



**A Marriott Hotel**  
**Digital Services Report**  
February 2018  
Year to Date Performance

Quick Jump

Summary

Conversion

Paid

Owned

Earned

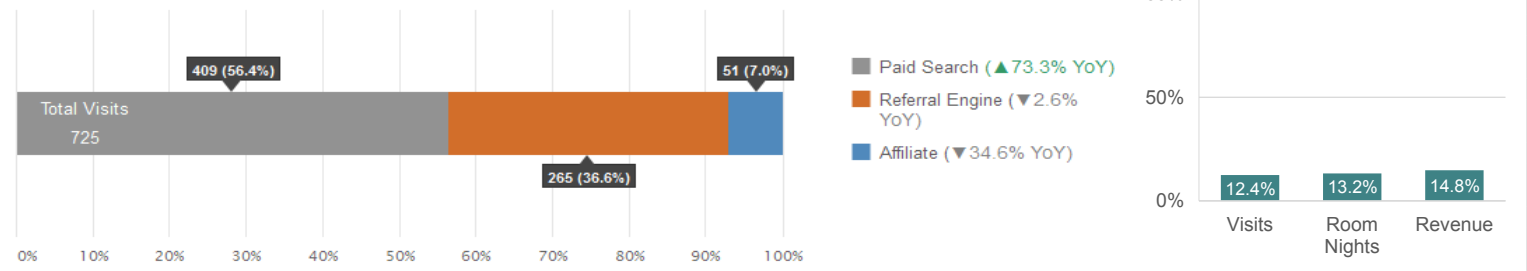
Glossary

## Conversion

<b>Transient Mix %</b> 52.5% (▲37.1% YoY)	<b>Room Nights</b> 2,640 (▲14.2% YoY)	<b>Revenue CUSD</b> \$279,880 (▲22.3% YoY)	<b>ADR CUSD</b> \$106 (▲7.1% YoY)	<b>Visits</b> 5,824 (▼17.5% YoY)
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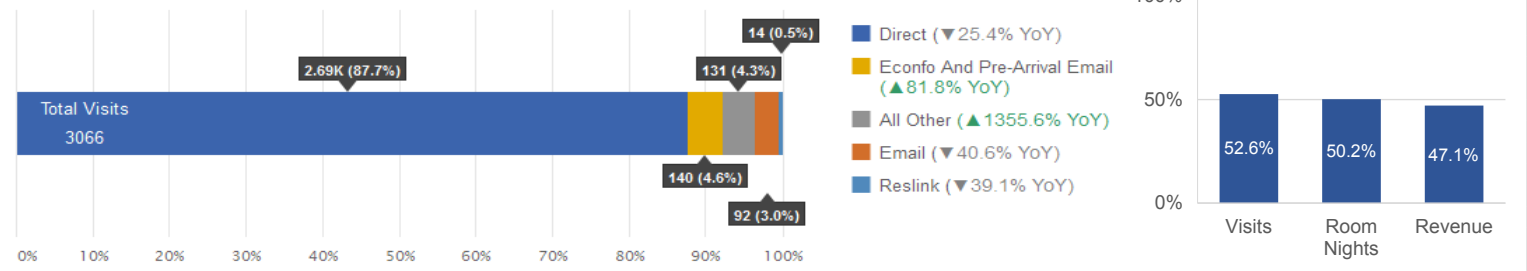
## Paid

### Visits (Paid)



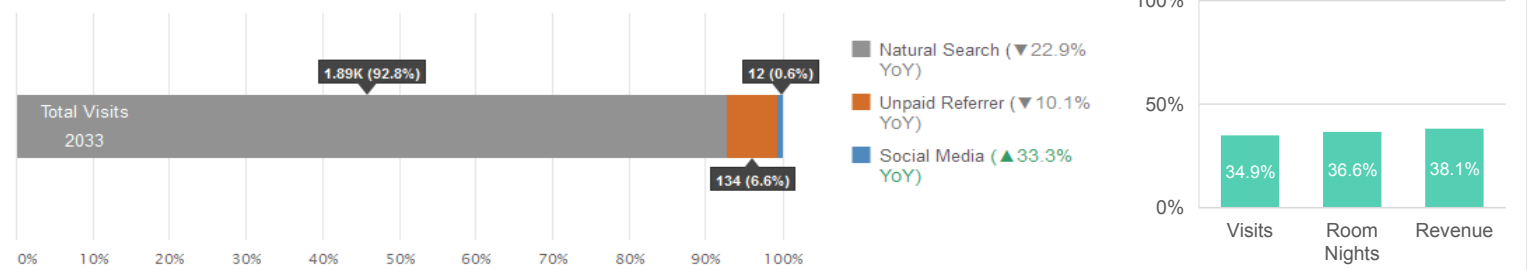
## Owned

### Visits (Owned)



## Earned

### Visits (Earned)



\*All results are aggregated, year to date unless noted otherwise.

## Executive Summary

- The tagging code defect within the new Marriott.com website platform was found, causing understated property visits on hotel website pages for individual property level reports, was resolved Mid-February 2018. Visits will be understated in January and February 2018 when compared to last year. Reservation activity, bookings and room nights sourced from web tagging are not impacted, only Visits.
- Please note that Year over Year (YOY) percentages for Traffic Source Bookings, Room Nights and Revenue reporting may be overstated as February 2017 web data was classified as 'Red' and therefore not provided. The 2018 YOY % calculation does incorporate 2017 data but takes this into consideration when looking at YOY% in the Paid/Owned/Earned sections.
- If you are participating in Paid Media management with Digital Services, we have added YOY metrics for your PLUS and Travel Ads performance! Any additional questions regarding your results, please reach out to your Digital Client Services Manager or [www.mdssupportcenter.com](http://www.mdssupportcenter.com)

### **The DCOE continues to support digital (Marriott.com) via hotel level, digital tactics.**

We have shared the Digital Plan/Roadmap with you via an MSR and are excited to continue execution of the plan/roadmap.

