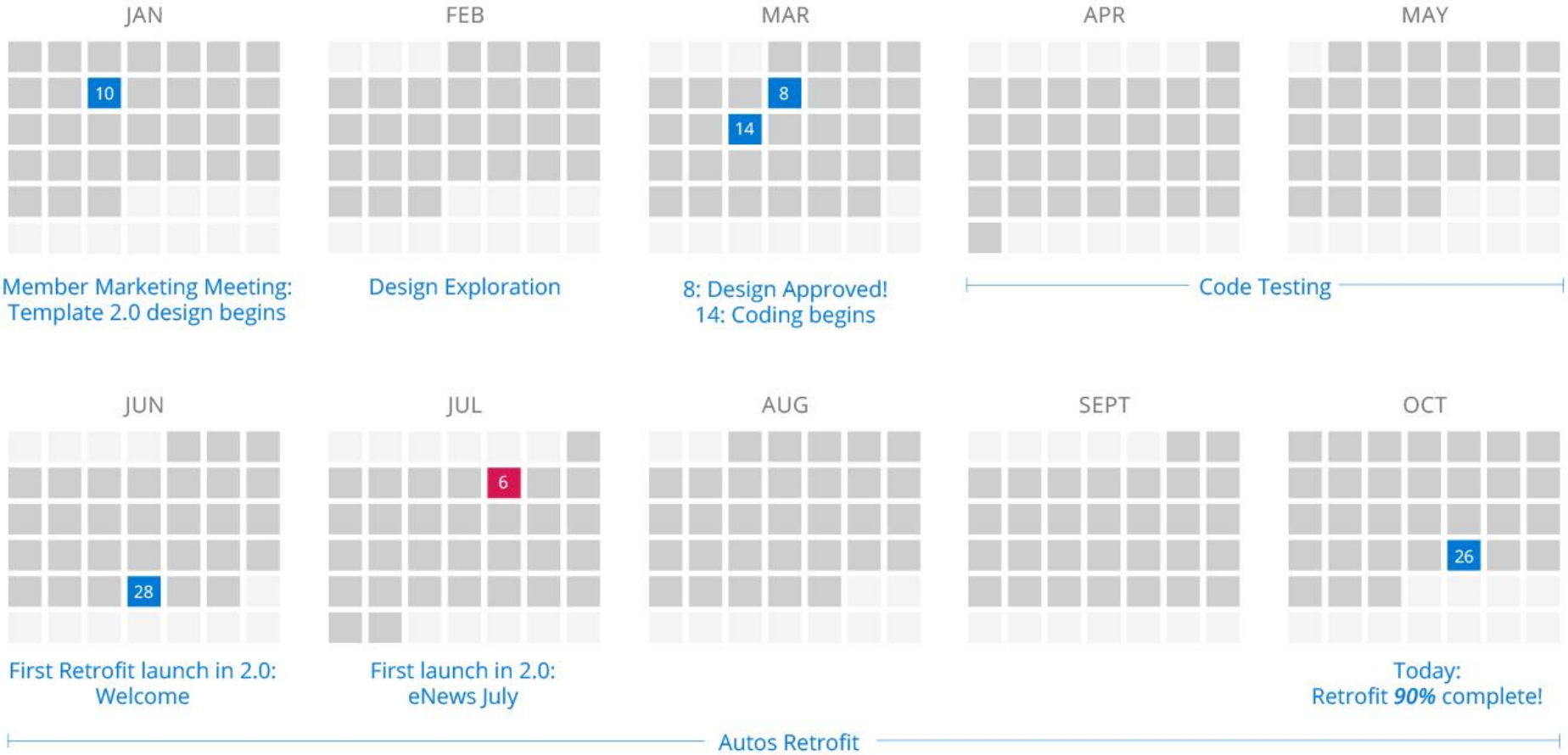
TEMPLATE 2.0 & RETROFIT

October 26, 2017

TIMELINE



Marriott REWARDS. | yes

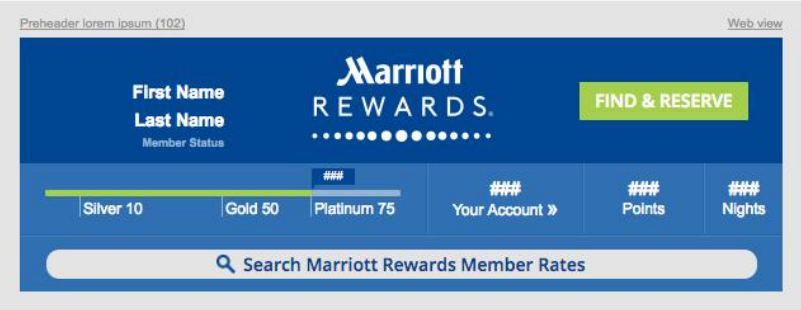
TEMPLATE 2.0

Marriott REWARDS. | yes

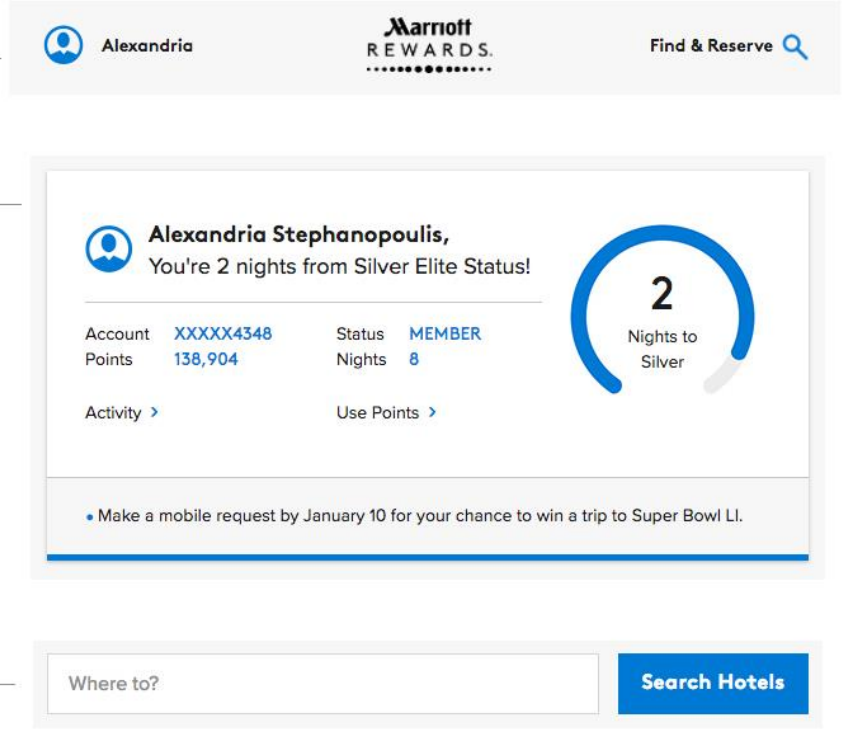
TEMPLATE 2.0 GOALS

- Simplification
  - Minimalistic header / footer
  - Fewer modules overall
- Improved mobile view
- “You Are Here” branding pull-through
  - Custom hosted fonts
  - Background images

