

# Email Channel Performance Review: Q2 2021

July 26, 2021



Domes Of Elounda, Autograph Collection, Greece

# TODAY'S AGENDA

1. Q2 2021 Performance Summary
2. Quarter Highlights
3. Testing and Optimization
4. Actionable Insights



# **Q2 2021 PERFORMANCE SUMMARY**

# Q2 2021 YoY Performance Overview

<p><b>35.2 M</b> Email Subscribers* <i>+1.7% MoM</i></p>	<p><b>597.4 M</b> Delivered Emails <i>+4.2% YoY</i></p>
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<p><b>23.8%</b> Open Rate <i>+5.4 pts. YoY</i></p>	<p><b>1.1%</b> CTR <i>+0.2 pts. YoY</i></p>
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<p><b>4.5%</b> CTOR <i>-0.2 pts. YoY</i></p>	<p><b>0.15%</b> Unsub. Rate <i>-0.05 pts. YoY</i></p>
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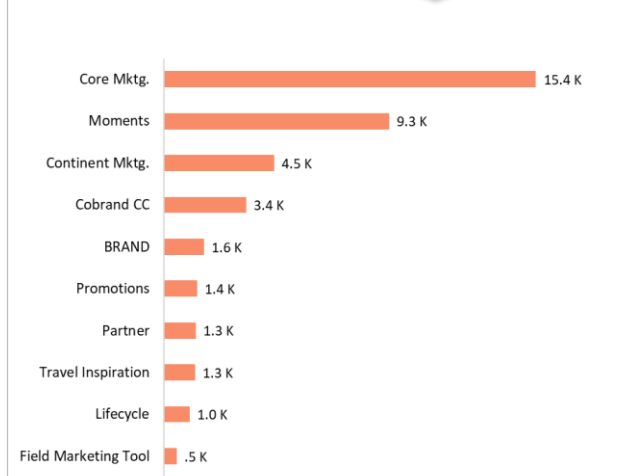
<p><b>Performance Drivers</b> (% of Delivered)</p> <ul style="list-style-type: none"> <li>• Core Mktg. (26%) <ul style="list-style-type: none"> <li>○ MAU</li> <li>○ Boutiques</li> <li>○ Points FNA Extension Solo</li> </ul> </li> <li>• Cobrand (19%)</li> <li>• Travel Inspiration (14%)</li> </ul>
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<p><b>Top Performers</b></p> <p><b>MAU:</b> \$7.2M (25% of Total) Primary Q2 revenue driver</p> <p><b>Travel Inspiration:</b> 29% (+6 pts. QoQ) Highest category open rate; mostly Wanderlust</p> <p><b>Re-Engage Series:</b> \$3.8 M (+41% QoQ) 2<sup>nd</sup> highest Q2 revenue driver <i>(Abandoned Site &amp; Search campaign)</i></p>
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<p><b>\$28.6 M</b> Revenue <i>+117.7% YoY</i></p>
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<p><b>167.3 K</b> Room Nights <i>+79.4% YoY</i></p>
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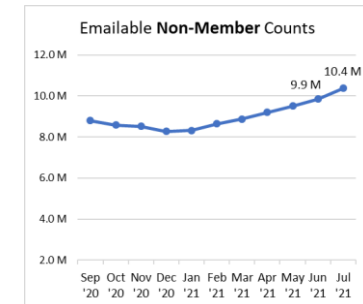
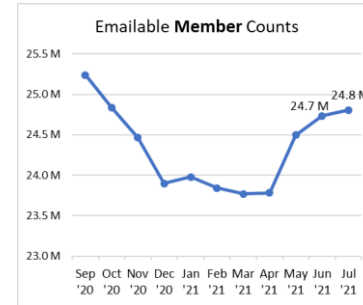
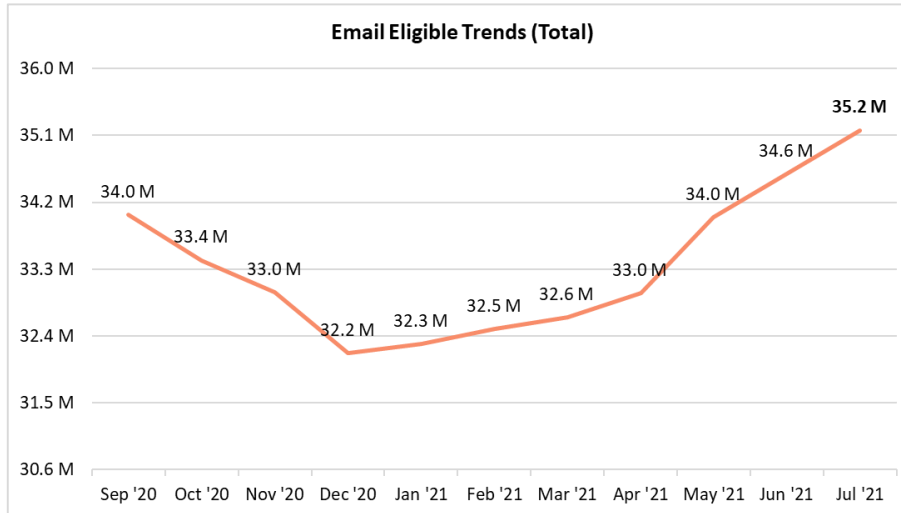
<p><b>68.7 K</b> Bookings <i>+73.4% YoY</i></p>	<p><b>Booking Contribution</b> (By Email Category)</p>
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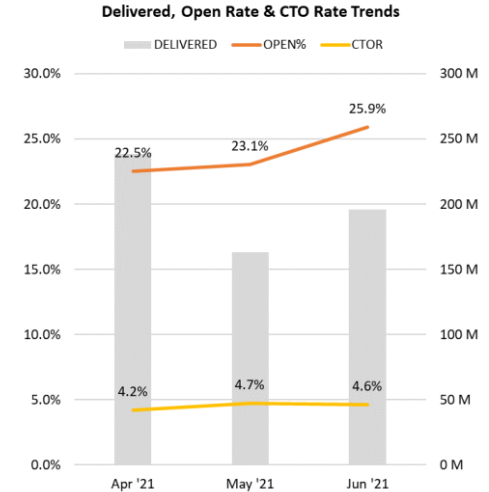
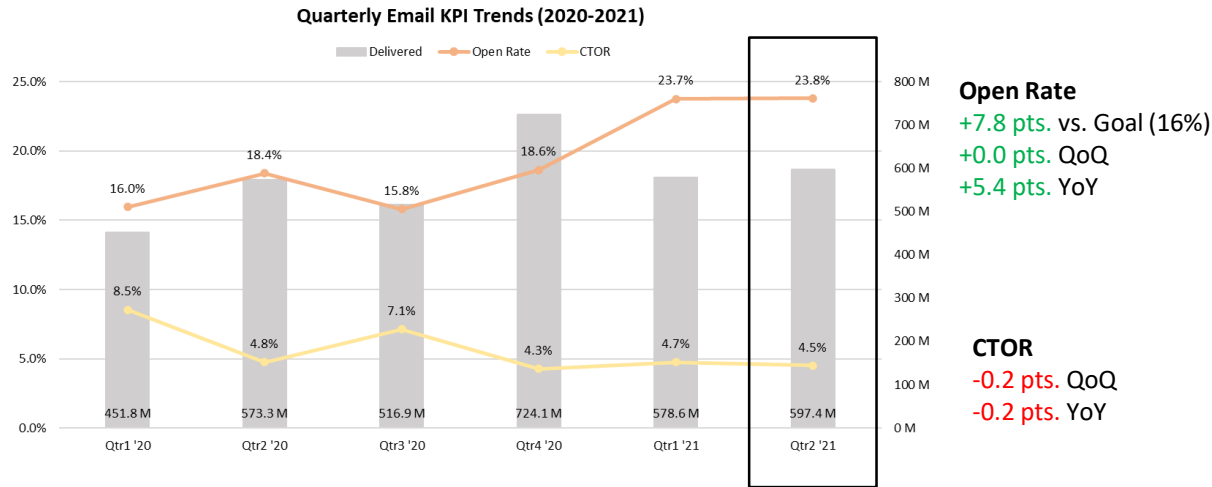
\*Emailable members & non-members globally; does not include anyone on a suppression list

# 35.2M Emailable Customers; +1.7% MoM

- Non-members drove overall MoM lift (+5.0% MoM); Member growth was +0.3% MoM
- Currently -7.0% behind year-end goal of 37.8M
- Efforts are underway to grow email list

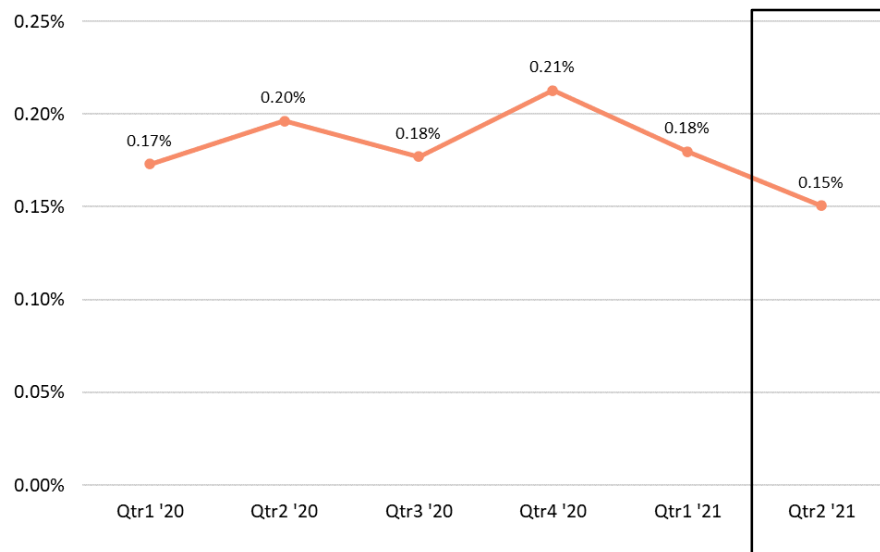


# Q2 2021 Monthly Open Rates Were Consistently Higher Than Previous Periods, While CTORs Remained Steady



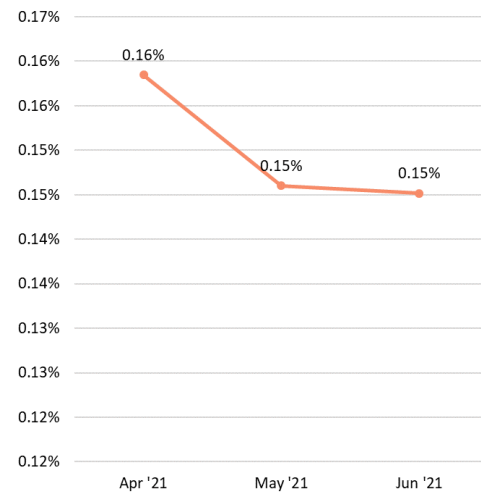
# Positive Unsubscribe Rate Trends; Ahead of Goal