If additional reporting or action is needed, please use the following resources:

- OTA and Channel Data: MRDW & ECM1
- Paid media support: [www.MDSSupportCenter.com](http://www.MDSSupportCenter.com)

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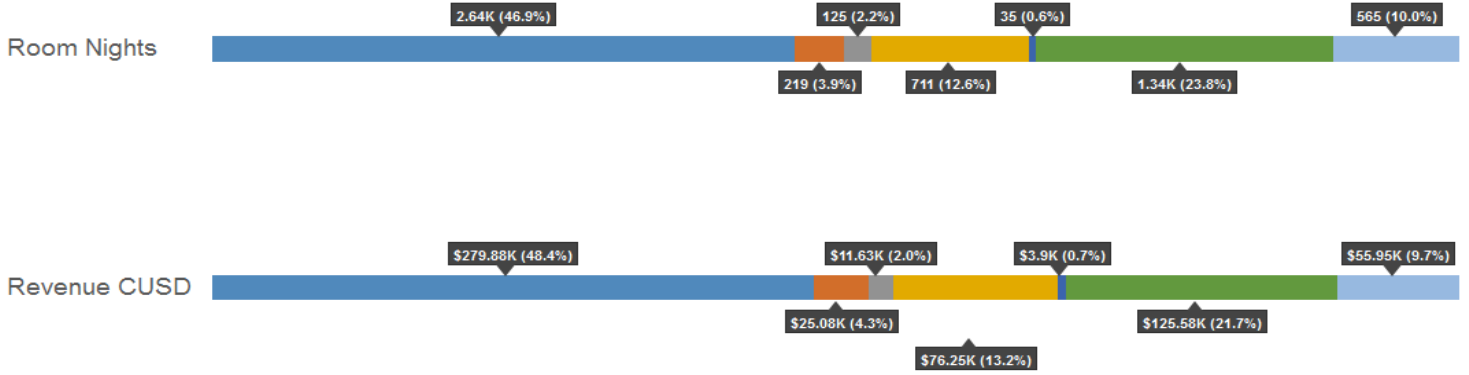
Earned

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# Conversion

## Channel Performance

Marriott.com eChannel eGroup GDS Other Property Voice

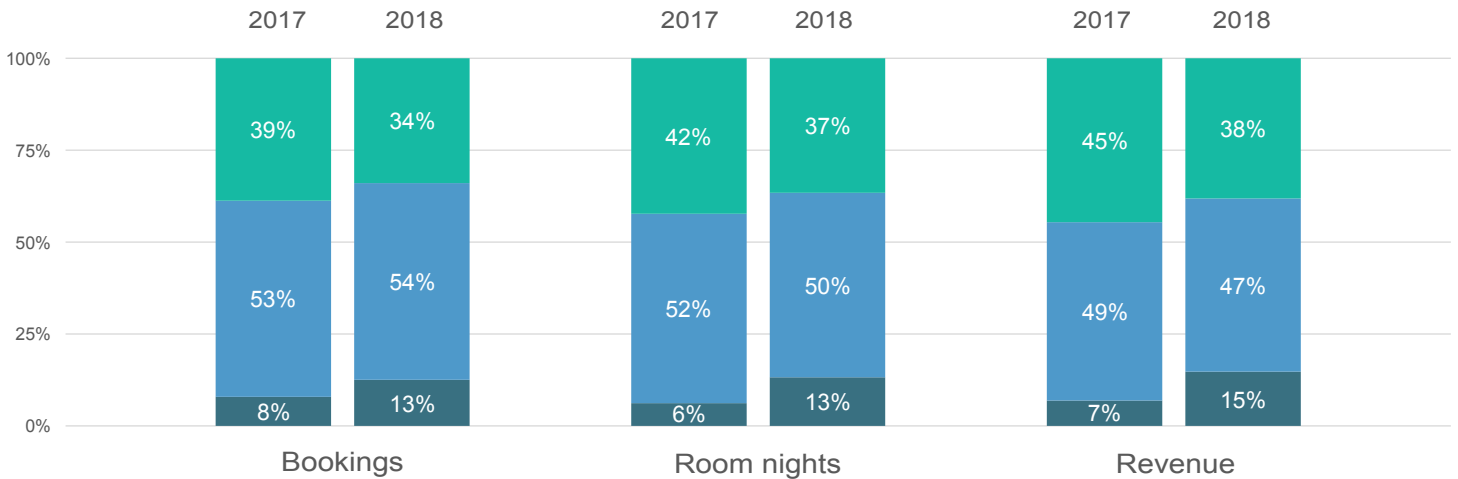


### YoY

	Marriott.com	eChannel	eGroup	GDS	Other	Property	Voice
Room Nights	▲ 14.2 %	▼ 13.4 %	▲ 100 %	▲ 8.1 %	▲ 52.2 %	▼ 74.8 %	▲ 14.8 %
Revenue CUSD	▲ 22.3 %	▼ 16.4 %	▲ 100 %	▲ 9.3 %	▲ 64.8 %	▼ 73.7 %	▲ 18.5 %

