

Q1 2016 Marriott Rewards Email Program Review

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Q1 2016 Key Storylines

- ❖ **The Member Marketing email program generated the 2nd highest delivered emails, opens, & bookings of any quarter since Q1 '12**
- ❖ **Spring'16 MegaBonus maintained recent strong performance trends and included a new offer structure and expanded touchpoints**
- ❖ **Two compelling communications leveraged relevant data driven content: PO Offers & Summer Leisure Solo**
- ❖ **We continued to learn and optimize PO campaigns**
 - **Each of the three ongoing PO campaigns delivered their strongest quarter**
 - **Continue to generate insights into segment trends and affinities to content**
- ❖ **Multiple new campaigns launched to support 2016 goals & objectives:**
 - **Increase leisure travel, PO enrollment, increase bookings, travel inspiration**
- ❖ **Learning Agenda focused on content & image tests to increase click engagement**

Email program goals dashboard: YTD (4/23)

As of April 23	YTD	YoY	Goal	Against 2016 Goal
EIR Bookings	255 K	+6.2%	N/A	N/A
Room Nights	567 K	+2.1%	1,687,830	+2.6%
MRCC Acquisitions	9.5 K (Q1 YTD)	-	35,000	+27.2%

Customer	YTD RN	YoY RN
All Members	546 K	1.8%
Platinum	134 K	-17.8%
Gold	121 K	-11.1%
Silver	139 K	18.8%
Basic	152 K	26.3%
Non-member	21 K	12.1%

Email program KPI dashboard: Q1 2016

	Q1 2016	Q1 2015	YoY%
Mailable Members	11.9 M	10.8 M	+10.2%
Room nights	1.34 M	1.36 M	-1.8%
EIR Bookings	549 K	544 K	+1.0%
EIR Bookings/Delivered(K)	2.1	2.8	-23.5%
Emails Delivered	260 K	197 K	+32.1%
Open Rate	23.2%	25.6%	-9.6%
Click to Open Rate	9.0%	11.1%	-18.9%
Booking Rate	10.2%	9.7%	+4.3%
Unsubscribe rate	0.30%	0.19%	+57%

- Spring '16 MegaBonus did not launch until late Jan
- Q1 '16 delivered more non-booking and non-click incenting Solos than Q1 '15
 - Shop Marriott generated half the clicks YoY
 - Freddie's went to 3x the audience YoY
 - NFL Sweepstakes Winner announcement did not generate clicks

YoY Delivered, Clicks, Room nights

Observations

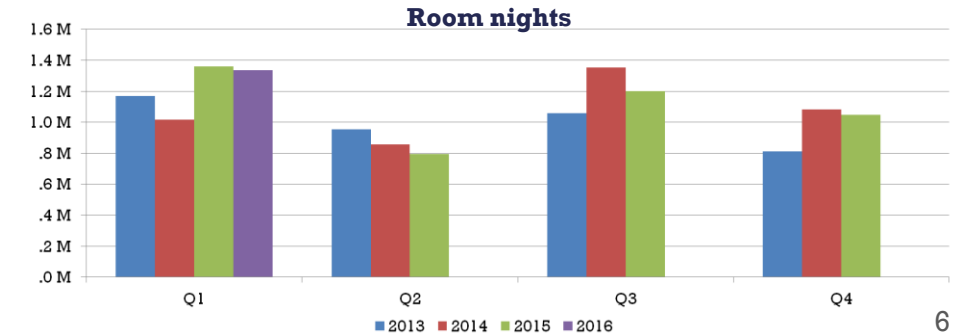
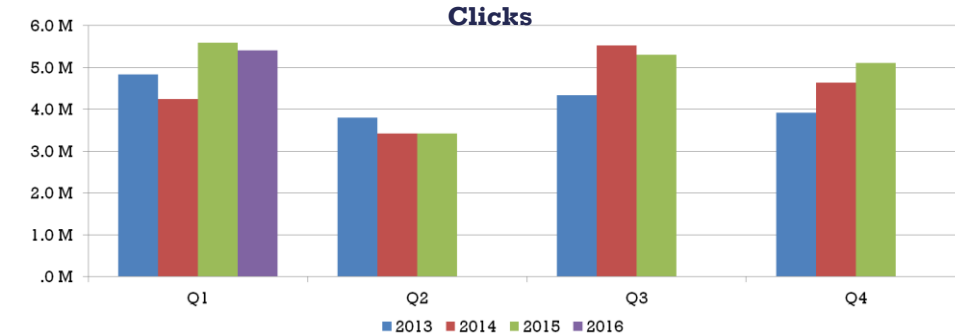
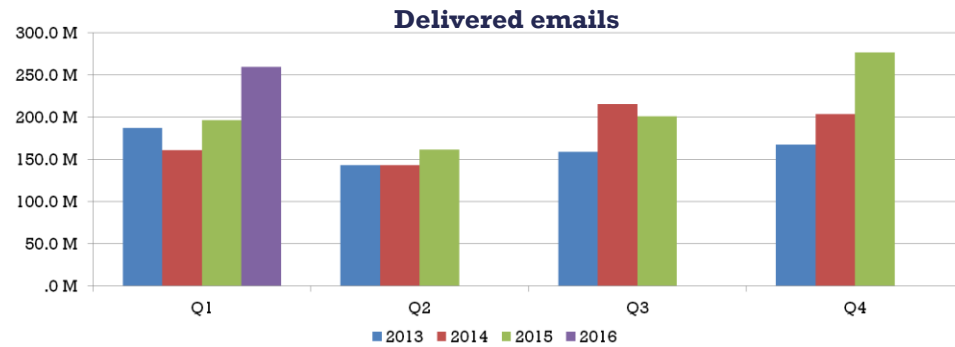
Q1 '16 delivered 32% more emails than Q1'15 & 62% more than Q1 '14

Despite a larger overall delivery volume in Q1 2016, 3.2% less clicks were generated than 2015

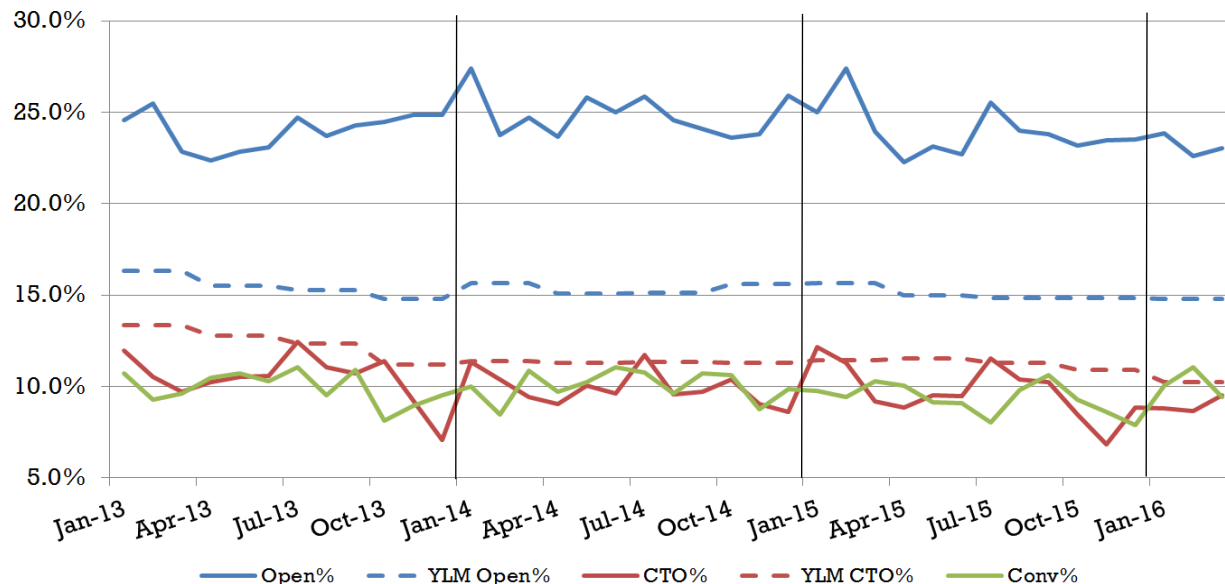
Less MegaBonus availability in Jan impacted clicks & bookings

Multiple high volume Q1 '16 Solos did not generate clicks

- Shop Marriott generated half the clicks YoY
- Freddie's went to 3x the audience YoY
- NFL Sweepstakes Winner announcement did not generate clicks



MoM & YoY KPI's: 2013 to Q1 2016



YLM 2016 Q1 hospitality/travel benchmarks

Open Rate: 13.7% Δ YoY: -16.0%

MR: 23.2% Δ YoY: -9.6%

CTOR: 7.9% Δ YoY: -24.0%

MR: 9.0% Δ YoY: -18.9%

Observations

Open rates and Click to Open rate are slowly declining:

- Across all YLM email clients
- YLM Hospitality/travel sector
- Marriott Rewards email program

