Project Orange May Review
July 8th, 2016

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+

Travel Still A Treat
May performance overview

May 2016 TSAT Key Storylines

❖ Member Rates were featured across Display Media, Benefits email & landing page

❖ Paid Media generated the 2nd highest monthly bookings & 2nd highest GRE of all-time
- Optimizations to Facebook Direct Targeting and Sojern & GRE increased MoM
- Facebook DPA launched with initial results below goal

❖ Email generated the 2nd highest bookings YTD and highest opens all time

❖ Acquisition display campaign launched while Nonmember Benefits tracking continued to be established

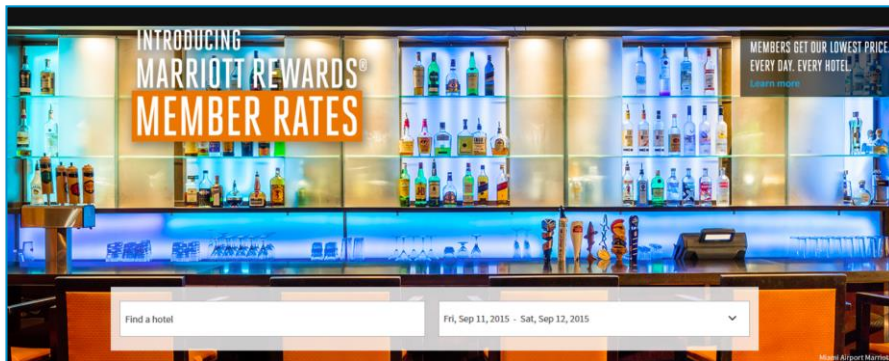❖ Image testing was conducted in Display creative while Subject line testing was conducted in Destinations

May TSAT Creative Overview
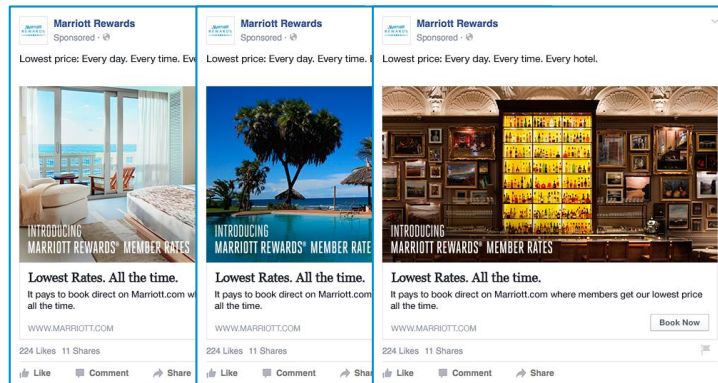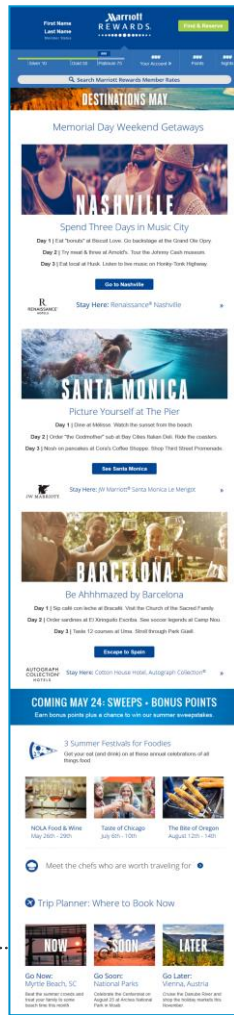
Landing Page Destinations

Landing Page Hero

GDN
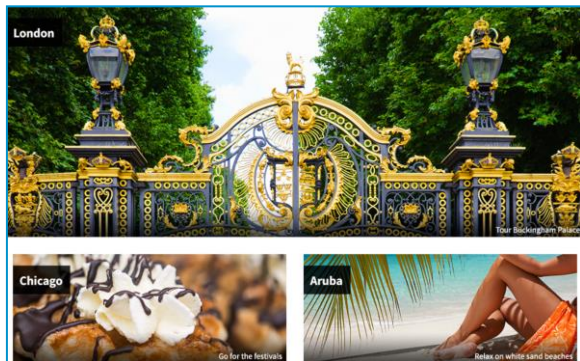
Facebook

May '16 TSAT Paid Media Executive Summary

Campaign Type	Campaign	Impressions	Spend	CTR	Revenue	GRE* - assesed on DoubleClick revenue, not MRDW revenue	▲ MoM	▲ Goal
TSAT CRM Targeting	Sojern	629.4 K	$5.0 K	0.02%	$16.9 K	2.3	329.2%	-41.3%
	FB Direct Targeting	1.2 M	$10.4 K	0.77%	$97.9 K	8.4	44.9%	-6.2%
	CRM Targeting Total	**1.8 M**	**$15.4 K**	**0.51%**	**$114.8 K**	**6.5**	**52.6%**	**-**
TSAT Paid Search	Dynamic Search Ads	53.1 K	$6.1 K	6.80%	$205.4 K	32.5	-37.9%	-35.0%
	MF Paid Search	1.8 M	$24.7 K	1.42%	$560.8 K	21.7	-12.1%	-
	TBPS Paid Search	32.0 K	$2.7 K	11.24%	$314.0 K	114.1	-	-
	Paid Search Total	**1.9 M**	**$33.6 K**	**1.74%**	**$1.1 M**	**31.2**	**-9.5%**	**-**
TSAT Retargeting	Criteo Retargeting	1.6 M	$7.9 K	0.38%	$140.8 K	16.9	21.4%	181.1%
	Facebook DPA	111.9 K	$3.6 K	1.98%	$20.9 K	4.8	-	-76.1%
	GDN text (G+BK)	1.2 M	$4.1 K	0.23%	$48.0 K	10.8	2.5%	-10.2%
	GDN Image Ads (G+BK)	4.1 M	$8.8 K	0.15%	$627.8 K	70.5	-12.6%	-6.0%
	Yahoo! Native	141.3 K	$124	0.02%	$4.1 K	31.8	-14.7%	-
	Retargeting Total	**7.2 M**	**$24.5 K**	**0.24%**	**$841.7 K**	**33.4**	**-1.2%**	**-**

Google Traffic Down 5/13-5/16
Not PO funded
Not Supported from 3/20 – 5/1

Launched 5/2

Relaunch Mid-May

	Impressions	Spend	CTR	Revenue	GRE* - assesed on DoubleClick revenue, not MRDW revenue	MoM GRE % Change
TSAT Media Grand Total	10.9 M	$73.5 K	0.54%	$2.0 M	26.7	26.1%
TSAT - Project Orange funded only (minus MF and TBPS Paid Search	9.1 M	$46.0 K	0.33%	$1.2 M	24.2	16.9%

"Media Grand Total" spend is NOT entirely funded by the new Project Orange account, notably, **MF and TBPS Paid Search are funded separately**
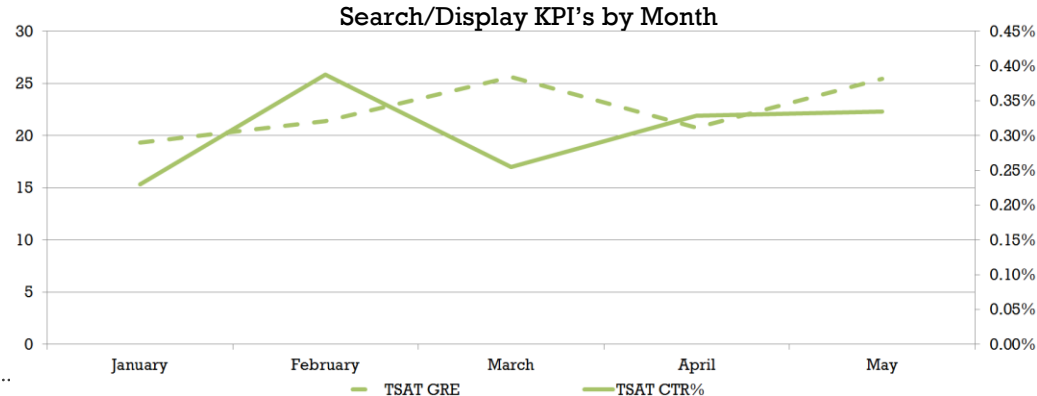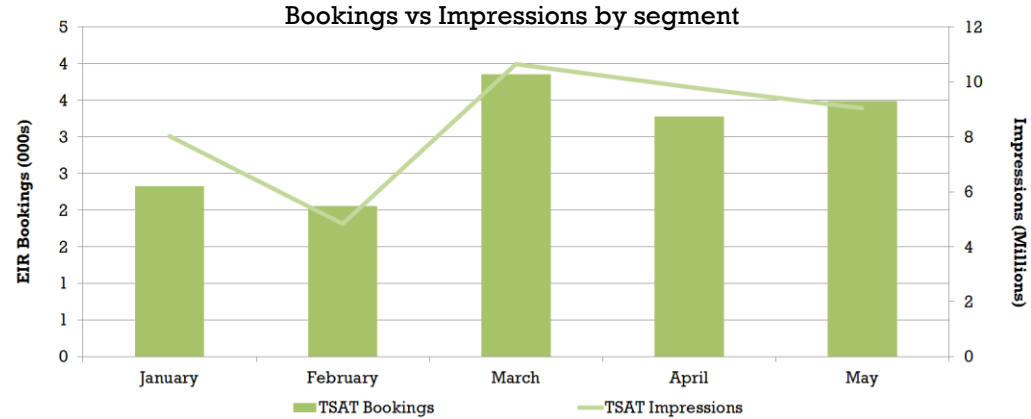
MoM spending decreased by 10.9%

May '16 TSAT Paid Media MoM trends overview

Observations

MoM spend decreased by 11%, resulting in an impression drop of 8%; Conv% and GRE increased 13% & 23% respectively

- **Facebook Targeting** impressions fell 15% MoM with a 41% reduction of spend following optimization updates & GRE increased 45%
- **Criteo** spend was reduced 25% in May which led to a 32% drop in impressions, but CTR% increased 31% which helped drive a 21% increase of GRE
- **GDN Image Ads** continued to deliver the highest volume of impressions and highest GRE of Paid Media at 70.5

Bookings vs Impressions by segment

EIR Bookings (000s) — Impressions (Millions)

January, February, March, April, May

■ TSAT Bookings — TSAT Impressions

Search/Display KPI's by Month

January, February, March, April, May

— TSAT GRE — TSAT CTR%

+ CRM Targeting

Facebook Direct Targeting

TSAT GRE Goal: 9:1

TSAT RN Goal: 4.2k

Current: 8:1

Current: 3.4k

SITE NAME	DATE	TOTAL IMPRESSIONS (DFA)	CLICKS (DFA)	CTR	Conv%	POST-CLICK BOOKINGS (MRDW)	POST IMPRESSION BOOKINGS (15% Attribution from DFA)	COST PER BOOKING	TOTAL MEDIA COST	GRE
Facebook Targeting TSAT	*Apr*	*1,410,144*	*13,657*	*0.97%*	*3.41%*	*6*	*459*	*$37.55*	*$17,468*	*5.83*
	May	1,196,907	9,176	0.77%	3.38%	5	305	$33.40	$10,368	8.45
	5/2-5/8	354,340	2,885	0.81%	3.42%	2	97	$33.81	$3,339	8.49
	5/9-5/15	353,460	2,447	0.69%	3.40%	2	81	$34.32	$2,859	8.01
	5/16-5/22	275,340	1,930	0.70%	3.48%	0	67	$32.46	$2,181	10.06
	5/23-5/29	213,767	1,914	0.90%	3.19%	1	60	$32.52	$1,989	7.22

Observations

- Monthly TSAT GRE driven by the MRMR ads in market increased by 95% MoM (5.8:1 → 11.3:1).
- Other impressive improvements included Cost Per Booking decreasing by 33% and Conv% increasing by 42%.
- Overall 2016 TSAT performance saw almost no change as the GRE remained 11% below benchmark at 8:1.
- After observing the very high frequencies against the TSAT audience pool, MEC changed the bid type from optimizing for conversions to optimizing for offsite web clicks. MEC also brought down the bid-decreasing spend against the audiences. The sum of these optimizations resulted in an uptick in performance in terms of GRE and Cost Per Booking in May.

Sojern Targeting

SITE NAME	DATE	TOTAL IMPRESSIONS (DFA)	CLICKS (DFA)	CTR	Conv%	POST-CLICK BOOKINGS (MRDW)	POST IMPRESSION BOOKINGS (15% Attribution from DFA)	COST PER BOOKING	TOTAL MEDIA COST	GRE
Sojern Targeting TSAT	Apr	947,355	364	0.04%	10.27%	0	37	$202.64	$7,579	0.55
	May	629,396	141	0.02%	34.86%	0	49	$102.44	$5,035	2.35
	5/2-5/8	195,148	67	0.03%	13.51%	0	9	$172.51	$1,561	0.94
	5/9-5/15	159,186	23	0.01%	59.57%	0	14	$92.96	$1,273	3.26
	5/16-5/22	146,448	27	0.02%	56.67%	0	15	$76.57	$1,172	3.11
	5/23-5/29	128,614	24	0.02%	46.25%	0	11	$92.69	$1,029	2.48

Observations

- Driven by dynamic MRMR creative, Sojern's TSAT GRE in May was 2.4:1. This was a significant improvement after the segment drove a GRE less than 1:1 in April.
- In addition to increasing GRE, Sojern was also able to bring down the monthly Cost Per Booking by 95% and increase the Conv% by 2.4x.
- This increase in performance was driven by successful optimizations made in the beginning of the month such as extending the length of recency in travel intent. This boost in performance only led to a slight overall increase in GRE; however, we continue to see WoW improvements into June further helping us inch closer to the 4:1 GRE 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	*Apr*	*37,328*	*2,752*	*7.37%*	*15.63%*	*430*	*$8.36*	*$3,594*	*52.33*
	May	53,147	3,614	6.80%	14.03%	507	$12.09	$6,129	32.51
TSAT	4/29-5/5	12,314	895	7.27%	18.10%	162	$7.24	$1,173	68.60
	5/6-5/12	12,479	817	6.55%	14.81%	121	$10.81	$1,309	26.97
	5/13-5/19	8,132	528	6.49%	16.10%	85	$11.78	$1,001	28.35
	5/20-5/26	20,222	1,374	6.79%	10.12%	139	$19.04	$2,646	20.84

Observations

- TSAT click and booking volume saw a MoM increase, however this came at an increase in CPC and decrease in CTR%
- GRE decreased MoM due to a more aggressive bid approach; these bids have since been dialed down since there are other Google partners (Image Ads) that are driving a higher GRE
- Highest volume queries that drove clicks : "Martha's vineyard hotels", "Niagara falls Canada", "Sedona"

+ Retargeting

Facebook DPA

TSAT GRE Goal: 20:1

Current: 5:1

TSAT RN Goal: 2.1k

Current: 144

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	*Apr*	-	-	-	-	-	-	-	-	-	-
	May	**111,868**	**2,218**	**1.98%**	**3.04%**	**11**	**1,539**	**67**	**$53.66**	**$3,618**	**4.79**
	5/2–5/8	11,051	296	2.68%	2.56%	1	173	8	$31.98	$242	8.11
	5/9–5/15	34,649	636	1.84%	3.24%	5	469	21	$51.29	$1,058	5.62
	5/16–5/22	35,552	687	1.93%	3.02%	2	475	21	$60.06	$1,246	3.52
	5/23–5/29	30,616	599	1.96%	3.09%	3	422	18	$58.01	$1,072	4.69

Observations

- After launching on May 6, TSAT GRE for Facebook DPA ended at 5:1 for the month of May. This is significantly under goal; however, this goal was set to be re-evaluated after we have significant performance to look at
- Since the launch of the Project Orange segments with DPA, we are seeing a wide gap in performance compared to CORE DPA. However, this difference in performance completely aligns with what we see when comparing Criteo and Sojern CORE vs. Project Orange
- It's early on, but an interesting note to call out is how desktop and mobile performance is relatively even; while CORE DPA heavily relies on mobile performance. This is mostly due to the light spend against PO DPA desktop which is something we'll continue to monitor
- Looking ahead to the end of June, TSAT's GRE has been able to increase by 22%. This is due to ongoing optimizations and learnings as we expect performance to continue to improve

Criteo Retargeting

SITE NAME	DATE	TOTAL IMPRESSIONS (DFA)	CLICKS (DFA)	CTR	Conv%	POST-CLICK BOOKINGS (MRDW)	POST IMPRESSION BOOKINGS (100% Attribution from DFA)	TOTAL BOOKINGS (4.35% Attribution from DFA)	COST PER BOOKING	TOTAL MEDIA COST	GRE
Criteo Retargeting TSAT	Apr	2,343,930	6,837	0.29%	6.24%	202	9,600	426	$24.57	$10,478	13.90
	May	1,591,529	6,059	0.38%	6.09%	131	8,349	369	$21.36	$7,880	16.87
	5/2-5/8	721,391	2,443	0.34%	5.50%	32	3,059	134	$25.07	$3,371	14.56
	5/9-5/15	241,879	1,181	0.49%	6.64%	33	1,771	78	$15.52	$1,218	25.40
	5/16-5/22	243,534	1,212	0.50%	5.56%	35	1,514	67	$21.51	$1,449	16.59
	5/23-5/29	384,725	1,223	0.32%	7.24%	31	2,005	89	$20.79	$1,842	15.66

Observations

- Criteo was able to increase monthly TSAT GRE by 21% which brought up overall TSAT GRE by 7% to 15:1.
- CTR% was 9% higher in May than April, which is due in large part to the MRMR creative enhancements (orange CTA, orange 'Member Rates' logo) that were introduced in early May. Cost Per Booking also improved by 15%.
- Criteo continues to outperform its TSAT GRE benchmark by 1.5x.

