



# Q1 2017 EMAIL PROGRAM REVIEW

May 19, 2017

*yes*

# AGENDA

- 📍 Q1 Performance Review
- 📍 Key Initiatives
- 📍 Campaign & Content Highlights
- 📍 Key Takeaways
- 📍 Learning Agenda Insights

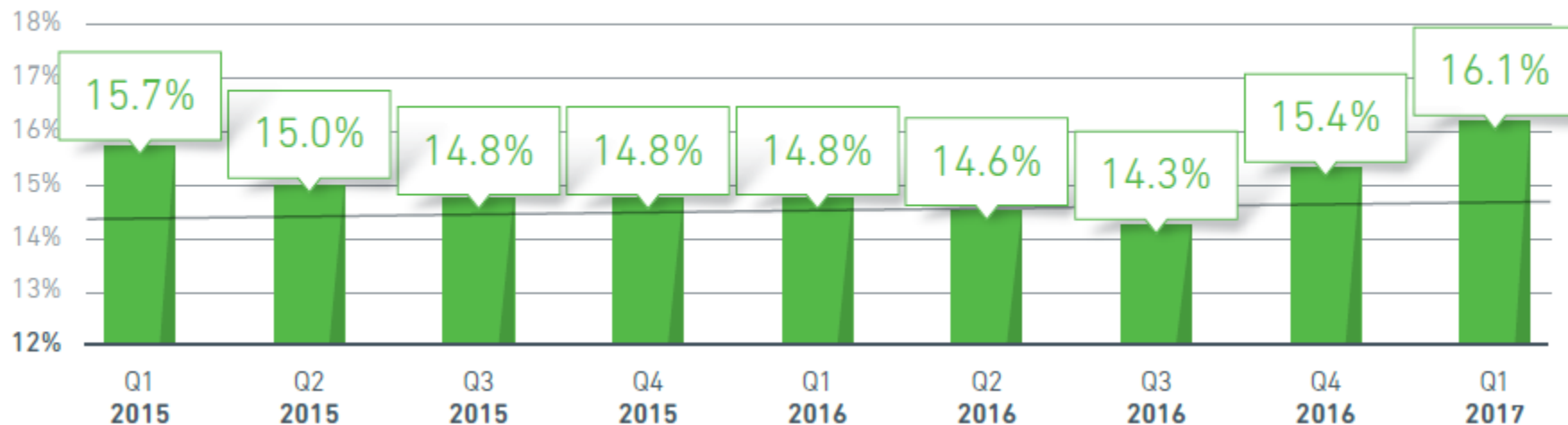
# Q1 PERFORMANCE REVIEW

	Q1 2017	YoY%	QoQ%
Mailable Members	19.9 M	18.8%	5.3%
*Room nights	1.3 M	-6.3%	14.7%
*Bookings	534 K	-2.8%	16.1%
*Book/Delivered(K)	1.9	-8.9%	22.3%
Emails Delivered	277.3 M	6.7%	-5.0%
Open Rate	22.8%	-1.7%	-0.9%
Click to Open Rate	8.5%	-5.3%	6.1%
*Conversion Rate	9.9%	-2.2%	16.3%

*EIR Booking Data*

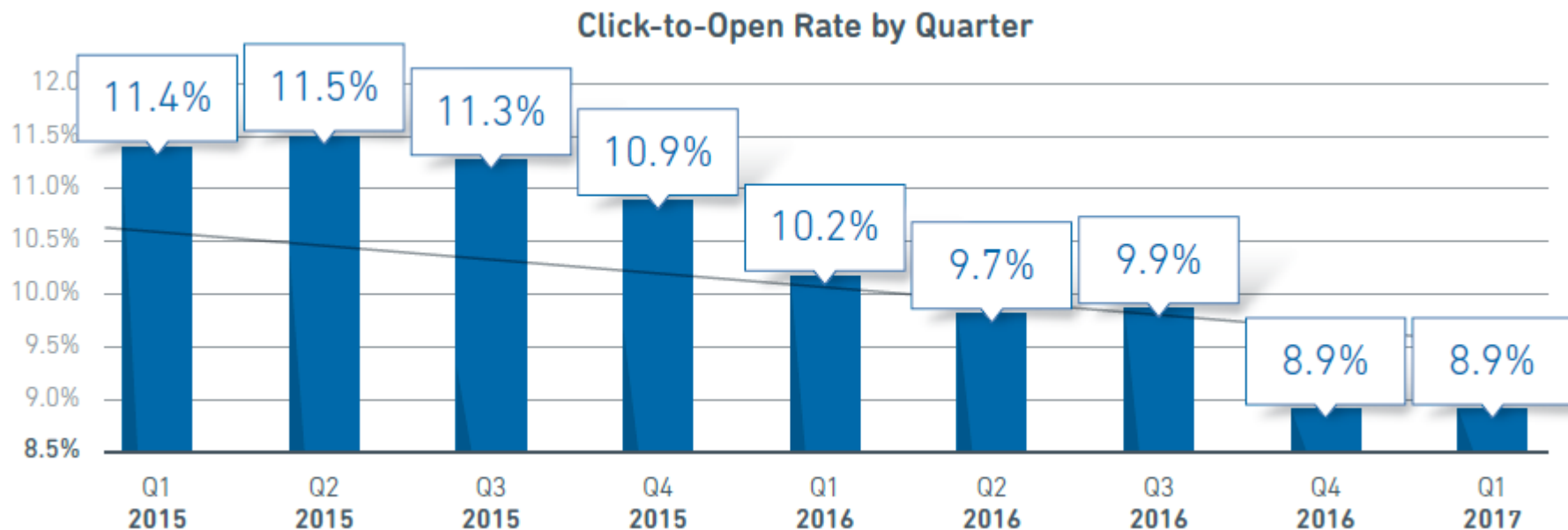
THE AVERAGE OPEN RATE IS NOW 16%, A 4% INCREASE QoQ AND A 9 % INCREASE YoY.

Open Rate by Quarter





THE AVERAGE CLICK-TO-OPEN RATE DECREASED 13% YoY AND 22% SINCE 2015



IN Q1, FRIDAY WAS THE BEST DAY OF THE WEEK FOR ENGAGEMENT, WHILE SATURDAYS GARNERED THE HIGHEST CONVERSION RATES.

Engagement by Day of the Week

Q1 2017

	Open Rate	Unique Click Rate	Total Click Rate	Click-to-Open Rate	Conversion Rate
Mon	14.7%	1.3%	1.8%	8.7%	2.4%
Tues	15.4%	1.2%	1.7%	7.6%	2.5%
Wed	14.7%	1.3%	1.9%	9.1%	1.8%
Thurs	15.5%	1.5%	2.1%	9.8%	1.9%
Fri	18.2%	2.0%	2.9%	10.8%	2.5%
Sat	14.9%	1.1%	1.6%	7.5%	3.6%
Sun	15.6%	1.2%	1.7%	7.9%	2.4%
AVERAGE	15.7%	1.4%	2.0%	9.0%	2.4%