Old

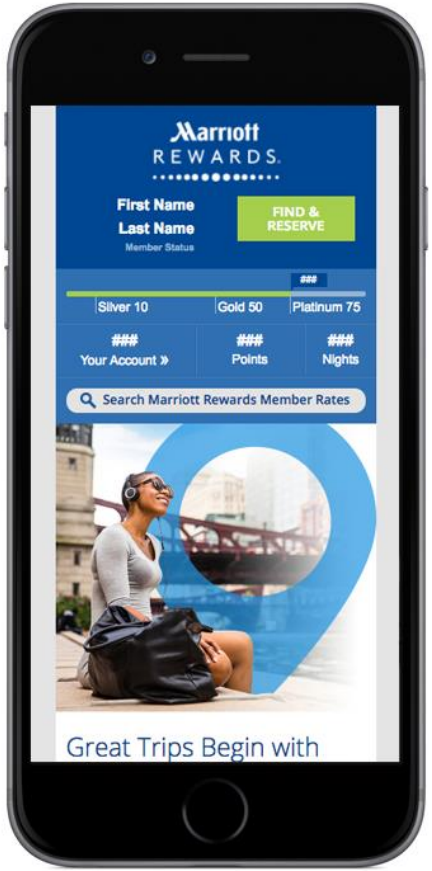


2.0

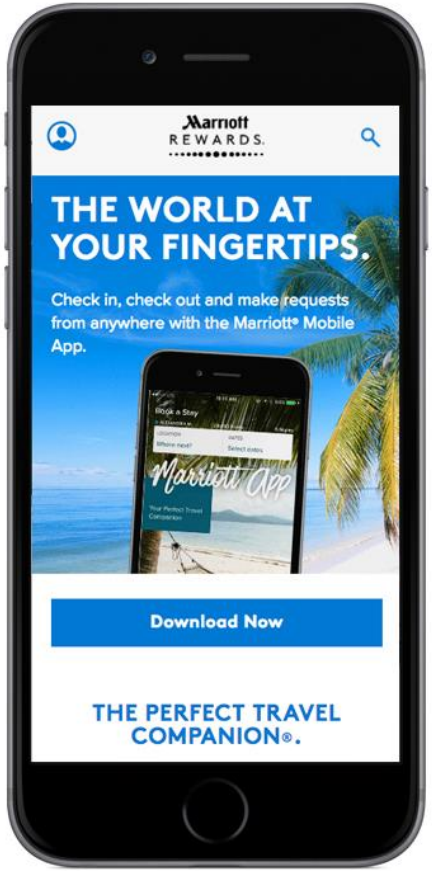


Marriott REWARDS. | yes

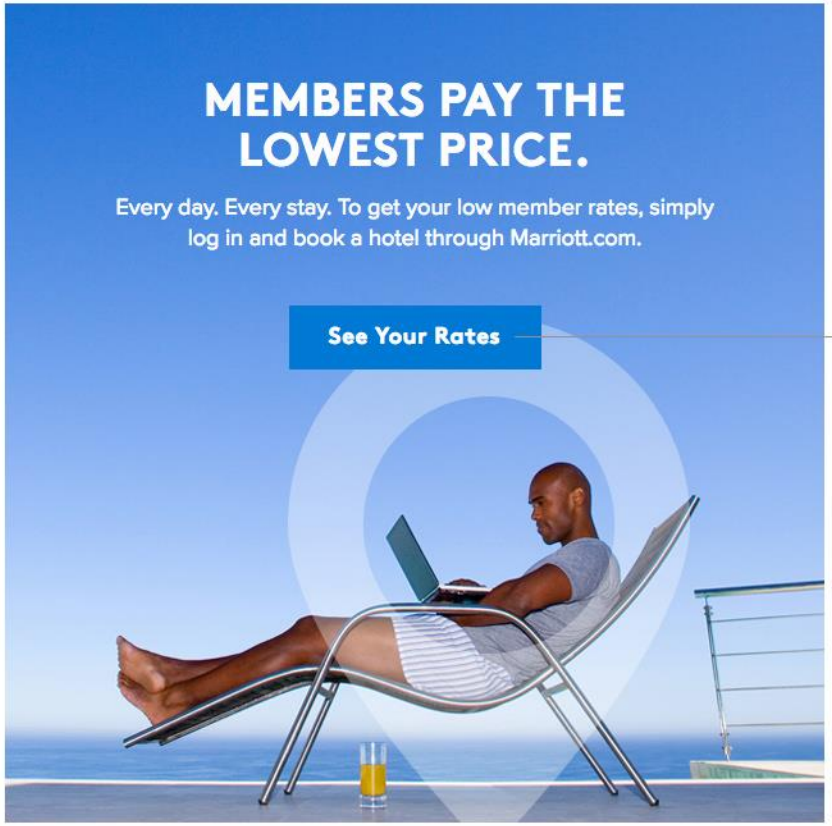
Old



2.0



Marriott REWARDS. | yes



Background image

HTML Custom Font: Brown

HTML Custom Font: Proxima Nova