## Paid Owned Earned - Marriott.com Performance

Paid Owned Earned



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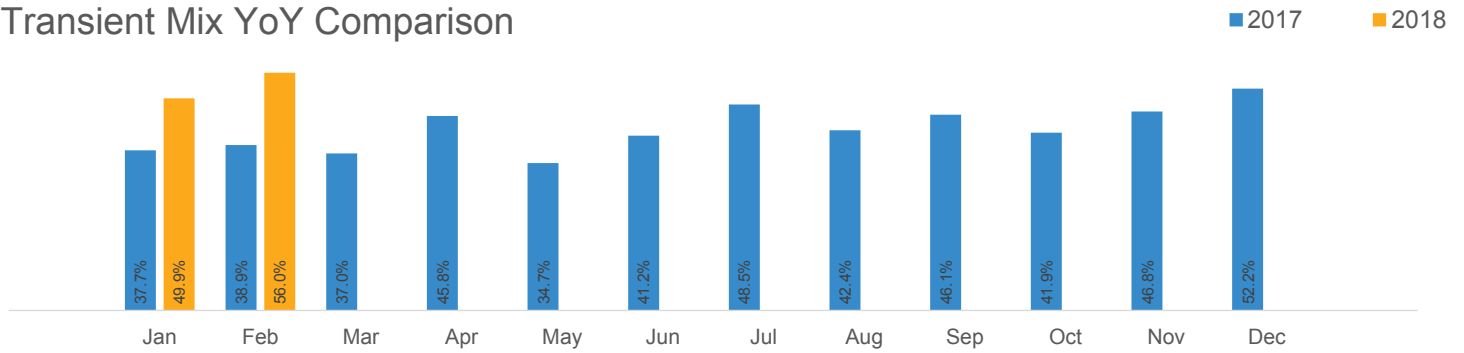
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## Conversion

### Transient Mix %

2018 YTD
<b>52.5%</b>

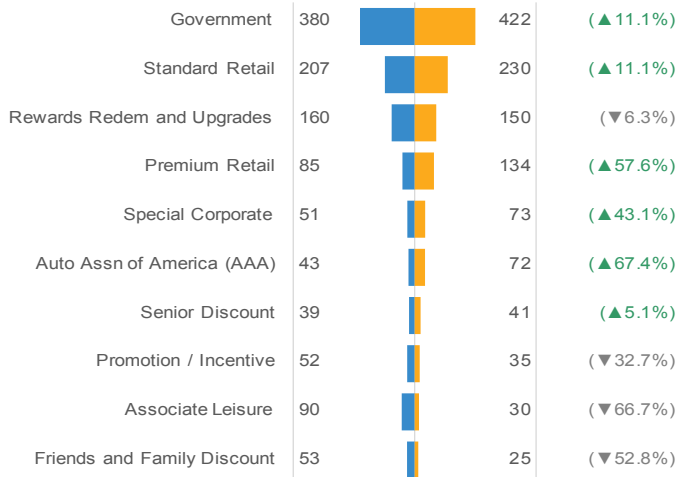
### Transient Mix YoY Comparison



### Marriott.com Market Segment Production (Room Nights)

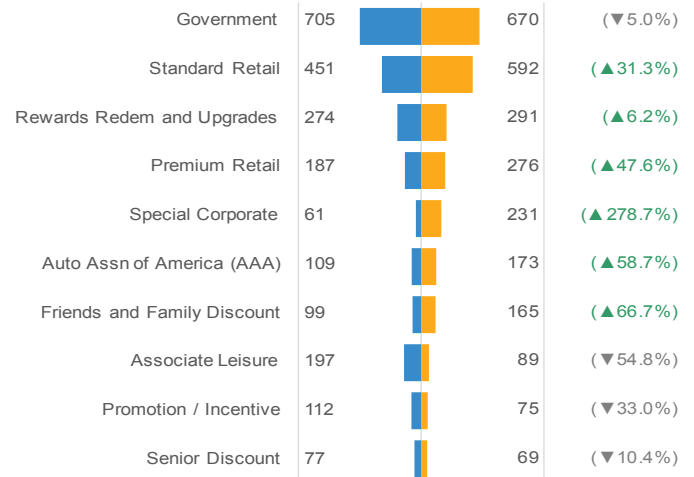
MTD Top 10 (Current Year)

2017 2018



YTD Top 10 (Current Year)

2017 2018



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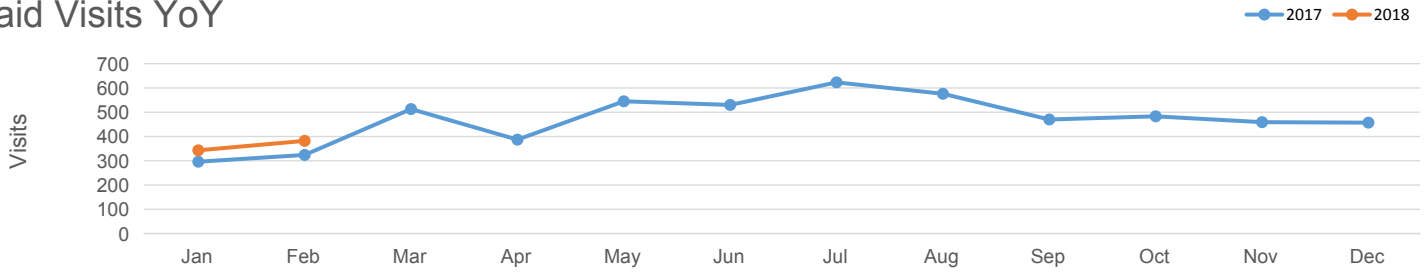
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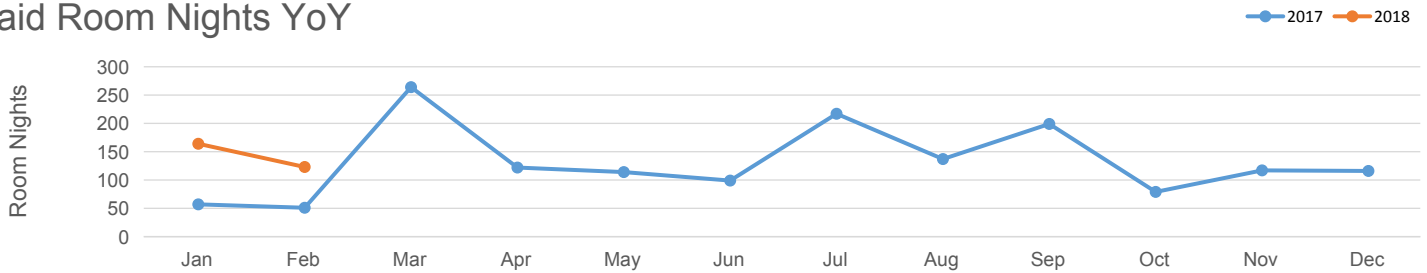
## 📄 Paid

