



HOTEL SPECIALS REVIEW

April 4, 2017

yes

TOGETHER, WE WILL...

- 📍 Discuss campaign objectives
- 📍 Review optimization recommendations
- 📍 Prioritize enhancements
- 📍 Establish next steps

CAMPAIGN OPTIMIZATION GOALS

As a **rewards member**,

I want Hotels Specials to...

- Present deals that are interesting and meaningful to me
- Inspire travel and personal fulfillment

As a **member marketing team**,

We want Hotel Specials to...

- Deliver targeted, relevant hotel offers that engage rewards members
- Place Marriott hotels/program top of mind
- Support regional initiatives that drive business to local properties
- Deliver incremental revenue and room nights

AUDIENCE OPTIMIZATION

EVALUATION SUMMARY

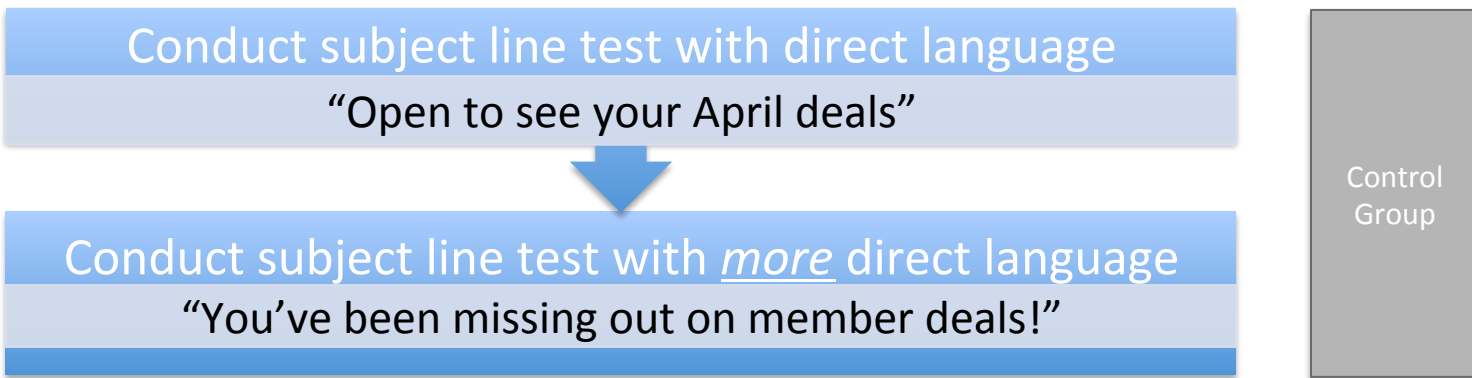
- Optimizing by targeting underperforming regions does not impact overall results since North America drives overall campaign performance
 - Targeting brings slight lift in CTO (8.7% to 8.9%) & no change in open rate
 - If removed in 2016, the campaign would have seen a revenue loss of \$923,000 (EIR)

AUDIENCE OPTIMIZATION

1. Leverage M.com search behavior data to increase relevancy of curated offers
 - Use most searched locations by month & season
2. Target only active and engaged customers
 - Identify customers with high propensity for 2nd stay
 - Focus on active bookers and openers in the last 12 months vs. 15

ENGAGEMENT OPTIMIZATION

3. Utilize re-sends and subject line versioning to capture more activity from engaged segments



CONTENT OPTIMIZATIONS

EVALUATION SUMMARY

- Field offers are still of interest to members, followed by account information and search content
- Promotions (Mega Bonus) and deals showed as top interests for members

PERSONALIZATION OPTIMIZATION

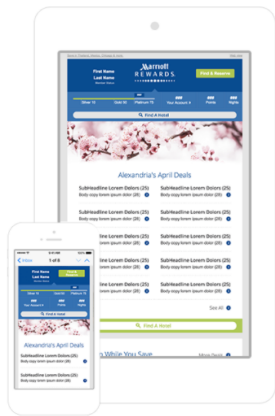
4. What can we learn from MVP?

