



CAMPAIGN OPTIMIZATION CASE STUDIES:

MARRIOTT REWARDS
moments
&
MegaBonus®

May 16, 2018

yes

SESSION AGENDA

Review case studies: MR Moments and MegaBonus

- Overview
- Results
- Supporting examples
- Key takeaways

Next steps

CASE STUDY 1

MARRIOTT REWARDS moments

- **Situation:** Moments platform re-launched in June 2017 driving the need to inform and educate members on the program benefit and encourage usage
- **Opportunity:** Leverage the email channel to increase awareness of the platform and available member redemption benefit; Drive CTOR and redemptions
- **Approach:** Inform members through monthly Solo's, content in BAU and select Lifecycle campaigns; in 2016 and 2017, more targeting and personalization tactics were applied to Solo's in order to increase engagement in email content and generate more redemptions

RESULTS

- Moments Solo's drove site visits up - 48% ahead of goal
- CTOR was 4% above Moments Solo avg
- Awareness layout test for Low group showed no harm
- Low group targeting shift drove +41% O/R
- Mosaic creative drove CTOR lift of 19%
- Point balance in subject line resulted 30% higher O/R

SOLO'S SUPPORT MOMENTS GOALS

July-Dec 2017 Solo engagement:

- Avg monthly site traffic Jan -Jun (without Solos): 53k
- Avg monthly site traffic Jul – Dec (with Solos): 186k (**48% over goal**)
- 40% of monthly site visits (July-Dec) came during Solo email deployments
- 21% of redemptions (July-Dec) came during Solo email deployments
- 25% of bids (July-Dec) came during Solo email deployments

Balance support of Moments goals with email program goals

TARGETED PERSONALIZATION DROVE CTOR UP 4% VS. MOMENTS SOLO AVG

Low version created to drive awareness generated +1.6M impressions

High group personalized with points; audience drove campaign level performance

Low

HEADER
25% clks, 54% bks

FIND YOUR MOMENT.

Did you know you can redeem your points for so much more than hotel rooms? Explore the extraordinary opportunities available to Marriott Rewards® members.

[Find Moments](#)

TOP OFFER
46% clks, 31% bks

DISCOVER ENTERTAINMENT MOMENTS.

ENTERTAINMENT
12% clks, 3% bks

DISCOVER LIFESTYLE MOMENTS.

LIFESTYLE
4% clks, 1% bks

DISCOVER CULINARY MOMENTS.

CULINARY
3% clks, 1% bks

SPORTS
3% clks, 2% bks

BOTTOM OFFER
2% clks, 3% bks

High

HEADER
15% clks, 28% bks

FIND YOUR MOMENT.

Take center stage, [NAME]! Find out your points to do it. You have [00,000] points to spend collecting moments.

[Find Moments](#)

TOP OFFER
63% clks, 51% bks

DISCOVER ENTERTAINMENT MOMENTS.

ENTERTAINMENT
9% clks, 8% bks

DISCOVER LIFESTYLE MOMENTS.

LIFESTYLE
5% clks, 4% bks

DISCOVER CULINARY MOMENTS.

CULINARY
3% clks, 2% bks

SPORTS
4% clks, 3% bks

DISCOVER LIFESTYLE MOMENTS.

LIFESTYLE
5% clks, 4% bks

Kick Off the Holiday Season
Watch New York's iconic parade in comfort near Bryant Park.

[Bid Points](#)
Starting at \$60,000 points

Organized Luxury
Create a dream closet with elite products from The Container Store®.

[Bid Points](#)
Starting at \$75,000 points

[See all Lifestyle Moments >](#)

DISCOVER CULINARY MOMENTS.

CULINARY
3% clks, 2% bks

Treat Your Celebrity Chef
Celebrity chefs bring their skills to an incredible Cayman Cookout.

[Bid Points](#)
Starting at \$60,000 points

Gain access to this cooking, food and wine festival inside the studio.

[Bid Points](#)
Starting at \$75,000 points

[See all Culinary Moments >](#)

SPORTS
4% clks, 3% bks

See the Boston Celtics this Season
Access Premium Club seats at TD Garden's exclusive club.

[Use Points](#)
Buy now for \$75,000 points

Attend NASCAR's Ford Championship Weekend
Enjoy Speedway club tickets and a pace car ride.

[Bid Points](#)
Starting at \$60,000 points

[See all Sports Moments >](#)

LAYOUT TEST DROVE INCONCLUSIVE RESULTS FOR LOW GROUP

Version A format similar to High group

Version B streamlined to drive general awareness

- Generated higher campaign-level CTOR (*Not statistically significant)
- Versions show no harm to overall KPIs

Dec '17 Moments Solo	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%
Version: A	949.6 K	251	\$80.4 K	48.2%	2.0%
Version: B	949.3 K	239	\$68.6 K	48.3%	2.1%

Version A

START CHECKING OFF YOUR WISH LIST.
Explore exclusive experiences available only through Marriott Rewards Moments.