Traffic Source	Visits	% YoY	Bookings	% YoY	Room Nights	% YoY	Revenue	% YoY
AFFILIATE	51	-35%	18	6%	97	137%	\$10,977	171%
PAID SEARCH	409	73%	45	114%	99	209%	\$10,964	217%
REFERRAL ENGINE	265	-3%	39	105%	91	184%	\$12,396	218%
<b>2018 YTD Paid</b>	<b>725</b>	<b>24%</b>	<b>102</b>	<b>79%</b>	<b>287</b>	<b>173%</b>	<b>\$34,337</b>	<b>201%</b>

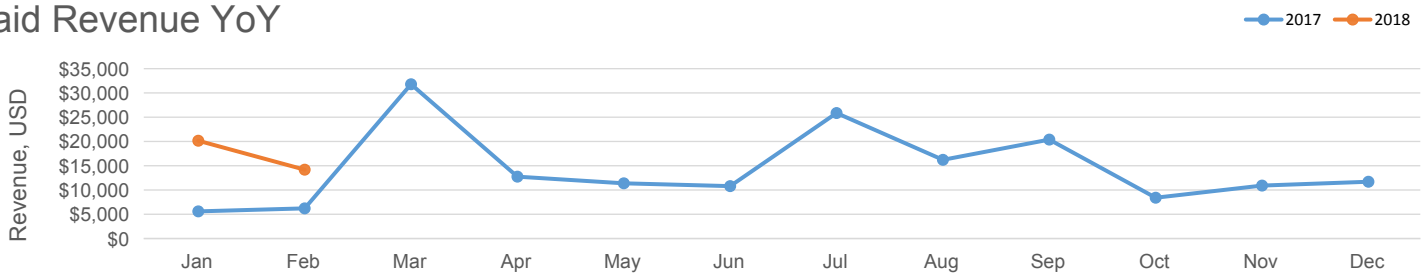
### Paid Visits YoY



### Paid Room Nights YoY



### Paid Revenue YoY



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## Paid (Marriott.com)

### Paid - Plus Platform Performance

Direct Room Nights	Direct Revenue	Direct ROAS	Total Revenue	Total ROAS
61 (▲165.2% YoY)	\$10,323 (▲227.5% YoY)	9:1 (▲143.8% YoY)	\$10,722 (▲45.3% YoY)	9:1 (▲8.2% YoY)

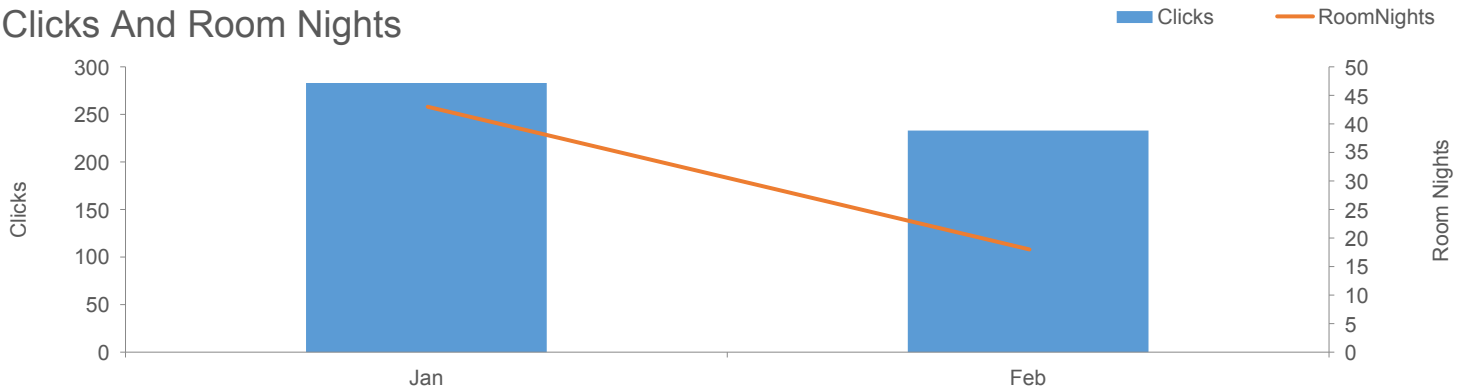
### Monthly Performance

Month	Clicks	Spend	Avg CPC	Direct Bookings	Direct RoomNights	Direct Revenue	Direct ROAS
Jan	283	\$666	\$2.35	23	43	\$7,464	11:1
Feb	233	\$482	\$2.07	11	18	\$2,859	6:1
<b>YTD</b>	<b>516</b>	<b>\$1,149</b>	<b>\$2.23</b>	<b>34</b>	<b>61</b>	<b>\$10,323</b>	<b>9:1</b>

### Media Channels Performance

Media Channel	Clicks	Spend	Avg CPC	Direct Bookings	Direct RoomNights	Direct Revenue	Direct ROAS
Metasearch	422	\$1,078	\$2.55	33	59	\$10,025	9:1
Paid Search	85	\$51	\$0.60	1	2	\$298	6:1
Display	9	\$20	\$2.27	0	0	\$0	0:1
<b>YTD</b>	<b>516</b>	<b>\$1,149</b>	<b>\$2.23</b>	<b>34</b>	<b>61</b>	<b>\$10,323</b>	<b>9:1</b>

