

Core MAU July 2023 Email Performance Review

August 21, 2023

MARRIOTT
BONVOY[®]



COURTYARD AL BARSHA, DUBAI, UAE

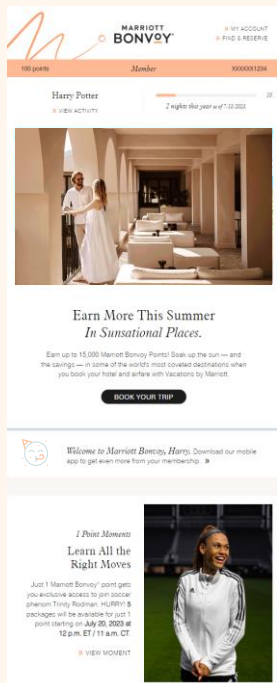
Contents

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

July Performance Review

Core MAU Snapshot: July 2023

The member newsletter launched on 7/20 & 7/22, and there were...



**9 Versions
In-Market**

31.2 M Members Reached

297.8 K Clicks

2.6 K Booked Stays

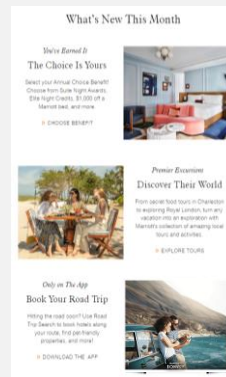
**\$1.1 M Revenue
Generated**

Supported Initiatives:

Vacations by Marriott | EMEA MEO | Moments 1 Point Drop | Discover Local | Stay Longer | Cobrand
Earn on Dining | Annual Choice Benefit | Personal Ambassadors | Maritz | United MileagePlus

Content Curation

Stakeholders Submitted Content **20**
|
Modules Developed **30**
|
Dynamically Targeted Modules **80%**



Language Versions

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

Core MAU: July 2023

ENG/BEN (7/20) + In-Lang. (7/22)

Vacations by Marriott

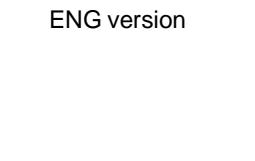
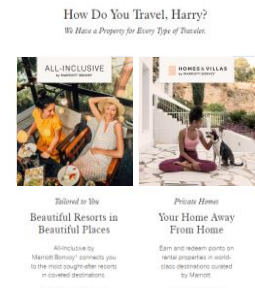
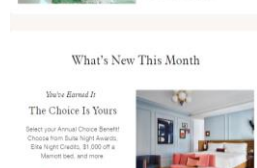
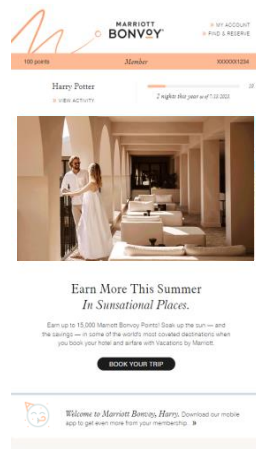
- SL: Jessica's Marriott Bonvoy Account Update: Earn Up To 15k Pts This Summer!
- PH: More points. More miles. More ways to earn inside...

EMEA MEO

- SL: Jessica's Marriott Bonvoy Account Update: Earn Up To 10k Points This Summer!
- PH: More points. More miles. More inside...

Generic Summer/Winter

- SL: Jessica's Marriott Bonvoy Account Update: Exquisite Hotels You Need to See to Believe
- PH: Also: More points. More miles. More inside...



ENG version

Performance Metrics: July 2023

All versions: ENG/BEN (7/20) + In-Lang. (7/22)

- Delivered volume increased significantly in July by 2.8%, impacted by the continued increase in our number of emailable members into Q3
- MoM increase in CTR of 0.1 pts. with it being second highest YTD following May in which Points Promo was featured
- Although financials saw a decrease MoM with June traditionally having higher totals, July had stronger performance in comparison to both YoY and the 12-month average
 - Bookings increased 25% and Revenue 13% in comparison to July of 2022

	Jul-23	MoM	YoY	vs. Avg.
Delivered	31.2 M	+2.8% (+851.8 K)	+16.2% (+4.4 M)	+10.8% (+3.0 M)
Clicks	297.8 K	+15.4% (+39.8 K)	+23.5% (+56.7 K)	+12.6% (+33.3 K)
CTR	1.0%	+0.1 pts.	+0.1 pts.	+0.0 pts.
Unsub Rate	0.20%	+0.00 pts.	+0.07 pts.	+0.06 pts.
Bookings	2.6 K	-23.3%	+25.0%	+7.9%
Room nights	5.7 K	-20.1%	+14.2%	+6.7%
Revenue	\$1.1 M	-23.0%	+13.0%	+9.4%

*Core MAU rolling 12-month avg. includes Jul '22 – June '23

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

Engagement Trends: July 2023

- July had the 2nd strongest performance YTD following May which featured Points Promo
- Delivered volume continues to increase MoM beginning in January with 31.2 M emailable members; continue to monitor to assess impact on overall engagement trends

