



MVP POC

April 6, 2017

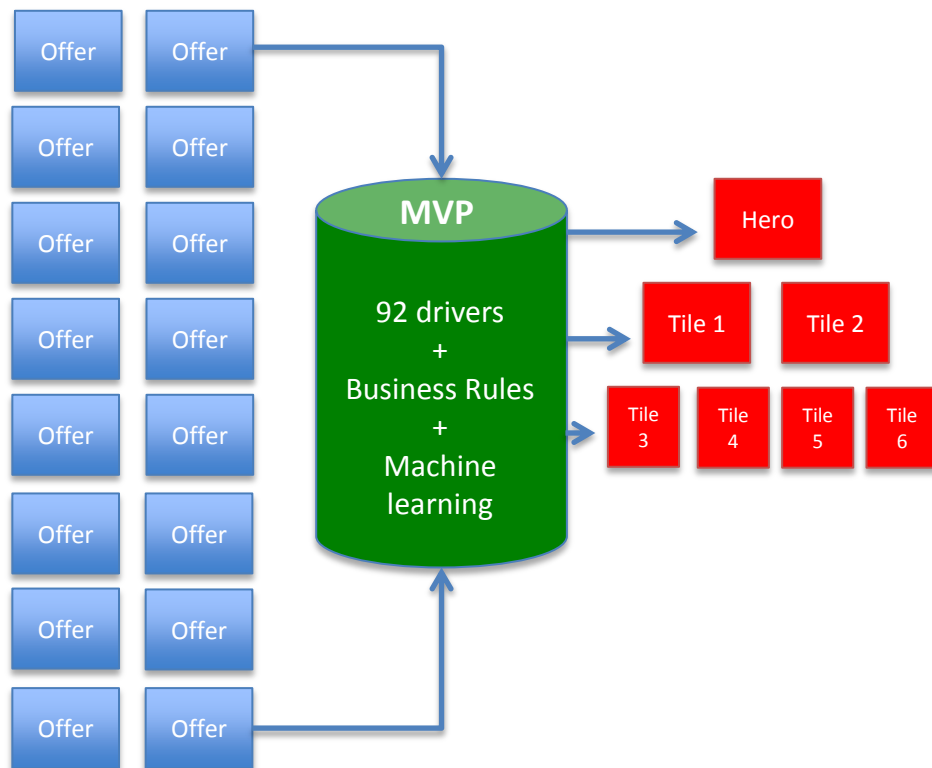
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WHAT IS MVP?

DECISION MAKING OFFERS ENGINE



MVP (Most Valuable Placement) is a decision making tool created by Outpace that Starwood has used with significant response rate increases.

- Multi-Channel
 - Currently in 7 M.com placements and 4 eNews
- 92 Drivers
 - Demographics, Project Orange segment, stay behavior, geography, elite level, etc...
- Launched March 10th on M.com with 50+ offers and April 4th in eNews
- Test Groups - 50% BAU, 40% targeted MVP, 10% random MVP
- Driving towards Bookings KPI
- Real-time learning
 - Cold start evolves to machine learning to drive offer display.

