

# Marriott Bonvoy *Q4 2021 Email Performance Review* *+ January 2022*

February 16, 2022

MARRIOTT  
**BONVOY**<sup>®</sup>

THE DALMAR, FORT LAUDERDALE,  
A TRIBUTE PORTFOLIO HOTEL, FLORIDA, USA



# Today's Agenda

- Q4 2021 Performance Summary
- January 2022 Performance Summary
- Campaign Highlights
- Industry Examples
- Actionable Insights

# Q4 2021 PERFORMANCE SUMMARY & RECOMMENDATIONS

# Sent Over 188M Dedicated Solo Emails To Support Q4 Initiatives

Additional support provided as ride-a-long messages or features in other core campaigns

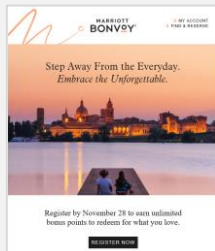
## EAT LTO

Delivered: 7M  
CTR: 1.5%



## Q3 GloPro Reminders

Delivered: 58M  
CTR: 2.5%



(Excludes Confirms)

## All-Inclusive

Delivered: 27M  
CTR: 1.6%



## Week of Wonders

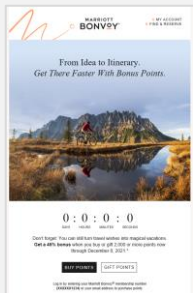
Delivered: 30M  
CTR: 0.63%



(Launch Solo)

## Q4 Points Promo

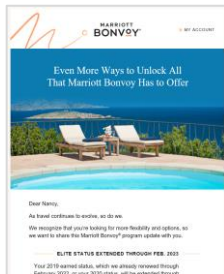
Delivered: 18M  
CTR: 0.61%



(Launch Solo + Reminder)

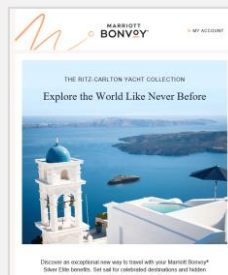
## Dynamic Pricing

Delivered: 34M  
CTR: 0.46%



## RCYC + MBV

Delivered: 14M  
CTR: 1.2%



## Other Supported Initiatives:

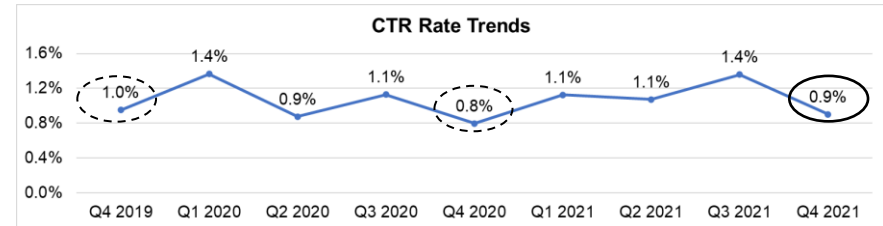
Cobrand ECM & ACQ  
Moments  
Partnerships  
Global Local  
Regional Offers

\*Data reflects point in time reporting and does not include ride-a-long messages/features in other email campaigns

# Q4 2021 QoQ Performance Overview

|  |   |   |
|--|---|---|
| <b>36.2 M</b><br>Email Subscribers*<br>as of Dec '21<br>+1.1% MoM  | <b>726.0 M</b><br>Delivered Emails<br>+33.7% QoQ<br>+0.3% YoY | <b>146.5 M</b><br><i>Opens</i><br>+8.3% QoQ<br>+8.6% YoY      |
| <b>20.2%</b><br><i>Open Rate</i><br>-4.7 pts. QoQ<br>+1.5 pts. YoY | <b>6.5 M</b><br>Clicks<br>-11.5% QoQ<br>+13.5% YoY            | <b>0.9%</b><br>CTR<br>-0.5% QoQ<br>+0.1 pts. YoY              |
| <b>4.5%</b><br><i>CTOR</i><br>-1.0 pts. QoQ<br>+0.2 pts. YoY       | ---<br>Unsub. Rate<br>QoQ<br>YoY                              | <b>64.9 K</b><br>Bookings<br>+7.4% QoQ<br>+54.1% YoY          |
| <b>146.0 K</b><br>Room Nights<br>+7.2% QoQ<br>+55.6% YoY           | <b>\$25.3 M</b><br>Revenue<br>+6.2% QoQ<br>+82.2% YoY         | <b>0.09</b><br>Bookings/Dlvd. (K)<br>-19.7% QoQ<br>+53.7% YoY |

- Most engagement KPIs & financials increased QoQ
- Open activity impacted by Apple iOS update, understated
- Open rate & CTOR now unreliable KPIs
- Channel focus shifts to click activity and audience health
- Continue tracking post-click conversion activity for enhanced performance measurements
- CTR trends in Q4 consistent with previous time periods

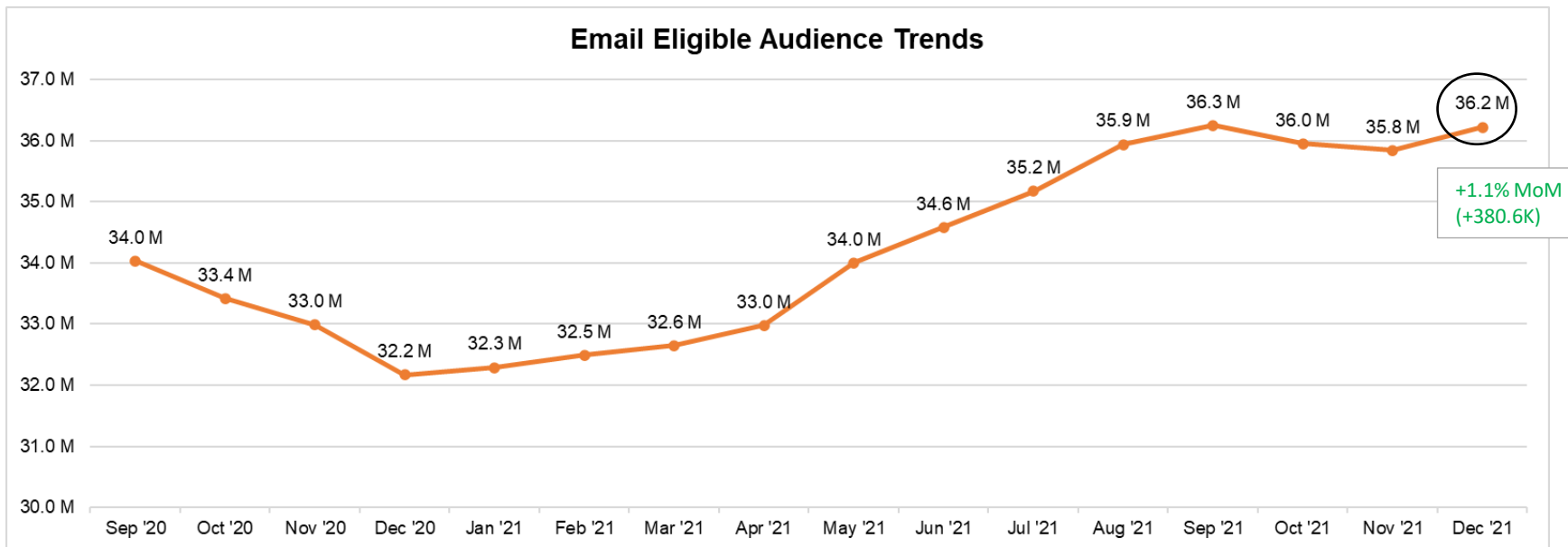


- Emailable audience continues to grow through year-end (December's contactable counts +1% MoM)



# 36.2M Emailable Customers as of January 1<sup>st</sup>, 2022

- Both member and non-member audience counts increased MoM (+1.1%, +380K customers MoM)
- Leverage growth trends to set 2022 goals

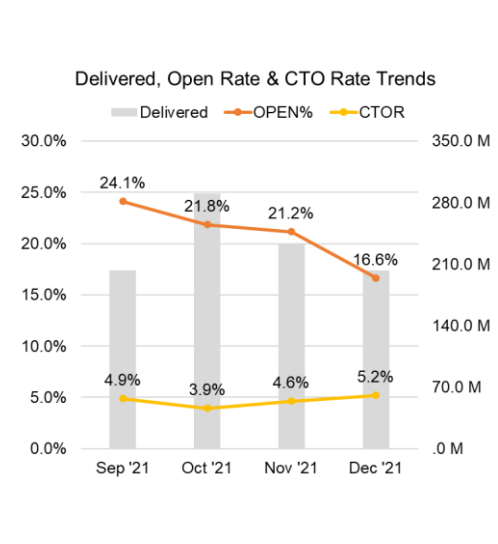
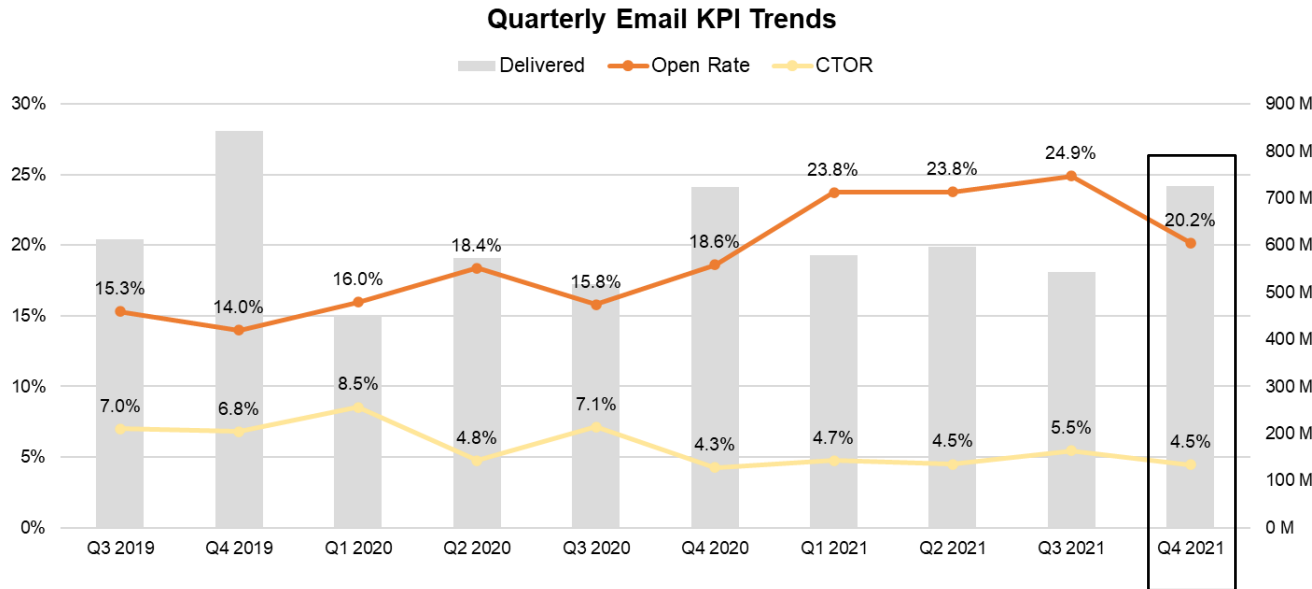


