

Core MAU April and May 2023 Email Performance Review

June 13, 2023

MARRIOTT
BONVOY[®]



RENAISSANCE BALI ULUWATU RESORT & SPA, INDONESIA

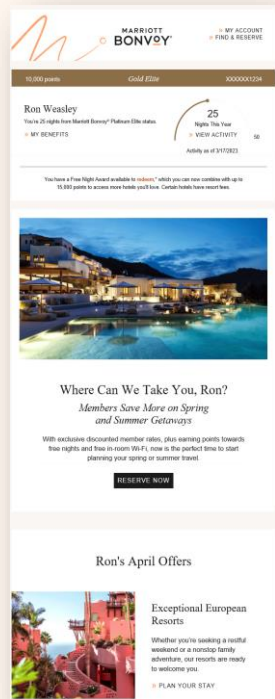
Contents

- **Performance Assessment**
 - April 2023
 - May 2023
- **Foundational Strategic Initiatives**
 - Generate Revenue
 - Build Pride
 - Grow Engagement
 - Stakeholder Feedback Loop
- **Recommendations & Next Steps**
- **Appendix**

April Performance Review

Core MAU Snapshot: April 2023

The member newsletter launched on 4/20 & 4/27, and there were...



**9 Versions
In-Market**

29.8 M Members Reached

265.2 K Clicks

2.3 K Booked Stays

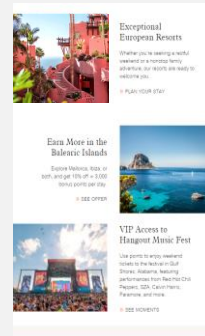
**\$1.1 M Revenue
Generated**

Content Curation

Stakeholders
Submitted Content **13**

Modules
Developed **22**

Dynamically
Targeted Modules **91%**



Language Versions

English, British English,
Spanish, German, French,
Italian, Portuguese,
Japanese & Chinese

Supported Initiatives:

Cobrand | Hawaii Demand Gen | MB Escapes | Eat Around Town | Moments | United MileagePlus

Core MAU: April 2023

ENG/BEN (4/20) + In-Lang. (4/27)

Vacations by Marriott

- SL: Your Marriott Bonvoy Account Update: Earn 20K Bonus Points in Hawaii
- PH: Reward yourself with a spring or summer getaway to remember.

Stay Longer on Us

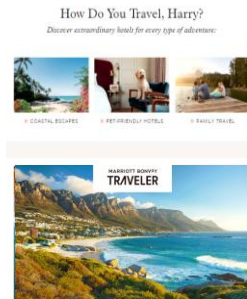
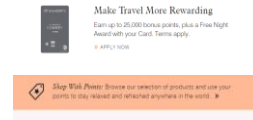
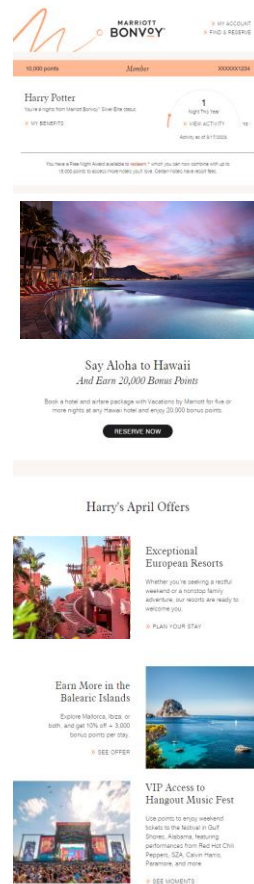
- SL: [Fname's][Your] Account Update: Stay Longer and Save
- PH: Reward yourself with a spring or summer getaway to remember.

MB Escapes

- SL: [Fname's][Your] Marriott Bonvoy Account Update: Save 20% on Spring Escapes
- PH: Reward yourself with a spring or summer getaway to remember.

Generic Spring

- SL: Your Marriott Bonvoy Account Update: Special Offers, Benefits, and More
- PH: Reward yourself with a spring or summer getaway to remember.



ENG version

Performance Metrics: April 2023

All versions: ENG/BEN (4/20) + In-Lang. (4/27)

- Delivered volume comparable to March with a slight increase of 2.2%
- CTR and Revenue both increased MoM
 - Resuming with the Account Box impacted MoM lifts in click volume and financials.
 - April CTR of 0.9% is 0.2 pts. higher than March
 - \$1.1 M in revenue which is an increase of 148% MoM; bookings and room nights also had a significant increase of over 130%
 - YoY CTR decrease of 0.5 pts. primarily attributed to interest driven with GloPro reminder in hero which featured last chance countdown timer to drive urgency
- Unsub rates remain healthy; slightly down in comparison to 12-month average

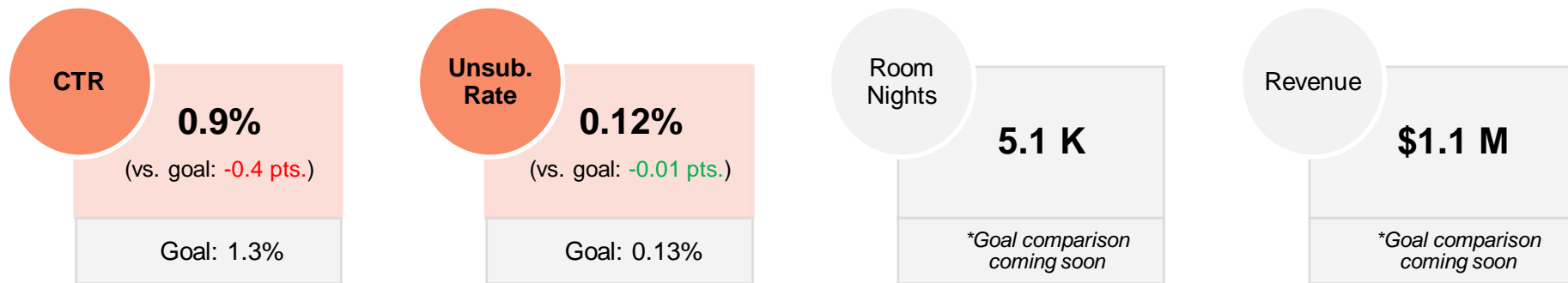
	Apr-23	MoM	YoY	vs. Avg.
Delivered	29.8 M	+2.2% (+654.8 K)	+12.3% (+3.3 M)	+9.1% (+2.5 M)
Clicks	265.2 K	+39.5% (+75.1 K)	-30.0% (-113.5 K)	-13.9% (-42.9 K)
CTR	0.9%	+0.2 pts.	-0.5 pts.	-0.2 pts.
Unsub Rate	0.12%	-0.01 pts.	-0.00 pts.	-0.01 pts.
Bookings	2.3 K	+133.2%	-69.7%	-23.1%
Room nights	5.1 K	+137.0%	-68.8%	-22.0%
Revenue	\$1.1 M	+147.9%	-64.8%	-11.9%

*Core MAU rolling 12-month avg. includes Apr '22 – Mar '23

*Revenue and Room Nights KPIs have been impacted by current reporting issues. Ongoing data delays and attribution issues with Omniture reporting; financials potentially understated

April 2023 Goal Performance

- Core MAU goals were set based on 2022 performance in CTR, Unsub Rate, Room Nights and Revenue
- 0.9% CTR was below goal, but higher than Bonvoy monthly average of 0.8%
- During non-promo months, hero offers were split tested by region and language to inform future content decisions and this testing typically impacts engagement; some offers resonated more than others
- Unsubscribe rate of 0.12% was slightly below goal; a positive trend so far
- Financial goals were identified, but comparisons were put on hold until the reporting issues have been addressed



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Ongoing data delays and attribution issues with Omniture reporting; financials potentially understated

2023 Program KPI Goals

Fiscal Year KPIs	CTR	Unsub Rate	Revenue	Room Nights
2019	2.06%	0.21%	\$47.4 M	278.0 K
2022	1.31%	0.13%	\$25.9 M*	133.2 K*
First 6 Months 2022 (Jan. - Jun.)	1.50%	0.13%	\$16.5 M	84.0 K
2023 Program KPI Goals	1.3%	0.13%	\$2.1 M Monthly Avg. (Once Reporting Is Fixed)	11.0K Monthly Avg. (Once Reporting Is Fixed)

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Ongoing data delays and attribution issues with Omniture reporting; financials potentially understated

Core MAU Segments Heatmap Summary: April 2023

- Across all member levels, regions and languages header and Account box drove the most engagement; approximately 40-50% of clicks when combined
- Generic Spring hero had top percent of clicks for each region
 - 10-20% of clicks for Europe, CALA, MEA and APAC followed by 9% for Canada
 - 6% of clicks for U.S. with Hawaii Demand Gen hero close behind (-0.17 pts.)
- In the offers section European Resort Experiences slightly outperformed Balearic Islands MEO for % of clicks (+1-2.5 pts.) for US, Canada, and MEA with Europe showing the strongest engagement overall
 - In Europe both offers had over 7% of clicks which are the highest percent of clicks in offers section
 - Eat Around Town had higher engagement for U.S. region with nearly 6% of clicks
- Other secondary content showed varied performance with Cobrand, Miles to Points and All-Inclusive driving strong interest across various regions

