Project Orange September Review
November 4th, 2016

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Travel Still A Treat

September performance overview

September 2016 TSAT MBO summary

On pace to beat **Leisure Stay** end of year goal
- No difference vs control group
- Strongest leisure stay performance against control among Platinums
- Destinations email focused on top rated pools and Traveler road trip content
- Atlantis (leisure property) featured in PO Benefits email

Projected to beat **New to You brand** end of year goal
- No difference vs control group
- Weakest New Brand performance against control among Platinums
- Autograph Brand Spotlight in PO Benefits email
- 6 different hotel booking pages featured in PO Benefits email

Slight negative difference in **booking** offer group vs control

Enrollments are significantly above total 2015 membership benchmark but significantly below % Elite membership
- Used MegaBonus as acquisition in PO Benefits Email (nonmember)
- Display creative was on hold

September 2016 TSAT Key Storylines

Overall Paid media GRE increased by 23% MoM with a slight decrease in spend to $40 K

❖ GRE increased in all channels: CRM Targeting, Paid Search and Retargeting and nearly across all partners

Email base campaigns generated the most monthly clicks, bookings & booking per delivered email to date driven by MegaBonus features & focus on pools in Destinations

❖ Offers email generated email KPI lows despite featuring MegaBonus

Summer Promo, refreshed **Members Rates** & **MegaBonus** were featured in Display media & generated consistent CTRs and slightly higher Conv% MoM

Contextual targeting to **PO nonmembers** generated one enrollment through Sept
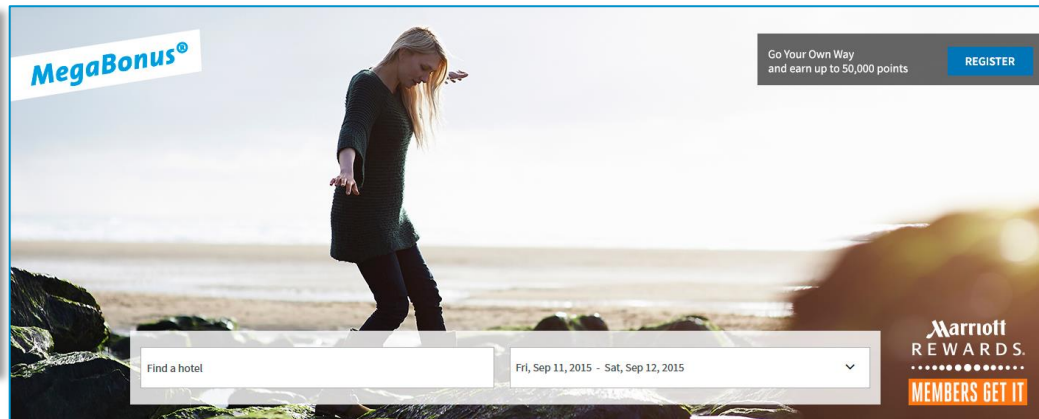
September TSAT Creative Overview
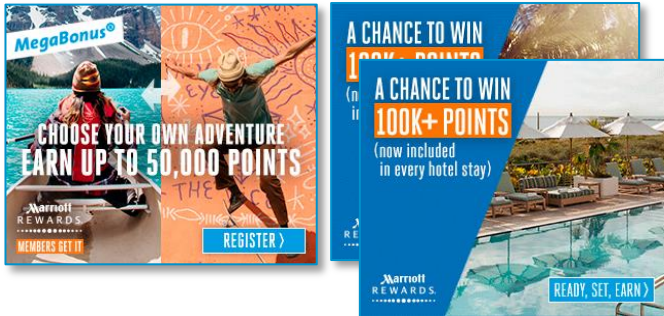

Email (Destinations)
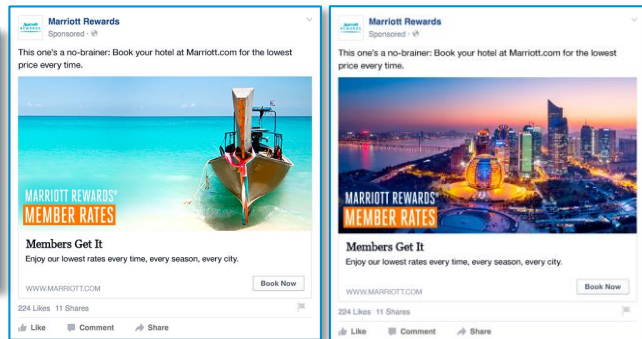
Landing Page Destinations
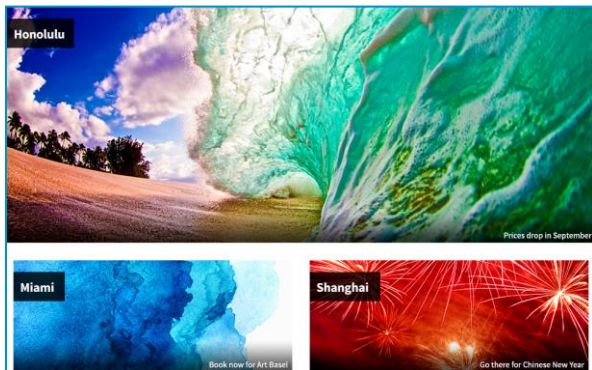
Landing Page Hero

GDN

Facebook

Sep '16 TSAT Paid Media Executive Summary

Campaign Type	Campaign	Impressions	Spend	CTR	Revenue	▲ MoM Rev	GRE* - assesed on DoubleClick revenue, not MRDW revenue	▲ MoM GRE	▲ Goal
TSAT CRM Targeting	Sojern	288.7 K	$2.3 K	0.26%	$14.4 K	-30.0%	5.2	7.3%	31.1%
	FB Direct Targeting	596.9 K	$4.6 K	0.43%	$66.1 K	0.1%	13.4	32.6%	53.9%
	CRM Targeting Total	**885.6 K**	**$6.9 K**	**0.38%**	**$80.6 K**	**-7.1%**	**10.7**	**30.6%**	**-**
TSAT Paid Search	Dynamic Search Ads	110.1 K	$5.9 K	3.98%	$259.4 K	-7.0%	43.0	22.1%	-14.0%
	MF Paid Search	1.3 M	$25.9 K	1.75%	$458.6 K	-12.1%	16.7	-27.8%	-
	TBPS Paid Search	53.8 K	$3.3 K	7.81%	$329.1 K	-4.1%	97.8	7.4%	-
	Paid Search Total	**1.5 M**	**$35.1 K**	**2.14%**	**$1.0 M**	**-8.5%**	**28.8**	**-14.3%**	**-**
TSAT Retargeting	Criteo Retargeting	1.6 M	$8.2 K	0.44%	$129.6 K	5.7%	14.9	17.7%	147.7%
	Facebook DPA	55.7 K	$1.5 K	2.17%	$17.9 K	26.9%	11.2	65.1%	-
	Facebook DAT	42.2 K	$1.4 K	1.92%	$14.1 K	20.4%	9.3	18.9%	55.3%
	GDN text (G+A)	1.7 M	$6.6 K	0.33%	$78.9 K	-31.3%	10.9	-0.6%	-9.2%
	GDN Image Ads (G+A)	4.1 M	$10.2 K	0.20%	$280.4 K	115.2%	26.4	-3.7%	-64.8%
	Retargeting Total	**7.5 M**	**$27.8 K**	**0.30%**	**$520.7 K**	**32.4%**	**17.7**	**26.8%**	**-**

Notes

Not PO funded
Not PO funded

	Impressions	Spend	CTR	Revenue	▲ MoM Rev	GRE* - assesed on DoubleClick revenue, not MRDW revenue	MoM GRE % Change
TSAT Media Grand Total	9.9 M	$69.9 K	0.58%	$1.6 M	1.5%	22.6	-0.1%
TSAT - Project Orange funded only (minus MF and TBPS Paid Search	8.5 M	$40.6 K	0.36%	$860.7 K	13.4%	20.2	22.5%

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

Marriott REWARDS

Sep '16 TSAT Paid Media MoM trends overview

Observations
- While CTR% fell by 10% MoM GRE increased 23% due to 16% increase in Conv%
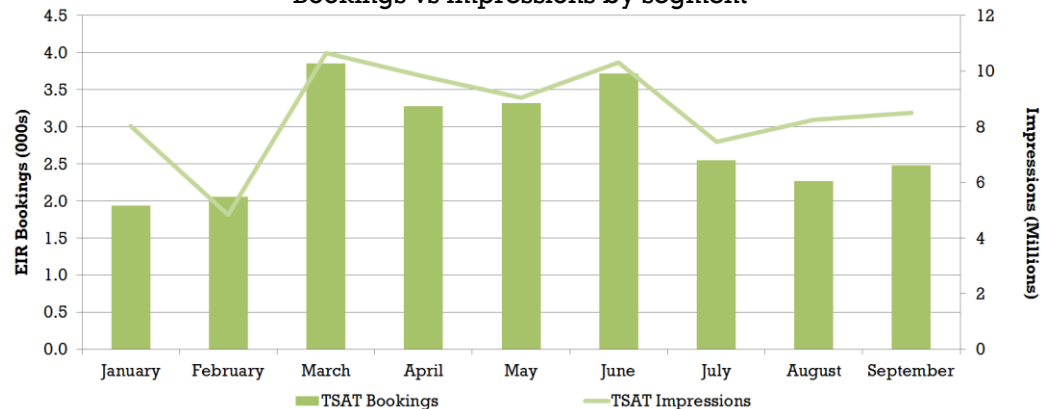
GRE MoM Increases
- Facebook DPA
- Facebook Targeting
- Dynamic Search Ads
- Facebook DAT
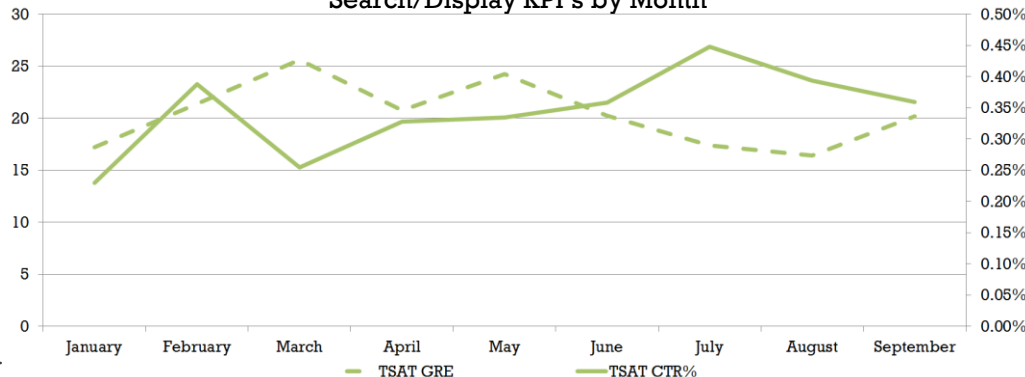- Criteo
- Sojern
- GDN Image

GRE MoM Decreases
- GDN Text

Bookings vs Impressions by segment

Search/Display KPI's by Month

+ CRM Targeting

Facebook Direct 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
Facebook Targeting TSAT	*August*	*734,953*	*3,294*	*0.45%*	*7.45%*	*6*	*240*	*$24.25*	*$5,953*	*10.10*
	September	596,897	2,593	0.43%	7.53%	1	194	$23.53	$4,594	13.39
	9/5-9/11	154,525	619	0.40%	7.63%	0	47	$22.08	$1,043	12.01
	9/12-9/18	118,540	570	0.48%	4.20%	1	23	$43.08	$1,032	5.99
	8/30-9/4	194,714	855	0.44%	8.82%	0	75	$19.77	$1,491	20.41
	9/19-9/25	129,118	549	0.43%	8.85%	0	49	$21.15	$1,028	12.04

Observations

- Monthly TSAT GRE driven by the MRMR ads in market increased by 33% MoM (10.1:1 → 13.4:1)
- Performance dropped the W/O 9/12-9/18 due to an error with MEC tracking conversions as a result of Marriott IT's changes to Ensighten

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	*August*	*437,634*	*194*	*0.04%*	*31.08%*	*0*	*60*	*$58.06*	*$3,501*	*4.89*
	September	*288,746*	*738*	*0.26%*	*5.14%*	*0*	*38*	*$60.87*	*$2,310*	*5.25*
	8/29-9/4	49,292	77	0.16%	6.62%	0	5	$77.32	$394	6.13
	9/5-9/11	49,599	246	0.50%	3.41%	0	8	$47.24	$397	8.30
	9/12-9/18	49,606	217	0.44%	3.46%	0	8	$52.91	$397	5.19
	9/19-9/25	42,699	53	0.12%	10.75%	0	6	$59.93	$342	4.89
	9/26-10/2	97,550	145	0.15%	7.76%	0	11	$69.37	$780	3.43

Observations

- Sojern TSAT has continued to exceed the 4:1 GRE goal as of late, and was 7% higher in September than August. We have seen this positive trend continue into October, and in the most recent week (10/17-10/23), Sojern drove its best weekly performance this year, with a 10.7:1 TSAT GRE. This significant GRE increase occurred on average weekly volume, which proves Sojern continues to become more efficient as the campaign goes on
- Sojern's TSAT GRE at the end of September sat at 3:1, but continues to trend up towards the 4:1 campaign benchmark with the strong performance observed so far in October. With the uptick in performance during the latest week, GRE is now at 3.2:1 overall
- At the end of September, Sojern was pacing 92% towards their 2016 RN goal. With an entire quarter left, Sojern should see no problem exceeding this benchmark