CULINARY MOMENTS

Land an exclusive Thomas Keller reservation. Savor a modern dinner party at Lazy Bear.

SPORTS MOMENTS

PRO BOWL. Catch all-star action at the Pro Bowl. Score big at Super Bowl LII.

ENTERTAINMENT MOMENTS

Dance along with Demi Lovato. Lose yourself with Lana Del Rey.

LIFESTYLE MOMENTS

The ultimate custom closet. Take home a Kleinfeld dress.

Individual Moments 32.3% of clicks

Version B

START CHECKING OFF YOUR WISH LIST.
Explore exclusive experiences available only through Marriott Rewards Moments.

CULINARY MOMENTS

Land an exclusive Thomas Keller reservation. Savor a modern dinner party at Lazy Bear.

SPORTS MOMENTS

PRO BOWL. Catch all-star action at the Pro Bowl. Score big at Super Bowl LII.

ENTERTAINMENT MOMENTS

Dance along with Demi Lovato. Lose yourself with Lana Del Rey.

LIFESTYLE MOMENTS

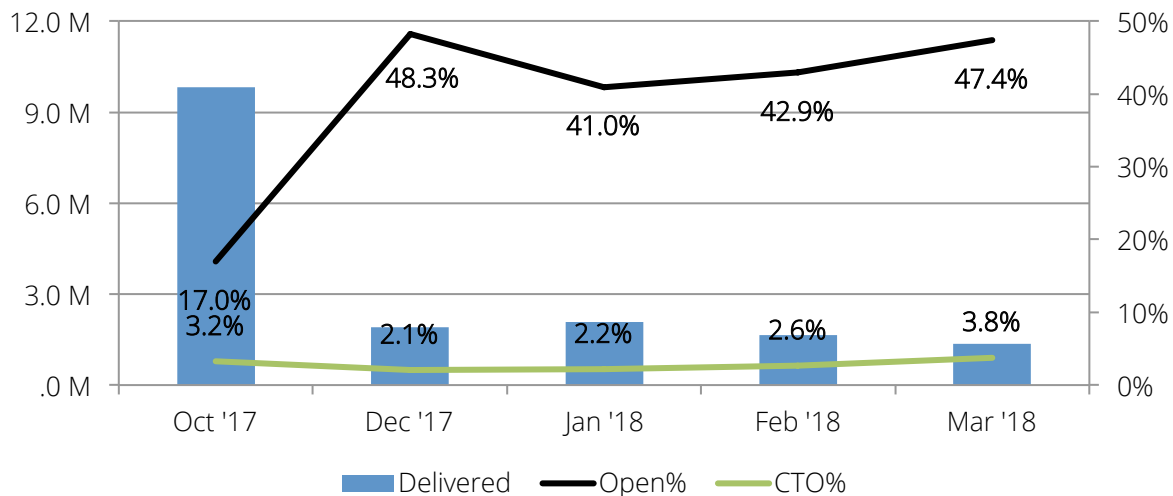
The ultimate custom closet. Take home a Kleinfeld dress.

Categories 27.3% of clicks

GAINS IN OPEN RATES WITH AWARENESS TARGETING IN DEC '17 (LOW GROUP)

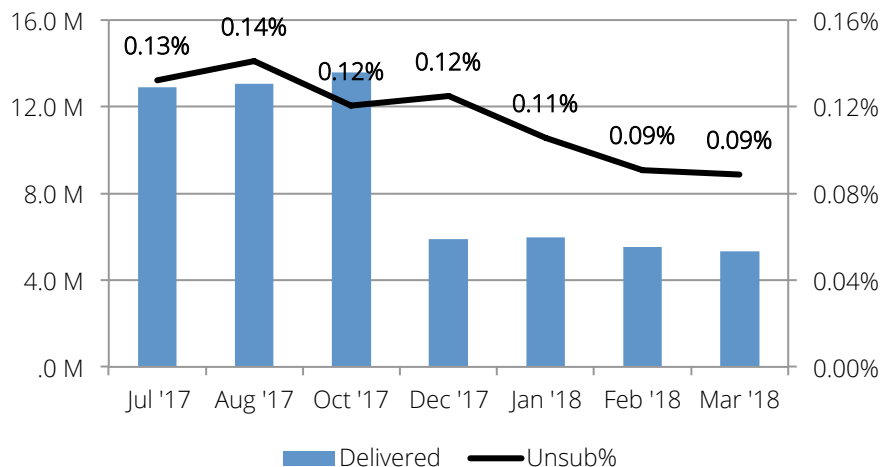
Low group targeting changed to: new members in last ~60 days + past email openers

