



CAMPAIGN OPTIMIZATION Q2-Q3

May 16, 2018

yes

THE SUCCESS COMBINATION IN
BUSINESS IS:
DO WHAT YOU DO BETTER...
AND DO MORE OF WHAT YOU DO.

- DAVID JOSEPH SCHWARTZ

QUARTERLY OBJECTIVE

Increase click engagement in email communications by using real-time automation (Wylei), personalization, and data to inform content decisions

- **Campaigns:** eNews, Destinations, MR Moments, MRCC
- **Approach:**
 - Leverage Wylei technology to optimize performance in real-time and inform future campaign decisions
 - Use past performance data to drive content and design optimization

WYLEI TECHNOLOGY

- IMAGE OPTIMIZATION (SMARTMATRIX)
- DYNAMIC CONTENT ASSEMBLY
- WEB SCRAPE

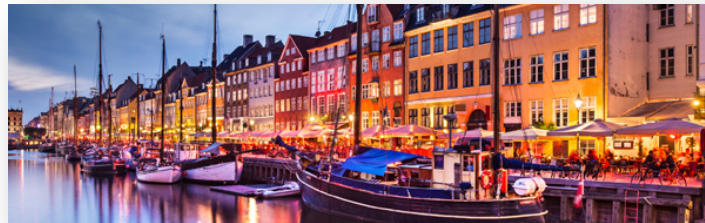
SMARTMATRIX (IMAGE OPTIMIZATION)

Select 2-3 images with clear differences; tag for reporting

- People: M/F, Couple, Family



- Time: Day, Night



- Lifestyle: Active, Relaxing

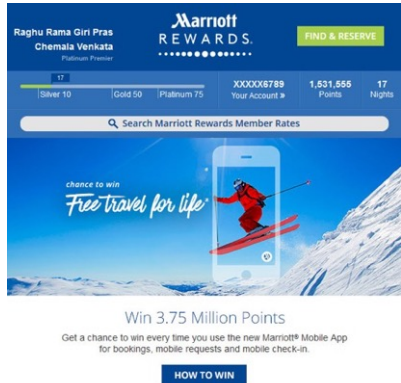


- Location: City, Beach, Property

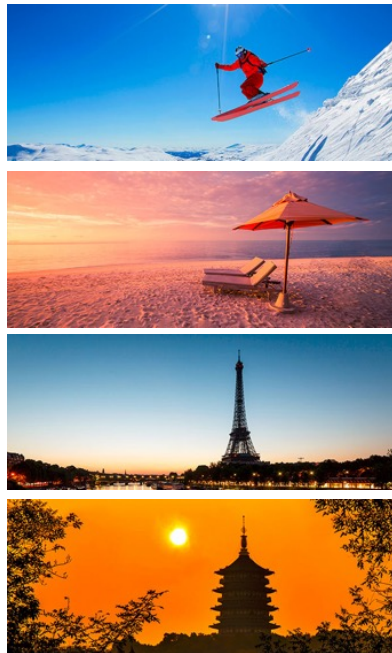


DYNAMIC CONTENT ASSEMBLY

Original Creative



Hero Image Options



Hero Headline Options



Secondary Headline Options

Win Free Travel For Life

Win 3.75 Million Points

CTA Button Options



For Illustrations Purposes

WEB SCRAPE



```
</div>
<div id="right-container"></div>
</div>
<div class="mbxDefault" id="data_mbx"></div>
</div>
</header>
<div id="salesforce_code_insert"></div>
<div class="id-content-wrapper">
  <div class="l-row">
    <div class="ml-sub-section l-pos-relative bleed-sub-section l-margin-subsection-bottom-none"></div>
    <section class="ml-sub-section sub-section t-bg-white l-margin-subsection-bottom-small"></section>
    <section class="ml-sub-section sub-section t-box-shadow t-bg-white l-margin-subsection-bottom-medium"></section>
    <section class="ml-sub-section sub-section l-print-fullbleed l-container t-bg-white l-margin-subsection-bottom-responsive-large"></section>
    <section class="ml-sub-section sub-section l-print-fullbleed l-container t-m...>
      ...tion>
      ...ion l-margin-subsection-bottom-smal...
    
```