Campaign Summary: Jan-Mar 2016

		Program	eNews + Benefits	HS + Offers	Solos	Lifecycle	MRCC	METT	Dest.
Audience	Total	259.9 M	34.8 M	30.4 M	85.9 M	12.9 M	35.5 M	18.1 M	41.7 M
	Delivered	32.1%	10.1%	1.6%	36.9%	79.2%	20.8%	-3.7%	142.9%
	Unsub Rate	0.30%	0.27%	0.13%	0.32%	0.55%	0.36%	0.16%	0.31%
		0.1%	0.1%	0.0%	0.2%	0.0%	0.1%	0.0%	0.1%
Delivery Rate		99%	99%	100%	99%	96%	99%	96%	99%
		-0.3%	0.4%	0.6%	-0.3%	-0.5%	0.0%	-3.5%	-0.3%
Engagement	Open Rate	23.2%	22.0%	19.8%	25.1%	34.8%	21.8%	25.2%	19.2%
		-2.5 pts	-2.9 pts	-0.5 pts	-3.7 pts	-1.6 pts	-0.8 pts	-1.3 pts	-5.0 pts
	Opens	60.2 M	7.6 M	6.0 M	21.6 M	4.5 M	7.8 M	4.6 M	8.0 M
		19.3%	-2.5%	-1.1%	19.2%	71.4%	16.3%	-8.4%	92.9%
	Click Rate	2.1%	3.3%	1.9%	2.4%	6.5%	0.7%	1.0%	1.0%
		-0.8 pts	-1.2 pts	-0.2 pts	-1.2 pts	-2.1 pts	-0.1 pts	0.0 pts	-0.5 pts
Unique Clicks		5.4 M	1.1 M	570.1 K	2.0 M	835.9 K	257.6 K	173.3 K	400.4 K
		-3.2%	-19.5%	-10.3%	-10.0%	35.9%	4.9%	-3.3%	61.6%
Click to Open Rate		9.0%	14.9%	9.5%	9.4%	18.6%	3.3%	3.8%	5.0%
		-2.1 pts	-3.1 pts	-1.0 pts	-3.1 pts	-4.9 pts	-0.4 pts	0.2 pts	-1.0 pts
Financial	Bookings	549.4 K	129.8 K	50.7 K	209.5 K	72.4 K	28.4 K	17.1 K	40.9 K
		1.0%	-20.2%	2.6%	2.9%	18.2%	46.0%	1.3%	33.8%
	Revenue	\$204.9 M	\$50.0 M	\$18.7 M	\$76.3 M	\$29.0 M	\$9.8 M	\$6.3 M	\$14.6 M
		-0.2%	-20.4%	3.7%	0.7%	13.8%	34.0%	4.8%	47.1%
Conversion Rate		10.2%	11.4%	8.9%	10.3%	8.7%	11.0%	9.9%	10.2%
		0.4 pts	-0.1 pts	1.1 pts	1.3 pts	-1.3 pts	3.1 pts	0.5 pts	-2.1 pts
Bookings per Delivered(K)		2.1	3.7	1.7	2.4	5.6	0.8	0.9	1.0
		-23.5%	-27.5%	1.0%	-24.9%	-34.1%	20.8%	5.2%	-44.9%

Program Summary

Compared to Q1 '15, deliveries increased 32% while bookings increased 1.0%, resulting in a decrease in Booking per delivered of 24%

Open & Click to open rate fell program-wide YoY

Spring '16 MegaBonus launched late Jan and was not featured in Jan eNews

After steady declines throughout 2015 Hotel Specials has shown incremental improvements

New Lifecycle campaigns generated significant delivery, click, and booking increases with less efficiency than long-standing campaigns

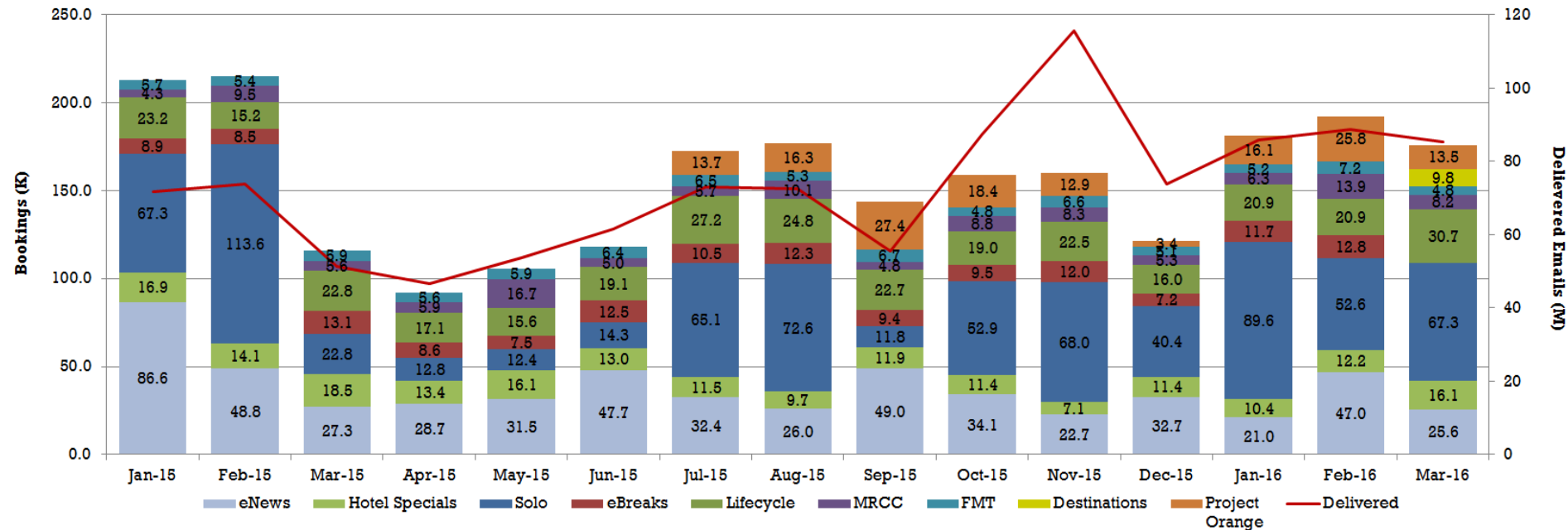
High volume Solos in Q1 '16 were non-booking focused

Concierge ended & Destinations launched in March to the Core audience

* Calculated using Mailable Openers** from Active, Inactive, and Non Member Counts

** Total Mailable minus anyone who has not clicked/opened an email in past 15 months

Executive Summary: MoM campaign trends



Observations:

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

+ Spring '16 MegaBonus generated as
of March 150 K bookings & \$48.7 M

Spring '16 MegaBonus through Q1

Observations

- Spring '16 MegaBonus continued to be on pace to generate bookings against recent MB campaigns
- Bookings/delivered has fallen as MegaBonus has been featured in more touchpoints with large audiences and less focus (e.g. modules in Hotel Specials)

MegaBonus First 3 Months	Delivered	EIR Bookings	EIR Revenue	Bkngs/ Dlvd
Spring '15	48.6 M	165.2 K	\$45.60 M	3.4
Fall '15	48.6 M	147.3 K	\$48.89 M	3.0
Spring '16	62.2 M	151.0 K	\$48.68 M	2.4

* Note: Spring '16 to date results do not include Nonmember welcome or Display media

MegaBonus continued to evolve with a new promotion type and increased touchpoints

- First Free night positioning in over 2 years
- New standalone mailings & featured in more campaigns

Impact (registrations, participation) of new promotion type should be understood to increase how orchestration can optimize MegaBonus further

PO segment dedicated imagery/copy



MegaBonus Like a Winner, Alexandria!

There are more ways to win with the new MegaBonus. Register & start earning today.

[Register Now](#)

Nonmember Welcome

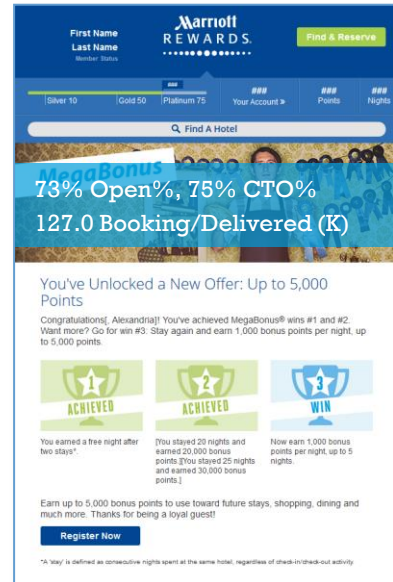


Free Night. Feel Like a Winner.

Join Marriott Rewards® now, earn a free night with MegaBonus®. Plus, unlock a bonus points offer.

[Get A Free Night](#)

Achievement



Marriott REWARDS Find & Reserve

First Name
Last Name
Member Status

Silver 10 Gold 50 Platinum 75 Your Account > 88K Points 88K Nights

Find A Hotel

73% Open%, 75% CTO%
127.0 Booking/Delivered (K)

You've Unlocked a New Offer: Up to 5,000 Points

Congratulations, Alexandria! You've achieved MegaBonus® wins #1 and #2. Want more? Go for win #3. Stay again and earn 1,000 bonus points per night, up to 5,000 points.

ACHIEVED You earned a free night after two stays*.

ACHIEVED You stayed 25 nights and earned 25,000 bonus points. (You stayed 25 nights and earned 30,000 bonus points.)

WIN Now earn 1,000 bonus points per night, up to 5 nights.

Earn up to 5,000 bonus points to use toward future stays, shopping, dining and much more. Thanks for being a loyal guest!

[Register Now](#)

Offers modules to non-registrants

Earn a Free Night, Alexandria

Stay* twice and earn a free night, plus more, when you join Marriott Rewards® and register for MegaBonus® by April 15th.

[Join Now](#)

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

Display Media: FB/GDN



Stay twice and earn a free night. Plus, unlock more!