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	*Apr*	*3,338,281*	*4,915*	*0.15%*	*34.56%*	*243*	*1,456*	*$4.19*	*$7,112*	*80.67*
	May	4,144,042	6,311	0.15%	29.45%	287	1,572	$4.72	$8,783	70.48
	4/29-5/5	1,242,170	1,783	0.14%	30.19%	81	457	$4.47	$2,406	74.47
	5/6-5/12	1,081,950	1,543	0.14%	33.23%	81	432	$4.58	$2,347	73.22
	5/13-5/19	661,638	959	0.14%	32.60%	38	275	$4.40	$1,377	76.00
	5/20-5/26	1,158,284	2,026	0.17%	24.44%	87	408	$5.36	$2,653	61.58

Observations
- TSAT clicks and bookings increased MoM due to a more aggressive bid approach towards the end of the month, in efforts to drive impression volume
- GRE took a slight hit with this approach since the CPC increased – however we are still confident that we will still come in at the EOY goal of 75:1

GDN Retargeting (G+BK)

SITE NAME	DATE	TOTAL IMPRESSIONS (AdWords)	CLICKS (AdWords)	CTR	Conv%	POST-CLICK BOOKINGS (DFA)	COST PER BOOKING	TOTAL MEDIA COST	GRE
GDN G+BK TSAT	*Apr*	*1,580,209*	*3,626*	*0.23%*	*5.87%*	*213*	*$25.33*	*$5,395*	*10.52*
	May	**1,183,235**	**2,708**	**0.23%**	**5.21%**	**141**	**$28.93**	**$4,079**	**10.78**
	4/29-5/5	620,164	1,393	0.22%	5.31%	74	$28.12	$2,081	11.90
	5/6-5/12	563,071	1,315	0.23%	3.95%	52	$38.44	$1,999	6.51

Observations
- Within GDN text ads, there was an error with the list sizes (caused by a Google bug) which resulted in a MoM decrease in clicks. The issue was resolved in June, so volume for that month will rebound
- GRE was fairly steady MoM; no major changes in bid approach/CPC or Conv% Rate

+ Display Creative

TSAT May Creative Performance

GDN Image
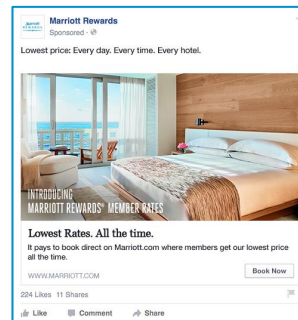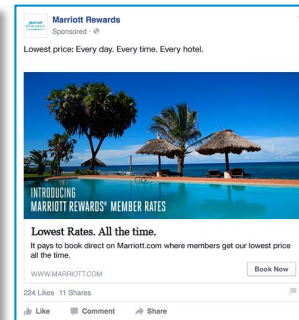
Room	Pool	Common Space
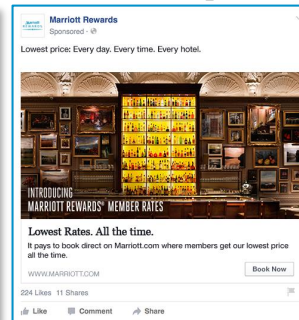
Impressions: 1.4M	Impressions: 1.4M	Impressions: 1.4M
CTR: 0.15%	CTR: 0.15%	CTR: 0.15%
Conv%: 29.7%	Conv%: 31.1%	Conv%: 27.6%
CPM: $2.15	CPM: $2.08	CPM: $2.12
GRE: 76.2	GRE: 71.3	GRE: 64.0

Facebook

Room	Pool	Common Space

Impressions: 514K	Impressions: 417K	Impressions: 367K
CTR: 0.75%	CTR: 0.79%	CTR: 0.80%
Conv%: 4.4%	Conv%: 3.8%	Conv%: 5.0%
CPM: $8.57	CPM: $8.08	CPM: $9.96
GRE: 11.6	GRE: 10.5	GRE: 11.5

Observations
- There did not appear to be a preference to image type in GDN creative as CTR were nearly identical
  - Image impact may have been minimized by copy
- The pool image was used on the landing page and the Pool creative
- In Facebook, Common Space continued to generate a higher CTR (though not statistically significant)
  - Each creatives' CTR dropped MoM; **Daily/weekly & frequency analysis may help determine refresh cycles**

+ Email Campaigns

May '16 TSAT Email overview & MoM trends

May Project Orange	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
Benefits	647.2 K	2.6 K	$975.1 K	29.2%	11.6%	11.8%	4.0	0.2%
Destinations	647.0 K	729	$272.0 K	22.2%	5.4%	9.3%	1.1	0.2%
Offers	602.0 K	1.0 K	$376.2 K	21.5%	10.8%	7.3%	1.7	0.1%
TSAT Total	**1.9 M**	**4.3 K**	**$1.6 M**	**24.4%**	**9.5%**	**9.9%**	**2.3**	**0.14%**

Observations

- Generated 2nd highest bookings YTD, the highest opens all time & highest clicks in a non-MegaBonus month
- Program wide CTO% and Booking/Delivered were below lifetime average by 10% & 6% respectively but higher than YTD averages by ~15%

Benefits

- Open% was the 3rd highest since PO launch & Conv% was the highest of all time at 12%
- CTO% was down 14% from lifetime average

Offers

- While Open% was the 2nd highest in 2016, MoM bookings fell due to decreases in Conv%

Destinations focused on long-weekend travel inspiration & while click engagement was average for the campaign, Conv% was a campaign high

Bookings by Month

Email KPI's by Month
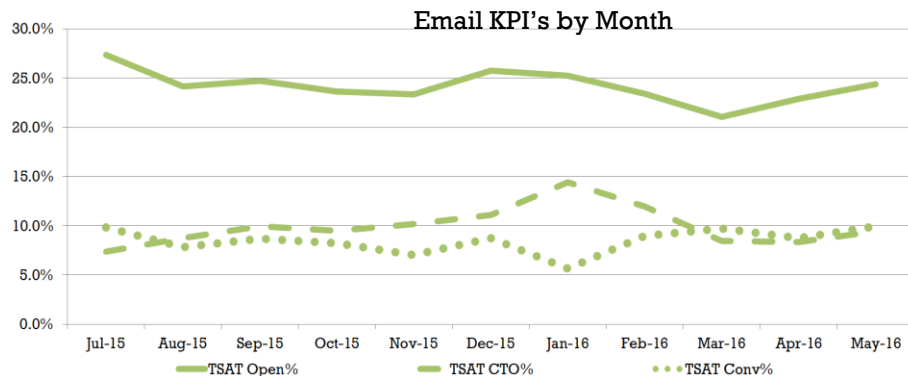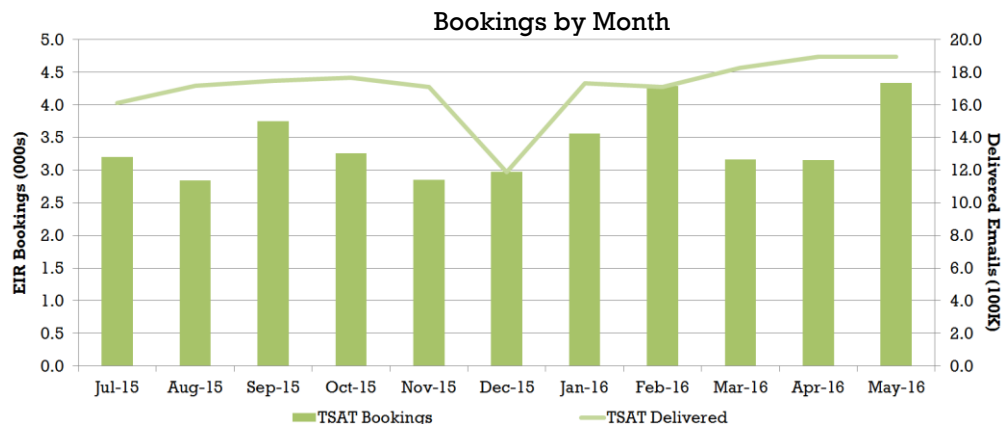
TSAT Benefits overview and MoM trends

Observations

- Open% was the 3rd highest since PO launch
- *Your Account: Get The Lowest Rate Every Time*
- CTO% was down 14.1% to the lifetime average
- Conv% was the highest of all time at 11.8%

- Top Offer featuring Member Rates drew the 2nd largest % of clicks compared to months that did not feature MegaBonus and had it's best lifetime Conv% at 11.4%
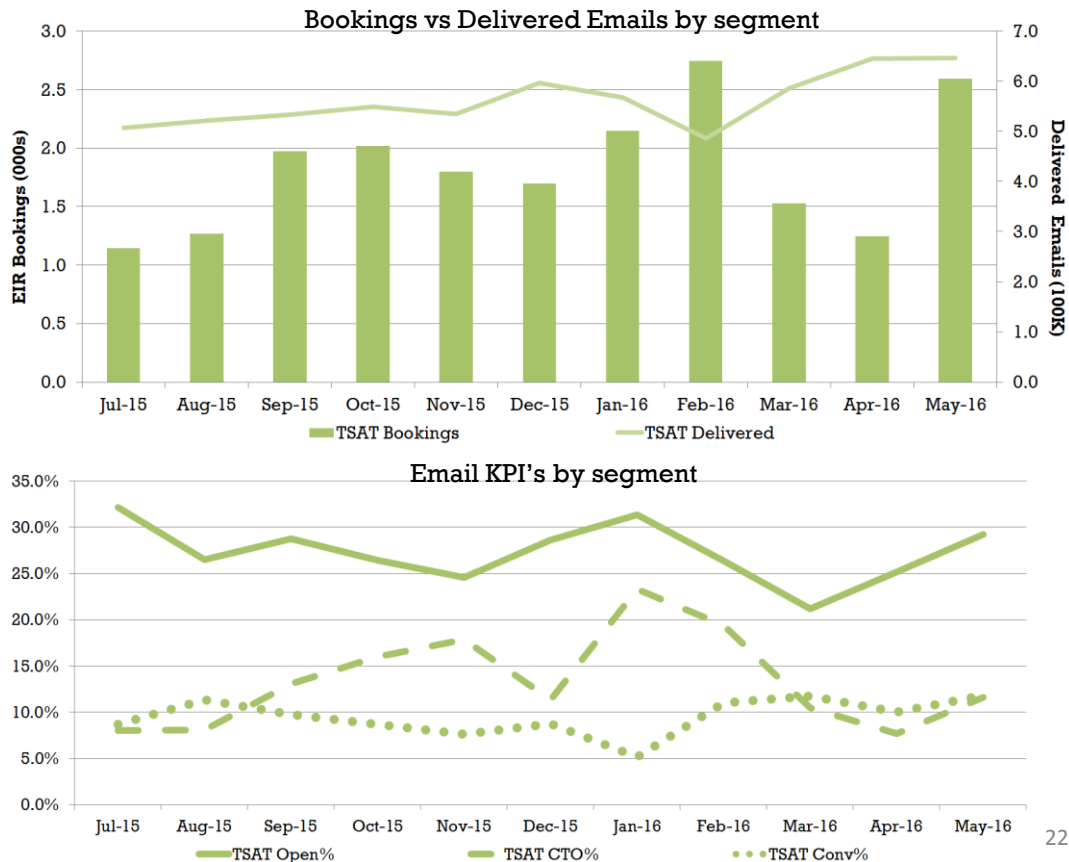
Bookings vs Delivered Emails by segment

TSAT Bookings   TSAT Delivered

Email KPI's by segment

TSAT Open%   TSAT CTO%   TSAT Conv%

TSAT click engagement was higher with Core versions than Benefits

May eNews/ Benefits	Delivered	Opens	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bkngs/ Dlvd	Unsub%
TSAT eNews	66.6 K	18.3 K	338	$130.7 K	27.4%	19.6%	9.4%	5.1	0.18%
TSAT Benefits	647.2 K	189.3 K	2.6 K	$975.1 K	29.2%	11.6%	11.8%	4.0	0.15%
%△					7%	-41%	25%	-21%	

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

Core eNews: TSAT

- **Your Account: Introducing Member Rates**   Get The Lowest Rate Every Time
- Your Account: May Updates [for FNAME]   (3rd highest Open%)
- Your Account: Get the Lowest Rate Every Time

TSAT version communicated the direct benefit of Member rates

CTO% delta was consistent with previous months

- Core version had 75 links while Benefits had 42; June Benefits featured a similar amount of content as Core and initial results suggest a higher Click to Open rate

TSATs engaged more with Top Offer in Core version than in Benefits

Top Offer had 2.5x the click engagement in Core version

1. Different Copy & CTA; Core version **leveraged "New"** with a **non-booking CTA**
2. Reward Header & Milestone for Benefits versions 2x as high as Core
   - Milestones featured **Near level nights & bonus points per elite status level** which generated high click engagement
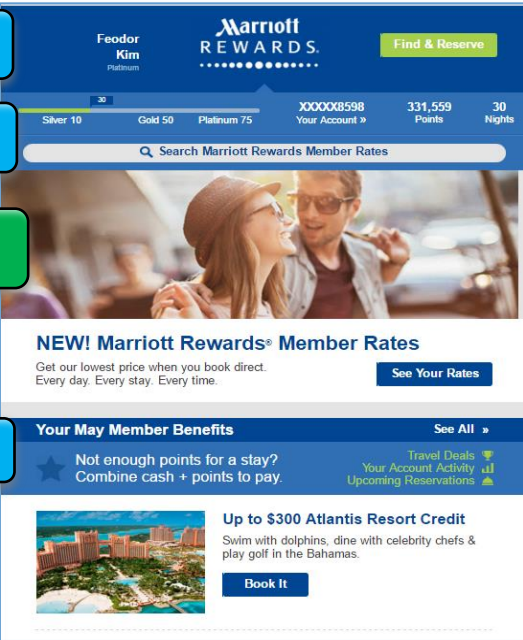
eNews (Core)

TSAT

- **Account Box** 20% clicks
- **Search** 7% clicks
- **Top Offer** 41% clicks
- **Rew - Head** 9% clicks

TSAT Benefits
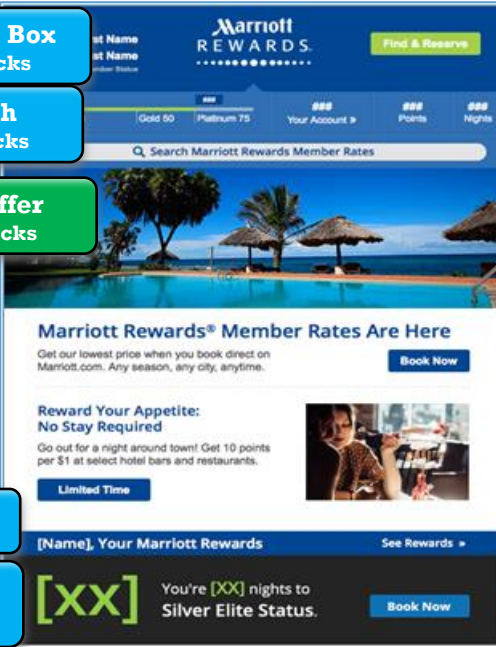
- **Account Box** 26% clicks
- **Search** 10% clicks
- **Top Offer** 17% clicks
- **Rew - Head** 13% clicks
- **Milestone** 6% clicks
  Basic: X nights to Silver