Headline

This Week's Top Offers



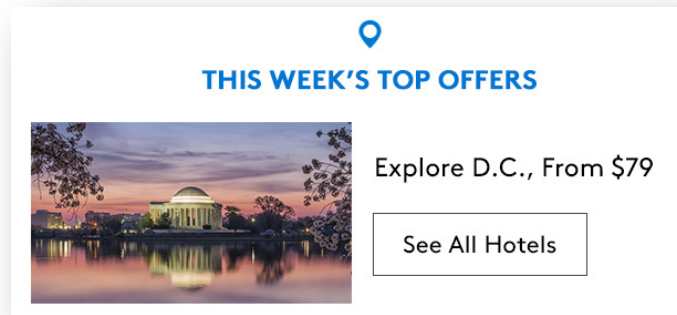
Image

Description

Explore D.C., from \$79

URL

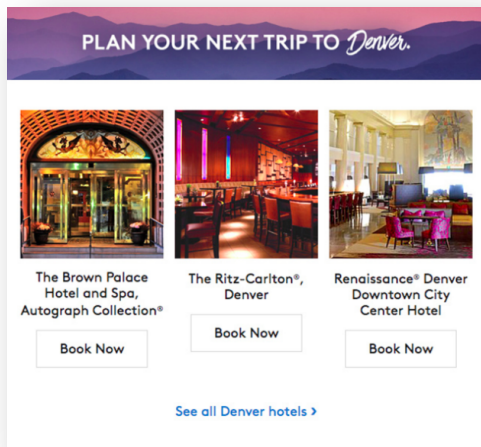
http://marriott.com/search/submitSearch.mi?
searchType=InCity&destinationAddress.destination=
Washington%2C+DC%2C+USA



TOP 5 OPTIMIZATION RECOMMENDATIONS

ENEWS: DESTINATION MODULE

- **Goal:** Determine which method of generating leisure bookings drives higher engagement: Leisure Model or Top Cities
- **Test Design:** A/B test modules across 2-3 deployments
- **KPIs:** CTOR, Bookings
- **Test Start Date:** July



Leisure Propensity 17 Destinations

PLAN YOUR NEXT TRIP TO *Denver.*

The Brown Palace Hotel and Spa, Autograph Collection®
Book Now

The Ritz-Carlton®, Denver
Book Now

Renaissance® Denver Downtown City Center Hotel
Book Now

[See all Denver hotels >](#)

SmartMatrix 13 Destinations

EXPLORE. BOOK. EARN.

Atlanta

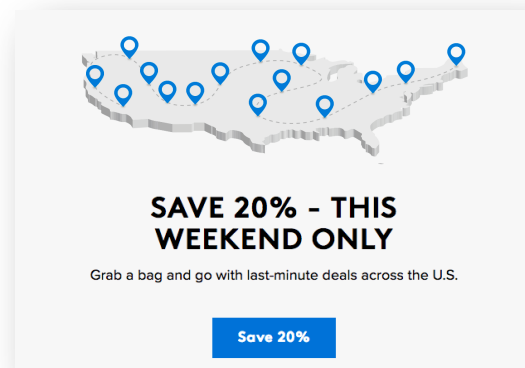
Caribbean

DC

Chicago

EBREAKS MODULE

- **Goal:** Measure the effectiveness of adding personalized, location-based content through web scrape
- **Test Design:** A/B test modules across 2-3 deployments
- **KPI:** CTOR, Bookings
- **Test Start Date:** May Hotel Specials, June eNews