Low Point Balance KPI's

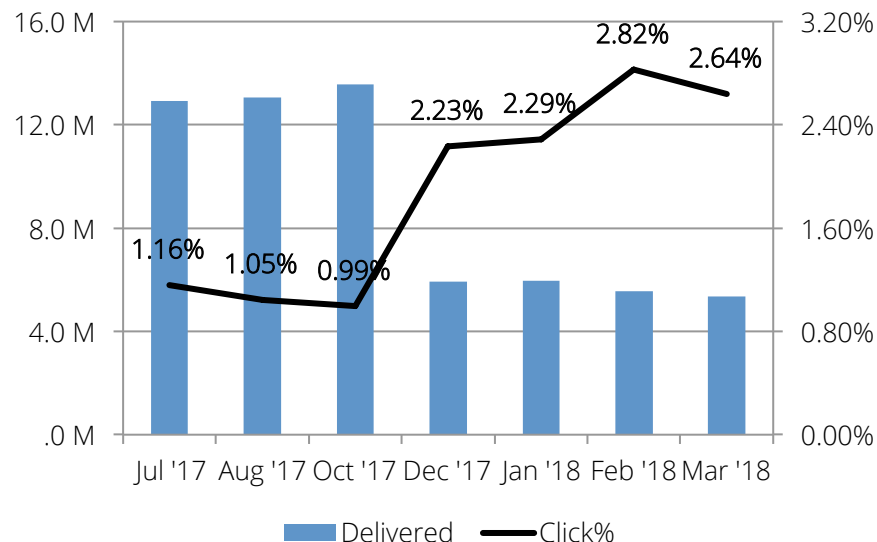


TARGETING & CONTENT OPTIMIZATION SHOW POSITIVE EFFECTS ON ENGAGEMENT METRICS

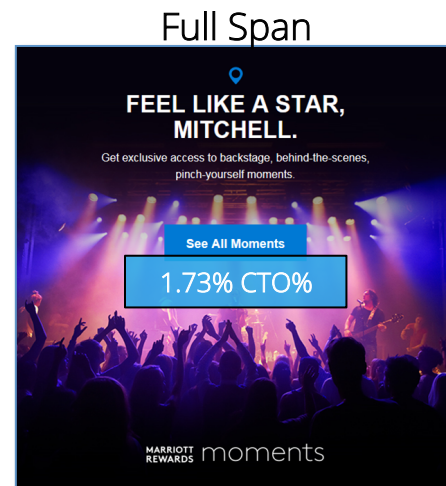
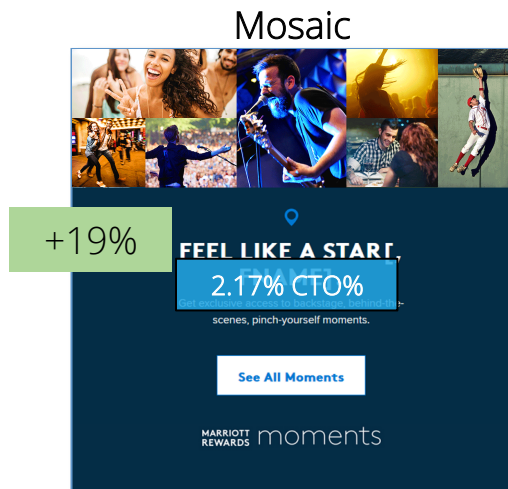
Moments Solo Delivered Volume & Unsub%



Moments Solo Delivered Volume & Click%



MOSAIC CREATIVE DRIVES CTOR LIFTS MOM OVER FULL SPAN WITH LOW GROUP

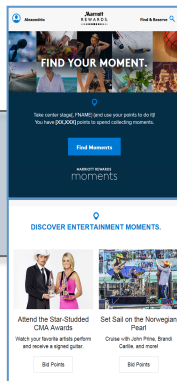


Mar '18 Moments Solo Top Offer	Delivered	EIR Bookings	EIR Revenue	Open%	CTOR	Conv%	Bk/Del (K)
Mosaic	695.4 K	510	\$184.1 K	46.8%	3.8%	4.1%	17.9
Full Span	695.4 K	488	\$156.5 K	47.0%	3.7%	4.0%	17.5

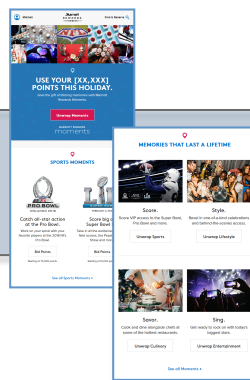
*Statistically significant results

MOMENTS OPTIMIZATION IMPROVES ENGAGEMENT

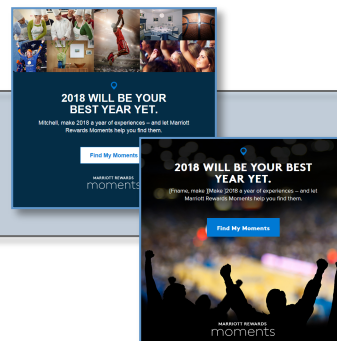
Oct '17



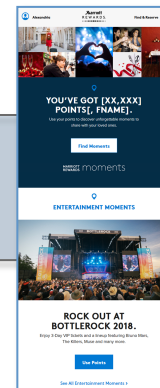
Dec '17



Jan '18



Feb '18



Targeting

High: personalized w/ points
Low: awareness focus; no pts.

