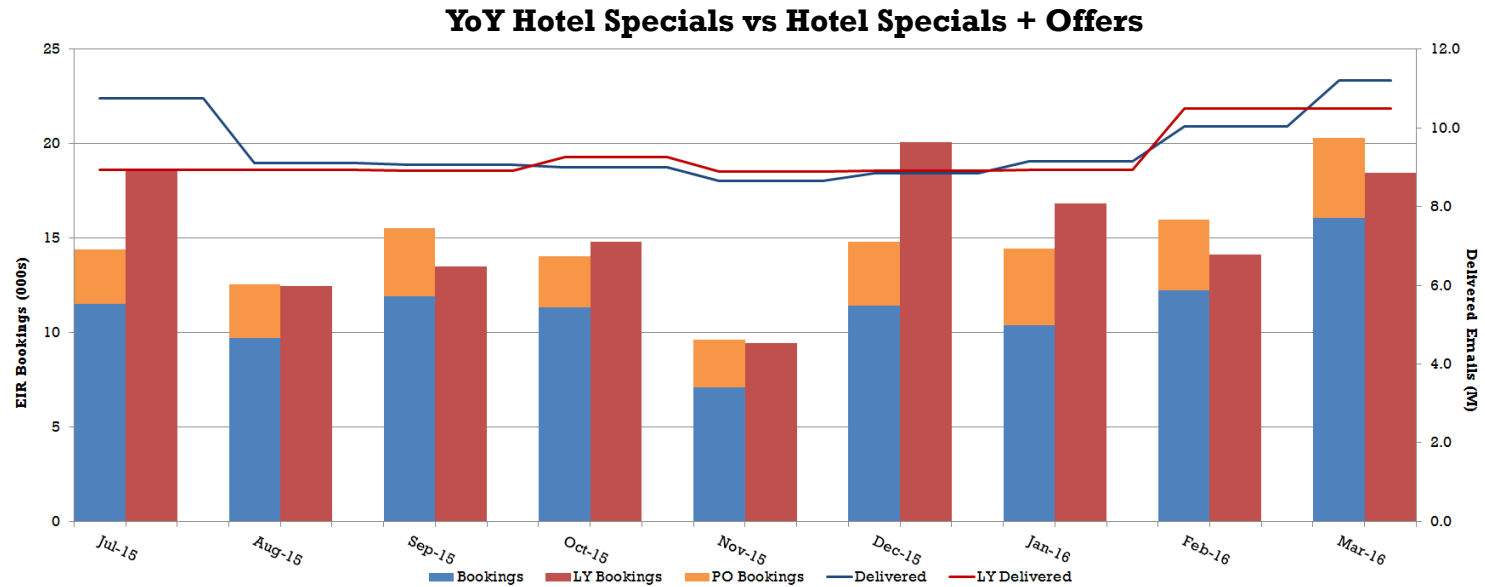
2016 eNews (eNews Default+PO Benefits) generated more bookings than 2015 eNews



2016 eNews (eNews Default+PO Benefits) generated more clicks than 2015 eNews



2016 Hotel Specials (Default+PO Benefits) generated more bookings than 2015



Benefits overview and MoM trends

Observations

MRCC offer was a primary feature in Benefits over repeating MegaBonus as feature content (2nd month)

- Overall MRCC acquisitions: **1,482** (>10x monthly avg)
- For cardholders, alternate content was shown

