

The background of the slide is a photograph of the JW Marriott Phuket Resort & Spa. It shows a large, open-air courtyard with a central pool area. The buildings have traditional Thai-style architecture with tiled roofs and are illuminated from within, casting a warm glow. The sky is a mix of orange, yellow, and blue, indicating a sunset or sunrise over the ocean. The overall mood is serene and luxurious.

○ MARRIOTT BONVOY EMAIL PROGRAM

Quarterly Plan Update and Q2 2019 Email Review

August 1, 2019

MEETING AGENDA

- Discuss Email Channel Plans and Roadmap
 - Progress Update
 - Q4 2019 Plans
- Review Q2 2019 Email Engagement and Activity
 - Performance Summary
 - Key Initiatives & Campaign Highlights
 - Actional Insights
 - June 2019 Review
- Non-Loyalty Email Performance Updates
 - Marriott Bonvoy Traveler Newsletter
 - The Ritz-Carlton Newsletter & Solos

QUARTERLY PLAN & ROADMAP

2019 Email Channel Roadmap

Core tactics: Re-concept, re-brand and improve customization/localization; introduce Luxury versioning (Q3); increase pull-through of benefits beyond Free Nights



	Q1 2019			Q2 2019			Q3 2019			Q4 2019		
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Quarterly Meetings	2/14: Q4 Review			5/2: Q1 Review / Q3 Plan			8/1: Q2 Review / Q4 Plan			10/29: Q3 Review / Q1 Plan		
Audience Health & Reporting	Work On MBV Email V.O.R. Process			Monitor KPI's; Set Baselines; Develop Reporting			Unsubscribe Deep Dive			Scope Future eAppend Opps.		
				Plan eAppend Launch						Broaden Re-engagement Strategies; Develop Test Plan; Track Performance		
Key Initiatives Support	2/13 MBV Live			Provide Cross-Campaign Support For: Program & Brand Awareness, Cobrand, Book Direct, Promotions, Moments; Leverage MVP Tech								
				Define Luxury Lens Strategy, Targeting, Tracking Needs & Campaign Support						Launch Luxury Version of Comms; Use Tech to Personalize & Optimize Performance		
Loyalty Program Led Communications	Update & Launch Targeted Emails & Welcome			Update Incent Redemption; Define Onboarding Strategy		Optimize Achievement Emails; Update Birthday, Anniversary Strategies						
	Develop Benefits Content Library; Plan Email Placement & Tracking			Promote Program Benefits & Brand Affiliation (Good Travel Guide, Ambassador Video); Weave Loyalty Into Other Priorities (Red/Blue)								
Member & Guest Communications	Develop BAU Email Strategies: MAU, Offers & Packages; Launch Campaigns			Define Ongoing Cross-Campaign Support for Key Initiatives; Track & Optimize Performance								
	Scope Localization Opps; Outline Current State			Prepare for Spanish/Arabic; Scope Localized MAU; Define Processes, Tracking & Reporting						Scope Future Localization Priorities		
Personalization & Optimization							Scope Additional Data Opportunities (Internal & External); Create & Test Use Cases					
							Develop Learning Agenda (Key Campaigns & Initiatives); Define Tech Opportunities; Iterative Learning & Optimization					

Other Priorities:

- Ongoing Orchestration Program Updates
- Analyze Email Value/Opp. Cost

- Incorporate Traveler Inspirational Content
- Support Project Runway (New Benefit)

- Update METT Template & Targeting
- Define Elite Win Back Strategy & Tactics

- Investigate Acquisition Opportunities
- Investigate email governance & channel alignment opps.

Currently on target with Q2 2019 roadmap items:

- Established 3 month KPI baselines
 - eAppend underway
 - Reviewed initial Unsub reporting
-
- Continued support for key initiatives
 - Luxury Lens strategy is in-progress
-
- Launched Welcome & Achievement
 - Redemption & Onboarding planning underway
 - Completed benefits library
 - Progress made on Good Travel Guide, Ambassador videos,
 - Ongoing support for Red/Blue priorities
-
- Launched MAU and O&P
 - Localization underway
 - Cross-Campaign support ongoing; developed Cobrand work group
-
- Start work on additional data opps.; initial use cases defined
 - Had learning brainstorm; finalize plans
 - New tech opps. underway with Epsilon and Persado (POC)

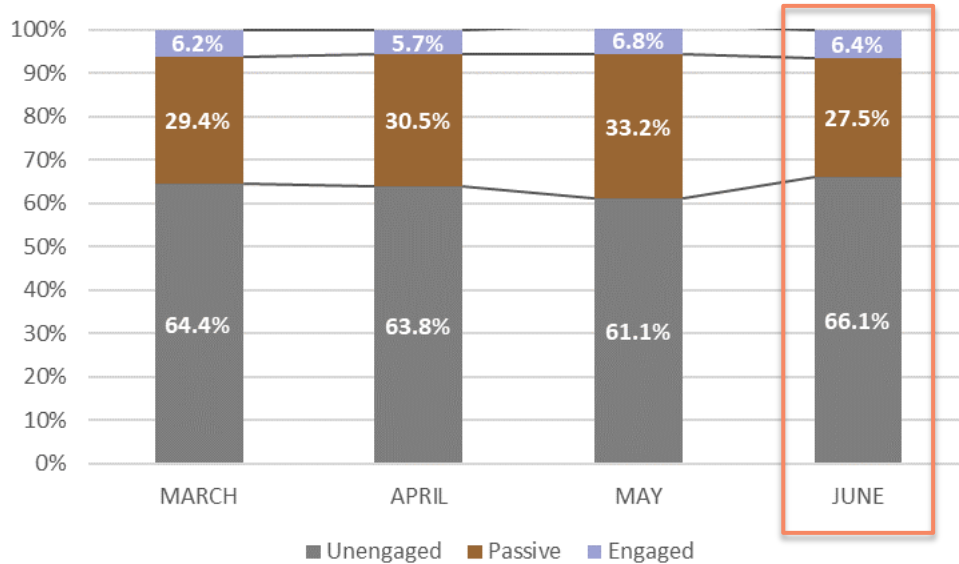
OTHER ROADMAP PRIORITIES

- Continue relaunch of automated campaigns and key orchestrated triggers: Incent Redemption, Onboarding, Abandoned Search
- Determine need for analyzing the value of an email address and cost for losing/unsub
- Support Marketplace and Yacht Collection
- Relaunch METT templates and email audience targeting capabilities
- Email governance model concept approved and budget submitted for 2020; effort supports Global Preference Center 2.0 project also planned for 2020

Q2 2019
MARRIOTT BONVOY EMAIL PROGRAM

STEADY MEMBER ENGAGEMENT IN Q2 2019

Marriott Bonvoy Email Engagement 2019



Visible influences from MoM changes in # of delivered emails

May was strong with 40% of members opening/clicking emails; # delivered was up 5% MoM

June delivered counts down 9% MoM; 34% of members engaged in emails; down 6 pts. MoM

Engaged: Opened and clicked 1+ emails
Passive: Opened, but did not click
Unengaged: Did not open and did not click

Q2 2019 PERFORMANCE SUMMARY

- Increase in QoQ delivered counts across all campaign types from relaunched BAU and select triggered emails, as well as Cobrand and Double Take email support; also Q2 had longer period than Q1 (# of weeks)
- Open rate down QoQ plus a flat unsub rate shows need for reengagement tactics to combat inactivity
- Click KPIs are less down due to increases seen in June; MAU June CTOR up 6 pts.
- MAU, Solos, & Cobrand emails were drivers of quarterly financial gains; trails increase in delivered volumes

Engagement	594.0 M	16.5%	1.06%	6.4%	0.25%
	Emails Delivered +141.7% QoQ	Open Rate -2.8 pts QoQ	CTR -0.3 pts QoQ	CTOR -0.4 pts QoQ	Unsubscribe Rate 0.00 pts QoQ
Financials	109.1 K	246.5 K	\$42.3 M	0.18	1.7%
	Bookings +63.4% QoQ	Room Nights +61.7% QoQ	Revenue +60.9% QoQ	Bookings/Delivered (K) -32.4% QoQ	Booking Conv. -0.3 pts QoQ

Quarterly comparison: Q1 2019 (Feb 13-Mar 31, 2019) vs. Q2 2019
Financial data source: Omniture 7-day

Q2 2019 EXECUTIVE DASHBOARD (vs. Q1 2019)

	TOTAL	MAU	LPM	SOLO	PROMO	ATM	COBRAND	MOMENTS	METT	BRAND BPP	OFFRS & PCKGS
Sent	606.7 M 140.2%	95.5 M 199.0%	6.3 M 709.3%	94.1 M 3.0%	80.4 M 240.5%	7.7 M 55.7%	214.0 M 377.8%	25.2 M 64.3%	46.6 M 64.4%	26.2 M 128.7%	10.6 M
Delivered	594.0 M 141.7%	92.2 M 200.4%	6.0 M 761.3%	91.9 M 4.1%	77.9 M 243.5%	7.6 M 54.9%	212.4 M 379.9%	25.1 M 64.7%	44.6 M 60.3%	25.8 M 129.7%	10.5 M
Delivery %	97.9% +0.6 pts	96.5% +0.5 pts	93.9% +5.7 pts	97.7% +1.0 pts	96.9% +0.9 pts	98.7% -0.5 pts	99.3% +0.4 pts	99.6% +0.2 pts	95.6% -2.4 pts	98.5% +0.4 pts	98.6%
Open	98.0 M 106.9%	16.9 M 163.0%	1.2 M 517.6%	16.3 M 2.5%	13.8 M 210.5%	1.4 M 40.3%	29.0 M 310.8%	5.9 M 41.8%	7.4 M 37.1%	4.8 M 74.7%	1.3 M
Open%	16.5% -2.8 pts	18.3% -2.6 pts	19.3% -7.6 pts	17.8% -0.3 pts	17.7% -1.9 pts	18.4% -1.9 pts	13.7% -2.3 pts	23.5% -3.8 pts	16.6% -2.8 pts	18.7% -5.9 pts	12.0%
Click	6.3 M 94.7%	1.8 M 215.7%	187.7 K 312.8%	1.2 M 2.0%	1.2 M 90.4%	252.7 K 110.5%	760.4 K 380.3%	369.6 K 26.5%	217.5 K 58.6%	249.3 K 66.6%	93.0 K
CTR	1.06% -0.3 pts	1.98% +0.1 pts	3.15% -3.4 pts	1.25% 0.0 pts	1.55% -1.2 pts	3.33% +0.9 pts	0.36% 0.0 pts	1.47% -0.4 pts	0.49% 0.0 pts	0.97% -0.4 pts	0.89%
CTOR	6.44% -0.4 pts	10.78% +1.8 pts	16.30% -8.1 pts	7.05% 0.0 pts	8.73% -5.5 pts	18.13% +6.0 pts	2.62% +0.4 pts	6.28% -0.8 pts	2.94% +0.4 pts	5.15% -0.2 pts	7.40%
Unsub.	1.5 M 145.9%	220.2 K 149.1%	36.3 K 902.7%	226.5 K 4.9%	230.0 K 246.3%	19.8 K 146.8%	505.5 K 414.4%	26.1 K -2.8%	119.1 K 105.3%	56.8 K 59.8%	37.4 K
Unsub%	0.25% 0.00 pts	0.24% -0.05 pts	0.61% +0.09 pts	0.25% 0.00 pts	0.30% 0.00 pts	0.26% +0.10 pts	0.24% +0.02 pts	0.10% -0.07 pts	0.27% +0.06 pts	0.22% -0.10 pts	0.36%
Bookings	109.1 K 63.4%	28.6 K 188.3%	2.8 K 268.1%	18.7 K 10.8%	15.9 K -18.2%	3.9 K 41.4%	18.7 K 900.2%	8.9 K 14.8%	3.6 K -19.3%	6.3 K 121.9%	1.6 K
Room Nts.	246.5 K 61.7%	64.3 K 190.5%	7.5 K 313.3%	42.7 K 11.4%	36.5 K -18.8%	9.2 K 47.6%	38.4 K 848.1%	20.4 K 14.5%	8.4 K -20.9%	15.5 K 137.8%	3.7 K
Revenue	\$42.3 M 60.9%	\$11.6 M 202.3%	\$1.2 M 279.0%	\$7.2 M 10.7%	\$6.1 M -19.9%	\$1.5 M 41.3%	\$6.1 M 806.3%	\$3.5 M 13.1%	\$1.5 M -24.1%	\$2.9 M 141.5%	\$669.1 K
Conv%	1.73% -0.3 pts	1.57% -0.1 pts	1.51% -0.2 pts	1.62% +0.1 pts	1.32% -1.8 pts	1.53% -0.7 pts	2.45% +1.3 pts	2.41% -0.2 pts	1.67% -1.6 pts	2.55% +0.6 pts	1.75%
BPK	0.18 -32.4%	0.31 -4.1%	0.48 -57.3%	0.20 6.5%	0.20 -76.2%	0.51 -8.7%	0.09 108.4%	0.35 -30.3%	0.08 -49.7%	0.25 -3.4%	0.16