+ Paid Search

Google Dynamic Search Ads

SITE NAME	DATE	TOTAL IMPRESSIONS (AdWords)	CLICKS (AdWords)	CTR	Conv%	POST-CLICK BOOKINGS (DFA)	COST PER BOOKING	TOTAL MEDIA COST	GRE
Google Dynamic Search Ads TSAT	*August*	*104,212*	*5,694*	*5.46%*	*12.24%*	*697*	*$11.06*	*$7,709*	*35.20*
	September	*110,107*	*4,381*	*3.98%*	*14.63%*	*641*	*$9.20*	*$5,897*	*42.99*
	9/2-9/8	25,419	1,114	4.38%	14.45%	161	$9.28	$1,494	32.49
	9/9-9/15	27,784	1,116	4.02%	14.96%	167	$9.10	$1,521	34.38
	9/16-9/22	27,896	1,057	3.79%	14.57%	154	$9.19	$1,415	43.79
	9/23-9/29	29,008	1,094	3.77%	14.53%	159	$9.23	$1,467	61.85

Observations

• September was an extremely strong month for DSA in terms of GRE, which increased 7 points MoM. Conv% saw a slight improvement, which led to the strong GRE performance

• One reason for this increase is a decreased bid modifier on mobile traffic. Additionally, Google has been tweaking the DSA algorithm to better tie the query to landing page content to make the ads more relevant

+ Retargeting

Facebook DAT

SITE NAME	DATE	TOTAL IMPRESSIONS (DFA)	CLICKS (DFA)	CTR	Conv%	POST-CLICK BOOKINGS (MRDW)	POST IMPRESSION BOOKINGS (100% Attribution from DFA)	TOTAL BOOKINGS (4.35% Attribution from DFA)	COST PER BOOKING	TOTAL MEDIA COST	GRE
Facebook DAT TSAT	*August*	*44,034*	*830*	*1.88%*	*7.13%*	*6*	*1,354*	*59*	*$22.31*	*$1,320*	*7.84*
	September	42,240	812	1.92%	5.98%	12	1,105	49	$28.04	$1,362	9.32
	9/5-9/11	12,733	271	2.13%	5.75%	5	353	16	$28.05	$437	9.16
	9/12-9/18	12,026	219	1.82%	3.71%	2	185	8	$47.31	$385	6.35
	8/30-9/4	8,829	147	1.66%	7.58%	1	255	11	$28.00	$312	8.28
	9/19-9/25	8,652	175	2.02%	7.85%	4	312	14	$16.64	$229	16.02

Observations

- September's DAT GRE increased by 19% MoM from 7.8:1 to 9.3:1
- Performance dropped the W/O 9/12-9/18 due to an error with MEC tracking conversions as a result of Marriott IT's changes to Ensighten

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	*August*	*1,828,664*	*6,935*	*0.38%*	*4.57%*	*513*	*6,765*	*317*	*$28.42*	*$8,997*	*12.62*
	September	1,634,648	7,218	0.44%	4.57%	475	7,104	330	$24.78	$8,168	14.86
	8/29-9/4	155,970	664	0.43%	5.13%	44	739	34	$20.87	$711	16.66
	9/5-9/11	353,580	1,544	0.44%	3.51%	54	1,192	54	$29.30	$1,588	11.51
	9/12-9/18	471,109	2,174	0.46%	4.22%	173	1,936	92	$27.28	$2,503	13.15
	9/19-9/25	463,628	1,852	0.40%	5.05%	127	2,022	93	$25.50	$2,384	14.39
	9/26-10/2	190,361	984	0.52%	5.71%	77	1,215	56	$17.50	$983	24.47

Observations
- Criteo TSAT GRE improved 17% from August to September, on only slightly less volume. This is encouraging to see, as when spend ramped up in August, we saw a slight decline in performance
- Criteo overall TSAT GRE remained impressively consistent from August to September at 14.2:1. This GRE remains 136% above goal
- Criteo drove nearly 700 RN's in September, moving 9% closer towards their 2016 TSAT goal, and is now 75% to benchmark

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	*August*	*1,995,503*	*4,163*	*0.21%*	*9.49%*	*36*	*359*	*$11.59*	*$4,579*	*27.46*
	September	**4,089,745**	**8,115**	**0.20%**	**11.46%**	**164**	**766**	**$10.99**	**$10,221**	**26.43**
	9/2-9/8	1,258,655	2,510	0.20%	9.44%	63	174	$14.60	$3,458	18.84
	9/9-9/15	888,468	1,715	0.19%	8.32%	9	134	$14.69	$2,095	20.33
	9/16-9/22	925,297	1,885	0.20%	15.23%	50	237	$7.79	$2,235	39.80
	9/23-9/29	1,017,325	2,005	0.20%	13.13%	42	221	$9.24	$2,433	30.18

Observations
- In September, there was not much improvement in GRE across GDN Image Ads. However Conv% saw significant improvements as mobile targeting was completely removed mid-month and this led to an increase in bookings
- Media cost increased due to a full month live with the 50k MegaBonus ads
- For October, GRE is still fairly low even with new MRMR ads. BCM is working with Yesmail team to see if other variations can be tested to increase CVR throughout Q4

+ Display Creative
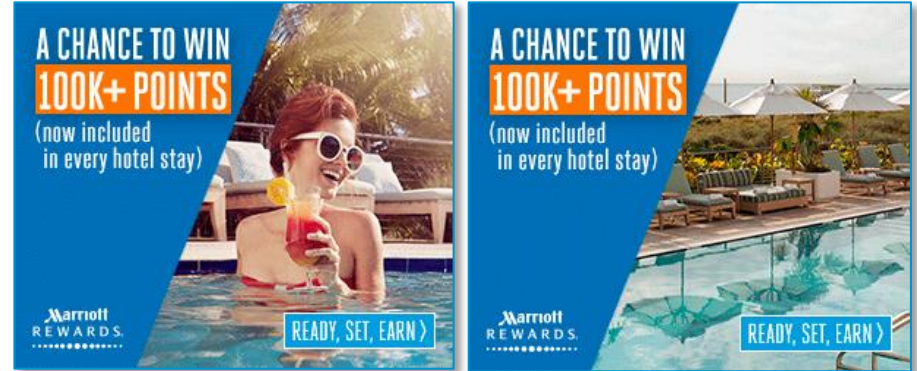
TSAT Sept GDN Image Creative Performance

Fall '16 MegaBonus

Impressions: 2.9 M
CTR: 0.20%
Conv%:   12.4%
CPM: $2.40
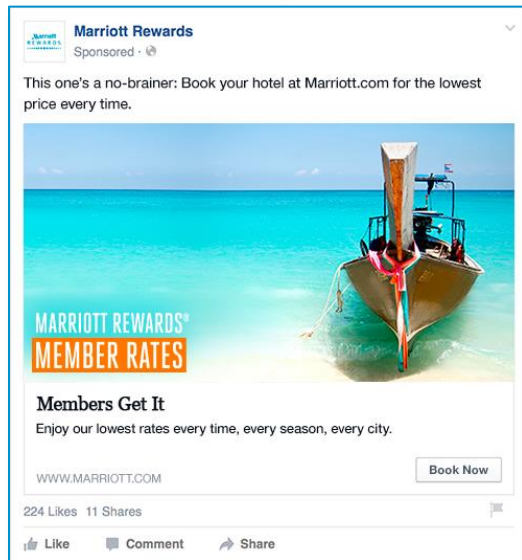GRE: 30.3

Summer Promo (Aug)

Impressions: 1.0 M
CTR: 0.22%
Conv%:   7.4%
CPM: $14.25
GRE: 23.3

Observations
- Compared to Summer Promo (Aug), MegaBonus creative CTR was 11% lower but generated a 67% higher Conv% resulting in an overall GRE increase of 67%
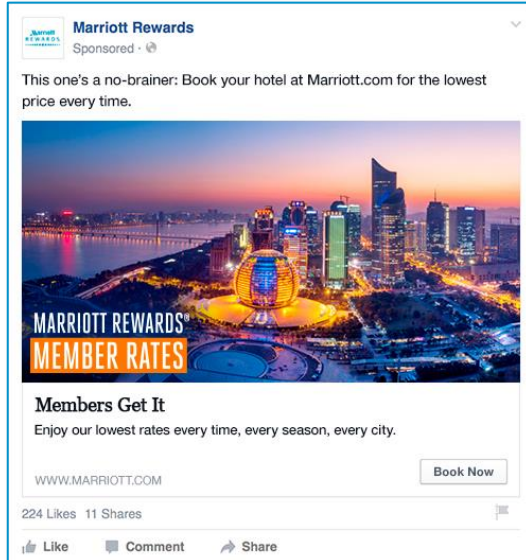- August CPM was over 5x higher than Sept

19

TSAT Sep Facebook Creative Performance*

Ship

Impressions: 142.2 K
CTR: 0.68%
Conv%: 3.4%
CPM: $7.71
GRE: 8.0

Hangzhou

Impressions: 264.3 K
CTR: 0.80%
Conv%: 4.2%
CPM: $7.61
GRE: 12.3

Observations
- Hangzhou had a 17.3% higher CTR% (statistically significant) and 54.4% higher GRE than Ship
  - Consistent with August performance
  - City view, night time, more distinctive visually

*Results from 8/15 – 9/25

+ Email Campaigns

Sep '16 TSAT Email overview & MoM trends

Sep Project Orange	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/ Del (K)	Unsub%
Benefits	698.3 K	3.5 K	$1.2 M	27.3%	20.8%	8.7%	5.0	0.11%
Destinations	687.8 K	855	$347.9 K	21.9%	9.8%	5.8%	1.2	0.12%
Offers	618.5 K	1.0 K	$354.1 K	20.1%	10.1%	8.1%	1.7	0.14%
TSAT Total	2.0 M	5.3 K	$1.9 M	23.2%	14.4%	8.0%	2.7	0.12%

Observations
- Most bookings and highest booking/delivered since launch
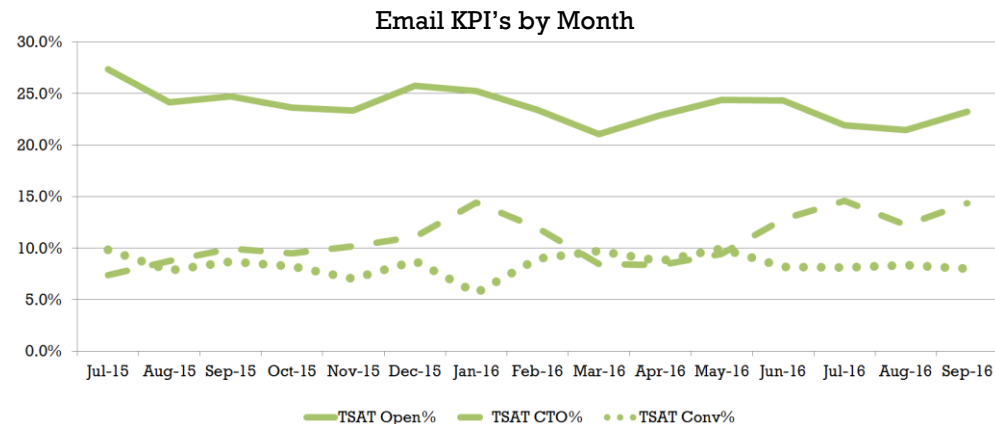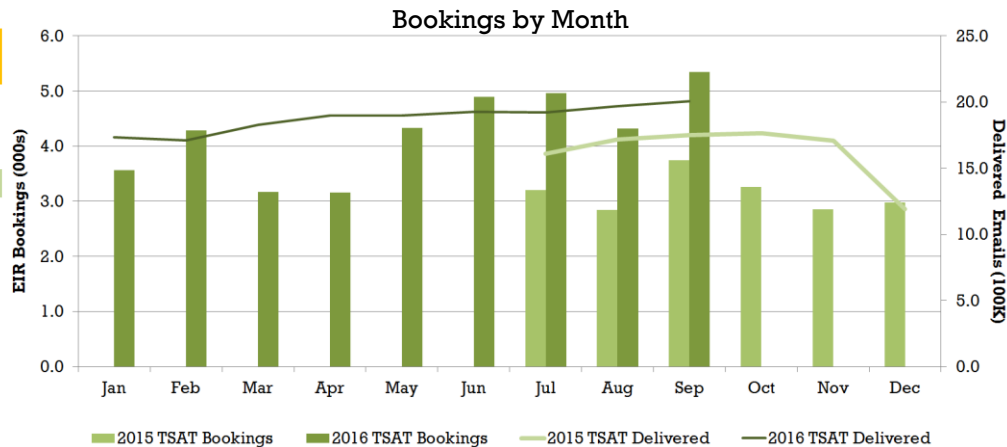
Benefits
- Highest monthly delivered & 2nd highest booking per delivered all time
- CTO% avg to promotional months

Offers
- Lowest Open% since launch
- CTO% was lowest YTD (11.0% below YTD avg)
- Booking per delivered was 7% below YTD avg

Destinations
- 2nd highest CTO to date (98% above avg)
- Lowest Conv% YTD (22.0% below avg)
- Booking/delivered 2nd highest YTD (19% above avg)

Bookings by Month

Legend: 2015 TSAT Bookings, 2016 TSAT Bookings, 2015 TSAT Delivered, 2016 TSAT Delivered

