



MOMENTS MEASUREMENT

January – September 2017

MARRIOTT REWARDS
moments

AGENDA



2017 Shared MBOs

2017 Key Accomplishments

2017 Executive Summary & Recap

Marketing Tactical Insights

2018 Focus Areas



2017 SHARED MBOs

Create raving brand fans through amazing experiences, delivering “always on” marketing that drives loyalty and profitable consumer behavior.

DRIVE DISCOVERY



Drive preference and consideration for Marriott Rewards through acquisition and member engagement strategies, marketing both experiential and stay-based activities.

Site Visits

P GOAL

984K



SP GOAL

1.13M



K GOAL

1.27M



INCREASE ENGAGEMENT



Grow consumer awareness and member advocacy for Marriott Rewards via public relations, multi-cultural marketing, partner activations, content and real-time marketing opportunities.

Redemptions

P GOAL

888



SP GOAL

954



K GOAL

1,020



2017 Key Accomplishments



HARMONIZATION

- ✓ Rebrand as “Moments”
- ✓ Category alignment
- ✓ Asset sharing
- ✓ Cross promoting



DIFFERENTIATION

- ✓ Successfully developed & launched 41 new moments in 2 weeks to support Master Classes
- ✓ Partnered with key talent for Master Classes - Dwayne Wade, Laird Hamilton, Jean-Michel Cousteau, and more
- ✓ Property assets are showcased as 17% of overall inventory
- ✓ Key global partnerships for MR and SPG: NFL, NBA, UMG, MSG, NHL, AEG



MARKET PRESENCE

- ✓ Expanded presence in two top 10 member markets – Boston & DC with venue deals (access to 4 sport franchises and concerts)
- ✓ Featured experiences in 122 cities (including international)



2017 EXECUTIVE SUMMARY

September Totals

YTD



109k

Site Visits

856k



226

Redemptions

1,053



18.3MM+

Points redeemed

102MM+



1,865

Number of bids

10,142



359

Unique Bidders

1,841



43%

Mobile Visits

43%

Key September Marketing Tactics

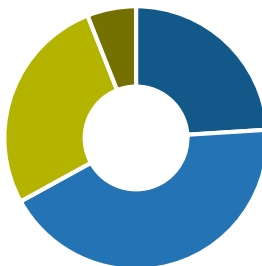


9/8 NFL Solo

9/13 Moments METT

September Redemptions

Package Type	Quantity
Auction	152
Buy Now	74
Average Points Redeemed (auction)	100,789
Average Points Redeemed (buy now)	40,338



