

2023 Personal Year-In-Review

Performance Summary

MARRIOTT
BONVOY®



RENAISSANCE BALI ULUWATU RESORT & SPA, INDONESIA

Campaign Deployment Summary

January Personal Year-In-Review 2023

- Deployment Dates:
 - English/British English: 1/21
 - In-Language: 1/24

Originally slated for 1/10
 - English: 7,669,077
 - British English: 942,179
 - Japanese: 207,279
 - Spanish: 180,321
 - German: 54,842
 - Portuguese: 30,563
 - French: 21,512
 - Italian: 15,344
 - Chinese: 6,443
- Targeted to those who had at least one stay in 2023 and pointable activity**

Campaign Performance: Luxury Breakout

January Personal Year-In-Review 2023

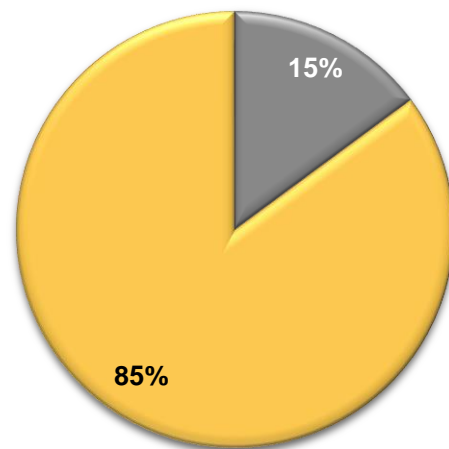
	Total	Non-Luxury	Luxury
Total Members	9,089,757	7,739,512	1,350,245
% to Total	--	85%	15%
Click-through-rate	1.5%	1.4%	2.2%
Unique Clicks	135,721	106,285	29,436
Unsub Rate	0.10%	0.11%	0.02%
Revenue	\$659.8 K	\$451.5 K	\$208.3 K
% to Total	--	68%	32%
Bookings	1,550	1,147	403
% to Total	--	74%	26%

MAU Averages (for comparison)

Core CTR: 0.9% | Unsub Rate: 0.17%

Lux CTR: 1.9% | Unsub Rate: 0.11%

Luxury vs. Non-Luxury
% to Total (9.1 M Members)



■ Luxury ■ Non-Luxury

Campaign Performance: Member Level

January Personal Year-In-Review 2023

	Total	Basic	Silver	Gold	Plat.	Titan.	Ambass.
Total Members	9,089,757	5,011,583	1,367,881	1,513,248	664,003	469,512	63,530
% to Total	--	55%	15%	17%	7%	5%	1%
Click-through-rate	1.5%	1.0%	1.5%	1.9%	3.4%	2.9%	3.5%
Unique Clicks	135,721	48,484	20,832	28,076	22,430	13,689	2,210
Unsub Rate	0.10%	0.16%	0.04%	0.03%	0.02%	0.02%	0.01%
Revenue	\$659.8 K	\$207,450	\$108,184	\$122,051	\$94,511	\$88,413	\$39,192
% to Total	--	31%	16%	18%	14%	13%	6%
Bookings	1,550	502	237	348	221	197	45
% to Total	--	32%	15%	22%	14%	13%	3%



Hero Module & Lead-In Section

Hero Performance & Lead-In Section:

- Delivered: **9.1 M**
- Clicks: **56,370**
- % Total Clicks: **34.9%**

Note: Header generated an additional 24,875 clicks which was approximately 15% of clicks

Other Notable Callouts:

- MEA did have differentiated creative and imagery for select modules





50,000 points from hotel stays

And beyond your hotel stays, you earned even more with:



10,000 points from Uber



2,000 points from Hertz



1,000 points from More Cravings



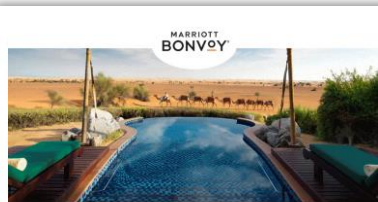
30,000 points from Eat Around Town

Top Five Points Earning Qualified Audience Counts

Points Earned	Delivered	Clicks	CTR
Hotel Stays*	506,647	4,235	0.8%
Uber	37,295	224	0.6%
Hertz	26,647	22	0.1%
More Cravings	5,876	107	1.8%
EAT	4,102	247	6.0%

*Data issues impacting delivered counts for some points earning categories

Points earning categories are not mutually exclusive



50,000 points from hotel stays

And beyond your hotel stays, you earned even more with:



2,000 points from
Homes and Villas



10,000 points from Uber



50,000 points from Tours & Activities



30,000 points from Eat Around Town

Points Earned

Points Earned	Delivered	Clicks	CTR
Hotel Stays	506,647*	4,235	0.8%
HVMB	483	53	11.0%
Uber	37,295	224	0.6%
Tours & Activities	2,475	29	1.2%
EAT	4,102	247	6.0%
More Cravings	5,876	107	1.8%
Hertz	26,647	22	0.1%
Cruise with Points	99	10	10.1%
RCYC	548	7	1.3%
Emirates	761	213	28.0%

*Data issues impacting delivered counts for some points earning categories

Points earning categories are not mutually exclusive



1,000 points from More Cravings



2,000 points from Hertz



500 points from Cruise with Points



1,000 points from
Ritz-Carlton Yacht Collection



1,000 points from
Your World Rewards

Points Earned

Points Earned	Delivered	Clicks	CTR
Hotel Stays	506,647*	4,235	0.8%
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Credit Card

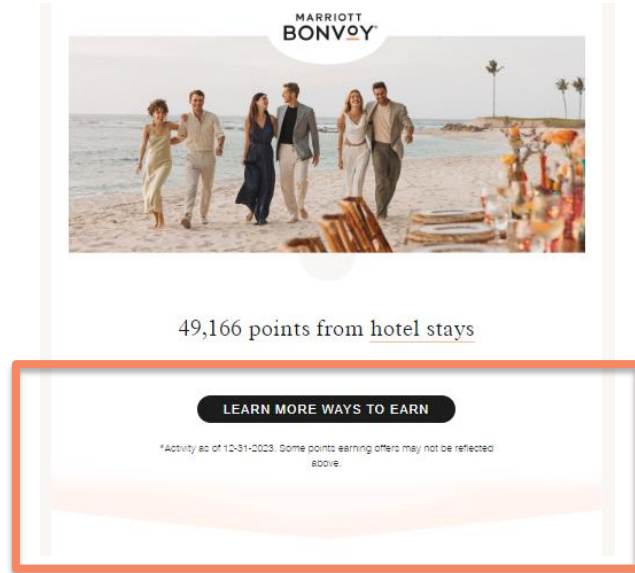


And you earned even more points
with your CITIC Marriott Bonvoy®
Gold Card!

Credit Card Holders:

- Delivered: **1.7 M**
- Clicks: **N/A**

More Ways to Earn



Closes out Points Earned Section

Performance:

- Delivered: **9.1 M**
- Clicks: **9,959**
- % Total Clicks: **6.2%**
- CTR: **0.1%**

Points Usage

You Made the Most of Your Points, Ron



You Redeemed
10,000 Points

» LEARN ALL THE WAYS TO REDEEM



You Donated
2,000 Points

» EXPLORE ALL CHARITIES


You Redeemed Performance:

- Delivered: **524.9 K**
- Clicks: **5,274**
- % Total Clicks: **3.3%**
- CTR: **1.0%**

You Donated Performance:

- Delivered: **561**
- Clicks: **2**
- % Total Clicks: **0%**
- CTR: **0.4%**

You've Earned It, Severus
*Wondering what to do with your points?
Take a look below for some ideas:*



Redeem Your Points


Use your points for exceptional stays, experiences, shopping, and more.


» SEE HOW TO REDEEM

Shop Your Favorite Hotel Brands

Bring the hotel experience home by using your points for beds, scents, linens, gifts, and more guest favorites.

» SHOP BOUTIQUES





Donate Your Points

Did you know you can donate your points to charities including the Red Cross, World Central Kitchen, World Wildlife Fund, and many more?

» DONATE YOUR POINTS

No Points Usage

Total Performance:

- Delivered: **8.5 M**
- Clicks: **46,667**
- % Total Clicks: **28.9%**
- CTR: **0.5%**

Redeem Your Points:

- Clicks: **38,086**
- % Total Clicks: **23.6%**

Shop Your Favorite Hotel Brands:

- Clicks: **7,584**
- % Total Clicks: **4.7%**

Donate Your Points:

- Clicks: **1,007**
- % Total Clicks: **0.6%**


#2024 Goals

#2024Goals

Resolve to Travel More


At Marriott Bonvoy, our goal is to make getting out of your comfort zone... well, a little more comfortable. This year, make it a goal to experience someplace new and we'll help you discover the local culture, find the best places to explore, and create lasting memories — all from the comfort of one of our 8,000+ hotels and resorts around the world.

WHERE CAN WE TAKE YOU?




