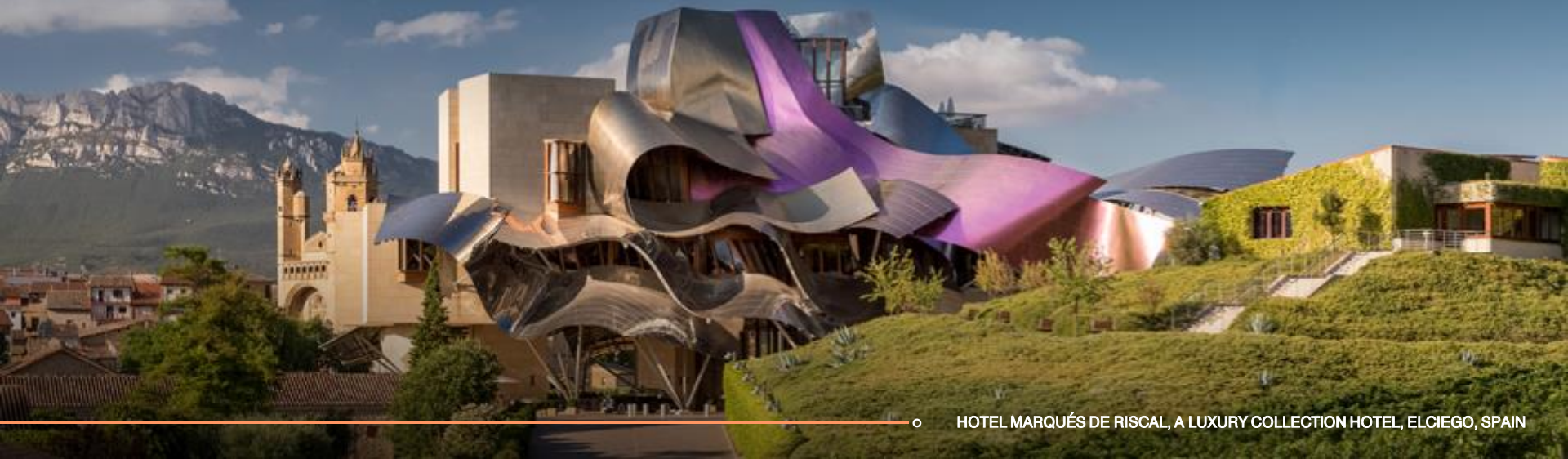


June 2020 Monthly Email Review and Insights

July 28, 2020



TODAY'S AGENDA

1. Performance Summary
2. Key Initiatives & Campaigns
3. Testing and Optimization
4. Actionable Insights

KEY STORYLINES

- June kicked-off Phase 2 communications with a buy points promotion, Elite recovery program update, booking offers (both earn and burn), and a Boutiques sweepstake
 - Solos made up 55% of delivered emails and drove overall engagement
- Fewer emails were delivered compared to 12-month average, but most engagement KPIs remained flat
- Open rates were steady with a slight decline MoM; CTOR increased across most emails
- Continuing to look for ways to optimize content & audiences will help lift KPIs, like regular subject line and pre-header testing and enhancing targeting criteria based on program and email activity (or lack of activity)

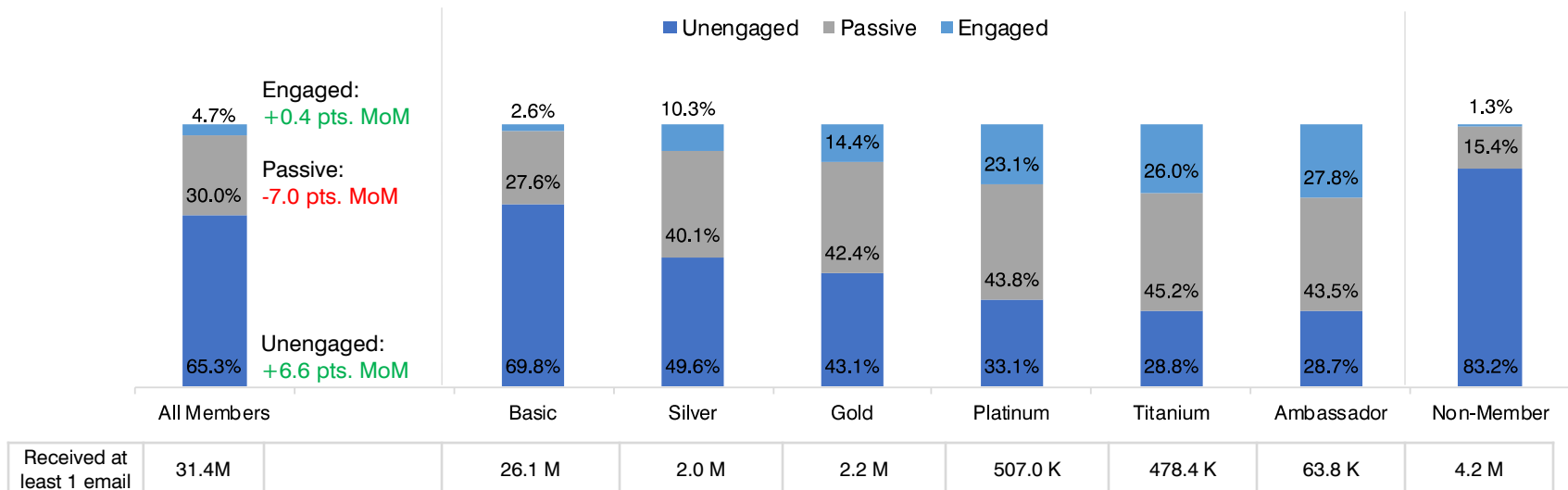


MONTHLY PERFORMANCE SUMMARY

35% of members engaged in June 2020 emails (-7 pts. MoM)

- MoM declines were from sending 2 large solos in May (Cleanliness & Room for Responders) and only 1 in June (Elite Recovery)
- Passive engagement shifted to the Unengaged and Engaged categories for all members; opposite for non-members with declines in Unengaged and increases in open and click activity
- Reduce fatigue by resting members from emails they consistently don't open; start with the regular, reoccurring email campaigns; noticeable KPI improvements using this tactic with Traveler newsletters

Email Engagement by Member Level: June 2020



Engaged = Opened and clicked

Passive = Opened, but did not click

Unengaged = Did not open and did not click

PERFORMANCE SUMMARY: JUNE 2020

- Delivered 6.8% fewer emails in June vs. 12-month average, which led to declines in open and click counts
- Recommend regular subject line testing with each deployment to lift open rates until AIQ becomes available; Wylei optimization becomes available again in July as an option to lift click rates
- Solos made up 55% of emails delivered in June and drove overall engagement and financials
 - Elite Recovery Solo went to 30M (28% of delivered Solos) and generated \$736K (30% of Solo revenue)
 - Off-Peak LTO Solo went to a fraction of the audience (8.7M), but generated the most revenue (\$787K)

June 2020 vs. Rolling 12-Month Average (June 2019-May 2020)

Engagement

198.6 M	32.1 M	16.2%	2.0 M	1.0%	6.3%	0.14%
Delivered Emails -6.8% (-14.7 M)	Opens -2.6% (-848.4 K)	Open Rate +0.7 pts.	Clicks -9.0% (-198.9 K)	CTR 0.0 pts.	CTOR -0.4 pts.	Unsub. Rate -0.06 pts.

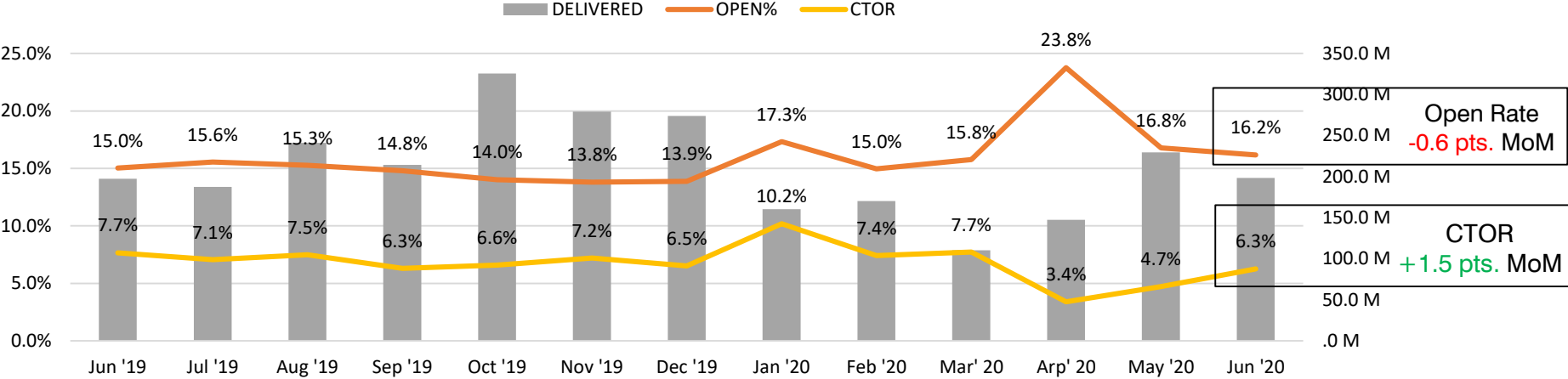
Financials

29.5 K	67.6 K	\$9.4 M	0.15	1.5%
Bookings -13.8% (-4.7 K)	Room Nights -10.9% (-8.3 K)	Revenue -23.8% (-\$2.9 M)	Bookings Per Delivered (K) -7.8%	Conversion -0.08 pts

Open rates were steady with a slight decline in June MoM; CTOR increased across all email categories, except Moments & Brand BPP MoM

Continue focus on email targeting and sending content that drives engagement to combat expected Q3 & Q4 seasonal lows

Delivered, Open Rate & CTO Rate Trends



Platinum Elite Member Inbox: June 2020

- Member received 22 emails in June

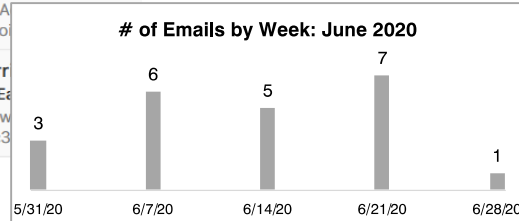
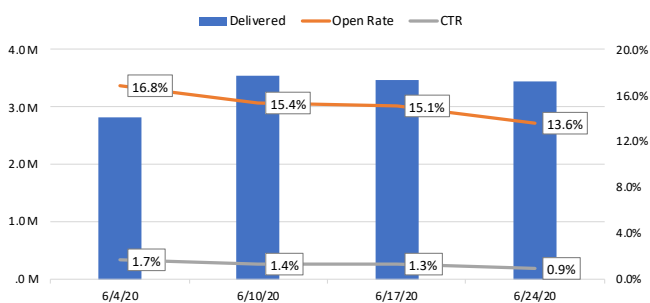
22 Total Campaigns	
# Loyalty	# Non-Loyalty
18	4

- Traveler email with emoji & intriguing use of personalization stands out in inbox (test & roll winner)
- Additional suppression rules for weekly Bonvoy Escapes will help reduce WoW open fatigue; uses the same subject line each time

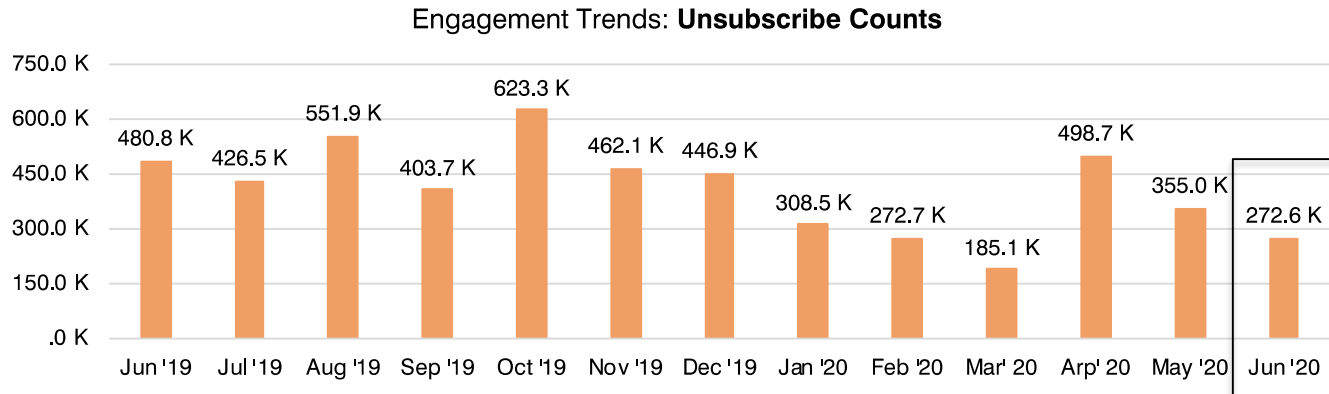
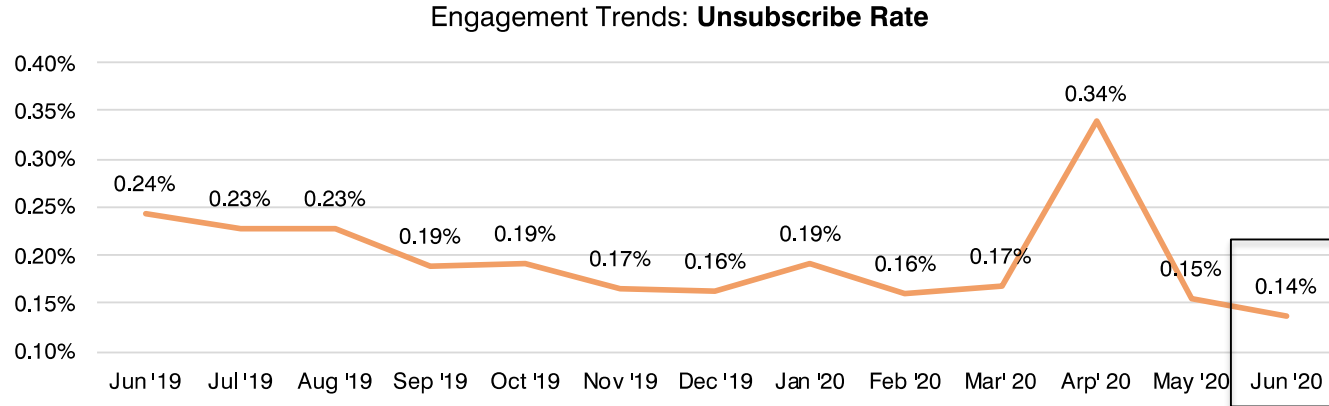
The screenshot shows an email inbox with the following visible entries:

- The Ritz-Carlton Yacht Collec...** 6/1/2020
Just Announced: 6 Nights on the French R...
View online
<http://view.e.ritzcarltonyachtcollection.com>
- Marriott Bonvoy Moments** 6/2/2020
Experience Moments — Anytime, Anywhere
View this recap of a curated, one-of-a-kind experience My Account Find & Reserve Stay
- Marriott Bonvoy** 6/4/2020
Save 25% This Summer with Marriott Bonv...
You don't have to go far for great deals. my account Find & Reserve Save 25% on our
- Shop Marriott** 6/8/2020
You Don't Want to Miss This Sale | 25% Of...
Enjoy sitewide savings on Marriott linens, pillows, duvet covers, comforters, blankets,
- Eat Around Town by Marriott ...** 6/9/2020
Earn Marriott Bonvoy Points on Takeout or...
<http://view.email.rewardsnetwork.com/?qs=d84d8402137ea32be19a1b9730135340>
- Marriott Bonvoy** 6/10/2020
Save 25% This Summer with Marriott Bonv...
You don't have to go far for great deals. my account Find & Reserve Save 25% on our
- Marriott Bonvoy** 6/11/2020
You Choose: 2 Great Credit Card Offers
Earn bonus points: 75,000 Boundless. 30,000 Bold. My Account Find & Reserve Earn Now.
- The Ritz-Carlton** 6/11/2020
The Ritz-Carlton Yacht Collection: 2022 C...
New Destinations: Greece, Israel, Morocco and More From the pristine pink sands of
- Marriott Bonvoy Traveler** 6/13/2020
Dear Travel, Love, Bryan
Unexplored national parks, favorite beaches, island treasures and more BRYAN Find &
- Marriott Bonvoy** 6/15/2020
To Our Members: Your Welcome Awaits
Important Program updates when you're ready to travel. My Account Find & Reserve
- Marriott Bonvoy** 6/17/2020
Save 25% This Summer with Marriott Bonv...
You don't have to go far for great deals. my account Find & Reserve Save 25% on our
- Marriott Bonvoy** 6/18/2020
Earn 75,000 Bonus Points with a Bundles...
Earn 30,000 bonus points with a no-annual-fee Bold Card. My Account Find & Reserve
- Marriott Bonvoy** 6/19/2020
Celebrate what makes Mexico great
This year, discover wonders close to home Bryan Find & Reserve SEE MEXICO FROM A
- Marriott Bonvoy** 6/20/2020
All For You: Get the Lowest Redemption R...
Save up to 33% when you book by June 30. My Account Find & Reserve Your Welcome
- Marriott Bonvoy** 6/22/2020
Your Marriott Bonvoy Account Update: Sp...
See What's New in June My A Reserve Platinum | 187516 Po
- Eat Around Town by Marr**
Order Delivery or Takeout, Ea
<http://view.email.rewardsnetw/?qs=2a26502307d67674ec3>
- Marriott Bonvoy** 6/23/2020
Summer Someplace New
Save 10% on a new destination every week. My Account Find & Reserve Great Rates on
- Marriott Bonvoy** 6/24/2020
Buy Points by June 30 — Get a 60% Bonus
Purchase now for future travel. My Account Find & Reserve Find time to enjoy 60% more
- Marriott Bonvoy** 6/24/2020
Save 25% This Summer with Marriott Bonv...
You don't have to go far for great deals. my account Find & Reserve Save 25% on our
- Marriott Bonvoy Boutiques** 6/25/2020
Bryan, Enter to win one of over a dozen pri...
Your chance to win a complete bedding set or one of over a dozen prizes My Account
- Shop Marriott** 6/27/2020
20% Off Bath – Just Add Water
Recreate the luxury spa experience at home with the Marriott bath collection. Shop now
- Marriott Bonvoy** 6/30/2020
Bonus Now Extended through July 15
More time to buy points for your future travels. My Account Find & Reserve GET

Bonvoy Escapes: June 2020 Engagement



Positive disengagement trends; June results are below pre-period averages



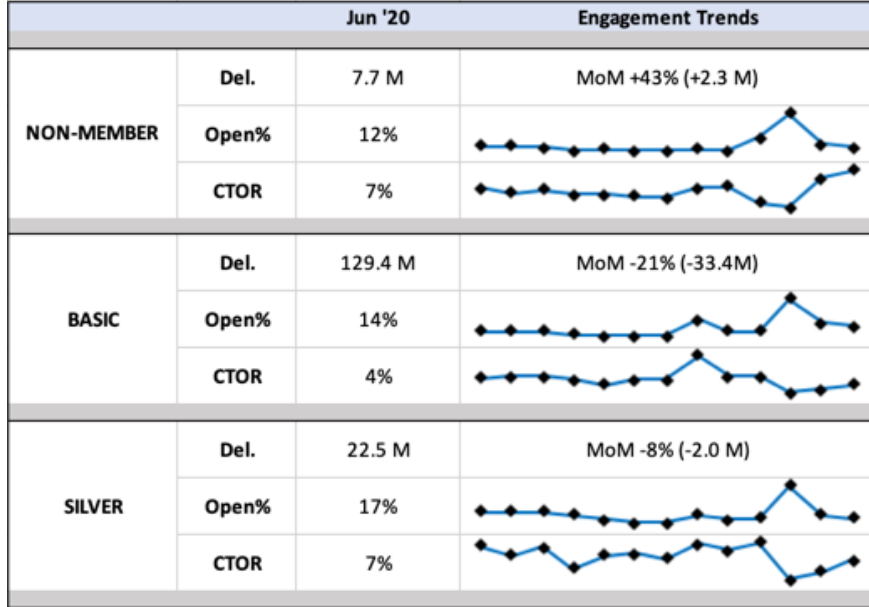
Executive Dashboard: June 2020 vs. R12-Month Average (June 2019-May 2020)

- MAU shift to Mon/Tues send vs. on Thurs may have contributed to engagement declines; ENG deployed on a Mon & In-Lang on a Tues
- High bookings from Moments video solo; monitor for ongoing trends
- Traveler engagement remains strong with inspirational content

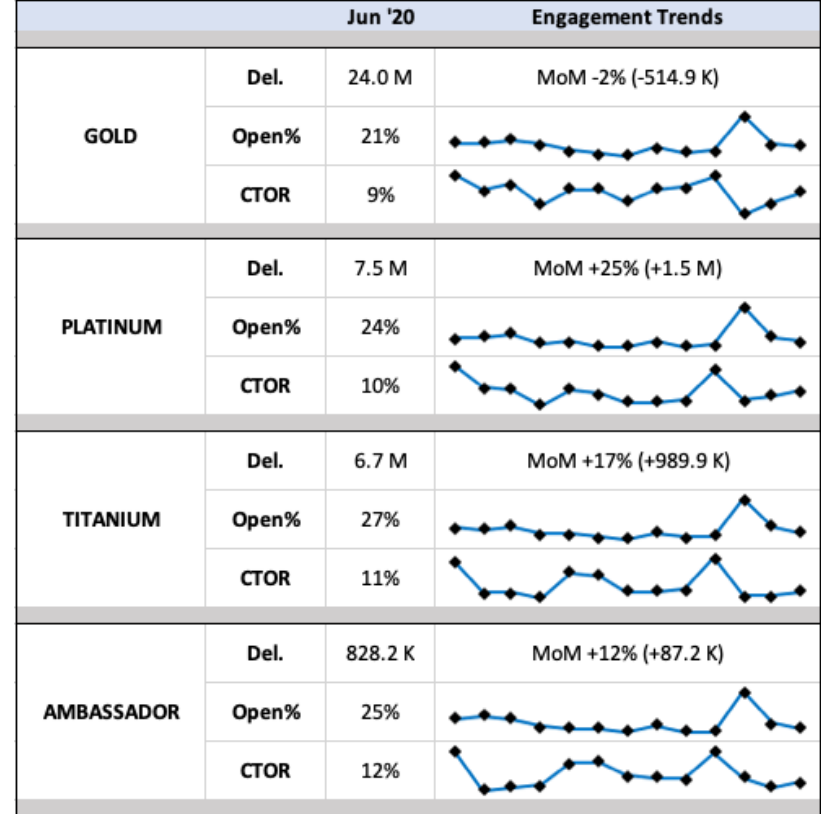
	Monthly Average	MAU	OFFERS & PACKAGES	LPM	SOLO	PROMO	ATM Invites	ATM Other	COBRAND Acquisition	COBRAND Other	MOMENTS	METT	BRAND BPP	TRAVELER	BONVOY ESCAPES
% of Delivered Emails	100%	15%	0%	0%	55%	0%	0%	0%	4%	2%	2%	2%	6%	7%	7%
Delivered	198.6 M -6.8%	29.8 M 2.5%		147.8 K -95.4%	109.3 M 79.2%	3.9 K -100.0%			7.3 M -85%	3.7 M -33.3%	4.8 M -55.8%	4.9 M -56.5%	11.9 M 38.7%	13.5 M 295.0%	13.3 M 5.5%
Delivery %	98.7% -0.1 pts.	97.8% +0.0 pts.		96.6% -1.0 pts.	98.6% +0.8 pts.	99.3% -1.0 pts.			99.6% +0.3 pts.	99.8% +0.1 pts.	99.8% -0.6 pts.	97.5% -0.6 pts.	99.5% +0.4 pts.	99.3% +3.0 pts.	99.7% +0.1 pts.
Open	32.1 M -2.6%	4.6 M -6.2%		52.6 K -93.8%	16.3 M 62.9%	1.3 K -99.9%			1.1 M -79%	910.2 K -12.6%	870.1 K -57.7%	844.7 K -54.3%	3.1 M 95.9%	2.3 M 357.9%	2.0 M 13.1%
Open%	16.2% +0.7 pts.	15.3% -1.3 pts.		35.6% +8.8 pts.	15.0% -1.6 pts.	34.1% +20.0 pts.			14.8% +3.7 pts.	24.6% +5.8 pts.	18.3% -0.8 pts.	17.4% +0.8 pts.	26.0% +7.5 pts.	17.1% +2.1 pts.	15.2% +0.8 pts.
Click	2.0 M -9.0%	381.2 K -37.0%		23.0 K -86.9%	958.3 K 66.7%	220 -99.9%			15.3 K -83%	56.6 K 11.9%	20.5 K -81.2%	49.7 K 3.6%	166.4 K 95.9%	168.4 K 505.7%	172.6 K 69.6%
CTR	1.0% -0.03 pts.	1.3% -0.8 pts.		15.6% +10.0 pts.	0.9% -0.1 pts.	5.7% +4.3 pts.			0.2% +0.0 pts.	1.5% +0.6 pts.	0.4% -0.6 pts.	1.0% +0.6 pts.	1.4% +0.4 pts.	1.2% +0.5 pts.	1.3% +0.5 pts.
CTOR	6.3% -0.4 pts.	8.4% -4.1 pts.		43.8% +23.0 pts.	5.9% +0.1 pts.	16.7% +7.0 pts.			1.4% -0.3 pts.	6.2% +1.4 pts.	2.4% -2.9 pts.	5.9% +3.3 pts.	5.4% +0.0 pts.	7.3% +2.1 pts.	8.6% +2.4 pts.
Unsub.	272.6 K -35.0%	41.4 K -17.7%		268 -98.3%	138.8 K 12.2%	1 -100.0%			5.3 K -95%	1.1 K -78.1%	3.2 K -61.4%	1.9 K -86.7%	48.4 K 235.9%	16.3 K 99.6%	15.9 K -18.6%
Unsub%	0.14% -0.06 pts.	0.14% -0.03 pts.		0.18% -0.33 pts.	0.13% -0.08 pts.	0.03% -0.24 pts.			0.07% -0.14 pts.	0.03% -0.06 pts.	0.07% -0.01 pts.	0.04% -0.09 pts.	0.41% +0.24 pts.	0.12% -0.12 pts.	0.12% -0.04 pts.
Bookings	29.5 K -13.8%	5.1 K -38.5%		401 -84.3%	7.8 K 12.9%	14 -99.7%			184 -87%	2.6 K 76.8%	8.9 K 379.3%	487 -51.1%	38 -98.3%	552 239.7%	3413 2.6%
Rmnts	67.6 K -10.9%	10.8 K -42.7%		947 -81.4%	17.9 K 12.2%	21 -99.8%			393 -87%	5.6 K 110.3%	21.2 K 396.1%	948 -58.6%	82 -98.4%	1.2 K 294.8%	8.4 K 5.4%
Revenue	\$9.4 M -23.8%	\$1.4 M -55.9%		\$117.4 K -84.5%	\$2.5 M -2.9%	\$2.2 K -99.9%			\$54.6 K -88%	\$740.3 K 93.8%	\$2.9 M 312.0%	\$179.6 K -54.3%	\$13.6 K -98.5%	\$209.2 K 256.9%	\$1.3 M 12.0%
Conv%	1.47% -0.08 pts.	1.34% -0.0 pts.		1.74% +0.3 pts.	0.82% -0.4 pts.	6.36% +4.4 pts.			1.20% -0.4 pts.	4.61% +1.7 pts.	43.64% +41.9 pts.	0.98% -1.1 pts.	0.02% -2.6 pts.	0.33% -1.5 pts.	1.98% -0.2 pts.
BPK	0.15 -7.8%	0.17 -39.5%		2.71 234.9%	0.07 -37.5%	3.63 1217.2%			0.03 -15%	0.71 164.9%	1.88 982.8%	0.10 12.4%	0.00 -98.8%	0.04 -14.0%	0.26 -4.7%