### 2020-2021 Quarterly Unsub. Rate Trends



**Unsub. Rate**  
-0.07 pts. vs. Goal (0.22%)  
-0.03 pts. QoQ  
-0.05 pts. YoY

### Engagement Trends: Unsubscribe Rate



# Engagement Declined QoQ For Most Levels

- Deliveries were near Q1 '21 volumes for most levels, but fewer opens and clicks were captured
- Positive open rate lift of +4.5 pts. QoQ for non-members, but CTORs were flat; open rates for most categories were over 21%
- Basic & Silver open and CTO rates were steady QoQ, but Gold through Ambassador rates had deeper declines

Segment	Q2 '21 Delivered	Q2 '20 - Q2 '21 Delivered Trends	Q2 '21 Open Rate	Q2 '20 - Q2 '21 Open Rate Trends	Q2 '21 CTOR	Q2 '20 - Q2 '21 CTOR Trends
NON-MEMBER	80.9 M		21.7%		2.0%	
BASIC	355.9 M		22.0%		3.7%	
SILVER	53.3 M		25.2%		5.6%	
GOLD	64.8 M		29.0%		6.6%	
PLATINUM	22.1 M		30.9%		8.3%	
TITANIUM	18.0 M		35.1%		8.7%	
AMBASSADOR	2.6 M		34.5%		8.2%	
<b>TOTAL</b>	<b>597.4 M</b>		<b>23.8%</b>		<b>4.5%</b>	

Level	Open Rate QoQ	CTOR QoQ
Non-member	+4.5 pts.	-0.1 pts.
Basic	-0.5 pts.	+0.7 pts.
Silver	-0.6 pts.	-0.2 pts.
Gold	-0.9 pts.	-1.3 pts.
Platinum	-2.3 pts.	-2.1 pts.
Titanium	-3.3 pts.	-4.1 pts.
Ambassador	-6.2 pts.	-5.7 pts.



# Steady Mix of Email Communications in Q2 '21

(U.S. Silver Elite Member Inbox)

- Most messages focused on growing customer engagement by driving bookings, acquisitions, and other purchases (Sell)
- Inspiration and informative messages were consistently mailed each month
- Received an average of 3 to 5 emails per week
- Continue monitoring weekly mix of communications for desired balance of selling, inspiration, recognition, and informative

## \*Email Types:

- **Sell:** Cobrand Acquisition, Retargeting Series, RCYC, Promo, Boutiques, etc.
- **Inspire:** Traveler, Wanderlust
- **Recognize:** Redemption Confirmations
- **Inform:** Uber Solos, FNA/Pts. Expiration, MAU, Brand METT, Return to Travel, EAT

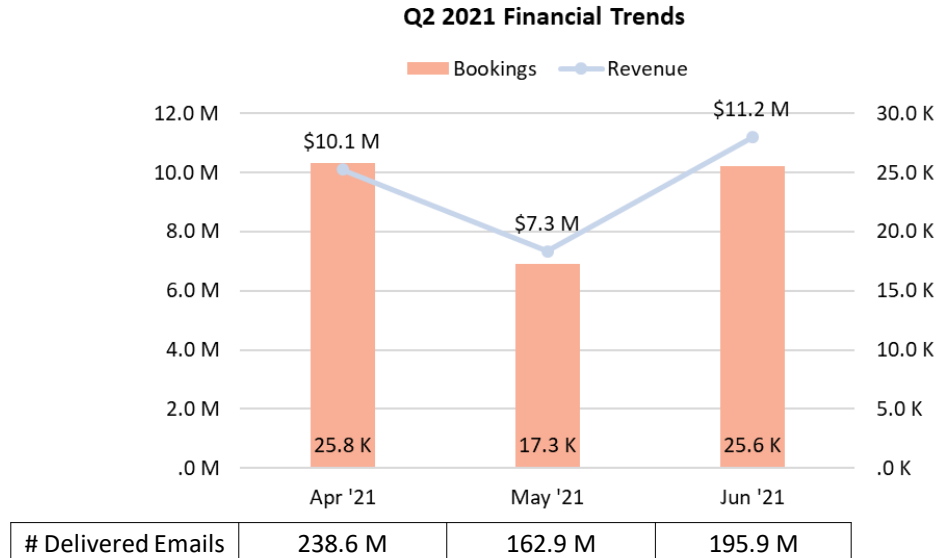
## # of Emails

Email Type:	April	May	June
Sell	14	11	10
Inspire	2	2	2
Recognize	3	0	0
Inform	4	2	3
<b>Monthly Total</b>	<b>23</b>	<b>15</b>	<b>15</b>

Month	Avg. Emails Per Week
April	5.5
May	3.8
June	3.3

## Financials Rebounded in June (+53% MoM)

- 41% of June revenue was from MAU and Re-Engage Series
  - MAU featured Stay Longer on Us promotion generating 26% of campaign bookings
  - Other messages like Return to Travel and Bonvoy Escapes contributed to MoM lifts
- Q1 Global Promo messages lifted April bookings and revenue; May impacted by fewer deliveries and promotional content



# Quarter Highlights

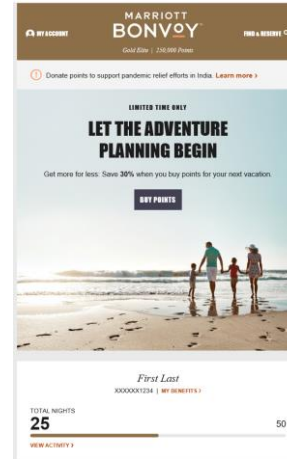
- Q2 2021 Points.com Promo
- Re-Engagement Campaigns
- MAU Engagement Trends
- Europe Welcome Pilot

# Q2 2021 Points Purchase Promo

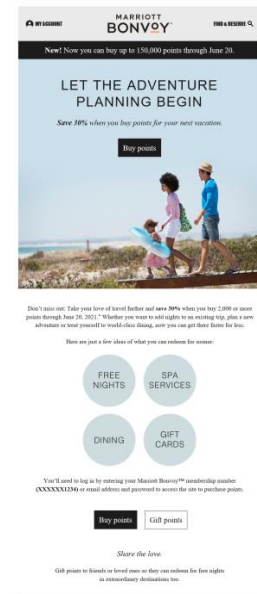
# Q2 2021 Points Purchase Promo

- **Promo dates:** May 13 – June 20, 2021
- **Offer:** Eligible members save 30% on point purchases of 2,000+ points
- **New** 150,000 promo purchase limit (50K more than previous)
- **Email support:**
  - May 13<sup>th</sup> MAU Announcement (hero module)
  - June 3<sup>rd</sup> Promo Reminder Solo
  - Ride-along banners in other mailings

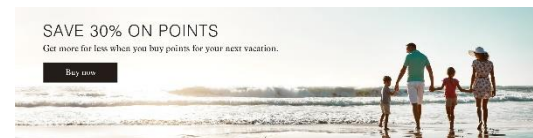
## May 13: MAU Announcement



## June 3: Reminder Solo



## Sample Ride-a-long Banners



**SL:** Limited Time: Get 30% Off Points  
**PH:** There's still time to get more for less.

# Promo Email Creative Versions

- U.S. received an alert message informing of them of the new 150K promo purchase limit
- Targeted ride-along banners

AMER\_US\_ENG

MEA\_AE\_ENG

EURO\_FRE

EURO\_GER

EURO\_ITA

APEC\_JPN

APEC\_BEN

CALA\_SPN

CALA\_POR

**LET THE ADVENTURE PLANNING BEGIN**

Save 30% when you buy points for your next vacation.

**Buy points**

FREE NIGHTS SPA SERVICES DINING GIFT CARDS

**Buy points** **Gift points**

**LET THE ADVENTURE PLANNING BEGIN**

Save 30% when you buy points for your next vacation.

**Buy points**

FREE NIGHTS SPA SERVICES DINING GIFT CARDS

**Buy points** **Gift points**

**COMMENCEZ À ORGANISER VOTRE PROCHAÎNE AVENTURE**

Profitez de 30 % de réduction lorsque vous achetez des points pour vos prochaines vacances.

**Achetez des points**

Nuits gratuites Services de SPA Restaurant Cartes cadeaux

**Achetez des points** **Offrez des points**

**FANGEN SIE AN, IHRE ABENTEUER ZU PLANEN**

Sparen Sie 30% wenn Sie Punkte für Ihre nächste Urlaub buchen.

**Pointe kaufen**

Nachts (Nights) Services (Services de SPA) Restaurant Cartes (Cartes cadeaux)

**Pointe kaufen** **Pointe verschenken**

**INIZIATE A PIANIFICARE LA VOSTRA AVVENTURA**

Risparmiate il 30% acquistando punti per i vostri prossimi vacanze.