WHPH: 5th night Free TSAT: Spring Offers

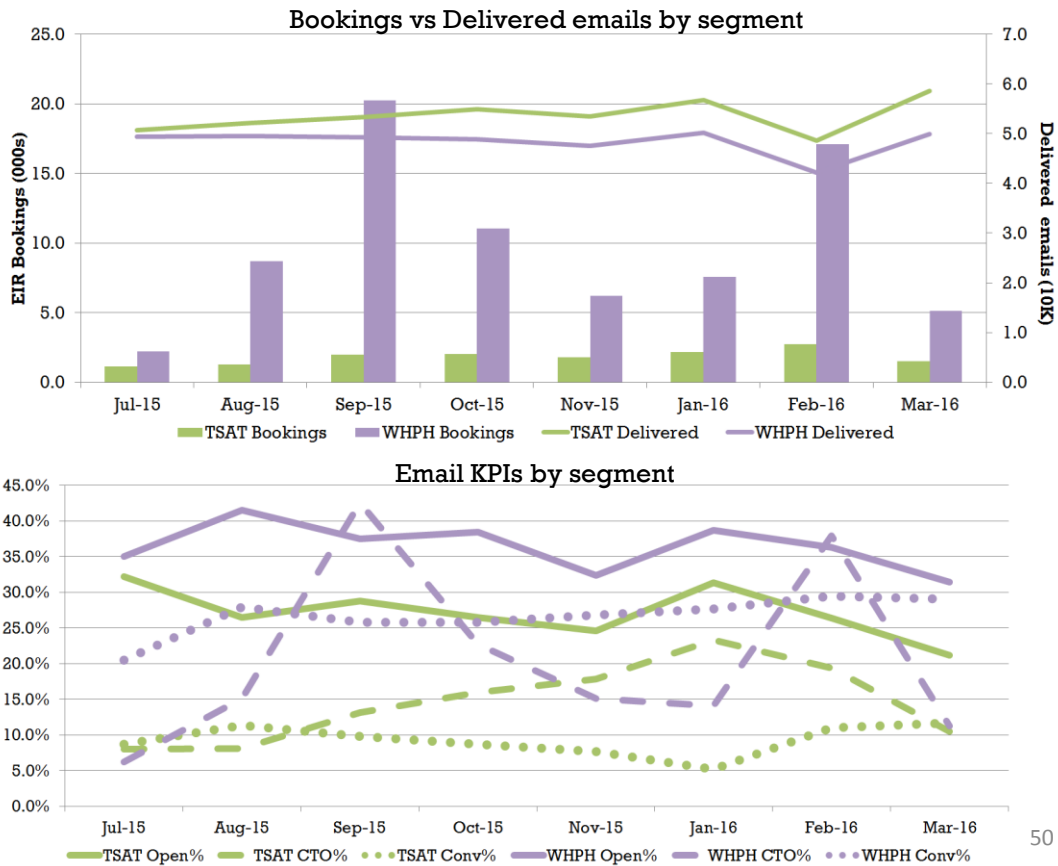
For each segment, the MegaBonus content featured below generated significantly more click engagement

While Open rates typically decline in March, strength of subject lines may have contributed to the decrease:

WHPH Jan: Get Your 3rd Night Free
Feb: Your Account: MegaBonus® Like a Winner, Jim
Mar: Your Account: Conquer Your World, Jim

TSAT Jan: Your Account: \$300 Resort Credit
Feb: Your Account: Your MegaBonus®
Mar: Your Account: Go More Places Jim

Objective for the March benefits was MRCC acquisitions; overall click engagement and bookings may have been negatively impacted as a result



Mar WHPH Benefits

Mar Benefits	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
WHPH	498.7 K	5.1 K	\$2.1 M	31.4%	11.3%	29.0%	10.3	0.1%

Observations

Top Offer featured a 80 K MRCC offer & 5th night Free & generated 14% click share

- MRCC version was sent to 53% of WHPH, but 5th night free generated over 3X the clicks than MRCC
- The Core audience received MRCC version 56% of time and generated 3x the clicks as alternate content
- The Top Offer 2 featured MegaBonus reminders & Freddie's voting and generated over 2x the clicks as the above Top Offer

The MRCC offer did not seem to resonate with WHPH as much as other content

New redemptions sections launched

- Integrated product redemptions with hotel highlights-11% click share
- Brand spotlight & redemptions- 3% click share

Baseline has been established for future comparisons

Account Box
25% cl, 28% bks

Search
4% cl, 30% bks

Top Offer
14% cl, 26% bks

Top Offer 2
33% cl, 24% bks

Rewards
6% cl, 7% bks

Redeem
11% cl, 11% bks

Brand Spotlight
3% cl, 2% bks

Hotel Openings
2% cl, 1% bks

Bottom Offer
0.5% cl, 0.2% bks

Mar TSAT Benefits

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

Observations

Top Offer featured a 80 K MRCC offer & Spring offer collection & generated 9% click share (campaign average is 32%)

- MRCC version was sent to 70% of WHPH and generated 56% of clicks from the Top offer section
- The Top Offer 2 featured MegaBonus reminders & Freddie's voting and generated over 3x the clicks as the above Top Offer
- Account Box received 32% of click share (avg 29%); search received 9% (avg 4%)

The MRCC offer did not seem to resonate with TSAT

Flash Sale featured in Rewards attracted more clicks than any other content in Rewards for 2016

The Flash sale may have generated additional clicks & bookings if featured more prominently

Brand highlight with distinctive color treatment did not appear to generate incremental clicks