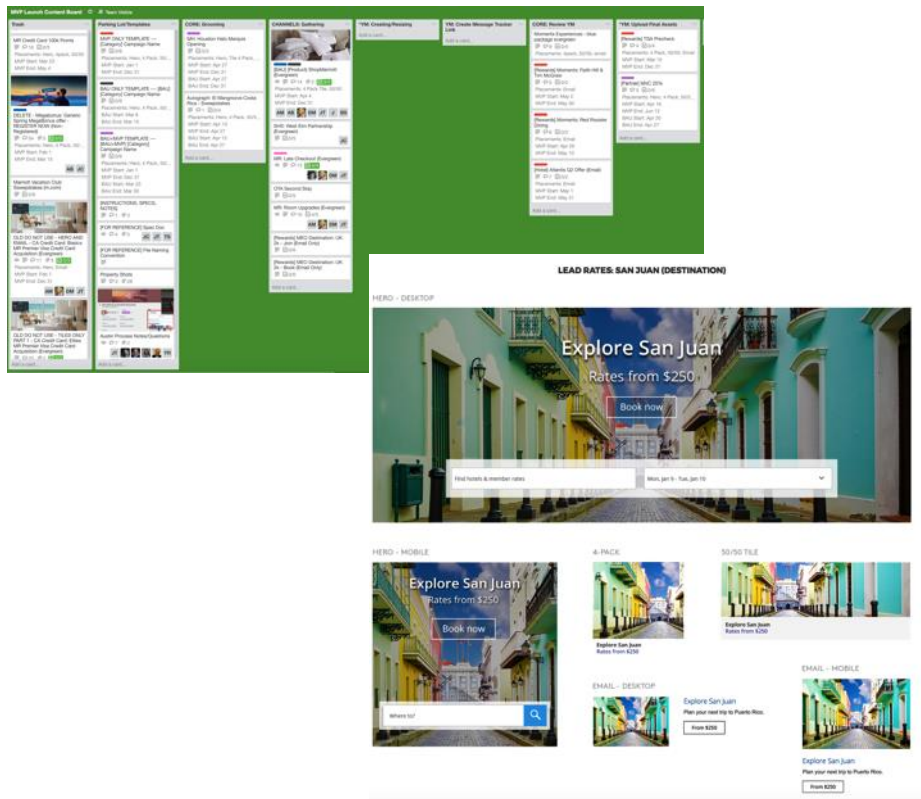
OFFER CATEGORIES

MVP launched with 50+ offers with more coming in every day.

5 Main Categories:

1. Partner (Hertz, MRCC, Visa Checkout, etc.)
2. Rewards (Moments, MegaBonus, etc.)
3. Corporate (Mobile Sweeps, SPG Link, Book Direct, etc.)
4. Brand (Ritz-Carlton, JW, etc.)
5. Regional (Advanced purchase, eBreaks, Lead Rates, etc.)

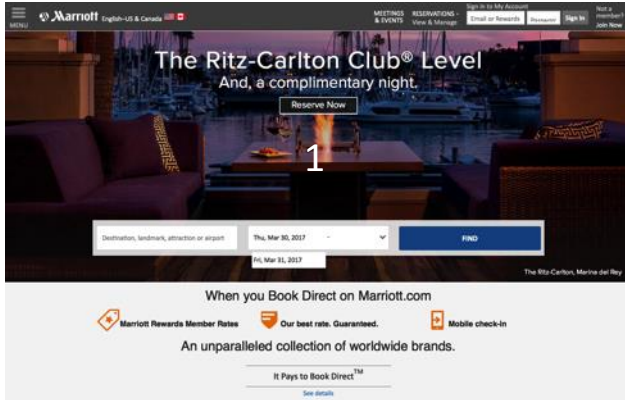
OFFER MANAGEMENT



- **Trello** – Project management tool. Cards created for each offer with all details, links, images
- **Message Tracker** – Creative review tool for internal and business partner review
- **YLM Oasis** – Updated monthly with all live offers for historical purposes
- **Outpace** – Engine where all offers are loaded and managed once approved.

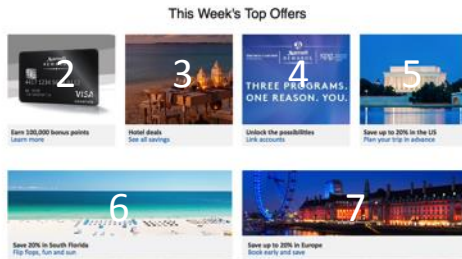
M.COM AND MVP

7 OFFERS TARGETED TO YOU



People in the MVP targeted group get the best content for them.

- 92 Drivers
- Driving towards booking KPI
- Real-time learning
- Learning shared cross-channel



Note: MVP random group randomly cycles through MVP content. BAU group gets hand-picked content.

