

MAR 0991 - Non Member Acquisition Trigger Refresh

Notes:

- Versioning includes:
 - Lux/Not Lux
 - Offer A/Offer B/No Offer
 - Direct Booker/OTA Booker

Subject Line Options (choose 1 for each group. PH will be dynamic by Lux/Not Lux)

Targeted: All No Offer

SL 1: You're Invited[, Fname]

SL 2: Will you join us[, Fname]?

SL 3: Thank you for staying at [Property Name][, Fname]

PH: Learn how to get low member rates, free Wi-Fi, and exclusive offers for your next trip.

Luxury PH: Discover how rewarding your next stay could be as a Marriott Bonvoy® member

Targeted: All Offer

SL 1: You're Invited[, Fname]

SL 2: Exclusive Offer for You[, Fname]

SL 3: Thank you for staying at [Property Name][, Fname]

SL 4: You're Invited: Earn a Free Night

SL 5: [Fname,]Join + Earn a Free Night

PH: Earn up to [7,500][10,000] bonus points, plus enjoy low member rates, free Wi-Fi, and exclusive offers for your next trip.

Luxury PH: Earn bonus points, plus discover how rewarding your next stay could be as a Marriott Bonvoy® member

HERO

Targeted: Offer

Eyebrow: An Invitation to Join

Headline: Reward Yourself With Travel,
While We Reward You With Points.

<https://www.marriott.com/rewards/createAccount/createAccountPage1.mi>

Targeted: No Offer

Eyebrow: An Invitation to Join

Headline: Reward Yourself With Travel.

<https://www.marriott.com/rewards/createAccount/createAccountPage1.mi>

Targeted: All Non-Lux

Copy Under Image: [Fname, thank][Thank]you for your recent stay at [Property Name]. Join

Marriott Bonvoy® today and start earning instantly. It's quick, simple and no cost to become a member.

Targeted All Lux

Copy Under Image: [Fname, thank][Thank]you for your recent stay at [Property Name]. Join Marriott Bonvoy® today to experience privileges across the largest portfolio of luxury hotels. It's quick, simple, and membership is complimentary.

Targeted All Offers:

Headline: Exclusively for [You][Fname]: Limited-Time Offer

Targeted: Offer A

Visual

Join Us Earn 500 Points	Stay Once Earn 2,000 Bonus Points	Stay Twice Earn 5,000 Bonus Points
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Targeted: Offer B

Visual

Join Us Earn 1,000 Points	Stay Once Earn 4,000 Bonus Points	Stay Twice Earn 5,000 Bonus Points
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Targeted All Offers (small, under animation):

★ Bonus points offer above is only available through this email ★

Targeted Offer A Non Lux: Earn up to 7,500 bonus points when you join and stay* twice—then redeem them for a free night.** This is in addition to the Marriott Bonvoy® points you'll earn from your stays.

[Plus, members always get the best rate guaranteed when you book directly on Marriott.com or through the mobile app.]

Targeted Offer B Non Lux: Earn up to 10,000 bonus points when you join and stay* twice—then redeem them for a free night.** This is in addition to the Marriott Bonvoy® points you'll earn from your stays.

[Plus, members always get the best rate guaranteed when you book directly on Marriott.com or through the mobile app.]

Targeted No Offer, Non Lux: [Plus, members always get the best rate guaranteed when you book directly on Marriott.com or through the mobile app.]

Targeted Offer A Lux: Earn up to 7,500 bonus points when you join and stay* twice—then unlock exclusive member benefits including free nights or exciting experiences.** This is in addition to the Marriott Bonvoy® points you'll earn from your stay.

[Plus, members always get the best rate guaranteed when you book directly on Marriott.com or through the mobile app.]

Targeted Offer B Lux: Earn up to 10,000 bonus points when you join and stay* twice—then unlock exclusive member benefits including free nights or exciting experiences. This is in addition to the Marriott Bonvoy® points you'll earn from your stay.**

[Plus, members always get the best rate guaranteed when you book directly on Marriott.com or through the mobile app.]

Targeted No Offer, Non Lux: [Plus, members always get the best rate guaranteed when you book directly on Marriott.com or through the mobile app.]

Targeted ALL

CTA: JOIN US

SECONDARY

Targeted: All Non-Lux

Section Headline: Membership Perks

Subhead: Earn Free Nights, Experiences and More.

