WYLEI

Marriott Rewards and YLM PBR

October 27, 2017

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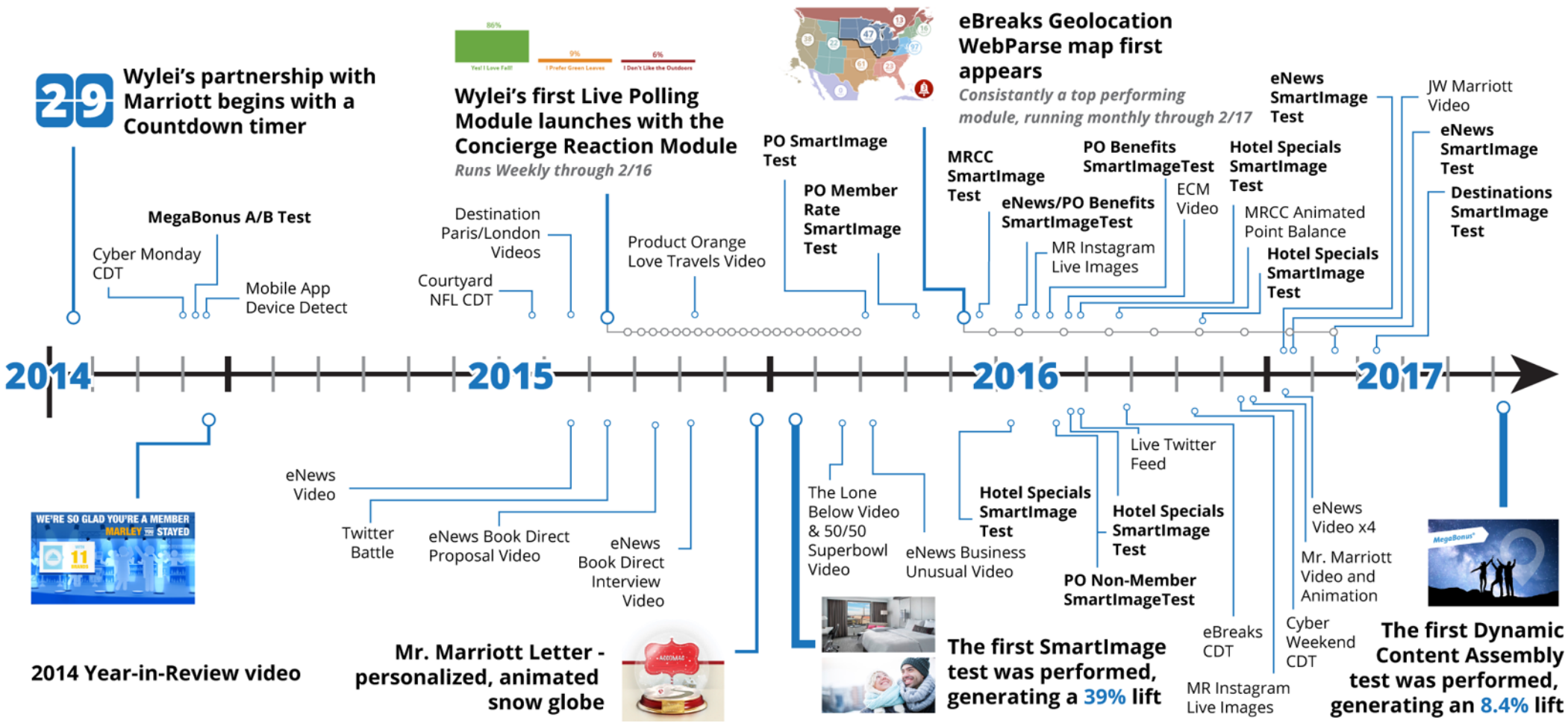
©Wylei Inc., U.S. Patent No. 9,553,834

A Look Back



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Moving Forward

During the past YLM/MR PBR, we presented findings and made recommendations to improve testing criteria and placement.

- Wylei is now taking a more active role within the testing process, including participating in kick-off calls and reviewing/recommending content.
- We will be focusing on optimizing top-placement content and using Dynamic Content Assembly to improve results and ROI.

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SmartMatrix Review

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SmartMatrix REVIEW

New York › Caribbean › Orlando › London ›

AVERAGE LIFT ACROSS ALL CAMPAIGNS

29%

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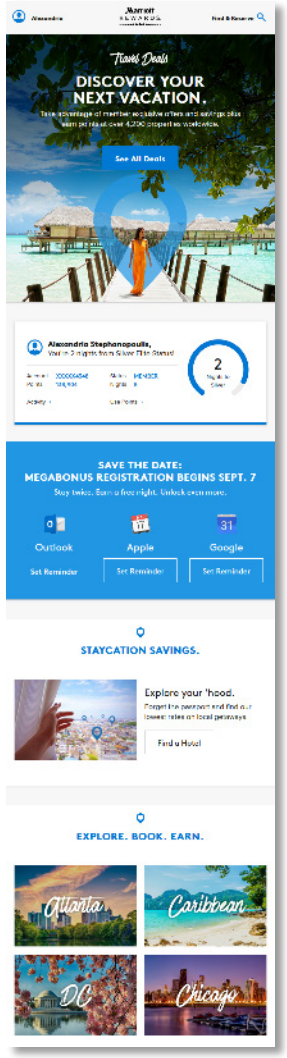
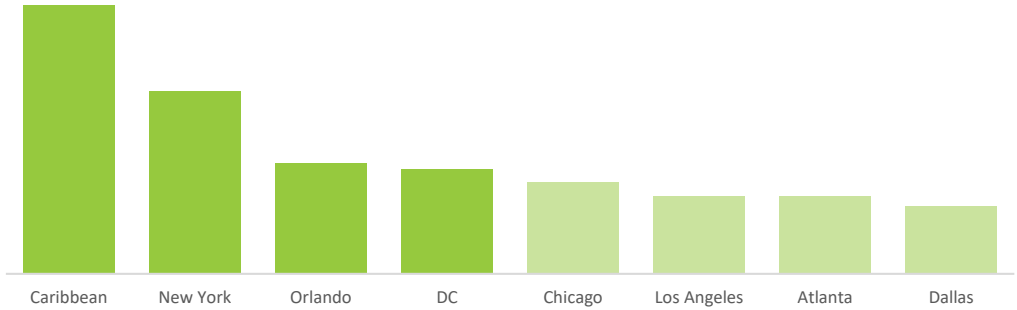
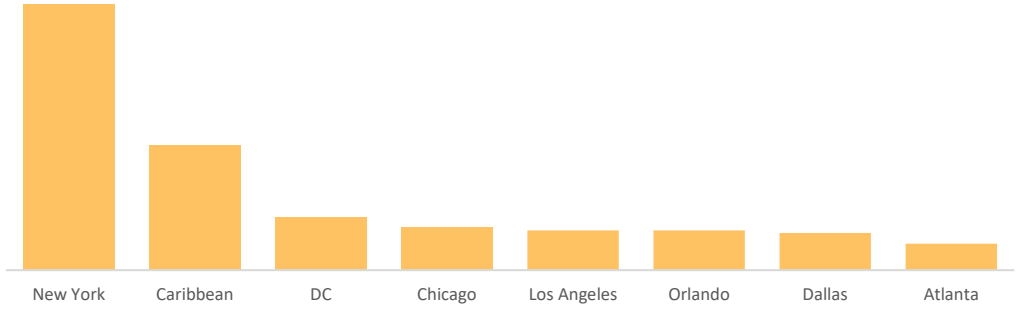
AUGUST DRIVE BOOKINGS SOLO – SmartMatrix - 9.05% Lift



OPTIMIZED IMAGES - CTOR



CONTROL IMAGES - CTOR



TOP 4 PERFORMING IMAGES

1

2

3

4

OPTIMIZED vs CONTROL LIFT

Segment	Opens	Clicks	CTOR	LIFT	STATISTICAL SIGNIFICANCE
Control	280,761	2,192	.78%		
Optimized	1,976,746	16,830	.85%	**9.05%**	99.9%

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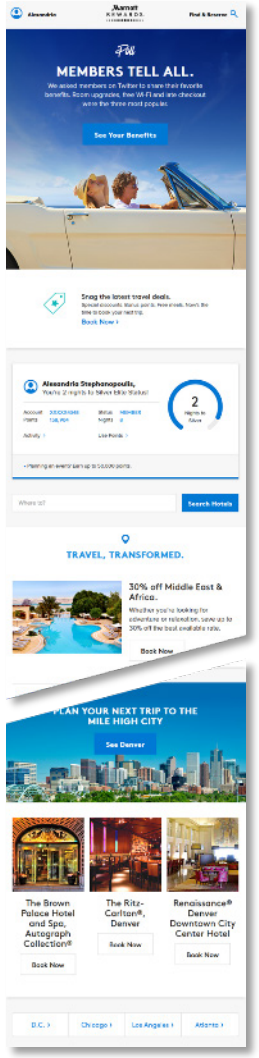
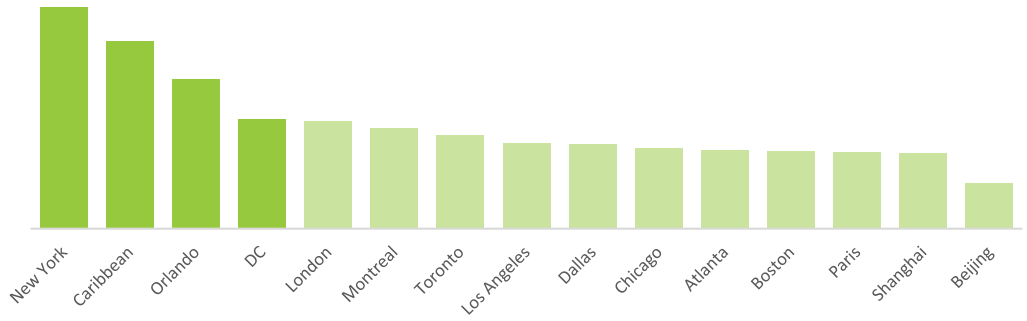
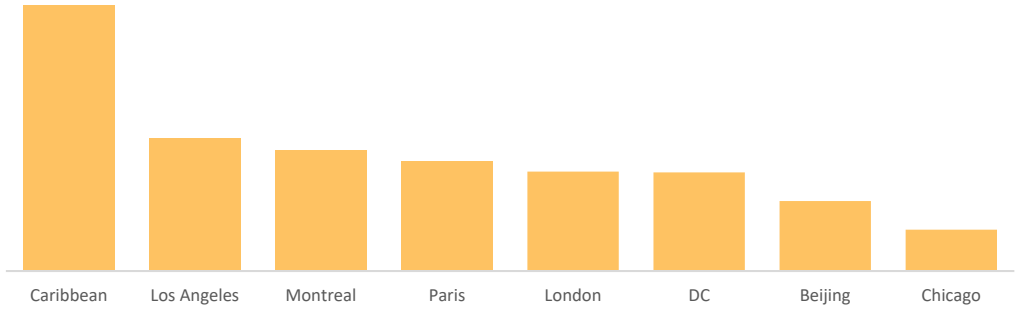
AUGUST eNEWS – SmartMatrix – 30.2% Lift*



OPTIMIZED IMAGES - CTOR



CONTROL IMAGES - CTOR



* This control group was only serving 8 out of the possible 15 images. Therefore, we believe there is a bias in the lift.

