

Core MAU January Email Performance Review and Roadmap Planning

February 22nd, 2024

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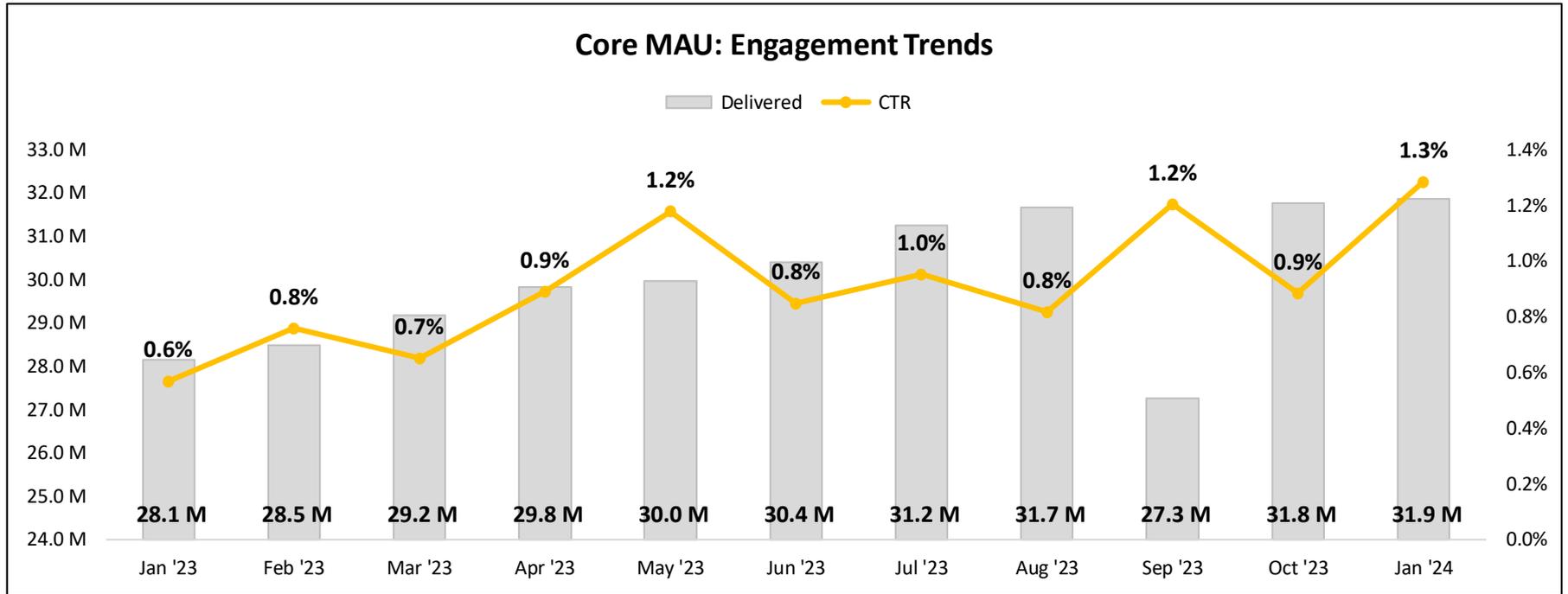


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- **January Performance Assessment**
- **2024 Testing and Roadmap Optimization Planning**
- **Recommendations & Next Steps**
- **Appendix**