TSAT Offers overview and MoM trends

Observations

Overall

Open% 2nd highest in 2016, while still below 2015 average

MoM bookings fell due to a 16% decrease in Conv%

Summer Promo offer was featured in the first section below Field Offers which did not appear to create the same click engagement as April's Hawaii/Hilton Head sweepstakes

Bookings vs Delivered Emails by segment

Email KPI's by segment
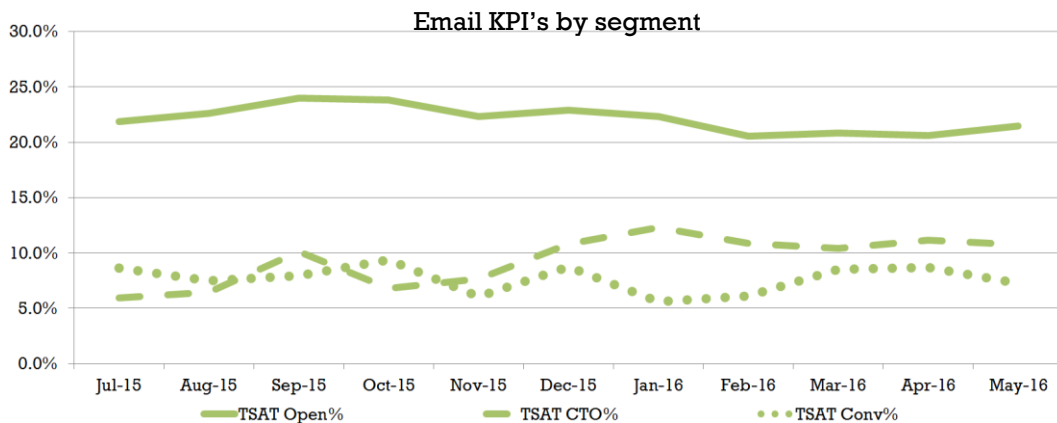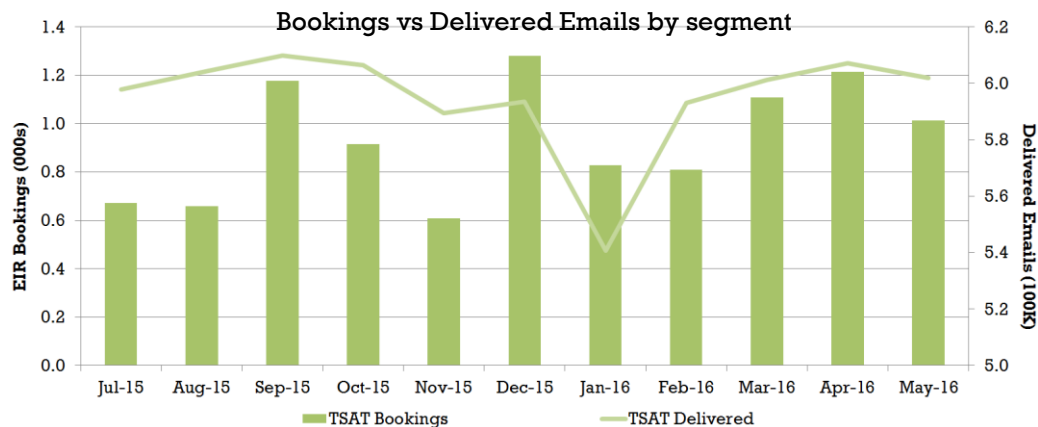
TSAT click engagement was similar compared to global control to Core

May HS/ Offers	Delivered	Opens	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bkngs/ Dlvd	Unsub%
TSAT HS	66.2 K	14.7 K	112	$50.6 K	22.2%	11.1%	6.9%	1.7	0.11%
TSAT Offers	602.0 K	129.2 K	1.0 K	$376.2 K	21.5%	10.8%	7.3%	1.7	0.09%
%△					-3%	-3%	6%	-1%	

Subject line was the same across all segments; however there was a 3% difference in Open %, which was statistically significant

- It was discovered that May was the first month Global control started to receive Hotel Specials since Jan and may be impacting performance comparisons
- There may be differences between segments and their global control

TSAT Destinations overview and MoM trends

Observations

Template continued to evolve as May Destinations focused on three destinations as long-weekend travel inspiration

While not a campaign objective, Conv% was the highest since PO launch at 9.3%

Subject line testing centered around Memorial Day long weekend travel inspiration

- **Where to Spend Your Next 3-Day Weekend**
- 3 Days in Nashville, Santa Monica or Barcelona
- Jim's Memorial Day Weekend Trip Planner

Winning subject line was recommendations focused

Bookings vs Delivered Emails by segment

TSAT Bookings ▬ TSAT Delivered

Email KPI's by segment

▬ TSAT Open%   ▬ TSAT CTO%   ••• TSAT Conv%
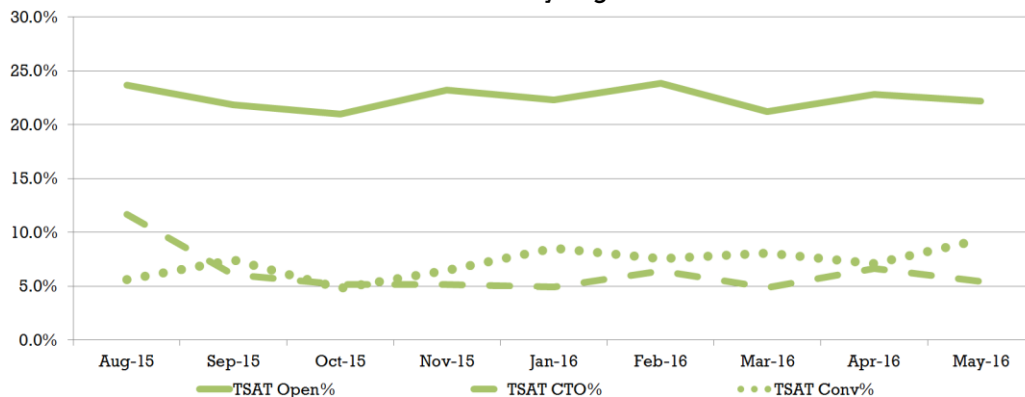
TSAT click engagement was higher with the Core version

May Destinations	Delivered	Opens	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bkngs/Dlvd	Unsub%
TSAT Core	66.6 K	14.9 K	77	$22.0 K	22.3%	6.0%	8.6%	1.2	0.16%
TSAT PO	647.0 K	143.4 K	729	$272.0 K	22.2%	5.4%	9.3%	1.1	0.17%
%△					-1%	-10%	9%	-3%	

CTO% difference was statistically significant

TSATs engaged more with the body content of Core than PO (who engaged more with the header)

TSAT engaged differently with Destinations than their global control

% difference in click distribution between Core & PO Destinations

TSAT Core vs PO

had higher **click engagement** with all links except Header

Header
-53%

Search
+8%

Featured Destinations
+37%

Cuisine
+19%

Now-Later
+3%

Why did these differences occur in nearly similar treatments ?

Potential reasons…
- Multiple content & copy variations

- Global control segments are small (~50 K) so results aren't significant

- Destinations is relatively new communication to Core audience

- New PO members are added to PO version audience

- Other factors more influential than PO segmentation

- **These results may be due to a number of factors, consider deploying the exact same version of Destinations to all audiences for one month**

Recommend running identical versions across all segments

Reduce issues with comparing PO performance against global control
- Global control small audience
- Composition may be different between two groups

Understand how much "noise" may be a factor

Better positioned to understand segment's different response to content & ultimately preferences

Easier to execute then other options

Not currently getting a clear understanding of the impact of different treatments

Planned for July Destinations

Summer Promo Solo

Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)
511.5 K	1.5 K	$496.7 K	25.0%	18.4%	6.4%	2.9
			7%	6%	-29%	-20%

Observations

Summer promo featured bonus point offers after 2nd stay & registration to 100K bonus point sweepstakes (US only)

TSATs did not convert as well to the promotion announcement as other segments (non-TSAT, non-WHPH)

Marriott REWARDS

First Name
Last Name
Member Status

Find & Reserve

Silver 10 | Gold 50 | Platinum 75 | Your Account » | ### Points | ### Nights

Search Marriott Rewards Member Rates

WIN 100,000 POINTS, ALEXANDRIA!

Stop daydreaming about that dream trip and enter to win our sweet summer sweepstakes – plus earn up to [10,000] bonus points.

[Make 6 stays* by Sept. 5, 2016. You'll get 2,000 bonus points on each after the first one.]

Enter to Win!

*A 'stay' is defined as consecutive nights spent at the same hotel, regardless of check-in/check-out activity.

NEED TRAVEL IDEAS? »
Wondering where to earn or spend your points this summer? Check out these trip ideas.

Every Day. Every Stay. Every Time.
Get our lowest price when you book direct.

Our Brands | Travel Ideas | Mobile App

May '16 TSAT Key Takeaways

- ❖ Paid Media: continue to monitor progress of optimizations to provide scale against efficiency gains

- ❖ There may be creative fatigue in the same creative that runs over a month; a daily trend and frequency analysis may identify optimal refresh cycles

- ❖ TSAT subject line result observations
  - Direct benefits of new program features
  - Recommendations

- ❖ Serving identical emails (Destinations) to Global Control and TSATs may generate additional learnings; **Planned for July Destinations**

+

Work Hard Play Hard
May performance
overview

May 2016 WHPH Key Storylines

❖ Member Rates were featured across Display Media, Benefits email & landing page

❖ Paid Media generated the 2nd highest monthly impressions & 2nd highest bookings at a GRE 8.3% below the 2016 average
  - Updates to Facebook Direct Targeting bid optimizations & GRE increased 44% MoM
  - Facebook DPA launched with initial results below goal
  - GDN GRE decreased 35% MoM and budget is planned for reallocation

❖ Email generated the highest Open rate and 3rd highest Click to Open rate in 2016

❖ Acquisition display campaign launched while Nonmember Benefits tracking continued to be established

❖ Image testing was conducted in Display creative while Subject line testing was conducted in Destinations

May WHPH Creative Overview

Landing Page Destinations

Landing Page Hero

GDN
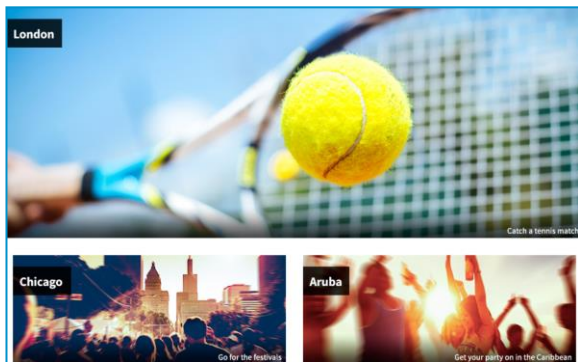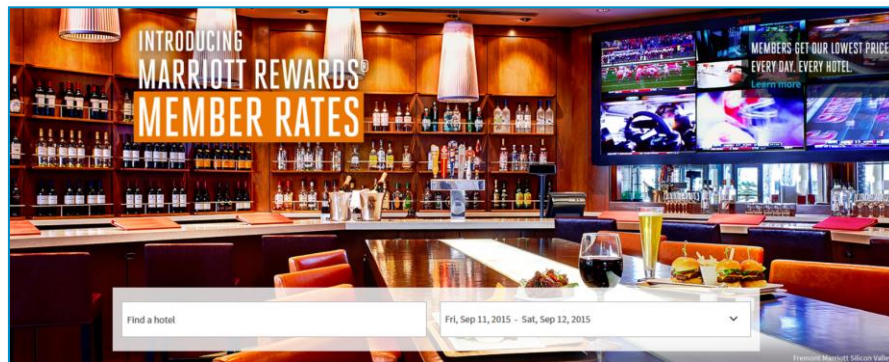
Facebook
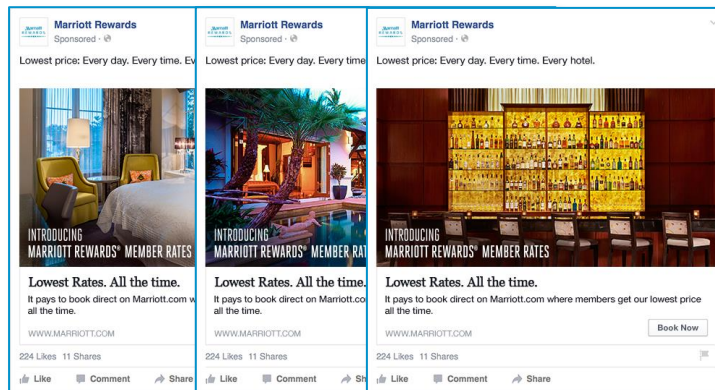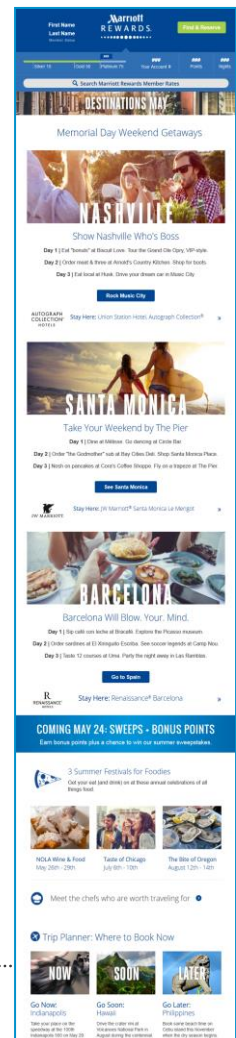
May '16 WHPH Paid Media Executive Summary

Campaign Type	Campaign	Impressions	Spend	CTR	Revenue	GRE* - assesed on DoubleClick revenue, not MRDW revenue	▲ MoM	▲ Goal
WHPH CRM Targeting	Sojern	1.2 M	$9.5 K	0.02%	$87.5 K	8.2	-7.0%	36.4%
	FB Direct Targeting	2.7 M	$26.1 K	0.65%	$602.6 K	22.1	**43.9%**	**-18.2%**
	CRM Targeting Total	**3.9 M**	**$35.6 K**	**0.46%**	**$690.1 K**	**18.4**	**30.3%**	**-**

Campaign Type	Campaign	Impressions	Spend	CTR	Revenue	GRE*	▲ MoM	▲ Goal	Notes
WHPH Paid Search	Dynamic Search Ads	71.2 K	$8.6 K	6.62%	$476.3 K	54.3	-13.6%	-12.4%	Google traffic Down 5/13-5/16
	MF Paid Search	2.3 M	$26.6 K	1.07%	$619.2 K	22.3	-42.0%	-	Not PO funded
	TBPS Paid Search	61.9 K	$7.2 K	7.68%	$582.3 K	79.7	-	-	Not Supported from 3/20 – 5/1
	Paid Search Total	**2.4 M**	**$42.5 K**	**1.40%**	**$1677.9 K**	**38.5**	**-24.5%**	**-**	

Campaign Type	Campaign	Impressions	Spend	CTR	Revenue	GRE*	▲ MoM	▲ Goal	Notes
WHPH Retargeting	Criteo Retargeting	6.7 M	$35.6 K	0.23%	$1.0 M	27.6	-13.0%	90.5%	
	Facebook DPA	214.3 K	$8.1 K	1.48%	$86.2 K	9.6	-	-61.5%	Launched 5/2
	GDN text (G+BK)	3.2 M	$9.6 K	0.16%	$223.5 K	22.4	-34.7%	-36.1%	
	GDN Image Ads (G+BK)	5.1 M	$10.0 K	0.12%	$1.9 M	192.7	-8.4%	-6.0%	
	Yahoo! Native	57.3 K	$112	0.05%	$10.6 K	93.2	-94.3%	-	Relaunch Mid-May
	Retargeting Total	**15.2 M**	**$63.4 K**	**0.20%**	**$3.3 M**	**50.8**	**-31.1%**	**-**	

	Impressions	Spend	CTR	Revenue	GRE* - assesed on DoubleClick revenue, not MRDW revenue	MoM GRE % Change	
WHPH Media Grand Total	21.5 M	$141.5 K	0.38%	$5.7 M	38.9	-14.9%	"Media Grand Total" spend is NOT entirely funded by the new Project Orange account, notably, **MF and TBPS Paid Search are funded separately**
WHPH - *Project Orange funded only (minus MF and TBPS Paid Search*	19.2 M	$107.7 K	0.27%	$4.4 M	40.3	-12.8%	MoM spending decreased by 17.9%