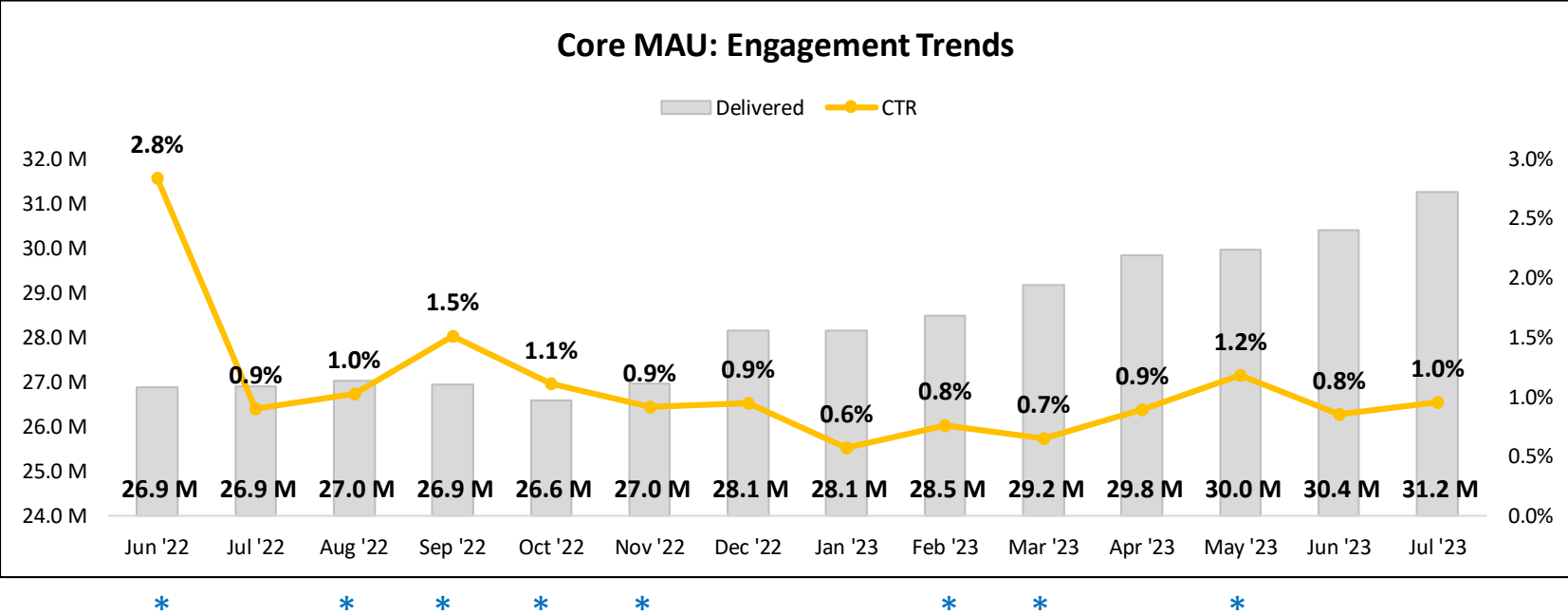
YTD Averages
Jan '23 – July '23

Avg. Monthly Deliveries: **29.6 M**

Avg. Monthly Unique Clicks: **248.6 K**

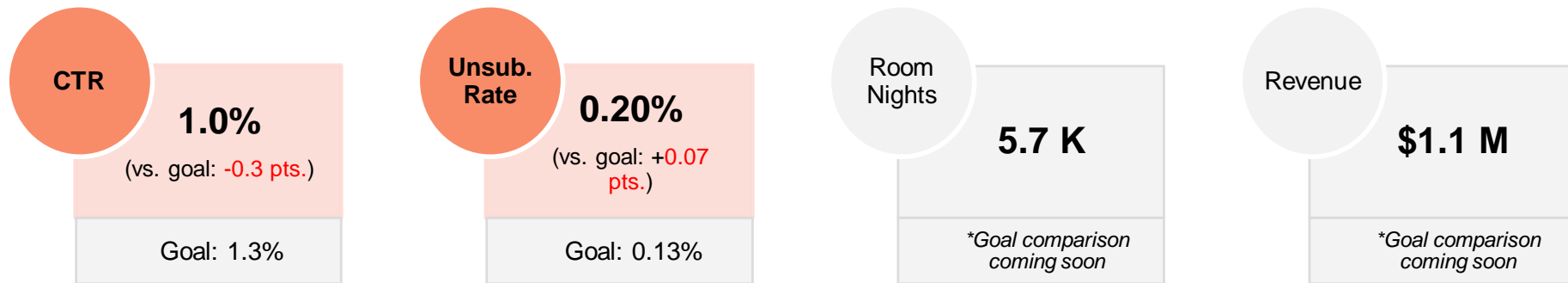
CTR: **0.8%**

Unsub Rate: **0.16%**



July 2023 Goal Performance

- CTR of 1.0%, which is 0.1 pts. higher than June and 0.3 pts. lower than the goal
- Hero featured Vacations by Marriott, EMEA MEO and Generic Summer/Winter
- Unsub rate of 0.20% in July was consistent MoM, but higher than the goal; rate was still on par with Bonvoy benchmark of 0.20%
- Financial goals were identified, but comparisons were put on hold until the reporting issues have been addressed





Core MAU Regional Heat Map Insights: July 2023

- US and Canada had stronger engagement with the Account box and offers section in comparison to other regions; approximately 30% of total clicks for Account box and 10% for offers section
- MEA engaged the most out of any region with the Hero (15% or more of clicks), with EMEA MEO hero driving most revenue overall in hero section for campaign in total
- Europe, MEA and APAC saw higher engagement with the Member Benefits section
 - Miles to Points was the most clicked Member Benefit in Europe and MEA, followed by Maritz Global Offer
 - APAC engagement driven from Fairfield Michinoeki Hotels, Maritz Global Offer and GWP Tin Candle Shop EDITION
- Brand Education module generated more clicks than the Member Benefits section in all regions with CALA, EMEA and APAC more engaged than U.S./Canada
 - 6-8% of clicks for brand education that featured: All Luxury, Sophisticated Spaces, Just the Essentials
 - 3-4% of clicks for the All-Inclusive/HVMB feature
 - For reference, June's standard leisure module generated around 2-3% of clicks for all regions outside of CALA and Europe which were closer to 4%
- Traveler showed significant level of interest for CALA with 7% of clicks