# Q1 email Benchmark Comparisons

Hospitality/Travel  
Open Rate

16.8%

Hospitality/Travel  
Click-to-Open Rate

4.7%

Hospitality/Travel  
Unsub Rate

.036%

Marriott Rewards  
Open Rate

22.8%

Marriott Rewards  
Click-to-Open Rate

8.5%

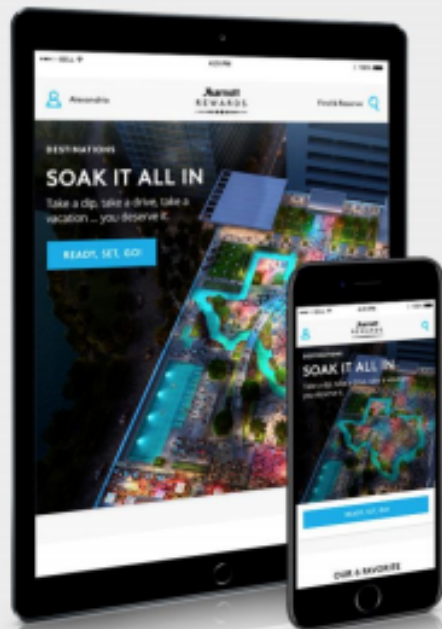
Marriott Rewards  
Unsub Rate

0.15%

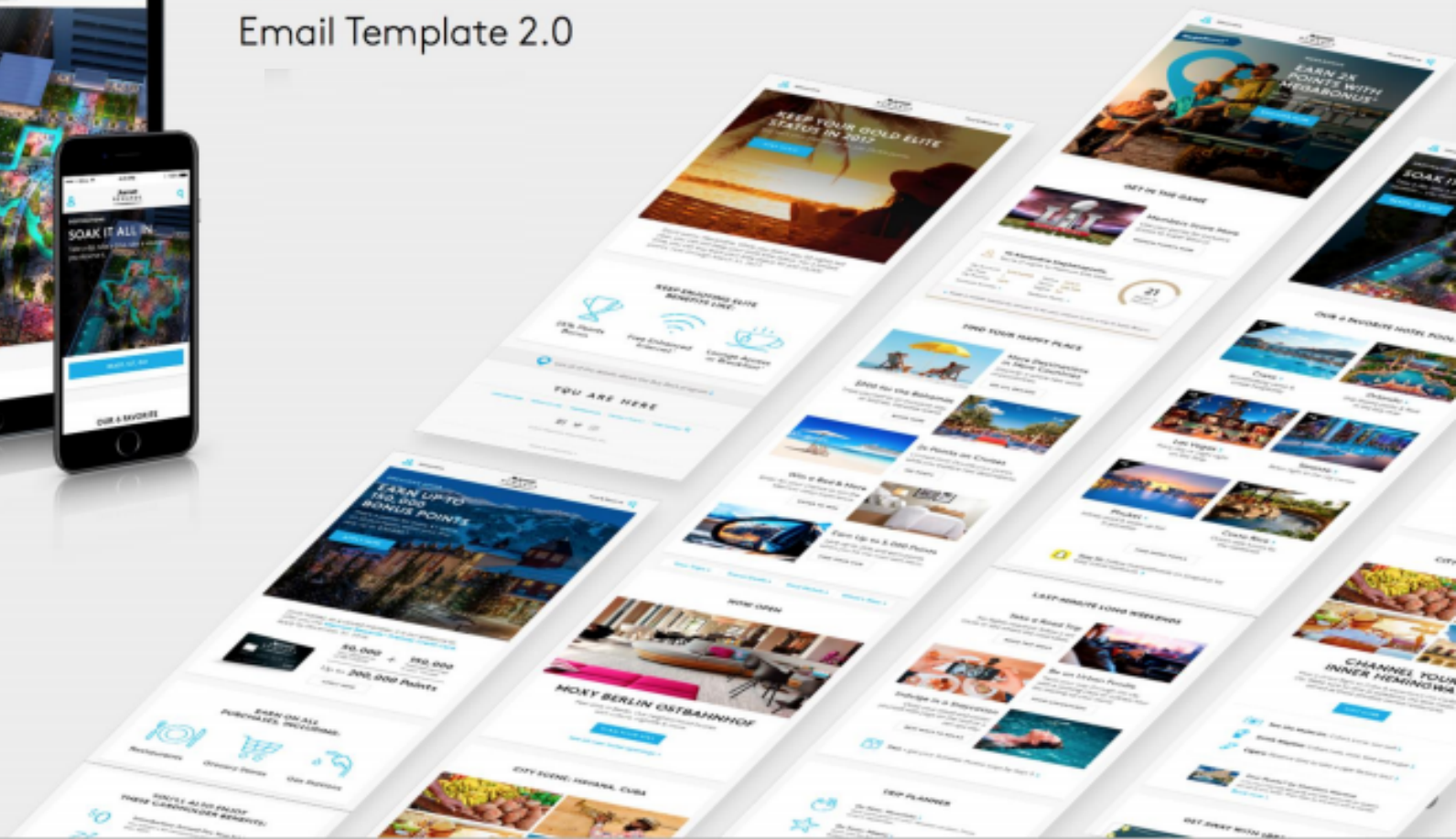
# KEY INITIATIVES & STORYLINES

## SUCCESSFUL TEMPLATE 2.0 DESIGN AND BRAND REFRESH IMPLEMENTATION

- Template 2.0 design work & coding completed
- Building Frequently Used Content library
- Email migration aligned with Orchestration



## Marriott Rewards Email Template 2.0



# FREQUENTLY USED CONTENT

## KEY:

### A-Z - Content Elements

1 - Article

2 - 2-up Module

3 - 3-across

4 - Bulleted list

5 - 1-liner

6 - Other

[See All](#)

- **302** Total Lifecycle/Automated Email Campaigns
- 105 Priority emails complete retrofit by end of June
- Remaining completed by October

Project #	Design	Campaign	Impact	Versions	Version Info	Languages
June						
MAR-00		Welcome Existing	Design	1		EN, CN, SP, FR, GM (later batch JP, PT, RU)
MAR-00		Welcome Double Opt-In	Design	1		EN, CN, SP, FR, GM (later batch JP, PT, RU)
MAR-00		Welcome Flipper	Design	1		EN, CN, SP, FR, GM (later batch JP, PT, RU)
MAR-00		Welcome Non-Member	Design	3	Offer, Reminder, L	EN, CN, SP, FR, GM (later batch JP, PT, RU)
MAR-00		Lifetime Achievers	Design	3	Silver/Gold/Plat	EN, CN, SP, FR, GM (later batch JP, PT)
June Strategy						
MAR-00		Welcome Member EES: Points	Full Strategy	4	Silver/Gold/Plat	EN, CN, SP, FR, GM (later batch JP, PT, RU)
MAR-00		Welcome Member EES: Miles	Design	3	Welcome, EE\$1, EE	EN, CN, SP, FR, GM (later batch JP, PT, RU)
MAR-00		Achievers	Full Strategy	3		EN, CN, SP, FR, GM (later batch JP, PT)
MAR-00		Renewers	Full Strategy	3	Silver/Gold/Plat	EN
MAR-00		Post Redemption	Full Strategy	3	Restarters, Surplus	EN
MAR-00		Abandon Search	Full Strategy	1		EN
MAR-00		Near Level	Full Strategy	3	Silver/Gold/Plat	EN
		Total: 105 messages				
July						
MAR-00		OTA/Second Stay	Design	1		EN, CN, JP, FR, SP, PT, GM
MAR-00		Happy Birthday	Strategy Recos	1		EN, CN, JP, FR, SP, PT, GM
MAR-00		Hello Again Member	Strategy Recos	1		EN, CN, JP, FR, SP, PT, GM
MAR-00		Hello Again Non-Member	Strategy Recos	1		EN, CN, JP, FR, SP, PT, GM
MAR-00		Hello Again Reminder Member	Strategy Recos	1		EN, CN, JP, FR, SP, PT, GM
MAR-00		Hello Again Reminder Non-Member	Strategy Recos	1		EN, CN, JP, FR, SP, PT, GM
MAR-00		Onboarding	Strategy Recos	6	Tips (0 stays, 1+ st	EN
		48 messages				
August						
MAR-00		AP Activation	Design	1		EN, CN, JP, FR, SP, PT, GM
MAR-00		Birthday Request	Design	1		EN, CN, JP, FR, SP, PT, GM
MAR-00		MRCC Anniversary	Design	4	Premier Member, F	EN
MAR-00		MRCC Free Night Certificate	Design	1		EN
MAR-00		Incent Redemption	Full Strategy	3	Need points,enoug	EN
MAR-00		Member Anniversary	Full Strategy	1		EN, CN, JP, FR, SP, PT, GM
MAR-00		BuyBack	Strategy Recos	3	Silver/Gold/Plat	EN, CN, JP, FR, SP, PT, GM
		50 messages				
September						
MAR-00		SPG Existing Member Status Match	Design	1		EN, CN, JP, FR, SP, PT, GM
MAR-00		SPG Security Link Confirmation	Design	1		EN, CN, JP, FR, SP, PT, GM
MAR-00		SPG Upgrade	Design	1		EN, CN, JP, FR, SP, PT, GM
MAR-00		Reactivation	Strategy Recos	2	US/Global	EN, CN, JP, FR, SP, PT, GM
MAR-00		Early Engagement	Strategy Recos	2	US/Global	EN, CN, JP, FR, SP, PT, GM
MAR-00		Win Back	Strategy Recos	1		EN
MAR-00		Winback Closure	Strategy Recos	1		EN
MAR-00		Winback Reminder	Strategy Recos	1		EN
		52 messages				
October						
MAR-00		Streamlined Enrollment	Design	1		EN, CN, JP, FR, SP, PT, GM
MAR-00		Silver Focus Tast of Gold	Design	1		EN, CN, FR, SP, GM (NO JP, PT)
MAR-00		Taste of Gold	Design	1		EN, CN, JP, FR, SP, PT, GM
MAR-00		Points Expiration	Design	1		EN, CN, JP, FR, SP, PT, GM
MAR-00		Points Expiration Reminder	Design	1		EN, CN, JP, FR, SP, PT, GM
MAR-00		Point Sharing Sender	Design	1		EN, CN, JP, FR, SP, PT, GM
MAR-00		Points Sharing Receiver	Design	1		EN, CN, JP, FR, SP, PT, GM
		47 messages				