May '16 WHPH Paid Media MoM trends overview

Observations

WHPH cost increased 18% MoM and impressions increased 12%; CTR% and Conv% decreased 3% and 2% respectively, resulting in a 8% drop in GRE

- **Criteo** spend increased by 34%, GRE fell 13% due to a 11% drop in Conv%
- **GDN G+BK** spend increased 29% MoM, Conv% decreased 28%, and GRE 35%
- **Facebook Targeting** impressions increased 12% and while CTR% fell 27%, Conv% increased 12.0%; resulting in a 44% increase in GRE

Bookings vs Impressions by segment

WHPH Bookings — WHPH Impressions

Search/Display KPI's by Month

WHPH GRE — WHPH CTR%
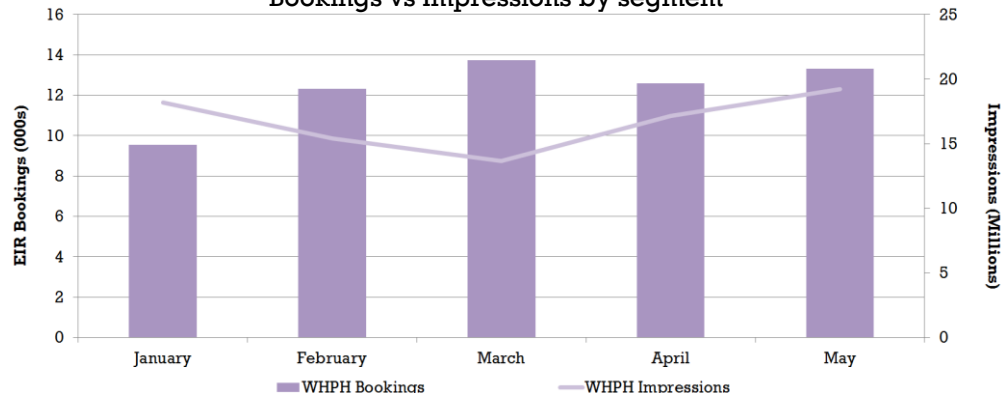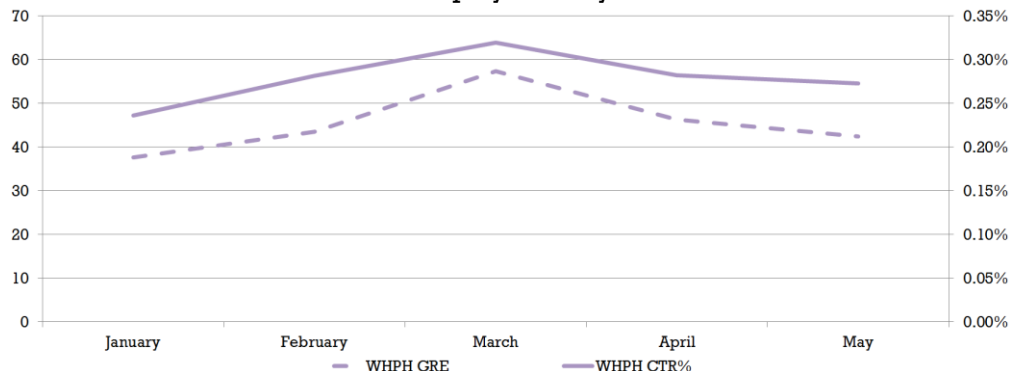
+ CRM Targeting

Facebook Direct Targeting

WHPH GRE Goal: 27:1

WHPH RN Goal: 22.9k

Current: 23:1

Current: 23.8k

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	*Apr*	*2,424,393*	*21,585*	*0.89%*	*9.12%*	*42*	*1,926*	*$16.74*	*$32,934*	*15.35*
	May	2,702,139	17,650	0.65%	10.21%	20	1,782	$14.49	$26,098	22.09
	5/2-5/8	513,647	3,711	0.72%	9.45%	6	345	$15.23	$5,342	20.37
	5/9-5/15	719,149	4,135	0.57%	10.61%	5	434	$14.56	$6,386	24.72
	5/16-5/22	773,840	4,908	0.63%	10.70%	4	521	$13.92	$7,309	22.10
	5/23-5/29	695,503	4,896	0.70%	9.95%	5	482	$14.50	$7,061	21.00

Observations
- Monthly WHPH GRE driven by the MRMR ads in market increased by 66% MoM (15:1 → 26:1).
- Other impressive improvements included Cost Per Booking decreasing by 26% and Conversion Rate increasing by 46%.
- Overall 2016 WHPH performance saw almost no change as the GRE remained 15% below benchmark at 23:1.
- After observing the very high frequencies against the WHPH audience pool, MEC changed the bid type from optimizing for conversions to optimizing for offsite web clicks. MEC also brought down the bid-decreasing spend against the audiences. The sum of these optimizations resulted in an uptick in performance in terms of GRE and Cost Per Booking in May and June thus far.

Sojern Targeting

SITE NAME	DATE	TOTAL IMPRESSIONS (DFA)	CLICKS (DFA)	CTR	Conv%	POST-CLICK BOOKINGS (MRDW)	POST IMPRESSION BOOKINGS (15% Attribution from DFA)	COST PER BOOKING	TOTAL MEDIA COST	GRE
Sojern Targeting WHPH	*Apr*	*984,363*	*249*	*0.03%*	*84.04%*	*3*	*206*	*$37.39*	*$7,824*	*8.80*
	May	**1,191,448**	**272**	**0.02%**	**90.88%**	**0**	**247**	**$38.56**	**$9,532**	**8.19**
	5/2-5/8	262,671	81	0.03%	74.26%	0	60	$34.94	$2,101	10.34
	5/9-5/15	327,504	87	0.03%	71.03%	0	62	$42.40	$2,620	7.07
	5/16-5/22	313,405	55	0.02%	128.18%	0	71	$35.56	$2,507	8.60
	5/23-5/29	287,868	49	0.02%	111.73%	0	55	$42.06	$2,303	7.03

Observations
- Driven by dynamic MRMR creative, Sojern's monthly WHPH GRE in May decreased slightly by 7% from 8.8:1 to 8.1:1.
- Spend did increase 22% MoM which played a part in this small drop; however, Sojern was still able to bring up the Conversion Rate by 8%.
- Overall WHPH GRE is still at 10:1 which remains significantly above benchmark by 67%.

+ 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	*Apr*	*59,963*	*4,043*	*6.74%*	*27.43%*	*1,109*	*$6.24*	*$6,921*	*62.86*
	May	*71,190*	*4,713*	*6.62%*	*23.72%*	*1,118*	*$7.71*	*$8,616*	*54.28*
WHPH	4/29-5/5	19,338	1,322	6.84%	25.95%	343	$6.71	$2,300	63.52
	5/6-5/12	18,848	1,222	6.48%	25.53%	312	$7.13	$2,224	61.03
	5/13-5/19	10,148	698	6.88%	20.20%	141	$9.88	$1,394	38.58
	5/20-5/26	22,856	1,471	6.44%	21.89%	322	$8.38	$2,699	48.95

Observations
- WHPH clicks increased due to a similar increase in bids that was performed for TSAT, in efforts to increase impressions.
- GRE fell slightly below the goal because of these bid increases; however bookings saw a slight increase in volume
- Top queries based on clicks : "mauna kea", "lax parking", "cinque terre"

+ Retargeting

Criteo Retargeting

SITE NAME	DATE	TOTAL IMPRESSIONS (DFA)	CLICKS (DFA)	CTR	Conv%	POST-CLICK BOOKINGS (MRDW)	POST IMPRESSION BOOKINGS (100% Attribution from DFA)	TOTAL BOOKINGS (4.35% Attribution from DFA)	COST PER BOOKING	TOTAL MEDIA COST	GRE
Criteo Retargeting WHPH	*Apr*	*5,746,244*	*11,954*	*0.21%*	*19.34%*	*893*	*52,253*	*2,312*	*$11.35*	*$26,244*	*31.74*
	May	6,706,536	15,249	0.23%	17.29%	673	59,947	2,637	$13.49	$35,570	27.63
	5/2-5/8	2,104,243	4,773	0.23%	15.21%	208	16,485	726	$14.55	$10,569	25.14
	5/9-5/15	1,644,996	3,775	0.23%	17.75%	164	15,238	670	$12.23	$8,193	31.40
	5/16-5/22	1,445,638	3,396	0.23%	18.62%	165	14,368	632	$12.37	$7,820	29.94
	5/23-5/29	1,511,659	3,305	0.22%	18.42%	136	13,856	609	$14.77	$8,989	25.10

Observations
- Monthly Criteo WHPH GRE decreased by 13% which lowered the overall WHPH GRE from 34:1 to 32:1.
- Spend increased 36% MoM which helped attribute to the drop in performance.
- Even with this decrease, Criteo continues to outperform its WHPH GRE benchmark by 1.2x.

Facebook DPA

WHPH GRE* Goal: 25:1

Current: 9:1

WHPH RN* Goal: 6.9k

Current: 585

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	*Apr*	-	-	-	-	-	-	-	-	-	-
	May	**214,286**	**3,166**	**1.48%**	**8.60%**	**32**	**6,226**	**272**	**$29.81**	**$8,115**	**9.63**
	5/2–5/8	21,059	460	2.18%	7.42%	2	783	34	$14.53	$496	21.64
	5/9–5/15	69,972	1,044	1.49%	8.00%	7	1,912	83	$29.30	$2,446	10.24
	5/16–5/22	70,513	970	1.38%	8.77%	17	1,938	85	$35.00	$2,976	7.75
	5/23–5/29	52,742	692	1.31%	10.05%	6	1,593	70	$31.58	$2,197	8.78

Observations

- After launching on May 6, WHPH GRE for Facebook DPA ended at 9.3:1 for the month of May. This is significantly under goal; however, this goal was set to be re-evaluated after we have significant performance to look at
- Since the launch of the Project Orange segments with DPA, we are seeing a wide gap in performance compared to CORE DPA. However, this difference in performance completely aligns with what we see when comparing Criteo and Sojern CORE vs. Project Orange
- It's early on, but an interesting note to call out is how desktop and mobile performance is relatively even; while CORE DPA heavily relies on mobile performance. This is mostly due to the light spend against PO DPA desktop which is something we'll continue to monitor
- Looking ahead to the end of June, WHPH's GRE has been able to increase by 26%. This is due to ongoing optimizations and learnings as we expect performance to continue to improve

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	*Apr*	*5,242,034*	*6,262*	*0.12%*	*98.33%*	*796*	*5,361*	*$1.62*	*$9,960*	*210.27*
	May	**5,110,961**	**6,167**	**0.12%**	**95.12%**	**839**	**5,027**	**$1.71**	**$10,039**	**192.68**
	4/29-5/5	1,448,317	1,763	0.12%	96.27%	262	1,435	$1.47	$2,491	220.52
	5/6-5/12	1,550,383	1,744	0.11%	91.18%	235	1,355	$1.91	$3,036	171.73
	5/13-5/19	849,475	888	0.10%	115.66%	152	875	$1.65	$1,691	206.82
	5/20-5/26	1,262,786	1,772	0.14%	87.55%	190	1,361	$1.82	$2,821	182.14

Observations
- WHPH Image Ad performance was fairly consistent MoM. Post-click bookings slightly increased, but GRE took a slight dip because of a decrease in post-view bookings

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	*Apr*	*2,557,363*	*4,315*	*0.17%*	*17.33%*	*748*	*$9.90*	*$7,402*	*34.25*
	May	**3,153,668**	**5,154**	**0.16%**	**12.46%**	**642**	**$14.91**	**$9,572**	**22.35**
	4/29-5/5	868,758	1,441	0.17%	13.05%	188	$12.96	$2,436	25.48
	5/6-5/12	824,011	1,436	0.17%	13.16%	189	$13.65	$2,579	21.48
	5/13-5/19	419,447	605	0.14%	20.33%	123	$9.04	$1,111	43.31
	5/20-5/26	1,041,452	1,672	0.16%	8.49%	142	$24.26	$3,446	14.04

Observations
- WHPH clicks increased, however Conv% saw a fairly sharp dip in the last week of the month. This resulting in a decrease in clicks and GRE
- Performance has improved for June. With the upcoming budget decrease, budget will be directed away from this partner due to it having the lowest GRE of Google placements

+ Display Creative

WHPH May Creative Performance

GDN Image

Room	Pool	Common Space
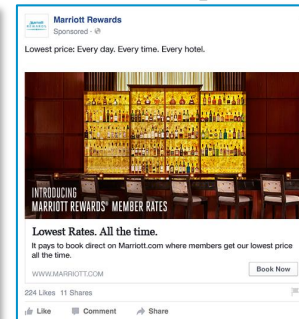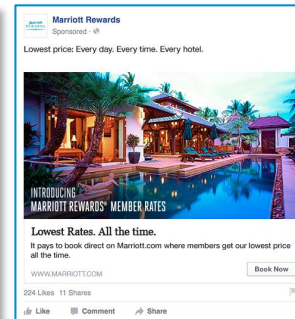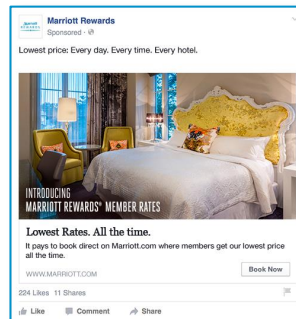
Impressions:	1.6M	Impressions:	1.8M	Impressions:	1.6M
CTR:	0.12%	CTR:	0.12%	CTR:	0.12%
Conv%:	97.3%	Conv%:	91.0%	Conv%:	97.6%
CPM:	$1.96	CPM:	$2.01	CPM:	$1.92
GRE:	197.0	GRE:	185.7	GRE:	196.0

Facebook

Room	Pool	Common Space

Impressions:	720K	Impressions:	1.8M	Impressions:	489K
CTR:	0.63%	CTR:	0.66%	CTR:	0.71%
Conv%:	9.3%	Conv%:	13.0%	Conv%:	14.0%
CPM:	$9.37	CPM:	$9.57	CPM:	$10.83
GRE:	21.1	GRE:	29.0	GRE:	29.0

Observations

- There did not appear to be a preference to image type in GDN creative as CTR were nearly identical
  - Image impact may have been minimized by copy
- The pool image was used on the landing page and the Pool creative
- In Facebook, Common Space continued to generate a higher CTR
  - Each creatives' CTR dropped MoM by ~0.2%; **Trending & frequency analysis may help determine refresh cycles**

+ Email campaigns

May '16 WHPH Email overview & MoM trends

May Project Orange	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
Benefits	507.8 K	7.0 K	$2.7 M	42.2%	11.3%	28.8%	13.8	0.1%
Destinations	507.5 K	1.3 K	$500.1 K	27.7%	5.6%	16.6%	2.6	0.1%
Offers	465.0 K	2.9 K	$1.0 M	27.4%	10.6%	21.4%	6.2	0.0%
WHPH Total	**1.5 M**	**11.2 K**	**$4.2 M**	**32.6%**	**9.5%**	**24.5%**	**7.6**	**0.10%**

Observations
Generated the highest Open rate and 3rd highest Click to Open rate YTD