Bottom offer below brand highlight got very little engagement; value proposition may not have been clear

Benefits

Your Account: Go
More Places [FNAME]

Account Box
32% cl, 46% bks

Search
9% cl, 13% bks

Top Offer
9% cl, 5% bks

Top Offer 2
27% cl, 22% bks

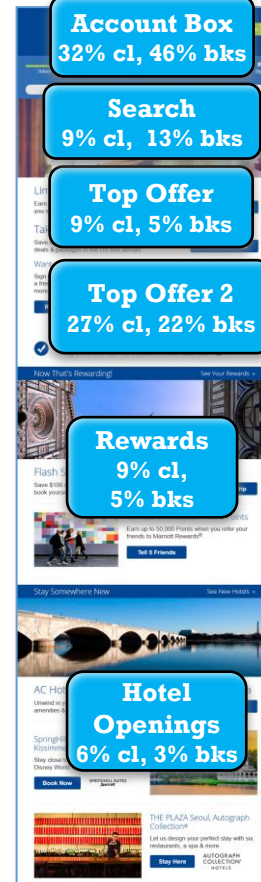
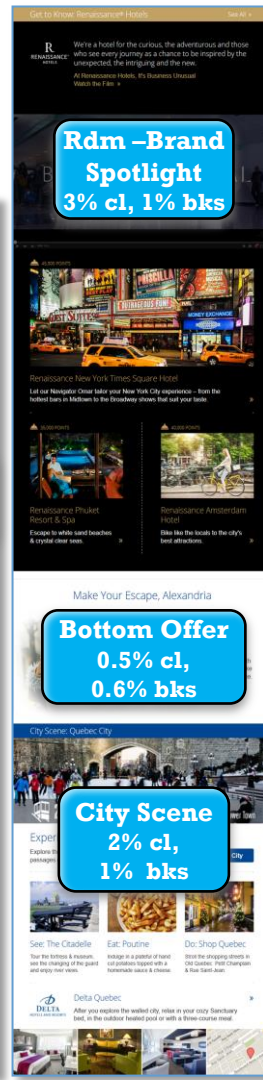
Rewards
9% cl,
5% bks

Hotel Openings
6% cl, 3% bks

Rdm -Brand Spotlight
3% cl, 1% bks

Bottom Offer
0.5% cl,
0.6% bks

City Scene
2% cl,
1% bks



Offers overview and MoM trends

Observations

Featuring propensity model continued to yield results; highest bookings generated for the campaign

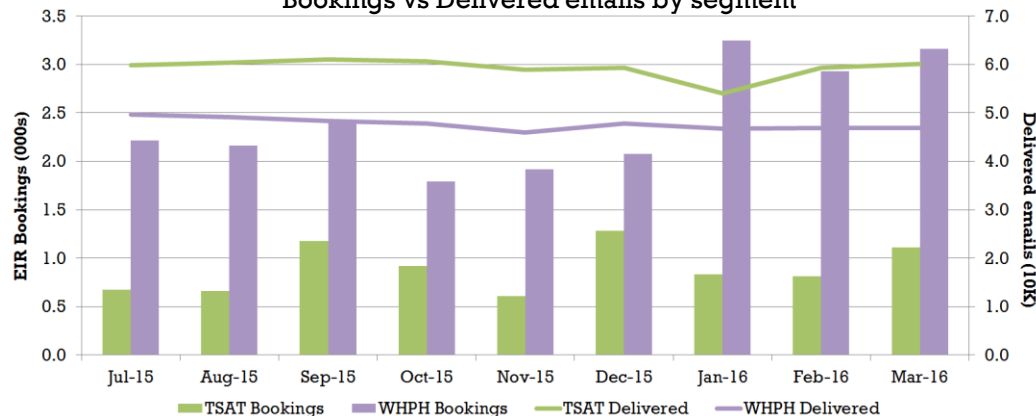
Both segment KPIs followed similar patterns with propensity modeled Field offers