43% Sports

27% Culinary

24% Entertainment

6% Lifestyle

Top September Moments

Dine & Private Performance from the Cast of Hamilton



500,000

Most points redeemed

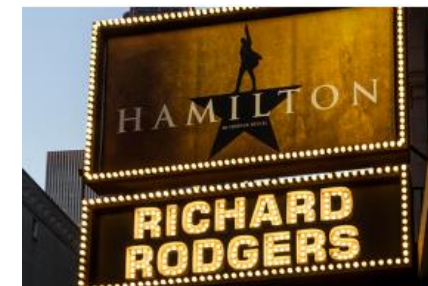


Dine & Private Performance from the Cast of Hamilton



73

Most bids on one package



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2017 GOAL PACING



SITE VISITS

Driving Discovery

September	YTD	Forecast*	2017 Goal**	Actual v. Goal YTD
109K	856K	1.14M	1.13M	95%



REDEMPTIONS

Driving Engagement

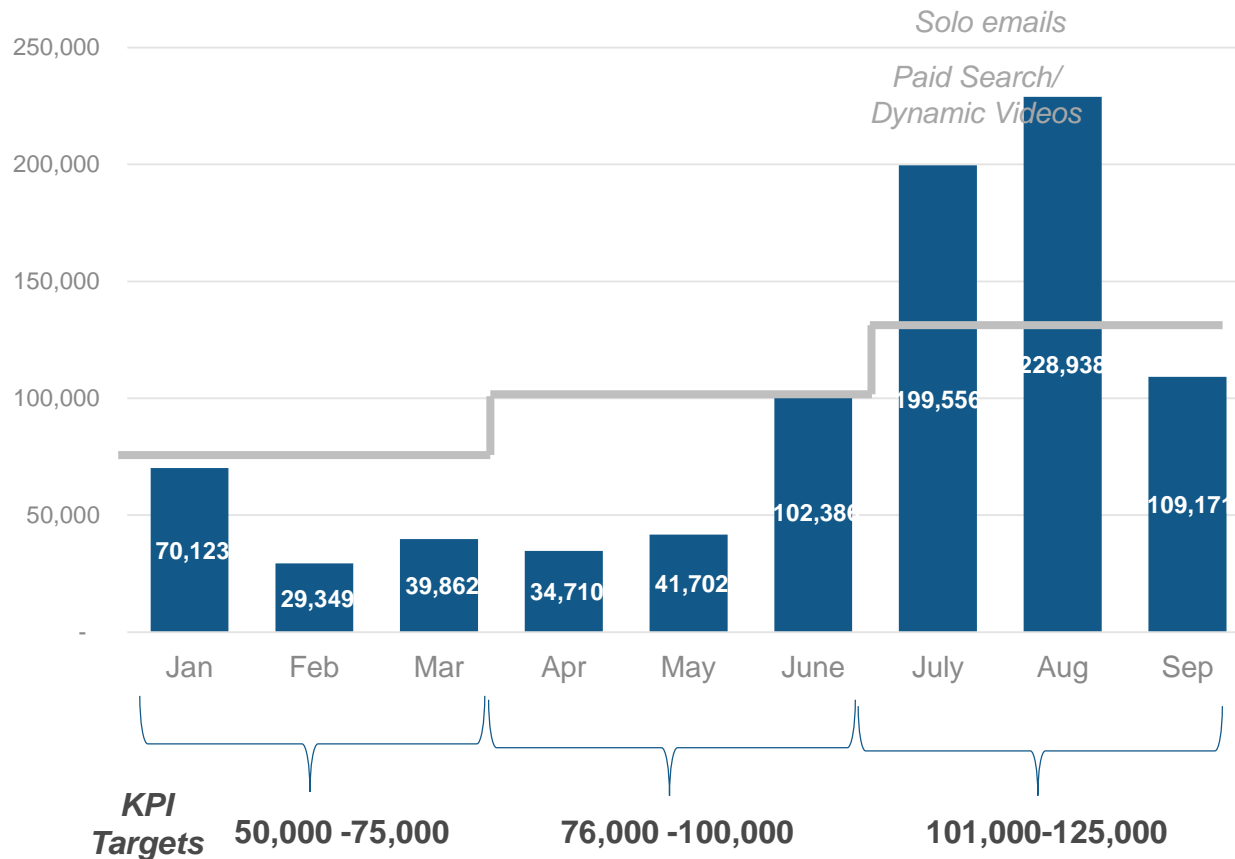
September	YTD	Forecast*	2017 Goal	Actual v. Goal YTD
226	1,053	1,404	954	146%