### Clicks And Room Nights



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## 👛 Paid - OTA Travel Ads Performance

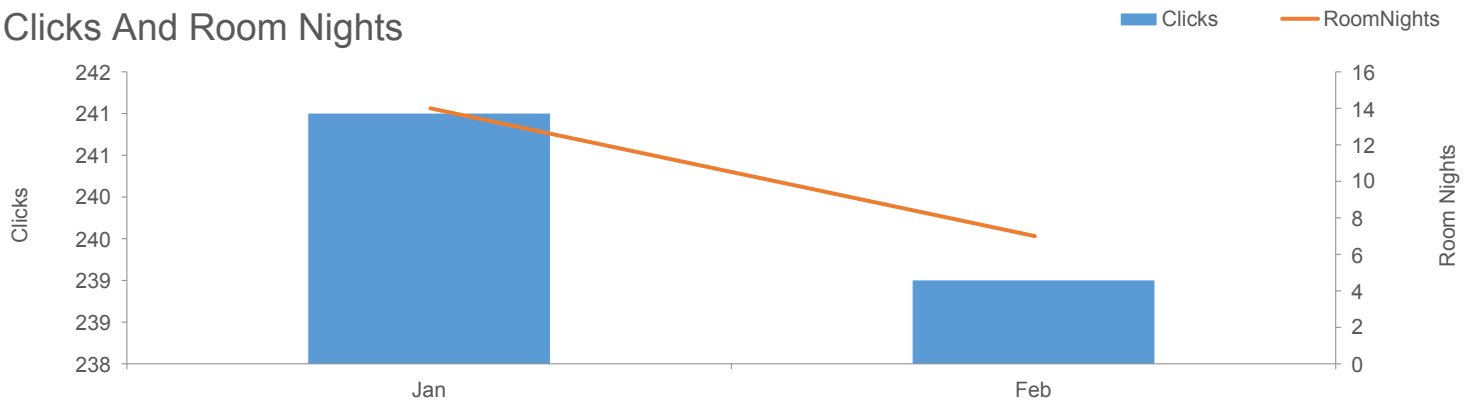
### Paid Media eChannel Performance (Expedia Travel Ads)

Room Nights	Revenue	ROAS
21 (▲100.0% YoY)	\$2,711 (▲100.0% YoY)	6:1 (▲100.0% YoY)

### Monthly Performance

Month	Clicks	Spend	Avg CPC	Direct Bookings	Direct Room Nights	Direct Revenue	Direct ROAS
Jan	241	\$234	\$0.97	3	14	\$1,687	7:1
Feb	239	\$203	\$0.85	7	7	\$1,024	5:1
<b>YTD</b>	<b>480</b>	<b>\$437</b>	<b>\$0.91</b>	<b>10</b>	<b>21</b>	<b>\$2,711</b>	<b>6:1</b>

### Clicks And Room Nights



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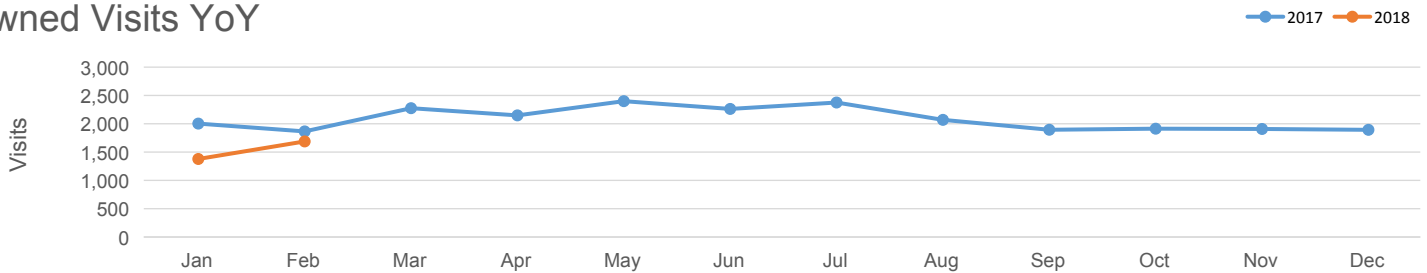
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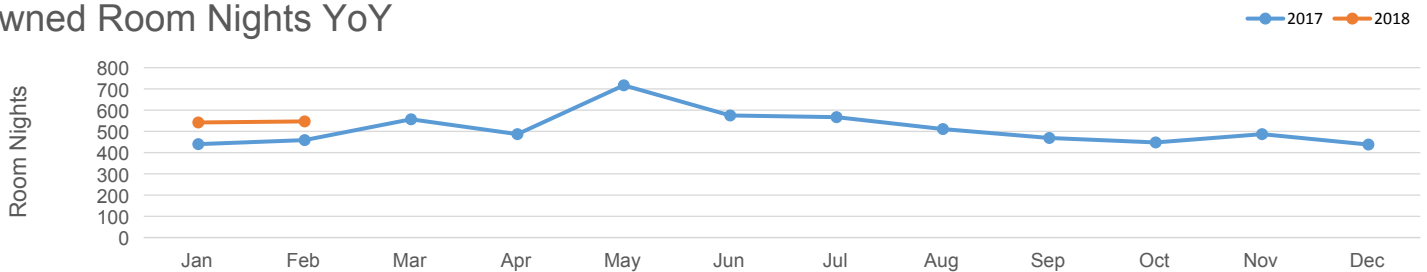
## Owned

