EMEA Monthly Email Review
November 2022

20 December 2022

MARRIOTT BONVOY®

Meeting Agenda

1. Key Storylines
2. Performance Summary
3. Campaign Engagement
   - Regional Solos
   - Core MAU
   - METTs
4. Testing & Optimization
5. Actionable Insights
6. Next Steps

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Key Storylines

- 35% less deliveries in November with fewer emails sent from several key categories including Promotions, METTs and Regional campaigns

- CTR down slightly MoM with less engagement from Promotions campaigns

  - Top CTR campaigns include MAU, Marriott Bonvoy Escapes, EMEA Destinations and Demand Generation

- Unsubscribe rate continues positive trend down to 0.18% in November driven by Regional and promotional campaigns

- Financial results down MoM impacted by several campaigns not containing financial data and ongoing tracking issues since July '21

  - Several campaigns experienced overall revenue lifts including Demand Generation, Lifecycle campaigns, Engagement and Partner campaigns

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Monthly Performance Summary

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EMEA Email Calendar

Key:

GLOBAL MARKETING	PARTNERSHIPS & STAND-ALONE MARKETING	REGIONAL MARKETING

November 2022

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
30	31	1	2	3	4	5
			Q4 Points Purchase Promotion	ACQ: KSA Launch Q4 2022 Amex UK Consumer ACQ	METT	Q4 2022 EMEA Cross Border
6	7	8	9	10	11	12
Q4 2022 Boutiques	Q3/Q4 2022 Global Promotion	RC News	Q4 2022 EMEA Escapes Eng + BEN	Q4 2022 EMEA Escapes INL Q4 2022 Core MAU Eng Lux MAU	METT	
13	14	15	16	17	18	19
	HVMI November Q3/Q4 2022 Global Promotion	Q4 2022 EMEA Project Silk - FIFA World Cup	ACQ UAE MC Q3	Q4 2022 Core MAU INL	Lifetime Plat/Titanium Recognition	Q4 2022 Treveler
20	21	22	23	24	25	26
Q3 2022 Your world rewards activation	Q4 2022 UK AMEX News	Q4 2022 EMEA Demand Generation	METT			Q4 2022 November Wanderlust
27	28	29	30	1	2	3
		Q3/Q4 2022 Global Promotion	Q4 2022 Marriott Bonvoy Moments			

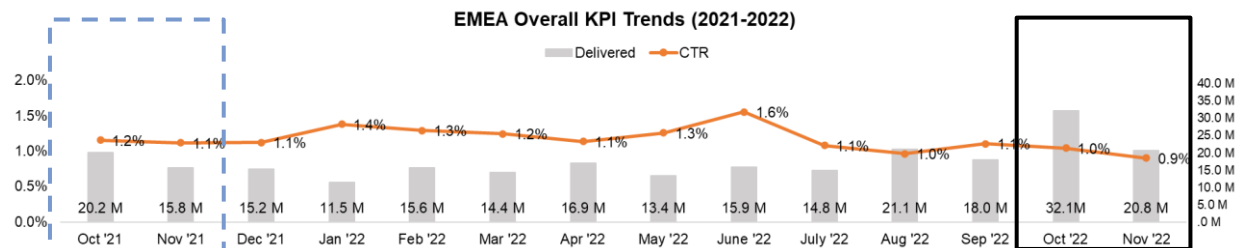# EMEA November 2022 Performance Summary

- MoM delivery decline from sending fewer Promo, Regional and METT campaigns

- CTR down slightly versus October impacted by engagement decline; October featured week of wonders and Q3 Global Promotion solo which featured strong engagement

- Financials down slightly compared to all time periods; Highest performing categories include Promotions, MAU and Regional campaigns

  - Impacts include: ongoing tracking attribution issues, as well as several Regional campaigns missing financial metrics

	Nov '22*	MoM	YoY	vs. Avg.
Delivered	**20.8 M**	**-35.4%**	**+31.8%**	**+18.8%**
Clicks	**187.5K**	**-45.7%**	**+6.3%**	**+4.1%**
CTR	**0.9%**	**-0.1 pts.**	**-0.3 pts.**	**-0.3 pts.**
Unsub Rate	**0.18%**	**-0.06 pts.**	**-**	**-0.06 pts.**
Bookings	**925**	**-6.7%**	**-23.2%**	**-6.9%**
Room Nights	**2.7 K**	**-1.4%**	**-45.9%**	**-3.0%**
Revenue	**$503.4 K**	**-6.8%**	**-29.7%**	**-16.3%**
Conversion	**0.49%**	**+0.21 pts.**	**-0.19 pts.**	**-0.02 pts.**

12-Month Rolling Avg: Nov '21 through Oct '22

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EMEA November 2022 Engagement Trend Charts*

EMEA Overall KPI Trends (2021-2022)

Delivered | CTR

Oct '21	Nov '21	Dec '21	Jan '22	Feb '22	Mar '22	Apr '22	May '22	June '22	July '22	Aug '22	Sep '22	Oct '22	Nov '22
1.2%	1.1%	1.1%	1.4%	1.3%	1.2%	1.1%	1.3%	1.6%	1.1%	1.0%	1.1%	1.0%	0.9%
20.2 M	15.8 M	15.2 M	11.5 M	15.6 M	14.4 M	16.9 M	13.4 M	15.9 M	14.8 M	21.1 M	18.0 M	32.1M	20.8 M

