WYLEI RECOMMENDATIONS

April 4, 2017

yes

CONTENT OPTIMIZATION

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

| Book Now | vs. | Reserve | From $143 | Find Hotel | Plan Trip | Select Hotel |

2. Raise interest levels with focus messages

- o Destination support
- o Drive sense of urgency
- o 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!

Marriott REWARDS | yes

CATEGORY DRIVER: CONVERSION

3. Use weather targeted content to drive sense of urgency

CATEGORY DRIVER: PERSONALIZATION

4. 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
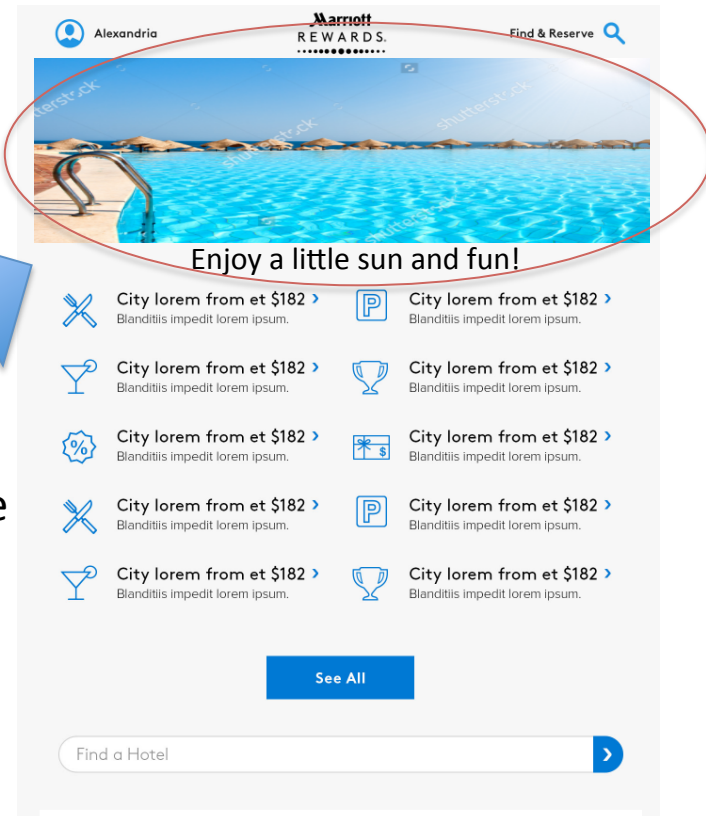
CATEGORY DRIVER: PERSONALIZATION

5. Optimize Navigation Bar using popular benefits and key destinations based on content

Multiple Variations

A

| My Account › | Earn Points › | Win Free Travel › | Member Benefits › |

B

| My Account › | Find & Reserve › | Cash + Points › | Spa, Golf & Dining › |

C

| My Account › | eBreaks® Save 20% › | Escape to Maui › | Book Direct › |

CATEGORY DRIVER: CONVERSION

6. Targeted modules: win back, abandoned search, recent trip

CATEGORY DRIVER: RECOGNITION

7. Near Level reminder message to encourage engagement

YOU'RE 2 NIGHTS AWAY FROM SILVER STAUS.

You're so close.

Erica, stay **2** more nights and enjoy the benefits of Silver Elite status next year.

Book Now

CATEGORY DRIVER: RECOGNITION

8. MRCC usage reminders: first 3 months spend goal, anniversary congrats, keep points option

KEEP YOUR POINTS.

Membership has perks.

Your points will never expire when you use your Marriott Rewards Card every 24 months. Use it before **March 31, 2016** and keep **12,000** points.

Learn More

CATEGORY DRIVER: RELEVANCY

9. Enhance upcoming trip module with travel details

Your Upcoming Trip to Washington, D.C.

Residence Inn Washington, DC/Capitol
Check-in: April 26, 2017

What to Know Before You Go

Content Ideas:

1. Hotel name & address
2. Travel dates
3. Current weather or forecast
4. MRCC acquisition
5. MRCC usage reminder

CATEGORY DRIVER: RELEVANCY

10. Remind member to use points for Instant Redemption or Moments in upcoming trip module

Your Upcoming Trip to Washington, D.C.

Spend your points during your stay with Instant Redemptions.
You have: 12,000 points

Learn More
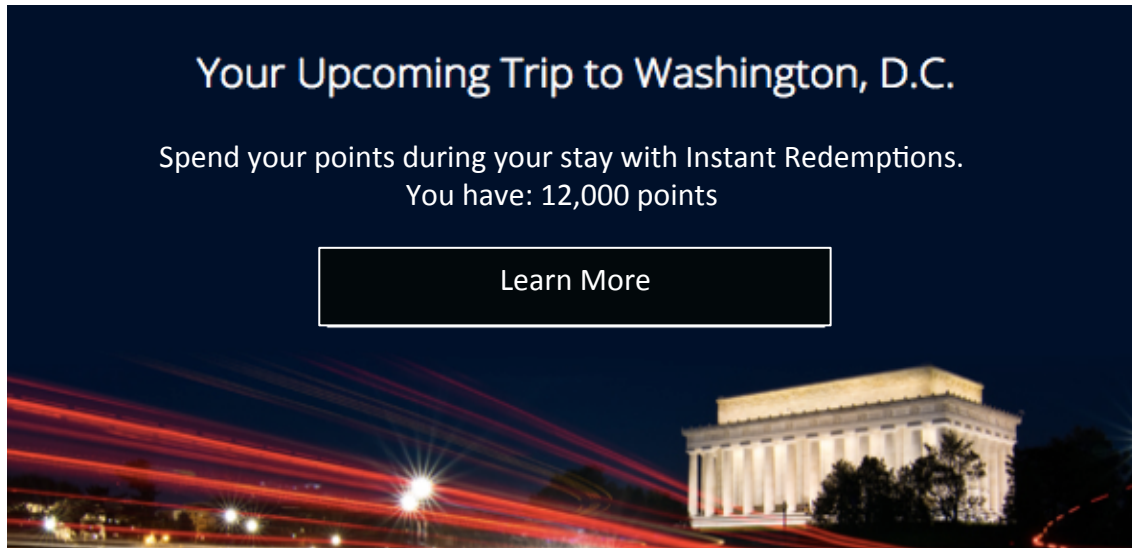
Content Ideas:
1. Show point balance
2. Name specific redemption options, like spa, food…
3. Short or longer copy