- Click to Open rate decreased MoM
- Conversion rate increased

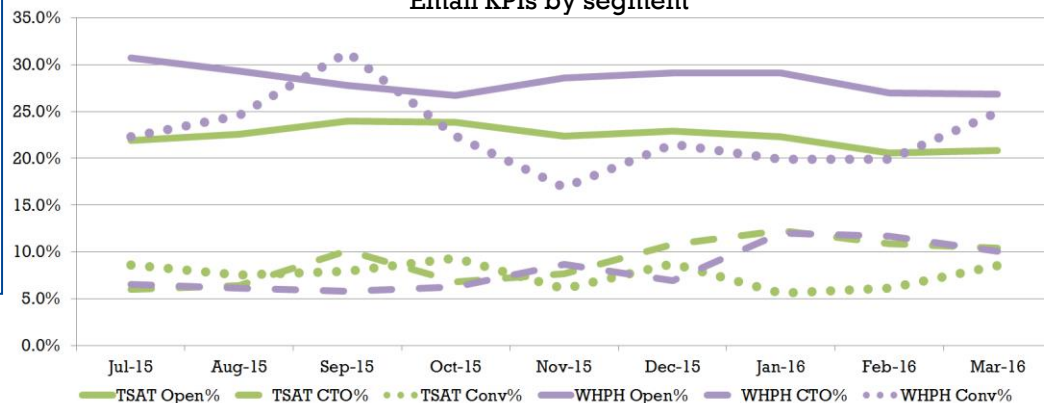
Clicks to propensity model field offers are declining MoM while clicks to Search are increasing; clicks are migrating to higher converting placements

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

Bookings vs Delivered emails by segment



Email KPIs by segment



Mar WHPH Offers

Mar Offers	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
WHPH	469.0 K	3.2 K	\$1.1 M	26.8%	10.1%	24.9%	6.7	0.0%

Observations

Field Offers continued to draw majority of click engagement, generating 55% of clicks

The Major offer section generated an average 13% click share & higher than average Conv% due to MegaBonus reminder

- MegaBonus: 629 Clicks
- 6 K Midwest : 516 Clicks
- 7 K Resort: 463 Clicks

March earning opps may have been particularly compelling, WHPH continued to respond to point earning opportunities

Minor Offer received the lowest % of clicks since PO launch

- There was one less offer than typical
- The Charlotte offer generated well below average clicks (57 clicks)

There is a correlation between amount of content and incremental clicks

Offers

[FNAME's] April Travel Deals

Account Box
21% cl, 23% bks

Field Offers
55% cl, 50% bks

Search
7% cl, 8% bks

Major Offer
13% cl, 16% bks

Minor Offer
2% cl, 1% bks

Mar TSAT Offers

Mar Offers	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
TSAT	601.3 K	1.1 K	\$400.5 K	20.8%	10.4%	8.5%	1.8	0.1%

Observations

Field Offers continued to draw majority of click engagement, generating 48% of clicks

Search received 12% of clicks, the highest for this section & regularly generates the highest Conv% (11.4% compared to avg 7.2%)

In the Major Offer section:

- 7 K Resort: 366 Clicks
- MegaBonus: 279 Clicks
- 6 K Midwest: 174 Clicks

Copy positioned the same offers WHPH received differently; A/B testing may highlight impact of offers vs positioning

eBreaks generated 8% of clicks and a higher Conv% than a majority of the other content

eBreaks appeared to resonate with TSATs

Offers

[FNAME's] April Travel Deals

Account Box
19% cl, 31% bks

Field Offers
48% cl, 35% bks

Search
12% cl, 19% bks

Major Offer
6% cl, 6% bks

Minor Offer
3% cl, 1% bks

eBreaks
8% cl, 7% bks

Destinations overview and MoM trends

Observations

Destinations content was updated in March to focus on connecting travel inspiration content with Marriott opportunities

Click to Open rate for both segments were near the campaign low, suggesting the new layout & content may not have been as engaging as Jan/Feb

TSAT:

Open rate fell MoM and were near campaign lows

- Feb SL: *We found your Next escape*
- Mar SL: *It's Spring break somewhere*

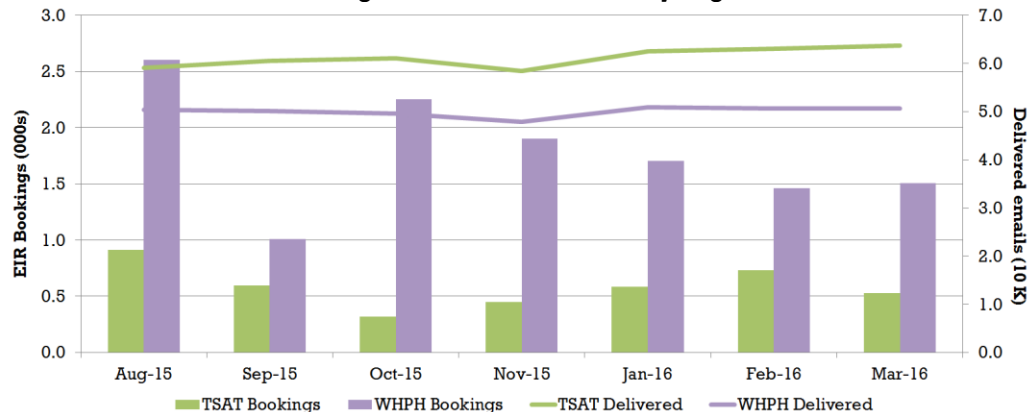
WHPH:

