



# Q4 2018 EMAIL PROGRAM REVIEW

February 14, 2019

*yes*

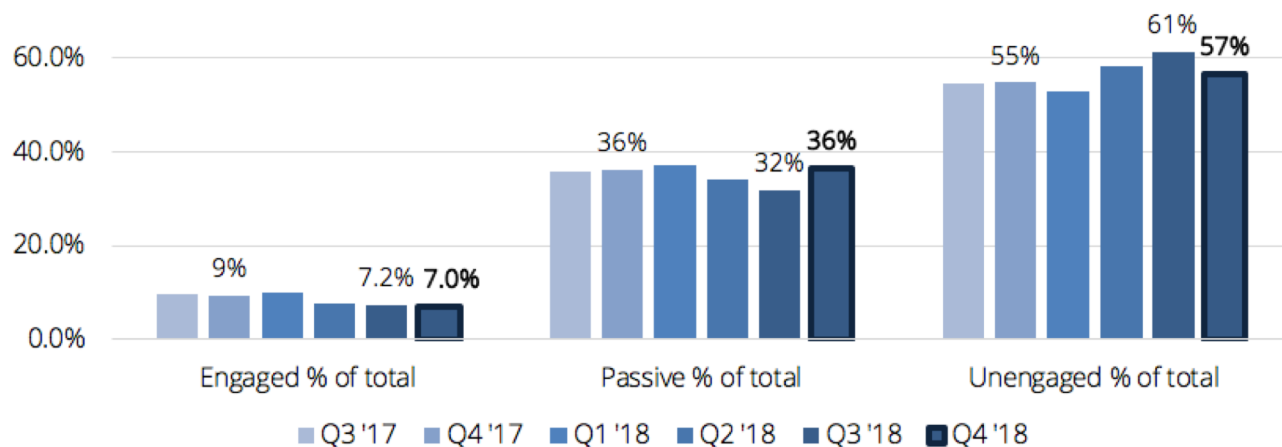
# EMAIL REVIEW AGENDA

- 📍 Performance Summary
- 📍 Key Initiatives
- 📍 Optimization Trends
- 📍 Actionable Insights

# PERFORMANCE SUMMARY

# MEMBER ENGAGEMENT IS ON THE RISE AT 43% IN Q4 '18

% of Email Interaction (MR Mbr)



Email interaction:

- Engaged = Opened and clicked; includes clicked, no open
- Passive = Opened but did not click
- Unengaged = Not opened and not clicked

- 43% of members are opening & clicking on emails
  - +12% QoQ
  - -4% YoY
- Increase in delivered emails each month led to more unique opens (Passive rate)
- Clicks were up Oct & Nov, but dropped in Dec vs. 12-mos avg. (Engaged rate)
- Continue to monitor and establish new baselines post-OBOP



## Q4 2018 PROGRAM DASHBOARD

- Increased delivery led to 34% more impressions QoQ
- Stable unsub rate; actually dropped 0.03pts to 0.14%
- Seasonal declines are visible with most KPI's, but larger financial gaps YoY
  - Q4 '18 KPI influencers: security breach & email blackout, no Holiday themed campaign, program related messages vs. booking, paused auto's, increased field and co-brand support

371.0 M  
Total Delivered

↑ 45.5% QoQ  
↓ 0.6% YoY

74.5 M  
Impressions

↑ 34.4% QoQ  
↓ 4.3% YoY

4.6 M  
Traffic

↓ 1.0% QoQ  
↓ 22.6% YoY

\$27.5M | Revenue

↓ 17.0% QoQ ↓ 58.3% YoY

83.6K | Bookings

↓ 16.4% QoQ ↓ 59.5% YoY

1.8% | Conversion

↓ 0.3% QoQ ↓ 1.7% YoY

0.23 | Bkgs./K Deliv.