High: personalized w/ points
Low: - new mbrs. in 60D + past clickers
- tested Category vs. Std layout

High: personalized w/ points
Low: Top Offer creative test

High: personalized w/ points
Low: Top Offer creative test

Results

Vs. Moments Solo Avg

- O/R down 6%
- CTOR down 1%

High segment engaged more with top offer (+37% % of clicks) and less with header (-44% % of clicks) than Low

Vs. Moments Solo Avg

- O/R up 69%
- CTOR up 29%

Dec vs. Oct CTOR:

- High up 14%
- Low down 36%

Category vs. Std: campaign level CTOR up 5%; not statistically significant

Vs. Moments Solo Avg.

- O/R up 68%
- CTOR up 27%

Low-Mosaic version:

- Link level: 8% higher % of clicks and 18% higher CTOR
- Campaign level: 10% higher CTOR

Vs. Moments Solo Avg.

- O/R up 53%
- CTOR up 53%

Low-Mosaic version:

- Link level: 31% higher CTOR
- Campaign level: 10% higher CTOR

SUBJECT LINE TESTING

- July: introduction style drove slightly higher engagement
 - Introducing Moments (20.8%)
 - New: Marriott Rewards® Moments (20.7%)
 - Mind-Blowing Moments. All for You. (20.5%)
- August: exclusive style resulted in 6% O/R lift over Moments Solo avg.
 - SL: [FNAME], Take a Look at These Members-Only Moments (23.3%-campaign O/R)
- Dec: targeted drove 23% lower O/R over points
 - Targeted select High group population that showed previous interest in Sports content
 - Test SL: From the Super Bowl to the Pro Bowl, Experience Moments (40.4%-campaign O/R)
 - Control SL: Use Your [XX,XXX] Points to Give a Gift Money Can't Buy (52.6%-campaign O/R)

TOP 3 TAKEAWAYS

1. Improve segmentation to support awareness and drive engagement while monitoring email KPIs
2. Personalization in subject lines and email content drive relevancy and KPI lifts
3. Continue test and learn methods to direct future designs

RECOMMENDATIONS

General

- Improve email targeting with Moments redemption or activity data or previous email click data
- Investigate web scraping for last minute experiences and/or to highlight upcoming experiences in Moments Solo
- Continue leveraging Wylei DCA technology to improve engagement in key modules
- Try testing themed subject lines with dynamic content against control subject lines with dynamic content
- Test into enhanced segmentation to increase engagement (past promo registrants, recent redemption stays, cardholders)

Low-No Points

- Increase opportunities for those with fewer points; give prominent placement of sweeps, lower pt. auctions and complimentary redemptions
- Enhance Moments Solo with option to buy points

High Points

- Enhance Moments Solo with geo-targeted Moments

CASE STUDY 2

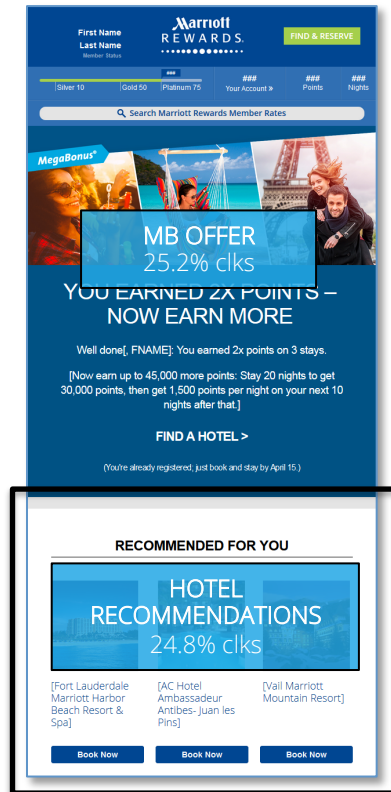
MegaBonus®

- **Situation:** Corporate level promotions are created at least 3 times a year to drive incremental revenue to the company by encouraging additional stays, maximizing share from Elite members and driving enrollments
- **Opportunity:** Leverage the email channel to drive traffic to the promotion landing page, generate registrations and bookings during each promotion period; Drive CTOR, registrations, and bookings
- **Approach:** Promote offers to member database through Solo's and content in BAU campaigns; personalization tactics were elevated to increase relevancy and net new Lifecycle and Solo emails were created per promo to raise engagement levels

RESULTS

- Hotel recommendations drive equal engagement as Top Offer
- Book Now CTA drives up to 24% higher BPK
- Find A Hotel CTA drives up to 15% higher campaign CTOR
- Targeted content drove >100% lift in CTOR in reminders
- Wylei image optimization drove 14% lift in CTOR
- Progress messaging and personalization tactics in subject lines drive opens