Open rate was 2nd highest since PO launch

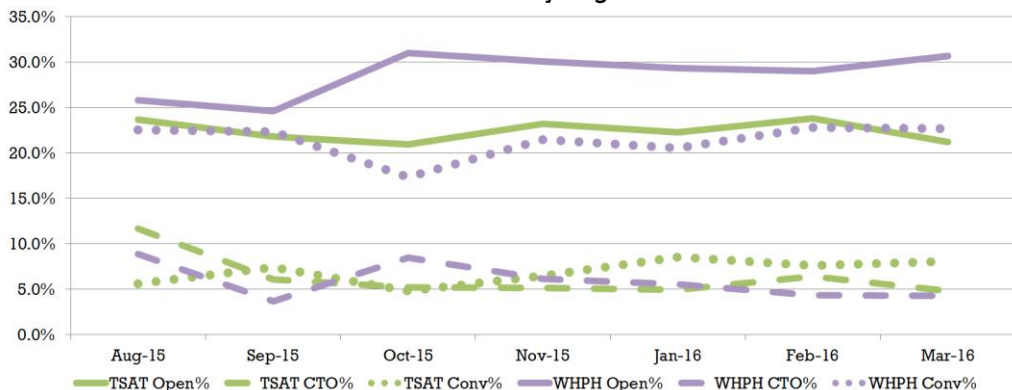
- Feb SL: *Jim, Take charge of your travel*
- Mar SL: *Your trip planner is here, Jim*
- (1st) Oct'15 SL: *Atlantis \$250 airfare credit*

Performance baseline has been created for future comparison

Bookings vs Delivered emails by segment



Email KPIs by segment



Mar WHPH & TSAT Destinations

Mar Destinations	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
WHPH	506.0 K	1.5 K	\$556.9 K	30.7%	4.3%	22.7%	3.0	0.2%
TSAT	637.5 K	529	\$197.7 K	21.2%	4.8%	8.1%	0.8	0.2%
Total	1.1 M	2.0 K	\$754.6 K	25.4%	4.5%	15.4%	1.8	0.17%

TSAT appeared to engage better with the content than WHPH, with 58% of click share to curated content vs 37% for WHPH

- The majority of this engagement can with the 1st section: Catch Some Rays in Sunny U.S. Cities

WHPH top clicked content

Beach/Surf	575
Las Vegas	355
Phoenix	346
Ski	270

TSAT

Las Vegas	1,251
Phoenix Arizona	897
Beach/Surf	732
Sacramento	491

Search received the highest click share for it's position since launch

Performance baseline has been created for future comparison

WHPH

Your Trip Planner is Here[, FNAME]



TSAT

3 Must-See Sunny Cities You'll Love, Jim





March 2016 Targeting Overview

Yahoo! Native

SITE NAME	DATE	TOTAL IMPRESSIONS	CLICKS	CTR	Conv%	POST-CLICK BOOKINGS	POST IMPRESSION BOOKINGS (15% Attribution)	COST PER BOOKING	TOTAL MEDIA COST	GRE
Yahoo! Native WHPH	Feb	-	-	-	-	-	-	-	-	-
	Mar	655,306	191	0.03%	153.64%	23	270	\$0.78	\$229	473.17
	3/9-3/16	1,152	6	0.52%	2.50%	0	0	\$48.00	\$7	1.48
	3/17-3/24	540,537	155	0.03%	104.26%	8	154	\$1.15	\$186	317.48
	3/25-3/31	113,617	30	0.03%	439.00%	15	117	\$0.27	\$36	1,371.94