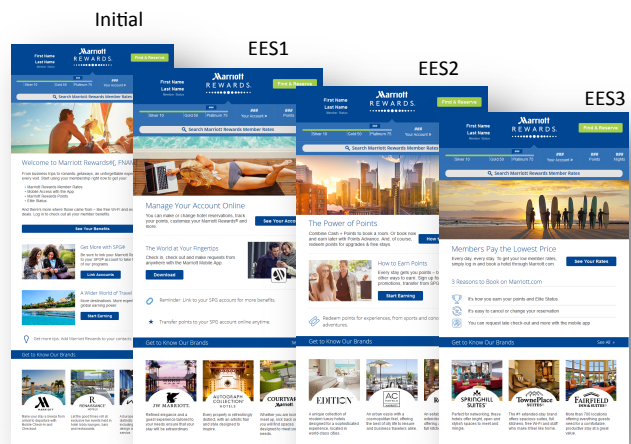


## UPDATES TO SELECT LIFECYCLE CAMPAIGNS SHOW GAINS IN KEY METRICS + NEED FOR FURTHER OPTIMIZATION

- Driving factors for updates:
  - New brand voice, program updates, significant performance declines
- Updated emails:
  1. Welcome Series
  2. Renewer
  3. Near Level
  4. Onboarding Series

# WELCOME SERIES HAD VISIBLE GAINS IN CLICK RATES OVERALL

Optimization focus will be to increase opener audience + engagement with EES1 and EES2



	March 2017	% Change vs. March YoY	% Change vs. Welcome 2016 Avg.
Delivered	1.8M	66.6%	44.4%
Open%	30.4%	-16.8%	-13.2%
CTO%	18.5%	2.0%	1.8%

## Key Recommendations:

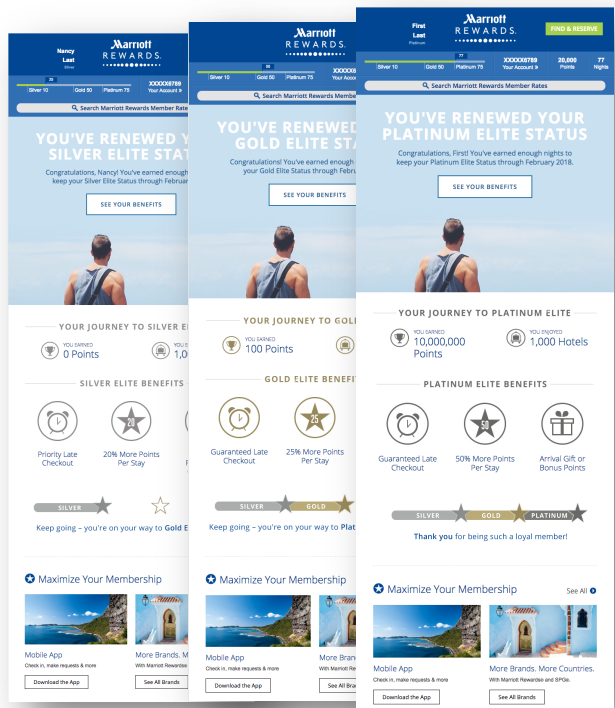
- Subject line test plan
- Push for account creation in first email
- Content shift for earn & redeem to on-property + Experiences

% Change: March '17 vs. Welcome '16 Avg.

	Initial	EES1	EES2	EES3
Open%	-13.6% ▼	-12.2% ▼	-13.7% ▼	-12.4% ▼
CTO%	-1.4% ▼	13.3% ▲	-13.8% ▼	14.1% ▲

## RENEWER SILVER CTO% INCREASED WITH NEW DESIGN

March results show significant CTO% declines for Gold & Platinum; time of year may impact results as send volume is near lowest in March



March YoY % change

	Silver	Gold	Platinum
Open%	0.9% ▲	-0.0% ▼	5.2% ▲
CTO%	36.9% ▲	-18.0% ▼	-17.5% ▼

### Key Recommendations:

- Continue with new version
- Increase Gold & Platinum Benefit content click engagement
- Inform of other program opportunities

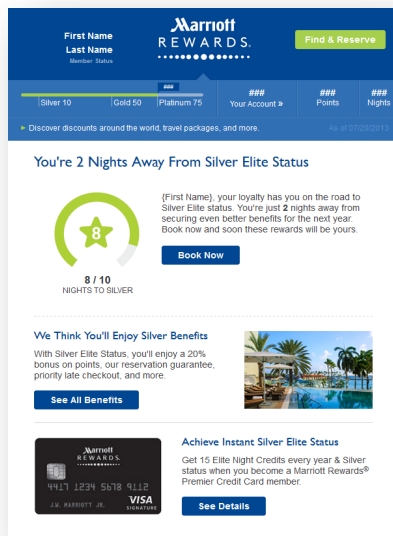
# SLIGHT UPDATES TO NEAR LEVEL SHOW NO GAINS

YoY declines in key email metrics are driving factors for strategic focus

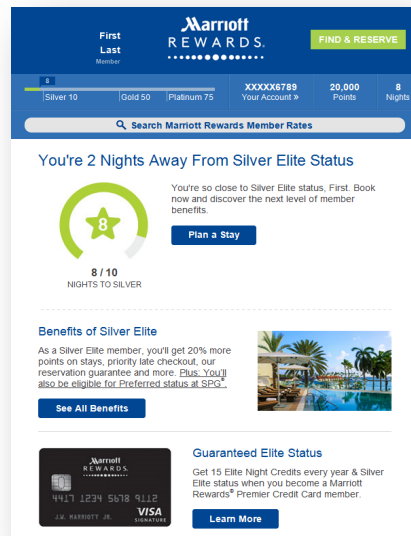
Previous SL: [LEVEL] Elite Status is within your reach

Current SL: You're [X] Nights Away from [LEVEL] Elite Status

## Original Version



## Updated Copy



Lifecycle: Near Level Total	Delivered	Open%	CTO%
Mar '17	28.0 K	45.6%	15.6%
2016 Average	48.5 K	49.5%	17.5%
△	-42.3%	-7.8%	-10.9%

Next steps:

- Strategic review planned post-2.0
- Alignment with Orchestration

## ONBOARDING RESPONSE GROWTH AFTER MARCH UPDATES

March was first full month of changes showed 3rd highest Open% since launch; CTO% declines suggest the need for content optimization