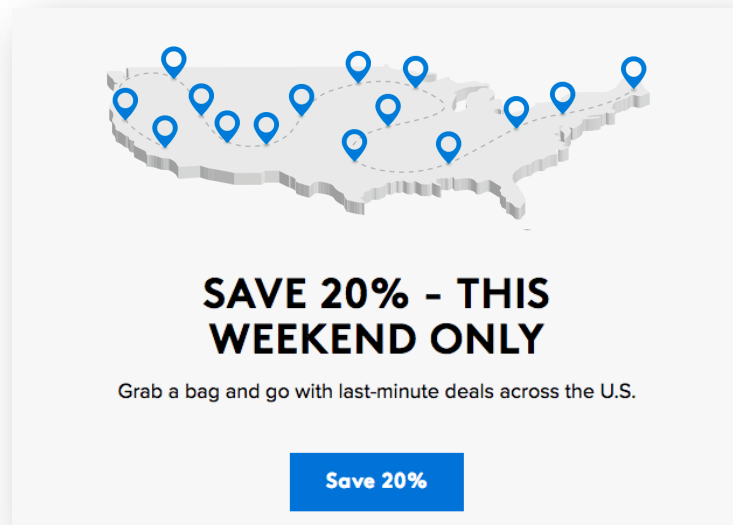
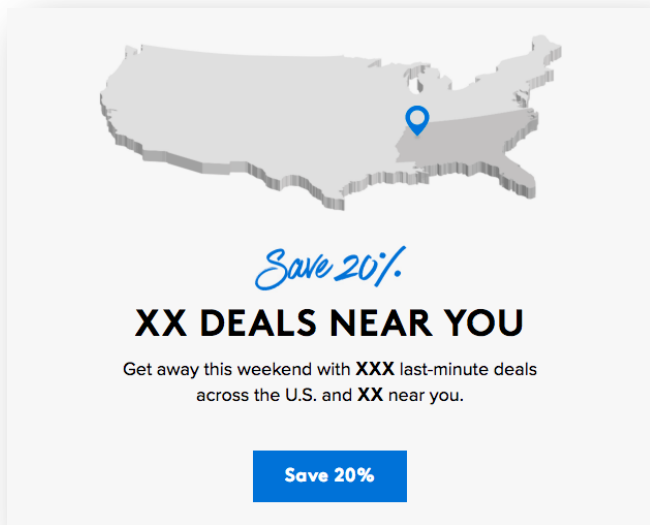
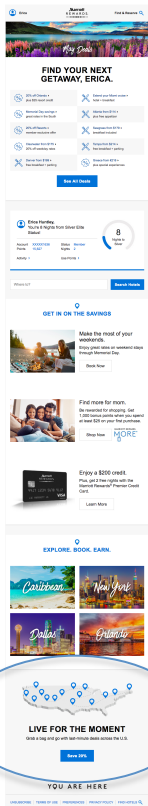


PERSONALIZATION AUTOMATION - RELEVANT LOCATION

eNews and Hotel Specials – eBreaks Module

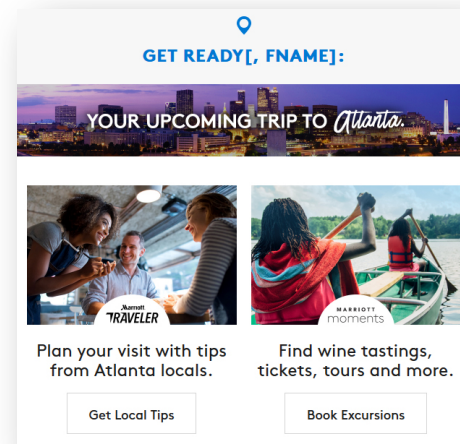
Personalized

Current



DESTINATIONS: UPCOMING TRIP

- **Goal:** Measure the effectiveness of adding personalized, location-based content through web scrape
- **Test Design:** A/B test modules across 2-3 deployments
- **KPI:** CTOR, Bookings
- **Test Start Date:** July




PERSONALIZATION AUTOMATION – CONTENT RELEVANT

Each offer is scraped directly from the Marriott Traveler and Marriott Moments website, based on the destination city; filter by 'Most Popular', 'Highest Rated', etc.

Personalized


GET READY[, FNAME]:

YOUR UPCOMING TRIP TO *Atlanta*.