Member level engagement was mixed; open rates were near previous year rates, but clicks need a lift

June 2019 – June 2020



June 2019 – June 2020



- June open rates for all levels were down -1pt. YoY, except for Basics up +1 pt. and Ambassadors who had the biggest difference of -4pts. YoY
- Basic & Elite CTORs are slowly rebounding towards YoY performance rates; Non-Member CTORs are trending above segment average
- Continue to refine targeting for Basics & Non-Members in order to maximize engagement from top performers; include disengagement strategies to reduce fatigue

June 2020 Engagement by Region

- Asia received the most emails outside of North America; openers were highly engaged generating 6.5% CTOR and the lowest unsubscribe rate of 0.09% (MAU drove overall metrics)
- Australia open rates are among the highest, but not enough openers were clicking (low CTOR) on June content
- Consider using Wylei to optimize content for larger regions & select emails (Solos); use learnings to roll-out broadly

Metrics	June 2020 Total	U.S. & Canada	CALA			APAC				EMEA			N/A
		North America	Caribbean Islands	Central America	South America	Asia	Pacific Islands	Australia	Antarctica	Europe	Middle East	Africa	
% of Emails Sent	100%	77%	0%	1%	1%	13%	0%	1%	0%	4%	2%	1%	0%
Sent	201.3 M	154.8 M	340.1 K	1.7 M	1.7 M	26.9 M	623.4 K	2.7 M	338	7.1 M	4.0 M	1.3 M	162.5 K
Delivered	198.7 M	154.2 M	336.7 K	1.7 M	1.6 M	25.2 M	612.7 K	2.6 M	333	7.0 M	3.9 M	1.3 M	159.8 K
Delivery Rate	98.7%	99.6%	99.0%	98.9%	99.0%	93.5%	98.3%	98.8%	98.5%	98.8%	98.8%	98.4%	98.3%
Opens	32.1 M	25.3 M	59.9 K	332.8 K	291.5 K	2.7 M	90.9 K	563.8 K	51	1.8 M	715.5 K	204.3 K	46.6 K
Open Rate	16.2%	16.4%	17.8%	19.5%	17.8%	10.8%	14.8%	21.4%	15.3%	25.7%	18.1%	15.7%	29.1%
Clicks	2.0 M	1.6 M	3.3 K	12.8 K	12.0 K	176.9 K	4.0 K	23.6 K	3	95.8 K	31.3 K	10.0 K	1.2 K
CTR	1.02%	1.07%	0.99%	0.75%	0.73%	0.70%	0.65%	0.89%	0.90%	1.38%	0.79%	0.77%	0.75%
CTOR	6.3%	6.5%	5.6%	3.9%	4.1%	6.5%	4.4%	4.2%	5.9%	5.3%	4.4%	4.9%	2.6%
Unsubs	272.7 K	205.2 K	387	2.7 K	3.0 K	22.3 K	948	10.9 K	0	17.9 K	6.5 K	2.1 K	829
Unsub Rate	0.14%	0.13%	0.11%	0.16%	0.18%	0.09%	0.15%	0.41%	0.00%	0.26%	0.16%	0.16%	0.52%
Bookings	29.6 K	27.0 K	14	53	30	1.1 K	8	78		1.1 K	96	41	
Rm Nights	67.7 K	62.2 K	38	186	76	1.8 K	10	212		2.9 K	198	95	
Revenue	\$9.4 M	\$8.4 M	\$5.6 K	\$28.3 K	\$13.6 K	\$343.1 K	\$1.6 K	\$36.4 K		\$467.0 K	\$38.0 K	\$5.0 K	

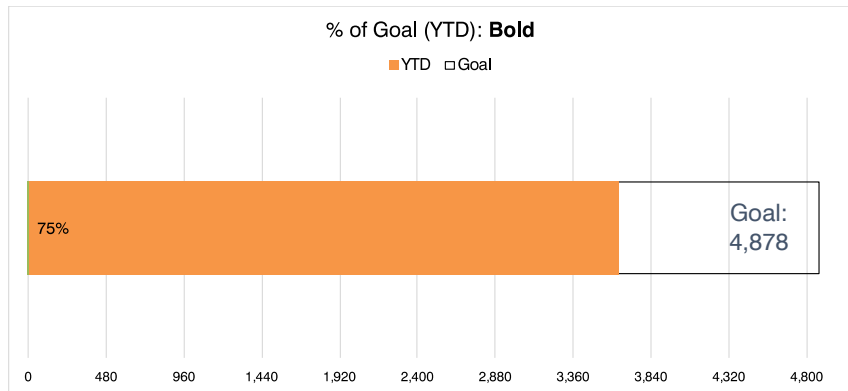
Chase Bold reached 75% of goal in June '20; additional support needed for Boundless

Chase team moved to dual card emails in April vs. individual Solos and the testing of family of cards messaging (Chase + Amex) started mid-June; results have been net positive (more for Bold); upcoming offer test plans are set for Boundless



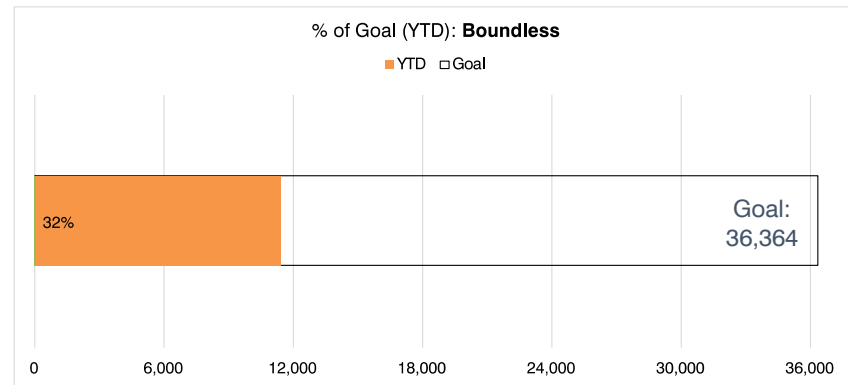
Chase Bold

- Acquired 255 new accounts; top 3 emails
 - 66% from Solos
 - 6% from MAU
 - 6% from Confirmation email
- -21% vs. monthly forecast
- 3,641 accounts YTD (75% of goal)



Chase Boundless

- Acquired 345 new accounts; top 3 emails
 - 66% from Solos
 - 17% from Refer-A-Friend
 - 10% from MAU
- -86% vs. monthly forecast
- 11,467 accounts YTD (32% of goal)



June 2020 vs. Phase 1 (Mar – May 2020)

PERFORMANCE SUMMARY: JUNE 2020

- Engagement was up across most metrics in June compared to Phase 1 months; delivering 22% more emails was the contributing factor and resulted in higher open and click counts
- Open rate declines were from high engagement in April: corporate solo with a 30% open rate and the Traveler newsletter that had a 28% open rate
- Plans are in place to continue monitoring Phase 2 vs. Phase 1 trends through Q3 2020

June 2020 vs. COVID Phase 1 (March – May 2020)

Engagement

198.6 M	32.1 M	16.2%	2.0 M	1.0%	6.3%	0.14%
Delivered Emails +22% (+36.1M)	Opens +6% (+1.8M)	Open Rate -2.5 pts.	Clicks +39% (+561.3 K)	CTR +0.12 pts.	CTOR +1.5 pts.	Unsub. Rate -0.1 pts.

Financials

29.5 K	67.6 K	\$9.4 M	0.15	1.5%
Bookings +385% (+23.5 K)	Room Nights +354% (+52.7 K)	Revenue +316% (+\$7.1 M)	Bookings Per Delivered (K) +297%	Conversion +1.0 pts

Executive Dashboard: June 2020 vs. COVID Phase 1 Avg. (Mar-May 2020)

	Monthly Average	MAU	OFFERS & PACKAGES	LPM	SOLO	PROMO	ATM Invites	ATM Other	COBRAND Acquisition	COBRAND Other	MOMENTS	METT	BRAND BPP	TRAVELER	BONVOY ESCAPES
% of Delivered Emails	100%	15%	0%	0%	55%	0%	0%	0%	4%	2%	2%	2%	6%	7%	7%
Delivered	198.6 M 22.3%	29.8 M 11.6%		147.8 K -57.0%	109.3 M 18.6%	3.9 K -93.7%			7.3 M -63%	3.7 M 67.1%	4.8 M -27.2%	4.9 M 82.5%	11.9 M 381.8%	13.5 M 519.7%	13.3 M -46.5%
Delivery %	98.7% +0.5 pts.	97.8% -1.2 pts.		96.6% +4.9 pts.	98.6% +1.0 pts.	99.3% +0.2 pts.			99.6% +0.2 pts.	99.8% +0.2 pts.	99.8% +0.0 pts.	97.5% -0.4 pts.	99.5% -0.0 pts.	99.3% -0.0 pts.	99.7% +0.2 pts.
Open	32.1 M 5.9%	4.6 M -0.5%		52.6 K -44.0%	16.3 M -7.7%	1.3 K -94.0%			1.1 M -54.9%	910.2 K 74.5%	870.1 K -27.7%	844.7 K 107.2%	3.1 M 595.1%	2.3 M 551.7%	2.0 M -60.0%
Open%	16.2% -2.5 pts.	15.3% -1.9 pts.		35.6% +8.2 pts.	15.0% -4.3 pts.	34.1% -1.8 pts.			14.8% +2.8 pts.	24.6% +1.0 pts.	18.3% -0.1 pts.	17.4% +2.1 pts.	26.0% +8.0 pts.	17.1% +0.7 pts.	15.2% -5.8 pts.
Click	2.0 M 38.7%	381.2 K -14.1%		23.0 K 5.5%	958.3 K 32.4%	220 -93.2%			15.3 K -49.3%	56.6 K 341.1%	20.5 K -60.0%	49.7 K 441.0%	166.4 K 453.0%	168.4 K 869.1%	172.6 K -15.1%
CTR	1.0% +0.1 pts.	1.3% -0.4 pts.		15.6% +9.2 pts.	0.9% +0.1 pts.	5.7% +0.4 pts.			0.2% +0.1 pts.	1.5% +1.0 pts.	0.4% -0.4 pts.	1.0% +0.7 pts.	1.4% +0.2 pts.	1.2% +0.5 pts.	1.3% +0.5 pts.
CTOR	6.3% +1.5 pts.	8.4% -1.3 pts.		43.8% +20.6 pts.	5.9% +1.8 pts.	16.7% +2.0 pts.			1.4% +0.2 pts.	6.2% +3.8 pts.	2.4% -1.9 pts.	5.9% +3.6 pts.	5.4% -1.4 pts.	7.3% +2.8 pts.	8.6% +3.8 pts.
Unsub.	272.6 K -21.3%	41.4 K 7.4%		268 -89.1%	138.8 K -43.1%	1 -90.0%			5.3 K -81.7%	1.1 K -5.7%	3.2 K -27.3%	1.9 K 198.5%	48.4 K 1505.4%	16.3 K 347.4%	15.9 K -64.2%
Unsub%	0.14% -0.08 pts.	0.14% -0.01 pts.		0.18% -0.54 pts.	0.13% -0.14 pts.	0.03% +0.01 pts.			0.07% -0.07 pts.	0.03% -0.02 pts.	0.07% -0.00 pts.	0.04% +0.02 pts.	0.41% +0.28 pts.	0.12% -0.05 pts.	0.12% -0.06 pts.
Bookings	29.5 K 384.9%	5.1 K 101.0%		401 68.5%	7.8 K 285.1%	14 -83.5%			184 -49.2%	2.6 K 1449.9%	8.9 K 3619.6%	487 432.2%	38 -81.1%	552 1276.2%	3413 54.8%
Rmnts	67.6 K 353.8%	10.8 K 70.1%		947 99.9%	17.9 K 259.0%	21 -90.8%			393 -49.1%	5.6 K 1351.5%	21.2 K 3613.1%	948 368.1%	82 -83.4%	1.2 K 1186.0%	8.4 K 40.8%
Revenue	\$9.4 M 315.8%	\$1.4 M 44.3%		\$117.4 K 93.2%	\$2.5 M 239.5%	\$2.2 K -93.7%			\$54.6 K -51.6%	\$740.3 K 891.3%	\$2.9 M 3436.7%	\$179.6 K 365.7%	\$13.6 K -86.4%	\$209.2 K 1145.2%	\$1.3 M 53.5%
Conv%	1.47% +1.0 pts.	1.34% +0.8 pts.		1.74% +0.7 pts.	0.82% +0.5 pts.	6.36% +3.7 pts.			1.20% +0.0 pts.	4.61% +3.3 pts.	43.64% +43.2 pts.	0.98% -0.0 pts.	0.02% -0.6 pts.	0.33% +0.6 pts.	1.98% +0.1 pts.
BPK	0.15 296.6%	0.17 80.1%		2.71 291.6%	0.07 224.6%	3.63 162.5%			0.03 39.1%	0.71 827.3%	1.88 5012.8%	0.10 191.7%	0.00 -96.1%	0.04 122.1%	0.26 189.6%



KEY INITIATIVES & CAMPAIGNS

- Monthly Account Update (MAU)
- Traveler Newsletter
- Key Solos
 - Off Peak LTO
 - Points.com Promotion
 - America's Drive Market
 - EMEA Drive Market
 - Eat Around Town

MAU CREATIVE: JUNE 2020

EXAMPLE OF ENGLISH VERSION

Subject Line: Your Marriott Bonvoy Account Update: Special Offers, Benefits & More

Pre-Header: See What's New in June

The screenshot shows the Marriott Bonvoy account dashboard for John Doe. At the top, there are links for 'MY ACCOUNT' and 'FIND A RESERVE'. The main header features the Marriott Bonvoy logo and a tagline 'Save | 1,000,000 Points'. Below this is a large promotional banner for 'UNWIND SOMEWHERE NEW' with a 'REDEEM NOW' button. The dashboard includes a progress bar for 'TOTAL NIGHTS' (10 out of 25) and a 'REDEEM NOW' button. There are also sections for 'Experience 60% more' and '10% OFF ALL SUMMER' with 'EXPLORE HOMES' and 'HOMES & VILLAS' buttons.