↓ 42.5% QoQ ↓ 59.2% YoY

20.1%

Open Rate

↓ 1.6% QoQ

↓ 0.8% YoY

1.2%

CTR

↓ 0.6% QoQ

↓ 0.4% YoY

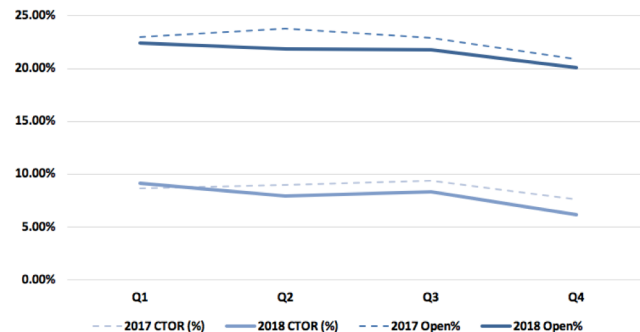
6.1%

CTO Rate

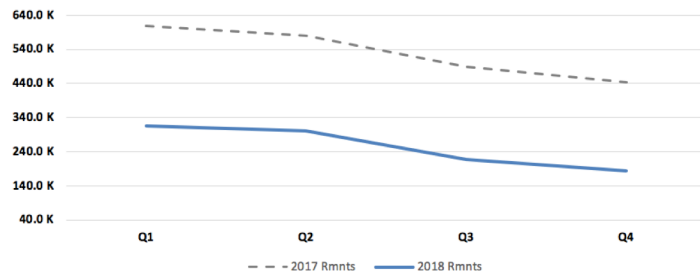
↓ 2.2% QoQ

↓ 1.5% YoY

Open Rate and Click to Open Rate (CTOR) YoY

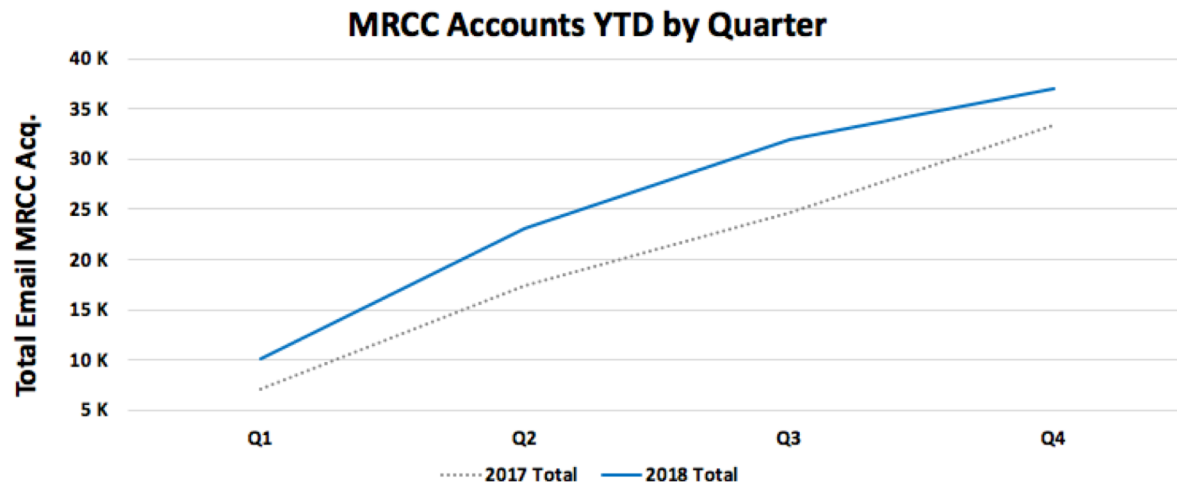


Room Nights YoY Trend by Quarter



184.7K Room Nights: ↓ 14.7% QoQ ↓ 58.3% YoY

# GAINED 36.9K NEW ACCOUNTS BY YEAR-END



## 2018 recap:

- New accounts were +11% YoY
- 5% below 2018 goal of 38.8K

## More aggressive goal in '19:

- Consider developing a communication plan and monthly forecast
- Develop contingency plan for off track performance

# KEY INITIATIVES

## E2+ Stays Lifecycle Promotion

(Register by Oct 31; Stay by Dec. 31, 2018)

- Targeted new members w/ <2 stays
- Offer test: free night award vs. 4K bonus points
- Promo goal: encourage 2+ stays
- Used past promo email successes:
  - SL/PH (Direct, short, promo)
  - Support emails (confirmations)
  - Reminders (reg. and booking)
  - Travel ideas & Wylei optimization