Q2 2019 EXECUTIVE DASHBOARD (vs. Q1 2019)

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Delivered more across all email categories

Not enough openers per delivered

Fewer subject line optimizations in June

Click KPIs driven by MAU and Solo emails

High engagement from targeted, relevant emails – LPM and ATM

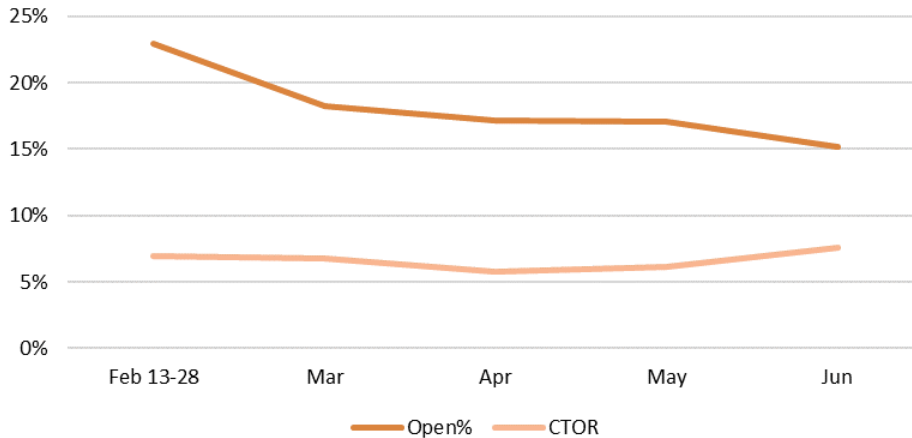
MARRIOTT BONVOY EMAIL ENGAGEMENT TRENDS

Avg. thru May 31, 2019

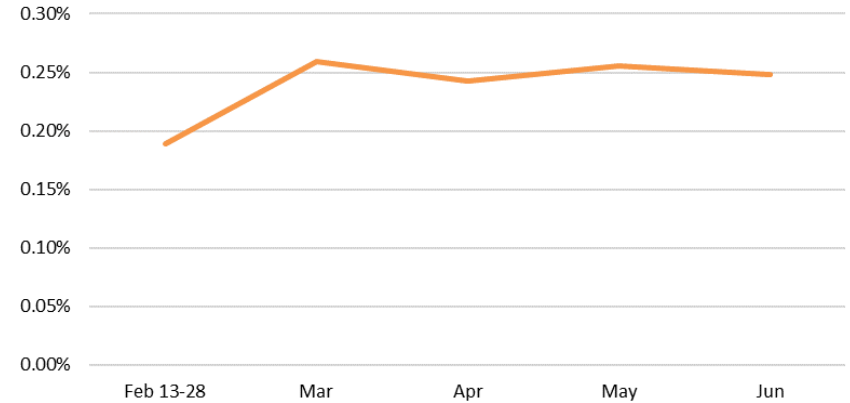
Open Rate	17.9%
CTOR	6.3%
Unsub Rate	0.25%

Open rates continue to drop since MBV launch and unsub. rates remain steady; recommend implementing reengagement tactics for non-openers

Open and Click to Open Rate Trends



Unsub Rate Trends



MARRIOTT BONVOY PROGRAM BASELINE

- Established new baseline metrics for Bonvoy after the first 3 months
 - Use the same approach to establish baselines for key campaigns: MAU, O&P, Welcome, etc.

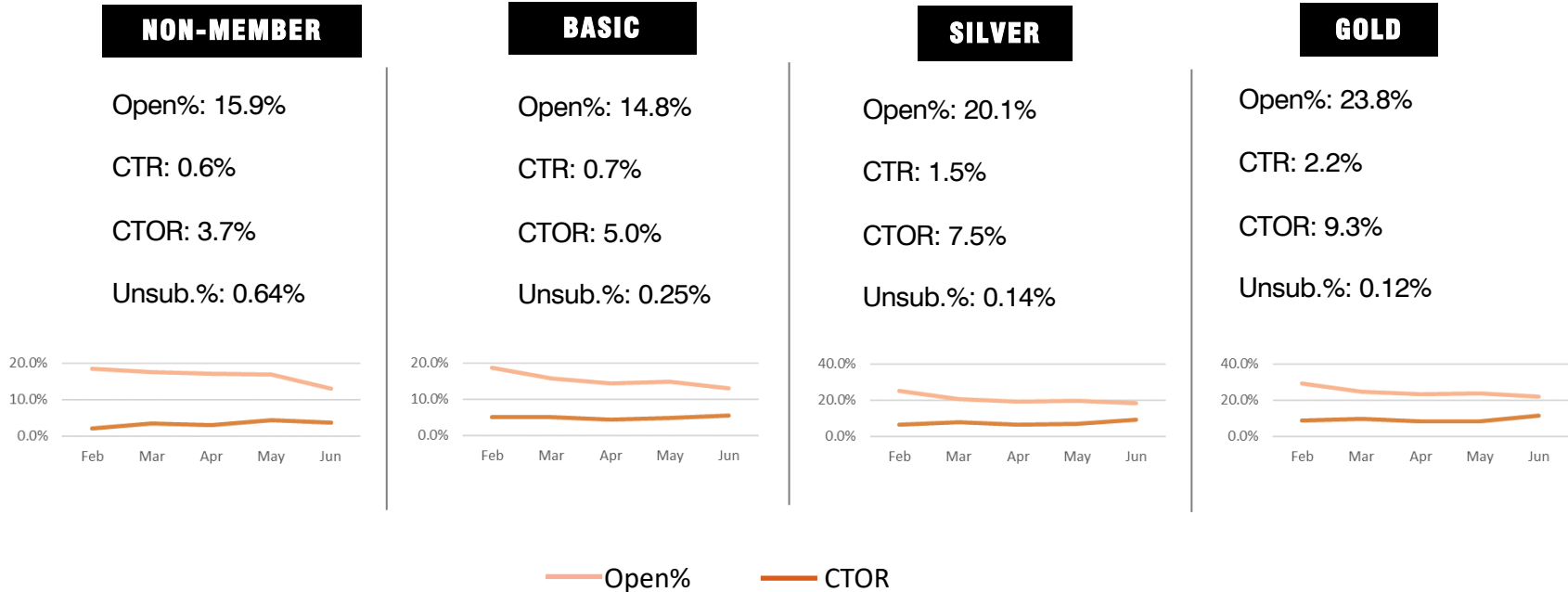
MBV Email Program Avg: Feb 13 – May 31 '19

Open Rate	17.9%
CTR	1.1%
CTOR	6.3%
Unsubscribe Rate	0.25%
Conversion Rate	1.9%

- Develop rolling 12 month average overtime

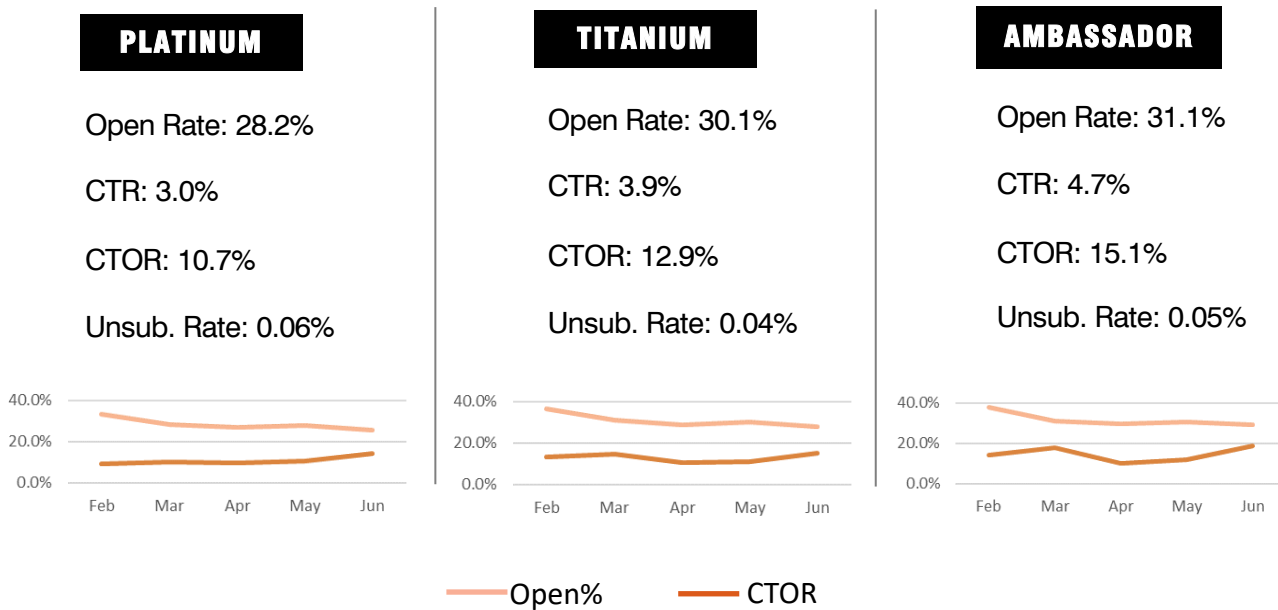
MEMBER LEVEL ENGAGEMENT TRENDS: Q2 2019

- Slight open rate declines in June for all levels, but CTOR increases seen MoM
- Continue to monitor engagement as Cobrand targeting is adjusted and relevant, targeted triggered emails are relaunched; should start to see engagement lifts across levels



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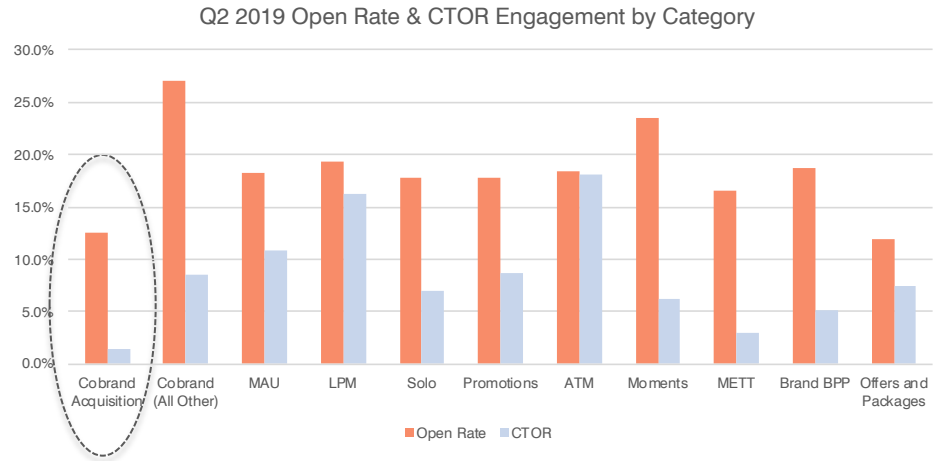
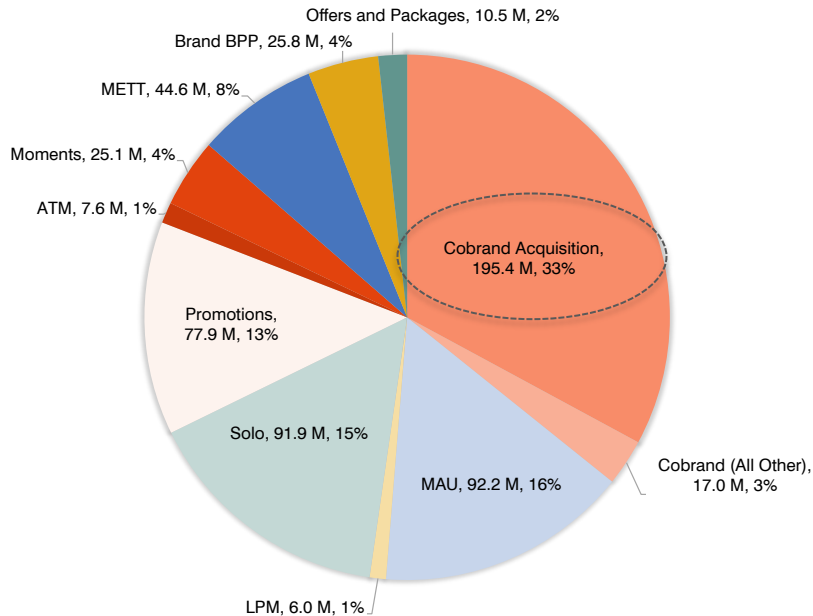