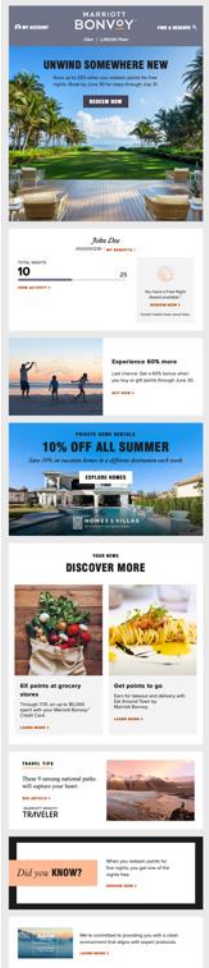
The screenshot shows the 'DISCOVER MORE' section of the Marriott Bonvoy account dashboard. It features several promotional cards: '6X points at grocery stores', 'Get points to go', 'TRAVEL TIPS', and 'Did you KNOW?'. Each card includes a 'LEARN MORE' button.

MAU PERFORMANCE SUMMARY: JUNE 2020

ALL VERSIONS: GLOBAL ENGLISH (6/22) + IN. LANG. (6/30)

Time Period	Delivered	Opens	Open Rate	Clicks	CTR	CTOR	Unsub. Rate	Bookings	Revenue
June 2020	30.4 M	4.6 M	15.3%	381.2 K	1.3%	8.4%	0.14%	5.1 K	\$1.4 M
<i>For Comparison:</i>									
vs. MAU May '20	-2.6% (-792 K)	-7.7% (-378 K)	-0.8 pts.	-4.8% (-19 K)	0.0 pts.	+0.3 pts.	0.0 pts.	+137.9% (+3 K)	+72.5% (+\$580 K)
vs. MAU 12-Mos avg. (Jun '19 – May '20)	+1.8% (+520 K)	-6.2% (-304 K)	-1.3 pts.	-37.0% (-223 K)	-0.8 pts.	-4.1 pts.	0.0 pts.	-38.5%	-55.9%

- Open rates are slightly below May and 12-month average; impacts from pandemic and lifting China suppression
- Test highlighting the next global promo in the subject line or pre-header (proven to drive high open rates in the past)
 - Example 1 = change the subject line
 - Subject Line: Your Marriott Bonvoy Account Update: **New! Earn XX Bonus Points**
 - Pre-Header: See What's New in June
 - Example 2 = change the pre-header
 - Subject Line: Your Marriott Bonvoy Account Update: Special Offers, Benefits & More
 - Pre-Header: **Introducing [Promo Name]! Earn XX Bonus Points**
- CTR was flat MoM, which shows that the content is holding the readers attention; engagement may lift after the launch of the new global promotion in August
 - Other considerations: Traveler road trip articles or weekend getaways, or mobile app distancing options thru phone



JUNE 2020 MAU MEMBER LEVEL TRENDS

- MAU open rate trends are down across all levels; Basics had the least decline MoM and drove overall performance
- Consider providing a stronger reason to open in the subject line to re-engage consistent non-openers, especially for Basics that don't have a lot of activity

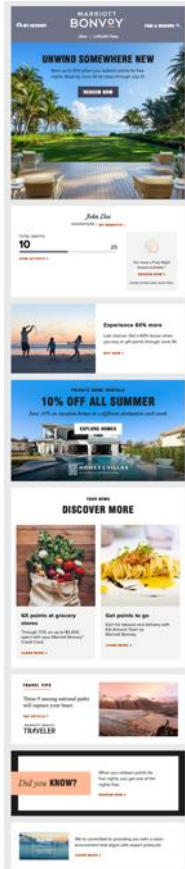
January – June 2020

Jun 2020		Engagement Trends	
BASIC	Deliv.	24.9 M	MoM -3.0% (-759.4 K)
	Open%	13.5%	
	CTOR	6.2%	
SILVER	Deliv.	1.9 M	MoM -1.0% (-19.0 K)
	Open%	20.0%	
	CTOR	13.0%	
GOLD	Deliv.	2.0 M	MoM -0.6% (-12.4 K)
	Open%	25.1%	
	CTOR	14.0%	

January – June 2020

Jun 2020		Engagement Trends	
PLATINUM	Deliv.	454.8 K	MoM -0.1% (-341.0)
	Open%	31.7%	
	CTOR	16.4%	
TITANIUM	Deliv.	425.9 K	MoM -0.2% (-657.0)
	Open%	34.7%	
	CTOR	15.4%	
AMBASSADOR	Deliv.	57.9 K	MoM +0.1% (+79)
	Open%	34.8%	
	CTOR	16.4%	

MAU JUNE 2020: HEATMAP (ENGLISH VERSION)



Module	Clicks	Bookings	% of Clicks	% of Bookings
Header	37.6 K	911	9.4%	18.8%
Hero (Off Peak LTO)	88.1 K	2.8 K	22.0%	57.6%
Account Box Personalization	140.3 K	967	35.0%	20.0%
Points.com 60% Offer Reminder	15.1 K	0	3.8%	0.0%
Homes & Villas	42.4 K	100	10.6%	2.1%
Boutiques	3.6 K	2	0.9%	0.0%
News	12.6 K	2	3.1%	0.0%
Cobrand (ACQ. & ECM)	10.3 K	3	2.6%	0.1%
Did You Know? Benefits	2.2 K	33	0.5%	0.7%
Traveler	10.9 K	10	2.7%	0.2%
Cleanliness Protocol Reminder	2.1 K	3	0.5%	0.1%
Footer (includes brand bar)	35.7 K	19	8.9%	0.4%

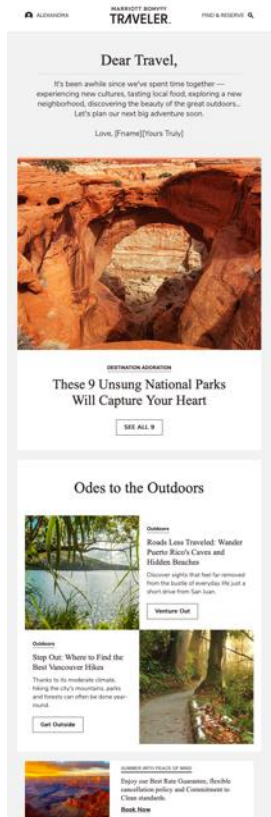
- 35% of email clicks were on the **Account Box (+ 1.2 pts. MoM)**
- **Hero/Off Peak LTO** was the 2nd most clicked at 22% (-1.7 pts. MoM), but generated the most bookings
- Test alternating redemption-driven Hero for Basics to lift clicks (hero was 19% of clicks)
- **Traveler** article (9 Unsung National Parks) engaged readers generating 2.7% of clicks; it was the highest % YTD
 - It was the June Traveler hero and relevant for Phase 2 traveling
 - Continue featuring high engaging articles like, road trips, weekend getaways, & packing tips

TRAVELER CREATIVE: JUNE 2020

Theme: A Love Letter to Travel

Subject Line:  Dear Travel, Love, Robin


Pre-Header: Unexplored national parks, favorite beaches, island treasures and more



Dear Travel,

It's been awhile since we've spent time together — experiencing new cultures, tasting local food, exploring a new neighborhood, discovering the beauty of the great outdoors... Let's plan our next big adventure soon.

Love, {Name} {Title's Truly}



DESTINATION ADVICE

These 9 Unsung National Parks Will Capture Your Heart

[SEE ALL 9](#)

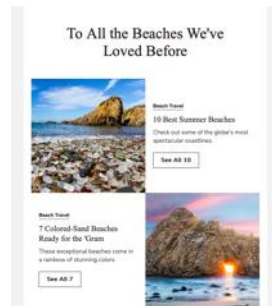
Odes to the Outdoors

Read's Love Traveled: Wander Puerto Rico's Caves and Hidden Beaches

Chaco Rising

Step Out: Where to Find the Best Vancouver Island

Book Now



To All the Beaches We've Loved Before

Beach Travel

10 Best Summer Beaches

Check out some of the globe's most spectacular coastlines.

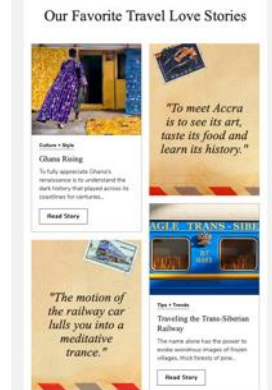
[SEE ALL 10](#)

Beach Travel

7 Colored-Sand Beaches Ready for the Virus

These exceptional beaches come in a million of stunning colors.

[SEE ALL 7](#)



Our Favorite Travel Love Stories

Editors' Pick

Chaco Rising

To fully appreciate Chaco's significance is to understand the dark history that played across its landscape for centuries...

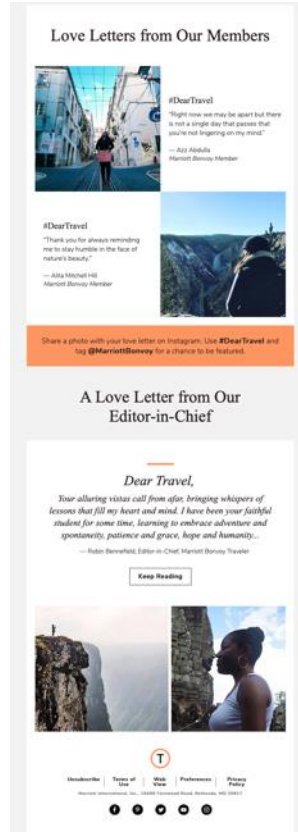
[Read Story](#)

Travel + Tech

Traveling the Trans-Siberian Railway

The train alone has the power to bring wondrous images of frozen villages, thick forests of pine...

[Read Story](#)



Love Letters from Our Members

Dear Travel

"Right now we may be apart but there is not a single day that passes that you're not lingering on my mind."

— Ally Abdulla, Marriott Bonvoy Member

Dear Travel

"Thank you for always reminding me to stay humble in the face of nature's beauty."

— Ada Mitchell, Marriott Bonvoy Member

Share a photo with your love letter on Instagram. Use #DearTravel and tag @MarriottBonvoy for a chance to be featured.

A Love Letter from Our Editor-in-Chief

Dear Travel,

Your alluring vistas call from afar, bringing whispers of lessons that fill my heart and mind. I have been your faithful student for some time, learning to embrace adventure and spontaneity, patience and grace, hope and humanity...