MegaBonus

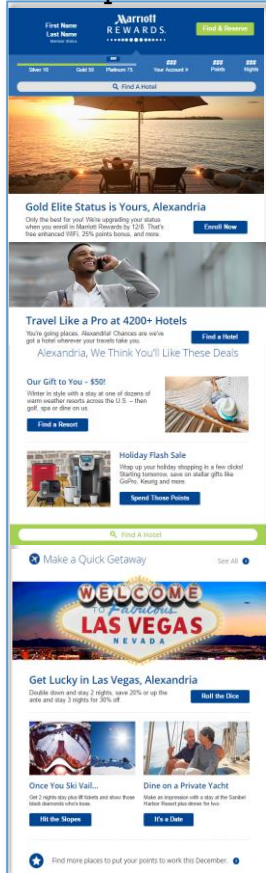
Register Today

Marriott REWARDS

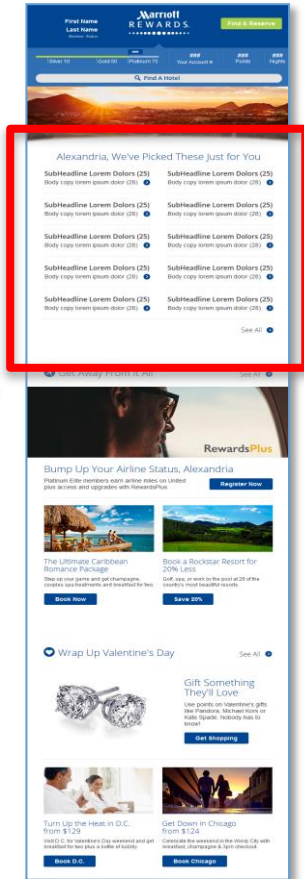
- Two compelling communications
- + leveraged relevant data driven content:
 - PO Offers
 - Summer Leisure Solo

Targeted Field Offers generated more clicks

2015 Template TSAT Offers



Feb '16 TSAT Offers



Propensity-modeled Field Offers list was added to Project Orange Offers mailing in Jan '16

Comparing 2015 averages to Q1 '16:

- Avg monthly click volume increased by 40%
- Click to Open rate increased by 53%
- Avg monthly booking volume increased by 35%

WHPH responded better to this section, doubling monthly click and booking averages vs 2015

Propensity model was leveraged to inform content in March Leisure Travel Solo

Leisure Travel Solo was deployed to motivate Leisure travel bookings to a highly targeted audience; Propensity-model featured one of six destinations as main feature content

Generated Email KPI's above program average

Open rate:	27.9%	(+20%)
Click to Open rate:	7.2%	(-20%)
Conversion rate:	15.0%	(+47%)
Booking/Delivered Email (K)	3.0	(+43%)

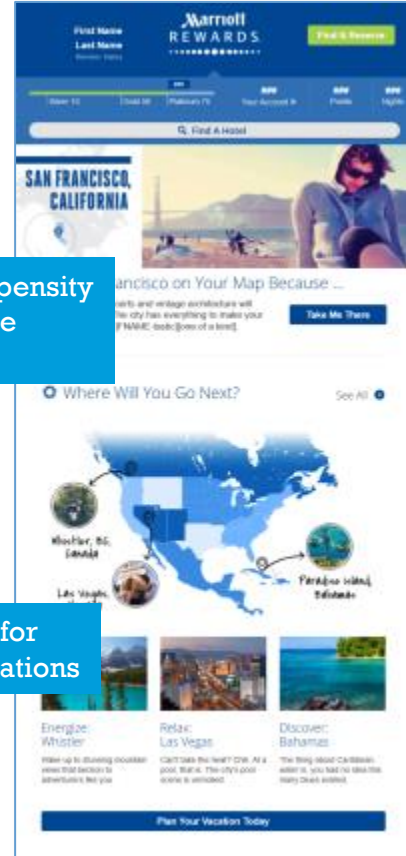
- Performance was similar to Destinations (WHPH)

Orchestration opportunity is to create further personalization in future communications : “We recommend for you...”

Future Opportunities:

- Include targeted offers
- Reference previous trips & activities
- Recommend similar brand experiences

TSAT Version Subject Line: Jim's Summer Vacation plans



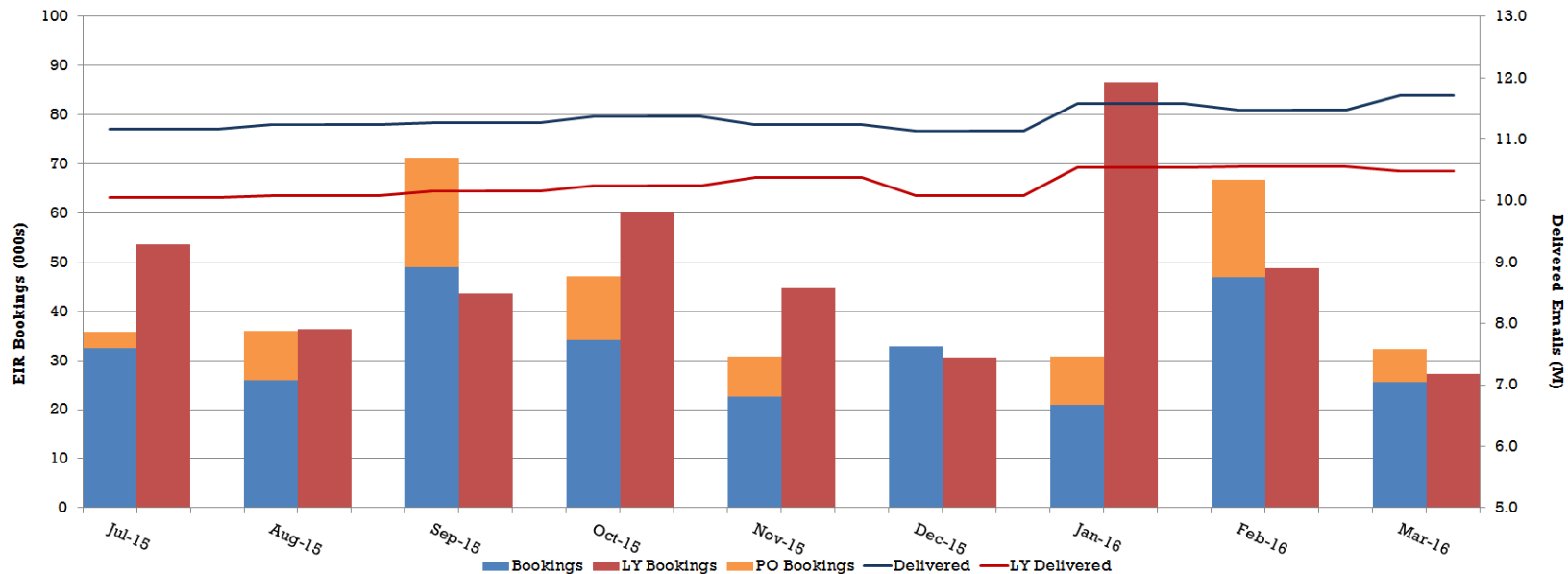
Leveraged Propensity model to feature destination

Targeted copy for featured destinations

+ Ongoing Project Orange learning
& optimizations

Starting Feb 2016, eNews generated more bookings than 2015 eNews

YoY 2015 eNews vs 2016 eNews+Benefits




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

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

Global control campaign and segment level reporting was enabled in March

Core audience engaged significantly better with MRCC offer than PO segments in March


eNews	Delivered	Clicks	% of Clicks
MRCC	5.4 M	99.3 K	30.6%



Limited Time Offer!
Earn 80,000 bonus points and an annual free night.

[Learn More](#)


WHPH Benefits	Delivered	Clicks	% of Clicks
MRCC	263.0 K	663	3.3%



Limited Time Offer!
Earn 80,000 bonus points and an annual free night when you sign up for the Marriott Rewards® credit card.

[Get Started](#)

TSAT Benefits	Delivered	Clicks	% of Clicks
MRCC	412.0 K	790	5.2%



Limited Time Offer!
Earn 80,000 bonus points and an annual free night when you sign up for the Marriott Rewards® credit card.

[Get Started](#)

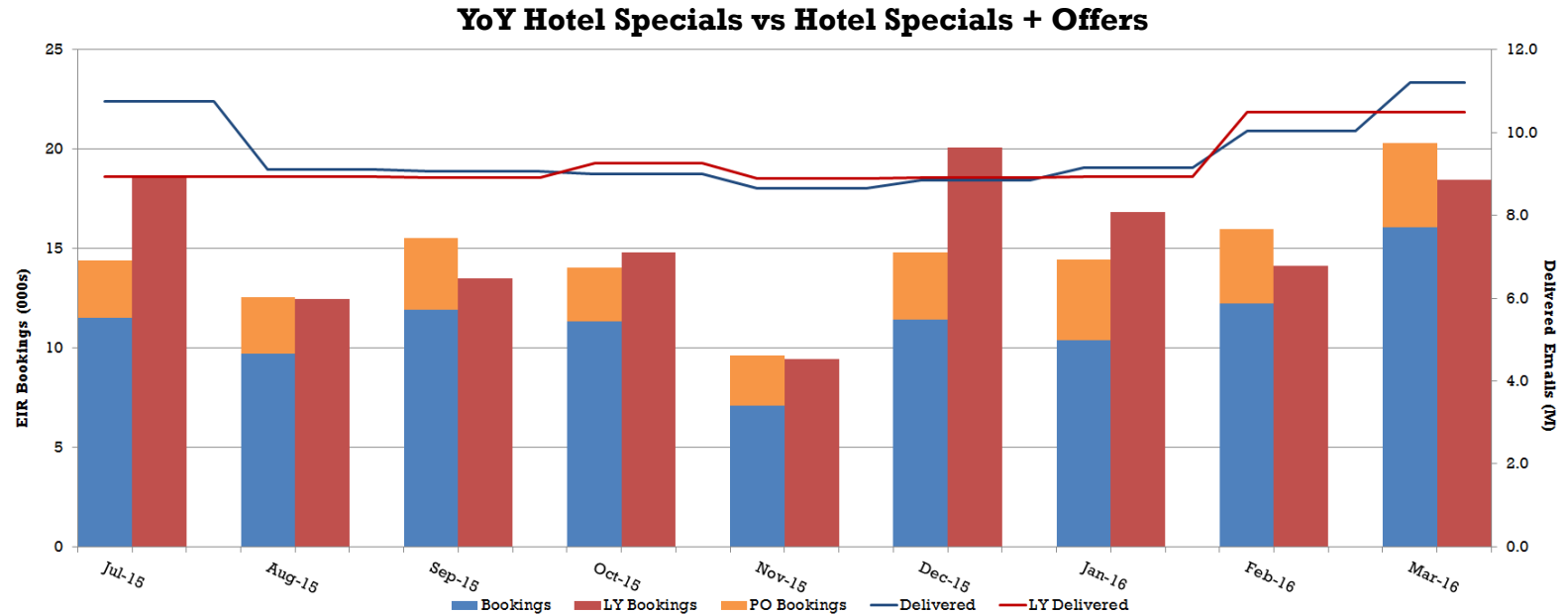
Overall March click engagement may have been impacted by the interaction with MRCC offer

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

	<u>TSAT-% of Total Benefit clicks</u>	<u>WHPH-% of Total Benefit clicks</u>
MRCC in Top Offer 1	9%	14%
MegaBonus in Top Offer 2	27%	33%

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

Starting Feb 2016, Hotel Specials generated more bookings than 2015



Trends suggest Hotel Specials will continue to improve

- Conversion rate was high across all segments and sections
- YoY, including MegaBonus touchpoints increased Conversion rate
- Global control campaign & segment level reporting will be available for May reporting

Continued to find opportunities to increase clicks & bookings for Hotel Specials

Observations

Adding eBreaks appeared to drive incremental clicks to TSAT Offers

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

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

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

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

TSAT Offers

The screenshot shows the TSAT Offers page layout. Callouts indicate the following performance metrics:

- Account Box:** 19% cl, 31% bks
- Field Offers:** 48% cl, 35% bks
- Search:** 12% cl, 19% bks

The screenshot shows the WHPH Offers page layout. Callouts indicate the following performance metrics:

- Major Offer:** 6% cl, 6% bks
- Minor Offer:** 3% cl, 1% bks
- eBreaks:** 8% cl, 7% bks

Case Study:

TSAT prefer US destination over international

Observations

Jan & Feb TSAT Destinations featured 3 destinations supported by on-site properties

Jan featured three international destinations;
Feb featured US destinations

- Feb generated the highest monthly clicks and Conv% for TSAT Destinations

TSAT has shown click engagement preference to side by side, US vs international content

Focus on US destinations & experiences for TSAT to drive click engagement

Jan

Be a Collector of Experiences

Learn to Meditate in Bali

Find your Zen on a pristine, white-sand beach as you're guided through a meditation.