MoM decline consistent with YoY engagement trends

EMEA Overall Financial Trends (2021-2022)

Revenue | Bookings

Oct '21	Nov '21	Dec '21	Jan '22	Feb '22	Mar '22	Apr '22	May '22	June '22	July '22	Aug '22	Sep '22	Oct '22	Nov '22
1.7 K	1.2 K	838	788	1.4 K	1.2 K	1.0 K	1.1 K	885	779	924	1031	991	925
$1.0 M	$716.1 K	$449.5 K	$512.9 K	$981.0 K	$800.9 K	$577.6 K	$637.6 K	$542.7 K	$500.4 K	$584.5 K	$588.7 K	$540.1 K	$503.4 K
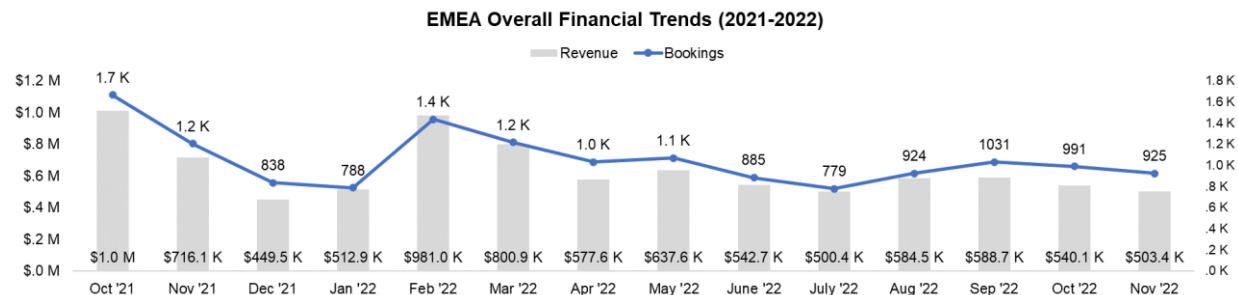
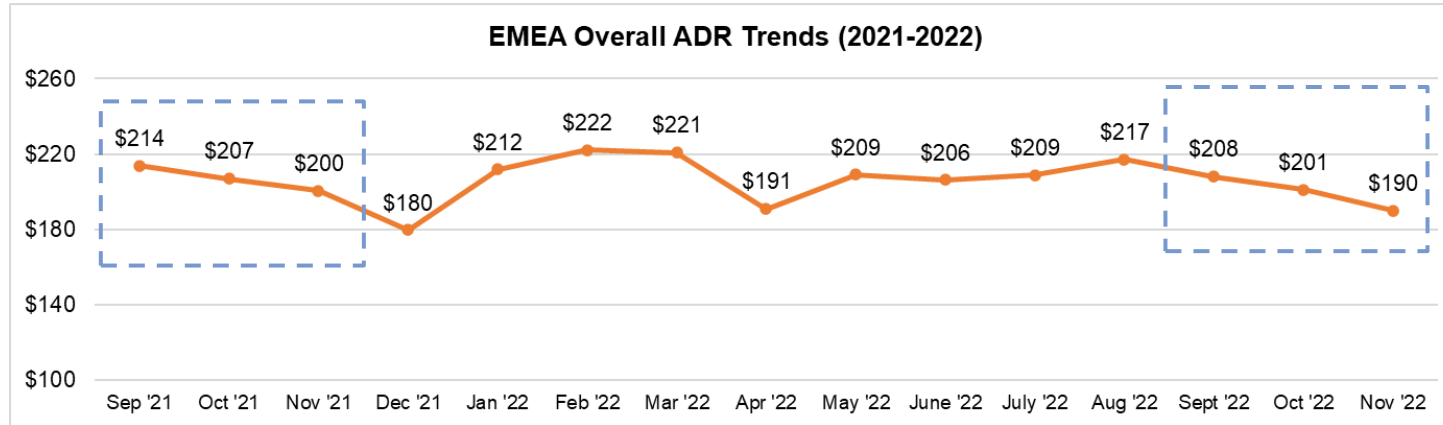MoM decline aligns with previous year trend; Adobe tracking issues continue to impact financial reporting, since July '22

EMEA Conversion Rate Trends (2021-2022)

Conversion Rate

Oct '21	Nov '21	Dec '21	Jan '22	Feb '22	Mar '22	Apr '22	May '22	June '22	July '22	Aug '22	Sep '22	Oct '22	Nov '22
0.72%	0.68%	0.49%	0.50%	0.71%	0.68%	0.54%	0.63%	0.36%	0.48%	0.46%	0.52%	0.42%	0.49%
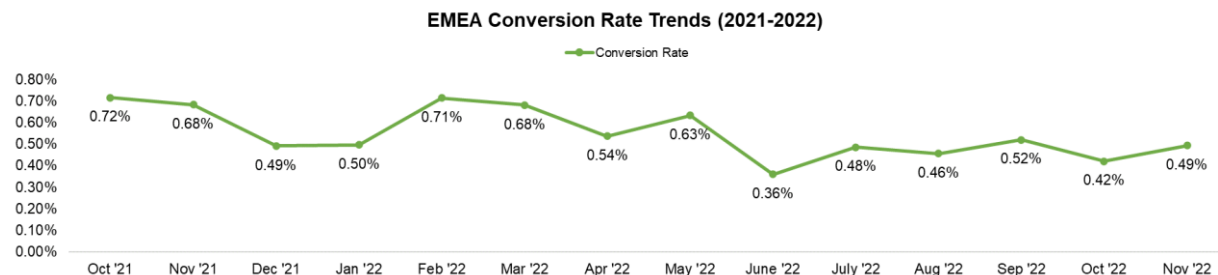
Reporting impacted by ongoing Adobe tracking issues, as well as several Regional campaigns missing engagement and financial metrics