Find your vibe at hotels where music and design set the scene.

» LEARN MORE



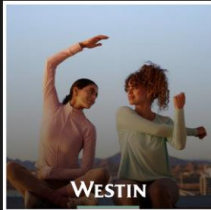
Find something unforgettable with hotels that are exactly like nothing else.

» LEARN MORE



Find your match in indie hotels with a unique sense of character.

» LEARN MORE



Find wellness offerings that enhance your well-being.


» LEARN MORE

Total Performance:

- Delivered: **9.1 M**
- Clicks: **7,358**
- % Total Clicks: **4.6%**
- CTR: **0.08%**

Recommendations for 2024 Personal Year-In-Review

- Evaluate Points/Earning categories and associated hierarchies for 2024 and optimize/introduce new categories as needed
- Consider introducing content that classifies members into a traveler type or persona based on known travel, redemption and earning behaviors and include content in email
- Determine ability to allow for sharing out to other channels including social
- Develop and plan against other omni-channel opportunities for sharing and socialization of year-in-review results
- Solicit member feedback on 2023 Year-in-Review content to determine net new or optimization areas for 2024 review



Personal Year-in-Review

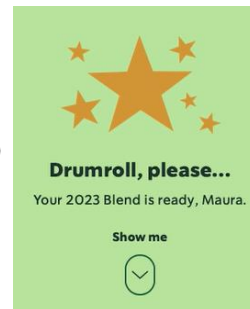
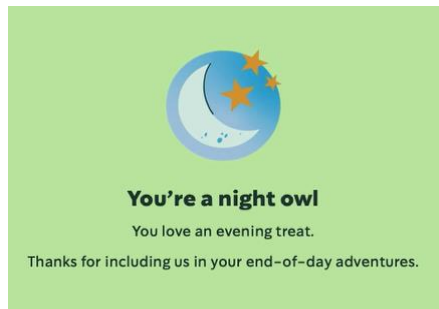
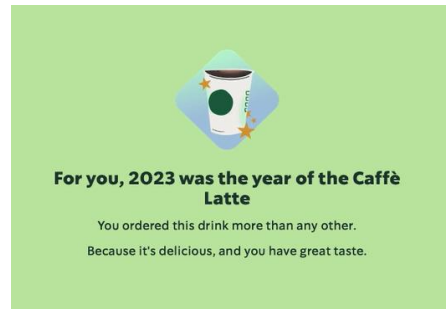
Creative Examples

MARRIOTT
BONVOY®

ZADUN, A RITZ-CARLTON RESERVE, LOS CABOS, MEXICO

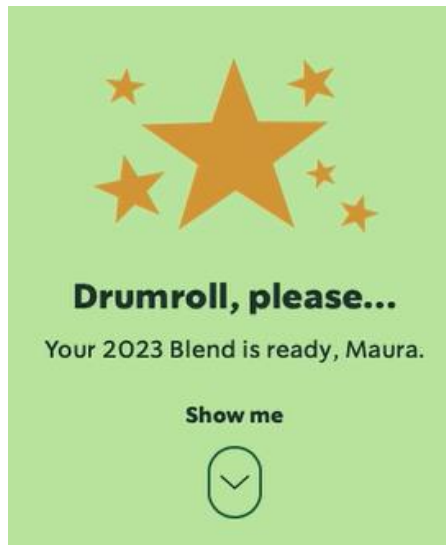
Starbucks (In-App) 1/2/2024

SL: Your year in review is ready!



Starbucks Cont'd (In-App)

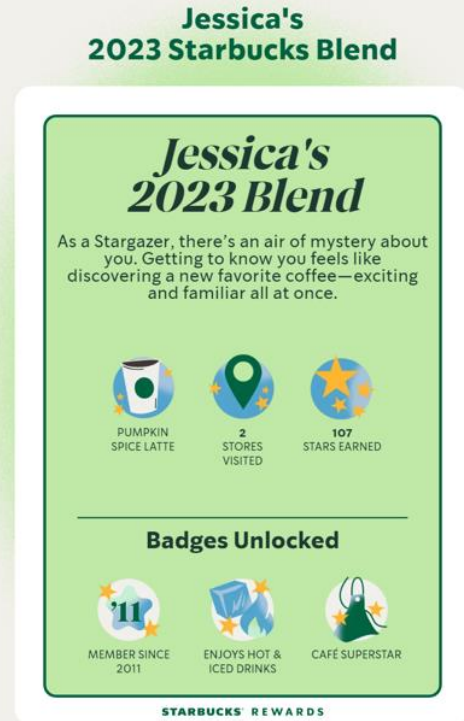
1/2/2024



Starbucks (Email)

1/2/2024

SL: Your year in review is ready!