Traffic Source	Visits	% YoY	Bookings	% YoY	Room Nights	% YoY	Revenue	% YoY
DIRECT	2,689	-25%	381	3%	921	9%	\$90,551	17%
ECONFO AND PRE-ARRIVAL EMAIL	140	82%	12	140%	63	688%	\$6,228	508%
EMAIL	92	-41%	19	12%	67	103%	\$7,529	138%
RESLINK	14	-39%	5	67%	7	-36%	\$581	-42%
ALL OTHER	131	1356%	18	800%	31	1450%	\$4,706	2364%
<b>2018 YTD Owned</b>	<b>3,066</b>	<b>-21%</b>	<b>435</b>	<b>9%</b>	<b>1,089</b>	<b>21%</b>	<b>\$109,594</b>	<b>32%</b>

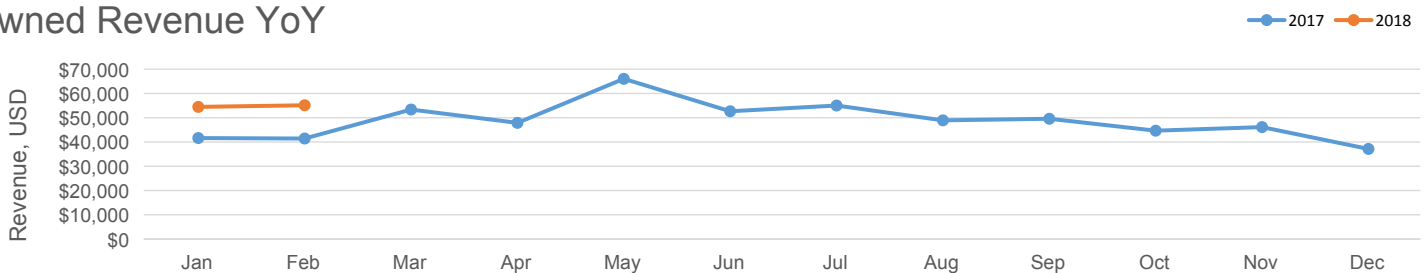
### Owned Visits YoY



### Owned Room Nights YoY



### Owned Revenue YoY



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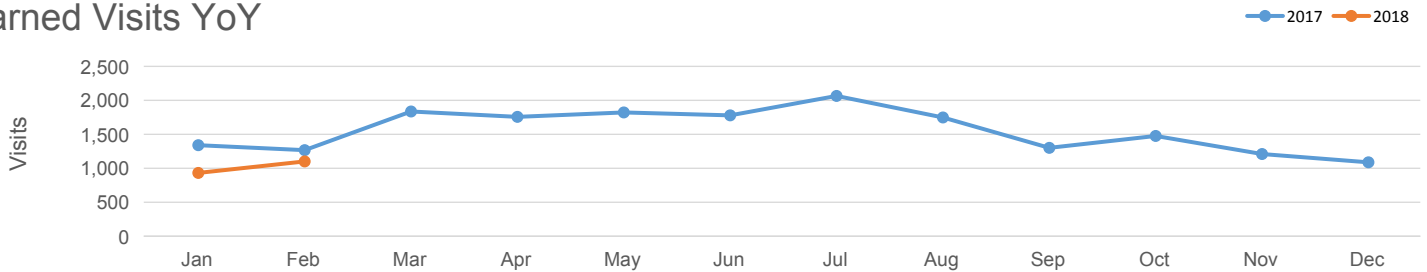
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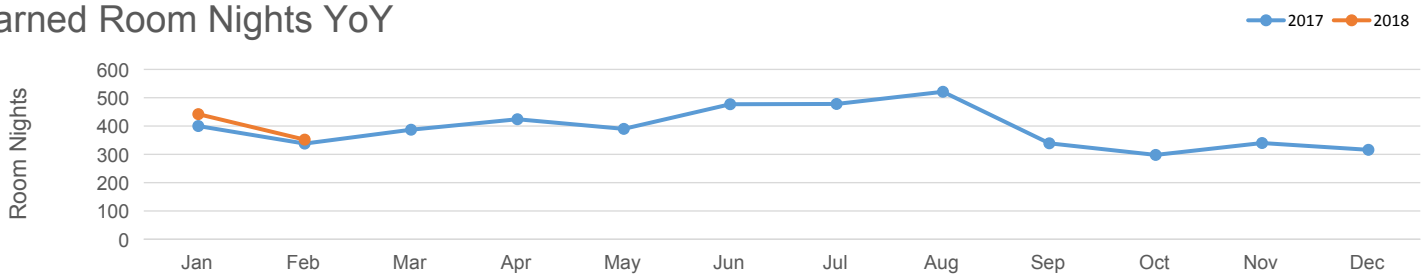
## Earned

Traffic Source	Visits	% YoY	Bookings	% YoY	Room Nights	% YoY	Revenue	% YoY
NATURAL SEARCH	1,887	-23%	253	-2%	734	8%	\$81,789	16%
SOCIAL MEDIA	12	33%	0	0%	0	0%	\$0	0%
UNPAID REFERRER	134	-10%	23	-26%	60	0%	\$6,921	25%
<b>2018 YTD Earned</b>	<b>2,033</b>	<b>-22%</b>	<b>276</b>	<b>-4%</b>	<b>794</b>	<b>8%</b>	<b>\$88,710</b>	<b>16%</b>