Report date: January 1, 2022

Emailable customers = members & non-members globally; does not include anyone on a suppression list

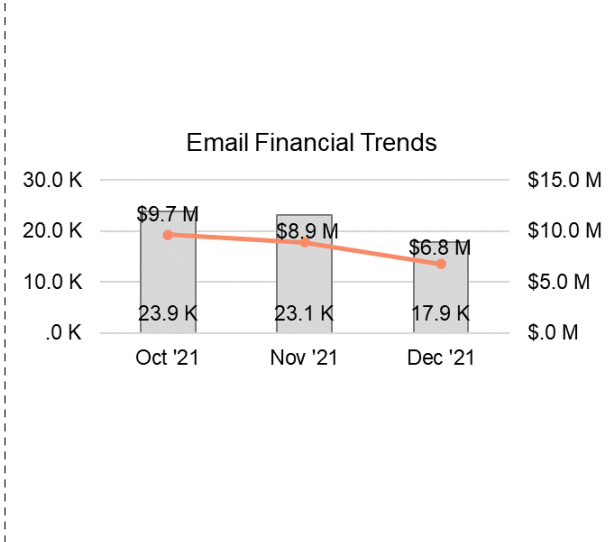
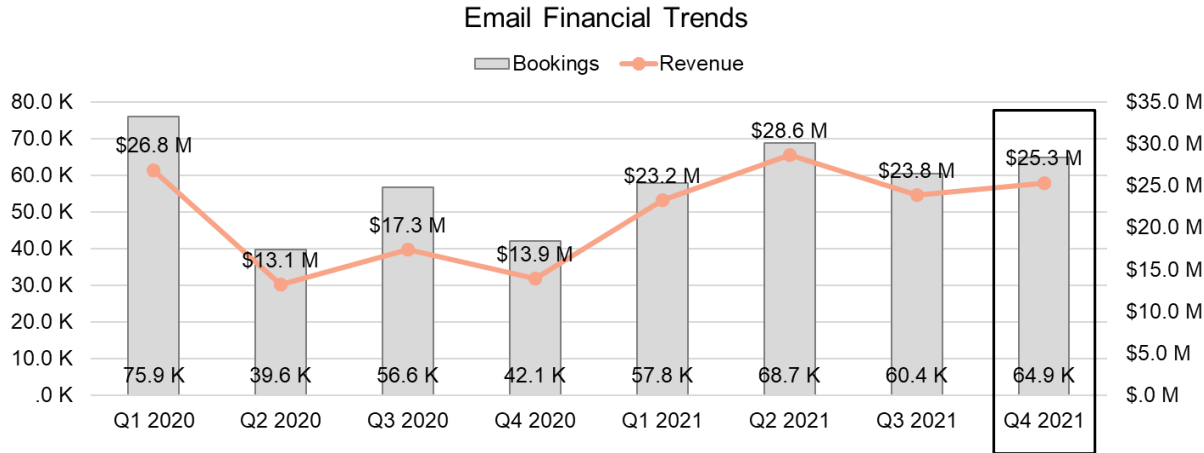
# Visible Engagement Impacts From Apple iOS Update In September 2021

- Open rates and CTOR unreliable until non-Apple activity can be tracked separately
- Typical seasonal impacts also influenced December engagement



# Higher Financials QoQ

- Several booking and revenue driving solos contributed to QoQ financial gains
  - Oct. '21 Week of Wonders solos (combined): \$1.8M
  - Oct '21 Dynamic Pricing solo: \$1.4M
  - Nov '21 America's Cyber Solo: \$1.4M
- Continue to send timely messages like the above in Q4 to help combat seasonal engagement lows





# Consistent Seasonal Lows In Q4 2021 For All Members

Deliveries increased to support Q4 initiatives  
 CTRs aligned with previous year levels for most

| Q4 '20 - Q4 '21 Engagement Trends |                |                  |              |                  |             |             |             |            |
|-----------------------------------|----------------|------------------|--------------|------------------|-------------|-------------|-------------|------------|
| Segment                           | Delivered      | Delivered Trends | Open Rate    | Open Rate Trends | CTOR        | CTOR Trends | CTR         | CTR Trends |
| NON-MEMBER                        | 129.5 M        |                  | 18.6%        |                  | 1.8%        |             | 0.3%        |            |
| BASIC                             | 418.0 M        |                  | 19.2%        |                  | 3.3%        |             | 0.6%        |            |
| SILVER                            | 72.8 M         |                  | 23.7%        |                  | 7.4%        |             | 1.8%        |            |
| GOLD                              | 59.5 M         |                  | 21.3%        |                  | 5.6%        |             | 1.2%        |            |
| PLATINUM                          | 22.4 M         |                  | 25.7%        |                  | 11.2%       |             | 2.9%        |            |
| TITANIUM                          | 20.5 M         |                  | 28.4%        |                  | 12.3%       |             | 3.5%        |            |
| AMBASSADOR                        | 3.2 M          |                  | 27.8%        |                  | 12.0%       |             | 3.3%        |            |
| <b>Total</b>                      | <b>725.9 M</b> |                  | <b>20.2%</b> |                  | <b>4.5%</b> |             | <b>0.9%</b> |            |

# Recommendations

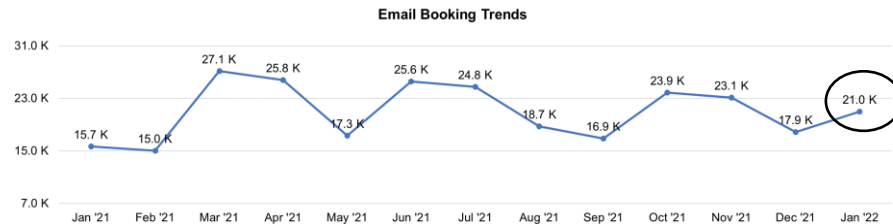
- Leverage 2021 performance trends to determine 2022 goals
  - Revisit channel and campaign-level goals
  - Consider that open rates were impacted by Apple update
  - Determine if new KPIs are needed:
    - Focus on click counts to measure email traffic
    - Trend CTRs to measure audience engagement
    - Track unsubscribe rate to measure audience health
    - Shift relevant conversion rates to primary KPI
- Continue to leverage email technologies to optimize engagement (PCIQ subject lines/content)
- Continue to send timely messages in Q4 like program updates and Week of Wonders to help combat seasonal engagement lows
- Two new email personalization abilities in 2022; initial use cases defined – rollout plan forthcoming
  - 3rd party data (TSP) to help improve content targeting
  - Send Time Optimization to help lift open activity

# January 2022 Performance Summary

# January 2022 Performance Overview

|  |   |  |
|--|---|--|
| <p><b>36.1 M</b><br/>Email Subscribers*<br/>-0.2% MoM</p>                  | <p><b>177.2 M</b><br/>Delivered Emails<br/>-12.7% MoM<br/>-13.0% vs. Avg.</p> | <p><b>33.0 M</b><br/>Opens<br/>-2.2% MoM<br/>-29.4% vs. Avg.</p>             |
| <p><b>18.6%</b><br/>Open Rate<br/>+2.0 pts. MoM<br/>-4.3 pts. vs. Avg.</p> | <p><b>2.3 M</b><br/>Clicks<br/>+29.7% MoM<br/>+1.7% vs. Avg.</p>              | <p><b>1.3%</b><br/>CTR<br/>+0.4 pts. MoM<br/>+0.2 pts. vs. Avg.</p>          |
| <p><b>6.9%</b><br/>CTOR<br/>+1.7 pts. MoM<br/>+2.1 pts. vs. Avg.</p>       | <p><b>0.19%</b><br/>Unsub. Rate<br/>+0.01 pts. MoM<br/>--- vs. Avg.</p>       | <p><b>21.0 K</b><br/>Bookings<br/>+17.4% MoM<br/>+0.0% vs. Avg.</p>          |
| <p><b>49.3 K</b><br/>Room Nights<br/>+28.5% MoM<br/>-0.9% vs. Avg.</p>     | <p><b>\$9.5 M</b><br/>Revenue<br/>+40.5% MoM<br/>+12.9% vs. Avg.</p>          | <p><b>0.12</b><br/>Bookings/Dlvd. (K)<br/>+34.4% MoM<br/>+15.0% vs. Avg.</p> |

- Fewer deliveries characteristic of previous years
- Open declines reflect suppression of Apple activity
- Q1 Global Promo solo helped lift overall click activity
  - Announcement made up 15% of Jan deliveries and generated 21% of clicks; strong CTR of 1.8%
- Several campaigns, including Core MAU, contributed to financial gains this month; top booking solos:
  - Global Promo (1.8K), ECM FNA Reminder (1.7K), America's solo (1.3K)