687 Moments enjoyed by members and their guests in 2017

📍 2017 Recap

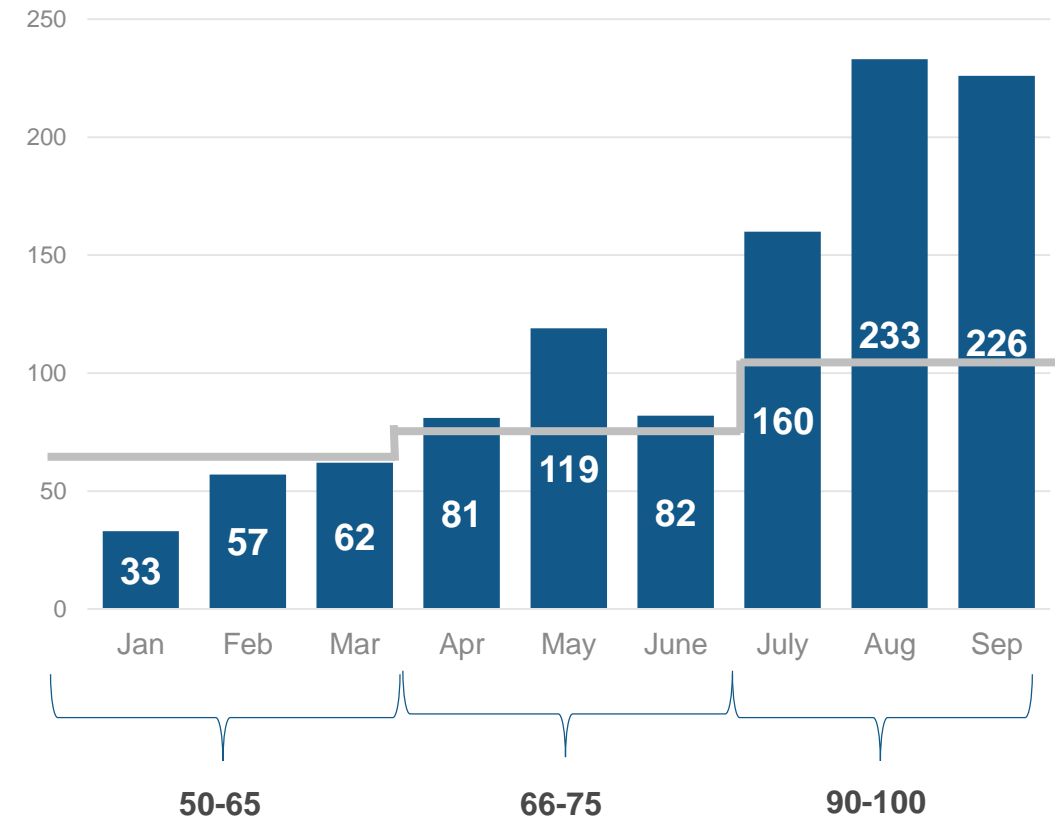
Year to date, Moments has seen **855,797 site visits and 1,053 redemptions**. The increase in traffic from June onward is largely due to the dedicated solo email campaigns and paid search. September's email was dedicated to NFL which impacted visits, causing a decrease in traffic. **Redemptions continue to meet and surpass goals over the last six months.**

SITE VISITS



SITE VISITS YTD 856K
(95% TO GOAL)

REDEMPTIONS



REDEMPTIONS YTD 1,053
(146% TO GOAL)

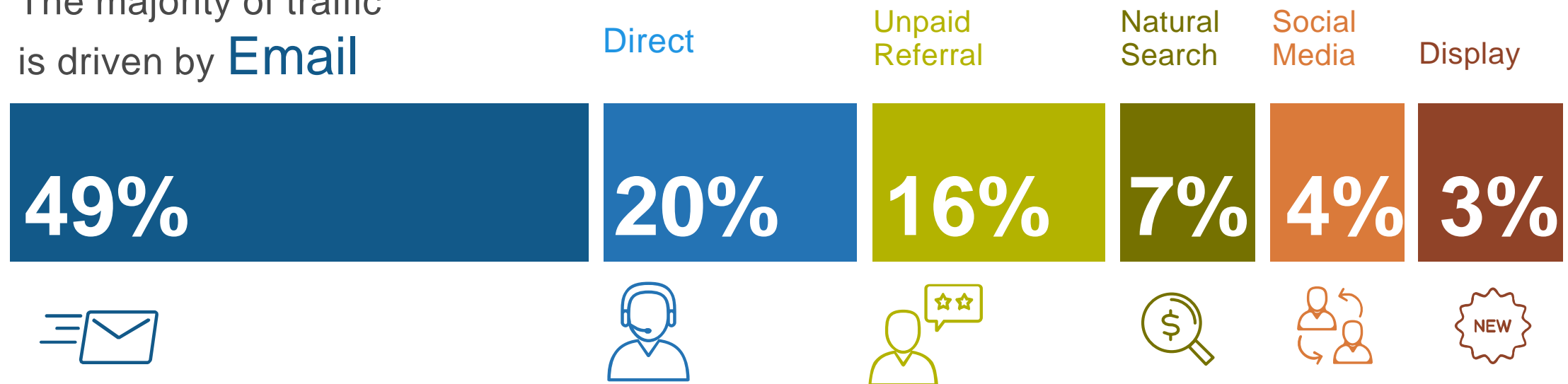
MARRIOTT REWARDS
moments



VISITS BY TRAFFIC SOURCE

Email continues to be the leader of traffic sources. Email traffic jumped from an average of about 40% in January – June to **76% in July and 62% in August** after a solo email. **Paid search began to run actively in late August** is expected to increase site traffic. June had a spike in unpaid referral, likely caused by the **Global Press Release** around Master Classes. Social increased from 0.45% in July to 3.36% in August, likely caused by **Moments Facebook video ads**.