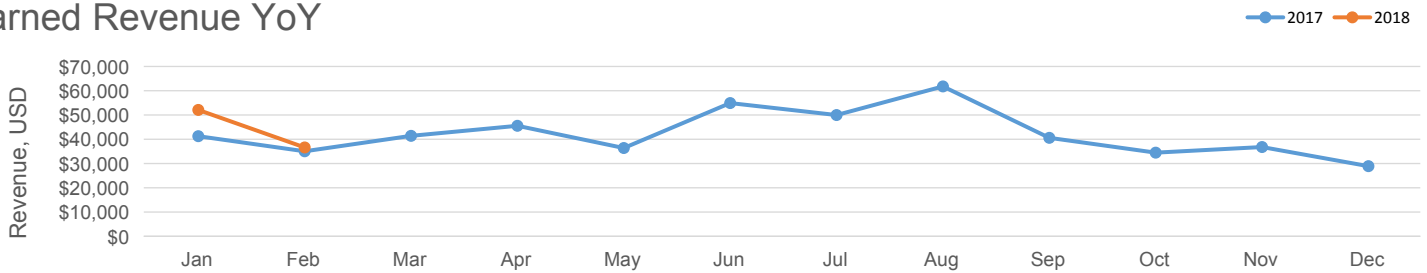
### Earned Visits YoY



### Earned Room Nights YoY



### Earned Revenue YoY



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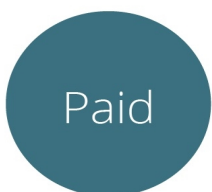
## Glossary

### Metrics

M.com Transient Room Night Mix Goal	Set at the property level by first calculating the year over year (YOY) change in mix for the last 4 years, dropping the greatest absolute variance, averaging the remaining two YOY changes, then adding the average to the mix of the last complete year
M.Com Transient Room Night Mix	Gross booked transient room nights through marriott.com channel aggregate divided by gross booked total transient room nights
Room Nights	Gross booked room nights.
Constant US Dollar (CUSD)	Evaluate the year over year change in revenue (reported in US Dollars) while excluding the impact of changing exchange rates and aggregate reporting across multiple currencies while controlling currency fluctuations by month.
Revenue (USD)	Amount of revenue from bookings, gross USD. Revenue provided in USD will come from web tracking as there is not the ability to provide CUSD through web tracked data.
ADR (CUSD)	The average daily rate of room nights, gross USD.
Bookings	Number of reservations on Marriott.com Global Sites sourced from Adobe web tracking
ADR	The average daily rate of room nights, gross USD.
Visits	Number of visits to Marriott.com tracked sites. A single visit is defined by an entry into Marriott.com tracked sites.
Hotel Availability Search Visits (HASV)	Number of visits to tracked sites where the user conducted a search for hotel availability.

### Paid Media Metrics

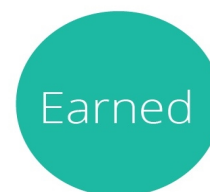
Direct Room Nights - Plus	Gross booked room nights from paid media placements through the Marriott Plus Platform directly attributed to the individual property spend
Direct Revenue (USD) - Plus	Gross booked US dollar revenue generated through paid media placements directly attributed to the individual property spend
Direct ROAS - Plus	Direct revenue USD generated in Marriott Plus platform divided by direct spend in plus by property
Total Revenue USD - Plus	Gross booked US dollar revenue generated from participating in the Marriott Plus platform (cross-sell + direct)
Total ROAS - Plus	Total revenue USD generated divided by direct spend in plus by property
Clicks - Plus	Clicks generated from placement to a property HWS through the Marriott Plus Platform
Spend - Plus	Amount of spend in US dollars as pass-through in the Marriott Plus Platform
CPC - Plus	Plus spend divided by number of clicks generated through Plus



- Paid Search
- Paid Media
- Display
- Affiliates
- B2B
- Digital Referral Programs



- Direct
- Email
- eConfo & Pre-arrival
- Reslinks



- Natural Search
- Social Media & Social Sharing
- Unpaid Referrals

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## Glossary

### Paid Media Metrics (continued)

Average Rank - Travel Ads	Position of your ad when displayed. Rank "1" represents the highest placement, Rank "2" is in the middle of the page, and Ranks "3" and "4" are located at the bottom of the page.
Ad Coverage - Travel Ads	# of times your ad was displayed (won auction) as a % of the maximum number of times your ad could have been displayed. Ad Coverage = Impressions / Possible Impressions
Impressions (Imps) - Travel Ads	# times your ad was displayed. Every time your ad is displayed it counts as an impression, though you are only charged when someone clicks on your ad.
RN Clicked - Travel Ads	Room nights you received from bookings that happened through the site as a result of users clicking on your ad.
Rev Clicked - Travel Ads	Revenue (USD) received from bookings through the site as a result of users clicking on your ad.
ROAS - Travel Ads	The return ratio between the revenue you received as a result of users clicking on your ad (Rev Clicked) and the amount of money you spent in advertising (Spend). ROAS Clicked = Rev Clicked / Spend

### BrightEdge SEO Media Metrics

Blended Rank	Bright Edge concept that combines Google search engine results rankings and Google universal results from videos, places, news images, local 3 pack and major site links.
Search Volume	Monthly search volume in Google for the term specified. These numbers come directly from Google through BrightEdge and represent the search volume 3 months prior. If the search volume states: not available, this simply means that Google was unable to provide. Not available will typically display for lower search volume terms.
Google Average Blended Rank Over Time	The average blended rank of all terms in Google for the approved keyword strategy. The bar charts presented are color coded to display the number of terms ranking on each search engine result page over time. The first quarterly report delivered will show results by week and the other 3 quarterly reports will display results by month.
Bing & Yahoo Average Rank Over Time	The average rank of all terms in Bing & Yahoo for the approved keyword strategy. Bing and Yahoo are powered by the same search engine therefore results are the same. The bar charts presented are color coded to display the number of terms ranking on each search engine result page over time. The first quarterly report delivered will show results by week and the other 3 quarterly reports will display results by month.
Blended Rank Over Time	Average blended rank in Google over time for the approved keyword strategy against the selected comp set.
Trended Average Rank	Average blended rank in Google over time for a specific keyword group in the approved keyword strategy compared to the comp set provided by the property.
Google Competitive Rank	The Google blended rank for a keyword within the approved strategy compared to the comp set provided by the property. The ranking represents the time specified in the chart.