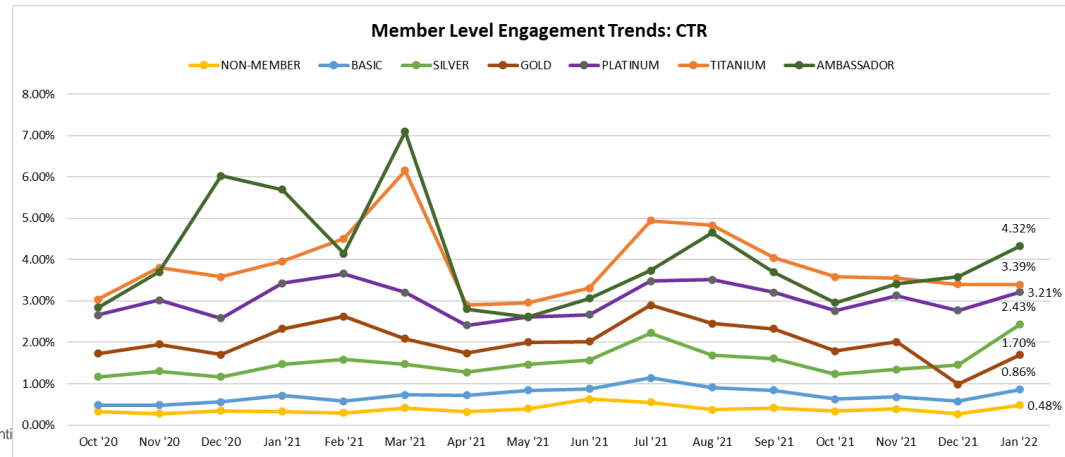
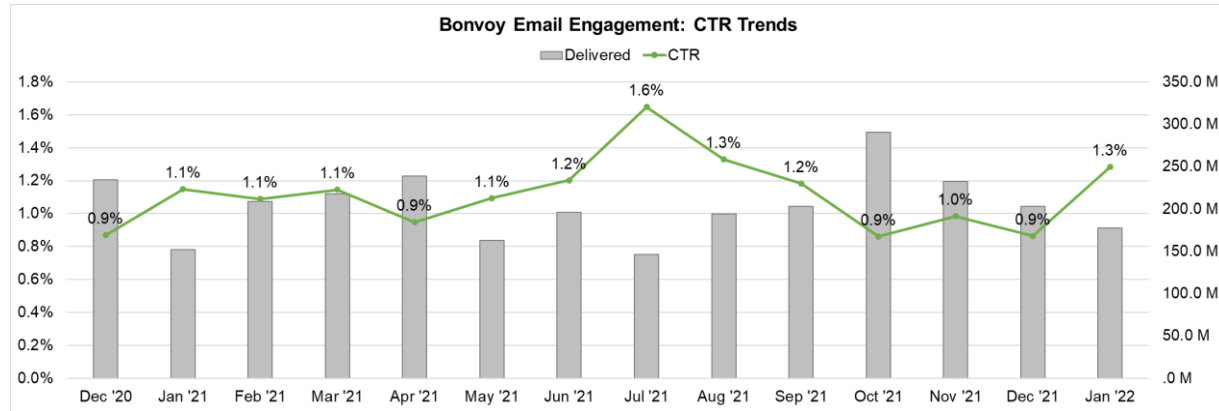


# Click Activity Increased in January

Overall CTR +0.4 pts. MoM and +0.2 pts. YoY

Increases consistent for most levels, except Titanium was flat MoM

Elites had high click activity on global promo solo



# Campaign Highlights

MAU Q4 Engagement Trends

Luxury MAU Engagement Trends

Year In Review Performance Summary

# Core MAU: Q4 2021

## Sample Creative

(ENG Version)

October 2021

200,000 points Gold Elite XXXXXX1234

MY ACCOUNT FIND & RESERVE

First Last  
We hope you enjoyed your recent stay with Marriott Bonvoy®

MY BENEFITS

25 Nights This Year

VIEW ACTIVITY

You have a Free Night Award available to redeem.\*  
Certain hotels have resort fees.

Step Away From the Everyday.  
*Embrace the Unforgettable.*

Register now, then earn more toward what you love. Earn 1,500 bonus points on each stay\*, plus get 3,000 more points on stays at All-Inclusive by Marriott Bonvoy® resorts.

REGISTER NOW

THE POINTS GUY

Vote Marriott Bonvoy

We're honored to be nominated in four Readers' Choice categories in The Points Guy Awards. We'd love your vote before October 15.

VIEW NOW

Reinvent Resort Travel

November 2021

1,000,000 points Titanium Elite XXXXXX1234

MY ACCOUNT FIND & RESERVE

Firstnamelong Last  
We hope you enjoyed your recent stay with Marriott Bonvoy®

MY BENEFITS

75 Nights This Year

VIEW ACTIVITY

You have a Free Night Award available to redeem.\*  
Certain hotels have resort fees.

Earn 1,500 Bonus Points on Each Stay

Don't miss out. Book now to earn 1,500 bonus points on each stay. Plus, get 3,000 more points on stays\* at All-Inclusive by Marriott Bonvoy® resorts.

EARN MORE

Select your Annual Choice Benefit by December 31, 2021.

Gift a Marriott Bonvoy Moment

Share an extraordinary experience with loved ones this season.

VIEW MOMENTS

December 2021

0 points Member XXXXXX4450

MY ACCOUNT FIND & RESERVE

Rachael Whitley  
You're 10 nights away from Marriott Bonvoy® Silver Elite status.

MY BENEFITS

0 Nights This Year

BOOK YOUR FIRST STAY

You have a Free Night Award available to redeem.\*  
Certain hotels have resort fees.



Find Your Wonderland

Make your travel dreams a reality with thousands of hotels to choose from across 30 extraordinary brands.

BOOK NOW

Embrace the Great Outdoors

Marriott Bonvoy will match your points donation to the National Park Foundation this holiday season.

DONATE POINTS

Discover a Perfect Destination

From mountainside bliss to culinary delights, find getaways to match your desires.



BEACH ESCAPES

FAMILY FAVORITES

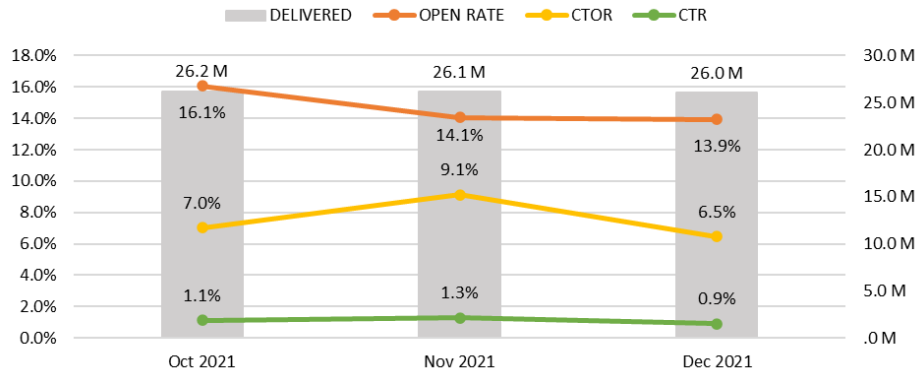
OUTDOOR GETAWAYS

# Core MAU: Engagement Trends

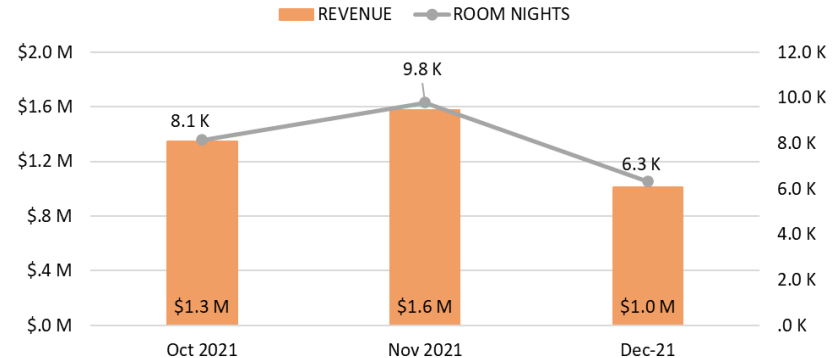
- Apple update continues to be a noticeable impact in open activity and open rates compared to previous periods
- Softer booking message in Dec hero and typical seasonal lows influenced engagement; hero click activity -14 pts. MoM
- Oct & Nov Global Promo messages contributed to overall Q4 engagement and QoQ booking lifts

|                  | MAU Q4 2021    | YoY       | QoQ        |
|------------------|----------------|-----------|------------|
| Delivered        | <b>78.4 M</b>  | -4.3%     | +5.5%      |
| <i>Opens</i>     | <i>11.5 M</i>  | -36.2%    | -31.0%     |
| <i>Open Rate</i> | <i>14.7%</i>   | -7.4 pts. | -7.8 pts.  |
| Clicks           | <b>864.8 K</b> | -9.3%     | -29.2%     |
| CTR              | <b>1.1%</b>    | -0.1 pts. | -0.5 pts.  |
| <i>CTOR</i>      | <i>7.5%</i>    | +2.2 pts. | +0.19 pts. |
| Unsub. Rate      | ---            | ---       | ---        |
| Bookings         | <b>11.3 K</b>  | +58.9%    | +4.8%      |
| Room Nights      | <b>24.2 K</b>  | +58.1%    | -0.2%      |
| Revenue          | <b>\$3.9 M</b> | +74.7%    | -10.4%     |

### MAU Q4 2021 Engagement Trends



### MAU Q4 2021 Financial Trends





# Core MAU: Top Performing Q4 2021 Content

**Account Box** consistently captured over 33% of email clicks each month

## Other Top Performing Content:

*Does not include header, footer, and account box click activity*

- **Q3 Global Promo:** Both Oct and Nov hero's were #1 and #2 most clicked; strongest engagement was in Nov (27% of clicks; over 78K module clicks)
- **Leisure Destinations:** consistent level of engagement each month
  - #2 most clicked in Nov & Dec and #5 in Oct
  - Consider returning module in 2022 as evergreen, scheduled content - use PCIQ winners
  - Expand geo-targeting to other regions to increase relevancy as module continues to be the #2 most clicked in EMEA
- **EAT LTO:** Oct offer was #4 most clicked in Q4 (13.8K clicks)
- **Dec Year-End Hero:** generated over 562 bookings from those ready for their next trip; more than Oct and Nov GloPro hero bookings