Benefits
• Highest Open% all-time

Offers
• Open% was the 2nd highest in 2016

Destinations generated the highest Click to open rate YTD in it's new format

Bookings by Month

Email KPI's by Month
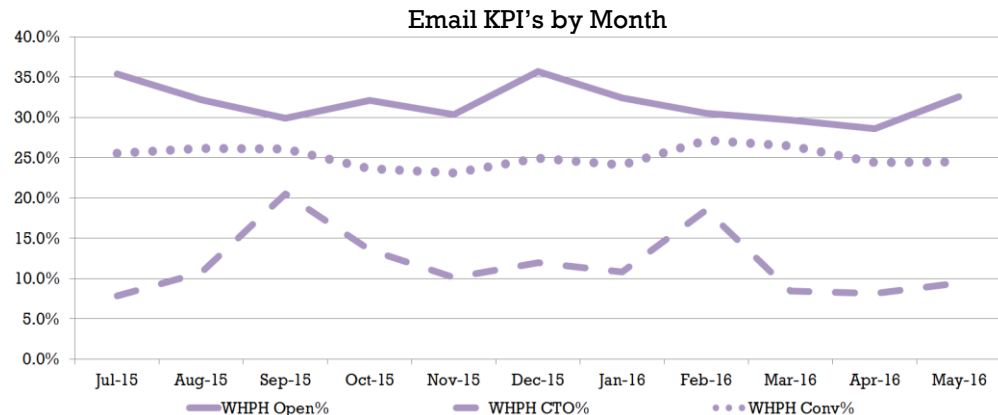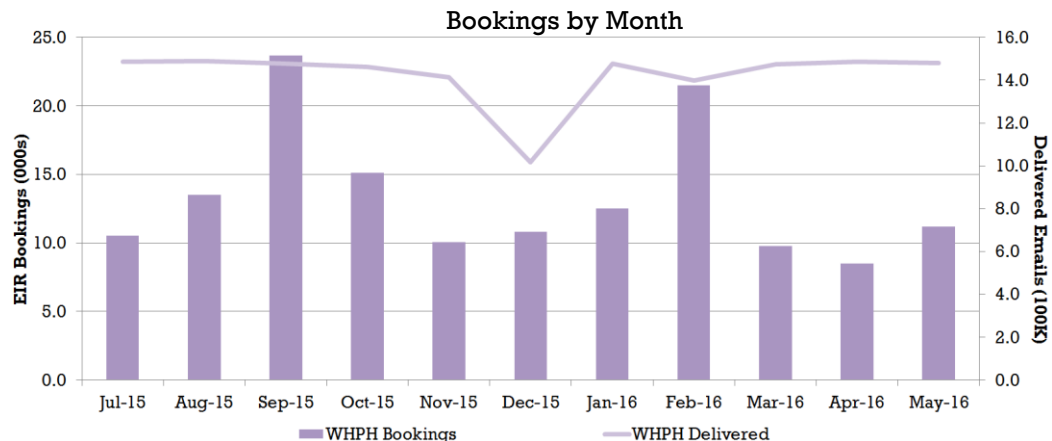
WHPH Benefits overview and MoM trends

Observations

- Highest Open% all-time
  Your Account: Work Your New Member Rate

- Despite a MoM increase CTO% was down 40.2% from to-date average
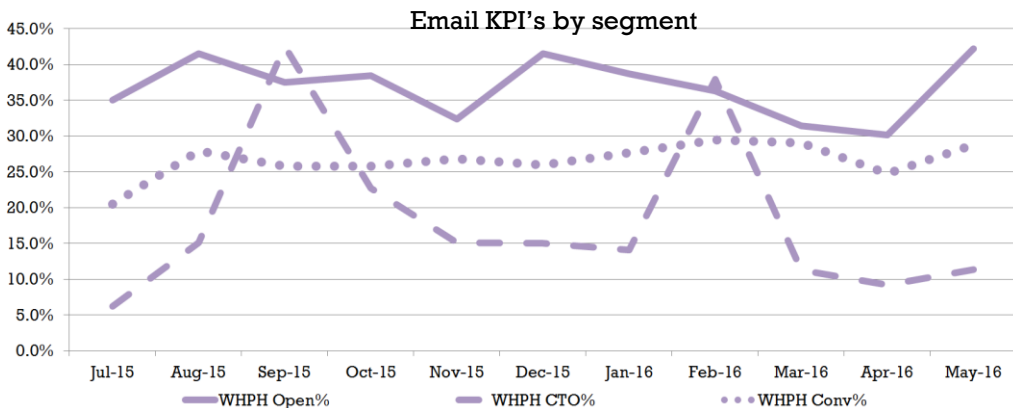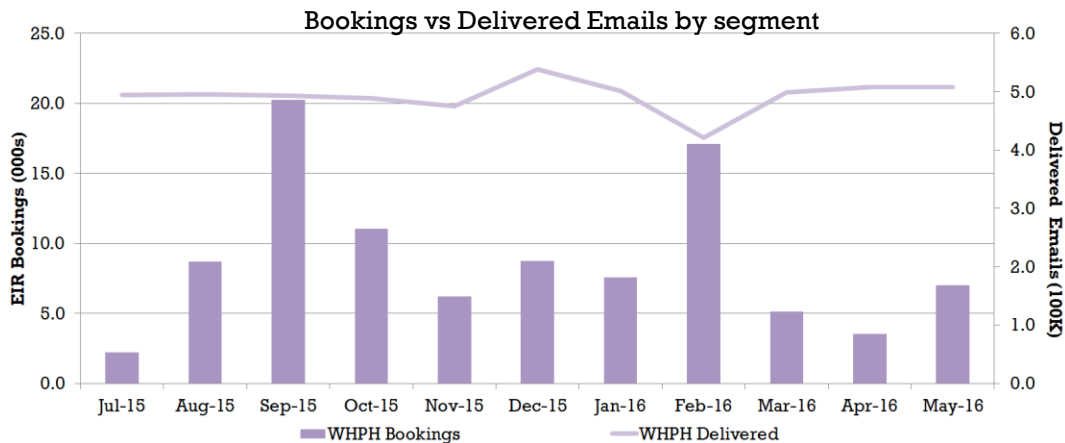
- 3rd highest Conv% since PO launch

Bookings vs Delivered Emails by segment

Email KPI's by segment

WHPH click engagement was higher with Core versions than Benefits

May eNews/ Benefits	Delivered	Opens	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bkngs/ Dlvd	Unsub%
WHPH eNews	54.2 K	20.1 K	894	$338.8 K	37.0%	19.4%	23.0%	16.5	0.09%
WHPH Benefits	507.8 K	214.5 K	7.0 K	$2.67 M	42.2%	11.3%	28.8%	13.8	0.13%
%△					14%	-42%	25%	-16%	

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

   Core eNews: WHPH
- **Your Account: Introducing Member Rates** Work Your New Member Rates
- Your Account: May Updates [for FNAME]   (Highest Open%)
- Your Account: Get the Lowest Rate Every Time

CTO delta was consistent with previous months
- Core version had 75 links while Benefits had 38
- June Benefits featured a similar amount of content as Core and initial results suggest a higher Click to Open rate

WHPH engaged more with Top Offer in Core version than in Benefits

Top Offer had 2.5x the click engagement in Core version

1. Different Copy & CTA; Core version **leveraged "New"** with a **non-booking CTA**
2. Reward Header & Milestone for Benefits versions 2x as high as Core
   - Milestones featured **Near level nights & bonus points per elite status level** which generated high click engagement

eNews (Core)

WHPH

Account Box
16% clicks

Search
4% clicks

Top Offer
43% clicks

Rew - Head
9% clicks

Benefits

WHPH

Account Box
24% clicks

Search
6% clicks

Top Offer
18% clicks

Rew - Head
10% clicks

Milestone
7% clicks
50% bonus stays to Platinum

WHPH Offers overview and MoM trends

Observations

Open% 2nd highest in 2016

MoM bookings for both segments fell due to decreases in Conv%

Featured the Summer Promo offer which did not appear to create the same click engagement as April's Hawaii/Hilton Head sweepstakes

Bookings vs Delivered Emails by segment

Email KPI's by segment
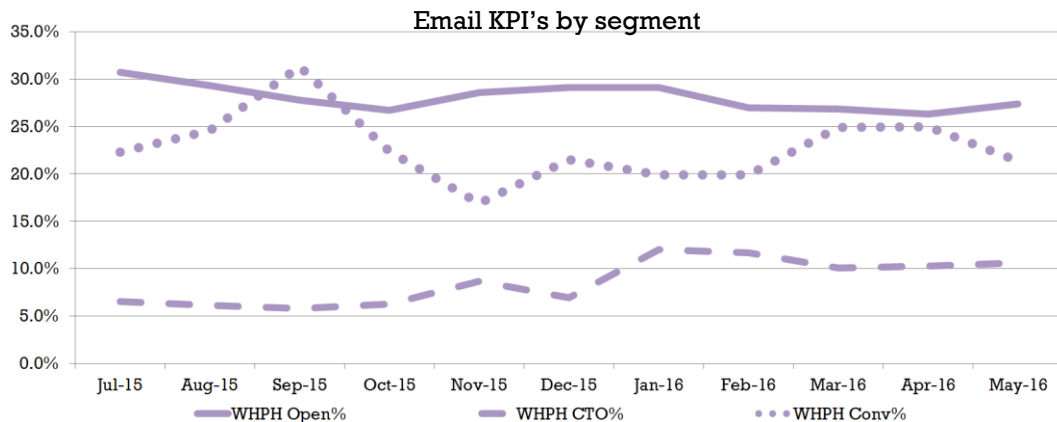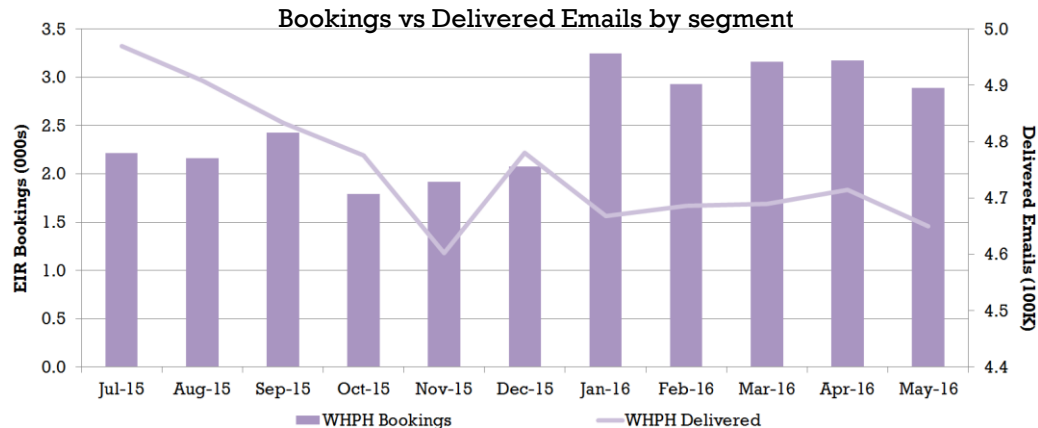
WHPH click engagement was higher with Core versions than Offers

May HS/ Offers	Delivered	Opens	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bkngs/ Dlvd	Unsub%
WHPH HS	50.2 K	13.9 K	363	$145.8 K	27.7%	12.2%	21.5%	7.2	0.04%
WHPH Offers	465.0 K	127.3 K	2.9 K	$1.04 M	27.4%	10.6%	21.4%	6.2	0.04%
%△					-1%	-13%	-1%	-14%	

While TSAT engagement was similar, WHPH click engagement was higher with Core versions than Offers
1. **Hotel Specials featured eBreaks while WHPH Offers did not**
2. **There were design and copy differences between featured offers**

1. eBreaks module added incremental clicks to Hotel Specials for WHPH

WHPH Hotel Specials

Observations

Hotel Specials featured **eBreak**s module while WHPH Offers did not and likely added incremental clicks & bookings

1. WHPH overall click engagement was higher with Hotel Specials than Offers
   - Hotel Specials generated a 12.2% unique Click to open rate vs 10.6% for Offers
2. eBreaks generated 6% of Hotel Specials clicks for WHPH & generated a 22% Conv%, higher than any content link
3. WHPH generated incremental bookings with Hotel Specials vs Offers
   - Hotel Specials generated 2.6% booking per open rate vs 2.3%; statistically significant

Add eBreaks to WHPH Offers to generate incremental value; consider testing alternate module to identify value of eBreaks

2. Offer price may have increased click engagement for both segments over body copy

Core Hotel Specials
Experiences Section

WHPH Offers
Experiences Section

Decrease in link click engagement compared to respective PO segment & featured offer

-69%   **-36%**   **-32%**

Impact of design & copy treatments were unclear

Observations

Summer Promo Sweeps in Hotel Specials generated over **10x** the click engagement Core version to WHPH

Variations in how this promotion was featured inhibit actionable learning

- Section headline & body copy CTA
- Image color hue
- Positioning of surrounding offers
- Audience size of Global control WHPH

There may be beneficial learning by serving segments with identical treatments

WHPH Hotel Specials Getaways Section

Get Away This Summer — See All

Win 100,000 Points

Earn up to 10,000 bonus points – plus a chance to win our summer sweepstakes.

Sweet! Sign Me Up

1.37% link CTO%

Summer Cruises: Earn Double

Set sail and earn 6 points per dollar, up to 60,000 points.

Book Now

Cheap Flights to Atlantis

Get an instant $250 airfare credit to the Bahamas & find your ahhh at Mandara Spa.

Your $250 Credit

WHPH Offers Getaways Section

Earn More This Summer — See All

Win 100,000 Points

Earn bonus points – plus a chance to win our sweepstakes. Treat yourself to a rewarding summer.

Enter to Win

.012% link CTO%

Earn 60,000 Points While Island Hopping

Double your points. Book by June 2 and earn 6 points per dollar.

Book Now

Save $250 on Your Flight to Atlantis

Get your airfare credit instantly and work your VIP status in the Bahamas.

Book Your Trip

WHPH Destinations overview and MoM trends

Observations

Template continued to evolve as May Destinations focused on three destinations as long-weekend travel inspiration

WHPH
- Click to Open rate was the highest YTD
- While not an objective, Conv% decreased across all sections & may be due to direct linking to Marriott Traveler

Subject line testing centered around Memorial Day long weekend travel inspiration (winner TBD)
- **3 Days in Nashville, Santa Monica or Barcelona**
- **3-Day Weekends to Blow. Your. Mind.**
- Jim's Memorial Day Weekend Trip Planner

Bookings vs Delivered Emails by segment
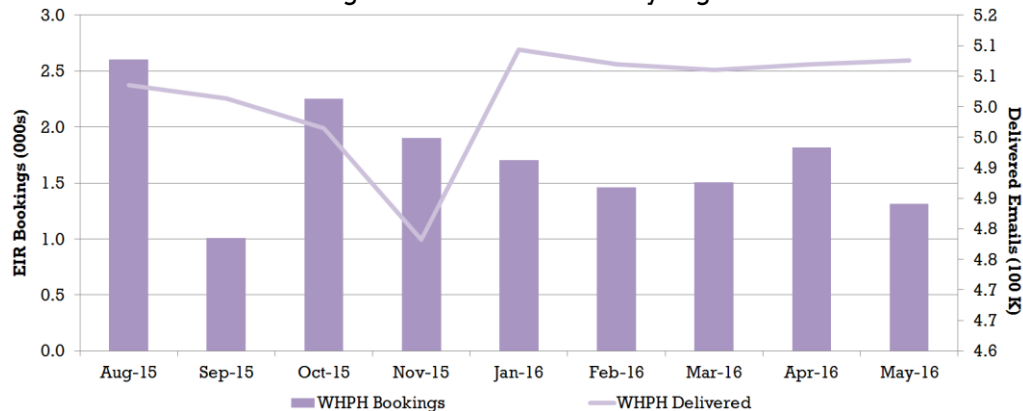
Email KPI's by segment
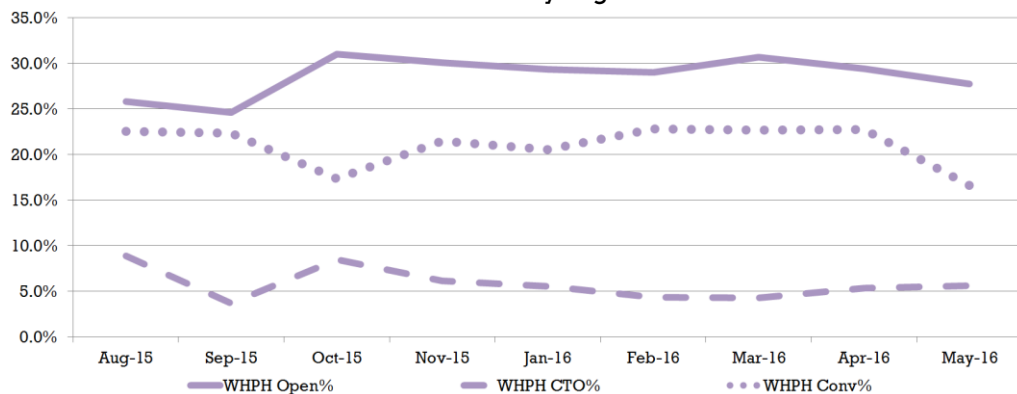
Overall WHPH interaction with new template changed significantly compared to TSAT

WHPH Observations

Greater visual emphasis on featured destinations than previous months may have contributed to:

- Highest overall CTO% (5.6%) YTD
- Section generated 62% of email clicks; previous months sections typically generate ~21%

This treatment appeared to successfully engage WHPH

Note: overall conversion rate negatively impacted (not campaign objective)

- YTD Conv% average: 22%
- May Conv% ~15%*

* Includes Core and WHPH version

While a number of factors may have caused greater WHPH click engagement that should be leveraged, bookings may have been increased by directly linking to site
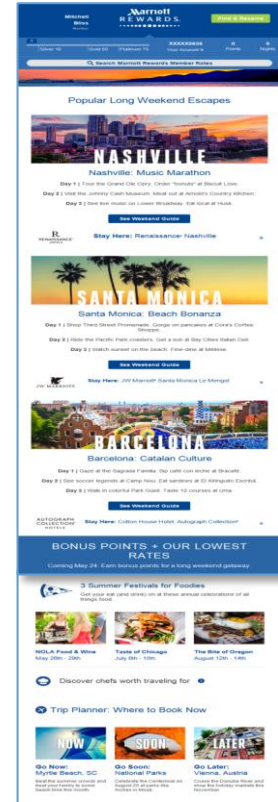
WHPH engagement varied against Core vs PO specific versions

May Destinations	Delivered	Opens	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bkngs/ Dlvd	Unsub%
WHPH Core	54.2 K	14.7 K	112	$39.0 K	27.1%	5.3%	14.5%	2.1	0.12%
WHPH PO	507.5 K	140.8 K	1.3 K	$500.1 K	27.7%	5.6%	16.6%	2.6	0.14%
%△					2%	7%	15%	25%	

WHPH click and conversion engagement appeared to be higher with the PO version but was not statistically significant (only Open rate)
- PO version Conv% tended to be higher across nearly all links than Core (Header, Ft, Destinations…)

WHPH Conversion rate was higher across most links in WHPH Destinations

% difference in Conversion rate between Core & PO Destinations

WHPH PO vs Core generated higher **Conv%** across nearly all link

Why did these differences occur in nearly similar treatments ?