January Performance Review

Promotional calendar and audience shifts impact engagement levels



Asterisk (*) indicates months with Promotional hero features

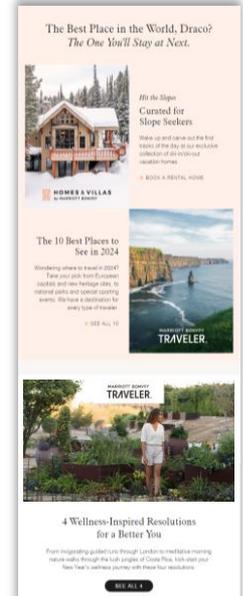
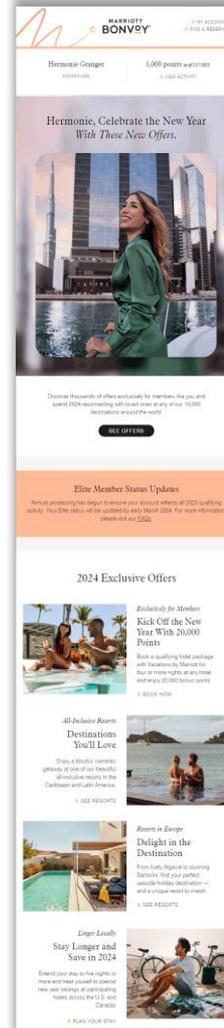
Core MAU: January 2024

Theme: 2024 Travel Passion

ENG/BEN (1/18) + In-Lang. (1/25)

Test and Roll Subject Line and Preheader Optimization

- **SL 1 (Direct): Jessica's Account Update: 2024 Top Travel Destinations**
- **PH 1:** Also inside: New year, new member-only offers
- **SL 2 (Intrigue): Jessica's Account Update: Kick-off the New Year With These New Offers**
- **PH 2:** Also inside: 2024 top travel destinations
- **SL 3 (Exclusivity): Jessica's Account Update: New Year, New Offers Just for You**
- **PH 3:** Also inside: 2024 top travel destinations

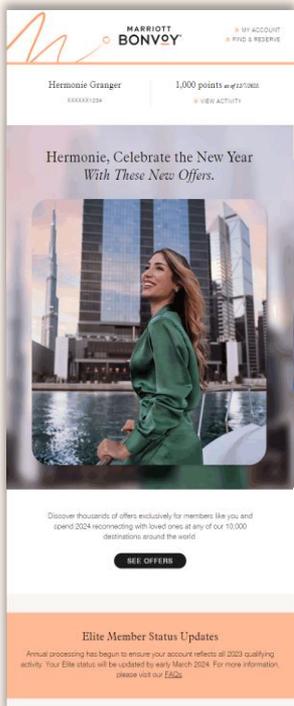


ENG version



Core MAU Snapshot: January 2024

The member newsletter launched on 1/18 & 1/25, and there were...



**9 Versions
In-Market**

31.9 M Members Reached

409.7 K Clicks

2.2 K Booked Stays

**\$1.0 M Revenue
Generated**

Supported Initiatives:

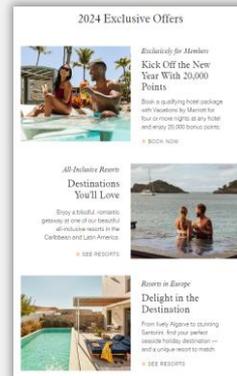
Traveler | HVMB | RAPPI Partnership | Apartments by Marriott Bonvoy | Maritz | Boutiques | Vacations by Marriott | Moments – March Madness | EAT | All-Inclusive MEO

Content Curation

Stakeholders
Submitted Content **14**

Modules
Developed **22**

Dynamically
Targeted Modules **77%**



Language Versions

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

Core MAU: January 2024 Performance Summary

- 2024 started with strong engagement and financial performance attributed to January Core MAU
 - This deployment generated 409.7 K clicks, which drove a 1.3% CTR, which was higher than any levels seen in 2023.
- Revenue and bookings saw growth against MoM and YoY averages showing strong performance with no leading promotion and less offer content overall
 - \$1.0 M in tracked revenue was up 9.0% MoM with bookings up 11%
- Unsub rates continue to trend slightly higher than average into 2024
 - Evaluate trends into Q2 and assess impact of Gmail sender changes that could be contributing to higher unsubscribe rates