The majority of traffic is driven by **Email**



MOMENTS ENGAGEMENT WITH MARKETING EXPOSURE

The few moments listed below highlight the impact of featuring specific packages in marketing channels. Moments with marketing exposure see anywhere from **1,500 – 51,000+ page views**, versus the average of 868 views across moments in general. This also impacts average bids and redemption prices across featured moments by **as much as 600%!** (94k redemption vs 632k redemption).

Moment (Channel)*	Total Page Views	Avg. Bids per Package	Avg. Redemption
Dwyane Wade (July solo, Press Release, July METT, July Hotel Specials)	6,987	45	632,500
Biggest Loser Academy (July Solo)	5,855	56	427,500
Kaaboo Festival Sweepstakes (July solo, July enews, Moments banner)	51,600	11.256 entries	-
Hamilton (August solo, August METT, August Hotel Specials)	34,800	55	369,643
Crenn Dinner (August solo, September METT, September enews)	1,493	11	112,750
Little Goat Chef Dinner (Sept. METT, Sept. Hotel Specials)	1,834	2	55,769
Blue Hill Private Lunch (Sept. METT)	2,790	19	86,944
Thanksgiving Parade (Sept. METT, Sept. Hotel Specials)	2,590	73	313,750
Average across all moments ** (with + without marketing features)	868	16	94,989

*Sample moments in marketing from July – September , when solo campaigns began.

**Average of moments July-September

SURVEY RESPONSES

99%

Likely to redeem for another experience

“

My wife and I had a wonderful evening with Curtis Stone at Gwen LA. Penny from Marriott was awesome. We were treated like valued Marriott Rewards members from the initial greeting email all the way through the amazing dinner! “

Glenn V.

Master Class with Chef Curtis Stone at Gwen

96%

Likely to recommend Moments to Friends & Family



“

We had a wonderful time. The tent was lovely and the hostess and the folks serving wine were exceptionally personable and gracious and made the event very enjoyable. Loved the seating, décor, all of it! “

Pam W.

Suite Seats to see Chicago at the Chateau Ste. Michelle

96%

Agree experiences enhance overall value of Marriott Rewards

“

I had a fabulous time at the Per Se dinner. I'm now going to prioritize using my point-earning credit card, since I need more points to use on future experiences! “

Shirley Y.