On the Corner of Peachtree:
A Local's Guide
to Getting Around Atlanta

Check it Out




Atlanta City Tour by
Electric Car
EARN 290 REWARD POINTS

Check it Out

Current


GET READY[, FNAME]:

YOUR UPCOMING TRIP TO *Atlanta*.



Plan your visit with tips
from Atlanta locals.

Get Local Tips



Find wine tastings,
tickets, tours and more.

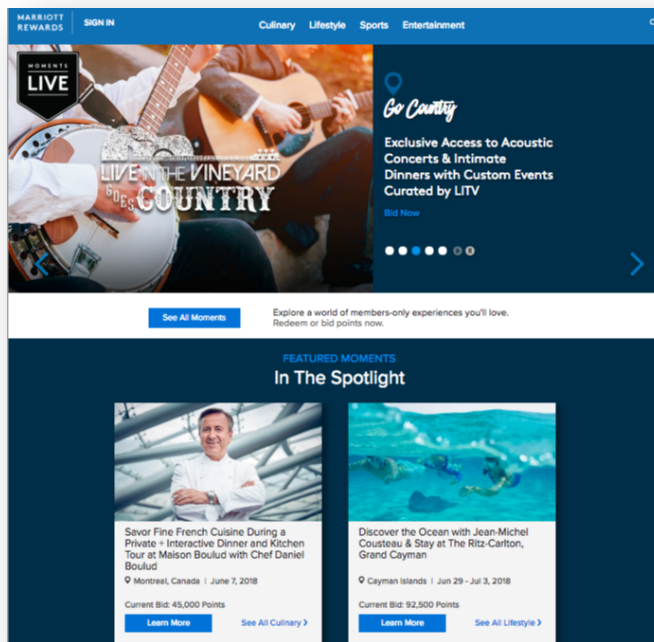
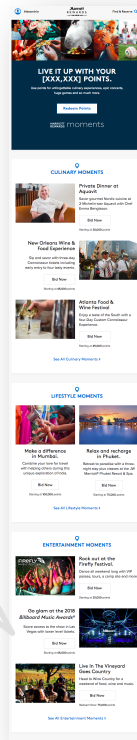
Book Excursions

MR MOMENTS SOLO

- **Goals:**
 - Measure the effectiveness of adding live content to showcase last minute experiences (ideal for high group)
 - Measure the effectiveness of adding location-based content to provide more attainable experiences (ideal for low group)
- **Test Design:** A/B test conducted across 2-3 deployments
- **KPI:** CTOR, Redemptions
- **Test Start Date:** July, Aug

PULL IN REAL-TIME CONTENT - 'FEATURED MOMENTS' SHOWCASE LAST MINUTE EXPERIENCES

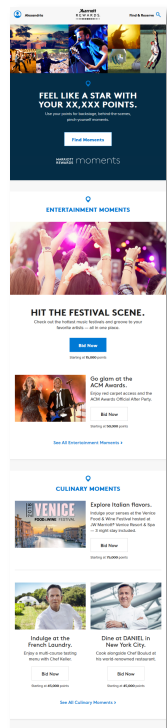
Scrape 1-4
Featured Moments
targeted by points
needed, category,
or all 4



Featured Moments

PULL IN LOCATION-SPECIFIC CONTENT - MARRIOTT MOMENTS

ENGAGE LOW GROUP WITH ATTAINABLE EXPERIENCES



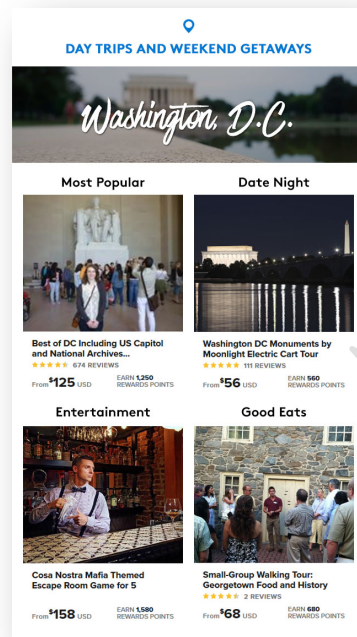
Open

Determine
Location



Embed

Personalization can be based on a radius around a specific location or by targeting specific states.