## Account Box Creative



## Nov: Q3 Promo Hero



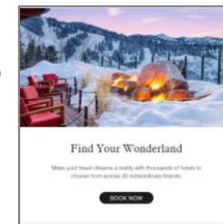
## Leisure Destinations



## Oct: EAT LTO

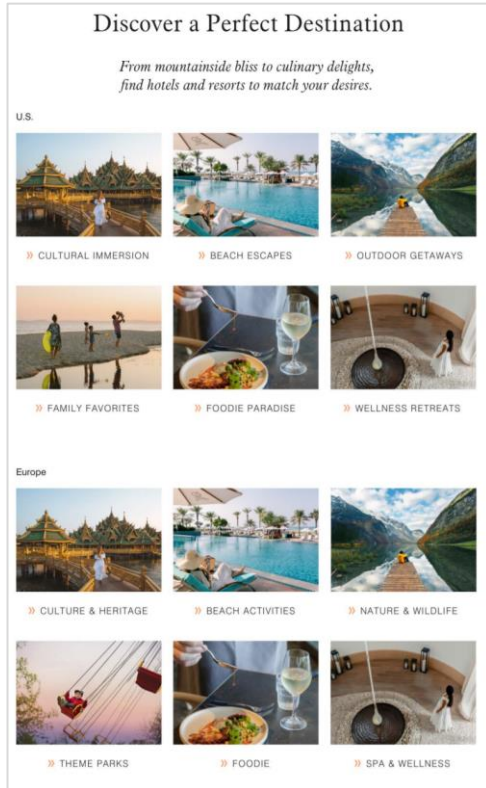


## Dec: Year-End Hero



# PCIQ Leisure Destinations Performance Results

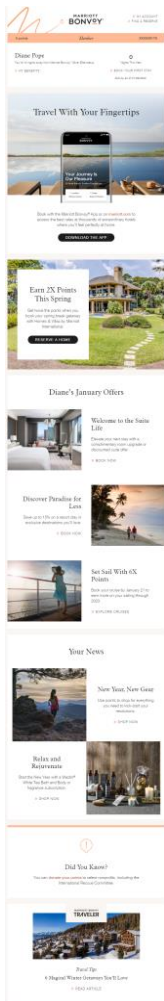
(Core MAU)



## Initial observations:

- Reporting combines U.S. and Europe results; separate segments needed for individual tracking
- Category click rates varied across months; this could be affecting the recommendations, as the model used historical data for predictions
- Click rates seem to be more driven by the content (images/texts etc) than the category itself
- Partnering with Epsilon on next steps and future optimization efforts

| DeploymentDate_M | Model  | Overall Unique Click Rate | Unique Click Rate for each category |         |        |        |            |          |
|------------------|--------|---------------------------|-------------------------------------|---------|--------|--------|------------|----------|
|                  |        |                           | BEACH                               | CULTURE | FOODIE | NATURE | THEME PKS. | WELLNESS |
| 11/19/2021       | ML1    | 5.500%                    | 5.5%                                | 5.4%    | 5.5%   | 5.7%   | 5.7%       | 5.5%     |
|                  | Random | 5.538%                    | 5.5%                                | 5.6%    | 5.6%   | 5.5%   | 5.6%       | 5.5%     |
|                  | Lift   | -0.69%                    | 0.00%                               | -2.72%  | -1.21% | 3.69%  | 0.93%      | -0.26%   |
| 12/17/2021       | ML1    | 5.065%                    | 5.06%                               | 5.23%   | 5.06%  | 5.02%  | 5.18%      | 5.03%    |
|                  | Random | 5.052%                    | 5.02%                               | 4.98%   | 5.17%  | 5.10%  | 4.99%      | 5.06%    |
|                  | Lift   | 0.26%                     | 0.80%                               | 4.95%   | -2.15% | -1.45% | 3.74%      | -0.49%   |
| 12/17/2021       | ML3    | 5.046%                    | 5.05%                               | 4.99%   | 5.07%  | 5.00%  | 4.85%      | 5.09%    |
|                  | Random | 5.052%                    | 5.02%                               | 4.98%   | 5.17%  | 5.10%  | 4.99%      | 5.06%    |
|                  | Lift   | -0.11%                    | 0.56%                               | 0.20%   | -1.79% | -1.88% | -2.69%     | 0.55%    |



# MAU Performance Summary: January 2022

All Versions: Global English (January 14<sup>th</sup>) + In-Lang. (January 20<sup>th</sup>)

| Metrics          | January 2022   | MoM        | vs. MAU Avg. |
|------------------|----------------|------------|--------------|
| Delivered        | <b>26.4 M</b>  | +1.5%      | +1.6%        |
| <i>Opens</i>     | <i>5.3 M</i>   | +45.2%     | +1.3%        |
| <i>Open Rate</i> | <i>19.9%</i>   | +6.0 pts.  | -0.1 pts.    |
| Clicks           | <b>272.3 K</b> | +16.3%     | -22.0%       |
| CTR              | <b>1.0%</b>    | +0.1 pts.  | -0.3 pts.    |
| <i>CTOR</i>      | <i>5.2%</i>    | -1.3 pts.  | -1.5 pts.    |
| Unsub Rates      | <b>0.14%</b>   | +0.02 pts. | ---          |
| Bookings         | <b>3.7 K</b>   | +27.6%     | -10.7%       |
| Room Nights      | <b>8.5 K</b>   | +35.2%     | -12.7%       |
| Revenue          | <b>\$1.6 M</b> | +63.0%     | +0.3%        |

- Performance rebounded MoM with stronger open and click activity and financials
- CTR was steady MoM but slightly below average
- Most of the clicks went to offer content in secondary modules – consistent for all member levels
- Expected engagement increases with Feb mailing – including broad promotions or targeted offers in the hero lifts performance
  - Next month: Q1 Global Promo featured in hero



# Lux MAU: Q4 2021

## Sample Creative

October 2021

MY ACCOUNT FIND & RESERVE

SEARCH PROPERTY CATEGORIES RESORTS W MEMBERSHIP

**Experience Two Remarkable Resorts in Santorini**

The Luxury Collection hotels offer discerning guests the choice of two exclusive resorts that celebrate the very best of the Greek Isles. At **Andaz**, enjoy a private wine tasting in the historic, 400-year-old stone wine caves. Or travel to **Markis**, where the captain of your own private catamaran prepares the freshest seafood straight from the Aegean Sea.

EXPLORE THE LUXURY COLLECTION

Discover More Extraordinary Resorts  
Experience the healing, restorative powers of the sea.

**Endless Sunshine in Mauritius**  
Relax along the white sandy beach or venture to One Eye Beach for idyllic adventures in this newly opened resort.  
EXPLORE JW MARRIOTT

**Your Sanctuary in Miami**  
Drawing both inspiration and energy from the ocean, this resort offers an oasis of calm in one of the world's most exciting cities.  
EXPLORE THE RITZ-CARLTON

**Live Exquisitely in Puerto Rico**  
Embrace the creative qualities of water at this idyllic location nestled on the beach and a world away from the world.

November 2021

JOIN FIND & RESERVE

SEARCH PROPERTY CATEGORIES RESORTS W MEMBERSHIP

**Discover Majestic Mountain Retreats For a Truly Elevated Experience**

This winter, experience the natural beauty of a mountain getaway to The **Hill-Carlton**. From a slope-side sanctuary in Lake Tahoe to an emerald green oasis in Oregon, The Hill-Carlton offers truly unforgettable escapes to some of the most beautiful places on earth.

EXPLORE MOUNTAIN GETAWAYS

Join Marriott Bonvoy® today for access to members-only benefits and exclusive experiences.  
JOIN NOW

**Exploration Awaits**  
Find inspiration for your next escape.

**JW MARRIOTT**  
**Three Generations, One Trip**  
Multi-generational travel is growing across the globe. Discover tips from the travel experts at JW Marriott for ensuring each member of your family enjoys the time reconnecting.  
READ MORE

**THE RITZ-CARLTON**  
**A Master Class in Holiday Entertaining**  
From choosing the menu to creating a memorable centerpiece, discover seasonal secrets from.

December 2021

MY ACCOUNT FIND & RESERVE

SEARCH PROPERTY CATEGORIES RESORTS W MEMBERSHIP

**Celebrate in the Swiss Alps, For a Sky-High New Year.**

W Verber is ideally situated for celebration — rising contemporary urban design with an alpine touch. With six restaurants and bars, all-in-one access, and an array of soothing spa treatments, you'll find everything you need for an elevated holiday escape.