	Jan-24	MoM	YoY	vs. Avg.
Delivered	31.9 M	+0.3% (+100.3 K)	+13.2% (+3.7 M)	+8.3% (+2.4 M)
Clicks	409.7 K	+45.9% (+128.9 K)	+155.8% (+249.5 K)	+55.2% (+145.6 K)
CTR	1.3%	+0.4 pts.	+0.7 pts.	+0.4 pts.
Unsub Rate	0.22%	+0.05 pts.	+0.06 pts.	+0.05 pts.
Bookings	2.2 K	+11.0%	+94.3%	-1.9%
Room nights	4.9 K	+7.7%	+73.2%	-0.1%
Revenue	\$1.0 M	+8.9%	+90.3%	+7.0%

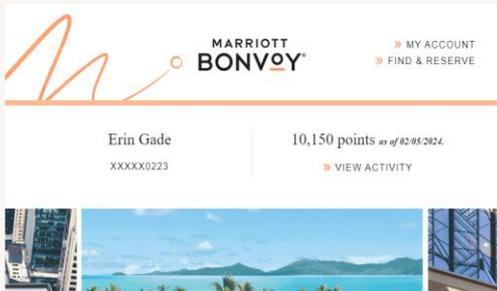
MoM vs Oct '23; 12-Month Avg. = Nov '22 – Oct '23

Approximately 50% of our email-eligible audience has a Gmail address which has a significant impact on unsubscribe trends and any new changes

Erin's Account Update: Earn 1,000 Bonus Pts + 1 Bonus Elite Night Credit! Inbox x

Marriott Bonvoy <marriottbonvoy@email-marriott.com> [Unsubscribe](#)
to me ▾

Fri, Feb 16, 8:28 A



10:20 97

Erin's Account Update: Earn 1,000 Bonus Pts + 1 Bonus Elite Night Credit! Inbox

Marriott Bonvoy Feb 16 [Unsubscribe](#)
to me ▾



Evan Wiebe

XXXXX5096

6,595 points as of 02/05/2024.

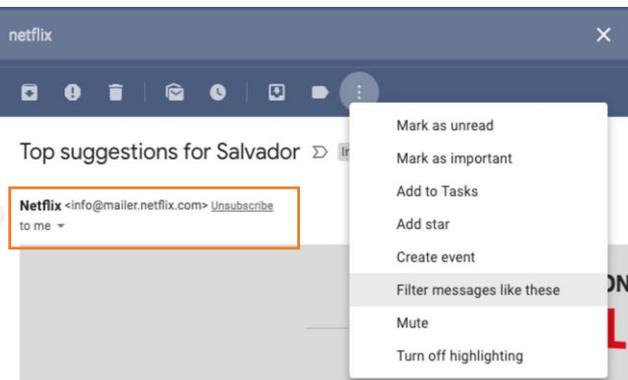
[VIEW ACTIVITY](#)



Bonus Points? Higher Elite Status?

- In October, Google announced that it would require bulk senders to add a one-click unsubscribe button in the body of emails. Gmail is now making its “Unsubscribe” button much more prominent.
- On the web, we’re seeing this blue button next to the sender name, verification checkmark (if supported), and email address. This replaces the more subtle version introduced in 2014 that just used gray text and an underline. (9to5google.com)

Prior  Gray text/
underline





22 Modules developed for January MAU driving highest CTR to date at 1.3%

- Consistent Hero engagement driving 22-27% of clicks, consistent with prior months, with hero design test in market for Global English audiences
- Account box had updated minimalized design to support Q1 processing efforts; no negative impact on engagement
- New Milestone Birthday message introduced in January which was delivered to 575K members across all languages
- US and Canada were higher engaged than the other regions for the Offers section
 - The All-Inclusive MEO Valentine's Day Offer drove the most clicks in US, Canada and CALA while the Resorts Offer was most-popular in Europe and MEA which did focus on European destinations
 - APAC's most engaged offer was Bed & Breakfast, which drove 4.7% of clicks and had a 0.87% CTR globally
- Member Benefits received the most engagement from US, Canada and CALA regions, driven heavily by the new introduction of Apartments by Marriott Bonvoy content
- Brand Education included a Marriott Bonvoy Traveler Article focused on European travel, which helped drive additional interest for the European and MEA regions; 3% of clicks in MEA and 6% in Europe
- CALA, Europe, MEA and APAC saw click engagement ranging from 2-4% in the Did You Know section focused on Maritz which had slightly elevated design