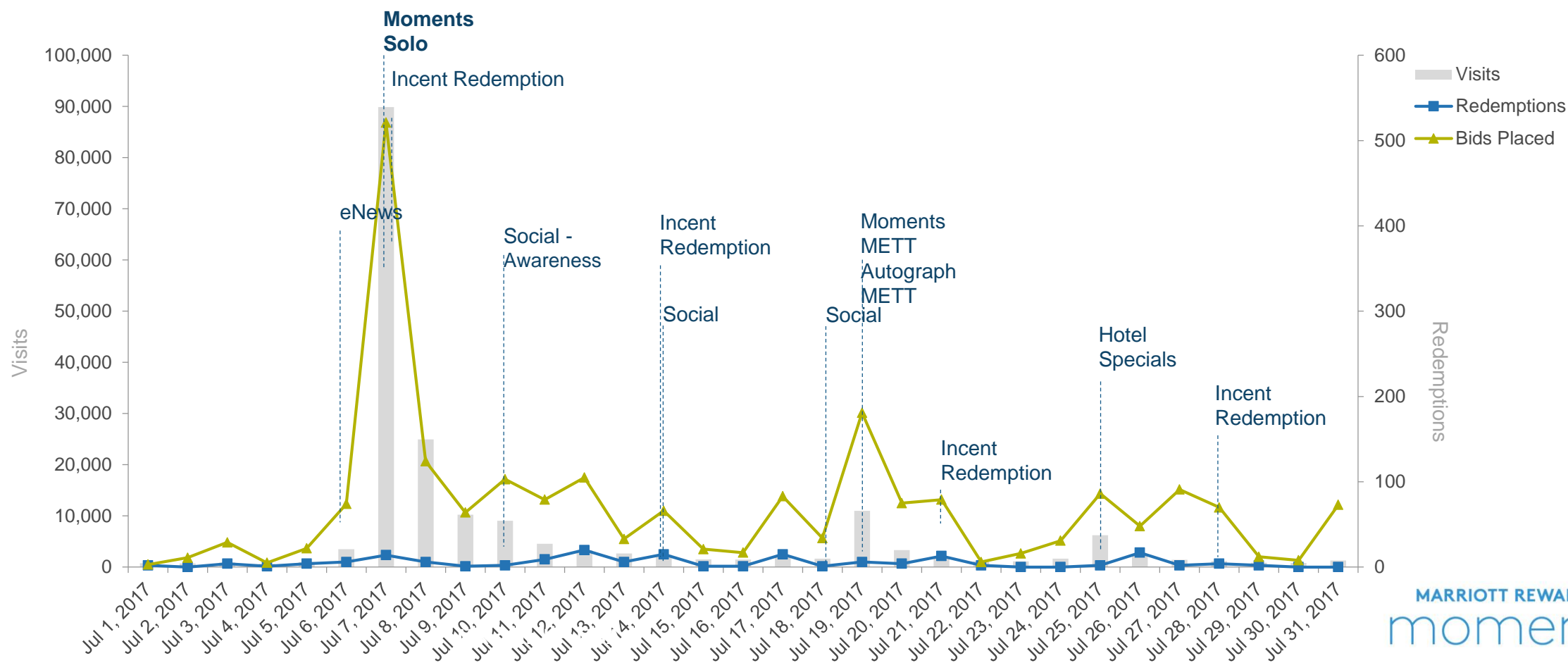
Evening with Chef Thomas Keller at his Iconic Restaurant Per Se

MONTHLY TACTICAL INSIGHTS

May–August 2017



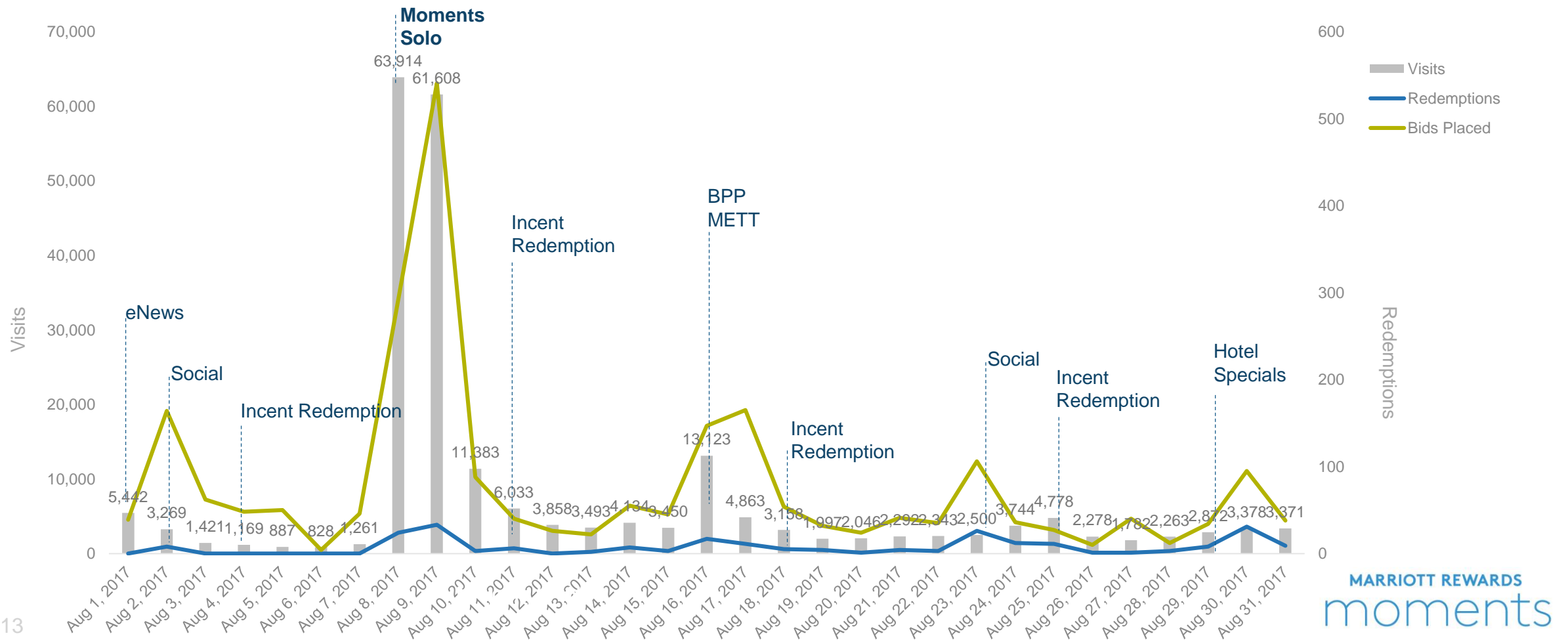
Moments Solos continue to be a key driver of traffic and engagement, also contributing to the overall success of total number of points redeemed per package.