TOP 4 PERFORMING IMAGES

1. New York ›
2. Caribbean ›
3. Orlando ›
4. D.C. ›

OPTIMIZED vs CONTROL LIFT

Segment	Opens	Clicks	CTOR	LIFT	STATISTICAL SIGNIFICANCE
Control	234,132	202	0.09%		
Optimized	1,355,206	1,522	0.11%	**30.17%**	99.9%

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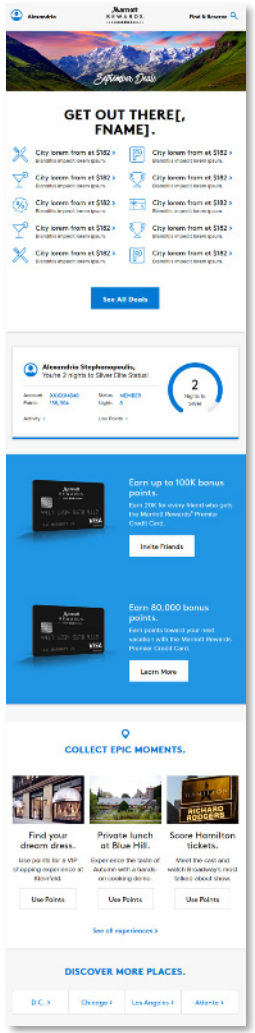
AUGUST Hotel Specials – SmartMatrix – 29.42% Lift



TOP 4 PERFORMING IMAGES

1. New York ›
2. Caribbean ›
3. London ›
4. Montreal ›

OPTIMIZED vs CONTROL LIFT

Segment	Opens	Clicks	CTOR	LIFT	STATISTICAL SIGNIFICANCE
Control	278,680	249	0.09%		
Optimized	1,853256	2,143	0.12%	**29.42**	99.9%

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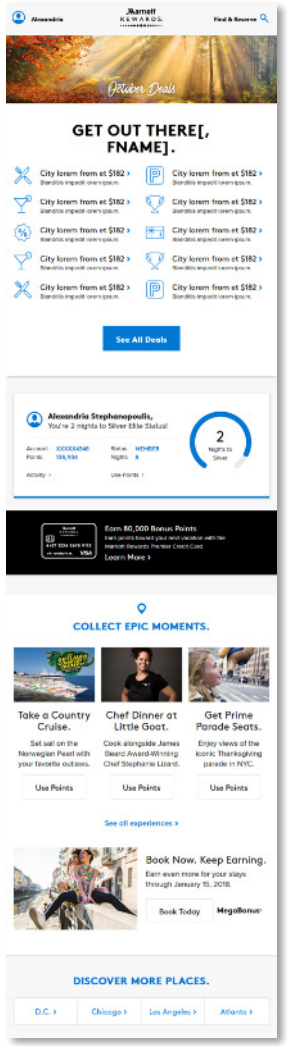
SEPTEMBER Hotel Specials – SmartMatrix – 61.3% Lift



TOP 4 PERFORMING IMAGES

1. New York ›
2. Caribbean ›
3. D.C. ›
4. London ›

OPTIMIZED vs CONTROL LIFT

Segment	Opens	Clicks	CTOR	LIFT	STATISTICAL SIGNIFICANCE
Control	273,477	192	0.07%		
Optimized	1,810,367	2,050	0.11%	**61.29%**	99.9%

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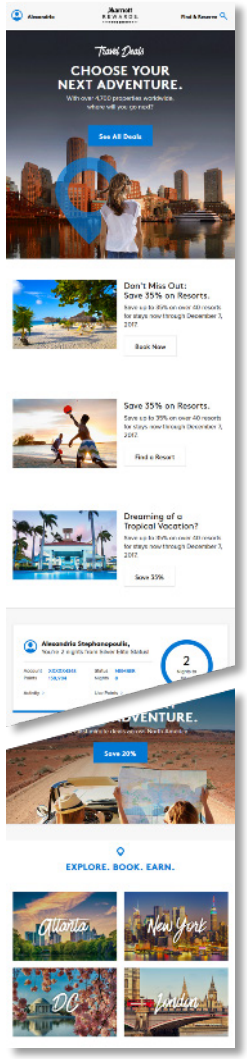
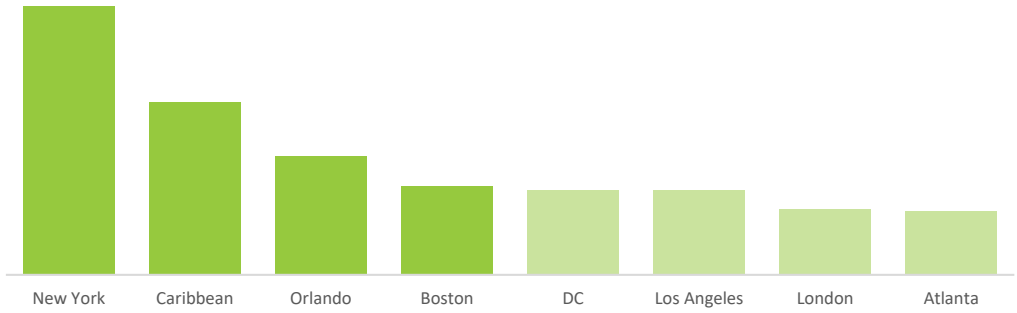
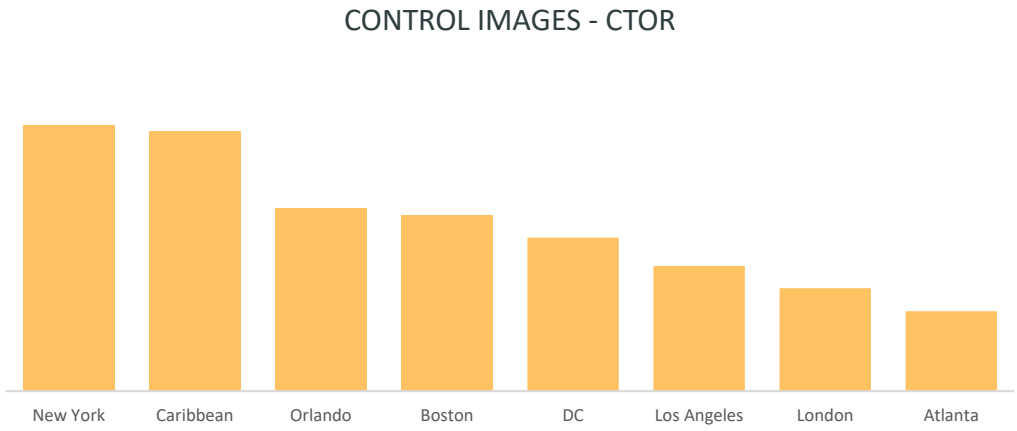
SEPTEMBER DRIVE BOOKINGS SOLO – 31% Lift







TOP 4 PERFORMING IMAGES

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OPTIMIZED vs CONTROL LIFT

Segment	Opens	Clicks	CTOR	LIFT	STATISTICAL SIGNIFICANCE
Control	56,164	219	0.39%		
Optimized	443,823	2,267	0.51%	**31.0%**	99.9%

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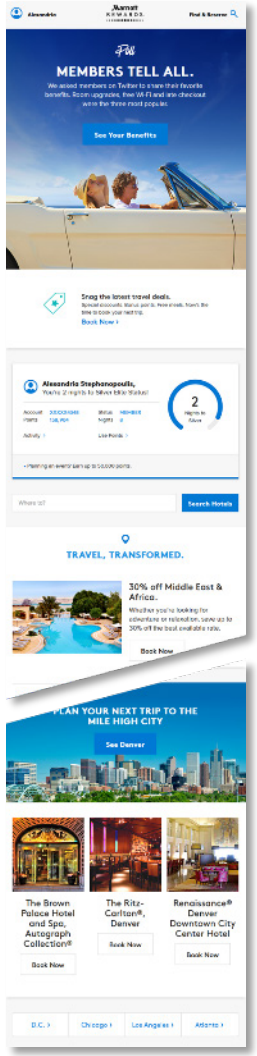
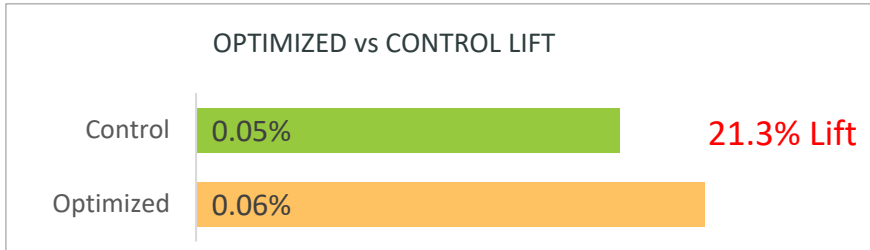
SEPTEMBER eNEWS – SmartMatrix – 21.3% Lift



TOP 4 PERFORMING IMAGES

1. New York ›
2. London ›
3. Caribbean ›
4. Paris ›



Segment	Opens	Clicks	CTOR	LIFT	STATISTICAL SIGNIFICANCE
Control	238,348	112	0.05%		
Optimized	1,584,270	903	0.06%	**21.30%**	98%

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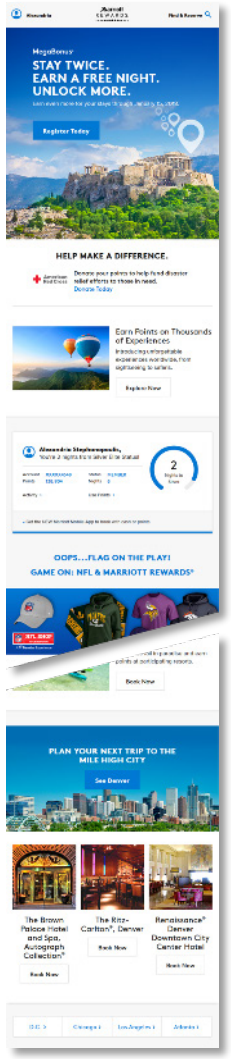
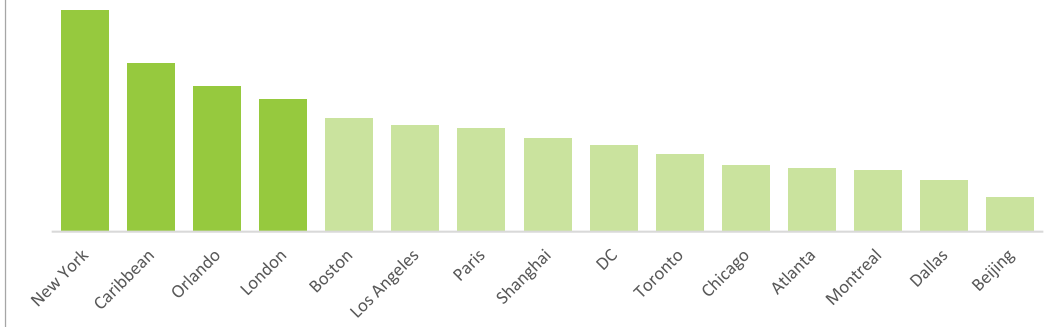
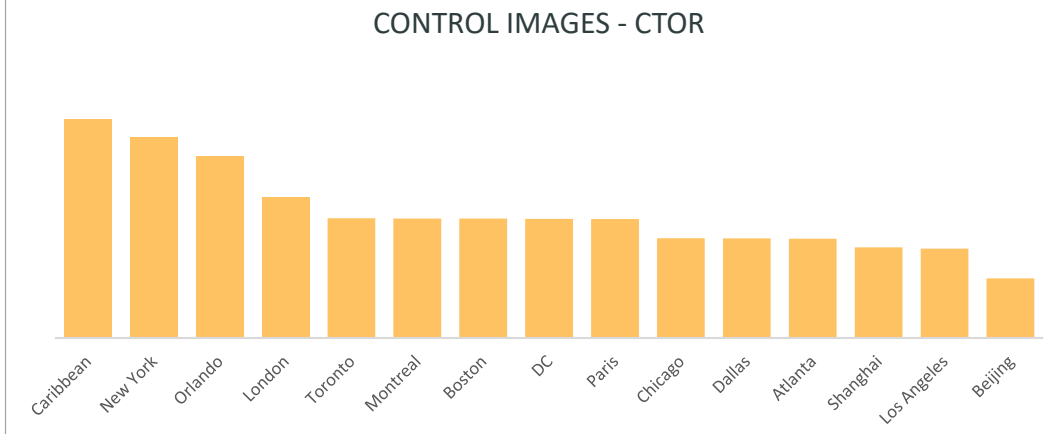
OCTOBER eNEWS – SmartMatrix – 19.96% Lift