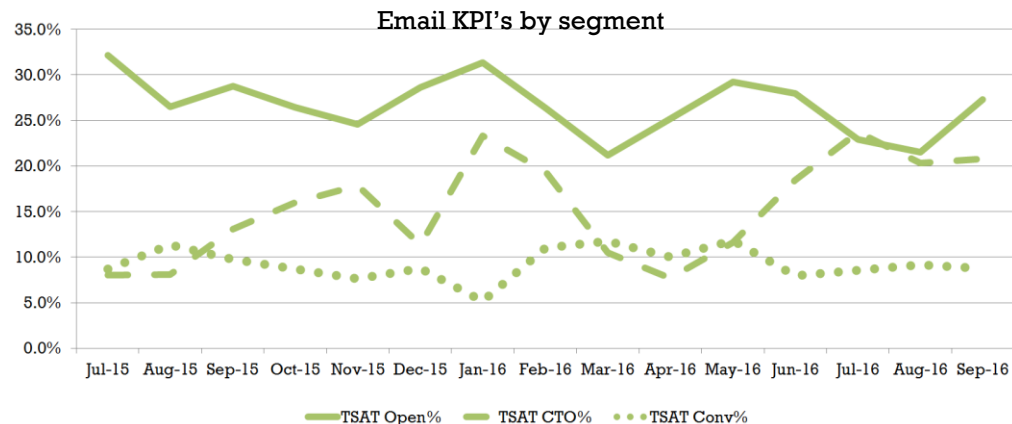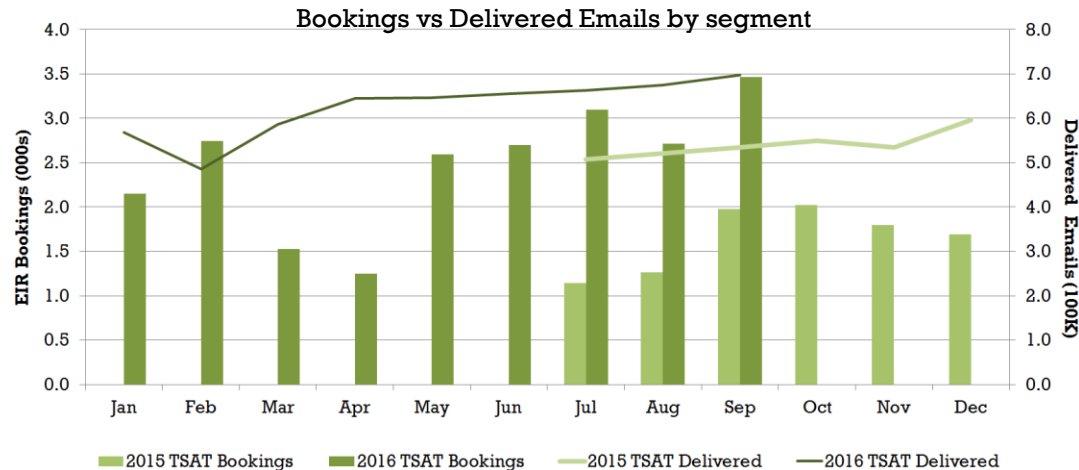Email KPI's by Month

Legend: TSAT Open%, TSAT CTO%, TSAT Conv%

TSAT Benefits overview and MoM trends

Observations

Benefits featured MegaBonus and email KPIs were similar to other promotional months

- Highest monthly delivered & 2nd highest booking per delivered all time
- Open% was 6% above YTD average
- CTO% avg to promotional months

Bookings vs Delivered Emails by segment

Legend: 2015 TSAT Bookings, 2016 TSAT Bookings, 2015 TSAT Delivered, 2016 TSAT Delivered

Email KPI's by segment

Legend: TSAT Open%, TSAT CTO%, TSAT Conv%

TSAT open & click engagement was higher with Control than Benefits

Sep eNews/ Benefits	Delivered	Opens	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/ Del (K)	Unsub%
TSAT eNews	71.6 K	22.5 K	445	$157.5 K	31.4%	25.5%	7.8%	6.2	0.00%
TSAT Benefits	698.3 K	190.5 K	3.5 K	$1.21 M	27.3%	20.8%	8.7%	5.0	0.11%
%△					-13%	-18%	13%	-20%	

TSAT had higher Open% with the Control copy vs Test (Benefit) copy
- <u>eNews</u>: *Your Account: Choose Your MegaBonus*
- <u>TSAT Benefits</u>: *Your Account: Your MegaBonus*

The opportunity to choose your reward may have been additional incentive to open

TSAT had higher Click to open engagement with Control (eNews) vs Test (Benefits)
- There were a number of content differences between the Control & Test versions
- There was an inverse correlation between CTO% and Conv%; For TSATs the higher Conv% did not offset the lower CTO% and suggests TSATs Benefits content did not resonate as well as eNews

September TSAT Benefits

Sep Benefits	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/ Del (K)	Unsub%
TSAT	698.3 K	3.5 K	$1.2 M	27.3%	20.8%	8.7%	5.0	0.11%

Observations

Benefits ft. Fall MegaBonus generated the most clicks since launch

The Top Offer section generated the majority of click engagement
- **MegaBonus** received the most clicks since launch
- **Atlantis Offer** featured a unique CTA (Call to Book) for TSATs; the offer generated the avg number of clicks for this position

Other content highlights
- **AC Hotel Quiz** was one of the higher clicked rewards content
- **Moments** section generated as many clicks as when it was first featured
- **Brand Spotlight (Autograph)** did not appear to generate the type of click engagement that other Brand Spotlight & Hotel openings have in previous months **This is custom content to TSAT, consider testing Brand Spotlight**
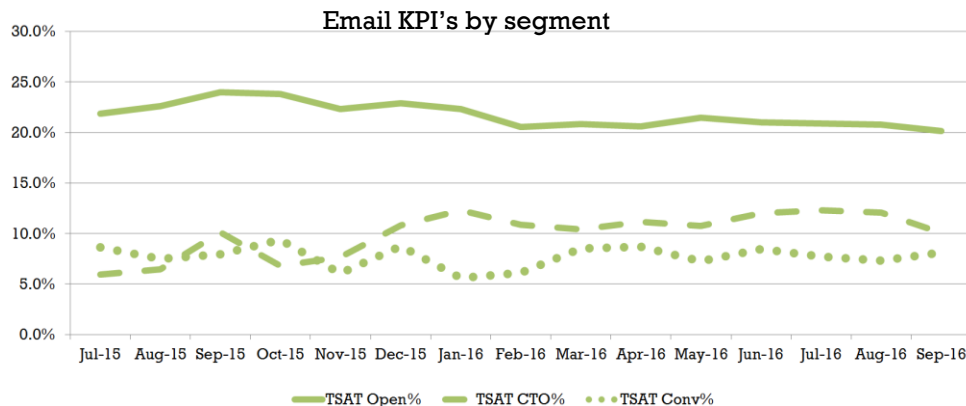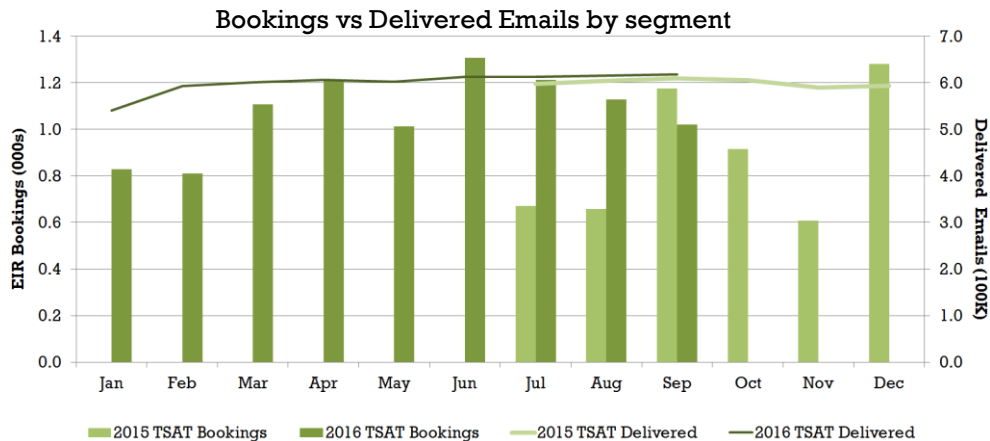- **eBreaks** generated 79.4% more clicks and 3.5% higher Conv% than YTD average

MegaBonus
58% clks, 57% bks

Atlantis Offer
5% clks, 2% bks

AC Hotel Quiz
1.2% clks

Moments
2% clks, 1% bks

Brand Spotlight
2% clicks, 1% bks

TSAT Offers overview and MoM trends

Observations

Despite featuring MegaBonus Sept generated email KPI lows

- Lowest Open% since launch
- CTO% was lowest YTD (11.0% below YTD avg)
- Booking per delivered was 7% below YTD avg

Performance may have been influenced by adjacent campaigns

Bookings vs Delivered Emails by segment

2015 TSAT Bookings   2016 TSAT Bookings   2015 TSAT Delivered   2016 TSAT Delivered

Email KPI's by segment

TSAT Open%   TSAT CTO%   TSAT Conv%

Offers performance may have been impaired by adjacent mailings

Performance may have been impacted by:

- **Frequency of MegaBonus messaging**: MB Registration reminder went out the Friday before & potential **MB registration confirmation**

- **SPG Merger news:** Linked Account Solo the weekend prior; MR & SPG members received two sets of Linked Account communications

- **Day of Week:** Launched on Wed (vs Tuesday)

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23 **Mega Bonus**	24 **Link Accounts**
25 **Link Accounts**	26	27	28 **Offers**	29	30	

September 2016

September TSAT Offers

Sep Offers	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/ Del (K)	Unsub%
TSAT	618.5 K	1.0 K	$354.1 K	20.1%	10.1%	8.1%	1.7	0.14%

Observations

MegaBonus feature did not appear to generate the same engagement as the **Summer Promo**, generating half the clicks and % of total Email clicks
- **Timing** (Adjacent MB Solo)
- **Nature of the offer** (Summer Promo sweepstakes)
- **Position/Placement:** MB was featured within Getaways module; Summer Promo was a "standalone" module)

Curated offers section did not appear to attract incremental clicks from lack of MegaBonus engagement
- **Getaways** generated below average YTD % of clicks and click volume; **Atlantis offer** & **25% Off Villas** did not appear to attract the same click engagement as they had for WHPH
- **Experiences** section generated lower than YTD average click volume and % of clicks
- **eBreaks** % of clicks, click volume, and Conv% is at its lowest since 1st being featured

Account Box
18% clks, 39% bks

Search
10% clks, 13% bks

Field Offers
47% clks, 29% bks

MegaBonus
6% clks, 6% bks

Getaways
9% clks, 7% bks

TSAT Offers
[First Name's][Your] October Travel Deals

Experiences
4% clks, 2% bks

eBreaks
5% clks, 4% bks

TSAT Destinations overview and MoM trends

Observations

September featured 6 "Favorite" Pools
- 2nd highest CTO to date (98% above avg)
- Lowest Conv% YTD (22.0% below avg)
- Booking/delivered 2nd highest YTD (19% above avg)

Open% was consistent with YTD averages while a subject line test & roll was conducted:
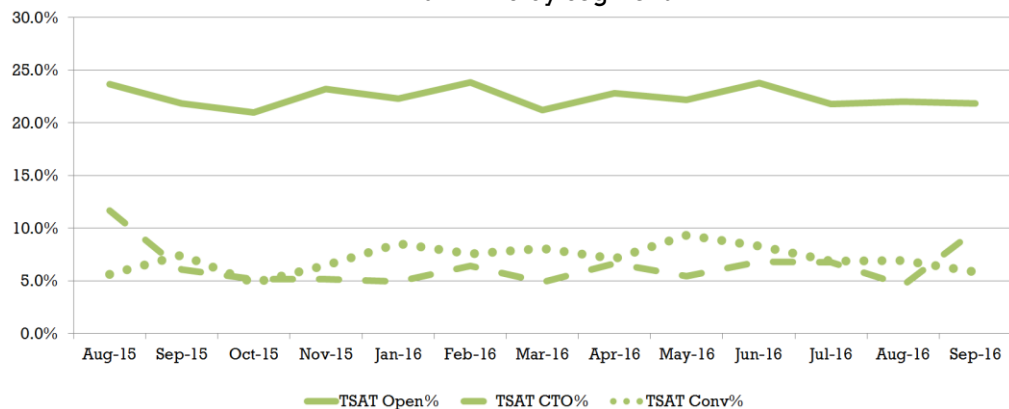*Check Out these 6 Amazing Pools*
6 Pools to Float in Right Now

Winning subject line was statistically significant and was more **CTA driven** and **authoritative**, elements which may resonate with TSATs

Bookings vs Delivered Emails by segment
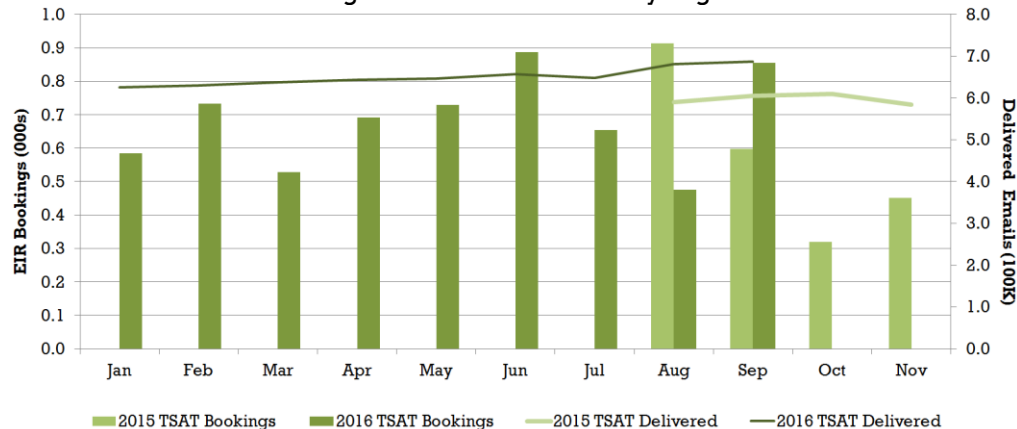
Email KPI's by segment