MVP IN ENEWS

4 OFFERS TARGETED IN ENEWS



1

2

3

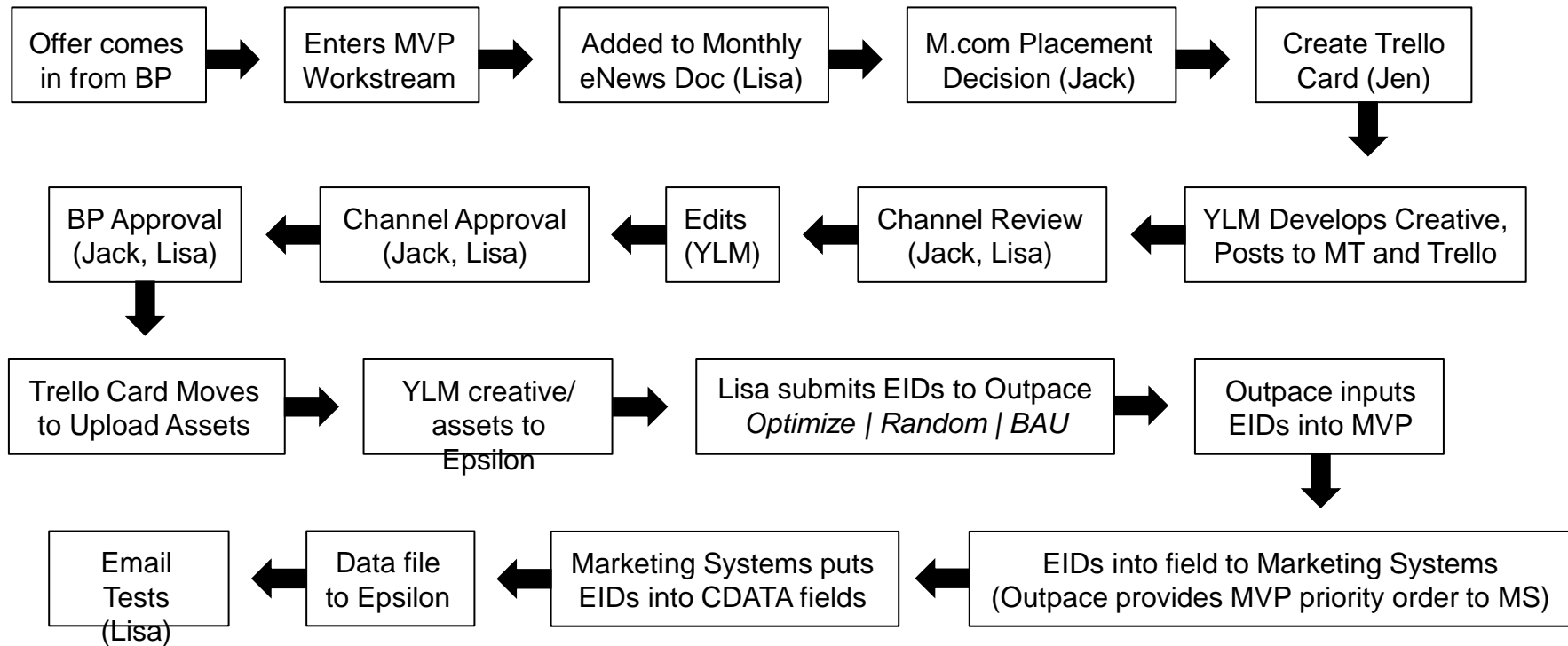
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Targeting plus shared learning from M.com

- Secondary Top Offer and 3 Rewards placements
- Shift from true rewards content to include booking offers

Note: Outpace creates file that is then sent to Epsilon with customer id's and 4 associated EID's about 1 week pre-launch.

THE EMAIL PROCESS



WHAT'S NEXT FOR MVP?

OPTIMIZATION AND ANALYSIS

The tool has been running for just a few weeks with a cold start. The engine learns daily, but full results won't be available for several weeks. In the meantime...

- Developing content strategy for Phase 2
 - Additional lead rates, more member benefits, elite level targeting, image testing, landing page testing, etc...
- Reviewing individual offer results by placement
- Prioritizing A/B test opportunities
- Creating efficiencies, documenting process



THANK YOU!