KEY INIATIVES & CAMPAIGN HIGHLIGHTS

Q2 2019: COBRAND EMAIL ENGAGEMENT SUMMARY

- Acquisition emails continue to drive the overall number of emails delivered; 33% of all emails in Q2 2019
- Open and CTO rate engagement remains lower than other email categories
- 1 in 4 emails delivered were for Cobrand acquisition support (see Elite member inbox)
- Cobrand realignment discussions were kicked-off on June 24th; weekly work group underway to discuss targeting enhancements, messaging strategies, and reporting

COBRAND ACQUISITION EMAILS DROVE 33% OF DELIVERED EMAILS IN Q2 2019, BUT HAD THE LOWEST ENGAGEMENT



ELITE MEMBER INBOX: JUNE 2019

22 total emails received

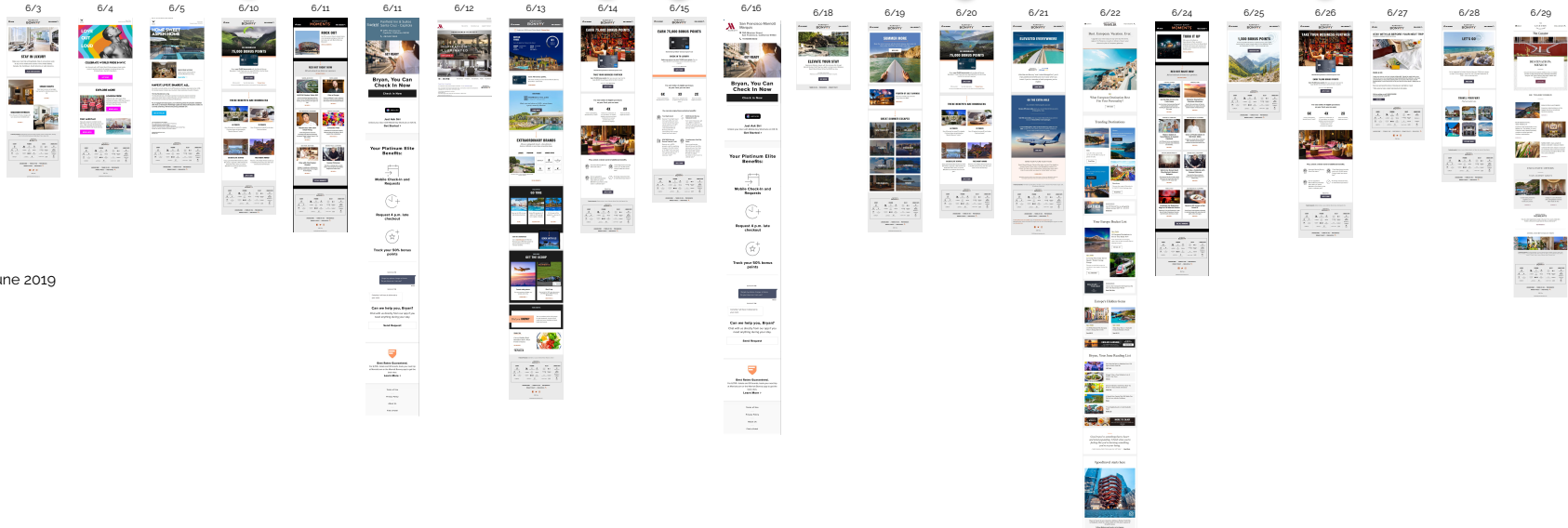
5 were Cobrand Acquisition solos (1 out of 4 emails)

Week 1

Week 2: Received 3 Cobrand emails

Week 3: Received 1 Cobrand email

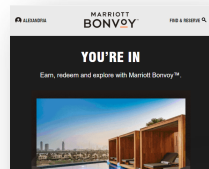
Week 4: Received 1 Cobrand email



Inbox June 2019

RELAUNCHED WELCOME SERIES EMAILS 2-4

- Launched emails #2 - 4 in Orchestration mid-May 2019
- Baseline KPIs will be established after 3 months
- Ongoing content rollouts planned for Emails #2-4
- Partnering with CX to create monthly dashboard



Email 1 – You're In! Welcome

SL: Discover Marriott Bonvoy

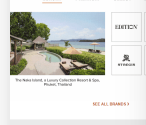
PH: Earn, redeem, and explore at more than 6,700 hotels around the world.



Email 2 – Book Direct

SL: The Secret to the Best Rates

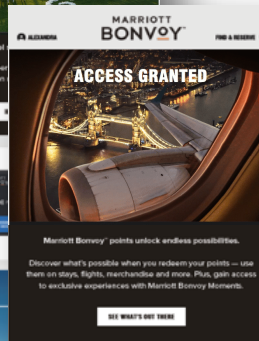
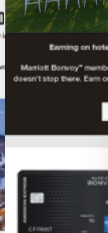
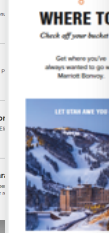
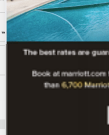
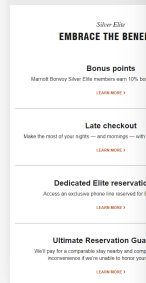
PH: Unlock exclusive Member Rates on every stay



Email 3 – Earn

SL: So Many Ways to Earn

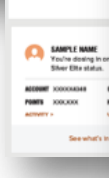
PH: Watch your points balance soar.



Email 4 – Redeem

SL: Turn Points into Memories

PH: Redeem for stays, experiences and so much more.



WELCOME SERIES YTD 2019 PERFORMANCE SUMMARY

Email 1 – You're In! Welcome

Months (2019)	Delivered	Open Rate	CTOR	Room Nights
Feb	272 K	25.7%	23.4%	597
Mar	419 K	27.8%	25.0%	1 K
Apr	469 K	26.6%	25.0%	2 K
May	467 K	26.4%	29.2%	1 K
Jun	416 K	26.2%	25.7%	966
YTD Total	2.0 M	26.6%	25.9%	5.8 K

Email 2 – Book Direct

Months (2019)	Delivered	Open Rate	CTOR	Room Nights
May	1.2 M	16.8%	10.1%	726
Jun	339 K	20.7%	14.6%	390
YTD Total	1.5 M	17.7%	11.3%	1.1 K

Email 3 – Earn

Months (2019)	Delivered	Open Rate	CTOR	Room Nights
May	1.1 M	14.5%	8.7%	242
Jun	334 K	17.2%	14.9%	167
YTD Total	1.4 M	15.1%	10.3%	409

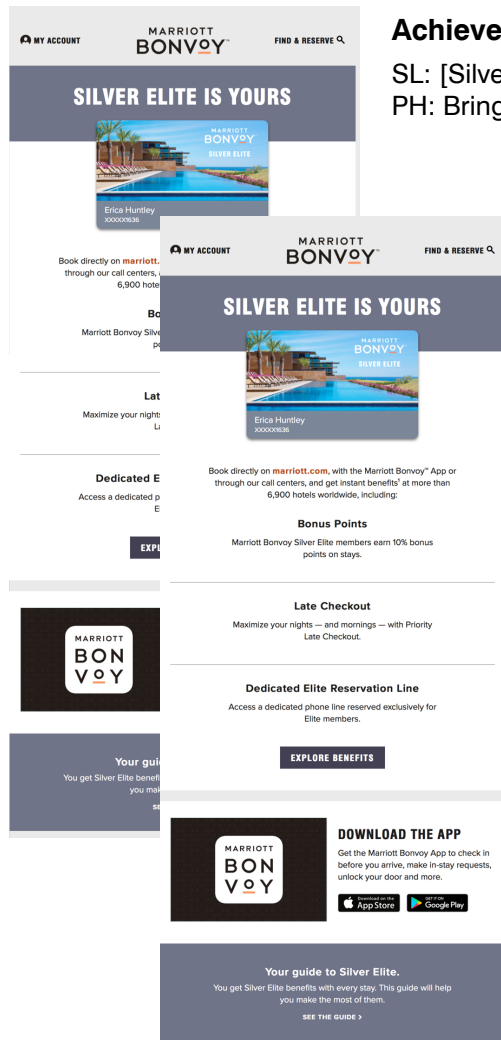
Email 4 – Redeem

Months (2019)	Delivered	Open Rate	CTOR	Room Nights
May	1.1 M	14.0%	7.6%	289
Jun	332 K	17.4%	14.2%	250
YTD Total	1.4 M	14.8%	9.4%	539

- Email 1 open and CTO rates are lower than previous MR avg. of 45% and 32% respectively; subject line test planned for Q3 2019
- Monitor engagement in emails 2 - 4 and set baselines after 3 months
- Optimization plans for series are defined
 - Next up: more content, Email 1 Subject line test, and MVP randomized vs. algorithm test
- Detailed analysis by level and content performance shared next week during Welcome Readout

RELAUNCHED TRIGGERED ACHIEVEMENT EMAILS

- Launched English versions of Achievers and Renewers emails in Orchestration
- Leveraged same creative for both versions
- Next phase includes launching Lifetime Achievers (July '19) and getting content into mobile
- Partnering with CX to create monthly dashboard views for each campaign



Achievers

SL: [Silver] Elite Is Yours
PH: Bring on the elevated benefits.

Renewers

SL: Make the Most of [Silver] Elite
PH: Your [Silver] Elite benefits have arrived.