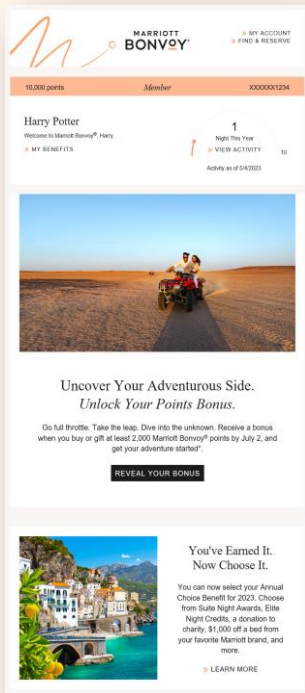
Core MAU Segment Heat Maps: April 2023

Modules	All Levels Combined		% of Clicks by Member Level					
ENG Version	% of Clicks	% of Bookings	Basic	Silver	Gold	Plat.	Titan.	Ambass.
Header	22.95%	49.09%	26.54%	16.38%	17.83%	12.69%	11.77%	11.61%
Account Box	27.90%	29.68%	23.56%	41.09%	33.18%	31.87%	36.32%	36.92%
Hero	15.38%	19.30%	15.83%	13.76%	15.07%	15.52%	13.85%	15.42%
Vacations Hawaii	4.44%	0.00%	3.79%	5.11%	5.99%	6.56%	5.70%	8.32%
Stay Longer	3.52%	4.67%	3.56%	3.06%	3.57%	3.78%	4.08%	4.16%
Generic Spring	7.41%	14.63%	8.47%	5.59%	5.51%	5.18%	4.07%	2.95%
Offers	11.77%	0.47%	9.20%	13.76%	17.67%	21.55%	18.51%	16.46%
European Resorts	4.37%	0.31%	3.98%	4.24%	5.43%	6.57%	5.74%	3.64%
Balearic Islands	2.87%	0.16%	2.62%	2.64%	3.61%	4.29%	4.00%	3.12%
EAT	4.33%	0.00%	2.58%	6.62%	8.19%	9.62%	7.74%	7.63%
Moments	0.19%	0.00%	0.02%	0.26%	0.44%	1.07%	1.02%	2.08%
Cobrand	2.38%	0.00%	2.28%	2.88%	2.60%	2.01%	1.98%	1.39%
Shop with Points Alert	0.53%	0.00%	0.47%	0.69%	0.51%	0.77%	0.61%	0.52%
News	6.12%	0.62%	5.39%	5.98%	7.23%	9.80%	11.99%	10.23%
Miles to Points	2.12%	0.42%	1.69%	2.45%	3.00%	3.89%	3.62%	3.99%
All-Inclusive	3.31%	0.21%	3.11%	3.05%	3.74%	5.20%	4.24%	3.12%
United MileagePlus	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	4.13%	3.12%
Tours & Activities	0.55%	0.00%	0.59%	0.48%	0.49%	0.72%	0.00%	0.00%
Leisure	3.21%	0.26%	3.53%	2.52%	2.55%	2.91%	2.51%	2.43%
Coastal Escapes	1.40%	0.05%	1.52%	1.22%	1.09%	1.27%	1.16%	0.52%
Pet-Friendly Hotels	0.96%	0.16%	0.99%	0.79%	0.89%	1.11%	0.99%	1.39%
Family Travel	0.85%	0.05%	1.01%	0.51%	0.57%	0.53%	0.35%	0.52%
Traveler Quiz	1.35%	0.05%	1.45%	0.96%	1.07%	1.55%	1.45%	2.25%
Footer	8.42%	0.52%	11.75%	1.97%	2.29%	1.33%	0.99%	2.77%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

May Performance

Core MAU Snapshot: May 2023

The member newsletter launched on 5/11 & 5/18, and there were...



**9 Versions
In-Market**

30.0 M Members Reached

353.0 K Clicks

2.3 K Booked Stays

**\$956.5 K Revenue
Generated**

Supported Initiatives:

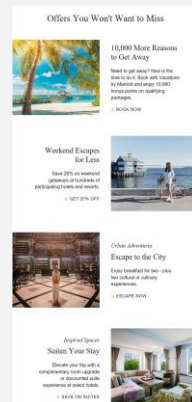
Q2 Points Promo | MB Escapes | Vacations by Marriott | Cobrand | Annual Choice Benefit | HVMB | F & B Earn & Redeem | Moments NFL | Project Elf | Maritz Global

Content Curation

Stakeholders
Submitted Content **20**

Modules
Developed **30**

Dynamically
Targeted Modules **97%**



Language Versions

English, British English,
Spanish, German, French,
Italian, Portuguese,
Japanese & Chinese

Core MAU: May 2023

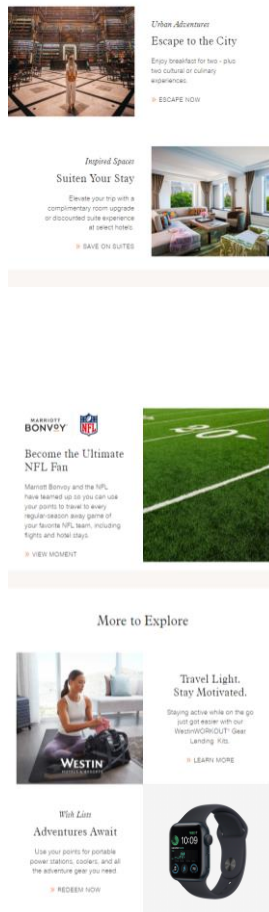
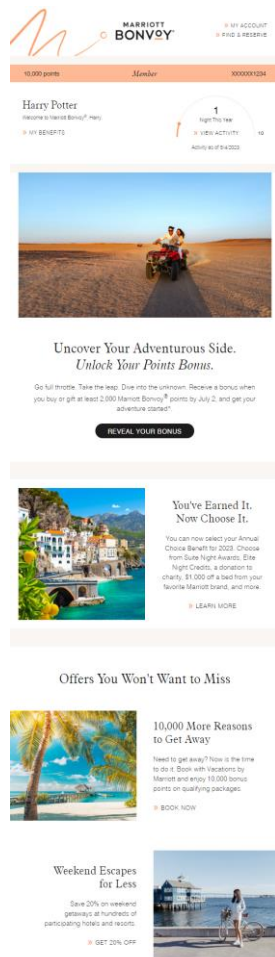
All versions: ENG/BEN (5/11) + In-Lang. (5/18)

Q2 Points Purchase Promo

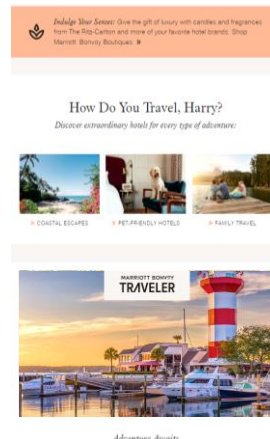
- SL: [Fname's][Your] Marriott Bonvoy Account Update: Unlock Your Points Bonus
- PH: Redeem points for hotel stays, experiences, shopping, and more.

Generic Booking

- SL: [Fname's][Your] Marriott Bonvoy Account Update: So Many Reasons to Travel this Spring & Summer
- PH: Plus, discover our latest offers and member benefits



ENG version



Performance Metrics: May 2023

All versions: ENG/BEN (5/11) + In-Lang. (5/18)

- Delivered volume comparable to April with a slight increase of 0.5%; approximately 30 M members receiving Core MAU each month
- CTR increased in comparison to MoM, YoY and vs. rolling 12-month average
 - Engagement was higher than the last two months Points Promo was priority messaging for Core MAU, in which it was featured in the hero, both in August and November of 2022
- Bookings and Revenue saw decrease both YoY and MoM; Points Promo primary KPI is not revenue so offer heros will drive more in comparison:
 - Hero offer in market last year drove more revenue: Save 15% on a Resort Escape
- Unsub rates saw increase while still remaining under Bonvoy historical average of 0.20%

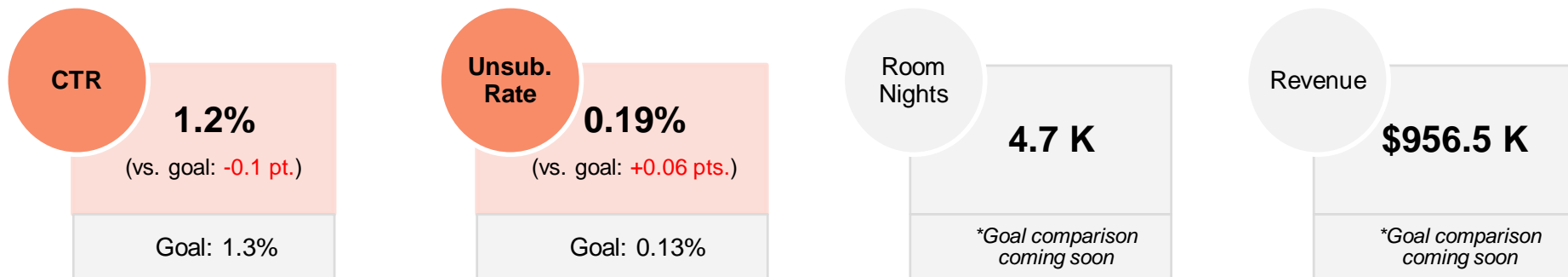
	May-23	MoM	YoY	vs. Avg.
Delivered	30.0 M	+0.5% (+137.1 K)	+13.8% (+3.6 M)	+8.5% (+2.3 M)
Clicks	353.0 K	+33.1% (+87.8 K)	+35.8% (+93.0 K)	+18.2% (+54.3 K)
CTR	1.2%	+0.3 pts.	+0.2 pts.	+0.1 pts.
Unsub Rate	0.19%	+0.07 pts.	+0.07 pts.	+0.06 pts.
Bookings	2.3 K	-0.3%	-32.5%	-10.1%
Room nights	4.7 K	-7.9%	-37.1%	-16.1%
Revenue	\$956.5 K	-12.3%	-36.8%	-10.7%

*Core MAU rolling 12-month avg. includes May '22 – Apr '23

*Revenue and Room Nights KPIs have been impacted by current reporting issues. Ongoing data delays and attribution issues with Omniture reporting; financials potentially understated

May 2023 Goal Performance

- 1.2% CTR near goal from the inclusion of Points Promo hero feature; captured 40% of email clicks
- 0.19% unsub rate was higher than goal this month, which was an outlier from normal engagement trends; rate was still below Bonvoy benchmark of 0.20%
 - Both ENG and INL email version rates saw MoM increases and rates were nearly the same for each one at 0.19% and 0.21%, respectively
 - Had to cancel using Send Time Optimization (STO) tech. due to delayed data file, which may have contributed to engagement shift; will continue monitoring for trends
- Financial goals were identified, but comparisons were put on hold until the reporting issues have been addressed



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Ongoing data delays and attribution issues with Omniture reporting; financials potentially understated

Engagement Trends: May 2023

- Engagement continues to see gradual increase MoM when looking at January through May
- In comparison to past months where Points Promo was featured in the hero CTR was slightly higher for May (+0.2 pts. to 0.3 pts.)