Hilton

1/5/2024

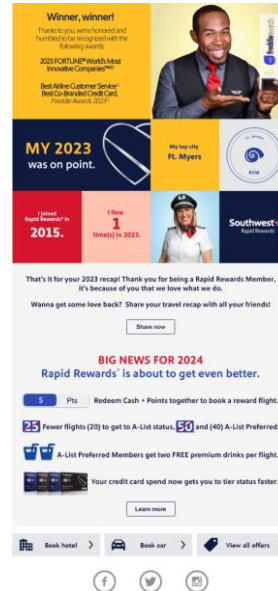
SL: John, Look back at your year in Travel



Southwest Airlines

12/22/2023

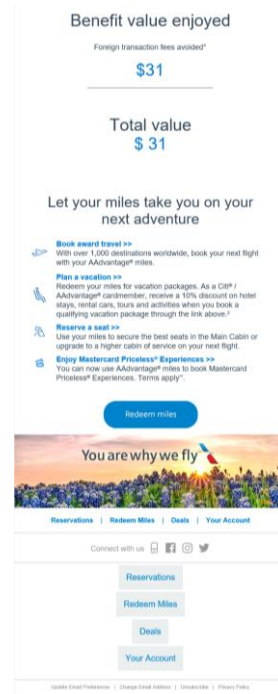
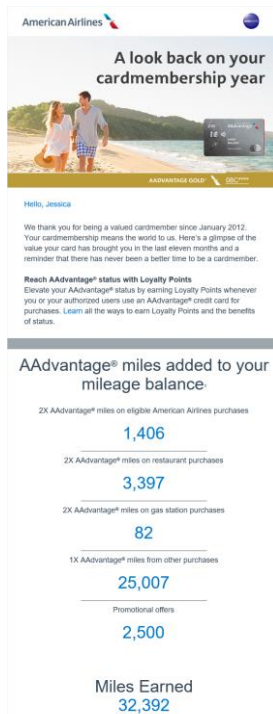
SL: Hey Diana, your 2023 has landed



American Airlines

2/21/2024

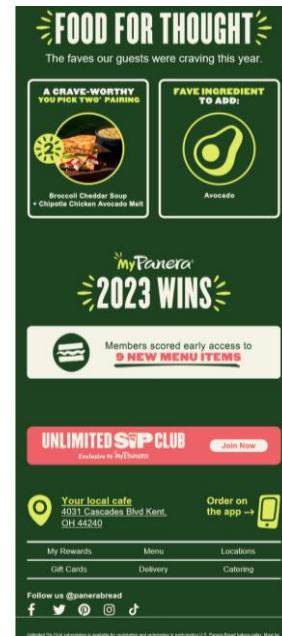
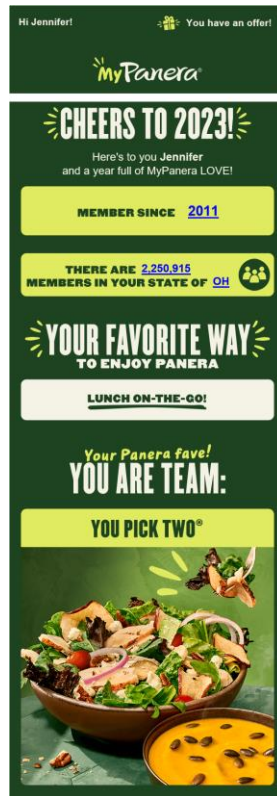
SL: You've earned 32,392 miles on your Citi®/AAdvantage® card



Panera

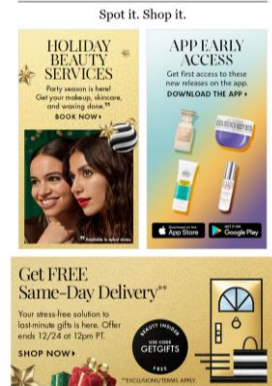
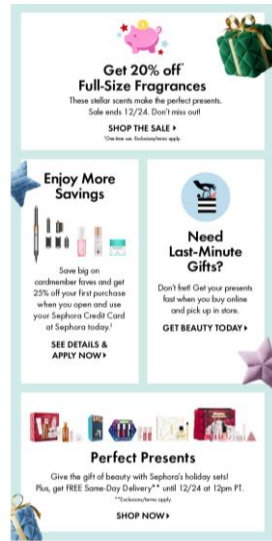
12/27/2023

SL: Your 2023 year-in-review
has arrived, Jennifer



12/20/2023

SL: Christina, your year-end snapshot has arrived 📅📊



FRAGRANCE20

Make the Most of Your Membership



BUY ONLINE OR
PICK UP IN STORE

American Express

1/10/2024

SL: (First name), your 2023 Year-End Summary is ready for review



AMERICAN EXPRESS
YOUR MEMBER ESSENTIALS. SUBMITTED FOR SLASH.