ACHIEVEMENT EMAILS YTD 2019 PERFORMANCE SUMMARY

- Early results show that these highly targeted emails drive above program average KPIs
 - Up to 3x higher open rate and 4x higher CTOR
- Too soon to draw conclusions on engagement, but recommend early subject line testing & monitoring Silvers
 - Consider testing more acknowledgement in Renewers version with personalization
 - Possible opportunity for Silvers to version by ‘how they achieved’ to increase engagement: Cobrand vs. nights
- Baseline KPIs will be established after 3 months in market

Achievers

108.6 K	45.5%	29.3%	888
Delivered	Open Rate	CTOR	Room Nts.

Renewers

139.3 K	37.8%	11.0%	464
Delivered	Open Rate	CTOR	Room Nts.

LEVEL	Open Rate	CTR	CTOR	Unsub. Rate
ACHIEVER	45.5%	13.3%	29.3%	0.04%
SILVER	43.2%	11.6%	26.8%	0.05%
GOLD	47.1%	14.3%	30.4%	0.03%
PLATINUM	50.3%	17.2%	34.1%	0.00%
TITANIUM	50.1%	17.2%	34.2%	0.04%
AMBASSADOR	51.3%	20.7%	40.4%	0.08%
RENEWER	37.8%	4.2%	11.0%	0.03%
SILVER	33.7%	3.7%	10.9%	0.03%
GOLD	41.1%	4.7%	11.3%	0.02%
PLATINUM	45.7%	4.5%	9.9%	0.02%
TITANIUM	46.4%	5.2%	11.3%	0.04%
AMBASSADOR	48.4%	6.8%	14.2%	0.00%

Reporting period: May – June 2019
 Financial data source: Omniture 7-day

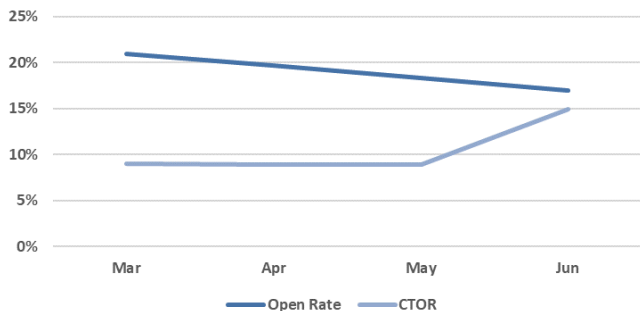
MEMBER ACCOUNT UPDATE (MAU): JUNE '19 and YTD

- Increases in most email KPIs in June; open rate and revenue down MoM
- Open rates are trending down MoM, but CTOR spiked in June from benefit alert msg.
- Deep dive underway to analyze email engagement by segments and content
 - Data used to drive future optimization recommendations

June 2019

June 2019 Performance	30.9 M	16.9%	2.5%	15%	0.21%	21.2 K	\$4.1 M
MoM Comparison	Delivered +0.6%	Open Rate -1.4 pts.	CTR +0.9 pts.	CTOR +6.1 pts.	Unsub. Rate -0.01 pts.	Room Nights +2.7% (+566 nts)	Revenue +14.6% (+\$527 K)
June '19 vs. Program Avg.		+1.6 pts	+1.4 pts	+7.4 pts.	-0.03 pts.		

MAU Email Engagement Trend 2019

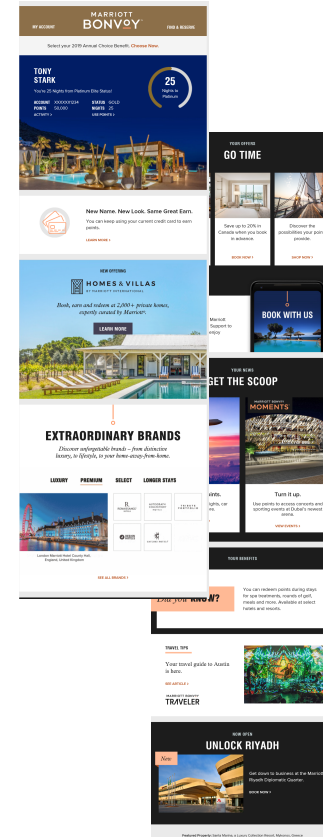


YTD 2019 (March – June Avg.)

LEVEL	OPEN RATE	CTR	CTOR	UNSUB. RATE
Basic	16.9%	1.4%	8.2%	0.28%
Silver	25.0%	3.7%	15.0%	0.09%
Gold	30.2%	4.9%	16.3%	0.09%
Platinum	37.1%	7.0%	19.0%	0.03%
Titanium	39.1%	6.9%	17.6%	0.02%
Ambassador	41.4%	18.5%	44.6%	0.01%
YTD Avg.	19.0%	2.0%	10.3%	0.25%

SL = Your Marriott Bonvoy Account Update: Special Offers, Benefits and More

PH = See What's New in June



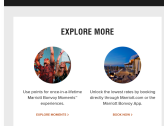
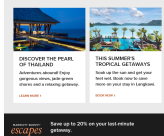
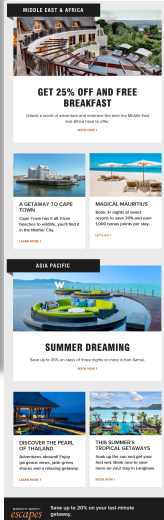
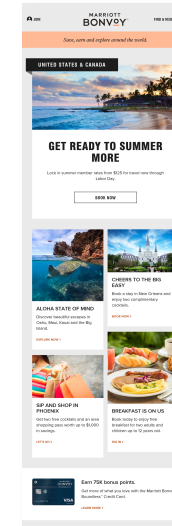
OFFERS AND PACKAGES LAUNCHED JUNE 11, 2019

June 2019 Performance	10.5 M	12.0%	0.89%	7.4%	3.7 K	\$669.1 K
June vs. Program Avg.	Delivered	Open Rate -3.2 pts.	CTR -0.26 pts.	CTOR -0.2 pts.	Room Nights	Revenue

- Open rates for initial mailing are lower than June program avg; ongoing subject line optimization planned
- Campaign baselines will be set after first 3 months; recommend creating goals and optimization roadmap
- Currently discussing ways to streamline offer process & targeting in preparation for O&P 2.0 2020 enhancements

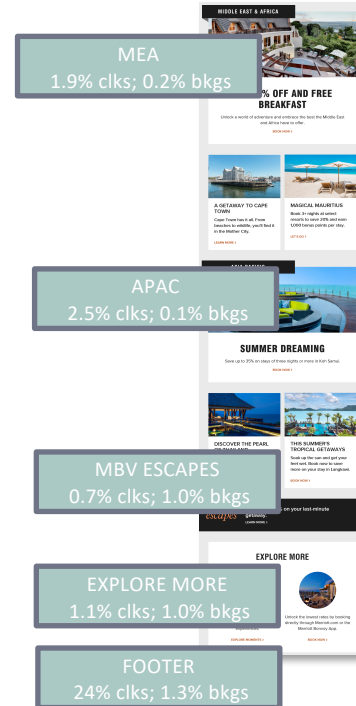
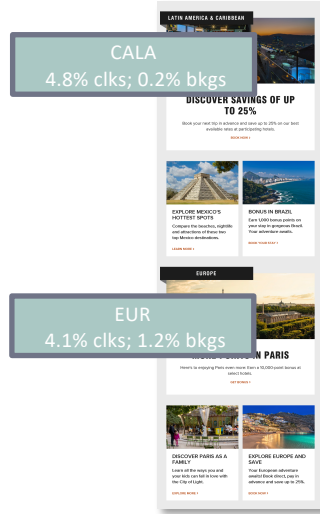
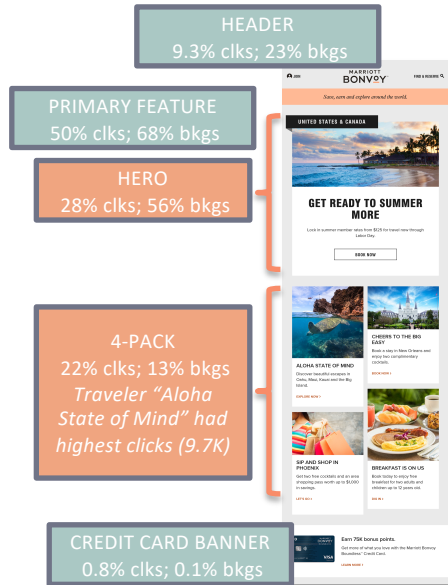


SL: Offers to Make Your Getaway Even Better
PH: Save, earn and explore around the world.



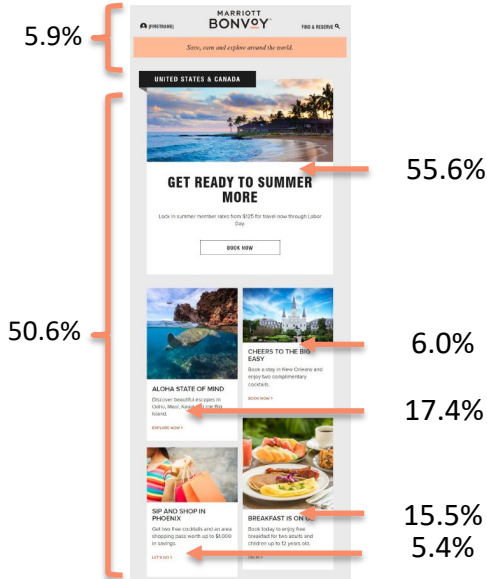
JUNE '19 OFFERS & PACKAGES ENGAGEMENT MOSTLY IN TARGETED FEATURE MODULES

*Heatmap for all versions combined



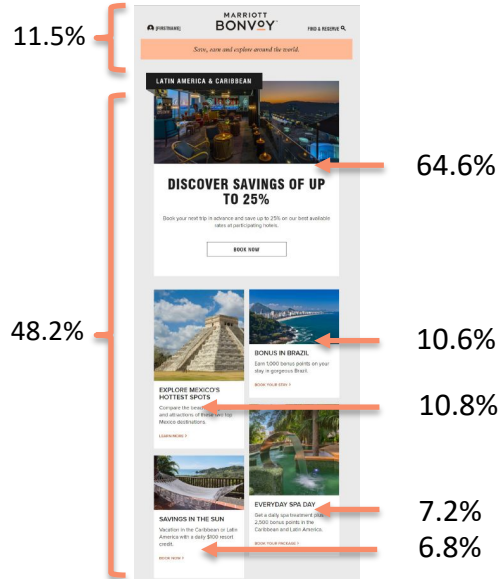
HEAT MAP – BY REGION/VERSION

US/CA



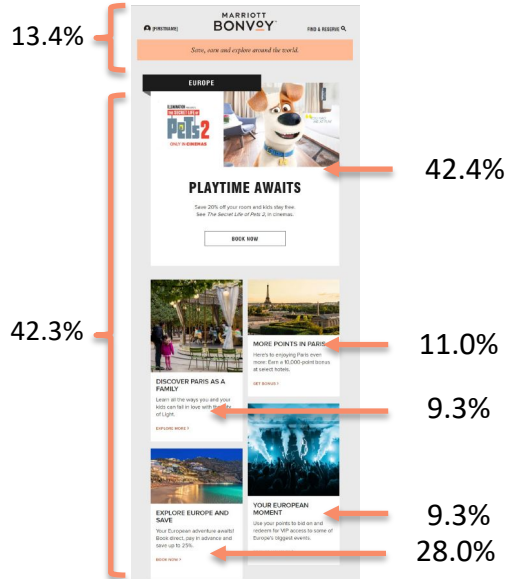
- 5.3% → Secondary Content – CALA
- 4.0% → Secondary Content – EUR
- 2.3% → Secondary Content – MEA
- 3.0% → Secondary Content – APAC

CALA



- 9.0% → Secondary Content – EUR
- 2.7% → Secondary Content – MEA
- 4.1% → Secondary Content – APAC
- 1.6% → Secondary Content – US/CA