Copy:

- Exclusive Offers
Take advantage of members-only discounts, earning opportunities, rewarding experiences and more.
LEARN MORE >
<https://www.marriott.com/offers.mi>
- Best Rate Guaranteed
Members get our lowest rates when booking directly through Marriott.com or the mobile app.
LEARN MORE >
<https://www.marriott.com/loyalty/member-benefits.mi>
- Earn More Points
Hotel stays are just the beginning. Earn points for dining out, shopping and more.
LEARN MORE >
<https://www.marriott.com/loyalty/earn.mi>
- Redeem for Free Nights
Use your points for free nights, starting at just 5,000 points, plus gift cards, flights and

more.

LEARN MORE >

<https://www.marriott.com/loyalty/redeem.mi>

SECONDARY

Targeted: *All Lux*

Section Headline: Endless Privileges

Subhead: There's never been a better time to be a member.

- Points Can Take You There

Copy: Earn points on stays across our collection of luxury hotels and resorts worldwide.

LEARN MORE >

<https://www.marriott.com/loyalty/earn.mi>

- Welcome to the Extraordinary

Copy: Use your points for exceptional experiences that can transform, enrich, and excite.

LEARN MORE >

<https://www.marriott.com/loyalty/redeem.mi>

WEEKEND ESCAPES RAB

Targeted: *Non Lux*

Headline: Weekend Escapes

Copy: Discover our latest last-minute offers. Members save up to 25% with Marriott Bonvoy Escapes.

CTA: EXPLORE NOW

* Offer available to reserve between Wednesday and Sunday each week.

<https://hotel-deals.marriott.com/last-minute-hotel-deals/>

~~**Targeted:** *Lux*~~ **Suppressed for Lux**

~~**Headline:** Escape to Luxury~~

~~**Copy:** Book by Sunday and enjoy up to \$300 in resort credits on stays of 2 or more nights.~~

~~**CTA:** INDULGE ON US~~

~~* Offer available to reserve between Wednesday and Sunday each week.~~

~~<https://hotel-deals.marriott.com/escapetoluxury/>~~

TERTIARY

Targeted: *All Non-Lux*

Section Headline: Dreaming of Your Next Trip? *We Know Just the Place.*

Headline: 30 Hotel Brands. Endless Experiences.

Copy: Marriott Bonvoy® gives you world-class benefits at more than 7,600 hotels across an extraordinary portfolio of brands around the world.

CTA: DISCOVER MORE

<https://www.marriott.com/marriott-brands.mi>

TERTIARY

Targeted: All Lux

Section Headline: Dreaming of Your Next Trip? *We Know Just the Place.*

Headline: A Destination for Every Travel Desire

Copy: Enjoy unparalleled service and amenities at our luxury hotels across the globe.

CTA: EXPLORE MORE

<https://www.marriott.com/marriott-brands.mi>

Non-Luxury

- **Featured properties**
- o **The Ritz-Carlton® Shanghai, Pudong (register mark; do we need to add 'China' ?)**
- o **Hotel Drover, Autograph Collection®**
- o **Prince de Galles, a Luxury Collection® Hotel, Paris**
- o **The Miami Beach EDITION®**
- o **Moxy® NYC East Village**
- o **Residence Inn® Boise Downtown/City Center**

Luxury

- **Featured properties**
- o **The Ritz-Carlton® Bacara ...**
- o **Santa Marina, a Luxury Collection® Resort, Mykonos**
- o **The Miami Beach EDITION®**
- o **The St. Regis® ...**
- o **JW Marriott® ...**

Non LUX Featured properties: The Ritz-Carlton® Shanghai, Pudong; Hotel Drover, Autograph Collection®; Prince de Galles, a Luxury Collection® Hotel, Paris; The Miami Beach EDITION®; Triada Palm Springs, Autograph Collection®; Moxy® NYC East Village; Residence Inn® Boise Downtown/City Center

Lux Featured properties: The Ritz-Carlton® Bacara, Santa Barbara; Santa Marina, a Luxury Collection® Resort, Mykonos; The Miami Beach EDITION®; W Hotel Hollywood; Hotel Arts Barcelona, The Ritz-Carlton®; The St. Regis® Maldives Vommuli Resort; Prince de Galles, a Luxury Collection® Hotel; JW Marriott® Phuket Resort & Spa

Both Targeted A Offers

*A “stay” is defined as consecutive nights spent at the same hotel, regardless of check-in/checkout activity on any points-eligible rate.

**7500 points can be redeemed for one Standard night at a Marriott Bonvoy Category 1 hotel.

Both Targeted B Offers

*A “stay” is defined as consecutive nights spent at the same hotel, regardless of check-in/checkout activity on any points-eligible rate.

**10000 points can be redeemed for one Standard night at a Marriott Bonvoy Category 1 hotel.

