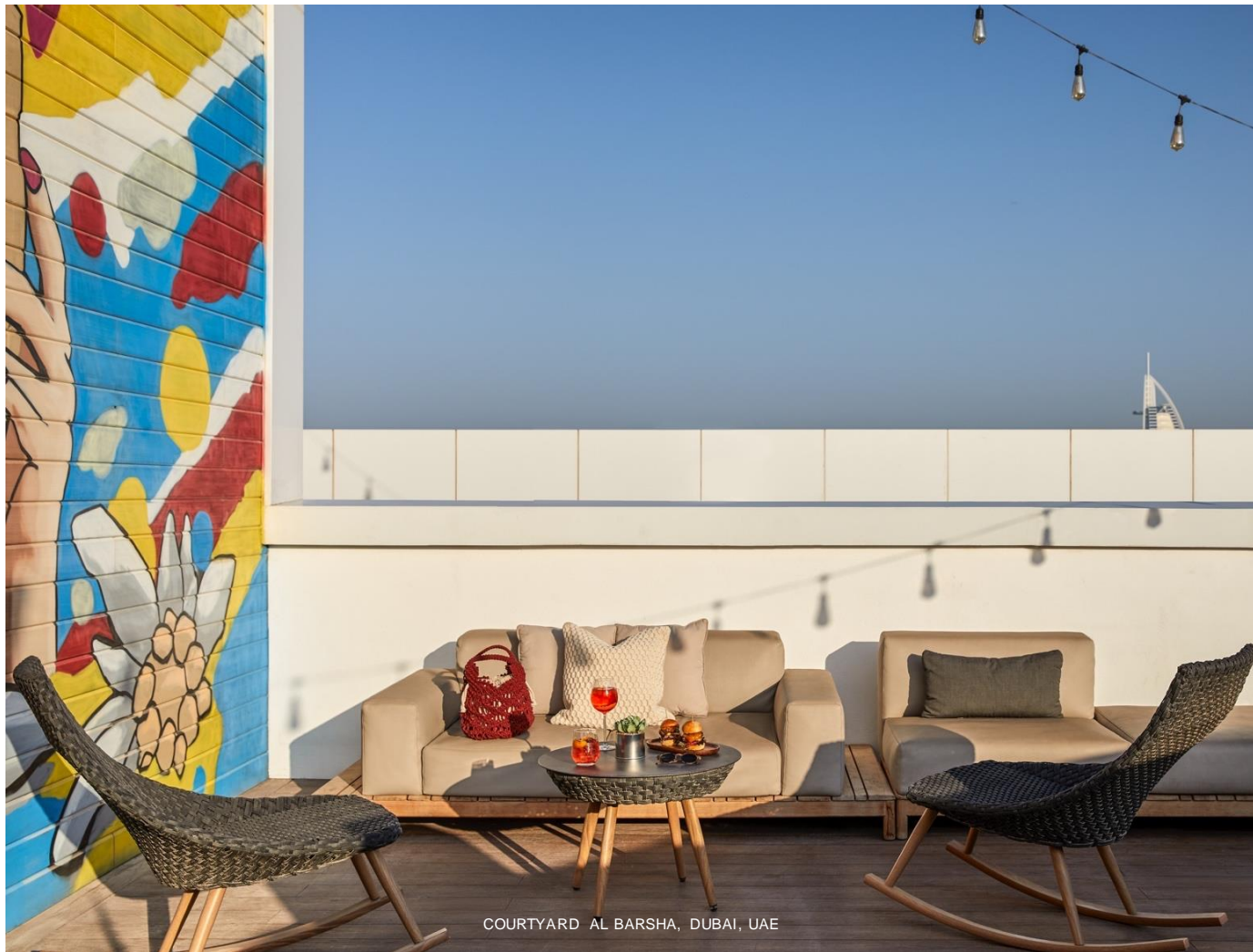


Core MAU October 2023 Email Performance Review

November 9, 2023

MARRIOTT
BONVOY®



COURTYARD AL BARSHA, DUBAI, UAE

Contents

- **October Performance Assessment**
- **Foundational Strategic Initiatives**
- **Recommendations & Next Steps**
- **Appendix**

October Performance Review

Core MAU Snapshot: October 2023

The member newsletter launched on 10/12 & 10/19, and there were...