TOP 4 PERFORMING IMAGES

1. New York ›
2. Caribbean ›
3. Orlando ›
4. London ›

Segment	Opens	Clicks	CTOR	LIFT	STATISTICAL SIGNIFICANCE
Control	215,896	179	0.08%		
Optimized	1,432,748	1,425	0.10%	**19.96**	99.9%

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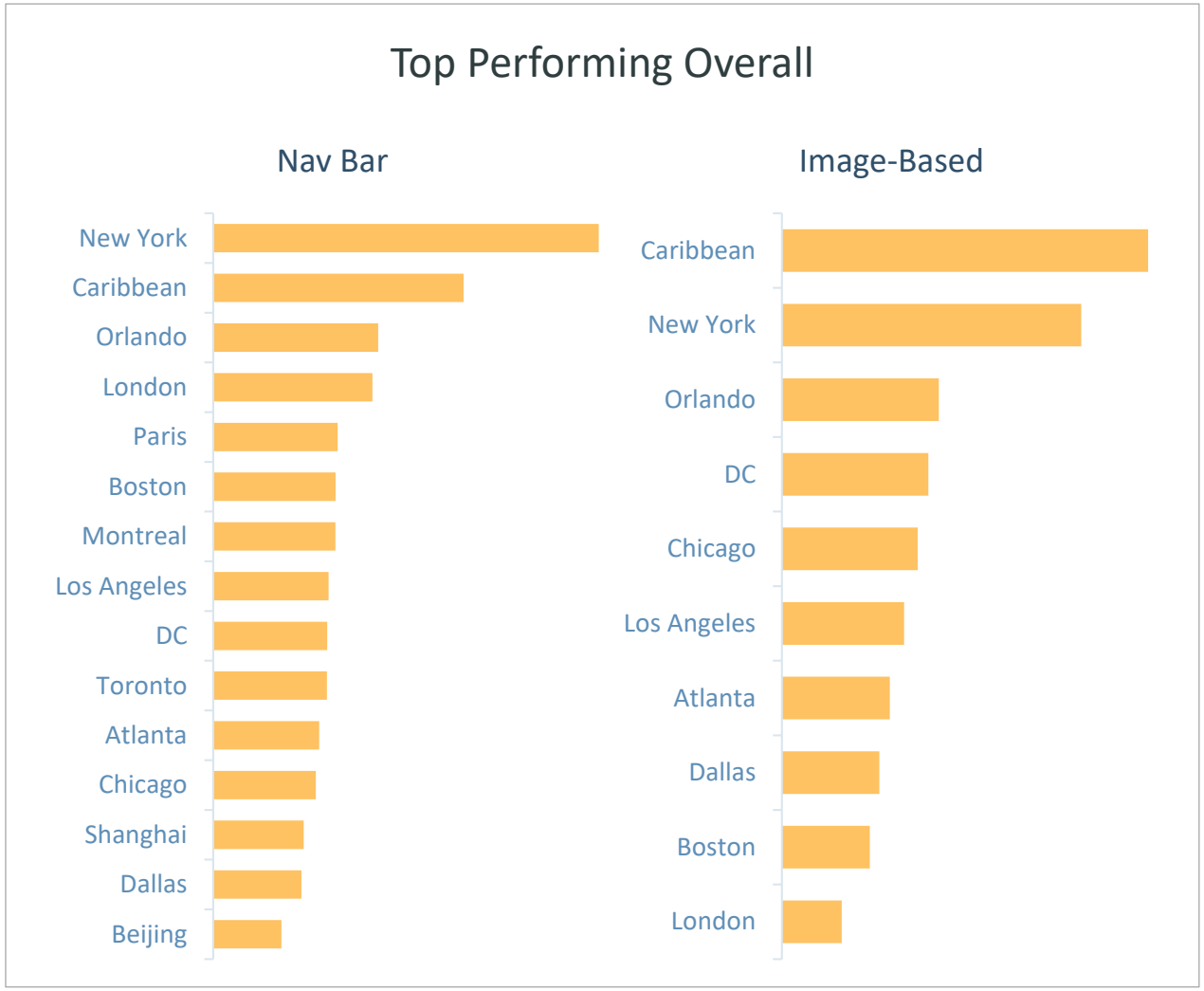
SmartMatrix Summary – Breakout by Type



Top 4 Nav Bar

New York › Caribbean › Orlando › London ›

Top 4 Imaged-Based

Image-Based SmartMatrix drove a **392%** higher CTOR

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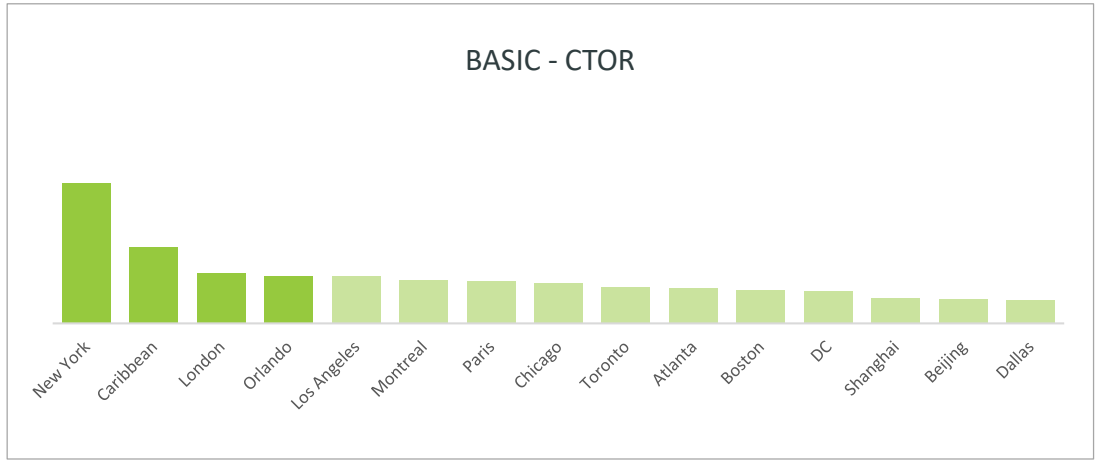
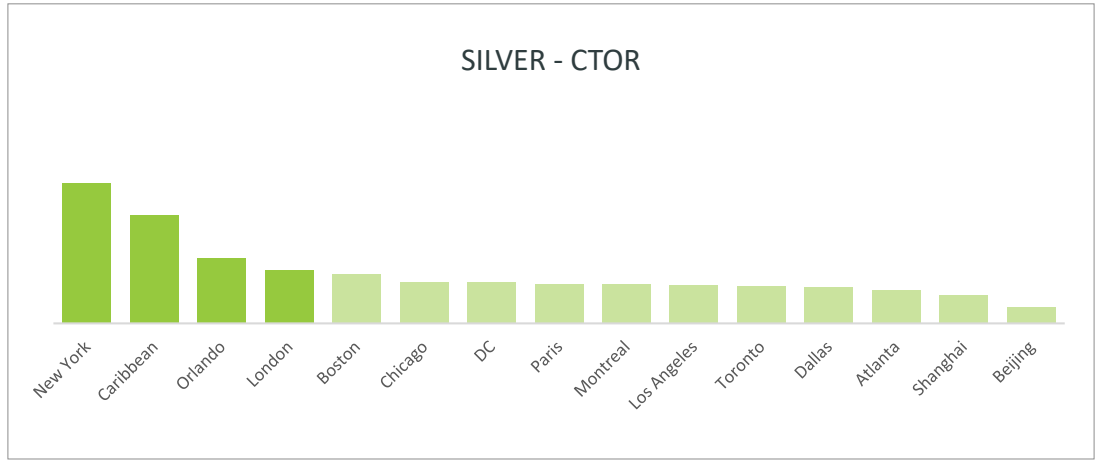
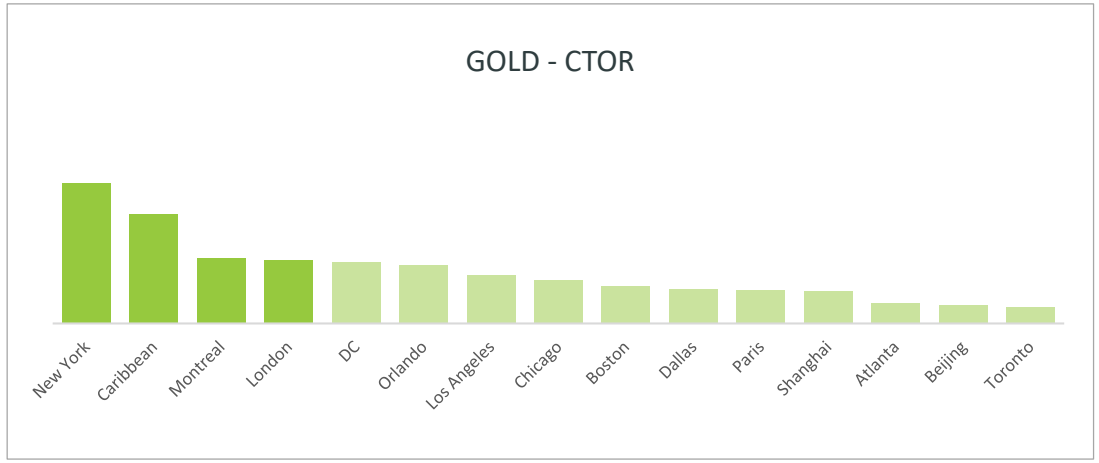
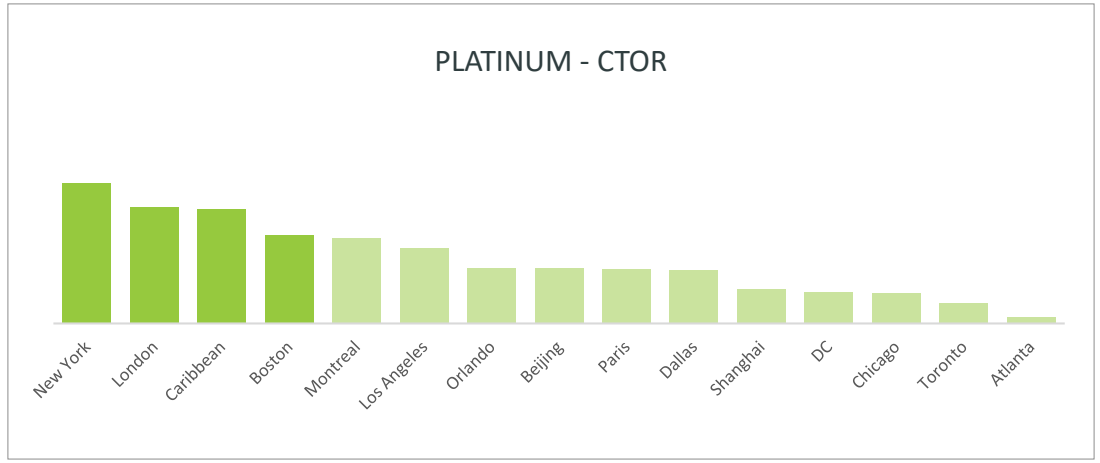
SmartMatrix Summary – Breakout by Level