3.7M Delivered

748.3K Impressions

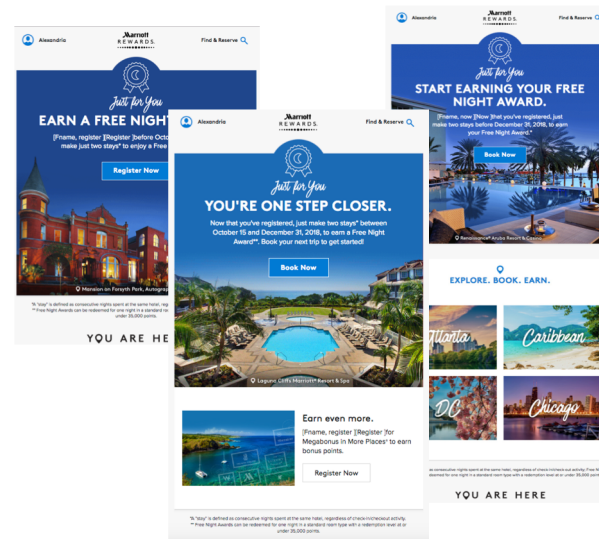
119.6K Traffic

40.3K Registrations

\$162.6K Revenue

# PERFORMANCE OF FNA vs. 4K POINTS

- Oct. registration email engagement showed favor to Free Night Award (bookings +4%, revenue +14%); but other KPI's were similar
- 4K Pts. had 11% more registrations and a 6% higher reg. rate; 1.9% vs. 1.8% for free night
- Points stats:
  - 1.02M Targeted
  - 19.5K (2%) Registered
  - 5.6K (29%) Achieved 1<sup>st</sup> stay (pts awarded)
  - 1.7K (30%) Achieved 2<sup>nd</sup> stay (pts awarded)
- Free Night stats:
  - 984.1K Targeted
  - 17.5K (2%) Registered
  - 3.3K (19%) Achieved 1<sup>st</sup> stay; waiting on 2<sup>nd</sup> stay counts
  - 96 Free night awards already redeemed



# RECOMMENDATIONS

## 1. Continue to leverage subject line and pre-header optimization tactics

Oct Registration email used exclusivity and personalization

- 20% open rate (similar to eNews avg.)

SL = "Erica, This Offer Is Just For You"

PH = "An exclusive offer for new Rewards members"

Nov and Dec Booking reminders led with: offer, attainability, urgency, and personalization

- Nov. open rate was an average of 43% (all versions)

Nov. SL (1 stay group) = "Erica, Your Free Night Award Is Within Reach"

Nov. PH = "You've got until December 31 to earn."

- Dec. open rate was an average of 35% (all versions)

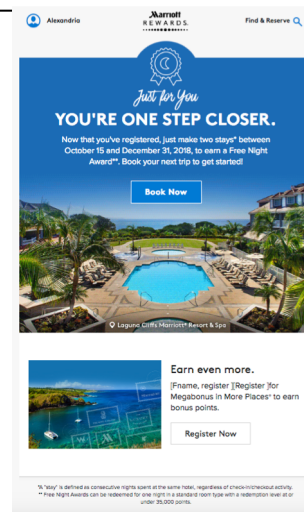
Dec. SL (1 stay group) = "Erica, You're So Close To Your Free Night Award"

Dec. PH = "Complete your stays before December 31 to earn."

# RECOMMENDATIONS (CONT.)

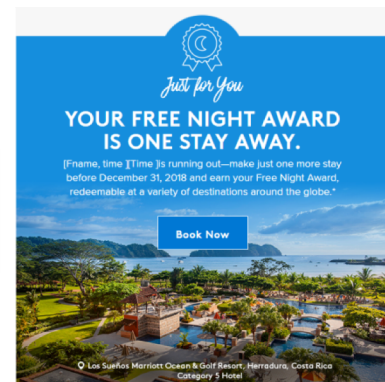
2. Registration confirmation emails can lift financial KPI's & incrementality

3. Tailored reminder messages based on promo interaction successful aid in reaching goals



Delivered:	<b>17.7K</b>
Open:	<b>60%</b>
CTOR:	<b>10%</b>
Unsub:	<b>0.03%</b>
Revenue:	<b>\$24K</b>
Bookings:	<b>71</b>

Open Rate:	<b>36.1%</b>
CTOR:	<b>8.2%</b>
Unsub Rate:	<b>0.08%</b>
Revenue:	<b>\$6.6K</b>
# Bookings:	<b>30</b>



Q4 PROMO EMAILS KICKED-OFF ON SEP 12<sup>TH</sup>

64M

Delivered

12M

Impressions

987K

Traffic

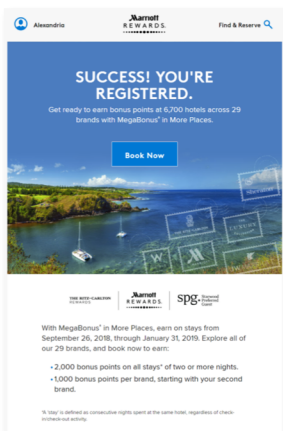
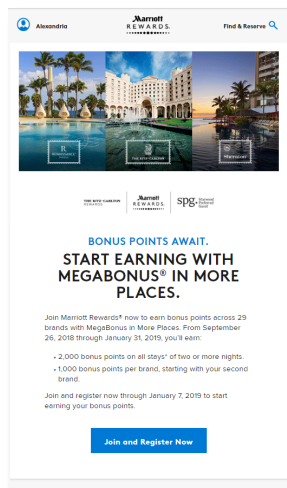
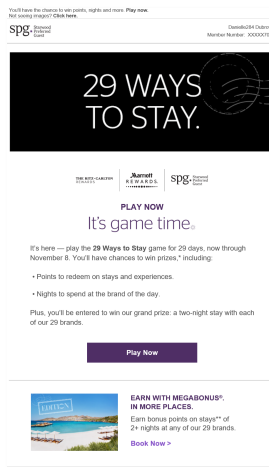
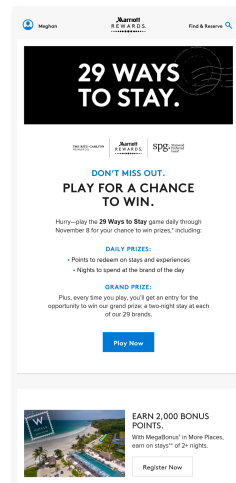
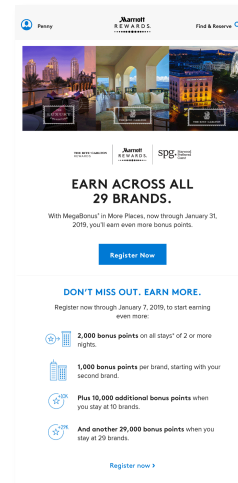
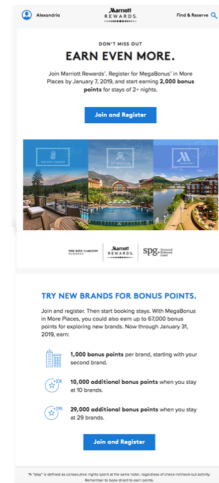
277K