SITE NAME	DATE	TOTAL IMPRESSIONS	CLICKS	CTR	Conv%	POST-CLICK BOOKINGS	POST IMPRESSION BOOKINGS (15% Attribution)	COST PER BOOKING	TOTAL MEDIA COST	GRE
Yahoo! Native TSAT	Feb	-	-	-	-	-	-	-	-	-
	Mar	2,582,766	648	0.03%	6.64%	43	0	\$18.08	\$778	17.67
	3/9-3/16	1,440	1	0.07%	0.00%	0	0	\$0.00	\$1	-1.00
	3/17-3/24	1,418,835	380	0.03%	3.42%	13	0	\$35.08	\$456	4.70
	3/25-3/31	1,162,491	267	0.02%	11.24%	30	0	\$10.68	\$320	36.20

Observations

Note: There was a tracking issue with TSAT; no post-view bookings were tracked

- Yahoo! Native re-launched 3/16 and despite being live half the month delivered the 2nd highest impressions of any TSAT campaign
- CTR are low relative to other campaigns which leads to low booking volume but also low cost, which is why the GRE is well above average

Facebook Targeting WHPH & TSAT

WHPH GRE
Goal: 27:1

Current: 27:1

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	Feb	2,447,781	12,503	0.51%	32.25%	1,247	2,785	\$10.04	\$40,485	32.97
	Mar	1,925,933	18,443	0.96%	19.05%	725	2,788	\$7.97	\$28,013	25.53
	3/4-3/13	536,384	5,926	1.10%	18.12%	343	731	\$8.02	\$8,607	39.92
	3/14-3/20	236,201	2,254	0.95%	16.89%	67	314	\$10.40	\$3,960	29.36
	3/21-3/27	701,022	6,565	0.94%	17.47%	162	985	\$8.33	\$9,548	12.33
	3/28-4/3	452,326	3,698	0.82%	24.66%	153	759	\$6.47	\$5,898	23.33

WHPH RN
Goal: 22.9k

Current: 15.5k

TSAT GRE
Goal: 9:1

Current: 9.5:1

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	Feb	761,214	5,922	0.78%	9.09%	200	338	\$22.45	\$12,078	12.46
	Mar	683,777	7,692	1.12%	10.35%	125	671	\$12.24	\$9,748	11.47
	3/4-3/13	236,212	2,774	1.17%	7.44%	55	151	\$20.65	\$4,262	15.76
	3/14-3/20	46,939	490	1.04%	7.99%	3	36	\$20.02	\$784	12.24
	3/21-3/27	200,769	2,344	1.17%	15.90%	20	353	\$6.32	\$2,354	4.66
	3/28-4/3	199,857	2,084	1.04%	8.55%	47	131	\$13.18	\$2,348	10.26

TSAT RN
Goal: 4.2k

Current: 2.6k

Observations

- Overall 2016 GRE decreased by 15% MoM (26:1 → 22:1).
- Device Performance: Overall 2016 mobile GRE decreased by 16% while desktop GRE performance only dropped by 3%.
- Segment Performance: While both segments contributed to lowering the overall 2016 GRE to date, WHPH performance took a more significant hit than TSAT, decreasing by 12% and 5% respectively

Sojern Targeting

WHPH GRE
Goal: 6:1

Current: 11:1

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	Feb	513,489	124	0.02%	94.35%	0	117	\$35.11	\$4,108	10.49
	Mar	785,764	154	0.02%	158.93%	1	244	\$25.68	\$6,286	11.78
	3/7-3/20	199,978	78	0.04%	46.09%	1	35	\$44.50	\$1,600	6.80
	3/21-3/27	467,637	68	0.01%	157.50%	0	107	\$34.93	\$3,741	8.29
	3/28-4/3	118,149	8	0.01%	1271.25%	0	102	\$9.29	\$945	34.05

WHPH RN
Goal: 3.9k

Current: 747

TSAT GRE
Goal: 4:1

Current: 2.6:1

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	Feb	546,445	125	0.02%	33.60%	0	42	\$104.08	\$4,372	2.50
	Mar	842,415	223	0.03%	33.50%	0	75	\$90.22	\$6,739	2.82
	3/7-3/20	199,134	104	0.05%	8.51%	0	9	\$180.00	\$1,593	0.74
	3/21-3/27	493,264	87	0.02%	37.76%	0	33	\$120.13	\$3,946	2.00
	3/28-4/3	150,017	32	0.02%	103.13%	0	33	\$36.37	\$1,200	8.26

TSAT RN
Goal: 880

Current: 246

Observations

- While the campaign was paused during the 1st week of the month after the build out of the new campaign separating Project Orange from e-Commerce CORE, both segments saw around \$2k more spend than February. GREs managed to increase slightly with spend ramping up a bit.
- WHPH continued to outperform TSAT by a significant margin. In order to help improve TSAT performance, Sojern has recently increased the recency of Sojern travel intent across some segments. This should have the effect of increasing efficiency and in turn, GRE.