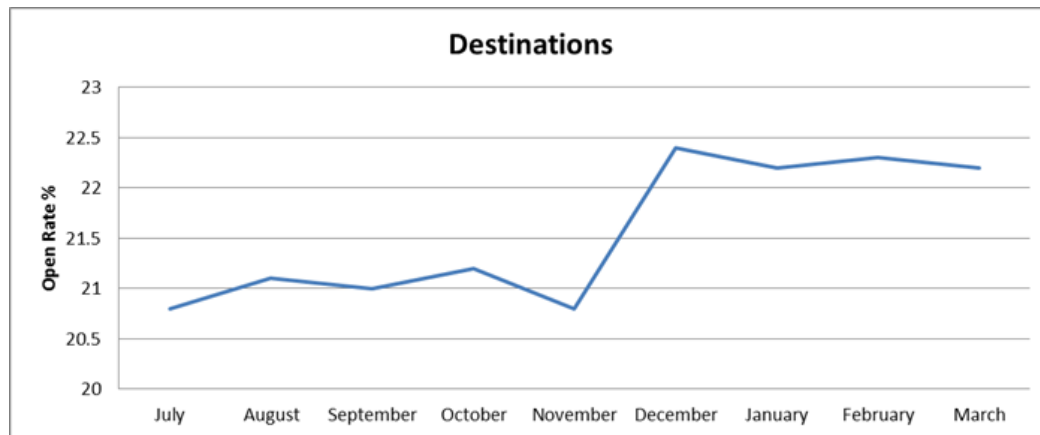
	2016 Subject Line	New Subject Line	Open% Lift vs 2016 Avg.
Series 1	How to Use Your Rewards Account	Monday Tip 1 of 4: Manage Your Account	-0.3%
Series 2	How to Earn Points: No Travel Required	Monday Tip 2 of 4: Your Points Guide	12.4%
Series 3	Let's Plan Your Next Trip	Monday Tip 3 of 4: Indulge Within Reach	5.4%
Series 4	You Have 50 M New Friends	Monday Tip 4 of 4: Connect With Us	16.2%

### Updates

- Deployed Monday
- Sequencing in SL
- SL copy updates

## DESTINATIONS CONTINUES TO SEE HIGH ENGAGEMENT YOY

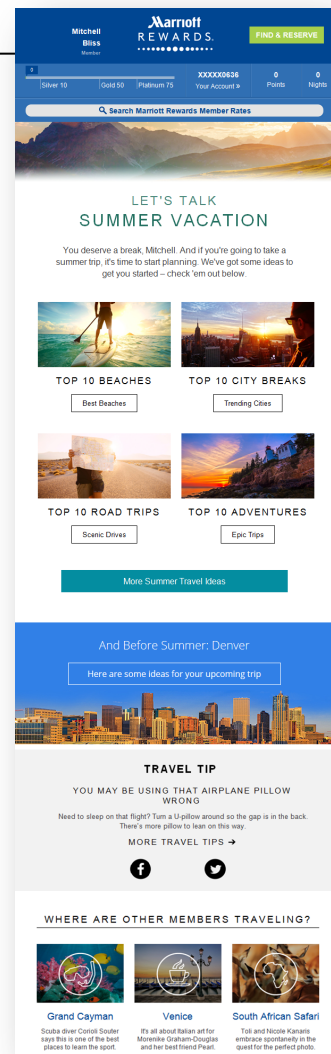
- Campaign generates similar open% as eNews
- Jan. email saw above avg Open% & created demand for a high number of destinations
- March saw noticeable shift in clicks to content areas from account box & search



# MARCH ENGAGEMENT WENT TO DESIRED CONTENT

- Account Box: lowest % clicks since Jul '16
- Search: 2<sup>nd</sup> lowest % clicks since Jul '16
- Click-centric focus in design & copy
- Top 10 section generated the highest click volume since Jul '16
- Drove highest traffic day for Marriott Traveler website in March (117,000 visits)

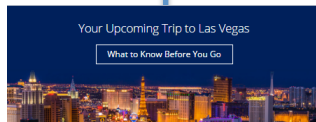
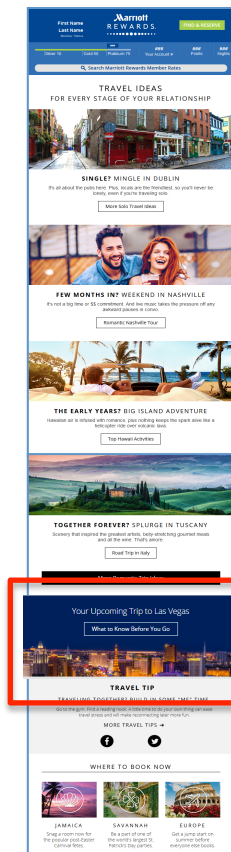
MARCH				
	2016	2017		
Total Delivered	10,826,143	12,447,699	▲	
Total Opens	2,434,551	2,761,176	▲	
Total Clicks	114,886	210,139	▲	
Open%	22.5%	22.2%	▼	
CTO%	4.7%	7.6%	▲	



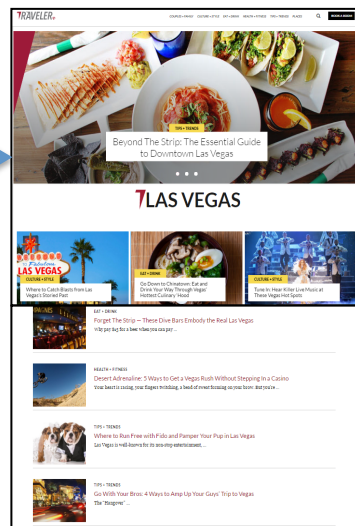
# TARGETED PERSONALIZATION USING UPCOMING TRIP MESSAGING

## New Upcoming Trip Module in February Destinations

- Sent to members with confirmed trip to one of 26 destinations in next 30 days
- Exploring further personalization



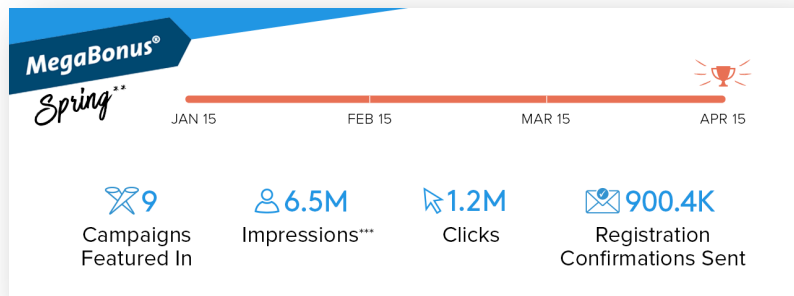
## Marriott's Traveler: "Essential Guide to Downtown Vegas"





# SPRING '17 MEGABONUS EMAILS LEVERAGED SEVERAL TACTICS TO MAXIMIZE REGISTRATION & BOOKINGS

Jan-Mar 31 results



MegaBonus First 3 Months	Delivered	Bookings	Revenue	Clicks	Bk/Del (K)
Spring '16	62.2 M	46.4 K	\$15.1 M	1.0 M	0.7
Fall '16	80.2 M	14.7 K	\$4.4 M	1.0 M	0.2
Spring '17	69.0 M	36.8 K	\$12.3 M	1.2 M	0.5