Explore your Blue Cash Everyday® Card Membership highlights below.

CASH BACK
\$
Reward Dollars Available
[View Account](#)

Enjoy Amex Offers*
Find great offers from brands you love
[See Amex Offers](#)


USE CASH BACK AT CHECKOUT
MILLIONS OF ELIGIBLE ITEMS
[Shop Now](#)
[Shop Now](#)

*Cash back refers to Reward Dollars earned on your Card.

amazon

2023 YEAR-END SUMMARY
NEW YEAR, NEW CASH BACK GOALS
[View Now](#)
[View Now](#)

Your 2023 Year-End Summary is here to help you reflect and gain insights on your spending trends. Review your spending over time, top merchants, top categories, and more to support your financial well-being in the year ahead. Plus, you can save or print your Year-End Summary for your records.*




SHOP SMALL® & RELAX THIS YEAR
SPAS AND PERSONAL CARE RETAILERS NEAR YOU
[Find Places](#)
[Find Places](#)

BLIND BARBER
440 West Madison
Chicago, Illinois United States

STEAMWORKS
300 West Madison
Chicago, Illinois United States

THOMAS WEST SALON
200 West Madison
Chicago, Illinois United States

MERCHANT RHODADES
800 West Madison Ave Ste 214
Chicago, Illinois United States



SHOP ONLINE, EARN 3% BACK
TURN YOUR NEW YEAR PURCHASES INTO CASH BACK
New planners, exercise equipment, e-readers - get what you need to start your resolutions from the comfort of your home. Enjoy 3% cash back on your U.S. online retail purchases on up to \$5,000 per year in purchases (from 1% when you use your Blue Cash Everyday Card®).

[Shop Now](#)
[Shop Now](#)

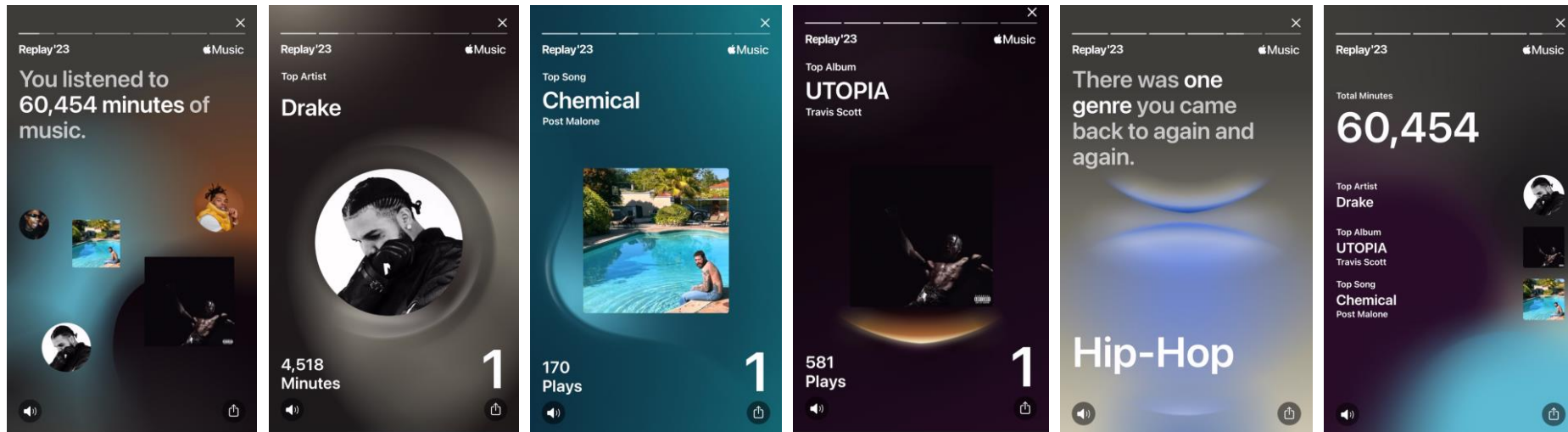
*Cash back is required in the form of Reward Dollars. Not cash. Can be redeemed as a statement credit.