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

All other content generated \$30 K of the \$1.0 M in total revenue



HEADER

Delivered: 31.9 M

Rev: \$464.8 K

Bookings: 985

ACCOUNT BOX

Delivered: 31.9 M

Rev: \$274.6 K

Bookings: 577

HERO

Delivered: 31.9 M

Rev: \$230.3 K

Bookings: 542

DISCOVER LOCAL

Delivered: 19.5 M

Rev: \$19.6 K

Bookings: 24

ALL-INCLUSIVE MEO

Delivered: 23.8 M

Rev: \$10.1 K

Bookings: 9

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

For revenue driving offers in January, Discover Local drove the most revenue, followed by All-Inclusive MEO and Bed & Breakfast Offer



Exclusively for Members
Kick Off the New Year With 20,000 Points

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

» BOOK NOW

Vacations by Marriott
Revenue: **\$0 K** | CTR: **0.07%**
Delivered: **18.2 M**



Breakfast Included Package
Start Your Day Off Right

Mornings just got brighter! Start your day with a healthy breakfast for you and your family.

» EXPLORE OFFER

Bed & Breakfast
Revenue: **\$7.2 K** | CTR: **0.87%**
Delivered: **774.6 K**

All-Inclusive Resorts
Destinations You'll Love

Enjoy a blissful, romantic getaway at one of our beautiful all-inclusive resorts in the Caribbean and Latin America.

» SEE RESORTS



All-Inclusive MEO
Revenue: **\$10.1 K** | CTR: **0.07%**
Delivered: **23.8 M**



Resorts in Europe
Delight in the Destination

From lively Algarve to stunning Santorini, find your perfect seaside holiday destination — and a unique resort to match.

» SEE RESORTS

European Resorts Offer
Revenue: **\$6.8 K** | CTR: **0.05%**
Delivered: **28.4 M**

Linger Locally
Stay Longer and Save in 2024

Extend your stay five nights and treat yourself to special new year savings at participating hotels across the U.S. and Canada.

» PLAN YOUR STAY



Discover Local
Revenue: **\$23.0 K** | CTR: **0.02%**
Delivered: **17.7 M**

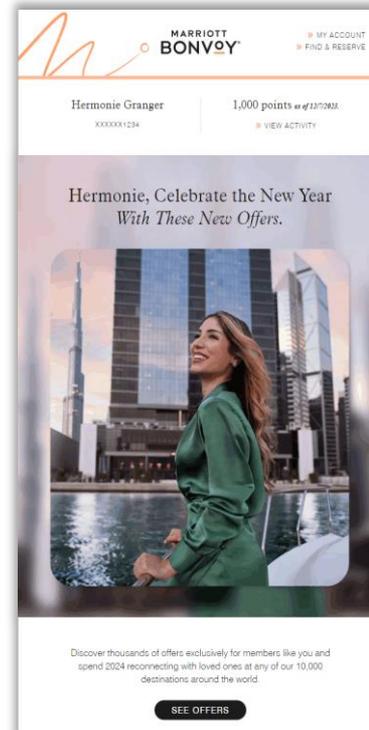
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January Global ENG Hero Creative Treatment Test

- Objective: Determine how Version B's new design elements impact hero module engagement and financial metrics