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EMEA ADR Trend

- ADR lower in November aligned with YoY trends in Q4
- Adobe tracking issues continue to impact financial reporting, since July '22

EMEA Overall ADR Trends (2021-2022)

November '22 ADR	
MoM: -5.5%	
YoY: -5.2%	

Chart data points:
- Sep '21: $214
- Oct '21: $207
- Nov '21: $200
- Dec '21: $180
- Jan '22: $212
- Feb '22: $222
- Mar '22: $221
- Apr '22: $191
- May '22: $209
- June '22: $206
- July '22: $209
- Aug '22: $217
- Sept '22: $208
- Oct '22: $201
- Nov '22: $190

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Unsubscribe Rate Lower MoM

November saw the lowest unsubscribe rate of 2022

EMEA Engagement Trends: Unsubscribe Rate

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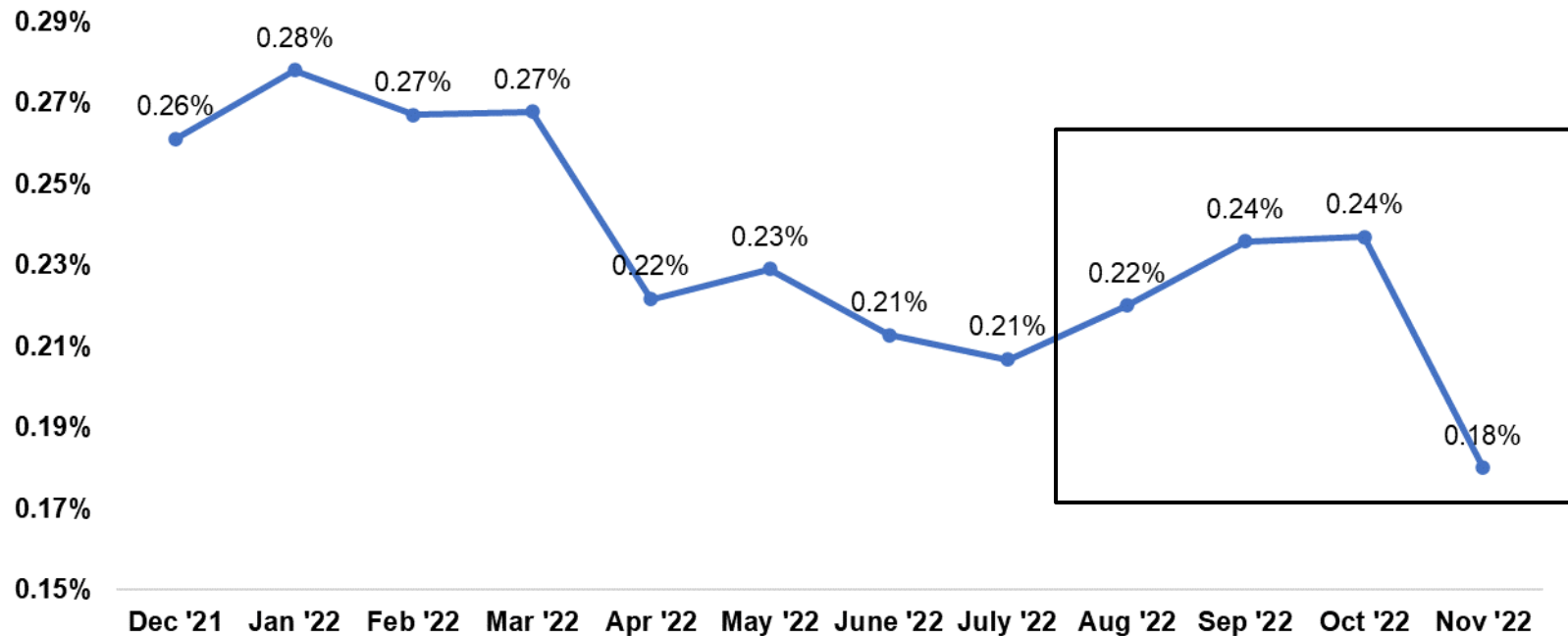
November 2022 Goal Performance

- Unsubscribe rate below goal for November continuing it's positive trend in Q3 and Q4

- Points activity up in November beating the goal by 7.0%

- Sending fewer global loyalty promotional solos and the ongoing email reporting issues impacted click and financial tracking; Adobe tracking issues continue to impact financial reporting, since July '22

- CTR this month was below goal for both regions impacted by less engagement from promotional solos (October mailings included Week of Wonder and Global Promotion solos that generated high click activity)

  - Top CTRs from MAU, Marriott Bonvoy Escapes, EMEA Destinations and Demand Generation

EMEA	Nov '22	Monthly Goal	vs. Goal
Points Activity	48.5 K	45.3K	+7.0%

EMEA	Nov '22	Monthly Goal	vs. Goal
Unsubscribe	0.18%	0.24%	-0.06 pts.