Modules	% of Clicks	% of Bookings	US	Canada	CALA	Europe	MEA	APAC
Header	16.22%	51.63%	16.64%	14.75%	16.39%	16.42%	17.82%	15.25%
Account Box	26.64%	25.85%	31.49%	28.19%	17.13%	15.45%	21.22%	23.51%
Hero	15.32%	12.62%	14.65%	12.60%	12.69%	16.78%	18.53%	16.98%
Vacations by Marriott	7.35%	2.87%	14.60%	--	--	--	--	--
EMEA MEO	5.23%	5.16%	0.00%	12.58%	2.03%	14.79%	18.48%	9.32%
Generic Summer/Winter	2.74%	4.59%	0.05%	0.02%	10.66%	1.98%	0.05%	7.65%
Status Banner	5.54%	1.87%	7.15%	7.35%	0.99%	4.75%	3.09%	3.76%
1 Point Moments	2.65%	0.27%	3.51%	2.52%	0.30%	1.95%	2.85%	1.71%
Offers	7.72%	5.89%	10.03%	11.44%	9.95%	3.60%	3.53%	3.57%
Discover Local	3.95%	5.05%	5.22%	7.97%	0.64%	2.47%	3.52%	1.78%
Stay Longer for Less	0.35%	0.08%	0.01%	0.00%	3.88%	1.13%	0.01%	--
MEO Costa Rica	2.02%	0.61%	3.28%	2.53%	3.29%	--	--	--
Earn on Dining	0.43%	0.00%	--	--	--	--	--	1.79%
CALA Resort Credit	0.84%	0.15%	1.51%	0.94%	0.39%	--	--	--
Spring Deals on 5+ Nights	0.12%	0.00%	0.00%	0.00%	1.76%	--	--	--
Cobrand Banner	0.38%	0.00%	0.75%	0.00%	0.00%	0.00%	0.00%	0.00%
Cobrand	2.73%	0.00%	1.67%	1.90%	1.17%	0.49%	1.29%	6.61%
Member Benefits	3.68%	0.76%	2.66%	2.44%	3.05%	6.19%	4.60%	5.30%
Annual Choice Benefit	0.34%	0.15%	0.27%	0.25%	0.06%	0.21%	0.04%	0.68%
Miles to Points	1.09%	0.34%	1.15%	1.26%	--	3.90%	2.63%	--
Personal Ambassadors	0.01%	0.00%	0.00%	0.00%	0.00%	0.01%	0.00%	0.04%
Tours and Activities	0.04%	0.00%	0.09%	--	--	--	--	--
Road Trip on App	0.16%	0.04%	0.29%	0.26%	--	--	--	--
Maritz Global Offer	0.83%	0.00%	0.01%	0.37%	2.99%	2.06%	1.92%	1.44%
United Mileage Plus	0.44%	0.15%	0.84%	0.29%	--	--	--	--
Fairfield Michinoeki Hotels	0.47%	0.04%	0.01%	0.00%	0.00%	0.00%	0.00%	1.92%
GWP Tin Candle Shop EDITION	0.30%	0.04%	--	--	--	--	--	1.22%
Brand Education	4.71%	0.34%	3.26%	3.63%	7.96%	7.24%	5.83%	6.07%
All Luxury	0.84%	0.00%	0.01%	0.14%	2.41%	1.85%	1.56%	1.84%
Sophisticated Spaces	0.70%	0.00%	0.00%	0.15%	2.23%	1.37%	1.42%	1.51%
Just the Essentials	0.89%	0.04%	0.00%	0.25%	2.93%	1.65%	1.42%	1.97%
All-Inclusive	1.34%	0.19%	1.97%	1.81%	0.18%	1.31%	0.80%	0.38%
Homes & Villas	0.94%	0.11%	1.28%	1.28%	0.22%	1.07%	0.63%	0.37%
Frequent Traveler Awards Banner	0.22%	0.00%	0.22%	0.17%	0.08%	0.61%	0.39%	0.12%
Traveler/Wanderlust	1.45%	0.08%	1.20%	1.58%	7.09%	3.45%	0.14%	0.02%
Traveler	0.86%	0.00%	0.03%	1.58%	7.09%	3.45%	0.14%	0.02%
Wanderlust	0.59%	0.08%	1.17%	0.00%	0.00%	0.00%	0.00%	0.00%
Featured Properties	2.08%	0.00%	0.61%	0.49%	6.35%	3.99%	4.44%	3.28%

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

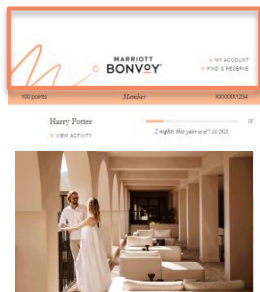
(*) *monthly highlights*



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

Top 5 revenue drivers for July drove 91% of overall revenue

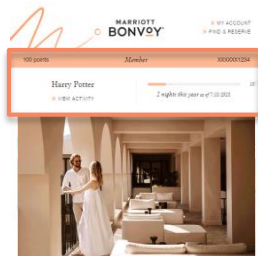
All other content generated \$102 K of the \$1.1 M in total revenue



Earn More This Summer
In Sensational Places.