AUGUST PERFORMANCE

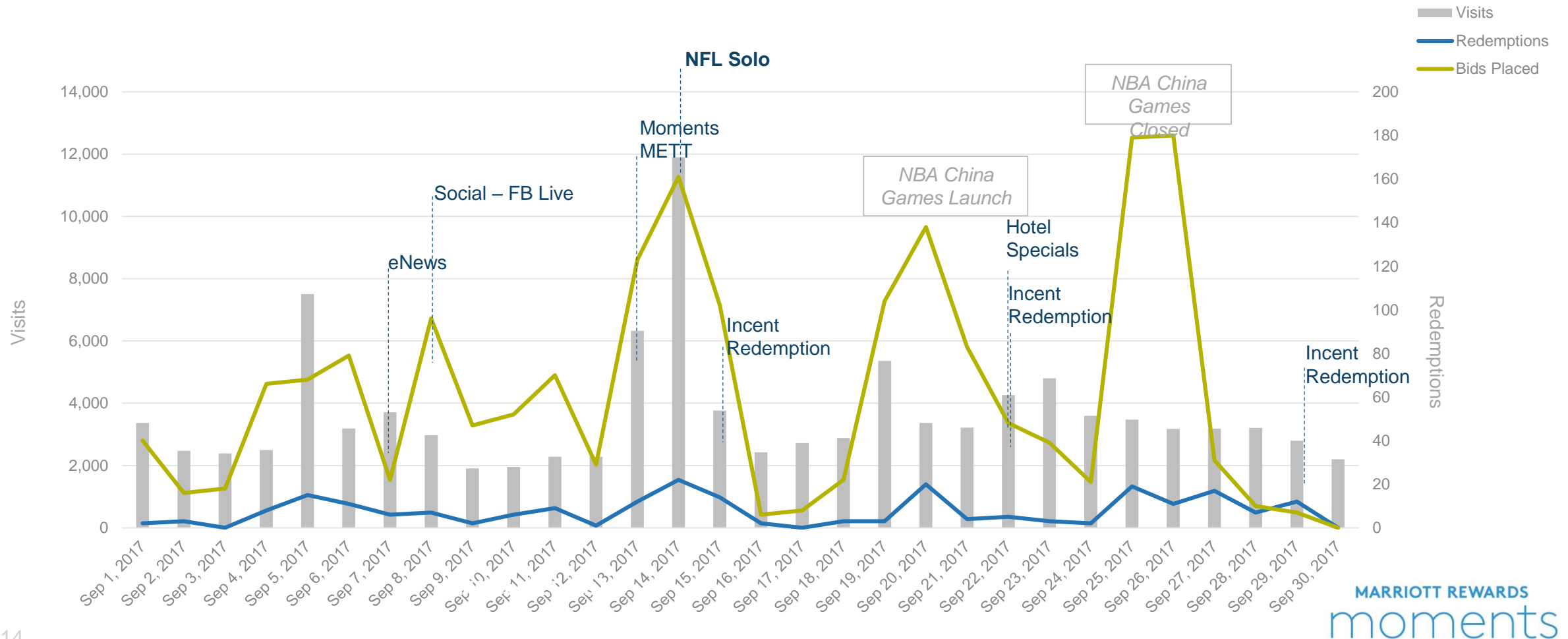
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SEPTEMBER PERFORMANCE