EUROPE	Nov '22	Monthly Goal	vs. Goal
CTR	1.1%	1.6%	-0.5 pts.
Revenue	$350.2 K	$584.0 K	-40.0%

MEA	Nov '22	Monthly Goal	vs. Goal
CTR	0.6%	1.0%	-0.4 pts.
Revenue	$152.5 K	$158.3 K	-3.7%

Europe 2022 Revenue Goal

- YTD Actual: $5.2 M
- YTD Goal: $6.4 M
- Goal: $7.0 M

MEA 2022 Revenue Goal

- YTD Actual: $1.6 M
- YTD Goal: $1.7 M
- Goal: $1.9 M
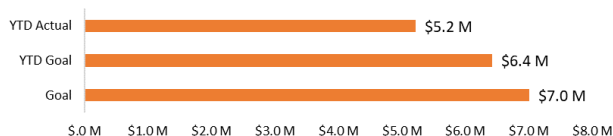
34 App Downloads in November

- Mobile app downloads have been lower without the inclusion of consistent mobile app messaging in destination solo, recommend leveraging these winning app download messaging tactics in additional regional solos to lift activity:
  - Recent Stay/Upcoming trip module download reminder
  - Mobile app download modules highlighting benefits of using the app like mobile check-in

2022 Mobile App Downloads
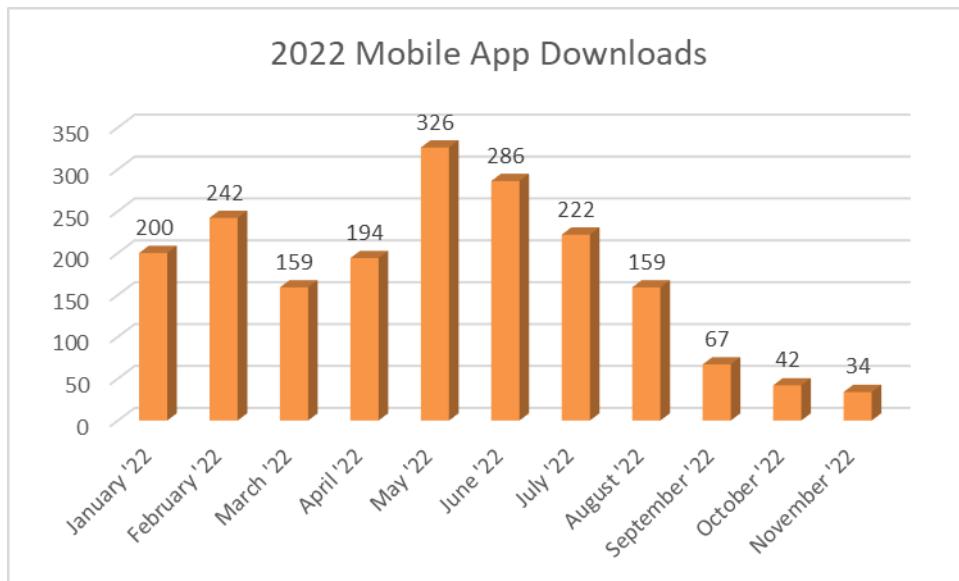
Time Period	App Downloads
12 Mo. Avg.	161
October '22 Total	42
vs Avg.	-79%
MoM	-19%

Regional Campaigns

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November Regional Engagement Stats

- November email reporting was impacted by two different data issues related to engagement and financial tracking
  - Missing email reporting in Marriott databases, so used PCM reports instead
  - Adobe financial tracking issues continue to impact reporting since July '22
- Shift in Escapes targeting drove lift in CTR MoM; recommend to continue looking for opportunities to target engaged segments with additional content
- Demand Generation campaign saw it's highest revenue numbers yet; +32% MoM
- MoM revenue decline was also impacted by fewer mailings and missing data
  - Marriott Bonvoy Escapes campaign only targeted engaged openers and newly subscribed
  - Revenue not available for Marriott Bonvoy Escapes and EMEA Destination campaign

Regional	Nov-22
Delivered	6.3 M
Clicks*	64.0K
CTR	1.02%
Unsub Rate	0.11%
Bookings	167
Room Nts.	484
Revenue	$82.6K

Data source mixed for some campaigns; used either PCM and/or MicroStrategy to report on activity