MEMBERS VALUED HOTEL RECOMMENDATIONS IN ACHIEVEMENT SOLO



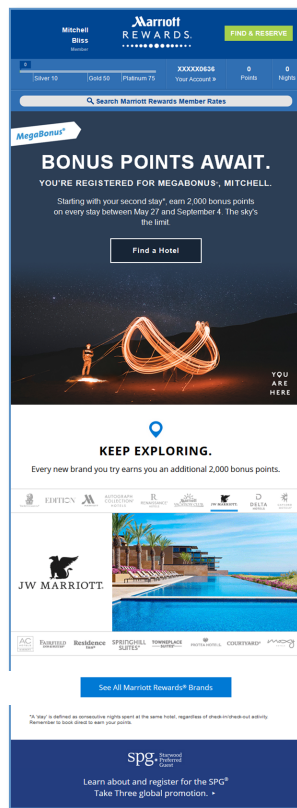
MegaBonus Achievement featured 3 Hotel Recommendations based on hotel propensity model used in Incent Redemption

Hotel Recommendations generated as much clicks as the Top Offer

Consider including this content module in other communications

REGISTRATION CONFIRMATION CTA TEST

"BOOK NOW" GENERATED HIGHEST BPK



BOOK NOW

CTOR = 6.7%

BPK = 11.7

FIND A HOTEL

CTOR = 7.0%

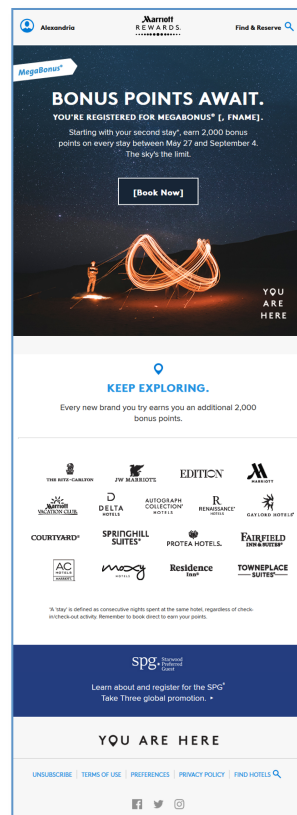
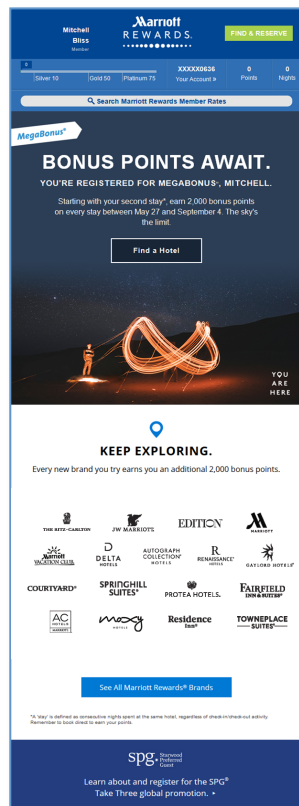
BPK = 9.4

PLAN A STAY

CTOR = 6.1%

BPK = 10.3

CTOR UP 29% MOM SINCE TEMPLATE 2.0 CHANGE - REGISTRATION CONFIRMATION SOLO



Similar look
& feel

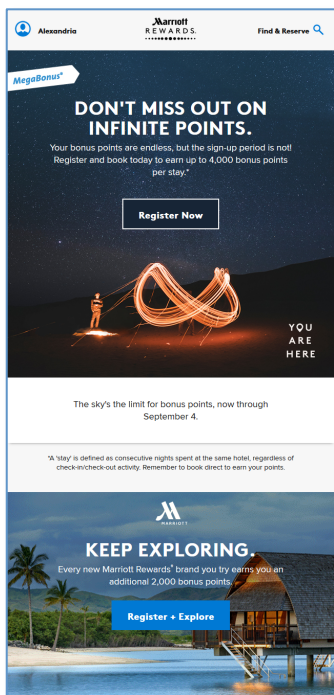
No member
module

Registration confirmation solo was updated with 2.0 template on 6/28

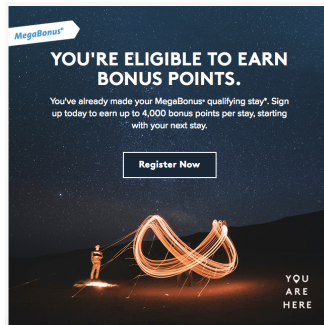
- CTO% increased 29% MoM
- CTO% increased 24% after template change within June
 - Results based on 12.1 K delivered, will continue to monitor

PERSONALIZATION INCREASES ENGAGEMENT WITH REGISTRATION REMINDER

Control

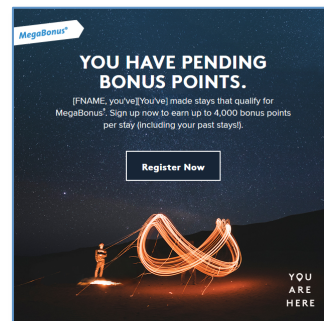


Control vs. Test Group A with 1 Stay



+116% Higher CTA clicks
+106% Higher campaign-level CTOR
7.1 BPK vs. 3.2 for control