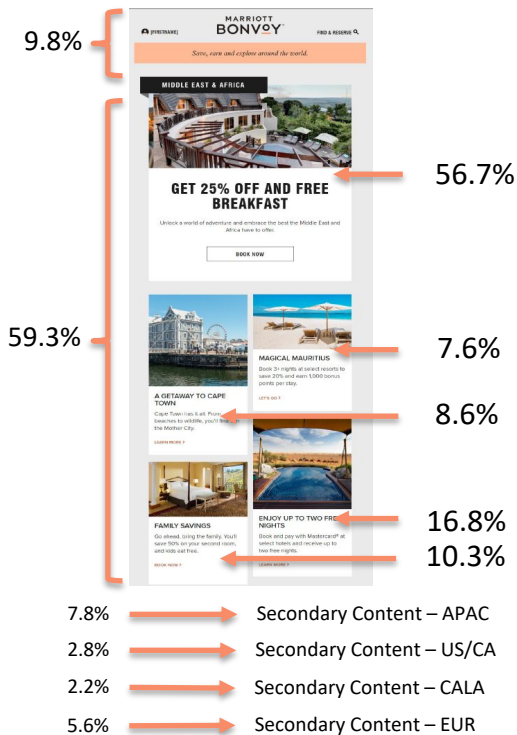
EUR



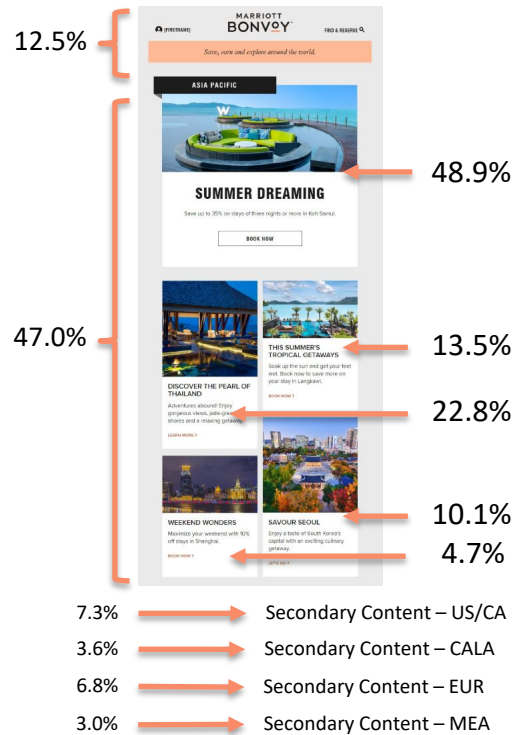
- 5.4% → Secondary Content – MEA
- 8.3% → Secondary Content – APAC
- 5.2% → Secondary Content – US/CA
- 3.4% → Secondary Content – CALA

HEAT MAP – BY REGION/VERSION

MEA



APAC



ACTIONABLE INSIGHTS

ACTIONABLE INSIGHTS

- Combat open rate attrition with earlier reengagement tactics (target those with 90 days of email inactivity)
- Partner with Cobrand and CX teams to discuss targeting enhancements (reduce overlap of emails), messaging strategies, ride along placements, and reporting
- Once baselines for key communications are set, look to develop performance goals for each email and optimization roadmaps (MAU, O&P, Welcome, Achievement)
 - Consider quick win optimizations in the meantime, like subject line and preheader testing

◦ **THANK YOU!**

EMAIL CATEGORY: COBRAND BREAKDOWN

	Cobrand Acquisition	Cobrand (All Other)	MAU	LPM	Solo	Promo	ATM	Moments	METT	Brand BPP	Offers & Packages
Sent	196.7 M	17.3 M	95.5 M	6.3 M	94.1 M	80.4 M	7.7 M	25.2 M	46.6 M	26.2 M	10.6 M
Delivered	195.4 M	17.0 M	92.2 M	6.0 M	91.9 M	77.9 M	7.6 M	25.1 M	44.6 M	25.8 M	10.5 M
Delivery Rate	99.3%	98.7%	96.5%	93.9%	97.7%	96.9%	98.7%	99.6%	95.6%	98.5%	98.6%
Opens	24.4 M	4.6 M	16.9 M	1.2 M	16.3 M	13.8 M	1.4 M	5.9 M	7.4 M	4.8 M	1.3 M
Open Rate	12.5%	27.0%	18.3%	19.3%	17.8%	17.7%	18.4%	23.5%	16.6%	18.7%	12.0%
Clicks	366.2 K	394.2 K	1.8 M	187.7 K	1.2 M	1.2 M	252.7 K	369.6 K	217.5 K	249.3 K	93.0 K
CTR	0.19%	2.31%	1.98%	3.15%	1.25%	1.55%	3.33%	1.47%	0.49%	0.97%	0.89%
CTOR	1.50%	8.56%	10.78%	16.30%	7.05%	8.73%	18.13%	6.28%	2.94%	5.15%	7.40%
Unsubs	473.9 K	31.6 K	220.2 K	36.3 K	226.5 K	230.0 K	19.8 K	26.1 K	119.1 K	56.8 K	37.4 K
Unsub Rate	0.24%	0.19%	0.24%	0.61%	0.25%	0.30%	0.26%	0.10%	0.27%	0.22%	0.36%
Bookings	6.8 K	11.8 K	28.6 K	2.8 K	18.7 K	15.9 K	3.9 K	8.9 K	3.6 K	6346	1.6 K
Room Nights	14.4 K	24.0 K	64.3 K	7.5 K	42.7 K	36.5 K	9.2 K	20.4 K	8.4 K	15.5 K	3.7 K
Revenue	\$2.3 M	\$3.8 M	\$11.6 M	\$1.2 M	\$7.2 M	\$6.1 M	\$1.5 M	\$3.5 M	\$1.5 M	\$2.9 M	\$.7 M
Conversion Rate	1.87%	3.00%	1.57%	1.51%	1.62%	1.32%	1.53%	2.41%	1.67%	2.55%	1.75%
Bookings/ (K) Delivered	\$0.03	\$0.69	\$0.31	\$0.48	\$0.20	\$0.20	\$0.51	\$0.35	\$0.08	\$0.25	\$0.16

MARRIOTT BONVOY JUNE 2019 PERFORMANCE HIGHLIGHTS

PERFORMANCE SUMMARY

JUNE 2019 PERFORMANCE SUMMARY

- Increase in delivered counts from Solos and LPM triggers (Welcome and Achievement)
- Engagement consistent MoM, but visible financial declines from fewer revenue driving emails
 - Solos and MAU combined drove over 53% of financials, but not enough to drive MoM lifts
 - Relaunch of other targeted triggers and revenue boosting campaigns like Offers & Packages will support financial goals

Engagement	189.5 M	15.2%	1.2%	7.6%	0.25%
	Emails Delivered +128.6%	Open Rate -1.9 pts	CTR +0.1 pts	CTOR +1.5 pts	Unsubscribe Rate -0.01 pts
Financials	32.4 K	73.9 K	\$12.9 M	0.17	1.5%
	Bookings +136.1%	Room Nights +139.2%	Revenue +143.2%	Bookings/Delivered (K) +3.3%	Booking Conv. -0.1 pts

Comparison against program baseline (Feb 13 – May 30, 2019)
Financial data source: Omniture 7-day

JUNE 2019 EXECUTIVE DASHBOARD (vs. BASELINE)

	TOTAL	MAU	LPM	SOLO	PROMO	ATM	COBRAND	MOMENTS	METT	BRAND BPP	OFFRS & PCKGS
Sent	193.8 M	31.9 M	1.7 M	11.9 M	34.4 M	1.3 M	71.4 M	7.1 M	13.7 M	9.7 M	10.6 M
	1.9%	17.0%	10.4%	-76.0%	72.9%	-58.8%	33.3%	-25.6%	-21.8%	21.8%	
Delivered	189.5 M	30.9 M	1.6 M	11.5 M	33.1 M	1.3 M	70.8 M	7.1 M	13.2 M	9.6 M	10.5 M
	2.0%	17.5%	9.8%	-76.2%	71.5%	-59.1%	33.3%	-25.4%	-22.1%	22.7%	
Delivery %	97.7%	96.7%	92.9%	96.2%	96.2%	98.3%	99.1%	99.7%	96.2%	98.9%	98.6%
	0.0 pts	+0.4 pts	-0.5 pts	-1.0 pts	-0.8 pts	-0.7 pts	-0.1 pts	+0.2 pts	-0.4 pts	+0.7 pts	
Open	28.8 M	5.2 M	363.2 K	2.1 M	5.1 M	215.2 K	8.8 M	1.6 M	2.1 M	2.1 M	1.3 M
	-13.6%	1.2%	30.4%	-75.5%	35.0%	-65.3%	12.7%	-35.4%	-30.9%	29.7%	
Open%	15.2%	16.9%	22.9%	18.4%	15.4%	16.5%	12.4%	22.1%	16.0%	21.4%	12.0%
	-1.9 pts	-2.7 pts	+3.6 pts	+0.5 pts	-4.2 pts	-2.9 pts	-2.3 pts	-3.4 pts	-2.0 pts	+1.2 pts	
Click	2.2 M	783.1 K	69.3 K	179.7 K	593.2 K	21.3 K	189.0 K	83.8 K	62.9 K	112.5 K	93.0 K
	4.0%	69.5%	48.1%	-70.0%	66.3%	-78.8%	-9.4%	-49.2%	-24.6%	37.5%	
CTR	1.15%	2.54%	4.37%	1.57%	1.79%	1.63%	0.27%	1.18%	0.48%	1.17%	0.89%
	+0.1 pts	+0.8 pts	+1.1 pts	+0.3 pts	-0.1 pts	-1.5 pts	-0.1 pts	-0.6 pts	0.0 pts	+0.1 pts	
CTOR	7.60%	14.97%	19.09%	8.54%	11.65%	9.88%	2.15%	5.36%	2.98%	5.47%	7.40%
	+1.5 pts	+6.0 pts	+2.3 pts	+1.6 pts	+2.2 pts	-6.3 pts	-0.5 pts	-1.5 pts	+0.3 pts	+0.3 pts	
Unsub.	469.5 K	65.0 K	10.0 K	20.8 K	102.2 K	3.2 K	171.9 K	5.5 K	36.2 K	17.1 K	37.4 K
	2.1%	-6.6%	16.7%	-82.7%	84.3%	-54.3%	39.3%	-59.2%	-10.0%	-20.5%	
Unsub%	0.25%	0.21%	0.63%	0.18%	0.31%	0.25%	0.24%	0.08%	0.28%	0.18%	0.36%
	-0.01 pts	-0.05 pts	+0.04 pts	-0.07 pts	+0.02 pts	+0.03 pts	+0.01 pts	-0.06 pts	+0.04 pts	-0.10 pts	
Bookings	32.4 K	9.1 K	1.1 K	3.8 K	4.3 K	815	5.4 K	2.1 K	827	3.2 K	1.6 K
	-20.9%	9.0%	62.1%	-57.5%	-51.6%	-50.7%	23.7%	-48.2%	-60.3%	85.9%	
Rmnts	73.9 K	21.2 K	2.7 K	8.6 K	10.7 K	2.0 K	10.1 K	5.2 K	2.0 K	7.7 K	3.7 K
	-20.5%	14.1%	43.3%	-58.4%	-47.1%	-48.1%	9.5%	-45.5%	-59.7%	88.8%	
Revenue	\$12.9 M	\$4.1 M	\$455.0 K	\$1.4 M	\$1.9 M	\$304.2 K	\$1.4 M	\$858.3 K	\$347.4 K	\$1.4 M	\$669.1 K
	-19.3%	28.4%	43.8%	-59.7%	-45.9%	-53.0%	-5.1%	-48.0%	-60.0%	76.3%	
Conv%	1.48%	1.17%	1.65%	2.14%	0.73%	3.83%	2.84%	2.56%	1.32%	2.84%	1.75%
	-0.1 pts	-0.65 pts	+0.1 pts	+0.6 pts	-1.8 pts	+2.2 pts	+0.8 pts	+0.1 pts	-1.2 pts	+0.7 pts	
BPK	\$0.17	\$0.30	\$0.72	\$0.34	\$0.13	\$0.62	\$0.08	\$0.30	\$0.06	\$0.33	\$0.16
	3.3%	-7.2%	47.7%	78.9%	-71.8%	20.7%	-7.2%	-30.5%	-49.0%	51.5%	

TESTING AND OPTIMIZATION

SUBJECT LINE TEST RESULTS

Chase Boundless Acquisition W2 (6/7)	WINNERS	DESCRIPTION OF WINNER
<p>Members</p> <ul style="list-style-type: none"> • Enjoy Boundless Benefits and 75,000 Bonus Points • Be Boundless: Earn 75,000 Bonus Points <p><i>PH: Get the Marriott Bonvoy Boundless Credit Card.</i></p>	<p>Winner -0.7 pts</p>	<p>Branded Boundless with mention of benefits and points offer</p>
<p>Non-Members</p> <ul style="list-style-type: none"> • Enjoy Boundless Benefits and 75,000 Bonus Points • Be Boundless: Earn 75,000 Bonus Points <p><i>PH: Get the Marriott Bonvoy Boundless Credit Card.</i></p>	<p>Winner* -0.4 pts</p>	<p>Retest for patterns</p>