Regional Engagement Chart

Regional Financial Chart
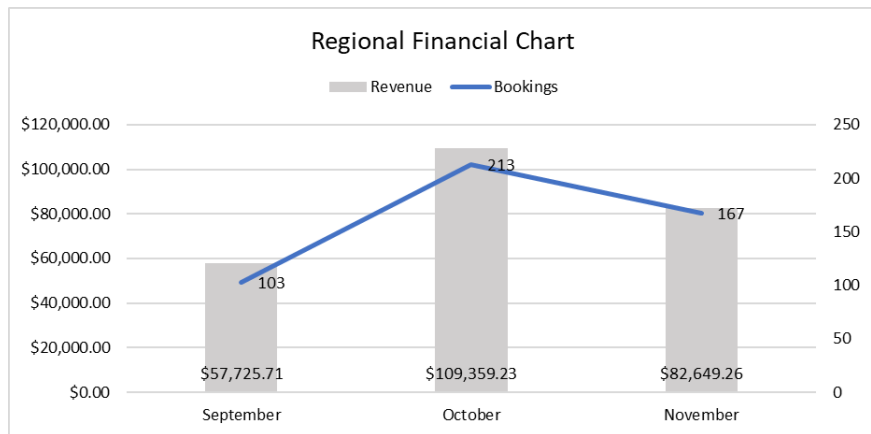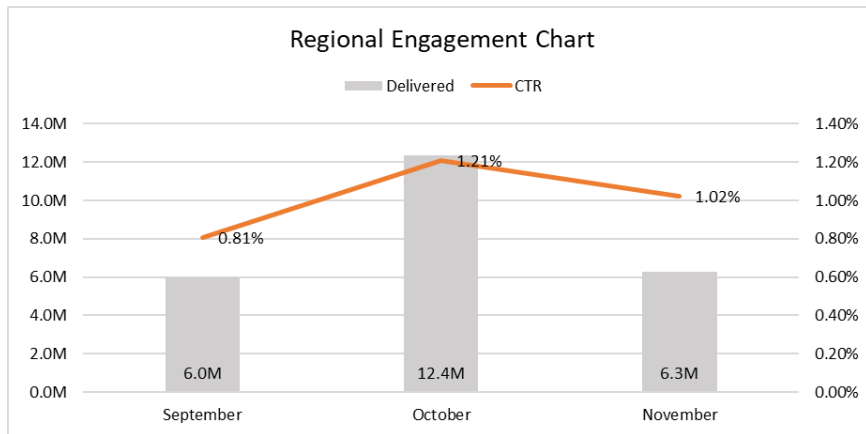
Driving Points Activity With Earning And Redeeming Opportunities

Summary of November 2022 relevant, targeted email content that encouraged consumers to earn and/or use points.

Encourage Point Activation
Earning & Redeeming Offers

Now Is Your Chance.
Save 20% on Your Next Retreat.

Feeling spontaneous? Escape from the everyday and stay at one of our extraordinary hotels and resorts around the world. Book by Sunday to save 20% on your next weekend getaway.

BOOK NOW

Suiten Your Holidays

Make the holidays even more magical with extra space to unwind, plus a complimentary room upgrade or discounted suite.

» SECURE A SUITE

Get 25% Off Points

The perfect gift for yourself, your family, and friends, now through 20 December.
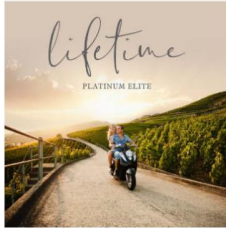
» BUY POINTS

Celebrate Your Lifetime Status

Explore your travel highlights like never before, claim your complimentary Lifetime Elite gift, and enjoy an exclusive offer.

» VIEW YOUR JOURNEY

lifetime
PLATINUM ELITE

Unplug & Recharge
With 20% Off.

Mimi, there's no better time than now to plan your perfect escape from Black Friday. Secure a reservation by Tuesday, 29 November to save 20% off standard rates on weekend stays at participating hotels and 7 days a week at participating resorts.
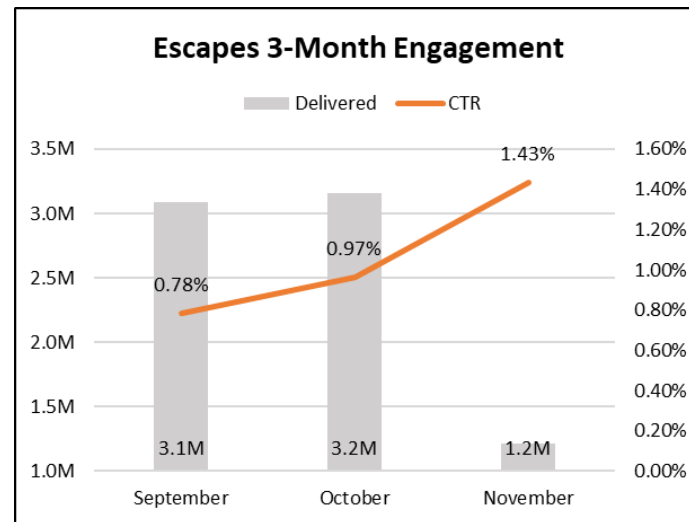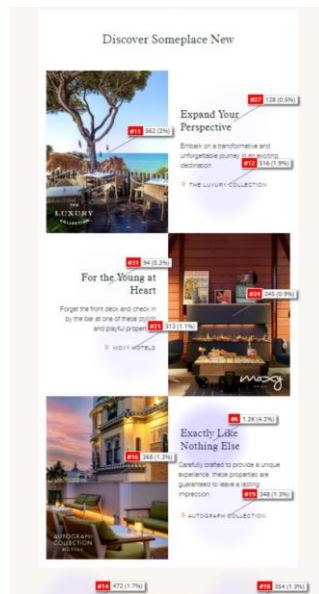
Stay by 16 January 2023

SAVE 20%

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Positive Engagement Trend Continues For MBE