**Acquistare punti**

Notti gratuite Servizi SPA Ristoranti Carte regalo

**Acquistare punti** **Regalare punti**

**アドベンチャーが待っています**

ポイント30%お買い得し、次のアドベンチャーを楽しみましょう。

**ポイントを購入**

無料宿泊 SPAサービス ダイニング ギフトカード

**ポイントを購入** **ポイントを贈る**

**LET THE ADVENTURE PLANNING BEGIN**

Save 30% when you buy points for your next vacation.

**Buy points**

FREE NIGHTS SPA SERVICES DINING GIFT CARDS

**Buy points** **Gift points**

**QUE EMPIECEN LOS PLANES DE AVENTURAS**

¡Compra un 30% de descuento cuando compras puntos para tus próximas vacaciones.

**Comprar puntos**

NOCHE GRATIS SERVICIOS DE SPA RESTAURANTE TARJETAS DE REGALO

**Comprar puntos** **Regalar puntos**

**COMEÇE A PLANEJAR SUAS AVENTURAS**

Economize 30% comprando pontos para as suas próximas férias.

**Comprar pontos**

NOITES GRÁTIS SERVIÇOS DE SPA RESTAURANTE CARTÃO PRESENTES

**Comprar pontos** **Presentar com pontos**

**STAY CLOSER TO NATURE**

Stay closer to nature with the new Marriott Bonvoy Spa & Wellness Package. Book now!

**GET AWAY FROM THE EVERYDAY**

Take your adventure with you. Book now!

**PROLONGEZ VOTRE SEJOUR**

Profitez de votre séjour prolongé avec le nouveau package Spa & Wellness. Réservez maintenant!

**BLEIBEN SIE LÄNGER**

Verlängern Sie Ihren Aufenthalt mit dem neuen Spa & Wellness-Paket. Buchen Sie jetzt!

**PROLONGARE IL TUO VIAGGIO**

Estendi il tuo soggiorno con il nuovo pacchetto Spa & Wellness. Prenota subito!

**お風呂が大好きなら**

お風呂が大好きなら、新しいお風呂付きパッケージを予約してください。

**GET AWAY WITH SAVINGS**

Save more on your stay with the new Marriott Bonvoy Spa & Wellness Package. Book now!

**EL PARAISO LE ESPERA**

¡Disfruta de tu estancia con el nuevo paquete Spa & Wellness. Reserva ahora!

**PARAÍSO À VISTA**

Desfrute da sua estadia com o novo pacote Spa & Wellness. Reserve agora!

Region-specific ride-along banners

## Q2 Points.com Promo Performance Summary

Overall, the Points program has increased in exposure and activity than previous years; more members are buying points. Also, the promotion frequency has increased to 1 per quarter.

### Performance Summary:

- Capturing more open activity lifted open rates, lower click activity resulted in CTOR decline vs. similar Q2 2019 promo
- Early testing insights encouraged a shift in promotion language of future email placements; the “Get 30% off...” message drove higher engagement than “Save 30%...”
- Partnered with Region Leads to include region-specific ride along banners bringing in a local effort to the global campaign

Reminder Comparison	Q2 '21 Reminder	Q2 '19 Reminder	Change	Bonvoy Jun '21 Avg.
<i>Mail Date</i>	<b>June 3, 2021</b>	<i>May 6, 2019</i>		
Delivered	<b>12.0 M</b>	10.9 M	-4.7 pts.	
Opens	<b>2.4 M</b>	2.2 M	+11.0%	
Open Rate	<b>20.4%</b>	20.1%	+0.28 pts.	25.9%
Clicks	<b>74.6 K</b>	113.6 K	-34.4%	
CTOR	<b>3.1%</b>	5.2%	-2.1 pts.	4.6%
Unsub Rate	<b>0.09%</b>	0.19%	-0.10 pts.	0.15%

\*Includes both ENG & INL versions

# Q2 2021 Points Purchase Reminder: Heat Map

## US ENG Version



Don't miss out. Take your love of travel further and save 30% when you buy 2,000 or more points through June 30, 2021. Whether you want to add points to an existing trip, plan a sure adventure or treat yourself to world-class dining, now you can get these rates for less.

Here are just a few ideas of what you can redeem for soon:



You'll need to log in by entering your Marriott Rewards™ membership number (XXXXXXXXXX) or email address and password to access the site to purchase points.

Buy points Gift points

Share the love.

Gift points to friends or loved ones as they can redeem for free nights in extraordinary destinations too.



**STAY CLOSER TO NATURE**

Get adventures this summer with Member Rates starting from \$79 at hotels near your favorite national parks.

Learn more

Spring® Waterfront, Utah, USA. © 2021 Marriott International, Inc.

- Most clicks went to the hero module in all versions; Buy Points secondary CTA received similar activity as hero in some versions: CHS, GER, JPN, and POR
- Regional offer activity was high in GER, ITA and JPN versions; pulled clicks from other modules
- Continue testing different geo-targeted messages to increase relevancy and drive interest in point usage, like new property openings and most redeemed properties

MODULES	ENG	BEN	CHS	FRE	GER	ITA	JPN	POR	SPA
HEADER	13.3%	13.6%	12.9%	18.4%	13.7%	20.1%	8.4%	14.2%	15.1%
HERO	46.6%	28.3%	28.9%	40.0%	34.9%	35.2%	33.1%	22.5%	36.8%
BUY POINTS CTA	20.1%	17.1%	26.4%	18.8%	23.3%	15.6%	21.7%	19.2%	16.9%
GIFT POINTS CTA	1.6%	4.8%	4.3%	4.8%	0.8%	0.6%	0.8%	3.3%	1.5%
Regional Offer	6.9%	9.9%	7.8%	4.4%	17.0%	13.4%	26.9%	8.8%	7.4%
FOOTER	11.5%	26.3%	19.7%	13.7%	10.2%	15.1%	9.0%	32.1%	22.3%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



# Marriott Solo & MAU Email Performance Summary

Tracked Marriott solo emails & MAU generated **\$597K Marriott Revenue (6.4% of overall promo revenue), which is significantly down vs. the contribution to the Q1 campaign of 20%.**

The lack of a solo email to US market until June 3 (the Q1 campaign has a launch solo on day 3) will have impacted performance in the first half of the campaign in particular, which tracked well behind the forecast.

Marriott Emails Solo & MAU	Clicks	Transactions	Marriott Total Revenue
May 14: Launch Email (INL)	31,406	395	\$96,813
May 14: MAU (ENG US)*	-	-	-
May 20: MAU (INL)	16,940	122	\$29,075
June 3: Solo Email (ENG US)	51,232	1,269	\$383,958
June 10: MAU (ENG US)	18,162	292	\$69,306
June 17: MAU (INL)	6,794	67	\$17,348
<b>TOTAL SOLO &amp; MAU</b>	-	<b>2,146</b>	<b>\$596,633</b>

*\*Note that no tracking results are available for the May 14 MAU (ENG US) deployment as an incorrect link was included. The CTA in this comm also directed to the Points landing page and not the log-in, which may have impacted conversion slightly as well.*

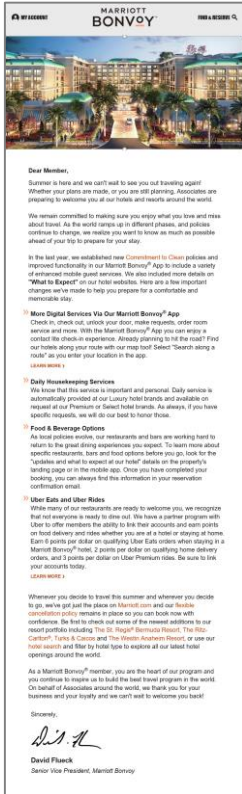
# Re-Engagement Campaigns

# Sample Email Creative

## 6/4: Return to Travel

Welcoming a select group of members back to travel and outlines important changes

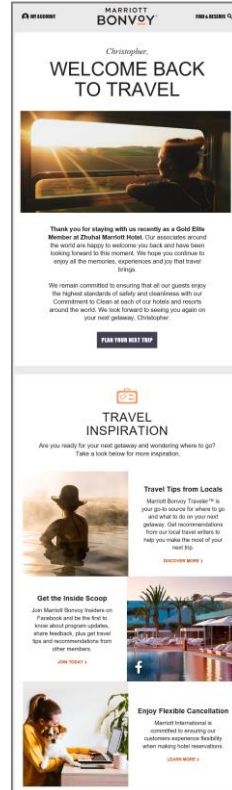
SL: Summer is here, and we can't wait to see you!



SL: We're so happy you're back, Tim. Where to next?

## 6/7: Welcome Back Elites

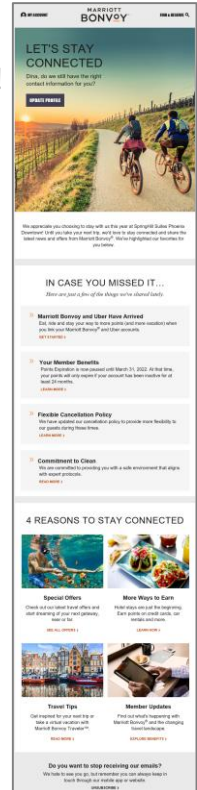
Provide post-stay welcome back recognition and encourage continual travel



## 6/30: Hello Again W2

Re-engage inactive email subscribers

SL: Hello Dina!