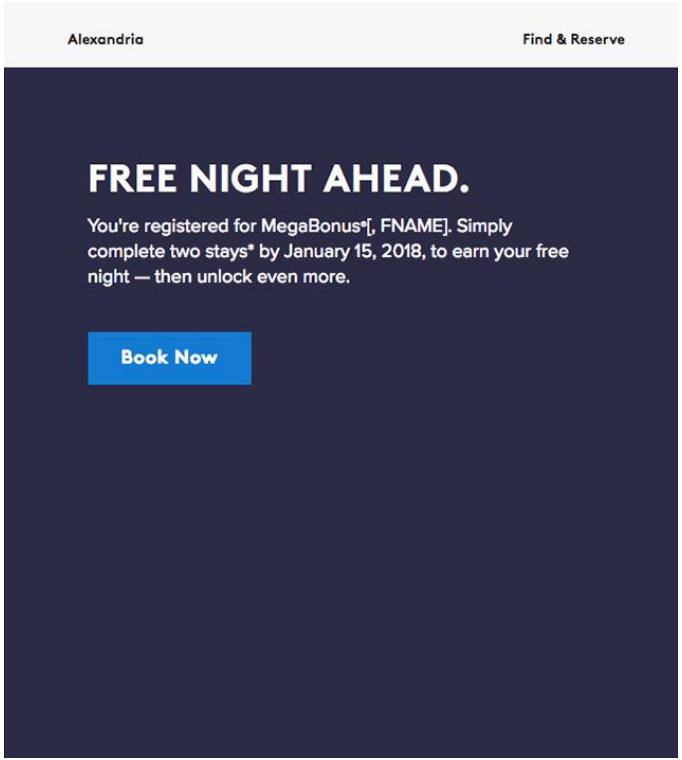
Rollover CTA

Marriott REWARDS. | yes

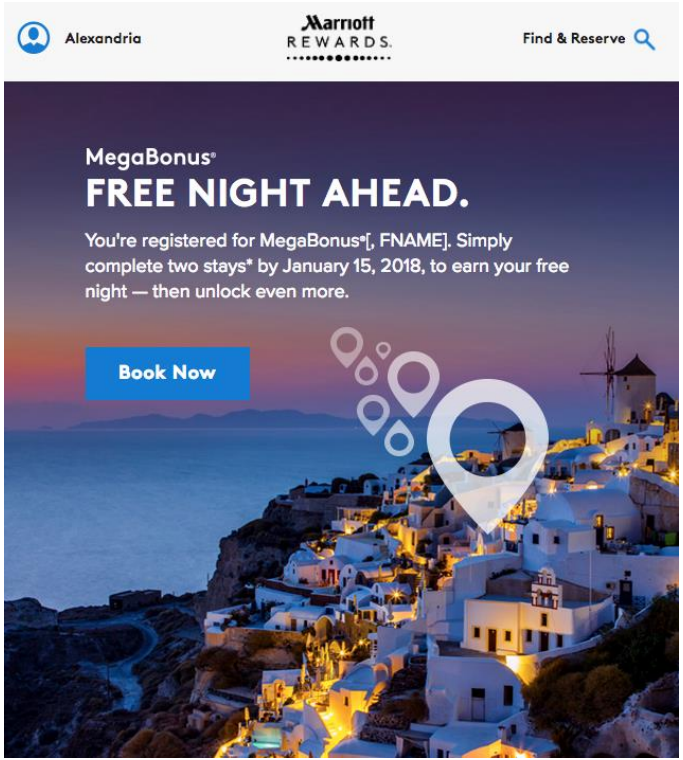
CREATIVE UPDATES / ENHANCEMENTS

- Background Color Blocking
- Stretchy Bands
- Road Trip Series (Destinations)
  - Use of carousel module in July Destinations
- CEI Module Redesign
- Oasis