621 Clicks

The Ritz-Carlton® Bali

Treat yourself with an Instant Redemption and keep your Zen going at the spa.

281 Clicks

Ride the Dunes in Dubai

Crank up your adrenaline while changing over dunes in a 4x4 and carving donuts in the sand.

JW Marriott® Marquis® Dubai

Get a deal in the Al Hibab Desert. Get your fifth night for free when you redeem four nights.

Shop the Floating Markets

In Bangkok, vendors paddle the canals selling snacks and souvenirs. Bring your camera to capture the color.

181 Clicks

Renaissance® Bangkok Ratchaprasong

Each market has its own personality. Your hotel's Navigator can point you to the best one for you.

Feb

Play & Stay: Ahhh-mazing Experiences Just for You

Swirl, Sniff & Sip in Napa

Take a behind-the-scenes tour through California wine country and taste wine like a master sommelier.

2,329 Clicks

Napa Valley Marriott® Hotel & Spa

Unwind after a full day of wine tastings with a signature treatment at The Preserve Spa or dinner at VINEleven.

1,294 Clicks

Find Your Zen in Orlando

Bliss out in the city's most beautiful spots. Stroll through Leu Gardens or visit the Mayan Courtyard.

The Ritz-Carlton® Orlando, Grande Lakes

Find your escape on 500 acres of natural beauty that includes a bird sanctuary, spa, golf course, fine dining and more.

Enjoy Jazz in New Orleans

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

1,476 Clicks

AC Hotels New Orleans Bourbon/French Quarter Area

Get the inside scoop about Bourbon Street and the French Quarter from the hotel's in-the-know bartenders.

Q1 discovered and continued some segment tendencies & trends

TSAT & WHPH tendencies and affinity trends to inform content decisions in an orchestrated world

TSAT

- Interested in Brand content & information (Hotel Openings & recommendations)
- Engaged well with survey & videos
- Loves Sweepstakes
- Will browse and explore content & offers
- Engages well US destinations over international
- Image focused
- eBreaks as offer content

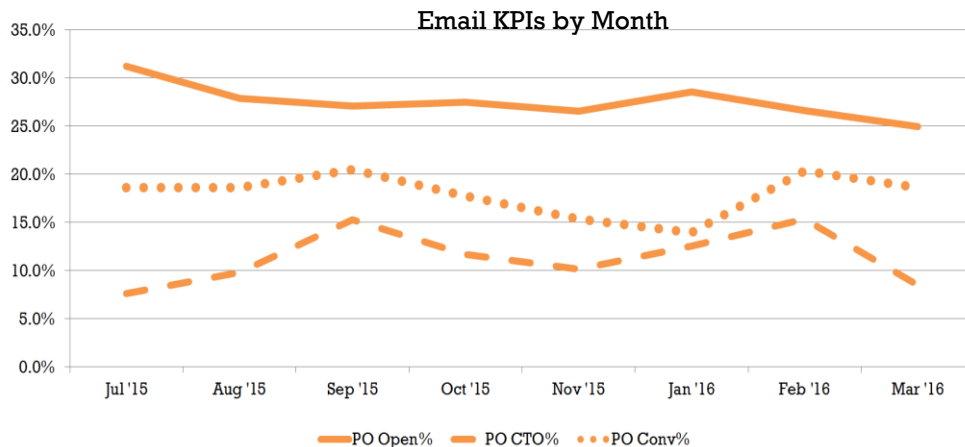
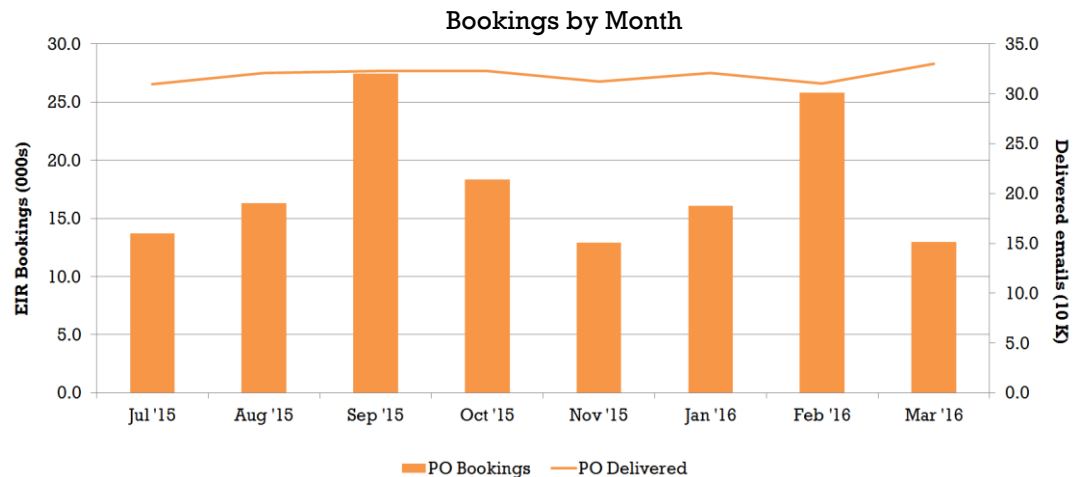
WHPH

- Engage with product redemptions
- Engage well with survey & videos
- Responded well to stay benefits (5th night free)
- May scan content, but not explore
- There is value to maintaining persistent presence in inbox for access
- Loves MegaBonus
- Propensity offers may be more “accurate”
- Engage well with Earning opportunities

Mar '16 Email overview & MoM trends

Before a dip in March, Click to Open rate had been steadily increasing, doubling since launch

- March follows a MegaBonus launch month where KPIs historically fall
- March Benefits (ft MRCC in Top Offer) drove down overall program Open rate & Click to Open rate
- TSAT Destinations CTO% fell by 25% MoM



Multiple new campaigns launched to support 2016 goals & objectives

- + • Summer Leisure Solo
- Destinations
- Nonmember Acquisition (WHPH)
- Onboarding

Concierge's last mailing was Feb 29th

2/1

Which City Has the Most Home Team Pride?

Open rate: 16.8%

CTOR: 3.4%

First Name
Last Name
Member Status

Find & Reserve

Silver 10 Gold 50 Platinum 75 Your Account Points Nights

Find & Reserve

POWER RANKINGS

Best Cities for Sports Fans: Voted by You!

Ahead of Sunday's big game, here's how members voted in our past ranking sports cities with the most home team pride:

- Boston** • Eat well at a Boston taigale. Fans enjoy New England surf & surf with their beer and ball.
- Chicago** • Take a tour of the city's iconic ballpark and track down hockey's covered cup.
- San Francisco** • Paddle out to McConkey Cove and try to catch a ball from your kayak.

Sports Emails: Are You a Fan?
Click below to share your reaction.

1,561 clicks

eBreaks.®
Get away for less
Save 20% this weekend
Search eBreaks

3 Ways to Experience Toronto in Winter

2/8

Have You Dined Here? 7 Must-Try Places

Open rate: 17.8%

CTOR: 4.4%

First Name
Last Name
Member Status

Find & Reserve

Silver 10 Gold 50 Platinum 75 Your Account Points Nights

Find & Reserve

DESTINATION APOPHOSIC

Meals That Will Make You Swoon

Try your date – or yourself – to a delicious dinner in one of these cities known for food and romance.

- Charleston, SC** • Kick back with a whiskey drink and a plate of shrimp & grits on the rooftop at Henry's Bar and Restaurant.
- Montreal** • Crisp up to the chocolate bar for a grown-up cup of hot cocoa or a chocolate confection at Cacao 70 or Juliette et Chocolat.
- New Orleans** • Pair an old-world style vintage with spicy Mediterranean cuisine and jazz on the courtyard of Becheval Wine Bar.
- New York** • Go out for sushi and Asian fusion cuisine at sexy New York City restaurants: Cherry and Boudoir.
- San Francisco** • Sample the oysters at Swan Oyster Depot in the country's best food city, according to *Bon Appetit* magazine.

Do You Travel for Food?
Click below to share your reaction.

1,804 clicks

eBreaks.®
Get away for less
Save 20% this weekend
Search eBreaks

2/15

3 Apps to Make Business Travel More Fun

Open rate: 16.2%

CTOR: 4.4%

First Name
Last Name
Member Status

Find & Reserve

Silver 10 Gold 50 Platinum 75 Your Account Points Nights

Find & Reserve

TRAVEL HACKS

3 Apps to Make Business Travel More Fun

Squeeze a little leisure time into your next business trip. Download one of these apps to find live music, open tables at hot restaurants and travelers just like you.

- Find the Bands/Town Concerts**
Enjoy live music no matter where or when you travel. Track your favorite artists and discover new ones in the cities you visit.
- Meet Travelers on HelloTet**
Connect with your fellow hotel warriors & adventure seekers in the city you're in with this social network for travelers.
- Book a Table With Resy**
No dinner plans? Make a last-minute reservation for a hard-to-get table at the hottest local restaurant.

