

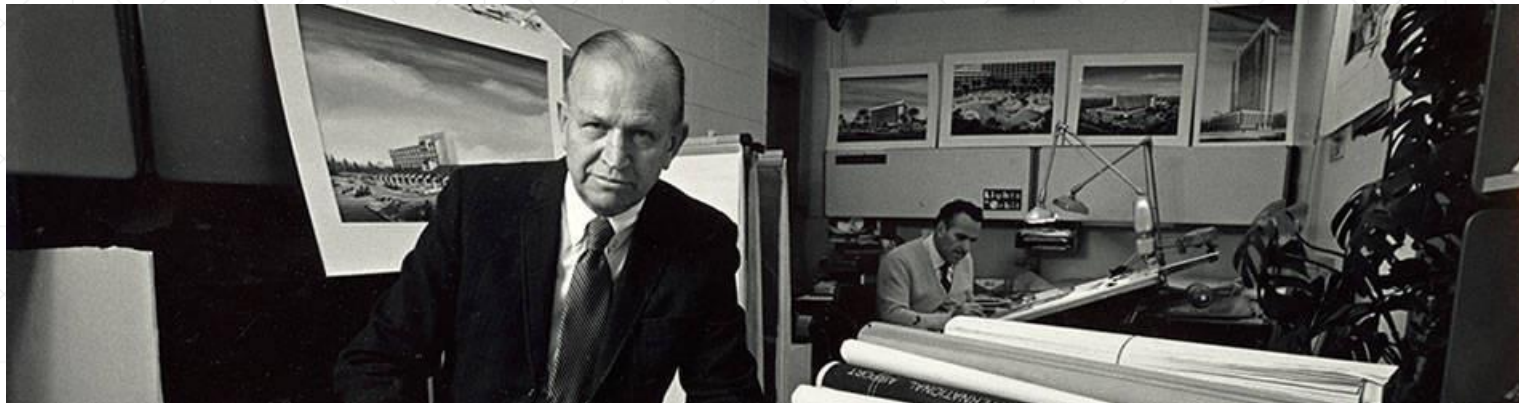
How Marriott Rewards Generated 86.1% More Email-Driven Revenue With Member- Centric Changes to Its Loyalty Program

CLARK CUMMINGS
Senior Manager of Member Marketing
Marriott International



Clark Cummings

Senior Manager of Member Marketing
Marriott International



“ Take care of your people and they will take care of your customers. ”

—J. Willard Marriott, Founder, Marriott Corporation

The campaign



1 Using data from loyalty program

2 Email audit

3 Discovery

4 New email approach

STEP

1

Campaign:

Using data from loyalty program

Step 2

Step 3

Step 4

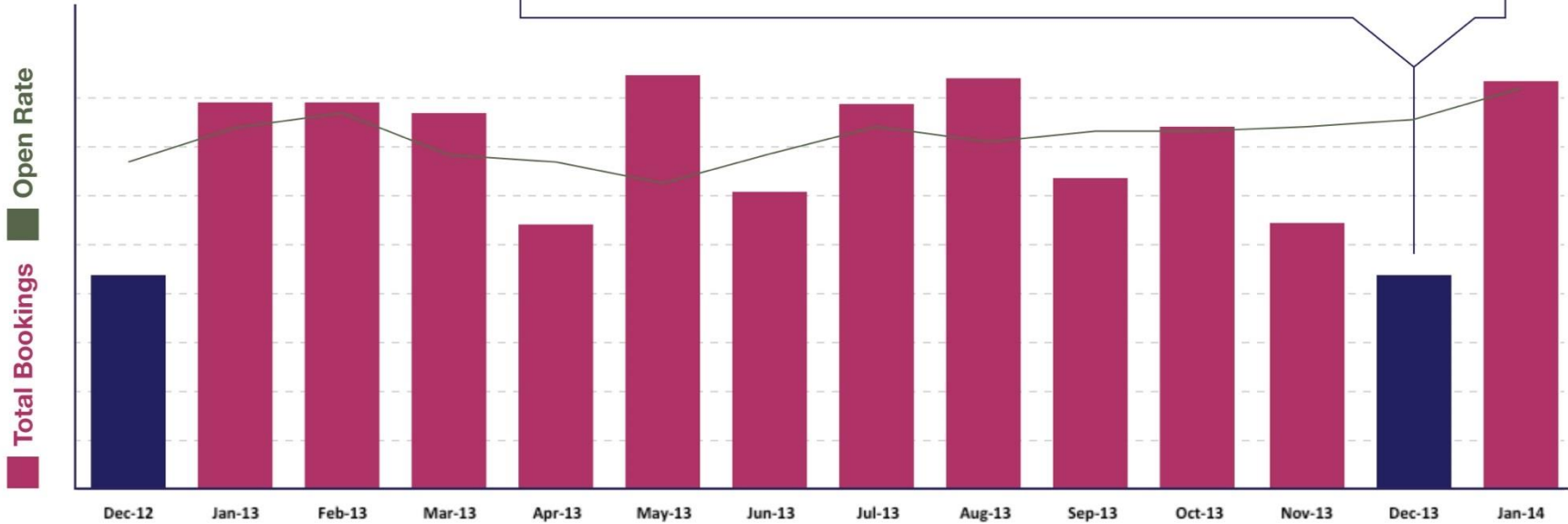
Historical view of December mailings

Fewest
bookings

Lowest
revenue

Lowest
click rates

Consistently high
open rates



STEP

2

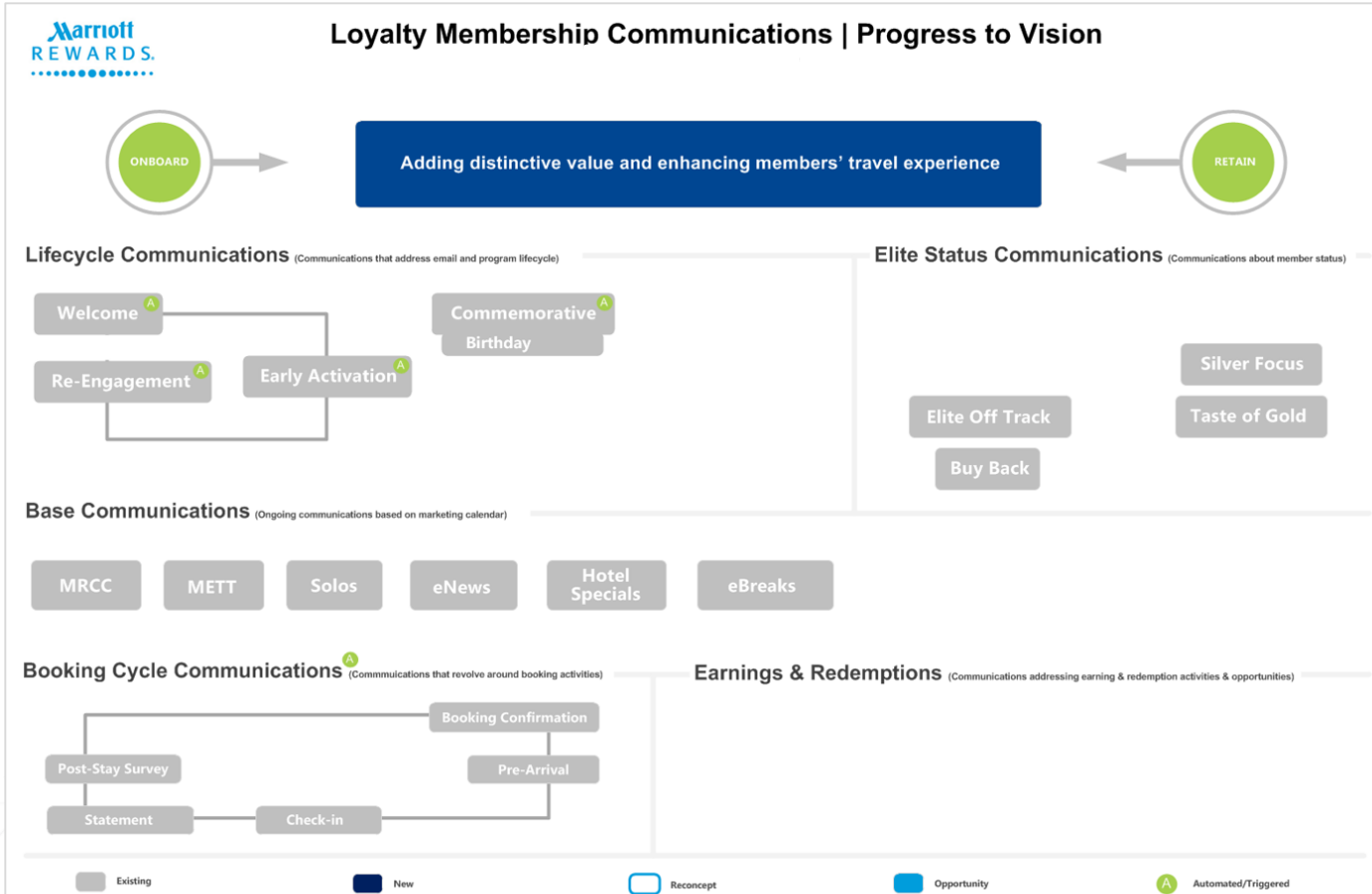
Campaign:
Email audit

Step 1

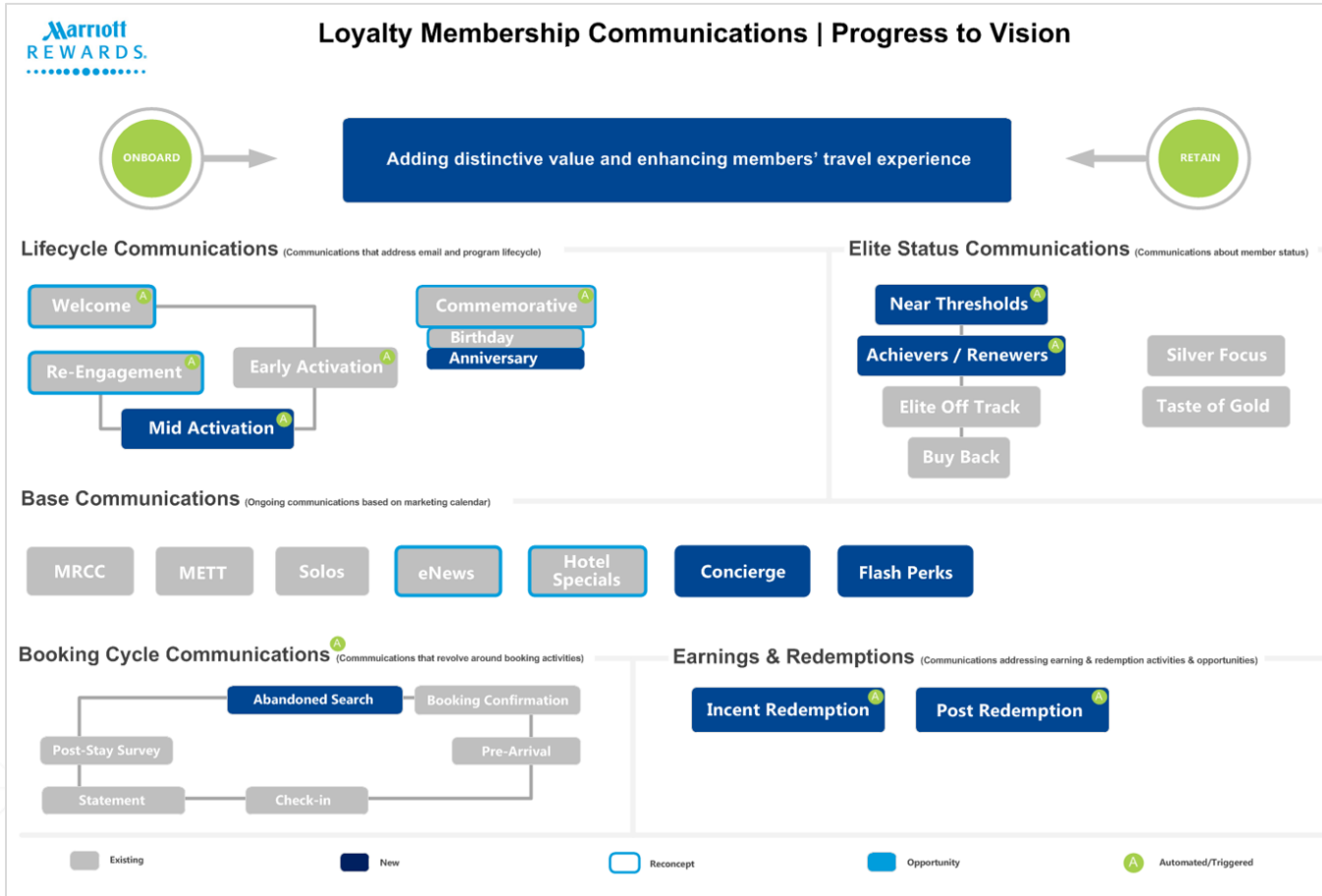
Step 3

Step 4

2013 roadmap

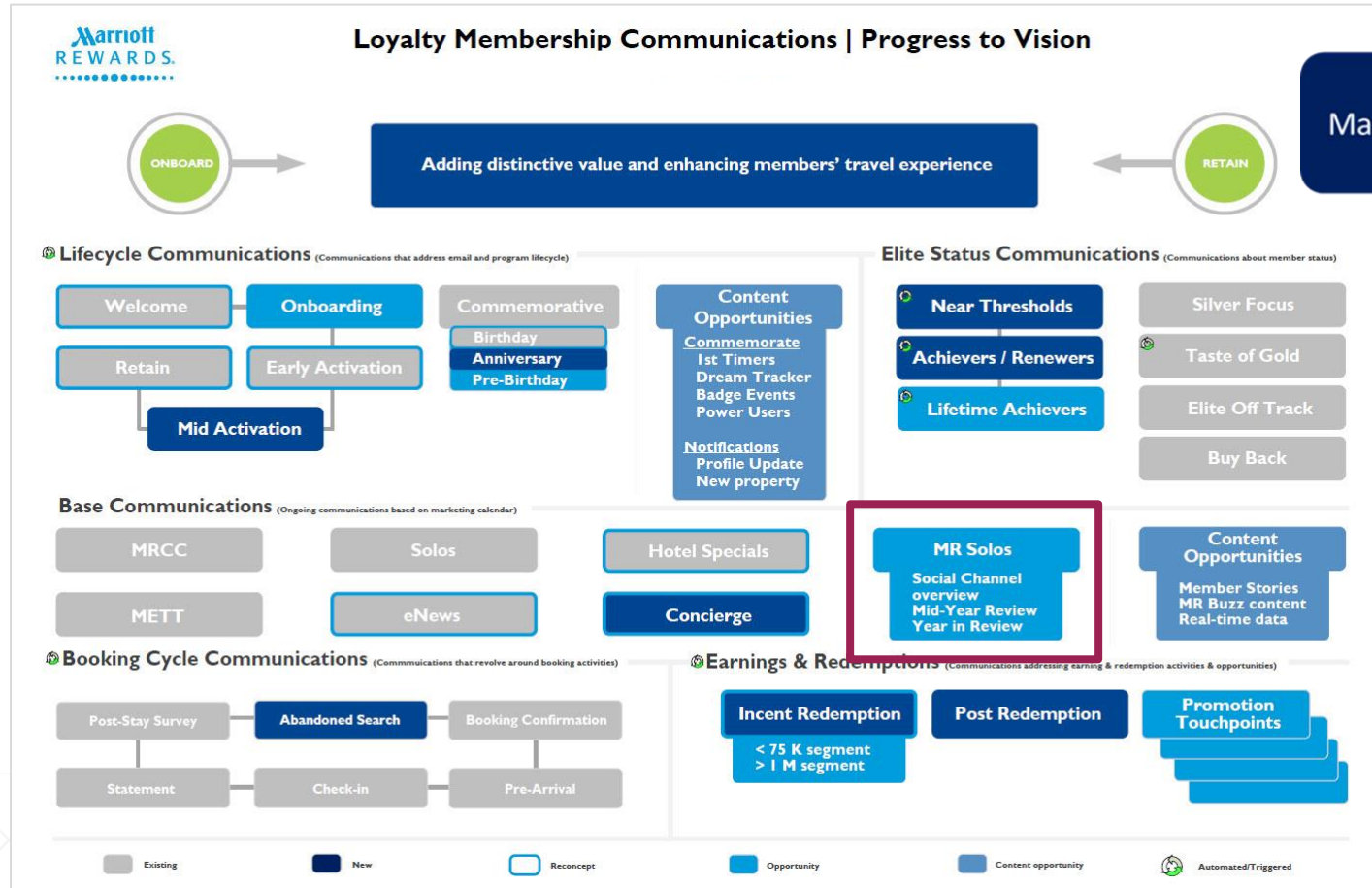


2014 roadmap



#Sherpa16

Roadmap that came out of strategic assessment



Download at MarketingSherpa.com/SummitSlides

STEP

3

Campaign:
Discovery

Step 1

Step 2

Step 4

Before

Domestic Gold
Gold

Marriott REWARDS.
.....

[Find & Reserve](#)

35

Silver 10 | Gold 50 | Platinum 75

XXXXX6794
Your Account »

232,180 Points

35 Nights

MEGABONUS

Rake in Your MegaBonus® Points