- High effort but may be worth investigating ways to leverage learning's and/or functionality to optimize content
- Do we add MVP content to Hotel Specials?
- Do we replace promotional content with MVP?

PEAK PERFORMANCE IN 2016

March

Most bookings since Mar '14



- Bigger audience size led to more bookings

- Earning content like Mega Bonus drove high conversion rates

April

#2 in bookings and Booking Per Delivered

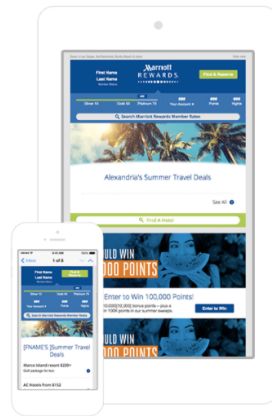


High click engagement from:

- Sweepstakes in Getaways
- Experiences with popular destinations

June

2nd most bookings YTD



- Summer promotion and eBreaks content drove high engagement

- Subject Line test

July

24% more bookings YoY
2nd highest CTO% since May '15

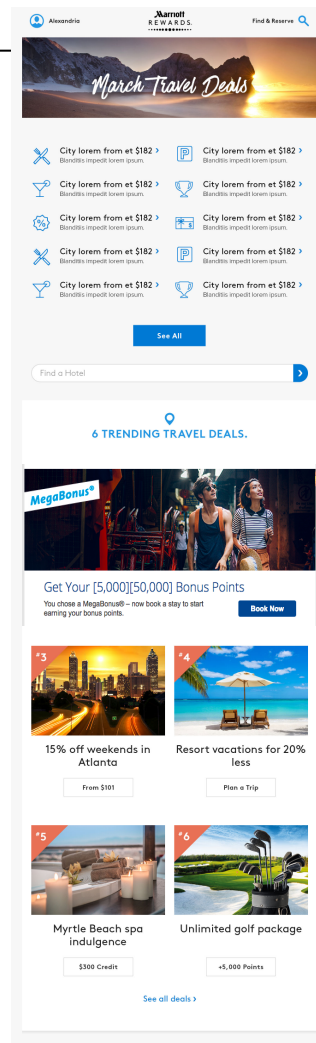


- Summer promo and Experiences content drove high engagement

- Subject Line test

CONTENT OPTIMIZATION

5. Continue to give promo content prominent placement as it drives higher conversion



BEST PERFORMING LINKS:



Most Clicked

- Your Account (MR)
- Find & Reserve
- See All Deals – Top Section



Most Bookings

- Find & Reserve
- Your Account (MR)
- Member Rates Search Bar



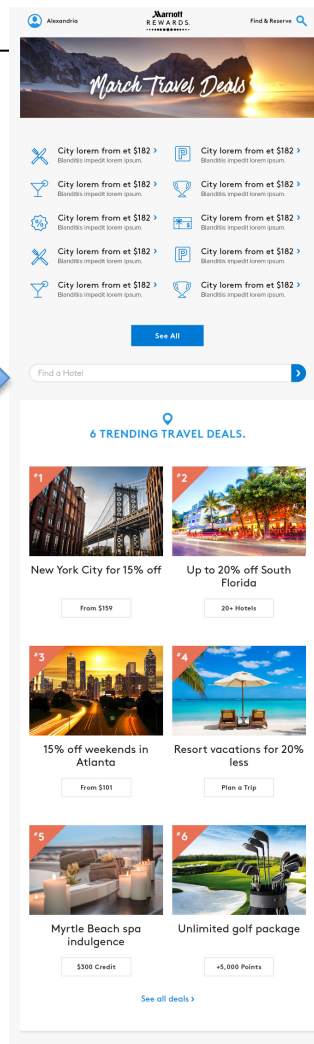
Highest Conversion

- 50% of the top 10 are promotion links (Find & Reserve is 7th)
- Top 3 conversion links:
 - Mega Bonus All – Registered (34.3%)
 - Stay for Breakfast at the Dallas...(27.2%)
 - Summer Promo Registered (20.1%)