NBA China Games launched 21 moments in September with in-region marketing support from the APAC team, causing a spike in bids during their launch and close dates. **All 21 moments were redeemed for a total of 2MM+ points.**





DISPLAY ADS & DYNAMIC VIDEOS

In an effort to drive discovery (clicks to site) and increase engagement, our digital team launched Paid Social ads on Facebook as well as display ads. The social ads targeted our Elite Members with personalized videos that included dynamic content to include: Moment Name, Destination, Video Clip and Redemption/Bid amount per experience shown.

Display Ads

0.13%

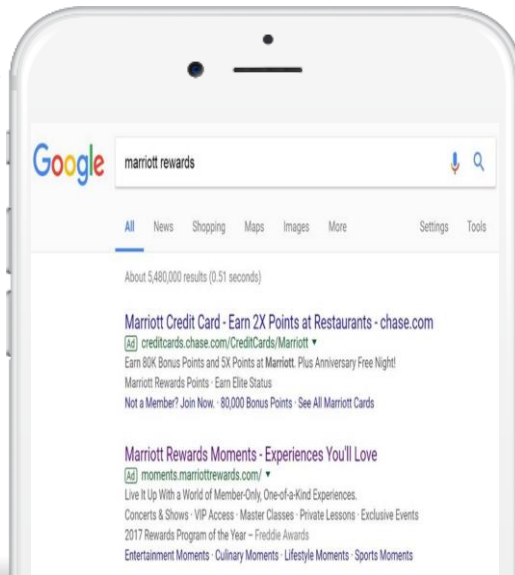
CTR

47%

Viewers who watched
entire video

70k-100k

Strongest video
completion point levels



Social

1.3M

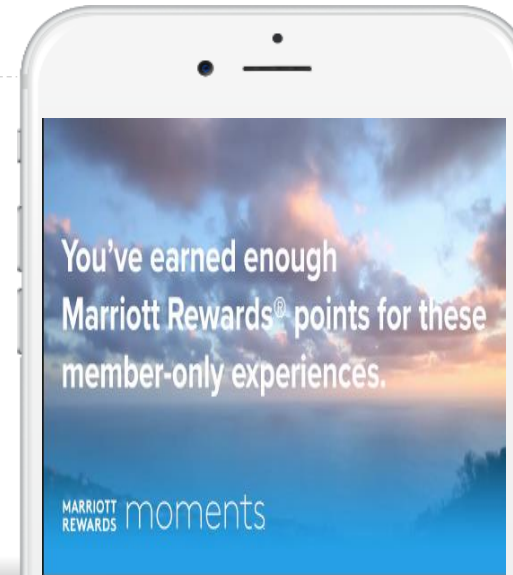
Reach (unique)

4 seconds

Avg. View Time

0.20%

CTR



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moments

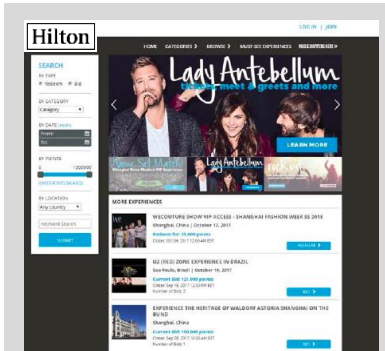
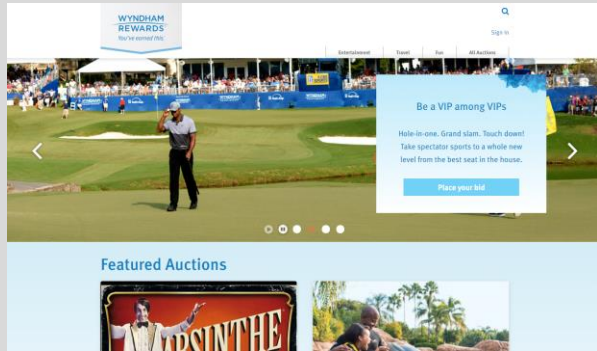
2018 Focus Areas