Any stays you make now will earn you big MegaBonus points – just in time for the holidays.

[Book Now](#)

After

2014 YEAR IN REVIEW

Marriott REWARDS.
.....

SIMON,
we made this just for you!

Simon, Thanks For Your Loyalty This Year!

Members like you make our program great.
We accomplished a lot together in 2014.



From: Marriott Rewards
 Subject: We made this video just for you

#Sherpa16



SIMON,
 we made this just for you!

Simon, Thanks For Your Loyalty This Year!

Members like you make our program great.
 We accomplished a lot together in 2014.





2014

YEAR IN REVIEW

Your Year With Marriott Rewards

As of 12/24/2014



26 Nights Stayed



16 Cities



0 Nights Redeemed



18 Hotels



228,393 Points Earned



7 Brands



3,800
MILES EARNED
15
MEMBERSHIP EXPIRES
40 MILLION MEMBERS

240+
BILLION
+ 1.6
BILLION



Did You Know?



AND THE 2014 WINNERS



SEE YOU
@ 2015!



3,800
HOTELS WORLDWIDE

15 *Welcome, Moxy!*
DISTINCTIVE BRANDS

48 MILLION MEMBERS **Marriott REWARDS.**

»» Those Members Earned a Lot of Points ««

240 
BILLION
points earned

+

1.4 
BILLION
miles earned



» And Redeemed Them, Too «



134 Billion
Points Redeemed
For Nights



7 Billion
Points Redeemed
for Products



8 Million
Points Donated to
Charitable Causes

Members Loved
these items!



Electronic
Tablets



Wireless
speakers



Noise cancelling
headphones



Smart
phones



Did You Know?

Members Loved These Cocktails in 2014



Vodka Martini



Margarita



Piña Colada



Bloody Mary



4 MILLION

downloads of the
Marriott Mobile App

plus 1 million mobile check-ins!





44% Asia-Pacific is the fastest growing region

12 Year of Surprises celebrations

» 5 Member Favorites in 2014 «



Hong Kong



Washington, DC



Toronto



Las Vegas



London



AND THE 2014 WINNERS ARE



HAWAII

NEW YORK

BAHAMAS

Hawaii: Four Favorites

Four Hawaiian hotels made the list of the top 20 redeemed properties.

New York: Most Redeemed

Members redeemed the most points in the city that never sleeps.

Bahamas: Newest Hotel Addition

The Autograph Collection welcomed Atlantis, Paradise Island.

 **FREE WI-FI** for Members Beginning January 15!





Thanks for reading! Questions? Comments? Connect with us:    



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If you unsubscribe from Marriott promotional email, we will continue to send only transactional messages such as reservation confirmation emails.