CONTENT OPTIMIZATION

6. High engagement with search content last year

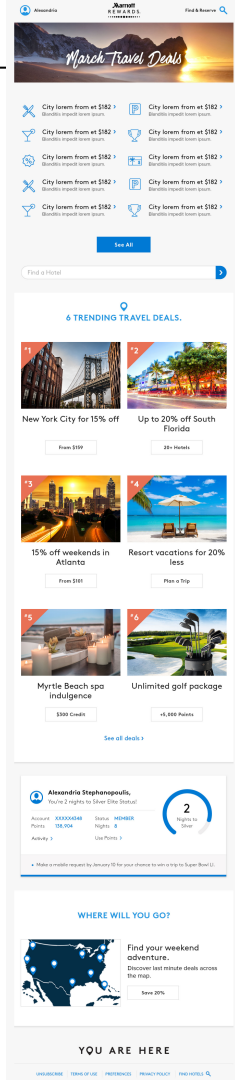
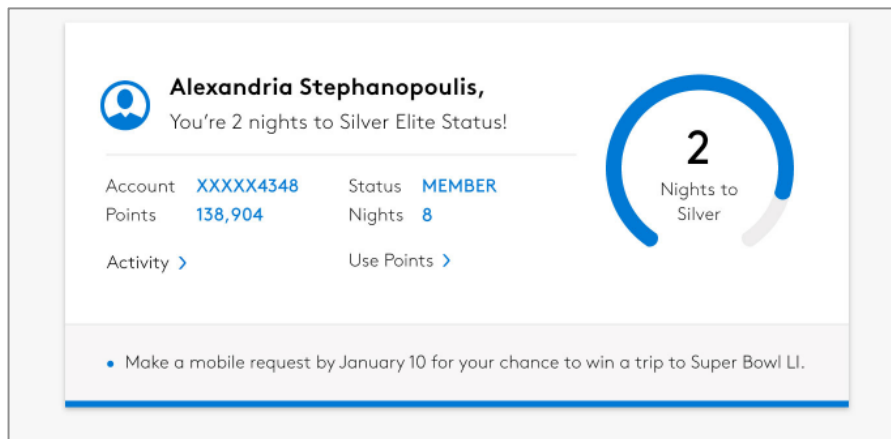
- 32% of clicks on Member Rates search bar
- Find & Reserve had a 15% conversion rate
- Test search bar placement in new template since it's not in the header



CONTENT OPTIMIZATION

7. Consider adding member module to new layout

- Account box was the #2 most clicked category in 2016
- Members are interested in their account details
- Shift to offers



CONTENT OPTIMIZATION

8. Determine optimal CTA copy to drive clicks -- bookings

Book Now

vs.

Reserve

From \$143

Find Hotel

Plan Trip

Select Hotel


9. Raise interest levels with focus messages

- Destination support
- Drive sense of urgency
- Ignite competition

“Great deal! 200 views so far”



More Promos ➔



New York City:
Prepay & Save up to 20%

From \$143

200 clicks on this deal - wow!