Test module timing:
1. 2 weeks from arrival
2. 1 week
3. 72 hours

Marriott
REWARDS | yes

2016 ROADMAP

Q2 – Optimize Email Performance + Redemption Education

Q3 - Optimize Email Performance + MVP Optimization +
Tentpole Campaigns

Q4 - Optimize Email Performance + PO Segment Insight

Category	Dynamic Lever	Use Case	Tools
Acquisition	Stay Based	Show upcoming trip module with MRCC solicitation	Wylei
Conversion	Email Engagement	Openers module encouraging bookings ("Thanks for always opening our emails! Save x% on your next stay")	Wylei
Conversion	Email Engagement	Drive sense of urgency to click content by using click data to show article engagement "20 people viewed this deal"	Wylei
Conversion	Email Engagement	Test CTA message, color and placement to determine optimal combination that drives conversion, redemptions, or acquisition (MR or MRCC)	Wylei
Conversion	Image Optimization	Test image types used for MVP content (people vs no people, destination vs lifestyle, words in image vs none, weather, # viewed/clicked)	Wylei
Conversion	Location	Add the ability for recipient to pull up hotel location in a map	Wylei
Conversion	Stay Based	Show upcoming trip module with MRCC usage reminder with bonus calculation for particular or just a reminder of bonus earned	Wylei

Marriott REWARDS. | yes

Category	Dynamic Lever	Use Case	Tools
Conversion	Stay Based	Show recent trip module with book again CTA ("thanks for staying at the…on …you earned x points and x elite nights")	Wylei
Conversion	Stay Based	Show recent trip module with PWBAB message ("If you liked… then you'll love…")	Wylei
Conversion	Stay Based	Show win back module to encourage booking ("We miss you! Stay again and save…)	Wylei
Conversion	Stay Based	Present abandoned search module in email that shows search destination with booking CTA; test into showing more than one location in abandoned city "Still looking for a hotel in Atlanta?" or "Destinations in Atlanta"	Wylei
Conversion	Time	Show post-promo message with book CTA; leverage Member Rates offer for members "Still looking for a great deal?"	Wylei
Conversion	Weather	Show weather of hotel in image if conditions are sunny and above 65	Wylei

USE CASES

Category	Dynamic Lever	Use Case	Tools
Conversion	Weather	Show weather forecast for upcoming weekend in a targeted area to entice a weekend getaway	Wylei
Conversion	Weather	Change image and message to reflect current weather conditions ("Beat the heat and getaway this weekend" with pool shot in not so hot destination)	Wylei
Conversion	Weather	Show weather forecast for upcoming weekend in current area and suggest a getaway in an area with better conditions	Wylei
Conversion	Weather	Show current weather conditions or forecast for 2 opposing destinations and ask recipient to vote ("which will you choose this weekend? Are you a Beach Bum or Ski Bum?	Wylei
Recognition	Email Engagement	Promote program redemption options and member engagement through a 'Discover something new' learning module - use member data to drive content (level, point bal, status, stays) "did you know that you can use your points to purchase a spa treatment during your stay?"	Wylei
Recognition	Member status	Reminder for the number of points earned at level whey they book their next trip ("book today and earn you elite gold bonus of x%)	Wylei

Marriott REWARDS. | yes

Category	Dynamic Lever	Use Case	Tools
Recognition	Member status	Show almost elite message (v2) in email, online and in mobile app with book CTA; show calculation of possible point earning for stay at featured hotel	Wylei, Adobe
Recognition	Member status	Show almost elite message(v1) in email, online and in mobile app with book CTA; show visualization of elite night status bar and elite nights earned	Wylei, Adobe
Recognition	Member status	MRCC usage reminder with messaging to drive first purchase, add authorized user, congrats for earning free night on anniversary, reminder to use card to keep points	Wylei
Relevancy	Email Engagement	Create a continuous feedback loop with members by collecting content relevancy feedback through embedded email surveys "Want to see more recommendations? Were these helpful?	Wylei
Relevancy	Member Status	Provide personalized travel recommendations using a combination of stay data and email engagement data	Wylei
Relevancy	Stay Based	Show upcoming trip module that includes arrival date, current weather (72 hours out), hotel name and address; CTA is View Res or Plan Your Trip (link to Travelers page)	Wylei

USE CASES

Category	Dynamic Lever	Use Case	Tools
Relevancy	Time	Change image and message to reflect time of day (sunrise image that says 'Good Morning, [first name])	Wylei
Sense of urgency	Time	Use countdown timer to show how much longer to the weekend or holiday weekend to encourage booking	Wylei