Was This Email Helpful?
Click below to share your thoughts.

1,978 clicks

eBreaks.®
Get away for less
Save 20% this weekend
Search eBreaks

2/22

3 Must-Do March Events

Open rate: 17.4%

CTOR: 5.2%

First Name
Last Name
Member Status

Find & Reserve

Silver 10 Gold 50 Platinum 75 Your Account Points Nights

Find & Reserve

HAPPENING NEXT MONTH

3 March Events Worth the Trip

Block off the second half of March. Here are three events you won't want to miss.

- March Mayhem** • Root for your basketball brackets from Las Vegas. The party hub for tournament superstars.
- Las Vegas** • Enjoy a five-night street party that sets the city ablaze with parades, fireworks and bottlers.
- Las Vegas** • Celebrate the start of spring with cherry blossom-inspired cocktails & cuisine in this booze city.

Want More Events in Your Email?
Choose one of the options below.

2,426 clicks

eBreaks.®
Get away for less
Save 20% this weekend
Search eBreaks

The Best Movies of the Year That Inspire Travel

2/29

Where to Travel This Leap Year

Open rate: 16.2%

CTOR: 4.1%

First Name
Last Name
Member Status

Find & Reserve

Silver 10 Gold 50 Platinum 75 Your Account Points Nights

Find & Reserve

LEAP DAY!

3 Countries to Visit in a Leap Year

Irish tradition finds women proposing to men on Leap Day. Other countries have different traditions. Here are three and what you can experience there this year.

- Denmark** • Men who decline leap year proposals must give their rejected suitor 12 gloves to cover her restless hand. Find the best Danish bakers in Copenhagen.
- France** • Grab a copy or read *La Bougie du Sapeur* online. This satirical paper is only published on Leap Day. Read it with an espresso at your favorite cafe.
- Greece** • Skip the big Greek wedding. It's considered unlucky to get married there in a leap year. Charter a boat on the Aegean Sea and honeymoon there instead.

Are You Inspired to Travel?
Click below to share your thoughts.

936 clicks

eBreaks.®
Get away for less
Save 20% this weekend
Search eBreaks

Leap Day Fun Fact

The adjacent towns of Anthony, which cross the border of Texas & New Mexico, were named the Leap Year Capital of the World & host a festival in celebration.

Concierge ended and Destinations launched to the Core audience

Key differences

- 6 M new audience members, mailed once a month
- Increased, integrated content
- No eBreaks module

Travel Inspiration	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bkngs/Dlvd
Destinations	10.8 M	11.9 K	\$4.1 M	22.3%	4.7%	10.5%	1.1
Core	9.7 M	9.8 K	\$3.37 M	22.0%	4.7%	9.8%	1.0
PO	1.1 M	2.0 K	\$754.6 K	25.4%	4.5%	15.4%	1.8
Concierge	16.2 M	12.8 K	\$4.5 M	16.8%	4.3%	10.9%	0.8
Feb-1	3.2 M	1.9 K	\$642.4 K	16.8%	3.4%	10.4%	0.6
Feb-8	3.1 M	2.7 K	\$944.2 K	17.8%	4.4%	10.9%	0.9
Feb-15	3.3 M	3.1 K	\$1.09 M	16.2%	4.4%	13.3%	0.9
Feb-22	3.3 M	2.8 K	\$978.8 K	17.4%	5.2%	9.2%	0.8
Feb-29	3.3 M	2.4 K	\$823.8 K	16.2%	4.1%	10.8%	0.7

Destinations was able to deliver travel inspiration content to a greater audience

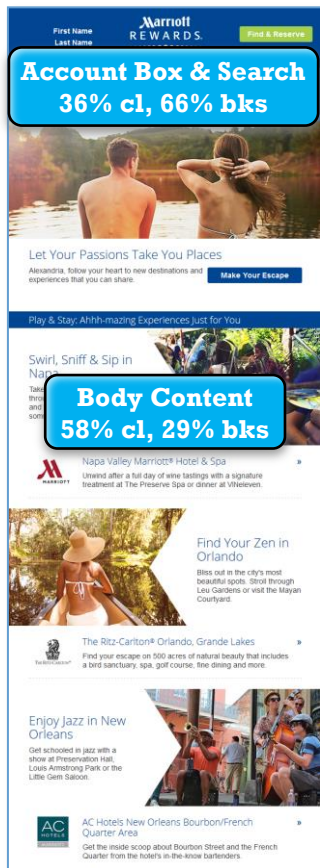
- Less resources
- Greater integration with travel inspiration and travel & property recommendations
- Baseline of open and click engagement from weekly Concierge

Destinations Your Trip Planner Is Here, [FNAME]

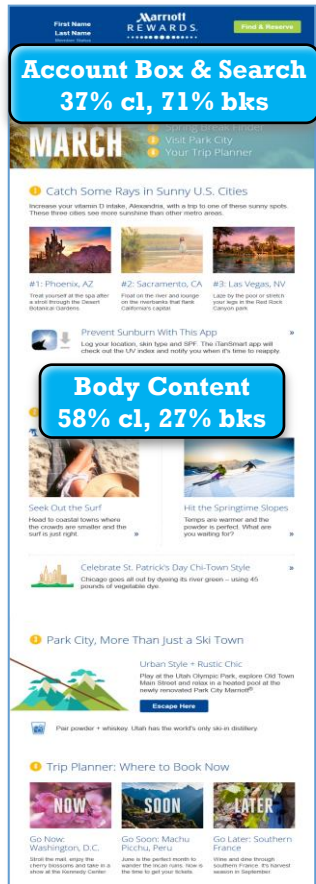
The screenshot shows the top portion of a Marriott Rewards email. At the top, it says "Destinations" and "Your Trip Planner Is Here, [FNAME]". Below this is a navigation bar with "First Name" and "Last Name" fields, a "Find & Reserve" button, and a "Find A Hotel" search bar. The main content area is titled "DESTINATIONS MARCH" and features a section "3 Sunniest Cities in the U.S.A." with a list of cities: #1: Yuma, AZ; #2: Redding, CA; #3: Las Vegas, NV. Each city has a small image and a brief description. Below this is a section "This App Keeps You From Getting Sunburn" with a link to download the app. The next section is "Last-Minute Spring Break Ideas" with two featured destinations: Pensacola Stays Spring Break-Sane and There's Plenty of Snow in Montana. The final section is "Celebrate St. Patrick's Day Chi-Town Style" with a link to a Chicago event. At the bottom, there is a "Plan a Better Ski Trip" section with a link to "Should You Rent Skis or Bring Your Own?" and a "Ski Resorts" button. The footer includes a "Strategy: Book Now to Travel..." section with three featured destinations: Washington, D.C., Denali National Park, and Oktoberfest in Munich.

PO Destinations evolved throughout Q1

February Version



March Version



MoM changes generated insights to further improve Destinations

MoM:

- Click to Open rate fell 25%
- Overall click volume dropped by 32%

March version featured destinations while Feb connected Brands to experiences

TSATs again seemed to engage well with Brand content (supported by other content analysis)

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

WHPH 'Taste of Gold' Solo to drive enrollments

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

First Name
Last Name

Marriott

Find & Reserve

Find A Hotel

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

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

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

Give Me Status

Wondering what's in it for you?

- 25% bonus points for stays
- Lounge access and breakfast for two
- Complimentary room upgrade

Enroll in Marriott Rewards

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

Enrollment metrics from other campaigns should be compared against these results

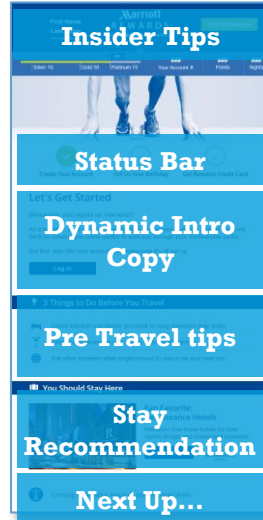
2015 Average	Nonmember Welcome	2015 Hotel Specials	Concierge
Open%: 21.9%	Open%: 26.8%	Open%: 19.9%	Open%: 21.6%
CTO%: 4.6%	CTO%: 11.8%	CTO%: 6.6%	CTO%: 3.9%

The Solo generated a lower CTO% than other Nonmember communications

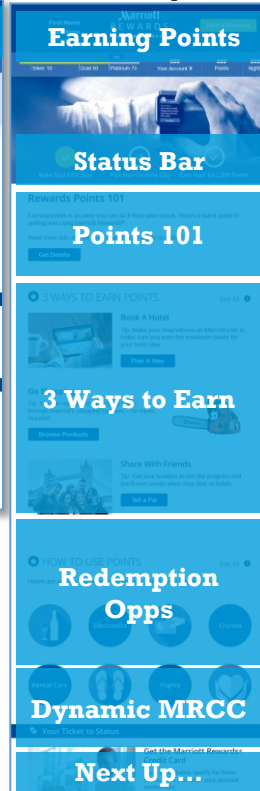
Consider targeting all nonmembers in future enrollment efforts to pick up unidentified WHPH & TSAT

Onboarding to increase program loyalty with early engagement

How to Use Your Rewards Account



How to Earn Points: No Travel Required



Let's Plan Your Next Trip



You Have 50 Million New Friends



Early Engagement	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)
Onboarding	270.0 K	349	\$122.2 K	18.2%	9.8%	7.2%	1.3
Series 1	127.5 K	197	\$66.6 K	20.1%	10.7%	7.2%	1.5
Series 2	89.1 K	123	\$42.2 K	16.9%	9.9%	8.2%	1.4
Series 3	48.4 K	28	\$13.4 K	16.1%	7.2%	5.0%	0.6
Series 4	4.9 K	1	\$89	16.1%	4.5%	2.8%	0.2
Welcome	2.1 M	6.4 K	\$2.9 M	34.7%	19.0%	4.7%	3.1
Welcome	284.2 K	2769	1.3 M	47.2%	22.8%	9.1%	9.7
Points EES1	273.6 K	912	\$381.2 K	36.5%	18.1%	5.1%	3.3
Points EES2	266.1 K	512	\$213.0 K	31.3%	13.8%	4.5%	1.9
Points EES3	253.8 K	619	\$285.1 K	28.3%	11.2%	7.7%	2.4

