



# 2017 LOOKBACK & ACCOMPLISHMENTS

October 26, 2017

*yes*

# AGENDA

- 📍 Program Accomplishments & Wins
- 📍 Campaign & Content Highlights
- 📍 Supported Initiatives

# PROGRAM ACCOMPLISHMENTS & WINS

# MEMBER MARKETING *at a glance*

## ENGAGEMENT

 83

Campaigns Sent

 832MM

Emails Delivered

 193MM

Impressions

 16.9MM

Traffic to Marriott.com

 45%

Members Engaged in Email

# MEMBER MARKETING *at a glance*

## REVENUE & ROOM NIGHTS



\$543MM

Revenue (EIR)



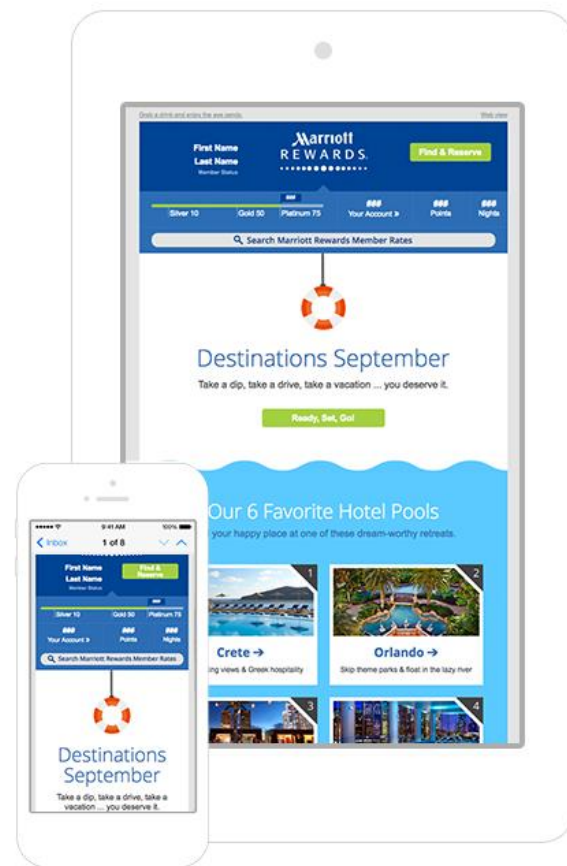
3.5MM

Room Nights (EIR)

IAC WINNER!