You can also unsubscribe by writing to:
Marriott Rewards
310 Bearcat Drive Salt Lake City, UT 84115-2544 USA

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From: Pat [redacted] [mailto:[redacted]]
Sent: Tuesday, December 30, 2014 2:47 PM
To: [redacted], Bob
Cc: [redacted], Diana
Subject: RE: My 31 years with the Marriott !!!

Bob, just got the recap email for my activity for 2014. It is an AWESOME email. Whoever thought this up is brilliant. I have a few ideas immediately after seeing it that could add onto the other thoughts I sent you last week.

I hope you and your family and also Diana have a fantastic New Year. I look forward to meeting you .



Wed 12/31/2014 9:49 AM

[redacted] Mary <[redacted]>

RE: We Made This Video Just for You

To Email Channels

Just wanted to let you know that this year-end personalized video is a terrific idea! Simon was very impressed! Great marketing effort!

Mary [redacted] | Sr. Manager, Extended Stay Brand Marketing (RI, TPS & MEA)| Marriott International | Office:
[redacted]

STEP

4

Campaign:
New email approach

Step 1

Step 2

Step 3

Evolved customer-centric messaging



2014



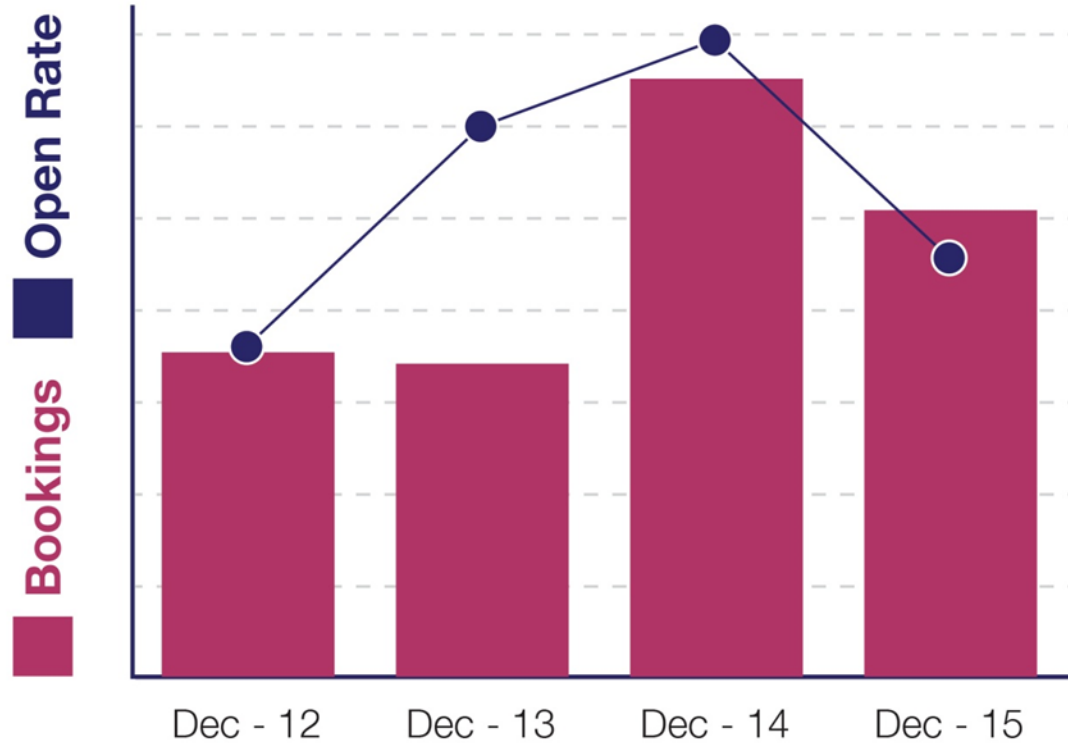
2015

Animated GIF that is personalized to the user's location
EX: Bethesda, Arlington



#Sherpa16

Historical view of December mailings



Looking forward to 2016





Thank You

Clark Cummings