Potential reasons…
- Multiple content & copy variations

- Global control segments are small (~50 K) so results aren't significant

- Destinations is relatively new communication to Core audience

- New PO members are added to PO version audience

- Other factors more influential than PO segmentation

These results may be due to a number of factors, consider deploying the exact same version of Destinations to all audiences for one month

There may be an opportunity to test Search bar for WHPH in Destinations
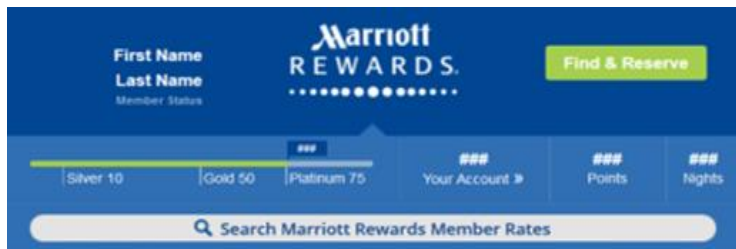
Click% of Total	Core Version			PO Version	
	Core	TSAT	WHPH	TSAT	WHPH
Destinations Search	8.0%	8.3%	4.2%	8.8%	3.8%
HS/Offers Search	10.0%	9.4%	5.5%	9.1%	5.8%

Observations

WHPH click engagement with Search was nearly half as other segments

Search Bar was among the lowest clicked module in May

Advantages of removal of search
- Less clutter in Header area
- Increased focus on curated content

Consider a test to see if there is incremental value in Search to WHPH in Destinations

May '16 Key Takeaways

❖ Paid Media: continue to monitor progress of optimizations to provide scale against efficiency gains

❖ eBreaks module continued to add incremental clicks & bookings
- Feature to WHPH (Benefits & Offers)
- Consider testing to better understand value (e.g. eBreaks vs Offer-type vs extra module)

❖ There may be creative fatigue in the same creative that runs over a month; a daily trend and frequency analysis may identify optimal refresh cycles

❖ WHPH appeared to respond well to May Destinations layout and treatment & should be further understood to leverage

❖ Serving identical emails (Destinations) to Global Control and TSATs will enable benchmarking control & segment differences; **Planned for July Destinations**

+ Acquisition

Project Orange Test Results

Executive Summary

Target	WHPH	TSAT	WHPH-LAL	TSAT-LAL
Impressions	91,730	124,981	209,846	195,261
Link Clicks* *Overall LCR of MRMR campaign on FB: 0.54%*	440	704	613	680
LCR	0.48%	0.56%	0.29%	0.35%
Enrollments (7 day click)	10	12	6	18
Enrollments (7 day view)	28	28	16	16
Enrollments (total)	38	40	22	34
CPA* *Overall CPA of MRMR campaign on FB: $19.37*	$16.87	$23.17	$29.11	$19.07
Above / Below CPA Benchmark?	⬆️	⬇️	⬇️	⬆️

Project Orange Test Results

Target Performance

(Chart: LCR as bars, CPA as line, across segments: MR WCA Lookalike, WHPH Members, NTR Video..., TSAT Members -..., MR Members..., MR Fans Lookalike, TSAT Members, WHPH Members -...)

Left axis: Lick Clikc Rate — 0.00% to 0.70%
Right axis: CPA — $- to $35.00

Legend: LCR (bar), CPA (line)

Key Takeaways:

- The WHPH and TSAT-Lookalike segments both performed above benchmark, with the WHPH segment driving the 2nd most efficient CPA out of all targeting during the MRMR campaign
    - MEC recommends continuing to target these 2 segments throughout the 2016 US Acquisition campaign on Facebook, monitoring performance bi-weekly to evaluate frequency and possible audience fatigue for the smaller WHPH audience segment
- The TSAT and WHPH-Lookalike segments were the 2 poorest performing targets in terms of CPA.
    - MEC recommends pausing these segments for the remainder of the 2016 campaign
- Top creative for 3 of the 4 tested segments included the pool image.
    - MEC recommends focusing on destination-based images for future PO content

Marriott Rewards (Default)
May 4 · ✎

Lowest price: Every day. Every time. Every hotel.

INTRODUCING
MARRIOTT REWARDS® MEMBER RATES

Lowest Rates. All the time.
It pays to book direct on Marriott.com where members get our lowest price all the time.
MARRIOTT.COM/REWARDS — Sign Up

**Top Creative
(in terms of CPA + LCR)**

Marriott Rewards (Default)
May 4 · ✎

Lowest price: Every day. Every time. Every hotel.

INTRODUCING
MARRIOTT REWARDS® MEMBER RATES

Lowest Rates. All the time.
It pays to book direct on Marriott.com where members get our lowest price all the time.
MARRIOTT.COM/REWARDS — Sign Up

**Bottom Creative
(in terms of CPA + LCR)**

Digital Segment Results

Executive Summary

	WHPH	TSAT
Impressions	885,626	783,575
Clicks	109	144
CTR	0.01%	0.02%
Spend	$2,816	$2,509
Enrollments	3	13
CPA	$939	$193

BETTER PERFORMER

Key Takeaways:

- Project Orange non-member targeting against the MRMR ads launched with Turbine on May 10. Through June 19, overall CPA is at $333.
- Surprisingly, the TSAT segment is performing 79% better than the WHPH segment, but this is on around 100k less impressions.
  - Typically we see this level of performance split within our booking focused efforts skewed in the opposite direction.
- Compared to our CORE non-member targeting, Turbine is currently driving a $133 CPA in the US. We don't expect Project Orange to match this level of performance; however, the PO CPA should be more in line with where TSAT is performing.
- Keep in mind there is less than $3k spend against each segment and typically we need more volume of user action to garner insights and make optimizations. Therefore, we expect WHPH to increase performance and begin to outperform TSAT as our historical performance has shown.
  - However, since this historical data is booking driven, if we continue to see enrollment performance favor TSAT this may indicate that this audience is better fitted to support enrollment goals.

Digital Creative Results
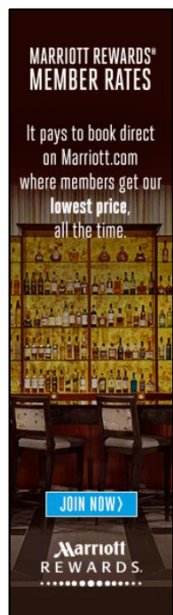
WHPH

CTR: 0.009%
CPA: $834

CTR: 0.016%
CPA: $991

CTR: 0.012%
CPA: $991

TSAT

CTR: 0.015%
CPA: $279
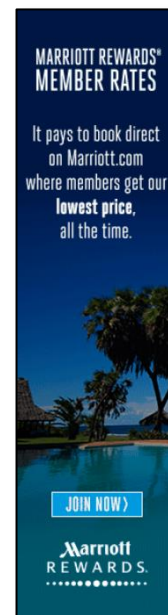
CTR: 0.020%
CPA: $418
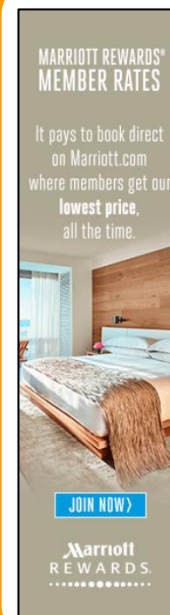
CTR: 0.020%
CPA: $105

May Non-Member WHPH Benefits

Left email mockup labels:
- Account Box — 31%, 0 bks
- Search — 8%, 1 bks
- Top Offer — 24%, 0 bks
- Top Offer 2 — 7%, 0 bks
- Top Offer 3 — 5%, 0 bks
- City Scene — 20%, 0 bks

TSAT
Stop Price Shopping & Get Our Lowest Rate

WHPH
Don't Work so Hard to Find Low Rates

Right email mockup labels:
- Account Box — 29%, 0 bks
- Search — 4%, 0 bks
- Top Offer — 21%, 0 bks
- Top Offer 2 — 7%, 0 bks
- Top Offer 3 — 14%, 0 bks
- City Scene — 21%, 0 bks

May Non-Member Benefits	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/ Del (K)	Unsub%
WHPH	5.9 K	2	$1.0 K	25.4%	1.6%	8.3%	0.3	0.5%
TSAT	43.8 K	1	$418	24.3%	1.8%	0.5%	0.0	0.4%

Observations

- The Non-Member version of Benefits featured Member Rates
- Enrollments were not tracked towards this effort

- Compared to May, April click engagements were over twice as high:

TSAT: 4.8% CTO%

WHPH: 4.2% CTO%

And generated a total of 12 enrollments

- City scene (ft San Antonio) generated close to the same number of clicks as the Top Offer

+

Appendix

WHPH Facebook Creative April vs May

Room
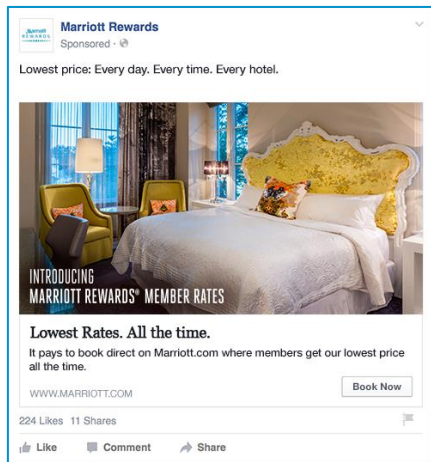
	APRIL		MAY
Impressions:	353K	Impressions:	720K
CTR:	0.88%	CTR:	0.63%
Conv%:	8.7%	Conv%:	9.3%
CPM:	$13.31	CPM:	$9.37
GRE:	16.1	GRE:	21.1

Pool
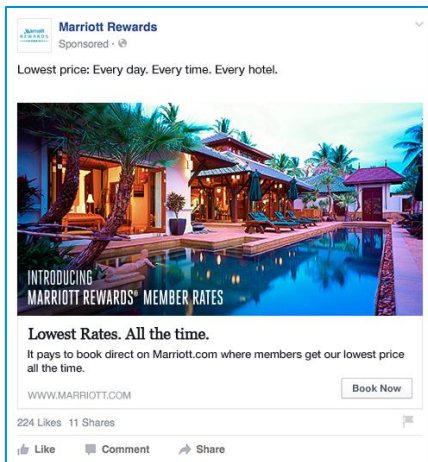
	APRIL		MAY
Impressions:	1.4M	Impressions:	1.8M
CTR:	0.90%	CTR:	0.66%
Conv%:	10.8%	Conv%:	13.0%
CPM:	$13.71	CPM:	$9.57
GRE:	19.4	GRE:	29.0

Common Space
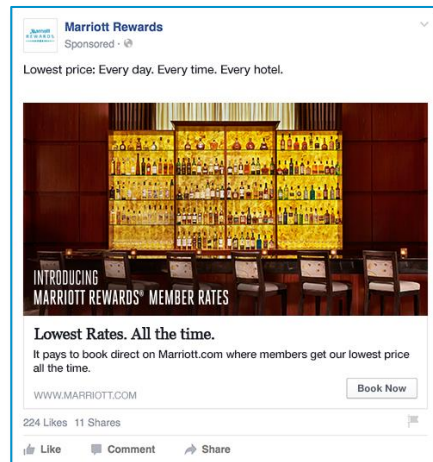
	APRIL		MAY
Impressions:	629K	Impressions:	489K
CTR:	0.89%	CTR:	0.71%
Conv%:	16.9%	Conv%:	14.0%
CPM:	$13.27	CPM:	$10.83
GRE:	26.8	GRE:	29.0

TSAT Facebook Creative April vs May

Room
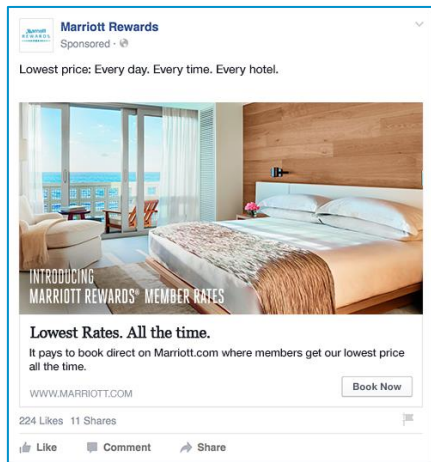
	APRIL		**MAY**
Impressions:	275K	Impressions:	514K
CTR:	0.84%	CTR:	0.75%
Conv%:	5.5%	Conv%:	4.4%
CPM:	$11.09	CPM:	$8.57
GRE:	12.4	GRE:	11.6
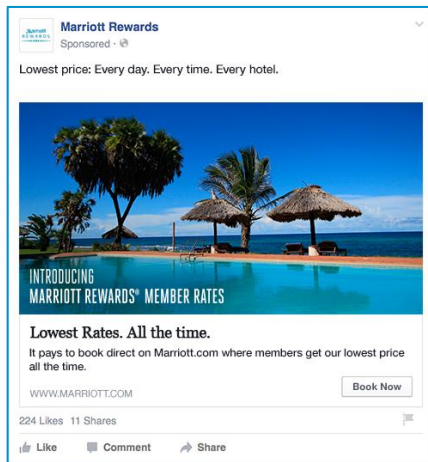
Pool

	APRIL		**MAY**
Impressions:	398K	Impressions:	417K
CTR:	0.91%	CTR:	0.79%
Conv%:	3.8%	Conv%:	3.8%
CPM:	$11.50	CPM:	$8.08
GRE:	7.2	GRE:	10.5

Common Space

	APRIL		**MAY**
Impressions:	705K	Impressions:	367K
CTR:	1.05%	CTR:	0.80%
Conv%:	4.6%	Conv%:	5.0%
CPM:	$13.24	CPM:	$9.96
GRE:	9.1	GRE:	11.5

Summer Promo Solo

Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/ Del (K)
396.7 K	13.5 K	$4.8 M	41.2%	40.7%	20.3%	34.0
			77%	134%	125%	832%

Executive Summary: MoM campaign trends

Observations:
Elite Benefits and Summer Bonus Solos accounted for 24.0% of email deliveries and 35.0% of bookings

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 reminaing 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 reminaing 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	Clicks	Click bookings & revenue	Window	View-thru bookings & 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%

Channel	Clicks	Click bookings & revenue	Window	View-thru bookings & revenue	Window	Total bookings & revenue
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

Yahoo! Native relaunched w/o 5/13

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	*Apr*	*149,995*	*21*	*0.01%*	*418.33%*	*7*	*81*	*$0.24*	*$21*	*1,629.87*
	May	57,331	28	0.05%	114.64%	0	32	$3.49	$112	93.21
	5/13-5/19	21,694	23	0.11%	16.96%	0	4	$23.59	$92	9.34
	5/20-5/26	35,637	5	0.01%	564.00%	0	28	$0.71	$20	479.02