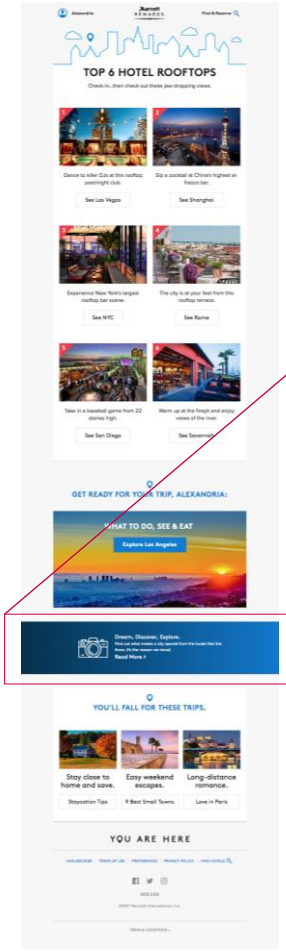
IMAGES OFF / LOADING

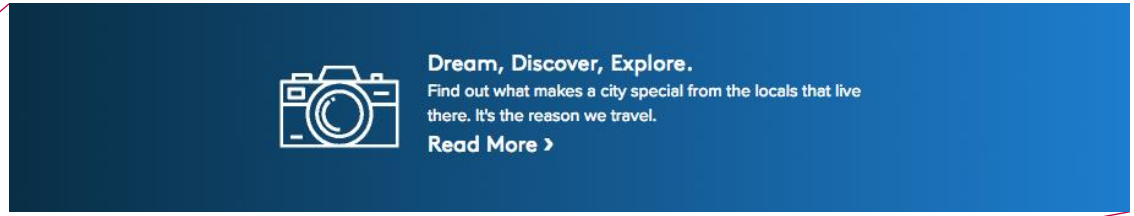


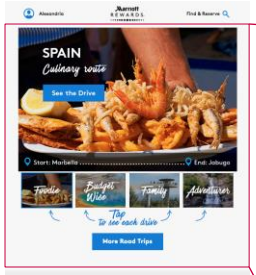
IMAGES ON

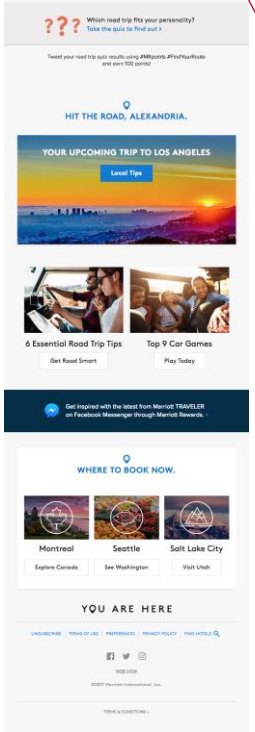


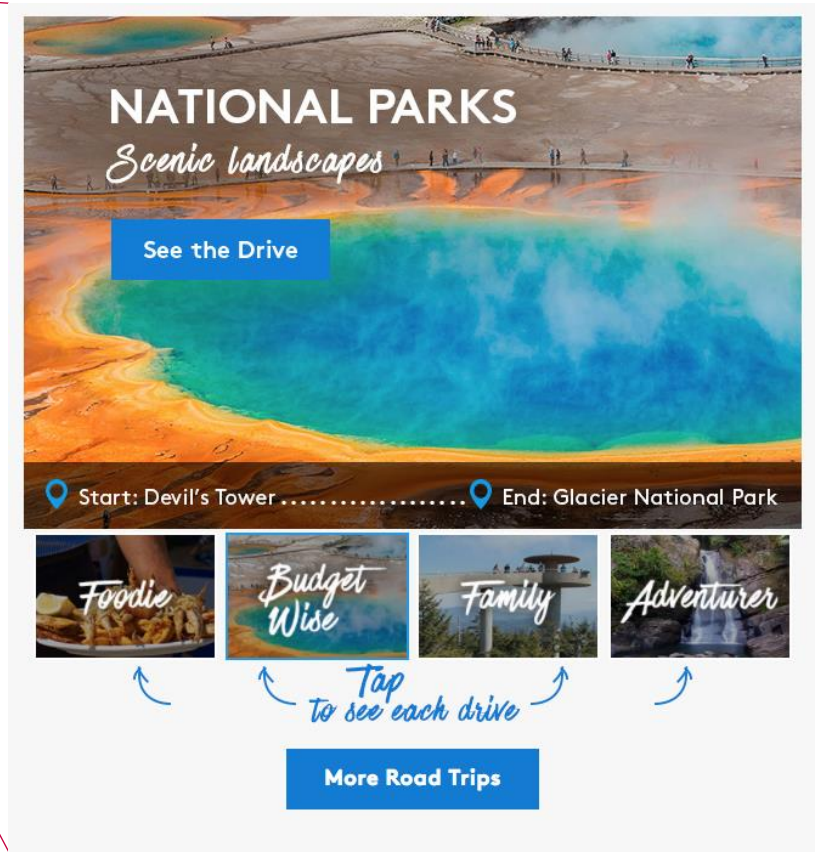
Marriott REWARDS. | yes


TOP 6 HOTEL ROOFTOPS
GET READY FOR YOUR TRIP, ALEXANDRIA:
WHAT TO DO, SEE & EAT
Explore Los Angeles
YOU'LL FALL FOR THESE TRIPS.
Stay close to home and save.
Easy weekend escapes.
Long-distance romance.
YOU ARE HERE