## Glossary

### Booking Channel Aggregates From Gross Reservation Booking Activity

Marriott.com	All bookings made through the Marriott website and App, including the bookable global sites, e.g. espanol.marriott.com, marriott.co.uk, marriott.de.
eChannels	Bookings via Online Travel Agencies, e.g. Expedia, Booking, Priceline, Ctrip.
GDS	Reservations via Global Distribution System, e.g. Sabre, Apollo, Worldspan.
Property	Any reservations made through the property-directly to PMS, whether through walk-ins or calling the property directly, also includes Rooming Lists for two-way properties.
Voice	Bookings made through Worldwide Reservation Centers or Central Reservation Offices.
eGroup	Bookings via Pass Key or eRooming Lists.
Other	All other reservations, including wholesalers, sales desk, MVC owner bookings, PassKey and eRooming Lists for one-way properties.

### M.Com Traffic Sources

Natural Search	Traffic from organic search results, including Google, Yahoo, Baidu, Bing, and Yandex.
Direct	Visits without a referrer; typed/bookmarked traffic to Marriott.com and/or individual HWS.
Unpaid Referrer	All traffic from a third party site not belonging to another category, including standalone sites, blogs, and any other site that links to your website.
Paid Search	Visits that originate with a user clicking on a sponsored result from a search engine results page.
Email	Email promotions including METT, Hotel Specials, eNews, and Marriott Rewards.
Econfo and Pre-arrival Email	Confirmation emails sent to users who have made a reservation and provided an email address. These emails feature a tracked link back to Marriott.com.
Affiliate	Hotel negotiated partnership with businesses via the Marriott Affiliate Program or external affiliate program.
Referral Engine/Meta Search	Review sites and directories such as Yelp, TripAdvisor, Trivago, Kayak, and Travelzoo.
Display	Banner and text advertising on ad networks, news, general interest, and other third party sites.
Reslink	A link created by the hotel in eTools that links directly to a group-specific reservations page prefilled with a group or company rate.
Social Media	Visits from a domain classified as Social Media, including Facebook and Twitter.
B2B	An ad linked directly to the Marriott.com reservations page with a prefilled corporate rate.
Emerging Technologies	Emerging Technologies are prototype projects, for example bookings via QR code and non-Facebook booking widgets.
Unclassified	Campaigns which haven't yet been classified within the Campaign Classification Tool. This occurs when MRDW synchronizes newly found campaign codes with the Campaign Classification database.
Other	Reserved for campaigns that don't fit into any other category.
Test	Measurement and Analytics testing and validation traffic.

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### M.Com Market Segments

Group	Rates offered for group travel. Common types include: sports, weddings, meetings, conferences, trade shows, reunions, seminars, fund raisers, bar/bat mitzvahs and retreats.
Government	Rates offered to Military, state educational institutions, local government, governmental institutions and other nation's governments where there is a flat, non-negotiable rate that they can pay - valid government ID required.
Standard Retail	Non-qualified room only Retail rates for Standard room pools (ex. REG, COR, LRR, BAV).
Special Corporate	Qualified business rates negotiated for any room pool. Includes negotiated corporate accounts, government office, embassy, or contractor rates, which could be different for each hotel in one area - not following any type of "per diem". Also includes rates negotiated with breakfast or for long term stays for a specific business account.
Weekend Standard Retail	Non-qualified room only Retail rates for Standard room pools over Weekend days (WKN, BAR, LRT). Weekend Retail rates for Premium room pools should be assigned to Premium Retail prefix 10.
Premium Retail	Non-qualified room only Retail rates for Club, Concierge, and Premium room pools, and Special Events (ex. REG, COR, LRR, BAV, WKN, BAR, LRT, SPV). Upgrades – free and supplemental monetary upgrades – are coded into the segment originally booked.
Rewards Redem and Upgrades	Rewards redemptions, points upgrades, cash upgrades, and Pointsaver rates.
Auto Assn of America (AAA)	Discounted rates offered to Auto Association of America (AAA) members (includes AAA discounts and packages). Valid AAA card required.
Associate Leisure	Discounted rates offered to Associates on Leisure travel (MMP, MM4).
Senior Discount	Discounted rates offered to guests 62 or older.
Friends and Family Discount	Discounted rates offered to Friends and Family of Associates on Leisure travel (MMF).
Hotel Value-Add Package	Non-qualified, sleeping room plus an amenity or value-add such as bonus points, resort credit, spa treatment, food & beverage, etc. or a combination of offerings in addition to the room.
Travel Industry Discount	Discounted rates offered to travel agents to help encourage future sales.
Promotion / Incentive	Promotions, incentives, qualified packages and other discounts.
Associate Business	Rate offered to Associates on Business travel (MMB).
Hotel Breakfast Pkg - Standard	Non-qualified standard room with breakfast - typically offered on weekend days. (Weekday or 7-day room with breakfast should be prefix 21 since prefix 23 & 24 are included in the Weekend/SFB segment).
Complimentary	Complimentary rooms for transient guests can be made using a prefix 62 rate program or a complimentary mini-hotel beginning with prefix 62. Complimentary rooms associated with a group should use a group market code prefix and should be associated with the Group segment. **Some systems do not have transaction codes for Complimentary rooms as they do not have any revenue associated with them.
Rewards Offer Discount	Rates offered to Rewards members - MEO/EEO offers - that feature a discounted room.
Quarter Century Club	Complimentary rates offered to Associates after 25 years of service.
Advance Purchase	Discounted rates offered to guests paying* a deposit to the property prior to arrival. *In some countries, it is illegal to obtain payment prior to arrival. In this case, these are typically discounted rates offer to guests booking 7+ days in advance.

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