- November MBE targeted engaged openers and newly joined subscribers and was versioned for luxury and non-luxury audiences
  - STO technology was leveraged to continue optimization
- Targeting shift resulted in higher engagement with the highest CTR yet for MBE; continue looking for opportunities to target engaged segments with additional content
- Hero captured a majority of engagement followed by the Autograph Collection module
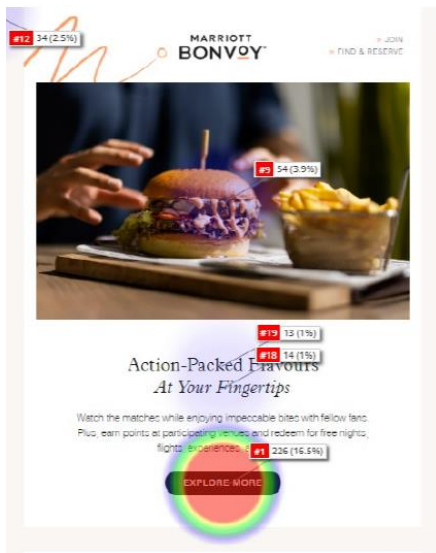
	Nov '22
Delivered	1.3 M
Clicks	17.4 K*
CTR	1.43%

Data source mixed; used both PCM and MicroStrategy to report on activity

Escapes 3-Month Engagement

Working with IT to resolve data issues and the additional data will help track version performance
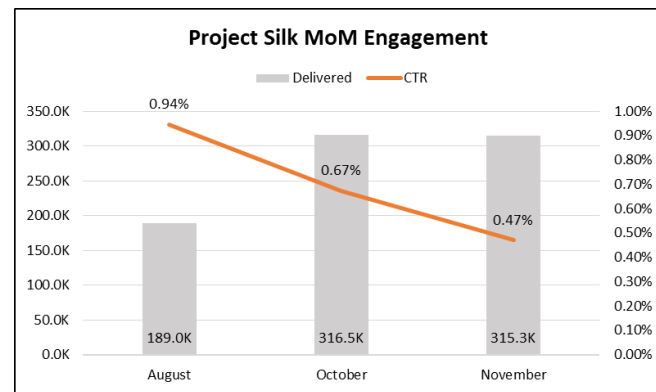
MARRIOTT BONVOY X

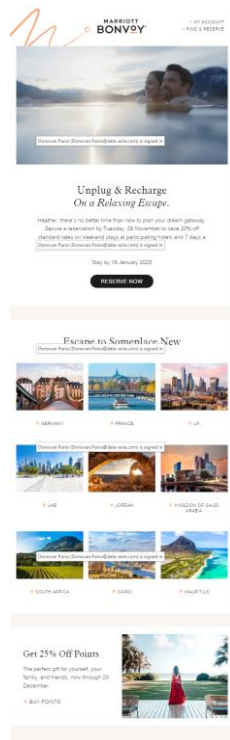# Project Silk Engagement Lower In November

- Targeting expansion in November now including EMEA members with upcoming reservations in Doha during the FIFA World Cup
- Engagement declined for all segments but Unsubscribe rate improved MoM indicating content was still relevant amongst openers
- Top module amongst all markets was the hero module, followed by culinary nights and "Award winning brunch" for Dubai
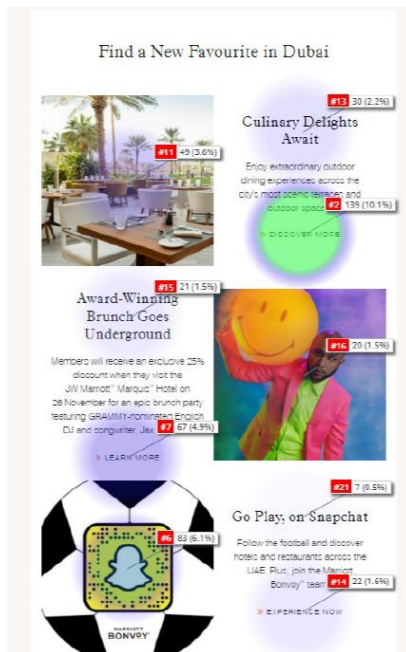
Campaign	Delivered	CTR	Unsub. Rate
Nov '22	315,261	0.47%	0.15%
Abu Dhabi	57,090	0.28%	0.16%
Dubai	133,302	0.46%	0.16%
Qatar	124,819	0.56%	0.14%
FIFA World Cup	50	4.0%	0.0%