PERSONALIZATION OPTIMIZATION

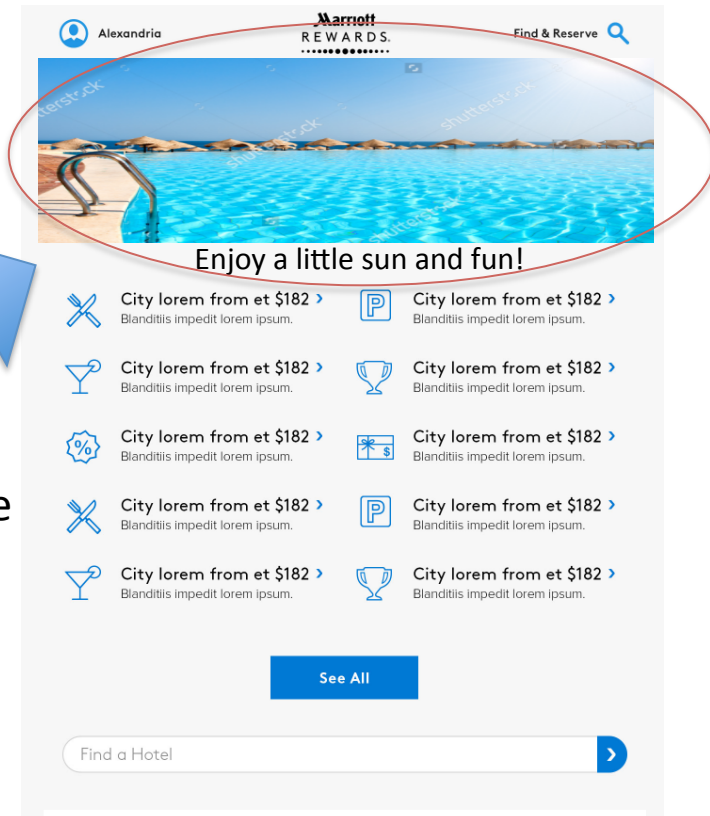
10. Image optimization – hero or curated offer images

- Specific images for key travel markets
- Weather targeted images

If currently raining...



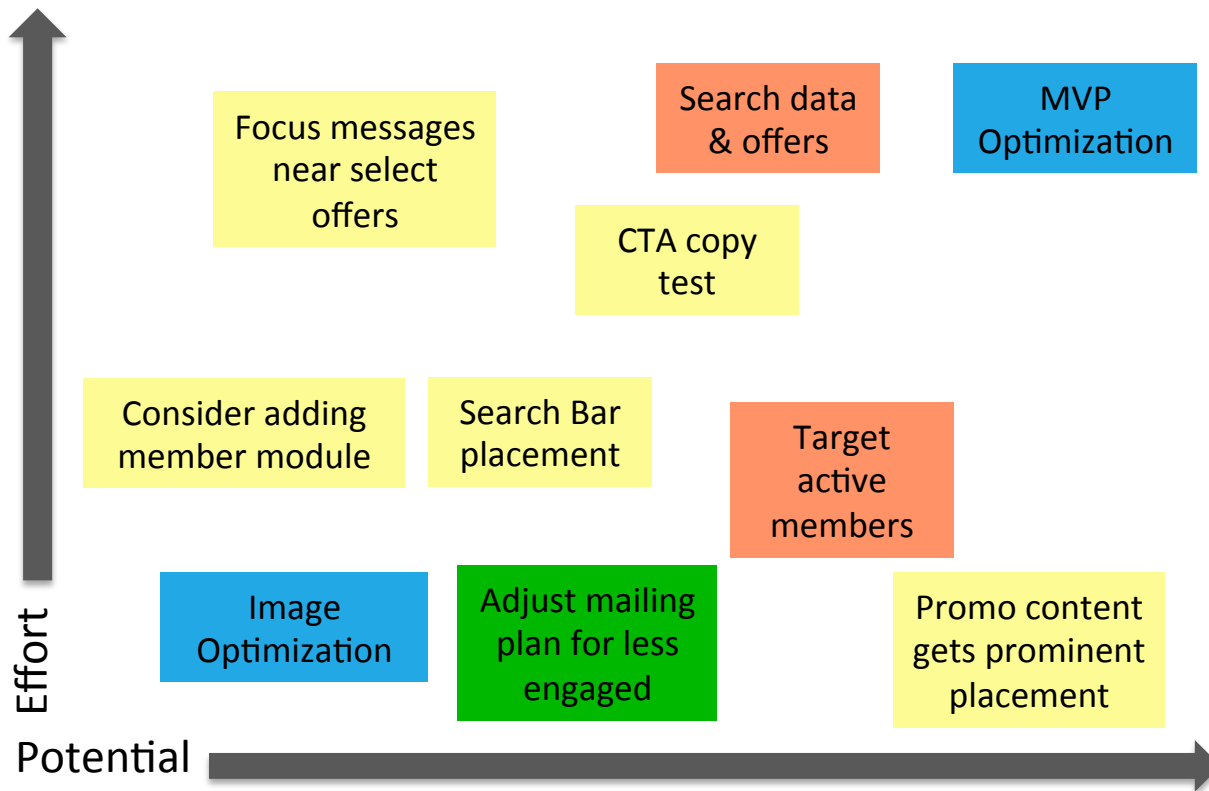
...show sunny image
with related message