— Robin Bonville, Editor-in-Chief, Marriott Bonvoy Traveler

[Keep Reading](#)

TRAVELER PERFORMANCE SUMMARY & GOALS (6/13)

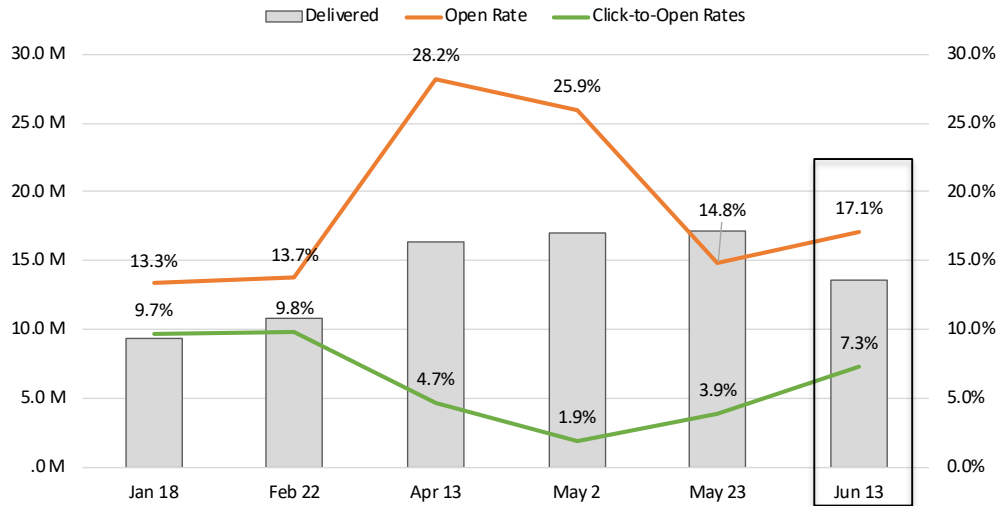
- Campaign performed above goal metrics (both email and online KPIs)
- Theme successfully engaged openers by generating 158K clicks (+61% MoM) and 80K visits in the first few days
- Unsubscribe rate of 0.10% was the lowest YTD
 - Possible impact from removing consistent non-openers (did not open the last 3 emails)
- National Parks (hero) and two beach articles (3rd module from top) were the most clicked and visited Traveler pages from the email

2020 Campaign Goals			
Metrics	June 2020	Monthly Goal	vs. Goal
Open Rate	17.1%	15%	+2.1 pts.
CTOR	7.3%	6%	+1.3 pts.
Visits	80,523	60,000	+34%
Duration	4:48	1:20	+260%
Pages/Session	1.21	1.5	-20%

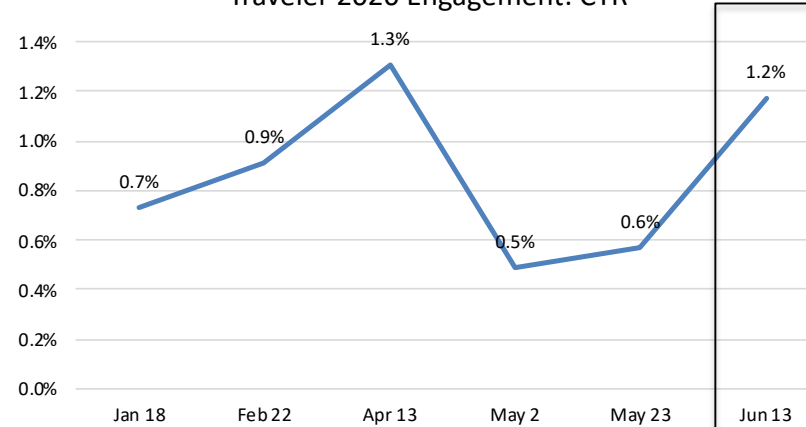
TRAVELER ENGAGEMENT REBOUNDS IN JUNE 2020

- Delivered counts returned to pre-pandemic volumes in June with a send cap of 13M
- Open and click rates were up due to removing the unengaged audience and potential seasonality; email engagement typically trends higher during the summer months
- CTOR of 7.3% was +3.5 pts. MoM and CTR was the 2nd highest YTD which shows readers were really engaged in the content; road trip themes have been proven to perform well

Traveler 2020 Engagement Trends



Traveler 2020 Engagement: CTR



TRAVELER JUNE '20 KPIS WERE CONSISTENT ACROSS ALL LEVELS

June 2019 – June 2020

		Jun '20	Engagement Trends
NON-MEMBER	Del.	49.5 K	MoM -56% (-62.1 K)
	Open%	74%	
	CTOR	2%	
BASIC	Del.	9.7 M	MoM -63% (-16.2 M)
	Open%	16%	
	CTOR	6%	
SILVER	Del.	1.5 M	MoM -54% (-1.8 M)
	Open%	17%	
	CTOR	9%	

Non-members continue to be interested in Traveler emails with above average open rates; audience consists of previous openers

- Monitoring counts and engagement thru Aug
- Will determine if audience should be expanded or removed until additional data is available to enhance targeting

June 2019 – June 2020

		Jun '20	Engagement Trends
GOLD	Del.	1.5 M	MoM -54% (-1.7 M)
	Open%	20%	
	CTOR	10%	
PLATINUM	Del.	373.1 K	MoM -52% (-402.5 K)
	Open%	24%	
	CTOR	13%	
TITANIUM	Del.	378.8 K	MoM -52% (-405.4 K)
	Open%	26%	
	CTOR	13%	
AMBASSADOR	Del.	50.7 K	MoM -52% (-55.4 K)
	Open%	25%	
	CTOR	13%	

Ambassador engagement dipped to Platinum & Titanium levels; July travel poll could provide insight into how members feel about traveling and inspire future content

TRAVELER HEATMAP

Top 3 articles

1. National Parks (Hero)
2. 10 Best Beaches (Curated B)
3. 7 Colored-Sand Beaches (Curated B)

Trans-Siberian Railway article in Curated C – Love Stories generated 55% of the section clicks

Readers continued to engage with Homes & Villas content, regardless of placement

- Banner ranked #6 most clicked after Hero & all articles in Curated A & B
- Continue to feature content

Footer module clicks were the lowest since Jan 2019

Header:
6.5% clks. 54.7% bkg.

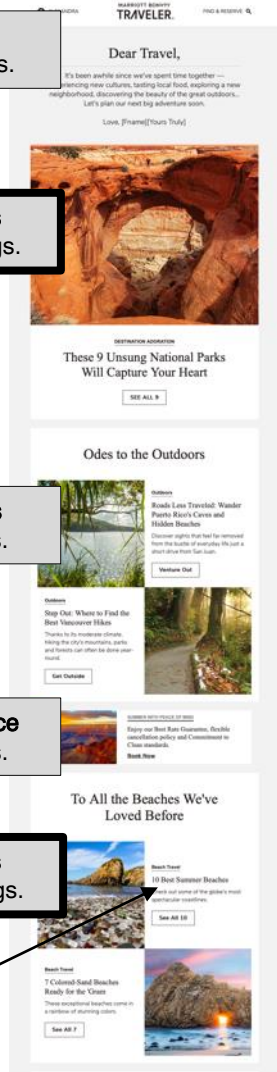
Hero - National Parks
40.8% clks. 21.7% bkg.

Curated A - Outdoors
6.9% clks. 2.2% bkg.

Banner - Summer Peace
1.5% clks. 4.0% bkg.

Curated B - Beaches
28.2% clks. 14.7% bkg.

Received 75% of clicks in this section



Curated C – Love Stories
4.6% clks. 0.7% bkg.

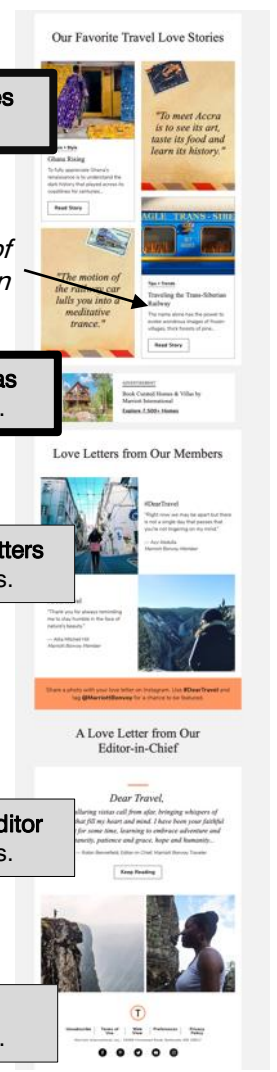
Received 55% of clicks in this section

Banner – Homes & Villas
2.7% clks. 0.9% bkg.

Curated D – Member Letters
1.5% clks. 0.7% bkg.

Curated E – From the Editor
1.1% clks. 0.2% bkg.

Footer:
6.0% clks. 0.2% bkg.

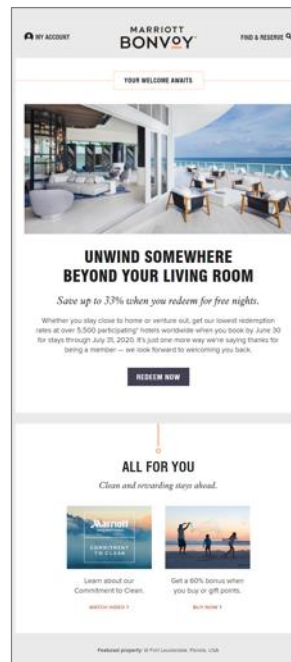


OFF PEAK LTO SOLO: JUNE 2020

Deployments	Delivered	Open Rate	CTR	CTOR	Unsub. Rate
6/20 ENG	8.3 M	15.7%	1.0%	6.1%	0.07%
6/22 In-Lang.	429.4 K	23.0%	1.4%	6.2%	0.13%
Total	8.7 M	16.0%	1.0%	6.1%	0.07%
<i>For Comparison:</i>					
vs. June 2020 monthly average		-0.1 pts	0.0 pts.	-0.2 pts.	-0.06 pts.

- Solo engagement was aligned with June monthly average; email targeted a select group of members with 5K points or more
- Basics made up 51% of the English version audience and had a 13% open rate driving down the overall average to 15.7%; Elite open rates ranged 15% - 25%
 - Continue to leverage subject line test & roll functionality to lift rates, until Agility IQ is available
 - Pre-header would have been a good subject line to test with the exclusivity language, "All For You: Save up to 33%"
- In-language version generated higher open & click rates and the audience was mostly Basic members (66% of list) and those with a British English or Spanish language preference, 36% and 31% respectively
 - Highest open rates were from German (33%) and French (29%) languages

SL: All For You: Get the Lowest Redemption Rates
 PH: Save up to 33% when you book by June 30.

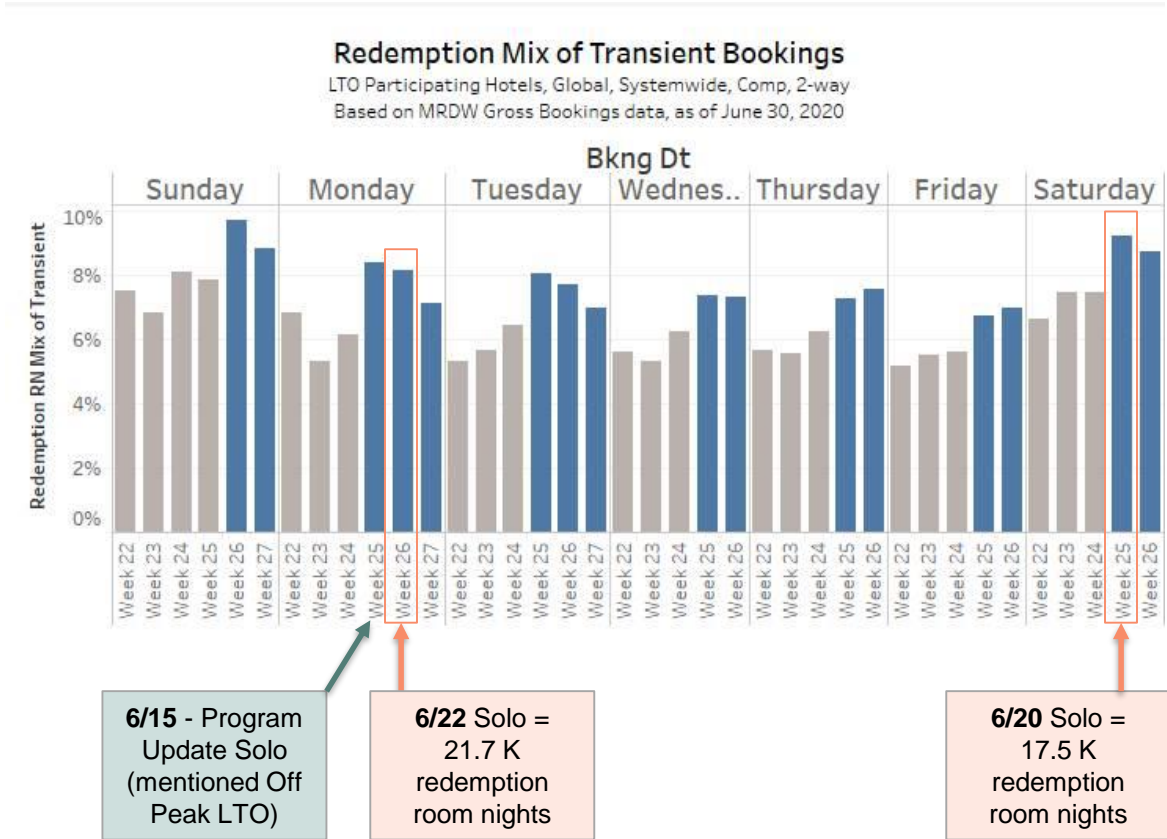


Geo-Targeted Hero Images



OFF PEAK LTO SOLO: JUNE 2020 REDEMPTION ROOM NIGHTS

- June emails contributed to generating a total of 301K redemption room nights
- Each bar is a single booking date:
 - grey** bars = 3 weeks prior to promo
 - blue** bars = the days in the promo
- Overall, the Redemption Mix of Transient Bookings were stronger during the LTO than the weeks leading up to it
- In general, weekdays tend to have higher booking volumes than weekends, which was a contributing factor to 6/22 activity



POINTS.COM SOLO (MAY & JUNE)

Deployments	Delivered	Open Rate	CTR	CTOR	Unsub. Rate
5/18 Annc. (ENG.)	11.3 M	14.0%	1.6%	11.1%	0.13%
6/1 Annc. (In-Lang.)	2.7 M	7.1%	0.7%	9.8%	0.06%
6/24 Reminder (All)	13.3 M	11.8%	1.0%	8.1%	0.09%
6/30 Extension (ENG.)	9.1 M	16.1%	1.1%	6.6%	0.09%

- Offer attracted point buyers with above average CTORs for all deployed emails and below average unsub. rates
 - Test different subject lines for announcements with words that drive excitement (New Offer!, Best Offer Ever, Your June Offer Inside)
 - Test urgency and personalization in follow-up emails to gain incremental engagement (Your June Offer Is Ending.)
- In-language announcement on 6/1 was mostly the Chinese version audience and it had the lowest open rate of 3.4%, which influenced the overall performance of 7.1%
 - Openers were highly engaged and generated a 7.8% CTOR
 - Consider suppressing consistent non-openers in future Solos in this region; drive more engagement from consistent openers

Announcement

SL: Buy Points — Get a 60% Bonus

PH: Redeem when you are ready to travel again.

Extension

SL: Bonus Extended: Buy Points through July 15 to Get 60% More

PH: More time to buy points for your future travels.