YTD Averages

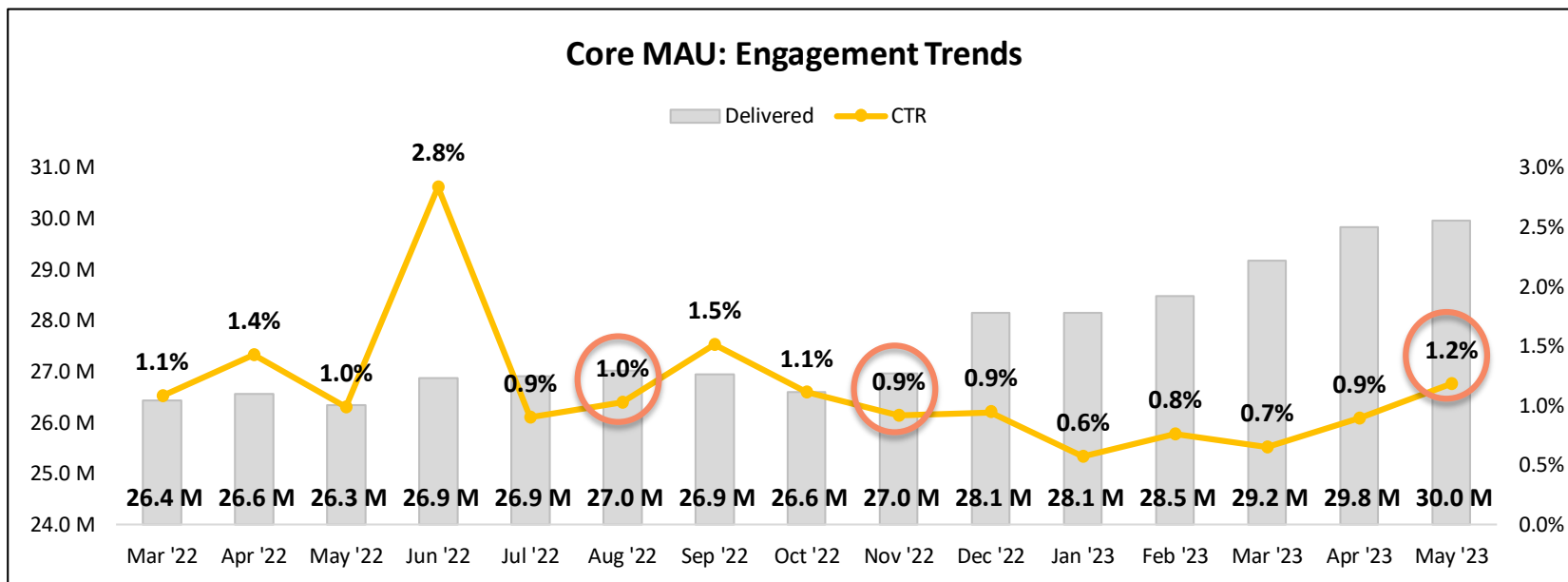
Jan '23 – May '23

Avg. Monthly Deliveries: **29.1 M**

Avg. Monthly Unique Clicks: **236.9 K**

CTR: **0.8%**

Unsub Rate: **0.15%**



Hero Performance: Points Promotion Hero Placement



Get 25% More Points.
Enjoy More Family Time.

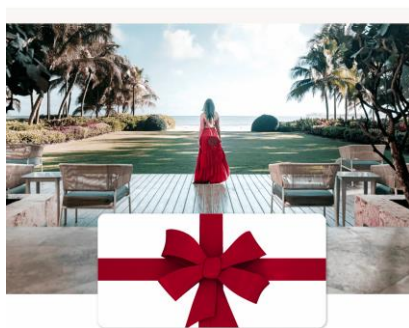
Make the most of your getaways with your favorite people. Now through September 15, get your **25% bonus** when you buy or gift at least 2,000 points.*

BUY POINTS

ENG/BEN (8/11) + In-Lang. (8/19)

August 2022

- Clicks: 45.8 K
- % of Clicks: 12.87%
- CTR: 0.19%



Points are the perfect gift — for yourself, your family, or your friends. Get **25% off** when you buy or gift at least 2,000 or more points, now through December 20, 2022.

BUY POINTS

ENG/BEN (11/10) + In-Lang. (11/17)

November 2022

- Clicks: 43.5 K
- % of Clicks: 13.70%
- CTR: 0.16%



Uncover Your Adventurous Side.
Unlock Your Points Bonus.

Go full throttle. Take the leap. Dive into the unknown. Receive a bonus when you buy or gift at least 2,000 Marriott Bonvoy® points by July 2, and get your adventure started*.

REVEAL YOUR BONUS

ENG/BEN (5/11) + In-Lang. (5/18)

May 2023

- Clicks: 159.1 K
- % of Clicks: 36.16%
- CTR: 0.60%

Note: June will have secondary placement; follow-up with performance

Core MAU Segments Heatmap Summary: May 2023

- Points Purchase Promo drove strongest engagement overall, outperforming header and Account box this month, for all levels including Basic in which we tend to see less engagement overall
- Generic booking message drove lower engagement at 1.5% of clicks, while still showing 3rd most bookings
 - Look for opportunities to test different offers and messaging strategies for the Standard Booking hero version to help lift engagement
- In the offer section Escapes had highest percent of clicks and bookings followed by Suites for most regions outside of Canada and CALA
 - Canada most engaged with HVMB and CALA showed more interest in All-Inclusive
 - Continue to evaluate engagement differences for various member levels and regions; consider offer placement and CTA testing to drive lift in click activity for lower engaged segments
- Within the Member benefits section Maritz showed stronger engagement even with lower placement in the email
- Moments NFL drove moderate engagement overall with Upper Elites most engaged

Foundational Strategic Initiatives

Generate Revenue

Build Pride

Grow Engagement

Stakeholder Feedback Loop

Generate Revenue

Foundational Areas of Opportunities:

***Hero Content**

***Submitted Offers**

Member Account Box

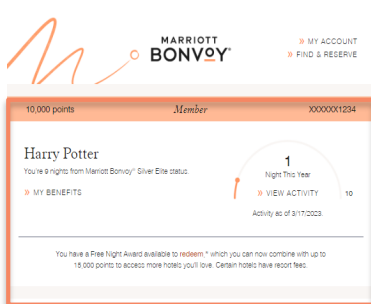
(*) *monthly highlights*



THE ST. REGIS BAL HARBOUR RESORT, MIAMI BEACH, FLORIDA, USA

Top 5 revenue drivers for April drove 97% of overall revenue

All other content generated \$35 K of the \$1.1 M in total revenue



HEADER
Delivered: 29.8 M
Rev: \$529.2 K
Bookings: 1,076

ACCOUNT BOX
Delivered: 29.8 M
Rev: \$277.6 K
Bookings: 648

**GENERIC SPRING
HERO**
Delivered: 9.0 M
Rev: \$196.0 K
Bookings: 398

**STAY LONGER ON
US HERO**
Delivered: 6.4 M
Rev: \$42.9 K
Bookings: 90

**EUROPEAN
RESORTS**
Delivered: 22.5 M
Rev: \$9.2 K
Bookings: 7

*Revenue and Room Nights KPIs have been impacted by current reporting issues.
Ongoing data delays and attribution issues with Omniture reporting; financials potentially understated

For revenue driving offers in April European Resort Experiences and Balearic Island MEO drove the most revenue followed by Japanese Golden week getaway



Exceptional European Resorts

Whether you're seeking a restful weekend or a nonstop family adventure, our resorts are ready to welcome you.

» PLAN YOUR STAY

Resort Experiences

Revenue: **\$9.2 K**
Delivered: **22.5 M**

Earn More in the Balearic Islands

Explore Mallorca, Ibiza, or both, and get 10% off + 3,000 bonus points per stay.

» SEE OFFER



Balearic Island MEO

Revenue: **\$9.1 K**
Delivered: **26.8 M**



6,000 Reasons to Dine

Earn 6,000 bonus points with Eat Around Town by Marriott Bonvoy™ at 16,000+ participating U.S. restaurants.

» ENROLL NOW

EAT Join Offer

Revenue: **\$0 K**
Delivered: **8.5 M**



VIP Access to Hangout Music Fest

Use points to enjoy weekend tickets to the festival in Gulf Shores, Alabama, featuring performances from Red Hot Chili Peppers, SZA, Celine Dion, Paramore, and more.

» SEE MOMENTS

Moments Hangout Fest

Revenue: **\$0 K**
Delivered: **12.6 M**



Stay Longer and Save

Save up to 15% on stays of 3+ nights at select resorts on the Red Sea.

» SEE OFFER

Red Sea Resorts

Revenue: **\$0 K**
Delivered: **8.6 M**



Plan Your Golden Week Getaway

Save on getaways across Japan when you choose from select hotels.

» EXPLORE

Japan Golden week getaway

Revenue: **\$1.9 K**
Delivered: **650.3 K**



Be Rewarded for What You Love

Earn up to 10 points for every 1 USD you spend at our participating restaurants and bars in Asia Pacific.

» DINE AND EARN

Earn on Dining

Revenue: **\$0 K**
Delivered: **4.5 M**

Extraordinarios Momentos Para Ti

Canjee sus puntos para descubrir experiencias culturales y expandir sus horizontes.

» SEE MOMENTS



Moments SPA

Revenue: **\$260**
Delivered: **982.7 K**

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Ongoing data delays and attribution issues with Omniture reporting; financials potentially understated

Top 5 revenue drivers for May also drove 97% of overall revenue

All other content generated \$32 K of the \$956.5 M in total revenue

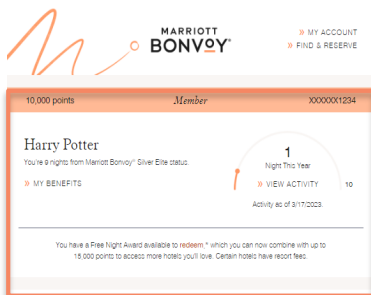


HEADER

Delivered: 30.0 M

Rev: \$515.5 K

Bookings: 1,233



ACCOUNT BOX

Delivered: 30.0 M

Rev: \$318.1 K

Bookings: 788



Book Direct and Save, Albus

With exclusive discounted member rates, complimentary in-room Wi-Fi, plus earning points toward free nights, now is the perfect time to start planning your spring and summer travel. Book directly through Marriott.com or on our mobile app to enjoy these members-only benefits.

PLAN A TRIP

GENERIC BOOKING

Delivered: 2.9 M

Rev: \$46.0 K

Bookings: 108



Go Farther for Far Less

Save 20% with Marriott Bonvoy® Escapes

Celebrate spring with a getaway anytime in the next four weeks for 20% less. Just book your stay by this Sunday at select hotels featured in Marriott Bonvoy® Escapes.

RESERVE NOW

ESCAPES

Delivered: 25.6 M

Rev: \$26.9 K

Bookings: 46

Inspired Spaces Suiten Your Stay

Elevate your trip with a complimentary room upgrade or discounted suite experience at select hotels.

SAVE ON SUITES



SUITES

Delivered: 18.4 M

Rev: \$18.1 K

Bookings: 23

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Ongoing data delays and attribution issues with Omniture reporting; financials potentially understated

For revenue driving offers in May MB Escapes and Suites – US/CA Demand Gen drove the most revenue followed by Urban Leisure – US/CA + CALA



10,000 More Reasons to Get Away

Need to get away? Now is the time to do it. Book with Vacations by Marriott and enjoy 10,000 bonus points on qualifying packages.

» BOOK NOW



Private Home Rentals

Homes & Villas by Marriott has the perfect place for you. Choose from a curated collection of 100,000+ whole home rentals located around the world.

» EXPLORE HOMES

Seasonal Packages

Your next adventure is waiting. Save on our best local packages of the season.

» RESERVE NOW



Weekend Escapes for Less

Discover how you can save up to 20% off on weekend getaways at hundreds of participating hotels and resorts.