## 2017 Internet Advertising Competition Award for Outstanding Achievement in Internet Advertising

- Destinations: September 2016
- Best Hotel And Lodging Email Message



# REINFORCED & EXPANDED OUR TEAM

- Increased account management resources
- Added on-site strategy support



ACCOUNT MANAGEMENT



CREATIVE



MESSAGE MANAGEMENT



STRATEGY



WEB PROD



MEMBER MARKETING

# CAMPAIGN & CONTENT HIGHLIGHTS



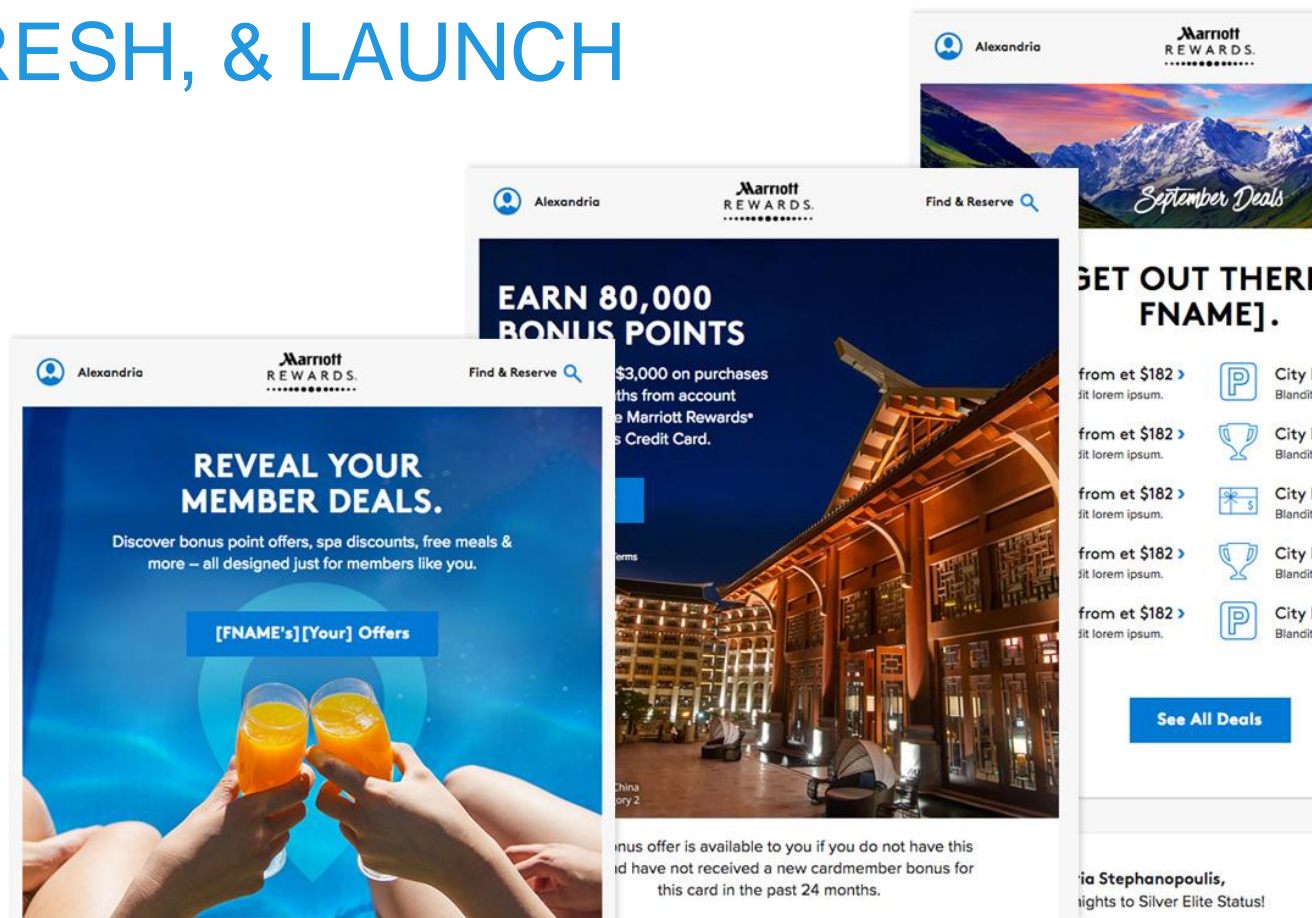
# SUCCESSFUL TEMPLATE 2.0 DESIGN, BRAND REFRESH, & LAUNCH

 July 6

1<sup>st</sup> BAU Email in 2.0  
(eNews)

 13.6  
%

Lift in Program CTOR



350

Campaigns  
Retrofitted in 2.0

## MR AUTOS RETROFIT

### Frequently Used Content

#### BATCH 1

- 0503 WELCOME EXISTING
- 0504 WELCOME DOUBLE OPT-IN
- 0505 WELCOME FLIPPER
- 0506 WELCOME NON-MEMBER
- 0500 LIFETIME ACHIEVERS

#### BATCH 2

- 0507 WELCOME MEMBER POINTS
- 0508 WELCOME MEMBER MILES
- 0509 ACHIEVERS
- 0510 RENEWERS
- 0511 POST REDEMPTION
- 0512 ABANDON SEARCH
- 0513 NEAR LEVEL