don't live life WITHOUT IT™

[Feedback on this email](#) [Privacy statement](#) [Update email](#) [Unsubscribe](#)

Apple Music

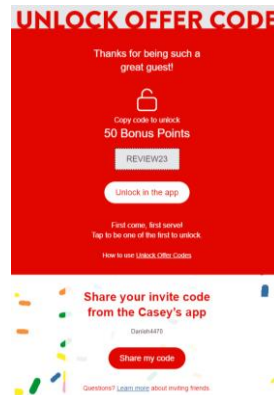
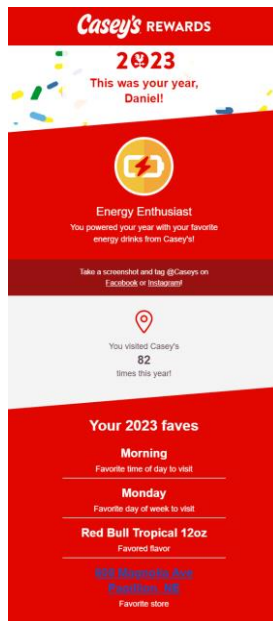
11/28/2023



Casey's

12/28/2023

SL: Check out your Year In Review, Daniel!



National

1/17/2024

SL: Your 2023 Year-in-Review Emerald Club eStatement



Take a look back at 2023 with your year-end Emerald Club statement.

Having trouble viewing? [Click here](#) to email us.

National

EMERALD CLUB

RESERVE

SPECIALS

LOG IN

EMERALD CLUB

2 YTD Rentals

You're only 2 credits away from a Free Rental Day!

View Rental Day counts from our 7 Business Days

View Rental Day counts from our 7 Business Days

January Statement

Activity as of 12/31/2023

ANOTHER YEAR in the rearview

Looking back on where you've been only fuels the excitement for the road ahead. Explore some of your highlights from last year and start planning for an even more rewarding 2024.

GET STARTED

Key Highlights of 2023

Here's a quick look back at your year with Emerald Club.

Over 5 million

The number of free upgrades — from Midsize to Fullsize or above — awarded to members in 2023.

Where you rolled

Check out some of the most popular cities for National rentals, globally.

Atlanta, Georgia - United States

Minneapolis, Ontario - Canada

Heathrow, England - Europe

Carson, Mexico - Latin America

Tokyo, Australia - Asia Pacific

What fuels our trips?

According to a recent CruiseVista survey, these are the top snacks for road travel.

1. Chips

2. Chocolate

3. Cakes

4. Nuts/seeds

5. Candy

We've all gone far!

More than 5 billion miles were driven in National rental vehicles in 2023. Based like a hot 'n' hot, it's the equivalent of circumnavigating the Earth's equator 200,000 times.

My 2023 Worldwide Activity

National

Rentals: 0

Rental Days: 0

Emerald Club

Rentals: 0

Rental Days: 0

Region	Rentals	Rental Days
North America	0	0
Europe and Asia	0	0
Latin America and the Caribbean	0	0
Australia and rest of world	0	0



We'd love to see you again.

You're missing out on member benefits and rewards. Get back behind the wheel with Emerald Club!

RESERVE NOW

f

@

To receive delivery to your inbox, please add EmeraldClub@nationalcar.com to your address book.