Yahoo! Native relaunched w/o 5/13

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	*Apr*	*158,637*	*46*	*0.03%*	*12.93%*	*4*	*2*	*$5.83*	*$35*	*37.25*
	May	**141,283**	**31**	**0.02%**	**41.61%**	**0**	**13**	**$9.61**	**$124**	**31.76**
	5/13-5/19	23,668	17	0.07%	2.65%	0	0	$151.11	$68	0.20
	5/20-5/26	117,615	14	0.01%	88.93%	0	12	$4.50	$56	70.09

+ May 2016
Email Overview

May '16 Core eNews generated 11% more bookings YoY than May '15 eNews

YoY eNews vs eNews+Benefits
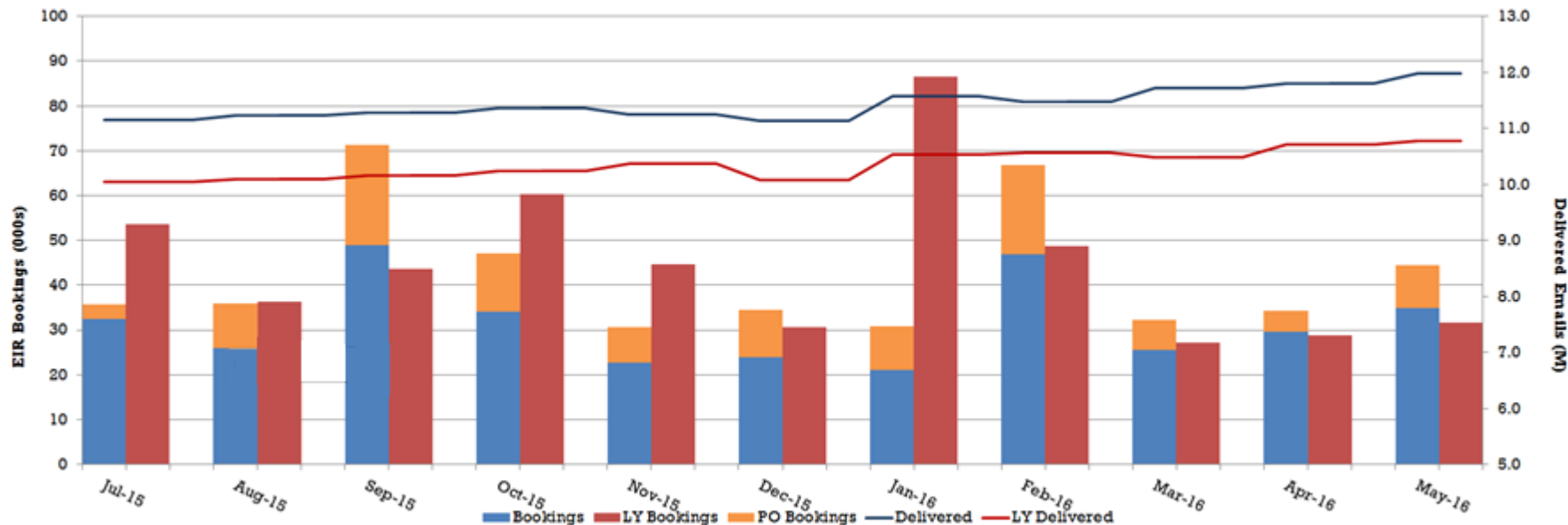
Observations:
- eNews Core generated more bookings than 2015 eNews did to the entire audience

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

YoY eNews vs eNews+Benefits
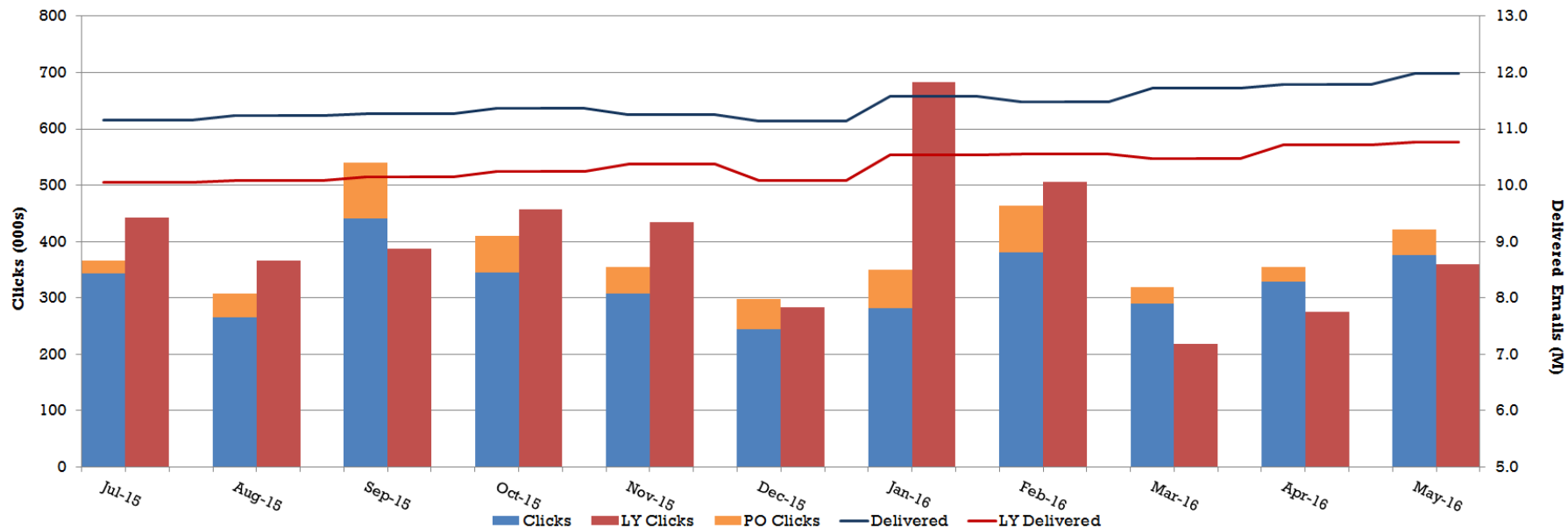
Hotel Specials/Offers bookings fell MoM & YoY
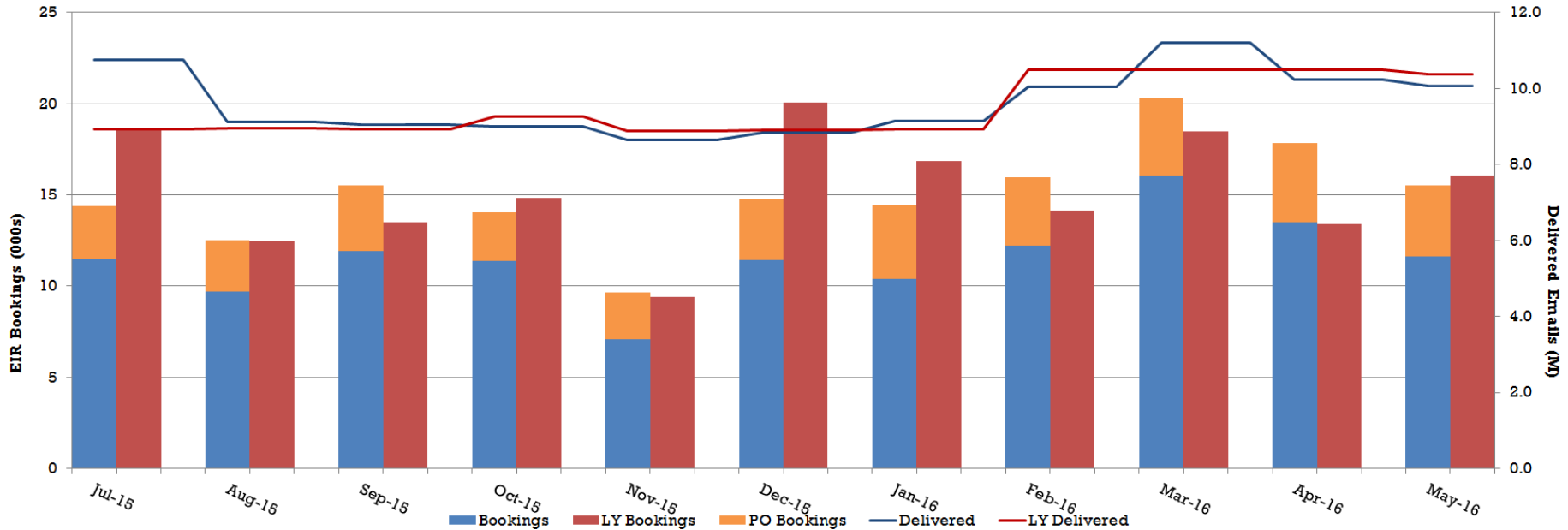
Observations

Hotel Specials '15 bookings surpassed Hotel Specials '16 & Offers for the first time in 3 months due to:

- 3% YoY drop in emails delivered & bookings
- Click engagement with Field Offers in May '15 was the 2nd highest clicks for that section
- The Summer Promotion was featured in the top position in Getaways & did not attract the same click engagement as the previous months Hawaii/Hilton Head sweepstakes

+

TSAT

TSAT Benefits overview and MoM trends

Observations

Overall
- Open% was an all time high (35%) with TSAT generating the 3rd highest; campaign Conv% was also above average, especially for not promoting MegaBonus

TSAT
- Open% was the 3rd highest since PO launch
- *Your Account: Get The Lowest Rate Every Time*
- CTO% was down 14.1% from to-date average
- Conv% was the highest of all time at 11.8%

Bookings vs Delivered Emails by segment

TSAT Bookings   TSAT Delivered

Email KPI's by segment

TSAT Open%   TSAT CTO%   TSAT Conv%
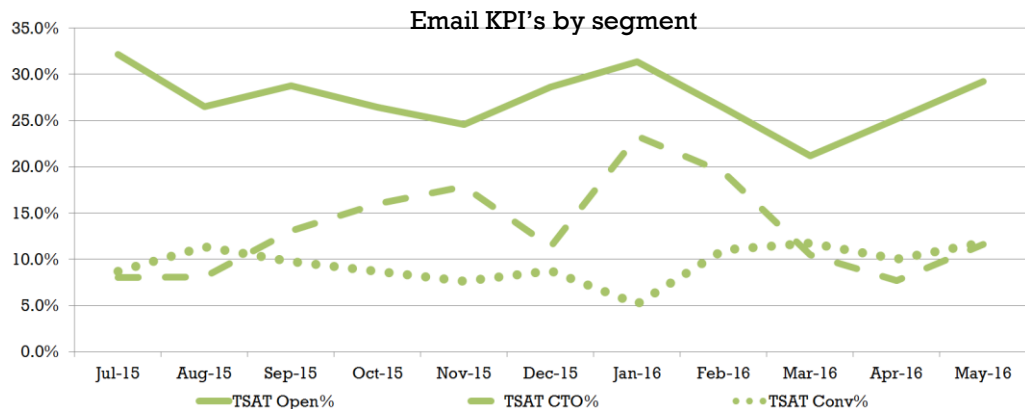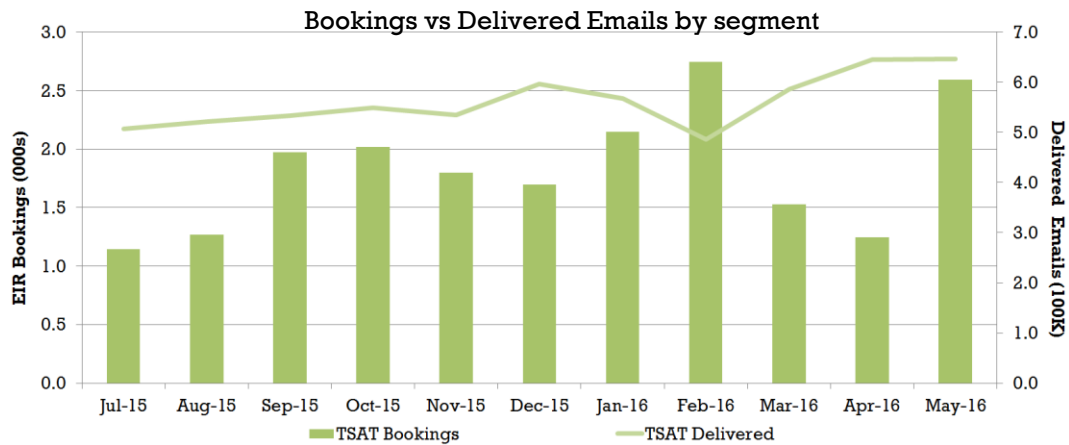
May TSAT Benefits

May Benefits	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
TSAT	647.2 K	2.6 K	$975.1 K	29.2%	11.6%	11.8%	4.0	0.2%

Observations

Top Offer featuring Member Rates drew the 2nd largest % of clicks compared to months that did not feature MegaBonus and had it's best Conv% of all time at 11.4%

Rewards saw the greatest % of clicks (29.5%) and Conv% (7.8%) since PO launch

- Section Header = 44.8% of Rewards Clicks; 4.9% Conv%
- Milestone = 24.7% of Rewards Clicks; 18.6% Conv%
  - Basic; X nights to Silver = 6.3% of Rewards Clicks; 10.0% Conv%
  - Earn 25% with Gold = 6.1% of Rewards Clicks; 25.2% Conv%

9% ebreaks generated 9% of email clicks, well above average of sections low below the fold

Account Box
26% clks, 37% bks

Search
10% clks, 11% bks

Top Offer
17% clks, 19% bks

Top Offer 2
1% clks, 0.4% bks

Rewards
26% clks, 22% bks

Redeem - Hotel
4% clks, 2% bks

Benefits
Your Account: Get the Lowest Rate Every Time

Hotel Openings
4% clks, 2% bks

City Scene
3% clks, 1% bks

eBreaks
9% clks, 5% bks

TSAT Offers overview and MoM trends

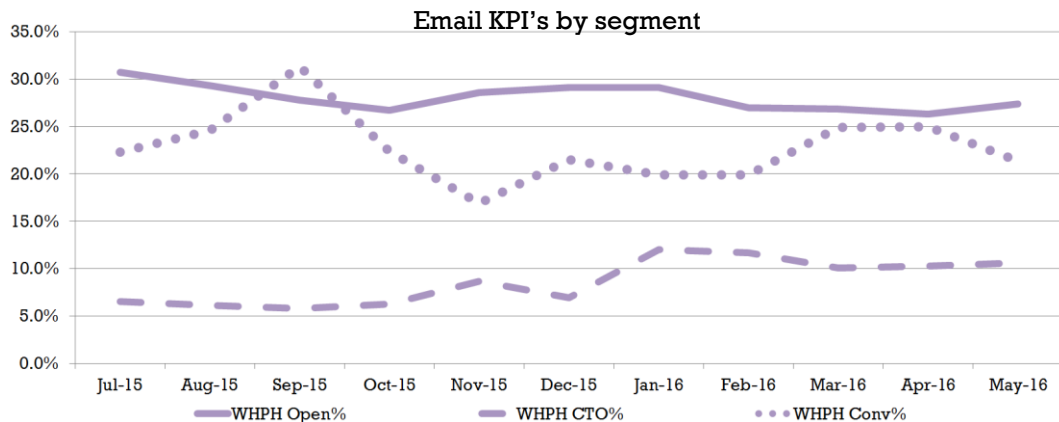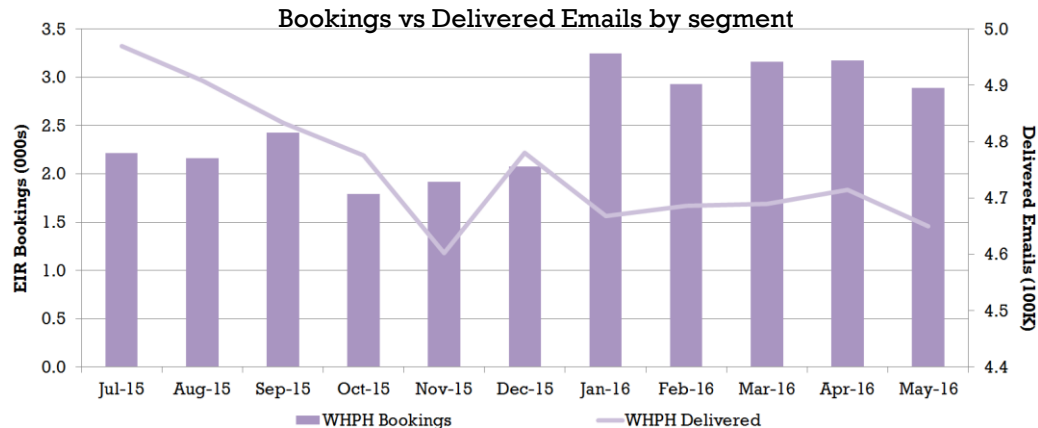## Observations