## Performance Summary: Re-Engagement Campaigns

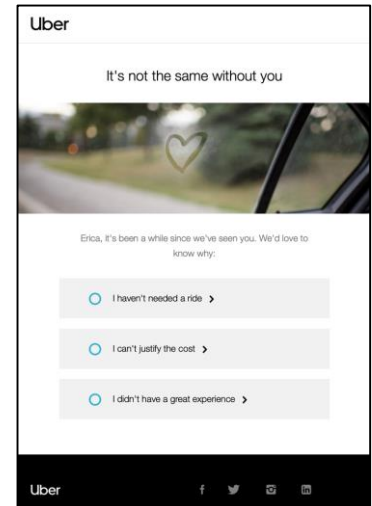
- Return to Travel informative email drove high open rates and expected low clicks; generated over \$570K
- Above average open rates for Elite Welcome Back recognition email; low CTOR and bookings meant readers may not have been ready to book next trip yet
- Hello Again re-engaged over 420K inactive members; openers were really engaged (10% CTOR) and low unsub rate

Metrics	Return To Travel	Elite Welcome Back	Hello Again	Bonvoy Q2 Avg. (For comparison)
Deployment	6/4	6/7	6/30	
<b>Delivered</b>	16.2 M	49.3 K	4.4 M	
<b>Opens</b>	4.1 M	18.4 K	428.5 K	
<b>Open Rate</b>	25.1%	37.3%	9.7%	23.8%
<b>Clicks</b>	48.1 K	675	43.1 K	
<b>CTR</b>	0.3%	1.4%	1.0%	1.1%
<b>CTOR</b>	1.2%	3.7%	10.1%	4.5%
<b>Unsub Rate</b>	0.11%	0.16%	0.13%	0.15%
<b>Revenue</b>	\$576.3 K	\$5.6 K	\$102.5 K	

## Re-Engagement Recommendations

- Set Hello Again as trigger with follow-up reminders when the business is ready to do so
- Consider standing up a “Thank you for recent stay” trigger for members to continue acknowledging the return of previous stayers; personalize to increase relevancy
  - For example: hotel of last stay, points earned or used, geo-target imagery, version by level and/or luxury segment
  - Include strong inspiration imagery to encourage next trip
  - Consider social connection (post/follow on Instagram)
- Continue other re-engagement tactics like re-launching Winback campaigns for lapsed customers; include survey to better understand engagement decline

**Industry Example:**  
SL: We haven't seen you in an Uber lately



# Core Campaign Trends: MAU

# Q2 2021 MAU Email Creative

April 2021

**MARRIOTT BONVOY**  
 My Account | My Bonvoy | Find & Reserve

LIMITED TIME ONLY  
*Better Two-gether*  
**REACHING NEW HEIGHTS**  
 Don't miss out! Registration ends April 13. Register now, then earn double points and double Elite nights on each stay\* if two or more nights through April 27.  
**REGISTER NOW**

XXXXXXXXXX789 | MY BENEFITS

TOTAL NIGHTS  
 25 / 50  
 VIEW ACTIVITY

You Have a Free Night Award Available!  
**REDEM NEW!**  
 Custom Hotel Home-Resort Deal

SELECTED FOR YOU  
**SEE YOURSELF HERE**

Book now, score points, sail later.  
 Earn up to 7 points per US\$1 spent. Book by April 23 and travel through 2023.  
**BOOK NOW**

YOUR NEWS  
**DISCOVER MORE**

**Relax and win**  
 Reach your registry milestone. Win a Westin Heavenly® Bed and 500,000 points. Terms apply.  
**VIEW NOW**

**The year of the do-er**  
 Use your points to get the right tools for your odd jobs and major projects.  
**SHOP WITH POINTS**

May 2021

**MARRIOTT BONVOY**  
 My Account | My Bonvoy | Find & Reserve

Donate points to support pandemic relief efforts in India. Learn more

LIMITED TIME ONLY  
**LET THE ADVENTURE PLANNING BEGIN**  
 Get more for less. Save 30% when you buy points for your next vacation.  
**BUY POINTS**

*First Last*  
 XXXXXXXX234 | MY BENEFITS

TOTAL NIGHTS  
 25 / 50  
 VIEW ACTIVITY

**MARRIOTT BONVOY Uber**

**GO FROM TAKEOUT TO CHECK-IN**  
 Eat, ride and stay your way to victory with Marriott Bonvoy and Uber. Earn points on qualifying Uber Eats orders and select Uber rides.  
**LINK ACCOUNTS**

**EXPLORE DESTINATIONS NEAR YOU**  
 Find your next getaway.

**BEACH ESCAPES** | **FOODIE PARADISE** | **WELLNESS RETREATS**

June 2021

**MARRIOTT BONVOY**  
 My Account | My Bonvoy | Find & Reserve

**GO AHEAD, STAY AWHILE**  
 Stay at least five nights to save even more at select hotels across the U.S., Canada and Latin America.  
**BOOK NOW**

*First Last*  
 XXXXXXXX789 | MY BENEFITS

TOTAL NIGHTS  
 10 / 25  
 VIEW ACTIVITY

Don't miss out  
**SAVE 30% ON POINTS**  
 Get more for less when you buy points for your next vacation. Offer ends June 20.  
**BUY POINTS**

**EXPLORE DESTINATIONS NEAR YOU**  
 Find your next getaway.

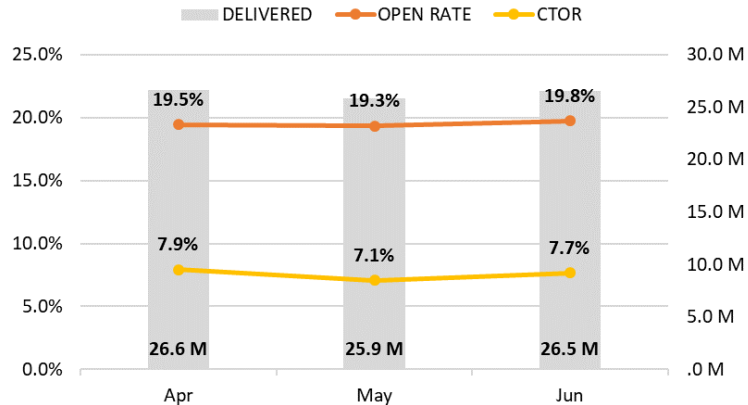
**FAMILY FAVORITES** | **WELLNESS RETREATS** | **BEACH ESCAPES**

# MAU Q2 2021 Trends

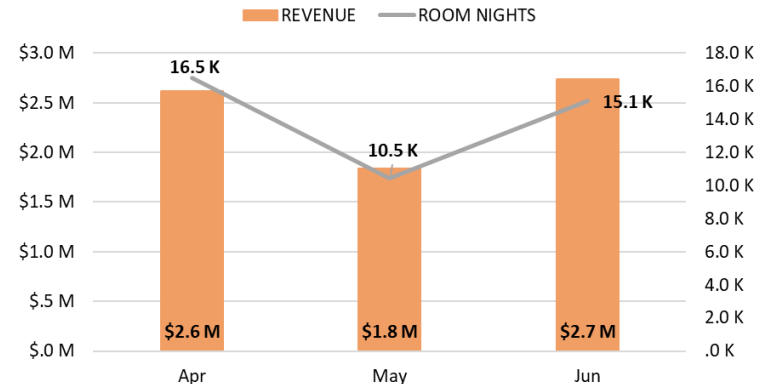
- Open rates were consistent each month in Q2 but lower than Q1 from capturing fewer opens
- Plans are in place to begin optimizing subject lines and pre-headers in Q3 to lift open rates
- CTORs have also remained steady in Q2 with overall lift of 2.6 pts. QoQ
- Q1 Global Promo helped lift clicks and bookings in April and the Stay Longer offer boosted engagement in June

	MAU Q2 2021	YoY	QoQ
Delivered	<b>79.0 M</b>	-8.9%	-1.7%
Opens	<b>15.4 M</b>	+7.6%	-18.1%
Open Rate	<b>19.5%</b>	+3.0 pts.	-3.9 pts.
Clicks	<b>1.2 M</b>	+3.8%	+24.3%
CTOR	<b>7.6%</b>	-0.28 pts.	+2.6 pts.
Unsub. Rate	<b>0.11%</b>	-0.04 pts.	-0.04 pts.
Bookings	<b>17.5 K</b>	+95.7%	+68.8%
Room Nights	<b>42.1 K</b>	+104.2%	+59.5%
Revenue	<b>\$7.2 M</b>	+155.0%	+71.5%

MAU Q2 2021 Engagement Trends



MAU Q2 2021 Financial Trends





## MAU Q2 2021 Content Trends

- Account box is a consistent click and bookings driver; continue enhancing with milestone or re-engagement messages to increase program engagement
- Q1 GloPro and Stay Longer promotions contributed to Q2 financials, 18% and 26% of bookings respectively
- Readers responded favorably to the Westin Heavenly Bed sweeps & Homes & Villas content in April Your News module
- Leisure Destinations leveraged PCIQ tech. launched in May and drove over 6% of clicks; future optimization: 5 vs. 3 or See All CTA
- Targeted June hero featured Stay Longer promotion; it generated the highest % of bookings compared to other months

### April 2021

ENG Version	All Levels Combined	
Modules	% of Clicks	% of Bkgs.
Header	3.6%	8.0%
Hero: Q1 GloPro / Generic Bkgs.	23.6%	17.9%
<b>Account Box</b>	<b>49.9%</b>	<b>73.1%</b>
Offers	4.3%	0.2%
Qatar Airways Banner	1.1%	0.0%
<b>Your News</b>	<b>6.5%</b>	0.1%
Cobrand	2.4%	0.0%
Benefits: language preference	0.4%	0.1%
Traveler	2.8%	0.2%
Footer	5.2%	0.2%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>

### May 2021

ENG Version	All Levels Combined	
Modules	% of Clicks	% of Bkgs.
Header	14.0%	48.1%
Alert Message: Donate Points	1.4%	0.3%
Hero: Q2 Pts. Pur / Generic Bkgs.	7.6%	1.9%
<b>Account Box</b>	<b>51.1%</b>	<b>42.0%</b>
Uber Promo	3.4%	0.0%
<b>Leisure Destinations (PCIQ)</b>	<b>6.4%</b>	1.4%
Offers	3.5%	2.9%
Benefits: FNA Points Expiration	2.4%	1.1%
Cobrand	1.9%	0.1%
Your News	2.9%	1.6%
Gift Cards	0.1%	0.0%
Footer	5.2%	0.6%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>