Earn up to 10,000 Marriott Bonvoy Points! Soak up the sun — and the savings — in some of the world's most coveted destinations when you book your hotel and travel with vacations by Marriott.

[BOOK YOUR TRIP](#)



Earn More This Summer
In Sensational Places.

Earn up to 10,000 Marriott Bonvoy Points! Soak up the sun — and the savings — in some of the world's most coveted destinations when you book your hotel and travel with vacations by Marriott.

[BOOK YOUR TRIP](#)



Savour The Present
And up to 10,000 Bonus Points.

Limited time offer: Book a two-night stay in one of our premium rooms across the Middle East & Africa and earn up to 10,000 bonus points per stay. Offer valid until 11 September 2023.

[BOOK YOUR TRIP](#)



Linger Locally
Save on Our Local Packages

Treat yourself this summer with seasonal savings at participating hotels across the U.S. and Canada.

[PLAN YOUR STAY](#)



Have a special vacation this summer

Dear Lovegood, we invite you to experience a vacation unlike any other with amazing hotel stays in inspiring destinations around the world.

[BOOK YOUR STAY](#)

HEADER
Delivered: 31.2 M
Rev: \$585.3 K
Bookings: 1,350

ACCOUNT BOX
Delivered: 31.2 M
Rev: \$273.4 K
Bookings: 676

EMEA MEO
Delivered: 9.2 M
Rev: \$62.4 K
Bookings: 135

DISCOVER LOCAL OFFER
Delivered: 26.6 M
Rev: \$61.5 K
Bookings: 132

GENERIC SUMMER/WINTER
Delivered: 4.2 M
Rev: \$36.6 K
Bookings: 120

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 July Discover Local and MEO Costa Rica Hotels drove most revenue followed by CALA Resort Credit



Linger Locally

Save on Our Local Packages

Treat yourself this summer with seasonal savings at participating hotels across the U.S. and Canada.

» PLAN YOUR STAY

Discover Local
Revenue: **\$61.5 K**
Delivered: **26.6 M**

10 Points Per USD\$1

Eat Out and Earn

Earn up to 10 points for every USD\$1 in eligible spending when you dine at participating restaurants and bars across Asia Pacific.

» START DINING



Earn on Dining
Revenue: **\$0 K**
Delivered: **4.0 M**



Save 25%

Stay Longer, Save More

Treat your family to a longer stay this summer with Marriott. Save up to 25% off at participating hotels and resorts.

» EXPLORE OFFER

Stay Longer
Revenue: **\$2.8 K**
Delivered: **1.2 M**



\$100 Resort Credit

Relaxing Resorts

Enjoy up to a \$100 resort credit across the Caribbean and Latin America. Indulge in luxurious spa treatments and much more!

» CLAIM YOUR CREDIT

CALA Resort Credit
Revenue: **\$3.4 K**
Delivered: **19.3 M**

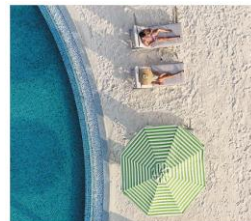
Free Room Upgrade
Explore Costa Rica

Book a 3-night stay in Costa Rica, get a \$50 hotel credit per room, and enjoy a room upgrade at check-in.

» BOOK COSTA RICA



MEO Costa Rica Hotels Credit + Upgrade
Revenue: **\$18.0 K**
Delivered: **20.3 M**



Sit Back and Save

Take advantage of seasonal discounts and save on your next stay of five nights or more.

» STAY LONGER

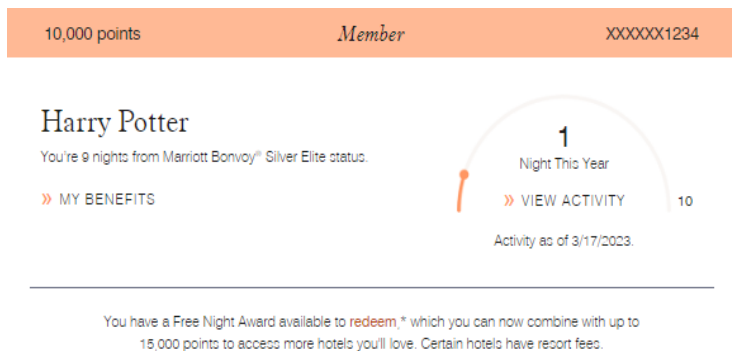
Spring Deals on 5+ Nights
Revenue: **\$0 K**
Delivered: **1.0 M**

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

\$273 K generated in Revenue for the Account Box in July; strong engagement overall

- Redesign of the Account Box launched in ENG and BEN versions; 85% of the total audience received the new design in July
 - Launched in INL versions in August
- CTR in the ENG version rose by 0.04 pts. MoM and by 0.08 pts. MoM for BEN
 - June BEN CTR was 0.22% with ENG at 0.33%
 - July BEN CTR was 0.30% with ENG at 0.37%
- Continue tracking performance of Account box to establish preliminary benchmarks (3-6 months)

Past Design



New Design (July)