» GET 20% OFF



Urban Adventures Escape to the City

Enjoy breakfast for two—plus your choice of two cultural or culinary experiences.

» ESCAPE NOW

Vacations by Marriott

Revenue: **\$1.9 K**

Delivered: **17.1 M**

HVMB

Revenue: **\$0**

Delivered: **4.0 M**

Additional benefits; Seasonal Pkgs

Revenue: **\$2.2 K**

Delivered: **18.5 M**

MB Escapes

Revenue: **\$26.7 K**

Delivered: **25.6 M**

Urban Leisure – US/CA + CALA

Demand Gen Revenue: **\$5.4 K**

Delivered: **18.5 M**



All You Need is Here

From family vacations to adult-only resorts, enjoy a variety of amenities, tailored experiences, and culinary options in the most alluring destinations.

» EXPLORE RESORTS

Stay Longer. Save Up To 25%.

The longer you stay, the more you save this summer. Spend more time with your loved ones, on us.

» BOOK NOW



Save 20%

Rewards on Dining

Save up to 20% off at our participating restaurants and bars in Greater China, plus earn and redeem points whenever you dine.

» EXPLORE MORE

Inspired Spaces Suiten Your Stay

Elevate your trip with a complimentary room upgrade or discounted suite experience at select hotels.

» SAVE ON SUITES



2,000 More Reasons to Travel This Spring

Experience the unique culture of Korea this spring. Earn 2,000 Marriott Bonvoy® points per night with a minimum two-night stay from April 24 through June 30, 2023.

» VIEW RATES



All-Inclusive

Revenue: **\$0**

Delivered: **5.6 M**

Stay Longer on Us – EMEA

Revenue: **\$0**

Delivered: **384.8 K**

F&B Earn & Redeem – Greater China

Revenue: **\$0**

Delivered: **2.0 M**

Suites – US/CA Demand Gen

Revenue: **\$18.1 K**

Delivered: **18.4 M**

2K bonus points – Korea

Revenue: **\$1.5 K**

Delivered: **656.0 K**

*Potentially larger audience counts to include Greater China ENG speaking members, but counts are unable to be determined; only providing counts for CHS language preference

**Revenue and Room Nights KPIs have been impacted by current reporting issues. Ongoing data delays and attribution issues with Omniture reporting; financials potentially understated

April 2023: Hero Test Overview

- **Audience:** U.S., Canada, CALA members receiving Core MAU
- **Objectives:** To understand which offers outside of global promotions can drive engagement and bookings
- **Hypothesis:** Featuring relevant offer content in the hero module during non-promotional time periods will lift engagement and bookings
- **Outcome:** Determine if there are other offers that drive engagement and bookings that could be featured in the hero to either promo holdout groups or during non-promo months
- **Tactic:**
 - A/B split audience; control group will receive generic booking message (no offer) and test group(s) will receive offer content; creative treatment will be the same for all versions
 - Test this approach 2 or 3 times throughout the year to measure patterns and seasonal impacts
- **KPIs:** module CTR, bookings, and revenue

Hero Test: April 2023

U.S. Version

- Three Heros with equal audience sizes
- Generic Spring drove the most revenue followed by Stay Longer
- Created a more elevated version of the Generic Spring module this month compared to previous, which influenced engagement
 - Animation, stronger messaging and CTA copy
 - Elevated approach was used in all versions
- Generic Spring and Hawaii Vacations drove the most engagement; nearly the same clicks & CTR
- Recommend retesting a Generic Seasonally focused hero against other offers for patterns

*Revenue and Room Nights KPIs have been impacted by current reporting issues.
Ongoing data delays and attribution issues with Omniture reporting; financials potentially understated

*99% confidence interval that Control will drive more revenue than Stay Longer

Generic Spring



Where Can We Take You, Ron?
*Members Save More on Spring
and Summer Getaways*

With exclusive discounted member rates, plus earning points towards free nights and free in-room Wi-Fi, now is the perfect time to start planning your spring or summer travel.

RESERVE NOW

Stay Longer



Stay a Little Longer
And Save More on Spectacular Travel.

Settle in and save on stays of 5+ consecutive nights at hotels and 7+ nights at resorts across the U.S., Canada, the Caribbean, and Latin America.

RESERVE NOW

Vacations by Marriott



Say Aloha to Hawaii
And Earn 20,000 Bonus Points

Book a hotel and airfare package with Vacations by Marriott for five or more nights at any Hawaii hotel and enjoy 20,000 bonus points.

RESERVE NOW

Hero Metrics	Generic Spring (Control)	Stay Longer (Test)	Vacations (Test)
Delivered	5.7 M	5.7 M	5.7 M
Clicks (Lift)	11.2 K	7.2 K (-35.8%)	11.0 K (-2.2%)
CTR (Lift)	0.20%	0.13% (-0.07 pts.)	0.19% (-0.01 pts.)
% of Clicks	16.75%	12.57%	18.60%
Bookings	183	80	0
Revenue	\$78,467	\$37,017 (-52.8%)	\$0

Hero Test: April 2023

Canada Version

- Two Hero options with equal audience sizes
- Similar engagement results as we saw with the U.S. version; Generic Spring generated more bookings and higher engagement
- Created a more elevated version of the Generic Spring module this month compared to previous, which influenced engagement
 - Animation, stronger messaging and CTA copy
- Recommend retesting a Generic Seasonally focused hero versus another offer to validate test results

*Revenue and Room Nights KPIs have been impacted by current reporting issues. Ongoing data delays and attribution issues with Omniture reporting; financials potentially understated

*99% confidence interval that Control will drive more revenue than Test

Generic Spring



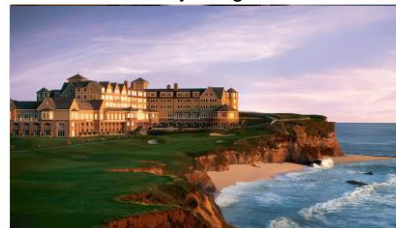
Where Can We Take You, Ron?

*Members Save More on Spring
and Summer Getaways*

With exclusive discounted member rates, plus earning points towards free nights and free in-room Wi-Fi, now is the perfect time to start planning your spring or summer travel.

RESERVE NOW

Stay Longer



Stay a Little Longer

And Save More on Spectacular Travel.

Settle in and save on stays of 5+ consecutive nights at hotels and 7+ nights at resorts across the U.S., Canada, the Caribbean, and Latin America.

RESERVE NOW

Metrics	Generic Spring (Control)	Stay Longer (Test)
Delivered	613.1 K	612.7 K
Clicks (Lift)	2.0 K	1.4 K (-33.2%)
CTR (Lift)	0.33%	0.20% (-0.13 pts.)
% of Clicks	17.65%	12.94%
Bookings	33	8
Revenue (Lift)	\$14,968	\$4,947 (-66.9%)

Hero Test: April 2023

CALA Version

- Two Hero options with equal audience sizes
- In comparison to U.S. and Canada hero tests, Generic Spring did not drive any revenue, but engagement was slightly higher
 - Stay Longer drove a couple bookings and less than \$1K in revenue
 - Generic Spring generated 168 clicks and a CTR of 0.22% while Stay Longer had 0.19%
- Recommend to continue testing to determine if insights can be gained

*Revenue and Room Nights KPIs have been impacted by current reporting issues. Ongoing data delays and attribution issues with Omniture reporting; financials potentially understated

*Test results inconclusive

Generic Spring



Where Can We Take You, Ron?

*Members Save More on Spring
and Summer Getaways*

With exclusive discounted member rates, plus earning points towards free nights and free in-room Wi-Fi, now is the perfect time to start planning your spring or summer travel.

RESERVE NOW

Stay Longer



Stay a Little Longer

And Save More on Spectacular Travel.

Settle in and save on stays of 5+ consecutive nights at hotels and 7+ nights at resorts across the U.S., Canada, the Caribbean, and Latin America.

RESERVE NOW

Metrics	Generic Spring (Control)	Stay Longer (Test)
Delivered	76.1 K	76.4 K
Clicks (Lift)	168	145 (-13.7%)
CTR (Lift)	0.22%	0.19% (-0.03 pts.)
% of Clicks	16.62%	15.99%
Bookings	--	2
Revenue	--	\$935

Build Pride

Foundational Areas of Opportunities:

***Milestone Messaging**

***Themed editions**

Images by cultural relevance

‘Did you know’ content

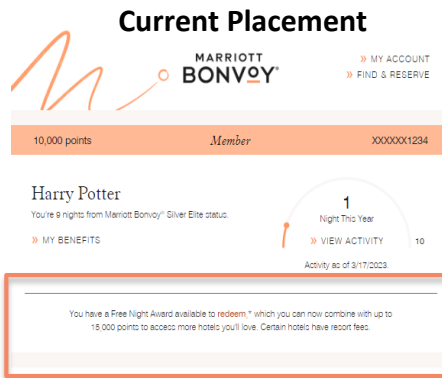
Surveys & Polls

() monthly highlights*



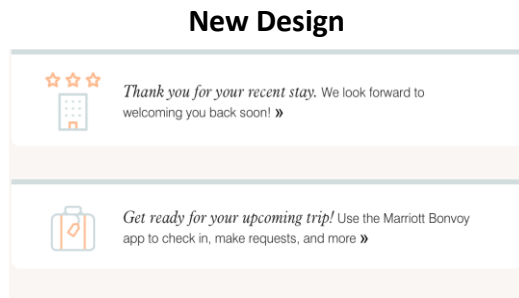
Optimized Milestone Messaging to launch as standalone module in July and to be tested in August

- Current Milestone messaging resides in the Account box
 - In April the Account box generated 92.2 K clicks overall (27% of total) and 648 bookings (29% of total). Note: this is total clicks driven by both the milestone messaging and non-milestone messaging located in the Account box
 - In May the Account box generated 91.6 K clicks (21% of total) and 788 (35% of total) bookings
- July will be the first month to feature the newly enhanced design which will live outside of the Account box module
- Testing milestone member placement in August Core MAU will allow us to assess which placement drives higher click engagement; above or below the hero