UNSUBSCRIBE

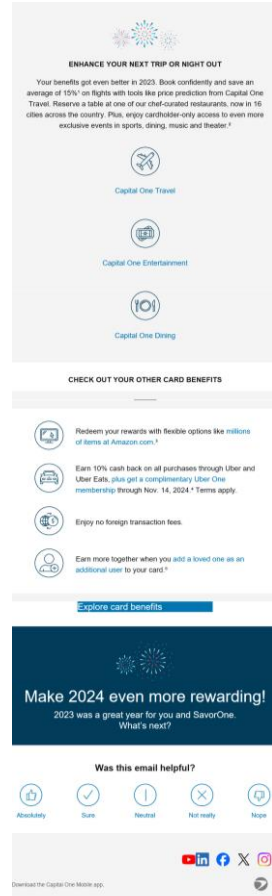
PRIVACY POLICY

MANAGE SUBSCRIPTION

27

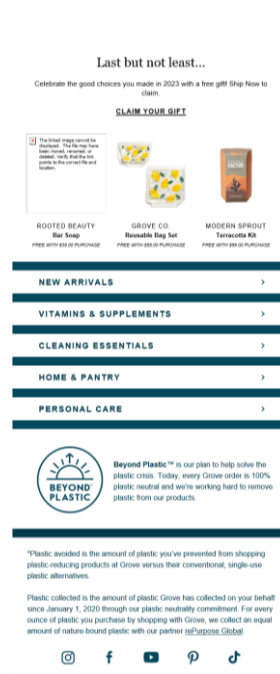
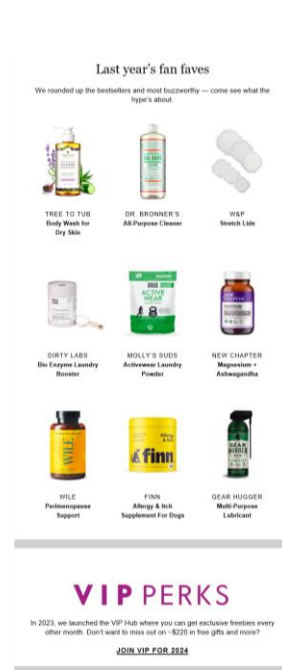
1/24/2024

SL: Nice work, Elizabeth! View your 2023 Annual Rewards Recap.



1/9/2024

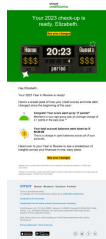
SL: Maura, your 2023 Year in Review is here 🥳🥳



Credit Karma

1/19/2024

SL: Your 2023 Year in Review is ready, Elizabeth!



intuit
creditkarma

Your 2023 check-up is ready, Elizabeth.

See your changes

Home

20:23

Guests

\$\$\$

period

\$\$\$

Hey Elizabeth,

Your 2023 Year in Review is ready!

Here's a sneak peek of how your credit scores and total debt changed since the beginning of the year:

Congrats! Your score went up by 17 points!
Members in your age group saw an average change of 4.1 points in the past year.**

Your total account balances went down by \$-25,45.51
This is a change in open balances across all of your accounts.

Head over to your Year in Review to see a breakdown of insights across your finances in one, easy place.

See your changes

Based on your credit report information from TransUnion as reported between 1/1/2023 and 12/31/2023.

Based on FICO-based credit report information of other Credit Karma members in your age group as reported between 1/1/2023 and 12/31/2023.

intuit creditkarma creditkarma creditkarma

This is a promotional email to manage your email preferences, please go to [notification preferences](#).

[Unsubscribe from all emails](#)

[Unsubscribe from all emails primarily about accounts monitoring](#)

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[Privacy Statement](#) / [Terms of Service](#)

Company-Centric Year-in Review

Creative Examples

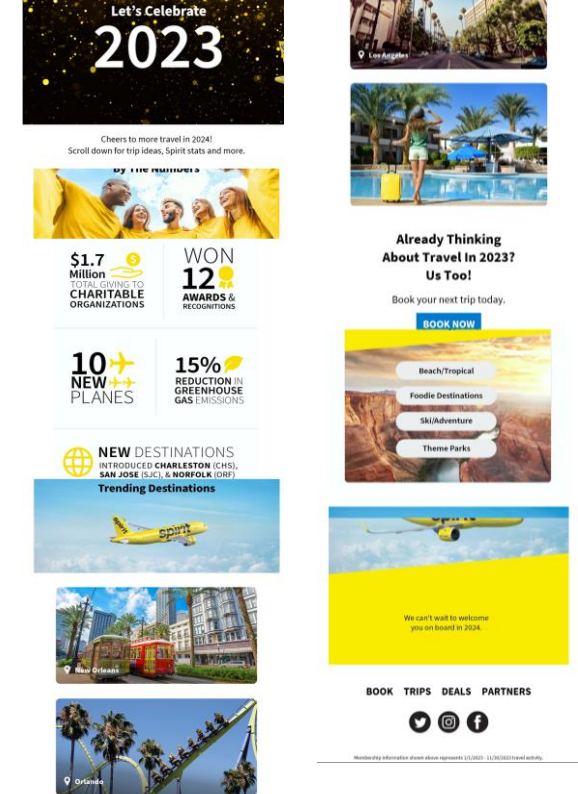

MARRIOTT
BONVOY

LE MÉRIDIEN BARCELONA, SPAIN

Spirit Airlines

1/10/2024

SL: 2023 Year In Review



HERE'S A LOOK BACK

spirit

Free SPIRIT 2087372064

Let's Celebrate
2023

Cheers to more travel in 2024!
Scroll down for trip ideas, Spirit stats and more.