*Not statistically significant

SUBJECT LINE TEST RESULTS

MVC (Marriott Vacation Club) June 18/19 Solo

- Email optimized two styles of subject lines
 - Style A: **Escape to Hawaii** Destination Only
 - Style B: **Spend 4 Nights in Hawaii from \$499** Destination + Offer
- Audience was geo-targeted & subject lines were optimized for each of the ten regions

Winners and Observations:

- Style A: “Escape to [location]” was the winner for six of the ten regions
 - Significance was reached on three out of six regions; open rates were 0.9 to 2.2 percentage points higher
 - The winner remained the winner weeks later, except for the Hawaii versions - style B had a higher open rate after a while
- Style B: “Spend [X] Nights in [location] from [offer]” was the winner for the other four regions
 - Significance was only reached on two out of the four regions; open rates were up to 1.0 points higher
- Recommend retesting to see if patterns develop; style A was the most engaging this time

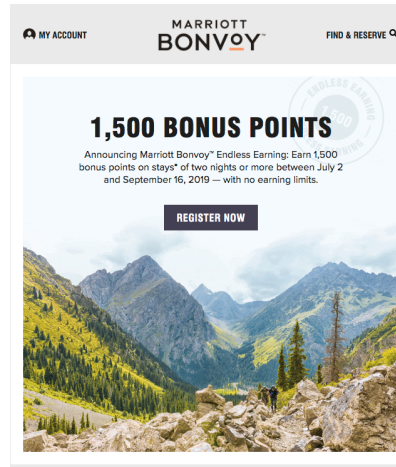
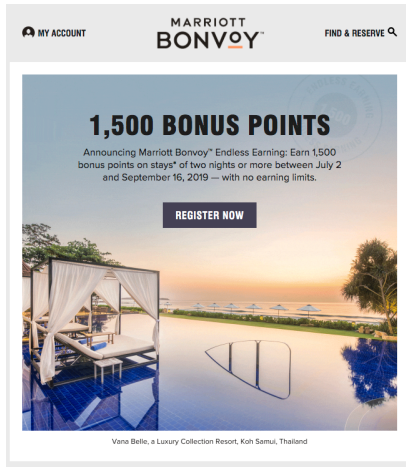
Q3 2019 ENDLESS EARNINGS ANNOUNCEMENT: WYLEI SMARTIMAGE

	Total Opens	Total Clicks	Unique Opens	Unique Clicks	CTOR%	Lift	SS
Control	259,877	30,730	259,794	30,412	11.706%	-	-
Optimized	2,338,486	276,654	2,328,380	273,849	11.761%	0.471%	80%

Property Image

vs.

Destination Image



- Optimized a destination image and property image to see which one drives better engagement
- Did not reach statistical significant or a strong lift over control
- Consider retesting with images that have a stronger differentiation
- Although there was very little lift, the mountain image performed better in most cases

MARRIOTT BONVOY TRAVELER: Q2 2019 EMAIL PERFORMANCE

Q2 '19 PERFORMANCE VS. GOAL

- Open rate average -2 pts. vs. goal; impacts from audience expansion
- CTOR +1 pt. vs. goal; maintained level of engagement from openers
- Implemented Epsilon throttle plan in April to combat Gmail deliverability issues from March audience expansion
 - Discussing additional tactics to improve delivery
- Sessions are up 82% vs. goal; April and June engagement drove quarterly high

EMAIL

OPEN RATE

13.0%

(-2 pts. vs goal of 15%)

CTO RATE

7%

(+1 pt. vs goal of 6%)

ONLINE

SESSIONS

72.8K

(+82% vs goal of 20K)

DURATION

1:19

(-11.9% vs goal of 1:30)

PAGES/SESSION

1.43

(-43% vs goal of 2.5)

Q2'19 PERFORMANCE BY MONTH

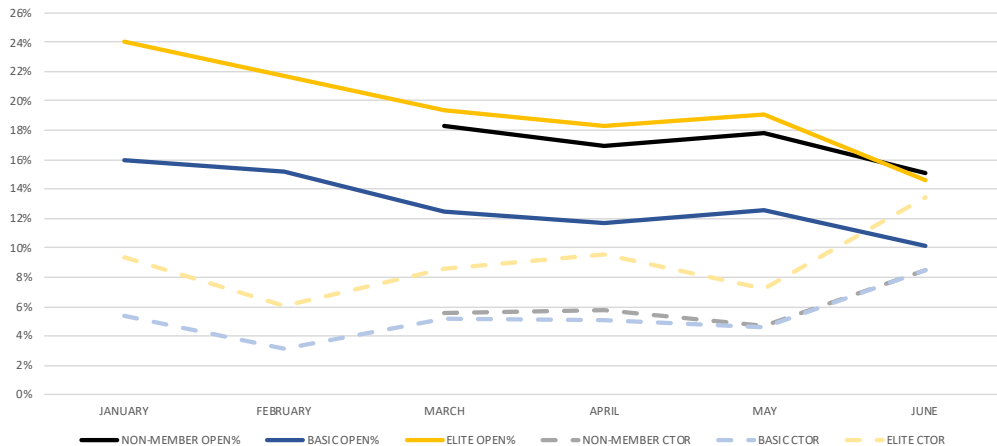
- Audience increased 2M in April with expanded segmentation
 - Gmail delivery issues were seen in June
 - Epsilon deployment improvement plans are in place
- Subject line optimization helped lift open rates each month but not enough to match or surpass goal
- CTO rates above goal April and June; result of capturing more clicks than opens
- April drove 50K sessions in one day; record high since 2017 launch
 - Session duration & pages/session were both above goal

Metric	April 20	May 18	June 23
Sent	9.5 M	9.4 M	9.4 M
Delivered	9.4 M	9.2 M	8.0 M
Delivered Rate	98.2%	98.0%	85.1%
Unsub Rate	0.14%	0.14%	0.14%
Open Rate	13.3%	14.2%	11.3%
Opens	1.25 M	1.30 M	899.6 K
Click-Thru Rate	0.85%	0.74%	1.10%
Clicks	79.2 K	68.6 K	87.3 K
CTO Rate	6.34%	5.29%	9.7%
Bookings	778	686	429
Room Nights	1.8 K	1.5 K	948
Revenue	\$301.2 K	\$227.4 K	\$140.9 K
Bookings/Dlvd. (K)	\$0.08	\$0.07	\$0.05
# of Sessions	77.2 K	43.4 K	97.8 K
Session Duration	1:37	1:05	1:16
Pages/Session	2.90	1.39	1.49

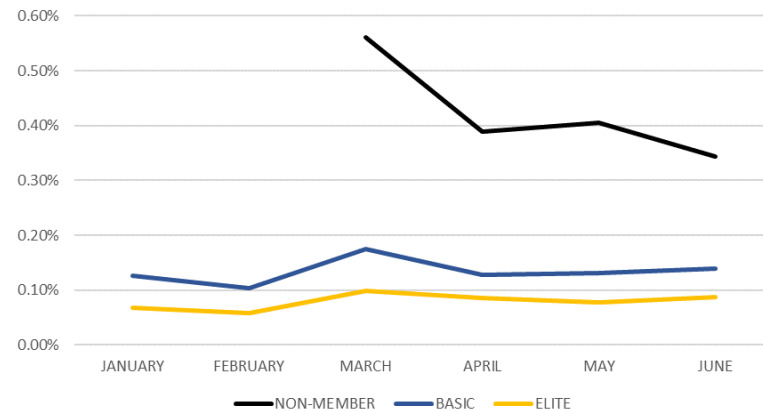
SEGMENTATION: MEMBER VS. NON-MEMBER

- Audience expansion and deliverability issues may have impacted open rate declines
- Non-members show interest in email with high open rates; CTOR aligns with Basics
- Continue to monitor to see if targeting content by level improves KPIs over time

Open & CTO Rate Trends: By Member Level



Unsub Rate by Member Level 2019



APRIL HIGHLIGHTS

- Record month generating 50K sessions in one day; highest since 2017 launch
- 4 out of 5 list-style articles generated the most clicks and sessions (hero and curated A were in top 3)
 - 3 getaway/trip focused articles and 1 tip
 - Continue approach
- Reading list article #4 was the 4th most clicked article; same for all levels



9 Weekend Getaways That Are Just a Drive Away
[Hit The Road](#)

HEADER: 6%

HERO: 40%

CURATED A:
13%

CURATED B:
3.5%

ALL BANNERS:
1.0%

Namaste All Day

Kaitlin, welcome to your first issue of Marriott Bonvoy Traveler™. This month, treat yourself right — take a moment for mindfulness, join a yoga class, or hit the gym or simply make plans to refuel with your crew.

Find Your Bliss on 8 Unforgettable Getaways

PEACE OUT, KAITLIN

Stay "Alibi'd" at These 9 Indulgent Spa Resorts

There's nothing so drool-worthy as the water in Europe's greatest spas.

Catching Zs: 6 Simple Tips for Better Sleep on Your Next Flight

Despite being packed into an airplane seat, it's possible to get some shut-eye. On your next flight, try:

DISCOVER THIS WAY

Uncover the Unexpected and Experience the New with Renaissance® Hotels

Now Hear This

PODCAST

Checkling In with Music Industry Influencers

Here some of the world's top music influencers that share their top travel tips and making the most of travel.

Listen Now

TIPS + TRENDS

Sound Escape: 5 Frighting Distraction From Coachella

What to expect Coachella, over? There's plenty more—open to visual art, cuisine with nature.

Check Out

DOUBLE TAKE

Kaitlin's April Reading List

Keep Calm and Read: Three Non-Relating Essentials

Take It Easy

The Spin Move: U.S. Tennis' Rising Men's Doubles Superstar

Don't Lie

Fill Your Passport: Traveling the Global F1 Race Circuit

Get There

9 Weekend Getaways That Are Just a Drive Away

Hit The Road

These Mountain Towns Are Year-Round Getaways

Call It Done

I love Grande Lakes Orlando's Whisper Creek Farm ... I believe in what they do. I believe in the farm-to-table movement. They harvest the food here, shake the dirt off, and it goes straight to the hotel.

Chief Jerry Whelan, Renaissance Grande Lakes Orlando's Whisper Creek Farm

#goodtravel starts here

The New! Brazil announced that starting this June American travelers to the country will no longer require a Visa. Start planning your escape to Rio de Janeiro City in a flash.

#marriottbonvoytraveler #kaitlin #rio #riodejaneiro

CURATED C:
1.4%

READING LIST:
15%

INSTAGRAM:
0.8%

FOOTER: 10%

MAY HIGHLIGHTS

- Slightly lower hero engagement MoM; Wylei image optimization helped lift clicks; more clicks went to header & JW banner
 - 5% of clicks (5.2K) on JW Marriott banner (5th most clicked link) shows interest in brand and culinary content
- ADVERTISEMENT**

Join JW Marriott® for an unforgettable culinary journey. SEPT 26 – 29, 2019.

[Book Now](#)
- 36% of bookings from header compared to 17% in May; clicks on Find & Reserve
 - Those that opened were interested in booking
 - Consider calling out Memorial Day in copy to heighten urgency for weekend getaway

HEADER: 17%

HERO: 37%

ALL BANNERS: 6%

CURATED A: 12%

CURATED B: 5%

Plan the Ultimate Weekend Escape

Take TGIF to the next level. Plot a two- or three-day weekend escape and unwind on your own time — no PTO required.



TIPS + TRENDS

9 Weekend Getaways Where You'll Never Hear, "I'm Bored."

[SEE ALL 9](#)



ADVERTISEMENT

Join JW Marriott® for an unforgettable culinary journey. SEPT 26 – 29, 2019.

[Book Now](#)

Gotta Get Away?



WEEKEND GETAWAYS

Be a Weekend Warrior and Conquer Rome in 48 Hours. Even with only two days in Rome, you can see and taste much of what this historic metropolis has to offer.

[View a Page](#)

ADVERTISEMENT

Established as a Weekend Gateway to Boston

Great neighborhoods, cool attractions and the fact that you are just the start of what makes Boston an ideal town for this.