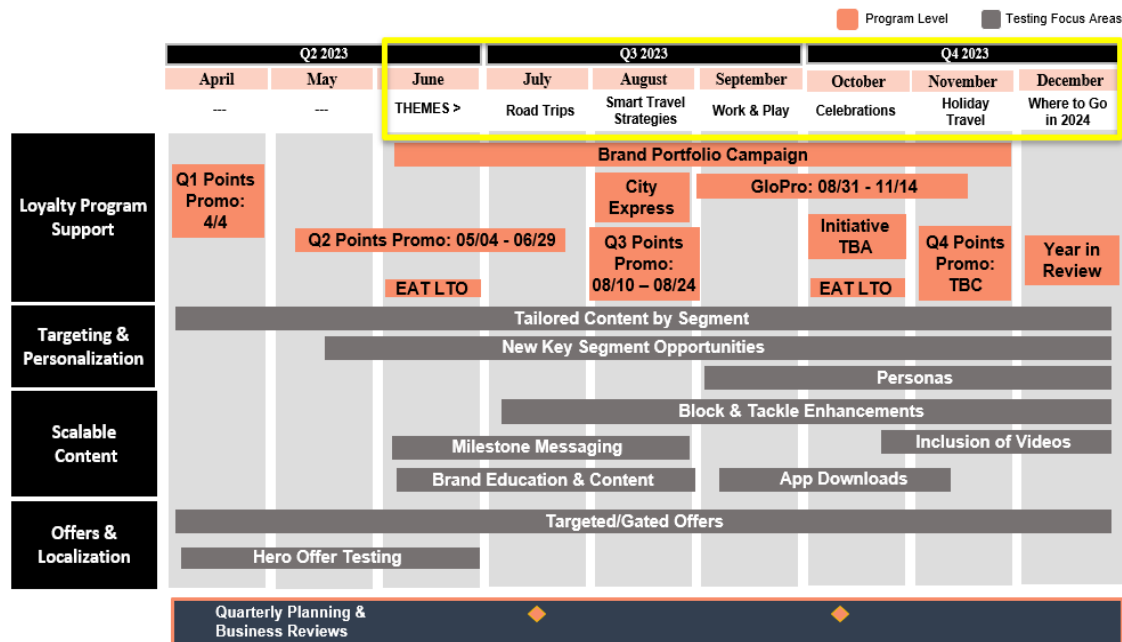
Account Box Click Activity by Link (% of total Account box Clicks)

Overall	% of Clicks	% of Bookings
Apr 2023	100.00%	100.00%
Book Your Stay	16.08%	39.35%
My Benefits	43.82%	36.88%
View Activity	38.26%	15.12%
FNA Redeem	1.85%	8.64%
May 2023	100.00%	100.00%
Book Your Stay	16.17%	35.15%
My Benefits	41.95%	33.12%
View Activity	39.82%	20.30%
FNA Redeem	2.06%	11.42%



Established Core MAU Monthly Themes

Aligns with other Bonvoy campaigns and key seasonal energy moments throughout the year



- **July:** Road Trips
- **August:** Smart Travel Strategies
- **September:** Work & Play
- **October:** Celebrations
- **November:** Holiday Travel
- **December:** Where to Go in 2024

Ongoing Support for Key Initiatives

- Program Growth Initiatives
- Partnerships
- New Languages
- Brand Awareness
- Moments
- Cobrand: ACQ/ECM, LTO & BAU

Grow Engagement

Foundational Areas of Opportunities:

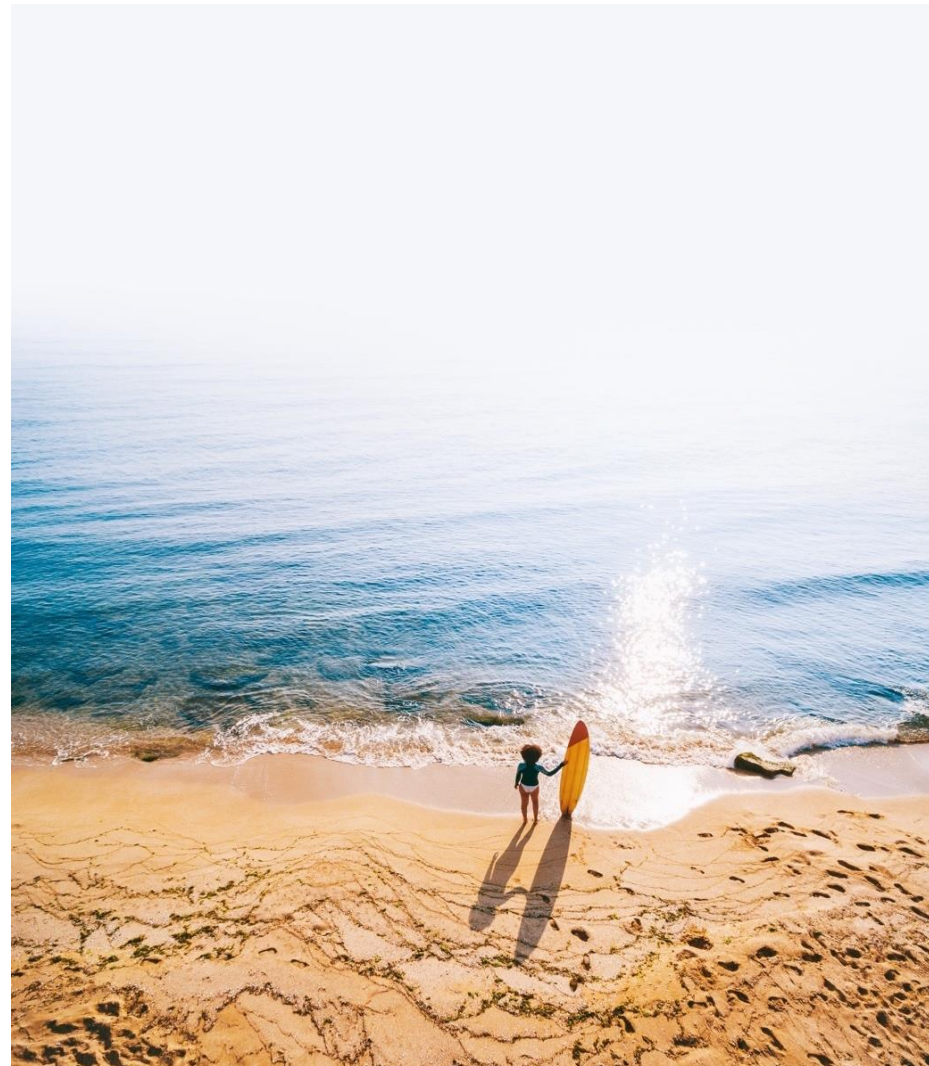
***Brand Education**

Condensed Version (New Members)

Tailored Content

Deepen Loyalty

() monthly highlights*

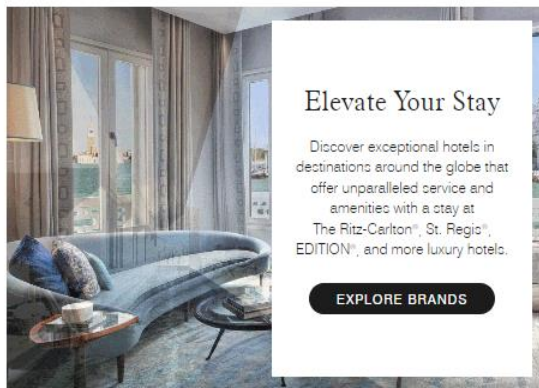


Supported Brand Portfolio campaign with hero placement, launched Max ADR Luxury brand awareness test and optimized PCIQ module to focus on brand education

Brand Portfolio Hero: June



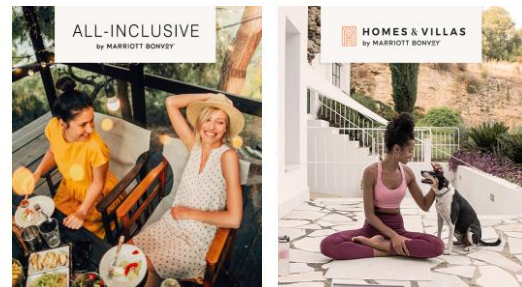
Max ADR Luxury Brand Awareness Test: June



Updated PCIQ module: July featured below and Aug (in development)

How Do You Travel[, Fname]?

We Have a Hotel for Every Type of Traveler.



Tailored to You
**Beautiful Resorts in
Beautiful Places**

All-Inclusive by Marriott
Bonvoy™ connects you to the
most sought-after resorts in
coveted destinations.

» BOOK ALL-INCLUSIVE

Private Homes
**Your Home Away
From Home**

Earn and redeem points on
vacation homes curated
by Marriott.

» EXPLORE HOMES



Stakeholder Feedback Loop

Email engagement for submitted content.

April 2023 – Stakeholder Content Engagement

Engagement

Placement	Message	Audience#	Clicks	CTR	Post-Click Primary KPI
Hero	MB Escapes – EMEA	773,614	2,544	0.33%	9 bookings
	Stay Longer On Us – Demand Gen	6,382,925	8,702	0.14%	90 bookings
	Vacations by Marriott (Hawaii 20K bonus pts)	5,697,358	10,968	0.19%	0 bookings

Targeting Criteria

SECTION	SECTION DESCRIPTION	ENG	BEN	SPA	GER	FRE	ITA	POR	JPN	CHS	Logic	Contact
HERO	MB Escapes - 20% off			x	x	x	x				Target to GER, SPA, ITA and FRE members Test hero against generic spring.	Ben Toca
	Vacations by Marriott - Hawaii Bonus Point Offer - 20,000	x									1/3 US Members	
	Stay Longer on Us	x									1/3 US Members, 1/2 Canada, 1/2 CALA	

Engagement

Placement	Message	Audience#	Clicks	CTR	Post-Click Primary KPI
Offers	Resort Experiences (offer 1)	22,538,774	13,412	0.06%	7 bookings
	Japan Golden week getaway (offer 1)	650,256	3,800	0.58%	2 bookings
	Earn on Dining (offer 1)	4,487,646	986	0.02%	<i>collect F&B revenue</i>
	Moments SPA (offer 2)	982,663	171	0.02%	<i>capture Moments activity</i>
	Red Sea Resorts (offer 2 & 3)	8,602,624	2,068	0.02%	0 bookings
	Balearic Island MEO (offer 2 & 3)	26,802,173	9,007	0.03%	3 bookings
	EAT Join Offer (offer 3)	8,459,141	10,690	0.13%	<i>track new enrollments</i>
	Moments Hangout Fest (offer 3)	12,599,341	478	0.00%	<i>capture Moments activity</i>