APRIL

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

MAY

Delivered: 30.0 M
Rev: \$318.1 K
Bookings: 788

JUNE

Delivered: 30.4 M
Rev: \$408.8 K
Bookings: 1,063

JULY

Delivered: 31.2 M
Rev: \$273.4 K
Bookings: 676

Note: An incremental 49 bookings and \$22.9 K in revenue generated from Milestone Messages that now reside as standalone modules

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

Build Pride

Foundational Areas of Opportunities:

***Milestone Messaging**

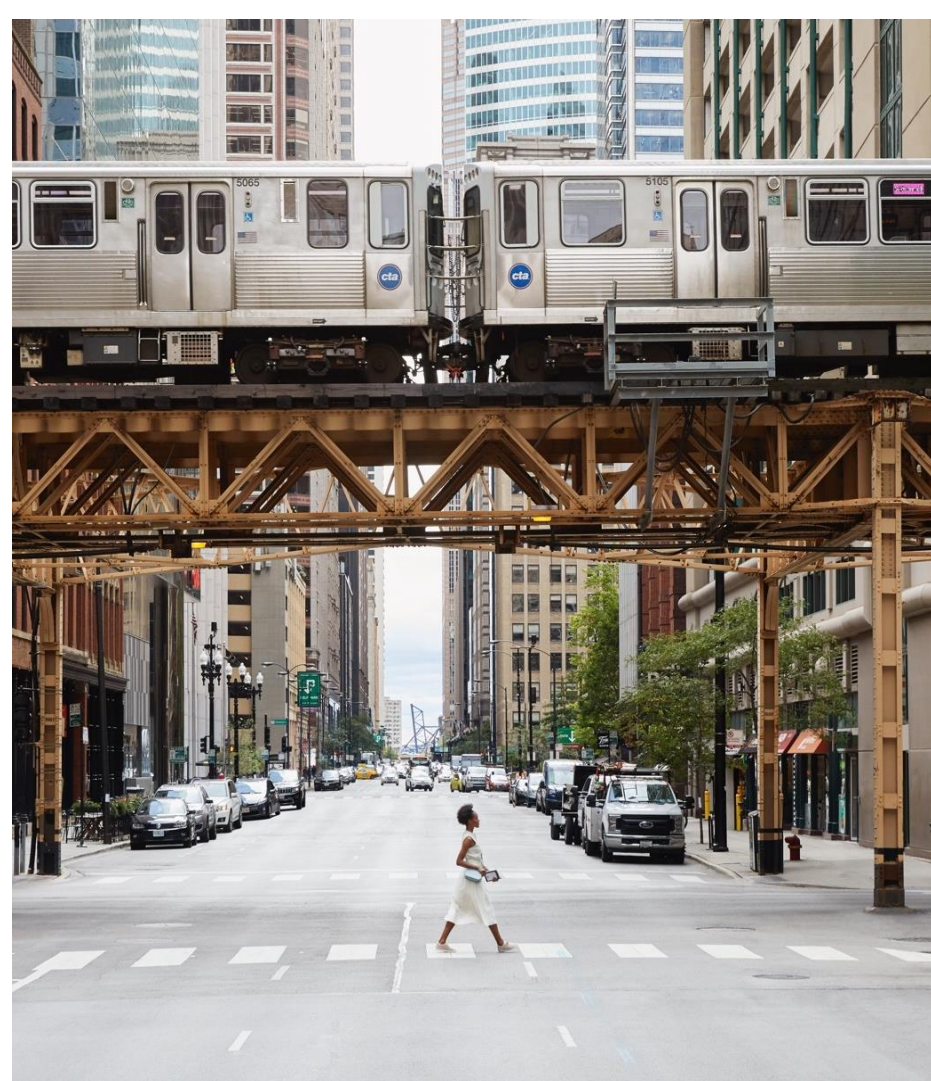
Themed editions

Images by cultural relevance

‘Did you know’ content

Surveys & Polls

() monthly highlights*



8 Milestone Modules launched to 26.4 M Members in July

23.2 K clicks and \$22.9 K in revenue generated

Hero placement
testing in August;
tested placement
below Account box
and below the hero

Continue tracking
performance of
Milestone messaging
to establish
preliminary
benchmarks (3-6
months)



You're so close to Silver Elite Status! Learn all the ways to earn points that will take you to the next level. »

Delivered: **20.5 M** Revenue: **\$3.1 K**
Clicks: **8.6 K** | CTR: **0.04%** Bookings: **12**



You're so close to Gold Elite Status! Learn all the ways to earn points that will take you to the next level. »

Delivered: **1.5 M** Revenue: **\$6.7 K**
Clicks: **3.6 K** | CTR: **0.25%** Bookings: **11**



You're so close to Platinum Elite Status! Learn all the ways to earn points that will take you to the next level. »

Delivered: **1.4 M** Revenue: **\$5.5 K**
Clicks: **5.1 K** | CTR: **0.36%** Bookings: **7**



You're so close to Titanium Elite Status! Learn all the ways to earn points that will take you to the next level. »

Delivered: **267.7 K** Revenue: **\$2.9 K**
Clicks: **2.0 K** | CTR: **0.76%** Bookings: **10**



Thank you for your recent stay. We look forward to welcoming you back soon! »

Delivered: **1.4 M** Revenue: **\$3.2 K**
Clicks: **2.2 K** | CTR: **0.15%** Bookings: **3**



Welcome to Marriott Bonvoy[, Fname]. Download our mobile app to get even more from your membership. »

Delivered: **783.1 K** Revenue: **\$1.5 K**
Clicks: **1.3 K** | CTR: **0.16%** Bookings: **6**