**Version A –
Legacy Test
Shape**



**Version B –
New Image-
Within-Image
Design**



Global ENG Hero Creative Treatment A/B January Test Results

- Hero test conducted in Global ENG versions, same content overall with different creative hero treatments; audience was split 50/50 between the two options
- Version A drove more engagement with almost 5.0 K more clicks and a 0.36% CTR compared to 0.32% from the new treatment (Version B)
- Version A drove 31 more bookings than Version B, however Version B drove \$5.0 K more revenue
- Continue to test new design elements for both Hero and secondary modules to keep up with best-in-class design trends that align with our program look
- Build a portfolio of creative treatments that have been tested and our audience responded to favorably, to help keep Core MAU refreshed

**Version A –
Legacy Test
Shape**



**Version B –
New Image-
Within-Image
Design**

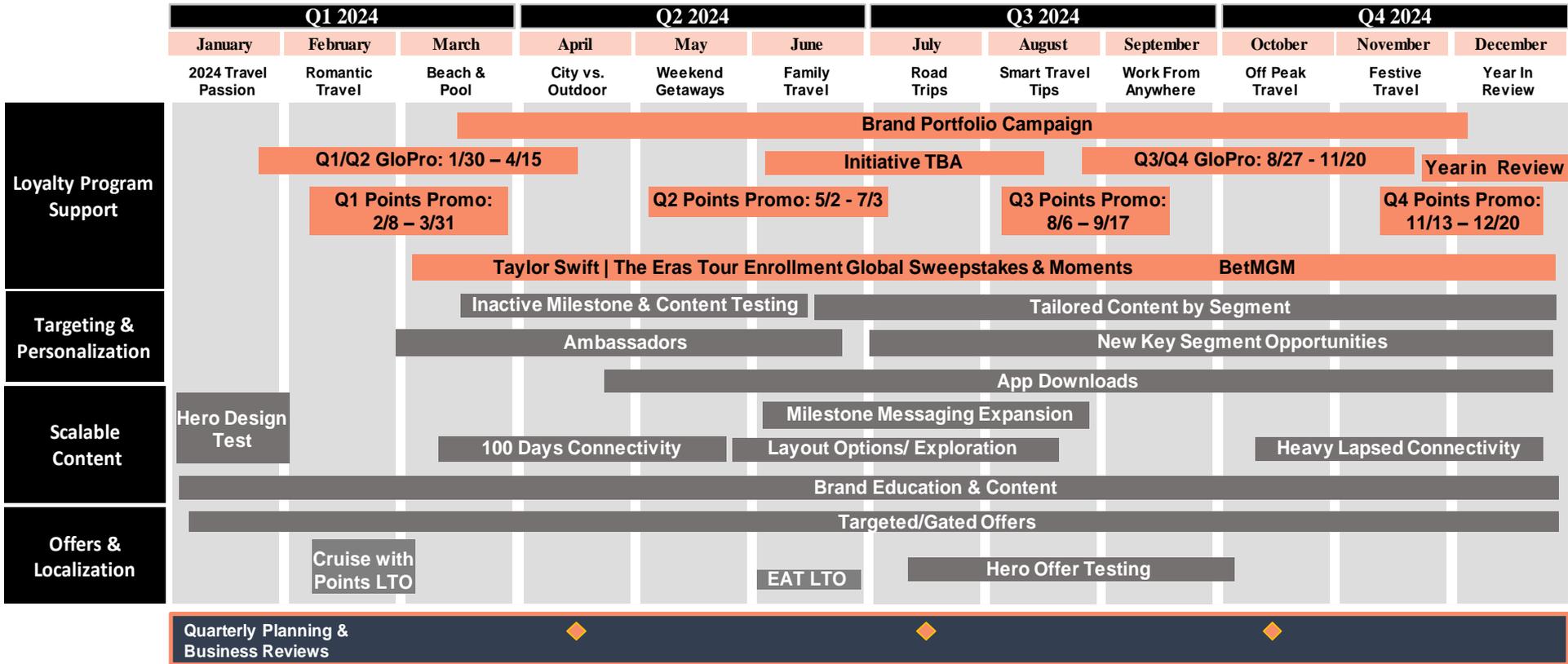


Global ENG	Version A	Version B
Delivered	13,326,666	13,321,104
Clicks	47,836	42,898
CTR	0.36%	0.32%
Bookings	201	170
Revenue	\$78,554	\$83,538
Statistical Significance (Click Engagement)	99% Confidence Interval	