Test & Control engagement differed despite seeing the exact same Destinations

Sep Destinations	Delivered	Opens	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/ Del (K)	Unsub%
TSAT Control	71.2 K	16.6 K	102	$38.8 K	23.3%	10.7%	5.8%	1.4	0.00%
TSAT Test	687.8 K	150.4 K	855	$347.9 K	21.9%	9.8%	5.8%	1.2	0.12%
%△					-6%	-9%	1%	-13%	

The same Destinations was served to test & control and there were continued to be discrepancies in engagement

There may be meaningful differences in control vs test group, suggesting:
- An Open% difference may need to be greater than 6% to be meaningful
- Based on historical patterns, TSAT CTO% difference may need to be greater than 9%

- This is currently under investigation

September TSAT Destinations

Sep Destinations	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/ Del (K)	Unsub%
TSAT	687.8 K	855	$347.9 K	21.9%	9.8%	5.8%	1.2	0.12%

Observations

Generated among the **highest CTO%** to date with **Favorite Pools** section generating the majority of clicks (75% of email clicks)

This Destinations contained a number of unique elements
• Top 6 List of Pools (consideration: Top Bars, views..)
• Highly visual. new layout – 2x3 image focused
• New CTA style – large arrow
• Sent September 2nd (Friday before Labor Day weekend)

The most popular pool destinations were **Las Vegas, Orlando, Costa Rica**

In the Middle Offer section, the top feature "Take a Road Trip CTA" generated the majority of clicks for this section
High engagement continued to validate interest in road trip theme

Destinations
6 Pools to Float in Right Now

Account Box
14% clks, 39% bks

Search
3% clks, 6% bks

Top Offer
75% clks, 47% bks

Middle Offer
6% clks, 6% bks

Bottom Offer
1% clks, 1% bks

+ Landing Page

TSAT Landing Page Results*

Header: 222 clicks, 6.1% visits, 31.1% of clicks
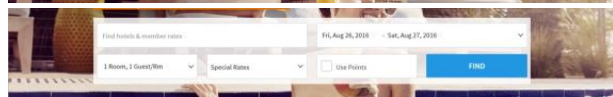
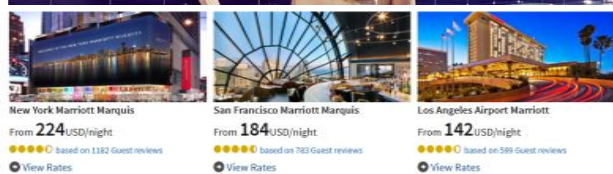Hero ITA: 90 clicks, 2.5% visits, 12.6% of clicks

Search: 347 clicks, 9.5% visits, 48.7% of clicks

Most Booked: 20 clicks, 3.5% visits, 2.8% of clicks
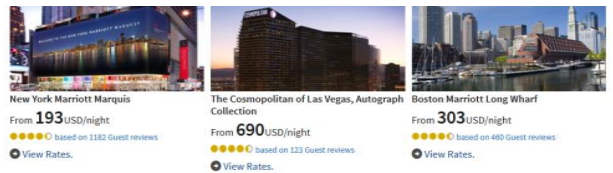
Most Redeemed: 9 clicks, 0.2% visits, 1.3% of clicks

Brand Boxes: 11 clicks, 0.3% visits, 1.5% of clicks

Destinations Boxes: 14 clicks, 0.4% visits, 2.0% of clicks

*Affected by site-wide tagging issues throughout September

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September '16 TSAT Key Takeaways

Facebook's retargeting efforts will be entirely through **DAT** ads for the remainder of 2016

Additional creative focused on **booking CTA** may help **GDN Image Ad** Conv%

Explore successful elements of **Destinations**: balance of **theme** (e.g. bars, views, lists, Roadtrip) & **Marriott promotion**, **presentation** & **layout**

There may be a differences in Test & Control groups that engage differently with communications

Soliciting member engagement may help increase TSAT response
- **AC Hotel Quiz** relatively high click engagement
- Choosing **MegaBonus** reward type increased open rate
- **Destinations** subject line test indicated TSAT preference for CTA driven and authoritative copy

Acquisition Paid Search efforts have been paused, strategy will be re-evaluated for 2017

+

Work Hard Play Hard September performance overview

September 2016 WHPH MBO summary

On pace to beat **Leisure Stay** end of year goal
- No difference vs control group
- Destinations email focused on top rated pools and Traveler road trip content
- Atlantis (leisure property) featured in PO Benefits email

Projected to beat **New to You brand** end of year goal
- Significant & increasing 1.48% lift over control
- Autograph Brand Spotlight in PO Benefits email
- 6 different hotel booking pages featured in PO Benefits email

WHPH show no incremental lift in **bookings** vs control group thus far

Enrollments are significantly above total 2015 membership benchmark but significantly below % Elite membership
- Used MegaBonus as acquisition in PO Benefits Email (nonmember)
- Display creative was on hold

September 2016 WHPH Key Storylines

Overall Paid media GRE increased by 6% MoM due to 15% increase in spend to $107 K & 34% increase in revenue

- GRE increased MoM by double-digits for CRM Targeting & Retargeting and fell slightly for Paid Search (DSA)

Email base campaigns generated the highest monthly clicks, bookings & booking per delivered email to date driven by MegaBonus features & focus on pools in Destinations

- Offers email generated lowest email KPIs YTD despite featuring MegaBonus

Destinations Test & Control engagement differed despite seeing the exact same version

New **MegaBonus** creative generated similar CTR% as **Summer Promo** but with significantly higher Conv% while **Member rates** performance was consistent with August

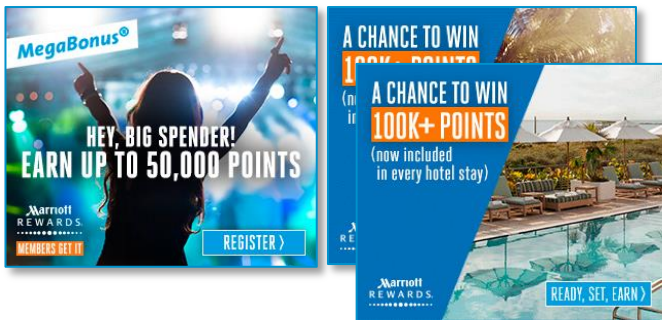# September WHPH Creative Overview
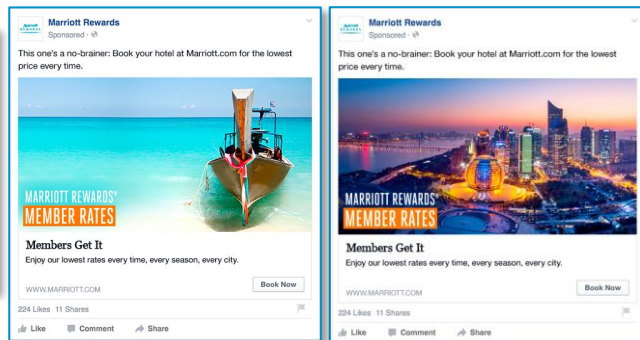
Landing Page Destinations

Landing Page Hero

GDN
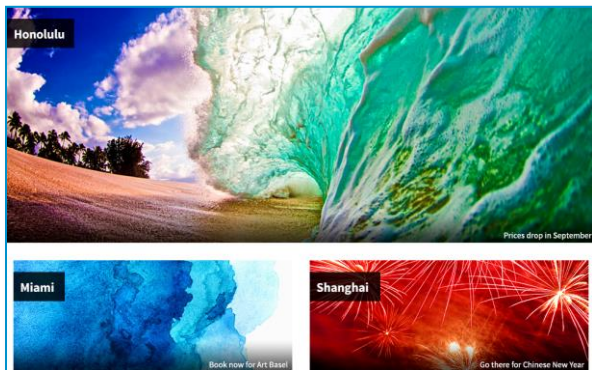
Facebook

Sep '16 WHPH Paid Media Executive Summary

Campaign Type	Campaign	Impressions	Spend	CTR	Revenue	▲ MoM Rev	GRE* - assesed on DoubleClick revenue, not MRDW revenue	▲ MoM GRE	▲ Goal
WHPH CRM Targeting	Sojern	1.9 M	$14.9 K	0.05%	$189.9 K	47.3%	11.8	3.4%	96.3%
	FB Direct Targeting	2.0 M	$18.2 K	0.58%	$508.2 K	35.7%	27.0	21.1%	36.2%
	CRM Targeting Total	**3.8 M**	**$33.0 K**	**0.32%**	**$698.1 K**	**38.7%**	**20.1**	**11.9%**	**-**
WHPH Paid Search	Dynamic Search Ads	138.7 K	$7.4 K	3.67%	$421.6 K	-29.7%	55.9	-10.2%	-9.8%
	MF Paid Search	2.2 M	$32.8 K	1.31%	$708.0 K	-4.1%	20.6	-6.9%	-
	TBPS Paid Search	119.0 K	$8.0 K	4.30%	$643.0 K	3.5%	79.6	20.3%	-
	Paid Search Total	**2.5 M**	**$48.2 K**	**1.58%**	**$1.8 M**	**-9.5%**	**35.8**	**-5.0%**	**-**
WHPH Retargeting	Criteo Retargeting	6.1 M	$33.6 K	0.26%	$901.9 K	22.6%	25.8	4.5%	78.1%
	Facebook DPA	100.6 K	$2.5 K	1.52%	$65.3 K	-6.1%	25.2	19.5%	-
	Facebook DAT	77.2 K	$2.4 K	1.58%	$59.1 K	26.6%	23.7	26.2%	69.5%
	GDN text (G+A)	3.2 M	$12.1 K	0.26%	$185.5 K	-49.2%	14.4	-43.5%	-59.0%
	GDN Image Ads (G+A)	6.5 M	$16.1 K	0.19%	$1.3 M	104.7%	76.8	12.8%	-62.5%
	Retargeting Total	**15.9 M**	**$66.7 K**	**0.25%**	**$2.5 M**	**34.8%**	**36.0**	**15.3%**	**-**

Not PO funded
Not PO funded

	Impressions	Spend	CTR	Revenue	▲ MoM Rev	GRE* - assesed on DoubleClick revenue, not MRDW revenue	MoM GRE % Change
WHPH Media Grand Total	22.2 M	$147.9 K	0.41%	$4.9 M	15.0%	32.4	4.3%
WHPH - Project Orange funded only (minus MF and TBPS Paid Search	19.9 M	$107.2 K	0.28%	$3.6 M	22.3%	32.5	6.1%

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

Marriott REWARDS

Sep '16 WHPH Paid Media MoM trends overview

Observations
- Overall CTR was flat MoM, GRE increased 5% due to a 6% Conv% increase
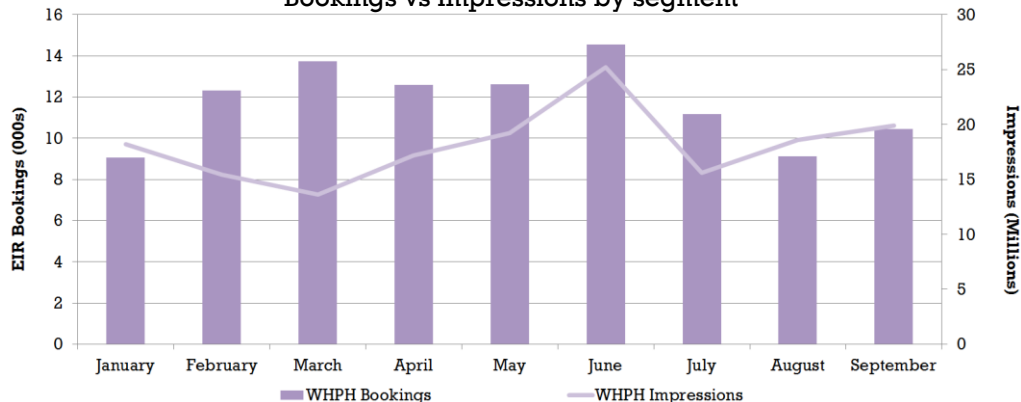
GRE MoM Increases
- Facebook DAT
- Facebook Targeting
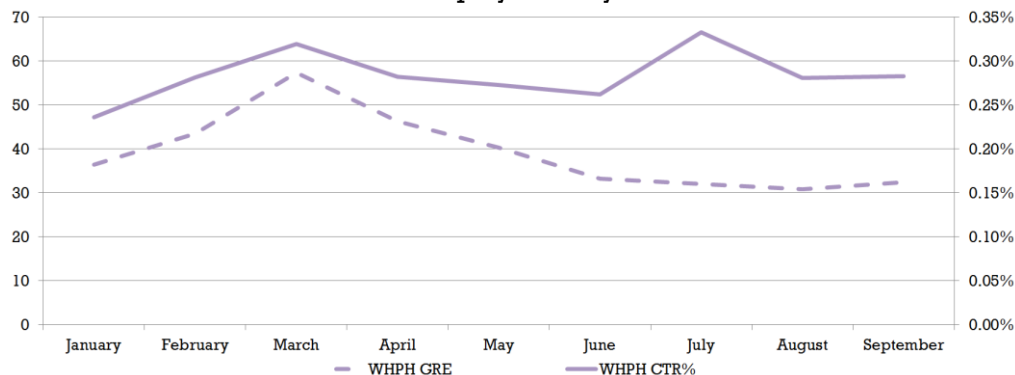- Facebook DPA
- GDN Image Ads
- Criteo
- Sojern