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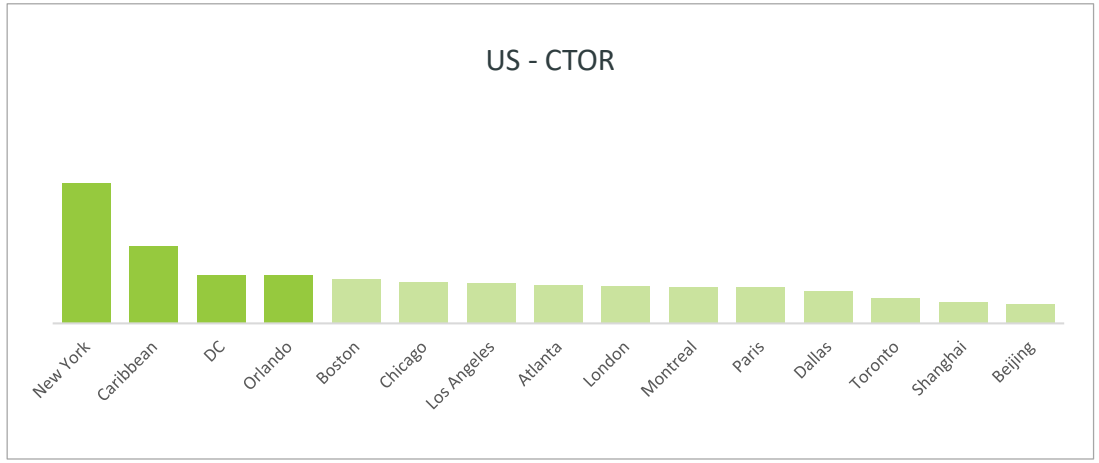
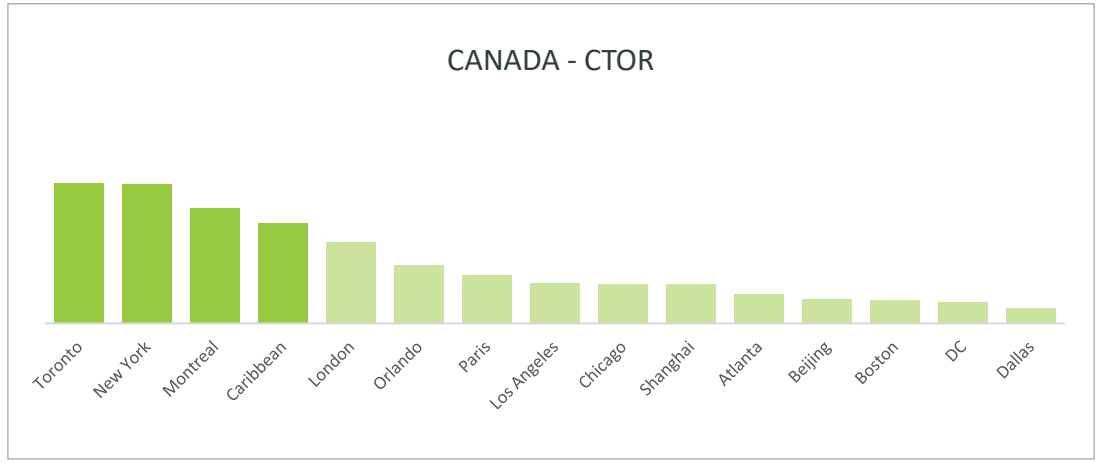
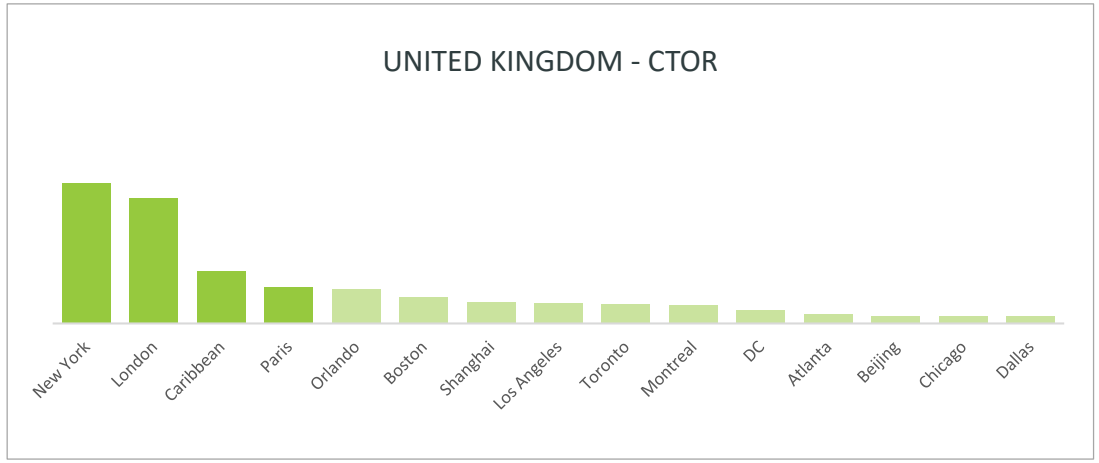
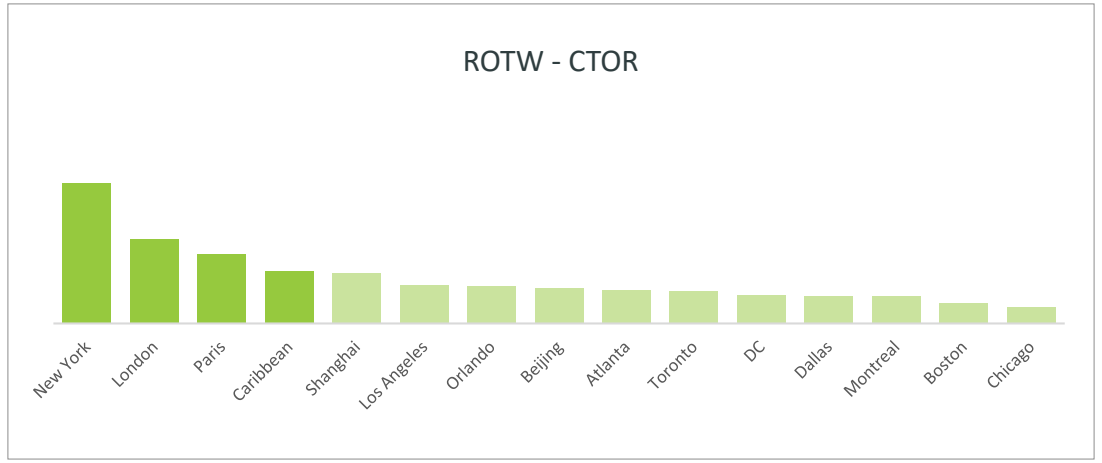
SmartMatrix Summary – Breakout by Location









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Dynamic Content Assembly

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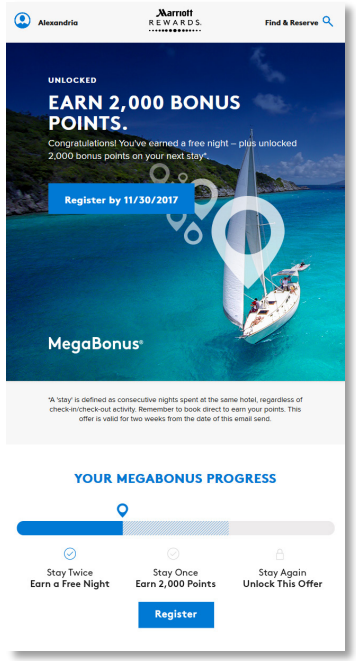
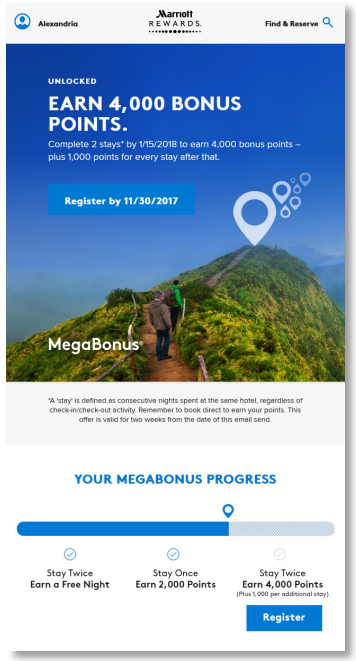
MEGABONUS UNLOCK – DYNAMIC CONTENT ASSEMBLY

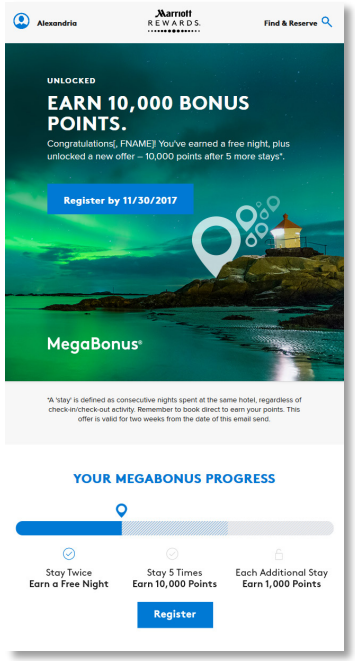
Low Engagement Track 1



Low Engagement Track 2



Low Engagement Track 3



27 Total Variations x 3 Campaigns

3 Headlines

EARN 10,000 BONUS POINTS.

EXCLUSIVE OFFER: EARN 10,000 BONUS POINTS.

YOU'VE UNLOCKED A NEW OFFER.

3 CTAs

Register Now

Activate New Offer

Register by: MM-DD-YYYY

3 Background Images

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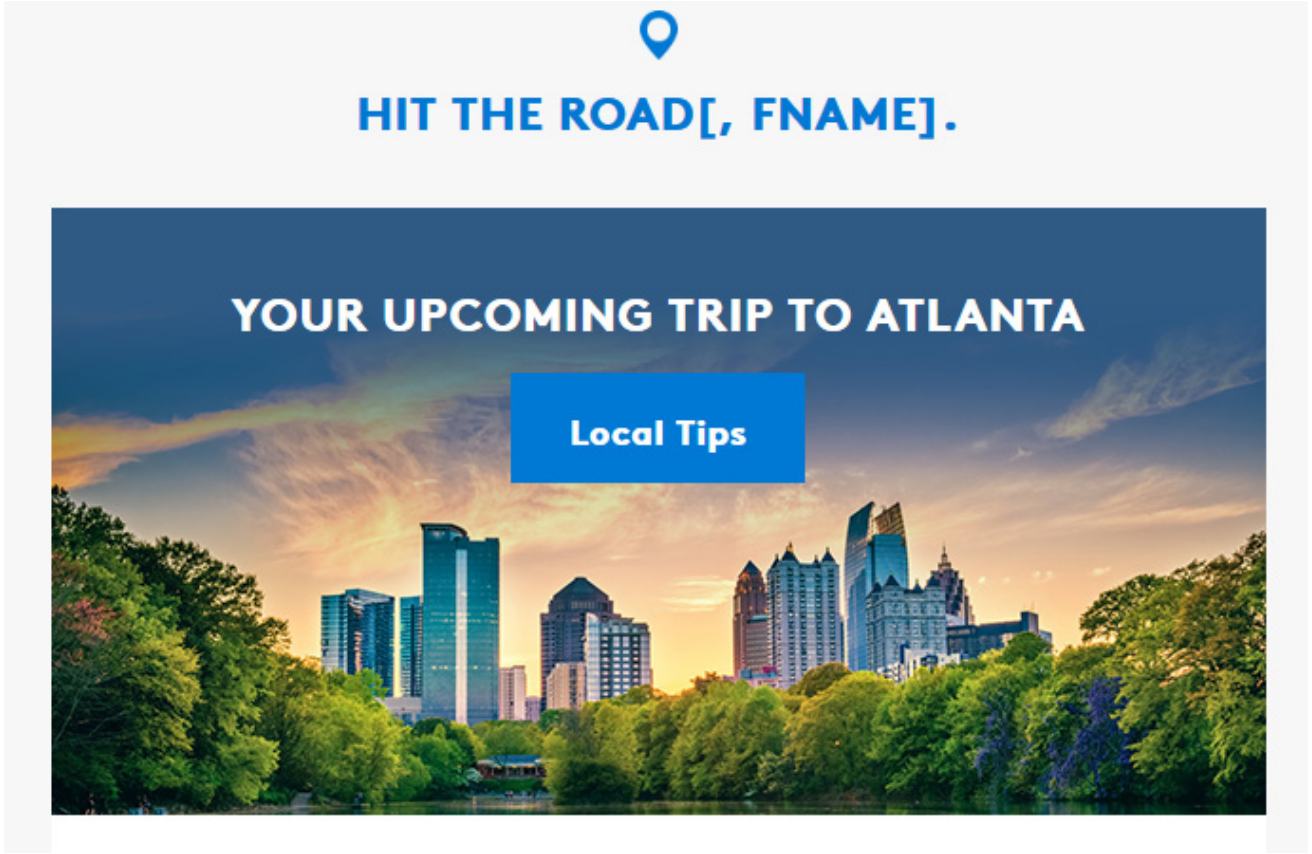
MOVING OUR TECHNOLOGY FORWARD – BINDING CONTENT