Testing and Optimization Roadmap Planning

2024 Roadmap | Core MAU

■ Program Level
 ■ Testing Focus Areas



• Ongoing Support for Key Initiatives

- Program Growth Initiatives
- Partnerships
- New Languages
- Block & Tackle Enhancements
- Brand Awareness
- Moments
- Cobrand: ACQ/ECM, LTO & BAU
- Luxury Content Opportunities

Recommendations & Next Steps

Recommendations

- Expand current testing efforts for inactive audience to develop more robust content and testing plans for Inactive segments to support efforts to reengage this audience
- Focus additional efforts on Ambassador segment to support overarching Loyalty program initiatives while also discussing additional sub-segments to focus on for 2024 planning efforts
- Continue to test new design elements for both Hero and secondary modules to keep up with best-in-class design trends that align with our program look
- Build a portfolio of creative treatments that have been tested and our audience responded to favorably, to help keep Core MAU refreshed
- Review opportunities to develop connectivity between content and strategies implemented with 100 days program to add to current New to Core MAU milestone messaging that exists today

Next Steps

2024 Testing and Optimization Planning

- Connect with Peggy/team to have broader discussions on Ambassador segment and goals associated with 2024
- Look into potential and capabilities to add member number to Core MAU monthly emails to expand personalization

2024 Upcoming Review Meetings

- Marriott Bonvoy Year-in-Review and Personal Year-in-Review review; pending data
- November results to be incorporated and reviewed during meeting

Stakeholder Content Submissions

- Determine next steps for lunch and learn meeting with Stakeholders to socialize how to leverage Stakeholder grid, where to find most recent results (Oasis) and Q & A portion of meeting to address any questions

Thank You!

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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)

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



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)	11.0K Monthly Avg. (Once Reporting Is Fixed)

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Member Level Engagement Trends: January 2024

Level	Delivered	Clicks	CTR	Unsubs	Unsub Rate	Bookings	Revenue
January 2024	31,864,653	409,659	1.29%	68,585	0.22%	2,196	\$1,029,171
Basic	27,031,224	254,470	0.94%	62,401	0.23%	1,221	\$657,167
Silver	1,999,176	47,381	2.37%	2,686	0.13%	305	\$121,007
Gold	2,028,634	58,027	2.86%	2,453	0.12%	310	\$121,405
Platinum	505,142	31,093	6.16%	637	0.13%	212	\$77,596
Titanium	274,294	17,097	6.23%	373	0.14%	138	\$47,793
Ambassador	26,183	1,591	6.08%	35	0.13%	10	\$4,203

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

Region Engagement Trends: January 2024

Level	Delivered	Clicks	CTR	Unsubs	Unsub Rate	Bookings	Revenue
January 2024	31,863,858	409,637	1.29%	68,580	0.22%	2,194	\$1,027,529
US	18,235,402	215,812	1.18%	30,853	0.17%	1,430	\$614,270
Canada	1,452,620	34,207	2.35%	6,324	0.44%	220	\$90,410
CALA	1,549,850	20,988	1.35%	5,100	0.33%	78	\$60,240
Europe	1,649,718	28,458	1.73%	6,905	0.42%	106	\$71,692
MEA	1,400,211	12,317	0.88%	3,962	0.28%	28	\$24,114
APAC	7,576,057	97,855	1.29%	15,436	0.20%	332	\$166,803

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

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*