Targeting Criteria

SECTION	SECTION DESCRIPTION	ENG	BEN	SPA	GER	FRE	ITA	POR	JPN	CHS	Logic	Contact
Offer 1	Resort Experiences	ENG Offer 1	-	x	x	x	x				Global members with EN, BEN, GER, SPA, ITA, FRE language preference.	
	Earn on Dining - Earn points on dining in Asia Pacific		BEN Offer 1								APAC Offer: APAC members (including China, Hong Kong, Macau and Taiwan) with English language preference	Harry Ho
	Japan hotels offer page - Introducing selections of offers available at Japan hotels								x		Members reside in Japan and prefer Japanese communication.	Yoko Hasegawa
OFFER 2	Balearic Island MEO	ENG Offer 2	-	-	-		x				This will only display for ITA Members in this spot. Members only for EN, BEN, SPA, GER and ITA	Ben Toca
	Red Sea Resorts - Stay Longer on Us	-	BEN Offer 2		x						This will only display in ENG, BEN and GER.	Ben Toca
	Moments - Spanish Moments Page			x							Global members with EN, BEN, or GER language preference.	Ana Ramos
OFFER 3	Balearic Island MEO	-	BEN Offer 3	x	x		x				This offer needs to be duplicated to display for BEN, SPA and GER. ENG will not receive this at all. Members only for EN, BEN, SPA, GER and ITA	
	Join EAT and earn up to 6,000 points	Offer 3 (US Only, without EAT)									US members (not enrolled in EAT)	Gana Bhandari
	Moments Hangout Fest	Offer 3 (US Only, default if they have EAT)									Only ENG US members that do not get EAT will receive this. All members, English preference	Kathryn Brewton
	Red Sea Resorts - Stay Longer on Us	Offer 3 (Anyone with ENG outside of US)	-		-						This will only display in ENG, BEN and GER. Global members with EN, BEN, or GER language preference.	Ben Toca

Engagement

Placement	Message	Audience#	Clicks	CTR	Post-Click Primary KPI
Alert	Maritz	9,190,745	1,361	0.01%	<i>capture redemption activity</i>
News	Miles to Points (news 1)	28,391,552	9,154	0.03%	<i>track transfer activity</i>
	All-Inclusive awareness (news 2 &3)	22,102,023	8,181	0.04%	4 bookings
	United MileagePlus (news 3)	21,058,482	334	0.00%	--
	Tours & Activities	21,058,482	1,359	0.01%	<i>track activity</i>
Traveler	Traveler quiz vs article	21,058,482	3,323	0.02%	<i>track quiz engagement</i>
	Traveler SPA	1,043,541	402	0.04%	<i>track online activity</i>

Targeting Criteria

SECTION	SECTION DESCRIPTION	ENG	BEN	SPA	GER	FRE	ITA	POR	JPN	CHS	Logic	Contact
SMALL ALERT	Maritz US Submission	x		x							ENG: US Members with points SPA: Global Members excluding China with points	Marcus Guthrie
NEWS 1 More for Your Journey	Miles to Points	x	x			x			x	x	Global members ENG, BEN, FRE, JPN, or CHS language preference	Gana Bhandari
	All-Inclusive awareness	-		x							Global Members with English and Spanish language preference	Ana Ramos
NEWS 2 More for Your Journey	All-Inclusive awareness	x		x							Global Members with English and Spanish language preference	Ana Ramos
NEWS 3 More for Your Journey	United MileagePlus Enhance Benefits Launch	x									If Global Titanium and Ambassador members, United MileagePlus Enhance Benefits Launch first, if not then ENG will receive Tours & Activities or Cruises.	Jennifer
	Tours & Activities Evergreen	x										Veronica Mendez
TRAVELER	Travel Trends Quiz	x										
	Traveler Article			x							Global members with a Spanish language preference	Ana Ramos

May 2023 – Stakeholder Content Engagement

Placement	Message	Audience #	Clicks	CTR	Primary Metric (Post-Click)
Hero	Q2 Points Promo	22,593,681	159,088	0.70%	<i>collect point purchase activity</i>
	Book Direct (Promo Holdout Group)	2,510,844	7,470	0.30%	108 bookings
Under Hero	Annual Choice Benefit	48,502	1,380	2.85%	12 bookings
Moments	NFL Ultimate Away Game Moment	25,637,817	3,817	0.01%	<i>capture Moments activity</i>
Alert	Shop EDITION Fragrance	17,132,105	403	0.00%	<i>track purchase activity</i>
Traveler	Summer Travel	25,637,817	6,666	0.03%	<i>track online activity</i>
	Travel Tips	384,777	2,935	0.76%	<i>track online activity</i>

Targeting Criteria

SECTION	SECTION DESCRIPTION	ENG	BEN	SPA	GER	FRE	ITA	POR	JPN	CHS	Logic	Contact
HERO	Q2 Points Purchase Promo	x	x	x	x	x	x	x	x	x	Marriott Bonvoy Members Globally, points active for 30 days+, in good standing Holdout group of 10%	Meghan Geier
Hero 2	Annual Choice Benefit	x	x	x	x	x	x	x	x	x	Global Members with 50+ nights who are eligible for ACB and have yet to make their selection in all languages	Jacqueline Malcolm; Peggy
Moments	NFL Ultimate Away Game Moment	x	x								Global members, English only (no point balance requirement)	Kathryn Brewton
Small Alert	Shop EDITION Fragrance	x									US Only	Katharine Middleton, Gana Bhandari, Marisol Plata
TRAVELER	Summer Traveler Article	x	x									
	EDITORIAL: Travel Tips			x	x	x	x				Global members with language preference DE, ES, IT, FR (EMEA)	Ben Toca

Placement	Message	Audience	Clicks	CTR	Post-Click Primary KPI
Offers	Vacations by Marriott (offer 1)	17,132,105	5,617	0.03%	5 bookings
	HVMB (offer 1)	3,968,482	3,123	0.08%	<i>collect HVMB bookings</i>
	All-Inclusive (offer 1)	5,591,077	2,564	0.05%	0 bookings
	Additional benefits; Seasonal Packages	18,500,526	799	0.00%	2 bookings
	MB Escapes – EMEA (offer 2)	2,664,908	1,504	0.06%	1 bookings
	MB Escapes – Everyone Else (offer 2)	22,972,909	11,435	0.05%	45 bookings
	Stay Longer on Us – EMEA (offer 2)	384,777	534	0.14%	0 bookings
	Urban Leisure – US/CA + CALA Demand Gen (offer 3)	18,513,380	4,746	0.03%	6 bookings
	*F&B Earn & Redeem – Greater China (offer 3)	*1,994,305	909	0.05%	<i>collect F&B revenue</i>
	Suites – US/CA Demand Gen (offer 4)	18,364,009	4,813	0.03%	23 bookings
	2K bonus points – Korea (offer 4)	655,972	1,429	0.22%	6 bookings

*Potentially larger audience counts to include Greater China ENG speaking members, but counts are unable to be determined; only providing counts for CHS language preference

Targeting Criteria

SECTION	SECTION DESCRIPTION	ENG	BEN	SPA	GER	FRE	ITA	POR	JPN	CHS	Logic	Contact
OFFER 1	Vacations by Marriott - May 10,000 bonus point offer	ENG OFFER 1 (US)									US members	Kevin Irwin
	HVMB Evergreen Messaging	ENG OFFER 1 (Everyone Else)									Global with American English preference	Sally Mignone
	All-Inclusive - Evegreen content	-	BEN OFFER 1	SPA OFFER 1							Global members with American, British English and Spanish	Ana Ramos
OFFER 2	Additional benefits to the stay; Seasonal Packages	ENG OFFER 2 (CALA/US)	BEN OFFER 2 (CALA/US)	SPA OFFER 2 (CALA/US)				POR OFFER 1			CALA and US Members with American or British English, Spanish and Portuguese language preference	Ana Ramos
	MB Escapes Offer (EMEA)	ENG OFFER 2 (EMEA)	BEN OFFER 2 (EMEA)								EMEA members with EN and BEN language preference	Ben Toca
	Marriott Bonvoy Escapes	ENG OFFER 3 (Everyone Else)	BEN OFFER 2 (Everyone Else)								All members with American English or British English preference.	Amelia Johnson & Amanda Olcott
	Stay Longer on Us			SPA OFFER 2 (EMEA)	GER OFFER 1	FRE OFFER 1	ITA OFFER 1				EMEA members with DE, ES, IT, FR. (no EN/BEN as they're getting Escapes evergreen which was submitted via the form)	Ben Toca
OFFER 3	Urban Leisure - breakfast for 2 adults and 2 additional tie-ins	ENG OFFER 3 (CALA/US/Canada)	BEN OFFER 3 (CALA/US/Canada)	SPA OFFER 3 (CALA/US)				POR OFFER 2			CALA and US Members with American and British English, Spanish and Portuguese	ana ramos
	F+B Earn & Redeem - earn and redeem points on dining, plus up to 20%off for members in GC.	ENG OFFER 3 (Everyone Else)								CHS OFFER 1	all China, Hongkong, Taiwan and Macau members, with both English or Chinese language preference	Hui Qian
OFFER 4	Suites	ENG OFFER 4 (US/Canada)	BEN OFFER 4 (US/Canada)								All members & non-members with American English or British English preference (US/Canada only)	Amelia Johnson & Addie Kahr
	Korea: Get 2,000 bonus points per night	Not on ENG OFFER						JPN OFFER 1			Bonus Point Offer : earn 2,000 Marriott Bonvoy bonus points per night for a stay of minimum of two nights.	Katie Kim

Placement	Message	Audience#	Clicks	CTR	Post-Click Primary KPI
Member Benefit 1	City Breaks in Istanbul	3,049,685	902	0.03%	0 bookings
	Japan Luxury Brands page	655,972	367	0.06%	0 bookings
	NEW ARRIVAL (MALIN+GOETZ) from Shop Le Meridien.	1,994,305	810	0.04%	<i>track purchase activity</i>
Member Benefit 2	Project Elf - New way to transfer points via M.com	17,132,105	637	0.00%	<i>track transfer activity</i>
	Westin WORKOUT Gear Lending	8,505,712	1,070	0.01%	2 bookings
	Maritz Global Offer	6,647,502	4,161	0.06%	<i>track purchase activity</i>
Member Benefit 3	Maritz US Offer	17,132,105	3,639	0.02%	<i>track purchase activity</i>
	Earn on Dining - Earn points on dining in Asia Pacific	4,379,248	750	0.02%	<i>collect F&B revenue</i>
	More Cravings (no offer)	384,777	146	0.04%	<i>collect F&B revenue</i>
	Your World Rewards - Generic Message "Register"	1,713,466	302	0.02%	<i>track registrations</i>
	Your World Rewards Generic Activation Message	7,799	10	0.13%	<i>track activity</i>