DESTINATIONS



HIT THE ROAD
GET READY
…

YOUR UPCOMING TRIP TO [CITY]
WE'RE AWAITING YOUR ARRIVAL IN [CITY]
[CITY] AWAITS
…

Local Tips
Explore The Town
…

City Image
Lifestyle Image
…

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WYLEI

Beyond Email

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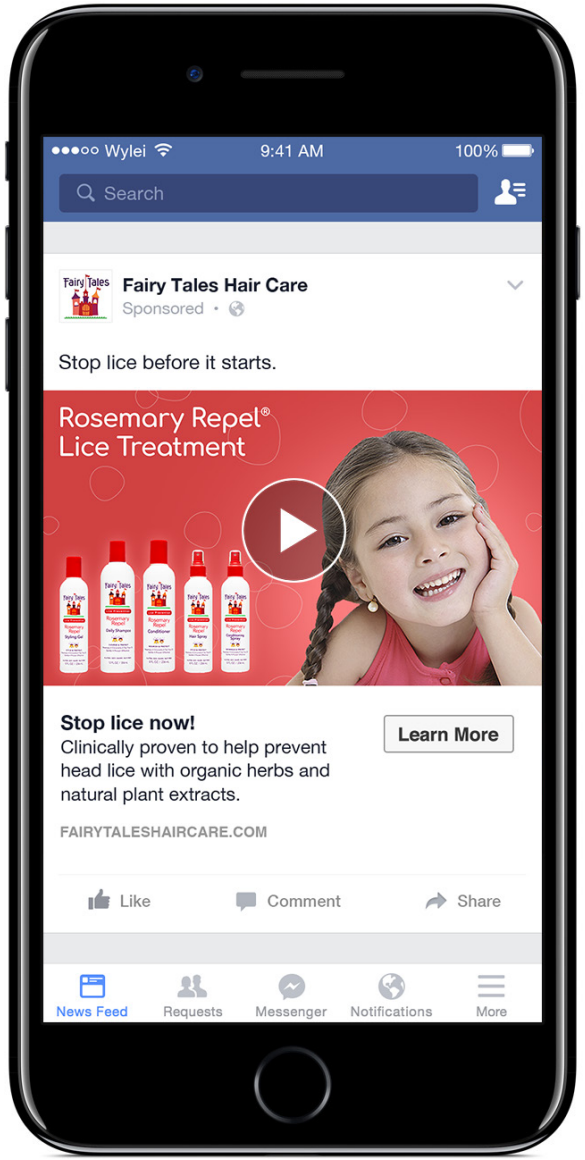

Wylei's Personalization & **Predictive AI** in mobile & video now powers Facebook & Instagram ad products

Marketing Partner

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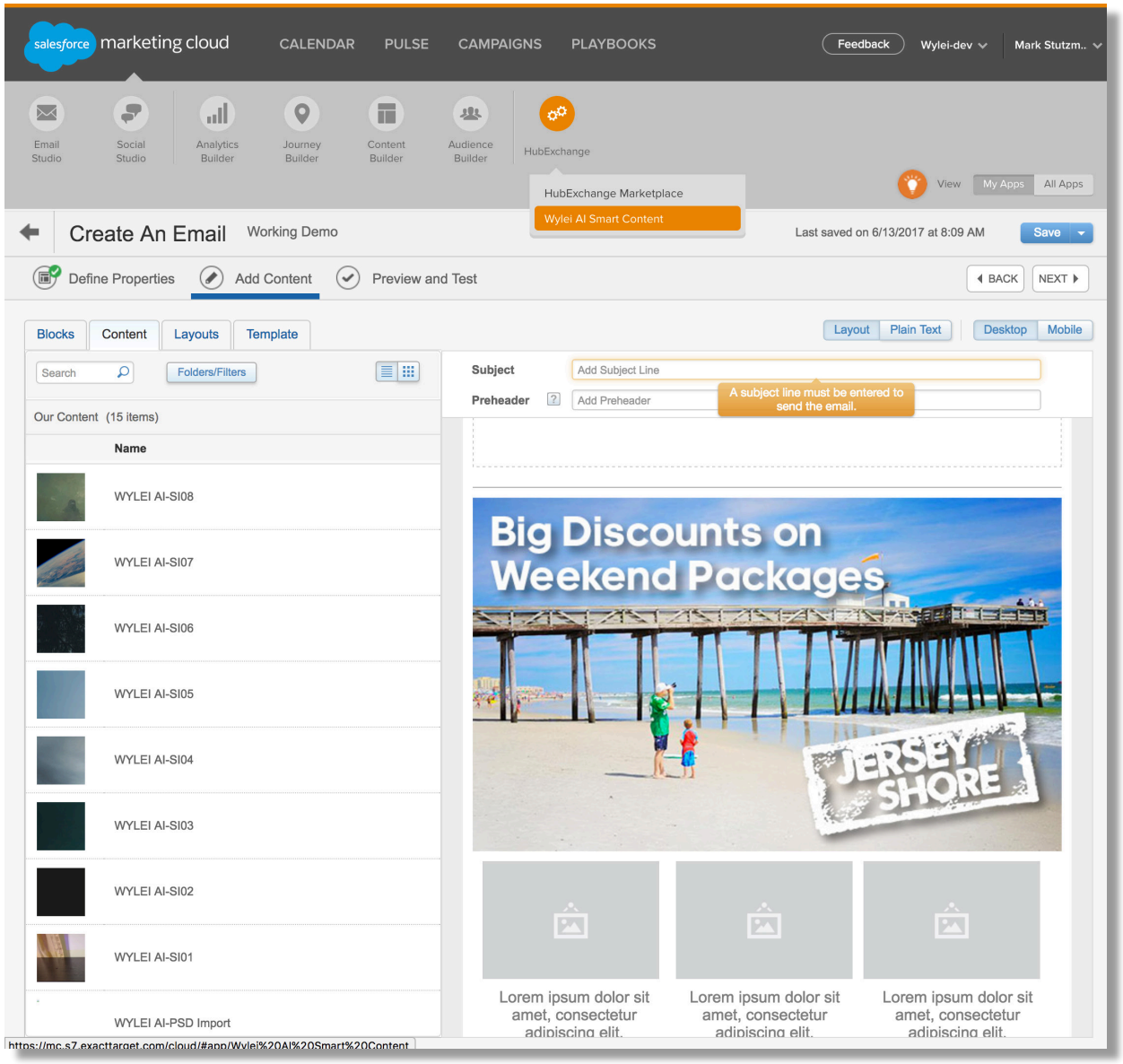

Fully integrated into Salesforce Marketing Cloud

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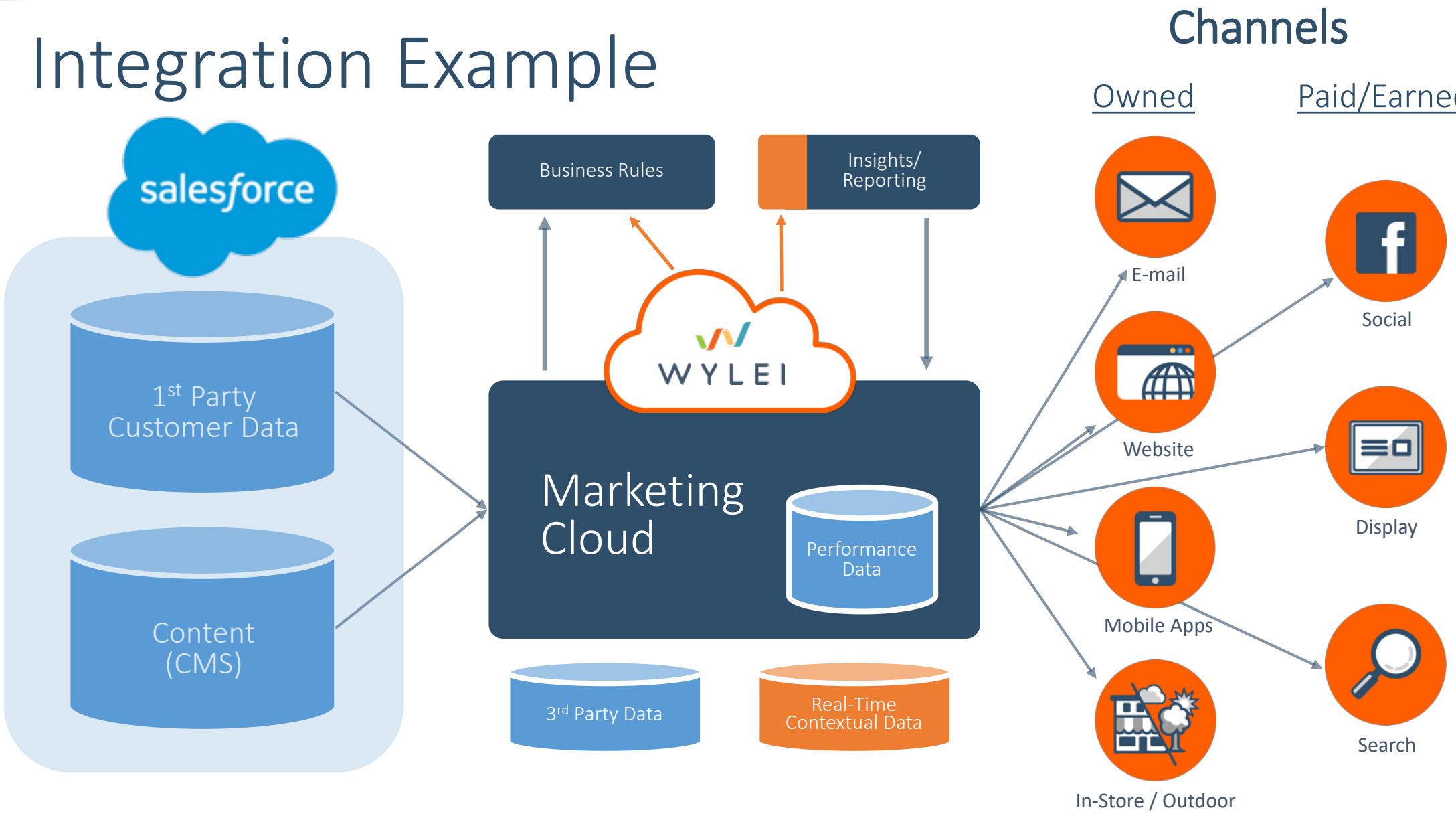
Integration Example



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Predictive Social

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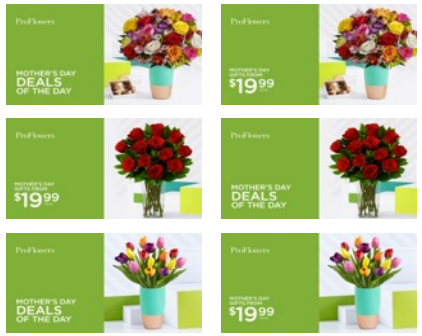
Predictive Social Video

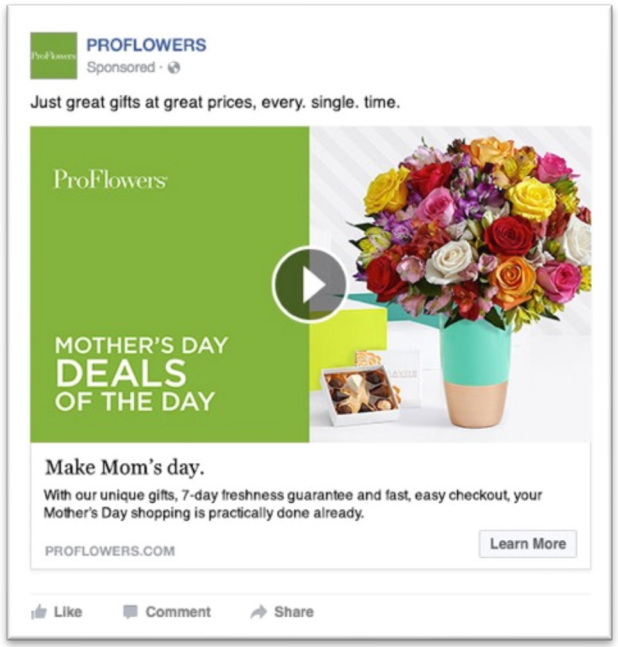
Video

Thumbnail (image+text)



Text

- None
- Trust us – she'll love 'em. And at prices like these, you will too.
- Just great gifts at great prices, every. single. time.
- Etc.