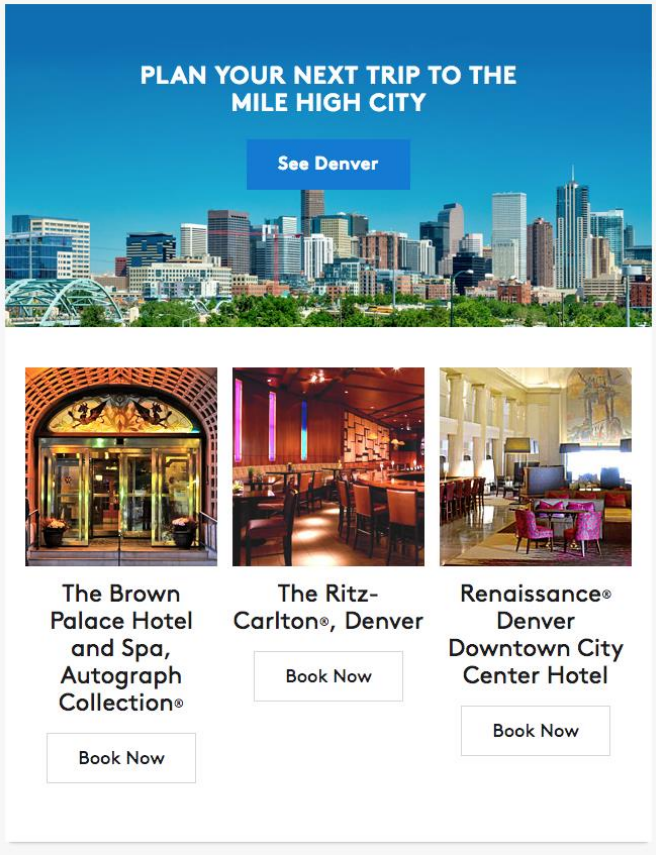

Dream, Discover, Explore.
Find out what makes a city special from the locals that live there. It's the reason we travel.
Read More ›


SPAIN
Culinary route
See the Drive
Start: Marbella
End: Jabuga
Foodie
Budget Wise
Family
Adventurer
Tap to see each drive
More Road Trips

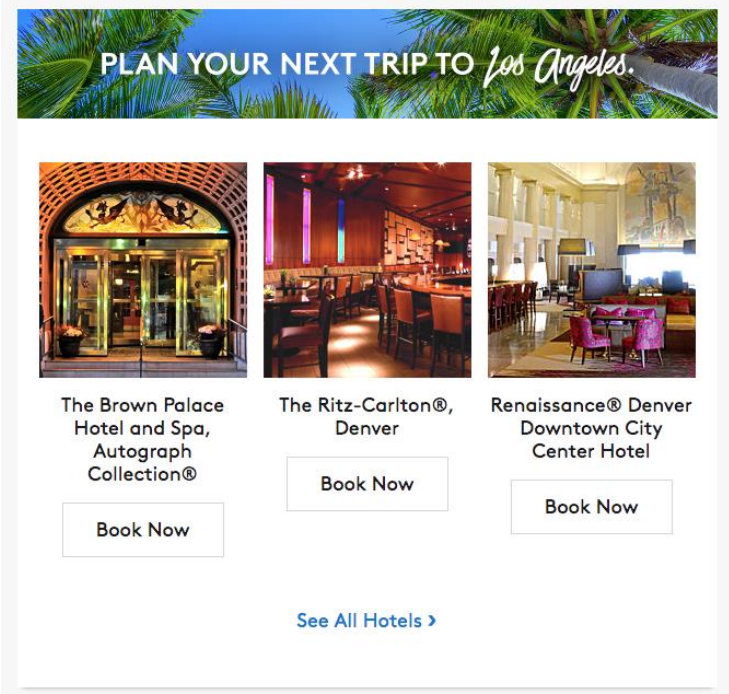

Which road trip fits your personality?
Take the quiz to find out
HIT THE ROAD, ALEXANDRIA.
YOUR UPCOMING TRIP TO LOS ANGELES
Local Tips
6 Essential Road Trip Tips
Get Road Smart
Top 9 Car Games
Play Today
Get inspired with the latest from Marriott TRAVELER on Facebook Messenger through Marriott Rewards.
WHERE TO BOOK NOW.
Montreal
Explore Canada
Seattle
See Washington
Salt Lake City
Visit Utah
YOU ARE HERE


NATIONAL PARKS
Scenic landscapes
See the Drive
Start: Devil's Tower
End: Glacier National Park
Foodie
Budget Wise
Family
Adventurer
Tap to see each drive
More Road Trips

Original



Redesign



Marriott REWARDS. | yes

OCTOBER 2017

0572 - OCTOBER DESTINATIONS
Message Tracker
Approved

0563 - OCTOBER ENEWS
Message Tracker
Approved

AUGUST 2017

0570 - FORCE CHANGE PASSWORD
Message Tracker
Approved

0562 - NFL MOMENTS
Message Tracker
Approved

0555 - MRCC DOM
Message Tracker
Approved

SEPTEMBER 2017

0578 - SEPTEMBER HOTEL SPECIALS
Message Tracker
Approved

0565 - MEGABONUS UNLOCK
Message Tracker
Approved

0565 - MB UNLOCK REC. CONF.
Message Tracker
Approved

0522 - AUGUST HOTEL SPECIALS
Message Tracker
Approved

0521 - AUGUST ECM NEWSLETTER
Message Tracker
Approved

0519 - AUGUST DESTINATIONS
Message Tracker
Approved

0564 - MEGABONUS REC. CONF.
Message Tracker
Approved

0550 - SEPTEMBER ENEWS
Message Tracker
Approved

0549 - SEPTEMBER DESTINATIONS
Message Tracker
Approved

Marriott REWARDS | yes

NEW IPHONE

Marriott REWARDS. | yes

IPHONE X

- New artboard size
  - 20% taller than previous iPhone
- Higher screen resolution (458ppi)
  - Implications for image & overall message weights
- New display shape
  - Rounded corners
  - Scalloped top edge

iPhone 6

iPhone X

Marriott REWARDS | yes

CAMPAIGN UPDATES

Marriott REWARDS. | yes

APPROACH

Evaluated email performance based on…

1. Engagement (CTO)
2. Volume delivered
3. Largest CTO and conversion drops YoY
4. Orchestration priority
5. Revenue gains per CTO