EXPERIENCE 60% MORE
Boost your balance for future travel.

Enjoy your next trip even more. Now through June 30, 2020, receive 60% more points when you buy up to 100,000 points through the promotion's Buy Points or Gift Points page — that's twice the usual annual limit. Plus, bonus points earned with this promotion do not count toward your annual limit.

Here's what a 60% bonus could look like:

BUY POINTS	GET 60% BONUS POINTS	TOTAL POINTS
10,000	6,000	16,000
30,000	18,000	48,000
100,000	60,000	160,000

BUY POINTS **GIFT POINTS**

Points make a great gift.
Celebrate and reward a graduate with the gift of travel. Or wish someone a happy birthday and top-voyage Gift points.

REDEEM FOR REWARDS
Cash in your points for free nights, flights and travel packages. Or redeem for major brand merchandise and gift cards.

[LEARN MORE >](#)

GET 60% MORE POINTS THROUGH JULY 15
Buy points now for a family getaway later.

Bonus extended! Buy points or gift points through July 15 and get a 60% bonus. You can purchase up to 100,000 points — twice the usual annual limit — and your bonus points don't count toward your annual limit.

Here's what a 60% bonus could look like:

BUY POINTS	GET 60% BONUS POINTS	TOTAL POINTS
10,000	6,000	16,000
30,000	18,000	48,000
100,000	60,000	160,000

BUY POINTS **GIFT POINTS**

Points make a great gift.
Celebrate birthdays, weddings, anniversaries, graduations and more with the gift of travel. Gift points.

AMERICA'S DRIVE MARKET SOLO (6/26)

Segments	Delivered	Open Rate	CTR	CTOR	Unsub. Rate	Bookings	Revenue
U.S.	2.1 M	15.0%	1.0%	7.0%	0.07%	234	\$67.0 K
Canada	270.7 K	20.9%	2.1%	10.2%	0.17%	54	\$23.9 K
Total	2.4 M	15.6%	1.2%	7.5%	0.08%	288	\$90.9 K
<i>For Comparison:</i>							
vs. May Memorial Day Solo	47.1% (+756 K)	-0.5 pts.	-0.3 pts.	-1.5 pts.	-0.0 pts.	8.7% (+23)	-5.7% (-\$6 K)

- June engagement was flat across most KPIs compared to the May solo; the Memorial Day holiday helped May solo bookings
 - Subject line optimization lifted open rates (winner shown above); learnings will help inform future mailings
- Hero generated most of the email clicks in both versions, but bookings were mostly from those that clicked on the Header module (43% of bkgs)
- Most secondary modules were geo-targeted based on the 14 targeted cities
 - Click engagement was close among the 4 articles with Around Your Town the highest for U.S. readers and Eat Local & Earn the highest for Canada
 - Caregiver Rates content was a booking driver generating 23% of overall bookings: 21% for U.S. version and 29% for Canada; shows content is still relevant to readers

SL: Your summer getaway is just a drive away, Erica
 PH: Members enjoy low rates on local getaways, plus a flexible cancellation policy.

The screenshot shows an email layout for 'AMERICA'S DRIVE MARKET SOLO' with performance metrics for various modules. The layout is split into two columns for U.S. and Canada. The metrics are as follows:

- Header:** 7.8% clks. 43.1% bkgs.
- Hero:** 46.3% clks. 27.8% bkgs.
- Peace of Mind:** 2.0% clks. 2.4% bkgs.
- Secondary:** 35.8% clks. 25.3% bkgs.
- Footer:** 8.2% clks. 1.4% bkgs.

Additional content visible in the screenshot includes: 'U.S.' and 'Canada' labels at the top; 'MARIOTT BONVOY' branding; 'Explore Washington DC' and 'Explore (City)' sections with 'YOUR SUMMER GETAWAY IS JUST A DRIVE AWAY' text; 'TRAVEL LOCAL' buttons; 'DISCOVER MORE' sections with images of a car, a burger, and a boat; 'AROUND YOUR TOWN', 'EAT LOCAL AND EARN', 'CAREGIVER RATES', and 'SUMMER FUN' articles; and 'EXPLORE NEARBY' section.

Geo-Targeted Content/Images

EMEA REGIONAL SOLO: JUNE 2020

Deployments	Delivered	Open Rate	CTR	CTOR	Unsub%	Bookings	Revenue
6/10	182.7 K	24.3%	3.9%	16.0%	0.18%	160	\$75.0 K
6/27	912.4 K	18.9%	1.7%	8.8%	0.24%	159	\$63.4 K
Total	1.1 M	19.8%	2.0%	10.3%	0.23%	319	\$138.4 K

- Campaign generated \$138K in revenue by encouraging readers to book a staycation, explore their city, and save 25% at local properties
- Engagement went up as member levels increased; Basics made up over 65% of the audience in both deployments; Non-members had high open and click rates, but member-only offer did not drive bookings (only 4 bkgs.)
 - Austria, Germany, and Switzerland had the highest open rates in the 30's
 - Consider featuring other non-enrollment offers or promotions to drive bookings
- Geo-targeted Hero generated most of the clicks and bookings in both deployments: 35% of clicks and over 68% of bookings
- Content in the Emerge From the Indoors section was also geo-targeted and generated over 30% of clicks across all segments and deployments; bookings were low
 - Look for ways to lift bookings for this section; for example, add starting room rate or highlight special hotel/room amenities to entice readers to book

SL: Your Welcome Awaits, Jane.
 PH: Save 25% off and get free breakfast in [Spain] when you plan your local travel.

Non-Member

Geo-Targeted

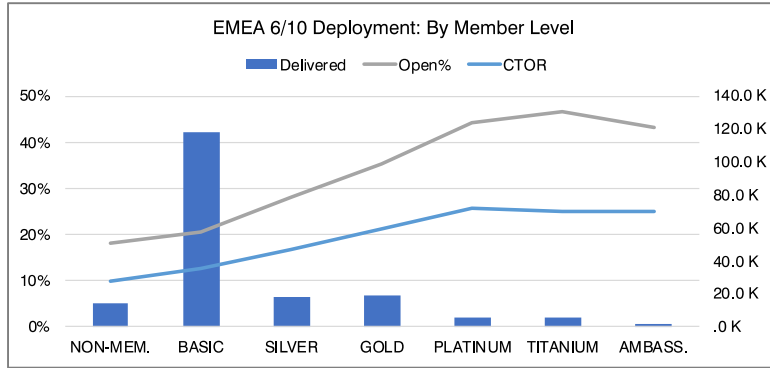
Member

Geo-Targeted

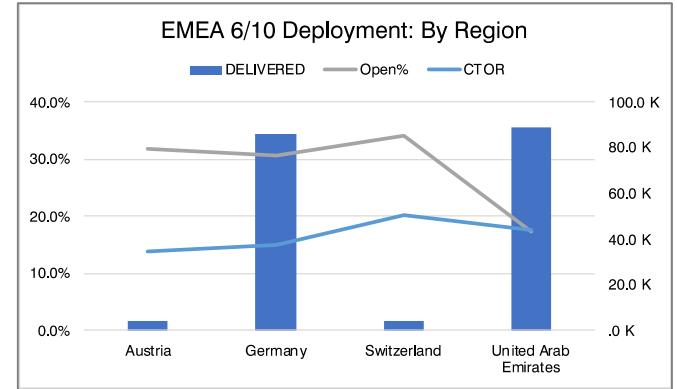
EMEA REGIONAL SOLO: JUNE 2020

Member Level Engagement

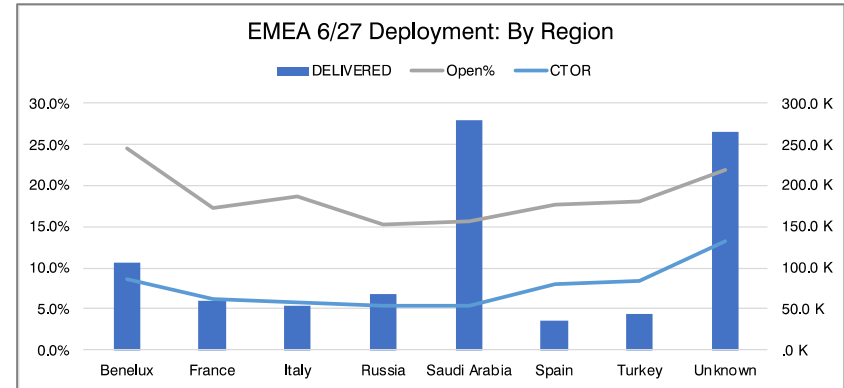
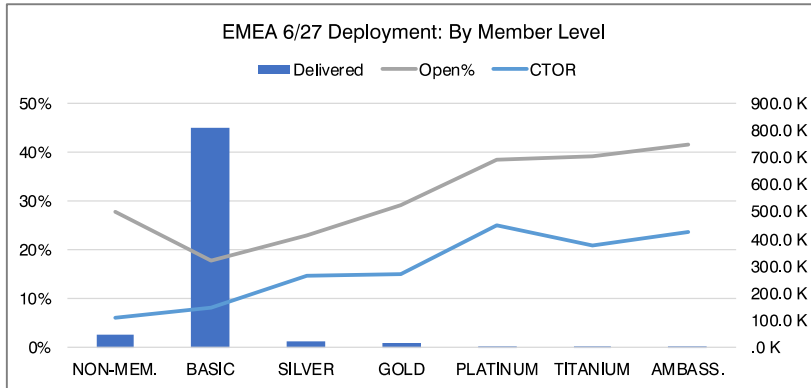
6/10



Regional Engagement



6/27



EAT AROUND TOWN SOLO: JUNE 2020

Deployment	Delivered	Open Rate	CTR	CTOR	Unsub. Rate	Enrollment Confirmations
6/19	16.6 M	13.1%	0.6%	4.5%	0.09%	14,106
<i>For Comparison:</i>						
vs. May 21 st EAT Solo	-1.5% (-251.2 K)	+0.3 pts.	-0.1 pt.	-0.7 pts.	-0.02 pts.	-20% (-3.5 K)

- Monthly email sent to non-registered members to encourage them to support local restaurants while earning points on their purchases
- June delivered 251K fewer emails MoM, but was able to capture 20K more unique opens that led to a slightly higher open rate
 - Leading with copy around giving back "Support Local Restaurants..." vs. the offer may have stood out in the inbox more amongst other June messages
 - Continue testing subject lines and pre-headers to lift open rates
- Lift click rates with additional personalization; test adding 2 - 3 local restaurants to the email
 - Target by IP address of email opener or an API feed using home address
 - Might be able to leverage Wylei tech.

SL: Support Local Restaurants and Earn 1,000 Bonus Points
PH: Earn on takeout, deliveries and dining.

The image shows a screenshot of an email campaign for Marriott Bonvoy. The main header features the Marriott Bonvoy logo and the text "Enroll to earn 1,000 bonus points. SUPPORT LOCAL EATERIES" above a photo of a plate of spaghetti. Below the photo, the text reads "Eat Around Town by MARRIOTT BONVOY" and "GET 1,000 BONUS POINTS". A "JOIN NOW" button is visible. To the right, there are three smaller promotional banners for Marriott Bonvoy credit cards, each with a "LEARN MORE" link. An arrow points from the text "Dynamic Cobrand Banners" to the credit card banners.

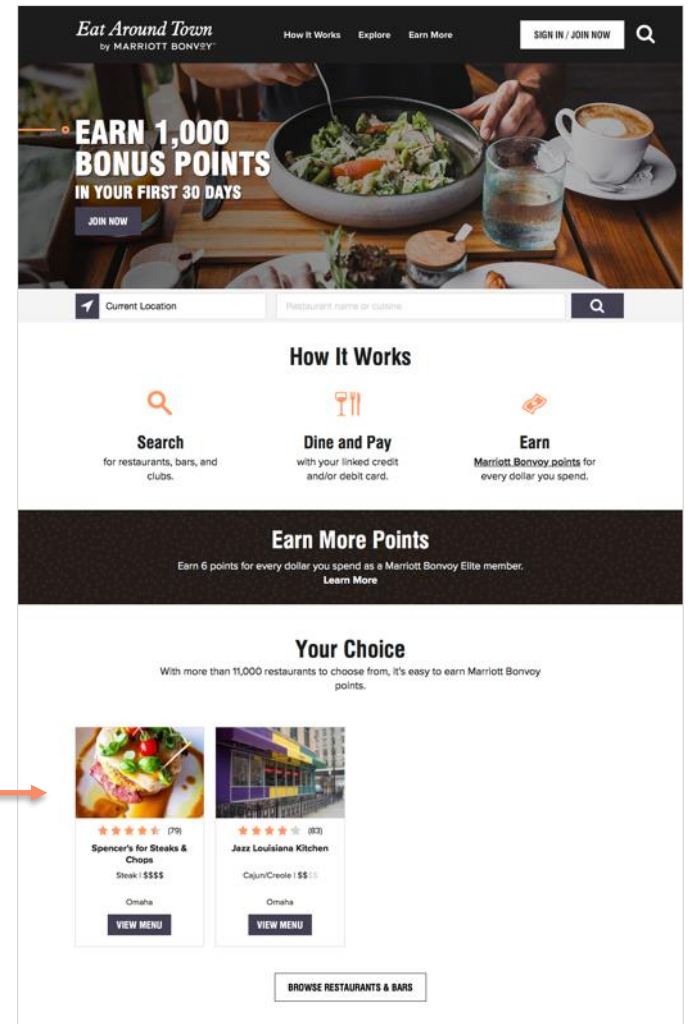
FUTURE PERSONALIZATION OPPORTUNITY

Personalize email by pulling in the Your Choice restaurants from the website to lift engagement

Leverage either an API feed matched with home address or the email openers IP address; scope effort with Wylei & Rewards Network