Get ready for your upcoming trip! Use the Marriott Bonvoy app to check in, make requests, and more »

Delivered: **488.8 K** Revenue: **\$0 K**
Clicks: **473** | CTR: **0.10%** Bookings: **0**



Download the Mobile App! Book your next trip, check in, make requests, and more. »

Delivered: **26.7 K** Revenue: **\$0 K**
Clicks: **10** | CTR: **0.04%** Bookings: **0**

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

Grow Engagement

Foundational Areas of Opportunities:

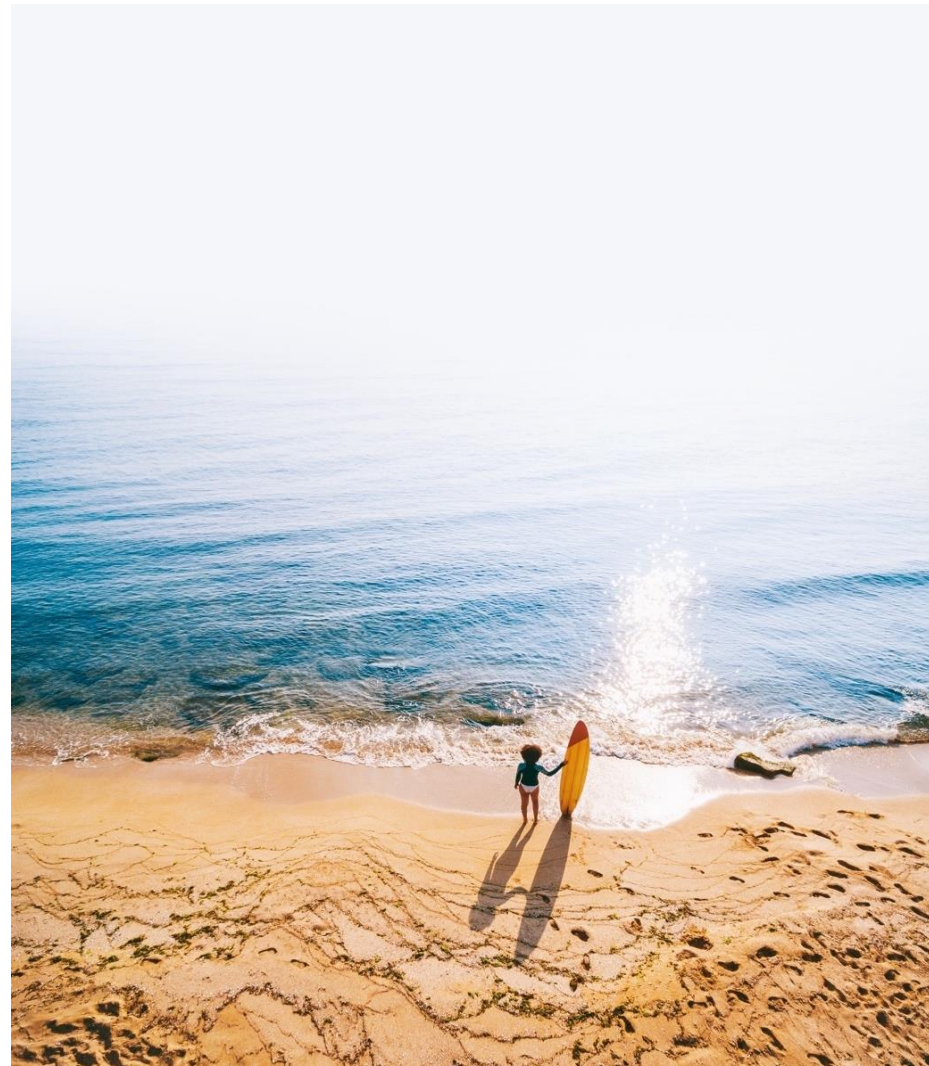
***Brand Education**

Condensed Version (New Members)

Tailored Content

Deepen Loyalty

() monthly highlights*



Leisure module updated to support Brand Education efforts; MoM engagement levels increased with launch of new modules

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

How Do You Travel[, Fname]?

We Have a Hotel for Every Type of Traveler.



All Luxury
All the Time. »



Sophisticated Spaces
Are More My Style. »



Just the Essentials,
Please. »

- Brand Education module generated more clicks than the Member Benefits section in all regions with CALA, EMEA and APAC more engaged than U.S./Canada
 - 6-8% of clicks for brand education that featured: All Luxury, Sophisticated Spaces, Just the Essentials
 - 3-4% of clicks for the All-Inclusive/HVMB feature
 - June's leisure module generated around 2-3% of clicks for all regions outside of CALA and Europe which were closer to 4%

Recommendations & Next Steps

Recommendations and Next Steps

Recommendations

- Ongoing monitoring of shifts in delivered volume to assess impact on overall engagement trends
- Continue tracking performance of Milestone messaging and Account box to establish preliminary benchmarks (3-6 months)
- Monthly evaluation of engagement differences across each region; consider placement testing of tertiary modules based on ongoing regional engagement patterns

Next Steps

- Review results for milestone member placement test in August Core MAU review to assess which placement drove higher click engagement; above or below the hero
- Finalize Stakeholder feedback loop including set-up of Oasis to house results, consolidate post-click metrics and share-out with stakeholders



Stakeholder Feedback Loop

Email engagement for submitted content.