Require non-standard email KPI's to understand impact

- Drive new member loyalty at a faster rate
- Increase # of new members booking their 2nd stay

Early performance benchmarks

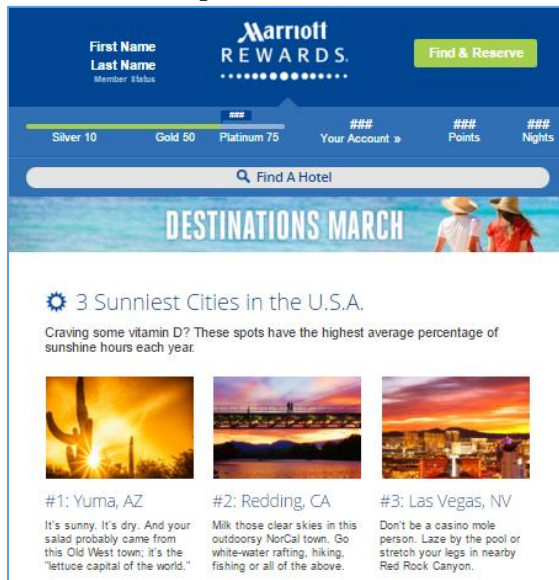
- Open rate after the first message below program avg
- Click to Open rate starts at program avg, falls to similar CTO as Concierge/Destinations

Continue to monitor and connect to longer term engagement KPI's

Learning Agenda focused on
+ content & image tests to increase
click engagement

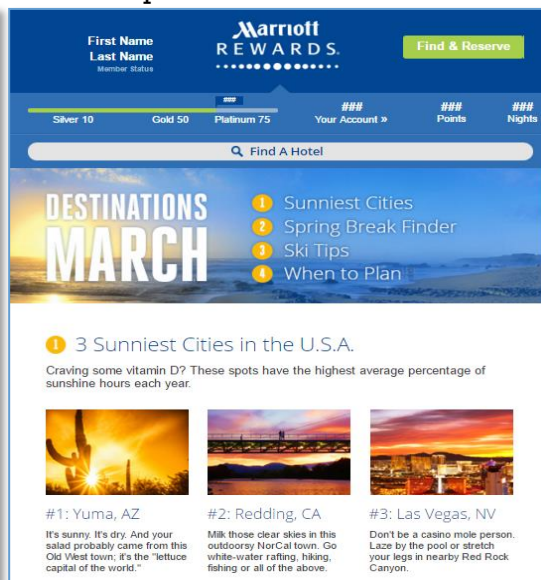
Destinations table of content did not demonstrably increase click engagement

Template 1: Masthead



Clicks: 47.7 K
CTO%: 4.6%
Conv%: 9.5%
Booking/Del (K): .93

Template 2: Table of Contents



Clicks: 48.6 K
CTO%: 4.6%
Conv%: 9.1%
Booking/Del (K): .91

Table of content was tested to see if navigation to content increased click engagement

- TOC version included numbered sections (modules)
- TOC was included, but not tested, in Mar Destinations for PO versions

Overall click engagement was nearly identical between the mailings

Test will be continued in April

Multiple image tests were conducted and generated incremental life in click engagement

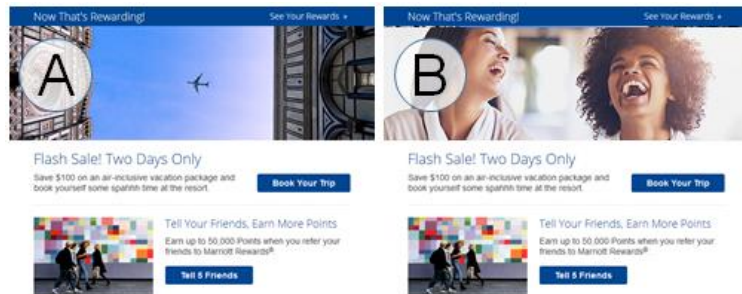
Q1 image testing centered around Lifestyle vs property image testing to optimize messages

Testing capability embodies the philosophy of Orchestration

- Wylei technology serves the most appropriate image vs “winner take all’ A/B testing

A process & infrastructure is being developed to generate longer term learning

- Add to Learning Agenda
- Drive future content development & decisions



(A) Worked best with:

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

(B) Worked best with:

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

TSAT test results

12.4% Lift over Control

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

WHPH test results

6.7% Lift over Control

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

Learning Agenda to focus on driving key objectives

1) Prioritize testing roadmap

A) Objective: Member growth

Question to answer in Q2/Q3: **What content & incentives are valuable to drive member enrollment?**

B) Objective: Increase bookings

Question to answer in Q3: **What content drives bookings?**

C) Ongoing subject line and content testing to optimize Open rate and Click to Open rate

2) Maintain a library of best practices



Learning Agenda | Roadmap
1st April 2016 - 30th October 2017



	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Overall Message	Book Direct MTO	WIR MR	Starwood Integration	Pullback Special	Fall MegaOffers				Year in Review
Test Objective	Imagery	Imagery	Imagery	Benefits	Imagery ¹		Offers		Imagery
Email	Location on property (pool, room, common)	Bar vs. Destination n/v Lifestyle	Property v. Destination n/v ppl	Stay v. Non Stay	Property v. Destination n/v ppl				Active Imagery v. Remaining Imagery
FB	Location on property (pool, room, common)	Bar vs. Destination n/v Lifestyle	Property v. Destination n/v ppl	Stay v. Non Stay	Property v. Destination n/v ppl				Active Imagery v. Remaining Imagery
Landing Page	Pool	Bar vs. Destination n/v Lifestyle	Property v. Destination n/v ppl	Stay v. Non Stay	Property v. Destination n/v ppl				Active Imagery v. Remaining Imagery
Display ²	Location on property (pool, room, common)	Bar vs. Destination n/v Lifestyle	Property v. Destination n/v ppl	Stay v. Non Stay	Property v. Destination n/v ppl				Active Imagery v. Remaining Imagery



Key Takeaways

Q1 2016 Key Takeaways

Q1 Learnings

- ❖ Increased MegaBonus exposure continued to drive click engagement & bookings
- ❖ Destinations delivered travel inspiration content to a greater audience at less resource cost
- ❖ Ongoing content, offer, and image PO segment preferences that optimize each campaign

Continue to explore opportunities to deliver data-driven relevant content like:

- ❖ Targeted offers in PO Offers
- ❖ Preferred destinations in Leisure Travel Solo

Leverage the Learning Agenda to manage testing and maintain a best practice library

Additional KPIs are required to more accurately gauge contribution of email:

- ❖ MegaBonus program registration tracking for Fall'16
- ❖ Nonmember program enrollments against evergreen & adhoc initiatives
- ❖ Onboarding influencing a next stay within 6 months and increasing program engagement
- ❖ Destinations influencing future booking & brand preference
- ❖ MRCC acquisitions that email campaigns drive
- ❖ Email program & campaign contribution to 2016 goals & objectives



Next Steps

Project Orange 2016 goals

PO Goals	WHPH Goal		TSAT Goal
Bookings	Incremental lift over Global Control Group		
Acquisitions	34,511		311,239
Elite Status Migration (Increase in % Basics to Elite)	N/A		
New Brand Trial (% of customers with)	28.9%		22.3%
Leisure Stay (% of customers with)	29.8%		18.6%

Requests:

Quarterly (monthly?) updates

Email program (Channel) contribution

Email campaign (Mailing) contribution

Summary of YLM KPI requests

Goals	Program	YTD Tracking	PO (WHPH & TSAT)	Email Contribution	Email Campaign Contribution
Room Nights	●	●	●	●	●
MRCC Acquisition	●	●	N/A	●	●
Email KPIs	●	●	●	●	●
WHPH/TSAT Acquisitions	●	●	●	●	●
Elite status migration	●	●	●	●	●
New Brand trial	●	●	●	●	●
Leisure stay	●	●	●	●	●



YLM has or can easily get



YLM could have, or is close to having, but not available today



Hasn't been explored

Q1 2016 Key storylines: how to impact things coming up

Orchestration

- **Leverage propensity model**
- **Lifecycle, identified behaviors**
 - **Like to be congratulated,**
- **Are there communications that would be further enhanced by orchestration?**

SPG

- **Communication & content gaps**
- **Leverage SPG merger as a way to join...**



Competitive Insights

Freddie Awards were featured in multiple touchpoints with Reminders in Feb & March

Hyatt Gold Passport

you VOTE
for us with every stay
Cast your ballot for Hyatt Gold Passport® in this year's Freddie Awards.

VOTE NOW

There are so many ways to earn and redeem Hyatt Gold Passport points. No matter how you stay, you can earn points and use them for your next vacation. Now you can also vote for Hyatt Gold Passport to win a special prize. By voting, you'll help Hyatt Gold Passport to upgrade your stay for as few as 5,000 points. So vote now to help your favorite hotel program win.

Where Will Your Points Take You?
Points are powerful. They can take you anywhere. Hyatt Gold Passport points can be used to upgrade your stay for as few as 5,000 points. So vote now to help your favorite hotel program win.

More Points Are Now Within Reach
For a limited time only, members can earn 10% more points on all stays booked between March 1 and March 31, 2016.

SPECIAL OFFERS
Grand Hyatt Rio de Janeiro

Coming Soon: Grand Hyatt Rio de Janeiro
Book tonight, get the 4th night free and enjoy a complimentary breakfast during your stay at Grand Hyatt Rio de Janeiro, coming soon.

Half the Price for Another Full Day
Stay tonight at Hyatt Place Panama City and enjoy a complimentary breakfast during your stay.

Hyatt Place Panama City

Hyatt Makes Its Debut in Naples, FL
As part of the Hyatt Place brand, Hyatt is proud to announce the opening of Hyatt Place Naples, FL. This new hotel is located in the heart of Naples, FL, just minutes from the beach.

Hyatt Place San Juan City Center

A New Hyatt Place Opens in San Juan
Take in the sights of San Juan at the new Hyatt Place San Juan City Center. This new hotel is located in the heart of San Juan, PR, just minutes from the beach.