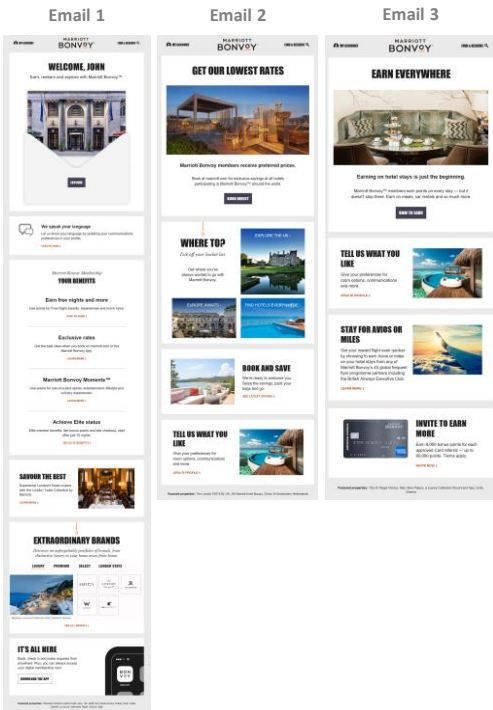
### June 2021

ENG Version	All Levels Combined	
Modules	% of Clicks	% of Bkgs.
Header	4.0%	12.0%
Hero (Stay Longer Offer)	13.3%	26.2%
<b>Account Box</b>	<b>56.5%</b>	<b>56.0%</b>
Q2 Points Promo	3.8%	0.0%
<b>Leisure Destinations (PCIQ)</b>	<b>6.1%</b>	0.8%
Offers (Escapes)	3.7%	3.0%
Benefits: 5 for 4	1.9%	1.2%
Your News	2.6%	0.0%
Traveler	2.5%	0.0%
Footer	5.6%	0.7%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>

# EU Welcome Pilot

# EU Welcome Pilot: Jan-May 2021 Performance Summary

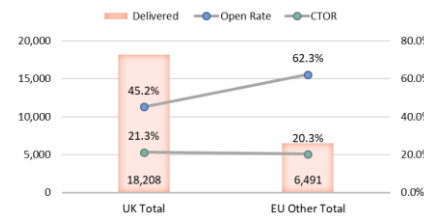
Launch Date: Jan 29, 2021



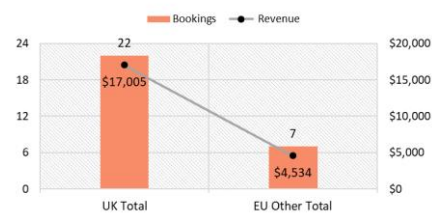
## Email Engagement Results:

<b>24,538</b> Total Delivered	<b>53.7%</b> Open Rate
<b>11.1%</b> CTR	<b>20.7%</b> CTOR
<b>0.59%</b> Unsubscribe Rate	<b>\$21,539</b> Total Revenue

PILOT ENGAGEMENT BY REGION



PILOT FINANCIALS BY REGION



## Performance Summary:

- Findings are in line with the impact of the Pandemic which caused significant travel declines – but engagement was high for those that enrolled during this time period
- Pilot is outperforming with higher email open rates and CTRs than prior version and industry avg.
- Stronger open and CTO rate engagement lifts seen in the UK than the other Europe countries
- Bookings & revenue were impacted by the pandemic; generated only 29 bookings in 22 weeks
- As expected, and in line with similar Welcome series, initial interest is highest with the first touch and drops from there; email 1 open rates were 53% in UK & 62% in EU Other
- New regional content resonated with local audiences; the Hero, Travel Inspirations and Member Benefits were consistently top performers across most markets
- Engagement in the series was similar for all versions, except the GER versions of emails 2 and 3 which had high unsub clicks

## Pilot Recommendations

- Continue to monitor pilot performance throughout the year; next review in Q3 2021
- Use PCIQ for ongoing optimization of subject line and pre-header combinations; test pulling in most clicked content into pre-header (consideration for overall Welcome program)
- Optimize pilot program by expanding on the highest performing content:
  - Test email 1 hero CTA to lift CTOR (ex. Explore Benefits, Learn More, Start [or Keep] Earning)
  - Include link to new openings for additional travel inspiration content
  - Elevate mobile app benefits/download message for digital enrollment sources and those with upcoming stays
  - Use luxury vs. non-luxury enrollment source to inform brand education module; test default for other sources
  - Consider adding a book CTA in email 3 to support stay earning opportunities; promote regional offers
- Add in 4th email to encourage redemptions when it makes sense for business
- Conduct further analysis:
  - Answer additional questions re: profile updates and app downloads
  - Deeper dive needed to better understand engagement of the Digital-No Reservation source (most delivered source)

# TESTING & OPTIMIZATION

- CTA Testing (EMEA Regional Solo)
- Reader Poll Results (EMEA Regional Solo)

# Subject Line Test Results

## Q2 2021 Points Purchase Promo Reminder

- This subject line test was a 50/50 split between all tiers of the email audience.
- Openers and Open Rate is the primary KPI with subject line testing
- The "**Limited Time: Get 30% off Points**" (SL2\_GET) outperformed "**Limited Time: Save 30% on Points**" (SL1\_SAVE) in most scenarios, except for the Italian (ITA) and Chinese (CHS) versions.
- We also saw [mostly] better engagement post-open with the audiences that received SL2\_GET. However, SL1\_SAVE performed better with the Chinese (CHS) version.

LANGUAGE	Sent			Openers			Open Rate			CTOR		
	SL1_SAVE	SL2_GET	% Change	SL1_SAVE	SL2_GET	% Change	SL1_SAVE	SL2_GET	% Change	SL1_SAVE	SL2_GET	% Change
ENG	4,136,768	4,135,125	-0.04%	955,304	<b>964,885</b>	1.00%	23.09%	<b>23.33%</b>	1.04%	2.77%	2.94%	6.01%
BEN	470,039	470,291	0.05%	111,385	<b>111,442</b>	0.05%	23.70%	23.70%	0.00%	2.03%	2.06%	1.63%
SPA	99,096	98,542	-0.56%	26,465	<b>27,823</b>	5.13%	26.71%	<b>28.23%</b>	5.72%	2.32%	2.72%	16.93%
FRE	11,235	11,407	1.53%	3,590	<b>3,763</b>	4.82%	31.95%	<b>32.99%</b>	3.24%	5.10%	5.29%	3.74%
GER	13,054	13,161	0.82%	5,009	<b>5,524</b>	10.28%	38.37%	<b>41.97%</b>	9.38%	5.09%	5.58%	9.52%
ITA	6,090	6,142	0.85%	<b>2,074</b>	2,053	-1.01%	<b>34.06%</b>	33.43%	-1.85%	3.09%	3.65%	18.39%
POR	13,498	13,530	0.24%	2,797	<b>2,902</b>	3.75%	20.72%	<b>21.45%</b>	3.51%	2.57%	2.65%	3.07%
JPN	132,044	132,009	-0.03%	36,034	<b>37,849</b>	5.04%	27.29%	<b>28.67%</b>	5.06%	7.41%	8.29%	11.86%
CHS	1,101,940	1,102,256	0.03%	<b>35,318</b>	33,795	-4.31%	<b>3.21%</b>	3.07%	-4.34%	4.55%	4.33%	-4.85%
<b>Total</b>	<b>5,983,764</b>	<b>5,982,463</b>	<b>-0.02%</b>	<b>1,177,976</b>	<b>1,190,036</b>	<b>1.02%</b>	<b>19.69%</b>	<b>19.89%</b>	<b>1.05%</b>	<b>2.91%</b>	<b>3.08%</b>	<b>6.11%</b>

# EMEA Regional Solo: CTA Testing

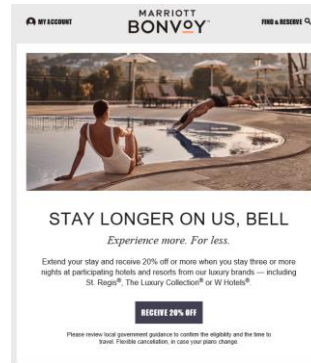
- Engagement varied when testing hero CTAs in May and June
- Using PCIQ technology in Q3 to continue testing (ongoing effort)

## Test Overview:

- In May, tested CTAs in the UK & UAE English email versions
- In June, tested CTAs in the UK English version only
- Randomized 50/50 split
- All results were statistically significant

May '21

Control = **Reserve Now**  
Winner! → Test = **Receive 20% Off**



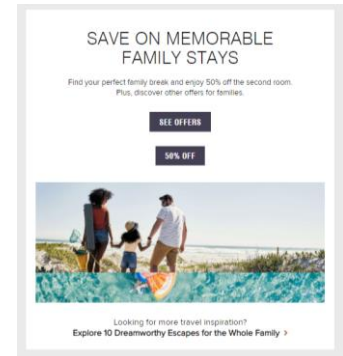
### RESULTS:

**Receive 20% Off** CTA drove the most engagement;  
consistent performance in both markets

UK Clicks (+16%)      UAE Clicks (+22%)  
UK CTR (+0.06 pts.)      UAE CTR (+0.05 pts.)

June '21

Control = **50% Off**  
Winner! → Test = **See Offers**



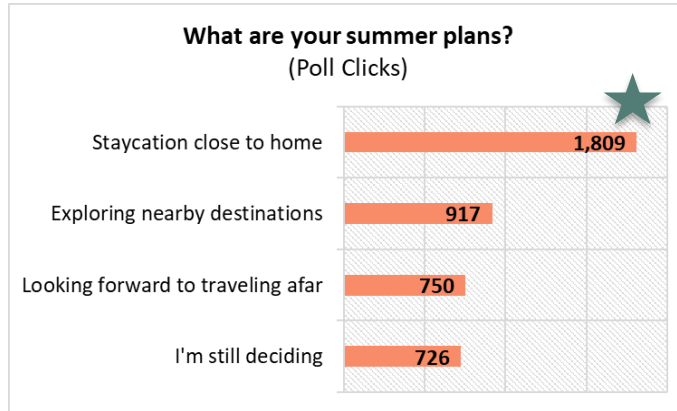
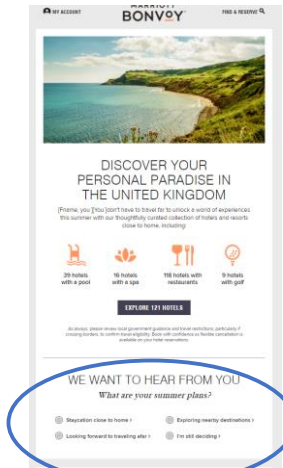
### RESULTS:

**See Offers** CTA drove the most engagement and more bookings

UK Clicks (+15%) & CTR (+0.03 pts.)