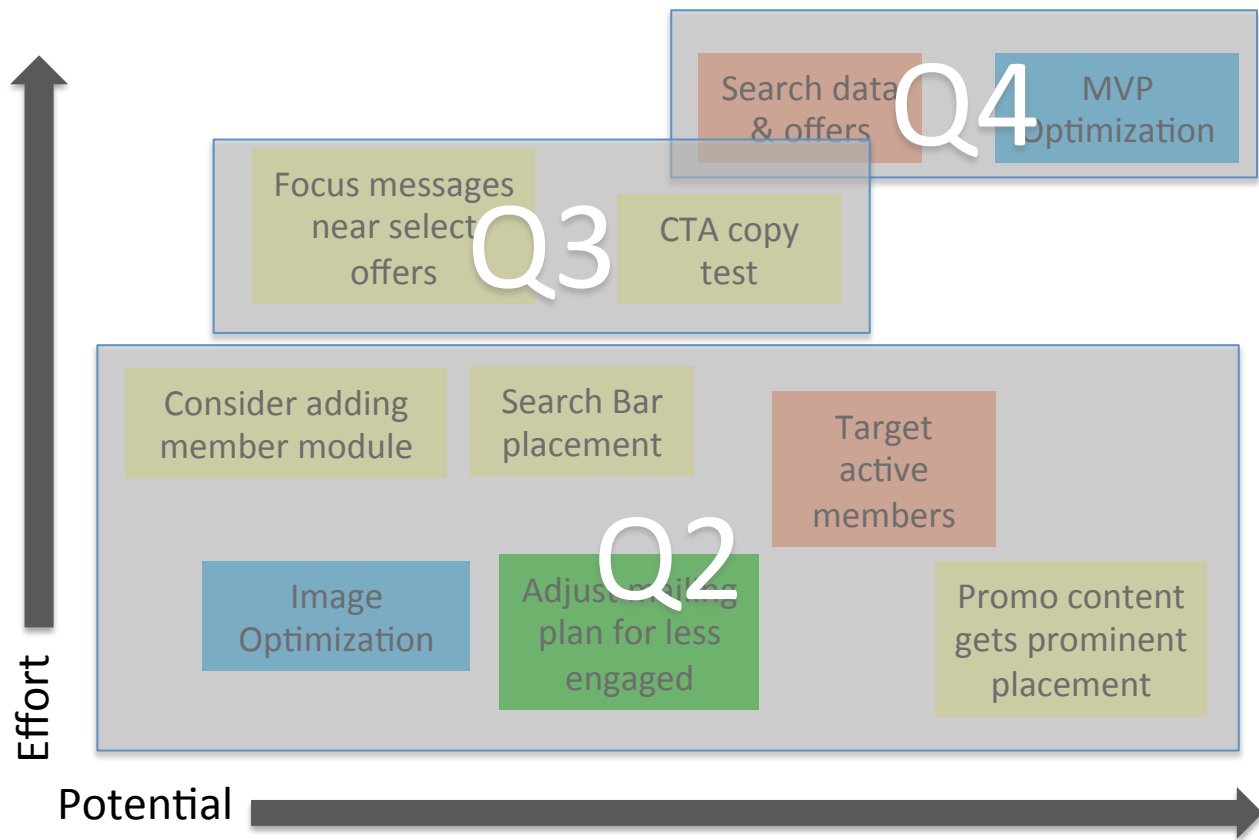
OPTIMIZATION SCALE

Content
Audience

Personalization
Engagement



ROADMAP



NEXT STEPS

1. Confirm timeline
2. Develop Q2 detailed plan



THANK YOU!