GRE MoM Decreases
- GDN Text
- Dynamic Search Ads

Bookings vs Impressions by segment

WHPH Bookings — WHPH Impressions

Search/Display KPI's by Month

WHPH GRE — WHPH CTR%

+ CRM Targeting

Facebook Direct 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
Facebook Targeting WHPH	*August*	*1,731,688*	*10,462*	*0.60%*	*13.92%*	*7*	*1,449*	*$11.06*	*$16,101*	*22.26*
	September	*1,951,591*	*11,229*	*0.58%*	*14.12%*	*12*	*1,574*	*$11.46*	*$18,171*	*26.97*
	9/5-9/11	533,384	2,996	0.56%	15.86%	2	473	$9.75	$4,633	31.66
	9/12-9/18	431,796	2,543	0.59%	8.19%	6	202	$21.12	$4,396	13.70
	8/30-9/4	580,712	3,419	0.59%	16.20%	4	550	$9.36	$5,186	33.89
	9/19-9/25	405,699	2,271	0.56%	15.34%	0	348	$11.36	$3,956	27.13

Observations
- Direct Targeting delivered a 27:1 GRE for the WHPH segment which is a 21% GRE improvement
- Performance dropped the W/O 9/12-9/18 due to an error with MEC tracking conversions as a result of Marriott IT's changes to Ensighten

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	*August*	*1,300,289*	*401*	*0.03%*	*96.87%*	*1*	*387*	*$26.78*	*$10,402*	*11.39*
	September	**1,858,180**	**869**	**0.05%**	**63.73%**	**0**	**554**	**$26.84**	**$14,865**	**11.78**
	8/29-9/4	309,751	114	0.04%	65.92%	0	75	$32.97	$2,478	9.88
	9/5-9/11	330,713	271	0.08%	37.03%	0	100	$26.36	$2,646	11.86
	9/12-9/18	326,284	211	0.06%	54.03%	0	114	$22.90	$2,610	13.65
	9/19-9/25	371,505	88	0.02%	142.16%	0	125	$23.76	$2,972	12.74
	9/26-10/2	519,927	185	0.04%	75.24%	0	139	$29.88	$4,159	10.99

Observations

- Sojern yet again drove strong performance in September, with GRE remaining impressively consistent despite a 43% increase in volume. Sojern has outperformed its 6:1 GRE benchmark since the beginning of the year, and overall WHPH GRE ticked up from 10.2:1 in August to 10.5:1
- Similar to TSAT, WHPH performance improvements have continued into October. In the most recent week (10/17-10/23), Sojern displayed its best performance of the campaign, posting a 22.4:1 GRE for this audience
- Sojern drove over 1,000 RNs for the WHPH audience in September, and is now 21% above their 2016 WHPH RN benchmark

+ 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	*August*	*132,964*	*6,676*	*5.02%*	*21.76%*	*1,453*	*$6.52*	*$9,479*	*62.27*
	September	138,729	5,089	3.67%	21.24%	1,081	$6.85	$7,403	55.94
WHPH	9/2-9/8	31,956	1,299	4.06%	22.02%	286	$6.49	$1,855	59.08
	9/9-9/15	35,026	1,276	3.64%	21.55%	275	$6.90	$1,896	56.55
	9/16-9/22	36,600	1,296	3.54%	21.84%	283	$6.61	$1,870	58.72
	9/23-9/29	35,147	1,218	3.47%	19.46%	237	$7.52	$1,781	49.12

Observations
- WHPH DSA results were very strong in September, however, there was a slight decline in GRE because of an increased Cost per Click. Conv% remained strong (over 21% total)

+ Retargeting

GDN Image Ads

SITE NAME	DATE	TOTAL IMPRESSIONS (AdWords)	CLICKS (AdWords)	CTR	Conv%	POST-CLICK BOOKINGS (DFA)	POST IMPRESSION BOOKINGS (15% Attribution from DFA)	COST PER BOOKING	TOTAL MEDIA COST	GRE
GDN Image Ads WHPH	*August*	*4,402,214*	*7,684*	*0.17%*	*25.73%*	*79*	*1,899*	*$4.49*	*$8,878*	*68.15*
	September	6,514,052	12,318	0.19%	31.47%	702	3,175	$4.16	$16,142	76.84
	9/2-9/8	2,618,304	4,551	0.17%	24.79%	250	878	$5.73	$6,460	55.13
	9/9-9/15	1,055,358	2,247	0.21%	27.20%	79	532	$4.42	$2,704	74.63
	9/16-9/22	1,443,195	2,638	0.18%	44.94%	216	969	$2.77	$3,278	114.05
	9/23-9/29	1,397,195	2,882	0.21%	33.03%	157	795	$3.89	$3,699	83.38

Observations
- GDN Image Ads performance saw a strong increase for WHPH in September, with GRE seeing a 8 point lift. This is mostly due to the Conv% which was strong throughout the month. One reason is the pausing of mobile traffic mid-month

- Similar to TSAT, October GRE is still fairly low. BCM to reach out to Yesmail on plans for November creative, which will need to have a strong booking CTA

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	*August*	*5,827,181*	*12,643*	*0.22%*	*15.80%*	*2,098*	*43,820*	*1,997*	*$14.33*	*$28,614*	*24.70*
	September	6,078,514	15,715	0.26%	14.90%	2,512	51,317	2,342	$14.36	$33,626	25.82
	8/29-9/4	477,702	1,221	0.26%	13.41%	225	3,539	164	$14.12	$2,312	25.15
	9/5-9/11	1,354,413	3,543	0.26%	11.40%	330	8,954	404	$16.49	$6,662	22.49
	9/12-9/18	1,717,816	4,501	0.26%	14.35%	765	14,081	646	$15.55	$10,041	24.51
	9/19-9/25	1,534,952	3,784	0.25%	16.94%	664	14,068	641	$13.97	$8,955	26.23
	9/26-10/2	993,631	2,666	0.27%	18.28%	528	10,675	487	$11.61	$5,656	31.69

Observations

- After Criteo WHPH experienced two consecutive MoM GRE decreases, it improved 5% from August to September. This improvement occurred despite an 18% ramp up in spend, showing Criteo's ability to scale. Criteo continues to outperform its overall 2016 WHPH GRE benchmark by almost 100%
- Criteo drove nearly 5,000 RNs for the WHPH segment in September, and is pacing 97% towards its overall WHPH Room Night goal for 2016, with an entire quarter remaining

Facebook DAT

SITE NAME	DATE	TOTAL IMPRESSIONS (DFA)	CLICKS (DFA)	CTR	Conv%	POST-CLICK BOOKINGS (MRDW)	POST IMPRESSION BOOKINGS (100% Attribution from DFA)	TOTAL BOOKINGS (4.35% Attribution from DFA)	COST PER BOOKING	TOTAL MEDIA COST	GRE
Facebook DAT WHPH	*August*	*78,705*	*1,208*	*1.53%*	*17.39%*	*26*	*4,802*	*210*	*$11.23*	*$2,358*	*18.81*
	September	77,233	1,218	1.58%	15.41%	30	4,285	188	$12.74	$2,391	23.73
	9/5-9/11	20,136	317	1.57%	16.80%	10	1,214	53	$12.27	$653	26.03
	9/12-9/18	21,248	318	1.50%	10.63%	9	768	34	$20.00	$676	15.31
	8/30-9/4	12,822	193	1.51%	17.76%	9	779	34	$13.88	$476	19.14
	9/19-9/25	23,027	390	1.69%	17.02%	2	1,524	66	$8.82	$586	34.63

Observations
- DAT delivered a 23.7:1 GRE against the WHPH segment which was a 26% increase from August
- Performance dropped the W/O 9/12-9/18 due to an error with MEC tracking conversions as a result of Marriott IT's changes to Ensighten
- September ended on a high note, finishing with a GRE's of 34.63 in the most recent week of reporting

+ Display Creative

WHPH Sep GDN Image Creative Performance

Fall '16 MegaBonus

Impressions:	4.2M
CTR:	0.20%
Conv%:	35.1%
CPM:	$2.48
GRE:	90.4

Summer Promo (Aug)

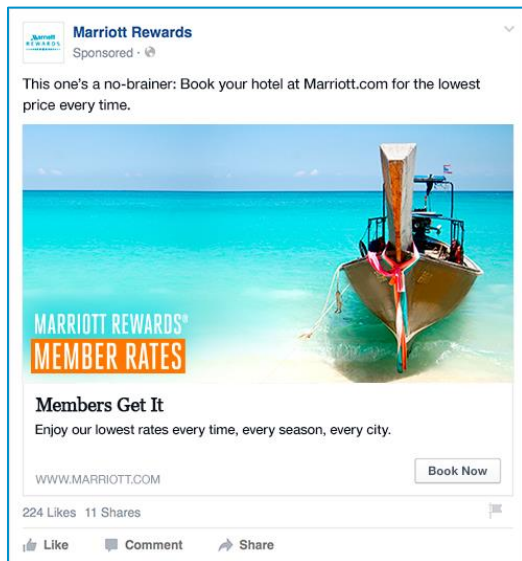|	
Impressions:	2.1M
CTR:	0.20%
Conv%:	18.8%
CPM:	$5.94
GRE:	44.4

Observations
- MegaBonus CTR% was similar to previous Summer Promo(Aug) creative, however, Conv% was 86% higher resulting in an increase in GRE of 104%
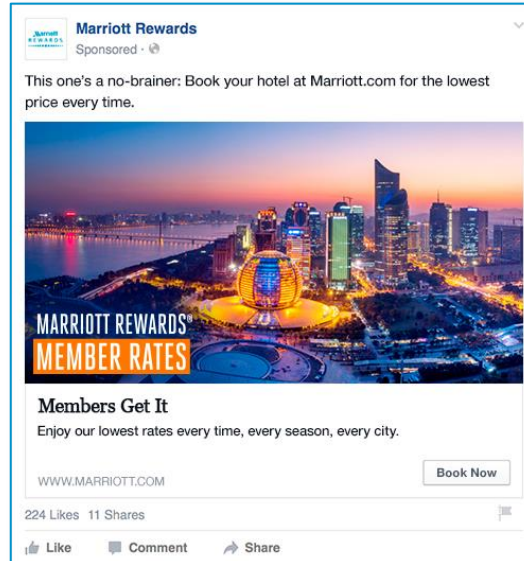
WHPH Sep Facebook Creative Performance*

Ship

Impressions: 319.3K
CTR: 0.50%
Conv%: 18.8%
CPM: $9.20
GRE: 31.8

Hangzhou

Impressions: 1.3M
CTR: 0.63%
Conv%: 11.8%
CPM: $7.50
GRE: 30.7

Observations

- Hangzhou had a 27.0% higher CTR% (statistically significant) but generated a 37.3% lower Conv%, resulting in a 3.2% lower GRE
- September results were consistent with August

+ Email campaigns

Sep '16 WHPH Email overview & MoM trends

Sep Project Orange	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
Benefits	499.3 K	19.4 K	$7.3 M	39.0%	40.4%	24.7%	38.9	0.03%
Destinations	503.6 K	2.5 K	$888.9 K	28.5%	11.5%	14.9%	4.9	0.05%
Offers	435.1 K	2.6 K	$896.7 K	26.5%	10.0%	22.2%	5.9	0.06%
WHPH Total	**1.4 M**	**24.4 K**	**$9.1 M**	**31.5%**	**23.5%**	**22.9%**	**17.0**	**0.05%**

Observations
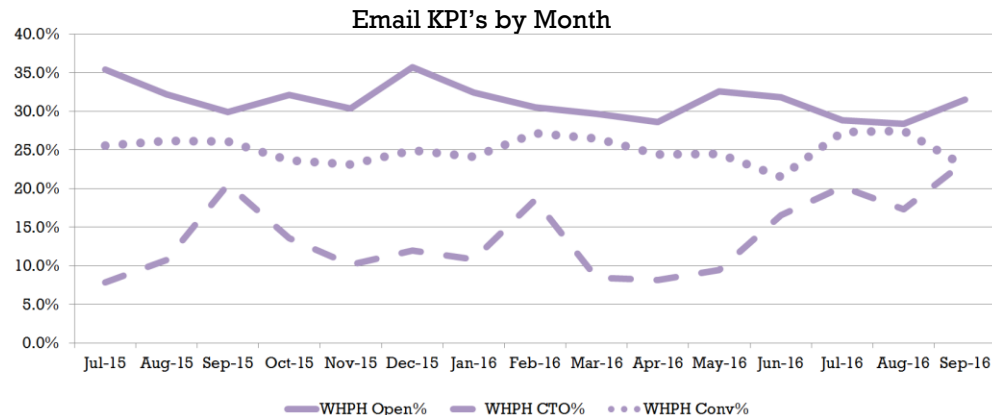- Highest monthly bookings & Bk/del email all time

Benefits
- 2nd highest monthly bookings & CTO% all time
- 3rd highest Open rate YTD
- 3rd lowest Conv% all time
- Overall booking per delivered was 3rd highest all time

Offers
- 2nd lowest Open% since launch
- CTO% was lowest YTD (8.8% below YTD avg)

Destinations
- Highest CTO to date (98% above avg)
- Lowest Conv% to date (22.0% below avg)
- Booking/delivered 2nd highest to date (54% above avg)

Bookings by Month

Legend: 2015 WHPH Bookings, 2016 WHPH Bookings, 2015 WHPH Delivered, 2016 WHPH Delivered