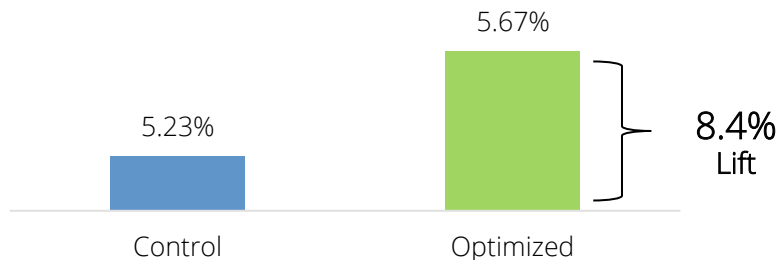
Control vs. Test Group B with 2+ Stays



+155% Higher CTA clicks
+144% Higher campaign-level CTOR
31.1 BPK vs. 10.7 for control

JUNE ENEWS – HERO OPTIMIZATION DROVE 8% CTO R LIFT

Optimization Results:



	Opens	Clicks	CTO%	Lift	Significance
Control	185,623	9,714	5.23%		
Optimized	2,761,999	156,678	5.67%	8.40%	98%

Normal Banner Logo Size



Larger Banner Logo

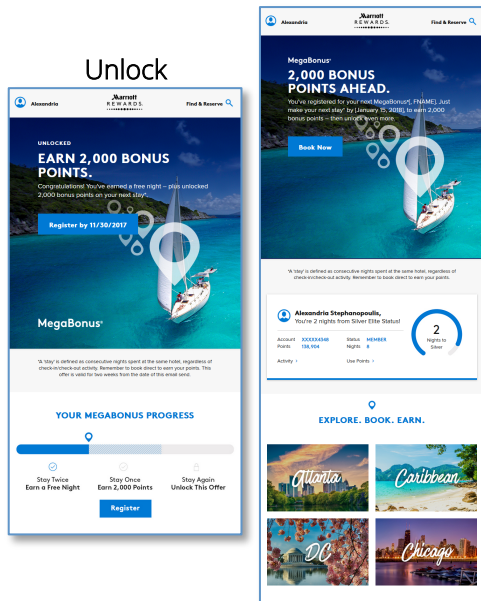


Note: The logo banner size did not play a significant role in lift.

INCREMENTAL AUTOMATED CAMPAIGNS TO SUPPORT BONUS UNLOCKS

- Above average engagement: combined Open 71%, CTO 69%, BPK 165
- Used Wylei dynamic content assembly in Top Offer

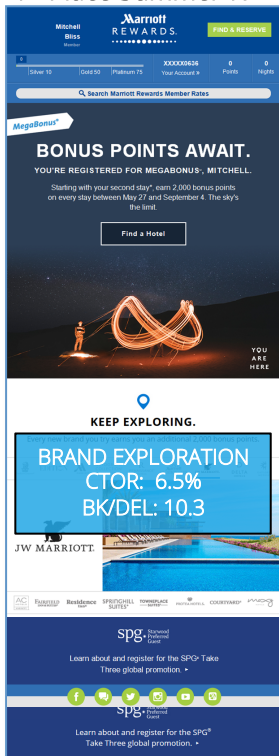
Unlock Registration Confirmation



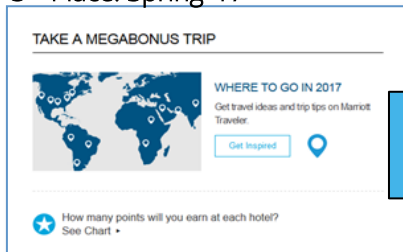
MegaBonus Solos: 1st Month Results	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/ Del (K)
Fall '17 Unlock	59.9 K	9.9 K	\$3.3 M	71.9%	69.6%	33.0%	165.3
Fall '17 Registration Confirmation	518.8 K	6.5 K	\$2.0 M	57.1%	7.8%	28.1%	12.5
Registration Confirmation Avg.	451.7 K	5.7 K	\$2.1 M	58.7%	8.8%	24.7%	12.7
Achievement Avg.	103.6 K	8.4 K	\$2.9 M	70.9%	44.1%	26.1%	81.4

REG CONFIRMATION - TRAVEL DEALS MAY HELP GENERATE ADDITIONAL CLICKS & BOOKINGS

4th Place Summer'17

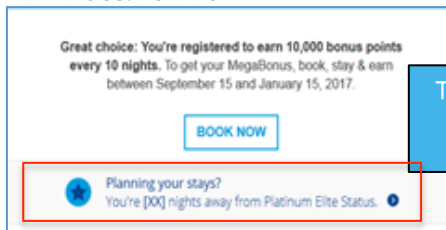


3rd Place: Spring '17



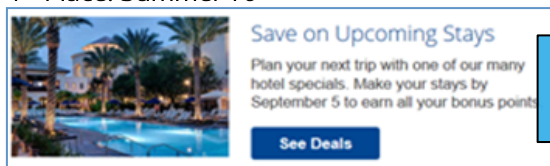
MARRIOTT TRAVELER & MAP
CTOR: 8.3%
BK/DEL: 11.6