## January

- Subject line & CTA tests in Reg Confirm
- Hotel propensity in MB Achievement

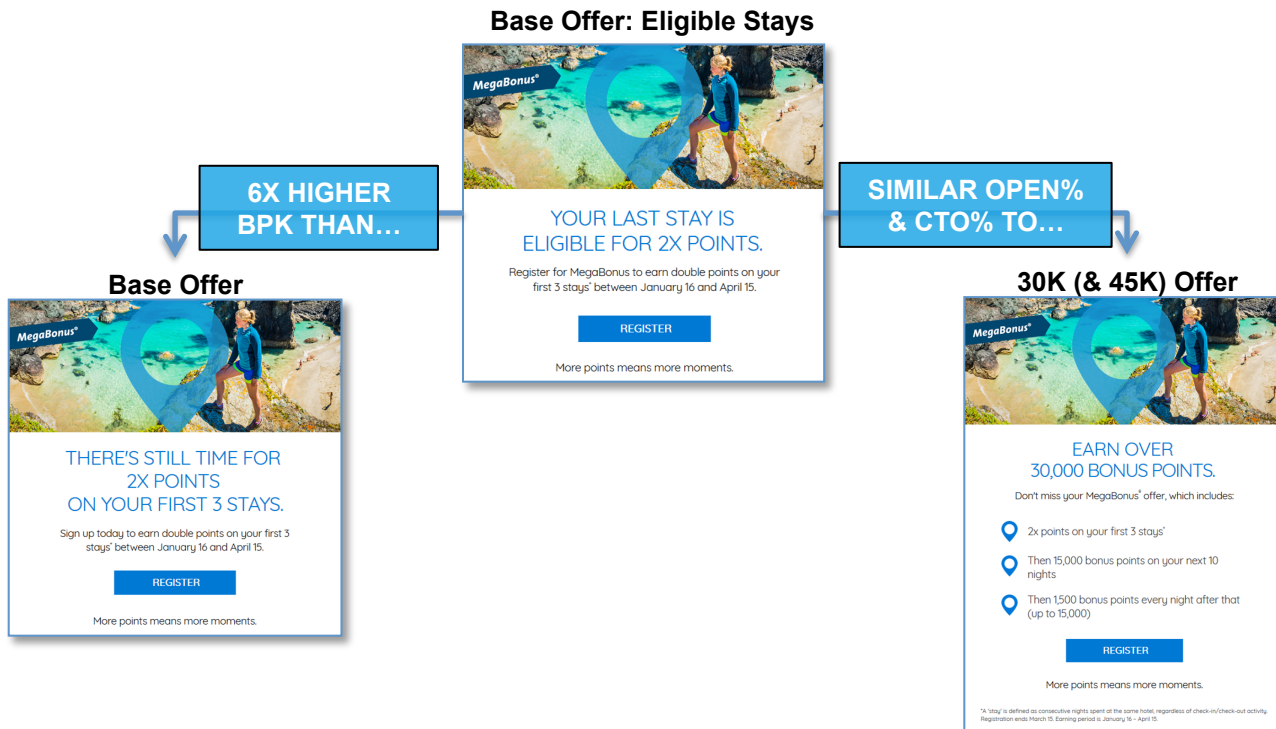
## February

- Targeted base offer message in reminder

## March

- Launched last chance booking reminder
- Targeted base offer message in last chance

# A BASE OFFER SUB-SEGMENT GENERATED 6X HIGHER BPK



## Observations:

### Base Offer Eligible Stay

- Open% & CTO% similar to higher value segments
- 6x higher BPK than Base group

**Performance may be inherent of the segment or due to targeted content**

# 1<sup>ST</sup> LAST CHANCE BOOKING REMINDER SOLO DROVE HIGH RESPONSE

## High interest and booking response

- 55% Open%, 2x greater than program avg
- 9.4% Conv%, 4x greater than program avg

## Reference to personalized MB status was the best subject line

**Your MegaBonus Status So Far (96.6%)**

Next Steps for Your MegaBonus (91.7%)

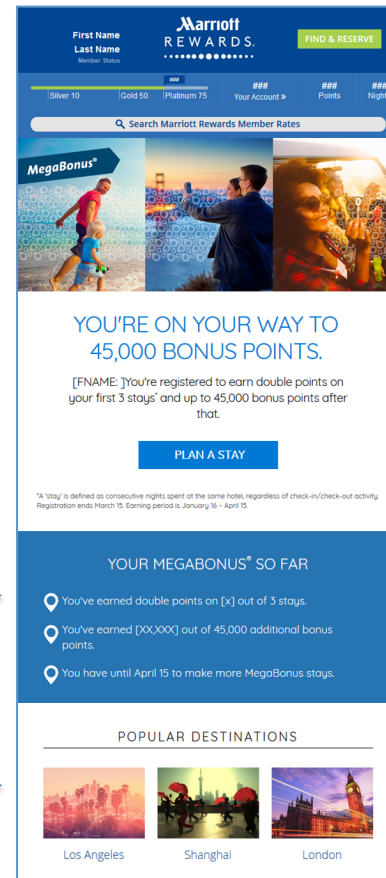
You're Registered: 2x Points (84.0%)

Progress So Far

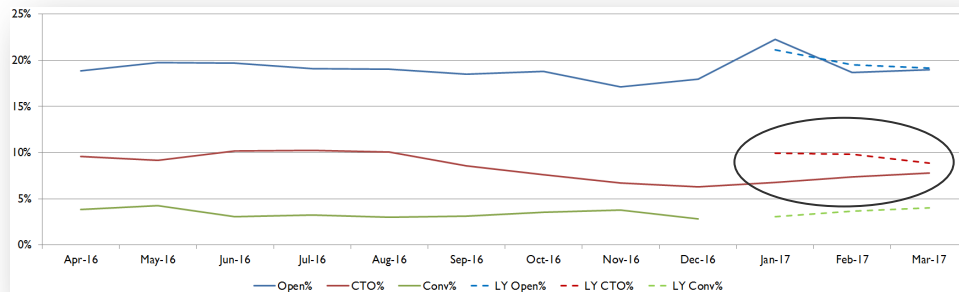
## Relevant content

- Featured module that contained progress tracker
- Popular destinations (based on M.com data)

Popular Destinations



- MoM declines in CTO% show need for content improvement



- Current tools have budget ties (e.g. WYLEI, personalized offers)
- Need support for getting the right submitters
  - Aids funding
  - Leverage tools for campaign optimization
  - More relevant content

**Joey Miller**

Platinum Lifetime

FIND & RESERVE

Silver 10	Gold 50	Platinum 75	XXXXXX6789 Your Account ▶	1,234,457 Points	70 Nights
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## TRAVEL LIKE YOU MEAN IT.

MAXIMIZE YOUR TIME ON THE GO.

**EAT WELL.**

The best cheap eats in every state.  
*via Travel + Leisure*

See Dishes

**DRINK UP.**

20 types of booze to try worldwide.  
*via Fodor's Travel*

Try Them All

**STAY IN TOUCH.**

Tell your friends about your trip with iMessage travel stickers.

Get Stickers

**NEED MEMORIAL DAY IDEAS, JOEY?**

Check out the best long weekend getaways.

**TIPS FOR TRAVELING SOLO**

Learn how to meet other travelers, dine alone and more.

