

# Core MAU Q2 and June 2023 Email Performance Review

August 2<sup>nd</sup>, 2023

MARRIOTT  
**BONVOY**®



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

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  - Q2 2023
  - June 2023
- **Foundational Strategic Initiatives**
  - Generate Revenue
  - Build Pride
  - Grow Engagement
  - Stakeholder Feedback Loop
- **Recommendations & Next Steps**
- **Appendix**

# Q2 Performance Review

# Quarterly Performance Dashboard

## (Apr – Jun 2023)

### Engagement Summary:

- CTR increased 1.0 pts. QoQ with strong performance in Q2
- Delivered volume saw increase of 5.1% with 4.4 M more emails delivered in Q2
- Unsub rate seeing increase across all campaign types beginning in May; remains below Bonvoy benchmark of 0.20%
- \$3.5 M in revenue; increased 117.5% QoQ

### Quarterly Impacts:

- Hero offer testing in April
- Points Promo hero feature in May; secondary content offer placement in June
- Brand Portfolio featured in June hero
- 1 point drop included for first time in June
- Account box included in Q2 and was suppressed in Q1

### Q2 Engagement Metrics

QoQ Comparisons

Deliveries:

**90.2 M** (+5.1%)

Unique Clicks:

**876.2 K** (+54.7%)

CTR:

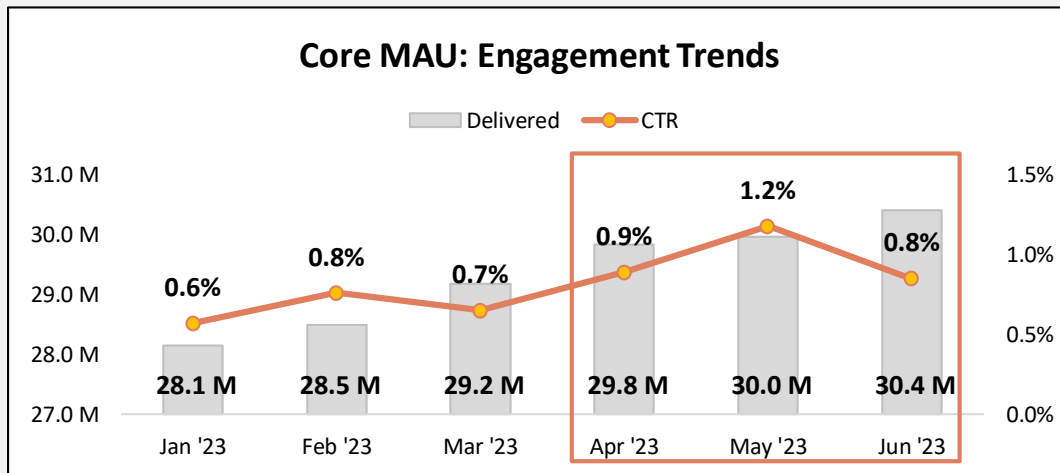
**1.0%** (+0.3 pts.)

Unsub. Rate:

**0.17%** (+0.03 pts.)

Revenue:

**\$3.5 M** (+117.5%)



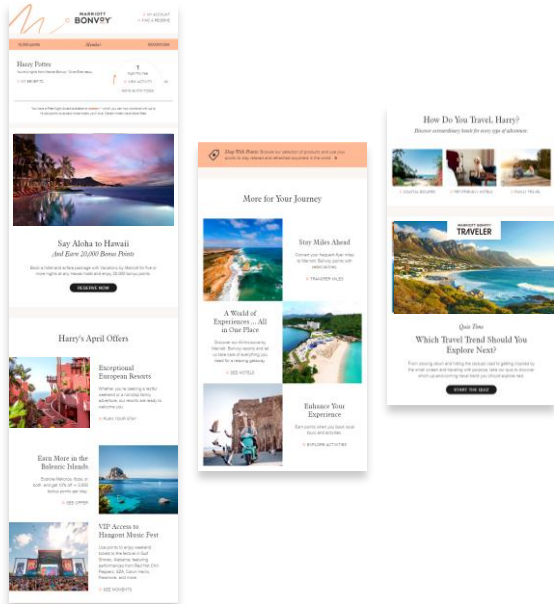
### 77 Modules Developed

#### Top Performing Content

- Q2 Points Promo Hero
- Account box
- Header
- Exceptional European Resorts
- Yacht
- Weekend Escapes
- Points Promo Offer (in offer section)
- All-Inclusive

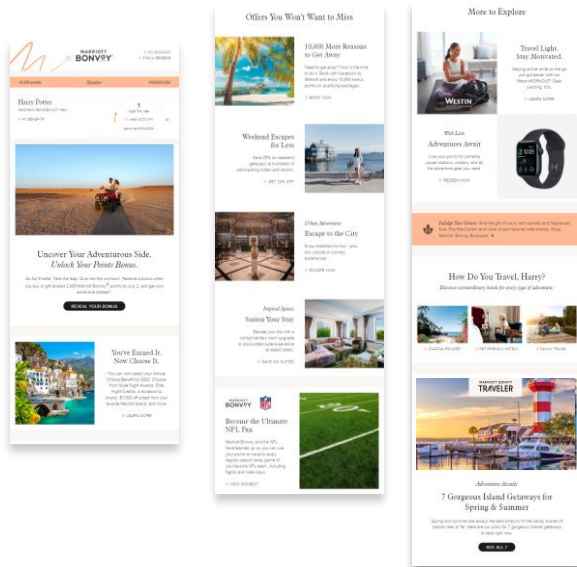
# Core MAU: Q2 2023 Creative (ENG Versions)

**April 2023**  
Vacations by Marriott



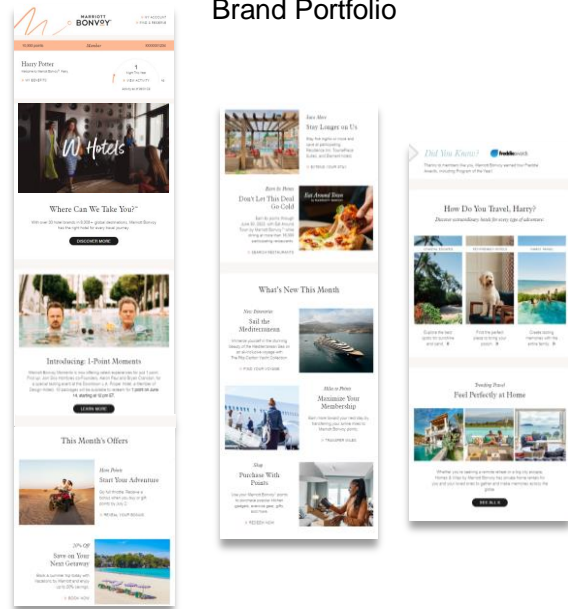
**SL - Vacations by Marriott:** Your Marriott Bonvoy Account Update: Earn 20K Bonus Points in Hawaii  
**SL - Stay Longer on Us:** [Fname's][Your] Account Update: Stay Longer and Save  
**SL - Generic Spring:** Your Marriott Bonvoy Account Update: Special Offers, Benefits, and More  
**April Pre-header:** Reward yourself with a spring or summer getaway to remember.

**May 2023**  
Q2 Points Purchase Promo



**SL - Q2 Points Purchase Promo:** [Fname's][Your] Marriott Bonvoy Account Update: Unlock Your Points Bonus  
**Pre-header:** Redeem points for hotel stays, experiences, shopping, and more.  
**SL - Generic Booking:** [Fname's][Your] Marriott Bonvoy Account Update: So Many Reasons to Travel this Spring & Summer  
**Pre-header:** Plus, discover our latest offers and member benefits.

**June 2023**  
Brand Portfolio



**SL - Brand Portfolio:** [Fname's][Your] Marriott Bonvoy Account Update: Find Your Perfect Match  
**Pre-header:** Plus, save on weekend escapes, earn while you eat, and more.  
**SL - EMEA Escapes:** [Fname's][Your] Marriott Bonvoy Account Update: Weekend Escapes for Less  
**Pre-header:** Plus, earn while you eat, shop with points, and more.  
**SL - Generic Summer:** [Fname's][Your] Marriott Bonvoy Account Update: Celebrate Summer Somewhere New  
**Pre-header:** Save on weekend escapes, earn while you eat, and more.

# Core MAU: Q2 2023 Performance Summary

- Delivered volume increased in Q2 by 4.4 M, impacted by the increase in our number of emailable members in Q2.
- QoQ increases across all engagement and financial metrics; CTR increased +0.3 pts. and revenue +117.5%
- In 2022, the Hero in April and June drove high engagement; each had a unique creative treatment
  - April GloPro Hero included a last chance countdown
  - June Points Promo featured a Spin for Points CTA
  - Creative treatment for the Hero in these months contributed to QoQ lifts in engagement in 2022; now driving the -0.8 pts. YoY decrease
- Identify upcoming campaign (s) where specialized hero treatment (i.e. countdown timer, spin for points) can be leveraged to drive lift in click engagement

	Q2 '23	QoQ	YoY
<b>Delivered</b>	<b>90.2 M</b>	+5.1% (+4.4 M)	+13.1% (+10.4 M)
<b>Clicks</b>	<b>876.2 K</b>	+54.7% (+309.8 K)	-37.4% (-524.2 K)
<b>CTR</b>	<b>1.0%</b>	+0.3 pts.	-0.8 pts.
<b>Unsub Rate</b>	<b>0.17%</b>	+0.03 pts.	+0.05 pts.
<b>Bookings</b>	<b>7.9 K</b>	+125.1%	-44.4%
<b>Room nights</b>	<b>16.9 K</b>	+108.0%	-46.1%
<b>Revenue</b>	<b>\$3.5 M</b>	+117.5%	-42.1%

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: Q2 2023

- Core MAU delivered volume continued to see uptick in Q2 with 4.4 M more delivered than Q1 of this year
- Engagement rates significantly impacted by promotional calendar; Q1 of 2022 featured key promotions in April and June which drove higher engagement levels YoY

## YTD Averages

Jan '23 – June '23

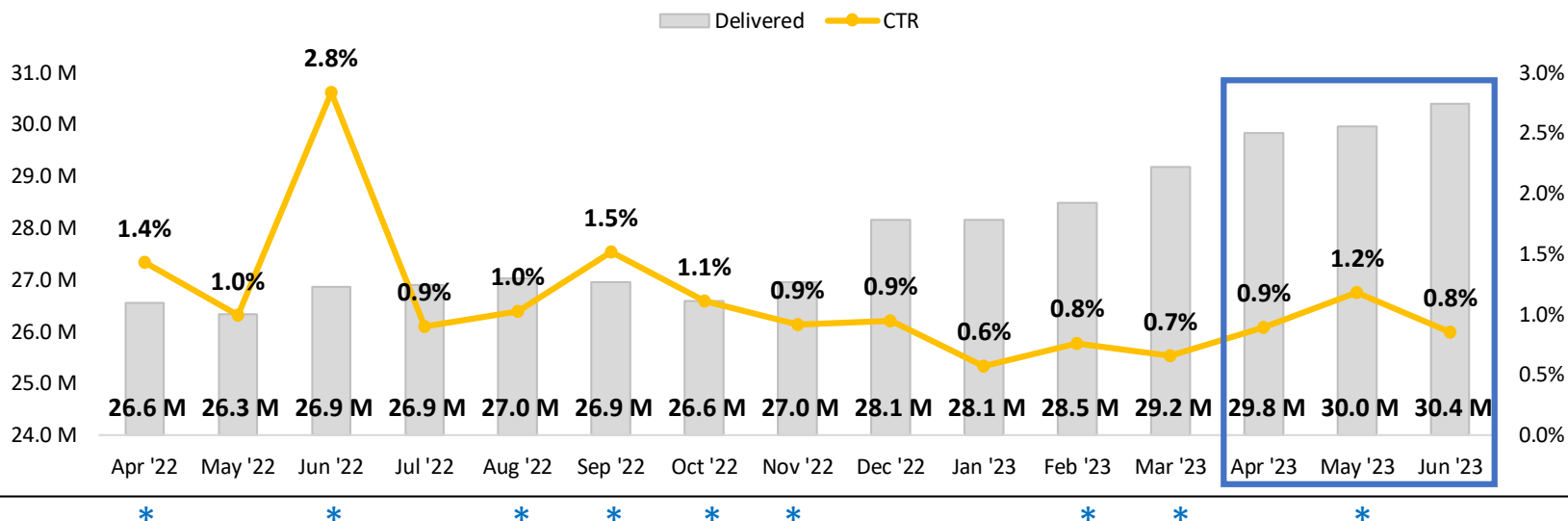
Avg. Monthly Deliveries: **29.3 M**

Avg. Monthly Unique Clicks: **240.4 K**

CTR: **0.8%**

Unsub Rate: **0.16%**

## Core MAU: Engagement Trends



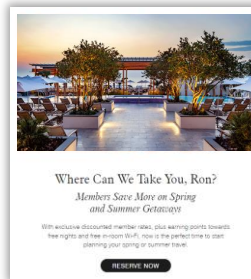
Asterisk (\*) indicates months with Promotional hero features



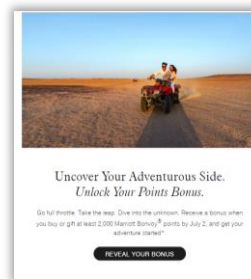
# Core MAU: Q2 2023 Top Performing Content

- Hero performance varied throughout Q2.
  - May saw the most significant number of clicks in the Hero overall; mainly attributed to the Q2 Points Promo.
- European Resort Experiences, Marriott Bonvoy Escapes and Q2 Points Promo were the most clicked offers each month for secondary content; each drove over 10K clicks and had similar CTRs.
- Other top-performing content included All-Inclusive in April's News module and RCYC in June's Member Benefits section.
  - Yacht was the most clicked piece of secondary content in Q2, driving 14K clicks.

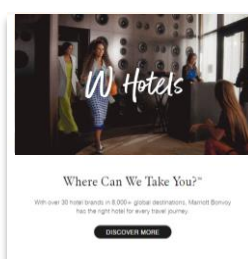
**Apr: 16.7% of clicks**  
Generic Spring



**May: 38.0% of clicks**  
Q2 Points Promo



**Jun: 11.1% of clicks**  
Brand Portfolio



## Top News and Member Benefits (Apr/Jun)



CTR: 0.04%



CTR: 0.05%

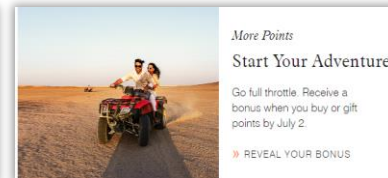
## Top Offers (Apr/May/Jun)



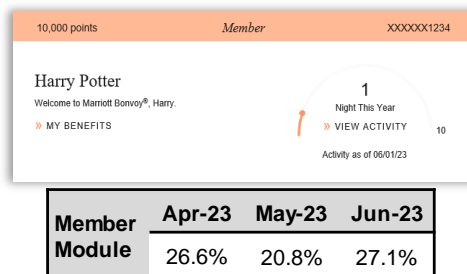
CTR: 0.06%



CTR: 0.05%



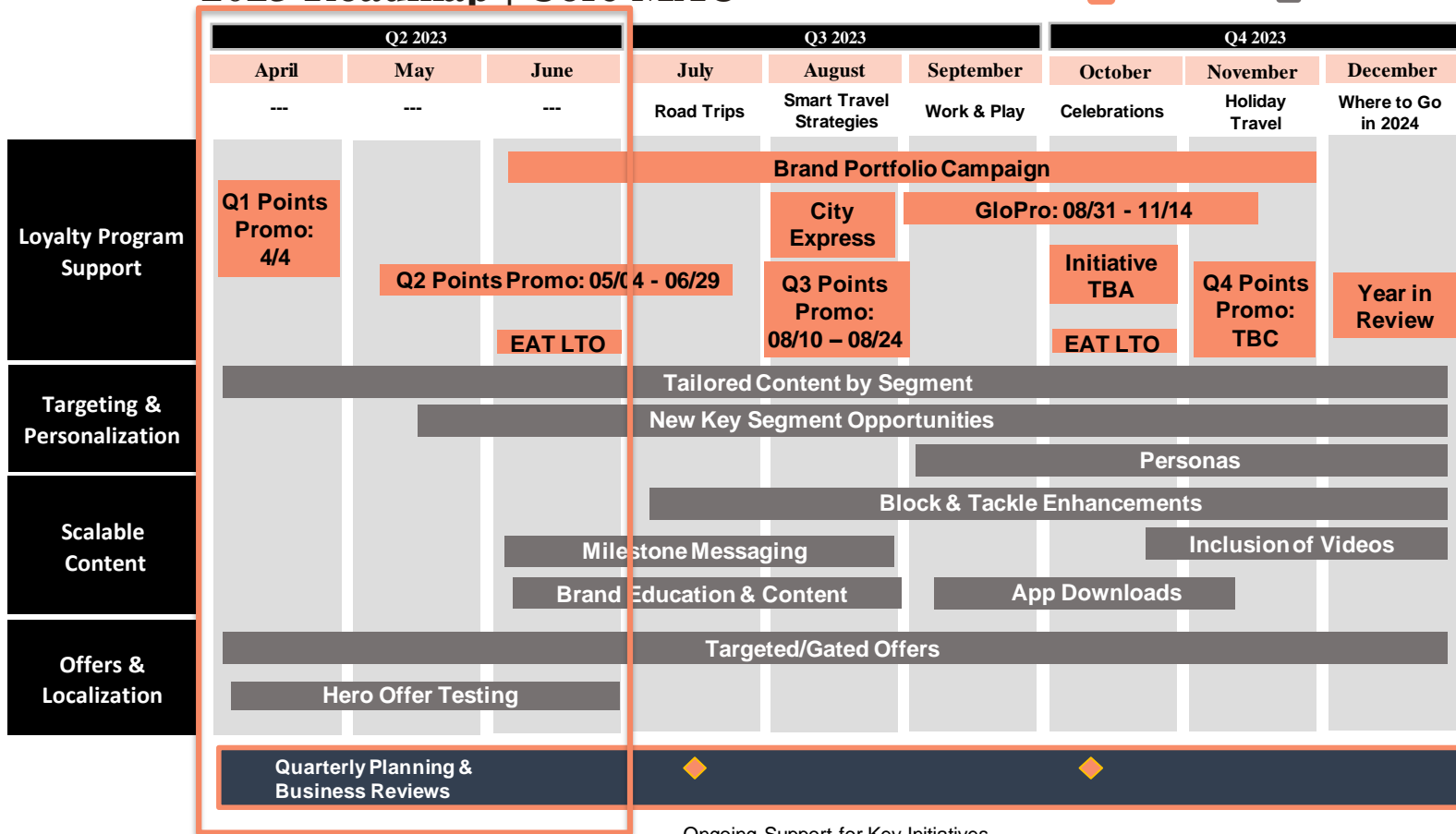
CTR: 0.04%





# 2023 Roadmap | Core MAU

Program Level Testing Focus Areas



Ongoing Support for Key Initiatives

- Program Growth Initiatives
- Partnerships
- New Languages
- Brand Awareness
- Moments
- Co-brand: ACQ/ECM ITO & BAU

# Test & Learn Prioritization | For Building Pride & Growing

## Targeting & Personalization

1. Tailored Content By Segment
  - Inactive Members
  - Ambassadors
3. New Key Segment Opportunities
  - Cobrand Acquisition
7. Lifestyle Data/Personas

## Scalable Content

4. Milestone Messaging
5. Brand Education & Content
6. App Downloads
8. Inclusion Of Videos

## Offers & Localization

2. Targeted Offers
  - Gated Offers
  - ATM

# Core MAU | Actions Taken

## Targeting & Personalization

- Test targeted luxury brand awareness content to new Max ADR segment (June)

## Scalable Content

- Brand Portfolio Hero feature (June)
- New milestone messaging design (June)
- Elevated campaign design: brand education, scannable headlines, refreshed Did You Know & Leisure Destinations & Traveler modules (Q2)

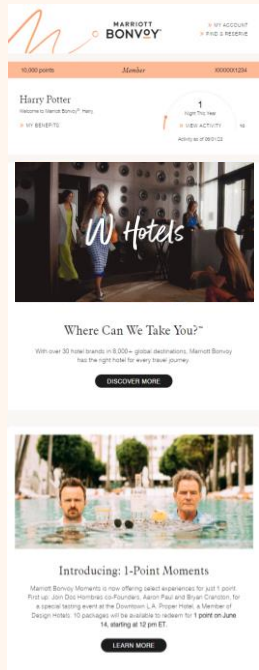
## Offers & Localization

- Targeted Hero offer test by Region (April)
- Summer and Winter differentiation based on member location began in June in Headline

# June Performance

# Core MAU Snapshot: June 2023

The member newsletter launched on 6/8 & 6/15, and there were...



**9 Versions  
In-Market**

**30.4 M Members Reached**

**258.0 K Clicks**

**3.4 K Booked Stays**

**\$1.5 M Revenue  
Generated**

## Supported Initiatives:

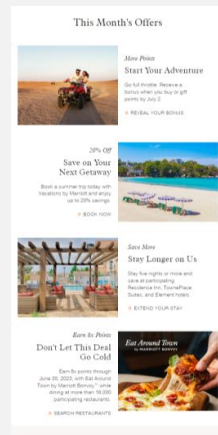
Brand Portfolio Campaign | Q2 Points Promotion | MB Escapes | 1 point drop Moments | Luxury Brand Awareness ADR | City Breaks | Stay Longer | Vacations by Marriott | HVMB | EAT LTO | Yacht

## Content Curation

# Stakeholders  
Submitted Content **15**

# Modules  
Developed **25**

Dynamically  
Targeted Modules **76%**



## Language Versions

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

# Core MAU: June 2023

ENG/BEN (6/8) + In-Lang. (6/15)

## Brand Portfolio

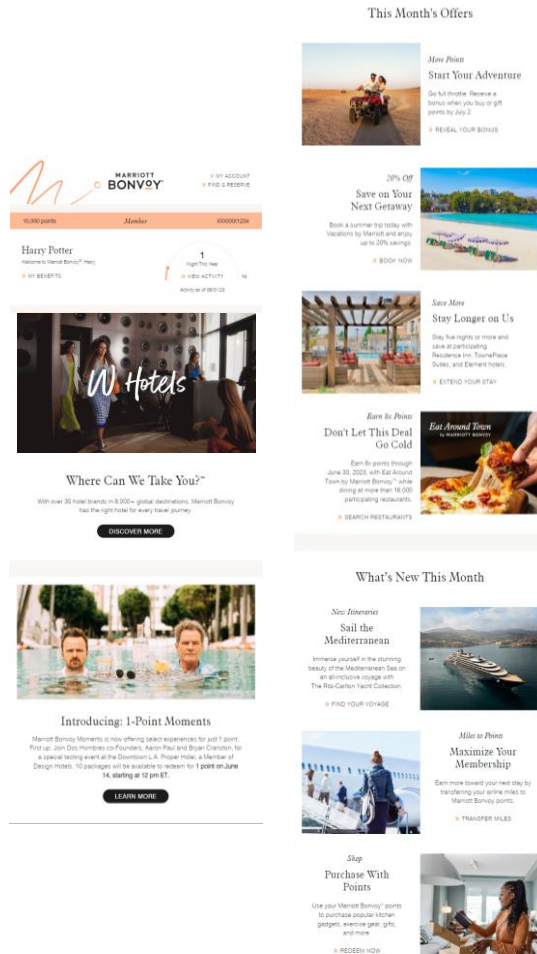
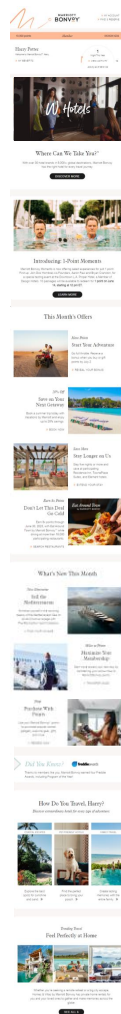
- SL: [Fname's][Your] Marriott Bonvoy Account Update: Find Your Perfect Match
- PH: Plus, save on weekend escapes, earn while you eat, and more.

## EMEA Escapes

- SL: [Fname's][Your] Marriott Bonvoy Account Update: Weekend Escapes for Less
- PH: Plus, earn while you eat, shop with points, and more.

## Generic Summer

- SL: [Fname's][Your] Marriott Bonvoy Account Update: Celebrate Summer Someplace New
- PH: Save on weekend escapes, earn while you eat, and more.



# Performance Metrics: June 2023

- Delivered volume saw slight increase of 1.5% MoM
- June of 2022 and May of 2023 had Points Promo offer in market impacting engagement differences
  - June Points Promo offer last year featured a Spin for Points CTA in hero that drove very strong engagement contributing to YoY engagement lifts; hero generated 63% of clicks
  - May Points Promo this year drove more engagement than non-offer focused Brand Portfolio hero featured in June Core MAU
- Revenue increases seen both MoM and YoY with strongest revenue and bookings for Q2

	Jun-23	MoM	YoY	vs. Avg.
<b>Delivered</b>	<b>30.4 M</b>	+1.5% (+435.9 K)	+13.1% (+3.5 M)	+8.9% (+2.5 M)
<b>Clicks</b>	<b>258.0 K</b>	-26.9% (-95.0 K)	-66.1% (-503.7 K)	-15.8% (-48.5 K)
<b>CTR</b>	<b>0.8%</b>	-0.3 pts.	-2.0 pts.	-0.2 pts.
<b>Unsub Rate</b>	<b>0.20%</b>	+0.01 pts.	+0.09 pts.	+0.06 pts.
<b>Bookings</b>	<b>3.4 K</b>	+50.8%	-0.8%	+40.5%
<b>Room nights</b>	<b>7.1 K</b>	+51.5%	-5.9%	+32.6%
<b>Revenue</b>	<b>\$1.5 M</b>	+52.2%	+1.1%	+42.2%

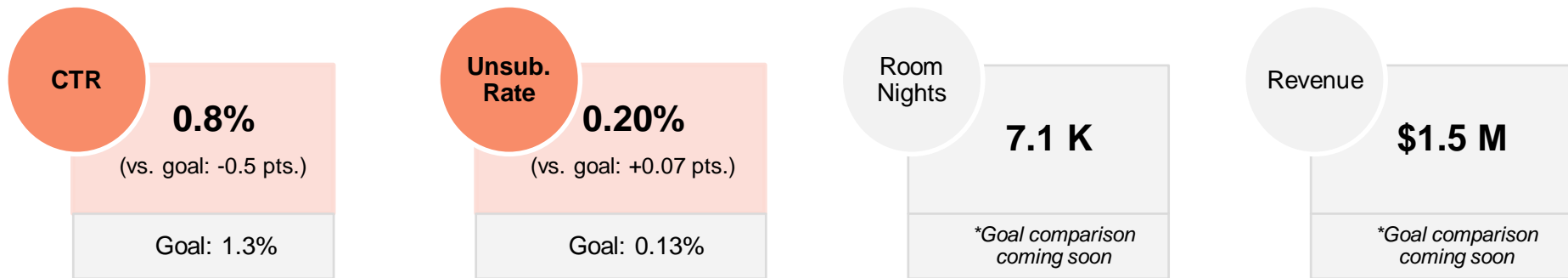
\*Core MAU rolling 12-month avg. includes Jun '22 –May '23

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



# June 2023 Goal Performance

- CTR of 0.8% in June which is lower than the goal; hero featured Brand Portfolio, EMEA Escapes or Generic Summer/Winter
- 0.20% unsub rate was higher than goal this month, which was an outlier from normal engagement trends; 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



\*Revenue and Room Nights KPIs have been impacted by current reporting issues.  
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# Core MAU Member Level Heat Map Summary: **June 2023**

- Header and Account box continue to drive most engagement
- 1-Point Moments drop drove engagement overall with Upper Elites having the most engagement
  - 14% of total clicks for Ambassadors with Platinum and Titanium at 9-10% of clicks
- Strong engagement in the offers section with Upper elites also showing more engagement than other member levels
  - Engagement for Q2 Points Promotion, Vacations by Marriott, and June EAT LTO were consistently the highest drivers overall
- Member Benefits engagement was strong, even with lower placement.
  - Most engagement driven from RCYC and Miles to Points
- Leisure section generated moderate engagement showing readers engaged throughout the email



# Core MAU Member Level Heat Maps: June 2023

Modules	All Levels Combined		% of Clicks by Member Level					
ENG Version	% of Clicks	% of Bookings	Basic	Silver	Gold	Plat.	Titan.	Ambass.
<b>Header</b>	<b>23.40%</b>	<b>51.78%</b>	<b>26.58%</b>	<b>17.71%</b>	<b>18.86%</b>	<b>14.44%</b>	<b>11.99%</b>	<b>10.51%</b>
<b>Account Box</b>	<b>30.33%</b>	<b>33.14%</b>	<b>26.74%</b>	<b>41.68%</b>	<b>35.13%</b>	<b>32.17%</b>	<b>35.71%</b>	<b>34.60%</b>
<b>Hero</b>	<b>9.08%</b>	<b>11.42%</b>	<b>10.35%</b>	<b>7.01%</b>	<b>6.76%</b>	<b>5.92%</b>	<b>5.21%</b>	<b>5.07%</b>
Brand Portfolio	7.03%	9.93%	7.65%	6.30%	5.87%	4.97%	4.66%	4.53%
EMEA Escapes	0.89%	0.58%	1.09%	0.46%	0.55%	0.56%	0.33%	0.36%
Generic Summer	1.17%	0.91%	1.61%	0.25%	0.34%	0.39%	0.22%	0.18%
<b>Moments/Brand Education</b>	<b>4.04%</b>	<b>0.44%</b>	<b>2.63%</b>	<b>4.93%</b>	<b>7.11%</b>	<b>8.99%</b>	<b>9.91%</b>	<b>13.77%</b>
1 Point Moment Drop	4.02%	0.44%	2.62%	4.89%	7.08%	8.98%	9.89%	13.77%
Max ADR	0.02%	0.00%	0.01%	0.04%	0.03%	0.01%	0.01%	0.00%
<b>Offers</b>	<b>13.69%</b>	<b>1.59%</b>	<b>11.67%</b>	<b>15.80%</b>	<b>17.60%</b>	<b>21.62%</b>	<b>20.25%</b>	<b>19.02%</b>
Q2 Points Promotion	2.49%	0.00%	1.98%	3.16%	3.49%	4.10%	4.18%	2.90%
City Breaks Destinations	0.23%	0.00%	0.28%	0.11%	0.09%	0.14%	0.10%	0.54%
Vacations by Marriott	4.05%	0.64%	4.13%	4.03%	4.08%	3.74%	2.92%	3.44%
Marriott Bonvoy Escapes	1.09%	0.27%	1.28%	0.71%	0.69%	1.01%	0.52%	0.36%
Bonus Points for Events	0.23%	0.00%	0.29%	0.09%	0.11%	0.15%	0.13%	0.00%
Stay Longer	1.40%	0.68%	1.06%	1.59%	1.99%	2.65%	3.39%	4.17%
Homes & Villas	0.31%	0.00%	0.40%	0.08%	0.13%	0.21%	0.14%	0.00%
EAT - June LTO	3.89%	0.00%	2.23%	6.03%	7.02%	9.63%	8.86%	7.61%
<b>Cobrand</b>	<b>0.68%</b>	<b>0.00%</b>	<b>0.56%</b>	<b>1.01%</b>	<b>0.81%</b>	<b>0.98%</b>	<b>0.95%</b>	<b>0.54%</b>
<b>Member Benefits</b>	<b>6.38%</b>	<b>0.54%</b>	<b>5.38%</b>	<b>7.31%</b>	<b>8.42%</b>	<b>9.85%</b>	<b>10.28%</b>	<b>8.70%</b>
Yacht	3.23%	0.00%	2.95%	2.92%	3.86%	4.80%	5.49%	4.71%
Miles to Points	1.87%	0.54%	1.25%	2.51%	2.82%	4.66%	4.44%	3.80%
United MileagePlus	0.03%	0.00%	0.00%	0.00%	0.00%	0.40%	0.35%	0.18%
Maritz US Offer	1.11%	0.00%	0.98%	1.85%	1.70%	0.00%	0.00%	0.00%
APAC Earn on Dining	0.14%	0.00%	0.19%	0.04%	0.05%	0.00%	0.00%	0.00%
<b>Banner</b>	<b>0.21%</b>	<b>0.00%</b>	<b>0.26%</b>	<b>0.10%</b>	<b>0.11%</b>	<b>0.13%</b>	<b>0.17%</b>	<b>0.54%</b>
<b>Leisure</b>	<b>2.42%</b>	<b>0.24%</b>	<b>2.64%</b>	<b>1.64%</b>	<b>1.86%</b>	<b>2.82%</b>	<b>2.70%</b>	<b>2.72%</b>
Coastal Escapes	0.94%	0.03%	1.08%	0.59%	0.66%	0.85%	0.79%	0.36%
Pet-Friendly Hotels	0.90%	0.17%	0.90%	0.69%	0.81%	1.52%	1.35%	1.45%
Family Travel	0.58%	0.03%	0.66%	0.36%	0.39%	0.45%	0.56%	0.91%
<b>Trending Travel</b>	<b>1.07%</b>	<b>0.27%</b>	<b>1.08%</b>	<b>0.83%</b>	<b>0.93%</b>	<b>1.63%</b>	<b>1.57%</b>	<b>1.99%</b>
Traveler	0.27%	0.00%	0.35%	0.09%	0.15%	0.14%	0.20%	0.18%
Wanderlust	0.80%	0.27%	0.74%	0.73%	0.78%	1.50%	1.37%	1.81%
<b>Featured Properties</b>	<b>0.54%</b>	<b>0.00%</b>	<b>0.73%</b>	<b>0.15%</b>	<b>0.20%</b>	<b>0.23%</b>	<b>0.10%</b>	<b>0.36%</b>
<b>Footer</b>	<b>8.15%</b>	<b>0.58%</b>	<b>11.37%</b>	<b>1.83%</b>	<b>2.20%</b>	<b>1.22%</b>	<b>1.16%</b>	<b>2.17%</b>

# 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

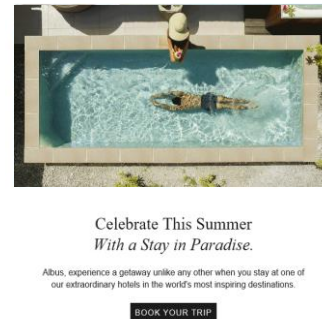
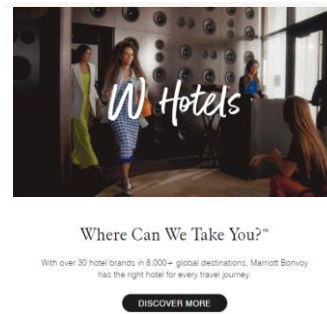
(\*) *monthly highlights*



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

# Top 5 revenue drivers for June also drove 96% of overall revenue

All other content generated \$65 K of the \$1.5 M in total revenue



Save More  
Stay Longer on Us

Stay five nights or more and save at participating Residence Inn, TownePlace Suites, and Element hotels.

» EXTEND YOUR STAY

**HEADER**

**Delivered:** 30.4 M

**Rev:** \$765.1 K

**Bookings:** 1,737

**ACCOUNT BOX**

**Delivered:** 30.4 M

**Rev:** \$408.8 K

**Bookings:** 1,063

**BRAND PORTFOLIO**

**Delivered:** 18.6 M

**Rev:** \$116.9 K

**Bookings:** 293

**GENERIC  
SUMMER/WINTER**

**Delivered:** 9.1 M

**Rev:** \$78.1 K

**Bookings:** 162

**STAY LONGER**

**Delivered:** 18.6 M

**Rev:** \$22.2 K

**Bookings:** 20

\*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 June Stay Longer drove the most revenue followed by Vacations by Marriott



*More Points*  
**Start Your Adventure**

Go full throttle. Receive a bonus when you buy or gift points by July 2.

▶ REVEAL YOUR BONUS

*City Stays*  
**Your Urban Adventure Awaits**

Visit Germany and explore someplace new or rediscover some of your favourite cities.

▶ START EXPLORING



*20% Off*  
**Save on Your Next Getaway**

Book a summer trip today with Vacations by Marriott and enjoy up to 20% savings.

▶ BOOK NOW



*20% Off*  
**Weekend Escapes**

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

▶ SAVE 20%



*Get Away*  
**サマーパッケージ**

ビーチリゾートから都心のステイケーションまで、あなたにぴったりの体験を見つけませんか。

▶ EXPLORE MORE



## Q2 Points Purchase Promo

Revenue: **\$0 K**

Delivered: **27.4 M**

## City Breaks Destinations

Revenue: **\$0 K**

Delivered: **3.1 M**

## Vacations by Marriott

Revenue: **\$7.1 K**

Delivered: **17.4 M**

## Marriott Bonvoy Escapes

Revenue: **\$3.9 K**

Delivered: **26.0 M**

## Japan Hotel Offers

Revenue: **\$249**

Delivered: **668.4 K**



*Earn 3x Points*  
**Plan Your Next Event**

Host an event at one of our participating properties in Europe, the Middle East, and Africa, and earn 3x Marriott Bonvoy points.

▶ FIND YOUR VENUE

## 3X Bonus Points for Event Bookings

Revenue: **\$0 K**

Delivered: **3.1 M**



*Save More*  
**Stay Longer on Us**

Stay five nights or more and save at participating Residence Inn, TownePlace Suites, and Element hotels.

▶ EXTEND YOUR STAY

## Long Term Savings at Extended Brand Hotels

Revenue: **\$22.2 K**

Delivered: **18.6 M**



*New Beginnings*

**Enjoy Exclusive Member Benefits**

是時候，感受初夏的清爽涼爽，更有超值會員福利可享！會員可參加活動獲積分及禮包等優惠，更可選擇使用積分兌換美食自由。

▶ 探索心儀餐廳



## R+B Earn & Redeem

Revenue: **\$0 K**

Delivered: **2.9 M**



*Private Homes*  
**Your Home Away From Home**

Earn and redeem points on our curated collection of premium vacation rentals.

▶ EXPLORE HOMES

## Homes & Villas

Revenue: **\$0 K**

Delivered: **1.8 M**



*Earn 8x Points*

**Don't Let This Deal Go Cold**

Earn 8 points per dollar at more than 16,000+ restaurants through June 30, 2023.

▶ ENROLL NOW



*Eat Around Town*

by MARRIOTT BONVOY

## EAT – June LTO

Revenue: **\$0 K**

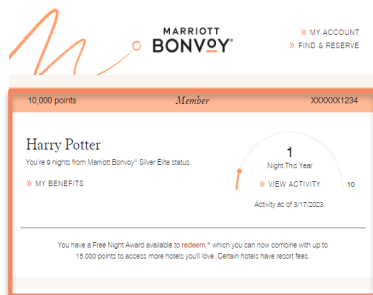
Delivered: **17.4 M**

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



# 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



## Inspired Spaces Suiten Your Stay

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

SAVE ON SUITES



## HEADER

**Delivered:** 30.0 M

**Rev:** \$515.5 K

**Bookings:** 1,233

## ACCOUNT BOX

**Delivered:** 30.0 M

**Rev:** \$318.1 K

**Bookings:** 788

## GENERIC BOOKING

**Delivered:** 2.9 M

**Rev:** \$46.0 K

**Bookings:** 108

## ESCAPES

**Delivered:** 25.6 M

**Rev:** \$26.9 K

**Bookings:** 46

## SUITES

**Delivered:** 18.4 M

**Rev:** \$18.1 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

# 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**

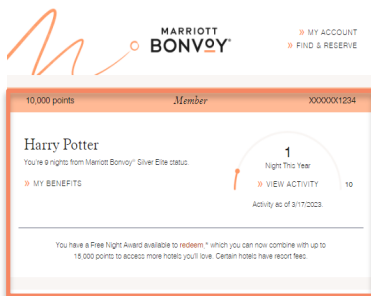
Delivered: **656.0 K**

\*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 impacted

# 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



## 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 impacted

# 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**



## 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**



## 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**



## 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**



## 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, Ozzy, 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**

## 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**

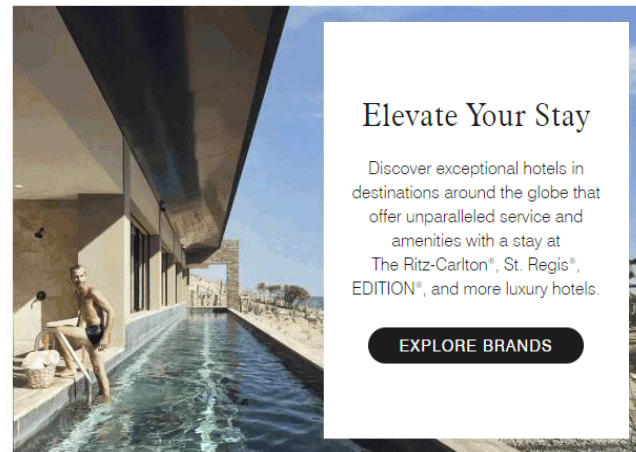
\*Revenue and Room Nights KPIs have been impacted by current reporting issues. Ongoing data delays and attribution issues with Omniture reporting; financials potentially impacted

# Test Strategy: Core MAU ENG Luxury Brand Module

- **Audience:** Max ADR Non-Luxury Segments (Members Only)
- **Objective:** Understand if including a module that creates awareness around the luxury brands drives interest from our non-luxury customers that have a High ADR
- **Hypothesis:** Leveraging Core MAU to drive awareness of luxury brands will drive incremental engagement and bookings
- **Outcome:**
  - Determine if Core MAU is a viable messaging vehicle to drive incremental luxury engagement and bookings
- **Tactic:**
  - A/B split Max ADR audience into: \$500-\$749 ADR, \$750-\$999 ADR, \$1k+ ADR
  - Test a luxury brand awareness module to 50% of each ADR bucket on a quarterly cadence for 2023 (June, September, December)
  - Initial creative treatment will be the same for all cohorts as Offer 1; insights will drive opportunity to test into creative versions
- **KPIs:**
  - Primary: Module BPK (Focused on luxury contribution) and CTR
  - Secondary: Module & Halo: Bookings, Revenue, CTR, Unsub Rate, BPK, and Conversion Rate
  - Recommend doing an initial analysis 30 days after June deployment and a full analysis 30 days after December for entire time period
- **Considerations:**
  - Initial test targeting the Core MAU English version targeted to U.S. and Canada
  - If we can gain incrementality then future testing can include in-language versions, messaging strategies and creative treatment

# Max ADR Luxury Brand Awareness Results

- Each Max ADR sub-segment split into two equal groups for A/B test
  - One received the Luxury Brand Education Suites module and the module was suppressed for the other group
- When included, the Suites module generated consistent engagement across Max ADR segments
  - Audience with a \$750-999 Max ADR showed the most interest in the Luxury Brand Education module with a CTR of 0.07%
- When the Suites module was not included engagement increased for secondary content, including Member Benefits and Leisure, across all Max ADR segments
- The segment with a Max ADR of \$1,000+ also showed higher engagement with the Account Box more than the other segments
  - With the Brand Education module included, 46.5% of clicks were attributed to the Account Box; when omitted the Account Box drove 38.0% of clicks
- Continue testing Max ADR luxury brand awareness test in Q3



Metrics	Max ADR \$500-749		Max ADR \$750-999		Max ADR \$1,000+		Everyone Else
	Yes	No	Yes	No	Yes	No	
Delivered	57.1 K	57.3 K	12.3 K	12.6 K	8.0 K	8.2 K	30.2 M
Total Clicks	613	612	142	172	90	88	255.9 K
Total CTR	1.07%	1.07%	1.15%	1.37%	1.12%	1.07%	0.8%
Revenue	\$10.3 K	\$9.1 K	\$1.3 K	\$3.2 K	\$0.0 K	\$12.9 K	\$1.4 M
Rev/Del	\$0.18	\$0.16	\$0.10	\$0.26	\$0.0	\$1.57	\$0.05
Brand Education Clicks	29	--	9	--	4	--	--
Brand Education CTR	0.05%	--	0.07%	--	0.05%	--	--

# 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 Heroes 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**

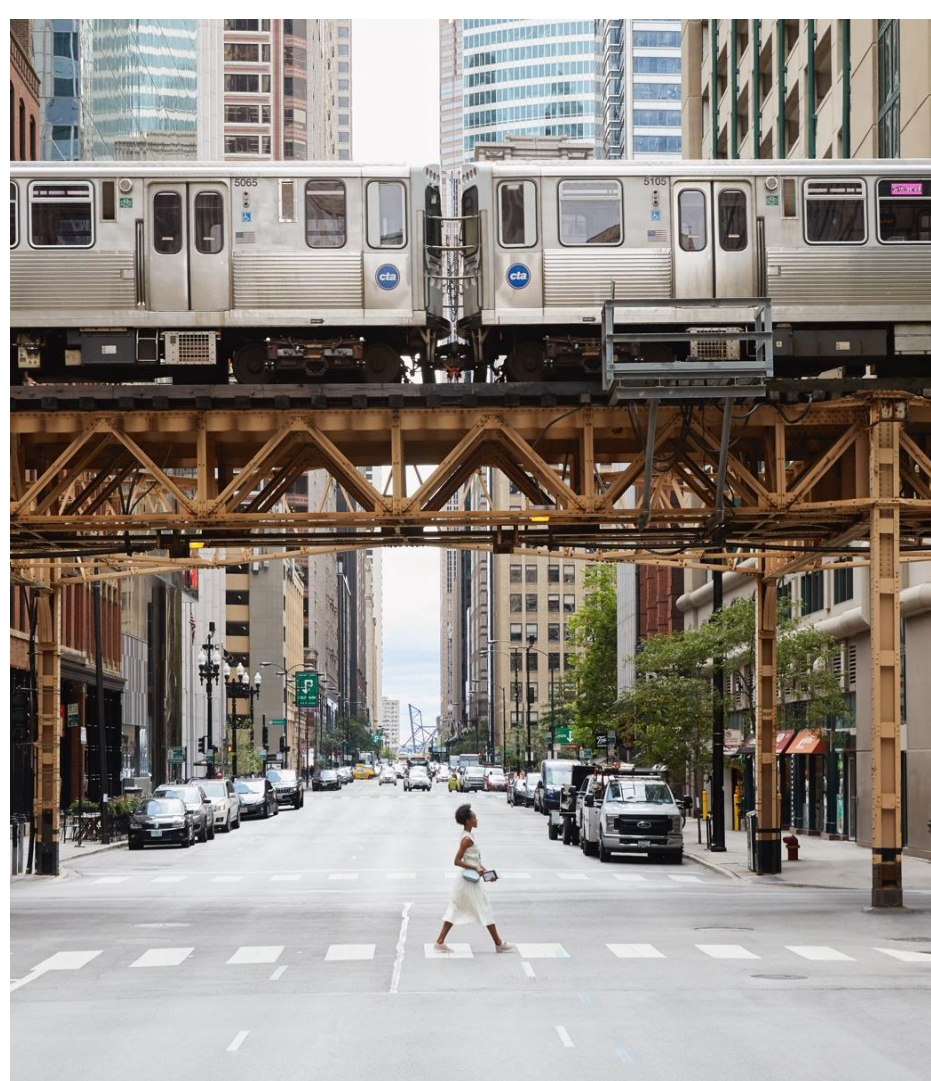
**\*Themed editions**

Images by cultural relevance

‘Did you know’ content

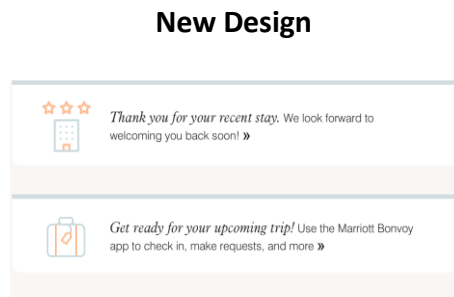
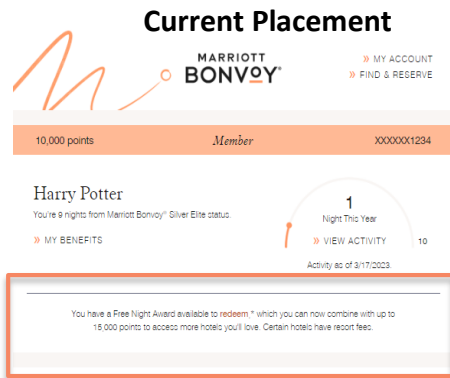
Surveys & Polls

*(\*) monthly highlights*



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

- In Q2 Milestone messaging resided in the Account box
- July was 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



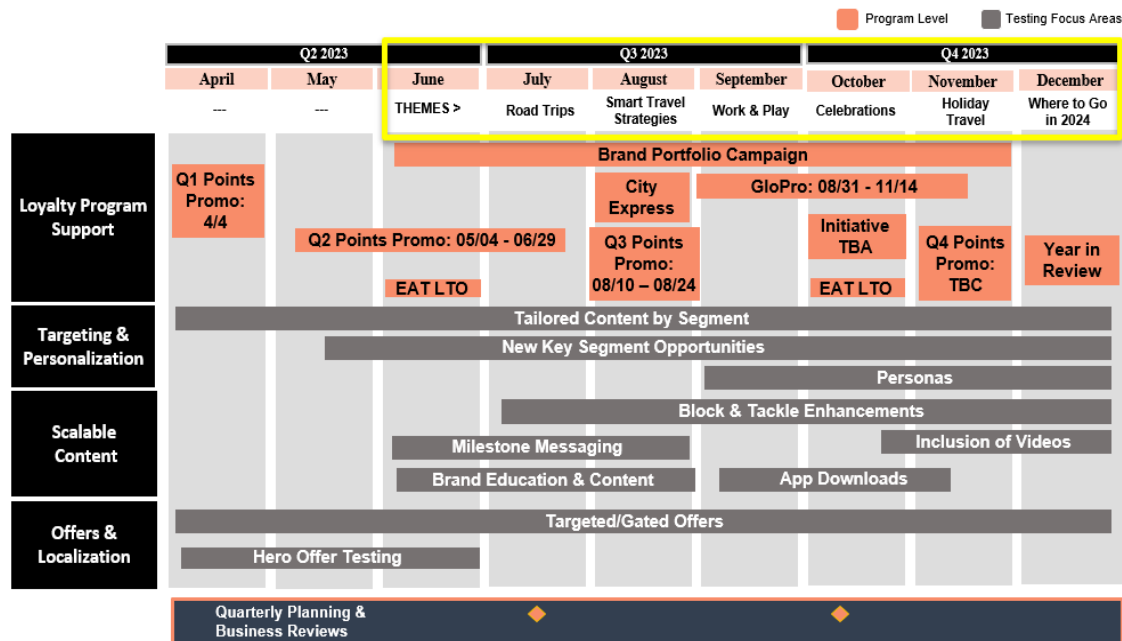
**Account Box Click Activity by Link  
(% of total Account box Clicks)**

Overall	% of Clicks	% of Bookings
<b>Apr 2023</b>	<b>100.00%</b>	<b>100.00%</b>
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%
<b>May 2023</b>	<b>100.00%</b>	<b>100.00%</b>
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%
<b>Jun 2023</b>	<b>100.00%</b>	<b>100.00%</b>
Book Your Stay	17.04%	40.55%
My Benefits	41.54%	34.71%
View Activity	40.09%	17.50%
FNA Redeem	1.32%	7.24%



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

# Grow Engagement

*Foundational Areas of Opportunities:*

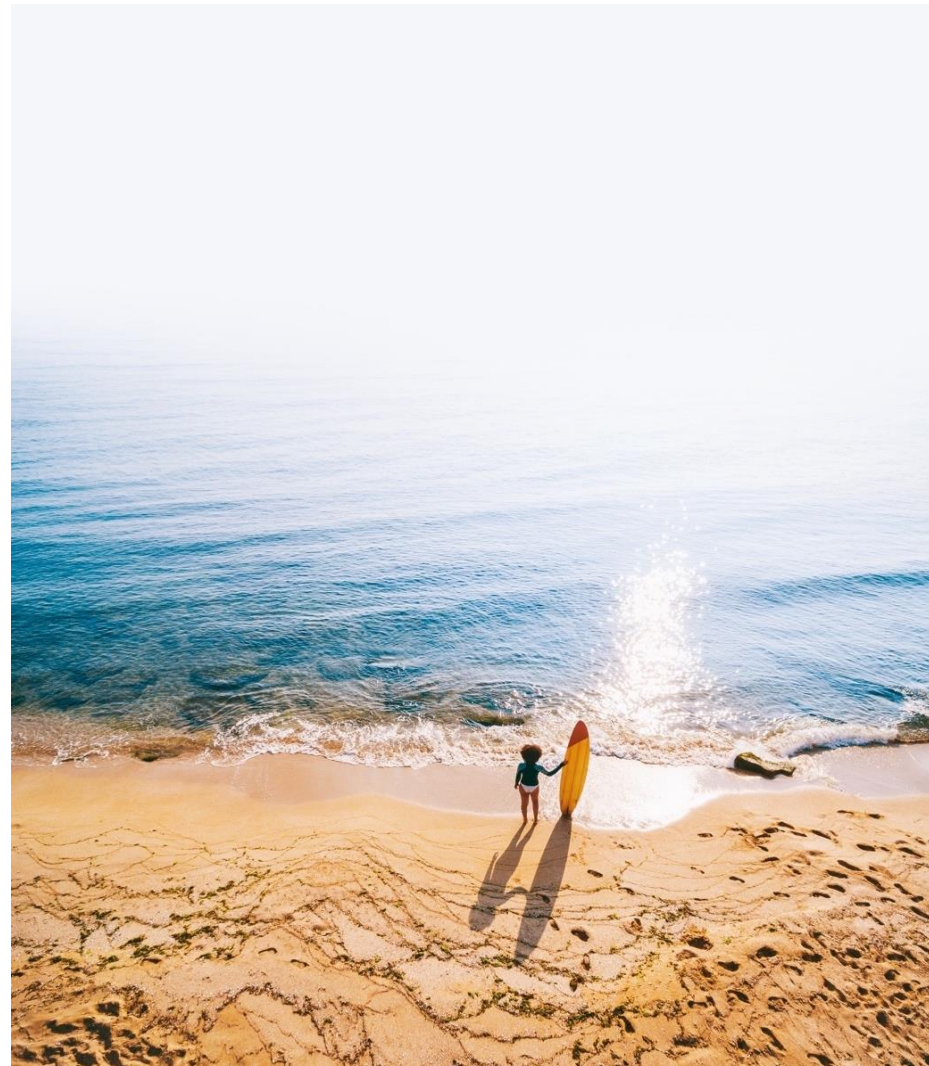
**\*Brand Education**

Condensed Version (New Members)

Tailored Content

Deepen Loyalty

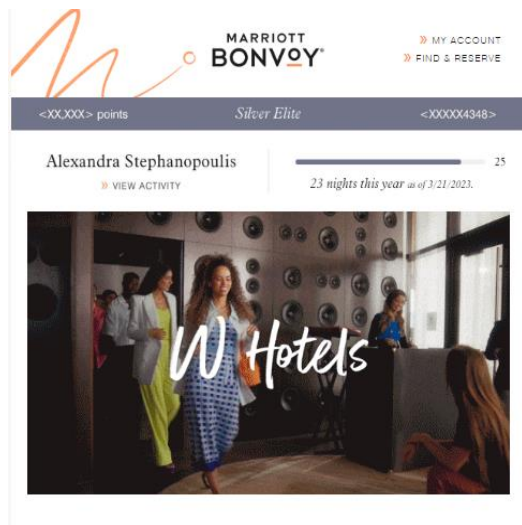
*(\*) monthly highlights*



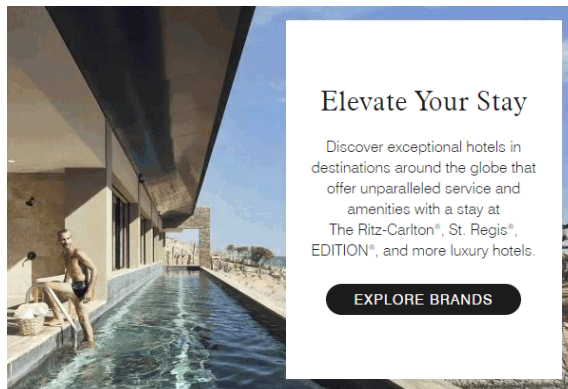


# Supported Brand Portfolio campaign with hero placement, launched Max ADR Luxury brand awareness test and optimized PCIQ module to focus on brand education

## Brand Portfolio Hero: June



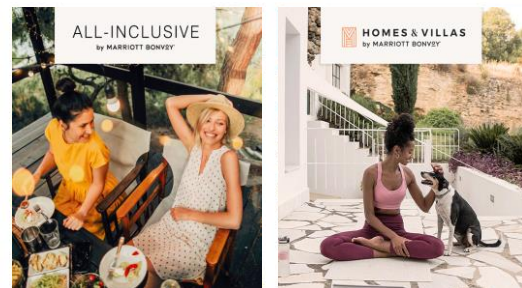
## Max ADR Luxury Brand Awareness Test: June



## 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.

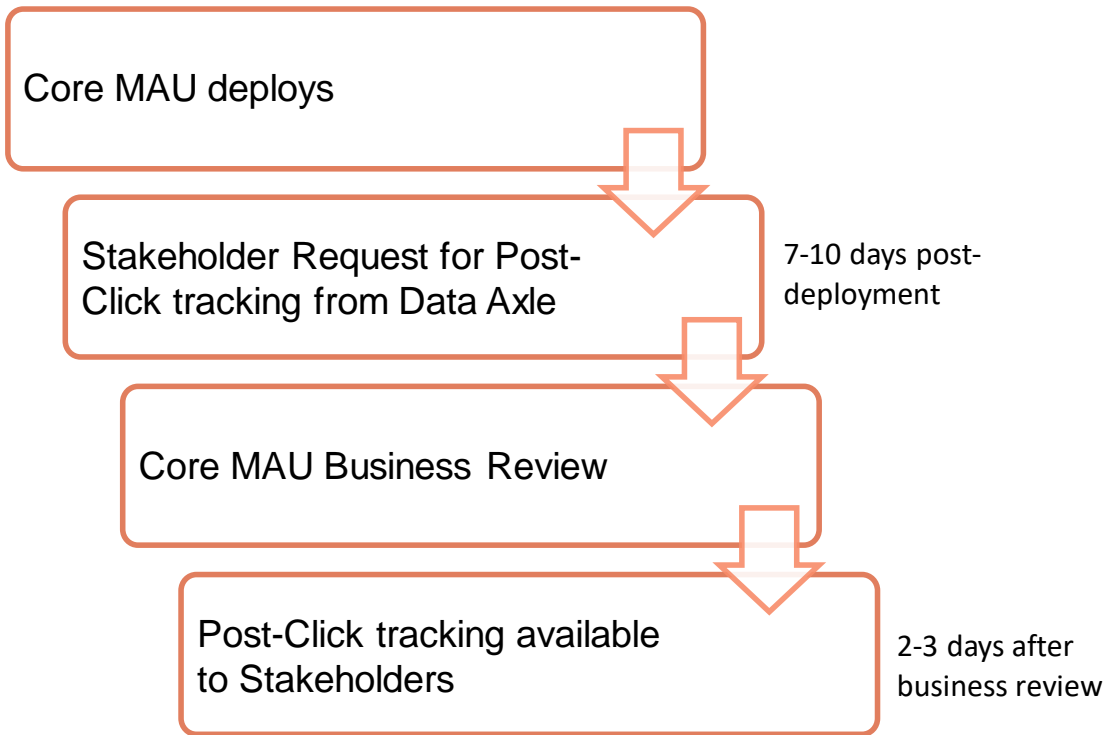
» EXPLORE HOMES



# Stakeholder Feedback Loop

Email engagement for submitted content.

# Moving Forward – Stakeholder Feedback Loop



Audience Size & Email Metrics: Delivered, Clicks, CTR, Bookings & Revenue  
Supporting Metrics: To be provided by Stakeholders

A central location will be available where Stakeholders can review results including historical placement performance. Within a few days after each Business review occurs, stakeholders will be alerted that updated performance results are now available to all.

# June 2023 – Stakeholder Content Engagement

## Engagement

Placement	Message	Audience#	Clicks	CTR	Post-Click Primary KPI
Hero	Brand Portfolio	18,572,084	16,322	0.09%	293 bookings; \$116,944
	Marriott Bonvoy Escapes EMEA	2,699,582	5,789	0.21%	36 bookings; \$16,256
	Generic Summer	9,126,224	17,236	0.19%	162 bookings; \$78,128

## Targeting Criteria

	SECTION DESCRIPTION	ENG	BEN	SPA	GER	FRE	ITA	POR	JPN	CHS	Logic	Contact
Hero	Brand Portfolio	x (US/ CAN)									US/CAN Only*	Yanique
	EMEA Escapes (English Only, due to deployment date)	x (EMEA)	x (EMEA)								EMEA members with EN/BEN language preference.	Ben Toca
	Generic Summer	x (Everyone Else)	x (Everyone Else)	x	x	x	x	x	x	x		--

## Engagement

Placement	Message	Audience#	Clicks	CTR	Post-Click Primary KPI
Offers	Q2 Points Purchase Promo (offer 1)	27,358,101	11,507	0.04%	0 bookings; \$0
	City Breaks Destinations (offer 2)	3,090,051	1,538	0.05%	0 bookings; \$0
	Vacations by Marriott (offer 2)	17,363,098	9,417	0.05%	19 bookings; \$7,136
	Japan hotel offers page (offer 2)	668,379	1,399	0.21%	1 booking; \$249
	Marriott Bonvoy Escapes (offer 2)	25,970,303	4,614	0.02%	9 bookings; \$3,916
	3X Bonus Points for Event Bookings (offer 3)	3,090,051	1,258	0.04%	0 bookings; \$0, <i>track event bookings</i>
	Long Term Savings at Extended Brand Hotels (offer 3)	18,573,067	3,250	0.02%	20 bookings; \$22,158
	R+B Earn & Redeem (offer 3)	2,892,971	1,829	0.06%	<i>track points activity</i>
	Homes & Villas (offer 3)	1,804,683	787	0.04%	<i>collect HVMB bookings</i>
	EAT – June LTO (offer 4)	17,363,098	9,039	0.05%	<i>track enrollments</i>

## Targeting Criteria

	SECTION DESCRIPTION	ENG	BEN	SPA	GER	FRE	ITA	POR	JPN	CHS	Logic	Contact
Offer 1	Q2 Points Purchase Promotion	x	x	x	x	x	x	x	x	x	Existing global members (who are eligible to purchase points): Active members in good standing who have been enrolled in MB for at least 30 days and have not yet hit the annual points purchase limit of 100,000 points. A Member must be an Active member in good standing to purchase and/or receive Points.  Holdout Group needed too	Meghan Geier
Offer 2	City Breaks Destinations	x (EMEA)	x (EMEA)	x (EMEA)	x (EMEA)	x (EMEA)	x (EMEA)				Europe: EN/BEN, IT, ES, DE, FR	Ben Toca
	Vacations by Marriott - Evergreen content (February 2023)	x (US)									US audience only	Kevin Irwin
	Japan hotel offers page - all offers available at Japan hotels are seen here								x		Stay offer available in Japan targeting Japanese readers	Yoko Hasegawa
	Marriott Bonvoy Escapes	x (Everyone)	x (Everyone)								Can be seen by all	Amelia Johnson & Amanda Olcott
Offer 3	3X Bonus Points for Event Bookings	x (EMEA)	x (EMEA)	x (EMEA)	x (EMEA)	x (EMEA)	x (EMEA)				Global Members with EN/BEN, DE, FR, IT, ES language preference	Ben Toca
	Long Term Savings at Extended Brand Hotels	x (US/CAN)	x (US/CAN)								US/CA Members & Nonmembers	Amelia Johnson & Addie Kahrs
	R+B earn&redeem - earn and redeem points anytime dine with us.		x (APAC)							x	all China, Hong Kong, Macau, and Taiwan members	Hui Qian
	Homes & Villas	x (Everyone Else)	x (Everyone Else)								Global with English Preference	Sally Mignone
Offer 4	EAT - June LTO	x (US)									US members	Gana Bhandari

## Engagement

Placement	Message	Audience#	Clicks	CTR	Post-Click Primary KPI
Member Benefits	RCYC Yacht (member benefit 1)	30,397,890	14,020	0.05%	<i>collect Yacht bookings</i>
	Maritz Global Offer (mb 2)	9,084,032	2,402	0.03%	<i>track purchase activity</i>
	Miles to Points - Evergreen (mb 2)	30,397,890	7,625	0.03%	18 bookings; \$6,452
	United MileagePlus Enhance Benefits Launch (mb 3)	220,722	66	0.03%	<i>track partner sign-ups</i>
	Maritz US Offer (mb 3)	17,325,825	2,589	0.01%	<i>track transfer activity</i>
	APAC Earn on Dining (mb 3)	4,464,077	820	0.02%	<i>collect F &amp; B revenue</i>

	SECTION DESCRIPTION	ENG	BEN	SPA	GER	FRE	ITA	POR	JPN	CHS	Logic	Contact
MEMBER BENEFIT 1	RCYC Yacht	x	x	x	x	x	x	x	x	x	Global English everyone	Samantha Aberle
MEMBER BENEFIT 2	Maritz Global Offer		x	x	x	x	x	x	x		Global Members excluding greater China	Marcus Guthrie
	Miles to Points - Evergreen content	x	x	x	x	x	x	x	x	x	Global members in all languages	Gana Bhandari
MEMBER BENEFIT 3	United MileagePlus Enhance Benefits Launch	x									If Global Titanium and Ambassador members only	Jennifer Burpoe
	Maritz US Offer	x (US Only)									US Members Only	Marcus Guthrie
	APAC Earn on Dining	x (APAC)	x (APAC)								APAC (including Greater China) members with a ENG/BEN language preference	Harry Ho

## Engagement

Placement	Message	Audience#	Clicks	CTR	Post-Click Primary KPI
Module Spotlight	Luxury Brand Education ADR	77,480	42	0.05%	0 bookings; \$0
Moments	1 point drop Moments	17,248,345	9,341	0.05%	13 bookings; \$5,520, <i>capture Moments activity</i>
Small Alert	Traveler Award	30,397,890	796	0.00%	0 bookings; \$0
Leisure	Coastal Escapes	27,492,474	2,894	0.01%	1 booking; \$692
	Family Hotels	27,492,474	2,188	0.01%	1 booking; \$653
	Pet-Friendly Hotels	27,492,474	2,888	0.01%	5 bookings; \$8,013
Traveler	10 best Mediterranean Villas to Stay in This Summer	7,196,970	3,184	0.04%	<i>track online activity</i>
Wanderlust	Wanderlust	20,295,504	1,855	0.01%	8 bookings; \$8,192, <i>track online activity</i>



# Targeting Criteria

	SECTION DESCRIPTION	ENG	BEN	SPA	GER	FRE	ITA	POR	JPN	CHS	Logic	Contact
Module Spotlight	Brand Education	x	x	x	x	x	x	x	x	x	Max ADR audience (not total population)	---
Moments	1 point drop Moments	x (US only)									If they're not in the ADR audience but in the US they can receive this module	
SMALL ALERT	Traveler Award	x	x	x	x	x	x	x	x	x	Placeholder only All languages	Yanique
LEISURE	Coastal Escapes	x	x	x	x	x	x					
	Family Hotels	x	x	x	x	x	x					
	Pet-Friendly Hotels	x	x	x	x	x	x					
SECTION HEADLINE												
TRAVELER	10 best Mediterranean Villas to Stay in This Summer	x (EMEA)	x	x	x	x	x				Global members with EN, BEN, IT, ES, DE, FR language preference	Ben Toca
WANDERLUST	Wanderlust	x (US, EVERYONE_ELSE)									Closing instead of Traveler ENG US Only	Yanique

# Recommendations & Next Steps

## Recommendations and Next Steps

- Identify upcoming campaign (s) where specialized hero treatment (i.e. countdown timer, spin for points) can be leveraged to drive lift in click engagement
- Test milestone member placement in August Core MAU to assess which placement drives higher click engagement; above or below the hero
- Continue testing Max ADR luxury brand awareness test in Q3
- 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
- Consider testing inclusion of status level in Subject line for Silver+ Q3/Q4; current testing efforts underway for Lux MAU which will provide preliminary insights

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 object and sunglasses sits 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)	11.0K 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 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
<b>2023 Member Level KPI Goals</b>	<b>1.3%</b>	<b>0.13%</b>	<b>\$2.1 M Monthly Avg. (Once Reporting Is Fixed)</b>	<b>11.0 K Monthly Avg. (Once Reporting Is Fixed)</b>

\*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: Q2

Level	Delivered	Clicks	CTR	Unsubs	Unsub Rate	Bookings	Revenue
<b>April 2023</b>	<b>29,824,712</b>	<b>265,230</b>	<b>0.89%</b>	<b>35,879</b>	<b>0.12%</b>	<b>2,269</b>	<b>\$1,090,162</b>
Basic	25,523,940	173,628	0.68%	34,181	0.13%	1,439	\$739,321
Silver	1,806,870	32,649	1.81%	733	0.04%	282	\$122,259
Gold	1,757,602	35,458	2.02%	800	0.05%	349	\$150,403
Platinum	480,846	14,570	3.03%	113	0.02%	128	\$56,643
Titanium	235,231	8,249	3.51%	44	0.02%	67	\$20,766
Ambassador	20,223	676	3.34%	8	0.04%	4	\$769
<b>May 2023</b>	<b>29,961,842</b>	<b>353,001</b>	<b>1.18%</b>	<b>57,087</b>	<b>0.19%</b>	<b>2,262</b>	<b>\$956,542</b>
Basic	25,614,311	198,413	0.77%	45,446	0.18%	1,309	\$626,800
Silver	1,825,167	49,824	2.73%	4,064	0.22%	365	\$141,307
Gold	1,776,679	58,381	3.29%	4,273	0.24%	360	\$105,744
Platinum	484,904	27,498	5.67%	1,843	0.38%	138	\$52,258
Titanium	240,420	17,178	7.14%	1,317	0.55%	84	\$27,098
Ambassador	20,361	1,707	8.38%	144	0.71%	6	\$3,335
<b>June 2023</b>	<b>30,397,722</b>	<b>257,974</b>	<b>0.85%</b>	<b>59,573</b>	<b>0.20%</b>	<b>3,410</b>	<b>\$1,456,185</b>
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

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

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

## Region Engagement Trends: Q2

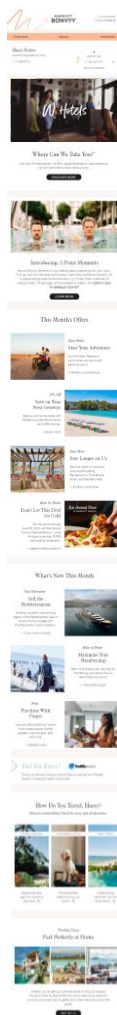
Region	Delivered	Clicks	CTR	Unsubs	Unsub Rate	Bookings	Revenue
<b>April 2023</b>	<b>29,824,886</b>	<b>265,230</b>	<b>0.89%</b>	<b>35,879</b>	<b>0.12%</b>	<b>2,269</b>	<b>\$1,090,162</b>
US	17,124,025	153,076	0.89%	15,163	0.09%	1,587	\$683,006
Canada	1,354,024	20,200	1.49%	2,540	0.19%	178	\$88,984
CALA	1,327,689	10,333	0.78%	2,412	0.18%	87	\$60,261
Europe	1,583,886	18,544	1.17%	4,171	0.26%	124	\$104,157
MEA	1,475,385	8,249	0.56%	2,443	0.17%	20	\$13,379
APAC	6,959,493	54,823	0.79%	9,150	0.13%	273	\$140,375
<b>May 2023</b>	<b>29,962,013</b>	<b>353,003</b>	<b>1.18%</b>	<b>57,088</b>	<b>0.19%</b>	<b>2,262</b>	<b>\$956,542</b>
US	17,169,101	213,465	1.24%	28,698	0.17%	1,829	\$718,885
Canada	1,359,891	26,275	1.93%	5,090	0.37%	111	\$43,674
CALA	1,341,969	14,030	1.05%	3,855	0.29%	61	\$48,911
Europe	1,585,007	21,667	1.37%	4,891	0.31%	85	\$51,502
MEA	1,483,930	9,813	0.66%	2,600	0.18%	51	\$44,871
APAC	7,021,709	67,750	0.96%	11,953	0.17%	125	\$48,698
<b>June 2023</b>	<b>30,397,890</b>	<b>257,975</b>	<b>0.85%</b>	<b>59,574</b>	<b>0.20%</b>	<b>3,410</b>	<b>\$1,456,185</b>
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

\*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 Regional Heat Map: June 2023



% of Clicks by Region						
Modules	US	Canada	CALA	Europe	MEA	APAC
Header	24.02%	20.54%	22.14%	20.53%	24.93%	18.02%
Account Box	32.24%	30.63%	21.28%	14.99%	21.20%	22.23%
Hero	8.03%	10.19%	16.27%	13.51%	19.73%	14.36%
Brand Portfolio	7.97%	8.69%	--	--	--	--
EMEA Escapes	--	--	--	9.34%	19.19%	--
Generic Summer	--	--	16.27%	4.17%	0.54%	14.36%
Spotlight?	5.22%	--	--	--	--	--
1 Point Moment Drop	5.20%	--	--	--	--	--
Max ADR	0.02%	--	--	--	--	--
Offers	14.05%	14.15%	5.10%	9.71%	6.10%	12.78%
Q2 Points Promotion	2.21%	5.47%	3.25%	2.80%	1.83%	5.19%
City Breaks Destinations	--	--	--	4.19%	1.53%	--
Vacations by Marriott	5.24%	--	--	--	--	--
Japan Hotels	--	--	--	--	--	1.57%
Marriott Bonvoy Escapes	0.00%	6.84%	0.77%	0.00%	0.00%	3.28%
Bonus Points for Events	--	--	--	2.71%	2.74%	--
Stay Longer	1.57%	1.84%	--	--	--	--
Earn & Redeem	--	--	--	--	--	2.05%
Homes & Villas	0.00%	0.00%	1.05%	0.00%	0.00%	0.69%
EAT - June LTO	5.03%	--	--	--	--	--
Cobrand	0.75%	1.09%	0.81%	0.20%	0.39%	4.74%
Member Benefits	5.92%	8.26%	10.98%	11.26%	5.58%	9.95%
Yacht	2.91%	4.48%	6.33%	6.09%	3.14%	4.91%
Miles to Points	1.57%	3.27%	2.52%	3.58%	1.52%	2.58%
United MileagePlus	0.00%	0.00%	0.02%	0.11%	0.03%	0.02%
Maritz	1.44%	0.52%	2.11%	1.48%	0.89%	1.51%
APAC Earn on Dining	--	--	--	--	--	0.92%
Banner	0.12%	0.11%	0.07%	1.01%	0.44%	0.18%
Leisure	2.07%	2.55%	3.57%	4.10%	2.06%	1.69%
Coastal Escapes	0.87%	0.89%	1.10%	1.36%	0.63%	0.48%
Pet-Friendly Hotels	0.80%	0.97%	1.21%	1.40%	0.54%	0.58%
Family Travel	0.40%	0.69%	1.27%	1.34%	0.89%	0.62%
Trending Travel	1.05%	0.92%	4.63%	5.63%	2.82%	0.01%
Traveler	0.01%	0.92%	4.63%	5.63%	2.82%	0.01%
Wanderlust	1.03%	--	--	--	--	--
Featured Properties	0.21%	0.31%	0.53%	3.03%	0.99%	2.35%
Footer	6.31%	11.23%	14.62%	16.02%	15.76%	13.70%
Total	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

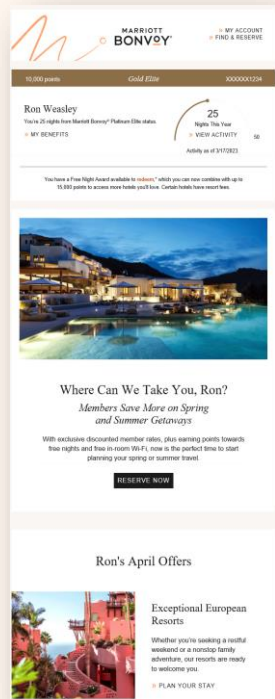
### ID Business Rule Data Support

- 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*

# 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**

## Supported Initiatives:

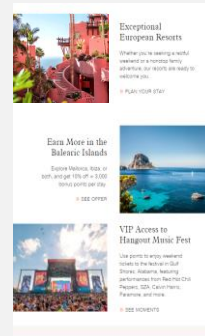
Cobrand | Hawaii Demand Gen | MB Escapes | Eat Around Town | Moments | United MileagePlus

## 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

# 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

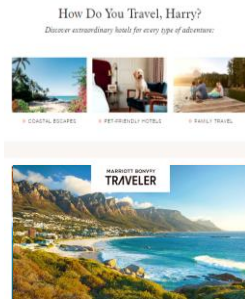
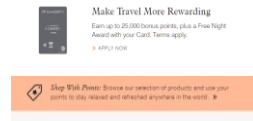
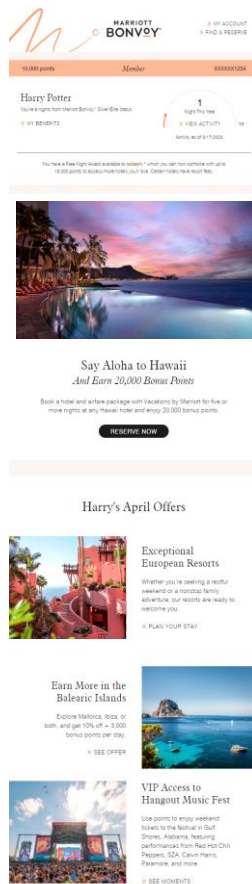
- SL: [Fname's][Your] Account Update: Stay Longer and Save
- PH: Reward yourself with a spring or summer getaway to remember.

## 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

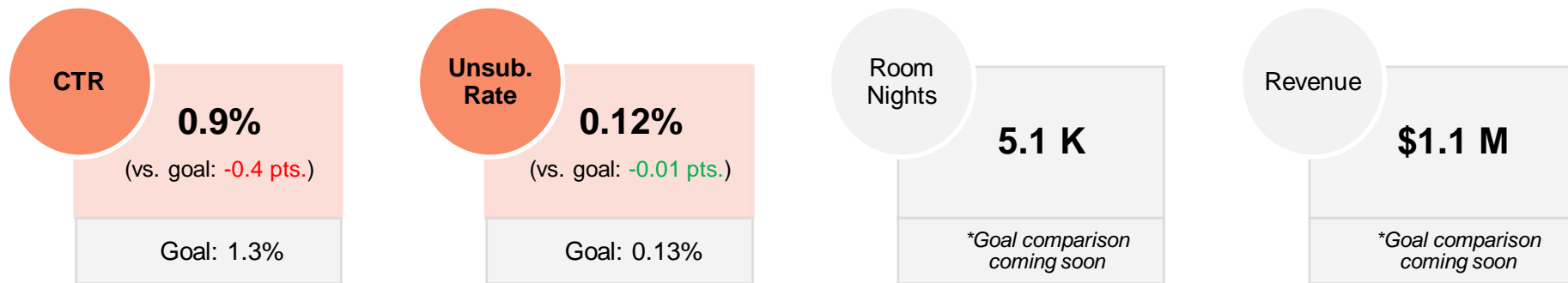
	Apr-23	MoM	YoY	vs. Avg.
<b>Delivered</b>	<b>29.8 M</b>	+2.2% (+654.8 K)	+12.3% (+3.3 M)	+9.1% (+2.5 M)
<b>Clicks</b>	<b>265.2 K</b>	+39.5% (+75.1 K)	-30.0% (-113.5 K)	-13.9% (-42.9 K)
<b>CTR</b>	<b>0.9%</b>	+0.2 pts.	-0.5 pts.	-0.2 pts.
<b>Unsub Rate</b>	<b>0.12%</b>	-0.01 pts.	-0.00 pts.	-0.01 pts.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

# 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



\*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 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%

# Core MAU Regional Heat Maps: April 2023

% of Clicks by Region

Modules	US	Canada	CALA	Europe	MEA	APAC
<b>Header</b>	<b>23.31%</b>	<b>21.72%</b>	<b>22.04%</b>	<b>17.40%</b>	<b>22.73%</b>	<b>17.85%</b>
<b>Account Box</b>	<b>28.86%</b>	<b>29.80%</b>	<b>20.89%</b>	<b>16.60%</b>	<b>21.98%</b>	<b>26.10%</b>
<b>Hero</b>	<b>15.62%</b>	<b>14.64%</b>	<b>22.50%</b>	<b>14.60%</b>	<b>17.20%</b>	<b>19.51%</b>
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%
<b>Offers</b>	<b>12.57%</b>	<b>9.25%</b>	<b>8.50%</b>	<b>16.66%</b>	<b>10.31%</b>	<b>10.41%</b>
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%	--	--	--	--	--
<b>Cobrand</b>	<b>2.61%</b>	<b>3.04%</b>	<b>0.65%</b>	<b>0.62%</b>	<b>1.30%</b>	<b>3.03%</b>
<b>Shop with Points Alert</b>	<b>0.49%</b>	<b>0.87%</b>	<b>0.42%</b>	<b>0.20%</b>	<b>0.15%</b>	<b>0.12%</b>
<b>News</b>	<b>5.73%</b>	<b>6.34%</b>	<b>2.95%</b>	<b>5.23%</b>	<b>3.70%</b>	<b>5.87%</b>
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%
<b>Leisure</b>	<b>3.10%</b>	<b>3.02%</b>	<b>3.58%</b>	<b>5.92%</b>	<b>3.26%</b>	<b>2.48%</b>
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%
<b>Traveler</b>	<b>1.17%</b>	<b>1.57%</b>	<b>2.76%</b>	<b>1.03%</b>	<b>0.53%</b>	<b>0.44%</b>
<b>Footer</b>	<b>6.54%</b>	<b>9.75%</b>	<b>15.70%</b>	<b>21.74%</b>	<b>18.83%</b>	<b>14.19%</b>
<b>Grand Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>



# 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%

# 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&amp;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>



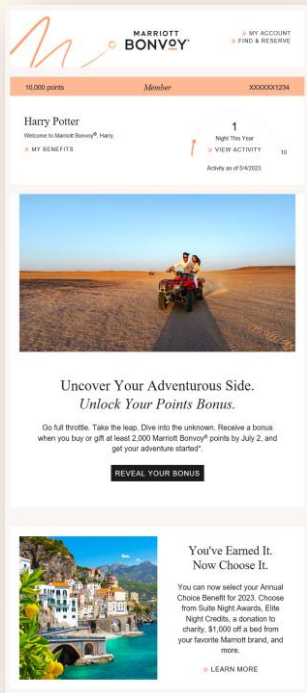
## Targeting Criteria

SECTION	SECTION DESCRIPTION	ENG	BEN	SPA	GER	FRE	ITA	POR	JPN	CHS	Logic	Contact
<b>SMALL ALERT</b>	Maritz US Submission	x		x							ENG: US Members with points SPA: Global Members excluding China with points	Marcus Guthrie
<b>NEWS 1 More for Your Journey</b>	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
<b>NEWS 2 More for Your Journey</b>	All-Inclusive awareness	x		x							Global Members with English and Spanish language preference	Ana Ramos
<b>NEWS 3 More for Your Journey</b>	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
<b>TRAVELER</b>	Travel Trends Quiz	x										
	Traveler Article			x							Global members with a Spanish language preference	Ana Ramos

# 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:

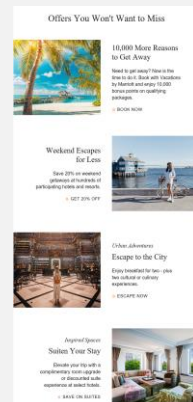
Q2 Points Promo | MB Escapes | Vacations by Marriott | Cobrand | Annual Choice Benefit | HVMB | F & B Earn & Redeem | Moments NFL | Project Elf | Maritz Global

## 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

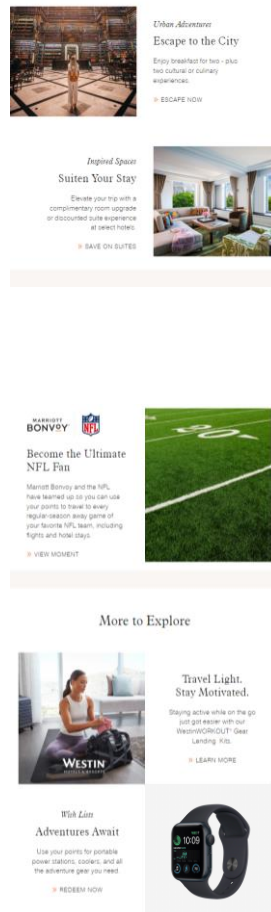
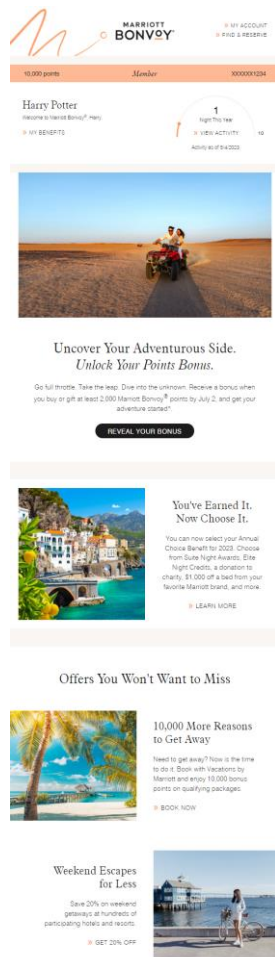
All versions: ENG/BEN (5/11) + In-Lang. (5/18)

## 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%

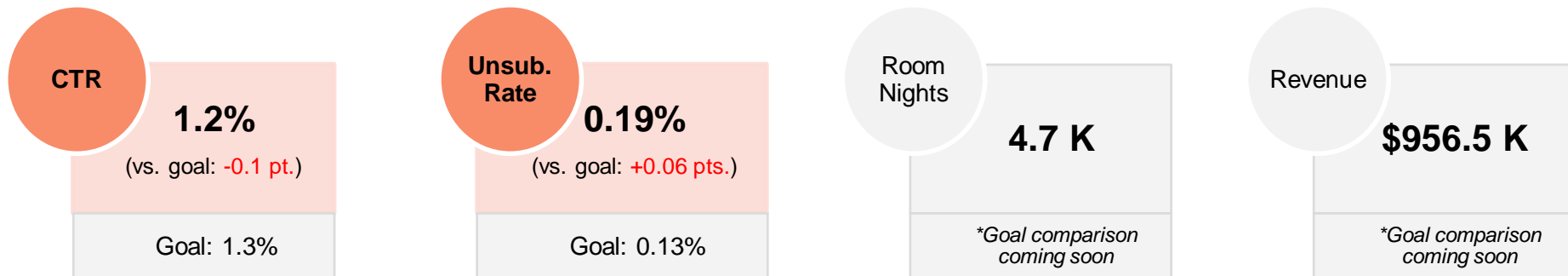
	May-23	MoM	YoY	vs. Avg.
<b>Delivered</b>	<b>30.0 M</b>	+0.5% (+137.1 K)	+13.8% (+3.6 M)	+8.5% (+2.3 M)
<b>Clicks</b>	<b>353.0 K</b>	+33.1% (+87.8 K)	+35.8% (+93.0 K)	+18.2% (+54.3 K)
<b>CTR</b>	<b>1.2%</b>	+0.3 pts.	+0.2 pts.	+0.1 pts.
<b>Unsub Rate</b>	<b>0.19%</b>	+0.07 pts.	+0.07 pts.	+0.06 pts.
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

# 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



\*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: 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

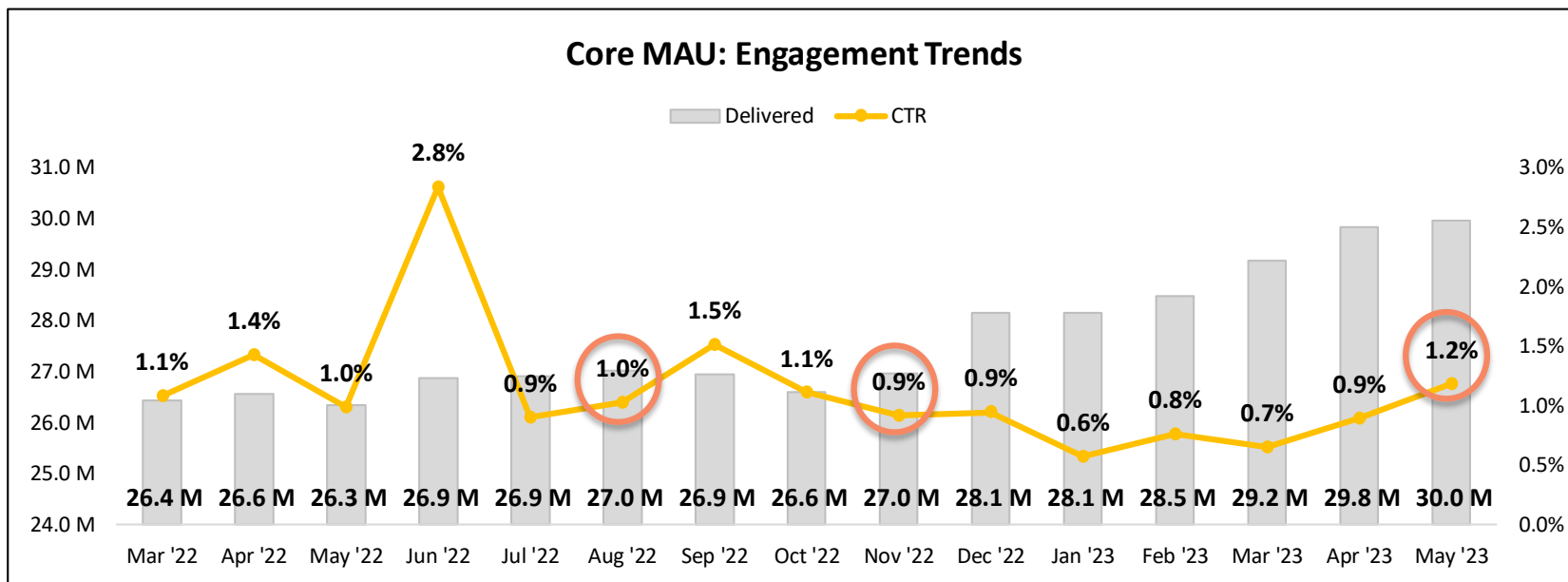
Jan '23 – May '23

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 3<sup>rd</sup> 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



# 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
<b>Header</b>	<b>16.29%</b>	<b>17.52%</b>	<b>17.43%</b>	<b>12.89%</b>	<b>14.19%</b>	<b>19.74%</b>	<b>17.03%</b>	<b>11.94%</b>	<b>8.73%</b>
<b>Account Box</b>	<b>20.75%</b>	<b>19.96%</b>	<b>20.30%</b>	<b>15.06%</b>	<b>18.53%</b>	<b>21.87%</b>	<b>17.69%</b>	<b>20.63%</b>	<b>26.57%</b>
<b>Hero</b>	<b>40.60%</b>	<b>29.09%</b>	<b>20.95%</b>	<b>36.30%</b>	<b>29.85%</b>	<b>21.62%</b>	<b>28.40%</b>	<b>34.42%</b>	<b>39.53%</b>
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%
<b>Annual Choice Benefit</b>	<b>0.26%</b>	<b>0.10%</b>	<b>0.11%</b>	<b>0.55%</b>	<b>0.62%</b>	<b>0.41%</b>	<b>0.09%</b>	<b>0.36%</b>	<b>1.53%</b>
<b>Offers</b>	<b>9.11%</b>	<b>7.13%</b>	<b>14.99%</b>	<b>5.14%</b>	<b>1.98%</b>	<b>5.41%</b>	<b>13.62%</b>	<b>6.70%</b>	<b>3.28%</b>
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%	--
<b>Cobrand</b>	<b>1.22%</b>	<b>0.42%</b>	<b>0.68%</b>	<b>--</b>	<b>2.44%</b>	<b>--</b>	<b>--</b>	<b>10.68%</b>	<b>6.88%</b>
<b>Moments</b>	<b>0.99%</b>	<b>1.41%</b>	<b>--</b>	<b>--</b>	<b>--</b>	<b>--</b>	<b>--</b>	<b>--</b>	<b>--</b>
<b>Member Benefit</b>	<b>1.92%</b>	<b>4.34%</b>	<b>5.19%</b>	<b>8.29%</b>	<b>9.16%</b>	<b>8.93%</b>	<b>7.35%</b>	<b>8.43%</b>	<b>3.52%</b>
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%	--	--	--	--	--	--	--
<b>Small Alert</b>	<b>0.13%</b>	<b>--</b>	<b>--</b>	<b>--</b>	<b>--</b>	<b>--</b>	<b>--</b>	<b>--</b>	<b>--</b>
<b>Leisure</b>	<b>1.47%</b>	<b>2.70%</b>	<b>--</b>	<b>--</b>	<b>--</b>	<b>--</b>	<b>--</b>	<b>--</b>	<b>--</b>
<b>Traveler</b>	<b>1.69%</b>	<b>2.71%</b>	<b>8.98%</b>	<b>14.00%</b>	<b>11.44%</b>	<b>11.30%</b>	<b>--</b>	<b>--</b>	<b>--</b>
<b>Footer</b>	<b>5.56%</b>	<b>14.63%</b>	<b>11.37%</b>	<b>7.77%</b>	<b>11.78%</b>	<b>10.73%</b>	<b>15.82%</b>	<b>6.83%</b>	<b>9.95%</b>
<b>Grand Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>

# 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&amp;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&amp;B revenue</i>
	More Cravings (no offer)	384,777	146	0.04%	<i>collect F&amp;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