DISCOVER W VERBER

First Lastname  
Member | 9 POINTS | 1 NIGHTS  
VIEW ACTIVITY | SEE BENEFITS

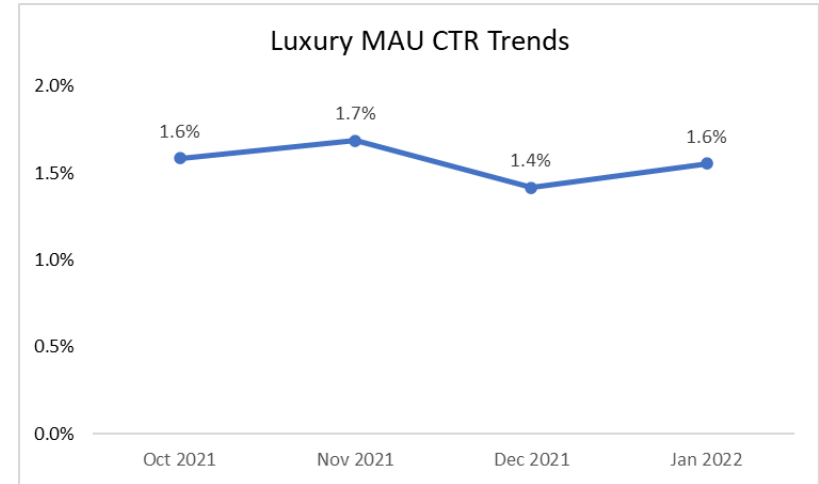
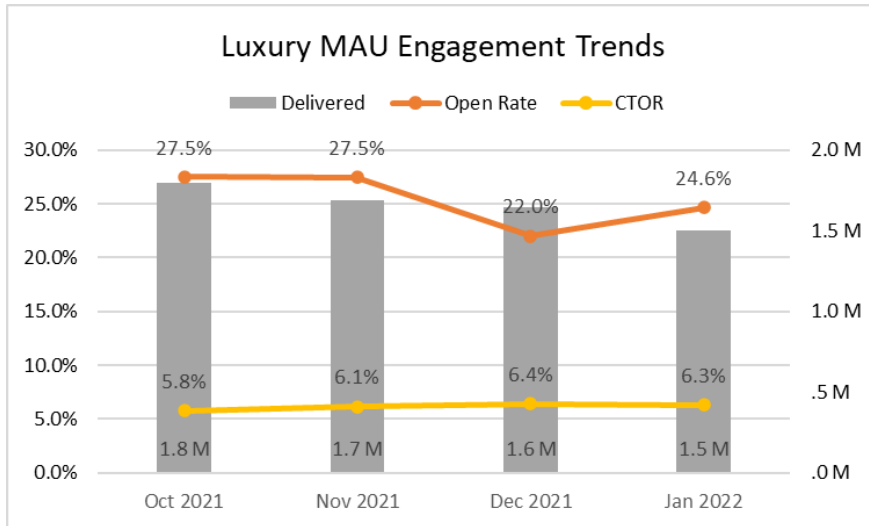
**More Ways to Spend Your Holidays**  
From included retreats to the center of it all, these iconic destinations deliver.

**The Miami Beach EDTION®**  
Overstuffed bougainvillee. Private beach club. Michelin-starred chef cuisine.  
VISIT MIAMI

**JW Marriott® Cancun Resort & Spa**  
Adults-only infinity pools. Mayan-inspired spa treatments. World-famous dance clubs.  
DISCOVER CUNCUN

# Lux MAU Performance Summary: January 14, 2022

- Email engagement continues to be in-line with other luxury emails, if not stronger in some cases
- December open rates were down MoM for several Bonvoy campaigns, but luxury segment engagement was stronger with Lux MAU compared to other luxury emails (open rate was +8 pts. vs Ritz eNews and +2 pts. vs. Luxury Escapes)
- Recent A/B test results show consistent higher open rates with Lux MAU when compared to Core MAU control group
- Regularly testing content to improve click activity; control group continues to have higher click rates with Core MAU offer content




# Core MAU: Top Performing Q4 2021 Content

(Does not include header & footer activity)

- Openers continue to engage with content from top to bottom – strong click activity throughout
- Oct & Nov Hero messages were top #1 and #2 click drivers in Q4
- Content featuring specific properties or destinations, RCYC, and loyalty program messages were top performers among secondary placements
- Account box continued to drive engagement each month, regardless of placement

Oct Hero



*Experience Two Remarkable Resorts in Santorini*

The Luxury Collection hotels offer discerning guests the choice of two exclusive resorts that celebrate the very best of the Greek isle. At **Melissa**, enjoy a private wine tasting in the historic 400-year-old stone wine caves. Or travel to **Melissa**, where the captain of your own private catamaran prepares the freshest seafood straight from the Aegean Sea.

[EXPLORE THE LUXURY COLLECTION](#)

Nov Hero



*Discover Majestic Mountain Retreats For a Truly Elevated Experience*

This winter, experience the natural beauty of a mountain getaway to The Ritz-Carlton. From a slope-side sanctuary in Lake Tahoe to an emerald green oasis in Oman, The Ritz-Carlton offers truly unforgettable escapes to some of the most beautiful places on earth.

[EXPLORE MOUNTAIN GETAWAYS](#)

Account Box

*Janet Yungwirth*

TITANIUM ELITE | 137,000 POINTS | 74 NIGHTS

[» VIEW ACTIVITY](#) [» SEE BENEFITS](#)


Annual Choice Benefit

*Your Annual Choice Benefit*

You've reached [50][75]+ nights this year[. FName]! Don't forget to choose your benefits including Elite Night Credits, the gift of membership, Suite Night Awards, and more.

[» CHOOSE YOUR BENEFIT](#)

RC Yacht Collection



THE RITZ-CARLTON YACHT COLLECTION

Explore the World Like Never Before

Set sail on a voyage of exploration aboard The Ritz-Carlton Yacht Collection, where freedom and flexibility allow immersion in life's exceptional experiences, now participating in Marriott Bonvoy™.

[» FIND YOUR VOYAGE](#)

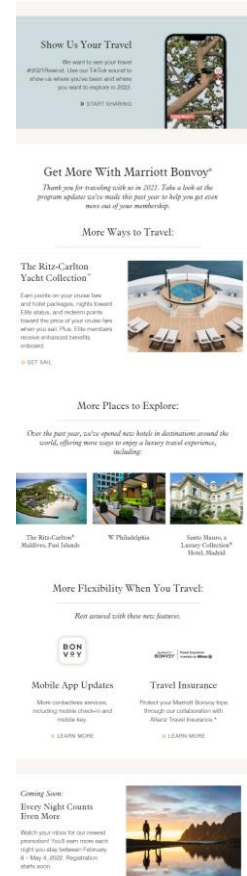
# Year in Review Solo: Jan 21, 2022

|                           |                                |                                  |
|---------------------------|--------------------------------|----------------------------------|
| <b>2.6 M</b><br>Delivered | <b>302.6 K</b><br><i>Opens</i> | <b>11.7%</b><br><i>Open Rate</i> |
| <b>58.3 K</b><br>Clicks   | <b>2.3%</b><br>CTR             | <b>19.3%</b><br><i>CTOR</i>      |
| <b>620</b><br>Bookings    | <b>\$291.6 K</b><br>Revenue    |                                  |

- Email tout's member achievements and program highlights, plus gives a nod to exciting things to come in 2022
- Lower than average open rates; open activity impacted by Apple update
- Strong click activity overall and CTR; CTAs supporting each achievement provided additional click opportunities
- Generated 620 bookings and \$290K



SL: John's 2021 Year in Review  
PH: See how far you've come... and how to go even further in 2022.





# January Year-in-Review 2022: Heat Map (English Version)



| % of Clicks<br>Modules                  | % of Clicks           |                         |               |
|---|-----------------------|-------------------------|---------------|
|   | All Segments<br>TOTAL | Segments<br>LUX NON-LUX |               |
| <b>Header</b>                           | <b>13.9%</b>          | <b>12.5%</b>            | <b>14.7%</b>  |
| <b>Hero - Year in Review</b>            | <b>53.0%</b>          | <b>53.9%</b>            | <b>52.5%</b>  |
| EARN MORE                               | 12.0%                 | 12.3%                   | 11.9%         |
| REDEEM MORE                             | 14.3%                 | 9.7%                    | 16.7%         |
| STAY MORE (Deals)                       | 8.5%                  | 8.9%                    | 8.3%          |
| VISIT MORE (Brands)                     | 7.5%                  | 9.5%                    | 6.5%          |
| EXPLORE MORE (Traveler)                 | 10.7%                 | 13.5%                   | 9.1%          |
| <b>TikTok Module</b>                    | <b>2.4%</b>           | <b>3.5%</b>             | <b>1.9%</b>   |
| <b>More Ways to Travel/Earn Points</b>  | <b>19.8%</b>          | <b>12.5%</b>            | <b>23.7%</b>  |
| The Ritz-Carlton Yacht Collection       | 6.8%                  | 12.3%                   | 3.8%          |
| Eat Around Town                         | 4.5%                  | --                      | 6.9%          |
| All-Inclusive by Marriott Bonvoy        | 7.2%                  | --                      | 11.0%         |
| Uber & Uber Eats                        | 1.1%                  | --                      | 1.7%          |
| Cobrand ACQ Message                     | 0.2%                  | 0.2%                    | 0.2%          |
| <b>More Places to Stay</b>              | <b>8.1%</b>           | <b>14.2%</b>            | <b>4.9%</b>   |
| Ritz Carlton Maldives Fari Islands      | 5.4%                  | 9.2%                    | 3.3%          |
| W Philadelphia                          | 1.2%                  | 2.0%                    | 0.8%          |
| Santo Mauro, a Luxury Collection Madrid | 1.5%                  | 3.0%                    | 0.7%          |
| <b>More Flexibility When You Travel</b> | <b>1.2%</b>           | <b>1.7%</b>             | <b>0.9%</b>   |
| Mobile App Updates                      | 0.7%                  | 1.1%                    | 0.5%          |
| Travel Insurance                        | 0.5%                  | 0.7%                    | 0.5%          |
| <b>Footer</b>                           | <b>1.5%</b>           | <b>1.7%</b>             | <b>1.4%</b>   |
| <b>Total</b>                            | <b>100.0%</b>         | <b>100.0%</b>           | <b>100.0%</b> |

- Both Lux and Non-Lux segments had similar engagement with the achievement hero module overall
- Lux segments were mostly interested in travel inspiration and earning points: hero & secondary modules
- Non-Lux segment responded favorably to the redemption message in the hero and earning messages in both the hero & secondary modules

# INDUSTRY EXAMPLES

# Industry Examples: Year In Review (Hilton)

Dec 20, 2021  
SL: The future is looking bright for new memories

**NEW YEAR REFLECTIONS**

Dear Diana,

This year we were thrilled to welcome you back to our hotels and help bring your return-to-travel dreams to life. I can speak for all of our Team Members when I say it's a privilege to share our signature hospitality with you. 2022 promises to be another exciting year, full of new memories and moments of joy — thank you for trusting us with those experiences.

From our Hilton family to yours, we wish you a wonderful holiday season and all the best in the New Year.