9 Versions
In-Market

31.8 M Members Reached

280.8 K Clicks

2.0 K Booked Stays

\$945.2 K Revenue
Generated

Supported Initiatives:

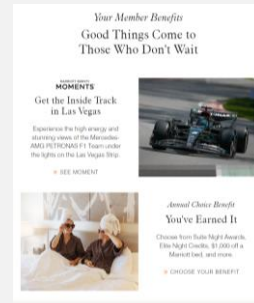
GloPro Reminder | EAT | MB Escapes | Homes & Villas | United | Cobrand | Maritz | Cruise with Points
Moments | 30% Off Resort Vacations | Hawaii Bonus Points | Suites Demand Gen | Annual Choice Benefit

Content Curation

Stakeholders
Submitted Content **18**

Modules
Developed **31**

Dynamically
Targeted Modules **81%**



Language Versions

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

Core MAU: October 2023

Theme: Celebrations

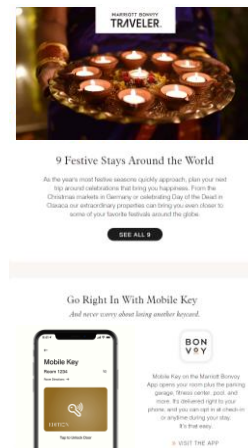
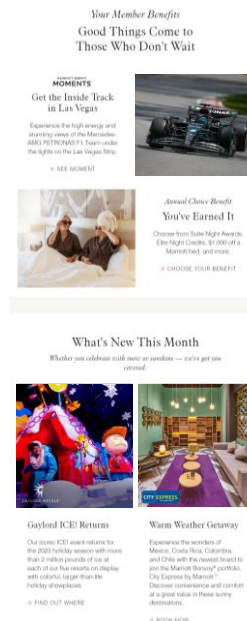
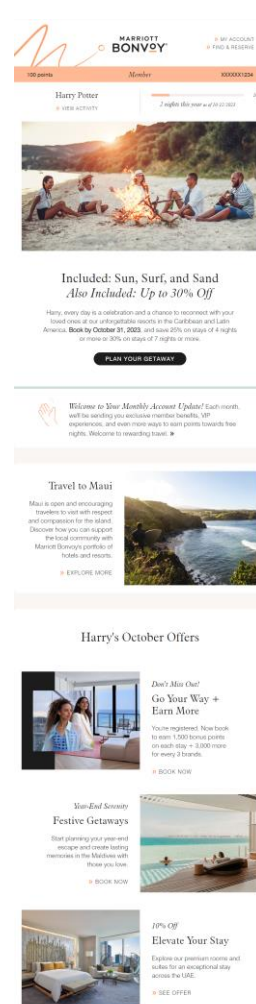
ENG/BEN (10/12) + In-Lang. (10/19)

Hero 1: Up to 30% - Holiday season

- SL: Jessica's Account Update: Up to 30% Off Resort Vacations
- PH: Also inside: More points. More perks. More reasons to love Marriott Bonvoy.

Hero 2: Celebration Generic

- SL: Jessica's Account Update: Over 8,000 Places to Celebrate the Season
- PH: Also inside: More points. More perks. More reasons to love Marriott Bonvoy.