July 2023 – Stakeholder Content Engagement

Engagement

Placement	Message	Audience#	Clicks	CTR	Post-Click Primary KPI
Hero	Vacations by Marriott	17,820,131	30,799	0.17%	75 bookings; \$28,392 in revenue
	EMEA MEO	9,193,890	21,895	0.24%	135 bookings; \$62,410 in revenue
	Generic Summer/Winter	4,235,673	11,479	0.27%	120 bookings; \$36,633 in revenue

Targeting Criteria

SECTION	SECTION DESCRIPTION	ENG	BEN	SPA	GER	FRE	ITA	POR	JPN	CHS	Logic	Contact
HERO	Vacations by Marriott - 15,000 Bonus Points on qualified packages	x (us)									Target all US members	Kevin Irwin
	EMEA MEO	x	x		x	x					Global Members with EN/BEN, GER, FRE language preferences.	Ben Toca
	Generic Summer/Winter (based on region)			x			x	x	x	x		

Engagement

Placement	Message	Audience#	Clicks	CTR	Post-Click Primary KPI
Offers	Discover Local (offer 1)	26,631,567	16,539	0.06%	132 bookings; \$61,450 in revenue
	Stay Longer for Less (offer 1)	1,168,795	1,473	0.13%	2 bookings; \$2,827 in revenue
	MEO Costa Rica Hotels – Credit + Upgrade (offer 2)	20,331,356	8,477	0.04%	16 bookings; \$18,022 in revenue
	Earn on Dining APEC – 10 points for every \$1 spent on dining (offer 2)	4,007,405	1,808	0.05%	collect F & B Revenue
	CALA Resort (offer 3)	19,319,938	3,517	0.02%	4 bookings; \$3,401 in revenue
	Spring Deals on 5+ Nights (offer 3)	1,011,418	495	0.05%	0 bookings; \$0 in revenue

Targeting Criteria

SECTION	SECTION DESCRIPTION	ENG	BEN	SPA	GER	FRE	ITA	POR	JPN	CHS	Logic	Contact
OFFER 1	Discover Local - Summer Savings & Packages	x (US/Canada)	x (US/Canada)								Members in US/CA	Amelia Johnson & Addie Kahrs
	Stay Longer for Less			x			x				Members with Spanish and Italian language preferences.	Ben Toca
OFFER 2	MEO Costa Rica Hotels \$Credit plus upgrade	x (US/Canada/CALA)	x (US/Canada/ CALA)	x (US/Canada/ CALA)							Global members with and American or British language preference and Global Languages with Spanish Language preference	Ana Ramos
	Earn on Dining - Earn up to 10points for every USD1 spend on dining	x (APEC)	x (APEC)								Members in Asia Pacific excluding China (EXCLUDE Hong Kong, Macau, Taiwan, Mainland China) with English (ENG/BEN) language preference	Harry Ho
OFFER 3	CALA Resort Credit	x (US/Canada/CALA)	x (US/Canada/ CALA)								Global members with an American English or British English language	Ana Ramos
	Get Spring Deals on 5+ Nights			x (US/Canada/ CALA)							Global members with a Spanish language preference	Ana Ramos

Engagement

Placement	Message	Audience#	Clicks	CTR	Post-Click Primary KPI
Member Benefits	Annual Choice Benefit (Member Benefit 1)	80,584	1,418	1.76%	4 bookings; \$1,020 in revenue Annual Choice Redemptions
	Miles to Points (Member Benefit 1)	22,394,861	4,569	0.02%	9 bookings; \$3,893 in revenue Transfer Activity
	Personal Ambassadors Relaunch (Member Benefit 2)	22,015	51	0.23%	0 bookings; \$0 in revenue Preferences Updated
	Tours and Activities (Member Benefit 2)	827,426	183	0.02%	0 bookings; \$0 in revenue Tours/Activities Booking Activity
	Road Trip Search on the App (Member Benefit 3)	4,775,073	679	0.01%	1 booking; \$34 in revenue App Downloads and App Bookings
	Maritz Global Offer (Member Benefit 3)	6,244,763	3,471	0.06%	0 bookings; \$0 in revenue Redemption Activity
	United MileagePlus (Member Benefit 3)	14,306,817	1,843	0.01%	0 bookings; \$0 in revenue Transfer Activity
	Fairfield Michinoeki Hotels (Member Benefit 3)	689,380	1,956	0.28%	1 booking; \$256 in revenue
	GWP Tin Candle Shop EDITION (Member Benefit 3)	2,186,575	1,237	0.06%	1 booking; \$55 in revenue Shop EDITION Purchase Activity

Targeting Criteria

SECTION	SECTION DESCRIPTION	ENG	BEN	SPA	GER	FRE	ITA	POR	JPN	CHS	Logic	Contact
MEMBER BENEFIT 1	Annual Choice Benefit	x	x	x	x	x	x	x	x	x	Global Members with 50+ ENCs (and/or 75+ ENCs) YTD who are eligible for ACB and have yet to make their selection, in all languages	Peggy Chirico
	Miles to Points (MTP)	x (US/Canada/EMEA)	x (US/Canada/EMEA)	x (US/Canada/EMEA)	x (US/Canada/EMEA)	x (US/Canada/EMEA)	x (US/Canada/EMEA)	x (US/Canada/EMEA)	—	—	Global Promotion	Jennifer Burpoe
MEMBER BENEFIT 2	Personal Ambassadors Relaunch	x	x	x	x	x	x	x	x	x	Global Ambassador Elites in all supported languages	Peggy Chirico
	Tours and Activities	x (US)										Veronica Mendez
MEMBER BENEFIT 3	Road Trip Search on the App	x (US/Canada) iOS?									US & Canada members with American English language preference and iOS device	Nikki Villanueva
	Maritz Global Offer		x (Exclude China)	x	x	x	x	x	-		Global Members excluding China	Marcus Guthrie
	United MileagePlus Evergreen	x (US/Canada United Members only)	x (US/Canada United Members only)								United States/Canada United Members Only	Jennifer Burpoe
	Name: Explore Fairfield Michinoeki hotels in Japan / Overview: There are 25 hotels under Fairfield Michinoeki project in Japan, all hotels located in rural areas that it needs more awareness from members.								x		Japanese language email receivers	Yoko Hasegawa
	GWP Tin Candle with any purchase, Buy 1 Room Diffuser Set Get 1 Capsule for free from Shop EDITION.									x	Greater China: China	Franklin Kan