BACKGROUND

High-level Recommendations	Full Strategic Review
(7 Campaigns Total)	(7 Campaigns Total)

RETROFIT COMPONENTS

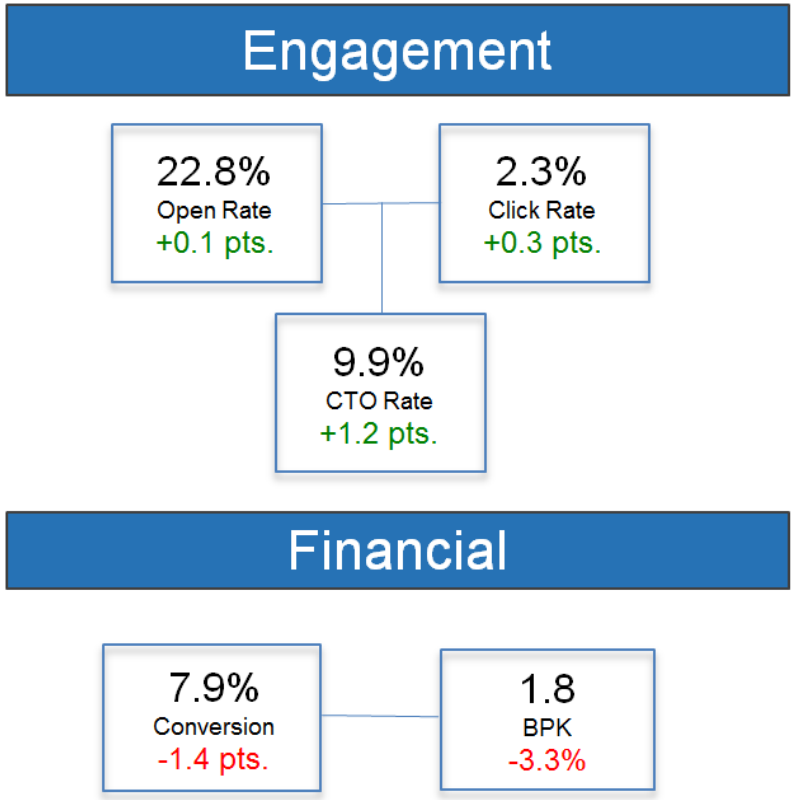
- Frequently updated content
- Member module
- Personalization elements (report card, points, elite nights)
- Subject line & pre-header updates
- Business rules
- New/updated/streamlined content
    - SPG Account linkage
    - Brand education
    - MRCC
    - Mobile
    - Moments
    - Member rate

RETROFIT ANALYSIS

Post retrofit vs 12 month avg before retrofit

Marriott REWARDS | yes

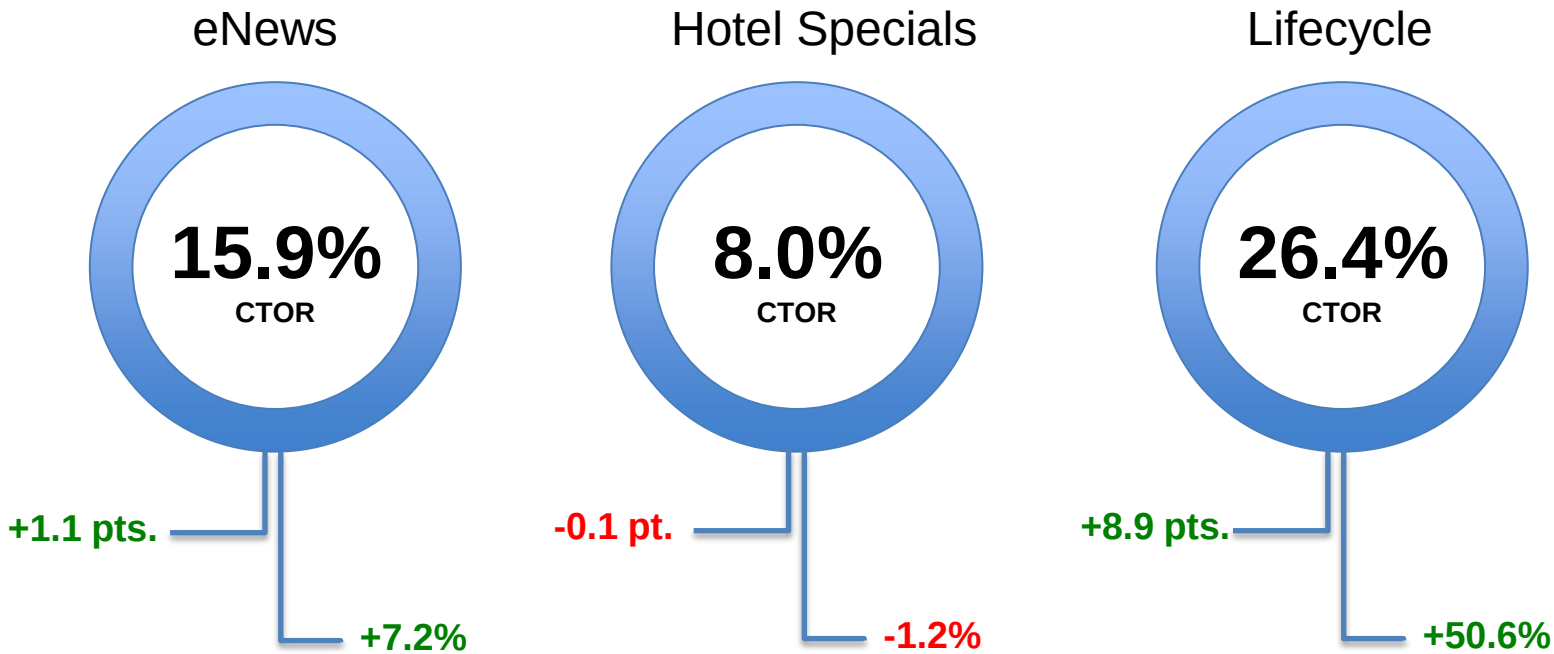
INCREASED CLICK ENGAGEMENT WITH RETROFIT