Hyatt Place San Juan City Center

Hyatt.com
Book on Hyatt.com to get the guaranteed best rate available on any travel site.

ENJOY SPECIAL OFFERS
Enjoy a variety of special offers and more when you stay at Hyatt Gold Passport.

HYATT®
GOLD PASSPORT

you VOTE
for us with every stay
Cast your ballot for Hyatt Gold Passport® in this year's Freddie Awards.

VOTE NOW

Mark Zen
Membership Number: 526631633Y

MY ACCOUNT

Make your voice heard and vote for Hyatt Gold Passport® in this year's Freddie Awards – recognizing the best travel loyalty programs in the world.

Year after year, you've helped make us one of the best hotel loyalty programs around. Let's do it again. Cast your vote by March 31, 2016.

VOTE NOW

WYNDHAM
REWARDS
You've earned this:

Hello, Mitchell
Wyndham Rewards #153091230G
0 points as of 02/22/2016

Today's Best Deals

WYNDHAM
REWARDS
You've earned this:

Hello, Mitchell
Wyndham Rewards #153091230G
0 points as of 02/20/2016

freddieawards

Show your love for
THE MOST MAGICAL
rewards program in the world.

Cast your vote

Great offers worth celebrating

See deals

Deals: \$80 and under*

Dayton, OH	\$72	Denver, CO
Los Angeles, CA	\$73	Seattle, WA
Philadelphia, PA	\$83	Baltimore, MD

Steals: \$60 and under*

Every stay earns points toward FREE NIGHT

Wyndham Boston
Boston, MA

Wyndham by Wyndham
St. George, UT

Have another adventure in mind?

Vote now

Vote for Wyndham Rewards in the Freddie Awards now through March 31, 2016

The winners of the Freddie Awards are the best of the best in loyalty travel programs. What makes these awards so exciting and special is that they are voted on by YOU. So, if you love earning free nights fast at amazing hotels across the world, then vote for Wyndham Rewards in the 2016 Freddie Awards.

Vote now

freddieawards


BEST
Travel Rewards
Hotel Program
by U.S. News & World Report

Ranked one of the Best Travel Rewards Hotel Programs by U.S. News and World Report.

Vote for Wyndham Rewards

Q1 Energy moments



Valentines Day

Priority Inbox Users, please click the  above to ensure that you see our latest offers.

Treat that special someone with an evening at 400 Olive.
View Online | Add to Address Book | Forward to a Friend

Hilton
HOTELS & RESORTS

ABOUT US | OFFERS | DOWNLOAD A

MEMBER  YOUR POINTS  LOGIN

Valentine's Special

Enjoy a 5 course meal for just \$50 per person.
Evening will include entertainment during dinner and

RESERVE

DISCOVER MORE

starwood
HOTELS & RESORTS

Will You Be My Valentine?

Valentine's Day is the perfect excuse to express our love to the most important people in our life.

Bring your loved ones and we'll ask Cupid to shoot his arrows of love. For a blissful end to a hectic day, visit Le Meridien Dubai's Food and Beverage Outlets for our luscious Valentine's Day offers.

• The Valentine's Spirit is Upon Us

LEARN MORE

GET FREE WI-FI*
as an HHonors member when you book direct.

Plus, enjoy other benefits like:

- The Best Price Guarantee
- HHonors Points Towards Free Night

View our Privacy Statement | Contact Us

Hilton | Waldorf Astoria | Conrad | Canopy | Clario | Tapestry | Tru | Home2 Suites by Hilton | Hampton by Hilton | Hilton Garden Inn | Hilton Grand Vacations

Easter Offers

spg. Starwood Preferred Guest

WALDORF ASTORIA | CANOPY | CLARIO | TAPESTRY | TRU | HOME2 SUITES BY HILTON | HILTON GARDEN INN | HILTON GRAND VACATIONS

EXCITING EASTER TREATS

Plan the Perfect Easter Getaway.

Enjoy the season with Great Hotel Rates from NGN24,999. Rates are inclusive of Complimentary Breakfast, Internet or Taxes.

CLICK HERE TO LEARN MORE

EASTER CELEBRATIONS

GREAT HOTELS. GREAT RATES.

Explore other exciting Easter offers below

Enjoy Special Easter Delicacies at Sheraton Abuja Hotel

Treat your whole family to a Special Easter Buffet at the Papillon Restaurant. [Learn More & Book Now](#)

Sheraton Lagos Special Easter Brunch

Enjoy a delectable Easter brunch buffet at the Sheraton Lagos Hotel. [Learn More & Book Now](#)

Easter Buffet Lunch at Le Meridien Port Harcourt

Come along with your family and friends to enjoy the Special Easter Lunch Buffet at the Ororo restaurant. [Learn More & Book Now](#)

Spring Break

Club CARLSON

Hi, Mitchell Acct. ending: 4091 Points: 0* Red Member

TAKE 25% OFF 3 DAYS ONLY

Three Days to Save Big

It's not too late to enjoy spring break savings! Beat the winter blues with Carlson Rezidor and save 25% on getaways now through March 31. But hurry, you must book by March 11, 2016 to take advantage of this great offer — available only at participating Carlson Rezidor properties.

Book Now

Hilton launched new account box

Hilton Account Statement

- Dedicated real-estate to member activity
- “Account Alerts” positioned as personalized notes

HILTON HHONORS | EXPLORE HHONORS | DOWNLOAD APP | OFFERS

Good Afternoon, MITCHELL
Account# 271594351 | Activity as of 20-FEB-2016

Total Points
0

Tier Status
Blue

[VIEW ACCOUNT](#)

Based on your activity so far this year, your 2017 status would be **Blue**.

Stays Completed: 0 / 4 Stays
Nights Stayed: 0 / 10 Nights
Base Points Earned: 0 Points

Check out your Account Alerts

★ Introducing **Tru by Hilton** – a new brand that's simplified, spirited & grounded in value. [LEARN MORE](#)

✗ You're **not registered** for the Double Your HHonors promotion. [REGISTER NOW](#)

Offers chosen just for you

2X POINTS OR MILES AT EVERY HOTEL
[SIGN UP](#)

PLAY MORE WITH RATES FROM \$99
[BOOK NOW](#)

EARN POINTS WITH ONE OF OUR MANY PARTNERS
[LEARN MORE](#)

TREAT YOURSELF TO SOMETHING SPECIAL
[LEARN MORE](#)

Good Afternoon, MITCHELL
Account# | Activity as of 20-FEB-2016

Total Points
0

Tier Status
Blue

[VIEW ACCOUNT](#)

Based on your activity so far this year, your 2017 status would be **Blue**.

Stays Completed: 0 / 4 Stays
Nights Stayed: 0 / 10 Nights
Base Points Earned: 0 Points

Check out your Account Alerts

★ Introducing **Tru by Hilton** – a new brand that's simplified, spirited & grounded in value. [LEARN MORE](#)

✗ You're **not registered** for the Double Your HHonors promotion. [REGISTER NOW](#)

Starwood increased promotional points offers

Credit Card Offer

- 35,000 points; most ever

SPG Preferred Rewards Member Number: ****0001

Our highest Starpoints offer ever.

FOR A LIMITED TIME, GET **35,000 BONUS STARPOINTS.**

Apply for The Starwood Preferred Guest® Credit Card from American Express, and once approved, get 35,000 bonus Starpoints after you use your new Card to make \$3,000 in purchases within the first 3 months.* That's our highest Starpoints offer ever and enough for 2 free nights at a Category 5 hotel.* Some hotels may have mandatory hotel and resort charges.

APPLY NOW

Apply by March 30, 2016. For this offer, and upon approval, you'll enjoy a \$0 introductory annual fee for the first year, then \$95.* **Rates & Fees**

WITH THIS CARD, YOU CAN ENJOY BENEFITS, INCLUDING:

- ✓ Up to 5 Starpoints for each dollar of eligible purchases at participating SPG® hotels — that's 5 Starpoints for which you may be eligible as a Card Member in addition to the 2 or 3 Starpoints for which you may be eligible as an SPG member.*
- ✓ 1 Starpoint for each dollar of all other eligible purchases.*
- ✓ No Foreign Transaction Fees on international purchases.* **Rates & Fees**
- ✓ Free in-room, premium internet access while staying with SPG Participating Hotels.* Booking requirements apply.
- ✓ Reaching Elite privileges faster: As a Card Member, receive credit for 5 nights and 2 stays each year toward SPG Elite status. That's just 20 nights away for SPG Gold status and 45 nights away for SPG Platinum status in a calendar year.*

ARE YOU A BUSINESS OWNER?
Get the same great benefits and more.
Learn more >

SPG Preferred Rewards Member Number: ****0001

SPG Preferred Rewards Member Number: ****0001

SPG Take Two is now four.
Register now >

We've expanded our global promotion. Register for our newest global promotion, SPG® Take Two, and earn up to 10,000 bonus Starpoints at Tribute Portfolio™ hotels. You can earn up to 10,000 bonus Starpoints at 2X the rate of 2 or more nights at select locations, and double Starpoints at all Starwood hotels and resorts. Plus, you can earn additional 250 Starpoints per night at the SLS Las Vegas and The Khorlo.

DOUBLE STARPOINTS
ON STAYS OF 2 OR MORE NIGHTS WORLDWIDE

250 BONUS STARPOINTS
PER NIGHT AT SELECT HOTELS, INCLUDING THE SLS LAS VEGAS AND THE KHORLO

2,500 BONUS STARPOINTS
When you stay a total of 15-24 nights

7,500 ADDITIONAL BONUS STARPOINTS
When you stay at 25 or more nights

Earn Starpoints faster with any or all of these offers through April 30, 2016.

ONE-CLICK REGISTRATION

With a new, pay-by-the-accounting approach for each offer.

Earn double Starpoints and up to 10,000 bonus Starpoints at these Tribute Portfolio hotels.