Chris Nassetta  
President and CEO, Hilton

**Here's how Hilton is helping you make new memories in 2022**

**Reconnect with Confirmed Connecting Business by Hilton**

Save peace of mind knowing that a confirmed stay only takes just a few clicks to book. Available only at Hilton Honors hotels. [Learn more](#)

**Bring your furry friend along to our pet-friendly hotels**

By April 1, 2022, Hilton Garden Inn, Hampton, Tru, Embassy Suites, Homewood Suites, Home2 Suites, and Hilton Hotels will be pet-friendly. [Learn more](#)

**Delivering more convenience right to your door with Digital Key sharing**

Now you can share your Digital Key with up to four of your loved ones through the Hilton Honors app. [Learn more](#)

**Bring your furry friend along to our pet-friendly hotels**

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**Live the glamour of the Las Vegas Strip**

Featuring modern glam, megawatt stars and decadent dining, Resorts World Las Vegas is your ticket to creating lasting memories in the New Year. [Learn more](#)

**Things are looking up, including our room upgrades**

Gold and Diamond members now receive early confirmation three days before an upcoming stay. If a complimentary room upgrade has been awarded. [Learn more](#)

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**Delivering more convenience right to your door with Digital Key sharing**

Digital Key sharing is on the way and will be available at 5,000+ hotels by the start of 2022. You'll be able to share your Digital Key with up to four guests through the Hilton Honors App.

[Don't have the app? Download now](#)

**Enjoy more value with our refreshed breakfast options**

From omelets and waffles to bacon, yogurt, fruit and more, join us for free hot breakfast every day when you stay at these Hilton brands: Hampton, Tru, Embassy Suites, Homewood Suites, Home2 Suites.

**Live the glamour of the Las Vegas Strip**

Featuring modern glam, megawatt stars and decadent dining, Resorts World Las Vegas is your ticket to creating lasting memories in the New Year.

[Learn more](#)

**Things are looking up, including our room upgrades**

Gold and Diamond members now receive early confirmation three days before an upcoming stay. If a complimentary room upgrade has been awarded.

Jan 13, 2022  
SL: Your Hilton Honors Monthly Statement

**WHERE 2 IN '22**  
Erica?

With the new year comes new memories to be made. We look forward to welcoming you wherever your travels take you this year. Check out details about your extended benefits for 2022 membership. [Learn more](#)

**YOUR 2021 RECAP**

As a member, you enjoyed Points and perks last year. Want more of both? Upgrade to Silver status in only 7 nights! That's 7 nights less than you would normally need. [Learn more](#)

**Your Reminders**

Hilton's Commitment to Your Return to Travel [Learn more](#)

**What's New in 2022**

**DIGITAL KEY SHARE HAS ARRIVED**

Now you can share your Digital Key with up to four of your loved ones through the Hilton Honors app. [Download Now](#)

**EARN 2,500 POINTS**

on every stay through May 1

[register now](#)

**Plan your dream getaway with this special offer**

Save on car rentals and earn up to 5,000 Bonus Points

[explore now](#) [rent now](#)

**HERE'S TO NEW MEMORIES**

Let's share travel moments together on social or at Hilton.com. [#HiltonMemories](#)

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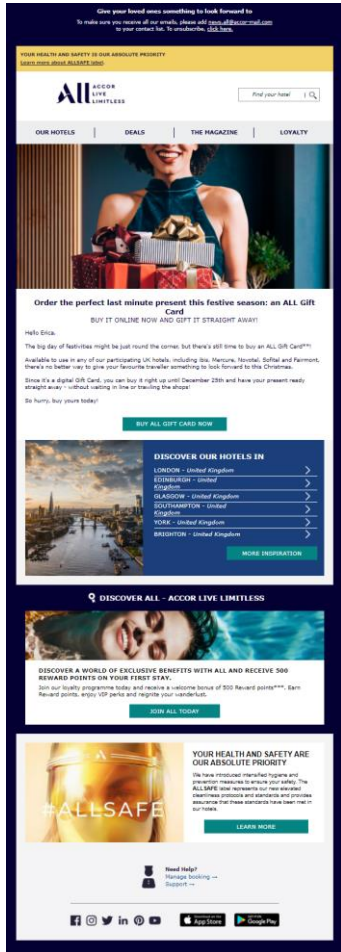
Save on car rentals and earn up to 5,000 Bonus Points

[explore now](#) [rent now](#)

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# Industry Examples: End of Year Messages

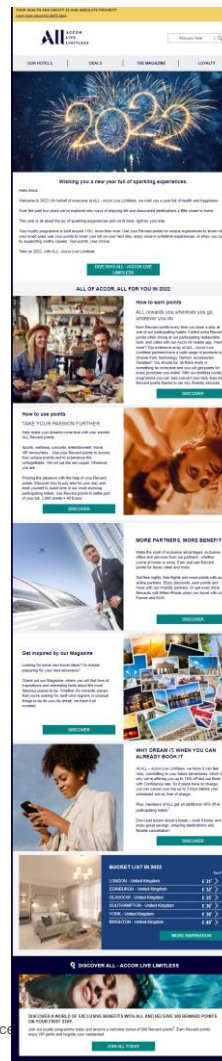


Accor

Dec 20

SL: 🎁 There's still time to buy an ALL Gift Card, Erica !

- Timely, seasonal message



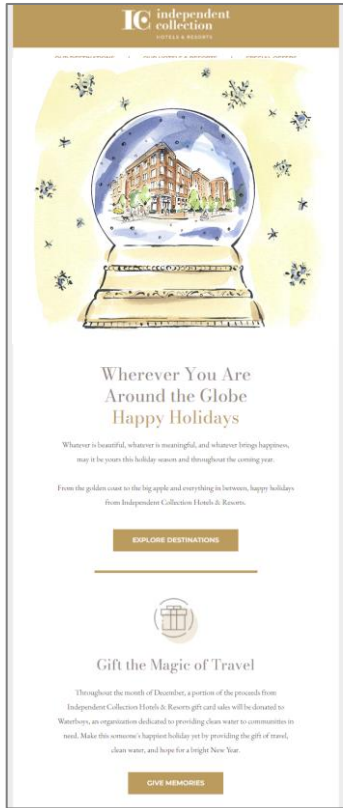
Accor

Jan 4

SL: ✨ Erica, our best wishes for a great year ahead!

- Timely subject line
- Seasonal message focused on gaining more out of the program in the near year

# Industry Examples: End of Year Messages

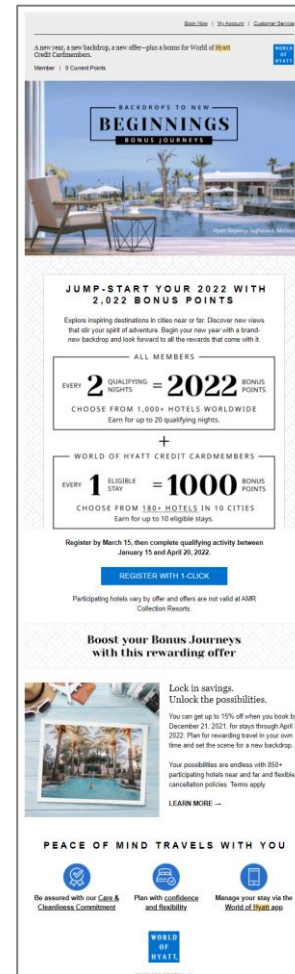


## Independent Collection Hotels & Resorts

Dec 21

SL: From The Golden Coast...

- Intriguing subject line
- Timely, seasonal message
- Gift card content tied to corporate social responsibility message – *feel good content*



## World of Hyatt

Dec 8

SL: Registration Now Open for Bonus Journeys


- Timely subject line
- Easy earning math
- Called out cardmember earning opportunity
- 1-click registration
- Ride-a-long offer



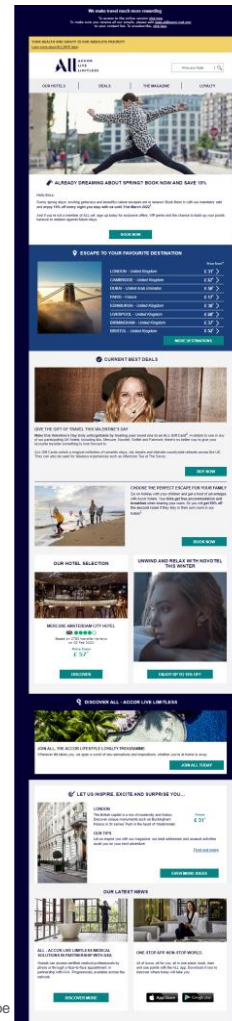
# Industry Examples: Energy Moments



## Independent Collection Hotels & Resorts

Feb 14 (Valentine's Day)  
 SL:  Our Love Letter to Travel

- Seasonal booking message
- Relevant destinations both near and far
- Fun sweepstakes voting content



## Accor

Feb 9  
 SL: Members of ALL get 10% off their favourite hotel, Erica

- Seasonal booking messages: Spring and Valentine's Day
- Destination & property features with starting rates

# ACTIONABLE INSIGHTS

# Q4 2021 Recommendations

- Leverage 2021 performance trends to determine 2022 goals
  - Revisit channel and campaign-level goals
  - Consider that open rates were impacted by Apple update
  - Determine if new KPIs are needed:
    - Focus on click counts to measure email traffic
    - Trend CTRs to measure audience engagement
    - Track unsubscribe rate to measure audience health
    - Shift relevant conversion rates to primary KPI
- Continue to leverage email technologies to optimize engagement (PCIQ subject lines/content)
- Continue to send timely messages in Q4 like program updates and Week of Wonders to help combat seasonal engagement lows
- Two new email personalization abilities in 2022; initial use cases defined – rollout plan forthcoming
  - 3rd party data (TSP) to help improve content targeting
  - Send Time Optimization to help lift open activity



# Additional Recommendations

- Consider returning Leisure destinations module to Core MAU in 2022 as evergreen, scheduled content - use PCIQ winners
  - Expand geo-targeting to other regions to increase relevancy as module continues to be the #2 most clicked in EMEA
  - Partner with Epsilon on next steps and future optimization efforts
- Including broad promotions or targeted offers in the hero of Core MAU lifts performance; test into other offer content to feature in the hero during non-promo time periods (HVMI offers, Regional offers)
- For Lux MAU, continue testing the addition of offer content to see if messaging lifts click and booking engagement; optimize at segment level



Thank You!