Project Silk MoM Engagement

Subject Line: Get Ready for Action in Dubai

Higher Revenue and Engagement MoM

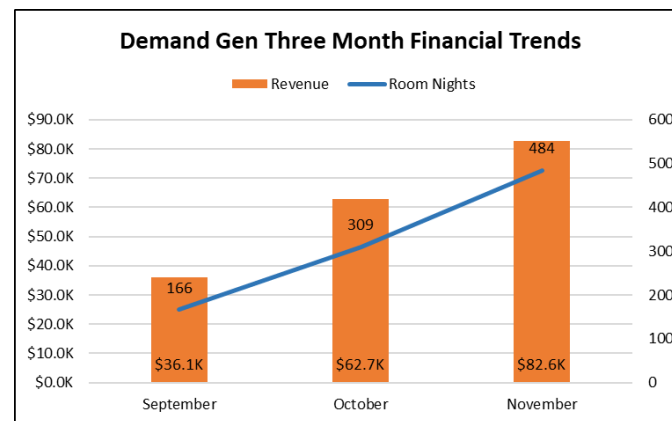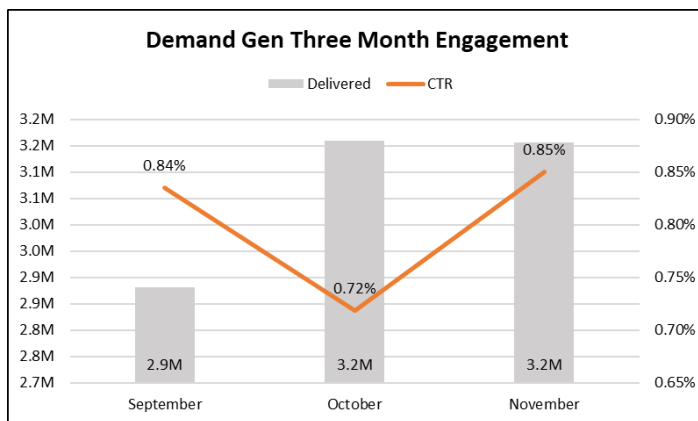|	Nov '22	MoM
Delivered	3.2 M	-0.10%
Clicks	26.8 K	+18.19%
CTR	0.85%	+0.13 pts.
Unsub Rate	0.19%	-0.06 pts.
Bookings	167	+67.00%
Revenue	$82.6 K	+31.76%

- November Demand Generation featured dynamic content for Europe and MEA residents and promoted last minute deals

- All engagement metrics increased MoM with click activity lift increasing overall CTR

- Higher engagement led to increase in all financial metrics resulting in the highest financial performance month for Demand Generation

- Top modules include Hero (#1), Mauritius (#2) and UK destination (#3)

  - Hero and UAE offer were the top revenue drivers making up 50% of total revenue

- Clickers preferred domestic locations in November Demand Generation, recommend to continue to monitor for engagement patterns

Demand Gen Three Month Engagement

Delivered — CTR

	September	October	November
CTR	0.84%	0.72%	0.85%
Delivered	2.9M	3.2M	3.2M

Demand Gen Three Month Financial Trends

Revenue — Room Nights

|	September	October	November
Room Nights	166	309	484
Revenue	$36.1K	$62.7K	$82.6K

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Newly Launched EMEA Destinations Solo in November

- New cross border campaign featured a festive breaks theme and was deployed to inspire travel with destination themed content targeting all active members in Europe with EN, BE, FRE and DE languages

- Engagement was above the average CTR for EMEA indicating relevant content that engaged openers

	Nov '22
Delivered	1.6 M
Clicks	18.4 K*
CTR	1.16%
Unsub Rate	0.08%

Data source mixed; used both PCM and MicroStrategy to report on activity

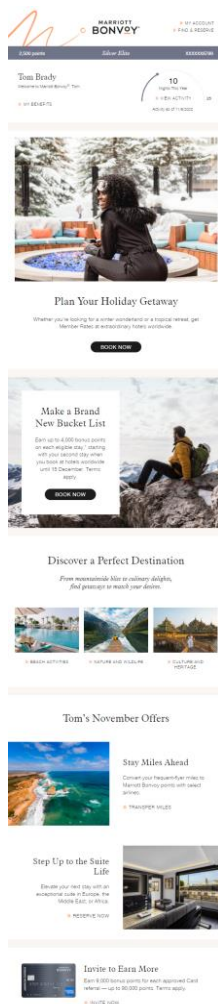**Subject Line:** Experience Magical Stays Across Europe
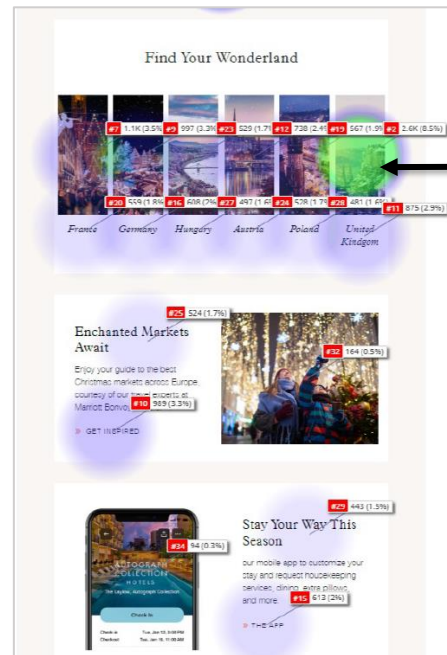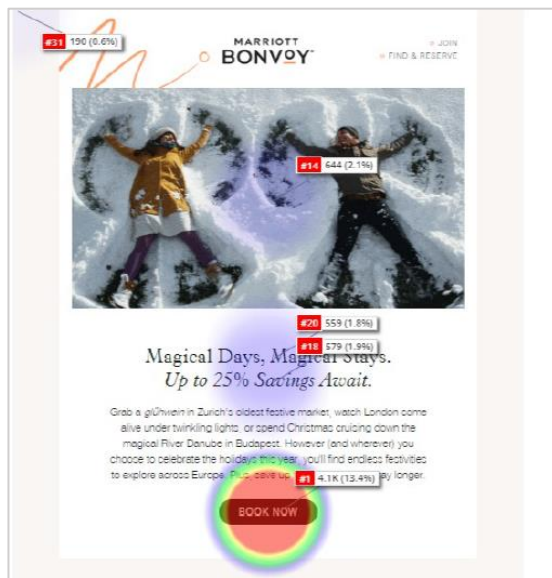
UK image was #2 most clicked