Email KPI's by Month

Legend: WHPH Open%, WHPH CTO%, WHPH Conv%

WHPH Benefits overview and MoM trends

Observations

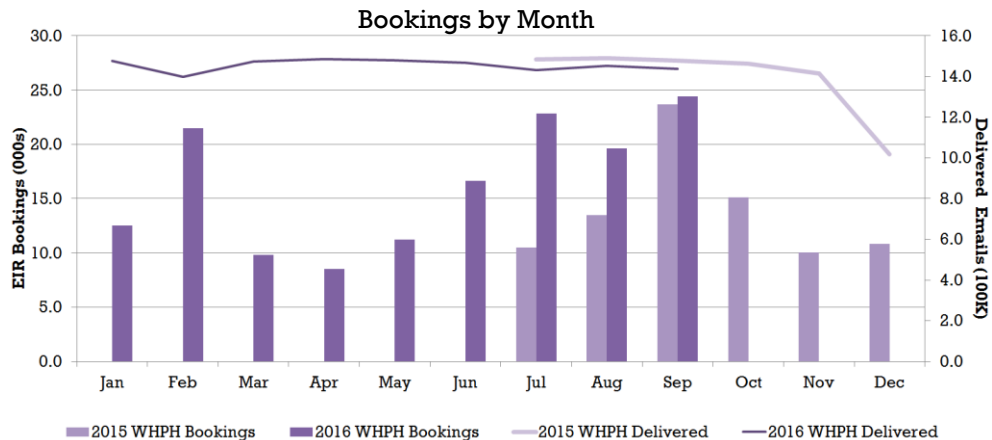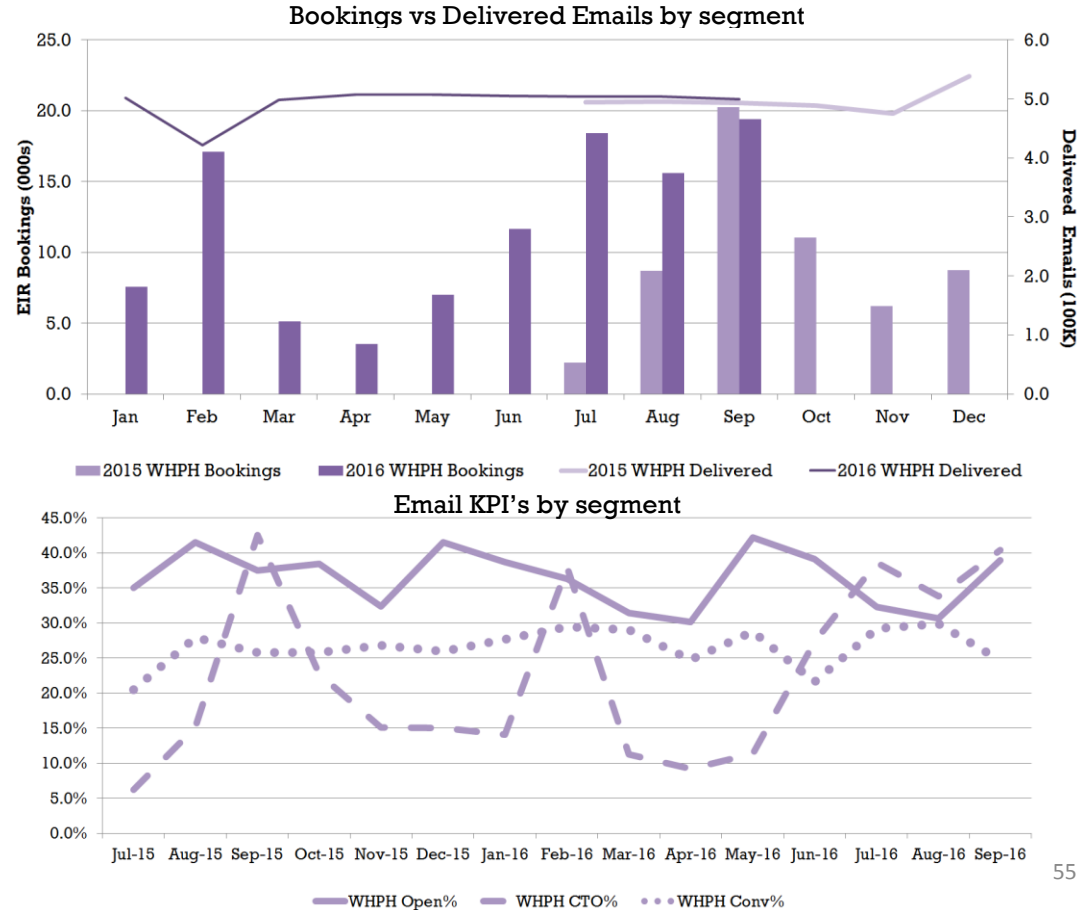Benefits featured MegaBonus and email KPIs were similar to other promotional months

- 2nd highest monthly bookings & CTO% all time
- 3rd highest Open% YTD
- 3rd lowest Conv% all time
- Overall booking/delivered was 3rd highest all time

Bookings vs Delivered Emails by segment

2015 WHPH Bookings   2016 WHPH Bookings   2015 WHPH Delivered   2016 WHPH Delivered

Email KPI's by segment

WHPH Open%   WHPH CTO%   WHPH Conv%

PO segment open & click engagement was higher with Benefits than eNews (Control)

Sep eNews/ Benefits	Delivered	Opens	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/ Del (K)	Unsub%
WHPH eNews	53.8 K	24.4 K	2.5 K	$911.1 K	45.5%	44.8%	22.4%	45.8	0.00%
WHPH Benefits	499.3 K	194.6 K	19.4 K	$7.28 M	39.0%	40.4%	24.7%	38.9	0.03%
%△					-14%	-10%	10%	-15%	

WHPH had higher Open% with the Control copy vs Test (Benefit) copy
- <u>eNews</u>: *Your Account: Choose Your MegaBonus*
- <u>WHPH Benefits</u>: *Your Account Here's Your MegaBonus*

The opportunity to choose your reward may have been additional incentive to open

WHPH had higher Click to open engagement with Test (eNews) vs Control (Benefits)
- There were a number of content differences between the Control & Test versions
- There was an inverse correlation between CTO% and Conv%; For WHPH the higher Conv% offset the lower CTO% and suggests there was value to the different type of content & copy

September WHPH Benefits

Sep Benefits	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/ Del (K)	Unsub%
WHPH	499.3 K	19.4 K	$7.3 M	39.0%	40.4%	24.7%	38.9	0.03%

Observations

Benefits generated the most clicks but 3rd lowest Conv% since launch
- Benefits was first touchpoint for the Fall '16 MegaBonus promotion

The Top Offer section generated the majority of click engagement
- **MegaBonus** received the largest number of clicks for a MB Top offer
- **Atlantis offer** generated 40% higher click engagement than the YTD avg
  - Temporary, all-inclusive offer
  - Call to Book unique CTA

Both of these placements generated below average Conv% relative to previous months which drove down overall Conv%

Despite the high concentration of clicks to Top Offer, other content received high click engagement relative to previous months
- **AC Hotel Quiz** generated the 2nd most clicks out of any other content in the Rewards section & one of the highest clicks out of any link in Rewards
- **Hotel Spotlight** (ft Autograph collection) generated the 3rd most clicks for this section
- **eBreaks** generated most the monthly clicks since it was featured

MegaBonus
80% clks, 83% bks

Atlantis Offer
3% clks, 2% bks

AC Hotel Quiz
1% clks

Moments
1% clks, 1% bks

Brand Spotlight
1% clicks, 1% bks

57

WHPH Offers overview and MoM trends

Observations

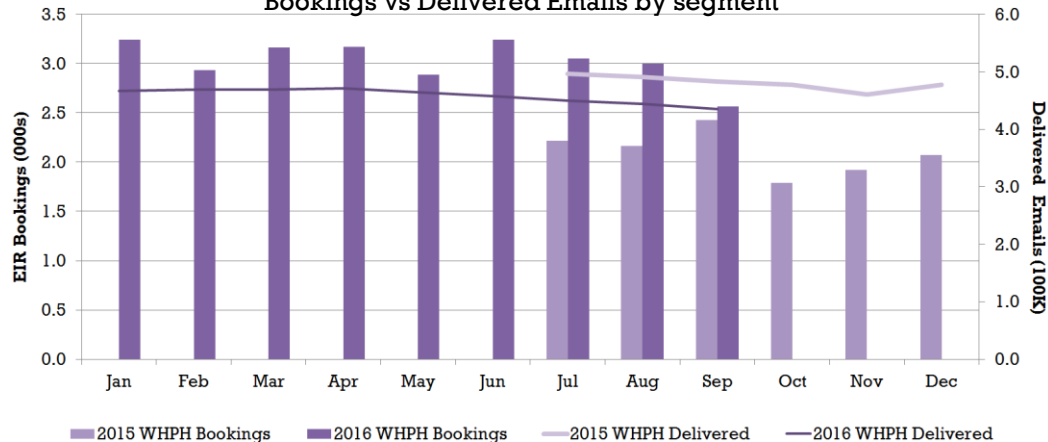Despite featuring MegaBonus Sept generated email KPI lows

- Lowest Booking per delivered email YTD
- 2nd lowest Open% since launch
- CTO% was lowest YTD (9% below YTD avg)

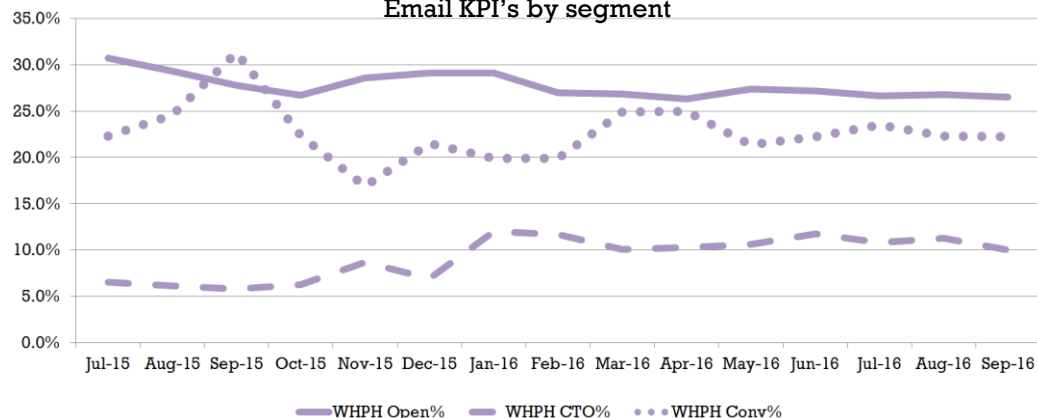Performance may have been influenced by adjacent campaigns

- MB Registration reminder went out the Friday before
- Linked Account Solo the weekend prior
- Launched on Wed (vs typical Tues)

However, engagement with the MegaBonus featured in Offers was still high

Bookings vs Delivered Emails by segment

Legend: 2015 WHPH Bookings | 2016 WHPH Bookings | 2015 WHPH Delivered | 2016 WHPH Delivered

Email KPI's by segment

Legend: WHPH Open% | WHPH CTO% | WHPH Conv%

September WHPH Offers

Sep Offers	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/ Del (K)	Unsub%
WHPH	435.1 K	2.6 K	$896.7 K	26.5%	10.0%	22.2%	5.9	0.06%

Observations

MegaBonus feature generated roughly the same click engagement as Summer Promo

- There did not appear to be fatigue to MegaBonus despite the adjacency of the prior MegaBonus touchpoints

Despite the lower than expected performance WHPH still engaged well with MegaBonus; visibility should be maximized to WHPH

Other Sections generated close to YTD averages

- **Getaways** section generated 2nd highest click volume & % of clicks YTD due to feature of perennially popular offers (**25% off Vacation Villas, Atlantis Offer**) **WHPH continued to engage well with this Atlantis offer**
- Experience generated slightly lower click engagement than YTD averages despite featuring popular destinations (New Orleans, NYC)
- eBreaks click engagement fell to it's lowest YTD, but was only slightly less than Aug

Account Box
15% clks, 20% bks

Search
6% clks, 6% bks

Field Offers
45% clks, 41% bks

MegaBonus
16% clks, 17% bks

Getaways
8% clks, 7% bks

WHPH Offers
[First Name's][Your] October Travel Deals

Experiences
5% clks, 4% bks

eBreaks
5% clks, 5% bks

WHPH Destinations overview and MoM trends

Observations

September featured 6 "Favorite" Pools
- Highest CTO% to date (98% above avg)
- Lowest Conv% to date (22.0% below avg)
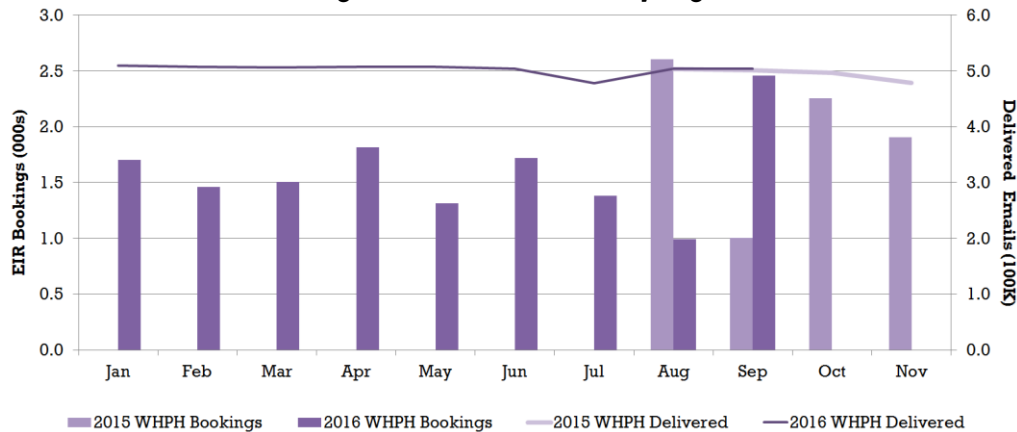- Booking/delivered 2nd highest to date (54% above avg)