Registrations

\*All Channels

\$8M

Revenue

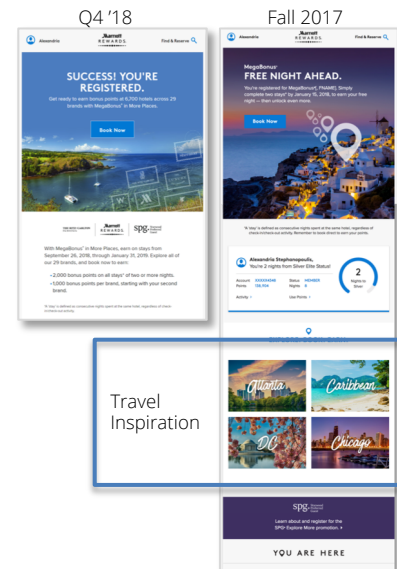
Registration  
ConfirmationSolo  
AnnouncementGame  
AnnouncementGame  
ReminderPromo  
ReminderPromo/Acquisition  
Reminder



# PROVEN EMAIL TACTICS DRIVE ENGAGEMENT

Email channel engagement:

- **57% open rate for reg. confirmation email**; up 4% vs. Fall 2017, but CTO of 5% was down 41%
  - SL used personalization and familiar MegaBonus name
    - SL: Congratulations! You're Registered!
    - PH: Start earning bonus points for stays of two or more nights and for exploring new brands.
  - Recommend adding travel ideas to lift clicks – proven click catcher
- **55% of total impressions** from continuation of **reminder messages** (reg. and booking); near avg. open rate of 19% and \$3.1M in revenue
  - Additional focus needed to up the engagement with basics and non-members will help lift KPI's
  - Elevate earning potential and further segment non-members

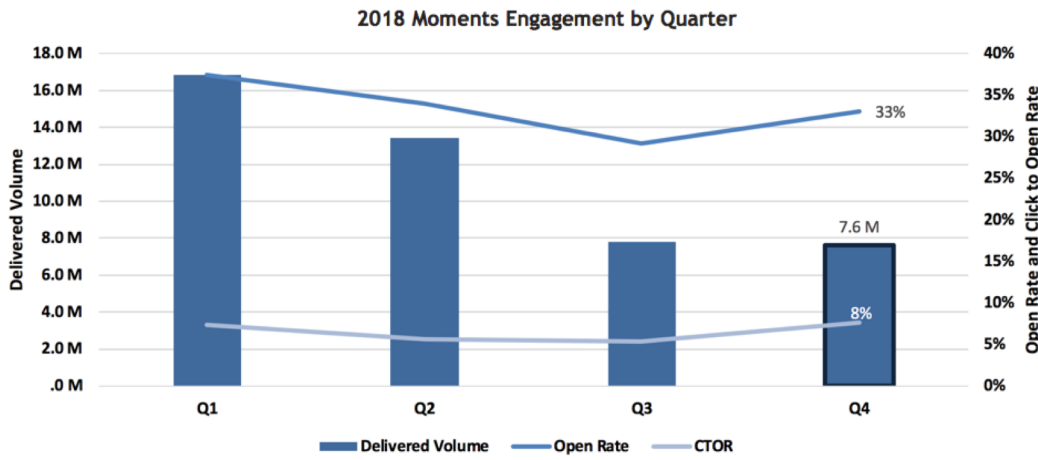


Dec. '18 Reminder	Delivered	Open %	Click %	CTO %	Unsub %	BPK
BASIC	9.5M	16.3%	0.5%	3.0%	0.11%	0.10
SILVER	1.2M	22.4%	1.6%	7.3%	0.06%	0.56
GOLD	767.2K	27.0%	2.6%	9.8%	0.04%	0.90
PLATINUM	1.01M	34.6%	4.5%	12.9%	0.02%	2.81
NON-MEMBER	4.8M	19.4%	0.5%	2.5%	0.47%	0.08
TOTAL	17.4M	19.1%	0.9%	4.7%	0.20%	0.32