Engagement

Placement	Message	Audience #	Clicks	CTR	Post-Click Primary KPI
Moments	1 Point Moment Drop	26,631,567	11,087	0.04%	7 bookings; \$671 in revenue Redemption activity for this Moment
Brand Education	Hotel Brand	9,405,001	10,172	0.11%	1 booking; \$75 in revenue
	Combined Module (All-Inclusive and Homes & Villas)	21,844,693	9,569	0.04%	8 bookings; \$13,299 in revenue
Traveler/ Wanderlust	Traveler	1,551,249	3,599	0.23%	0 bookings; \$0 in revenue Online Activity
	Wanderlust	26,631,567	2,465	0.01%	2 bookings; \$855 in revenue Online Activity

Targeting Criteria

SECTION	SECTION DESCRIPTION	ENG	BEN	SPA	GER	FRE	ITA	POR	JPN	CHS	Logic	Contact
Module Spotlight	Moments US Women's Soccer 1 Point Drop	x	x								All members, English only, NO point balance restriction	Kathryn Brewton
Brand Education	Hotel Brand	---	x	x	x	x	x	x	x	x	Static including to everyone.	
		---	x	x	x	x	x	x	x	x		
		---	x	x	x	x	x	x	x	x		
	Combined Module ALL-INCLUSIVE EVENTS - Evergreen content HVMB	x	-	-							Global members with an American English, British English , Spanish language	Ana Ramos
		x	-								Global with American English Preference	Sally Mignone/HVMB
TRAVELER/WANDERLUST	Wanderlust	x	x								All regions	Valerie Connors
	MB Traveler			x	x	x	x				Members with German, Spanish, Italian and French language preferences.	Ben Toca

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 it, 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 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)	11.0 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 impacted

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 impacted

Member Level Engagement Trends: June/July 2023

Member Level	Delivered	Clicks	CTR	Unsubs	Unsub Rate	Bookings	Revenue
June 2023	30,397,722	257,974	0.85%	59,573	0.20%	3,410	\$1,456,185
Basic	25,962,769	168,463	0.65%	51,381	0.20%	2,139	\$960,872
Silver	1,858,745	31,601	1.70%	3,340	0.18%	508	\$163,516
Gold	1,820,136	35,226	1.94%	3,140	0.17%	478	\$179,837
Platinum	489,775	13,981	2.85%	1,003	0.20%	170	\$74,872
Titanium	245,486	8,041	3.28%	653	0.27%	113	\$73,514
Ambassador	20,811	662	3.18%	56	0.27%	2	\$3,576
July 2023	31,249,557	297,796	1.0%	61,458	0.20%	2,615	\$1,121,589
Basic	26,631,188	193,644	0.73%	52,633	0.20%	1,631	\$732,514
Silver	1,927,488	33,782	1.75%	3,215	0.17%	346	\$128,022
Gold	1,912,931	42,907	2.24%	3,615	0.19%	379	\$160,263
Platinum	502,322	17,610	3.51%	1,170	0.23%	154	\$50,270
Titanium	253,613	8,868	3.50%	733	0.29%	97	\$45,315
Ambassador	22,015	985	4.47%	92	0.42%	8	\$5,204

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

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

Regional Engagement Trends: June/July 2023

Region	Delivered	Clicks	CTR	Unsubs	Unsub Rate	Bookings	Revenue
June 2023	30,397,890	257,975	0.85%	59,574	0.20%	3,410	\$1,456,185
US	17,363,098	143,803	0.83%	26,698	0.15%	2,529	\$1,029,591
Canada	1,377,618	17,990	1.31%	4,709	0.34%	229	\$78,044
CALA	1,371,212	11,906	0.87%	4,125	0.30%	100	\$59,636
Europe	1,598,489	17,219	1.08%	5,348	0.33%	138	\$79,372
MEA	1,510,920	9,500	0.63%	3,638	0.24%	84	\$42,880
APAC	7,176,140	57,551	0.80%	15,055	0.21%	329	\$166,425
July 2023	31,249,694	297,797	0.95%	61,458	0.20%	2,615	\$1,121,589
US	17,858,245	169,162	0.95%	27,787	0.16%	1,728	\$702,247
Canada	1,396,415	18,766	1.34%	5,380	0.39%	196	\$81,189
CALA	1,398,929	13,777	0.98%	4,332	0.31%	155	\$76,712
Europe	1,621,136	17,935	1.11%	5,939	0.37%	110	\$53,944
MEA	1,533,887	11,710	0.76%	3,442	0.22%	95	\$56,067
APAC	7,440,662	66,441	0.89%	14,575	0.20%	331	\$151,429

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

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

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