SHARE ON: MORE TRAVEL TIPS ➔

## ACTIVITIES TO BOOK NOW

**BEACH TRIP:  
SAILING TOUR**

BEST BEACHES >

**CITY TRIP:  
MICHELIN MEAL**

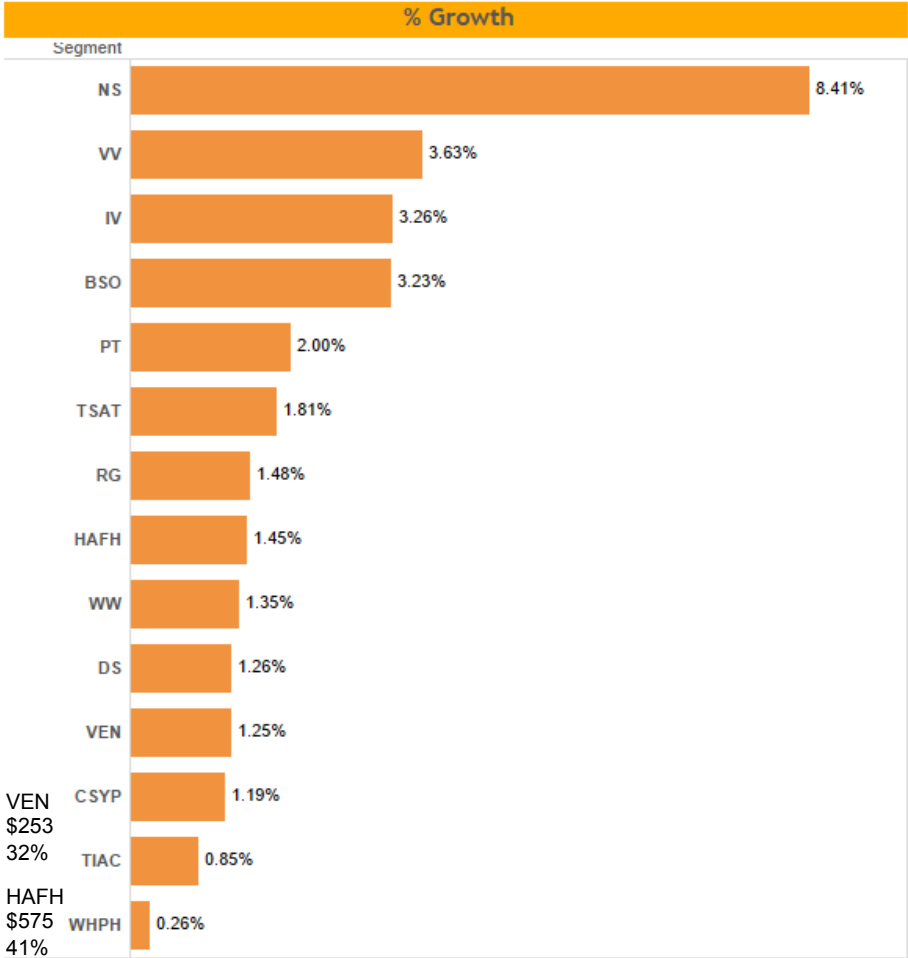
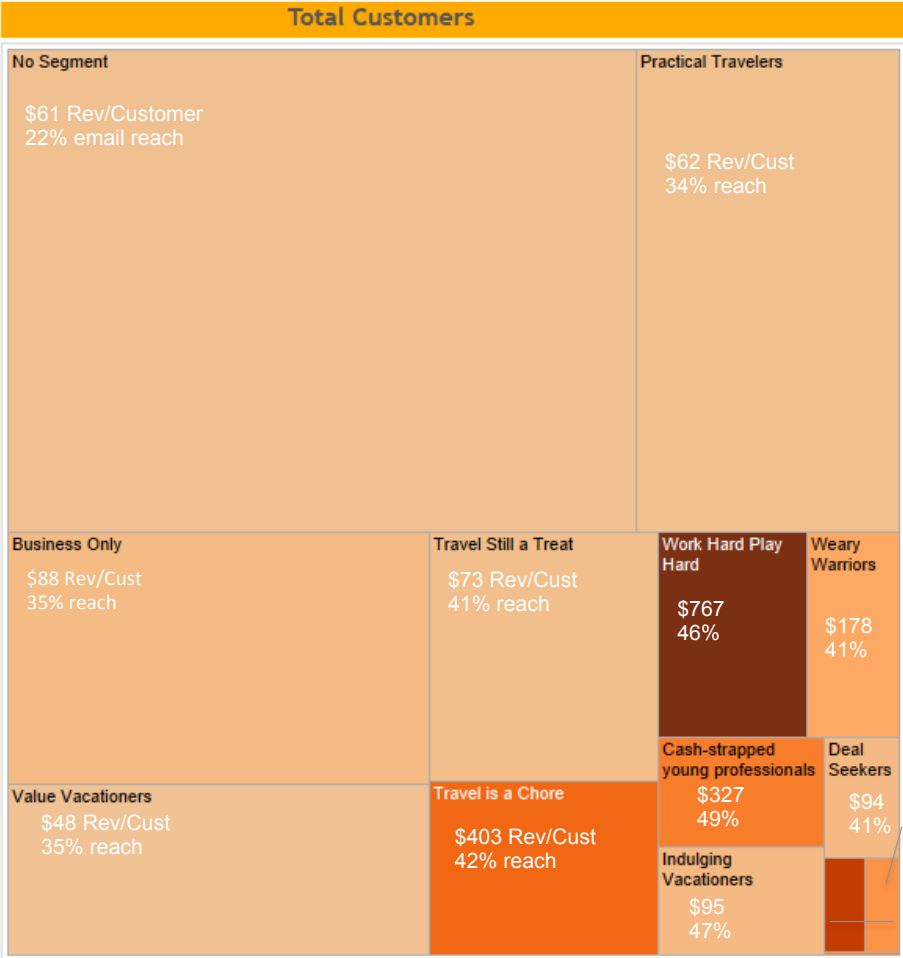
BEST CITIES >

**ACTIVE TRIP:  
GUIDED TREK**

BEST ADVENTURES >

# KEY TAKEAWAYS

- 📍 Frequently used content modules will drive resource efficiencies
- 📍 Aligned on 2.0 updates and Orchestration priorities
- 📍 Members continue to show high engagement with Destinations
- 📍 Maintain & grow engagement in upcoming trip personalization
- 📍 Hotel propensity and personalized content by segment drive engagement with MegaBonus promotions
- 📍 Submitter support for Hotel Specials improves funding allowing for additional campaign support



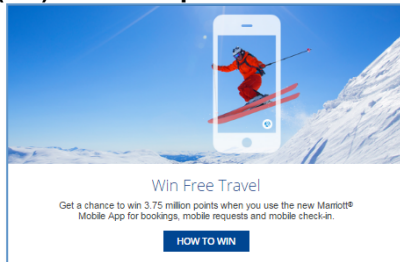
- Best email responders: High engagement across all KPIs (Open%, CTO%, Conv%):  
**Work Hard Play Hard, Travel Is A Chore, Voyaging Empty Nesters, Deal Seekers**
- High interest in MR communications (Highest Open%):  
**Retired Globetrotters, Deal Seekers, Work Hard Play Hard**
- Small but powerful: Highest Revenue per email (in addition to Best email responders):  
**Home Away from Home, Cash Strapped Young Professionals**
- More signed up to receive Hotel Specials than eNews  
**Practical Travelers, Value Vacationers**
- High composition of Elite status Level  
**Home Away From Home, Work Hard Play Hard, Travel Is A Chore, Cash-Strapped Young Professionals**
- Don't disregard: Largest Audience  
**Practical Travelers, Business Only, Value Vacationers, Travel Still A Treat, Travel is a Chore**

# LEARNING INSIGHTS



# MOBILE APP SWEEPS SUPPORT REACHED 36MM WITH 3 TOUCH POINTS

(3/7) eNews Top Offer: 226 K clicks

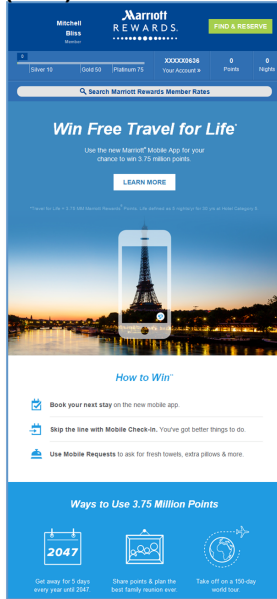


**Similar clicks to  
MegaBonus**

54% of total clicks

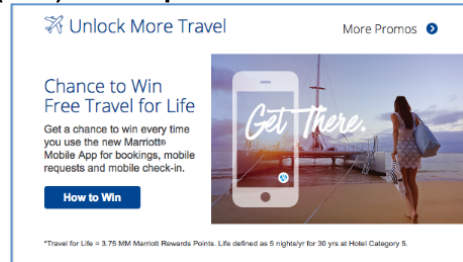
Mobile App Sweepstakes	Delivered	Clicks	Click%
eNews Mar '17	14.4 M	226.4 K	1.6%
Solo	11.0 M	204.3 K	1.9%
Hotel Specials Mar '17	10.4 M	4.9 K	0.0%
<b>Total</b>	<b>35.7 M</b>	<b>435.7 K</b>	<b>1.2%</b>

(3/17) Solo: 204 K clicks



**Underperformance  
vs other Sweeps?**

(3/28) Hotel Specials module: 5 K clicks



**Fatigue or placement?**

Sweepstakes Solos	Delivered	Open%	CTO%
Mobile App (Mar '17)	11.0 M	23.5%	7.9%
Courtyard NFL (Oct '16)	9.9 M	19.2%	2.6%
Cruises Only (Sep '16)	7.5 M	18.1%	20.7%
ShopMarriott (Mar '16)	11.1 M	22.4%	15.5%

# HOTEL SPECIALS OFFER PLACEMENT TEST DID NOT GENERATE CONCRETE RESULTS

## No Price

Sunny Escapes See All

**0.69% SECTION CTO%**

Snow Bird in South Florida    Free Night in Myrtle Beach

[Book Now](#)    [Book Now](#)