City banner image is scraped directly from the site.

"Top Rated" or "Most Popular" moments from specific categories can be displayed.

MRCC ACQUISITION SOLO

- **Goals:**
 - Increase engagement by focusing email design on high performing content
 - Measure the effectiveness of specific engagement tactics
 - Eyebrow: sense of urgency, exclusivity, 'new'
 - Copy: offer, speed, and 'free nights'
 - CTA: direct and sense of urgency
- **Test Design:** A/B test conducted across 2-3 deployments
- **KPI:** CTR, CTOR, New Accounts
- **Test Start Date:** June and July

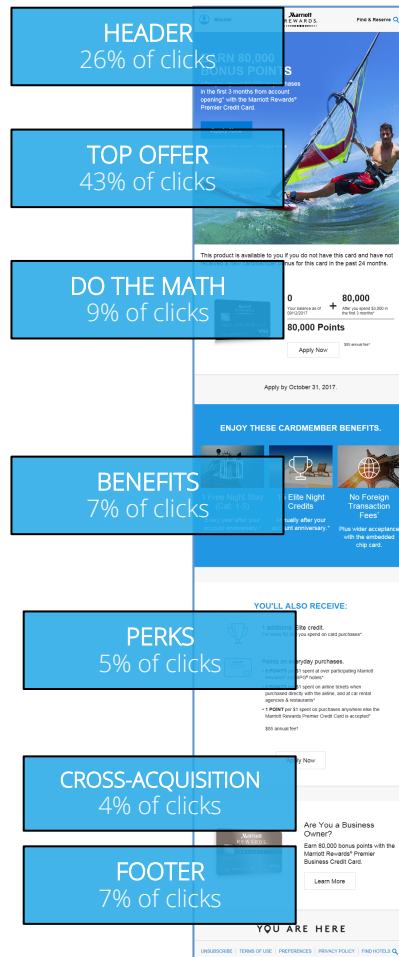
FOCUSED EMAIL DESIGN & CONTENT

59% of clicks on Top Offer, Math, and Benefits sections

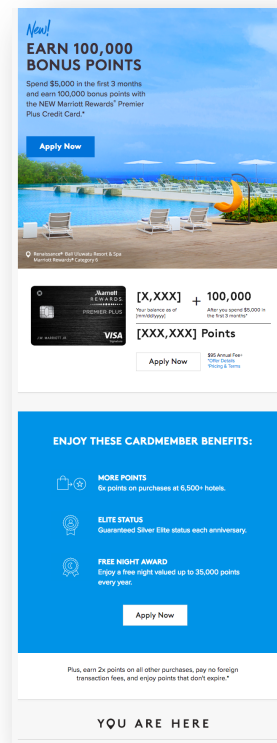
Create a scannable design & layout by:

- Focusing on above the fold content
- Driving relevancy
- Including most valuable content

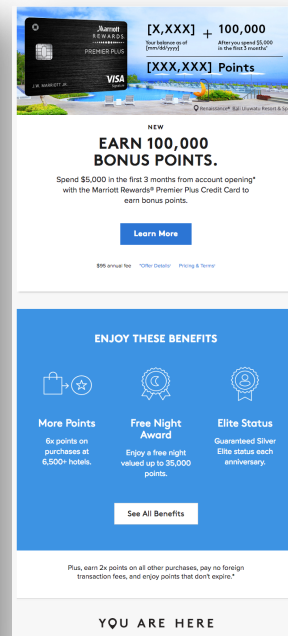
Current



Layout A



Layout B



MRCC CAMPAIGN – DYNAMIC CONTENT ASSEMBLY

3 Eyebrows:

- Exclusive Offer
- Limited Time Offer
- 'New!'