#### BATCH 3

- 0514 OTA SECOND STAY
- 0517 MEMBER ANNIVERSARY

#### BATCH 4

- 0515 BIRTHDAY
- 0524 INCENT REDEMPTION
- 0525 HELLO AGAIN
- 0529 SILVER FOCUS
- 0531 MRCC ANNIVERSARY
- 0532 MRCC FREE NIGHT CERTIFICATE

#### BATCH 5

- 0530 ELITE OFF-TRACK
- 0535 POINTS EXPIRATION
- 0537 POINTS SHARING
- 0539 EARLY ENGAGEMENT
- 0540 STREAMLINED ENROLLMENT

#### BATCH 6

- 0543 SPG EXISTING MEMBER STATUS MATCH
- 0544 SPG UPGRADE
- 0545 EARLY ACTIVATION
- 0546 REACTIVATION

## MR RETROFIT BATCH 2

### Frequently Used Content

#### WELCOME MEMBER POINTS

##### 0507 POINTS WELCOME



##### 0507 EES1



##### 0507 EES2

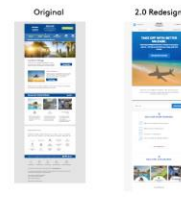


##### 0507 EES3



#### WELCOME MEMBER MILES

##### 0508 MILES WELCOME



##### 0508 EES1



##### 0508 EES2



# ORGANIZATION!

Enables design / production efficiency  
& ensures brand consistency across  
communications

HOME

[LOYALTY - BENEFITS](#) [LOYALTY - OTHER](#) [PARTNERS + PLATFORMS](#) [PROMOTIONS + BOOKING](#) [PROPENSITY MODULES](#) [ICONS](#) [IN-LANGUAGE](#)

## FREQUENTLY USED CONTENT

### KEY:

#### A-Z - Content Elements

- 1 - Article
- 2 - 2-up Module
- 3 - 3-across
- 4 - Bulleted list
- 5 - 1-liner
- 6 - Other

[See All](#)

### ELITE BENEFITS

Appears in: Elite Buyback, Elite Off Track, Near Level, Achievers, Renewer, Silver Focus, Taste of Gold, Lifetime Achiever, Early Engagement, AP Activation, SPG Upgrade

[Home page >](#)

#### Silver (B1A, B3A, B4A)



#### Discover Silver Elite benefits.

Enjoy 20% more points on stays, ultimate reservation guarantee, priority late checkout and more.

[Explore More Benefits](#)

#### SILVER ELITE BENEFITS



Priority Late  
Checkout



20% More Points  
per Stay



Ultimate  
Reservation  
Guarantee

[Explore More Benefits](#)

#### SILVER ELITE BENEFITS



Priority Late Checkout: Go ahead, sleep in. >



20% More Points Per Stay: Earn free nights faster. >



Ultimate Reservation Guarantee: We've got you covered. >



Marriott Rewards® Member Rates: Pay less when you book direct. >

[Explore More Benefits](#)

# 123

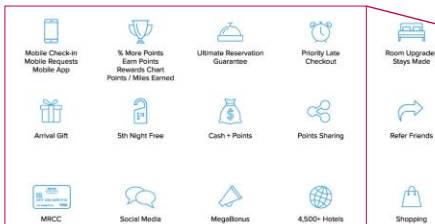
Modules  
Designed

Marriott  
REWARDS.