ENG version

Performance Metrics: October 2023

All versions: ENG/BEN (10/12) + In-Lang. (10/19)

- Delivered volume increased significantly MoM returning to comparable levels as was seen in August (31.7 M)
 - Note: INL versions – CHS, POR and SPA – 60-75% of records available for reporting. CHS makes up largest volume and had 75% followed by SPA and POR
- Engagement saw slight decline in CTR YoY (-0.2 pts.) with seasonality impacting shifts in click engagement
 - Overall click activity increased 5.9% compared to the rolling 12-month average impacted by continued increase in audience reach
- Bookings and revenue both saw increases MoM with decrease YoY impacted by GloPro reminder featured in hero in 2022

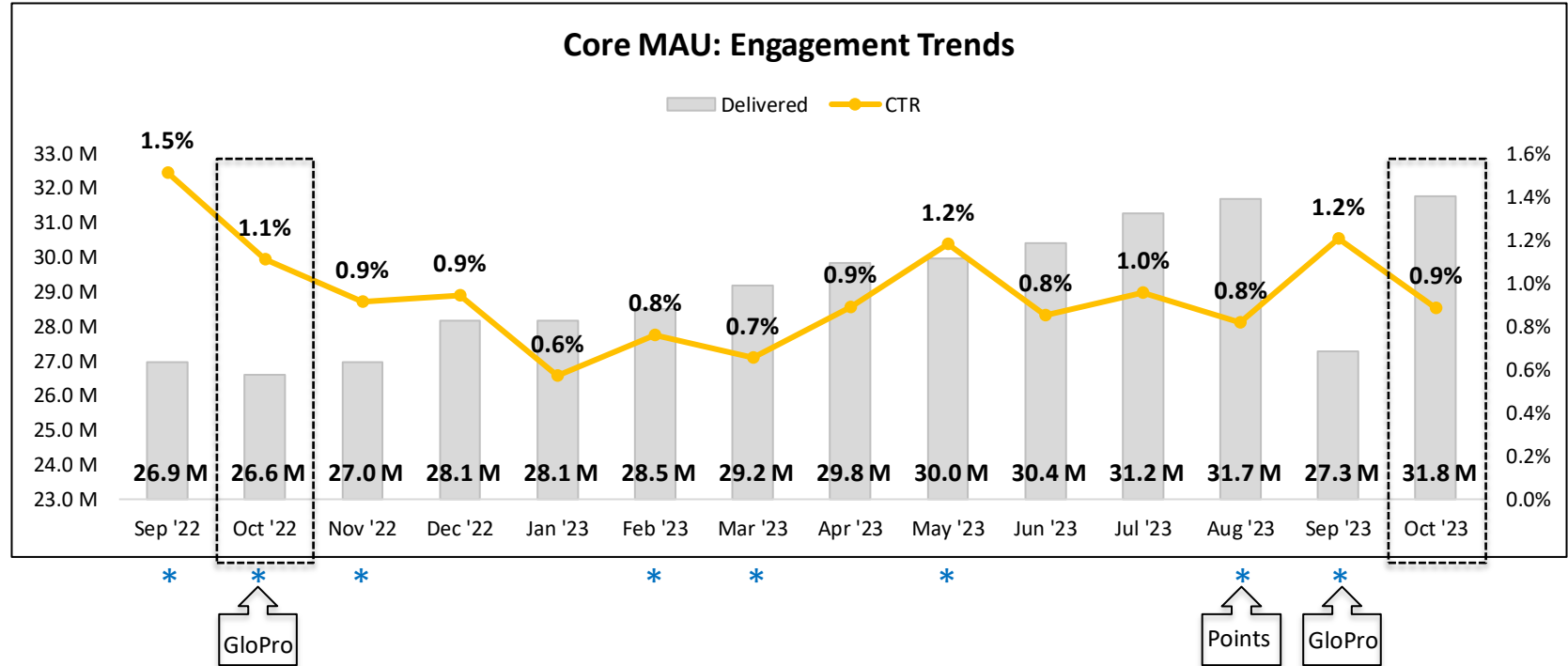
	Oct-23	MoM	YoY	vs. Avg.
Delivered	31.8 M	+16.5% (+4.5 M)	+19.5% (+5.2 M)	+9.6% (-2.8 M)
Clicks	280.8 K	-14.5% (-47.5 K)	-4.6% (-13.7 K)	+5.9% (+15.6 K)
CTR	0.9%	-0.3 pts.	-0.2 pts.	+0.0 pts.
Unsub Rate	0.16%	-0.08 pts.	+0.07 pts.	+0.00 pts.
Bookings	2.0 K	+5.1%	-28.7%	-14.2%
Room nights	4.5 K	+9.4%	-26.0%	-9.7%
Revenue	\$945.2 K	+18.8%	-15.7%	-3.2%

*Core MAU rolling 12-month avg. includes Oct '22 – Sep '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

Promotional calendar and audience shifts continue to impact engagement levels

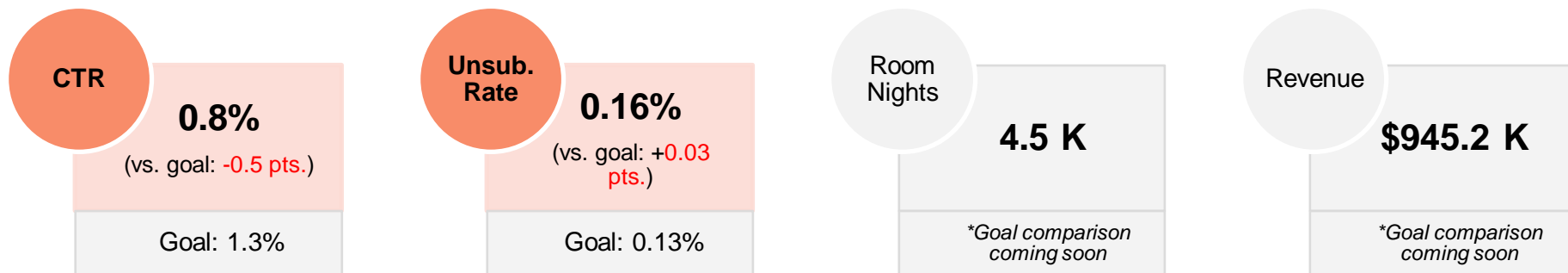
- CTR within 0.2 pts. of last October in which the hero featured the Q3 GloPro reminder; strong performance YTD



Asterisk (*) indicates months with Promotional hero features

October 2023 Goal Performance

- CTR in October was 0.8% with monthly goal of 1.3%
- 0.16% unsub rate was slightly higher than the goal of 0.13% but also at the lowest level seen in the last seven months
- Align on any new goals and priorities during Core MAU 2024 planning session



Core MAU Regional Heat Map Insights: October 2023

- Account Box drove 27.5% of clicks and 25.4% of bookings in October; up from 19.5% of clicks and 17.3% of bookings in September
- US, Canada and CALA had higher engagement with the Hero compared to other regions; driven by the 30% off resort vacations offer sent in those regions
 - The other Hero option was Generic Celebrations which drove approximately 10-12% of clicks in Europe, MEA and APAC
- Offers section drove around 15.5% of clicks in both US and Europe compared to 13.5% overall
 - Q3 2023 Global Promotion was the most clicked offer in each region besides CALA, Long Term Stay drove more clicks in that region
 - EAT (US) and Marriott Bonvoy Escapes (Europe) were the second most clicked offers in those regions
- US, Canada and Europe drove over 6.0% of clicks in the Members Benefits section, driven mostly by Homes & Villas which was the most clicked Member Benefit in every region it was sent to (not sent to APAC)
 - Homes & Villas creative included pool imagery which tends to drive lift in engagement across all campaigns
- Cobrand continued to drive high engagement in APAC with 5.8% of clicks in October
- The EMEA Traveler Editorial drove 5.4% of clicks in Europe and 1.8% of clicks in MEA, which outperformed Traveler (sent to ENG/BEN outside of EMEA)



[illegible]

Foundational Strategic Initiatives

Generate Revenue

Build Pride

Grow Engagement

Generate Revenue

Foundational Areas of Opportunities:

***Hero Content**

***Submitted Offers**

Member Account Box

(*) *monthly highlights*



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

All other content generated \$86.7 K of the \$945.2 K in total revenue



Included: Sun, Surf, and Sand
Also Included: Up to 30% Off

Harry, every day is a celebration and a chance to reconnect with your loved ones at our unforgettable resorts in the Caribbean and Latin America. Book by October 31, 2023, and save 20% on stays of 4 nights or more or 30% on stays of 7 nights or more.

PLAN YOUR GETAWAY



Included: Sun, Surf, and Sand
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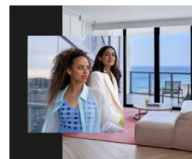
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PLAN YOUR GETAWAY



Don't Miss Out!
Go Your Way +
Earn More

You're registered. Now book to earn 1,500 bonus points on each stay + 3,000 more for every 3 brands.

BOOK NOW



Room Upgrades
Experience the
Suite Life

Sit back and relax with a complimentary room upgrade or enjoy a discount on a suite at select hotels.

SECURE A SUITE

HEADER

Delivered: 31.8 M

Rev: \$393.0 K

Bookings: 967

30% OFF RESORT VACATIONS HERO

Delivered: 21.2 M

Rev: \$228.3 K

Bookings: 255

ACCOUNT BOX

Delivered: 31.8 M

Rev: \$196.4 K

Bookings: 503

Q3 2023 GLOPRO REMINDER

Delivered: 25.0 M

Rev: \$29.7 K

Bookings: 81

SUITES DEMAND GEN OFFER

Delivered: 7.6 M

Rev: \$11.1 K

Bookings: 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



October Revenue Driving Offers



Don't Miss Out!

**Go Your Way +
Earn More**

You're registered. Now book to earn 1,500 bonus points on each stay + 3,000 more for every 3 brands.

» BOOK NOW

Q3 2023 GloPro Reminder

Revenue: **\$29.7 K**

Delivered: **25.0 M**

Year-End Serenity
Festive Getaways

Start planning your year-end escape and create lasting memories in the Maldives with those you love.

» BOOK NOW



Festive Getaways

Revenue: **\$6.0 K**

Delivered: **27.7 M**

亲赴奢华舒睡盛宴

双11剧透 | 丽思卡尔顿床垫7.5折, 会员加享10,000点积分。活动时间: 10月26日至11月22日。

» 即刻加购



The Ritz-Carlton Bed

Revenue: **\$0 K**

Delivered: **2.0 M**



Eat Around Town
by MARRIOTT BONVOY

Earn 8x Points

**Don't Lift a Finger.
Unless You Need
Bread.**

Earn 8x points on meals — including take out — at more than 18,000 restaurants.

» SEARCH RESTAURANTS

EAT 8x Points

Revenue: **\$0 K**

Delivered: **18.8 M**



10% Off

Elevate Your Stay

Explore our premium rooms and suites for an exceptional stay across the UAE.

» SEE OFFER

UAE Premium Rooms

Revenue: **\$3.8 K**

Delivered: **9.0 M**

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

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October Revenue Driving Offers

Save on 5+ Nights
**Stay Longer,
Save More**

Celebrate and save on stays of 5+ nights at hotels or 7+ nights at resorts across the Caribbean and Latin America.

» SEE OFFER



Long Term Stay
Revenue: **\$5.5 K**
Delivered: **18.9 M**

Save 20%
Weekend Escapes

Book by Sunday to enjoy 20% off your next weekend getaway when you stay at select hotels and resorts.

» SAVE 20%

Marriott Bonvoy Escapes
Revenue: **\$908**
Delivered: **964.1 K**



10,000 Bonus Points
**Vacations
by Marriott**

Book your next Hawaii getaway today and enjoy 15,000 bonus points on qualified packages.

» BOOK NOW



Vacations by Marriott
Revenue: **\$0 K**
Delivered: **6.3 M**

Limited-Time Offer
**Buy More,
Save More**

Bring the hotel experience home and save up to \$1,750 on Marriott Hotels bedding, fragrances, and more.

» SHOP NOW



Shop Marriott LTO
Revenue: **\$0 K**
Delivered: **6.3 M**



Room Upgrades
**Experience the
Suite Life**

Sit back and relax with a complimentary room upgrade or enjoy a discount on a suite at select hotels.

» SECURE A SUITE

Suites Demand Gen Offer
Revenue: **\$11.1 K**
Delivered: **7.6 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

Build Pride

Foundational Areas of Opportunities:

***Milestone Messaging**

Themed editions

Images by cultural relevance

‘Did you know’ content

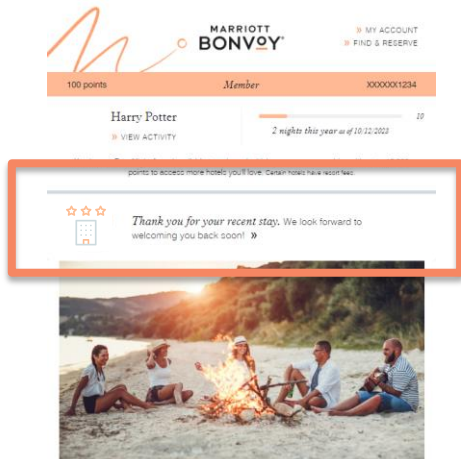
Surveys & Polls

() monthly highlights*



Global ENG Milestone Testing (August – October)

- Objective: Determine which placement, above or below the Hero, is best suited to place milestone messaging moving forward



Above hero



Below hero

Global ENG Milestone Test Results (August – October)

- Each Milestone Message's audience was split 50/50 to test placement of the message; the two options were placing the message above or below the Hero
- Placing the Milestone Message above the Hero drove more engagement and generated more bookings and revenue in all three months for the module
 - CTR dipped slightly for each placement MoM, but the Above Hero option continued to outperform the Below Hero in terms of engagement and revenue
 - The increase in clicks for above the Hero placement was statistically significant at a 99% confidence level in all months
- Recommend leveraging above the hero placement moving forward

Global ENG	August		September		October	
Metrics	Above Hero	Below Hero	Above Hero	Below Hero	Above Hero	Below Hero
Total Delivered	8.4 M	8.4 M	9.1 M	9.1 M	10.7 M	10.7 M
Total Clicks	78.2 K	76.4 K	101.6 K	105.5 K	84.5 K	83.5 K
Total CTR	0.94%	0.91%	1.12%	1.16%	0.79%	0.78%
Bookings	1.1 K	1.1 K	658	613	662	670
Revenue	\$479.5 K	\$456.9 K	\$306.1 K	\$248.9 K	\$287.2 K	\$345.9 K
% of Clicks to Milestone Message	3.23%	1.98%	3.67%	2.36%	4.35%	1.88%
Milestone Message Clicks	5,530	2,127	5,969	3,847	5,319	2,264
Milestone Message CTR	0.07%	0.03%	0.07%	0.04%	0.05%	0.02%
Milestone Message Bookings	12	8	28	5	10	2
Milestone Message Revenue	\$4.2 K	\$2.5 K	\$15.9 K	\$422	\$3.5 K	\$3.0 K
Statistical Significance of Clicks Difference	99%		99%		99%	

Recommendations & Next Steps

Recommendations and Next Steps

Recommendations

- Ongoing monitoring of shifts in delivered volume to assess impact on overall engagement trends
- Leverage above the hero placement moving forward
- Focus on segment level goals for 2024 while continuing to optimize at the regional level

Next Steps

- Review results for inactive milestone test for November
- Reach out to Stakeholders for October post-click metrics and update Stakeholder master grid
- 2024 Core MAU planning session to align on new priorities and goals going into the new year

A modern hotel lobby with a fireplace, armchair, and crossword puzzle. The scene is set in a contemporary room with a large, light-colored tiled wall. A fireplace with a black metal mesh screen is the central feature, with a fire burning inside. To the left, a crossword puzzle is mounted on the wall, and a small table holds a pen holder and a magazine. To the right, a brown leather armchair with a blue cushion and a black bag is visible. The overall atmosphere is warm and sophisticated.

Thank You!

MARRIOTT
BONVOY

MOXY CHICAGO DOWNTOWN, ILLINOIS, USA

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)
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Revenue and Room Nights KPIs have been impacted by current reporting issues.
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Member Level Engagement Trends: Last 3 Months

Level	Delivered	Clicks	CTR	Unsubs	Unsub Rate	Bookings	Revenue
August 2023	31,735,581	307,427	0.97%	64,363	0.20%	3,416	\$1,447,248
Basic	27,007,596	200,461	0.74%	55,481	0.21%	2,181	\$1,014,037
Silver	1,963,398	33,691	1.72%	3,299	0.17%	490	\$162,628
Gold	1,969,968	44,779	2.27%	3,634	0.18%	462	\$170,028
Platinum	512,091	18,529	3.62%	1,160	0.23%	182	\$73,709
Titanium	259,856	9,154	3.52%	709	0.27%	92	\$25,523
Ambassador	22,672	813	3.59%	80	0.35%	9	\$1,323
September 2023	27,258,305	328,291	1.20%	67,467	0.25%	1,883	\$795,530
Basic	22,864,527	173,478	0.76%	54,231	0.24%	880	\$421,964
Silver	1,804,139	46,719	2.59%	4,418	0.24%	335	\$156,593
Gold	1,841,966	63,309	3.44%	5,222	0.28%	370	\$119,138
Platinum	478,090	26,997	5.65%	1,977	0.41%	166	\$54,391
Titanium	247,048	16,512	6.68%	1,498	0.61%	122	\$35,492
Ambassador	22,535	1,276	5.66%	121	0.54%	10	\$7,951
October 2023	31,764,252	280,789	0.88%	51,921	0.16%	1,979	\$945,161
Basic	26,859,538	181,649	0.68%	46,816	0.17%	1,117	\$558,395
Silver	2,015,468	31,047	1.54%	2,089	0.10%	280	\$112,327
Gold	2,064,001	41,839	2.03%	2,255	0.11%	330	\$151,093
Platinum	524,177	17,128	3.27%	471	0.09%	146	\$54,916
Titanium	276,220	8,476	3.07%	259	0.09%	100	\$66,248
Ambassador	24,848	650	2.62%	31	0.12%	6	\$2,181

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: Last 3 Months

Level	Delivered	Clicks	CTR	Unsubs	Unsub Rate	Bookings	Revenue
August 2023	31,735,286	307,425	0.97%	64,363	0.20%	3,416	\$1,447,248
US	18,083,293	167,355	0.93%	28,217	0.16%	2,463	\$1,004,219
Canada	1,427,486	19,979	1.40%	4,940	0.35%	301	\$141,348
CALA	1,428,539	15,575	1.09%	4,536	0.32%	169	\$80,496
Europe	1,637,203	18,673	1.14%	6,699	0.41%	107	\$44,346
MEA	1,548,950	11,435	0.74%	4,064	0.26%	68	\$47,027
APAC	7,609,815	74,408	0.98%	15,907	0.21%	308	\$129,812
September 2023	27,258,078	328,289	1.20%	67,466	0.25%	1,883	\$795,530
US	16,599,091	218,150	1.31%	36,871	0.22%	1,408	\$519,316
Canada	1,167,272	21,202	1.82%	4,833	0.41%	140	\$106,720
CALA	1,224,261	13,125	1.07%	4,623	0.38%	76	\$40,532
Europe	1,333,165	19,894	1.49%	5,920	0.44%	81	\$49,801
MEA	1,265,696	8,500	0.67%	3,243	0.26%	33	\$15,983
APAC	5,668,593	47,418	0.84%	11,976	0.21%	145	\$63,177
October 2023	31,763,941	280,785	0.88%	51,922	0.16%	1,979	\$945,161
US	18,802,412	149,407	0.79%	24,825	0.13%	1,374	\$638,950
Canada	1,462,197	21,804	1.49%	4,252	0.29%	183	\$75,439
CALA	982,164	10,437	1.06%	2,748	0.28%	74	\$39,733
Europe	1,627,707	22,627	1.39%	5,408	0.33%	94	\$51,273
MEA	1,434,092	11,359	0.79%	2,632	0.18%	38	\$28,969
APAC	7,455,369	65,151	0.87%	12,057	0.16%	216	\$110,798

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