Promotional Overlays

Video Headlines

- Making Mom's day is easy.
- Send Mom the gift of flowers
- Send Mom the gift of flowers
- Trust us – She'll love 'em
- Make Mom's day for only $19.99+s/h
- Where would we be without Mom?

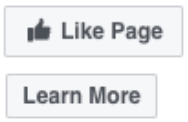
CTA Headline

- Make Mom's day.
- More bloom for your buck.
- 1 Day Only: $19.99 +s/h gifts
- Etc.

CTA Text

- None
- With our unique gifts, 7-day freshness guarantee and fast, easy checkout, your Mother's Day shopping is practically done already.
- Etc.

CTA Button



Total number of video variants:

90,000

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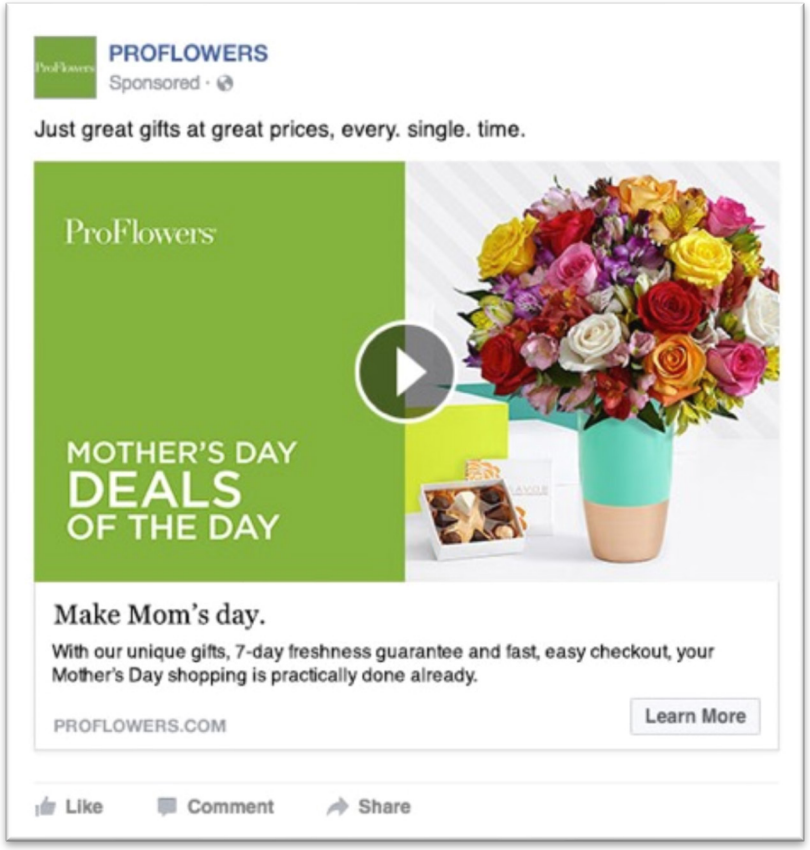
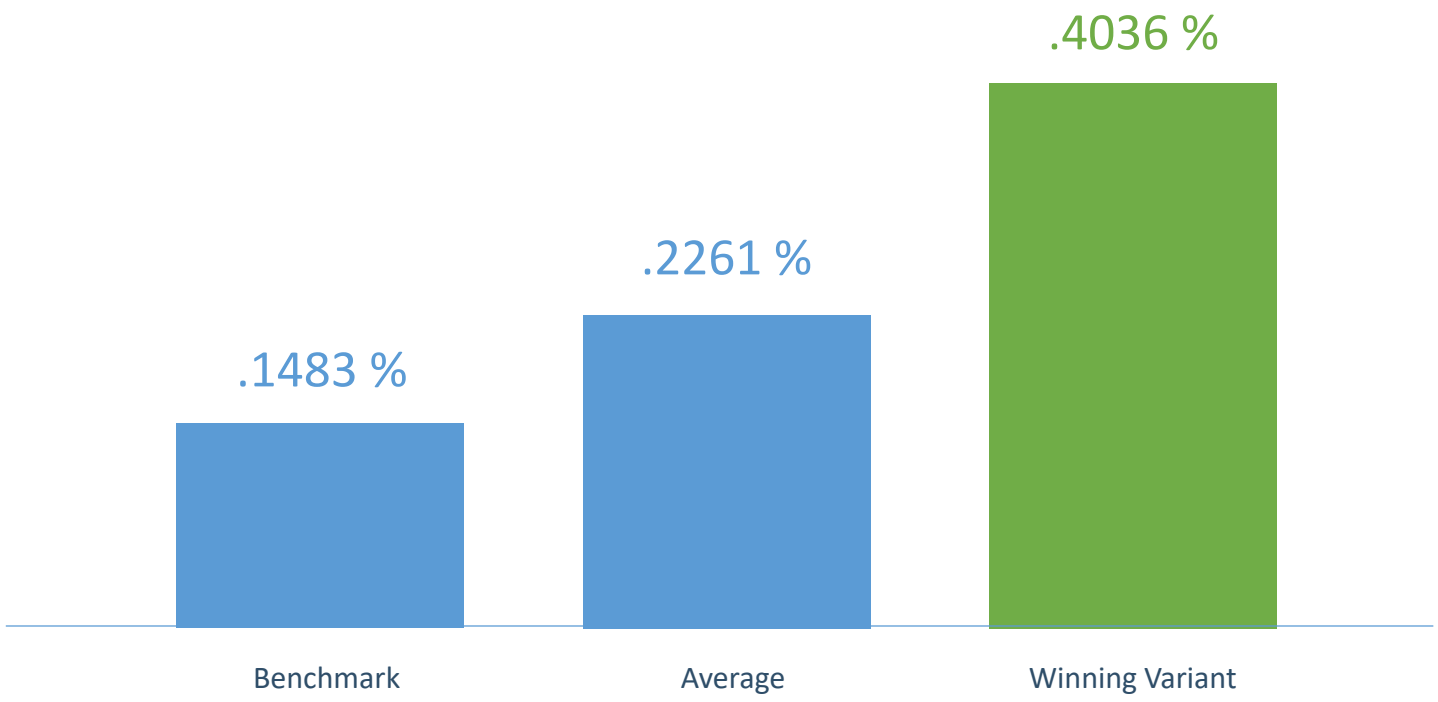
Predictive Social Video - Results



Lift – 56%



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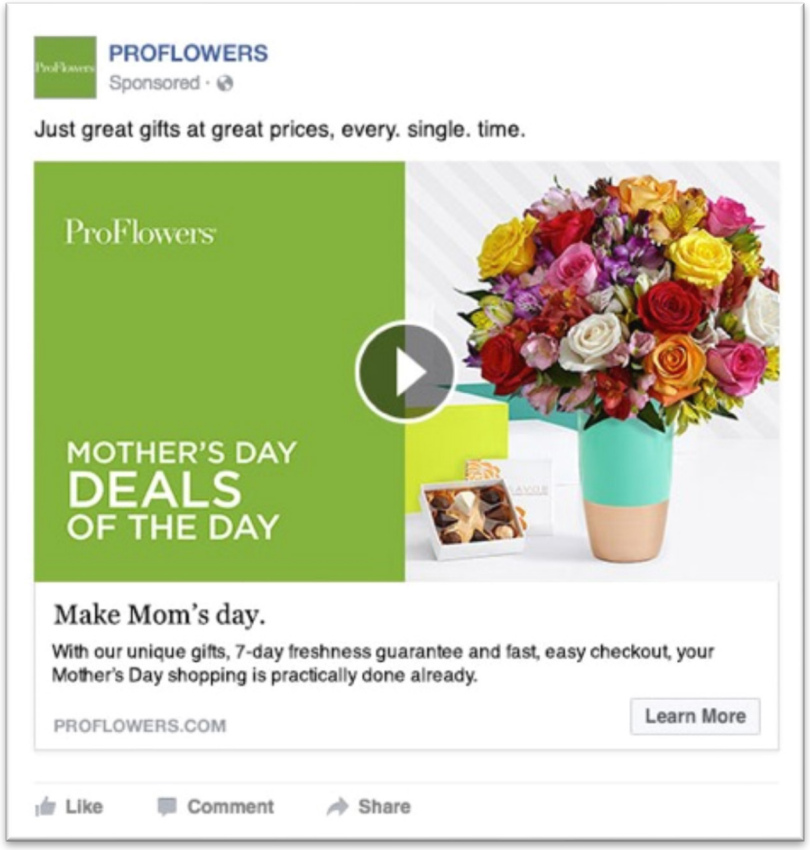
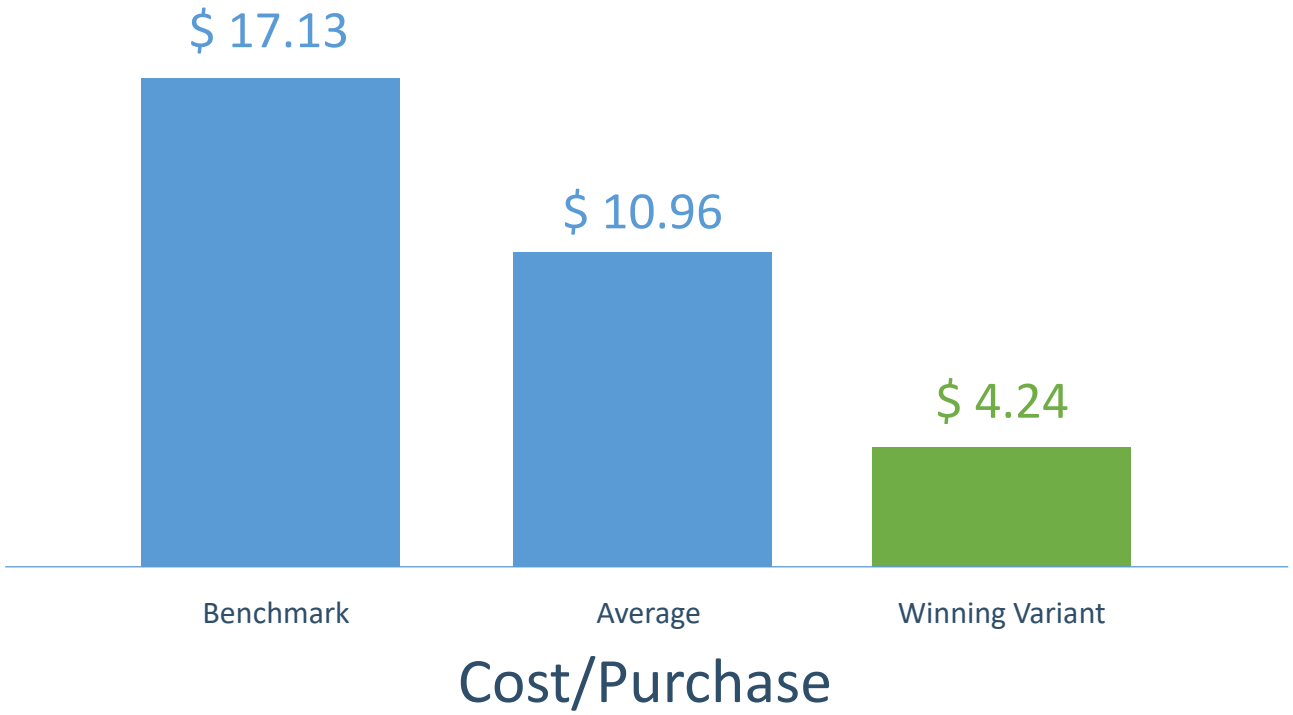
Predictive Social Video - Cost Savings