*KPI's based off r between 12-month avg (Jun '16-May '17) vs various template 2.0 time tables

ENEWS & LIFECYCLE SHOWED POSITIVE GAINS IN CTOR

Lifecycle campaigns are more representative of retrofit impact due to relatively static content



*June 28-Aug'17 campaigns compared to 12-Month Avg. (June '16 – May '17)

PRE-RETROFIT, CLICK ENGAGEMENT WAS FALLING

A number of Lifecycle campaign CTOR were steadily falling YoY

Lifecycle campaign	YoY Δ CTO%
Achiever	-6.2%
Anniversary	-18.1%
Birthday Request	-27.9%
BuyBack	-19.8%
Early Engagement	-27.8%
Elite Off track	-6.0%
Happy Birthday	-5.4%
Hello Again	-10.1%
Incent Redemption	-22.7%
Near Level	-6.6%
Post Redemption	-17.7%
Reactivation	-7.6%
Renewer	-13.1%
SF Points	-5.3%
SF Taste of Gold	-10.6%
Welcome & EES	-15.7%
Winback	-18.5%

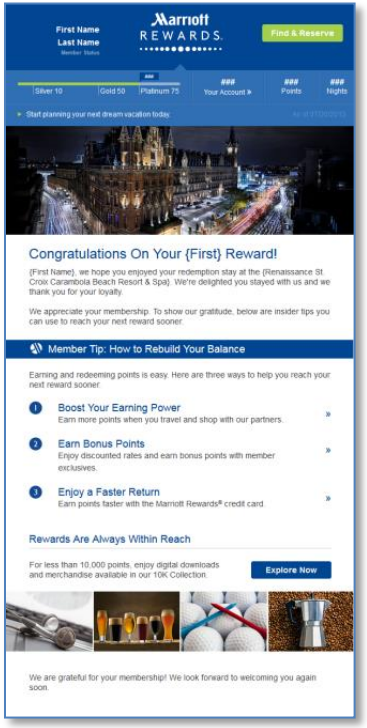
POST-RETROFIT, CLICK ENGAGEMENT GENERALLY INCREASED

Retrofit Lifecycle campaigns	△ CTO% Pre vs Post Retrofit
Achiever	36.5%
Flipper	75.1%
Incent Redemption	3.7%
Lifetime Achiever	28.8%
Near Level	2.3%
Post Redemption	75.2%
Renewer	25.0%
Welcome & EES	43.2%

CONTENT UPDATES ACCOMPANIED WITH TEMPLATE REFRESH GENERATED SIGNIFICANT LIFT

Post Redemption CTOR increased 75% with new & updated content

Post Redemption(Restarter) 1.0



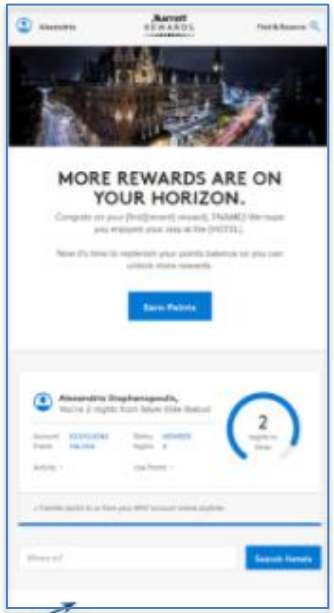
Post Redemption(Restarter) 2.0

Feature (updated design + copy)

Member Module (previously in header)

SPG Transfer *dynamic* (new)

Search (new)



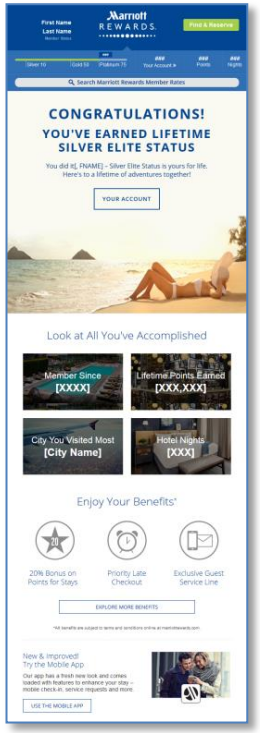
Redemptions *dynamic* (updated content + design)