Targeting Criteria

SECTION	SECTION DESCRIPTION	ENG	BEN	SPA	GER	FRE	ITA	POR	JPN	CHS	Logic	Contact
MEMBER BENEFIT 1	City Breaks in Istanbul	ENG MB 1 (EMEA)	BEN MB 1 (EMEA)	SPA MB 1 (EMEA)	GER MB 1 (EMEA)	FRE MB 1 (EMEA)	ITA MB 1 (EMEA)				Global members with language preference EN/BEN, DE, ES, IT, FR.	Ben Toca
	Japan Luxury Brands page								JPN MB 1		Members in Japan prefer Japanese communication	Yoko Hasegawa
	NEW ARRIVAL (MALIN+GOETZ) from Shop Le Meridien.									CHS 1	Greater China: China	Franklin Kan
MEMBER BENEFIT 2	Project Elf - New way to transfer points via M.com	ENG MB 2 (US Only)									Global English (US Only)	Yanique Mundy
	WestinWORKOUT Gear Lending	ENG (Everyone)	BEN (Everyone)								Gear Lending offer: Global members with an American English or British English language preference	Anna Anagnostopoulos
	Maritz Global Offer		BEN MB 2	SPA MB 2	GER MB 2	FRE MB 2	ITA MB 2	POR MB 1	JPN MB 2		Global Member except China	Marcus Guthrie
MEMBER BENEFIT 3	Maritz US Offer	ENG MB 3 (US)									US Members	Marcus Guthrie
	Earn on Dining - Earn points on dining in Asia Pacific	ENG MB 3 (APAC)	BEN (APAC)								APAC F&B Offer: APAC members (EXCLUDE China, Hong Kong, Macau and Taiwan) with English language preference	Harry Ho
	More Cravings (no offer)			SPA MB 3 (EMEA)	GER MB 3 (EMEA)	FRE MB 3 (EMEA)	ITA MB 3 (EMEA)				EMEA members with ES, IT, FR, DE	Ben Toca
	Your World Rewards - Generic Message "Register"		BEN MB 3 (NOT ENROLLED)								Your World Rewards: British English only (Global audience). Those who are NOT Yet enrolled in Your World Rewards	Brianna Smiley
	Your World Rewards Generic Activation Message		BEN MB 3 (ENROLLED)								British English Speaking Your World Rewards current ACTIVE members globally	Brianna Smiley

Recommendations & Next Steps

Recommendations

- Recommend continuing to test a Generic Seasonally focused hero versus more specified offer hero to validate test results
- Test milestone member placement in August Core MAU to assess which placement drives higher click engagement; above or below the hero
- Continue to evaluate engagement differences for various member levels and regions; consider offer placement and CTA testing to drive lift in click activity for lower engaged segments
- Look for opportunities to test different offers and messaging strategies for the Standard Booking hero version to help lift engagement

Next Steps

- Deeper dive to understand if April's campaign deployment date which was later in the month impacted performance metrics
- Begin assessment of new design enhancements including eyebrow feature update in offer section, newly designed account box and updated milestone messaging
- Review June/July test performance including Max ADR luxury brand awareness and E2L offer test
- Begin tracking 3rd party data, Travel and Switchability Opportunity segments, to begin gaining insights in order to optimize against in upcoming mailings

A modern living room interior featuring a fireplace with a white tiled surround and a black metal mesh screen. A warm fire is burning in the hearth. To the left, a wooden-framed crossword puzzle hangs on the wall, with some letters filled in, including 'MARRIOTT', 'BONVOY', and 'CHICAGO'. Below the puzzle, a small table holds a container of pens and pencils and some papers. In the foreground, there are several round ottomans in shades of orange and red. To the right, a brown leather armchair with a blue cushion and a brown bag is visible. A dark wooden side table with a black spherical decorative object and a pair of glasses is next to the chair. The overall atmosphere is cozy and contemporary.

Thank You!

MARRIOTT
BONVOY

2023 Member Level KPI Goals

2022 Member Level KPIs	CTR	Unsub Rate	Revenue	Room Nights
Basic	0.89%	0.15%	\$16.7 M	77.3 K
Silver	2.53%	0.05%	\$2.8 M	17.7 K
Gold	3.30%	0.05%	\$3.7 M	21.8 K
Platinum	5.12%	0.02%	\$1.1 M	7.0 K
Titanium	5.63%	0.02%	\$1.1 M	8.0 K
Ambassador	5.78%	0.02%	\$338.9 K	1.9 K
2022 Member Total	1.31%	0.13%	\$25.9 M	133.9 K
2023 Member Level KPI Goals	1.3%	0.13%	\$2.1 M Monthly Avg. (Once Reporting Is Fixed)	11.0 K Monthly Avg. (Once Reporting Is Fixed)

*Revenue and Room Nights KPIs have been impacted by current reporting issues.
Ongoing data delays and attribution issues with Omniture reporting; financials potentially understated

Member Level Engagement Trends: April/May 2023

Level	Delivered	Clicks	CTR	Unsubs	Unsub Rate	Bookings	Revenue
April 2023	29,824,886	265,230	0.9%	35,879	0.12%	2,269	\$1,090,162
LEVEL - BASIC	25,523,940	173,628	0.7%	34,181	0.13%	1,439	\$739,321
LEVEL - GOLD	1,757,602	35,458	2.0%	800	0.05%	349	\$150,403
LEVEL - SILVER	1,806,870	32,649	1.8%	733	0.04%	282	\$122,259
LEVEL - PLATINUM	480,846	14,570	3.0%	113	0.02%	128	\$56,643
LEVEL - TITANIUM	235,231	8,249	3.5%	44	0.02%	67	\$20,766
LEVEL - AMBASSADOR	20,223	676	3.3%	8	0.04%	4	\$769
May 2023	29,962,013	353,003	1.2%	57,088	0.19%	2,262	\$956,542
LEVEL - BASIC	25,614,311	198,413	0.8%	45,446	0.18%	1,309	\$626,800
LEVEL - GOLD	1,776,679	58,381	3.3%	4,273	0.24%	360	\$105,744
LEVEL - SILVER	1,825,167	49,824	2.7%	4,064	0.22%	365	\$141,307
LEVEL - PLATINUM	484,904	27,498	5.7%	1,843	0.38%	138	\$52,258
LEVEL - TITANIUM	240,420	17,178	7.1%	1,317	0.55%	84	\$27,098
LEVEL - AMBASSADOR	20,361	1,707	8.4%	144	0.71%	6	\$3,335

*Revenue and Room Nights KPIs have been impacted by current reporting issues.

Ongoing data delays and attribution issues with Omniture reporting; financials potentially understated

Region Engagement Trends: April/May 2023

Region	Delivered	Clicks	CTR	Unsubs	Unsub Rate	Bookings	Revenue
April 2023	29,824,886	265,230	0.9%	35,879	0.12%	2,269	\$1,090,162
REGION - APAC	6,959,493	54,823	0.8%	9,150	0.13%	273	\$140,375
REGION - CALA	1,327,689	10,333	0.8%	2,412	0.18%	87	\$60,261
REGION - CANADA	1,354,024	20,200	1.5%	2,540	0.19%	178	\$88,984
REGION - EUROPE	1,583,886	18,544	1.2%	4,171	0.26%	124	\$104,157
REGION - MEA	1,475,385	8,249	0.6%	2,443	0.17%	20	\$13,379
REGION - US	17,124,025	153,076	0.9%	15,163	0.09%	1,587	\$683,006
May 2023	29,962,013	353,003	1.2%	57,088	0.19%	2,262	\$956,542
REGION - APAC	7,021,709	67,750	1.0%	11,953	0.17%	125	\$48,698
REGION - CALA	1,341,969	14,030	1.0%	3,855	0.29%	61	\$48,911
REGION - CANADA	1,359,891	26,275	1.9%	5,090	0.37%	111	\$43,674
REGION - EUROPE	1,585,007	21,667	1.4%	4,891	0.31%	85	\$51,502
REGION - MEA	1,483,930	9,813	0.7%	2,600	0.18%	51	\$44,871
REGION - US	17,169,101	213,465	1.2%	28,698	0.17%	1,829	\$718,885

*Revenue and Room Nights KPIs have been impacted by current reporting issues.

Ongoing data delays and attribution issues with Omniture reporting; financials potentially understated

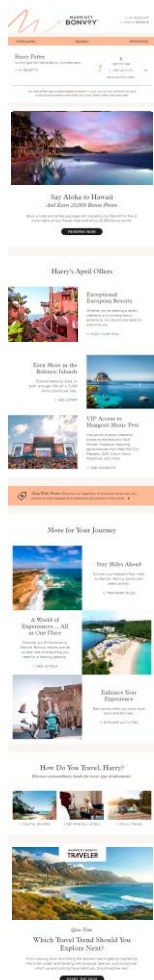
Core MAU Regional Heat Maps: April 2023

% of Clicks by Region

Modules	US	Canada	CALA	Europe	MEA	APAC
Header	23.31%	21.72%	22.04%	17.40%	22.73%	17.85%
Account Box	28.86%	29.80%	20.89%	16.60%	21.98%	26.10%
Hero	15.62%	14.64%	22.50%	14.60%	17.20%	19.51%
Escapes	--	--	6.94%	3.50%	0.34%	0.03%
Vacations Hawaii	5.81%	--	--	--	--	--
Stay Longer	3.82%	5.35%	1.03%	--	--	--
Generic Spring	5.98%	9.10%	14.54%	11.11%	16.87%	19.48%
Offers	12.57%	9.25%	8.50%	16.66%	10.31%	10.41%
European Resorts	4.12%	5.94%	3.32%	7.67%	4.22%	0.94%
Earn on Dining	--	--	--	--	--	1.34%
Japan Hotels	--	--	--	--	--	5.15%
Balearic Island	2.53%	3.32%	3.54%	7.14%	3.30%	1.56%
Stay Longer	0.00%	0.00%	0.59%	1.80%	2.78%	1.42%
Spanish Moments	--	--	1.05%	0.06%	0.01%	0.00%
EAT	5.66%	--	--	--	--	--
US Moments	0.25%	--	--	--	--	--
Cobrand	2.61%	3.04%	0.65%	0.62%	1.30%	3.03%
Shop with Points Alert	0.49%	0.87%	0.42%	0.20%	0.15%	0.12%
News	5.73%	6.34%	2.95%	5.23%	3.70%	5.87%
Miles to Points	1.90%	2.48%	0.66%	2.90%	2.42%	4.91%
All-Inclusive	3.23%	3.33%	2.14%	1.62%	0.97%	0.77%
United MileagePlus	0.15%	0.10%	0.01%	0.04%	0.02%	0.01%
Tours & Activities	0.45%	0.43%	0.14%	0.67%	0.30%	0.17%
Leisure	3.10%	3.02%	3.58%	5.92%	3.26%	2.48%
Coastal Escapes	1.41%	1.02%	0.09%	0.88%	0.32%	0.29%
Pet-Friendly Hotels	0.92%	0.61%	0.09%	0.77%	0.39%	0.25%
Family Travel	0.77%	0.60%	0.11%	0.68%	0.30%	0.28%
Leisure Destinations EUR	--	0.79%	3.29%	3.59%	2.26%	1.67%
Traveler	1.17%	1.57%	2.76%	1.03%	0.53%	0.44%
Footer	6.54%	9.75%	15.70%	21.74%	18.83%	14.19%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%