[Take a Trip](#)



All You Can Eat



TIPS + TRENDS

Weekend in Venice: Crustinis, Madras, and the Much-Food!

See Venice

TIPS + TRENDS

Get 2 Days? Chew Down in Miami's Hottest Neighborhood

See Miami

DISCOVER THIS WAY

ADVERTISEMENT

Discover the Unspoiled and Expansive the New with Renaissance® Hotels.

Book This Way

Listen Up



PODCASTS

Let's Talk Points with Marriot Bonvoy® Members

There is to hear from these loyalty members have not only spent for unique experiences the exclusive content, sporting events and...

[Listen Now](#)

TIPS + TRENDS

Best Accessories to Help You Pump Up the Jam on Your Next Trip

This tech gear guide takes your music driving up a notch with handy on-roadways and...

[Get Gear](#)



First, Your May Reading List



Members Only: How These Music Fans Got the VIP Concert Experience of a Lifetime

[Book It](#)



Cuba on Canvas: The Birth of Mexico's Hidden Vacation Spots

[Where To?](#)



When to See the 5 Best (and Worst) Moments in Baseball

[Gather Up](#)



Cooking on the Road: 6 Smart Meals You Can Make in a Hotel Kitchen

[Let's Cook](#)



8 Reasons Summer Isn't the Right Time to Phoenix

[Book the Sun](#)

"I really think travel helps for compassion and empathy, inclusiveness, diversity, acceptance, tolerance: I think all those things happen when you travel."

—Kath Wilton, Singer and Songwriter | [Book It](#)

#goodtravel starts here



Cape Town quite literally has it all — breathtaking scenery and wildlife, exquisite beaches, renowned gastronomy and buzzing nightlife.

Follow @mbonvoytraveler on Instagram.

CURATED C: 2%

READING LIST: 9%

INSTAGRAM: 1%

FOOTER: 11%

JUNE HIGHLIGHTS

- 41% of clicks on quiz in hero; drove the highest # of sessions for the month
- Updated 'upcoming trip' module with higher position and streamlined creative to easily expand destinations
 - Missing data due to tracking issues
- 16% of clicks on new 'Trending Destinations' module; 2nd highest percentage for module position to-date
 - 57% of section clicks were on food articles
 - Great opportunity to test broad content types in future A/B test

HEADER: 14%

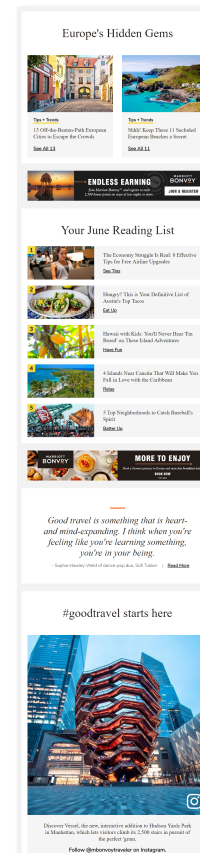
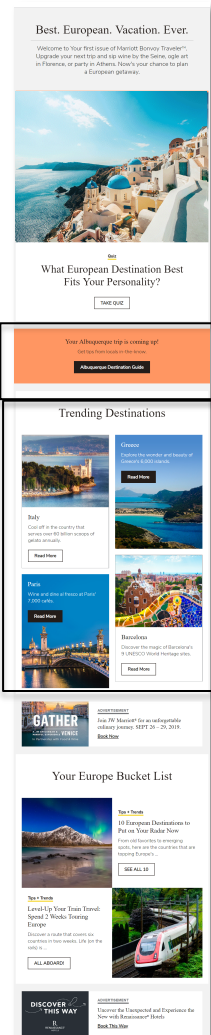
HERO: 41%

Upcoming Trip

CURATED A:
16%

ALL BANNERS:
1.2%

CURATED B:
10%



CURATED C:
5.1%

READING LIST:
5.2%

INSTAGRAM:
0.7%

FOOTER: 8%

THE RITZ-CARLTON: Q2 2019 EMAIL PERFORMANCE

Q2 2019 EMAIL PERFORMANCE SUMMARY

- Delivered more emails in Q2 due to longer period vs. Q1 2019 and additional support Solo
- Increase drove higher performance totals (Delivered, Bookings, Room Nights, and Revenue)
- Email KPIs remained flat QoQ even with audience expansion and direct mail Solo

Engagement

10.1 M	18.7%	1.1%	6.1%	0.20%
Emails Delivered +168% QoQ	Open Rate -0.2 pts QoQ	CTR 0.0 pts. QoQ	CTOR -0.1 pts QoQ	Unsubscribe Rate +0.03 pts QoQ

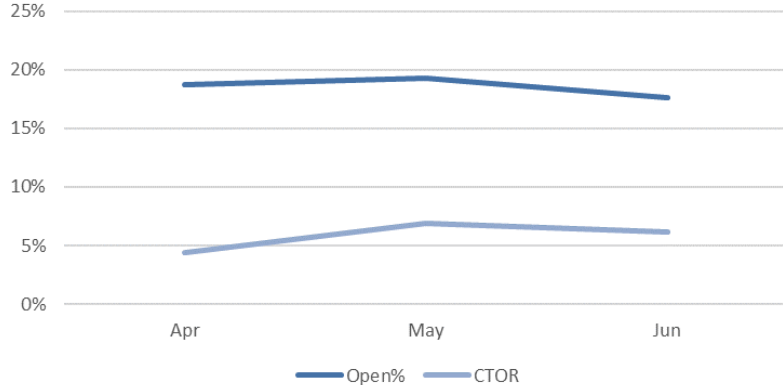
Financials

1.4 K	3.3 K	\$730.1 K	\$0.07	1.2%
Bookings +131% QoQ	Room Nights +103% QoQ	Revenue +72% QoQ	Revenue/Delivered -36% (-\$0.04) QoQ	Booking Conv. -0.2 pts QoQ

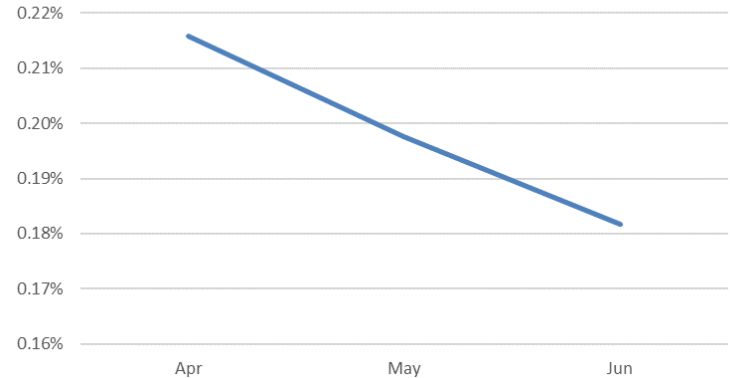
Q2 2019 EMAIL ENGAGEMENT TRENDS

- Consistent open and click rate trends MoM
- Spike in May engagement from sending additional email (Newsletter & DM Solo)
- Unsub rate trends reflect readers interest in content

The Ritz-Carlton Email Engagement Q2 2019



The Ritz-Carlton Unsub Rate Trend Q2 2019



PERFORMANCE SUMMARY BY MONTH

- Audience expansion in April did not shift KPIs down; only slight increase MoM in unsub rate by (+0.03 pts.)
- Direct mail Solo in May was sent 1 week after eNews to same audience; email lifted month and quarter KPIs
 - No harm in sending 1 week later; month had highest open, click and conversion rates for Q2
 - Consider more targeted approach to optimize future Solos (i.e. active stayers, feeder markets to featured properties, seasonal stayers)
- June open rate of 17.6% slightly below baseline average (-0.9 pts.); shifted optimization efforts to test CTA styles
 - Same approach for CTA test #2 in July
 - Will reinstate subject line testing in Aug

	APRIL	MAY	JUNE
Sent	2.6 M	5.2 M	2.6 M
Delivered	2.5 M	5.1 M	2.5 M
Delivery%	96.9%	97.8%	97.8%
Opens	476.9 K	975.5 K	447.5 K
Open Rate	18.7%	19.3%	17.6%
Clicks	21.1 K	66.8 K	27.5 K
CTR	0.8%	1.3%	1.1%
CTOR	4.4%	6.9%	6.1%
Unsub	5.5 K	10.0 K	4.6 K
Unsub Rate	0.22%	0.20%	0.18%
Bookings	221	897	304
Room Nts.	530	2.0 K	720
Revenue	\$106.0 K	\$468.2 K	\$156.0 K
Rev./Del.	\$0.04	\$0.09	\$ 0.06
Conv. Rate	1.0%	1.3%	1.1%

APRIL 18th NEWSLETTER

THEME: Food & Beverage

PERFORMANCE:

- 2.5M Delivered
- 18.7% Open Rate
- 0.8% CTR
- 4.4% CTOR
- 221 Bookings*
- 530 Room Nights*
- \$106K Revenue*

CONTENT OBSERVATIONS:

- Top 3 performing modules:
 - Hero (43% of clicks)
 - CRM Content (6.5% of clicks)
 - Instagram (6.4% of clicks)
- Hero pulled clicks from other modules (+39% MoM); content was more specific than previous month – consideration for future articles

April: “6 Culinary Adventures” vs.

March: “6 Ways to Experience More Meaningful Travel”

HEADER
6.5% clks

THE RITZ-CARLTON

6 GLOBAL CULINARY ADVENTURES

HERO
43.1% clks

Connect to your destination by discovering local delicacies. Journey to Chengdu for the region's epicurean Sichuan cuisine, taste authentic mole poblano in Mexico City, or discover what Barcelona, Osaka, New Orleans and Dubai have to tempt every discerning palate.

JOURNEY: 11 QUESTIONS WITH CHEF DEAN FEARING

HOTEL SPOTLIGHT
5.4% clks

STAY AT THE RITZ-CARLTON, DALLAS

In a state known for bigger and better, Chef Dean Fearing, owner of his eponymous restaurant at The Ritz-Carlton, Dallas, explains how he derives culinary inspiration from music, magazines and the spirit of Texas that infuses every dish.

BEHIND THE SCENES
"Whether it's creating a new dish or writing a new song, I love the idea of putting together something new each time that didn't exist before."
— Chef Dean Fearing

WHERE COCKTAILS AND ART COLLIDE

CRM CONTENT
6.5% clks

TRAVEL WITH A FOCUS ON VINO

RESERVE

Take a "liquid journey" of epic proportions through Barcelona's famed P41 Bar & Cocktails and to the historic Bim, made with winter leav-inflated tequila, organic local honey, chocolate mole bitters and bees pollen.

WINE, ART, AND MEMORIES

WINE VIDEO
2.2% clks

Follow the journey of artist and writer, Meagan Morrison on a tour of California's picturesque landscapes and watch how she drew inspiration from Santa Barbara, Rancho Mirage, San Francisco and Half Moon Bay to design four wine labels for the newly blended Seven Saint wine, made exclusively for The Ritz-Carlton.

THE HEART AND SOUL OF A CITY

TRAVEL BY INTEREST
5.1% clks

Whether you are traveling for business, pleasure, or a little of both, join us for a stay in one of our city-center properties. Visit Dubai's iconic art deco-inspired property or travel to Tokyo and experience the "hardcore in the sky" with rooms starting on the 45th floor of the city's tallest building.

MIX YOUR OWN MEZCAL MAGIC

PARTNER CONTENT
2.3% clks

Mexico's other spirit has taken the world by storm, infusing modern cocktails with its smoky character and unique flavor profiles. Learn how mixologists around the globe are finding inspiration in this, new behind-the-bar staple.

RECIPE: ABEJA REINA

2.5 oz agave nectar / 1 oz Ametigo spirit / 3 oz fresh-squeezed lemon juice / 0.5 oz mezcal

*Combine the agave nectar and lemon juice in a shaker. Shake gently and add the mezcal. Stir over fresh ice in an old-fashioned glass. Use a bar spoon to float the mezcal on top. Garnish with a sprig of cilantro if desired.