BY A FIVE PERCENTAGES

\$1.7 Million
TOTAL GIVING TO
CHARITABLE
ORGANIZATIONS

WON 12
AWARDS &
RECOGNITIONS

10 NEW
PLANES

15% REDUCTION
IN
GREENHOUSE
GAS EMISSIONS

NEW DESTINATIONS
INTRODUCED CHARLESTON (CHS),
SAN JOSE (SJC), & NORFOLK (ORF)

Trending Destinations

Beach/Tropical

Foodie Destinations




Ski/Adventure

Theme Parks

BOOK NOW

We can't wait to welcome
you on board in 2024.

BOOK TRIPS DEALS PARTNERS

Marketing information about above represents U.S. and U.S. territories travel activity.

See's Candies

12/31/2023

SL: Ending 2023 on a Sweet Note



See's CANDIES

How Did See's Stack Up in 2023?

Here are over a million ways we made life sweeter for our friends, fans, and followers...

[Scroll for Details](#)

New Shops Opened
[Find a Shop](#)

10

995 Thousand Total Pounds of Chocolate Used to Make Scotchmallows®
[Shop Scotchmallows](#)

Best-Selling Lollypop Flavor
[Shop Lolly](#)

Butter-scotch

See's CANDIES

Total Pounds of Sprinkles Used on Our Candies
16 Thousand
[Shop Sprinkle Candies](#)

Favorite Day of the Week to Buy Candy
Saturday
[Shop Now](#)

Cheers to a New Year with See's!
[Follow us on IG](#)

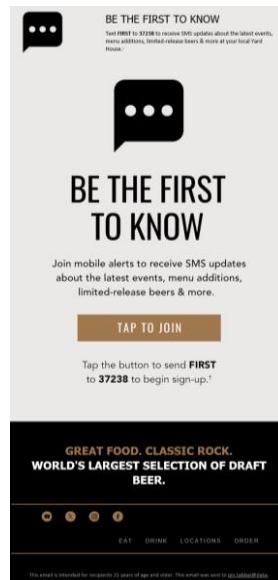
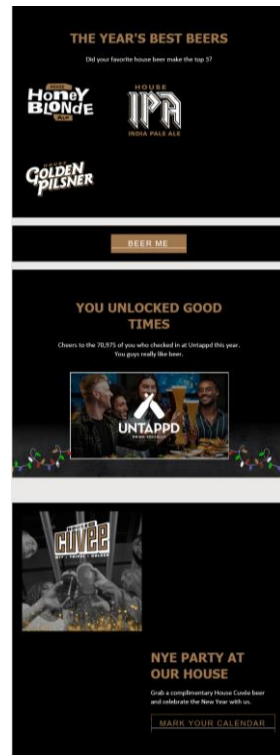
[Find a Shop](#) | [About See's Candies](#) | [News & Events](#) | [Shop Us Online](#) | [Join Us](#)

This is a marketing email. We're excited to share our 2023 accomplishments with you. See's Candies is a family-owned business that has been making delicious candies since 1921. We're proud to be a part of the See's family and to share our love of candy with you. We hope you enjoyed this email and the photos of our candies. We'll be back with more news and updates soon. Thank you for being a part of the See's family. Love, See's Candies

Yard House

12/18/2023

SL: 2023 Year in Review



1/28/2024

SL: Your impact in 2023

The image displays two posters from the Patagonia 2023 campaign. The top poster features a landscape with a large, colorful, abstract shape in the foreground, overlaid with the text "Part of Something Bigger". The bottom poster shows a winding river in a landscape, overlaid with the text "You spoke out against the Willow project." and a yellow starburst graphic stating "Over 17,000 petition signatures".

You donated over
11,186 hours
in skill-based volunteering
for grassroots organizations.

"Skill-based volunteering helps our organization immensely, giving us access to expertise and outcomes that we couldn't imagine possible otherwise. We are a small staff, and skill-based volunteering can be a game changer for nonprofits like us."
—Maisy, Climable

Find a Project

You took action
for our oceans,
old-growth forests
and public lands.

You answered the call to protect our shared seas. Your actions helped the Forest Service take a significant step toward a strong and lasting rule to protect old-growth forests on federal public lands from logging. And despite pushback from the oil and gas industry, we advocated for a more balanced approach to managed public lands.

Want to be the first to know where you're needed next?

Sign Up For Activism Updates

The Diaspora Co.

12/20/2023

SL: 2023 in Review



Daily Harvest

12/27/2023

SL: Was it good for you, too?