3 Headlines:

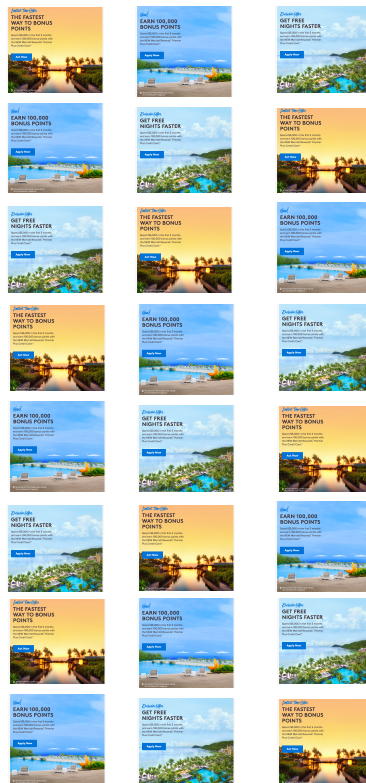
- Get Free Nights Faster
- The Fastest Way to Bonus Points
- Earn 100,000 Bonus Points (Control)

2 CTAs:

- Apply Now (Control)
- Act Now

2 images: day vs. evening property w/ pool

36 Total Variations



New!
EARN 100,000 BONUS POINTS

Spend \$5,000 in the first 3 months and earn 100,000 bonus points with the NEW Marriott Rewards® Premier Plus Credit Card.*

Apply Now

[X,XXX] + 100,000
After you spend \$5,000 in the first 3 months*

[XXX,XXX] Points

Apply Now \$95 Annual Fee*
*Taxes & Fees

ENJOY THESE CARDMEMBER BENEFITS:

- MORE POINTS**
6x points on purchases at 6,500+ hotels.
- ELITE STATUS**
Guaranteed Silver Elite status each anniversary.
- FREE NIGHT AWARD**
Enjoy a free night valued up to 35,000 points every year.

Apply Now

Plus, earn 2x points on all other purchases, pay no foreign transaction fees, and enjoy points that don't expire.*

YOU ARE HERE

OPTIMIZATION KICK-OFF TIMELINE

- eBreaks personalization (May & June)
- MRCC Acquisition Solo optimization/learning (June, July)
- Upcoming Trip location based targeting (July)
- eNews Leisure Destination Targeting Test (July)
- MR Moments relevant content automation (July, Aug)

NEXT STEPS

- Collaborate with business partners on test design, criteria, and timing
 - MR Moments
 - Marriott Moments
 - MRCC
- Outline test criteria and reporting for June-Aug tests
- Share results during monthly reviews; schedule sharing sessions with business partners



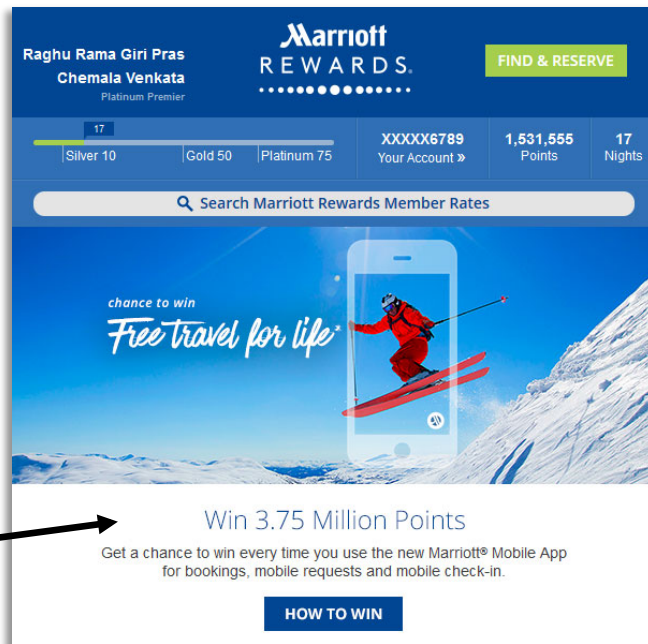
THANK YOU!