36% Decrease in Cost



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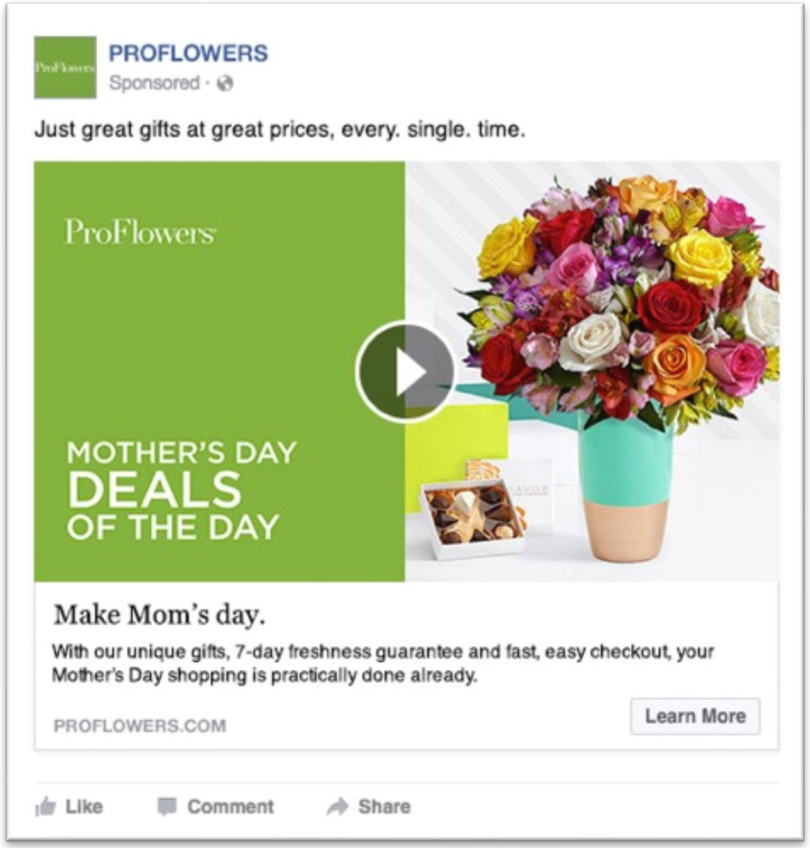
Predictive Social Video - Campaign Summary



- Variations– **90,000**
- Lift – **56%**
- **36%** Decrease in Cost

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Predictive Web & Display

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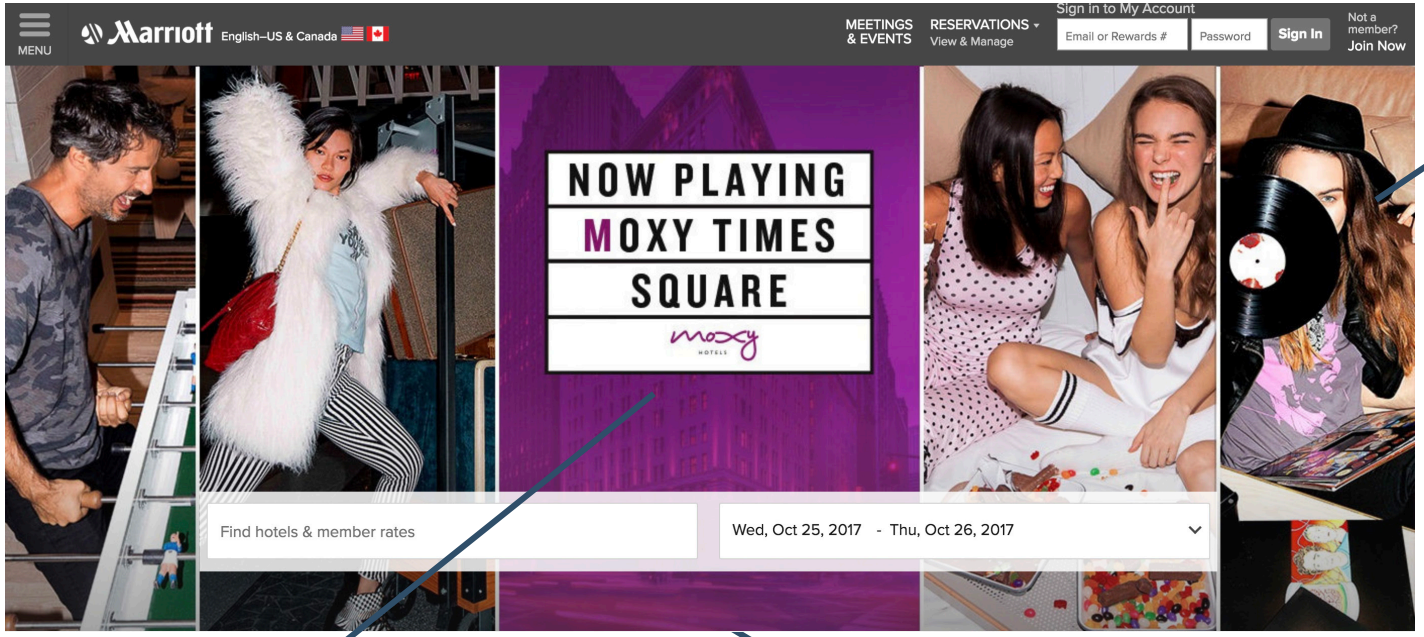
Predictive Web



Hero Images

Colors & Backgrounds

Headlines and Sub-headlines

Increase engagement on the web:

- Easy implementation

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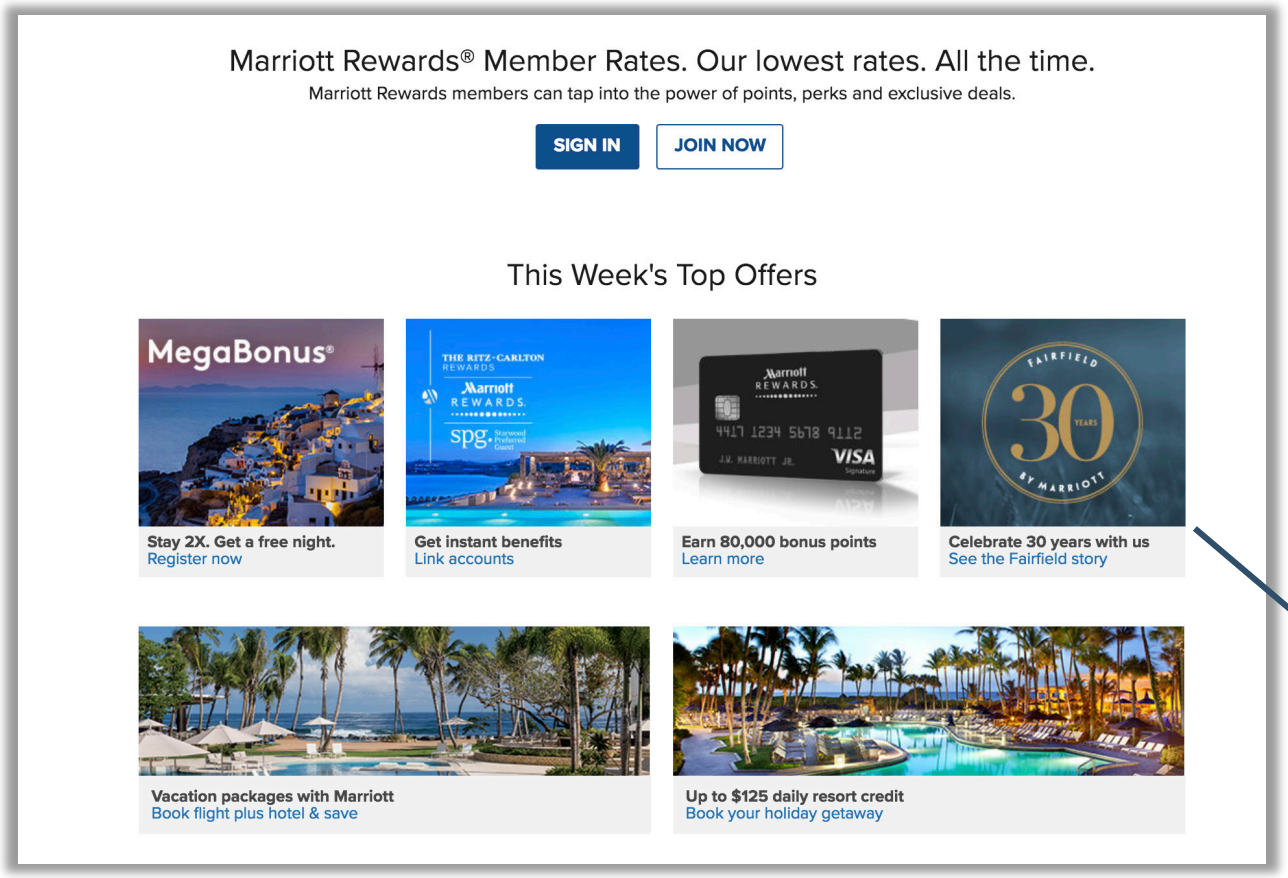
Predictive Web



Targeted offers:

- Easy implementation

Serve up
different offers

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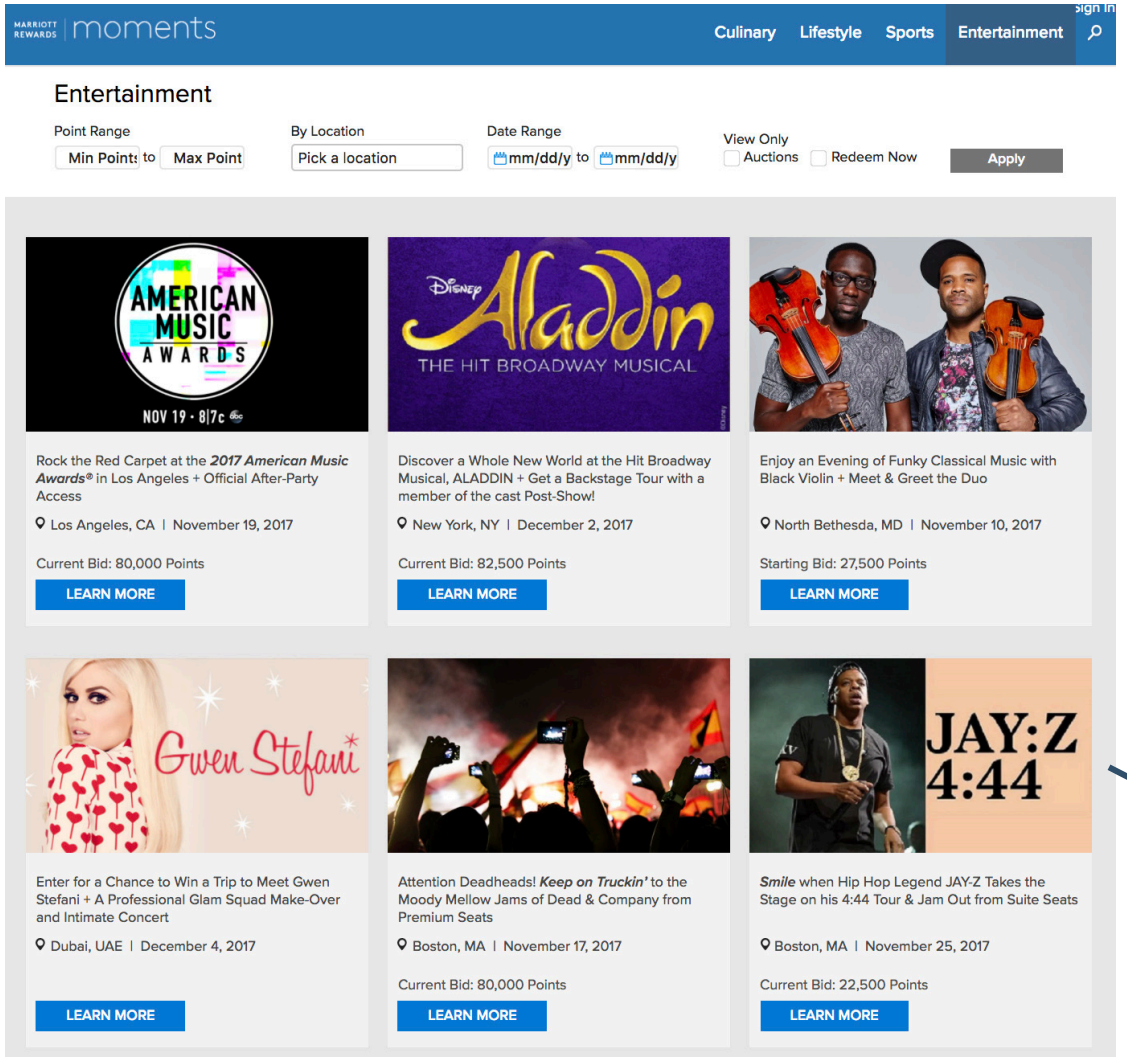
Predictive Web on Moments