## POSITIVE RESULTS FOR Q4 PROMOTION OVERALL

- Overall engagement was positive for all 3 programs combined (MR, SPG, RCR)
- Promo team selected the Fall 2017 MegaBonus as comparable reference campaign
  - 2017 promoted stay two times, earn a free night promo with targeted unlock offers
- 1.64M registrants; up 9.9% vs. Fall 2017 MegaBonus (reference campaign)
- 66% Activation rate; up 1.5% vs. Fall '17
- \$72.4M in incremental revenue (as of Nov 30 '18); up 8.7% vs. Fall '17

# Q4'18 MOMENTS SOLO AVG. OPEN RATE UP 13% QoQ FROM SUBJECT LINE OPTIMIZATION



- 33% open rate average in Q4 '18 from consistent SL and PH testing
- CTOR up 41% QoQ; avg. rate of 8%

- SL's with a points reference or balance was a consistent winner
- Continue to test celebrity callouts in SL and/or PH

Q4 '18 Campaign & Subject Lines	Winner (% Pts. Inc.)	Description of Winner
November '18 Moments <ul style="list-style-type: none"> <li>• <b>You've got 20,000 points to spend.</b></li> <li>• Exclusive Access to Aloe Blacc, Keith Urban and more</li> </ul>	Winner +5.5 pts.	Personalized with points balance, short
December '18 Moments <ul style="list-style-type: none"> <li>• <b>Score Big With Your Points</b></li> <li>• Turn Your Points Into NFL Moments</li> </ul>	Winner +2.7 pts.	Sports language with personalization "your points"

## A LOOK AT RESENDS...

- Resends are simply re-deployments of a MRCC acquisition email
- May, June, and Dec '18 are months where resends were deployed to support co-brand promotions, as well as to help reach goal
- So what happened?

### Resend vs. Initial

- 2% higher open rate
- 4% lower CTR
- 6% lower CTOR
- 14% lower unsub rate

### Email Engagement

- Elites had highest open rate: 27%
- Non-members had 2<sup>nd</sup> highest open rate: 22% but click rates fell below Basics
- 63% of unsubs are from Non-members; 34% Basics

### New Accounts

- Resend months drive double digit increases MoM
- May saw +49% new accounts MoM; June +12% and Dec +92%
- Need resend vs. initial tracking from bank

# GENERAL RESEND RECOMMENDATIONS

1. Send email at a different time of day to appear fresh and different from initial email; also deliverability friendly – try afternoon or evening
2. Tie message to recent or upcoming event/activity; use as tip or did you know messaging
  - Recent stay/upcoming trip – **On your next trip, earn XX with...** or **Get ready for Atlanta! Earn XX...**
  - Birthday or Anniversary – **Start celebrating early...**
  - New member – **New member tip #22, register for...**
3. Target mailing and connect content to previous email activity; if member engaged in related content in the past, give a subtle nod to knowing that
  - Past email opener/clicker/registrant - **Another great promotion for you to explore...**
4. Use differentiated and service oriented subject lines
  - **"We didn't want you to miss this..."**

# OPTIMIZATION TRENDS

## Q4 '18 SUBJECT LINE TEST TRENDS

At times, coming up with subject lines & pre-headers can be super challenging. Let's see what worked this quarter.

1. Offer-Driven: ECM Solo – “Upgrade and Earn 50,000 Points” (a two-time winner)
2. Short: Moments – “Score Big With Your Points” (2.7pts higher than version calling out NFL)
3. Personalized: Moments – “You've got 20,000 points to spend.” (beat celebrities version)
4. Supportive: Destinations – “Here Are 6,700 Reasons to Plan a Vacation”

Short, offer-driven, and personalized were the reoccurring themes for winners.