Core MAU Language Heat Maps: April 2023



% of Clicks by Language

Modules	ENG	BEN	SPA	GER	FRE	ITA	POR	JPN	CHS
Header	22.95%	19.48%	20.97%	17.74%	16.98%	19.19%	19.42%	11.39%	14.19%
Account Box	27.90%	23.00%	20.28%	19.27%	19.72%	17.63%	16.99%	17.89%	36.85%
Hero	15.38%	18.50%	21.29%	25.32%	24.98%	22.59%	40.18%	16.95%	21.62%
Escapes	--	--	10.76%	15.50%	13.70%	12.95%	--	--	--
Vacations	4.44%	--	--	--	--	--	--	--	--
Stay Longer	3.52%	--	--	--	--	--	--	--	--
Generic Spring	7.41%	18.50%	10.53%	9.82%	11.27%	9.64%	40.18%	16.95%	21.62%
Offers	11.77%	12.43%	10.75%	20.59%	10.35%	16.07%	--	25.25%	--
Resort Experiences	4.37%	2.58%	4.37%	8.82%	10.35%	6.24%	--	--	--
Earn on Dining	--	2.01%	--	--	--	--	--	--	--
Japan Hotels	--	--	--	--	--	--	--	25.25%	--
Balearic Island	2.87%	3.93%	4.82%	8.07%	--	9.83%	--	--	--
Stay Longer	0.00%	3.91%	--	3.70%	--	--	--	--	--
Spanish Moments	--	--	1.55%	--	--	--	--	--	--
EAT	4.33%	--	--	--	--	--	--	--	--
US Moments	0.19%	--	--	--	--	--	--	--	--
Cobrand	2.38%	0.47%	0.76%	--	1.98%	--	--	14.04%	--
Small Alert	0.53%	--	0.57%	--	--	--	--	0.00%	--
News	6.12%	2.39%	2.34%	--	3.96%	--	--	7.91%	10.09%
Miles to Points	2.12%	2.39%	--	--	3.96%	--	--	7.91%	10.09%
All-Inclusive	3.31%	--	2.34%	--	--	--	--	--	--
United MileagePlus	0.14%	--	--	--	--	--	--	--	--
Tours & Activities	0.55%	--	--	--	--	--	--	--	--
Leisure	3.21%	4.49%	4.33%	5.92%	8.68%	5.69%	--	--	--
Coastal Escapes	1.40%	--	--	--	--	--	--	--	--
Pet-Friendly Hotels	0.96%	--	--	--	--	--	--	--	--
Family Travel	0.85%	--	--	--	--	--	--	--	--
Leisure Destinations EUR	--	4.49%	4.33%	5.92%	8.68%	5.69%	--	--	--
Traveler	1.35%	--	3.65%	--	--	--	--	--	--
Footer	8.42%	19.22%	15.05%	11.16%	13.35%	18.82%	23.41%	6.57%	17.26%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%



Core MAU Regional Heat Maps: May 2023

% of Clicks by Region						
ENG Version	US	Canada	CALA	Europe	MEA	APAC
Header	16.12%	13.86%	18.10%	15.73%	22.04%	14.13%
Account Box	21.28%	20.08%	19.55%	15.09%	21.18%	22.25%
Hero	42.48%	40.80%	23.55%	27.91%	25.28%	33.30%
Points Purchase Promo	40.92%	39.22%	20.78%	26.37%	22.96%	30.59%
Generic Booking	1.55%	1.58%	2.77%	1.54%	2.31%	1.89%
JPN Version	--	--	--	--	--	0.82%
Annual Choice Benefit	0.29%	0.23%	0.09%	0.25%	0.09%	0.53%
Offers	8.99%	10.20%	14.26%	7.71%	6.37%	6.21%
Vacations	2.22%	--	--	--	--	--
HVMB	--	4.84%	0.65%	1.59%	1.41%	0.81%
All-Inclusive	0.01%	0.00%	5.17%	1.44%	1.61%	0.96%
Staycation	0.01%	--	4.11%	0.05%	--	--
Escapes	3.55%	2.67%	--	3.07%	3.18%	1.83%
Stay Longer	--	--	--	1.49%	0.16%	--
Urban Leisure	1.44%	1.38%	4.32%	0.07%	--	--
Food and Beverage	0.00%	0.01%	--	0.01%	0.01%	1.01%
Suites	1.74%	1.30%	--	--	--	--
Korea Bonus Points	0.00%	--	0.01%	--	--	1.61%
Cobrand	1.35%	1.22%	0.59%	0.49%	1.12%	4.45%
Moments	0.90%	0.69%	0.14%	1.67%	1.29%	0.61%
Member Benefit	1.88%	1.38%	4.50%	5.90%	3.61%	4.80%
City Breaks	--	--	--	1.98%	1.56%	--
Japan Luxury Brand	--	--	--	--	--	0.41%
Shop La Meridien	--	--	--	--	--	0.91%
Project Elf	--	0.46%	0.09%	0.69%	0.37%	0.21%
WestinWORKOUT	0.42%	--	--	--	--	--
Maritz	1.45%	0.92%	4.34%	2.25%	0.88%	2.42%
Earn on Dining	--	--	--	--	--	0.85%
More Cravings	--	--	--	0.41%	0.03%	--
Your World Rewards	--	--	0.07%	0.56%	0.75%	--
Small Alert	0.16%	--	--	--	--	--
Leisure	1.11%	1.26%	0.32%	3.51%	2.04%	1.36%
Coastal Escapes	0.56%	0.60%	0.09%	0.89%	0.39%	0.20%
Pet-Friendly Hotels	0.35%	0.42%	0.07%	0.71%	0.28%	0.20%
Family Travel	0.21%	0.24%	0.09%	0.64%	0.30%	0.20%
Destination Cultural	--	--	0.01%	0.17%	0.08%	0.08%
Destination Family	--	--	--	0.12%	0.17%	0.07%
Destination Food	--	--	0.01%	0.12%	0.06%	0.06%
Destination Outdoor	--	--	0.05%	0.57%	0.55%	0.44%
Destination Wellness	--	--	0.01%	0.30%	0.21%	0.13%
Traveler	1.41%	2.98%	6.76%	6.37%	2.64%	1.43%
Footer	4.00%	7.29%	12.13%	15.37%	14.34%	10.93%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%



Core MAU Language Heat Maps: May 2023

% of Clicks by Language

Modules	ENG	BEN	SPA	GER	FRE	ITA	POR	JPN	CHS
Header	16.29%	17.52%	17.43%	12.89%	14.19%	19.74%	17.03%	11.94%	8.73%
Account Box	20.75%	19.96%	20.30%	15.06%	18.53%	21.87%	17.69%	20.63%	26.57%
Hero	40.60%	29.09%	20.95%	36.30%	29.85%	21.62%	28.40%	34.42%	39.53%
Points Purchase Promo	1.54%	2.97%	2.74%	1.71%	2.34%	2.29%	3.32%	0.00%	1.80%
Generic Booking	39.05%	26.12%	18.20%	34.59%	27.51%	19.33%	25.08%	31.00%	37.74%
JPN Version	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.42%	0.00%
Annual Choice Benefit	0.26%	0.10%	0.11%	0.55%	0.62%	0.41%	0.09%	0.36%	1.53%
Offers	9.11%	7.13%	14.99%	5.14%	1.98%	5.41%	13.62%	6.70%	3.28%
Vacations	1.76%	--	--	--	--	--	--	--	--
HVMB	0.98%	--	--	--	--	--	--	--	--
All-Inclusive	--	3.19%	6.87%	--	--	--	--	--	--
Staycation	0.01%	0.07%	3.96%	--	--	--	5.85%	--	--
Escapes	3.49%	3.83%	--	--	--	--	--	--	--
Stay Longer	--	--	0.35%	5.14%	1.98%	5.41%	--	--	--
Urban Leisure	1.30%	0.05%	3.80%	--	--	--	7.77%	--	--
Food and Beverage	0.05%	--	--	--	--	--	--	--	3.28%
Suites	1.51%	0.00%	--	--	--	--	--	--	--
Korea Bonus Points	--	--	--	--	--	--	--	6.70%	--
Cobrand	1.22%	0.42%	0.68%	--	2.44%	--	--	10.68%	6.88%
Moments	0.99%	1.41%	--	--	--	--	--	--	--
Member Benefit	1.92%	4.34%	5.19%	8.29%	9.16%	8.93%	7.35%	8.43%	3.52%
City Breaks	0.12%	0.67%	0.24%	1.60%	0.90%	1.72%	--	--	--
Japan Luxury Brand	--	--	--	--	--	--	--	1.72%	--
Shop La Meridien	--	--	--	--	--	--	--	--	3.52%
Project Elf	0.20%	--	--	--	--	--	--	--	--
Westin WORKOUT	0.34%	--	--	--	--	--	--	--	--
Maritz	1.14%	2.22%	4.82%	5.35%	7.75%	5.65%	7.35%	6.71%	--
Earn on Dining	0.12%	0.79%	--	--	--	--	--	--	--
More Cravings	--	--	0.13%	1.34%	0.50%	1.56%	--	--	--
Your World Rewards	--	0.66%	--	--	--	--	--	--	--
Small Alert	0.13%	--	--	--	--	--	--	--	--
Leisure	1.47%	2.70%	--	--	--	--	--	--	--
Traveler	1.69%	2.71%	8.98%	14.00%	11.44%	11.30%	--	--	--
Footer	5.56%	14.63%	11.37%	11.77%	11.78%	10.73%	15.82%	6.83%	9.95%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Core MAU: Targeting

ID Business Rule Data Support

- 1 Marriott Bonvoy Members REWARDS_MEMBER_FLG = 'Y'
- 2 Language Preference EMAIL_LANGUAGE_CD in (ENG,BEN)
- 3 Please Lift Country Exclusion for Residents of Greater China (CN, MO, TW, HK), South Korea, and Quebec
EXCLUDE_CUSTOMER_TYPE_CD = 'Y' and ISO_COUNTRY_2BYTE_

Standard Exclusions

ID Business Rule Data Support

- 1 *Customer key must be valid Customer Key must be greater than 0*
- 2 *MBV Member/Employee account must be in good standing Account_status_cd. in '20, '21', '30*
- 3 *Email address must not be blank or null and email address must be valid Valid_email_address_flg = 'Y'*
- 4 *Must be opt-in to receive program emails Receive_email_program_flg = 'Y'*
- 5 *Must not be part of exclude email address list at Marriott*
admin.mrw_dim_combined_excluded_email_address_y
- 6 *Customer key must exist in kitchen sink at Marriott admin.mrw_dim_cust_kitchen_sink_vc*
- 7 *Passes Marriot standard legal exclusion admi.mrw_dim_combined_exclude_email_address_v*
- 8 Suppress Luxury audience ENG/BEN