Open% was consistent with YTD averages while a subject line test was conducted:
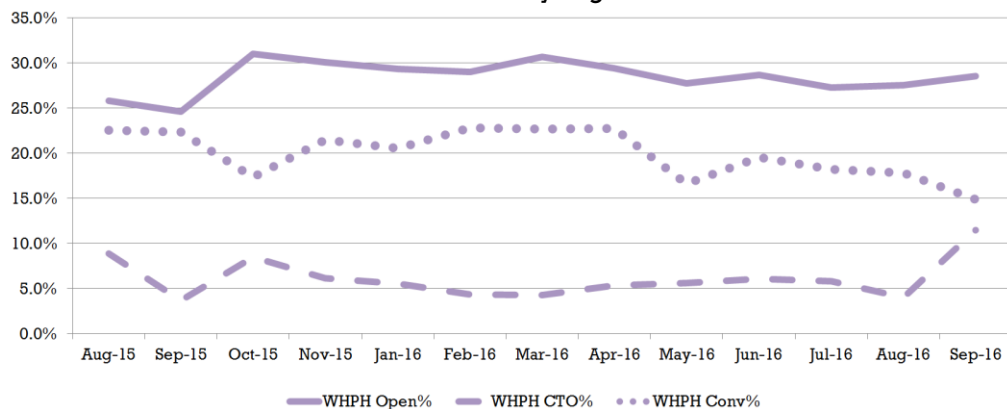*6 Pools to Float in Right Now*
Check Out these 6 Amazing Pools

WHPH appeared to prefer subject lines that were less direct CTAs and authoritative, consistent with previous trends

Bookings vs Delivered Emails by segment

Legend: 2015 WHPH Bookings, 2016 WHPH Bookings, 2015 WHPH Delivered, 2016 WHPH Delivered

Email KPI's by segment

Legend: WHPH Open%, WHPH CTO%, WHPH Conv%

Test & Control engagement differed despite seeing the exact same Destinations

Sep Destinations	Delivered	Opens	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/ Del (K)	Unsub%
WHPH Core	53.7 K	16.1 K	295	$103.1 K	30.0%	12.1%	15.1%	5.5	0.00%
WHPH PO	503.6 K	143.6 K	2.5 K	$888.9 K	28.5%	11.5%	14.9%	4.9	0.05%
%△					-5%	-5%	-2%	-11%	

The same Destinations was served to test & control and there were continued to be discrepancies in engagement

Unlike TSATs, subject lines to WHPH were different than Core due to Test & Roll which may have changed engagement
- 6 Pools to Float in Right Now   WHPH
- Check Out these 6 Amazing Pools   Core & TSAT

This suggests meaningful differences in control vs test group, suggesting:
- An Open% difference may need to be greater than 6% to be meaningful. Less than 6% may be noise
- Based on historical patterns, WHPH CTO% difference may need to be greater than 5%

September WHPH Destinations

Sep Destinations	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
WHPH	503.6 K	2.5 K	$888.9 K	28.5%	11.5%	14.9%	4.9	0.05%

Observations

WHPH generated among the **highest CTO% to date** with **Favorite Pools** section generating the majority of clicks (84% of email clicks)
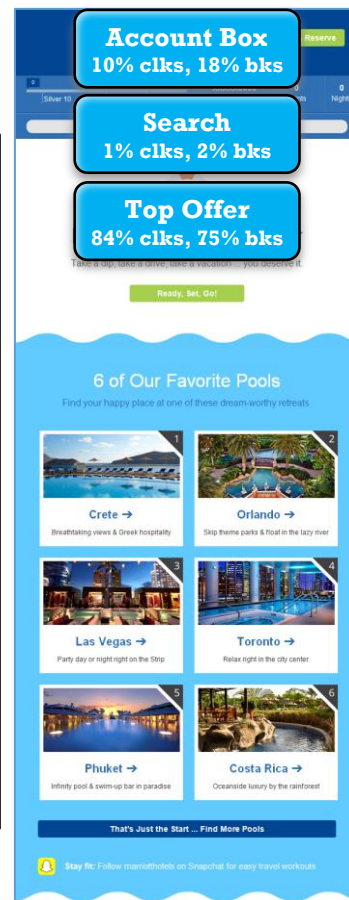
This Destinations contained a number of unique elements
- Top 6 List of Pools (considerations: Top Bars, Views…)
- Highly visual. new layout – 2x3 image focused
- New CTA style – large arrow
- Sent September 2nd (Friday before Labor Day weekend)

The most popular destinations were Las Vegas, Orlando, Costa Rica

In the Middle Offer section, the top feature "Take a Road Trip CTA" generated the majority of clicks for this section
High engagement continued to validate interest in road trip theme

Account Box
10% clks, 18% bks

Search
1% clks, 2% bks

Top Offer
84% clks, 75% bks

6 of Our Favorite Pools

Crete →
Orlando →
Las Vegas →
Toronto →
Phuket →
Costa Rica →

Destinations
6 Pools to Float in Right Now

Middle Offer
4% clks, 4% bks

Bottom Offer
1% clks, 0% bks

+ Landing Page

WHPH Landing Page Results*

Header: 227 clicks, 4.3% visits, 36.4% of clicks
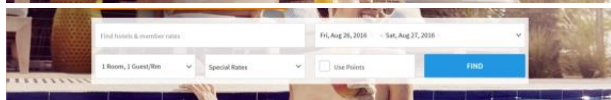
Hero ITA: 58 clicks, 1.1% visits, 9.3% of clicks

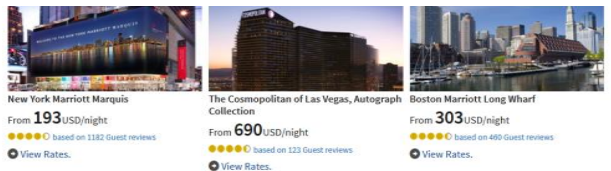Search: 300 clicks, 5.6% visits, 48.1% of clicks

Most Booked: 22 clicks, 0.4% visits, 3.5% of clicks

Most Redeemed: 1 clicks, 0.0% visits, 0.2% of clicks

Brand Boxes: 7 clicks, 0.1% visits, 1.1% of clicks

Destinations Boxes: 9 clicks, 0.2% visits, 1.4% of clicks

*Affected by site-wide tagging issues throughout September

September '16 WHPH Key Takeaways

Paid Media highlights

❖ **Criteo** has shown the ability to increase spend while maintaining cost per booking ROI

❖ **Facebook's** retargeting efforts will be entirely through **DAT** ads for the remainder of 2016

❖ Future opportunities to shift funds to **DSA** from **GDN text** are being explored

Content highlights

❖ Explore successful elements of **Destinations**: Balance of **theme** (pools, lists, Roadtrip) & **Marriott promotion**, **presentation** & **layout**

❖ **Atlantis offer** (All-inclusive for low rate) appeared to resonate with WHPH

❖ Despite the lower than expected performance WHPH still engaged well with **MegaBonus; visibility should be maximized to WHPH**

❖ WHPH appeared to prefer subject lines that were **less direct CTAs and less authoritative**

+ Acquisition

YTD Results through Q3 | Marriott Rewards – Contextual (Project Orange vs. Non-PO Segments)

Keyword Category	Targeting	Impressions	Clicks	Media Spend	CTR%	CPC	MR Enrolls	MR CVR%	MR Cost/Enroll	
Marriott Rewards: Content: Hotel/Hotel Rewards	Project Orange - TSAT	237,408	2,023	$ 752.63	0.85%	$ 0.37	1	0.05%	$ 752.63	*launched 5/9/16*
	Project Orange - WHPH	317,588	2,898	$ 1,013.74	0.91%	$ 0.35		0.00%	$ 1,013.74	*launched 5/9/16*
	Non-Project Orange	44,794,246	300,552	$ 89,214.38	0.67%	$ 0.30	211	0.07%	$ 422.82	*launched 1/1/16*
	TOTAL	**45,349,242**	**305,473**	**$ 90,980.75**	**0.67%**	**$ 0.30**	**212**	**0.07%**	**429.15**	

INSIGHTS:

- Since launching the Project Orange segments on 5/9, only 1 enrollment has come through (from the Travel is Still a Treat segment).

- The PO campaigns see higher CTRs compared to the non-PO campaign

- The campaign excluding PO segments is performing better than the PO segments, with a higher conversion rate and lower CPE

Sep Non-Member TSAT&WHPH Benefits

Sep Non-Member Benefits	Delivered	Enrollments	Clicks	EIR Revenue	Open%	CTO%	Conv%	Enroll/ Del (K)	Unsub%
WHPH & TSAT	45.7 K	N/A	308	$3.3 K	25.7%	2.6%	N/A	N/A	0.26%

Observations

Note: WHPH & TSAT Non member efforts were consolidated starting Sept

The Non-Member version of Benefits featured MegaBonus, Atlantis offer & Autograph Brand spotlight, generating 308 clicks
- August-232 clicks
- July generated **58 enrollments off 444 clicks** featuring Free Night offer, New Member Benefits, sweepstakes, and MRCC offer

Nonmember Benefits generates relatively strong Open rates but click engagement is low. Consider stronger join CTAs highlighting membership benefits (e.g. FOMO positioning

There was a subject line test conducted for Non-Member Benefits (TSAT & WHPH):
- **Your Stay Could Be Free (673); not statistically significant**
- New: Go All-Inclusive in The Bahamas (672)

Account Box
15% clks, 1 bks

Search
4% clks, 0 bks

Top Offer
33% clks, 1 bks

Top Offer 2
22% clks, 0 bks

Rewards
11% clks, 0 bks

Hotel Open
13% clks, 0 bks

+

Appendix

+ Retargeting

Facebook DPA

SITE NAME	DATE	TOTAL IMPRESSIONS (DFA)	CLICKS (DFA)	CTR	Conv%	POST-CLICK BOOKINGS (MRDW)	POST IMPRESSION BOOKINGS (100% Attribution from DFA)	TOTAL BOOKINGS (4.35% Attribution from DFA)	COST PER BOOKING	TOTAL MEDIA COST	GRE
Facebook DPA TSAT	*August*	*79,539*	*1,593*	*2.00%*	*3.57%*	*3*	*1,304*	*57*	*$31.79*	*$1,808*	*6.80*
	September	55,693	1,206	2.17%	3.94%	4	1,088	48	$30.81	$1,464	11.22
	9/5-9/11	28,106	568	2.02%	4.99%	2	650	28	$22.06	$626	15.19
	9/12-9/18	6,476	131	2.02%	3.39%	2	100	4	$58.10	$258	4.72
	8/30-9/4	13,433	355	2.64%	2.25%	0	184	8	$45.38	$363	9.80
	9/19-9/25	7,678	152	1.98%	4.41%	0	154	7	$32.36	$217	9.90

Observations
- While TSAT GRE for DPA improved in the month of September, MEC officially paused DPA in favor of the better performing DAT ads
- Performance dropped the W/O 9/12-9/18 due to an error with MEC tracking conversions as a result of Marriott IT's changes to Ensighten

GDN Text Ads (G+A)

SITE NAME	DATE	TOTAL IMPRESSIONS (AdWords)	CLICKS (AdWords)	CTR	Conv%	POST-CLICK BOOKINGS (DFA)	COST PER BOOKING	TOTAL MEDIA COST	GRE
GDN G+A TSAT	*August*	*2,618,860*	*8,695*	*0.33%*	*4.26%*	*370*	*$25.94*	*$9,598*	*10.96*
	September	**1,686,333**	**5,512**	**0.33%**	**4.59%**	**253**	**$26.22**	**$6,633**	**10.89**
	9/2-9/8	565,009	1,916	0.34%	4.49%	86	$25.69	$2,209	10.28
	9/9-9/15	411,594	1,250	0.30%	5.44%	68	$22.49	$1,530	14.91
	9/16-9/22	358,390	1,193	0.33%	4.19%	50	$28.30	$1,415	7.17
	9/23-9/29	351,340	1,153	0.33%	4.25%	49	$30.19	$1,479	11.21

Observations
- GDN Text Ad GRE remained strong in September, at just under an 11:1 GRE. Spend decreased as mobile bids were reduced (which also helped to increase the GRE)

- Native Ads were launched in late September, and BCM is working with the Google team to get insights on how the native ads are working compared to traditional text ads

GDN Text Ads (G+A)

SITE NAME	DATE	TOTAL IMPRESSIONS (AdWords)	CLICKS (AdWords)	CTR	Conv%	POST-CLICK BOOKINGS (DFA)	COST PER BOOKING	TOTAL MEDIA COST	GRE
GDN G+A WHPH	*August*	*4,124,614*	*9,331*	*0.23%*	*11.63%*	*1,085*	*$12.76*	*$13,848*	*25.39*
	September	**3,153,038**	**8,234**	**0.26%**	**7.75%**	**638**	**$18.93**	**$12,078**	**14.36**
	9/2-9/8	888,087	2,560	0.29%	7.62%	195	$18.11	$3,531	14.36
	9/9-9/15	762,453	1,921	0.25%	8.22%	158	$17.81	$2,814	17.53
	9/16-9/22	691,207	1,860	0.27%	7.04%	131	$21.36	$2,798	11.72
	9/23-9/29	811,291	1,893	0.23%	8.14%	154	$19.06	$2,936	13.83

Observations

• GDN Text Ads saw a decrease in bookings in September due to a drop in Conv%. Mobile targeting was turned off in October