APPENDIX

PRESENTED RECOMMENDATIONS

1. Leverage search behavior data to increase relevancy of curated offers
2. Target only active and engaged customers
3. Adjust mailing plan for less engaged segments to avoid disengagement
4. What can we learn from MVP?
5. Continue to give promo content prominent placement
6. Test search bar placement in new template
7. Consider adding member module to new layout
8. Determine optimal CTA copy to drive clicks
9. Raise interest levels with focus messages
10. Hero image optimization

ADDITIONAL RECOMMENDATIONS

- Send email on high M.com conversion days
- Increase global offers
 - 14% of 2016 revenue from North American members went outbound
 - UK audience generates a 48% higher open rate than US, but their CTO% is 36% less
- Test higher placement of curated offers and eBreaks
- Use time of day for hero image & message
 - Image swap: sunshine vs. sunset vs. night shot
 - Message: “Good morning, Erica! Your March Travel Deals”

ADDITIONAL RECOMMENDATIONS

- Discover something new
 - Something you might not know; learn about something related to MR program, properties or brand promotions
 - Something you can do – CTA to engage with MR
 - Event calendar
 - Social site engagement
 - Member poll

ADDITIONAL RECOMMENDATIONS

- Increased emphasis on personalized recommendations based on past behavior and other member data
 - Highlight featured deal(s) based on “PWBAB” approach within “Your Deals”
 - Present destination recommendations
 - Retarget with Abandoned Search data
 - Still looking for hotels in (city, state)?

***Next steps***

"Now that you've booked the JW Marriott, check out how you can use your points on the spot during your stay"

***Similar product***

"You recently stayed at the JW Marriott in DC, so we know you'll like the JW Marriott in Miami. "

***Best sellers***

"Top destinations for members like you."

***Something new***

"Next time you stay in New York, try our new Renaissance hotel in downtown Manhattan."

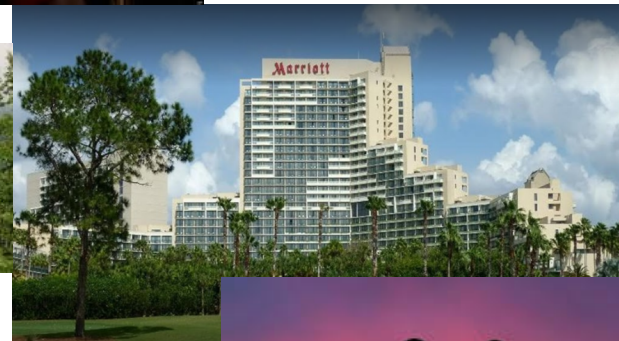
***People like you also stayed***

"Since you stayed in a JW Marriott, you may also like our Renaissance Hotels."

HOT LINK TOPICS

DEAL

Everybody gets **BONUS POINTS!**



15% OFF



Marriott
REWARDS

yes

TOP CONVERSION DESTINATIONS



TOP PERFORMING 2016 CATEGORIES

**76% of Total
Clicks**

Field Offers
Account Box
Search

**82% of Total
Bookings**

Account Box
Field Offers
Search

**Highest
Conversion**

Account Box
Search
Middle Offers

LOWEST PERFORMING 2016 CATEGORIES

**4% of Total
Clicks**

**1% of Total
Bookings**

**Lowest
Conversion**

Brands, Footer, Popular Destinations