WYLEI AT A GLANCE WITH DCA

Hero Headline

Secondary
Headline



Hero Image

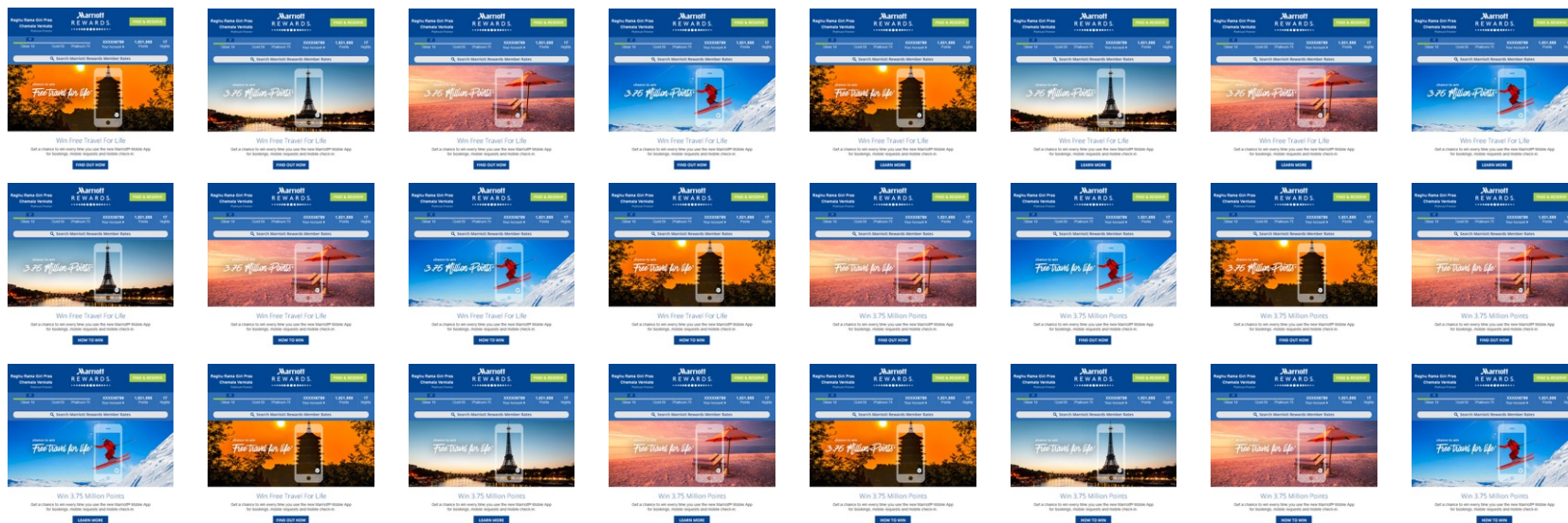
CTA
Button

For Illustrations Purposes

"VARIANTS" CREATION

24 Total Options

That's a lot!



For Illustrations Purposes

UNDERSTANDING THE TECHNOLOGY

Wylei's machine learning technology looks at each element individually...

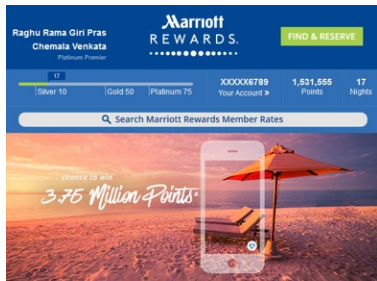


chance to win
*3.75 Million Points**

Win Free Travel For Life

LEARN MORE

...and not content as a



Win Free Travel For Life

Get a chance to win every time you use the new Marriott® Mobile App for bookings, mobile requests and mobile check-in.

LEARN MORE

- If **Headline A** is driving lift within a discovered segment, that headline is served—regardless of how the other elements are performing.
- As soon as we are statistically confident that **Headline A** is performing best within that segment, other elements are then tested—defining more precise segments and driving additional lift.

The Bottom Line

- By looking at each element individually, we can find winning elements earlier and drive lift quicker.