# WYLEI DCA: 2018 HEADLINE WINNERS

Consider using headline winners to create and test subject lines and pre-headers

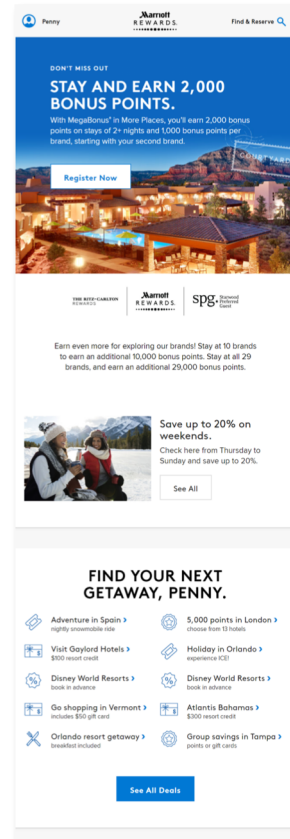
- Sep '18 Targeted Booking: **10% Off Is Waiting For You.**
- Sep '18 Targeted Booking: **Don't Miss Out On Our Lowest Rates.**
- Oct '18 MRCC Acquisition: **75,000 Bonus Points**
- Nov '18 Targeted Booking: **Get Our Lowest Rates, Guaranteed.**
- Nov '18 Targeted Booking: **Just For You: 10% Off Your Next Trip.**
- Dec '18 MegaBonus Reg. Reminder: **Don't Miss Out On 2,000 Bonus Points.**

\*Get even more targeted by leveraging campaign-specific DCA results for headline engagement by member level, point balance, # of nights, and device



# SUMMARY OF CAMPAIGN CHANGES

- Subject line test & roll
- MegaBonus promo in hero vs. middle
- Field Offers in middle module vs. hero
- eBreaks in secondary module vs. bottom



## SUBJECT LINES THAT ARE PERSONALIZED ARE CONSISTENT HIGH PERFORMERS

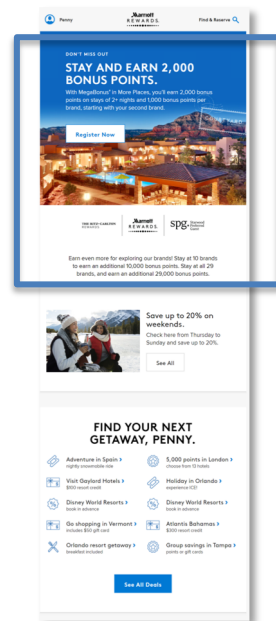
2018 subject lines and pre-headers with the highest open rates:

- November: **We Picked These Just for You** (20.3%)
  - PH: Save up to 20% on holiday travel and more.
- March: **Erica, Your April Travel Deals** (20.0%)
  - PH: Pus, get low rates on weekends, earn bonus points and more.
- August: **Erica, Your September Travel Deals** (19.2%)
  - PH: Save 20-30% across sunny destinations.
- February: **Erica, Your March Travel Deals** (18.3%)
  - PH: Plus, use your points for VIP experiences and more.

# MEGABONUS IN HERO ENGAGEMENT

- All had similar delivered counts (~10M), had the MB in Hero, MRCC in bottom offers, Wylei Destinations NavBar, and Account box at the end
- December performed best, beating the 2018 HS average on almost all KPIs

	Open%	Click%	CTOR	Unsub%	Bookings	Rm Nts	Revenue	BPK	Conv%
<b>September</b>	<b>15.0%</b>	<b>1.1%</b>	<b>7.4%</b>	<b>0.14%</b>	<b>2.4 K</b>	<b>5.2 K</b>	<b>\$780.7 K</b>	<b>0.24</b>	<b>2.2%</b>
<b>October (sent in Nov)</b> • MegaBonus game in bottom offers	<b>15.4%</b>	<b>1.1%</b>	<b>6.9%</b>	<b>0.09%</b>	<b>2.6 K</b>	<b>5.7 K</b>	<b>\$822.4 K</b>	<b>0.25</b>	<b>2.4%</b>
<b>November</b> • eBreaks module below Hero	<b>15.0%</b>	<b>0.9%</b>	<b>6.1%</b>	<b>0.13%</b>	<b>2.7 K</b>	<b>6.0 K</b>	<b>\$868.6 K</b>	<b>0.27</b>	<b>2.9%</b>
<b>December</b> • eBreaks module below Hero	<b>15.9%</b>	<b>1.3%</b>	<b>8.0%</b>	<b>0.15%</b>	<b>4.6 K</b>	<b>10.5 K</b>	<b>\$1.6 M</b>	<b>0.45</b>	<b>3.6%</b>
<b>2018 Hotel Specials Average</b>	<b>17.0%</b>	<b>1.2%</b>	<b>7.3%</b>	<b>0.14%</b>	<b>3.2 K</b>	<b>7.0 K</b>	<b>\$1.1 M</b>	<b>0.32</b>	<b>2.6%</b>

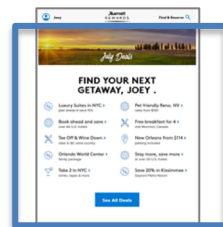


# MEGABONUS IN LOWER MODULE

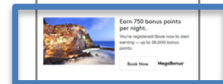
- All had similar delivered counts (~10M), had the Field Offers in Hero, Account box below hero, MRCC in bottom offers
- March performed best, beating the 2018 HS Average on almost all KPIs
- MegaBonus in Hero did not lift the campaign as much as when it was in lower modules; varying promo offers are a consideration for engagement