2nd Place: Fall '16



TRAVEL DEALS & ELITE STATUS TARGETING
CTOR: 7.8%
BK/DEL: 13.2

1st Place: Summer'16



TRAVEL DEALS
CTOR: 9.8%
BK/DEL: 15.2

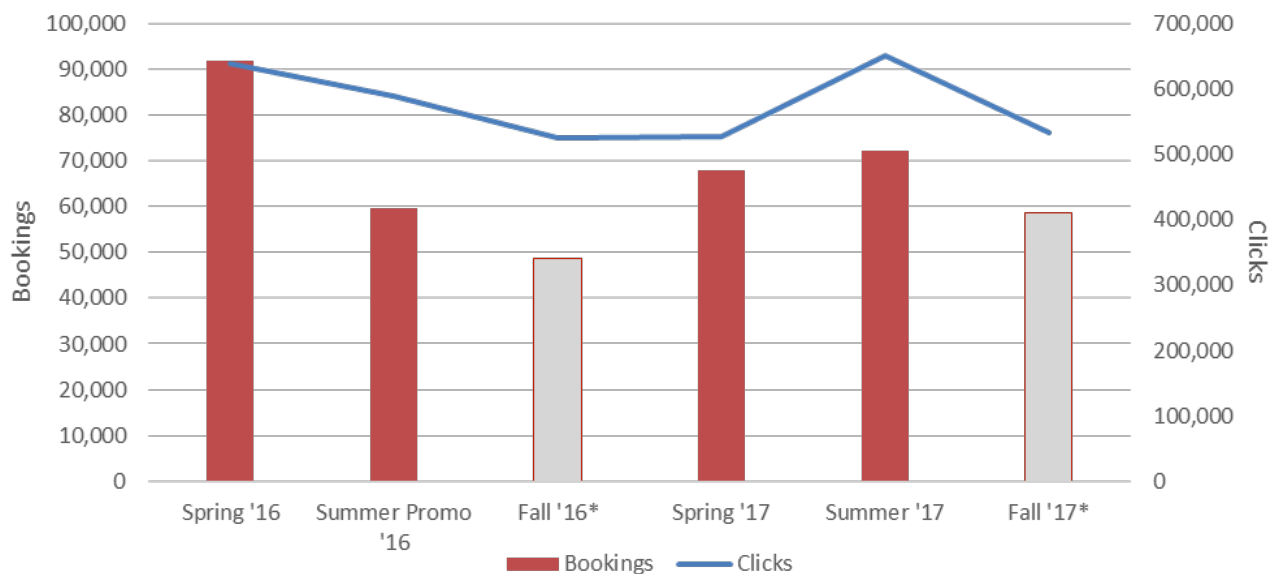
MB Registration Confirmation generated the lowest CTO% & BPK in the past year

These Solo types primarily featured a main "book now"

Also, 2nd CTA was not clearly defined

SOLO + ENEWS TOP OFFER VS. ENEWS TOP OFFER ONLY

MB announcement in eNews boosts eNews financials; combination delivers more clicks & bookings



*eNews only top offer announcement campaigns
 MegaBonus wasn't featured in eNews until the 2nd month of the 2016 Summer Promo

SUBJECT LINE TESTING

Spring '17 MB Last Chance Booking Reminder Solo:

- Your MegaBonus Status So Far (96.6%)*
- Next Steps for Your MegaBonus (91.7%)
- You're Registered: 2x Points (84.0%)

Summer '17 MB Announcement Solo (Eng):

- New MegaBonus: Infinite Points (14.7%)*
- Announcing Infinite Points (13.9%)
- Your MegaBonus Offer: Infinite Points (13.4%)

Descriptors of winning subject line:

Personal status update

"New" over "Your"?

**Results are statistically significant*

BOOKING REMINDER OPEN RATE HURT BY DEMPHASIS ON PERSONALIZATION

Open rate down 27% to 42.2%, compared to spring '17 email

Leverage previously used status language in subject line vs. pre-header; it drove a 55% open rate

Applied
Winning
Image

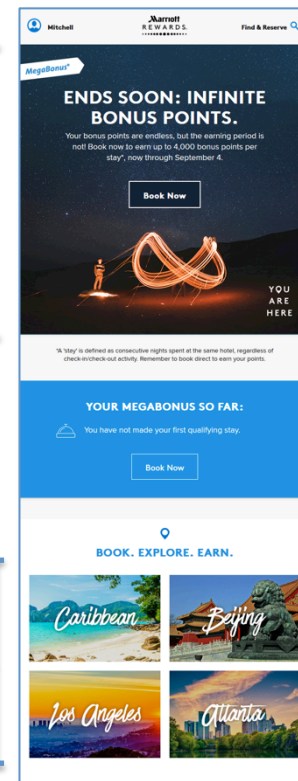


Image
Optimization

Summer '17

SL = Book Today to Earn up to 4,000 Bonus Points

PH = [FNAME:]Here's your MegaBonus® status so far.