Cash + Points (new)

MINOR UPDATES STILL RESULTED IN CTOR LIFT

29% lift in Lifetime Achiever CTOR with “only” content updates

Lifetime Achiever

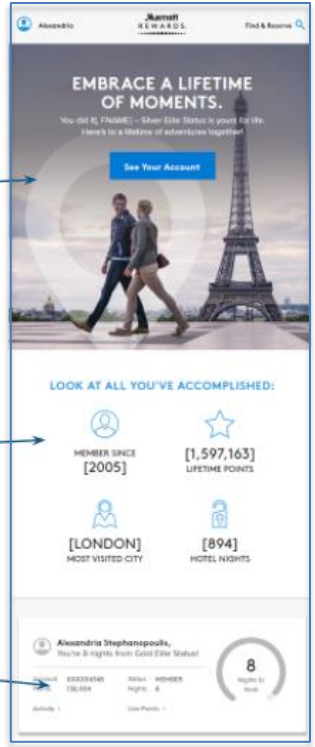


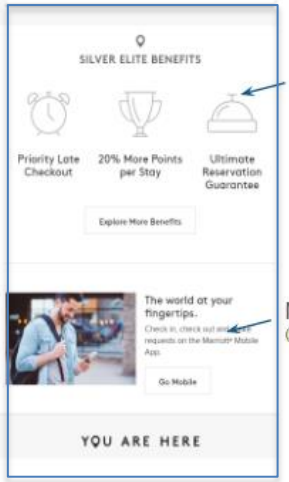
Lifetime Achiever

Lifetime Status Feature (updated imagery + copy)

Report Card *dynamic* (updated design)

Member Module *dynamic* (previously in header)





Elite Benefits (updated content)

Mobile App (updated copy + design)

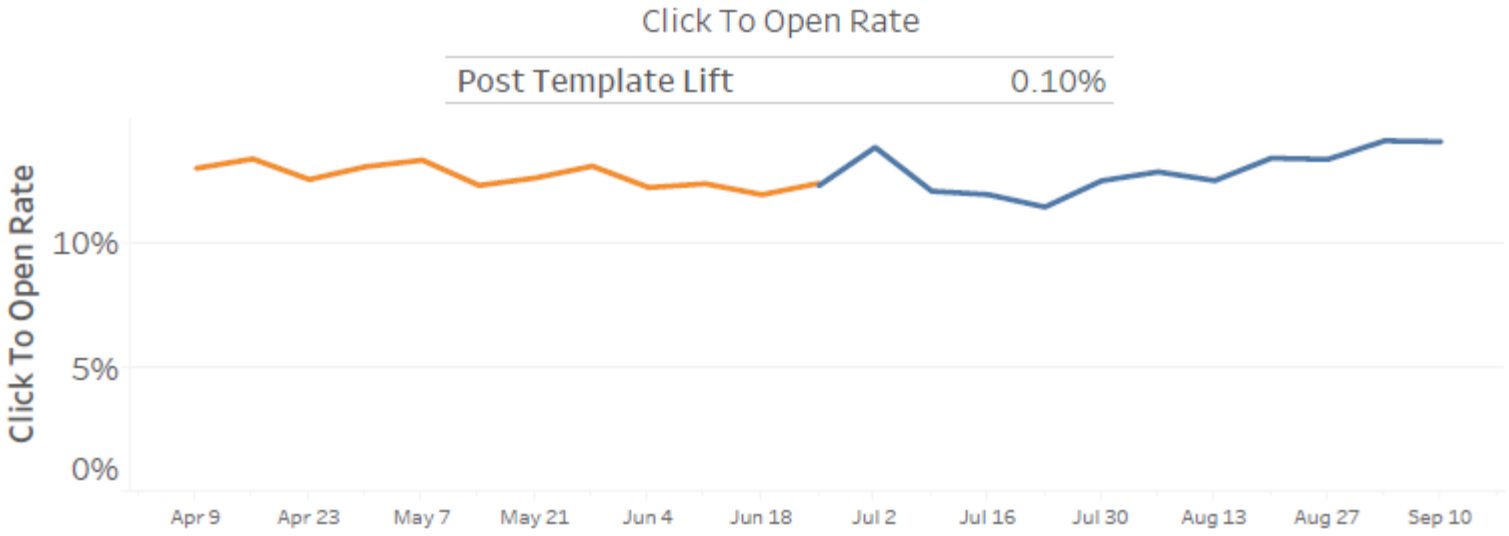
CAMPAIGNS TO INVESTIGATE

Campaign	Δ CTO% Pre vs Post Retrofit
Abandoned Search	-11.2%
Hotel Specials	-1.2%
MB Reg Con Solos	-11.3%
Miles EES1	-8.3%
MRCC Domestic	-16.7%
Points EES1	-2.9%
Nonmember Last Chance	-39.6%
Nonmember Reminder	-20.7%
Renewer (Platinum)	-25.8%

There may be specific factors that impacted CTOR, e.g. for Renewer (Platinum):

- delivery 4x higher post retrofit
- CTOR has been consistent since Feb ‘17

ABANDONED SEARCH CTOR INCREASED STEADILY AFTER RETROFIT



WHAT'S NEXT?

Marriott REWARDS. | yes

NEXT STEPS

- Complete initial 2.0 retrofit

- Enhance & optimize 2.0 campaigns
  - Testing
  - Additional content enhancements (on hold)
  - In-language updates (on hold)