# Most Readers Plan to *Staycation Close to Home*

EMEA Regional Solo: June 2021



- Overall, the poll captured 9% of email clicks (4,202 clicks)
- 43% of poll clicks went to Staycation close to home
- Engagement was consistent across most markets
- Results shared in July solo

Versions	Exploring nearby destinations	I'm still deciding	Looking forward to traveling afar	Staycation close to home
AUSTRIA_GER	3	7	5	6
BENELUX_ENG	27	21	25	23
EGYPTPLUS_ARB	3	2	3	6
EGYPTPLUS_ENG	104	88	107	185
FRANCE_ENG	5	7	5	3
FRANCE_FRE	11	12	11	13
GERMANY_ENG	56	40	56	56
GERMANY_GER	89	60	75	169
ITALY_ENG	11	6	4	15
ITALY_ITA	27	16	27	31
QATAR_ARB	2		3	8
QATAR_ENG	10	10	16	30
RUSSIA_ENG	6	3	11	6
RUSSIA_RUS	33	18	25	11
SAUDI_ARABIA_ARB	19	7	11	31
SAUDI_ARABIA_ENG	21	29	18	57
SCANDINAVIA_ENG	76	65	72	92
SOUTH_AFRICA_ENG	62	26	23	94
SPAIN_ENG	7	11	4	9
SPAIN_SPA	58	37	25	291
SWITZER_GER	7	9	8	14
TURKEY_ENG	8	9	8	8
UAE_ARB	3		4	4
UAE_ENG	53	45	59	116
UK_ENG_CONTROL	95	99	77	276
UK_ENG_TEST	121	99	68	255
<b>Total</b>	<b>917</b>	<b>726</b>	<b>750</b>	<b>1809</b>



# ACTIONABLE INSIGHTS

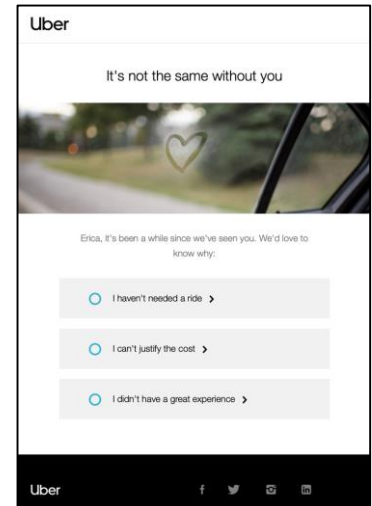
# ACTIONABLE INSIGHTS

- Continue monitoring the weekly mix of communications for the desired balance of selling, inspiration, recognition, and informative messages
- Continue testing different geo-targeted messages in Points Purchase promotion solos to increase relevancy and drive interest in point usage, like new property openings and most redeemed properties
- Plans are in place to begin optimizing MAU subject lines and pre-headers in Q3 to lift open rates
- Enhance MAU account box with milestone or re-engagement messages to increase program engagement
- Expand optimization of Leisure Destinations module in MAU by testing more images (5 vs. 3) or by including a “See All” CTA to catch additional clicks from those not interested in presented destinations

## Re-Engagement Campaign Recommendations

- Set Hello Again as trigger with follow-up reminders when the business is ready to do so
- Consider standing up a “Thank you for recent stay” trigger for members to continue acknowledging the return of previous stayers; personalize to increase relevancy
  - For example: hotel of last stay, points earned or used, geo-target imagery, version by level and/or luxury segment
  - Include strong inspiration imagery to encourage next trip
  - Consider social connection (post/follow on Instagram)
- Continue other re-engagement tactics like re-launching Winback campaigns for lapsed customers; include survey to better understand engagement decline

**Industry Example:**  
SL: We haven't seen you in an Uber lately



## EU Welcome Pilot Recommendations

- Continue to monitor pilot performance throughout the year; next review in Q3 2021
- Use PCIQ for ongoing optimization of subject line and pre-header combinations; test pulling in most clicked content into pre-header (consideration for overall Welcome program)
- Optimize pilot program by expanding on the highest performing content:
  - Test email 1 hero CTA to lift CTOR (ex. Explore Benefits, Learn More, Start [or Keep] Earning)
  - Include link to new openings for additional travel inspiration content
  - Elevate mobile app benefits/download message for digital enrollment sources and those with upcoming stays
  - Use luxury vs. non-luxury enrollment source to inform brand education module; test default for other sources
  - Consider adding a book CTA in email 3 to support stay earning opportunities; promote regional offers
- Add in 4th email to encourage redemptions when it makes sense for business
- Conduct further analysis:
  - Answer additional questions re: profile updates and app downloads
  - Deeper dive needed to better understand engagement of the Digital-No Reservation source (most delivered source)

**Thank You!**

# APPENDIX

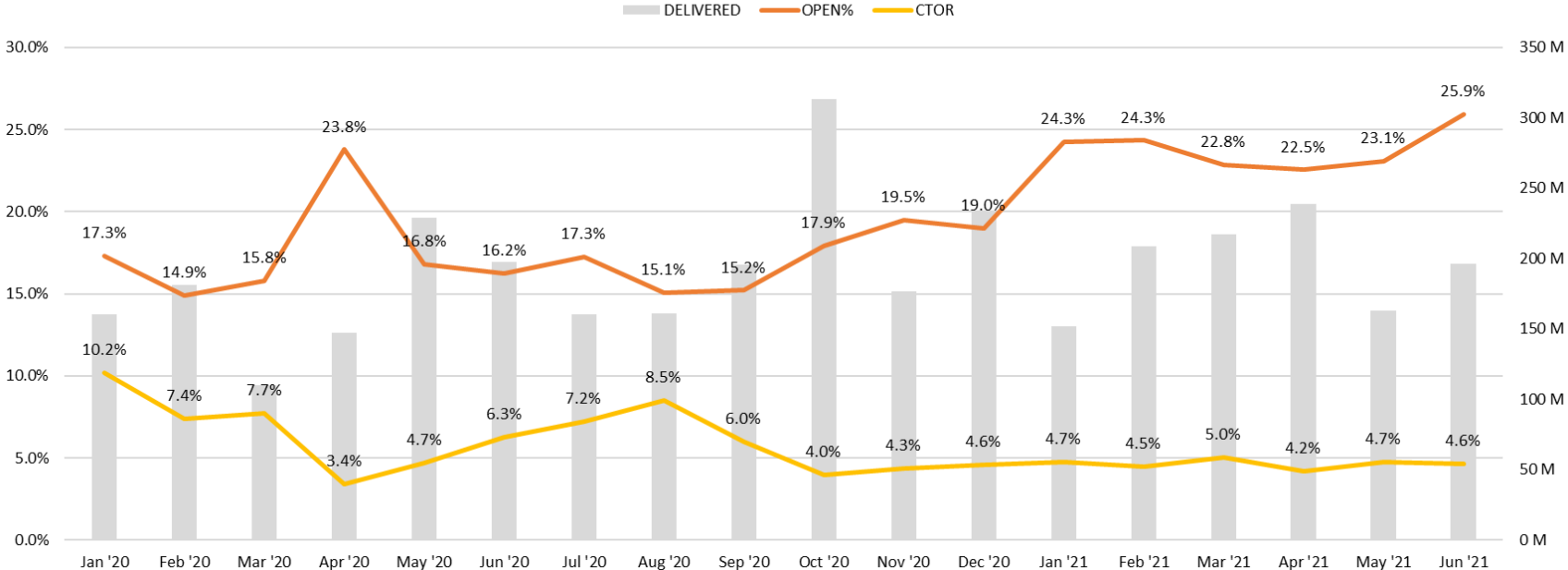
# MARRIOTT BONVOY

## EMAIL PROGRAM TOTALS: Jan-June 2021

	TOTAL	Brand	Cobrand CC	Continent Mktg.	Core Mktg.	METT	Informational	Lifecycle	Partner	Promotions	Travel Inspiration
% of Delivered Emails		9.5%	19.8%	9.6%	25.3%	4.4%	0.2%	1.3%	6.0%	9.8%	14.0%
DELIVERED	1.2 B	111.9 M	232.5 M	113.2 M	297.9 M	51.8 M	1827.3 K	14.7 M	70.8 M	115.6 M	165.1 M
DELIVERY RATE	98.9%	99.1%	99.6%	99.7%	98.1%	99.0%	98.1%	94.3%	99.7%	97.8%	99.7%
OPEN	279.5 M	31.7 M	45.8 M	28.5 M	72.6 M	8.7 M	498.6 K	3.9 M	17.8 M	26.9 M	43.0 M
OPEN RATE	23.8%	28.3%	19.7%	25.2%	24.4%	16.8%	27.3%	26.5%	25.2%	23.2%	26.1%
CLICK	12.9 M	2.2 M	930.5 K	1.1 M	4.0 M	433.2 K	36.2 K	916.8 K	564.2 K	1.4 M	1.4 M
CTR	1.10%	1.93%	0.40%	0.95%	1.34%	0.84%	1.98%	6.22%	0.80%	1.20%	0.86%
CTOR	4.6%	6.8%	2.0%	3.8%	5.5%	5.0%	7.3%	23.5%	3.2%	5.2%	3.3%
UNSUB	1.9 M	242.4 K	355.8 K	187.5 K	448.5 K	48.3 K	5709	50.6 K	100.0 K	215.7 K	279.9 K
UNSUB RATE	0.16%	0.22%	0.15%	0.17%	0.15%	0.09%	0.31%	0.34%	0.14%	0.19%	0.17%
BOOKINGS	126.5 K	5.3 K	10.3 K	18.7 K	54.3 K	5.4 K	42	10.8 K	3.6 K	11.5 K	6.6 K
ROOM NIGHTS	314.5 K	14.8 K	21.4 K	47.0 K	134.3 K	13.9 K	130	28.0 K	8.5 K	29.7 K	16.9 K
REVENUE	\$51.8 M	\$2.8 M	\$3.1 M	\$8.1 M	\$22.4 M	\$2.4 M	\$34.5 K	\$4.3 M	\$1.2 M	\$4.4 M	\$3.0 M
CONVERSION RATE	0.98%	0.24%	1.11%	1.74%	1.36%	1.25%	0.12%	1.18%	0.64%	0.83%	0.47%
BPK	0.11	0.05	0.04	0.17	0.18	0.10	0.02	0.73	0.05	0.10	0.04