yes

## ICON LIBRARY

Download



# 51

## Unique Programmatic Icons



Mobile Check-in  
Mobile Requests  
Mobile App



Arrival Gift



MRCC



% More Points  
Earn Points  
Rewards Chart  
Points / Miles Earned



5th Night Free



Social Media



Ultimate Reservation  
Guarantee



Cash + Points



MegaBonus



Priority Late  
Checkout

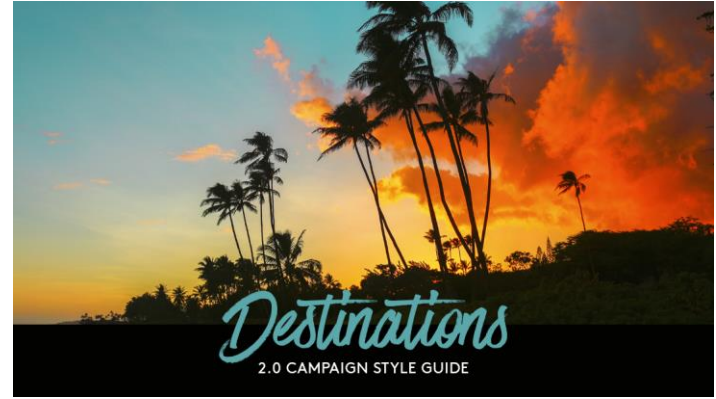


Points Sharing



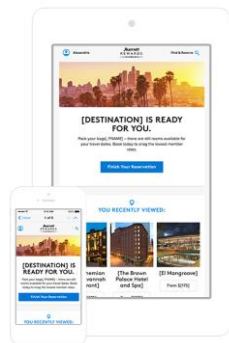
4,500+ Hotels  
Marriott + SPG

# STYLE GUIDE FOR EACH CAMPAIGN TYPE

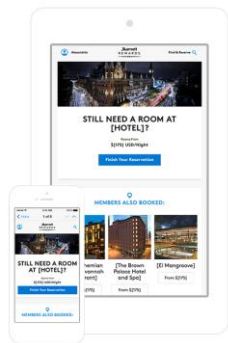




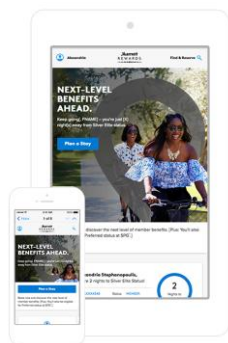
# 9 CAMPAIGNS LIVE IN ORCHESTRATION



Abandoned Search