WELCOME TO KAZAKHSTAN:

HOTEL SPOTLIGHT
2.1% clks

Every culture has its own way of welcoming guests, many of which center around food. At The Ritz-Carlton, Almaty, guests are greeted each evening with a richly arranged buffet of goodies including tiny bits of fresh dough called sacma—one of Kazakhstan's national pastries—which bring to mind zaspote or bagels.

DISCOVER INFINITE POSSIBILITIES

MOMENTS
1.3% clks

With Marriot Bonvoy® Moments and The Ritz-Carlton, there are infinite possibilities to discover — including exclusive Michelin-star dining opportunities, enhancing Mercedes-AMG Petronas Motorsport experiences, VIP concert packages and more.

[FIRST LAST]'[YOUR] RESERVATION HISTORY:

Recent stays
[CHECK-IN DATE] TO [CHECKOUT DATE] AT [PROPERTY]
Please check your favorite moments with us on Instagram.

SHARE #RCMEMORIES

Upcoming stays
[CHECK-IN DATE] TO [CHECKOUT DATE] AT [PROPERTY]
Enhance your stay in [City] with local activities and experiences.

PLAN YOUR VISIT

At New Local Ritz-Carlton

FARM-TO-TABLE CUISINE AT M BISTRO

New Orleans: Discover our menu featuring organic, seasonal produce from farms across the South.

[CHECK-IN DATE] TO [CHECKOUT DATE] AT [PROPERTY]

DISCOVER

#ritzcarlton

INSTAGRAM
6.4% clks

#RCMEMORIES

Experience The Ritz-Carlton through the eyes of fellow travelers and share unforgettable moments from your own stay.

SEE MORE #RCMEMORIES

COMING NEXT MONTH

6 Beach Escapes • Family-Friendly Travel • Dining for Memories

MAY 17th NEWSLETTER

THEME: Plan Your Summer Getaway

PERFORMANCE:

- 2.5M Delivered
- 19% Open Rate
- 2.1% CTR
- 11.0% CTOR
- 660 Bookings*
- 1.5K Room Nights*
- \$327.1K Revenue*

CONTENT OBSERVATIONS:

- Top 3 performing modules:
 - Hero (64% of clicks)
 - Hotel Spotlight: DC (7.1% of clicks)
 - CRM (3.9% of clicks)
- 64% of clicks on Hero; YTD record
 - Consider repeating content type/theme for 2020
- 497 clicks on Behind the Scenes content under Hotel Spotlight
 - First time linking content
 - Just about half as many clicks as video content
 - Continue linking for easy click catcher content

SL: INSIDE THE RITZ-CARLTON: 6 Secret Beach Escapes

PH: ALSO: A tale of two cities, unforgettable family vacations, and more ways to make your summer travel absolutely amazing.



Master the art of relaxation at Phraek Cove, also known as Secret Beach, in Maui. Set sail to Thailand's Hong Island and snorkel among schools of rainbow-colored fish. Or dine on uber-fresh ceviche in Quincey, Chile's colorful fishing town.



Springtime in the D.C. metro area is more than just museums. From the quaint streets of Georgetown to Virginia's wine country, indulge in the Supreme pleasures including a new waterfront music venue, mouthwatering Middle Eastern cuisine or a crisp glass of rosé on the rooftop.



"The staff's thoughtful experience is a treat if you are looking for a refined view setting and our visit was nothing but. Set in the rolling hills of Virginia, their delicious mix of Mediterranean and French-style cuisine offer a truly unique and memorable experience."
— Jay Chavitt, Director of Sales & Marketing, The Ritz-Carlton, "Spice Corner"



These seven serenely-inducing experiences will transport you to a state of bliss on your next journey—from Berlin to Miami and destinations in between.



Every day, every guest, is our chance to create a lasting memory—like the time two of our determined Gentlemen, both accomplished divers, recovered an underwater camera for a guest by diving to the bottom of the bay in Al Bustan.



From atmospheric natural landscapes to skyline that shimmer with man-made creations, views from each suite at The Ritz-Carlton capture the true essence of a destination. Enjoy extra-special touches. Be a gourmet kitchen and breathtaking views of the soft white sand of Seven Mile Beach in Grand Cayman.



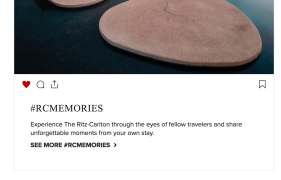
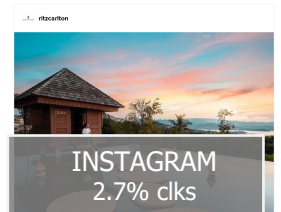
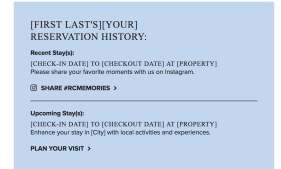
Forge a deeper connection together this summer with a vacation designed with your family in mind. Ritz Kids™ offers full and half-day experiences of exploration and discovery for your little ones, and our family-friendly hotels offer plenty of activities to help create memories that last a lifetime.



With Marriot Bonvoy® Moments and The Ritz-Carlton, there are infinite possibilities to discover — including an exhilarating one-day experience in Montreal with Mercedes-AMG Petronas Motorsport.



The interplay between water and modern rock — the way one road is on the other's shoulder — goes hand in hand with the ocean that has created the Canary Islands. Each day at moon, guests at The Ritz-Carlton, Canary Islands may honor the island's origins by lighting a candle for each of the seven main islands.



MAY 24th THE STAY SOLO

DIRECT MAIL SUPPORT | THEME: SUMMER TRAVEL

PERFORMANCE:

- 2.5M Delivered
- 20% Open Rate
- 0.6% CTR
- 2.9% CTOR
- 237 Bookings*
- 576 Room Nights*
- \$141.1 K Revenue*

CONTENT OBSERVATIONS:

- 21% of clicks on Hero which showcased video series through animated images
 - Higher placement gave lift to engagement
 - Typically video content generates up to 5% of clicks
- Reserve CTA generated the same level of interest as Hero; 20% of email clicks
- The secondary module featuring hotel locations and reserve CTA generated a combined total of 45% of clicks

HEADER
7.4% clks

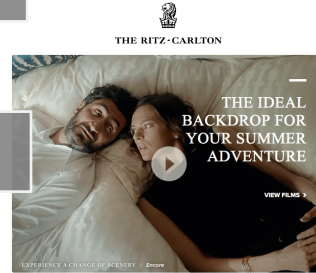
HERO
21.1% clks

BOOK SUITES
20.2% clks

GENEVA
2.8% clks

AL WADI
4.3% clks

SL: Set the stage for unforgettable summer memories.
PH: Discover the ideal backdrop for your next adventure.



The Ritz-Carlton sets the stage for unforgettable memories. Imagine the cinematic possibilities with our new short-film series "The Stay". It is our hope that your stay with us lingers long after you've checked out.

SUMMER IN OUR SUITES
We invite you to come and stay with us at our properties and see the world through a new lens.
RESERVE YOUR SUITE >



HONG KONG
3.1% clks

LAKE TAHOE
5.9% clks

GRAND CAYMAN
8.5% clks

Entire section =
45% of clicks

JUNE 21st NEWSLETTER

THEME: Exotic Adventure Getaway

PERFORMANCE:

- 2.5M Delivered
- 18% Open Rate
- 1.1% CTR
- 6.1% CTOR
- 304 Bookings*
- 720 Room Nights*
- \$156.0K Revenue*

CONTENT OBSERVATIONS:

- Top 3 performing modules:
 - Hero (33% of clicks)
 - CRM (15.7% of clicks)
 - Travel Interest: Mountains (9.5% of clicks)
- Hero did not garner the same level of interest as previous months
 - Content may have been too niche; consider broader appeal content
- Highest level of engagement in CRM content YTD at 16% of clicks
 - Leveraged same article for all segments, only versioned copy and reserve CTAs
 - Shows opportunity to test copy versioning for other email content

THE RITZ-CARLTON

HEADER
5.0% cks

THE RITZ-CARLTON

5 EXOTIC ADVENTURE
GETAWAYS

HERO
33.3% cks

Treat yourself to the unexpected next time you travel. Spend snow mornings in Arney, go hotboarding in Kay Biacome, unwind with some piratin' yoku in Tokyo, try ice climbing in Bachelor Gulch or explore the Andes on a hot air excursion in Santiago.

EXCLUSIVELY FOR RESIDENCE OWNERS

RESIDENCE OWNERS
0.2% cks

This summer, Ritz-Carlton Residence Owners can indulge with spa offers in Chicago and Saratoga. To take advantage of these exclusive, plus other services available through your Hotel Reservation Service, continue to the private Owners page.

JOURNEY, FLIGHTS OF FANCY

HOTEL SPOTLIGHT
6.3% cks

STAY AT THE RITZ-CARLTON, KUALA LUMPUR

Floating in a hot air balloon 800 feet above Kuala Lumpur is a spectacularly serene way to experience Malaysia's bustling capital. Experience the breathtaking beauty of Putrajaya, a city known for its late 20th-century architecture, including the modern Putra Mosque.



BEHIND THE SCENES

"The Best Cover" are 400-million-year-old Invertebrate cover with a 200-year-old British Empire inside. At the entrance of the main passage (CTA) open up your way to travel to the past. (Caption: Lord Mungton Statue, which can be seen from the cover.)

—Charlotte Leggett, Interim Group Chief Coverage at The Ritz-Carlton, Kuala Lumpur

ROMANTIC

CRM CONTENT
15.7% cks

CELEBRATE YOUR MOMENTS WITH US

Celebrate a milestone anniversary, a special occasion or just want in the chance to reconnect as you set sail to unique ports of call aboard The Ritz-Carlton Yacht Collection.

WATCH THIS INFINITE POSSIBILITIES WITH

TINA G. VIDEO
3.0% cks

Follow us on a journey of unforgettable moments with world-renowned artist and composer, Tina Turner, in the exclusive New Orleans, Over Museum, Theatre and Music and composer original scores inspired by these vibrant destinations.

MOUNTAIN RESORTS THAT WOULD INSPIRE YOU

TRAVEL BY INTEREST
9.5% cks

Explore and recharge at resorts around the globe with a crisp glass of wine punctuated by sweeping mountain views on an outdoor terrace, challenge yourself to a hike through miles of endless forests, or relax poolside, nestled between white sands and snow-covered peaks.

MORE MOMENTS

MOMENTS
5.6% cks

Explore infinite possibilities with Marcell Bonny's "Moments" and The Ritz-Carlton including an exclusive Saks Fifth Avenue package in New York City — complete with a stay at our Central Park hotel, lunch at L'Amour and a \$1,000 gift card to enjoy on your very own personal shopping experience.

GENEVA: THE ROMANCE WITHIN

GENEVA VIDEO
4.0% cks

STAY AT THE RITZ-CARLTON, GENEVA, IN A LOVELY CHATEAU

Once a noble residence of the Ritz-Carlton Hotel de France, this elegant and sophisticated chateau is the primary hotel. Perhaps it is its location that is best described as one-of-a-kind. The Hotel, 100% of which is the Hotel, bears a striking resemblance to the Palace of Monaco.

[FIRST LAST] YOUR RESERVATION HISTORY

Recent Dates
[CHECK IN DATE] TO [CHECKOUT DATE] AT [PROPERTY]
Thank you for your recent stay. Please share your memories with us on Instagram.

Upcoming Dates
[CHECK IN DATE] TO [CHECKOUT DATE] AT [PROPERTY]
Enhance your stay with our special suite experience.

At The Ritz-Carlton FARM-TO-TABLE CUISINE AT M BISTRO

INSTAGRAM
3.1% cks



#RCEMEMORIES
Experience the Ritz-Carlton through the eyes of fellow travelers and share unforgettable moments from your own stay.

COMING NEXT MONTH
Lorenz Baum Deer (2) - Lorenz Baum Deer (2) - Lorenz Baum Deer (2)

*Financial Data Source: Omniture 7-day