• October results are much stronger, showing a lift in bookings and GRE

Facebook DPA

SITE NAME	DATE	TOTAL IMPRESSIONS (DFA)	CLICKS (DFA)	CTR	Conv%	POST-CLICK BOOKINGS (MRDW)	POST IMPRESSION BOOKINGS (100% Attribution from DFA)	TOTAL BOOKINGS (4.35% Attribution from DFA)	COST PER BOOKING	TOTAL MEDIA COST	GRE
Facebook DPA WHPH	*August*	*139,464*	*2,032*	*1.46%*	*13.37%*	*24*	*6,223*	*272*	*$11.61*	*$3,154*	*21.06*
	September	100,644	1,528	1.52%	12.01%	14	4,203	183	$13.61	$2,497	25.17
	9/5-9/11	32,819	516	1.57%	13.07%	5	1,545	67	$12.40	$836	28.40
	9/12-9/18	26,025	378	1.45%	9.41%	6	812	36	$18.93	$674	17.40
	8/30-9/4	32,176	497	1.54%	11.68%	1	1,333	58	$12.83	$744	26.90
	9/19-9/25	9,624	137	1.42%	16.35%	2	513	22	$10.86	$243	30.29

Observations
- While WHPH GRE for DPA improved in the month of September, MEC officially paused DPA in favor of the better performing DAT ads
- Performance dropped the W/O 9/12-9/18 due to an error with MEC tracking conversions as a result of Marriott IT's changes to Ensighten

+ Email

Both Core and PO Benefits generated 7.9% more bookings in 2016 than 2015

YoY & MoM eNews Bookings

Both PO segments generally had higher link click engagement with eNews

eNews

TSAT Benefits

Table1: Link CTO%: Benefits vs eNews

	TSAT	WHPH
Account Box	-7%	-8%
Top Offer*	-17%	-8%
Atlantis*	-39%	-46%
Black Bar /Acct module*	-25%	0%
Quiz*	-73%	-63%
Moments*	-5%	+21%
Brand Spotlight/ Hotel Openings*	+132%	+460%

* Indicates Benefits & eNews difference
- E.g. Atlantis offer had different headline
- Quiz ft different City

Some of the content had differences between eNews & Benefits

- MegaBonus & Atlantis headline copy
- Black Bar vs Account Module
- City featured in Quiz (AC Hotel vs Autograph)
- Moments (eNews ft. general vs specific experience test)
- Brand Spotlight vs Hotel Openings

WHPH differences that favor Benefits are logical

- Black Bar: Higher likelihood to see threshold making black bar more relevant
- Moments: Likely have more point to use for redemptions
- Brand Spotlight: *Does WHPH higher engagement with Brand Spotlight correlate with increase in New Brand trials?*

Both Core and PO Benefits generated 37.6% more clicks YoY and a 22.5% higher Click%

YoY & MoM eNews Clicks
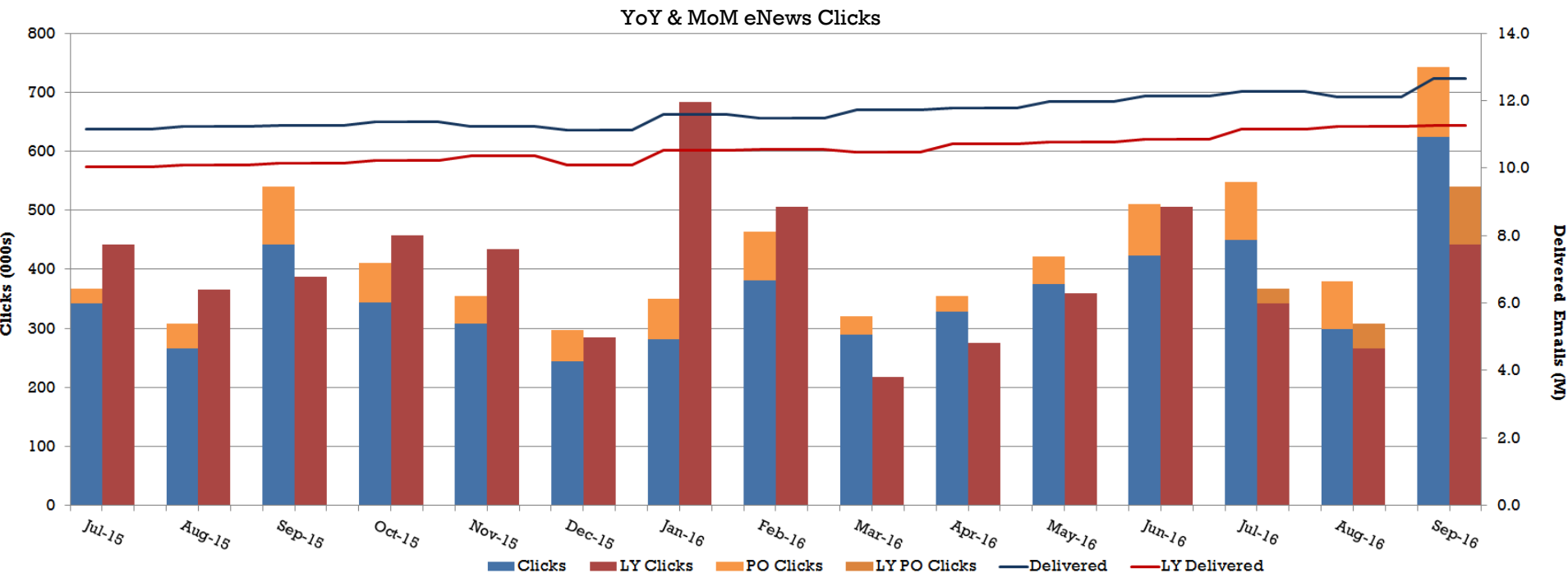
Both Core and PO Offers generated less bookings in 2016 than 2015
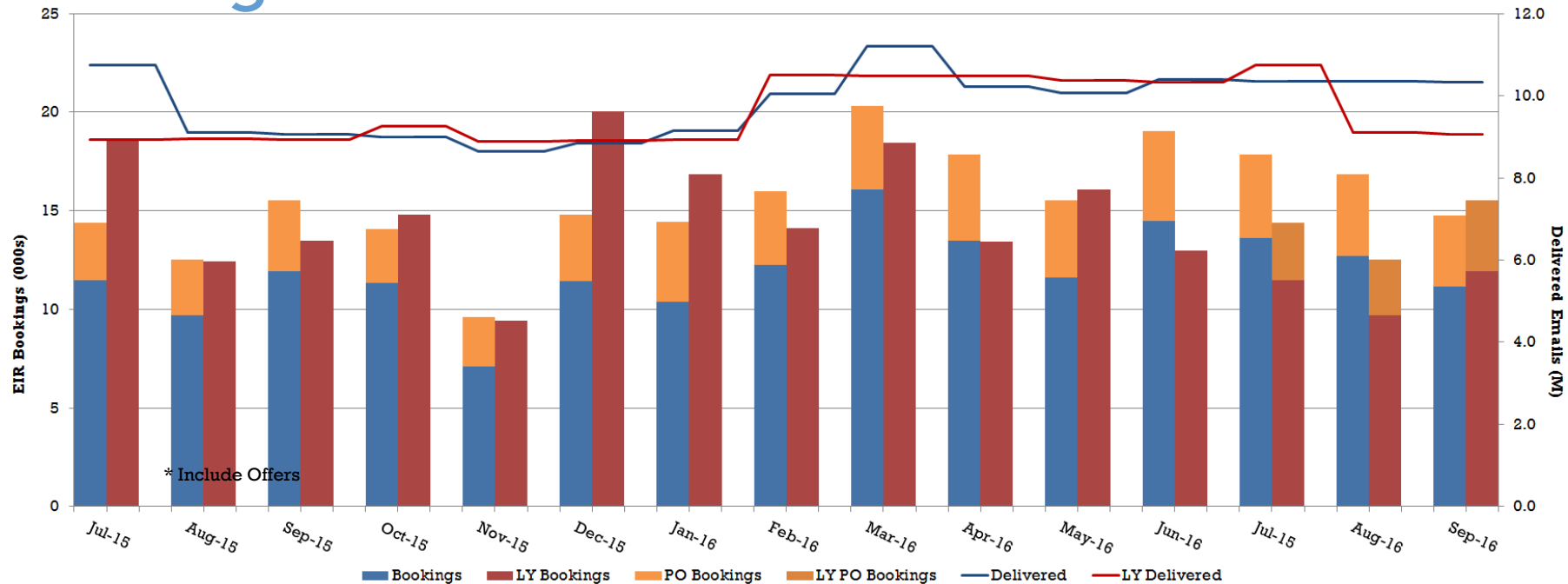
Observations
Hotel Specials generated 17% less bookings YoY despite an 14% increase in delivered emails

TSAT Open% & CTO% slightly higher with Offers than Core version

Sep HS/ Offers	Delivered	Opens	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/ Del (K)	Unsub%
TSAT HS	67.8 K	13.9 K	111	$37.8 K	20.5%	10.2%	7.8%	1.6	0.00%
TSAT Offers	618.5 K	124.6 K	1.0 K	$354.1 K	20.1%	10.1%	8.1%	1.7	0.14%
%△					-2%	-1%	4%	1%	

A subject line test was conducted, and while an overall subject line was determined, it was across the entire audience & no segmentation breakdown is available

WHPH engagement was slightly higher with Offers than Core version

Sep HS/ Offers	Delivered	Opens	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/ Del (K)	Unsub%
WHPH HS	46.8 K	12.7 K	254	$79.5 K	27.1%	9.5%	21.1%	5.4	0.00%
WHPH Offers	435.1 K	115.4 K	2.6 K	$896.7 K	26.5%	10.0%	22.2%	5.9	0.06%
%△					-2%	5%	6%	9%	

A subject line test was conducted, and while an overall subject line was determined, it was across the entire audience & no segmentation breakdown is available

WHPH appeared to have higher click engagement with the Test version, which differed from control:
- MegaBonus Image & Headline to non-registrants
- Atlantis Offer Image
- CTA, Headline, image & body copy in curated offers (Getaways & Experiences sections)

Sept Subject Line testing summary

Destinations TSAT

- **Check Out these 6 Amazing Pools (4,591)***
- 6 Pools to Float in Right Now (4,426)

Destinations WHPH

- **6 Pools to Float in Right Now (5,861)***
- Check Out these 6 Amazing Pools (5,328)

Hotel Specials/Offers

- **October Travel Deals: Save Up to 25% Off Hotels (100,060)***
- First Name/ Your October Travel Deals (83,887)

TSAT/WHPH Non-Member Benefits

- **Your Stay Could Be Free (673)**
- New: Go All-Inclusive in The Bahamas (672)

Descriptors of winning subject line

Recommended, authoritative, browsing

Inviting, experiential

Explicit, deal details

N/A

*Statistically Significant Results

Orange Acquisition overview

Orange Acquisition Overview

Campaign	Description	Total Met Threshold	Total Enrolled	Rev Per Customer Post Enrollment	Cost Per Acquisition
POW5	Taste of Gold to WHPH	N/A	20	$172.82	$296.73
POTF	Free Night To TSAT	7	157	$39.40	$39.11
POWF	Free Night to WHPH	0	18	$19.33	$327.22
POW6	Taste of Gold to WHPH (2nd)	N/A	46	$178.99	$133.50

Percent Total Customers Per Orange Segment

Camp	Description	Current Orange Segment										
		(blank)	BSO	CSYP	DS	HAFH	IV	PT	TSAT	VV	WHPH	WW
POTF	Free Night To TSAT	33.23%	4.08%	13.17%	2.82%	0.63%	4.70%	4.08%	8.46%	24.14%	2.51%	2.19%
POW5	Taste of Gold to WHPH	20.37%	29.63%	14.81%			5.56%		12.96%	16.67%		
POW6	Taste of Gold to WHPH (2nd)	16.07%	8.04%	40.18%			0.89%	0.89%	16.07%	8.04%	5.36%	4.46%
POWF	Free Night to WHPH	34.38%	12.50%	12.50%					12.50%		15.63%	12.50%

+ Appendix

Both PO segments generally had higher link click engagement with eNews

eNews   TSAT Benefits

Table1: Link CTO%: Benefits vs eNews

	TSAT	WHPH
Account Box	-7%	-8%
Top Offer*	-17%	-8%
Atlantis*	-39%	-46%
Black Bar /Acct module*	-25%	0%
Quiz*	-73%	-63%
Moments*	-5%	+21%
Brand Spotlight/ Hotel Openings*	+132%	+460%

* Indicates Benefits & eNews difference
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Some of the content had differences between eNews & Benefits
- MegaBonus & Atlantis headline copy
- Black Bar vs Account Module
- City featured in Quiz (AC Hotel vs Autograph)
- Moments (eNews ft. general vs specific experience test)
- Brand Spotlight vs Hotel Openings

WHPH differences that favor Benefits are reasonable:
- **Black Bar**: Higher likelihood to see threshold message, black bar becomes more relevant
- **Moments:** Likely have more point to use for redemptions
- **Brand Spotlight**:
- *Does WHPH's higher engagement with Brand Spotlight correlate with increase in New Brand trials?*
- *Does TSAT's relative lack of engagement suggest this piece of content is not resonating?*

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	N/A	N/A	Based on current RN pacing against remaining 2016 spend. (Planning to be phased out in coming weeks).
WHPH	Facebook DAT	14	4,754	Based on current RN pacing against remaining 2016 spend.
WHPH	Facebook Direct	19.8	47,972	Based on current RN pacing against remaining 2016 spend.
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	N/A	N/A	Based on current RN pacing against remaining 2016 spend. (Planning to be phased out in coming weeks).
TSAT	Facebook DAT	6	1,539	Based on current RN pacing against remaining 2016 spend.
TSAT	Facebook Direct	8.7	10,499	Based on current RN pacing against remaining 2016 spend.

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%

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