Overall

Open% for both segments was the 2nd highest in 2016, still below 2015 average

MoM bookings for both segments fell due to decreases in Conv%

Both segments featured the Summer Promo offer & sweepstakes, which did not appear to create the same click engagement as April's Hawaii/Hilton Head sweepstakes

Bookings vs Delivered Emails by segment

Email KPI's by segment

May TSAT Offers

May Offers	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/ Del (K)	Unsub%
TSAT	602.0 K	1.0 K	$376.2 K	21.5%	10.8%	7.3%	1.7	0.1%

Observations

Field Offers attracted over 50% of clicks since February

Getaways generated above average click share due to the Summer Promo offer & sweepstakes

- Summer Promo Sweepstakes had the highest Conv% in this section and accounted for 71.8% of section clicks

Though Experiences generated an average % of clicks, the section saw it's highest Conv% (5.5%)

- Southern Beach Destinations, Hawaii and Chicago generated the most click engagement over NYC & Las Vegas

eBreaks continued to attract clicks consistent with previous months, ~ 6%

Offers
[FNAME's] June Travel Deals

Major Offer
8% clks, 6% bks

Account Box
18% clks, 33% bks

Search
9% clks, 16% bks

Minor Offer
4% clks, 4% bks

Field Offers
53% clks, 33% bks

eBreaks
6% clks, 6% bks

May '16 Core Hotel Specials-TSAT

Major Offer
9% clks, 10% bks

Account Box
16% clks, 33% bks

Search
9% clks, 13% bks

Field Offers
50% clks, 36% bks

Minor Offer
7% clks, 4% bks

eBreaks
7% clks, 5% bks

TSAT Destinations overview and MoM trends

Observations

Template continued to evolve as May Destinations focused on three destinations as long-weekend travel inspiration

TSAT

- Booking/Delivered was slightly above to-date average in May
- Conv% was the highest since PO launch at 9.3%

Subject line testing centered around Memorial Day long weekend travel inspiration

Bookings vs Delivered Emails by segment

Legend: TSAT Bookings — TSAT Delivered

Email KPI's by segment

Legend: TSAT Open% — TSAT CTO% — TSAT Conv%
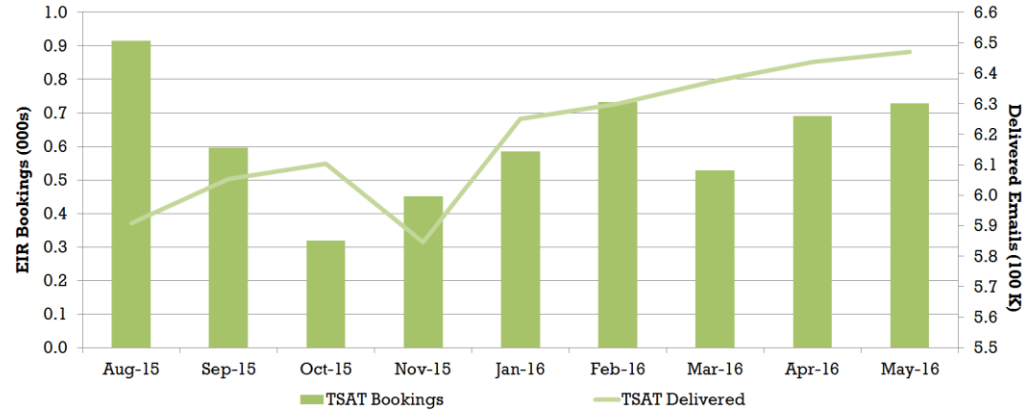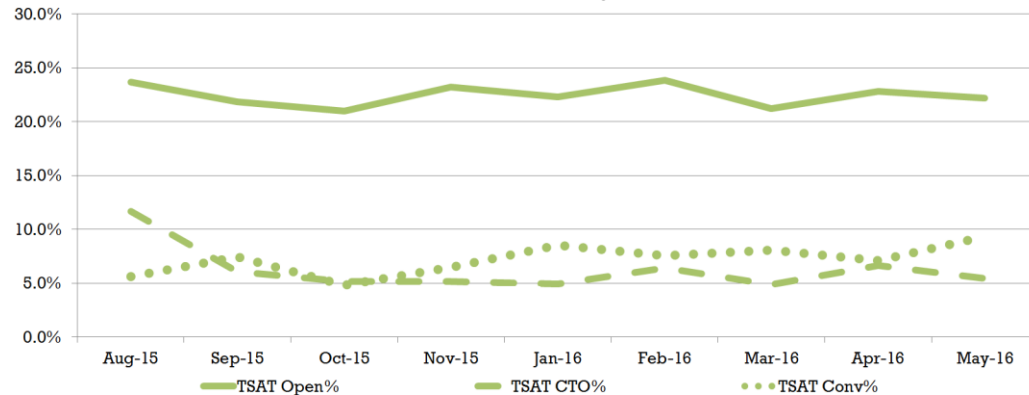
May TSAT Destinations

May Destinations	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/ Del (K)	Unsub%
TSAT	647.0 K	729	$272.0 K	22.2%	5.4%	9.3%	1.1	0.2%

Observations

The majority (37%) of clicks went to the 3 featured destinations

Nashville content generated most Top Offer clicks for this section for TSAT's; 51.7% of Top Offer clicks

The middle section featured Food-centric content and did not attract clicks like last month's TSA-Precheck content

Domestic offers continue to resonate with TSAT, as National Parks and Myrtle Beach accounted for 80.2% of Bottom section clicks

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May '16 Core Destinations-TSAT

Account Box
27% clks, 73% bks

Search
8% clks, 8% bks

Top Offer
44% clks, 17% bks

Middle Offer
11% clks, 3% bks

Bottom Offer
8% clks, 0% bks

+

WHPH

WHPH Benefits overview and MoM trends

Observations

Overall
- Open% was an all time high (35%) with WHPH generating the highest; campaign Conv% was also above average, especially for not promoting MegaBonus

WHPH
- Highest Open% all-time
- Your Account: Work Your New Member Rate
- CTO% was down 40.2% from to-date average
- 3rd highest Conv% since PO launch

Bookings vs Delivered Emails by segment

WHPH Bookings   WHPH Delivered

Email KPI's by segment

WHPH Open%   WHPH CTO%   WHPH Conv%
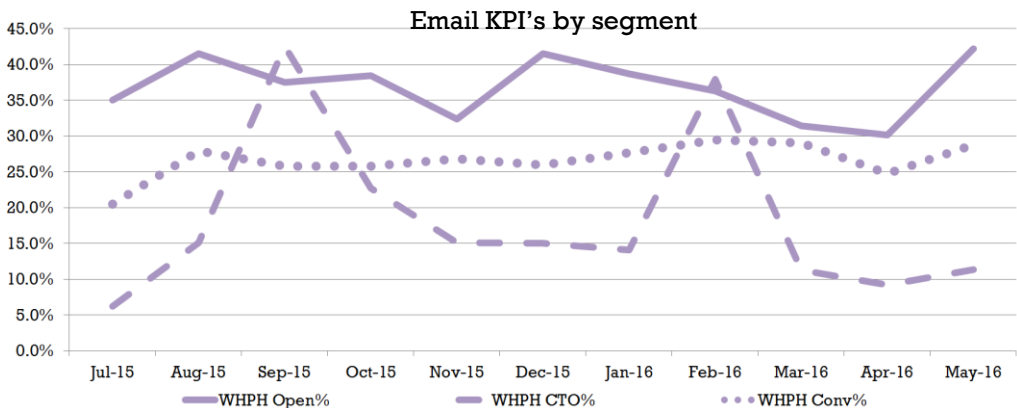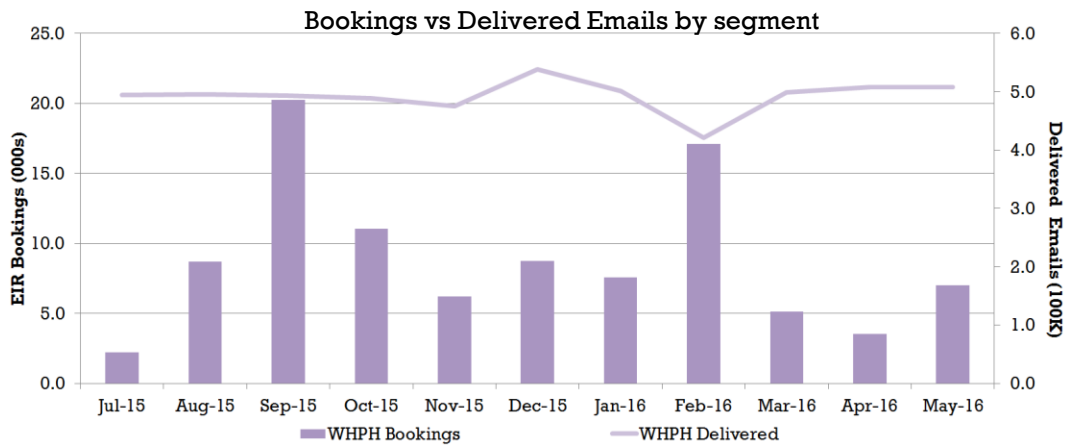
May WHPH Benefits

May Benefits	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
WHPH	507.8 K	7.0 K	$2.7 M	42.2%	11.3%	28.8%	13.8	0.1%

Observations

Top Offer featuring Member Rates experienced 3rd lowest % of clicks (18%) for this section all-time
- 2nd highest Conv% (29.3%) since PO launch

Rewards section generated the largest share of clicks to date (165.2% above 2016 avg), and 3rd highest Conv%(23%); top click-generating content:
- Section Header = 29.1% of Rewards Clicks; 19.8% Conv%
- Milestone = 22.9% of Rewards Clicks; 35.1% Conv%
  - 50% bonus stays to Platinum = 9.7% of Rewards Clicks; 44.7% Conv%
- JW @ Los Cabos redemption = 14.6% of Rewards Clicks; 20.1% Conv%
- Venice = 11.4% of Rewards Clicks; 17.2% Conv%

Hotel Openings had a 54.7% higher % of clicks than to-date average
- NYC Renaissance = 43.8% of section clicks
- Atlanta AC = 25.8% of section clicks
- Camby Autograph = 23.0% of section clicks

Benefits
Your Account: Work Your New Member Rates

Callouts:
- Account Box — 24% clks, 26% bks
- Search — 6% clks, 5% bks
- Top Offer — 18% clks, 21% bks
- Top Offer 2 — 1% clks, 1% bks
- Rewards — 30% clks, 30% bks
- Redeem - Hotel — 14% clks, 11% bks
- Redeem - Prod — 2% clks, 3% bks
- Hotel Openings — 4% clks, 3% bks

WHPH Offers overview and MoM trends

Observations

Overall

Open% for both segments was the 2nd highest in 2016, still below 2015 average

MoM bookings for both segments fell due to decreases in Conv%

Both segments featured the Summer Promo offer & sweepstakes, which did not appear to create the same click engagement as April's Hawaii/Hilton Head sweepstakes

Bookings vs Delivered Emails by segment

WHPH Bookings — WHPH Delivered

Email KPI's by segment

WHPH Open% — WHPH CTO% ⋯ WHPH Conv%

May WHPH Offers

May Offers	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
WHPH	465.0 K	2.9 K	$1.0 M	27.4%	10.6%	21.4%	6.2	0.0%

Observations

Field Offers generated the highest click share YTD but also generated a below average Conv% compared YTD

Getaways generated above average click share due to the Summer Promo offer & sweepstakes

Experiences featured Beach & City destinations but did not appear to attract more engagement than previous month's offer categories
- City destinations generated the most clicks, Chicago, NYC & Las Vegas over Hawaii and Southern Beach Destinations

Offers

[FNAME's] June Travel Deals

Account Box — 17% clks, 20% bks
Search — 6% clks, 6% bks
Field Offers — 58% clks, 54% bks
Major Offer — 14% clks, 15% bks
Minor Offer — 5% clks, 4% bks

May '16 Core Hotel Specials-WHPH

Major Offer
13% clks, 11% bks

Account Box
17% clks, 22% bks

Search
6% clks, 5% bks

Minor Offer
6% clks, 5% bks

Field Offers
52% clks, 49% bks

eBreaks
6% clks, 7% bks

WHPH Destinations overview and MoM trends

Observations

Template continued to evolve as May Destinations focused on three destinations as long-weekend travel inspiration

WHPH
- Booking/Delivered was the 2nd lowest due to lowest Conv% since PO launch
- Conv% decreased across all sections

Subject line testing centered around Memorial Day long weekend travel inspiration

Bookings vs Delivered Emails by segment
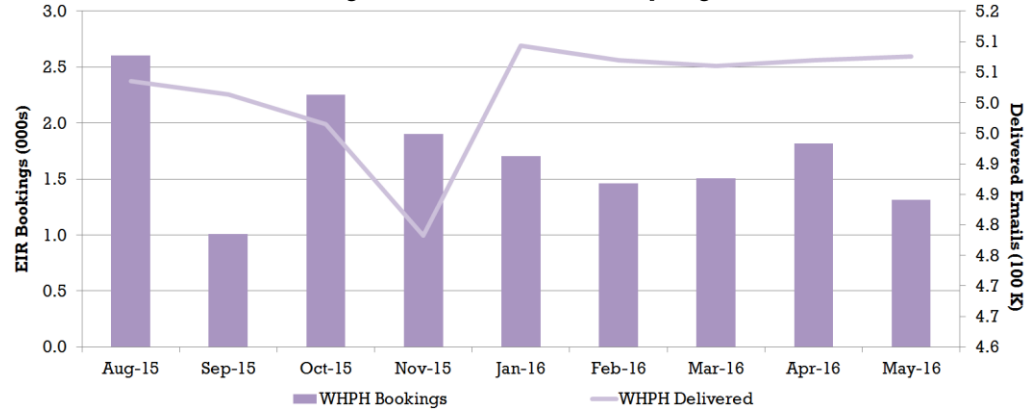
Email KPI's by segment
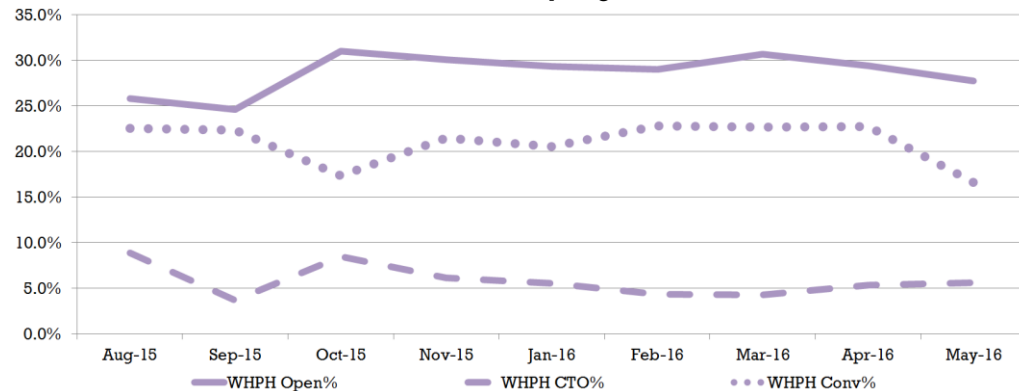
May WHPH Destinations

May Destinations	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/ Del (K)	Unsub%
WHPH	507.5 K	1.3 K	$500.1 K	27.7%	5.6%	16.6%	2.6	0.1%

Observations

The majority of clicks (62%) went to the 3 featured destinations

Nashville content generated most Top Offer clicks for this section for WHPH; 49.0% of Top Offer clicks

The middle section featured Food-centric content and did not attract clicks like last month's TSA-Precheck content

- Account Box — 22% clks, 39% bks
- Search — 4% clks, 4% bks
- Top Offer — 61% clks, 48% bks
- Middle Offer — 8% clks, 6% bks
- Bottom Offer — 4% clks, 3% bks

May '16 Core Destinations–WHPH

Destinations
3 Days in Nashville, Santa Monica or Barcelona

Account Box
26% clks, 40% bks

Search
4% clks, 10% bks

Top Offer
48% clks, 30% bks

Middle Offer
13% clks, 11% bks

Bottom Offer
7% clks, 5% bks