	Open%	Click%	CTOR	Unsub%	Bookings	Rm Nts	Revenue	BPK	Conv%
<b>March</b> (8.8M deliv.) • MegaBonus in stretchy band • eBreaks at bottom	20.0%	1.5%	7.7%	0.17%	4.1 K	8.4 K	\$1.3 M	0.46	3.0%
<b>April</b> • MegaBonus in larger module • Weekend deals in bottom • Wylei NavBar	16.8%	1.2%	7.0%	0.13%	3.4 K	7.6 K	\$1.2 M	0.33	2.8%
<b>May</b> • MegaBonus in larger module • Weekend deals in bottom	17.6%	1.4%	8.1%	0.15%	3.3 K	6.9 K	\$1.1 M	0.32	2.3%
<b>2018 Hotel Specials Average</b>	17.0%	1.2%	7.3%	0.14%	3.2 K	7.0 K	\$1.1 M	0.32	2.6%

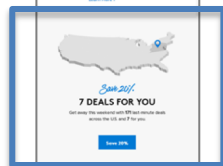
Field Offers



MegaBonus

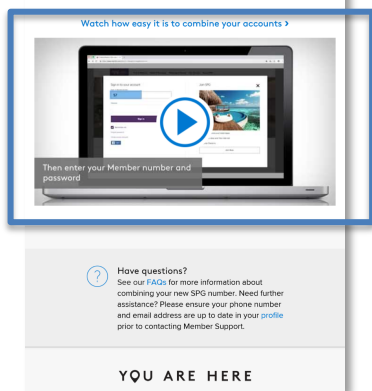


eBreaks

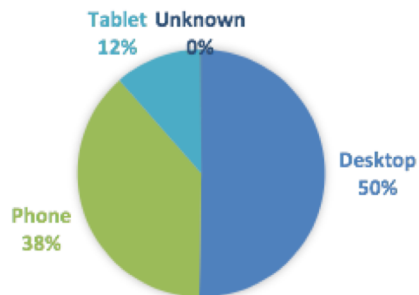


# NOV '18 TBOP SOLO SETS BASELINE FOR FUTURE VIDEO ENGAGEMENT

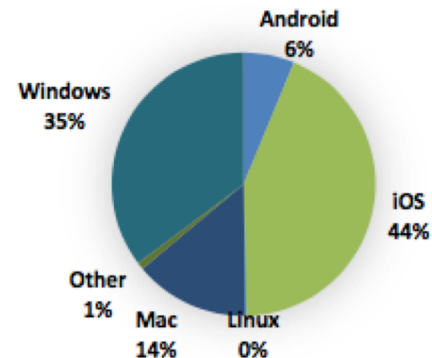
- Wylei powered video content with Enhanced Video Preview (auto play)
- Supported two fallbacks based on device type (animated gif & static)
- Results are combined (MR, SPG, and RC):
  - 40% engaged on mobile device; mostly on iOS
  - 51% played video to the end (4,733 plays & 2,421 ends)
  - 3,513 video plays at 80+ seconds



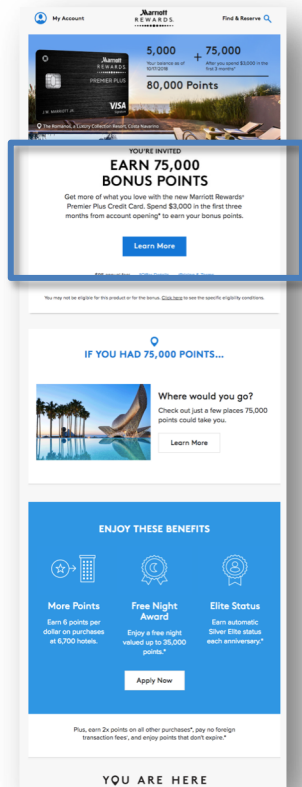
Unique Clicks by Device



Unique Clicks by Operating System



# WINNERS ARE OFFER-DRIVEN WITH SOFT CALL-TO-ACTIONS

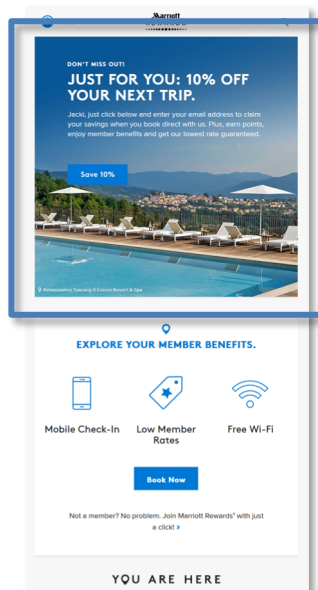


## October '18 MRCC Acquisition Solo

9% CTOR section lift

Highest CTOR - Combo

- Eyebrow: **Exclusive Offer**
- Headline: **75,000 Bonus Points**
- CTA: **Learn More**