Monthly Account Update
(Core MAU)

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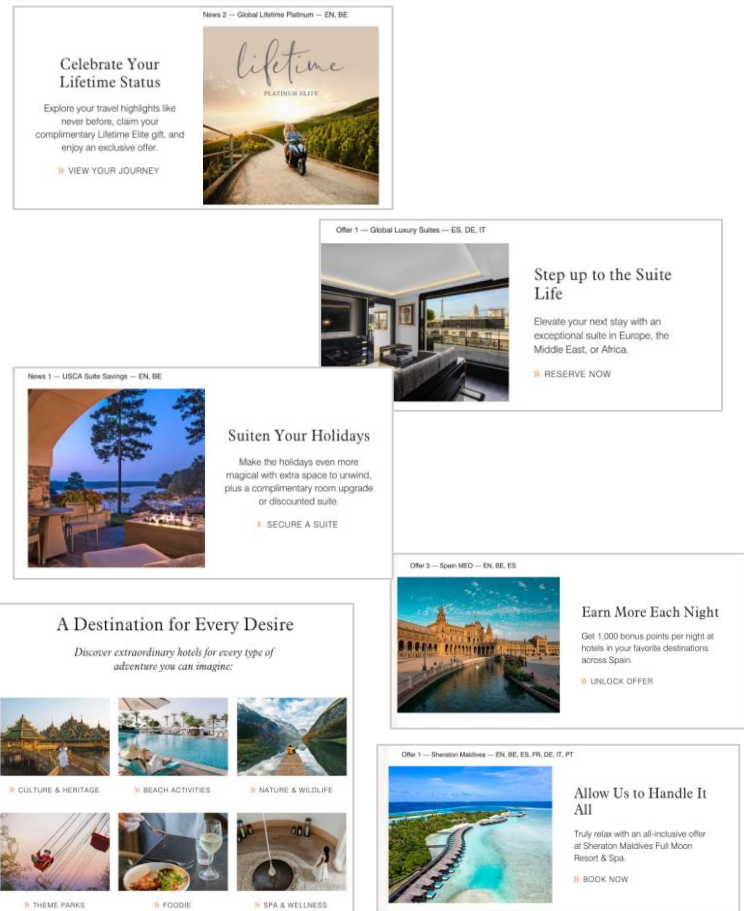BONV°Y®

Core MAU Creative: November 2022

Example FRE Version (Translated)

Subject Line:
Your Marriott Bonvoy Account Update: Special Offers, Benefits & More

**Pre-Header:**
See What's New in November

Targeted EMEA Content

Core MAU Performance Summary

- Engagement increased MoM for EMEA members; Higher increase in click activity from MEA members with both regions experiencing a lift in CTR
- Revenue remained near flat for Europe members with MEA revenue down by 21% MoM
- Unsubscribe up slightly for both regions

Europe	Delivered	Clicks	CTR	Unsub Rate	Revenue
British English	689,495	8,162	1.18%	0.27%	$ 32,932
English	561,924	5,480	0.98%	0.26%	$ 28,280
French	68,254	936	1.37%	0.24%	$ 1,726
German	119,395	2,737	2.29%	0.26%	$ 11,583
Italian	60,798	822	1.35%	0.25%	$ 1,428
Spanish	76,824	1,198	1.56%	0.20%	$ 4,730
Total	**1,576,690**	**19,335**	**1.23%**	**0.26%**	**$ 80,679**
MoM	0.3%	5.4%	+0.06 pts.	+0.09 pts.	-0.6%

EMEA Core MAU CTR Trends
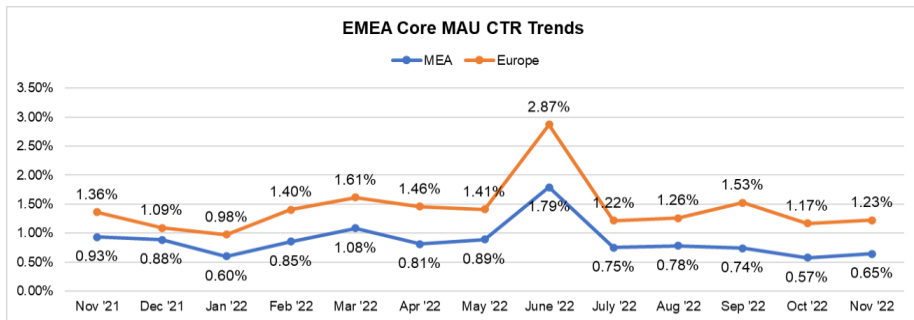
MEA	Delivered	Clicks	CTR	Unsub Rate	Revenue
British English	897,865	5,848	0.65%	0.19%	$ 8,889
English	435,271	2,601	0.60%	0.17%	$ 6,410
French	14,573	238	1.63%	0.18%	$ 7,911
German	329	11	3.34%	0.00%	$ -
Italian	132	4	3.03%	0.00%	$ -
Spanish	571	6	1.05%	0.00%	$ -
Total	**1,348,741**	**8,708**	**0.65%**	**0.18%**	**$ 23,211**
MoM	0.4%	12.8%	+0.07 pts.	+0.06 pts.	-21.1%

Core MAU Content Highlights: Europe Click Activity

- Engagement was led by hero modules for European openers

- