

MARRIOTT
BONVOY™



Project Background & Current Onboarding Experience

FEBRUARY 2023

Agenda

01. Project Background & Current Onboarding Experience

02. Our Approach

03. Onboarding Series

04. Points Activation

05. Digital Activation

06. Pilot Design & Measurement Plan

07. Risks & Next Steps

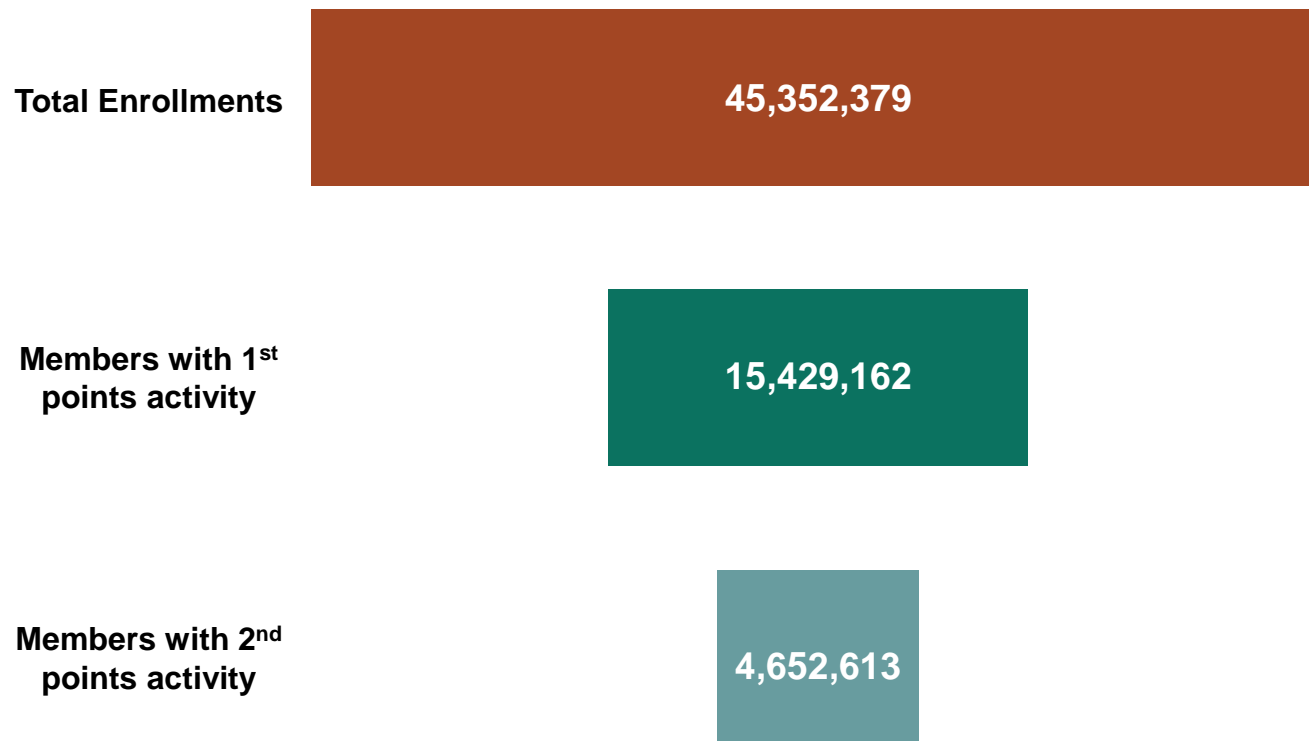
A nighttime photograph of a city skyline. The central focus is a tall, curved glass skyscraper, the JW Marriott, which is illuminated from within, showing glowing windows. To its left is another tall, rectangular glass building. In the foreground, there's a body of water reflecting the lights from the buildings. To the right, there are lower-rise brick buildings. The sky is dark blue with some clouds. An orange banner is overlaid on the bottom left of the image.

Project Background & Current Onboarding Experience

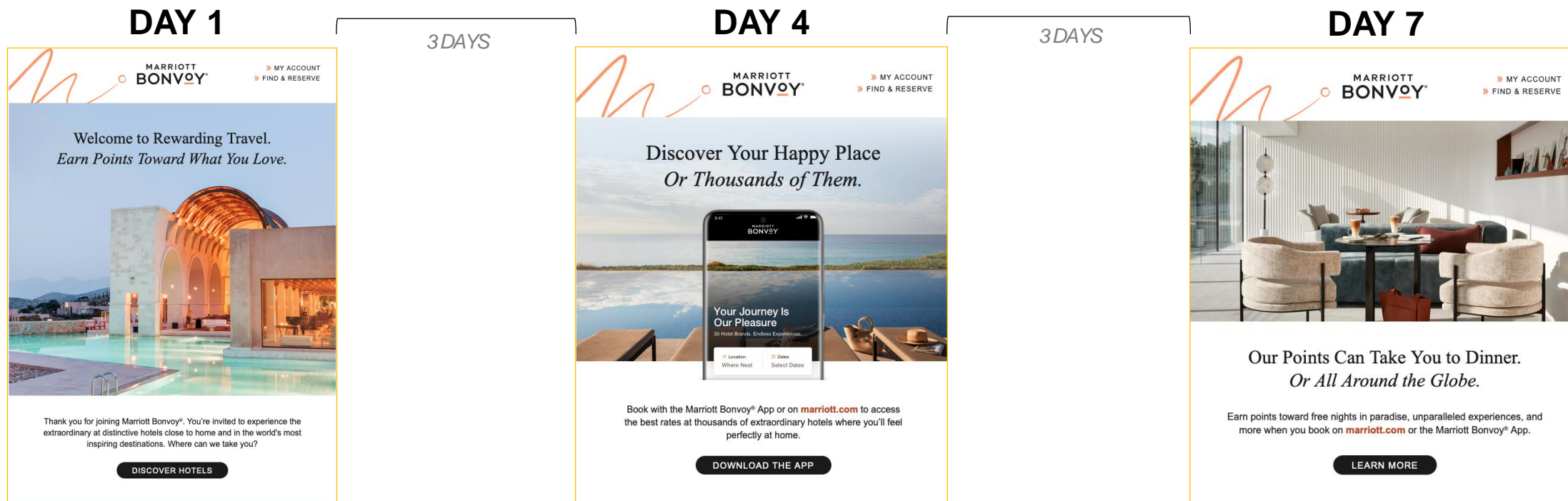
The Lifecycle Factbook revealed many Bonvoy new enrollees **never become points active**

- Only 34% of new enrollees between 2019-2021 made a points activation
- Only 10% have completed a 2nd points activity

2019-2021 Enrollment to points Activity Funnel (Global)



Currently, a user receives a 3 email onboarding series in the first week*



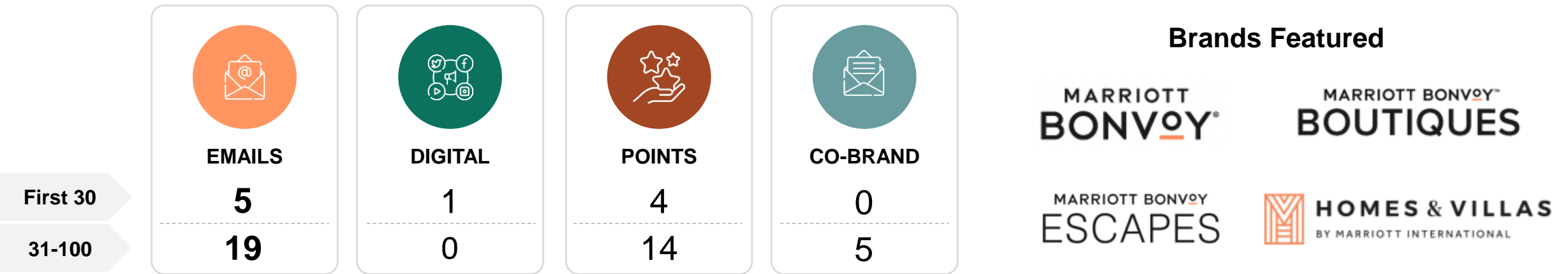
CTAs: **Welcome**
Download the App

Download the App
Explore Hotels

Learn More
Ways to Earn
Ways to Redeem



Existing messaging within the first 100 days helped inform the overall strategy including volume, cadence, and variety of content



- Emails Received: 24
- Avg Days Between: 4 Days
- Longest Gap: 13 Days
- Double Email Days: 2
- Most Used CTA Button: "Book Now"

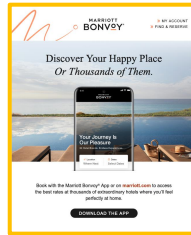
- Prioritizing content to users will help reduce number of touchpoints and limit email fatigue
- We have standardized the cadence of emails throughout the Points & Digital activation tracks to prevent long gaps without messages
- Dynamically personalizing content with an objective focus will tailor the journey to users with a mix of both points activation and digital activation messages

In the original first 100 days, communications were primarily stay-based messages, with a handful of cobrand and digital

DIGITAL
ENGAGEMENT
+ NURTURE

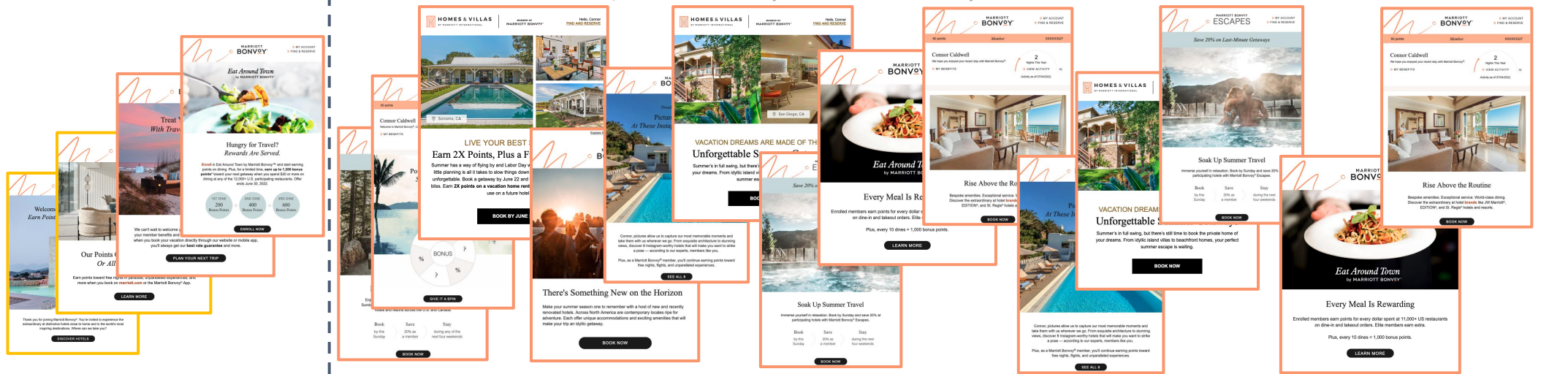


POINTS
CONVERSION
+ CO-BRAND



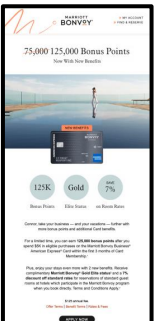
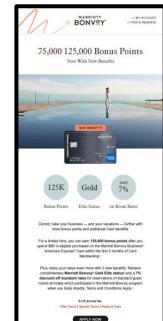
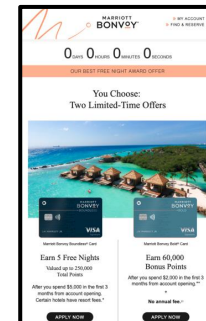
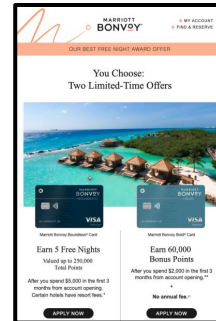
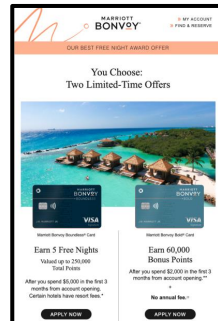
Download the
App

Days 1-29 Day 30 Day 40 Day 42 Day 60 Day 63 Day 70 Day 75 Day 90



Signup 5/6

Last Stay 5/26

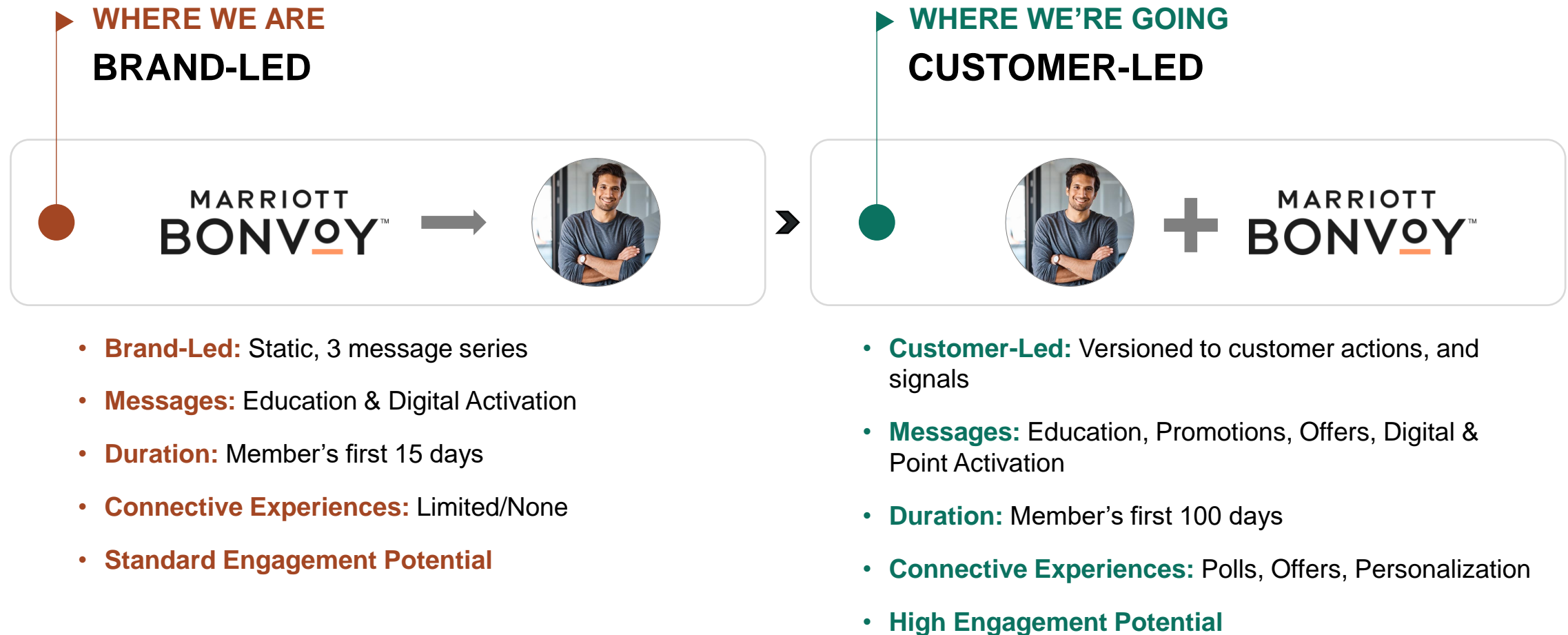


MARRIOTT
BONVOY



Total Received: 24

Improving our activation rates will require a shift in our onboarding strategy





Our Approach

What we are trying to accomplish



PRIMARY OBJECTIVE

Improve activation rates among new members – specifically increasing the number of members who complete 2 pointable activities within the first 100 days



NURTURE /
INSPIRATION



EDUCATION



DIGITAL
ACTIVATION

ADDITIONAL GOALS

We want to create a personalized experience that educates them about Marriott Bonvoy and increases their digital and emotional attachment to the brand



HYPOTHESIS

If we expand and personalize our new member experience to nurture them through their first 100 days, we'll improve our activation rate

SUCCESS METRICS

- **Primary KPI:** % of customers with 2 pointable activities 100 days after enrollment
- **Leading Indicator:**
 - Bookings
- **Secondary KPIs:**
 - App Downloads
 - Preference Completion
 - Engagement Rates



The new onboarding experience includes 3 tracks that each focus on specific goals



Days 0-30

ONBOARDING

TRACK 1

Onboarding Series Foundational

Description

Messages in member's first 30 days to educate them about the program, incentivize their first booking, and encourage them to become digitally active

Goals



Education



Digital



Points

KPIs / Metrics:

- Pointable activities / Bookings
- App downloads
- Profile / Quiz Completions
- Email Engagement
- Offer engagement

Days 31-100

POINT ACTIVATION + DIGITAL ACTIVATION

TRACK 2

Point Activation Series Conversion

Track to encourage the member to make pointable transactions through stay, partner, or promotional activity



Points

- Pointable activities (e.g. bookings, uber sign-ups, etc.)
- Email Engagement

TRACK 3

Digital Activation Series Engagement

Track to encourage to completion of key digital activities (e.g. app download) and maintain digital engagement with inspirational trip planning content



Digital



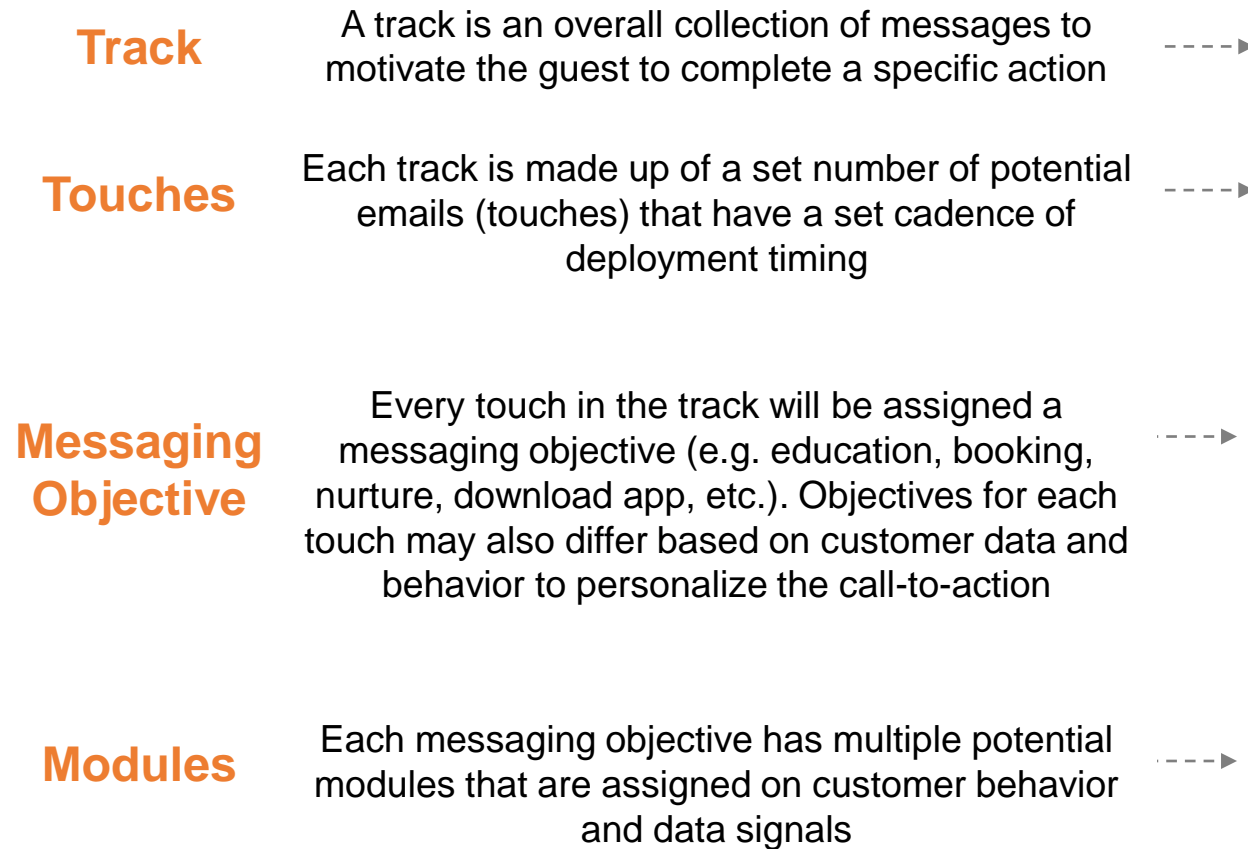
Nurture

- App downloads
- Profile / Quiz Completions
- Email Engagement

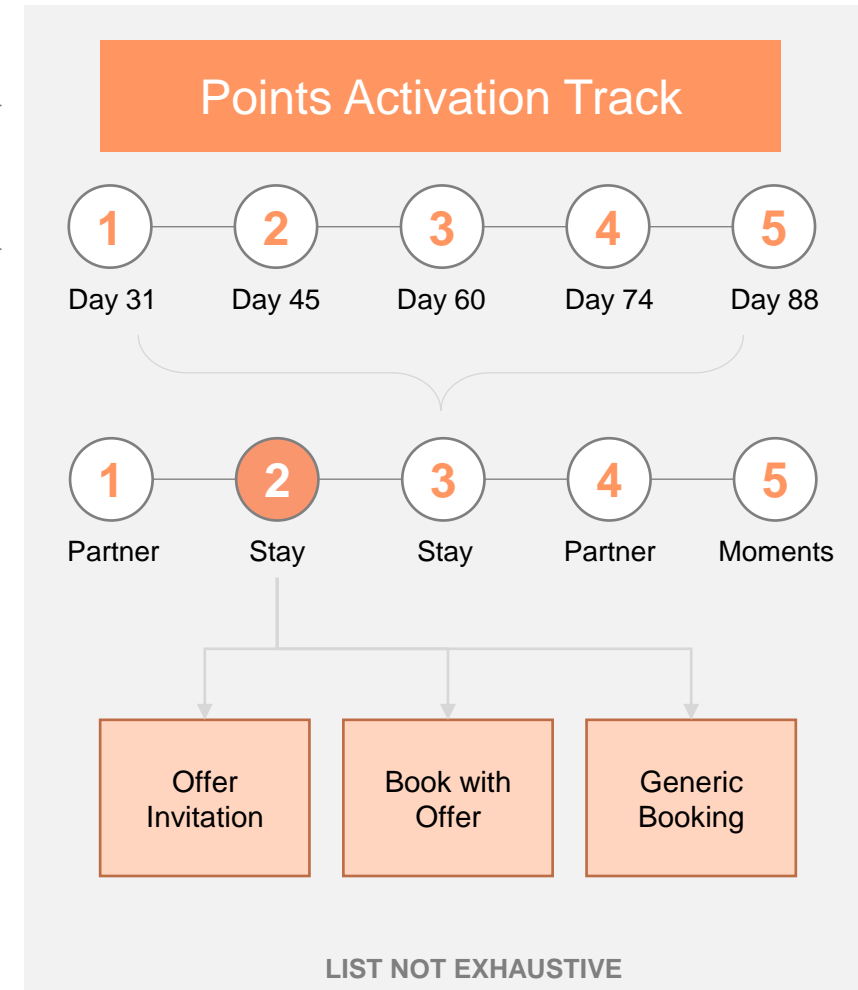


And are designed as objective-centric messaging frameworks to deliver the right goal and content

How It Works



Framework Components



This allows for greater personalization to the customer



Track: Points Activation

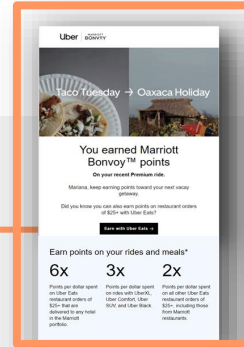
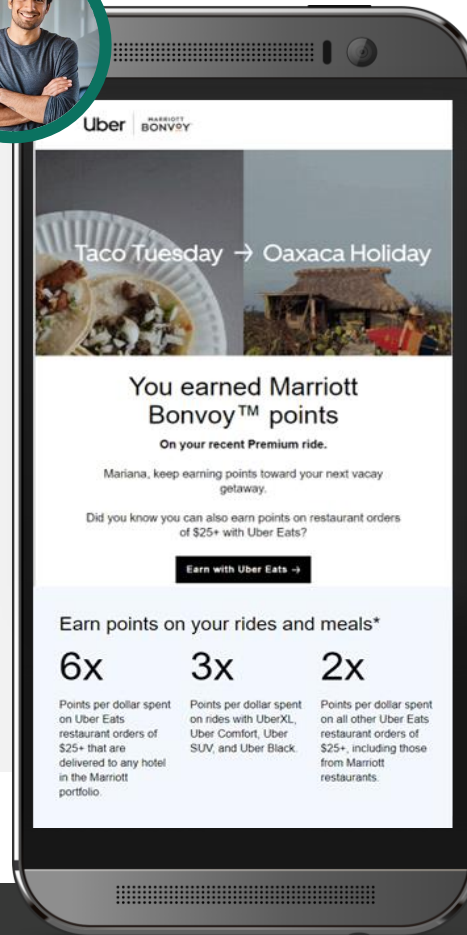
Timing: Day 31

Touch: Points Activation 1

Segment objective: Partner

Content:
Uber Partnership
Evergreen

Data:
No uber transactions



Uber



Hertz



Eat Around Town



United

We can use data to further determine which of the available objective-based content modules best reflect the member's history and interests

Note: Emails should fit a consistent template to allow for maximum module customization; updates would need to be input manually

And allows flexibility of content for business needs

Track: Points Activation

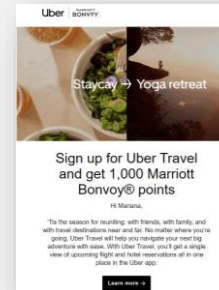
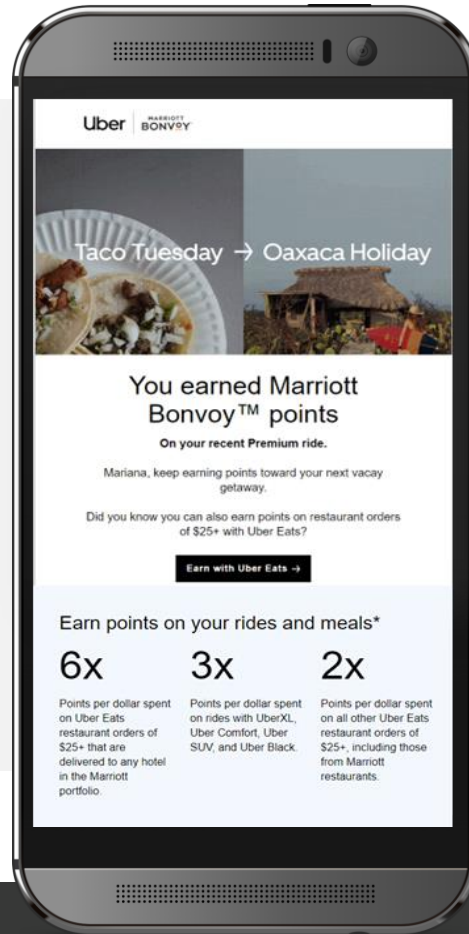
Timing: Day 31

Touch: Points Activation 1

Segment objective: Partner

Content:
Uber Partnership
Evergreen

Data:
Customizable



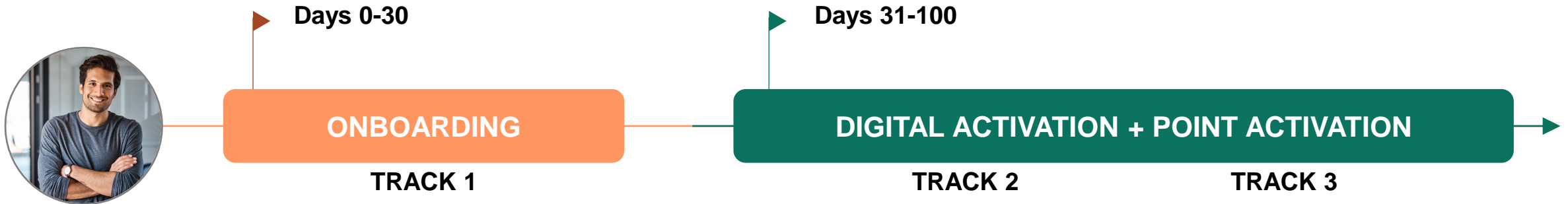
Uber LTO

Evergreen Uber content can be swapped for Uber LTO content when in market

Marriott can **swap out** specific content modules to reflect temporary **business priorities** and **seasonality**

Note: Emails should fit a consistent template to allow for maximum module customization; updates would need to be input manually

We are also introducing two additional strategic levers to maximize member experience and KPIs throughout all tracks



1. OFFERS & PROMOTIONS

We are introducing dynamic offers and promotions (including two new offers) in the onboarding series to help incentivize guests to make their first and second bookings



**GATED RATE
DISCOUNT**



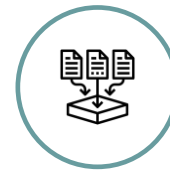
**NEW MEMBER
HURDLE OFFER**



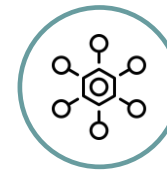
**OFFER
PRIORITIZATION**

2. INCREASED PERSONALIZATION

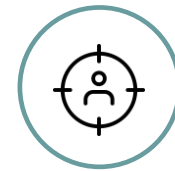
Each of the 3 tracks will contain the following components to increase personalization and relevance



**DATA
COLLECTION**



**MODELS &
SEGMENTATION**



**EXPANDED DATA
SIGNALS**



1. DYNAMIC OFFERS & PROMOTIONS

We're utilizing new offers and promotions to boost our 100-day stay KPIs

Gated Rate Discount New Member Offer

New Member Hurdle Promotion

DESCRIPTION



Discounted rate offer for new, non-activated members

Hurdle promotion incentivizing the member's next stays by providing a bonus

AUDIENCE



New members within their first 60 days of enrollment who have not completed an eligible stay and do not have any upcoming bookings

New members who have completed an eligible stay, have an upcoming booking, or fall outside of the 60-day enrollment period

TIMING



Serve to new members who meet criteria 16 days post enrollment

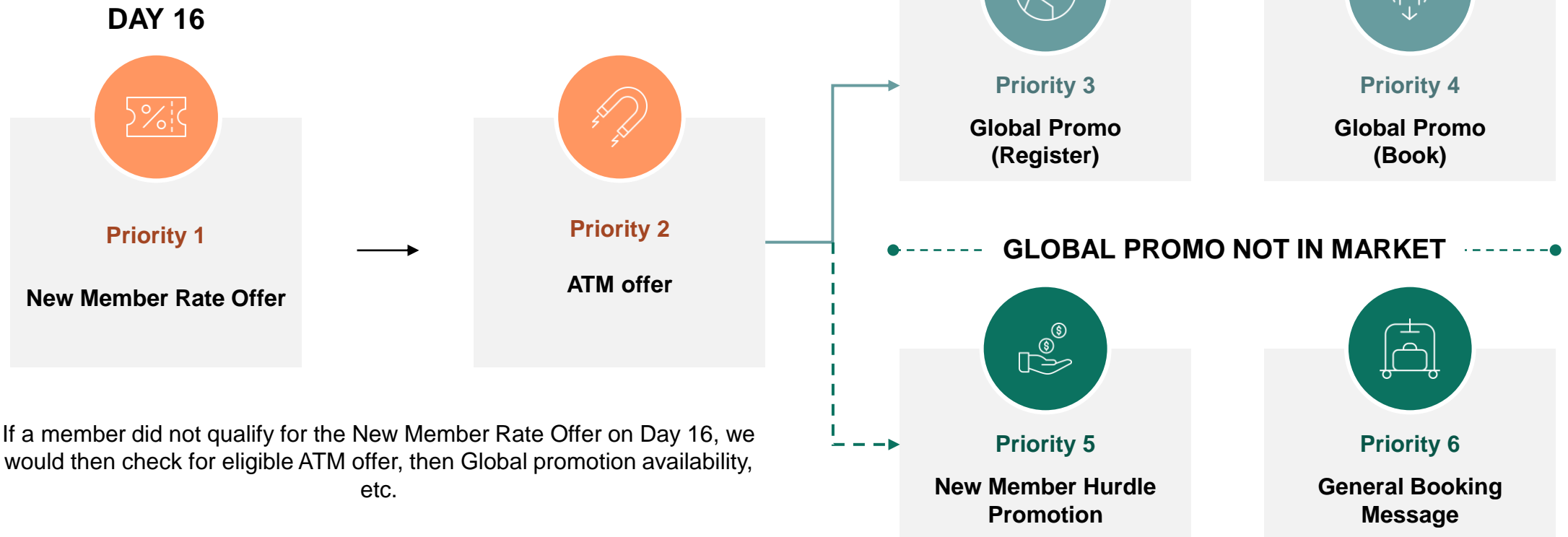
Serve to new members who meet criteria 16 days post enrollment

New offers will be introduced in the **Onboarding Track** (starting on Day 16) with applicable reminders and/or new introductions in the **Points Activation Track**



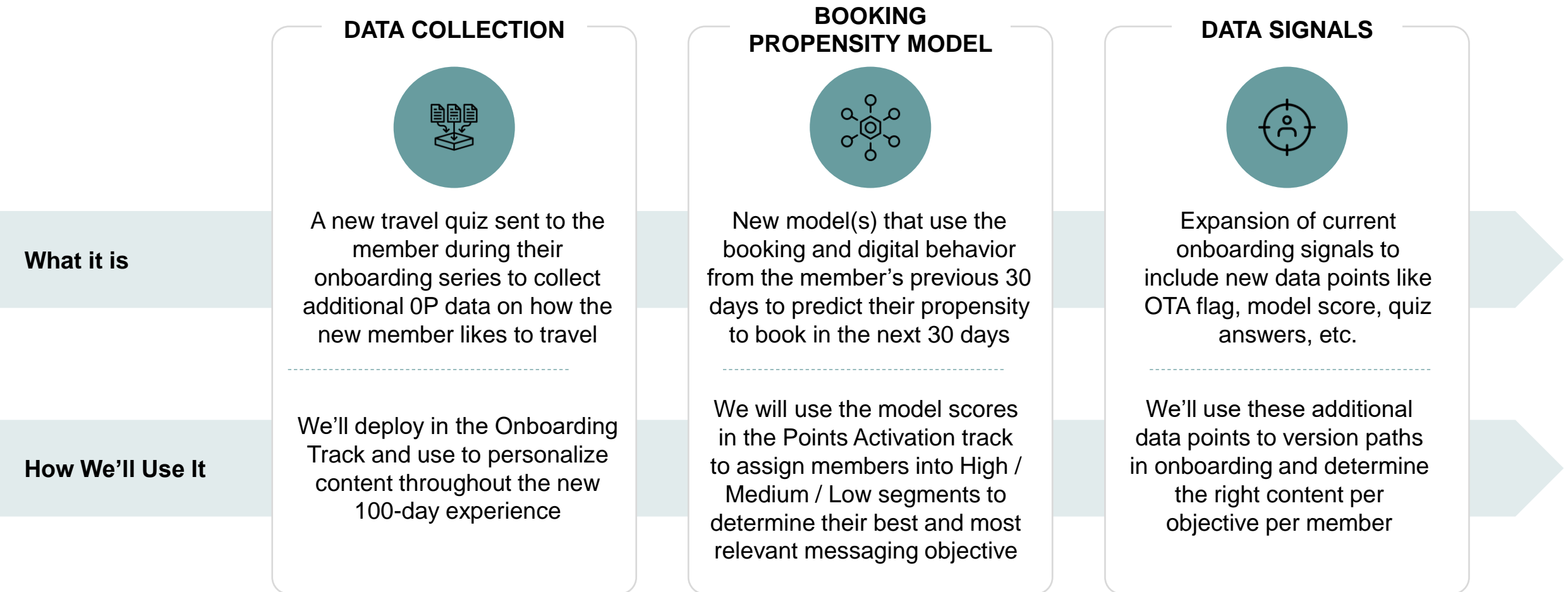
And establishing a prioritization hierarchy for existing offers

Our proposed strategy takes advantage of existing offer technology and in-market promotions to establish a prioritization hierarchy to find the right offer for the member starting on Day 16



2. INCREASED PERSONALIZATION

We have three tactics we're deploying to increase the level of personalization across the journey





Onboarding Series

Onboarding Track Strategy

Days 0 - 30

GOALS



Education



Digital



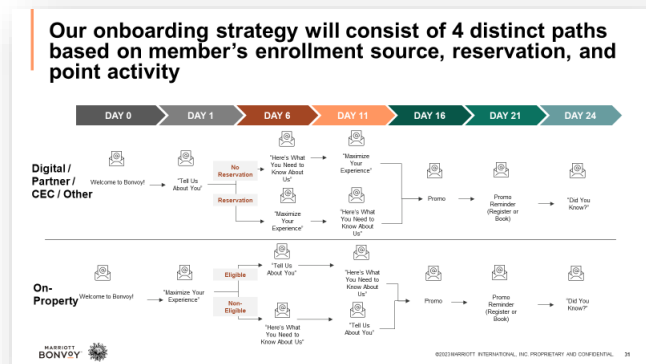
Points

Expansion of Messages

We'll expand onboarding to 7 potential messages in the first 30 days:

- 1 Welcome
- 2 Data Collection
- 3 Education 1
- 4 Download App
- 5 Offer
- 6 Offer Reminder
- 7 Education 2

Variation by Enrollment Source



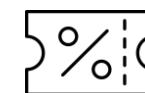
Activation rates vary greatly by enrollment source, so we will optimize the sequence of our onboarding messages by where each new member has enrolled

Introduction of Strategy Levers



OP Data Collection

New Traveler Quiz to collect member travel preferences for personalization use throughout the 100 days



Promotions & Offers

Strategic and intentional use of new and existing offers and promotions to incent new member bookings



NEEDS & GOALS

In order to maximize onboarding experience and performance, we'll need to balance business and customer needs



Bonvoy Needs:

- Customer data for personalization
- To understand new member travel propensity
- To incentivize a booking as soon as possible
- Engagement with digital properties (e.g. downloading the app)
- Encouragement to book direct



Shared Needs:

- Education on how Bonvoy works
- Realizing the value of the Bonvoy Program (e.g. points)
- Assistance in booking their first stay post enrollment
- Personalized approach to onboarding

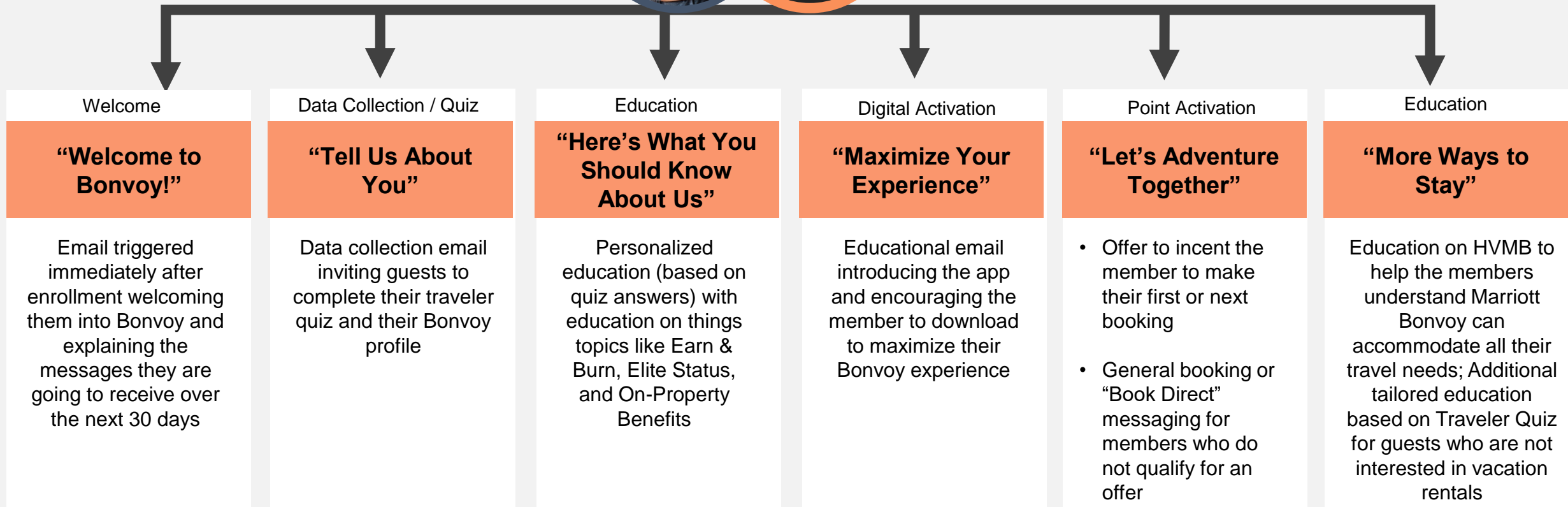


Guest Needs:

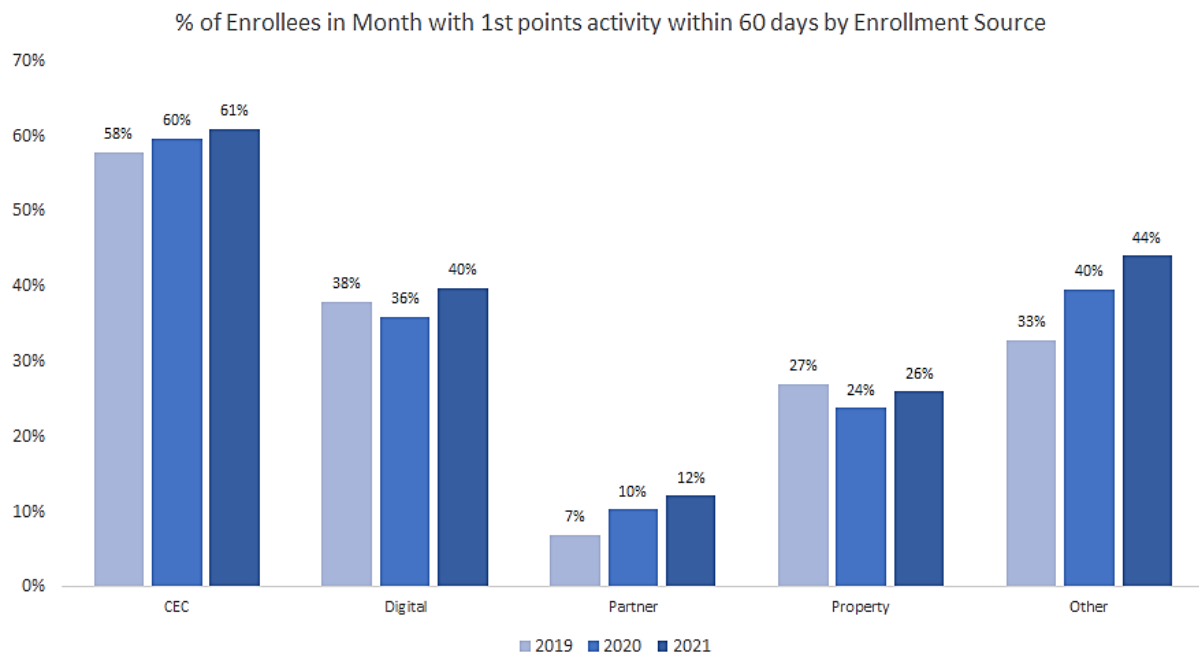
- Confirmation that enrollment is complete
- Feelings of welcome and excitement about the possibilities of Bonvoy
- Inspiration to plan their next trip

KEY MESSAGING OBJECTIVES

After evaluating guest and business needs for new members, we've identified 6 key messages for the onboarding period:



We'll use key data signals, like enrollment source, to put new members into specific paths and personalize email content



FACTBOOK FINDING: Activation rates vary greatly by enrollment source, indicating that we need more than a one size fits all approach

THESE **DATA POINTS** WILL BE KEY IN DETERMINING A GUEST'S **ONBOARDING PATHWAY**:



Enrollment Source – The guest's program entry provides context into member priorities and familiarity with Bonvoy and determines key message ordering.



Reservation – A guest with an upcoming stay provides context to travel planning and may need digital activation messages (like app) earlier on in their journey.



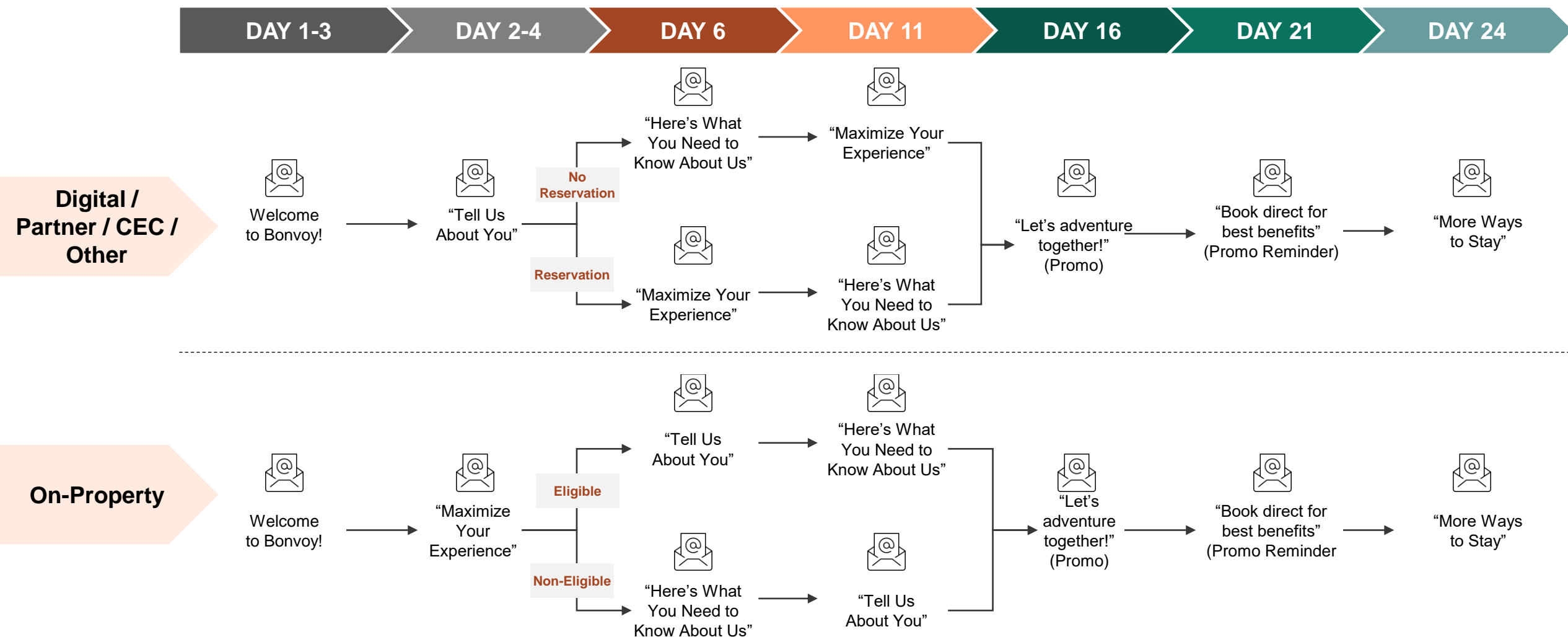
Point History – Guests enrolling on ineligible stays may need additional education earlier in their onboarding journey vs those enrolling on eligible stay.

WE'LL USE THESE DATA POINTS TO **VERSION INDIVIDUAL EMAILS**:

- Upcoming Reservation
- Traveler Quiz Responses to prioritize education and offers
- App Download
- Eligible / Non-Eligible Stay
- Luxury vs. Non



Our onboarding strategy will consist of 4 distinct paths based on member's enrollment source, reservation, and point activity*



Onboarding Journey – Path 1



Digital/Partner/CEC Enrollment/Other, No Reservation

	DAY 1-3	DAY 2-4	DAY 6	DAY 11	DAY 16	DAY 21	DAY 24
NEED	Welcome	"Tell Us About You"	"Here's What You Need to Know About Us"	"Maximize your experience"	"Let's Adventure Together" (Offer)	"Book Direct" (Offer Reminder)	"More Ways to Stay"
OBJECTIVE	Welcome	Data Collection	Education	Digital Activation	Early Point Activation	Early Point Activation	Education
KEY MESSAGES	<ul style="list-style-type: none"> Welcome to Bonvoy Generate excitement of program Overview of onboarding messages to come 	<ul style="list-style-type: none"> Take our Traveler Quiz to tell us more about yourself Complete your Profile 	<ul style="list-style-type: none"> Personalized Education to focus on guest interests (if taken Traveler Quiz): <ul style="list-style-type: none"> Generic Version Earn & Burn Elite Status 	<ul style="list-style-type: none"> Download the App 	<ul style="list-style-type: none"> Introduction of Gated Rate Discount Offer 	<ul style="list-style-type: none"> Reminder to utilize their offer to book their next stay for non-bookers Book direct general message for members who have already booked 	<ul style="list-style-type: none"> Introduction to HVMB and home rentals with Marriott Bonvoy <p>OR</p> <ul style="list-style-type: none"> Other personalized educational module (Earn & Burn or Elite Status) for guests whom HVMB is not relevant

Onboarding Journey – Path 2



Digital/Partner/CEC Enrollment/Other, With Reservation

	DAY 1-3	DAY 2-4	DAY 6	DAY 11	DAY 16	DAY 21	DAY 24
NEED	Welcome	"Tell Us About You"	"Maximize your experience"	"Here's What You Need to Know About Us"	"Let's Adventure Together" (Offer)	"Book Direct" (Offer Reminder)	"More Ways to Stay"
OBJECTIVE	Welcome	Data Collection	Digital Activation	Education	Early Point Activation	Early Point Activation	Education
KEY MESSAGES	<ul style="list-style-type: none"> Welcome to Bonvoy Generate excitement of program Overview of onboarding messages to come 	<ul style="list-style-type: none"> Take our Traveler Quiz to tell us more about yourself Complete your Profile 	<ul style="list-style-type: none"> Download the App 	<ul style="list-style-type: none"> Personalized Education to focus on guest interests (if taken Traveler Quiz): <ul style="list-style-type: none"> - Generic Version - Earn & Burn - Elite Status 	<ul style="list-style-type: none"> Offer invitation to incent the new member's next trip 	<ul style="list-style-type: none"> Reminder to register for the offer for non-registrants Call to action to book their next stay for registrants, non-bookers Book direct general message for members who have already booked 	<ul style="list-style-type: none"> Introduction to HVMB and home rentals with Marriott Bonvoy <p>OR</p> <ul style="list-style-type: none"> Other personalized educational module (Earn & Burn or Elite Status) for guests whom HVMB is not relevant

Onboarding Journey – Path 3



On-Property, Eligible Stay

	DAY 1-3	DAY 2-4	DAY 6	DAY 11	DAY 16	DAY 21	DAY 24
NEED	Account Confirmation & Welcome	“Maximize your experience”	“Tell Us About You”	“Here’s What You Need to Know About Us”	“Let’s Adventure Together” (Offer)	“Book Direct” (Offer Reminder)	“Did You Know?”
OBJECTIVE	Confirmation & Intro	Digital Activation & Education	Data Collection	Education	Early Point Activation	Early Point Activation	Education
KEY MESSAGES	<ul style="list-style-type: none"> Welcome to Bonvoy Here’s your Bonvoy perks you can access now Overview of onboarding messages to come 	<ul style="list-style-type: none"> Download the app to enhance your stay Uber Module 	<ul style="list-style-type: none"> Take our Traveler Quiz to tell us more about yourself Complete your Profile 	<ul style="list-style-type: none"> Personalized Education to focus on guest interests (if taken Traveler Quiz): <ul style="list-style-type: none"> - Generic Version - Earn & Burn - Elite Status 	<ul style="list-style-type: none"> Call to register for eligible offer and make their next stay 	<ul style="list-style-type: none"> Reminder to register for the offer for non-registrants Call to action to book their next stay for registrants, non-bookers Book direct general message for members who have already booked 	<ul style="list-style-type: none"> Introduction to HVMB and home rentals with Marriott Bonvoy <p>OR</p> <ul style="list-style-type: none"> Other personalized educational module (Earn & Burn or Elite Status) for guests whom HVMB is not relevant

Onboarding Journey – Path 4



On-Property, Non-Eligible Stay

	DAY 1-3	DAY 2-4	DAY 6	DAY 11	DAY 16	DAY 21	DAY 24
NEED	Account Confirmation & Welcome	“Maximize your experience”	“Here’s What You Need to Know About Us”	“Tell Us About You”	“Let’s Adventure Together” (Offer)	“Book Direct” (Offer Reminder)	“Did You Know?”
OBJECTIVE	Confirmation & Intro	Digital Activation & Education	Education	Data Collection	Early Point Activation	Early Point Activation	Education
KEY MESSAGES	<ul style="list-style-type: none"> Welcome to Bonvoy Here’s your Bonvoy perks you can access now Overview of onboarding messages to come 	<ul style="list-style-type: none"> Download the app to enhance your stay Uber Module 	<ul style="list-style-type: none"> Booking Direct focused education 	<ul style="list-style-type: none"> Take our Traveler Quiz to tell us more about yourself Complete your Profile 	<ul style="list-style-type: none"> Introduction of Gated Rate Discount Offer for guests who qualify Introduction of next best offer (based on prioritization) for any guests who have completed an eligible stay since enrollment 	<ul style="list-style-type: none"> Call to action to book their next stay for registrants, non-bookers Reminder to book for gated rate discount and other promo registered members non-bookers Book direct general message for members who have already booked 	<ul style="list-style-type: none"> Introduction to HVMB and home rentals with Marriott Bonvoy <p>OR</p> <ul style="list-style-type: none"> Other personalized educational module (Earn & Burn or Elite Status) for guests whom HVMB is not relevant



Point Activation Series

Point Activation Track Strategy

Days 31 - 88

GOAL:



Points

Rationale

- Our key metric is pointable activities – we want to make sure the new member finds value through the program before 100 days
- Stays are the most impactful metric to our business, but we want to be thoughtful in how we promote conversion
- When members are not ready to book their next vacation, we should adapt to provide them other pointable opportunities

Integration with Digital

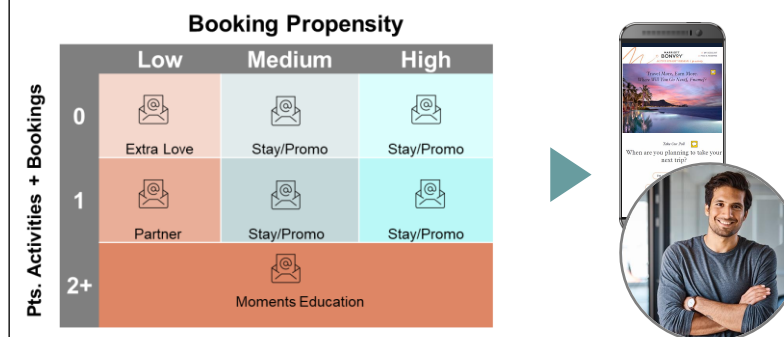
Our point activation track is designed to alternate with the digital activation track to ensure we are varying messages to maximize engagement

- 8 Point Activation 1
- 9 Digital Priorities 1
- 10 Point Activation 2
- 11 Destination Inspiration 1
- 12 Point Activation 3

Point Activation

Digital Activation

Segmentation



We'll segment every new member based on their likelihood to book and reservation history to assign the most relevant pointable objective



GOAL & KEY MESSAGES

Our goals and key messages for the **Points Activation** center on encouraging the member to book, engage in partner activity, or find additional earning opportunities

GOALS



BOOK DIRECT

Support and encourage booking actions through excitement, and incentives while emphasizing the need to book direct with Bonvoy



- **Booking Encouragement** – Encouraging members to book their next stay
- **Promotions** – Reminding members to take advantage of eligible promotions and book directly through personal offers available to them



PARTNER ACTIVATION

Encourage members to earn points beyond just stays by supporting Marriott Bonvoy partners such as Uber, Hertz, and Eat Around Town



KEY MESSAGING OBJECTIVES

- **Partner Education** – Educating new members on Bonvoy partnerships that give allow them to earn points through other means than bookings



POINT OPPS & BENEFITS

Reinforce member understanding of the value of Marriott Bonvoy, including additional opportunities to earn and where their points can take them



- **Additional Marriott Bonvoy Education** – Highlighting additional ways members can earn and use points (e.g. Refer a Friend, Moments, etc.)

We'll use the new member booking propensity models and pointable history to assign segments on Days 30 and 60

		Booking Propensity		
		Low	Medium	High
Pts. Activities + Bookings	0	Partner	Partner	Booking / Promo Reminder
	1	Partner	Booking / Promo Reminder	Booking / Promo Reminder
	2+	Additional Marriott Bonvoy Education		

Illustrative Example

Our segmentation will be determined by two data variables:

Booking propensity model score



of pointable activities and bookings the member has made to date



The objective for each segment is not static between touches



New members with 0-1 pointable activities will qualify for either a Stay or Partner objective



Members with 2+ pointable activities will receive additional Marriott Bonvoy education that focus on additional opportunities to help them earn, redeem, or stay

Note: If models cannot be operationalized, we'll need to import and use digital engagement business rules within ACC

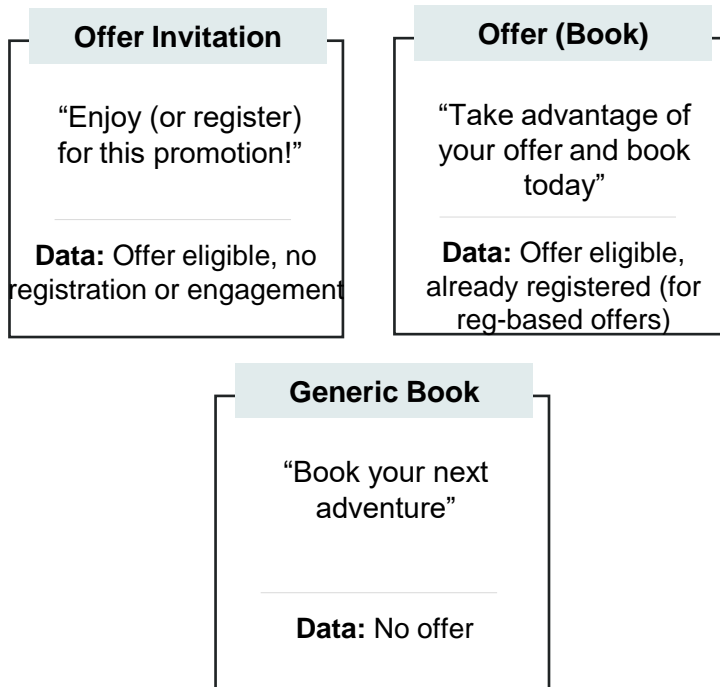


And eligible offers and partner activity to assign content

Booking

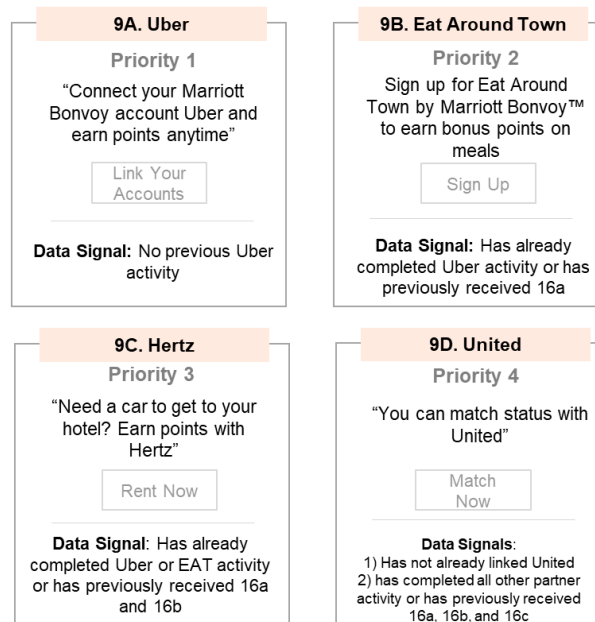
Booking content will follow the offer prioritization hierarchy and reflect actions they have already taken

Can receive 1 of the following versions:



Partner

Partner content will be determined by what partner activity they have completed or recently seen

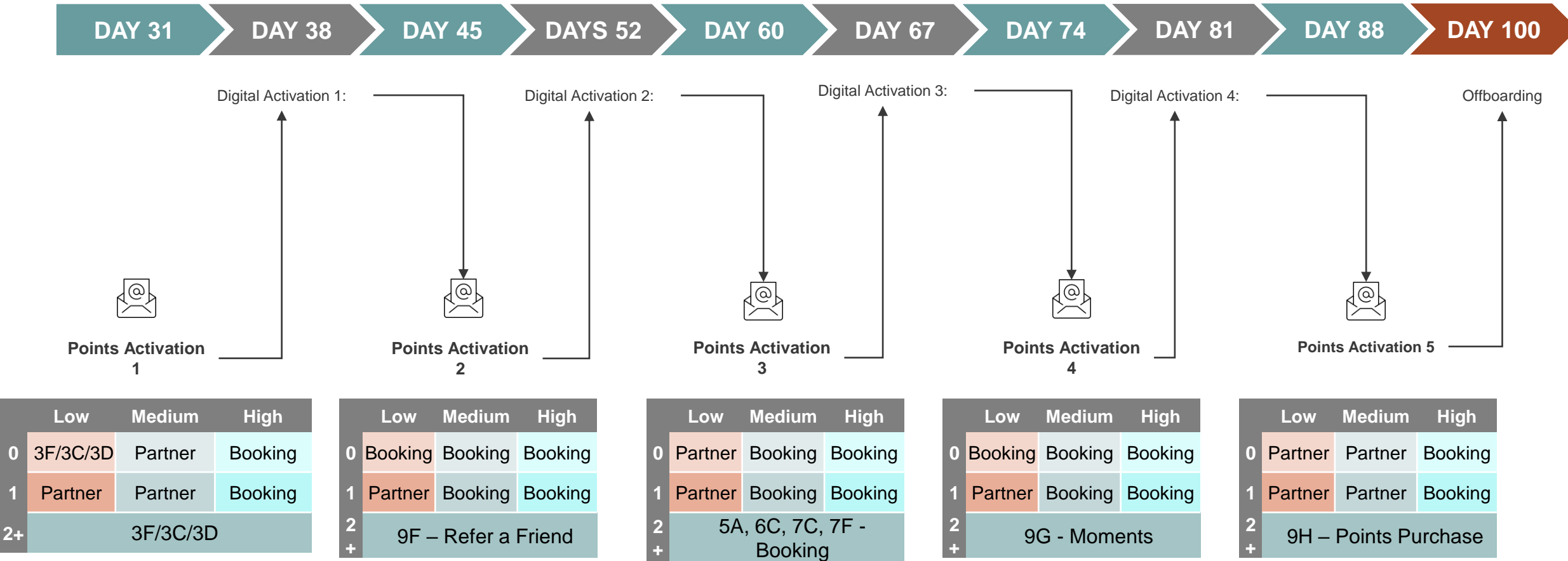


Additional Education

Depending on effort and timing for launch, these messages will either be static or run through a priority order:

- Expanded Brand Education / Highlights
- Refer-a-Friend
- Moments
- Points Purchase
- Global Promotion

The Points Activation track will consist of 5 touches from Days 31-88



Segment objectives change based on each touch



All New Members

	DAY 31	DAY 45	DAY 60	DAY 74	DAY 88
NEED	Point Activation 1	Point Activation 2	Point Activation 3	Point Activation 4	Point Activation 5
OBJECTIVE	Point Activation	Point Activation	Point Activation	Point Activation	Point Activation
RATIONALE	<ul style="list-style-type: none"> 0/H and 1/H segments always qualify for booking 0/M, 1/L, and 1/M segments receive partner objective since they have recently (Days 16 & 21) received booking related messages 0/L receive additional nurture to re-engage them into the program Brand Education is chosen for 0/L and 2+ to 	<ul style="list-style-type: none"> 0/H and 1/H segments always qualify for booking 1/L receives partner since they are not likely to book but have shown previous engagement with program 0/L, 0/M, 1/M receive booking since they have not received a booking touch since Day 21 2+ receive Refer a Friend since they have shown engagement in program 	<ul style="list-style-type: none"> 0/H and 1/H segments always qualify for booking 0/L and 1/L receives partner since they are low likelihood to book 0/M, 1/M receive booking to motivate their next stay 2+ also receive a booking message to continue to encourage them to book 	<ul style="list-style-type: none"> 0/H and 1/H segments always qualify for booking 1/L receives partner since they are not likely to book but have shown previous engagement with program 0/L, 0/M, 1/M receive booking to motivate next stay 2+ receive Moments to educate and excite them about redemption 	<ul style="list-style-type: none"> 0/H and 1/H segments always qualify for booking 0/L, 1/L, 0/M, 1/M receive partner to try to try to get one additional point activity before 100 days 2+ receive Points Purchase as education of how else they can get points



Digital Activation Series

Digital Activation Track Strategy

Days 38 - 100

GOALS



Digital



Nurture

Rationale

Pre- vs. Post-App Activation		
Booking Direct	+0.3 pts 97.9% to 98.2%	1
Digital Direct Room Night Share	+9 pts 46% to 55%	2
Annual Room Revenue	+63% \$2,835 to \$4,635 on average	
Annual # of Room Nights	+76% 16 nights to 27 nights on average	3

- We know that guests who download the app are more valuable in the long-term
- Our booking propensity model found that number of web visits was the best predictor of propensity to book

Focus on Digital Priorities

We will have two touches in this series that specifically focus on reminding the guest to complete any of our digital priorities they have not yet completed:

- ✓ 1. Download App
- ✓ 2. App Nurture
- ✗ 3. Traveler Quiz
- ✗ 4. Profile Completion

Intentional Nurture

- 1 Digital Priorities 1
- 2 Destination Inspiration 1
- 3 Destination Inspiration 2
- 4 Digital Priorities 2
- 5 Offboarding

The Digital Activation track will also feature two touches that are focused specifically on personalized destination inspiration without any calls to book or convert

GOAL & KEY MESSAGES

Our key messages reflect our goals of encouraging the new member to engage digitally with us

GOALS



APP DOWNLOAD & USAGE

Encourage app downloads and usage among new members



PREFERENCE COLLECTION

Encourage new members to share data on their preferences



WEB VISITS & DIGITAL ENGAGEMENT

Encourage new members to visit .com and maximize time spent engaging on all digital properties



KEY MESSAGING OBJECTIVES

- **App Download** – Promote app downloads for members who have not downloaded the app
- **App Nurture** – Encourage app sign-ins and usage by reminding guests that they can use their app to book travel and enhance their stay

- **Profile Completion** – Encourage members who have not completed their profile to log-in and complete it
- **Quiz Reminders** – Remind guests who have not completed their traveler quiz to take the survey

- **Travel Inspiration** – Use travel inspiration and non-booking focused messages to encourage the guest to spend time on site reading Bonvoy articles or researching destinations and properties

We'll use their digital milestones, 0P data, and other relevant data to determine the most relevant objective and version for each guest

DATA SIGNALS



DIGITAL ENGAGEMENT MODULES

App Download – Download data will determine whether a guest receives a call to download the app or a digital nurture module

Profile Completion – Profile completion flag will determine if the guest gets reminders to complete their profile

Quiz Completion – Quiz completion will determine if the guest gets reminders to complete their survey



INSPIRATION MESSAGES

Quiz Answers– We can use the below data points from our 0P Traveler Quiz to tailor the inspirational content for the guest:

- **Favorite Vacation Types** – We can use this to provide traveler articles relating to their favorite vacation types or delve into destination inspiration
- **Vacation Rental Preference** – We should provide some inspiration content specific to vacation rentals for guests who indicate they rent homes for travel
- **Business vs. Leisure** – We can use this indicator to tailor content based on travel motivations

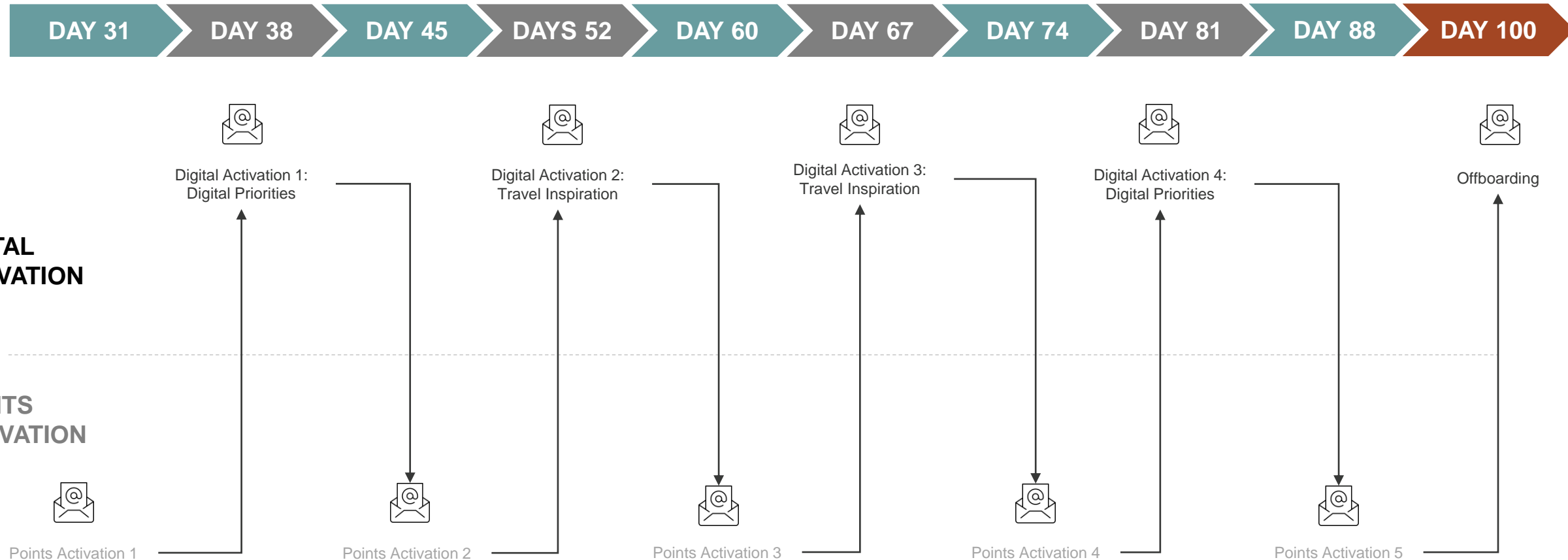


ADDITIONAL VERSIONING

Luxury Vs. Non– Keeping look, feel, and content consistent for luxury members



Digital Activation emails will be sent every 14 days with a final offboarding message to end the experience



Digital Activation



All New Members

	DAY 38	DAY 52	DAY 67	DAY 81	DAY 100
NEED	Digital Priorities 1	Destination Inspiration 1	Destination Inspiration 2	Digital Priorities 2	“Congrats on your first 100 days with Bonvoy! We can’t wait to adventure again”
OBJECTIVE	Digital Priorities	Nurture / Love	Nurture / Love	Digital Priorities	Offboarding
KEY MESSAGES	<ul style="list-style-type: none"> Call to complete the following digital priorities: <ul style="list-style-type: none"> Download App Profile Completion Traveler Quiz 	<ul style="list-style-type: none"> Destination inspiration (personalized to the guest’s interests where possible) to motivate the guest to spend time on digital properties dreaming about their next vacation 	<ul style="list-style-type: none"> Destination inspiration (personalized to the guest’s interests where possible) to motivate the guest to spend time on digital properties dreaming about their next vacation 	<ul style="list-style-type: none"> Call to complete the following digital priorities: <ul style="list-style-type: none"> Download App Profile Completion Traveler Quiz 	<ul style="list-style-type: none"> Thank you for the member’s first 100 days in the program and look-back on their activities to date



Pilot Design and Measurement Plan

Summary of Pilot Test & Measurement

TEST OBJECTIVE

Redesign the first 100-day treatment of the new enrollees to the Marriott Bonvoy program

TEST HYPOTHESIS

Differentiated engagement-based treatment of new enrollees in the Bonvoy program would lead to more point-able activities (such as stay based conversions) in the first 100 days

TEST DURATION

160 sequential days
(2 months of audience cohorts + 100 days journey). Measurement to start at least 7 days post test completion, to allow for delayed attribution.

TEST/ CONTROL CELLS

2 cells (test and control) created out of a cohort of new enrollees joined in a specific testing month and split at 50% each

BUSINESS IMPACT

Improve engagement and pointable activities from new Marriott Bonvoy enrollees

AUDIENCE

New Enrollees to Marriott Bonvoy program in US that are emailable. Estimated to be an average of 280K per month

KEY KPIS

Success KPI: Incremental % of enrollees with 2+ Point-able Activity in first 100 days

Other KPIs: Incremental Bookings in first 100 days; Incremental % of enrollees with email clicks in first 100 days; Incremental % of enrollees with 2+ Web Visit in first 100 days; Incremental % of enrollees using App in first 100 days

ADDITIONAL CONSIDERATIONS

Operationally, the test and cohorts need to be split on a daily basis from the new enrollees joined in the day so that they can be treated differently. For measurement, these will be combined into monthly cohorts of test and control.





Risks & Next Steps

Risks & Contingencies

Need / Requirement	Contingency Plan
Day 0 Welcome Email	<ul style="list-style-type: none"> Utilize existing BAU welcome functionality with new content Consolidate on-property tracks and change timing of first three touches as needed
Import of Quiz Answers for Personalization	<ul style="list-style-type: none"> Removal of quiz from onboarding series Generic education messages Static digital activation nurture
No Complete Profile Flag	<ul style="list-style-type: none"> Remove from digital tracker checklist Make secondary modules generic Remove primary module in digital activation track
Model Operationalization	<ul style="list-style-type: none"> Alternate business rules in ACC (may still require import of digital activity data)
New Member Promotion / Offer Prioritization	<ul style="list-style-type: none"> Re-working of potential offers to deploy at Day 16 Generic Americas demand gen offer or generic booking message for booking objective touches
Import of Partner Data (Enrollment Source, Point Activity)	<ul style="list-style-type: none"> Rotation of partner content based on previously seen modules instead of partner activity to date Remove partner welcome module
Suppressions	<ul style="list-style-type: none"> Suppress at PCM level with orphan records
# of Point Activity Calculations	<ul style="list-style-type: none"> Use upcoming bookings and previous stays for segmentation instead of # of Point Activity calculations
Import of OTA Flag	<ul style="list-style-type: none"> ACC to use reservations with no points as proxy for OTA

Next Steps: Moving into Part 2

Solidify New Member Promotion



Work with the Loyalty Promotions team to finalize the hurdle promotion and offer prioritization

Finalize Pilot Design & Measurement Plan



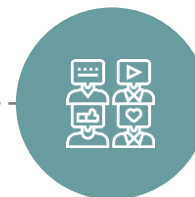
We'll collaborate with the Loyalty Promotions team to determine coordination of gated rate offer pilot and Lifecycle Phase 2 pilot

Identify Marriott IT needs and requests



We'll identify all areas where we'll need Marriott IT support to bring the strategy to life

Continued Collaboration with Creative



We'll stay connected to Data Axle for potential feedback and tweaks to the strategy

Sizing, Prioritization, and Development



We're working with ACC and PCM teams to size, prioritize, and begin development working towards June launch



THANK YOU





Appendix

Increased Personalization

Data Collection

WHAT IT IS

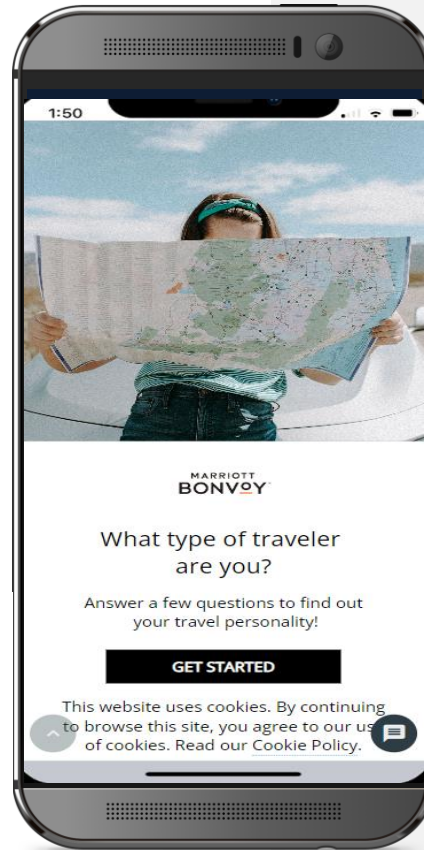
A new “Traveler Quiz” sent to the member during their onboarding series to collect additional OP data on how the new member likes to travel

HOW WE’LL USE IT

We’ll deploy in the Onboarding Track and use to personalize content throughout the new 100-day experience

REQUIREMENTS & OPERATIONALIZATION

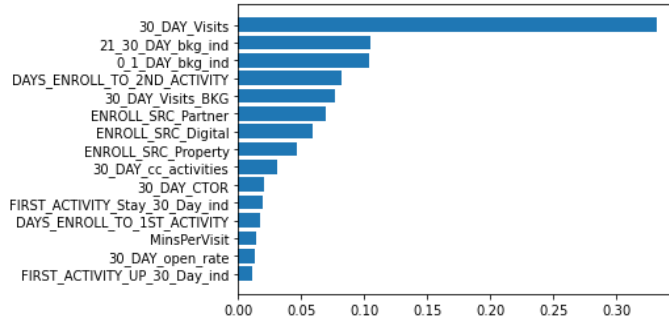
1. Utilization of Epsilon’s partnership with Jebbit for quiz creation
2. Quiz deployment during Onboarding and Digital Activation Tracks (as needed)
3. Collection of data and transfer to ACC
4. Dynamic content resolution & email delivery/tracking via PCM



SAMPLE USES

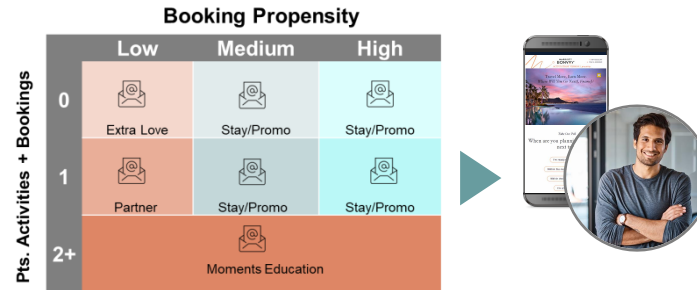
Traveler Quiz Questions	Uses
1 How many trips do they have planned in the next 90 days?	Messaging around offers
2 Are they a business or a leisure traveler?	Personalization of nurture digital activation messages
3 What types of vacations do they enjoy?	Personalization of nurture digital activation messages
4 Are they interested in vacation rentals?	HVMB education
5 Why Bonvoy perk are they most excited about?	Onboarding education

Booking Propensity Models



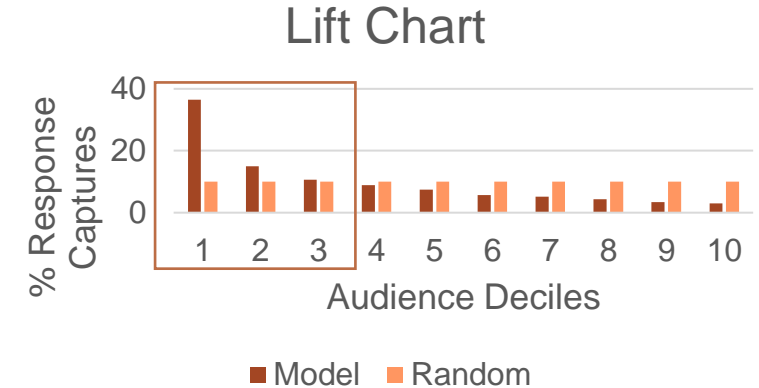
WHAT IT IS

New model(s) that use the booking and digital behavior from the member's previous 30 days to predict their propensity to book in the next 30 days



HOW WE'LL USE IT

We will use the model scores in the Points Activation track to assign members into High / Medium / Low segments to determine their best and most relevant messaging objective



REQUIREMENTS & OPERATIONALIZATION

1. Model will run on a daily cadence for all members in the eligible audience
2. Epsilon to send daily file to MDP
3. ACC to deploy personalized message based on member's score, on the strategically planned days since enrollment.

Data Signals

WHAT

We'll expand the data signals we version and personalize content to include new signals

WHY

The new signals will allow the 100-day journey to be personalized to a deeper level and increase engagement

REQUIREMENTS & OPERATIONALIZATION

1. Bring OTA reservation data, partner into ACC to personalize and version communications
2. Import data / create process to determine number of pointable transactions each member has
3. Import Traveler Quiz data into ACC and MDP
4. Operationalize model score and bring data into ACC and MDP
5. MI support for dev/test in Adobe Analytics for Digital engagement components (if needed)

CURRENT SIGNALS:

- Reservation vs. No reservation
- On-Property Enrollment
- App vs. No-App
- Luxury Vs. non
- Profile Completion



EXPANDED SIGNALS:

- OTA Flag
- Model Score
- Traveler Quiz Answers
- Partner Activity / Engagement
- Digital engagement data* *(if model score not operationalized)*



Pilot Design and Measurement Plan

TEST HYPOTHESIS

What is the test hypothesis?	Null	Differentiated treatment of new enrollees based on engagement with the Bonvoy program and Marriott digital assets would not have any incremental impact on point-able activities such as stay based conversions in the first 100 days
	Alternative	Differentiated engagement-based treatment of new enrollees in the Bonvoy program would lead to more point-able activities, such as stay based conversions in the first 100 days
Does the business request lift/incremental measurement?	<div>Yes</div> No	Incrementality in % of enrollees with 2+ pointable activities (including stayed and non-stayed bookings)
Any expected outcomes/thresholds that the business wants validated?	<div>Yes</div> No	<p>Primary (with statistical significance):</p> <ul style="list-style-type: none">More New Enrollees with 2+ Point-able activities (including stayed and non-stayed bookings, excluding points from stays before enrollment) in first 100 days <p>Secondary (with or without statistical significance):</p> <ul style="list-style-type: none">Digital Engagement: More enrollees with Digital engagement in first 100 days:<ul style="list-style-type: none">2+ web visitsApp useProfile completionEmail engagement: More enrollees with email clicks in first 100 daysConversion: More Bookings in first 100 days
Was there similar test done before? What have we learned from it?	<div>Yes</div> No	
Are there historical benchmarks to guide test assumptions?	<div>Yes</div> No	BAU audience performance
Additional Considerations	<ul style="list-style-type: none">Audience needs to be identified in MDP correctly as test v/s control	

TRACKING METRICS






What is the primary KPI to determine success of the test? (with statistical significance)	Incremental Email Open Rate	
	Incremental Open-to-conversion Rate	
	Incremental Click Rate	
	Incremental Click to Open Rate	
	Incremental Share of Clicks	
	Incremental Enrollment Rate	
	Incremental Web Visit Rate	
	Incremental Booking	
	Incremental Room Nights	
	Incremental Revenue	
	Incremental % of enrollees with 2+ Point-able Activity in first 100 days	✓
What are the secondary KPIs to evaluate success of the test? (with or without statistical significance)	Incremental Bookings in first 100 days	✓
	Incremental % of enrollees with email clicks in first 100 days	✓
	Incremental % of enrollees with 2+ Web Visit in first 100 days	✓
	Incremental % of enrollees using App in first 100 days	✓
Additional Learnings	No adverse impact on unsub rate; Quiz take rate, Profile completion	✓

TEST AUDIENCE & PARAMETERS

What parameters apply to the testing audience?

#	Parameters	Specification
1.	Brands	All
2.	Customer Segment	N/A
3.	Member / Non-member	Member
4.	Loyalty Tier	All
5.	Country / Region	US Only
6.	Language	English
7.	Demographics a) Age b) Income c) Education...	N/A
8.	Activity Engagement a) Recent website visit b) Recent email open c) Credit Card Holders...	<ul style="list-style-type: none"> Recent Enrollee to Bonvoy member program (first 100 days)
9.	Propensity Deciles a) Affinity to Luxury Segment...	N/A

TESTING CHANNELS & VARIANTS





What is the testing channel?	Email	
	Search	
	Social	
	Display	
	Mobile	
What are the variants in the test group v/s control	Email creatives	
	Web content	
	Email creative placement	
	Subject line	
	Promotional offer	
Is there other test in place targeting the same channel and similar audience?	<div><div><div>Yes</div></div> No</div>	May overlap with other campaigns, e.g. Gated Offer for first 100 days. Please see slide #10/11 for impact on run time due to Gated offer test
Others		
Any limitations or Caveat?		

TEST SET-UP













Do we have the ability and capability to hold out a control group to measure lift & incrementality?	<div>Yes</div>	
	No	
What are the constraints?	Eligible Universe	New Enrollees to Marriott Bonvoy program in US that are available
	# of test cells	2 cells (test and control) created out of cohort of new enrollees joined in a specific testing month. Operationally, the test and cohorts need to be split on a daily basis from the new enrollees joined in the day. For measurement, these would be combined into monthly cohorts of test and control.
	Others	-
What is the offer?	Test Cells	Mix of treatments
	Control Cells	BAU treatment

NEW ENROLLEES

TEST v/s CONTROL BREAKOUT AND OPTIONS & RECOMMENDATION

Significance Parameters			
Key	Confidence Level	Power	Smallest lift for Significance
	95%	90%	3%
	90%	90%	3%
	90%	80%	3%
	Not Significant		

Details & Assumptions
<ul style="list-style-type: none"> 280K emailable enrollees in a month (US only) % with 2+ pointable activity: 5.7% % with 2+ web visits in 100 days: 51% % with App use in 100 days: 2.8%

% Allocated to Control	Months of enrollees needed in test	Total Volume per Test cell	Total Volume per Control cell	Read on 2+ Pointable activities	Read on 2+ web visits Rate	Read on app use rate
50%	1 month	140,000	140,000			
50%	2 months	280,000	280,000			
50%	3 months	420,000	420,000			
50%	4 months	560,000	560,000			

Recommended timing + control combination
 (Assuming audience is not shared with another test during same test period). Additional 100 days (over the recommended cohort length) are needed for treatment

SUMMARY: TEST MEASUREMENT PARAMETERS AND BASELINES

What are the thresholds used in control sizing exercise?	Confidence Level	95%
	Power	90%
	Expected Lift	3%
	Historical / Assumed baseline performance	<p>Primary:</p> <ul style="list-style-type: none">• % of New Enrollees with 2+ Pointable activities (including stayed and non-stayed bookings, excluding points from stays before enrollment) in first 100 days: 5.7% <p>Secondary:</p> <ul style="list-style-type: none">• 1+ Pointable activities (including stayed and non-stayed bookings, excluding points from stays before enrollment) in first 100 days: 43.3% of enrollees• Digital engagement (as % of enrollees) in first 100 days:<ul style="list-style-type: none">• with 2+ web visits 51%,• App use 2.8%• Email engagement (as % of enrollees): Unique click rate in first 100 days: 21.6%• Bookings only in first 100 days: 52.7%
What are our recommendations?	Control Group Size	50% of Audience
	Test Group Size	50% for Audience
	Test Duration	160 sequential days (2 months of audience cohorts + 100 days journey). Measurement to start at least 7 days post test completion, to allow for delayed attribution
Randomization -- What are the characteristics used to balance the test and control groups to ensure homogeneity?	Demographics	Use unbiased random sample
	Activity Engagement	Use unbiased random sample
	Purchase Behaviors	Use unbiased random sample

Onboarding Touches & Modules Digital/Partner/CEC

ONBOARDING STRATEGY AT A GLANCE

DAYS 0 - 30

DESCRIPTION

Welcome and educate new member to Bonvoy program and incentivize digital activities and bookings

GOALS

- Welcome
- Education
- Data Collection
- Email Engagement
- Booking
- App
- Download

MEASUREMENT

Key KPI

- Bookings / Pointable Activities







Email Engagement KPI

- Clicks

Digital KPIs

- Quiz Completion
- Profile Completion
- App Download

KEY MESSAGES & PRIMARY MODULES

 Welcome	 Data Collection	 Education	 Download App	 Offer/Booking	 Reminder	 Additional Education
1A. Welcome (No Reservation)	2A. Traveler Quiz	3A. Generic Education	4A. Download the App - No Reservation	5A. Rate Offer	7A. Rate Reminder Book	3H. Generic Brand Education
1B. Welcome (No Reservation / Partner)	2B. Traveler Quiz - Luxury	3B. Generic Education - Luxury	4B. Download the App - With Reservation	5C. Global Promo (Register)	6A. ATM Reminder / ATM 7B. Offer (Book)	3I. Luxury Brand Education
1C. Welcome (Reservation - Non Luxury)		3C. Education - Earn & Burn Focus	4C. Download the App - Lux Reservation	5D. New Member Promo	6B. Global Promo Reminder / 7C. Global Promo (Book)	3J. Premium Brand Education
1D. Welcome (Reservation - Luxury)		3D. Education - Elite Status Focus	4D. Digital Nurture	5E. No Promo	6C. New Member Promo Reminder / 7D. New member Promo (Book)	3K. Select Brand Education
1E. Welcome (On-Property Non-Luxury)		3G. Book Direct	4E. Download the App -On Property		7J. Acquisition Offer Book	3L. Long-term Stay
1F. Welcome (On-Property Luxury)			4F. Digital Nurture - On Property			3M. Trendy

VERSIONS

4 Potential versions based on enrollment source:

- Digital/CEC/Partner/Other, No reservation
- Digital/CEC/Partner/Other, with reservation
- On-Property, Eligible
- On-Property, Ineligible

DATA SIGNALS

- Enrollment Source
- OTA Stay
- # of Stays / Booking(s)
- App Download
- Luxury Vs. Non
- Traveler Quiz
- Offer

OFFERS

Rate Offers

Gated rate offer for members with no stays

Acquisition

Members who enrolled through promotion

ATM

ATM offer (if eligible)

Global Promo

Global Promo (if in market)

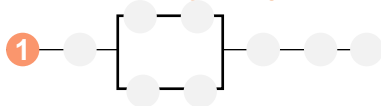
Hurdle Promo

New member points offer for members with one stay

1

“Welcome to Bonvoy”

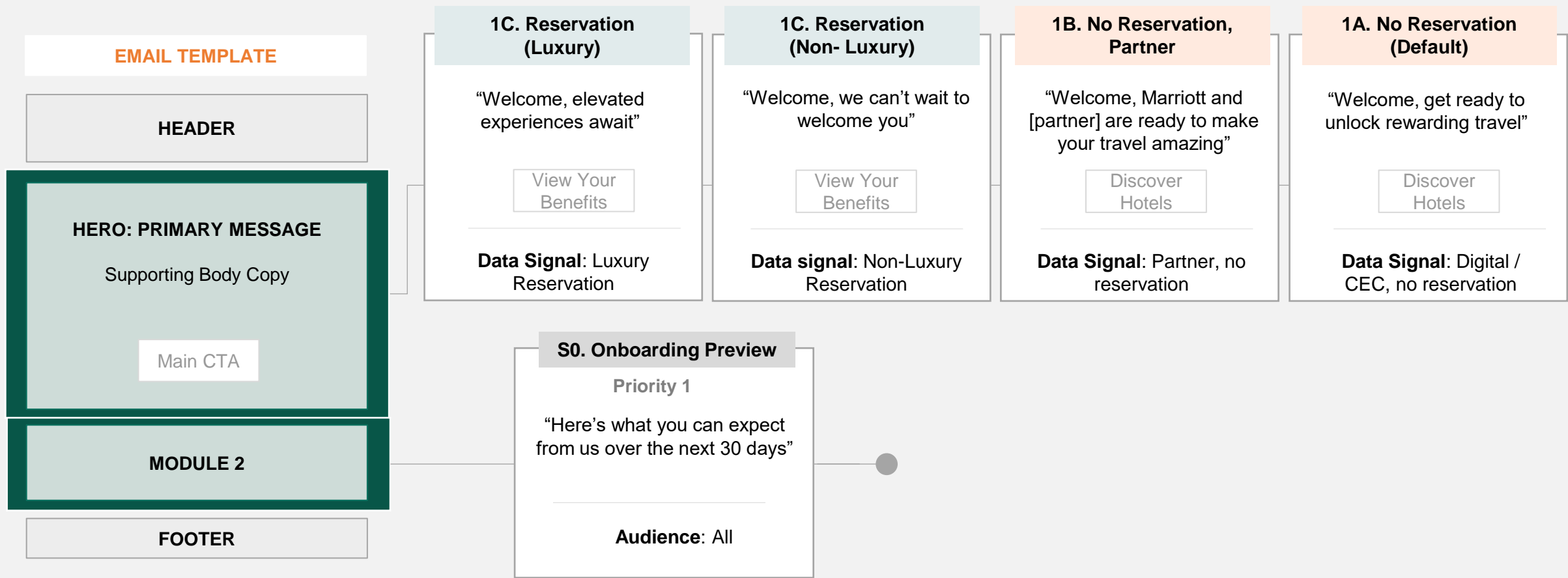
TIMING (DAY)



Messaging Theme: Welcome

Audience: New members with Digital, CEC, or partner enrollment sources

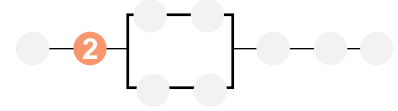
First Welcome touch intended to confirm members registration, welcome them to the program, and help them feel excited about Bonvoy benefits / where Bonvoy can take them



2 “Tell Us About You”

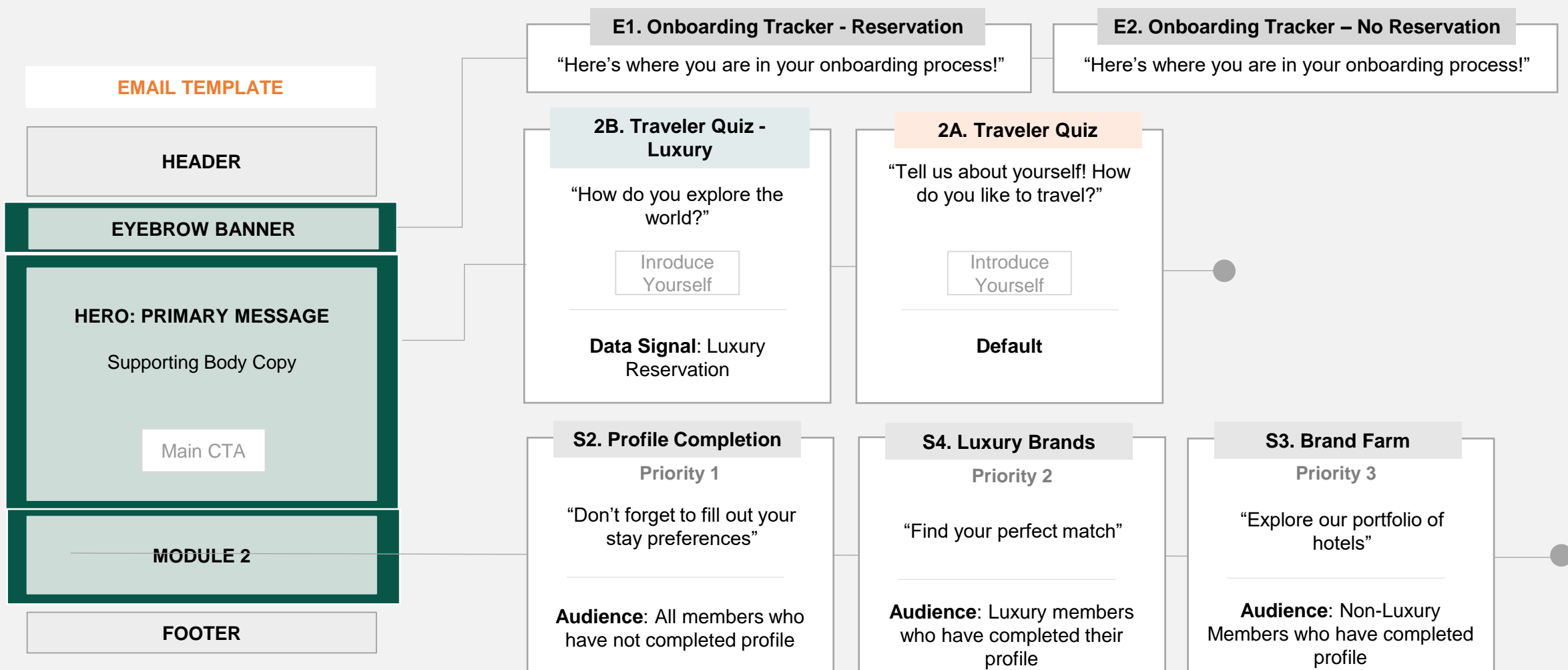
Data collection touch intended to initiate a two-way relationship, help the new member provide their preferences to Marriott, and help Marriott collect and use those preferences to provide a personalized experience

TIMING (DAY)



Messaging Theme: Data Collection

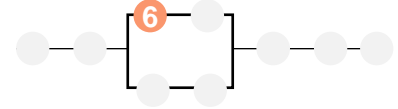
Audience: New members with Digital, CEC, or partner enrollment sources



3A “Here’s What You Need to Know About Us”

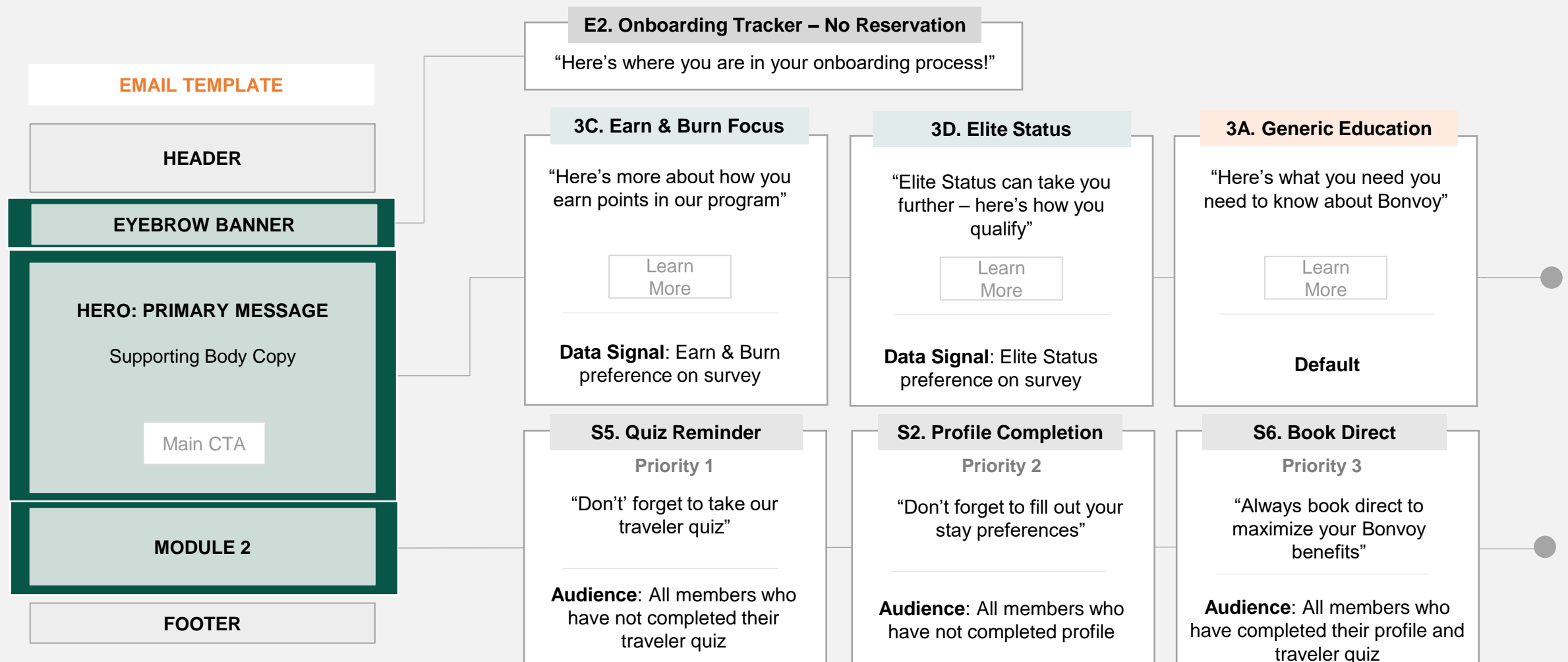
Educational touch intended to help the new member understand the value of the Bonvoy loyalty program to them through education on Bonvoy’s benefits and how to earn and burn points

TIMING (DAY)



Messaging Theme: Education

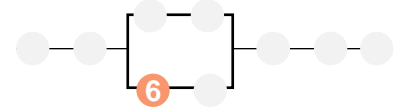
Audience: New members with Digital, CEC, or partner enrollment sources, **no reservation**



3B “Maximize Your Experience”

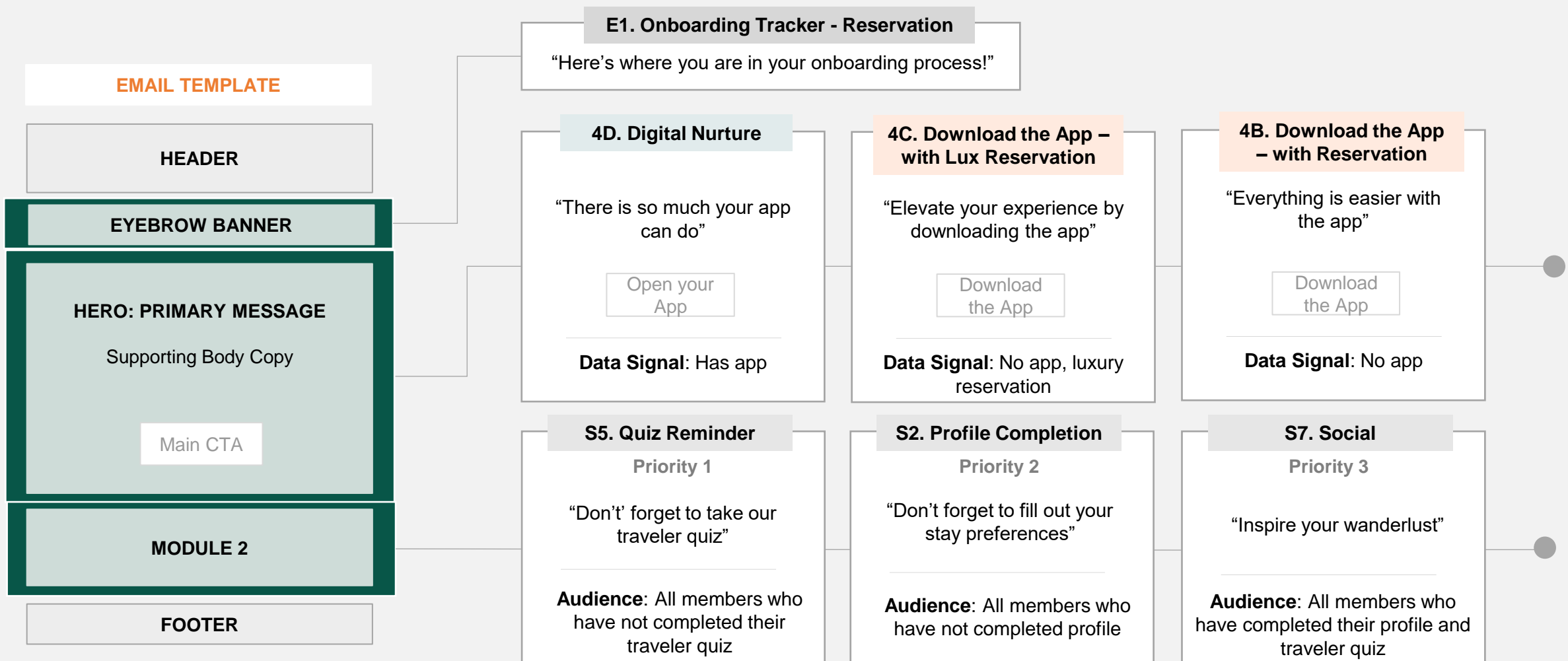
Educational touch intended to help the new member understand the value of the Bonvoy loyalty program to them through education on Bonvoy’s benefits and how to earn and burn points

TIMING (DAY)



Messaging Theme: App Download

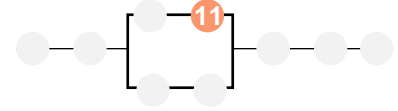
Audience: New members with Digital, CEC, or partner enrollment sources, **with reservation**



4A “Maximize Your Experience”

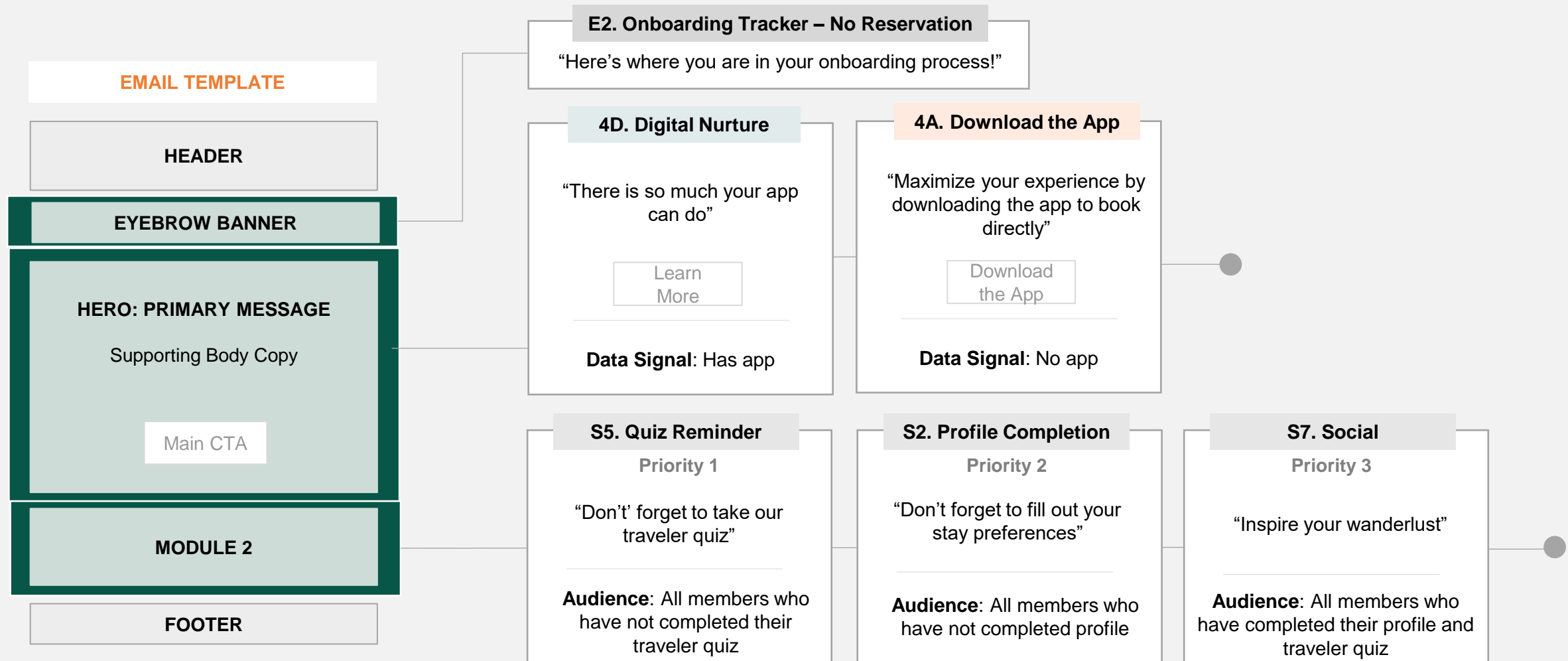
Educational touch intended to help the new member understand the value of the Bonvoy loyalty program to them through education on Bonvoy’s benefits and how to earn and burn points

TIMING (DAY)



Messaging Theme: App Download

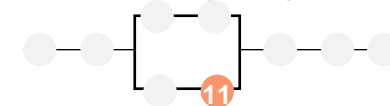
Audience: New members with Digital, CEC, or partner enrollment sources, **no reservation**



4B “Here’s What You Need to Know About Us”

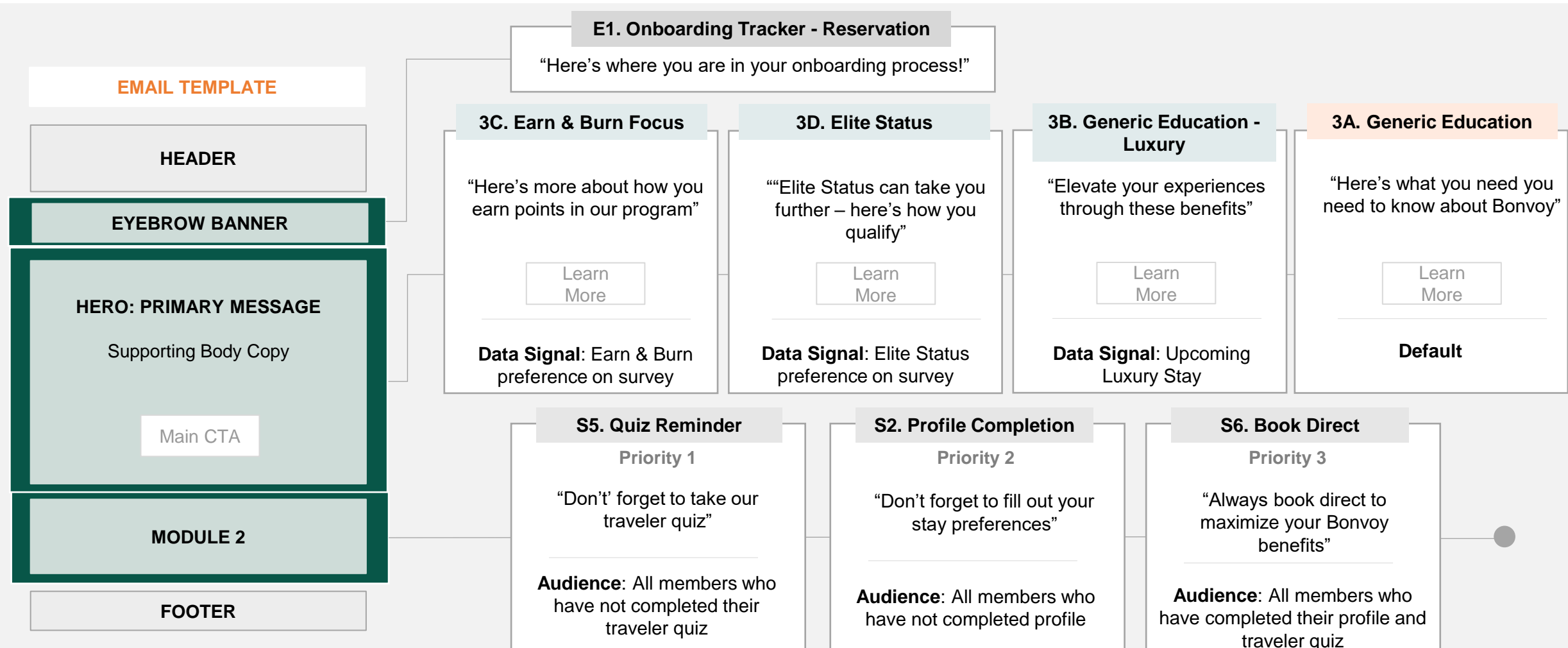
Educational touch intended to help the new member understand the value of the Bonvoy loyalty program to them through education on Bonvoy’s benefits and how to earn and burn points

TIMING (DAY)



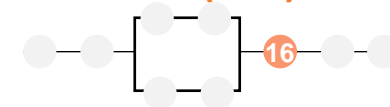
Messaging Theme: Education

Audience: New members with Digital, CEC, or partner enrollment sources, **with reservation**



5 Offer (Primary Modules)

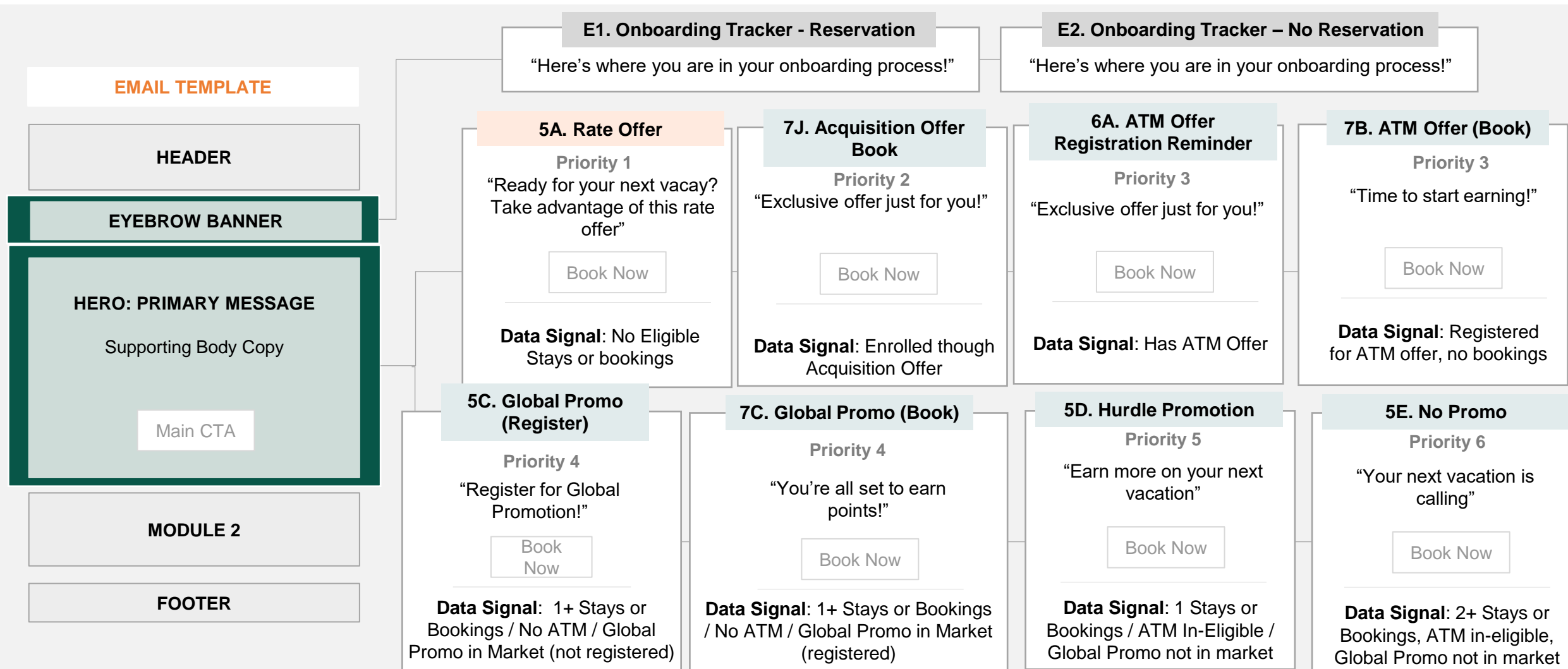
TIMING (DAY)



Messaging Theme: Booking Incentive

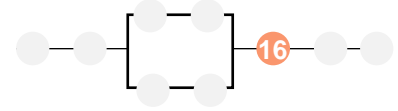
Email with rate or point offer to incent a new member's first or second booking

Audience: New members



5 Offer (Secondary Modules)

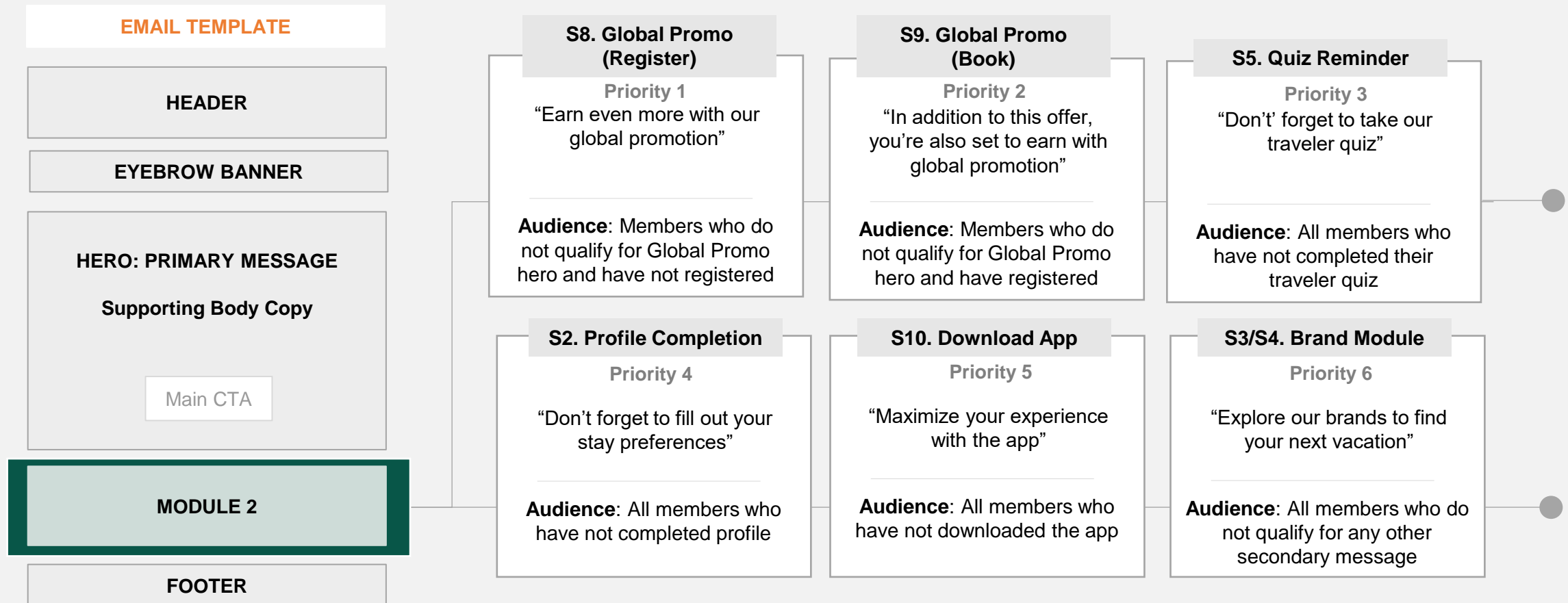
TIMING (DAY)



Messaging Theme: Booking Incentive

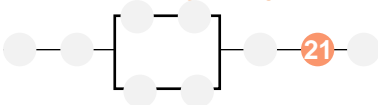
Audience: New members

Email with rate or point offer to incent a new member's first or second booking



6 Offer Reminder / Book Direct

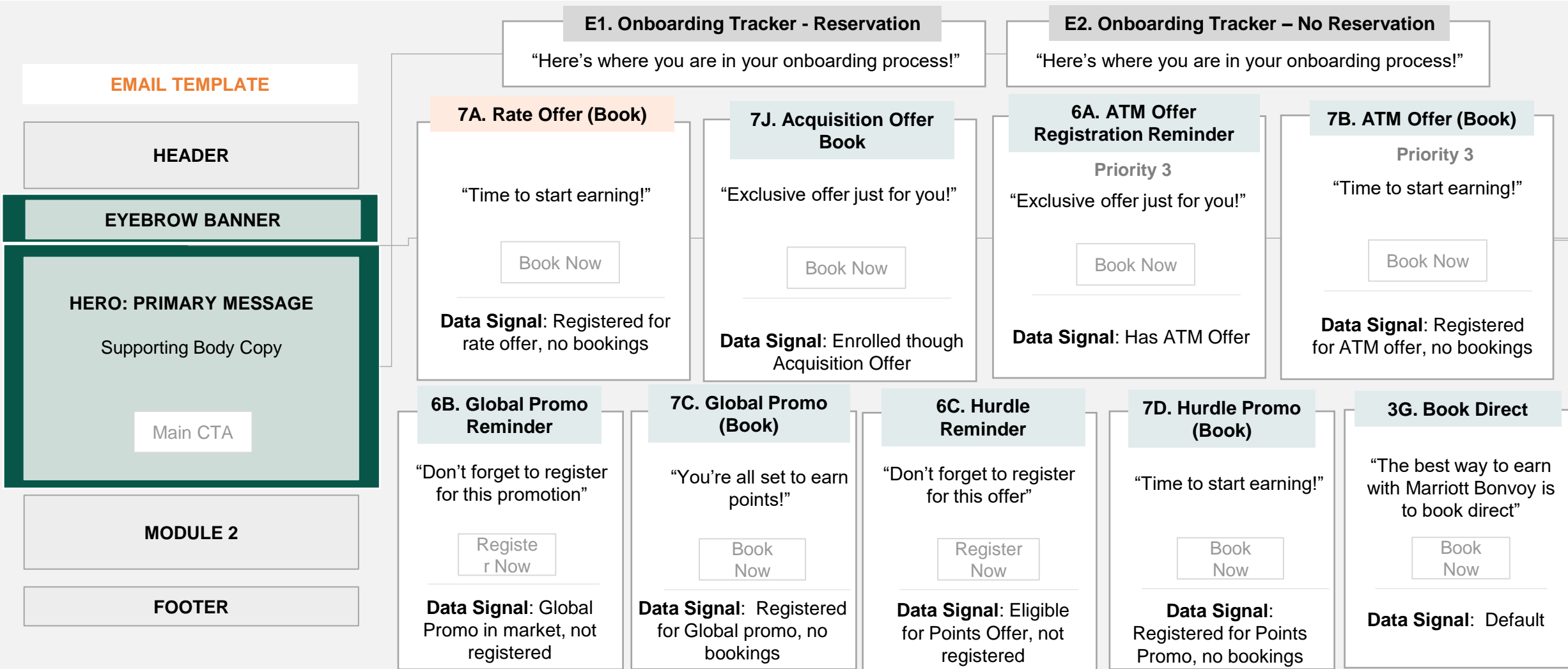
TIMING (DAY)



Messaging Theme: Offer remail

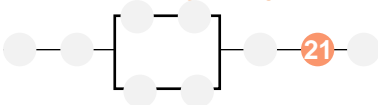
Audience: New members who received an offer but have not registered or booked

Email reminding the new member of their offer or reinforcing book direct messaging if they have already taken advantage of their offer



6 Offer Reminder / Book Direct (Secondary Modules)

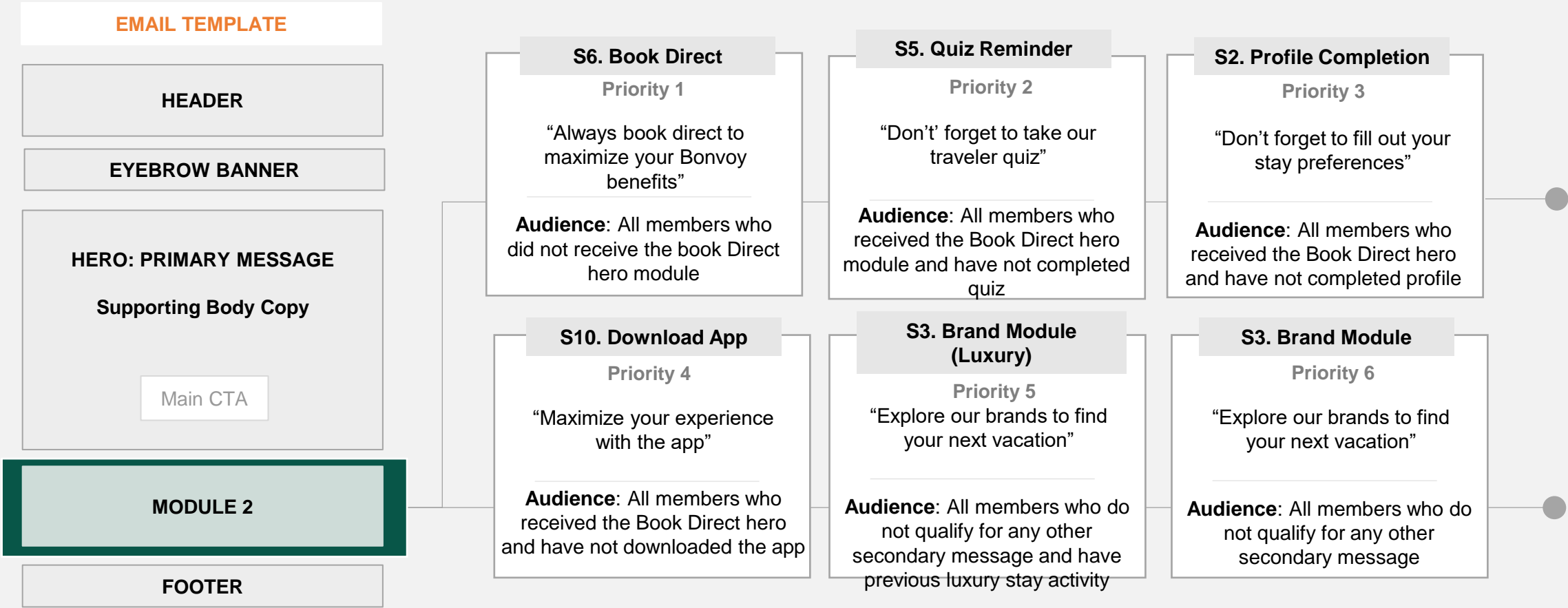
TIMING (DAY)



Messaging Theme: Booking Incentive

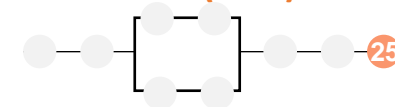
Audience: New members

Email reminding the new member of their offer or reinforcing book direct messaging if they have already taken advantage of their offer



7 “More Ways to Stay”

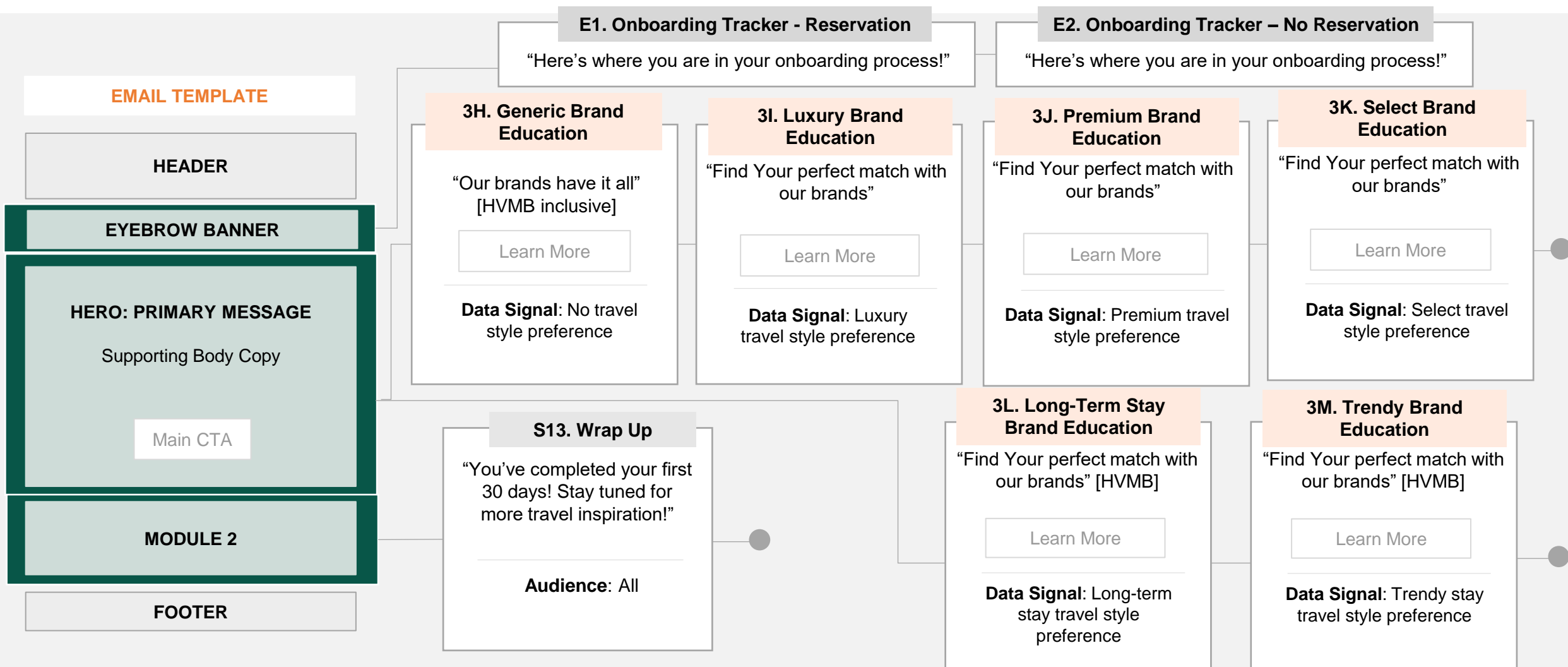
TIMING (DAY)



Messaging Theme: Education

Audience: New members

A final personalized educational email

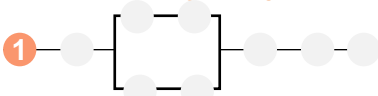


Onboarding Touches & Modules On-Property

1

“Welcome to Bonvoy”

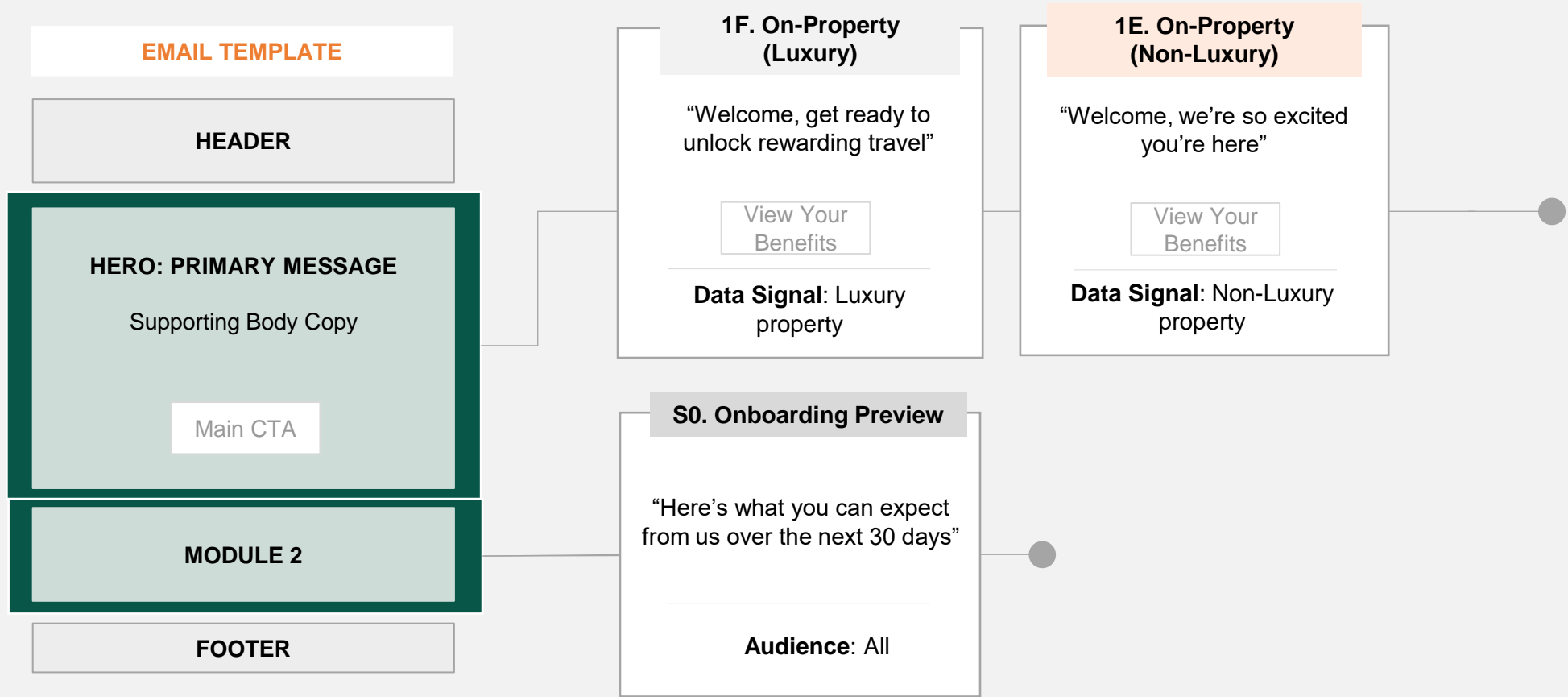
TIMING (DAY)



Messaging Theme: Welcome

Audience: New members who have enrolled on-property

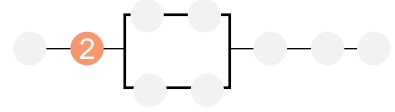
First Welcome touch intended to confirm members registration, welcome them to the program, and help them feel excited about Bonvoy benefits / where Bonvoy can take them



2

“Maximize Your Experience”

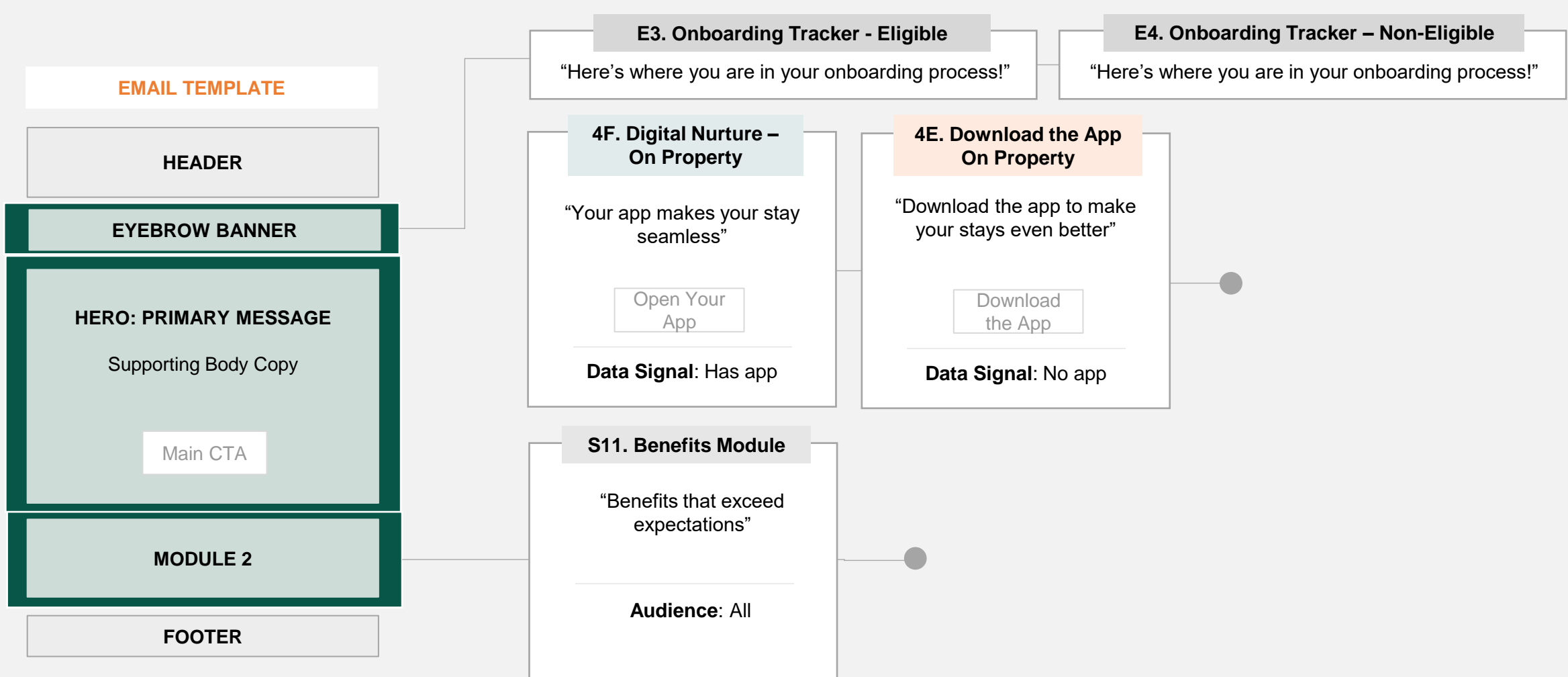
TIMING (DAY)



Educational touch intended to help the new member understand the value of the Bonvoy loyalty program to them through education on Bonvoy’s benefits and how to earn and burn points

Messaging Theme: App Download

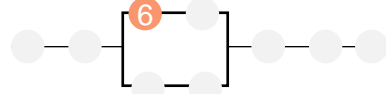
Audience: New members who have enrolled on-property



3A “Tell Us About You”

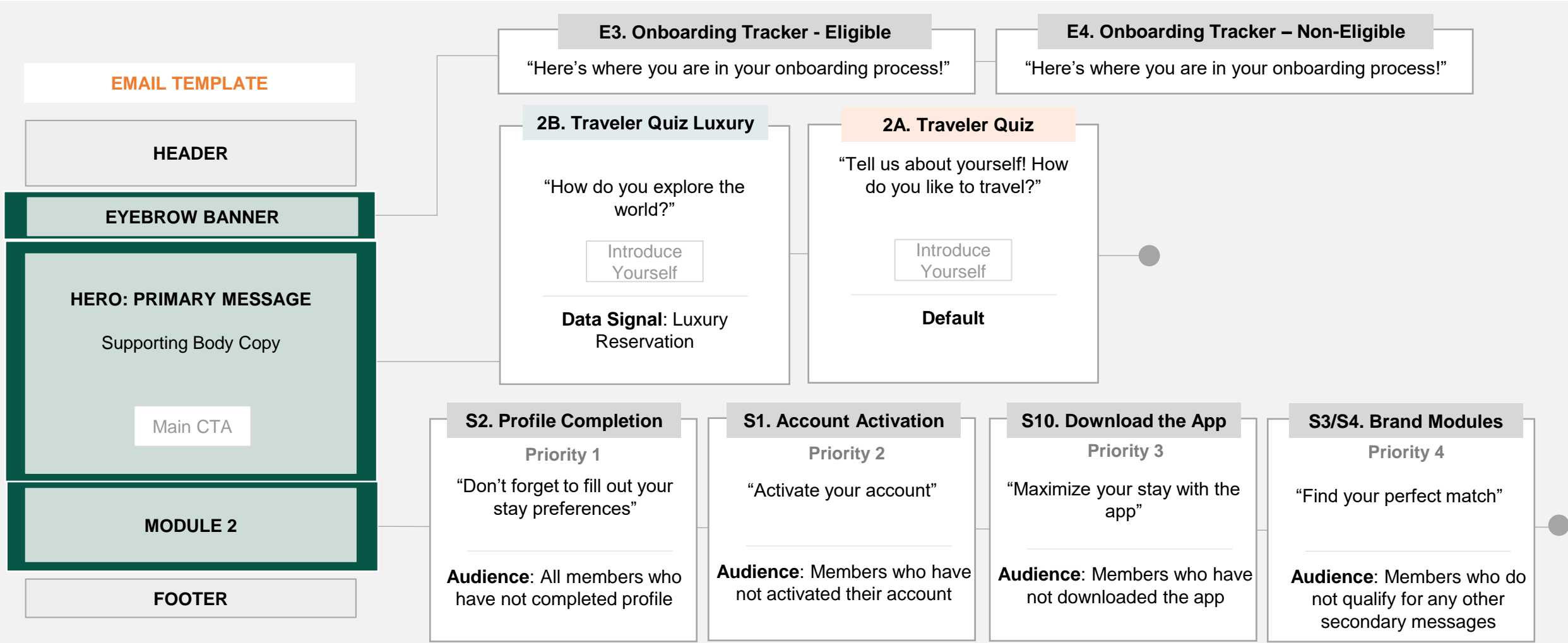
Data collection touch intended to initiate a two-way relationship, help the new member provide their preferences to Marriott, and help Marriott collect and use those preferences to provide a personalized experience

TIMING (DAY)



Messaging Theme: Data Collection

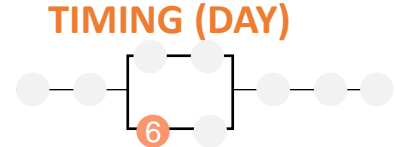
Audience: New members who have enrolled on-property with an **eligible stay**



3B “Here’s What You Need to Know About Us”

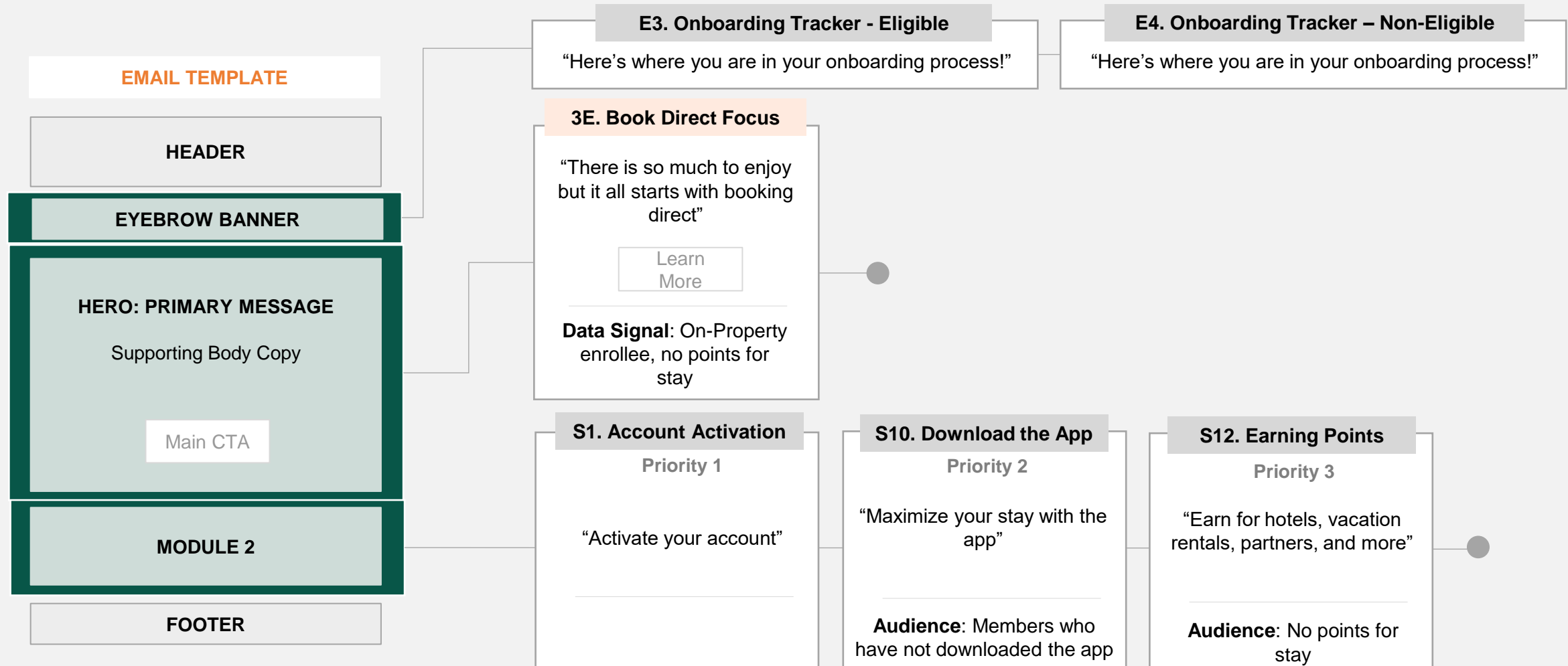
Educational touch intended to help the new member understand the value of the Bonvoy loyalty program to them through education on Bonvoy’s benefits and how to earn and burn points

TIMING (DAY)



Messaging Theme: Education

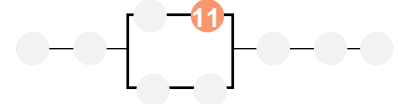
Audience: New members who have enrolled on-property with a **non-eligible stay**



4A “Here’s What You Need to Know About Us”

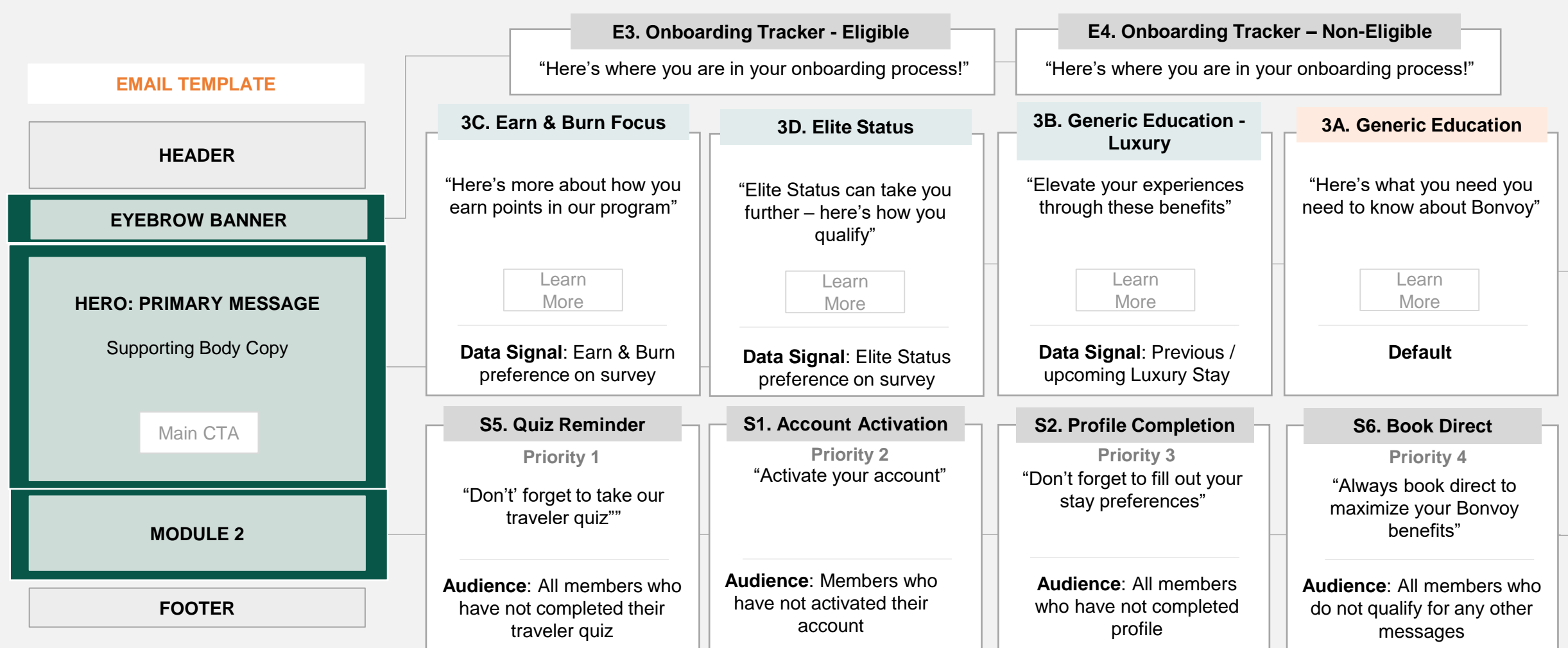
Educational touch intended to help the new member understand the value of the Bonvoy loyalty program to them through education on Bonvoy’s benefits and how to earn and burn points

TIMING (DAY)



Messaging Theme: Education

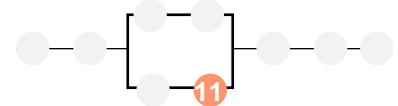
Audience: New members who have enrolled on-property with an **eligible stay**



4B “Tell Us About You”

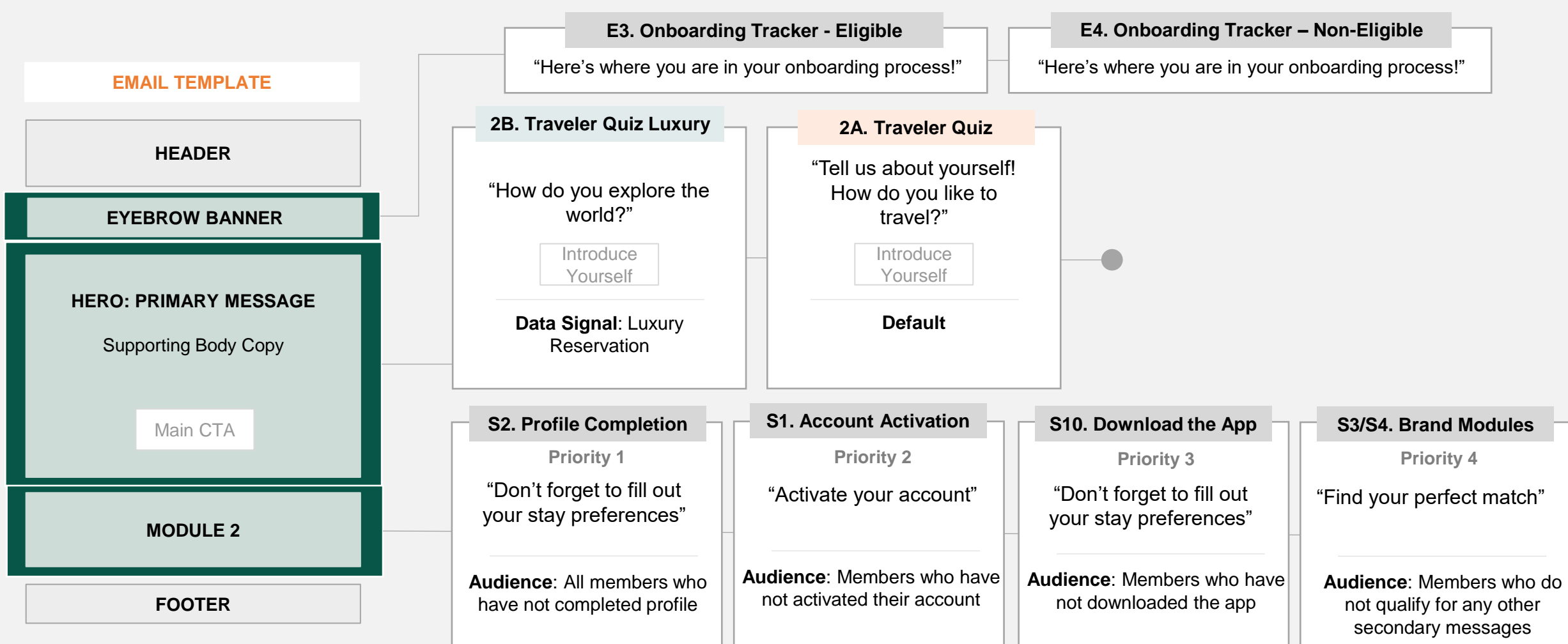
Data collection touch intended to initiate a two-way relationship, help the new member provide their preferences to Marriott, and help Marriott collect and use those preferences to provide a personalized experience

TIMING (DAY)

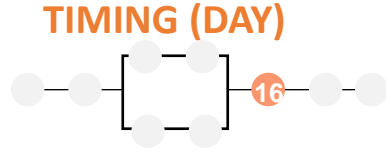


Messaging Theme: Data Collection

Audience: New members who have enrolled on-property with a **non-eligible stay**



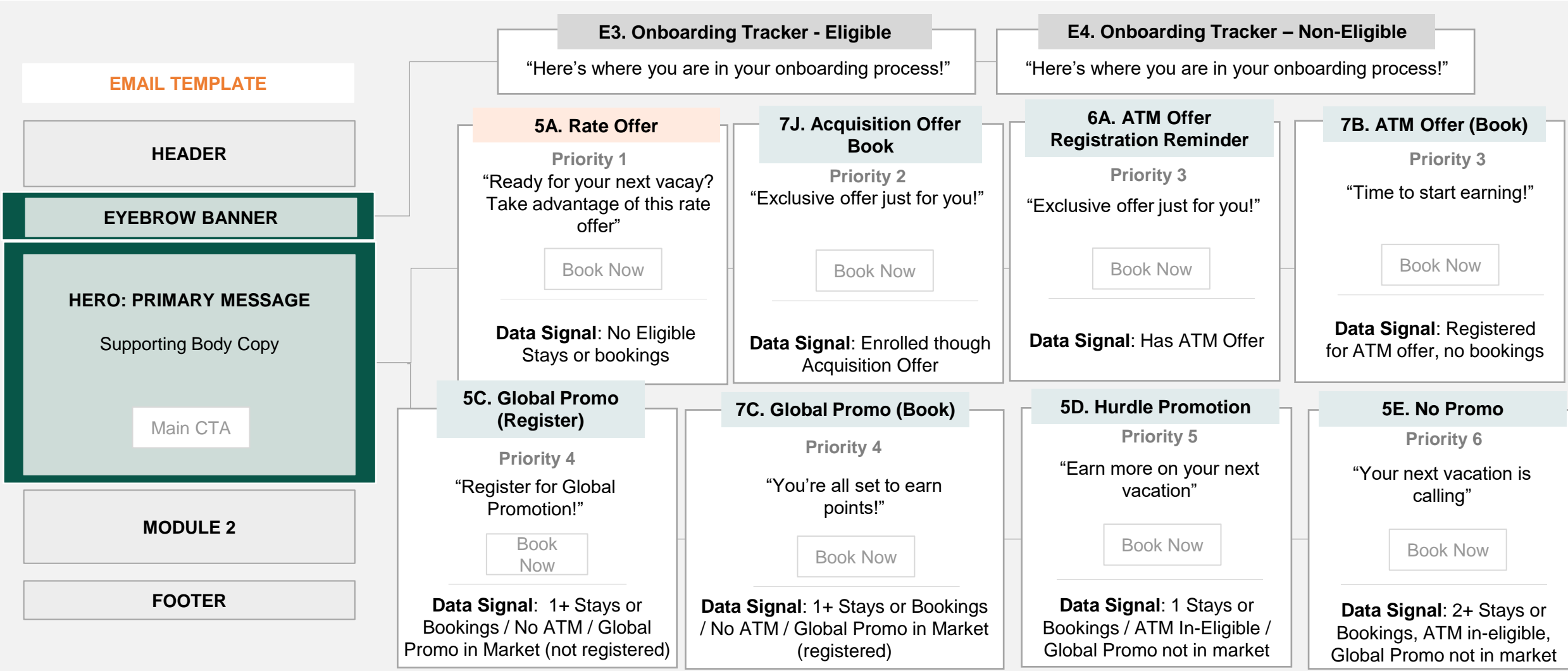
5 Offer (Primary Modules)



Messaging Theme: Offer / Booking

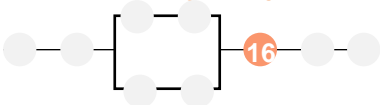
Audience: New members

Email with booking offer to incent a new member’s next booking



5 Offer (Secondary Modules)

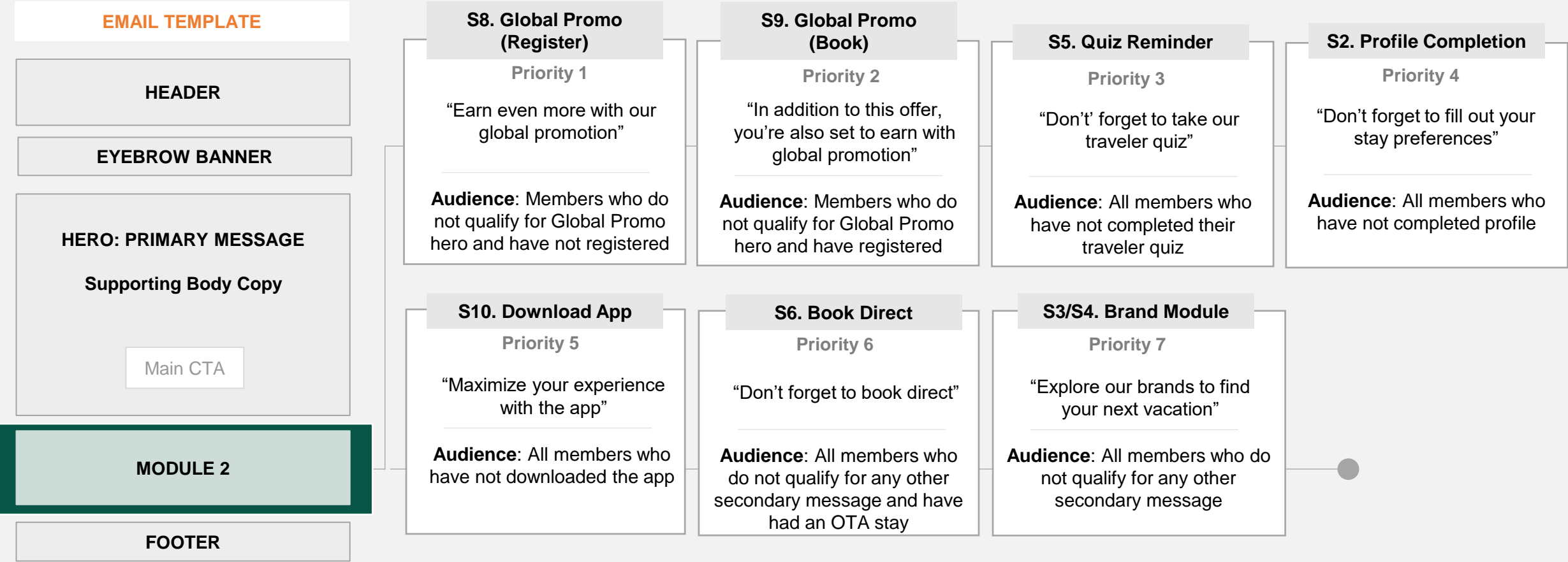
TIMING (DAY)



Messaging Theme: Offer / Booking

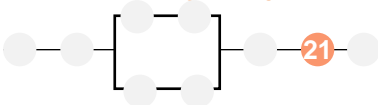
Audience: New members

Email with booking offer to incent a new member’s next booking



6 Offer Reminder

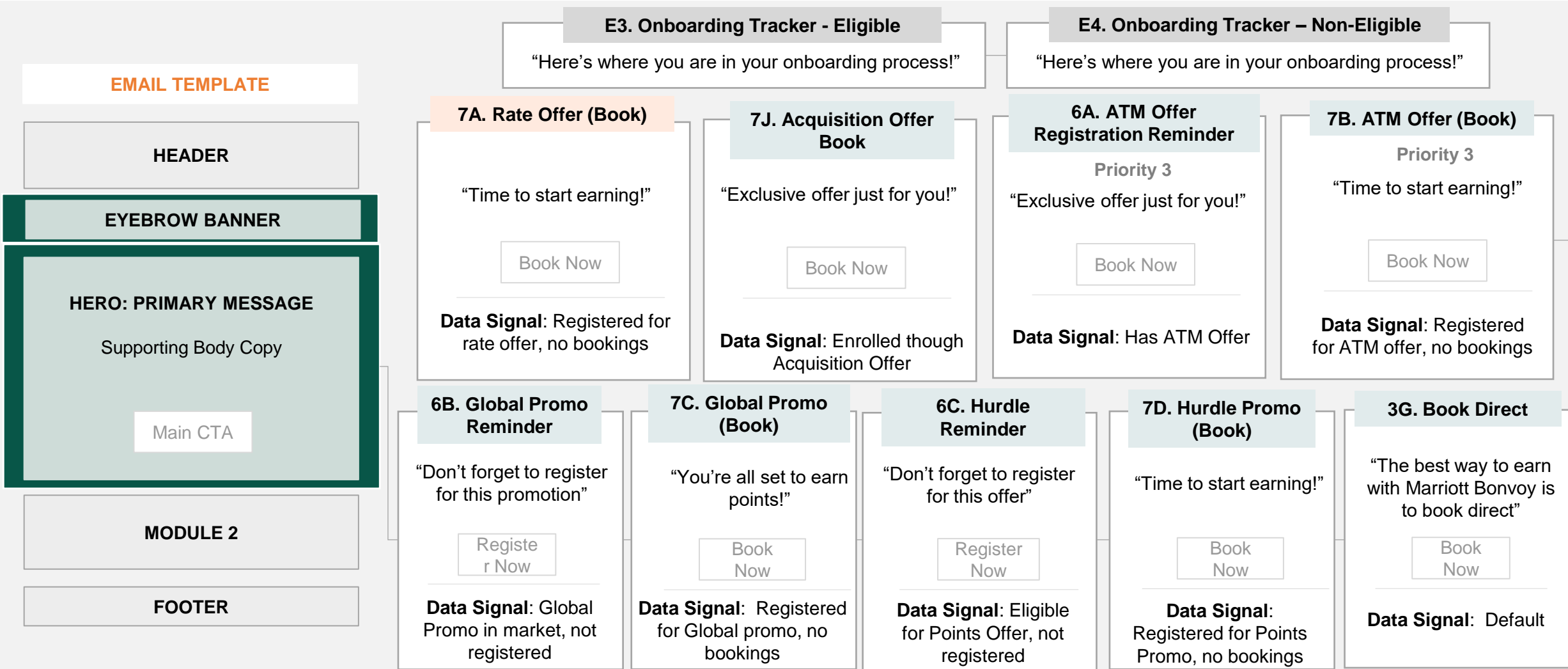
TIMING (DAY)



Messaging Theme: Offer / Booking

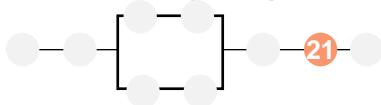
Audience: New members who received an offer but have not registered

Remail for non-respondents of Touch



6 Offer Reminder / Book Direct (Secondary Modules)

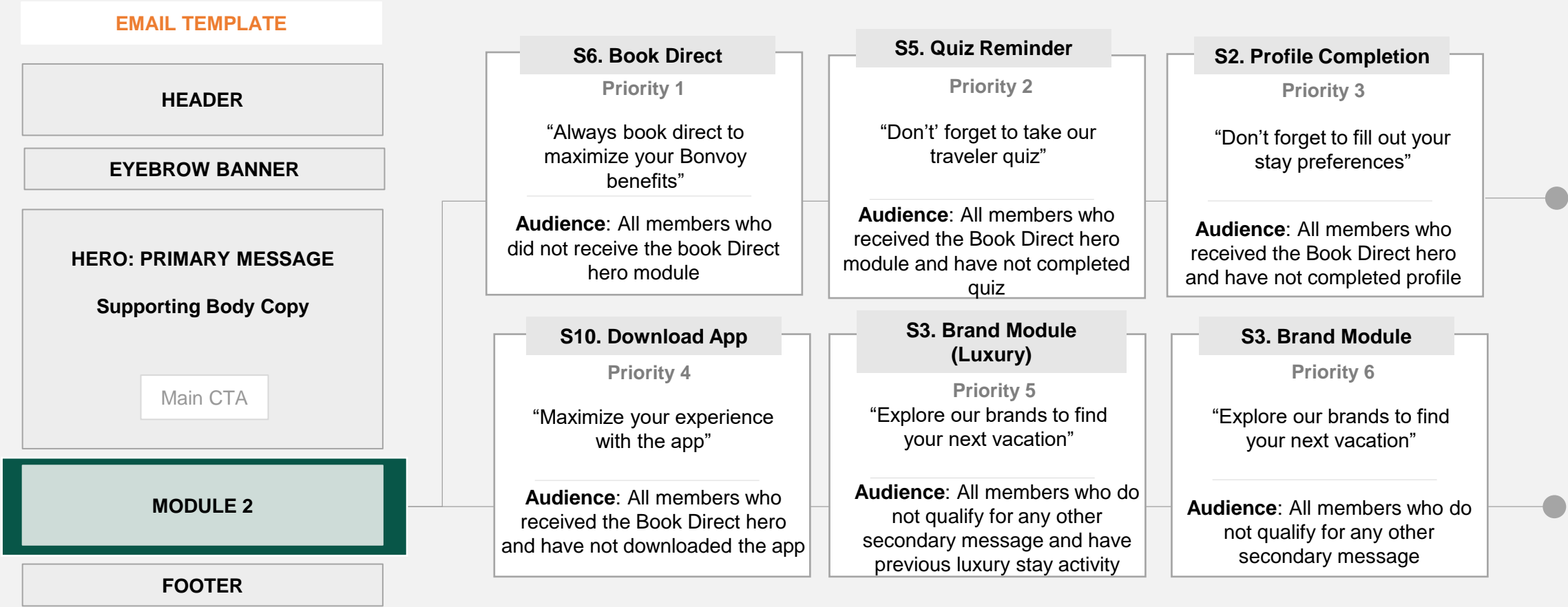
TIMING (DAY)



Messaging Theme: Booking Incentive

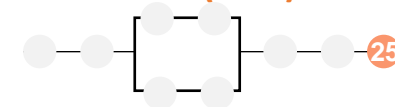
Audience: New members

Email reminding the new member of their offer or reinforcing book direct messaging if they have already taken advantage of their offer



7 “More Ways to Stay”

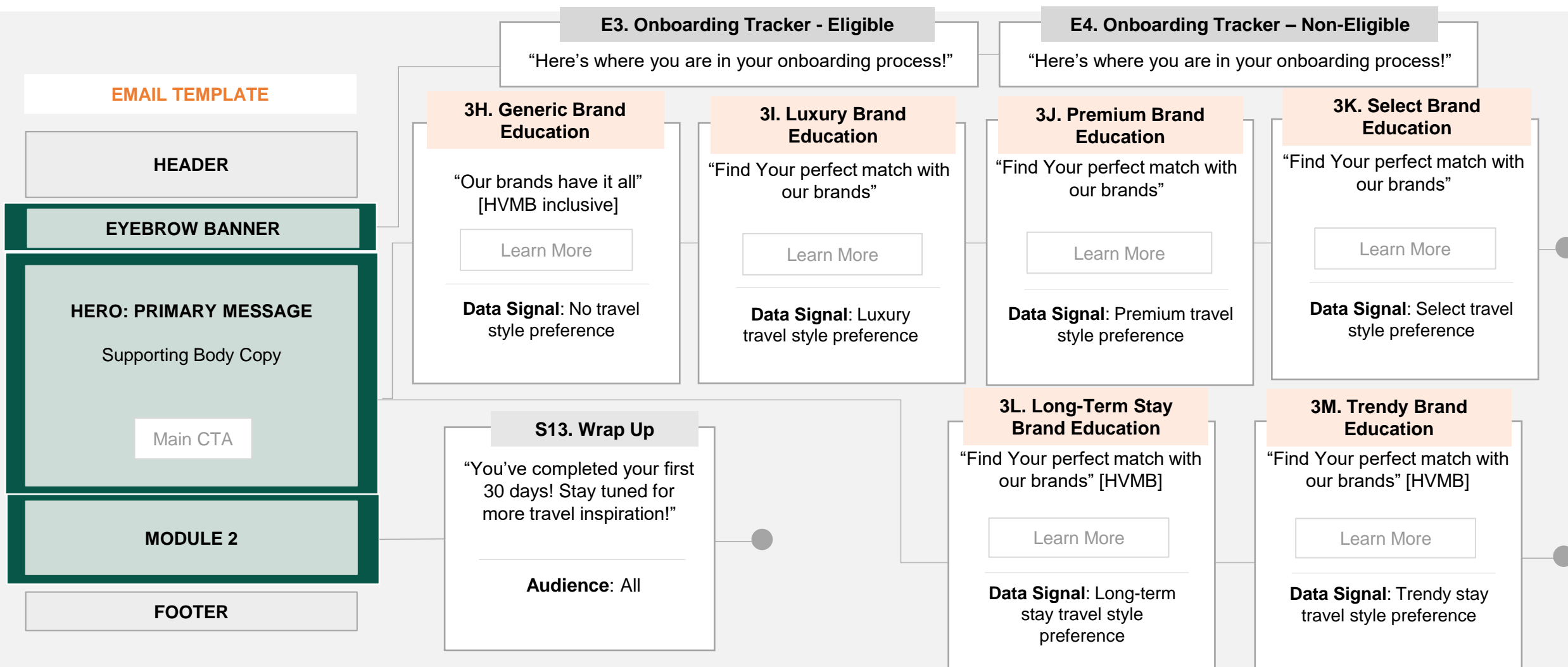
TIMING (DAY)



Messaging Theme: Education

Audience: New members

A final personalized educational email



Point Activation Touches & Modules

POINT ACTIVATION AT A GLANCE

DAYS 31 - 88

DESCRIPTION

Motivate bookings and partner point activity and promote additional Marriott Bonvoy point education

GOALS

- Bookings
- Partner Education/Engagement
- Marriott Bonvoy Education
- Email Engagement

MEASUREMENT

Program KPIs

- Bookings / Pointable Activities

Email Engagement KPIs

- Clicks

Digital KPIs

- Quiz Completion
- Profile Completion
- App Download

KEY MESSAGES & PRIMARY MODULES



Booking

5A. Rate Offer
5B. ATM Offer
5C. Global Promotion (Register)
5D. Hurdle Promo
6A. ATM Offer Reminder
6B. Global Promo Register Reminder
6C. Hurdle Promo Reminder
7A. Rate Reminder (Book)
7B. ATM Offer (Book)
7C. Global Promo (Book)
7D. Hurdle Promo (Book)
7E-7I. Generic Booking Message (No Offer)



Partner Education

9A. Uber
9B. Eat Around Town
9C. Hertz
9D. United



Bonvoy Education

3F. HVMB Education
3C. Education - Earn & Burn Focus
3D. Education - Elite Status Focus
9E. Refer A friend
9G. Moments
9H. Points Purchase

DATA SIGNALS

- # of Pointable Activities
- # of Booking(s)
- Stay history
- Booking propensity model score
- Eligible offers
- Partner Engagement
- Email Engagement / Modules seen

OFFERS

Rate Offers	Gated rate offer for members with no stays
Acquisition	Members who enrolled through promotion
ATM	ATM offer (if eligible)
Global Promo	Global Promo (if in market)
Hurdle Promo	New member points offer for members with one stay

Potential Stay Modules

Segments for each point activation email who receive a “Stay” objective will receive one of 8 potential modules:

Active Offer

No Active Offer

If the member qualifies for an offer, we'll use the offer prioritization hierarchy and previously completed actions to determine the best module:

Priority:

1

Gated Rate Offer

2

Acquisition Offer

3

ATM

4

Global Promo

5

New Member Hurdle Promotion

Offer Introduction

Data signal: Has not previously seen offer (with exception of Acquisition offer)

5A

5A. Rate Offer

Priority 1
"Ready for your next vacay? Take advantage of this discount offer!"

Book Now

Data Signal: No Eligible stays or bookings, flagged in New Member Segment

N/A

N/A

5D

5D. Global Promo (Register)

Priority 4
"Register for Global Promotion!"

Register Now

Data Signal: 1+ Stays or Bookings/ No ATM / Global Promo in Market (not registered)

5E

5E. Hurdle Promo

Priority 5
"Register to earn an FNA"

Register Now

Data Signal: 1+ Stays or Bookings/ No ATM / No Global Promo in Market

Offer Registration Reminder

Data signal: Has previously seen offer but no registration

N/A

N/A

6A

6A. ATM Reminder

"Don't forget to register for this promotion"

Register Now

Data Signal: Eligible for ATM offer, not registered

6B

6B. Global Promo

"Register for Global Promotion!"

Register Now

Data Signal: Global Promo in Market (not registered)

6C

6C. Hurdle Promo

"Don't forget to register for this offer"

Register Now

Data Signal: Eligible for hurdle offer, no registration

Offer Booking Reminder

Data signal: Offer active, has registered

7A

7A. Rate Offer (Book)

"Reminder: Take advantage of this discount offer! "

Book Now

Data Signal: No Eligible stays or bookings, have seen Invite

7B

7J. Acquisition Offer (Book)

"Earn more when you stay!"

Book Now

Data Signal: Enrolled through Acquisition offer, offer not completed

7C

7C. ATM Offer (Book)

"Earn more when you stay!"

Book Now

Data Signal: Registered for ATM offer, offer not completed

7D

7D. Global Promo (Book)

"Earn more when you stay!"

Book Now

Data Signal: Global Promo in Market, registered

7E

7E. Hurdle Promo (Book)

"Earn an FNA when you stay twice"

Book Now

Data Signal: Eligible & registered for hurdle offer, offer not completed

If they do not qualify for any active offers, they will get the generic booking module for that touch:

Generic Booking Modules

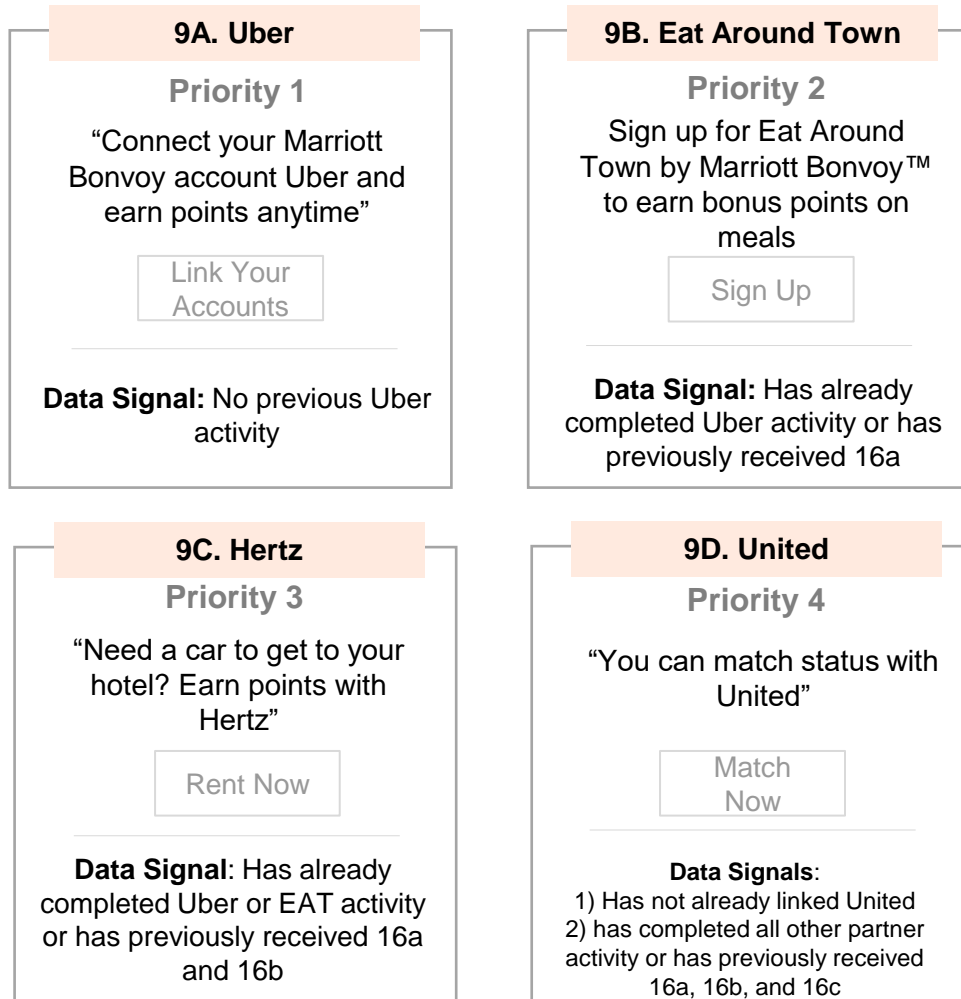
"Book your next vacation now"

Register Now

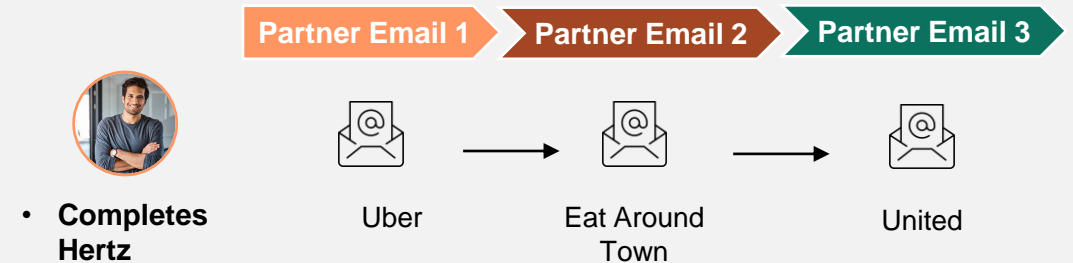
Data Signal: No active eligible offers and have 2+ stays

Segments for each point activation email who receive a “Partner” objective will receive one of four partner messages:

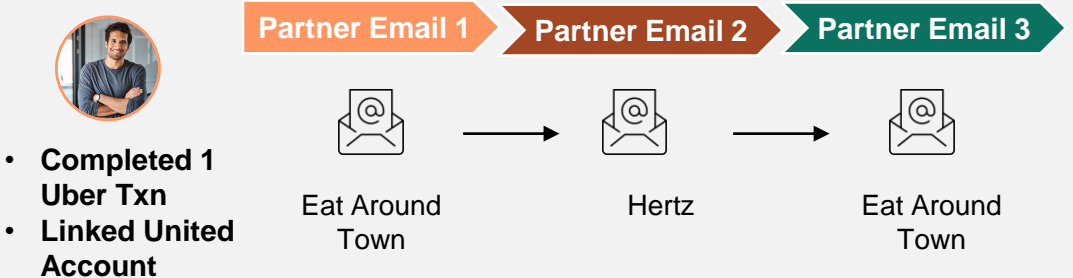
We have created a prioritization waterfall for the partner messages to ensure content is relevant and diverse



- Guests will receive the highest priority message that they have 1) not completed or 2) not received before



- If they see or qualify out of all modules, priority resumes back at the beginning with the highest message they have not completed



1

Point Activation 1

Post-Onboarding touch to encourage engagement and/or booking

Pts. Activities + Bookings

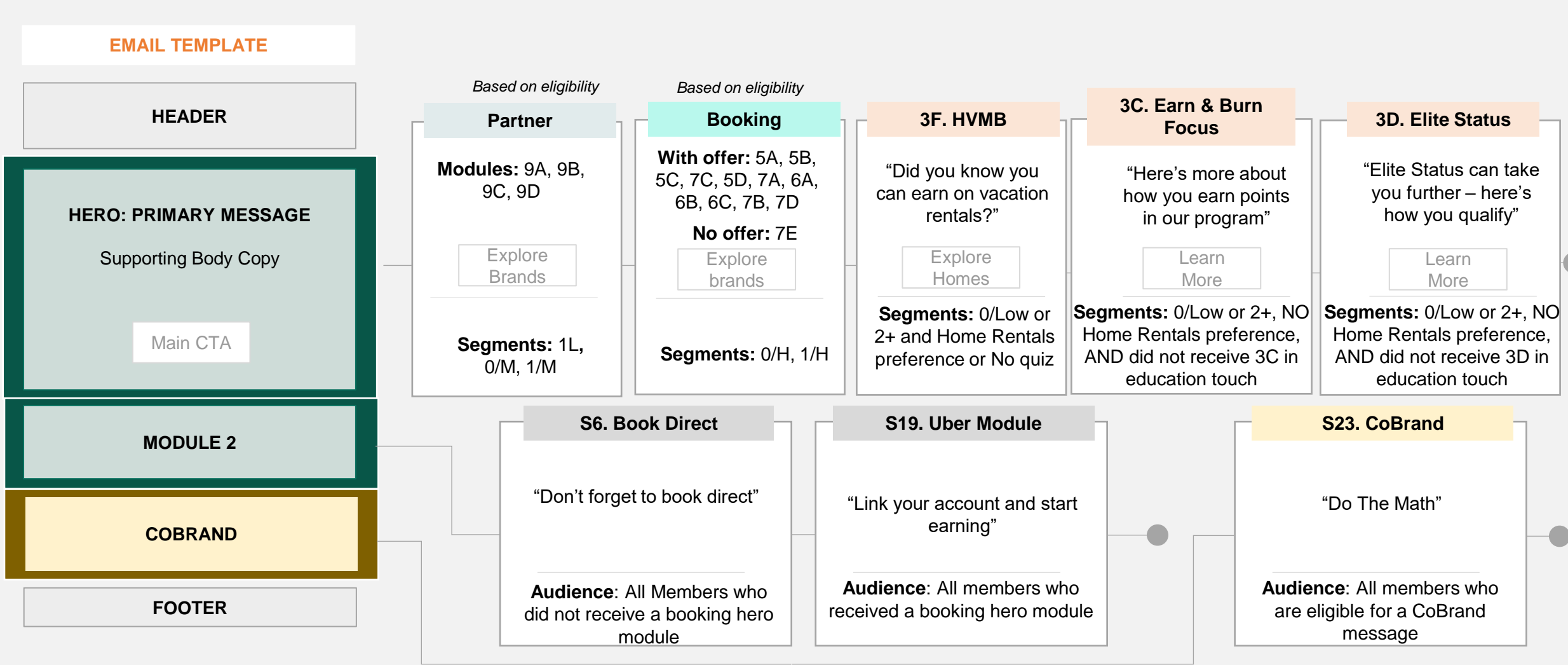
	Engagement Level		
	Low	Medium	High
0	3F/3C/3D	Partner	Booking
1	Partner	Partner	Booking
2+	3F/3C/3D		

TIMING (DAY)



Messaging Theme: Point Activation

Audience: New members on their 31st day post enrollment
(Begin utilizing 30-day model)

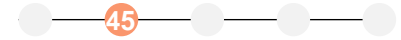


2 Point Activation 2

Recurring point activation email to encourage the member to make their next pointable activity

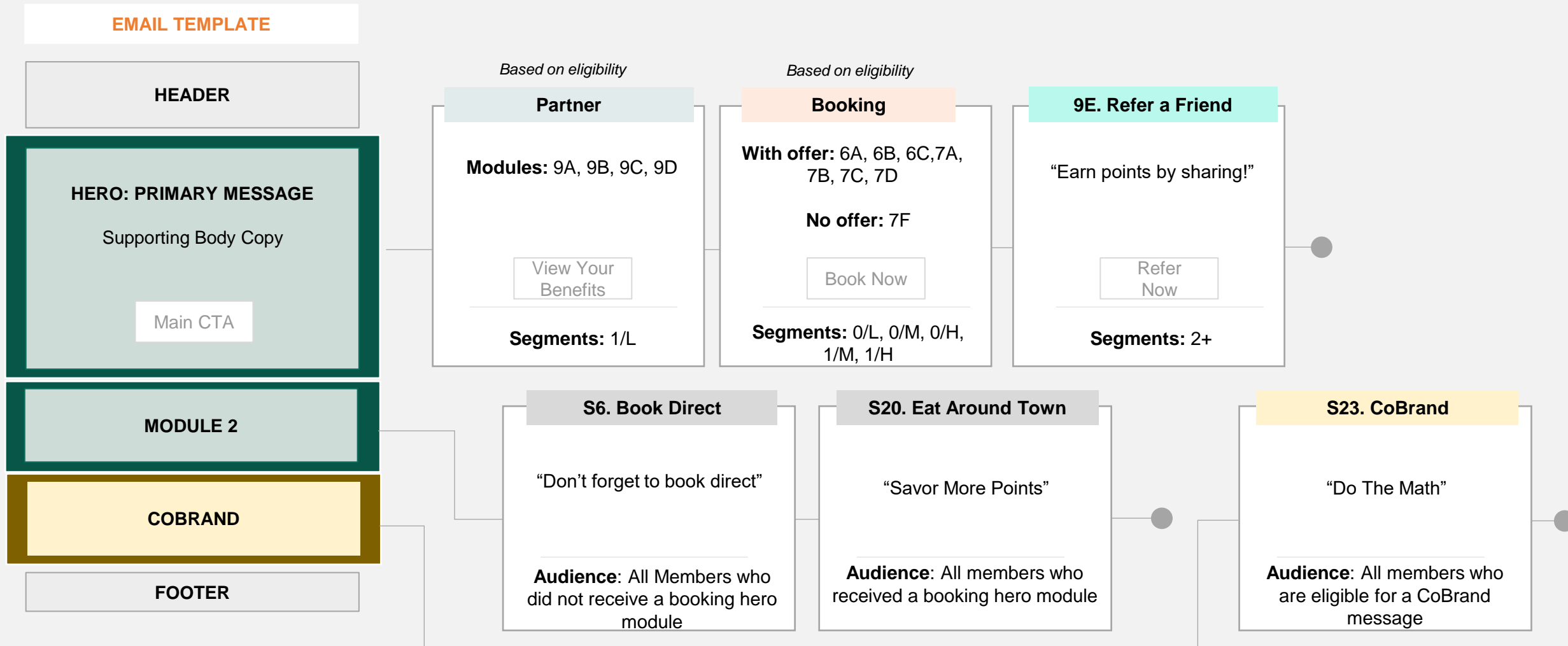
		Engagement Level		
		Low	Medium	High
Pts. Activities + Bookings	0	Booking	Booking	Booking
	1	Partner	Booking	Booking
	2+	9E		

TIMING (DAY)



Messaging Theme: Point Activation

Audience: New members on their 45th day post enrollment
(Begin utilizing 30 day model)



3 Point Activation 3

Recurring point activation email to encourage the member to make their next pointable activity

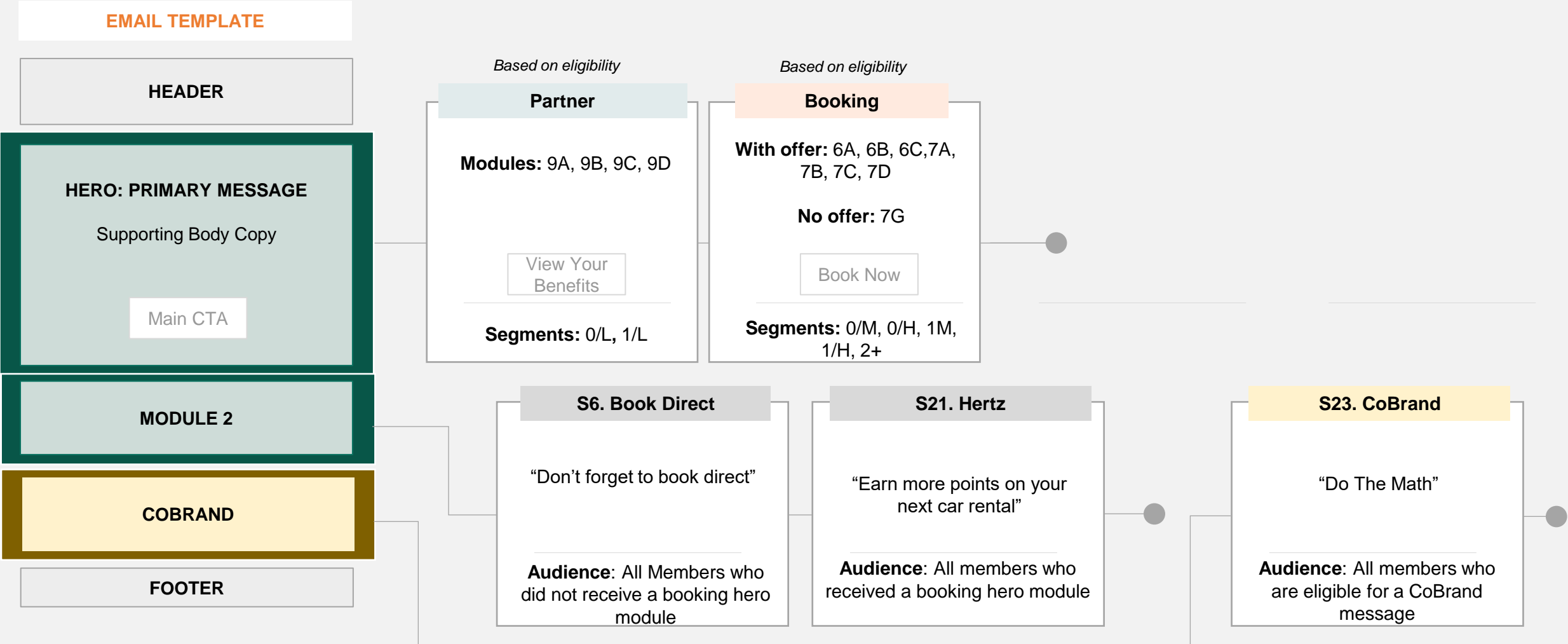
		Engagement Level		
		Low	Medium	High
Pts. Activities + Bookings	0	Partner	Booking	Booking
	1	Partner	Booking	Booking
	2+	Booking		

TIMING (DAY)



Messaging Theme: Point Activation

Audience: New members on their 60th day post enrollment
(Begin utilizing 60 day model)

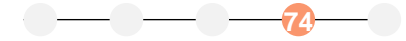


4 Point Activation 4

Recurring point activation email to encourage the member to make their next pointable activity

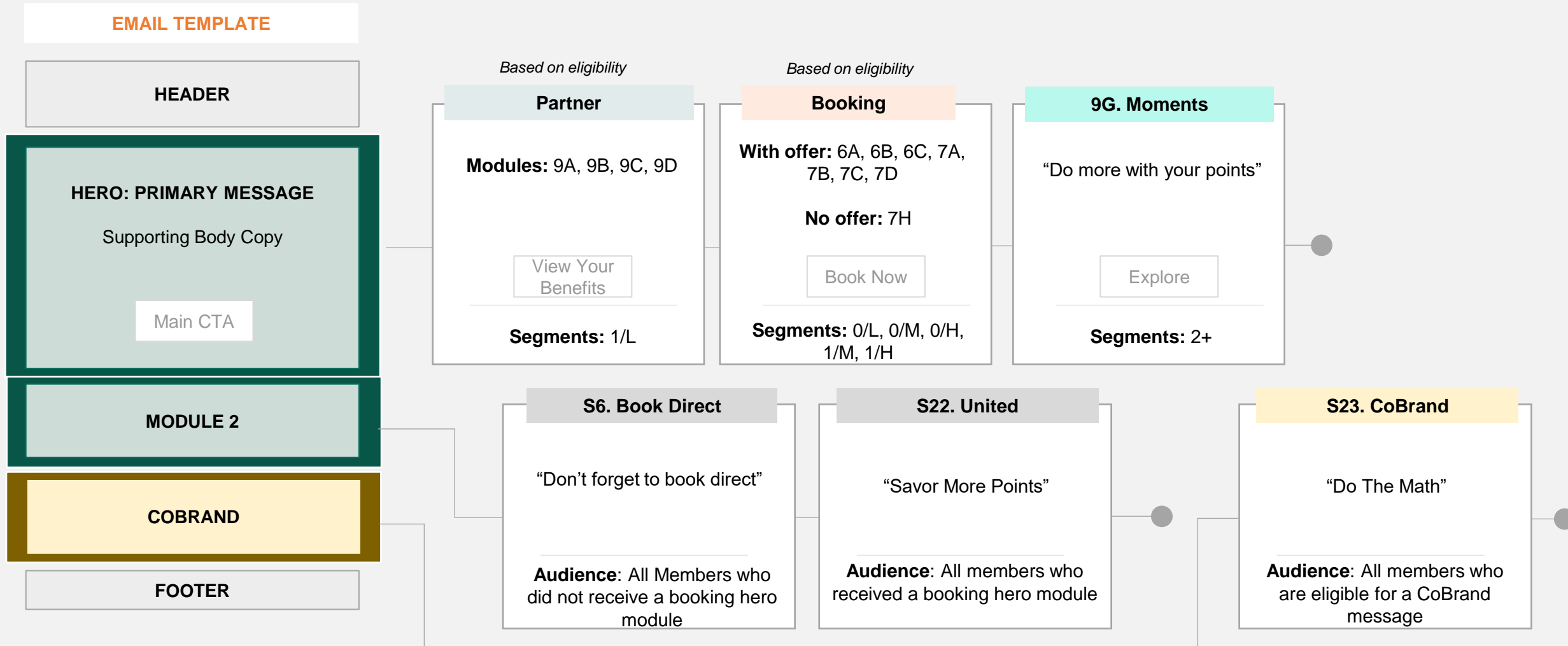
		Engagement Level		
		Low	Medium	High
Pts. Activities + Bookings	0	Booking	Booking	Booking
	1	Partner	Booking	Booking
	2+	9G		

TIMING (DAY)



Messaging Theme: Point Activation

Audience: New members on their 74th day post enrollment



5 Point Activation 5

Recurring point activation email to encourage the member to make their next pointable activity

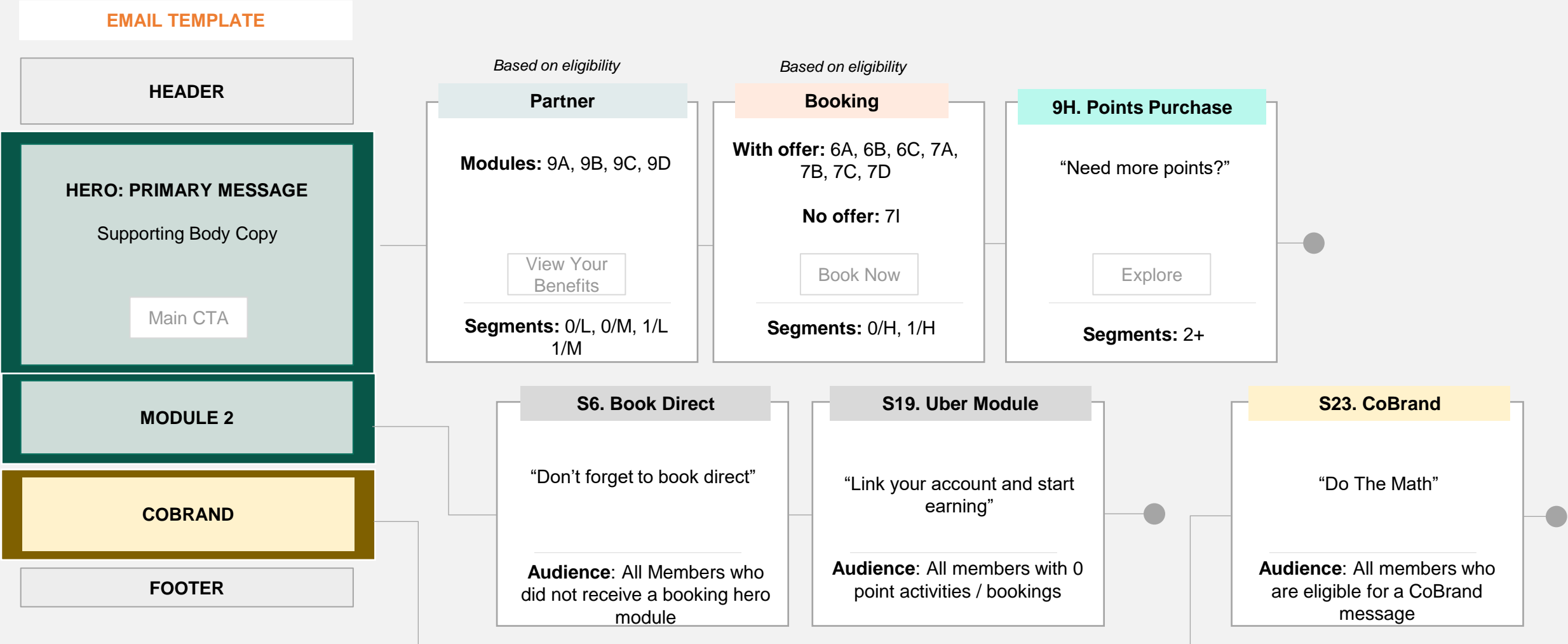
		Engagement Level		
		Low	Medium	High
Pts. Activities + Bookings	0	Partner	Partner	Stay
	1	Partner	Partner	Stay
	2+	9H		

TIMING (DAY)

●●●●●88

Messaging Theme: Point Activation

Audience: New members on their 88th day post enrollment



Digital Activation Touches & Modules

DIGITAL ACTIVATION AT A GLANCE

DAYS 38 - 100

DESCRIPTION

Digital track meant to encourage the new member to engage with Marriott's digital properties and inspire them on the possibilities of travel with Bonvoy to strengthen attachment to the brand

GOALS

- App Download
- Profile Completion
- Email Engagement
- Website Traffic

MEASUREMENT

Email Engagement KPI

- Clicks

Digital KPIs

- Quiz Completion
- Profile Completion
- App Download

KEY MESSAGES & PRIMARY MODULES



Digital Priorities

4A. Download the App - No Reservation
4B. Download the App - With Reservation
4C. Download the App - Lux Reservation

4D. Digital Nurture

2A. Traveler Quiz

2B. Traveler Quiz - Luxury

2C. Profile Completion



Destination Inspiration

8A. Travel Tips

8B. Beach Inspiration

8C. Skiing Inspiration

8D. Mountain Inspiration

8E. Golf Inspiration

8F. City Inspiration

8G. Top Redeemed Properties

8H. Travel by Design

8I. HVMB Inspiration

8J. Road Trips



Offboarding

10A. 100 Day Anniversary (with stays)

10B. 100 Day Anniversary – No Stays

DATA SIGNALS

- App Download
- Profile Completion
- Quiz Completion
- Favorite types of vacation (quiz)

OFFERS

- None

1 Digital Priorities (Primary Modules)

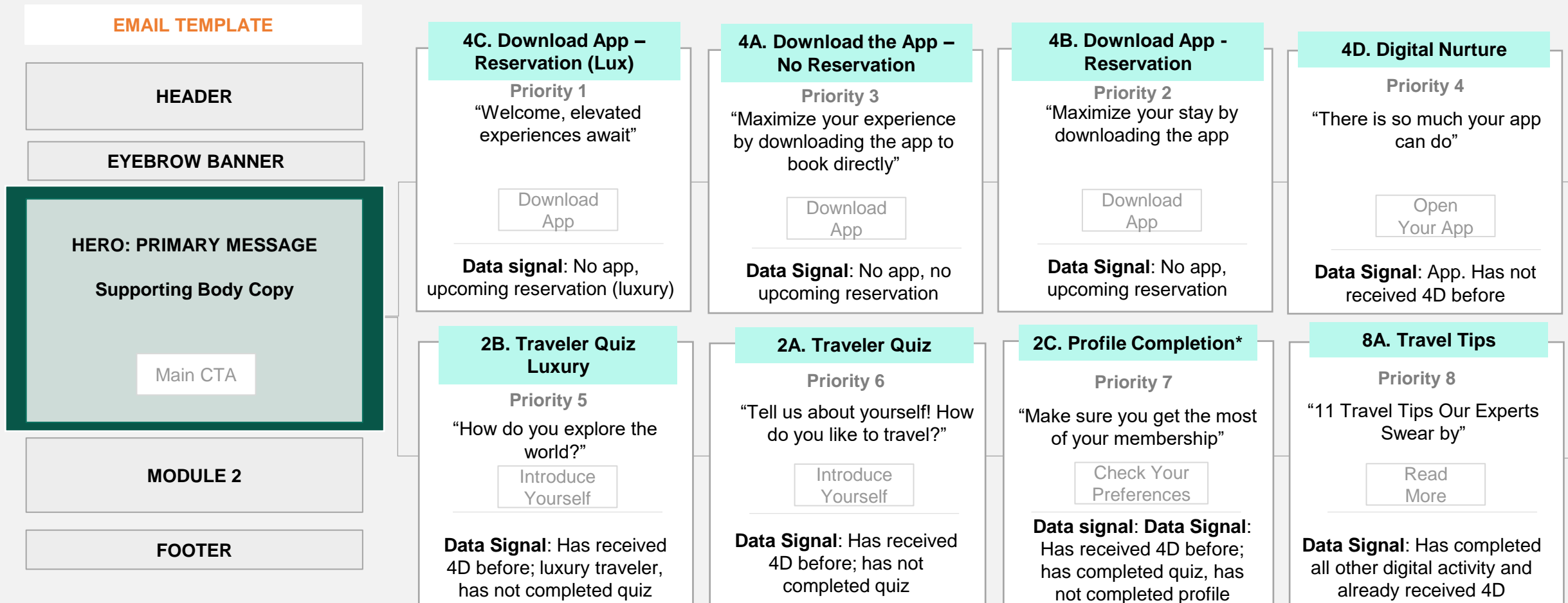
TIMING (DAY)

38

Messaging Theme: Digital Priorities

Audience: New members on their 38th day post enrollment

Outline the 3 key digital priorities (Download App, Traveler Quiz, and Complete Profile) and spotlight a key priority the guest has not completed



1 Digital Priorities (Secondary Modules)

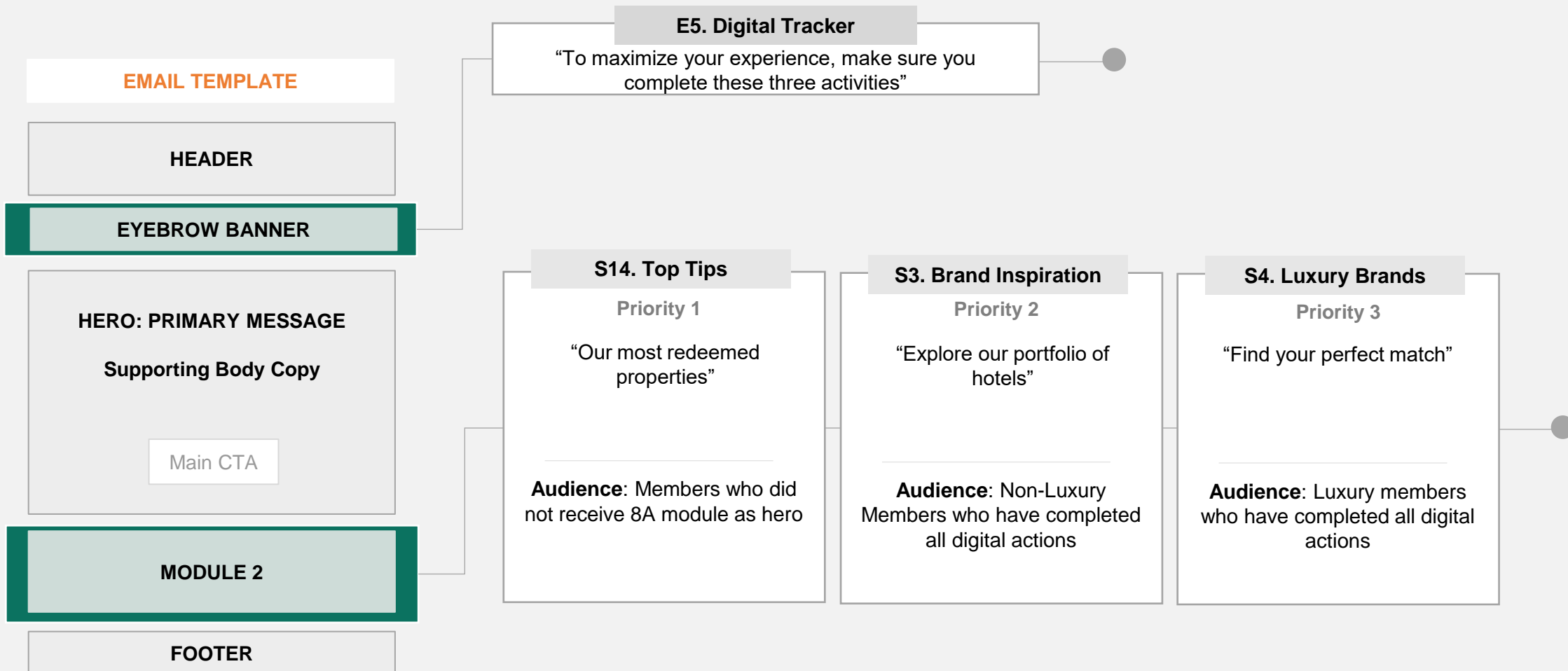
TIMING (DAY)

38

Messaging Theme: Digital Priorities

Audience: New members on their 38th day post enrollment

Outline the 3 key digital priorities (Download App, Traveler Quiz, and Complete Profile) and spotlight a key priority the guest has not completed



2 Destination Inspiration (Primary Modules)

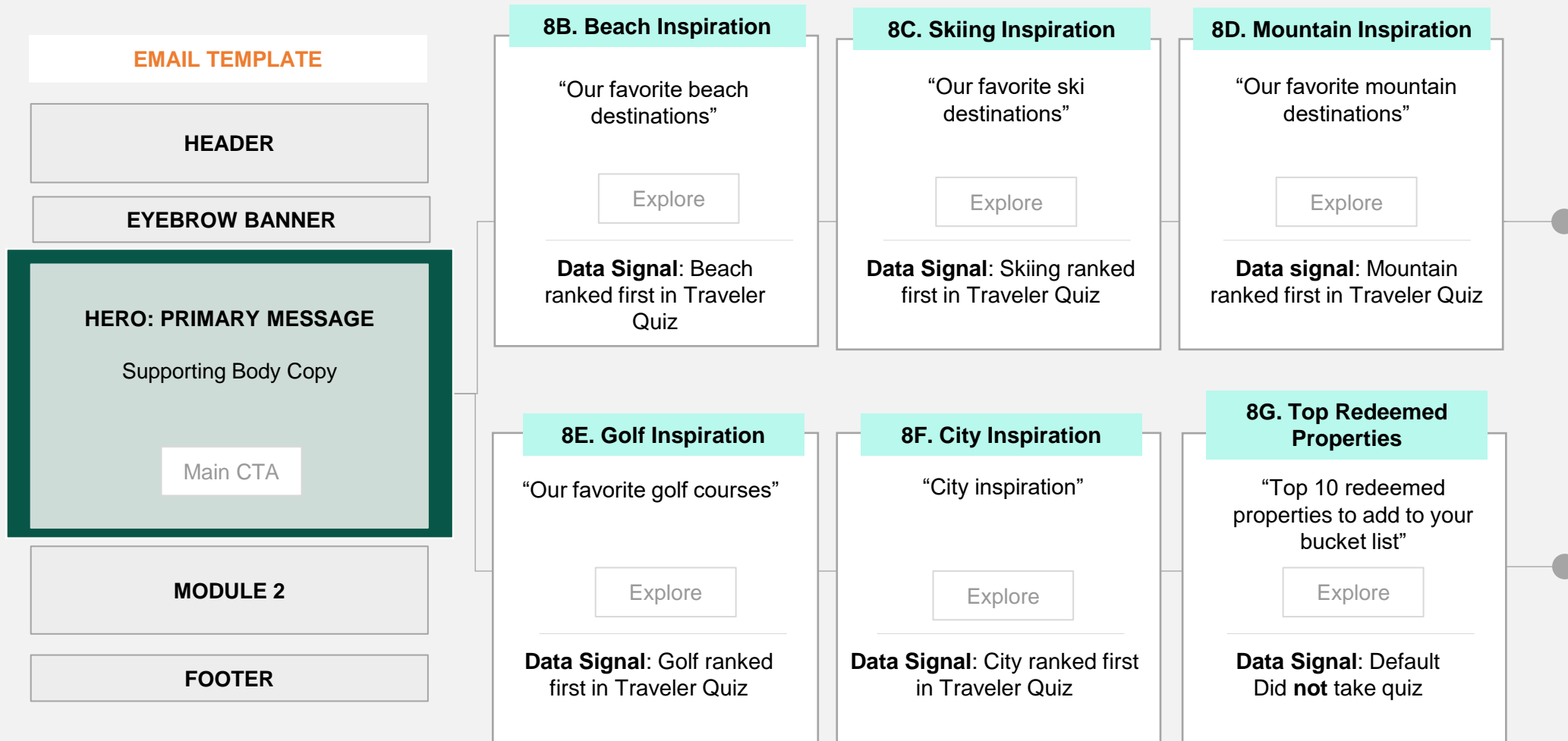
TIMING (DAY)

52

Messaging Theme: Travel Inspiration

Audience: New members on their 52nd day post enrollment

Destination Inspiration – “Explore where Marriott Bonvoy can take you”



2 Destination Inspiration (Secondary Modules)

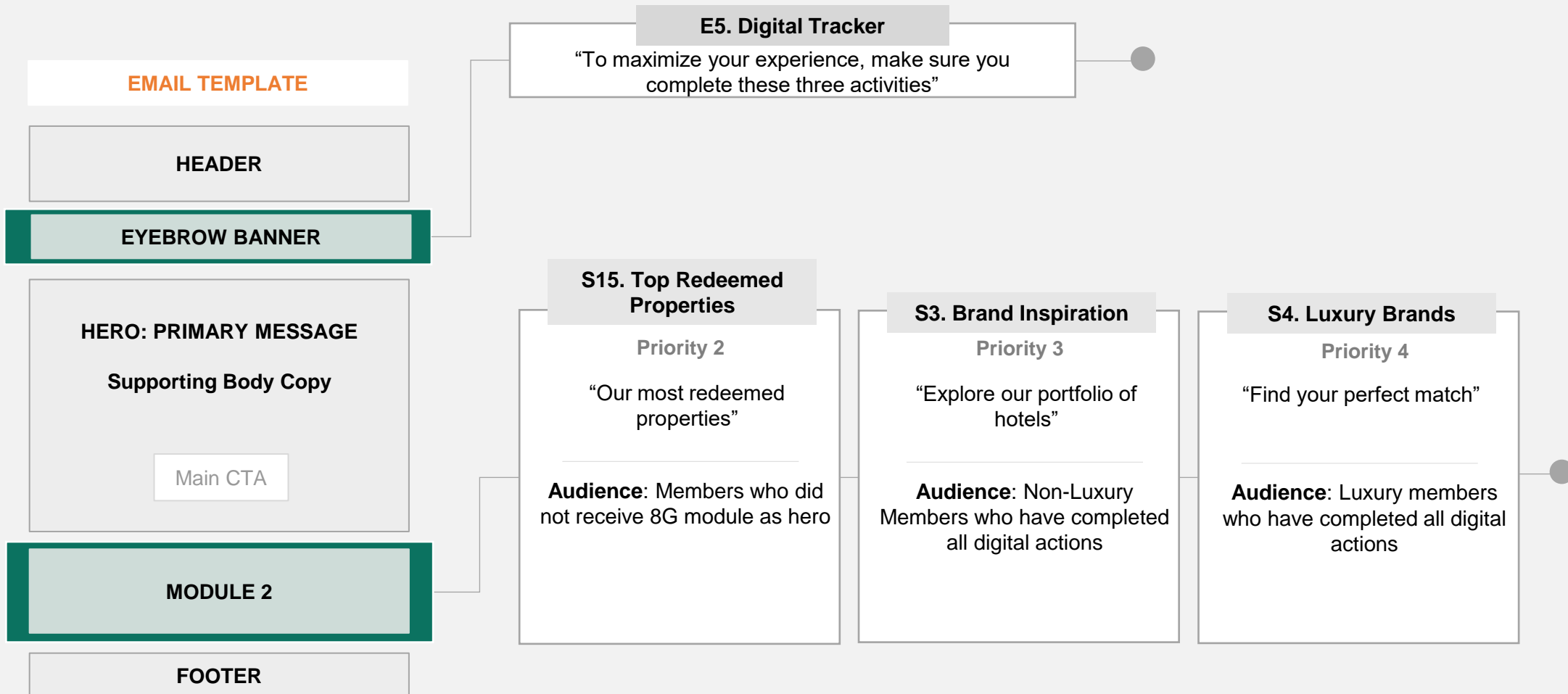
TIMING (DAY)

52

Messaging Theme: Travel Inspiration

Audience: New members on their 52nd day post enrollment

Destination Inspiration – “Explore where Bonvoy can take you”



3 Destination Inspiration (Primary Modules)

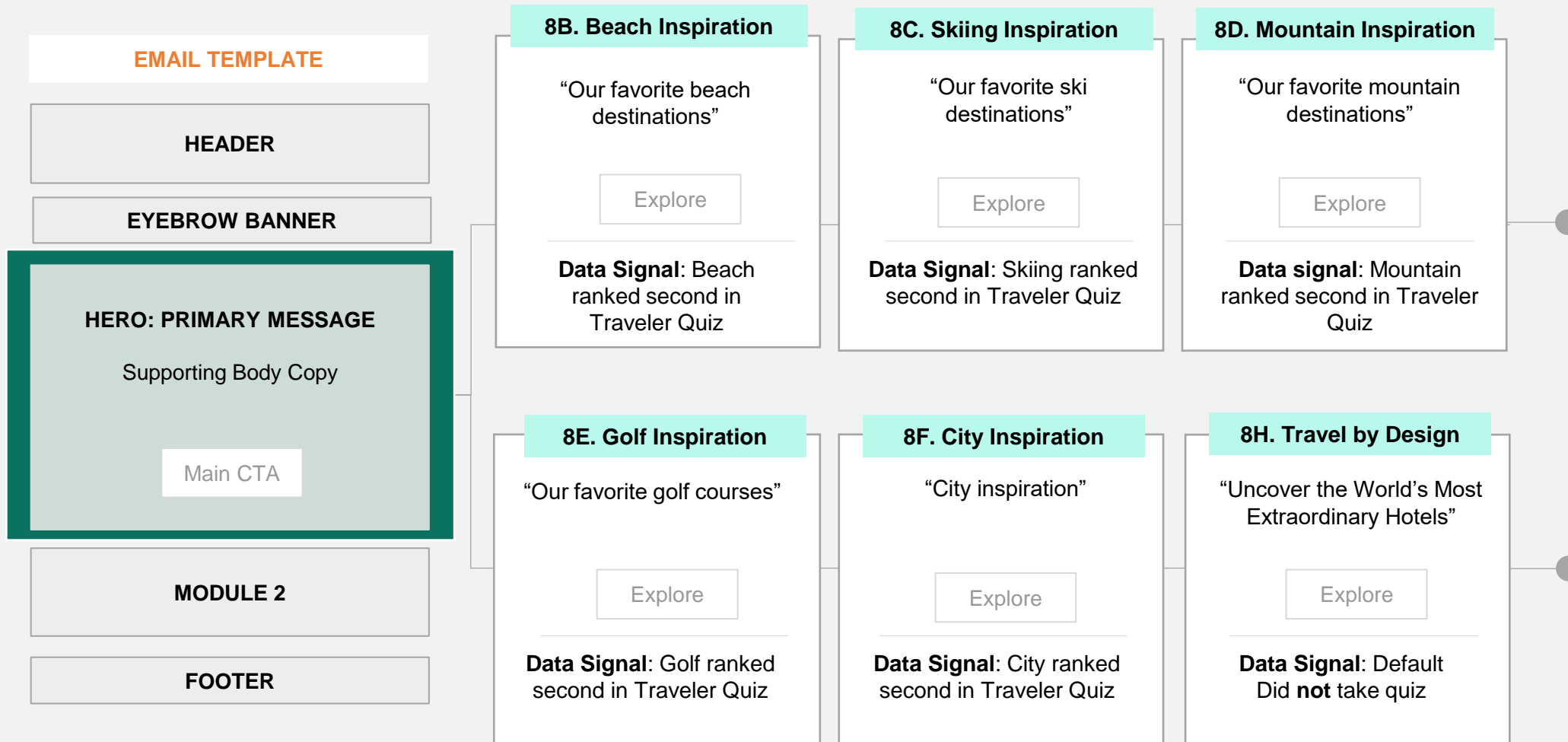
TIMING (DAY)

67

Messaging Theme: Travel Inspiration

Audience: New members on their 67th day post enrollment

Destination Inspiration – “Explore where Marriott Bonvoy can take you”



3 Trip Type Inspiration (Secondary Modules)

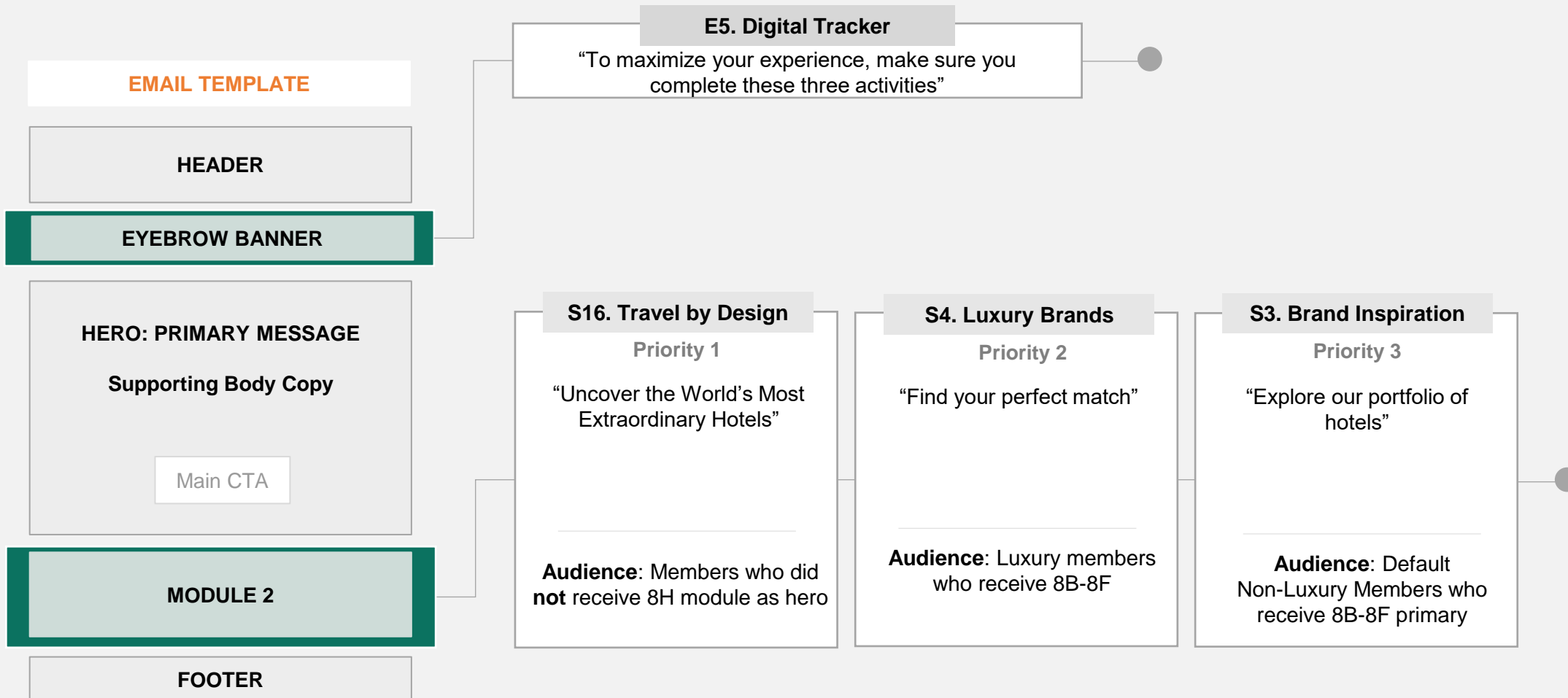
TIMING (DAY)

67

Messaging Theme: Travel Inspiration

Audience: New members on their 67th day post enrollment

Destination Inspiration – “Explore where Bonvoy can take you”



4 Digital Priorities (Primary Modules)

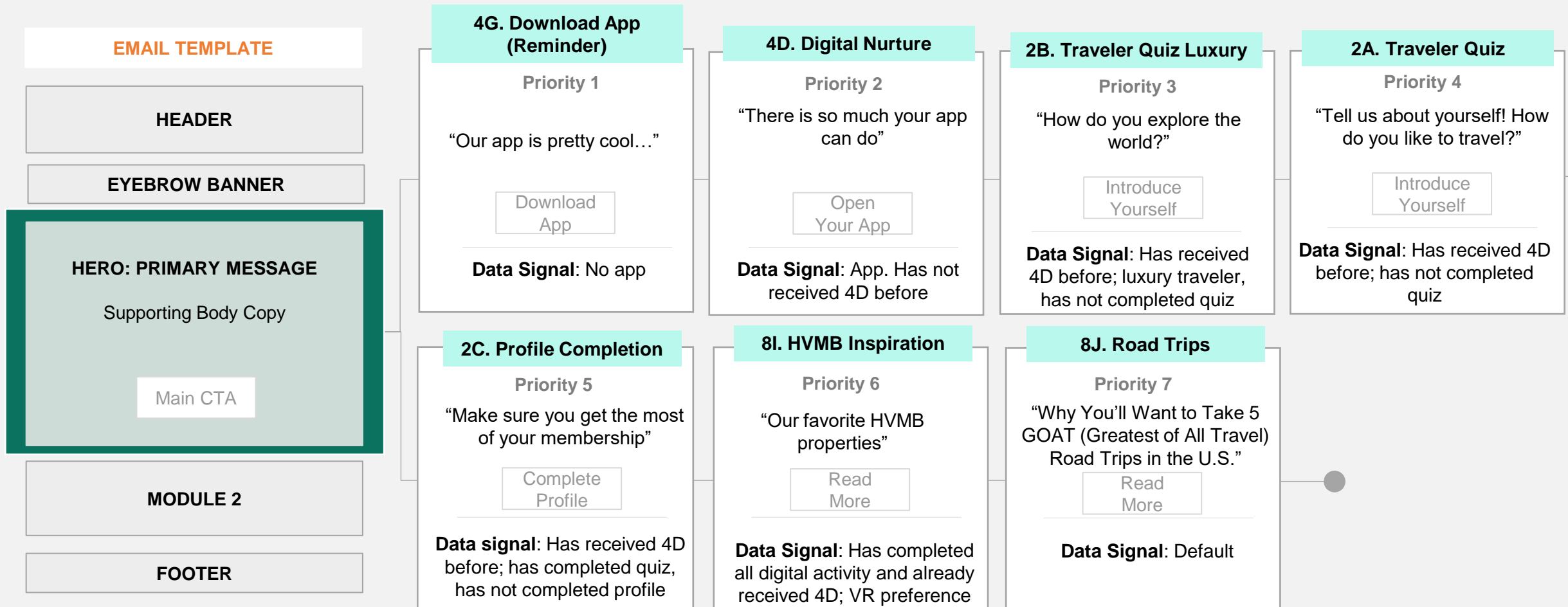
TIMING (DAY)

81

Messaging Theme: Travel Inspiration

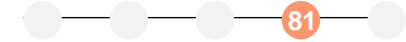
Audience: New members on their 81st day post enrollment

Outline the 3 key digital priorities (Download App, Traveler Quiz, and Complete Profile) and spotlight a key priority the guest has not completed



4 Digital Priorities (Secondary Modules)

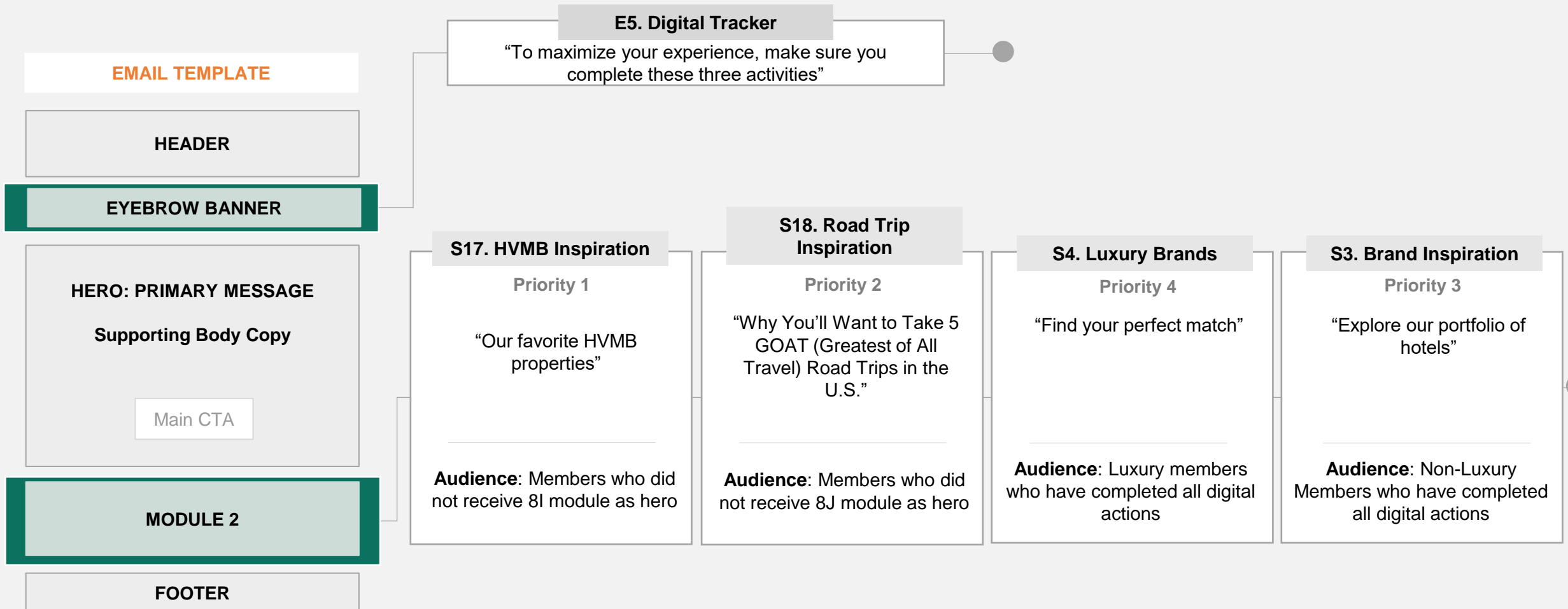
TIMING (DAY)



Messaging Theme: Travel Inspiration

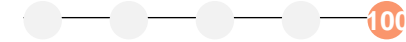
Audience: New members on their 81st day post enrollment

Outline the 3 key digital priorities (Download App, Traveler Quiz, and Complete Profile) and spotlight a key priority the guest has not completed



5 Offboarding

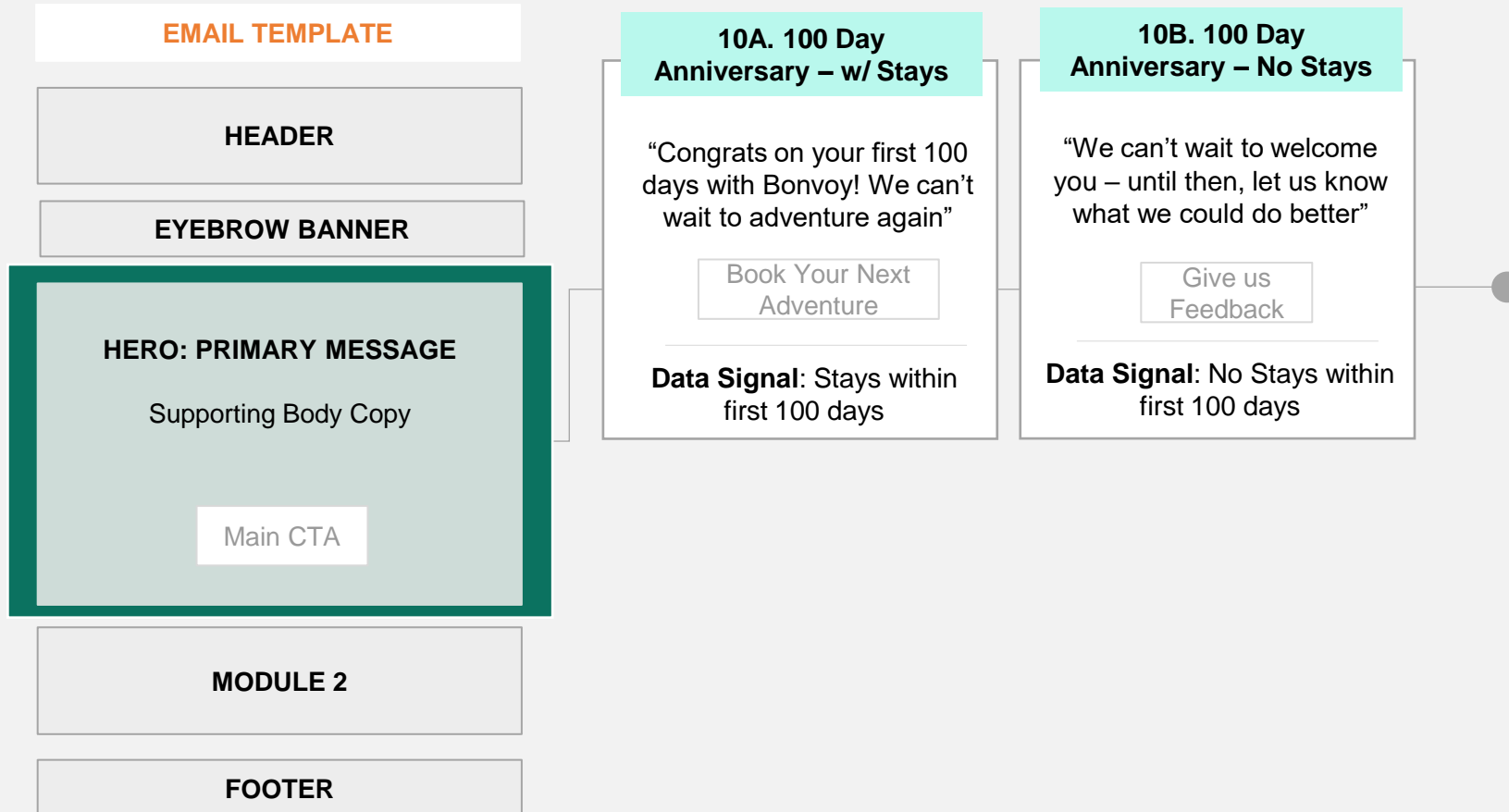
TIMING (DAY)



Messaging Theme: Travel Inspiration

Audience: New members on their 100th day post enrollment

Destination Inspiration – “Explore where Marriott Bonvoy can take you”



Module Library

Eyebrow Modules

	E1. Onboarding Tracker - Digital, W/ Res	E2. Onboarding Tracker – Digital, No Res	E3. On-Property, Eligible	E4. On-Property, Non-Eligible
Target Audience(s)	<ul style="list-style-type: none"> All new members in the onboarding track who enrolled via Digital/CEC/Partner with reservation 	<ul style="list-style-type: none"> All new members in the onboarding track who enrolled via Digital/CEC/Partner with no reservation 	<ul style="list-style-type: none"> All new members in the onboarding track who enrolled on Property with an eligible reservation 	<ul style="list-style-type: none"> All new members in the onboarding track who enrolled on Property with a non-eligible reservation
Description	Provide a visual tracker / queue to help the member understand where they are in their onboarding journey	Provide a visual tracker / queue to help the member understand where they are in their onboarding journey	Provide a visual tracker / queue to help the member understand where they are in their onboarding journey	Provide a visual tracker / queue to help the member understand where they are in their onboarding journey
Creative Treatment	<p>Very similar to current Teaser module. Use catchy phrases to capture the below messages:</p> <ul style="list-style-type: none"> Welcome Tell Us About You Download App Education Booking More Education 	<p>Very similar to current Teaser module. Use catchy phrases to capture the below messages:</p> <ul style="list-style-type: none"> Welcome Tell Us About You Education Download App Booking More Education 	<p>Very similar to current Teaser module. Use catchy phrases to capture the below messages:</p> <ul style="list-style-type: none"> Welcome Download App Tell Us About You Education Booking More Education 	<p>Very similar to current Teaser module. Use catchy phrases to capture the below messages:</p> <ul style="list-style-type: none"> Welcome Download App Education Tell Us About You Booking More Education
CTA	N/A	N/A	N/A	N/A
Rationale	We want to help the member remember what they have received from us and where they are in their onboarding journey	We want to help the member remember what they have received from us and where they are in their onboarding journey	We want to help the member remember what they have received from us and where they are in their onboarding journey	We want to help the member remember what they have received from us and where they are in their onboarding journey
Onboarding Touches	<ul style="list-style-type: none"> Digital/CEC/Partner – Touches 2, 3B, 4B, 5, 7 	<ul style="list-style-type: none"> Digital/CEC/Partner – Touches 2,3A,4A,5,7 	<ul style="list-style-type: none"> On-Property – Touches 2,3A, 4A, 5, 7 	<ul style="list-style-type: none"> On-Property – Touches 2, 3B, 4B, 5, 7

Eyebrow Modules

E5. Digital Activation Tracker	
Target Audience(s)	<ul style="list-style-type: none"> All guest who have not completed at least one of the following actions: <ul style="list-style-type: none"> Download App Traveler Quiz Complete Profile
Description	Visual list that reminds the guest of the digital actions they need to complete (download app, complete profile, Traveler Quiz)
Creative Treatment	<ul style="list-style-type: none"> Consider visual checklist format with links to complete each action
CTA	N/A
Rationale	We want to make sure we are reminding guests to complete our priority digital actions
Onboarding Touches	<ul style="list-style-type: none"> N/A
Digital Activation Touches	<ul style="list-style-type: none"> Touch 2-3

Welcome Modules

Primary Modules

	1A. No Reservation (Default)	1B. No Reservation, Partner	1C. Reservation – Non-Luxury	1D. Reservation - Luxury	1E. On-Property (Non-Luxury)	1F. On-Property (Luxury)
Target Audience(s)	<ul style="list-style-type: none"> Digital Enrollee, no stay/booking CEC enrollee, no stay/booking 	<ul style="list-style-type: none"> Partner enrollee, No stay 	<ul style="list-style-type: none"> Digital enrollee, non-luxury stay CEC enrollee, non-luxury stay Partner enrollee, non-luxury stay 	<ul style="list-style-type: none"> Digital enrollee, luxury stay CEC enrollee, luxury stay Partner enrollee, luxury stay 	<ul style="list-style-type: none"> On-Property Enrollee (Non-Luxury) 	<ul style="list-style-type: none"> On-Property Enrollee (Luxury)
Description	Welcome the member to Bonvoy and get them excited about booking their next trip with Bonvoy's benefits	Welcome the member to Bonvoy, get them excited about their next trip, mention how Bonvoy works with their partner	Welcome the member to Bonvoy and get them excited about taking their next trip with Bonvoy's benefits	Welcome the member to Bonvoy and get them excited about taking their next trip with Bonvoy's benefits	Thank the member for their stay / enrollment, Welcome them to Bonvoy, educate on the benefits they can use while on-property	Thank the member for their stay / enrollment, Welcome them to Bonvoy, educate on the benefits they can use while on-property
Creative Treatment	Default Creative Version	<ul style="list-style-type: none"> Partnership acknowledgement in copy 	<ul style="list-style-type: none"> Upcoming stay acknowledgement 	<ul style="list-style-type: none"> Upcoming stay acknowledgement Luxury imagery / copy 	<ul style="list-style-type: none"> Enrollment property personalization 	<ul style="list-style-type: none"> Luxury imagery / copy Enrollment property personalization
CTA	Discover Hotels	Discover Hotels	View Your Benefits	View Your Benefits	View Your Benefits	View Your Benefits
Rationale	Guests will want confirmation their enrollment was successful to begin planning their next trip	Partner enrollment sources tend to have lower activation rates. Increasing relevancy for these new members will boost engagement and activation rates	Referencing the upcoming stay to be relevant to their booking activity with Marriott	An elevated, differentiated experience for luxury segment aligns better with guest expectations	The member needs reinforcement on their decision to enroll on-property and understand what benefits they can use immediately	An elevated, differentiated experience for luxury segment aligns better with guest expectations
Onboarding Touches	<ul style="list-style-type: none"> Digital/CEC/Partner – 1 	<ul style="list-style-type: none"> Digital/CEC/Partner – 1 	<ul style="list-style-type: none"> Digital/CEC/Partner – 1 	<ul style="list-style-type: none"> Digital/CEC/Partner – 1 	<ul style="list-style-type: none"> On-Property – 1 	<ul style="list-style-type: none"> On-Property – 1

Data Collection Modules

Primary Modules

	2A: Traveler Quiz Default	2B. Traveler Quiz Luxury	2C. Profile Completion*
Target Audience(s)	New enrollees who have not completed the Traveler Quiz	New enrollees who have not completed their Traveler Quiz and have had a luxury stay or have a luxury booking	New enrollees who have not completed their profile
Description	Jebbit Quiz collecting information on the new member's next trip, traveler type, and Bonvoy value prop	Jebbit Quiz collecting information on the new member's next trip, traveler type, and Bonvoy value prop	Encourage the member to log into their profile and make sure their preferences are up to date
Creative Treatment	N/A	Luxury imagery / copy	<ul style="list-style-type: none"> Profile completion flag may or may not exist in Q2; may need to be generic with language (e.g. "make sure it's up to date" vs. "complete")
CTA	Introduce Yourself	Introduce Yourself	Check Your Preferences
Rationale	Understanding trip proximity, travel preferences, and value prop will help us personalize other touches in the 100-day journey	An elevated, differentiated experience for luxury segment aligns better with guest expectations	Profile completion generates a web visit and encourages the member to spend time on site
Onboarding Touches	<ul style="list-style-type: none"> Digital/CEC/Partner – 2 On-Property– 3A, 4B 	<ul style="list-style-type: none"> Digital/CEC/Partner – 2 On-Property – 3A, 4B 	<ul style="list-style-type: none"> N/A
Digital Activation Touches	<ul style="list-style-type: none"> 1, 4 	<ul style="list-style-type: none"> 1, 4 	<ul style="list-style-type: none"> 1, 4

Education Modules

Primary Modules

	3A: Generic Education	3B. Generic Education - Luxury	3C. Earn & Burn Focus	3D. Elite Status Focus
Target Audience(s)	New enrollees who have not completed the Traveler Quiz	New enrollees who have not completed their Traveler Quiz and have had or have a luxury booking	New enrollees who have completed their Traveler Quiz and indicated they are most looking forward to redeeming points	New enrollees who have completed their Traveler Quiz and indicated they are most looking forward to elite status
Description	Provide a generic overview of Marriott Bonvoy benefits	Provide a generic overview of Marriott Bonvoy benefits most relevant to luxury members	Highlight details on how members earn points in the Bonvoy program and some mentions of how they can be redeemed	Highlight elite status benefits and how they are earned
Creative Treatment	N/A	<ul style="list-style-type: none"> Luxury imagery / copy Potential difference in benefits highlighted from Generic education 	<ul style="list-style-type: none"> Highlight the different ways you can earn points Brief overview of how point redemption works 	<ul style="list-style-type: none"> Highlight the key benefits of elite status (e.g. more points, late check-out, etc.)
CTA	Learn More	Learn More	Learn More	Learn More
Rationale	Default education for guests who do not have any further data signals for personalization	An elevated, differentiated experience for luxury segment aligns better with guest expectations	Personalized version to focus on the Bonvoy benefit the member is most excited about	Personalized version to focus on the Bonvoy benefit the member is most excited about
Onboarding Touches	<ul style="list-style-type: none"> Digital/CEC/Partner – 3A, 4B On-Property – 4A 	<ul style="list-style-type: none"> Digital/CEC/Partner– 3A, 4B On-Property – 4A 	<ul style="list-style-type: none"> Digital/CEC/Partner - 3A, 4B, 7 On-Property – 4A, 7 	<ul style="list-style-type: none"> Digital/CEC/Partner - 3A, 4B, 7 On-Property – 4A, 7

Education Modules

Primary Modules

	3E. Book Direct Focus	3F. HVMB	3G. Book Direct
Target Audience(s)	On-property enrollees with non-eligible stay (no points)	All or New enrollees who have indicated that they stay in vacation rentals while traveling on the Traveler Quiz	New members who do not qualify for any offer reminder modules
Description	Alter the generic education to emphasize members should book direct for the mentioned benefits	Introduce HVMB to the guest and explain how it is a part of the Marriott Bonvoy program	Encourage members to book direct to enjoy Marriott Bonvoy benefits
Creative Treatment	<ul style="list-style-type: none"> Needs to be Education forward with the guest leaving with an understanding of Bonvoy program benefits, but have a special callout to booking direct (Differentiate from a potential 3G) 	<ul style="list-style-type: none"> Use HVMB creative look & feel Use icons / graphics to explain HVMB benefits 	<ul style="list-style-type: none"> Make the focus of the message booking direct and the benefits
CTA	Learn More	Explore Homes	Book Now
Rationale	<ul style="list-style-type: none"> We want to ensure that guests who enrolled with an ineligible stay understand the importance of booking direct Booking direct maximizes revenue for Marriott and points for the customer 	HVMB education to help the guest understand they can still book with Bonvoy even if they're looking for a different type of accommodation	<ul style="list-style-type: none"> For members who do not qualify for an offer message, we want to make sure we reinforce booking direct
Onboarding Touches	<ul style="list-style-type: none"> On-Property – 3B 	<ul style="list-style-type: none"> All onboarding paths – 7 	<ul style="list-style-type: none"> All onboarding paths - 6

Education Modules

Primary Modules

	3H: Generic Brand Education	3I. Luxury Brand Education	3J. Premium Brand Education	3K. Select Brand Education	3L. Long-Term Stay Brand Education	3M. Trendy Brand Education
Target Audience(s)	New enrollees who have not completed the Traveler Quiz and/or have not indicated a traveler style preference	New enrollees who have completed their Traveler Quiz and indicated they have a Luxury Brand preference	New enrollees who have completed their Traveler Quiz and indicated they have a Premium Brand preference	New enrollees who have completed their Traveler Quiz and indicated they have a Select Brand preference	New enrollees who have completed their Traveler Quiz and indicated they have a Long-Term Stay Brand preference	New enrollees who have completed their Traveler Quiz and indicated they have a Trendy Brand preference
Description	Brand education to help the guest have a deeper understanding of all the brands in the Marriott portfolio	Luxury brand spotlight to dive deeper into what each brand has to offer	Luxury brand spotlight to dive deeper into what each brand has to offer	Luxury brand spotlight to dive deeper into what each brand has to offer	Luxury brand spotlight to dive deeper into what each brand has to offer	Luxury brand spotlight to dive deeper into what each brand has to offer
Creative Treatment	Keep highly visual but also provide context to brands and what type of experience the member can expect	Luxury brands only	Premium brands only	Select brands only	Long-Term Stay brands only	Trendy brands only
CTA	Explore Brands	Explore Brands	Explore Brands	Explore Brands	Explore Brands	Explore Brands
Rationale	Interest and educate the guest with a deeper dive of the portfolio of brands to encourage time spent on site	Interest and educate the guest with a deeper dive of the portfolio of brands to encourage time spent on site	Interest and educate the guest with a deeper dive of the portfolio of brands to encourage time spent on site	Interest and educate the guest with a deeper dive of the portfolio of brands to encourage time spent on site	Interest and educate the guest with a deeper dive of the portfolio of brands to encourage time spent on site	Interest and educate the guest with a deeper dive of the portfolio of brands to encourage time spent on site
Onboarding Touches	<ul style="list-style-type: none"> Digital/CEC/Partner – 7 On-Property – 7 	<ul style="list-style-type: none"> Digital/CEC/Partner – 7 On-Property – 7 	<ul style="list-style-type: none"> Digital/CEC/Partner – 7 On-Property – 7 	<ul style="list-style-type: none"> Digital/CEC/Partner – 7 On-Property – 7 	<ul style="list-style-type: none"> Digital/CEC/Partner – 7 On-Property – 7 	<ul style="list-style-type: none"> Digital/CEC/Partner – 7 On-Property – 7

Download App Modules

Primary Modules

	4A: Download the App – No Reservation	4B: Download the App – With Reservation	4C: Download the App – With Luxury Reservation	4D. Digital Nurture	4E. Download the App – On Property	4F. Digital Nurture – On Property	4G. App Last Call
Target Audience(s)	<ul style="list-style-type: none"> New members who have not downloaded the app, no upcoming stay 	<ul style="list-style-type: none"> New members who have not downloaded the app with upcoming stay 	<ul style="list-style-type: none"> New members who have not downloaded the app and have an upcoming luxury stay 	<ul style="list-style-type: none"> New members who have downloaded the app 	<ul style="list-style-type: none"> New members who have enrolled on property and have not downloaded the app 	<ul style="list-style-type: none"> New members who have enrolled on property and have downloaded the app 	<ul style="list-style-type: none"> New members who have not downloaded the app
Description	Encourage the member to download the app for convenience from reservation to stay	Encourage the member to download the app to enhance their upcoming stay	Encourage the member to download the app to enhance their upcoming stay	Encourage app usage by diving deeper into more benefits of the app (e.g. ordering room service)	Encourage app downloads while on-property to maximize stay experience	Encourage app usage while on property by reminding the guest of how they can use their app while on property	Create one final push to encourage the member to download and use the Bonvoy app
Creative Treatment	<ul style="list-style-type: none"> Consider making a mention of booking direct to reinforce that message (if possible) 	<ul style="list-style-type: none"> Focus on making the value prop more about how the app will help them maximize their upcoming stay 	<ul style="list-style-type: none"> Luxury imagery / copy Focus on features that may appeal more to luxury audience 	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> Focus on on-property app uses Needs to be more generic toward guests who have been on property recently, but may not be on property when they see this email 	<ul style="list-style-type: none"> Focus on on-property app uses Needs to be more generic toward guests who have been on property recently, but may not be on property when they see this email 	<ul style="list-style-type: none"> Refreshen up creative to make sure the message is not a full repeat or previous app messages
CTA	Download the App	Download the App	Download the App	Open Your App	Download the App	Open Your App	Download the App
Rationale	Members who download the app tend to be more valuable and engaged, we to encourage app engagement early in the guest's journey	Members who download the app tend to be more valuable and engaged, we to encourage app engagement early in the guest's journey	Members who download the app tend to be more valuable and engaged, we to encourage app engagement early in the guest's journey	Encourage repeat visits and usage of the app to make it habitual for the guest	Members who download the app tend to be more valuable and engaged, we to encourage app engagement early in the guest's journey	Encourage repeat visits and usage of the app to make it habitual for the guest	Ensure that app call to action and creative does not get stale

Offer Modules

Primary Modules

N/A

	5A: Rate Offer	5B. ATM Offer	5C. Global Promo (Register)	5D. Hurdle Promotion	5E. No Promo
Target Audience(s)	<ul style="list-style-type: none"> New members with 0 bookings or stays by Day 16 	<ul style="list-style-type: none"> New members with at least 1 booking or stay by Day 16 and ATM Eligible 	<ul style="list-style-type: none"> New members with at least 1 booking or stay by Day 16, and NOT ATM eligible And Global Promo in market and have not registered for Global Promo 	<ul style="list-style-type: none"> New members with at least 1+ booking or Stays and are NOT ATM eligible Global Promo NOT in market 	<ul style="list-style-type: none"> New members with at least 2+ booking or stays and are NOT ATM eligible Global Promo NOT in market
Description	Gated rate offer offering a % off their next booking	ATM Offer	Global Promotion	New, evergreen points promotion for guests who do not meet Rate, ATM, or Global Promotion criteria	General booking message
Creative Treatment	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> Generic creative to cover all possible ATM versions 	<ul style="list-style-type: none"> Re-use Global Promo Register creative 		<ul style="list-style-type: none"> Consider seasonal messages (e.g. "Fall booking message with fall destination inspiration)
CTA	Register Now	Register Now	Register Now	Register Now	Book Now
Rationale	Incentive to help new members make their first booking and stay	Incentive to keep growing customer based on data from ATM	Incentive to encourage the member to make their next booking	Incentive to encourage the member to make their next booking	Member does not need any additional offers as they have already made 2+ stays or bookings and do not meet ATM or Global Promo criteria
Onboarding Touches	<ul style="list-style-type: none"> 5 	<ul style="list-style-type: none"> 5 	<ul style="list-style-type: none"> 5 	<ul style="list-style-type: none"> 5 	<ul style="list-style-type: none"> 5
Point Activation Touches	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> 1, 2, 3, 4, 5 	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> N/A

Offer Registration Reminder Modules

Primary Modules

	6A. ATM Offer Registration Reminder	6B. Global Promo (Register) Reminder	6C. Hurdle Promotion Reminder	
Target Audience(s)	<ul style="list-style-type: none"> New members who received module 5B in Touch 5 but have not registered or booked 	<ul style="list-style-type: none"> New members who received module 5C in Touch 5 but have not registered or booked 	<ul style="list-style-type: none"> New members who received module 5D in Touch 5 but have not registered or booked 	
Description	Reminder of their offer, urgency to register	Reminder of their offer, urgency to register	Reminder of their offer, urgency to register	
Creative Treatment	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> Re-use Global Promo Register reminder creative 	<ul style="list-style-type: none"> N/A 	
CTA	Register Now	Register Now	Register Now	
Rationale	Reinforce effectiveness of offer by remailing for non-respondents	Reinforce effectiveness of offer by remailing for non-respondents	Reinforce effectiveness of offer by remailing for non-respondents	
Onboarding Touches	<ul style="list-style-type: none"> 6 	<ul style="list-style-type: none"> 6 	<ul style="list-style-type: none"> 6 	
Point Activation Touches	<ul style="list-style-type: none"> 1, 2, 3, 4, 5 	<ul style="list-style-type: none"> 1, 2, 3, 4, 5 	<ul style="list-style-type: none"> 1, 2, 3, 4, 5 	

Stay (Book) Modules

Primary Modules

	7A. Rate Offer Book	7B. ATM Offer Book	7C. Global Promo (Book)	7D. Hurdle (Book)	7E. Generic Booking 1
Target Audience(s)	<ul style="list-style-type: none"> Registered for Rate offer, no booking 	<ul style="list-style-type: none"> Registered for ATM offer, no bookings 	<ul style="list-style-type: none"> New members with at least 1 booking or stay by Day 16, and NOT ATM eligible And Global Promo in market and have registered for Global Promo 	<ul style="list-style-type: none"> Registered for points offer, no bookings 	<ul style="list-style-type: none"> Generic call for member to make a booking and reserve their next stay
Description	Call to book their next vacation now that they are successfully registered	Call to book their next vacation now that they are successfully registered	Call to book their next vacation now that they are successfully registered	Call to book their next vacation now that they are successfully registered	General booking message
Creative Treatment	<ul style="list-style-type: none"> Mention the offer and offer specifics Congratulate them on more rewarding travel 	<ul style="list-style-type: none"> Mention the offer and offer specifics Congratulate them on more rewarding travel 	<ul style="list-style-type: none"> Re-use Global Promo Book creative 	<ul style="list-style-type: none"> Mention the offer and offer specifics Congratulate them on more rewarding travel 	<ul style="list-style-type: none"> Leverage Americas demand gen offers / content where possible
CTA	Book Now	Book Now	Book Now	Book Now	Book Now
Rationale	Reminder for the guest to take advantage of their offer and motivate their next booking	Reminder for the guest to take advantage of their offer and motivate their next booking	Reminder for the guest to take advantage of their offer and motivate their next booking	Reminder for the guest to take advantage of their offer and motivate their next booking	Encourage next booking
Onboarding Touches	<ul style="list-style-type: none"> 6 	<ul style="list-style-type: none"> 6 	<ul style="list-style-type: none"> 6 	<ul style="list-style-type: none"> 6 	<ul style="list-style-type: none"> N/A
Point Activation Touches	<ul style="list-style-type: none"> 1, 2, 3, 4, 5 	<ul style="list-style-type: none"> 1, 2, 3, 4, 5 	<ul style="list-style-type: none"> 1, 2, 3, 4, 5 	<ul style="list-style-type: none"> 1, 2, 3, 4, 5 	<ul style="list-style-type: none"> 1

Stay (Book) Modules

Primary Modules

	7F. Generic Booking 2	7G. Generic Booking 3	7H. Generic Booking 4	7I. Generic Booking 5	7J. Acquisition Offer Book
Target Audience(s)	<ul style="list-style-type: none"> Generic call for member to make a booking and reserve their next stay 	<ul style="list-style-type: none"> Generic call for member to make a booking and reserve their next stay 	<ul style="list-style-type: none"> Generic call for member to make a booking and reserve their next stay 	<ul style="list-style-type: none"> Generic call for member to make a booking and reserve their next stay 	<ul style="list-style-type: none"> Members who enrolled through the Acquisition Offer
Description	General booking message	General booking message	General booking message	General booking message	Call to book their next vacation now that they are successfully registered
Creative Treatment	<ul style="list-style-type: none"> Leverage Americas demand gen offers / content where possible 	<ul style="list-style-type: none"> Leverage Americas demand gen offers / content where possible 	<ul style="list-style-type: none"> Leverage Americas demand gen offers / content where possible 	<ul style="list-style-type: none"> Leverage Americas demand gen offers / content where possible 	<ul style="list-style-type: none"> Mention the offer and offer specifics Congratulate them on more rewarding travel
CTA	Book Now	Book Now	Book Now	Book Now	Book Now
Rationale	Encourage next booking	Encourage next booking	Encourage next booking	Encourage next booking	Reminder for the guest to take advantage of their offer and motivate their next booking
Onboarding Touches	<ul style="list-style-type: none"> NA 	<ul style="list-style-type: none"> NA 	<ul style="list-style-type: none"> NA 	<ul style="list-style-type: none"> NA 	<ul style="list-style-type: none"> 5, 6
Point Activation Touches	<ul style="list-style-type: none"> 2 	<ul style="list-style-type: none"> 3 	<ul style="list-style-type: none"> 4 	<ul style="list-style-type: none"> 5 	<ul style="list-style-type: none"> 1, 2, 3, 4, 5

Inspiration / Nurture Modules

Primary Modules

	8A. Travel Tips	8B. Beach Inspiration	8C. Skiing Inspiration	8D. Mountain Inspiration	8E. Golf Inspiration	8F. City Inspiration
Target Audience(s)	<ul style="list-style-type: none"> Guests who do not qualify for any other message in Digital Activation 1 	<ul style="list-style-type: none"> New members who ranked Beach as first or second in favorite destinations 	<ul style="list-style-type: none"> New members who ranked Skiing as first or second in favorite destinations 	<ul style="list-style-type: none"> New members who ranked Mountain as first or second in favorite destinations 	<ul style="list-style-type: none"> New members who ranked Golf as first or second in favorite destinations 	<ul style="list-style-type: none"> New members who ranked City as first or second in favorite destinations
Description	Blurb and link to Traveler article (or other Marriott.com property) with interesting travel tips	Popular beach destinations or properties to inspire the new member	Popular ski destinations or properties to inspire the new member	Popular mountain destinations or properties to inspire the new member	Popular golf destinations or properties to inspire the new member	Popular city destinations or properties to inspire the new member
Creative Treatment	<ul style="list-style-type: none"> Leverage Traveler / other inspirational content (Travel Tips is just a suggestion, open to other themes) 	<ul style="list-style-type: none"> Include dreamy / aspirational imagery of destination 	<ul style="list-style-type: none"> Include dreamy / aspirational imagery of destination 	<ul style="list-style-type: none"> Include dreamy / aspirational imagery of destination 	<ul style="list-style-type: none"> Include dreamy / aspirational imagery of destination 	<ul style="list-style-type: none"> Include dreamy / aspirational imagery of destination
CTA	Read More	Explore	Explore	Explore	Explore	Explore
Rationale	Interest the guest to motivate them to spend time on the site	We want to make sure the inspiration content is as relevant as possible to the member	We want to make sure the inspiration content is as relevant as possible to the member	We want to make sure the inspiration content is as relevant as possible to the member	We want to make sure the inspiration content is as relevant as possible to the member	We want to make sure the inspiration content is as relevant as possible to the member
Digital Activation Touches	<ul style="list-style-type: none"> 1 	<ul style="list-style-type: none"> 2, 3 	<ul style="list-style-type: none"> 2, 3 	<ul style="list-style-type: none"> 2, 3 	<ul style="list-style-type: none"> 2, 3 	<ul style="list-style-type: none"> 2, 3

Inspiration / Nurture Modules

Primary Modules

	8G. Top Redeemed Properties	8H. Travel by Design	8I. HVMB Inspiration	8J. Road Trips	8K. Expanded Brand Education	8L. Expanded Brand Education - Luxury
Target Audience(s)	<ul style="list-style-type: none"> Guests who have not completed the Traveler Quiz 	<ul style="list-style-type: none"> Guests who have not completed the Traveler Quiz 	<ul style="list-style-type: none"> Guests who have completed all digital priorities in Digital Activation 4 and who have indicated a preference for vacation homes in the Traveler Quiz 	<ul style="list-style-type: none"> Guests who have not completed the Traveler Quiz 	<ul style="list-style-type: none"> Guests who at Day 31 are in the O/L segment Guests who at Day 30 have 2+ pointable activities/bookings 	<ul style="list-style-type: none"> Guests who at Day 31 are in the O/L segment AND luxury Guests who at Day 30 have 2+ pointable activities/bookings AND luxury
Description	An aspirational list of the most redeemed Bonvoy properties	"Uncover the World's Most Extraordinary Hotels"	Aspirational list of the dreamiest HVMB properties	Inspirational article about road trip destinations	Brand education to help the guest have a deeper understanding of all the brands in the Marriott portfolio	Luxury brand spotlight to dive deeper into what each brand has to offer
Creative Treatment	<ul style="list-style-type: none"> Leverage Traveler / other inspirational content (Redeemed properties is just a suggestion, open to other themes) 	<ul style="list-style-type: none"> Leverage Traveler / other inspirational content (Travel by Design is just a suggestion, open to other themes) 	<ul style="list-style-type: none"> Leverage Traveler / other inspirational content (HVMB Inspiration is just a suggestion, open to other themes) 	<ul style="list-style-type: none"> Leverage Traveler / other inspirational content (Road trips is just a suggestion, open to other themes) 	<ul style="list-style-type: none"> Keep highly visual but also provide context to brands and what type of experience the member can expect 	<ul style="list-style-type: none"> Luxury brands only
CTA	Read More	Read More	Read More	Read More	Explore Brands	Explore Brands
Rationale	Inspire the guest to spend time on the site and dream about how they could use their points	Interest the guest to motivate them to spend time on the site	Interest the guest to motivate them to spend time on the site	Interest the guest to motivate them to spend time on the site	Interest and educate the guest with a deeper dive of the portfolio of brands to encourage time spent on site	Interest and educate the guest with a deeper dive of the portfolio of brands to encourage time spent on site
Digital Activation Touches	<ul style="list-style-type: none"> 2 	<ul style="list-style-type: none"> 3 	<ul style="list-style-type: none"> 4 	<ul style="list-style-type: none"> 4 	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> N/A
Point Activation	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> 1 	<ul style="list-style-type: none"> 1

Non-Stay Point Messages

Primary Modules

	9A. Uber	9B. Eat Around Town	9C. Hertz	9D. United	9F. Refer A Friend	9G. Moments	9H. Points Purchase
Target Audience(s)	<ul style="list-style-type: none"> Guests who have not completed Uber partner activity 	<ul style="list-style-type: none"> Guests who have not completed Eat Around Town partner activity 	<ul style="list-style-type: none"> Guests who have not completed Hertz partner activity 	<ul style="list-style-type: none"> Guests who have not completed United Status match 	<ul style="list-style-type: none"> Guests who have 2+ pointable activities or bookings on Day 45 post enrollment 	<ul style="list-style-type: none"> Guests who have 2+ pointable activities or bookings on Day 74 post enrollment 	<ul style="list-style-type: none"> Guests who have 2+ pointable activities or bookings on Day 88 post enrollment
Description	Explanation of Uber partnership and how to earn points	Explanation of Eat Around Town partnership and how to earn points	Explanation of Hertz partnership and how to earn points	Explanation of United partnership and how to earn points	Offer of points to Refer a Friend to Marriott Bonvoy	Educate member on Moments and how they can use their points for one of a kind experiences	Educate members on Points Purchase / put in Points purchase offer if applicable
Creative Treatment	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> N/A
CTA	Link Your Accounts	Learn More	Rent Now	Match now	Refer Now	Explore	Buy Points
Rationale	Uber is the easiest non-stay way for a member to become points active	Eat Around Town is the easiest non-stay way for a member to become points active	Education on partner point opportunities	Education on partner point opportunities	Push for members who have quickly become engaged with Bonvoy to invite other qualified friends to join	Education on more ways they can use their points / motivation to keep earning	Education on additional point opportunities for more engaged members
Point Activation Touches	<ul style="list-style-type: none"> 1, 2, 3, 4, 5 	<ul style="list-style-type: none"> 1, 2, 3, 4, 5 	<ul style="list-style-type: none"> 1, 2, 3, 4, 5 	<ul style="list-style-type: none"> 1, 2, 3, 4, 5 	<ul style="list-style-type: none"> 2 	<ul style="list-style-type: none"> 4 	<ul style="list-style-type: none"> 5

Offboarding

Primary Modules

	10A. 100 Day Anniversary – w/ Stays	10B. 100 Day Anniversary – No Stays			
Target Audience(s)	<ul style="list-style-type: none"> Guests who have completed point activation in first 100 days 	<ul style="list-style-type: none"> Guests who have not had any stays in the first 100 days 			
Description	Thank the member for their membership in the program	Thank them for joining the program; solicit feedback (if applicable) on why they haven't stayed			
Creative Treatment	<ul style="list-style-type: none"> Consider a Fun “100 days in review” type email to remind the guest of what they've accomplished. 	<ul style="list-style-type: none"> N/A 			
CTA		Give Us Feedback			
Rationale	Nurture and relationship building by recognizing and thanking them for their participation in the program so far	We want to understand why they have enrolled by not stayed and if there is anything we can improve			
Digital Activation Touches	<ul style="list-style-type: none"> 5 	<ul style="list-style-type: none"> 5 			

Secondary Modules

	S0. Onboarding Preview	S1. Account Activation	S2. Profile Completion	S3. Brand farm	S4. Luxury Brand Spotlight	S5. Quiz Reminder
Audience Criteria (Prioritization may vary by module)	<ul style="list-style-type: none"> All new members in Day 0 communication 	<ul style="list-style-type: none"> New members who have not yet activated their account 	<ul style="list-style-type: none"> New members who have not completed their profile 	<ul style="list-style-type: none"> New members with no luxury stay or reservation 	<ul style="list-style-type: none"> New members with luxury stay or reservation 	<ul style="list-style-type: none"> New members who have not taken the Traveler Quiz
Description	Module to provide a preview of the onboarding messages they will receive over the next 30 days	Module to prompt guests to activate their new Bonvoy account	Module to encourage guests to complete their online profile	Module to highlight the breadth of Marriott Bonvoy brands	Module to highlight of luxury brands	Module to remind the guest to take the Traveler Quiz
Creative Treatment	N/A	N/A	N/A	<ul style="list-style-type: none"> Include brand logos 	<ul style="list-style-type: none"> Include brand logos 	N/A
CTA	N/A	Activate Your Account	Complete Your Profile	Explore our Portfolio of Hotels	Find Your Perfect Match	Take the Quiz
Rationale	Introduction of the messages the guest will receive so they know what to expect out of their first 30 days	Prompt a log-in from guests who have never logged in before	Collect their stay and booking preferences to meet their expectations with every reservation	Educate the member on the Marriott Bonvoy brands	Highlight the luxury brands to maximize relevance to the audience	Collection of OP data helps personalization of the entire 100-day journey
Touches	<ul style="list-style-type: none"> 1 (all onboarding pathways) 	<ul style="list-style-type: none"> 1 (all pathways) On-Property – 3A, 3B, 4A, 4B 	<ul style="list-style-type: none"> Digital/CEC/Partner, – 2, 3A, 3B, 4A, 4B, 5 On-Property – 3A, 4A, 4B, 5 	<ul style="list-style-type: none"> Digital/CEC/Partner, – 2, 5 On-Property – 3A, 4B, 5 Digital Activation – 1, 2, 3, 4 	<ul style="list-style-type: none"> Digital/CEC/Partner, – 2, 5 On-Property – 3A, 4B, 5 Digital Activation – 1, 2, 3, 4 	<ul style="list-style-type: none"> Digital/CEC/Partner, – 3A, 3B, 4A, 4B, 5 On-Property – 4A, 5

Secondary Modules

	S6. Book Direct	S7. Social	S8. Global Promo (Register)	S9. Global Promo (Book)	S10. Download App	S11. On-Property Benefits Module
Audience Criteria (Prioritization may vary by module)	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> Global promo in market; member has not registered And new member did not qualify for global promotion heroes 	<ul style="list-style-type: none"> Global promo in market; member HAS registered And new member did not qualify for global promotion heroes 	<ul style="list-style-type: none"> New members who have not downloaded the app 	<ul style="list-style-type: none"> New members
Description	Module reminding the guest that they must book direct to get the best benefits	Module to promote engagement with Marriott Bonvoy social channels	Module to encourage the member to register for the Global Promotion	Module to remind the member they have registered for Global Promo and can earn even more points	Module reminding the new member to download the app	Educate new members on the benefits they can use immediately while on property
Creative Treatment	N/A	N/A	N/A	N/A	N/A	N/A
CTA	Book Now	Get inspired	Register Now	Book Now	Download the App	Learn More
Rationale	Booking direct maximizes Marriott revenue and guest benefit	Promote digital engagement across all owned channels	Global promotion can be an incentive to encourage additional bookings	Global promotion can be an incentive to encourage additional bookings	Members who download the app tend to be more valuable and engaged, we to encourage app engagement early in the guest's journey	Education will help guests find value in the Bonvoy program while on property
Touches	<ul style="list-style-type: none"> Digital/CEC/Partner, – 3A, 4B On-Property – 4A, 5 Point Activation – 1, 2, 3, 4, 5 	<ul style="list-style-type: none"> Digital/CEC/Partner, – 3B, 4A On-Property - 	<ul style="list-style-type: none"> Digital/CEC/Partner – 5 On-Property - 5 	<ul style="list-style-type: none"> Digital/CEC/Partner – 5 On-Property - 5 	<ul style="list-style-type: none"> Digital/CEC/Partner - 5 On-Property – 1, 3A, 3B, 4B, 5 	<ul style="list-style-type: none"> On-Property - 2

Secondary Modules

	S12. Earning Points	S13. Wrap Up	S14. Travel Tips	S15. Top Redeemed Properties	S16. Travel By Design	S17. HVMB
Audience Criteria (Prioritization may vary by module)	On-property enrollees with non-eligible stay (no points)	All new members on their 25 th day post enrollment	<ul style="list-style-type: none"> Members who did not receive 8A in the hero module of their Digital Activation 1 	<ul style="list-style-type: none"> Members who did not receive 8G in the hero module of their Digital Activation 2 	<ul style="list-style-type: none"> Members who did not receive 8H in the hero module of their Digital Activation 3 	<ul style="list-style-type: none"> Members who did not receive 8I in the hero module of their Digital Activation 4 and have VR preference
Description	Module summarizing importance of points (and how to earn them)	Module notifying the new member that they have completed all potential content in the onboarding series	Secondary module version of 8A for members who did not qualify for hero	Secondary module version of 8G for members who did not qualify for hero	Secondary module version of 8H for members who did not qualify for hero	Secondary module version of 8I for members who did not qualify for hero
Creative Treatment	N/A	<ul style="list-style-type: none"> Consider summarizing key activities 	N/A	N/A	N/A	N/A
CTA	Learn More	Ready for More? (link to book)	Read More	Read More	Read More	Read More
Rationale	Encouragement and education for members who enrolled via OTA stay	We introduced what we were going to cover during the onboarding series in S1, we now need to notify the member that we've completed our messaging series	We want to include inspiration content for members who received a digital priority hero	We want to include additional inspiration in secondary messaging to keep the member engaged	We want to include additional inspiration in secondary messaging to keep the member engaged	We want to include additional inspiration in secondary messaging to keep the member engaged
Touches	<ul style="list-style-type: none"> On-Property – 3B 	<ul style="list-style-type: none"> Digital/CEC/partner – 7 On-Property - 7 	<ul style="list-style-type: none"> Digital Activation - 1 	<ul style="list-style-type: none"> Digital Activation - 2 	<ul style="list-style-type: none"> Digital Activation - 3 	<ul style="list-style-type: none"> Digital Activation - 4

Secondary Modules

	S18. Road Trip	S19. Uber	S20. Eat Around Town	S21. Hertz	S22. United	S23. CoBrand
Audience Criteria (Prioritization may vary by module)	<ul style="list-style-type: none"> Members who did not receive 8J in the hero module of their Digital Activation 3 	<ul style="list-style-type: none"> Members who did not receive a booking hero in Point Activation 1 	<ul style="list-style-type: none"> Members who did not receive a booking hero in Point Activation 2 	<ul style="list-style-type: none"> Members who did not receive a booking hero in Point Activation 3 	<ul style="list-style-type: none"> Members who did not receive a booking hero in Point Activation 4 	<ul style="list-style-type: none"> Dynamic content leveraged from BAU Module will collapse within template for non-eligible members
Description	Secondary module version of 8H for members who did not qualify for hero	Secondary module of version of 10A	Secondary module of version of 10B	Secondary module of version of 10C	Secondary module of version of 10D	Tertiary CoBrand module for eligible members
Creative Treatment	N/A	N/A	N/A	N/A	N/A	N/A
CTA	Read More	Link Accounts	Learn More	Learn More	Learn More	
Rationale	We want to include additional inspiration in secondary messaging to keep the member engaged	We want to promote secondary content for members who received a booking hero to encourage additional point activity	We want to promote secondary content for members who received a booking hero to encourage additional point activity	We want to promote secondary content for members who received a booking hero to encourage additional point activity	We want to promote secondary content for members who received a booking hero to encourage additional point activity	We want to promote and increase exposure to CoBrand offers for eligible members
	<ul style="list-style-type: none"> Digital Activation - 4 	<ul style="list-style-type: none"> Point Activation – 1, 5 	<ul style="list-style-type: none"> Point Activation - 2 	<ul style="list-style-type: none"> Point Activation - 3 	<ul style="list-style-type: none"> Point Activation - 4 	<ul style="list-style-type: none"> Point Activation 1-5

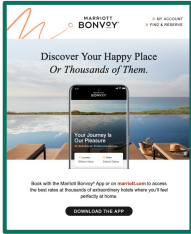
2022 First 100 Days Real Member Audit

First 100 Days

Signup 5/6/22 First Stay 5/26

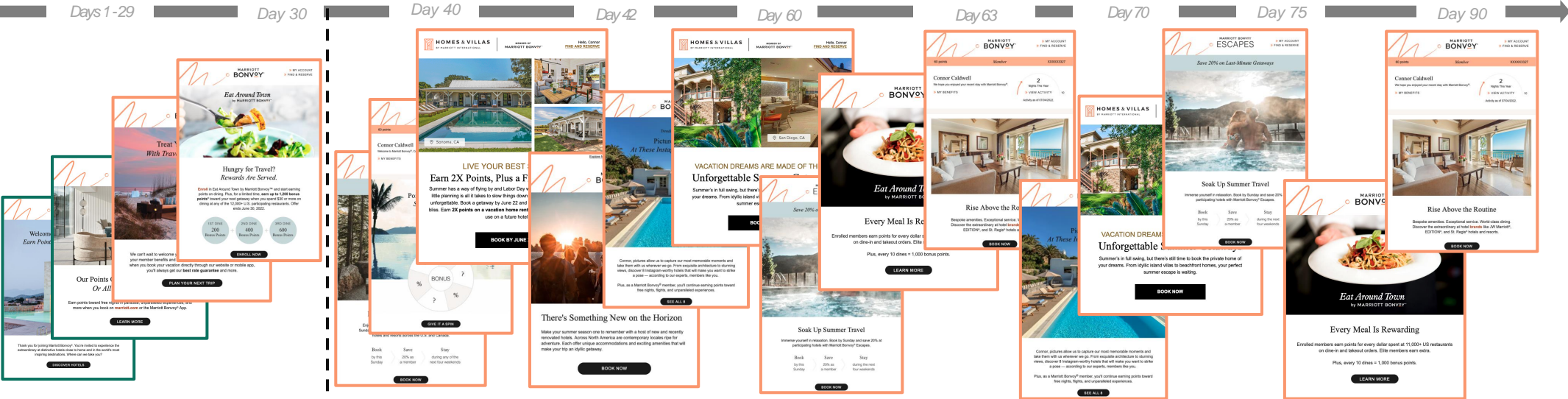


DIGITAL ACTIVATION



Download the App

POINTS ACTIVATION



Key callouts in first 100 days

	Emails	Digital	Points	CC
First 30	5	1	4	0
31-100	19	0	14	5

- Emails Received: 24
- Avg Days Between: 4 Days
- Longest Gap: 13 Days
- Double Email Days: 2
- Most Used CTA Button: “Book Now”
- Personalized Subject Lines: 6
- Promotional Mentions: 15 (63%)
- Brands Featured: 4



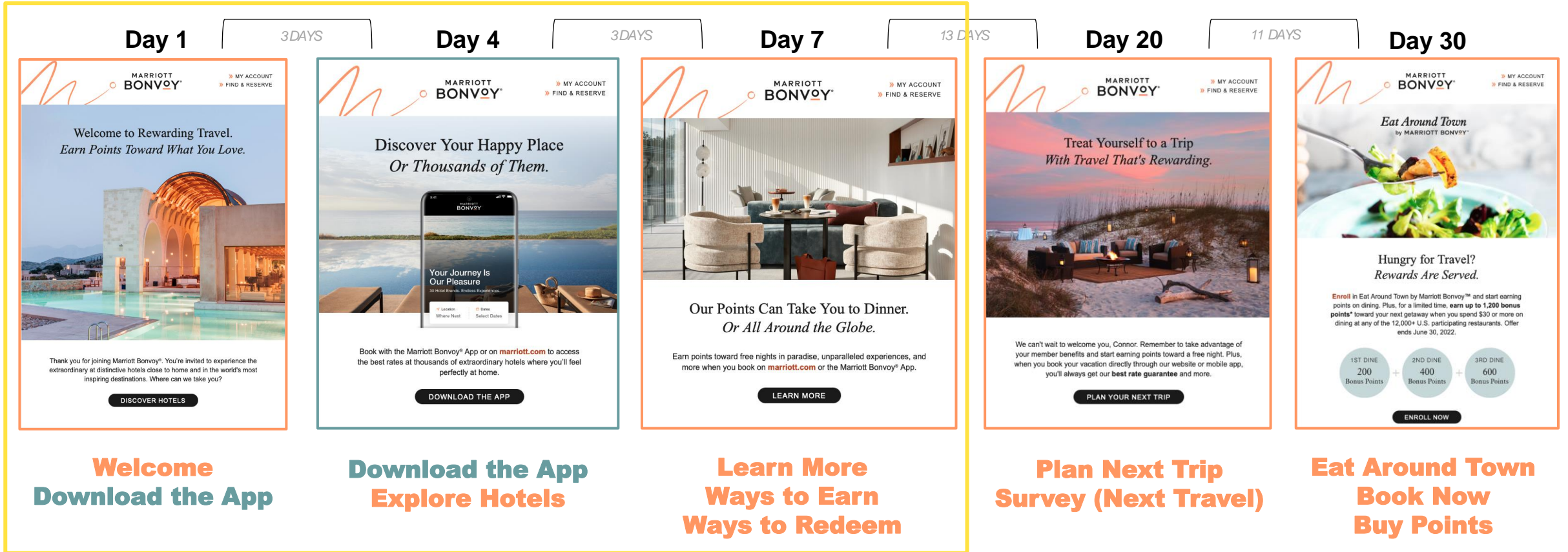
First 30 Days

Enroll 5/6



ONBOARDING

Last Stay 5/26



More Tips to Optimize Your Membership Are Coming Soon



Days 31 - 49

Day 33

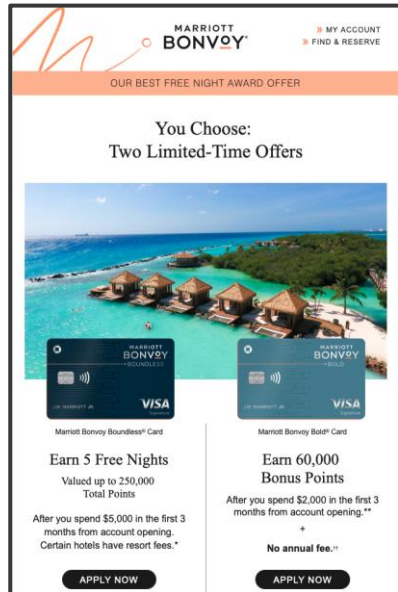
Day 33

Day 38

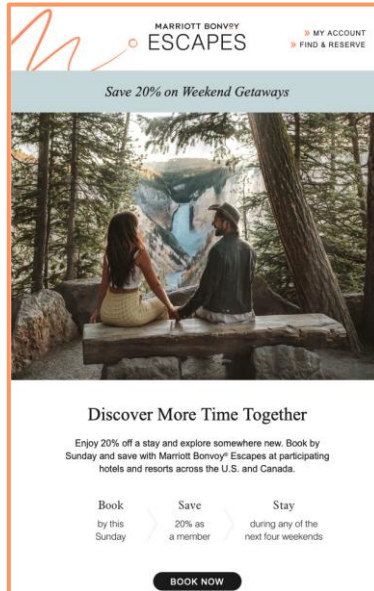
Day 39

Day 46

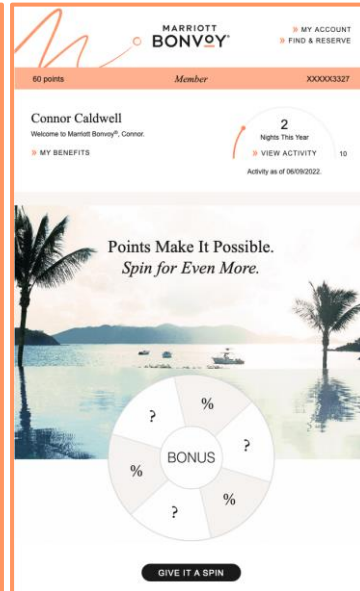
Day 49



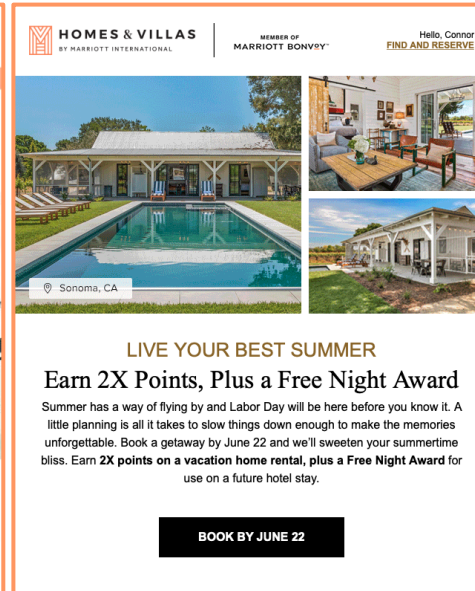
Apply Now (CC)



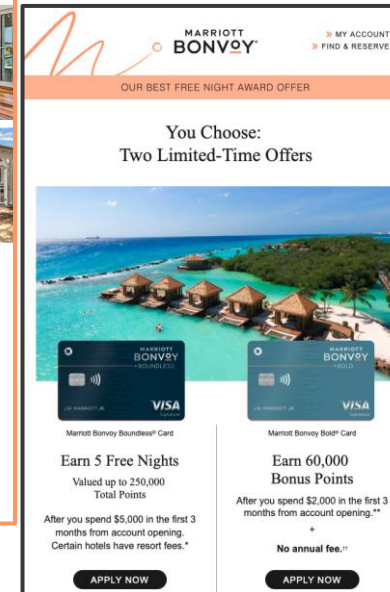
Book Now
Explore
Destinations



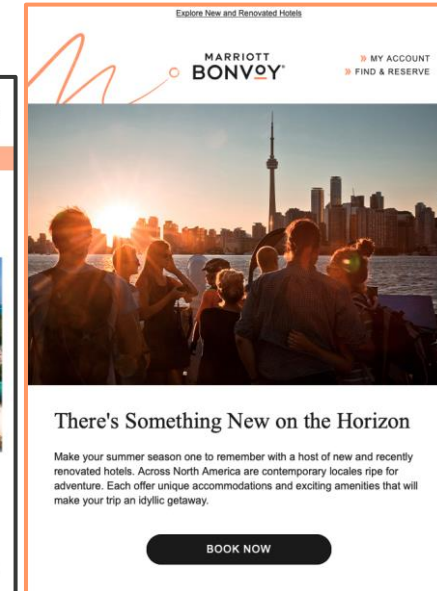
Give it a Spin
Enroll Now
Book Now



Book by June 22*
Explore Homes
Explore Destinations



Apply Now (CC)



Book Now
Learn More
Explore



Days 50 - 70

Day 50

MARRIOTT BONVOY

MY ACCOUNT
FIND & RESERVE

Trending in Travel

Picture Yourself
At These Instagrammable Hotels

Connor, pictures allow us to capture our most memorable moments and take them with us wherever we go. From exquisite architecture to stunning views, discover 8 Instagram-worthy hotels that will make you want to strike a pose — according to our experts, members like you.

Plus, as a Marriott Bonvoy® member, you'll continue earning points toward free nights, flights, and unparalleled experiences.

SEE ALL 8

See All 8
Explore More
Follow Us

Day 52

HOMES & VILLAS
BY MARRIOTT INTERNATIONAL

MEMBER OF
MARRIOTT BONVOY

Hello, Connor
FIND AND RESERVE

VACATION DREAMS ARE MADE OF THESE
Unforgettable Summer Getaways

Summer's in full swing, but there's still time to book the private home of your dreams. From idyllic island villas to beachfront homes, your perfect summer escape is waiting.

BOOK NOW

Book Now
Explore Destinations
Explore Destinations

Day 61

MARRIOTT BONVOY
ESCAPES

MY ACCOUNT
FIND & RESERVE

Save 20% on Last-Minute Getaways

Soak Up Summer Travel

Immerse yourself in relaxation. Book by Sunday and save 20% at participating hotels with Marriott Bonvoy® Escapes.

Book by this Sunday

Save 20% as a member

Stay during the next four weekends

BOOK NOW

Book Now

Day 62

MARRIOTT BONVOY

MY ACCOUNT
FIND & RESERVE

Eat Around Town
by MARRIOTT BONVOY

Every Meal Is Rewarding

Enrolled members earn points for every dollar spent at 11,000+ US restaurants on dine-in and takeout orders. Elite members earn extra.

Plus, every 10 dines = 1,000 bonus points.

LEARN MORE

Learn More
Discover More

Day 70

MARRIOTT BONVOY

MY ACCOUNT
FIND & RESERVE

0 DAYS 0 HOURS 0 MINUTES 0 SECONDS

OUR BEST FREE NIGHT AWARD OFFER

You Choose:
Two Limited-Time Offers

Earn 5 Free Nights
Valued up to 250,000 Total Points

After you spend \$5,000 in the first 3 months from account opening. Certain hotels have resort fees.*

APPLY NOW

Earn 60,000 Bonus Points

After you spend \$2,000 in the first 3 months from account opening.**

No annual fee.††

APPLY NOW

Apply Now (CC)

Day 70

MARRIOTT BONVOY

MY ACCOUNT
FIND & RESERVE

60 points

Member

XXXXXX3327

Connor Caldwell

We hope you enjoyed your recent stay with Marriott Bonvoy®.

2 Nights This Year

VIEW ACTIVITY

Activity as of 07/04/2022.

Rise Above the Routine

Bespoke amenities. Exceptional service. World-class dining. Discover the extraordinary at hotel brands like JW Marriott®, EDITION®, and St. Regis® hotels and resorts.

BOOK NOW

Book Now
Escapes/Retreats
Reserve Now



Days 71 - 100

ONBOARDING
POINTS
DIGITAL
PARTNER

Day 74



MARRIOTT BONVOY BOUTIQUES

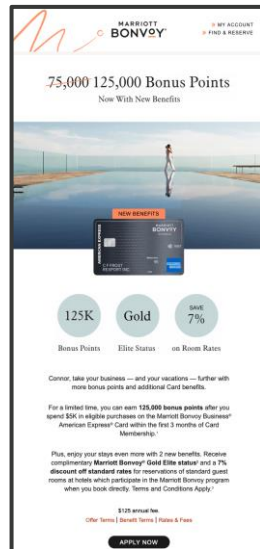
Upgrade Your Space
Just in Time for Guests.

Connor, for a limited time only, the **Westin Store** is offering 25% off site-wide. Take advantage of this exclusive offer or browse below to find the perfect products to elevate your summer gatherings.

SHOP WESTIN

Shop Westin
Shop Brands

Day 76



MARRIOTT BONVOY

75,000 125,000 Bonus Points
Now With New Benefits

125K Gold Save 7%

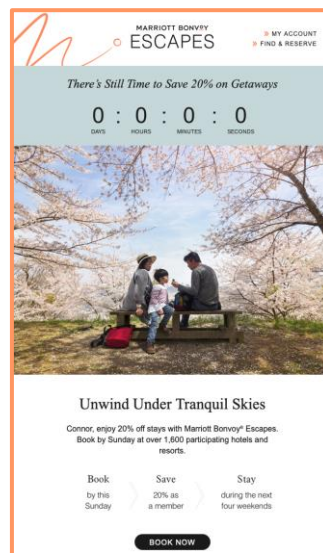
Bonus Points Elite Status on Room Rates

Plus, enjoy your stays even more with 2 new benefits. Receive complimentary Marriott Bonvoy® Gold Elite status* and a 7% discount off standard rates for reservations of standard guest rooms at hotels which participate in the Marriott Bonvoy program when you book directly. Terms and Conditions Apply.

APPLY NOW

Apply Now

Day 89



MARRIOTT BONVOY ESCAPES

There's Still Time to Save 20% on Getaways

0 : 0 : 0 : 0

Unwind Under Tranquil Skies

Connor, enjoy 20% off stays with Marriott Bonvoy® Escapes. Book by Sunday at over 1,600 participating hotels and resorts.

Book by this Sunday Save 20% as a member Stay during the next four weekends

BOOK NOW

Book Now
See Destinations Explore All Homes

Day 90



HOMES & VILLAS

2X Earn More From Being Together

Book by August 25 and earn 2X points on stays through February 28, 2023.

MAKE MEMORIES, CREATE TRADITIONS
Celebrate Being Together This Fall

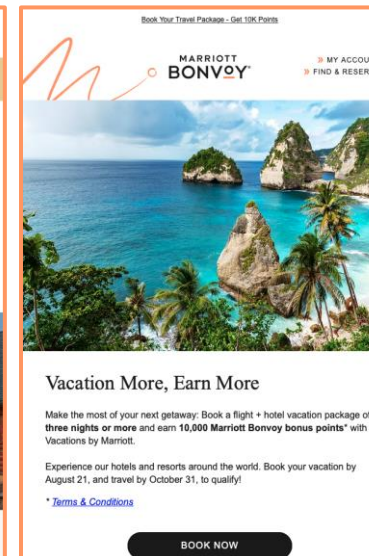
From hiking to leaf peeping, time in the mountains with loved ones is priceless. Build a lifetime of memories together in a private home rental this fall. Selected against the highest standards for design and comfort, your escape promises to be nothing short of exceptional.

EARN 2X POINTS

Perfect For The Season

Earn 2x Points
Explore All Homes

Day 91



MARRIOTT BONVOY

Vacation More, Earn More

Make the most of your next getaway: Book a flight + hotel vacation package of three nights or more and earn 10,000 Marriott Bonvoy bonus points* with Vacations by Marriott.

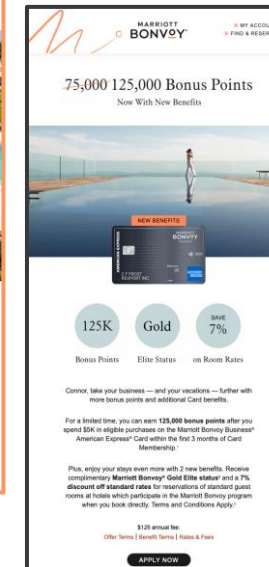
Experience our hotels and resorts around the world. Book your vacation by August 21, and travel by October 31, to qualify!

* Terms & Conditions

BOOK NOW

Book Now

Day 96



MARRIOTT BONVOY

75,000 125,000 Bonus Points
Now With New Benefits

125K Gold Save 7%

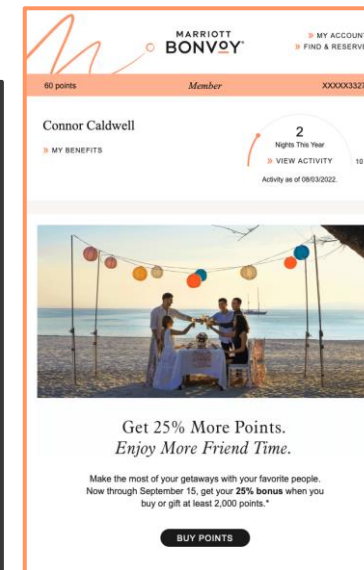
Bonus Points Elite Status on Room Rates

Plus, enjoy your stays even more with 2 new benefits. Receive complimentary Marriott Bonvoy® Gold Elite status* and a 7% discount off standard rates for reservations of standard guest rooms at hotels which participate in the Marriott Bonvoy program when you book directly. Terms and Conditions Apply.

APPLY NOW

Apply Now (CC)

Day 97



MARRIOTT BONVOY

80 points Member XXXXXX3327

Connor Caldwell

2 Nights This Year

VIEW ACTIVITY 10

Activity as of 08/09/2022

Get 25% More Points.
Enjoy More Friend 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

Buy Points
Book Now

Overview of Connor's First 100 Days

Day	Date	Gap	CTA 1	CTA 2	Digital/Points	Secondary	Promo	Subject Line
0	5/6/22		Discover Hotels	Download the App	P	D	N	Thank You for Joining Marriott Bonvoy, Connor
4	5/10/22	4	Download the App	Explore Hotels	D	P	N	Explore More With the Best Rates, Connor
7	5/13/22	3	Learn More	Ways to Earn/Redeem	P	P	N	Welcome to Endlessly Rewarding Travel, Connor
20	5/26/22	13	Plan your next trip	Survey	P		N	You Deserve to Be Rewarded, Connor
30	6/5/22	10	Enroll Now	Book Now/Buy Points	P	P	Y	Earn up to 1,200 Points on Dining
33	6/8/22	3	Apply Now		CC		Y	Limited-Time Offer: Earn 5 Free Nights or 60K Bonus Points
33	6/8/22	0	Book Now	Explore Destinations	P	P	Y	Enjoy 20% off Weekend Travel
38	6/13/22	5	Give it a Spin	Enroll Now	P	P	Y	Your Marriott Bonvoy Account Update: Special Offers, Benefits, and More
39	6/14/22	1	Book by June 22	Explore Homes	P	P	Y	2X Points, Plus a Free Night Award?
46	6/21/22	7	Apply Now		CC		Y	Limited-Time Offer: Earn 5 Free Nights or 60K Bonus Points
49	6/24/22	3	Book Now	Learn More	P	P	N	Check Out What's New This Season
50	6/25/22	1	See All 8	Explore More	P	P	N	Trending in Travel: Explore 8 of Our Most Instagrammable Hotels
52	6/27/22	2	Book Now	Explore Destinations	P	P	N	It's not too late for a summer vacation
61	7/6/22	9	Book Now	Explore Destinations	P	P	Y	Save 20% on Weekend Travels 🍷
62	7/7/22	1	Learn More		P		N	Satisfy Your Appetite for More Points
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