# Monthly Engagement Trends

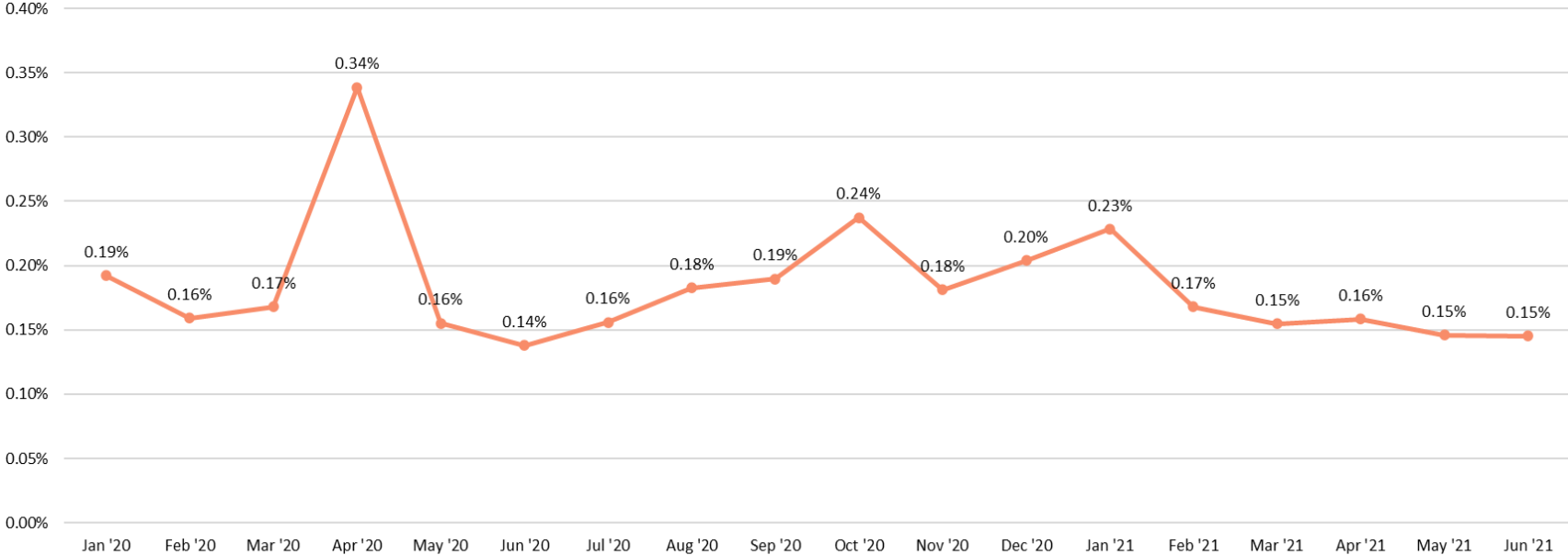
### Delivered, Open Rate & CTO Rate Trends





# Monthly Unsubscribe Rate Trends

Engagement Trends: Unsubscribe Rate



## New Campaign Dashboard Categories

NEW CATEGORIES	Category Description	For Example...
<b>Brand</b>	MI branded messages where the "friendly from" name is the actual brand name or business partner uses METT optimization	Brand BPP emails, HVMI Solos, and other branded Solos
<b>Cobrand CC</b>	Solo messages exclusively featuring a cobranded credit card	Acquisition and ECM campaigns (Welcome, Solos, Events)
<b>Continent Marketing</b>	Field-sponsored, solo marketing campaigns (NOT METT)	Regional Solos, Americas, Bonvoy Escapes
<b>Core Marketing</b>	Marketing campaigns intended to drive conversion and revenue, and not otherwise defined elsewhere (Moments, Partner, Boutiques, etc.,)	MAU, Program Solos, Abandoned Search, Holiday messages, MBV Boutiques
<b>METT</b>	Offers and targeting submitted and deployed through the Field METT Tool that run through METT optimization	Field METTs, Property Promotions
<b>Informational</b>	Service or transactional messages (may or may not have transactional footer)	Points Sharing, Research/Survey, CEC, Apology
<b>Lifecycle</b>	Triggered messaging to move customers through loyalty program lifecycle	Welcome, Achievers, Redemption, On Boarding
<b>Moments</b>	Includes Moments Solos, METTs and Bi-Monthly/Recurring campaigns	Special Events, Bi-Monthly Solos
<b>Partner</b>	Campaigns featuring Loyalty partner	Your World Rewards, United Airlines, Hertz, Cruises Only
<b>Promotions</b>	Includes Global Promo, Algorithmic Targeted Marketing and Model-based Offers	ATM, Points.com, Global Promotion Announcement & Reg Confirmations
<b>Travel Inspiration</b>	Messages that inspire travel and share travel tips & trends	Traveler, Project Wanderlust

# Silver Elite Inbox: June 2021

<input type="checkbox"/>			Marriott Bonvoy Bou.	<b>Inbox</b>	Member Exclusive: Enter To Win a 3-Night Hotel Stay and the Marriott Signature Bedding Set - Plus, explore summer bedding, home fragrance, amenities and more favorites from Mar...	Jun 29
<input type="checkbox"/>			Marriott Bonvoy	<b>Inbox</b>	Pittsburgh is Waiting - Enjoy our best rate guarantee, flexible cancellation, commitment to clean, and more. My Account MARRIOTT BONVOY™ Find & Reserve Erica, Pittsburgh IS WAI...	Jun 28
<input type="checkbox"/>			Marriott Bonvoy	<b>Inbox</b>	Trending in Travel: 6 Hotels With Thrilling Stories to Tell - You don't need to be a history buff to be impressed by these properties My Account MARRIOTT BONVOY™ Find & Reserve W...	Jun 26
<input type="checkbox"/>			Marriott Bonvoy	<b>Inbox</b>	Special Offer Reminder: 75K Bonus Points + up to \$150 in Statement Credits - Erica, apply now for our Marriott Bonvoy Business American Express Card. My Account MARRIOTT BON...	Jun 22
<input type="checkbox"/>			The Westin Ka'anapa.	<b>Inbox</b>	Erica, Your Westin exclusive expires June 23 - Last chance to reserve 5 nights on Maui with 15 months to travel for only \$698. Plus, receive your choice of a 6-day Avis Rental Car, OR ...	Jun 21
<input type="checkbox"/>			Marriott Bonvoy Tra.	<b>Inbox</b>	Ready, Set, Road Trip! - 🚗 Discover top drives in the US and beyond Find ERICA Marriott Bonvoy Traveler Find & Reserve Find Get Ready for a Summer Road Trip, Erica All signs point ...	Jun 19
<input type="checkbox"/>			Marriott Bonvoy	<b>Inbox</b>	Kick Off Summer with a Texas Road Trip - Stay Longer, Discover More User Icon Erica logo Find & Reserve Search Icon logo User Icon Erica FIND AND RESERVE Offer Hero FIRST STO...	Jun 18
<input type="checkbox"/>			Marriott Bonvoy	<b>Inbox</b>	It's the Summer of Erica! - Enjoy up to 25% off weekend getaways and resorts across the US, Caribbean & Latin America My Account MARRIOTT BONVOY™ Find & Reserve Best Rates...	Jun 17
<input type="checkbox"/>			Marriott Bonvoy	<b>Inbox</b>	Last Chance to Choose: 100K Points or 50K Points - Pick the Boundless or Bold Card by June 17 My Account MARRIOTT BONVOY™ Find & Reserve You choose Select your Card and ...	Jun 11
<input type="checkbox"/>			Marriott Bonvoy	<b>Inbox</b>	Your Marriott Bonvoy Account Update: Special Offers, Benefits & More - See What's New in June My Account Find & Reserve Silver Elite   799 Points Go ahead, stay awhile Stay at leas...	Jun 10
<input type="checkbox"/>			Homes & Villas by M.	<b>Inbox</b>	Late summer private home rentals - HOMES & VILLAS BY MARRIOTT INTERNATIONAL MEMBER OF MARRIOTT BONVOY(TM) Hello, Erica FIND AND RESERVE Hello, Erica FIND AND R...	Jun 8
<input type="checkbox"/>			Marriott Bonvoy	<b>Inbox</b>	Summer is here, and we can't wait to see you! - Here's what you need to know about travel right now: updated member benefits, housekeeping guidelines, newest resorts and more. M...	Jun 4
<input type="checkbox"/>			Marriott Bonvoy	<b>Inbox</b>	Limited Time: Get 30% off Points - There's still time to get more for less. My Account MARRIOTT BONVOY™ Find & Reserve New! Now you can buy up to 150000 points through June ...	Jun 3
<input type="checkbox"/>			Marriott Bonvoy	<b>Inbox</b>	Special Offer: Earn 75K Bonus Points + up to \$150 in Statement Credits - Erica, apply now for our Marriott Bonvoy Business Amex Card. My Account MARRIOTT BONVOY™ Find & Res...	Jun 2
<input type="checkbox"/>			Marriott Bonvoy	<b>Inbox</b>	Now Get Even More Points on Every Dine! - Special offer from Eat Around Town by Marriott Bonvoy. My Account MARRIOTT BONVOY™ Find & Reserve Satisfy your appetite for more ...	Jun 1