March 2016 Paid Search Overview

Google Dynamic Search Ads

SITE NAME	DATE	TOTAL IMPRESSIONS (AdWords)	CLICKS (AdWords)	CTR	Conv%	POST-CLICK BOOKINGS (DFA)	COST PER BOOKING	TOTAL MEDIA COST	GRE
Google Dynamic Search Ads WHPH	Feb	59,230	3,558	6.01%	26.14%	930	\$6.65	\$6,184	68.86
	Mar	62,768	4,068	6.48%	26.01%	1,058	\$6.94	\$7,339	62.85
	3/1-3/8	14,410	947	6.57%	26.29%	249	\$6.82	\$1,697	56.87
	3/9-3/16	14,625	954	6.52%	24.84%	237	\$7.25	\$1,717	57.90
	3/17-3/24	16,753	1,092	6.52%	26.28%	287	\$6.87	\$1,972	65.90
	3/25-3/31	16,980	1,075	6.33%	26.51%	285	\$6.85	\$1,952	69.33

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	Feb	27,178	1,835	6.75%	14.82%	272	\$9.31	\$2,532	50.12
	Mar	39,901	2,940	7.37%	16.53%	486	\$8.28	\$4,022	46.31
	3/1-3/8	9,318	655	7.03%	16.34%	107	\$8.35	\$893	42.86
	3/9-3/16	9,567	757	7.91%	17.83%	135	\$7.72	\$1,042	60.97
	3/17-3/24	10,697	765	7.15%	17.25%	132	\$7.93	\$1,047	49.39
	3/25-3/31	10,319	763	7.39%	14.68%	112	\$9.29	\$1,040	31.47

Observations

- For both WHPH & TSAT Impressions, clicks & bookings increased MoM with only slight decreases
 - WHPH bookings increased by 13% while GRE decreased by 9%
 - TSAT bookings increased by 79% while GRE decreased by 8%
- Full month of fixed Adwords remarketing pixel list
- Bid optimizations executed at the source market (state) level



March 2016 Retargeting Overview

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	Feb	2,642,277	3,649	0.14%	91.32%	342	2,990	\$1.27	\$4,235	263.44
	Mar	4,173,506	5,072	0.12%	116.08%	677	5,211	\$1.45	\$8,521	231.48
	3/1-3/8	42,920	67	0.16%	452.54%	38	265	\$0.23	\$68	1,531.77
	3/9-3/16	1,145,323	1,397	0.12%	80.92%	91	1,040	\$1.92	\$2,173	173.90
	3/17-3/24	1,600,926	1,795	0.11%	131.64%	278	2,085	\$1.38	\$3,264	246.21
	3/25-3/31	1,384,337	1,813	0.13%	115.33%	270	1,821	\$1.44	\$3,017	227.52

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	Feb	1,024,328	1,487	0.15%	34.24%	48	461	\$3.62	\$1,841	102.95
	Mar	3,692,861	5,490	0.15%	35.92%	267	1,705	\$4.55	\$8,973	75.34
	3/1-3/8	66,323	75	0.11%	91.40%	3	66	\$1.56	\$107	209.10
	3/9-3/16	831,586	1,356	0.16%	22.14%	32	268	\$6.58	\$1,977	52.10
	3/17-3/24	1,509,519	2,158	0.14%	38.40%	126	703	\$4.30	\$3,563	77.70
	3/25-3/31	1,285,433	1,901	0.15%	40.73%	106	668	\$4.30	\$3,327	82.35

Observations

Delivery increased significantly MoM for both segments resulting from higher bids; GREs are still well above campaign average

- For WHPH, there was a slight dip in CTR and while Conv% increased the increase in cost resulted in net decrease in GRE
- For TSAT, performance was similar MoM; GRE decreased due to the higher bids required to increase bids

GDN Retargeting (GS+BK)