## November '18 Targeted Booking Solo (No Offer-Book Direct)

9.5% CTOR section lift

Best Performing Combo

- Headline: **Get Our Lowest Rates, Guaranteed**
- CTA: **See Low Rates**
- Image: **Woman**



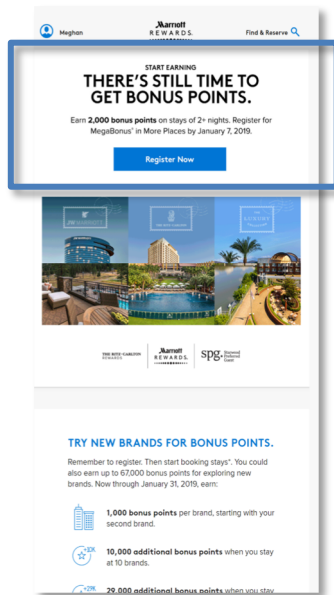
# WINNERS ARE PERSONAL WITH DIRECT CALL-TO-ACTIONS

## December '18 MegaBonus Reminder

2.8% CTOR section lift

Best Performing Combo

- Headline: **Don't Miss Out On 2,000 Points**
- Copy: **Earn 2,000 Bonus Points on stays with....**
- CTA: **Register for Bonus Points**

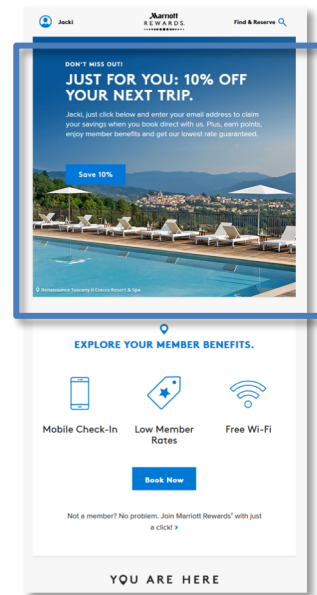


## November '18 Targeted Booking Solo (10% off)

21.5% CTOR section lift

Best Performing Combo

- Headline: **Just For You: 10% Off Your Next Trip.**
- Image: **Woman**
- CTA: **Claim Offer**

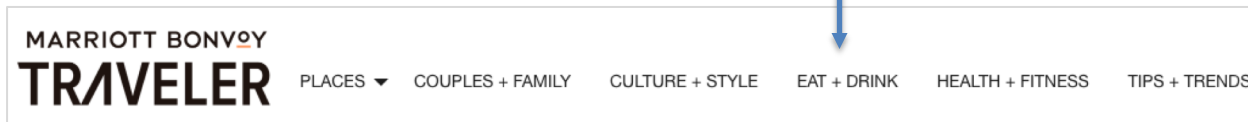
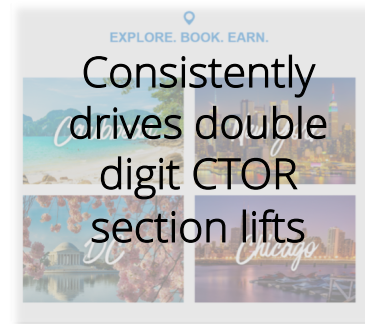


# ACTIONABLE INSIGHTS



# TOP Q4 '18 RECOMMENDATIONS

- Refresh Wylei destinations targeting to accommodate regional demands & seasonality
  - Also, keep creative fresh with different module versions, as content is frequently used
- Use Moments and Traveler engagement as proxy for targeting content in other emails to increase relevancy and engagement – find your foodie



# TOP Q4 '18 RECOMMENDATIONS

- Considerations when emailing non-members
  - Lead with richness of offer
  - Determine and show WIIFM to increase engagement
  - Test and rest; test into content and rest when unengaged
  - Connect with acquisition team to gain insights into marketing wins (tone, image style, CTA approach, language, types of offers/carrots)
- Improve targeting and tactics for sending resends to drive higher engagement and maintain good audience health; different send time, drive relevancy in content, target mailing and content to previous email activity, differentiated and service oriented subject lines
- Short, offer-driven, and personalized subject lines consistently performed better this month; continue retesting for patterns

# WYLEI OPTIMIZATION REMINDER

- Confirm send size and engagement KPI's with Wylei prior to developing optimization
- Guidelines for DCA and Image Optimization
  - Email send size should be >1M
  - Ideally, machine learning begins with >250K opens
  - Keep variants to 2 - 4 (max is 5 for the high engagement campaigns)



THANK YOU!