# Silver Elite Inbox: May 2021

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Marriott Bonvoy	Inbox	Trending in Travel: 6 private hideaways that celebrate the beauty of nature - Erica, discover the very best of Mother Nature at these Homes & Villas by Marriott International My Accou...	May 29
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Marriott Bonvoy	Inbox	Choose Your Offer: 100K Points or 50K Points - Get the Boundless or Bold Card now. My Account MARRIOTT BONVOY™ Find & Reserve You choose Select your Card and apply by 6/1...	May 26
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Marriott Bonvoy Bou.	Inbox	Shop Backyard Summer Essentials From Your Favorite Hotels 🏡 - Stock up on comfortable and chic patio furniture, stylish poolside accessories and more. my account MARRIOTT B...	May 24
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Marriott Bonvoy Tra.	Inbox	12 of the Most Perfect Resorts for a Weekend Escape - Itineraries to help you plan the Best. Weekend. Ever. Find ERICA Marriott Bonvoy Traveler Find & Reserve Find The Art of the W...	May 22
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Homes & Villas by M.	Inbox	Celebrate with us and save 10% - Book from 5/18/21 – 5/20/21 and save. HOMES & VILLAS BY MARRIOTT	May 18
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	The Westin Ka'anapa.	Inbox	Erica, Your Westin exclusive expires May 20 - Last chance to reserve 5 nights on Maui with 15 months to travel for only \$698. Plus, receive your choice of a 6-day Avis Rental Car, OR 1...	May 17
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Marriott Bonvoy	Inbox	Ready to Earn Double on Flights and Stays? - Register for Your World Rewards now. My Account MARRIOTT BONVOY™ Find & Reserve Marriott Bonvoy™ Landing page: Your World R...	May 17
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Marriott Bonvoy	Inbox	Your Marriott Bonvoy Account Update: Special Offers, Benefits & More - See What's New in May My Account Find & Reserve Silver Elite   721 Points Donate points to support pandemi...	May 14
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	The Westin Ka'anapa.	Inbox	Erica, Your Westin exclusive expires May 13 - Last chance to reserve 5 nights on Maui with 15 months to travel for only \$698. Plus, receive your choice of a 6-day Avis Rental Car, OR 1...	May 10
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Marriott Bonvoy	Inbox	Choose Your Offer: 100K Points or 50K Points - Get the Boundless or Bold Card now. My Account MARRIOTT BONVOY™ Find & Reserve You choose Select your Card and apply by 6/1...	May 10
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Element by Westin	Inbox	Thrive On The Road With Element Hotels - Element Hotels. Stay in your element logo Find & Reserve > Offer Hero Discover Studio Commons Find your hotel home away from home wit...	May 7
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Marriott Bonvoy	Inbox	Erica's Summer Travel Planner - Enjoy up to 25% off resort vacations, save on staycations, plus much more! My Account MARRIOTT BONVOY™ Find & Reserve Our Best Member Rate...	May 6
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Marriott Bonvoy	Inbox	Dallas is Waiting - Enjoy our best rate guarantee, flexible cancellation, commitment to clean, and more. My Account MARRIOTT BONVOY™ Find & Reserve Erica, Dallas IS WAITING Ar...	May 5
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	The Westin Ka'anapa.		Erica, You Deserve an Exclusive Vacation - Reserve 5 nights on Maui with 15 months to travel for only \$698. Plus, receive your choice of a 6-day Avis Rental Car, OR 15,000 Marriott Bonvoy P...	May 3
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Marriott Bonvoy		Last Chance: 125,000 Bonus Points + up to \$200 in Statement Credits - Apply by 5/12 for the Marriott Bonvoy Brilliant Amex Card. My Account MARRIOTT BONVOY™ Find & Reserve Last Ch...	May 3

# Silver Elite Inbox: April 2021

<input type="checkbox"/>			Marriott Program He.	Thank you for your order - Order # 134181930 - Here's your order confirmation. View in web browser. YOUR ORDER HAS BEEN RECEIVED! April 30, 2021 Hi, Erica. Thank you for your order! Y...	Apr 30
<input type="checkbox"/>			Marriott Program He.	Thank you for your order - Order # 134181917 - Here's your order confirmation. View in web browser. YOUR ORDER HAS BEEN RECEIVED! April 30, 2021 Hi, Erica. Thank you for your order! Y...	Apr 30
<input type="checkbox"/>			Marriott Program He.	Your Rewards cart has been left unattended - You left something in your shopping bag. View in web browser. The item you left in your cart is only a click away. Samsung 27" Smart Monitor ...	Apr 30
<input type="checkbox"/>			Marriott Bonvoy	EXTENDED: Free Night Awards and Points Expiration - Update on Your Program Benefits My Account Find & Reserve GOOD NEWS, Erica! More Time to Use Your Points & Free Night Awards ...	Apr 29
<input type="checkbox"/>			Marriott Bonvoy Esc.	Save 25% and Make Mother's Day Memorable - Book by Sunday and choose from 1,500+ hotels. my account Find & Reserve Treat the Mom in your life to a getaway she'll love this May. Book...	Apr 28
<input type="checkbox"/>			Marriott Bonvoy	Choose Your Offer: 100K Points or 50K Points - Get the Boundless or Bold Card now. My Account Find & Reserve You choose Select your Card and apply by 6/17/2021. Marriott Bonvoy Boun...	Apr 27
<input type="checkbox"/>			Marriott Bonvoy	Trending in Travel: How to Live for the Now - Erica, turn moments into memories at our hotels & resorts in the U.S. & Canada My Account Find & Reserve What's Trending in Travel Make the ...	Apr 24
<input type="checkbox"/>			Marriott Bonvoy Bou.	Create Your Own Backyard Paradise 🌞 - Including outdoor essentials, lush fragrances, plus cool and comfortable bedding my account Find & Reserve MAKE THE MOST OF YOUR DAYS (AN...	Apr 22
<input type="checkbox"/>			The Ritz-Carlton	Discover The Ritz-Carlton at Sea - Plan your next voyage with The Ritz-Carlton Yacht Collection THE RITZ-CARLTON Yacht COLLECTION DISCOVER THE FREEDOM OF A YACHT VACATION EX...	Apr 21
<input type="checkbox"/>			Marriott Bonvoy	<b>Inbox</b> There's Still Time: Earn 125,000 Bonus Points - Plus, up to \$200 in statement credits. Apply now! My Account MARRIOTT BONVOY™ Find & Reserve Limited-time offer Earn 125000 B...	Apr 20
<input type="checkbox"/>			Marriott Bonvoy	<b>Inbox</b> Are you ready, Erica? We're ready! - Our best rates guaranteed, flexible cancellation policy and commitment to clean offer peace of mind. My Account MARRIOTT BONVOY™ Find & Re...	Apr 20
<input type="checkbox"/>			Marriott Bonvoy	Save 25% on Your Spring Getaway - Bring the whole family to a spacious villa resort. My Account MARRIOTT BONVOY™ Find & Reserve Exclusively for Silver members: More space for your ...	Apr 20
<input type="checkbox"/>			Marriott Bonvoy Tra.	8 Wellness Vacations Around the Globe - Plus, where to travel in May and our binge-worthy reading list Find ERICA Marriott Bonvoy Traveler Find & Reserve Find Plan a Spirit-Lifting Journey, ...	Apr 17
<input type="checkbox"/>			Shop Marriott	Your One-Stop Shop for All Things Comfort - 25% off starts now! Make the most out of staying in bed with the Marriott Bed, supportive pillows, all-season bedding, and premium hotel linens...	Apr 15
<input type="checkbox"/>			Marriott Bonvoy	New for You: Earn with Marriott Bonvoy and Uber - Plus, get 2000 bonus points for a limited time. My Account MARRIOTT BONVOY™ Find & Reserve Marriott Bonvoy™ and Uber have arrive...	Apr 15
<input type="checkbox"/>			Uber	Earn Marriott Bonvoy points with Uber - Link your account and get rewarded for the things you do every day. Marriott Bonvoy™ and Uber have teamed up When you ride with Uber and order t...	Apr 14
<input type="checkbox"/>			Homes & Villas by M.	Build your travel bucket list the easy way - Book a private home rental for your next vacation. <span style="float: right;">HOMES &amp; VILLAS</span>	Apr 13
<input type="checkbox"/>			Marriott Bonvoy	Puerto Rico is Waiting - Enjoy our best rate guarantee, flexible cancellation, commitment to clean, and more. My Account MARRIOTT BONVOY™ Find & Reserve Erica, Puerto Rico IS WAITIN...	Apr 13
<input type="checkbox"/>			Marriott Bonvoy	You Choose: Boundless or Bold - Boundless: 75K bonus points. Bold: 30K bonus points. My Account MARRIOTT BONVOY™ Find & Reserve Choose your card Get the bonus points and benef...	Apr 12
<input type="checkbox"/>			Marriott Bonvoy	Your Marriott Bonvoy Account Update: Special Offers, Benefits & More - See What's New in April My Account Find & Reserve Silver Elite   78221 Points Limited time only Better Two-gether N...	Apr 8
<input type="checkbox"/>			Marriott Bonvoy	Reminder: Earn 125,000 Bonus Points + up to \$200 in Statement Credits - Apply now for the Marriott Bonvoy Brilliant Amex Card. My Account MARRIOTT BONVOY™ Find & Reserve Limited-t...	Apr 6
<input type="checkbox"/>			Marriott Bonvoy	NEW FOR YOU: Save 25% on Washington D.C Day Passes - Enjoy 12 uninterrupted hours of work from your own private hotel room. My Account MARRIOTT BONVOY™ Find & Reserve ESCAP...	Apr 5
<input type="checkbox"/>			Marriott Bonvoy	Just a Few Weeks Left to Earn Double, Erica - Earn toward free nights faster, now through April 27. My Account MARRIOTT BONVOY™ Find & Reserve Better Two-gether Better Two-gether W...	Apr 1