Spring '17

SL = Your MegaBonus **Status So Far**

PH = Earn double points. Take in more moments with MegaBonus®.

TOP 3 TAKEAWAYS

1. Segment audience and use personalized content to increase engagement
2. Incremental messages drive promo engagement
3. Continue test and learn methods to direct future designs

RECOMMENDATIONS

- Announcements: leverage eNews and Solo to non-openers
- Registration Confirmation:
 - Use “Book now” CTA
 - Include booking content (Travel Deals, hotel propensity)
- Reminder Solo’s: segment audience and targeted content
- Achievement Solo: use hotel propensity for next stay reco

Apply above recommendations to other emails with MegaBonus content

WHAT'S NEXT?

- Collaborate on email marketing plans (Moments & MegaBonus) and learning agenda with business partners for remainder 2018 & CY19
- Schedule regular sharing sessions to review results and update marketing plans



THANK YOU!

Any Questions?



APPENDIX

MARCH '18 MEGABONUS TO-DATE

Promotion Results First 3 Months	Delivered	EIR Bookings	EIR Revenue	Bk/ Del (K)
Spring '17	68.8 M	144.8 K	\$52.2 M	2.1
Summer '17	85.4 M	133.2 K	\$45.2 M	1.6
Fall '17	91.7 M	171.9 K	\$58.0 M	1.9
Spring '18	86.1 M	124.4 K	\$45.3 M	1.4

Promotion Results First 3 Months	Delivered	EIR Bookings	EIR Revenue	Bk/ Del (K)
Announcement	8.5 M	55.0 K	\$20.4 M	6.4
Registration Confirmation	777.9 K	8.1 K	\$2.9 M	10.5
Achievement	162.9 K	4.2 K	\$1.5 M	25.7
Registration Reminder	8.0 M	19.9 K	\$7.1 M	2.5
Last Chance Registration	7.7 M	13.9 K	\$4.8 M	1.8
Last Chance Booking	645.5 K	5.5 K	\$1.8 M	8.5
eNews Jan '17	13.7 M	13.1 K	\$4.5 M	1.0
eNews Feb '17	15.0 M	23.8 K	\$8.6 M	1.6
eNews Mar '17	14.4 M	1.2 K	\$450.4 K	0.1
Spring '17	68.8 M	144.8 K	\$52.2 M	2.1
Announcement	12.1 M	52.6 K	\$18.0 M	4.4
Registration Confirmation	906.2 K	8.5 K	\$2.7 M	9.4
Registration Reminder	9.4 M	13.6 K	\$4.6 M	1.4
Booking Reminder	801.6 K	10.6 K	\$3.3 M	13.2
eNews Jun '17	14.5 M	19.7 K	\$6.9 M	1.4
Hotel Specials Jun '17	10.3 M	424	\$145.4 K	0.0
Destinations Jun '17	11.7 M	1.3 K	\$341.2 K	0.1
eNews Jul '17	15.4 M	26.0 K	\$9.1 M	1.7
Hotel Specials Jul '17	10.3 M	482	\$154.8 K	0.0
Summer '17	85.4 M	133.2 K	\$45.2 M	1.6
Registration Confirmation	869.1 K	9.9 K	\$3.1 M	11.4
Unlock	430.1 K	49.5 K	\$15.7 M	115.1
Unlock Registration Confirmation	233.5 K	3.2 K	\$979.4 K	13.6
Registration Reminder	10.2 M	18.0 K	\$6.4 M	1.8
Booking Reminder	644.5 K	7.6 K	\$2.4 M	11.8
eNews Sep '17	15.7 M	58.7 K	\$21.0 M	3.7
Hotel Specials Sep '17	10.2 M	534	\$177.2 K	0.1
eNews Oct '17	16.4 M	22.8 K	\$7.6 M	1.4
Hotel Specials Oct '17	10.3 M	415	\$158.8 K	0.0
eNews Nov '17	16.5 M	1.2 K	\$433.8 K	0.1
Hotel Specials Nov '17	10.2 M	151	\$38.3 K	0.0
Fall '17	91.7 M	171.9 K	\$58.0 M	1.9
Registration Confirmation	1.0 M	8.1 K	\$2.8 M	7.9
Registration Reminder	11.3 M	26.4 K	\$9.9 M	2.3
Last Chance Registration	10.5 M	32.5 K	\$11.5 M	3.1
eNews Jan '18	15.0 M	32.5 K	\$11.9 M	2.2
eNews Feb '18	14.7 M	19.3 K	\$7.0 M	1.3
Hotel Specials Feb '18	9.9 M	307	\$133.0 K	0.0
eNews Mar '18	14.9 M	5.1 K	\$1.9 M	0.3
Hotel Specials Mar '18	8.8 M	149	\$44.8 K	0.0
Spring '18	86.1 M	124.4 K	\$45.3 M	1.4