Use logic to manage module content

- Only include content if there are 2+ restaurants within a certain distance from home address
- Collapse module if 0 or 1 restaurant









TESTING & OPTIMIZATION

SUBJECT LINE TEST RESULTS: Traveler June 2020

Subject line optimization helped lift open rates for both deployment segments; winner sparked curiosity with Traveler readers

REST OF AUDIENCE	RESULTS	DESCRIPTION OF WINNER
 Dear Travel, Love, Robin Read Our Love Letters to Travel 	Winner, +1.2 pts.	Intriguing, personalized, themed <i>*Statistically significant</i>
ENGAGED AUDIENCE		
 Dear Travel, Love, Robin Read Our Love Letters to Travel 	Winner, +1.8 pts.	Intriguing, personalized, themed <i>*Statistically significant</i>
PRE-HEADER: Unexplored national parks, favorite beaches, island treasures and more		

SUBJECT LINE TEST RESULTS

AMERICA'S SUMMER	WINNERS	DESCRIPTION OF WINNER
<ul style="list-style-type: none">Your summer getaway is just a drive awayPlan a local getaway near you	Winner, +0.02 pts*	Personalization and simplicity <i>*Not statistically significant; retest</i>

BOUTIQUES	WINNERS	DESCRIPTION OF WINNER
<ul style="list-style-type: none">Enter to win one of over a dozen prizes from Marriott BoutiquesSweepstakes Alert: Marriott Bonvoy Boutiques	Winner, -0.32 pts*	Sweepstakes, led with offer details (NOTE: version #2 had a higher open rate a few days later) <i>*Not statistically significant; retest</i>



ACTIONABLE INSIGHTS

ACTIONABLE INSIGHTS

- Reduce email engagement fatigue by resting members from emails they consistently don't open; start with the regular, reoccurring email campaigns
 - Exclude previous email recipients that received the last 3 emails, but did not open any of them
- Recommend regular subject line and pre-header testing with each deployment to lift open rates until AIQ becomes available
 - Provide a stronger reason to open in the subject line to re-engage consistent non-openers, especially for Basics that don't have a lot of activity
 - Test different subject lines for announcements with words that drive excitement to generate opens (New Offer!, Best Offer Ever, Your June Offer Inside)
 - Test urgency and personalization in follow-up/reminder emails to drive engagement (Your June Offer Is Ending)
- Continue to refine targeting for Basics & Non-Members in order to maximize engagement from top performers; deep-dive may be needed to better under the Non-Member audience and identify high-value customers

ACTIONABLE INSIGHTS

- In MAU, test highlighting the next global promo offer in the subject line or pre-header; it's proven to drive high open rates in the past Marriott Rewards newsletter
 - Example 1 = change the subject line
 - Subject Line: Your Marriott Bonvoy Account Update: **New! Earn XX Bonus Points**
 - Pre-Header: See What's New in June
 - Example 2 = change the pre-header
 - Subject Line: Your Marriott Bonvoy Account Update: Special Offers, Benefits & More
 - Pre-Header: **Introducing [Promo Name]! Earn XX Bonus Points**
- Consider featuring mobile app messages that highlight how the app can simplify travel with several distancing options through your phone (Check-in, Unlock room, Order food); this perspective may help travelers feel safe again
- Consider including email opener criteria when targeting CHS language or region to lift KPIs; those who are opening emails are really engaged in the content and have above average CTORs

ACTIONABLE INSIGHTS

- For Eat Around Town Solos, test personalizing email by pulling in the Your Choice restaurants from the website to lift click rates
 - Leverage either an API feed matched with home address or the email openers IP address; scope effort with Wylei & Rewards Network
 - Use logic to manage module content, for example:
 - Only include content if there are 2+ restaurants within a certain distance from home address
 - Collapse module if 0 or 1 restaurant

Thank You!

APPENDIX

MARRIOTT BONVOY

EMAIL PROGRAM TOTALS: YTD 2020 (Jan-June)

% of Total Emails Sent	100%	16%	3%	2%	44%	0%	0%	0%	14%	1%	5%	3%	3%	2%	8%
	TOTAL	MAU	OFFERS & PACKAGES	LPM	SOLO	PROMO	ATM Invites	ATM Other	COBRAND Acquisition	COBRAND Other	MOMENTS	METT	BRAND BPP	BONVOY ESCAPES	TRAVELER
SENT	1.04 B	167.6 M	26.4 M	21.1 M	453.2 M	639.6 K	1.2 M	1.5 M	141.5 M	11.1 M	47.4 M	30.4 M	31.1 M	23.6 M	85.0 M
DELIVERED	1.03 B	165.7 M	26.2 M	20.0 M	444.4 M	637.2 K	1.1 M	1.4 M	140.6 M	11.0 M	47.3 M	30.1 M	30.9 M	23.5 M	84.3 M
DELIVERY%	98.6%	98.9%	98.9%	94.6%	98.1%	99.6%	93.2%	98.4%	99.4%	99.7%	99.8%	98.8%	99.2%	99.7%	99.2%
OPEN	177.8 M	28.0 M	4.0 M	6.1 M	79.2 M	240.7 K	199.4 K	178.3 K	16.9 M	2.4 M	8.7 M	5.2 M	6.7 M	3.4 M	16.7 M
OPEN%	17.3%	16.9%	15.4%	30.5%	17.8%	37.8%	17.4%	12.4%	12.0%	21.7%	18.5%	17.2%	21.7%	14.3%	19.8%
CLICK	11.2 M	3.1 M	336.0 K	1.4 M	3.8 M	36.3 K	41.5 K	24.4 K	338.0 K	80.7 K	432.4 K	166.1 K	391.5 K	259.1 K	732.0 K
CTR	1.1%	1.9%	1.3%	7.1%	0.9%	5.7%	3.6%	1.7%	0.2%	0.7%	0.9%	0.6%	1.3%	1.1%	0.9%
CTOR	6.3%	11.2%	8.4%	23.2%	4.8%	15.1%	20.8%	13.7%	2.0%	3.4%	4.9%	3.2%	5.8%	7.7%	4.4%
UNSUB	1.9 M	250.3 K	50.1 K	111.1 K	970.7 K	87	3.3 K	3.4 K	228.2 K	7.7 K	29.6 K	8.6 K	73.6 K	36.1 K	135.3 K
UNSUB%	0.19%	0.15%	0.19%	0.56%	0.22%	0.01%	0.29%	0.24%	0.16%	0.07%	0.06%	0.03%	0.24%	0.15%	0.16%
BOOKINGS	115.5 K	25.0 K	5.6 K	16.5 K	23.7 K	2.7 K	157	153	6.2 K	1.4 K	14.2 K	3.6 K	7.7 K	5.9 K	2.6 K
RMNTS	257.9 K	57.7 K	12.6 K	29.6 K	56.7 K	5.6 K	373	432	13.3 K	3.0 K	33.3 K	8.2 K	17.0 K	14.2 K	5.8 K
REVENUE	\$40.0 M	\$8.9 M	\$2.2 M	\$4.1 M	\$9.0 M	\$877.4 K	\$52.2 K	\$63.4 K	\$1.9 M	\$517.5 K	\$4.9 M	\$1.6 M	\$2.7 M	\$2.2 M	\$936.8 K
CONV%	1.03%	0.80%	1.66%	1.17%	0.63%	7.55%	0.38%	0.63%	1.83%	1.77%	3.28%	2.19%	1.98%	2.29%	0.35%
BPK	0.11	0.15	0.21	0.83	0.05	4.30	0.14	0.11	0.04	0.13	0.30	0.12	0.25	0.25	0.03

BPK = Bookings per Thousand Delivered Emails

Financial data source: Omniture 7-day

Regional Engagement: Executive Dashboards June 2020

Executive Dashboard: North America

June 2020

U.S. and Canada													
North America	Total	MAU	LPM	Solo	Promotions	ATM Other	Cobrand Acquisition	Cobrand Other	Moments	METT	Brand BPP	Bonvoy Escapes	Traveler
Sent	154.8 M	18.3 M	142.4 K	84.4 M	2.5 K	1	4.7 M	3.7 M	4.2 M	2.2 M	9.6 M	13.3 M	11.8 M
Delivered	154.2 M	18.3 M	138.4 K	84.0 M	2.5 K	1	4.7 M	3.7 M	4.2 M	2.2 M	9.5 M	13.2 M	11.7 M
Delivery Rate	99.6%	99.7%	97.2%	99.6%	99.9%	100.0%	99.5%	99.8%	99.8%	99.7%	99.7%	99.7%	99.5%
Opens	25.3 M	3.0 M	49.9 K	12.8 M	832	1	.7 M	905.0 K	740.8 K	389.6 K	2.4 M	2.0 M	2.0 M
Open Rate	16.4%	16.3%	36.0%	15.2%	32.7%	100.0%	15.1%	24.6%	17.7%	17.9%	25.3%	15.1%	16.9%
Clicks	1.6 M	264.1 K	21.8 K	797.9 K	123	0	10.2 K	55.1 K	16.5 K	16.8 K	136.9 K	171.7 K	150.0 K
CTR	1.07%	1.45%	15.74%	0.95%	4.84%	0.00%	0.22%	1.49%	0.39%	0.77%	1.44%	1.30%	1.28%
CTOR	6.5%	8.9%	43.7%	6.2%	14.8%	0.0%	1.4%	6.1%	2.2%	4.3%	5.7%	8.6%	7.6%
Unsubs	205.2 K	23.5 K	238	106.0 K	0	0	3.9 K	1.1 K	2.6 K	0	38.4 K	15.8 K	12.1 K
Unsub Rate	0.13%	0.13%	0.17%	0.13%	0.00%	0.00%	0.08%	0.03%	0.06%	0.00%	0.40%	0.12%	0.10%
Bookings	27.0 K	4.2 K	390	6.7 K	3		.1 K	2583	8.9 K	95	29	3.4 K	534
Rm Nights	62.2 K	8.9 K	906	15.3 K	5		.3 K	5592	21.0 K	298	61	8.4 K	1.2 K
Revenue	\$8.4 M	\$1.1 M	\$111.6 K	\$2.0 M	\$1.2 K		44.8 K	\$734.1 K	\$2.9 M	\$62.7 K	\$9.4 K	\$1.2 M	\$202.4 K

Executive Dashboard: CALA

CALA											
Caribbean Islands	Total	MAU	LPM	Solo	Promotions	Cobrand Other	Moments	METT	Brand BPP	Bonvoy Escapes	Traveler
Sent	340.1 K	80.5 K	12	179.2 K	3	49	6.6 K	33	23.4 K	11.0 K	39.4 K
Delivered	336.7 K	79.7 K	11	177.3 K	3	49	6.6 K	33	23.3 K	10.9 K	38.8 K
Delivery Rate	99.0%	99.0%	91.7%	99.0%	100.0%	100.0%	99.5%	100.0%	99.3%	99.3%	98.7%
Opens	59.9 K	11.4 K	6	30.3 K	0	19	1.4 K	11	7.1 K	1.7 K	8.0 K
Open Rate	17.8%	14.4%	54.5%	17.1%	0.0%	38.8%	20.8%	33.3%	30.4%	15.5%	20.6%
Clicks	3.3 K	922	5	1.1 K	0	3	70	1	493	137	615
CTR	0.99%	1.16%	45.45%	0.61%	0.00%	6.12%	1.06%	3.03%	2.12%	1.26%	1.58%
CTOR	5.6%	8.1%	83.3%	3.6%		15.8%	5.1%	9.1%	7.0%	8.1%	7.7%
Unsubs	387	83	0	192	0	0	4	0	59	5	44
Unsub Rate	0.11%	0.10%	0.00%	0.11%	0.00%	0.00%	0.06%	0.00%	0.25%	0.05%	0.11%
Bookings	14	4		9						1	
Rm Nights	38	10		26						2	
Revenue	\$5.6 K	\$1.1 K		\$4.3 K						198	

CALA											
Central America	Total	MAU	LPM	Solo	Promotions	Cobrand Other	Moments	METT	Brand BPP	Bonvoy Escapes	Traveler
Sent	1.7 M	484.3 K	87	958.6 K	11	59	35.1 K	110.4 K	42.4 K	30.3 K	68.6 K
Delivered	1.7 M	479.3 K	85	946.7 K	10	59	34.9 K	109.2 K	42.2 K	30.0 K	68.1 K
Delivery Rate	98.9%	99.0%	97.7%	98.8%	90.9%	100.0%	99.6%	98.9%	99.4%	99.1%	99.2%
Opens	332.8 K	81.7 K	50	186.3 K	8	24	8.0 K	20.3 K	13.3 K	6.6 K	16.5 K
Open Rate	19.5%	17.0%	58.8%	19.7%	80.0%	40.7%	22.9%	18.6%	31.6%	21.9%	24.3%
Clicks	12.8 K	3.7 K	32	6.3 K	1	1	300	684	754	421	672
CTR	0.75%	0.78%	37.65%	0.66%	10.00%	1.69%	0.86%	0.63%	1.79%	1.40%	0.99%
CTOR	3.9%	4.6%	64.0%	3.4%	12.5%	4.2%	3.7%	3.4%	5.7%	6.4%	4.1%
Unsubs	2.7 K	695	0	1.6 K	0	0	26	148	150	26	123
Unsub Rate	0.16%	0.15%	0.00%	0.16%	0.00%	0.00%	0.07%	0.14%	0.36%	0.09%	0.18%
Bookings	53	15		22			9	2		4	1
Rm Nights	186	66		66			27	7		18	2
Revenue	\$28.3 K	\$9.6 K		\$10.4 K			\$4.6 K	621		\$2.8 K	214

Executive Dashboard:

CALA

June 2020

CALA										
South America	Total	MAU	LPM	Solo	Promotions	Cobrand Other	Moments	Brand BPP	Bonvoy Escapes	Traveler
Sent	1.7 M	509.0 K	99	943.5 K	10	76	32.4 K	55.1 K	27.7 K	89.7 K
Delivered	1.6 M	504.4 K	85	933.5 K	10	76	32.3 K	54.7 K	27.5 K	89.2 K
Delivery Rate	99.0%	99.1%	85.9%	98.9%	100.0%	100.0%	99.7%	99.3%	99.3%	99.4%
Opens	291.5 K	76.0 K	45	168.5 K	5	28	6.6 K	15.6 K	5.4 K	19.2 K
Open Rate	17.8%	15.1%	52.9%	18.1%	50.0%	36.8%	20.5%	28.6%	19.7%	21.6%
Clicks	12.0 K	3.6 K	23	6.0 K	1	3	269	781	334	1.0 K
CTR	0.73%	0.72%	27.06%	0.64%	10.00%	3.95%	0.83%	1.43%	1.21%	1.08%
CTOR	4.1%	4.8%	51.1%	3.5%	20.0%	10.7%	4.1%	5.0%	6.2%	5.0%
Unsubs	3.0 K	919	0	1.7 K	0	0	19	172	33	161
Unsub Rate	0.18%	0.18%	0.00%	0.18%	0.00%	0.00%	0.06%	0.31%	0.12%	0.18%
Bookings	30	13		15			1			1
Rm Nights	76	32		38			1			5
Revenue	\$13.6 K	\$10.3 K		\$2.7 K			\$41			\$545

Executive Dashboard: APAC

June 2020

APAC										
Asia	Total	MAU	LPM	Solo	Promotions	Cobrand Other	Moments	METT	Brand BPP	Traveler
Sent	26.9 M	7.1 M	6.9 K	16.4 M	1.1 K	7.0 K	135.2 K	1.7 M	731.5 K	954.8 K
Delivered	25.2 M	6.5 M	6.1 K	15.3 M	1.1 K	6.9 K	134.8 K	1.6 M	727.0 K	937.6 K
Delivery Rate	93.5%	92.3%	88.4%	93.4%	97.9%	99.4%	99.7%	94.5%	99.4%	98.2%
Opens	2.7 M	665.9 K	1.5 K	1.5 M	370	4.0 K	22.4 K	230.7 K	164.8 K	130.5 K
Open Rate	10.8%	10.2%	24.7%	9.9%	33.7%	57.9%	16.6%	14.6%	22.7%	13.9%
Clicks	176.9 K	64.4 K	661	76.7 K	82	1.4 K	605	20.5 K	4.6 K	7.9 K
CTR	0.70%	0.99%	10.83%	0.50%	7.47%	20.26%	0.45%	1.29%	0.63%	0.85%
CTOR	6.5%	9.7%	43.8%	5.1%	22.2%	35.0%	2.7%	8.9%	2.8%	6.1%
Unsubs	22.3 K	6.7 K	17	11.4 K	1	5	110	1.1 K	1.5 K	1.5 K
Unsub Rate	0.09%	0.10%	0.28%	0.07%	0.09%	0.07%	0.08%	0.07%	0.21%	0.16%
Bookings	1.1 K	521	10	378	3	24	4	166	3	11
Rm Nights	1.8 K	727	40	675	3	28	43	254	4	21
Revenue	\$343.1 K	\$140.7 K	\$5.8 K	\$128.3 K	\$433	\$6.0 K	\$4.8 K	\$52.9 K	\$253	\$3.8 K

APAC											
Pacific Islands	Total	MAU	LPM	Solo	Promotions	Cobrand Other	Moments	METT	Brand BPP	Bonvoy Escapes	Traveler
Sent	623.4 K	144.8 K	134	244.5 K	1	45	6.1 K	119.9 K	51.5 K	4	56.5 K
Delivered	612.7 K	143.2 K	103	241.6 K	1	45	6.1 K	114.9 K	51.2 K	4	55.5 K
Delivery Rate	98.3%	98.9%	76.9%	98.8%	100.0%	100.0%	99.6%	95.9%	99.5%	100.0%	98.3%
Opens	90.9 K	17.8 K	30	34.4 K	1	9	1.1 K	15.7 K	12.0 K	1	9.8 K
Open Rate	14.8%	12.4%	29.1%	14.2%	100.0%	20.0%	18.1%	13.7%	23.5%	25.0%	17.7%
Clicks	4.0 K	1.3 K	21	1.0 K	0	1	43	770	348	0	545
CTR	0.65%	0.88%	20.39%	0.42%	0.00%	2.22%	0.71%	0.67%	0.68%	0.00%	0.98%
CTOR	4.4%	7.1%	70.0%	2.9%	0.0%	11.1%	3.9%	4.9%	2.9%	0.0%	5.6%
Unsubs	948	217	1	414	0	0	14	0	159	0	143
Unsub Rate	0.15%	0.15%	0.97%	0.17%	0.00%	0.00%	0.23%	0.00%	0.31%	0.00%	0.26%
Bookings	8	6		1			1				
Rm Nights	10	7		1			2				
Revenue	\$1.6 K	\$849		\$227			\$514				

Executive Dashboard: APAC

June 2020

APAC							
Antarctica	Total	MAU	Solo	Moments	Brand BPP	Bonvoy Escapes	Traveler
Sent	338	97	189	2	15	4	31
Delivered	333	96	187	2	15	4	29
Delivery Rate	99%	99%	99%	100%	100%	100%	94%
Opens	51	16	27	0	4	0	4
Open Rate	15%	17%	14%	0%	27%	0%	14%
Clicks	3	1	2	0	0	0	0
CTR	1%	1%	1%	0%	0%	0%	0%
CTOR	6%	6%	7%	0%	0%	0%	0%
Unsubs	0	0	0	0	0	0	0
Unsub Rate	0%	0%	0%	0%	0%	0%	0%
Bookings							
Rm Nights							
Revenue							

APAC										
Australia	Total	MAU	LPM	Solo	Promotions	Cobrand Other	Moments	METT	Brand BPP	Traveler
Sent	2.7 M	715.1 K	312	1.1 M	38	173	48.5 K	99.0 K	406.0 K	323.4 K
Delivered	2.6 M	706.7 K	274	1.1 M	38	173	48.2 K	98.1 K	402.4 K	319.0 K
Delivery Rate	98.8%	98.8%	87.8%	98.7%	100.0%	100.0%	99.5%	99.1%	99.1%	98.6%
Opens	563.8 K	136.2 K	125	210.6 K	17	63	11.4 K	22.1 K	108.1 K	75.2 K
Open Rate	21.4%	19.3%	45.6%	19.8%	44.7%	36.4%	23.7%	22.5%	26.9%	23.6%
Clicks	23.6 K	8.3 K	50	5.9 K	2	7	210	1.1 K	4.0 K	4.0 K
CTR	0.89%	1.18%	18.25%	0.56%	5.26%	4.05%	0.44%	1.07%	0.99%	1.26%
CTOR	4.2%	6.1%	40.0%	2.8%	11.8%	11.1%	1.8%	4.8%	3.7%	5.3%
Unsubs	10.9 K	2.6 K	0	4.2 K	0	0	83	0	2.6 K	1.4 K
Unsub Rate	0.41%	0.37%	0.00%	0.40%	0.00%	0.00%	0.17%	0.00%	0.64%	0.44%
Bookings	78	35		22		2	1	9	6	3
Rm Nights	212	90		83		2	2	11	17	7
Revenue	\$36.4 K	\$14.2 K		\$13.7 K		\$139	390	\$2.2 K	\$4.0 K	\$1.8 K

Executive Dashboard: EMEA

June 2020

EMEA										
Europe	Total	MAU	LPM	Solo	Promotions	ATM Other	Cobrand Other	Moments	METT	Brand BPP
Sent	7.1 M	1.8 M	848	4.0 M	115	1	1379	222.6 K	368.6 K	684.2 K
Delivered	7.0 M	1.8 M	797	3.9 M	115	1	1372	221.4 K	362.6 K	670.5 K
Delivery Rate	98.8%	98.9%	94.0%	98.8%	100.0%	100.0%	99.5%	99.5%	98.4%	98.0%
Opens	1.8 M	401.9 K	406	981.0 K	70	1	586	62.1 K	96.6 K	248.7 K
Open Rate	25.7%	22.4%	50.9%	25.1%	60.9%	100.0%	42.7%	28.1%	26.6%	37.1%
Clicks	95.8 K	23.4 K	257	50.6 K	7	1	53	1.8 K	6.2 K	13.5 K
CTR	1.38%	1.30%	32.25%	1.29%	6.09%	100.00%	3.86%	0.82%	1.70%	2.01%
CTOR	5.3%	5.8%	63.3%	5.2%	10.0%	100.0%	9.0%	2.9%	6.4%	5.4%
Unsubs	17.9 K	4.5 K	1	8.2 K	0	0	1	224	661	4.3 K
Unsub Rate	0.26%	0.25%	0.13%	0.21%	0.00%	0.00%	0.07%	0.10%	0.18%	0.64%
Bookings	1.1 K	296		632				24	197	
Rm Nights	2.9 K	785		1704				67	343	
Revenue	\$467.0 K	\$113.4 K		\$289.5 K				\$10.2 K	\$53.9 K	

EMEA										
Middle East	Total	MAU	LPM	Solo	Promotions	Cobrand Other	Moments	METT	Brand BPP	Traveler
Sent	4.0 M	907.5 K	1.8 K	2.0 M	36	1017	55.7 K	432.0 K	302.8 K	240.3 K
Delivered	3.9 M	899.7 K	1.5 K	2.0 M	36	1014	55.5 K	418.1 K	300.9 K	236.7 K
Delivery Rate	98.8%	99.1%	83.9%	99.1%	100.0%	99.7%	99.7%	96.8%	99.4%	98.5%
Opens	715.5 K	135.8 K	442	345.4 K	10	486	12.6 K	69.6 K	89.0 K	62.1 K
Open Rate	18.1%	15.1%	29.7%	17.0%	27.8%	47.9%	22.8%	16.6%	29.6%	26.2%
Clicks	31.3 K	7.7 K	152	13.5 K	3	75	394	3.7 K	3.3 K	2.4 K
CTR	0.79%	0.86%	10.21%	0.67%	8.33%	7.40%	0.71%	0.88%	1.11%	1.02%
CTOR	4.4%	5.7%	34.4%	3.9%	30.0%	15.4%	3.1%	5.3%	3.7%	3.9%
Unsubs	6.5 K	1.6 K	11	3.5 K	0	3	53	0	689	609
Unsub Rate	0.16%	0.18%	0.74%	0.17%	0.00%	0.30%	0.10%	0.00%	0.23%	0.26%
Bookings	96	31		39			6	18		2
Rm Nights	198	64		80			16	35		3
Revenue	\$38.0 K	\$13.1 K		\$12.4 K			\$4.8 K	\$7.3 K		\$434

Note: Data includes emails that were distributed from Marriott headquarters; it does not include locally managed campaigns

Executive Dashboard: EMEA

June 2020

EMEA										
Africa	Total	MAU	LPM	Solo	Promotions	Cobrand Other	Moments	METT	Brand BPP	Traveler
Sent	1.3 M	394.1 K	472	696.1 K	7	108	17.2 K	1	113.5 K	97.9 K
Delivered	1.3 M	388.0 K	392	684.9 K	7	108	17.0 K	1	112.3 K	95.6 K
Delivery Rate	98.4%	98.5%	83.1%	98.4%	100.0%	100.0%	99.1%	100.0%	99.0%	97.6%
Opens	204.3 K	48.8 K	95	100.1 K	2	31	3.3 K	0	30.8 K	21.2 K
Open Rate	15.7%	12.6%	24.2%	14.6%	28.6%	28.7%	19.4%	0.0%	27.4%	22.2%
Clicks	10.0 K	3.7 K	46	3.4 K	1	3	194	0	1.4 K	1.3 K
CTR	0.77%	0.96%	11.73%	0.50%	14.29%	2.78%	1.14%	0.00%	1.22%	1.32%
CTOR	4.9%	7.7%	48.4%	3.4%	50.0%	9.7%	5.9%		4.4%	5.9%
Unsubs	2.1 K	555	0	972	0	0	21	0	329	217
Unsub Rate	0.16%	0.14%	0.00%	0.14%	0.00%	0.00%	0.12%	0.00%	0.29%	0.23%
Bookings	41	15	1	15	8		2			
Rm Nights	95	48	1	31	13		2			
Revenue	\$5.0 K	\$2.0 K	36	\$2.3 K	475		98			

Executive Dashboard: N/A (Country Unknown)

June 2020

Country Unknown	Total	LPM	Solo	Cobrand Other	Moments	METT	Brand BPP
Sent	162.5 K	32	133.4 K	50	2.1 K	174	26.8 K
Delivered	159.8 K	21	131.1 K	50	2.1 K	171	26.4 K
Delivery Rate	98.3%	65.6%	98.3%	100.0%	99.2%	98.3%	98.5%
Opens	46.6 K	6	37.7 K	16	408	38	8.4 K
Open Rate	29.1%	28.6%	28.8%	32.0%	19.8%	22.2%	31.7%
Clicks	1.2 K	2	889	2	7	0	293
CTR	0.75%	9.52%	0.68%	4.00%	0.34%	0.00%	1.11%
CTOR	2.6%	33.3%	2.4%	12.5%	1.7%	0.0%	3.5%
Unsubs	829	0	722	0	2	0	105
Unsub Rate	0.52%	0.00%	0.55%	0.00%	0.10%	0.00%	0.40%
Bookings							
Rm Nights							
Revenue							