## CTA Price

Sunny Escapes See All

**0.66% SECTION CTO%**

Snow Bird in South Florida    Free Night in Myrtle Beach

[Save 20%](#)    [From \\$139](#)

## Headline Price

Sunny Escapes See All

**0.66% SECTION CTO%**

Save 20% in South Florida    Myrtle Beach from \$139

[Book Now](#)    [Book Now](#)

## Getaways

### Experiences

Get Away for the Weekend See All

**0.41% SECTION CTO%**

New York City on Sale    Deep Savings across 5 States

[Book Now](#)    [Book Now](#)

Get Away for the Weekend See All

**0.43% SECTION CTO%**

New York City on Sale    Deep Savings across 5 States

[From \\$143](#)    [From \\$79](#)

Get Away for the Weekend See All

**0.38% SECTION CTO%**



New York City from \$143    Savings in 5 States, from \$79

[Book Now](#)    [Book Now](#)

There was no statistically significant winner at a campaign or section level; retest in March

# OFFER DETAILS IN HEADLINE GENERATED 35% HIGHER CTO% THAN IN CTA

## Headline




United Kingdom:  
Get 2,000 Points

New York City:  
From \$143

Book Now

Book Now

**0.50%**  
Section CTO%

Miami:  
Get 5,000 Points

Arizona:  
From \$67

Las Vegas Golf:  
From \$269



BOOK NOW >

BOOK NOW >

BOOK NOW >

Experiences section  
tested offer value in  
Headline vs. CTA

## CTA




United Kingdom:  
Free Breakfast on Weekends

New York City:  
Prepay & Save up to 20%

Get 2,000 Points

From \$143

**0.37%**  
Section CTO%

Miami:  
Luxury Weekends

Arizona:  
Save up to 30%

Las Vegas:  
Golf Package

GET 5,000 POINTS >

FROM \$69 >

FROM \$269 >

# HIGHLIGHTING MAX BONUS POINT POTENTIAL ATTRACTED MORE CLICKS

## 80K Offer

### Earn 80,000 Bonus Points

after you spend \$3,000 on purchases in the first 3 months from account opening.\*



Boscolo Exedra Roma, Autograph Collection®, Italy  
Marriott Rewards® Category 9



5,000  
Your balance as of  
01/18/2017

+

80,000  
After you spend \$3,000  
in the first 3 months\*

**85,000 Points**

**Apply Now**

\$85 annual fee\*  
\*Offer Details  
†Pricing & Terms

Eliot, as a valued member, it is our pleasure to offer you the Marriott Rewards® Premier Credit Card. Apply by February 28, 2017, and you will enjoy the following benefits:

**Earn 80,000 Bonus Points**  
after you spend \$3,000 on purchases in the first 3 months from account opening.\*

5,000 + 80,000 = 85,000 Points

**Apply Now**

\$85 annual fee\*  
\*Offer Details  
†Pricing & Terms

80,000 Bonus Points  
After you spend \$3,000 on purchases in the first 3 months from account opening.

7,500 Bonus Points  
When you add the first authorized user and make a purchase in the first 3 months from account opening.\*

1 Free Night Stay (Cat. 1-4)  
Every year after your account anniversary†

19 Credits Toward Your Elite Membership  
Annually, after your account anniversary† you'll earn 19 additional elite credits every \$3,000 you spend on card purchases†

No Foreign Transaction Fees†  
And enjoy elite experience when the next elite tier-enabled chip card.

5 POINTS  
per \$1 spent at U.S. participating Marriott Rewards® and SPOT® hotels

2 POINTS  
per \$1 spent at U.S. restaurants when purchased directly with the card, and at U.S. retail agencies as indicated\*

1 POINT  
per \$1 spent at U.S. gas stations when you use the Marriott Rewards Premier Credit Card as indicated\*

**\$85 annual fee†**  
Plus, when you get the Marriott Rewards Premier Credit Card, your point worth expires as long as you make purchases every 24 months.\*

**Apply Now**

No Foreign Transaction Fees† and Pricing. Please see Pricing and Terms.  
\*OFFER DETAILS

**Are You a Business Owner?**  
Earn 10,000 bonus points with the Marriott Rewards Premier Business Credit Card.  
**Learn More**

Marriott Rewards Premier Credit Card (MRCC)  
Marriott Rewards does not share your information with third parties or any other partner. If you have questions about this privacy policy, please contact us at: 1-800-452-6263.

Check Your Rewards  
By the way, you'll also earn 5,000 points when you activate your card.

## 150K Offer (bonus potential)

### Earn up to 150,000 Bonus Points

That's 5 points for every \$1 spent on all purchases within your first year up to \$30,000.\*

Plus, \$0 introductory annual fee your first year, then \$85†



Boscolo Exedra Roma, Autograph Collection®, Italy  
Marriott Rewards® Category 9



100  
Your balance as of  
01/18/2017

+

Up To  
150,000  
in your  
1st year\*

**Up To 150,100 Points**

**Apply Now**

\*Offer Details  
†Pricing & Terms

Eliot, as a valued member, it is our pleasure to offer you the Marriott Rewards® Premier Credit Card. Apply by February 28, 2017.

**+7% HIGHER EMAIL CLICKS  
+36% SECTION CLICKS**

**ACROSS NEARLY EVERY SEGMENT**

## INCLUDING BONUS POINT IN COPY INCREASED ENGAGEMENT

## 80K/2 Free Nights (SUPERT)

### Earn 2 Free Night Stays (Category 1-8)

**That's 80,000 bonus points**, after you spend \$3,000 on purchases in the first 3 months from account opening.\*



**APPLY NOW**

\$85 annual fee

[\\*Offer Details](#) | [†Pricing & Terms](#)

**+1% HIGHER EMAIL CLICKS**  
**+3% SECTION CLICKS**

**FIND & RESERVE**

Icon	Elite Pricing							
	Silver 10	Gold 50	Platinum 75	XXXXXX8789	Your Account #	MMYY	15	Months

[Search Marriott Rewards Member Rates](#)

## Earn 80,000 Bonus Points

After you spend \$3,000 on purchases in the first 3 months from account opening.\*

**\$3,000**  
The minimum of \$3,000 in purchases required to earn bonus points.

+ 80,000

After you spend at least \$3,000 on purchases in the first 3 months from account opening.\*

**83,000 Points**

**Apply Now**

\$99 annual fee  
Offering varies by location.

Elit®, as a valued member, it's our pleasure to offer you the Marriott Rewards® Premier Credit Card. **Apply by March 31, 2017**, and you'll enjoy the following benefits:

**1 Free Night Stay**  
(Cat. 1-5)

Every year after your account anniversary\*

**15 Credits Toward Your Elite Membership**

Annually after your account anniversary\* plus 1 additional Elite Credit per every \$3,000 you spend on card purchases†

**No Foreign Transaction Fees\*\***

And enjoy round-trip assistance when you travel with your embedded credit card

- 80,000 Bonus Points**  
After you spend \$3,000 on purchases in the first 3 months from account opening.\*
- 7,500 Bonus Points**  
When you add the first authorized user and make a purchase in the first 3 months from account opening.\*\*

This product is available to you if you do not have this card and have not received a new cardmember bonus for this card in the past 24 months.

**You'll Also Receive:**

5 POINTS

per \$1 spent at over 1,700 participating Marriott Rewards® and Signia® hotels†

2 POINTS

per \$1 spent on airline tickets when purchased directly with the airline, and at car rental agencies in partnership†

1 POINT

per \$1 spent on purchases anywhere else the Marriott Rewards Premier Credit Card is accepted†

**\$65 annual fee\***

Plus, when you get the Marriott Rewards Premier Credit Card, your points went right along with you so you make purchases every day with "points."

**Apply Now**

## 2 Free Nights (SUPERT3)

### Earn 2 Free Night Stays (Category 1-8)

After you spend \$3,000 on purchases in the first 3 months from account opening.\*



**APPLY NOW**

\$85 annual fee:

[\\*Offer Details](#) | [†Pricing & Terms](#)

# PERSONALIZING CONTENT INCREASED ENGAGEMENT IN ENEWS REWARDS

## 1) Targeting Moments increased click engagement

### Bid Points for a Cruise

Score an 8-day Caribbean adventure aboard Carnival's newest ship.