Near Level



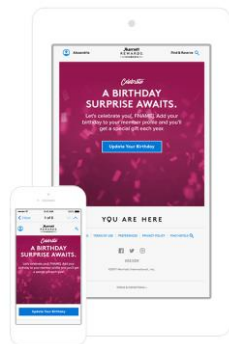
Achievers



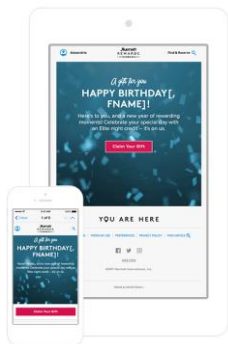
LT Achievers



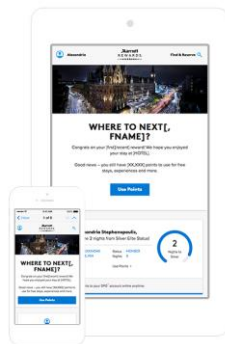
Renewers



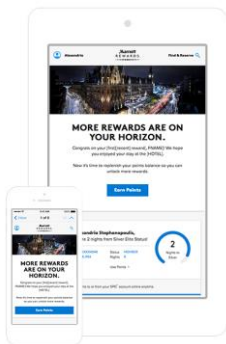
Happy Birthday



Redemption Recognition



MR Anniversary





 27

Campaigns Featured In

 209MM

Emails Delivered

 3.2MM

Traffic to Marriott.com

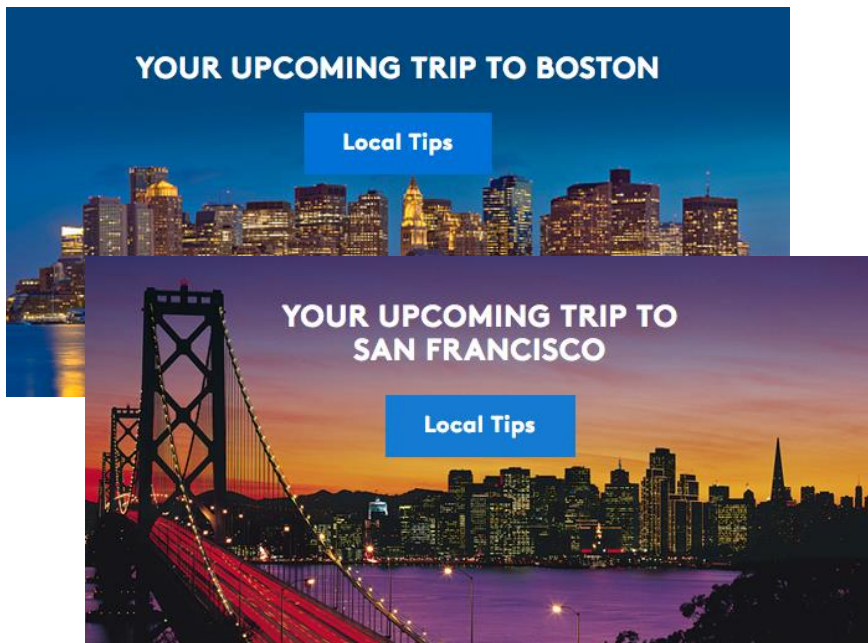
 2.4MM

Registration Confirmations Sent

# CONTENT PERSONALIZATION

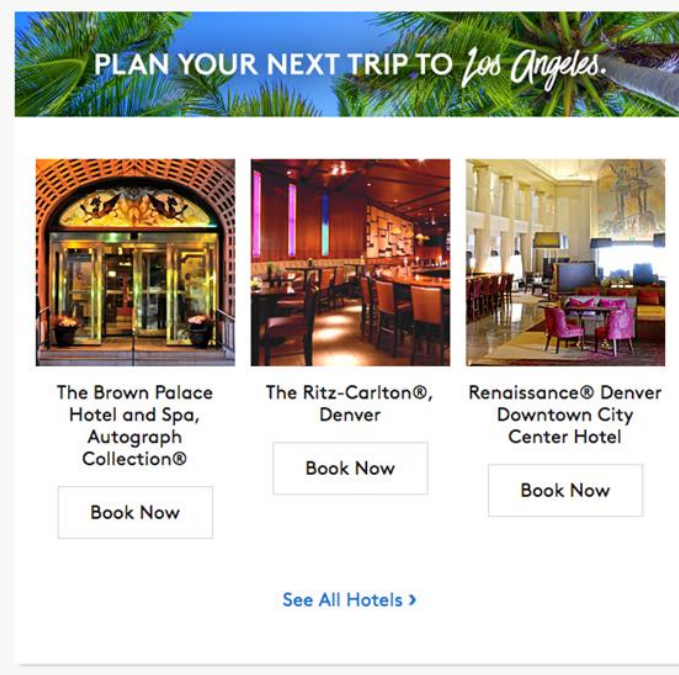
## Upcoming Trip Module

Targeting 46 locations



## Destinations Propensity Module

26.3MM Emails Delivered (May-Sep'17)