Take Two Promotion

- 2X points with 2+ night stays
- 250 additional points for select locations
- 2,500 additional points after 15 nights
- 7,500 additional points after 25 nights
- 2X points and up to 10,000 with stay at Tribute Portfolio

Hilton Spring Flash Sale



Hilton Garden Inn
New York/West 35th Street

WINTER FLASH SALE! ENJOY THE WARMEST RATES OF THE SEASON PLUS TWO COMPLIMENTARY DRINKS & WI-FI

Looking to save in New York City? Enjoy a winter getaway in the Big Apple, or book now for Spring 2016. For a limited time, Hilton Garden Inn® New York/West 35th Street is inviting guests to experience our discounted "We Love Our Guests Package" with great weekend rates from \$119. From now until April 30, 2016, book your overnight stay via this offer and enjoy the following rates*:

- Rates from \$119 for weekends in February 2016.
- Rates from \$179 for weekdays in February 2016.
- Up to 15-20% off for all other days through April 30, 2016!


*These special rates include two free welcome drinks at the revitalized lobby bar and complimentary Wi-Fi (\$24 value). Guests must book by clicking on the link below or by calling 1-877-STAY-HGI, or the hotel directly at 212-594-3310, and requesting plan code BZ.

BOOK NOW >

GET FREE WI-FI*
as an *Hilton* member when you book direct. **LEARN MORE**

Plus, enjoy other benefits like:

- The Best Price Guarantee
- Hiltons Points Towards Free Nights
- Digital Check-in



Hilton
MINNEAPOLIS

72 HOUR FLASH SALE
DRIVE IN, NO MONEY
LOW RATES
AND COMPLIMENTARY WIFI!
FROM \$89
BOOK NOW >

72 HOUR FLASH SALE - RATES FROM \$89
BOOK BY JANUARY 29TH FOR LOWEST RATES THROUGH MARCH


BOOK NOW >

Drive In and Do More in Minneapolis this Winter and Spring with exciting shows at the Minneapolis Convention Center! Enjoy our delicious dining options on property, or explore the arts and entertainment around the city. Take Advantage of our limited time low rates that must be **booked by Jan 29th** for your stays through **March 20th**. Book today as these rates won't last!

BOOK YOUR LOW RATE TODAY FOR AN UPCOMING PUBLIC SHOW!

Event	Dates	Book Now
International Motorcycle Show	February 5-7, 2015	Book Now
RV, Vacation & Camping Show	February 11-14, 2016	Book Now
Minnesota Golf Show	February 12-14, 2016	Book Now
Minneapolis Home & Garden Show	February 26-28 & March 4-6, 2016	Book Now
Twin Cities Auto Show	March 12-20, 2016	Book Now
Wedding Fair	March 20, 2016	Book Now

*Hiltons Members enjoy Free Standard WiFi, Digital Check-in and now, Digital Key! **Sign Up Today.**



NEW FAMILY ROOM SUITES!
Ideal for families, this Junior Suite with a King Sized bed and separate living area that includes a queen size sofa sleeper is connected to a King Bedroom.

BOOK NOW >

GET FREE WI-FI*
as an *Hilton* member when you book direct. **LEARN MORE**

Plus, enjoy other benefits like:

- The Best Price Guarantee
- Hiltons Points Towards Free Nights
- Digital Check-in

LIMITED TIME ONLY!

25% OFF
HONORS ONLY
SPRING PRE-SALE

BOOK NOW

Hilton

OUR SPRING FLASH SALE IS GONE

CHECK OUT OTHER DEALS AT HILTON.COM


HURRY! SALE ENDS TONIGHT AT 11:59PM CST

00:00:00:00
DAYS HOURS MINUTES SECONDS


Hilton

Persistent Hilton direct booking message

Spring Theme DC offer

EXPLORE HHONORS | DOWNLOAD APP | OFFERS

Hello MitchellMEMBER #: 277594357YOUR POINTS 0LOGIN



SPRING SAVINGS IN D.C.

See Washington D.C. in bloom with weekend rates from \$99.


BOOK NOW

START SAVING MORE


Introducing the lowest price anywhere online, for members only

BOOK NOW

eRewards Opinion Panel

EXPLORE HHONORS | DOWNLOAD APP | OFFERS


Hello MitchellMEMBER #: 277594357YOUR POINTS 0LOGIN



EARN 1,000 POINTS

Join the e-Rewards® Opinion Panel, take online surveys and earn valuable Rewards.

ENROLL NOW




START SAVING MORE

Introducing the lowest price anywhere online, for members only


BOOK NOW

Point Purchasing Offer

- Receive 60% more point by April 1

EXPLORE HHONORS | DOWNLOAD APP | OFFERS

Hello MitchellMEMBER #: 277594357YOUR POINTS 0LOGIN



60% MORE POINTS

When you purchase Hilton HHonors™ Points by April 1, 2016.

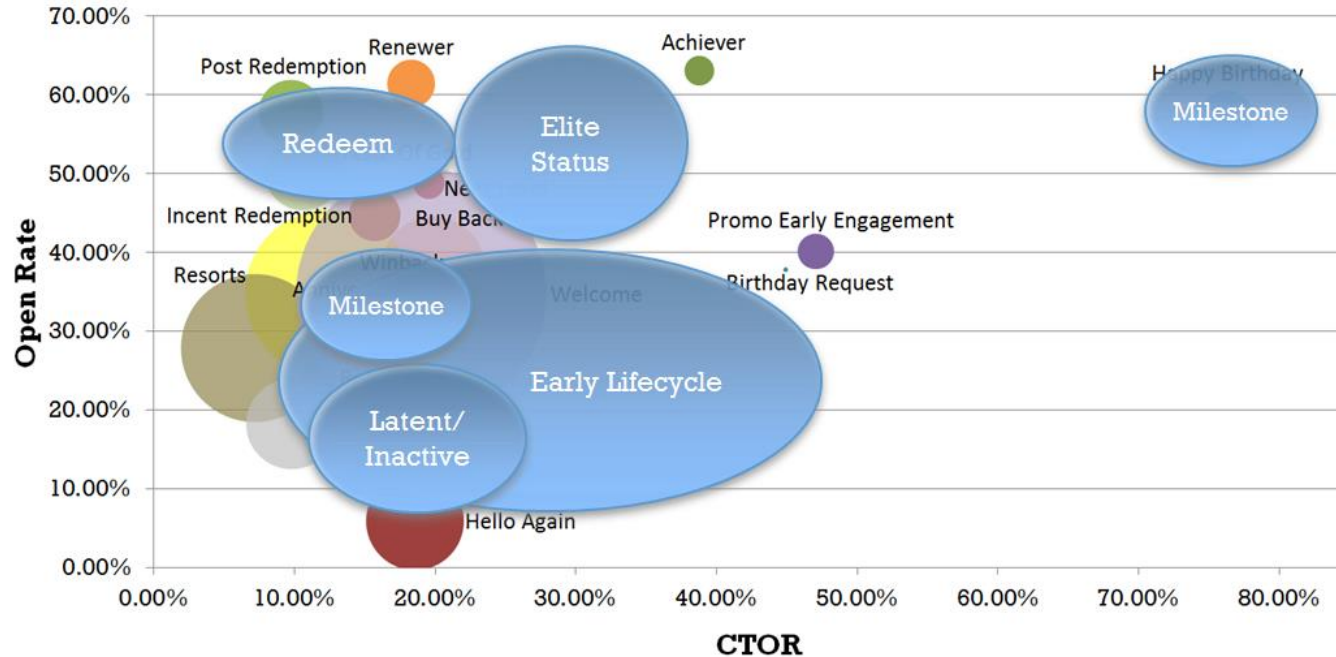
BUY POINTS

START SAVING MORE

Introducing the lowest price anywhere online, for members only

BOOK NOW

Redemption, Elite status & milestone campaigns drove high engagement



Redemption & Elite Status emails: Optimize through increasing relevancy & highlighting Halo properties
Early Lifecycle: Monitor Onboarding campaign and segment content based on member engagement
Latent/Inactive: **Incrementally optimize to showcase new program features & offering; incentives**

+ Thank You!



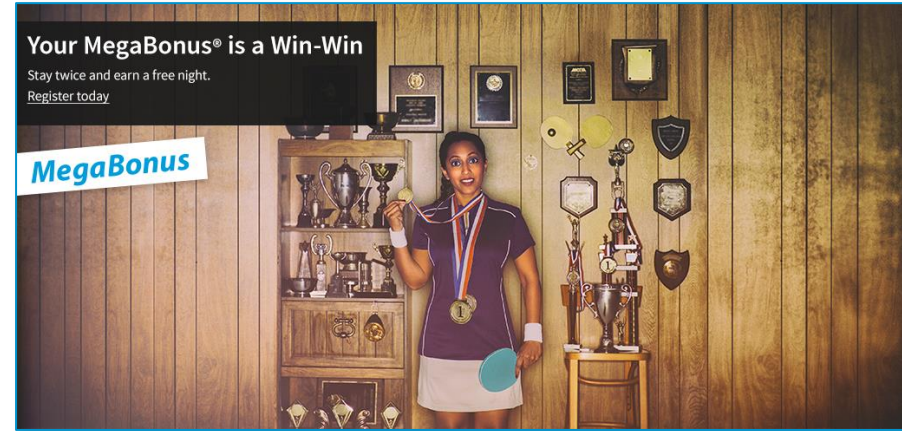
Appendix

Paid media Q1 summary

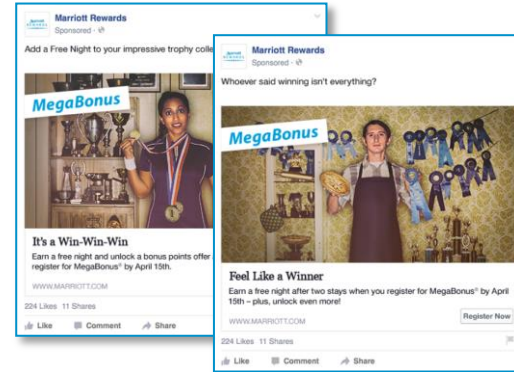
PO segment	Cost	Imp	Book	GRE	2015 GRE Total
WHPH	\$243.1 K	47.3 M	35.6 K	46.3	16.5
TSAT	\$108.3 K	23.5 M	8.2 K	22.6	3.6
Total	\$351.4 K	70.8 M	43.8 K	39.0	10.9

By Q1, creative was fully coordinated with supporting major MR initiatives

Landing Page Hero



Facebook



GDN