Place a Bid



0.43% Click%

### Game of Thrones Tickets

Use your points and be transported to Westeros with tickets to the Game of Thrones Concert series.

Redeem Points



0.12% Click%

## 2) Hertz offer dynamically inserted First name & generated 6x more clicks than the avg Hertz offer

### WORK YOUR POINTS



#### Earn 80,000 Bonus Points

Earn points towards your next vacation with the Marriott Rewards Premier Credit Card.

Learn More

0.07% Click%

### 3 Ways to Use Your Hard-Earned Points

1. Concerts & Events
2. Wine Tastings
3. Luggage shipping & much more

See All Experiences



#### Golfers: Get 10 Points per \$1

Spend time on your swing – you'll earn 10 points for every dollar you spend on the green.

Golf & Earn

### Need a Car, Mitchell?

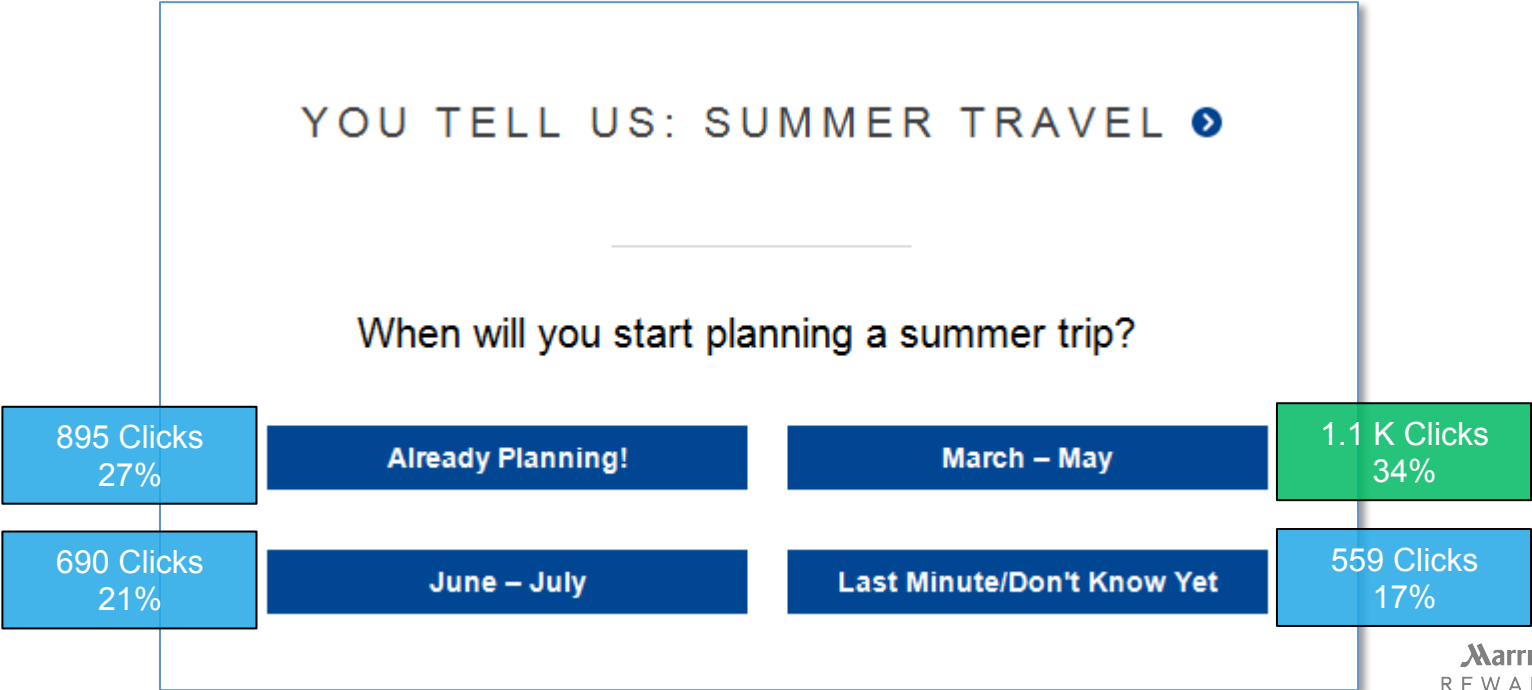
Rent a car with Hertz and you'll save 35% and earn up to 5,000 points.

Save 35%



# MAJORITY OF SUMMER PLANS START BEFORE MAY

Helpful for future summer travel content scheduling and last minute messaging





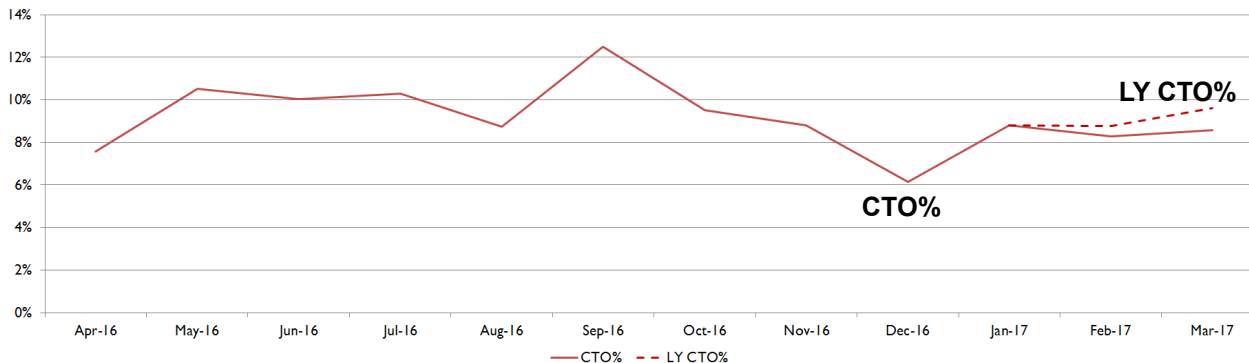
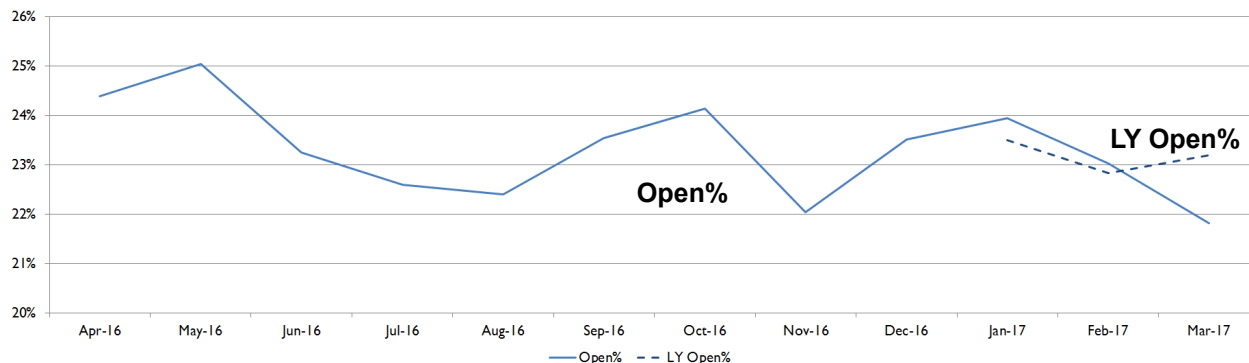
THANK YOU!





# HIGH VOLUME BUT LOW ENGAGEMENT

## SOLOS DECREASED OPEN% & CTO%



**Open%** was the lowest since Jan '16

- March delivery volume was the highest since Jan '16
- Below avg Open% from MVC & Freddie Awards Reminder

**CTO%** was down 11% YoY and 7% below the 12-month average; below avg campaigns

- Hotel Specials
- Mobile App Sweep
- MVC
- Rewards Plus Solos