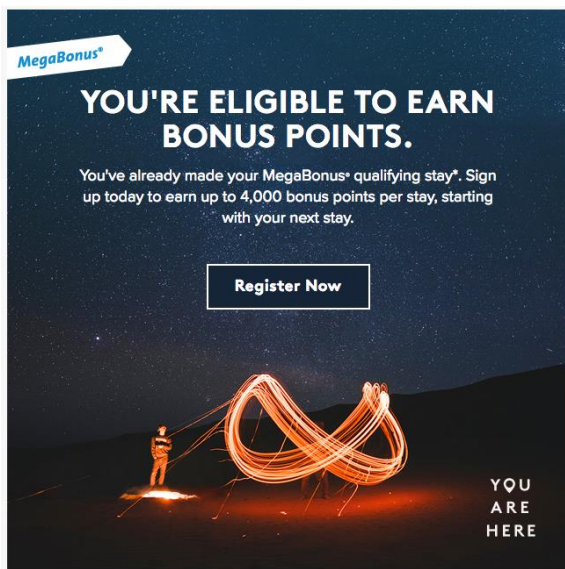




# CONTENT PERSONALIZATION

↗ 106%

Higher Campaign CTR



MegaBonus®

**YOU'RE ELIGIBLE TO EARN BONUS POINTS.**

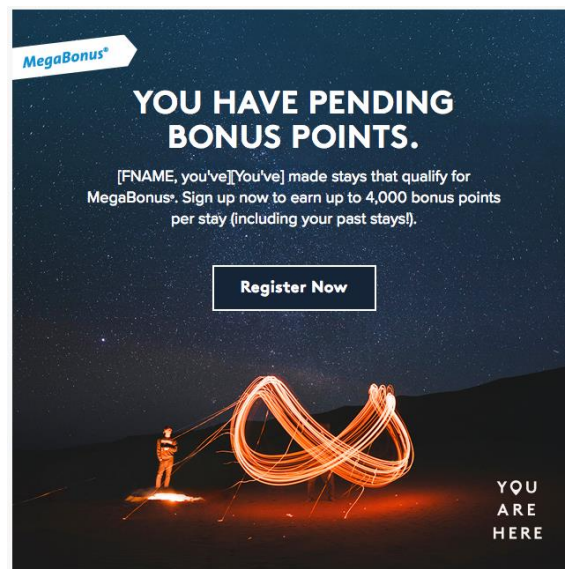
You've already made your MegaBonus® qualifying stay\*. Sign up today to earn up to 4,000 bonus points per stay, starting with your next stay.

[Register Now](#)

YOU ARE HERE

↗ 144%

Higher Campaign CTR



MegaBonus®

**YOU HAVE PENDING BONUS POINTS.**

[FNAME, you've][You've] made stays that qualify for MegaBonus®. Sign up now to earn up to 4,000 bonus points per stay (including your past stays!).

[Register Now](#)

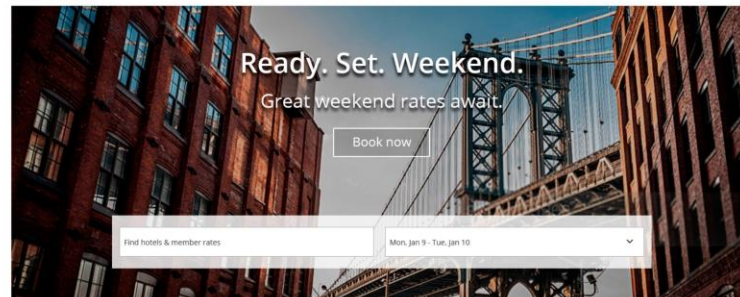
YOU ARE HERE

# MVP CONTENT OASIS

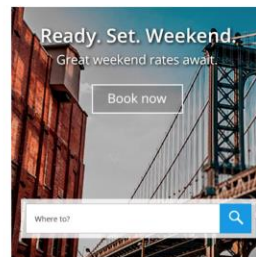


## AMERICAS GREAT WEEKENDS (REGIONAL OFFER)

HERO - DESKTOP



HERO - MOBILE



4-PACK



50/50 TILE



EMAIL - MOBILE



EMAIL - DESKTOP



# MVP LAUNCHED IN EMAIL



 **April 4** Launched in eNews

 **77MM** Emails Delivered

 **134** Offers/Content Promoted

# WYLEI OPTIMIZATION



EXPLORE. BOOK. EARN.



DISCOVER MORE PLACES.