Targeted offers and experiences for various reward levels:

- Easy implementation

Serve up different offers based on points

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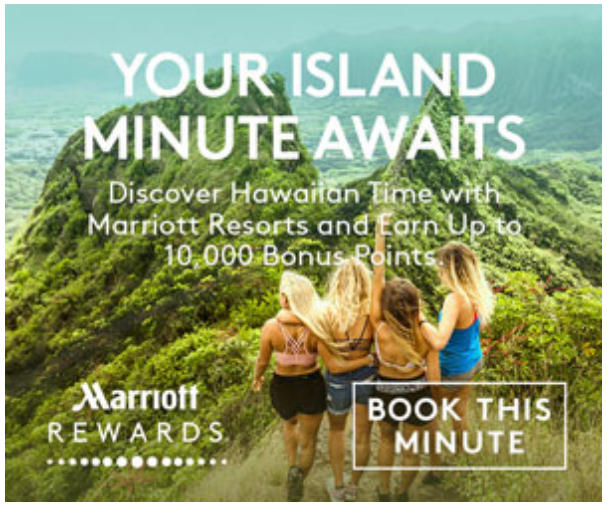
Predictive Display



Increase engagement on display:

- Swap out creative
- Headline / Copy
- CTAs

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Enterprise Integrations

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Wylei & Adobe Marketing Coud

- Wylei Predictive Cloud is designed to “play nice” with any Marketing cloud and CRM, including Adobe
- Pre-integrations enable rapid Enterprise Setup
- Full Data sharing between Wylei and source system

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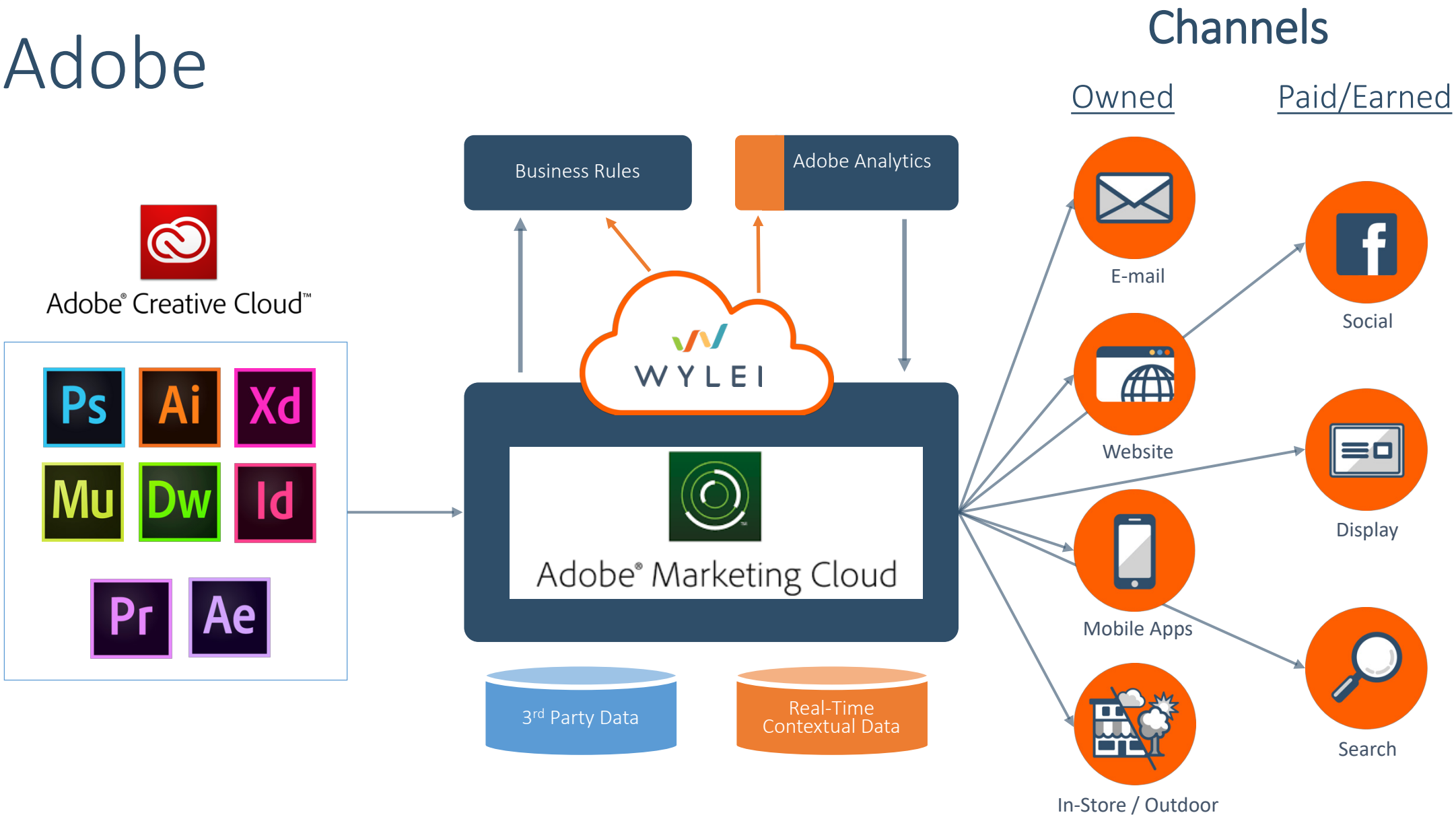
Adobe



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AI Powered MVP

- Dynamic Content Assembly and AI optimization added to MVP
- Test 100’s of dynamically assembled variations of an offer VS. a few manually defined offer creatives/ads
- Wylei Predictive Cloud enables fully automated ad creation and optimization

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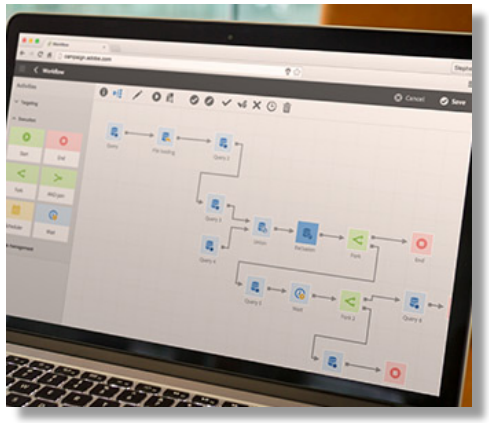
Marriott MVP – Wylei

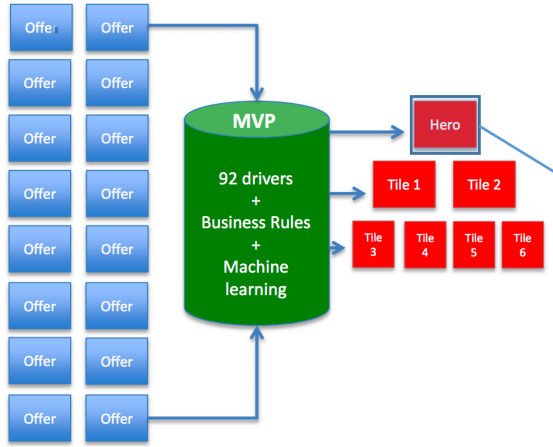
Adobe® Marketing Cloud

Outpace

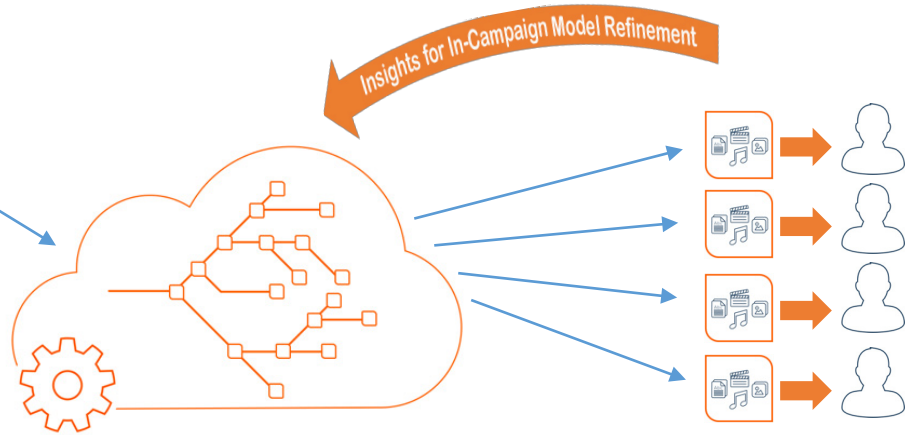
WYLEI



Broad segmentation and marketing automation (customer journey)



Offer targeting



Micro-segmentation and dynamic assembly of offer creatives/ads and optimization

Data Shared

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Simplified Asset Delivery and Ingestion

- Seamless integration to not impact net workload on creative teams
- Support brand style guide for compliant asset design
- Simple ingestion and disassembly of of assets from layered Photoshop files which are dynamically reassembled as ad variations by Wylei's patented solution

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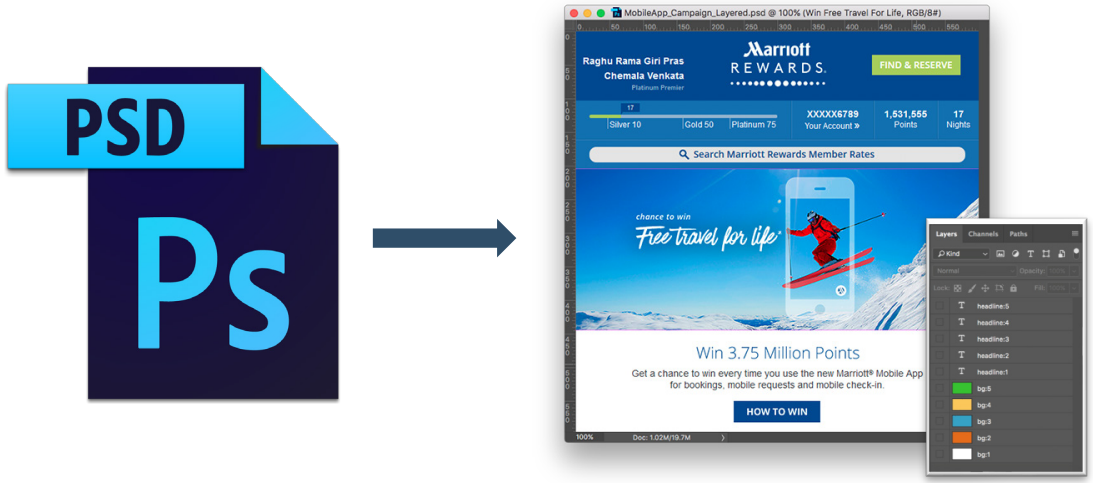
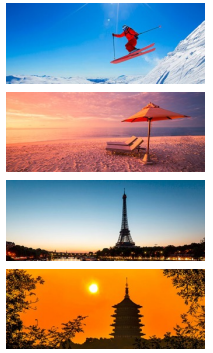
Marriott/Wylei Dynamic Content Assembly Flow



Hero Images



Headlines

chance to win
Free travel for life
chance to win
3.75 Million Points

Secondary Headlines

Win Free Travel For Life

Win 3.75 Million Points

CTAs

HOW TO WIN

LEARN MORE

FIND OUT HOW

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