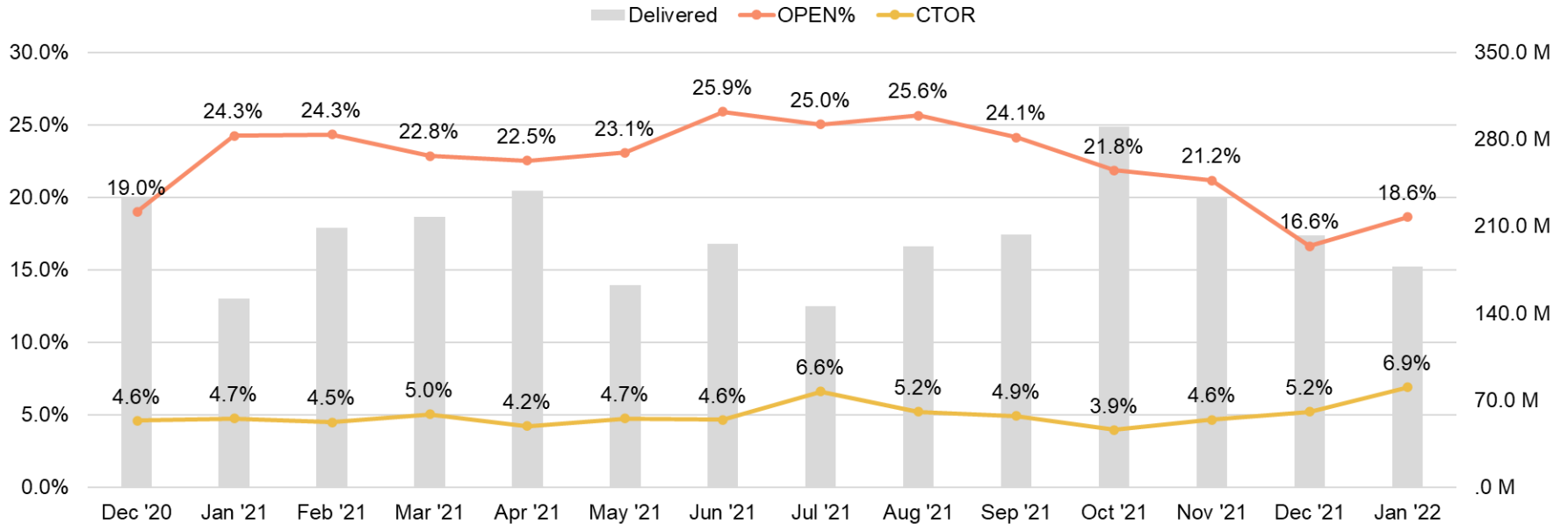
MARRIOTT  
BONVOY®



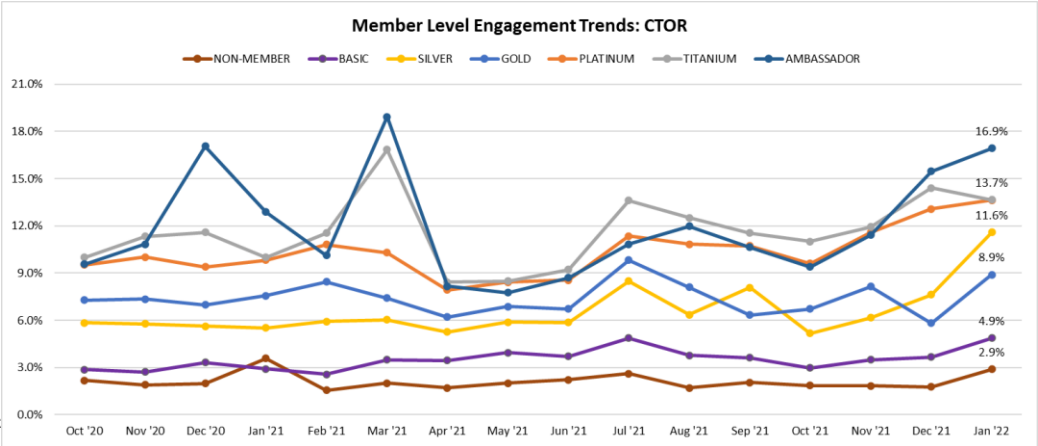
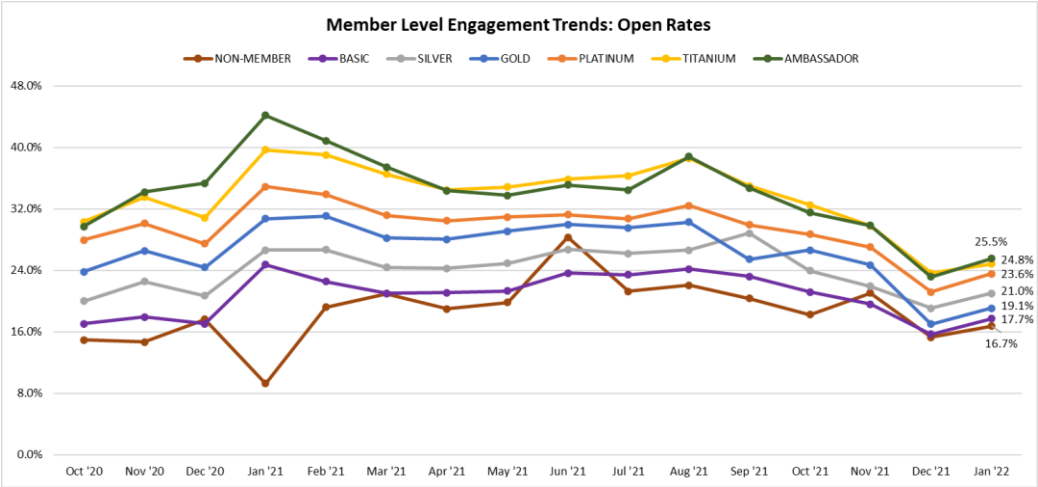
# APPENDIX

# January 2022 Engagement Trends

Delivered, Open Rate & CTO Rate Trends



# Member Level Engagement Trends



# 2021 Campaign Category Dashboard

Jan-Dec 2021

|                       | TOTAL     | Brand   | Cobrand | CC | Continent Mktg. | Core Mktg. | METT    | Informational | Lifecycle | Moments   | Partner | Promotions | Travel Inspiration | Regional |
|-----------------------|-----------|---------|---------|----|-----------------|------------|---------|---------------|-----------|-----------|---------|------------|--------------------|----------|
| % of Delivered Emails |           | 10.4%   | 17.2%   |    | 10.5%           | 24.6%      | 4.2%    | 0.1%          | 1.5%      | 1.4%      | 4.0%    | 12.5%      | 13.7%              | 0.0%     |
| DELIVERED             | 2.44 B    | 253.9 M | 419.6 M |    | 255.7 M         | 601.5 M    | 102.8 M | 1.9 M         | 36.2 M    | 33.3 M    | 98.8 M  | 306.1 M    | 334.2 M            | 522.5 K  |
| DELIVERY RATE         | 98.8%     | 99.3%   | 99.5%   |    | 99.5%           | 97.8%      | 99.2%   | 98.1%         | 94.7%     | 99.7%     | 99.7%   | 97.8%      | 99.6%              | 89.9%    |
| OPEN                  | 561.3 M   | 59.7 M  | 73.2 M  |    | 65.2 M          | 141.0 M    | 15.9 M  | 512.5 K       | 10.5 M    | 8.9 M     | 26.1 M  | 69.0 M     | 91.1 M             | 169.5 K  |
| OPEN RATE             | 23.0%     | 23.5%   | 17.5%   |    | 25.5%           | 23.4%      | 15.5%   | 27.6%         | 29.0%     | 26.6%     | 26.4%   | 22.5%      | 27.3%              | 32.4%    |
| CLICK                 | 26.8 M    | 4.5 M   | 1.8 M   |    | 2.3 M           | 7.6 M      | 831.8 K | 39.5 K        | 2.3 M     | 296.4 K   | 1.1 M   | 3.8 M      | 2.3 M              | 5.2 K    |
| CTR                   | 1.10%     | 1.76%   | 0.43%   |    | 0.90%           | 1.26%      | 0.81%   | 2.13%         | 6.30%     | 0.89%     | 1.11%   | 1.24%      | 0.70%              | 1.00%    |
| CTOR                  | 4.8%      | 7.5%    | 2.5%    |    | 3.5%            | 5.4%       | 5.2%    | 7.7%          | 21.7%     | 3.3%      | 4.2%    | 5.5%       | 2.6%               | 3.1%     |
| UNSUB                 | ---       | ---     | ---     |    | ---             | ---        | ---     | ---           | ---       | ---       | ---     | ---        | ---                | ---      |
| UNSUB RATE            | ---       | ---     | ---     |    | ---             | ---        | ---     | ---           | ---       | ---       | ---     | ---        | ---                | ---      |
| BOOKINGS              | 251.8 K   | 10.2 K  | 22.0 K  |    | 38.0 K          | 94.7 K     | 11.1 K  | 46            | 28.1 K    | 1.7 K     | 7.2 K   | 26.1 K     | 12.6 K             | 18       |
| ROOM NIGHTS           | 596.7 K   | 27.8 K  | 42.9 K  |    | 93.6 K          | 225.2 K    | 27.0 K  | 142           | 67.4 K    | 3.8 K     | 16.7 K  | 61.8 K     | 30.3 K             | 51       |
| REVENUE               | \$101.0 M | \$5.6 M | \$6.2 M |    | \$16.7 M        | \$38.3 M   | \$4.9 M | \$35.0 K      | \$11.0 M  | \$630.2 K | \$2.5 M | \$9.8 M    | \$5.3 M            | \$7.9 K  |
| CONVERSION RATE       | 0.94%     | 0.23%   | 1.23%   |    | 1.65%           | 1.25%      | 1.33%   | 0.12%         | 1.23%     | 0.57%     | 0.66%   | 0.69%      | 0.54%              | 0.35%    |
| BPK                   | 0.10      | 0.04    | 0.05    |    | 0.15            | 0.16       | 0.11    | 0.02          | 0.78      | 0.05      | 0.07    | 0.09       | 0.04               | 0.03     |