D.C. >

Chicago >

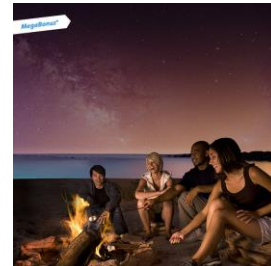
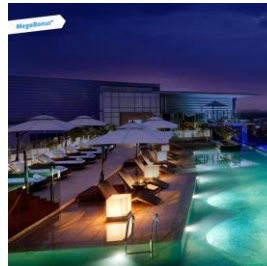
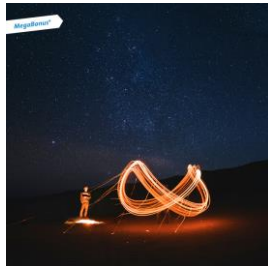
Los Angeles >

Atlanta >

Up to

↗ 61%

CTOR Lifts



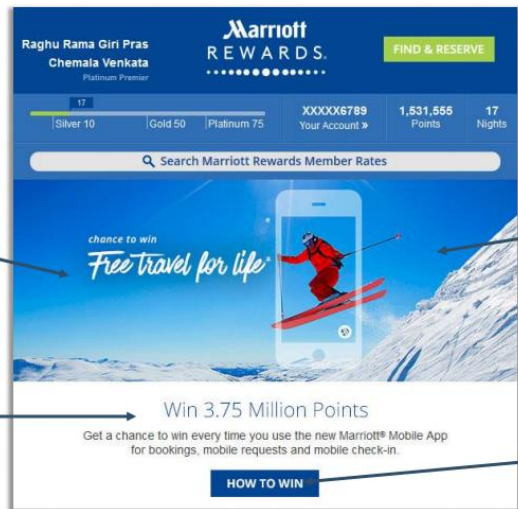
Marriott  
REWARDS.  
.....

yes



# WYLEI DYNAMIC CONTENT ASSEMBLY

- Fall Megabonus
  - Test launch



Hero Headline

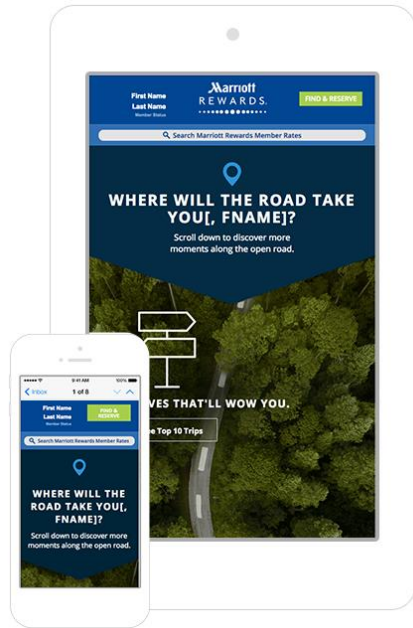
Hero Image

Secondary Headline

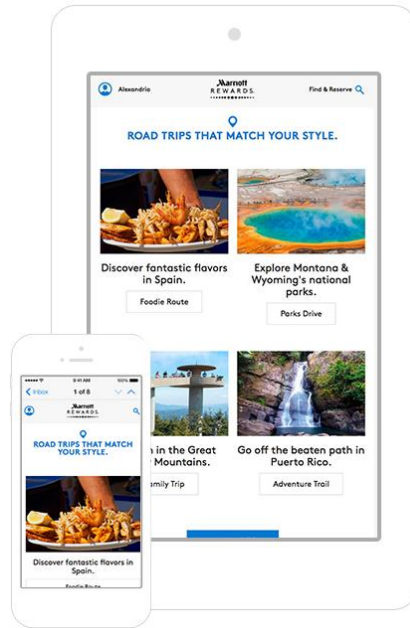
CTA Button



# SUMMER ROAD TRIP SERIES



June



July



August

↻ 7%  
Higher CTOR

# INITIATIVES SUPPORTED

# INITIATIVES SUPPORTED



## Traveler

965K Unique Visits  
(MarriottTraveler.com)



## NFL

26MM Solo  
Emails Delivered



## Mobile App

11MM Solo  
Emails Delivered



## Hertz

993K Solo  
Emails Delivered



## Moments

39MM Solo  
Emails Delivered



## SPG

13MM Emails  
Delivered



## RewardsPlus

300K Emails  
Delivered



## MORE

Solo Launch  
in Oct '17



## MRCC

22.6K  
Acquisitions





THANK YOU!

