



Q2 QUARTERLY PLAN FOLLOW UP

April 4, 2017

yes

Q2 FOCUS

- 📍 Key Initiatives
- 📍 Learning Agenda
- 📍 Forecast & KPI baseline

Q2 2017 Key Initiatives

April

May

June

Brand Refresh / Template
2.0

Template 2.0 Code & Test

July eNews kick off, Auto (phase I) kick off, SiteCore
integration kick off

MVP: Launch POC (Pilot)

Email launch (eNews)

Listen, Analysis, Optimize, Expansion Planning

Orchestration

Cont. Migration & Communication Evolution

Drive Account Linkage

Solos, Message Refinement, Segmentation

Member Marketing
Integration

Define IT Dependencies, Gap Analysis, Recommendations

Program Optimization

Campaign Analysis: HS,
Lifecycle, eNews

Campaign Optimization

Other Priorities:

- Mobile Launch (eNews, Lifecycle)
- Moments (ongoing support in eNews)
- Project Orange (message voice/Lacek)
- Traveler Lists (Solo 5/22, define email support)
- MORE (Apr/May eNews, email series launch)
- Tentpole campaign (define ROY campaign)
- MRCC to employees (April acquisition email)
- UK eNews (Mar/Apr launch)

**Optimize Email
Performance:**
Hotel Specials,
eNews, Lifecycle
Campaigns

MVP analysis
Inform of additional
opportunities

**Q2 '17 Learning
Agenda Support**

**Redemption
Education:**
Inform of additional
opportunities

Project Orange:
Understand
segment
performance

**Tent pole
Campaigns:**
Image and message
optimization

Wylei opp

OPTIMIZE EMAIL PERFORMANCE

Initiative	Q2 Objective	Supporting activities
Hotel Specials	Increase bookings & email KPIs through optimizing the content offering & increasing relevancy	<ul style="list-style-type: none">Review optimization recommendations & implement 1st round
Lifecycle Campaigns	Improve performance with content refresh & new design	<ul style="list-style-type: none">Review optimization prioritization & roadmapUpdates aligned with Orchestration and template 2.0 conversion timing
eNews	Increase click engagement & bookings	<ul style="list-style-type: none">Optimization recommendation (XX)
Wylei	Leverage in key opportunities to maximize engagement	<ul style="list-style-type: none">Develop 2017 plan to leverage optimization and insight generation

SUPPORT FOR KEY INITIATIVES

Initiative	Q2 Objective	Supporting activities
Project Orange	Generate PO insights against BAU mailings	<ul style="list-style-type: none">Quarterly reviews for content insights against PO segments
Redemptions	Launch, drive awareness & traffic	<ul style="list-style-type: none">Continue to drive awareness and traffic to MomentsLaunch GEARDefine positioning of redemptions as member benefit
Tent pole campaigns	Generate learning to optimize future campaigns	<ul style="list-style-type: none">Message & content optimizations
MVP POC	Launch POC & read initial results, prepare for expansion	<ul style="list-style-type: none">Conduct analysis at an email campaign levelDrive image & creative insights

FUTURE SUPPORT FOR KEY INITIATIVES

Initiative	Q2 Objective	Supporting activities
Post -Template 2.0 launch	Content optimization of 2.0 rollout	<ul style="list-style-type: none">• Q3/Q4 objective
Traveler List	Launch in Q2	<ul style="list-style-type: none">• Content analysis
eNews Int'l versions	Launch and ongoing versioning	<ul style="list-style-type: none">• Analysis of US vs UK/EMEA eNews versions

Q2 FORECAST

Room Nights (YTD)	869.5K*
CC acquisitions (YTD)	16.5K*
Open %	22.3%
Conv %	9.3%
Bk/Delivered	2.12

*Notes: based on 1.774 K Room night goal & 33 K CC acquisition goal

NEXT STEPS

- Alignment on recommendations
- Update timing for testing & analysis roadmap
- Clarification of roles & responsibilities



THANK YOU!