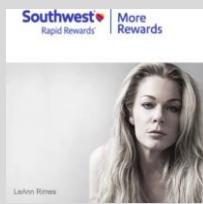
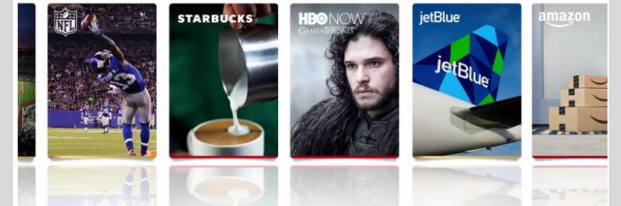
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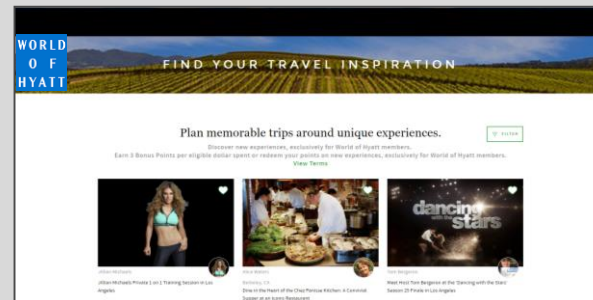
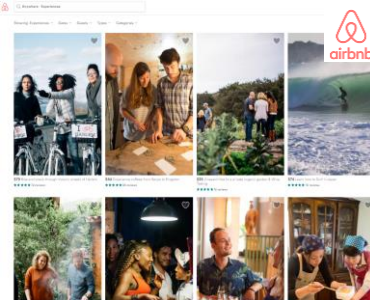
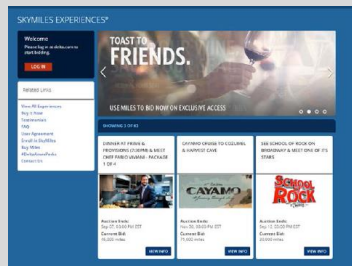
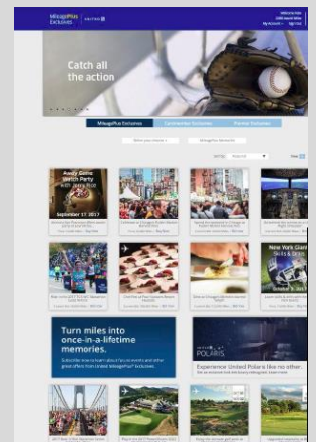
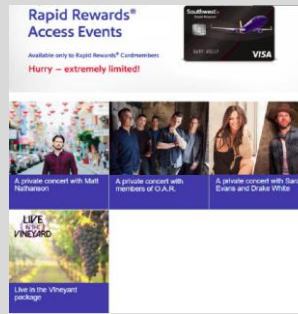
Competitively Crowded Marketplace



Introducing Verizon Up



United Mileage Plus



Dine at Chicago's Michelin-starred Smyth

Etc...



2017 Key Findings & 2018 Focus Areas



PROGRAM

- Current tools used are insufficient for scalable program
- External Customer Care Managed by Maritz
- Fulfillment communication and processes varies by partner



CONTENT

- Majority of external assets are secured through short-term contracts for one-off events
- Global Partnership assets often do not have sufficient lead time to maximize exposure
- New contract approval process limits efficiencies



MARKETING

- Program is new and has limited awareness among larger member base
- Lead times provide challenges to execution & promotion of key assets
- Insufficient content capture usage due to limited channels



COMPETITORS

- Crowded marketplace making it more difficult to breakthrough the clutter
- Hilton Honors and IHG have similar programs – with potential to enhance given MR/SPG merger
- *Differentiation will be key for success*

Key Focus Areas

Centralize Process for Efficiencies

Develop Long Term Partnerships and Access

Drive Increased Program Awareness

Innovate and Differentiate