# Campaign Dashboard Categories

| 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  |

# Core MAU: Q4 2021 Top Content (English Version)

*Does not include header, footer, and account box click activity*

| Content                                  | Clicks |
|--|--------|
| MAU_NOV21_Hero_Q3_GloPro_Register + Book | 78,943 |
| MAU_OCT21_Hero_Q3_GloPro_Register        | 33,558 |
| MAU_DEC21_Hero_YearEnd_Booking           | 27,061 |
| MAU_OCT21_Offers_EAT_LTO                 | 13,856 |
| MAU_Leisure_USCA_Destinations Nov        | 13,260 |
| MAU_Leisure_USCA_Destinations Dec        | 12,240 |
| MAU_OCT21_Promo_AllInclusives            | 11,880 |
| MAU_OCT21_RAB_ThePointsGuy               | 10,470 |
| MAU_Leisure_USCA_Destinations Oct        | 8,914  |
| MAU_NOV21_Promo_Moments_Gifting          | 8,573  |
| MAU_OCT21_Offers_NAD_Staycation          | 8,175  |
| Urban Getaways                           | 7,908  |
| MAU_NOV21_Hero_GenericBooking            | 7,698  |
| MAU_OCT21_Hero_GenericBooking            | 6,842  |

| Content                                  | Bookings |
|--|----------|
| MAU_DEC21_Hero_YearEnd_Booking           | 562      |
| MAU_NOV21_Hero_Q3_GloPro_Book + Register | 519      |
| MAU_NOV21_Hero_GenericBooking            | 253      |
| MAU_OCT21_Hero_Q3_GloPro_Book + Register | 213      |
| MAU_OCT21_Hero_GenericBooking            | 205      |
| MAU_OCT21_Offers_NAD_Staycation          | 104      |
| Urban Getaways                           | 71       |
| MAU_NOV21_Offers_USCA_RediscoverDowntown | 52       |
| MAU_Leisure_USCA_Destinations            | 43       |
| MAU_OCT21_Promo_AllInclusives            | 16       |
| MAU_COBRAND_US_CHASE_ECM_HVMI            | 16       |
| MAU_NOV21_Offers_CALA_ResortRedemptions  | 13       |



# Core MAU Q4 2021 Heat Maps (English Version)

| October 2021                | % Clicks      | % Bookings    |
|-----------------------------|---------------|---------------|
| Header                      | 15.7%         | 48.2%         |
| <b>Member Module</b>        | <b>33.3%</b>  | <b>34.7%</b>  |
| <b>Hero: GloPro/Generic</b> | <b>17.4%</b>  | <b>12.5%</b>  |
| W Hotels Sweeps             | 1.9%          | 0.0%          |
| Points Guy Banner           | 4.0%          | 0.0%          |
| <b>Promo: All Inclusive</b> | <b>4.5%</b>   | <b>0.5%</b>   |
| <b>Leisure Destinations</b> | <b>3.7%</b>   | <b>0.4%</b>   |
| <b>Offers</b>               | <b>8.5%</b>   | <b>3.2%</b>   |
| Benefits                    | 0.2%          | 0.0%          |
| Cobrand                     | 1.9%          | 0.0%          |
| News: Moments/More Cravings | 0.8%          | 0.0%          |
| News: Travel Insurance      | 0.3%          | 0.0%          |
| Footer                      | 7.8%          | 0.5%          |
| <b>Grand Total</b>          | <b>100.0%</b> | <b>100.0%</b> |

| November 2021                         | % Clicks      | % Bookings    |
|---------------------------------------|---------------|---------------|
| Alert: Annual Choice Benefit Reminder | 0.8%          | 0.0%          |
| Header                                | 17.3%         | 47.4%         |
| <b>Member Module</b>                  | <b>34.1%</b>  | <b>31.0%</b>  |
| <b>Hero: GloPro/Generic</b>           | <b>26.9%</b>  | <b>18.6%</b>  |
| App Banner                            | 0.2%          | 0.0%          |
| Promo: Moments                        | 2.8%          | 0.1%          |
| <b>Leisure Destinations</b>           | <b>4.4%</b>   | <b>0.4%</b>   |
| <b>Offers</b>                         | <b>4.7%</b>   | <b>1.7%</b>   |
| Benefits: Air and Car                 | 0.3%          | 0.0%          |
| Cobrand                               | 2.3%          | 0.2%          |
| News: Uber/ShopwithPoints             | 0.6%          | 0.0%          |
| News: Tours & Activities/Dubai Expo   | 0.6%          | 0.0%          |
| Footer                                | 5.0%          | 0.5%          |
| <b>Grand Total</b>                    | <b>100.0%</b> | <b>100.0%</b> |

| December 2021                                | % Clicks       | % Bookings     |
|--|----------------|----------------|
| <b>Alert: Annual Choice Benefit Reminder</b> | <b>2.05%</b>   | <b>0.00%</b>   |
| Header                                       | 19.18%         | 44.41%         |
| <b>Member Module</b>                         | <b>37.43%</b>  | <b>30.83%</b>  |
| <b>Hero: Year End Booking</b>                | <b>12.50%</b>  | <b>20.41%</b>  |
| National Parks Promo                         | 0.38%          | 0.04%          |
| <b>Leisure Destinations</b>                  | <b>5.97%</b>   | <b>0.44%</b>   |
| <b>Offers</b>                                | <b>6.65%</b>   | <b>3.16%</b>   |
| Cobrand                                      | 1.83%          | 0.29%          |
| Moments                                      |                |                |
| Gifting Moments                              | 0.39%          | 0.00%          |
| Australia Open                               | 0.86%          | 0.04%          |
| Boutiques                                    |                |                |
| Shop Marriott                                | 1.82%          | 0.15%          |
| Westin Store                                 | 0.17%          | 0.00%          |
| Shop with Points                             | 0.43%          | 0.00%          |
| Traveler                                     | 1.58%          | 0.00%          |
| Footer                                       | 8.75%          | 0.25%          |
| <b>Grand Total</b>                           | <b>100.00%</b> | <b>100.00%</b> |

# Lux MAU Q4 2021 Heat Maps (English Version)

| October 2021       | % Clicks      | % Bookings    |
|--------------------|---------------|---------------|
| Header             | 8.9%          | 41.2%         |
| Hero               | 37.2%         | 21.9%         |
| Resorts            | 28.3%         | 14.2%         |
| Account Box        | 12.4%         | 16.3%         |
| Moments            | 1.0%          | 0.0%          |
| Brand Inspiration  | 1.3%          | 0.0%          |
| Culinary           | 1.2%          | 0.0%          |
| New Hotels         | 5.6%          | 6.4%          |
| Instagram          | 0.7%          | 0.0%          |
| Footer             | 3.5%          | 0.0%          |
| <b>Grand Total</b> | <b>100.0%</b> | <b>100.0%</b> |

| November 2021      | % Clicks      | % Bookings    |
|--------------------|---------------|---------------|
| Header             | 7.8%          | 47.2%         |
| Hero               | 24.6%         | 10.6%         |
| Account Box        | 34.1%         | 37.0%         |
| Inspiration        | 6.1%          | 0.4%          |
| Offers             | 3.7%          | 4.5%          |
| Yacht Ann.         | 9.7%          | 0.0%          |
| Loyalty (Moments)  | 1.5%          | 0.0%          |
| Boutiques          | 1.9%          | 0.4%          |
| New Opening        | 4.7%          | 0.0%          |
| Culinary           | 0.8%          | 0.0%          |
| Instagram          | 2.7%          | 0.0%          |
| Footer             | 2.4%          | 0.0%          |
| <b>Grand Total</b> | <b>100.0%</b> | <b>100.0%</b> |

| December 2021       | % Clicks      | % Bookings     |
|---------------------|---------------|----------------|
| Header              | 9.8%          | 31.13%         |
| Hero                | 12.7%         | 7.39%          |
| Account Box         | 26.1%         | 26.46%         |
| Property Highlights | 25.1%         | 19.84%         |
| Annual Choice Ben.  | 7.9%          | 8.95%          |
| Offers              | 2.1%          | 0.39%          |
| Inspiration         | 1.8%          | 0.00%          |
| Maldives Properties | 10.1%         | 4.67%          |
| Boutiques           | 1.4%          | 0.00%          |
| Instagram           | 0.7%          | 0.78%          |
| Footer              | 2.2%          | 0.39%          |
| <b>Grand Total</b>  | <b>100.0%</b> | <b>100.00%</b> |

# Lux MAU: Q4 2021 Top Content

*Does not include header and footer click activity*

| Month | Content   | Clicks |
|-------|---|--------|
| Oct   | Hero: TLC Santorini                             | 10,850 |
| Nov   | Hero: TRC Mountains                             | 8,111  |
| Nov   | View Activity (Account Box)                     | 7,819  |
| Dec   | View Activity (Account Box)                     | 4,163  |
| Nov   | See Benefits (Account Box)                      | 3,437  |
| Dec   | Hero: 6 Iconic Brands, 6 Iconic Destinations... | 3,333  |
| Nov   | RC Yacht Collection                             | 3,189  |
| Dec   | See Benefits (Account Box)                      | 2,701  |
| Dec   | The Miami Beach EDITION®                        | 2,636  |
| Oct   | View Activity (Account Box)                     | 2,448  |
| Oct   | Endless Sunshine in Mauritius                   | 2,426  |
| Oct   | Your Sanctuary in Miami                         | 2,143  |
| Dec   | Annual Choice Benefit                           | 2,082  |
| Oct   | Let it Glow in the Maldives                     | 2,014  |
| Oct   | Live Exquisitely in Puerto Rico                 | 1,826  |