SITE NAME	DATE	TOTAL IMPRESSIONS (AdWords)	CLICKS (AdWords)	CTR	Conv%	POST-CLICK BOOKINGS (DFA)	COST PER BOOKING	TOTAL MEDIA COST	GRE
GDN G+BK WHPH	Feb	3,887,298	9,077	0.23%	13.41%	1,217	\$10.74	\$13,069	30.76
	Mar	3,039,602	7,015	0.23%	19.73%	1,384	\$7.95	\$11,002	44.82
	3/1-3/8	836,919	1,838	0.22%	24.10%	443	\$6.47	\$2,867	49.13
	3/9-3/16	767,145	1,721	0.22%	18.77%	323	\$8.14	\$2,630	44.09
	3/17-3/24	712,002	1,711	0.24%	19.23%	329	\$8.20	\$2,697	48.68
	3/25-3/31	723,536	1,745	0.24%	16.56%	289	\$9.72	\$2,808	37.40

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	Feb	688,877	1,962	0.28%	6.73%	132	\$19.93	\$2,631	19.09
	Mar	1,164,520	3,676	0.32%	5.82%	214	\$23.11	\$4,945	12.01
	3/1-3/8	272,675	812	0.30%	5.30%	43	\$25.57	\$1,100	11.86
	3/9-3/16	306,213	940	0.31%	7.02%	66	\$18.83	\$1,243	16.64
	3/17-3/24	296,652	1,031	0.35%	4.85%	50	\$28.26	\$1,413	6.78
	3/25-3/31	288,980	893	0.31%	6.16%	55	\$21.63	\$1,190	13.53

Observations

- WHPH: While total delivery decreased MoM, Conv% increased by 47% resulting in an increase in MoM bookings and GRE
- TSAT: MoM impressions increased by 74% and while CTR increased 14%, Conv% fell 14% and cost increased by 88% resulting in a net decrease in GRE of 27%
- Working with GDN to see if any insight into site placement

Criteo Retargeting

WHPH GRE
Goal: 14.5:1

Current:
34:1

WHPH RN
Goal: 41k

Current:
11.2k

SITE NAME	DATE	TOTAL IMPRESSIONS (DFA)	CLICKS (DFA)	CTR	Conv%	POST-CLICK BOOKINGS (MRDW)	POST IMPRESSION BOOKINGS (100% Attribution from DFA)	TOTAL BOOKINGS (4.35% Attribution from DFA)	COST PER BOOKING	TOTAL MEDIA COST	GRE
Criteo Retargeting WHPH	Feb	5,311,296	12,605	0.24%	16.92%	197	48,832	2,133	\$13.35	\$28,473	27.78
	Mar	3,001,595	8,606	0.29%	23.55%	176	46,413	2,027	\$7.60	\$15,397	46.68
	3/7-3/13	387,770	1,332	0.34%	18.42%	10	5,631	245	\$8.03	\$1,971	45.00
	3/14-3/20	847,543	2,512	0.30%	21.80%	40	12,550	548	\$8.03	\$4,399	44.65
	3/21-3/27	1,130,030	2,943	0.26%	24.22%	80	16,309	713	\$8.29	\$5,913	42.28
	3/28-4/3	636,252	1,819	0.29%	28.62%	46	11,923	521	\$5.98	\$3,114	58.99

TSAT GRE
Goal: 6:1

Current:
14:1

TSAT RN
Goal: 7.8k

Current:
1.8k

SITE NAME	DATE	TOTAL IMPRESSIONS (DFA)	CLICKS (DFA)	CTR	Conv%	POST-CLICK BOOKINGS (MRDW)	POST IMPRESSION BOOKINGS (100% Attribution from DFA)	TOTAL BOOKINGS (4.35% Attribution from DFA)	COST PER BOOKING	TOTAL MEDIA COST	GRE
Criteo Retargeting TSAT	Feb	1,453,573	6,398	0.44%	4.96%	26	7,269	317	\$27.84	\$8,834	12.25
	Mar	1,651,320	6,437	0.39%	6.05%	49	8,900	389	\$27.22	\$10,595	12.55
	3/7-3/13	580,969	2,029	0.35%	4.08%	6	1,899	83	\$54.54	\$4,520	5.82
	3/14-3/20	643,324	2,214	0.34%	6.17%	19	3,121	137	\$25.46	\$3,478	13.50
	3/21-3/27	233,635	1,193	0.51%	8.21%	20	2,232	98	\$15.20	\$1,489	23.75
	3/28-4/3	193,392	1,001	0.52%	7.18%	4	1,648	72	\$15.42	\$1,108	22.00

Observations

- Criteo spent 30% less in March due to the campaign being paused during the 1st week of the month after the build out of the new campaign separating Project Orange from e-Commerce CORE.
- Performance managed to increase across the board, with WHPH seeing a strong 68% monthly GRE increase. TSAT performance remained consistent on a small increase in monthly spend.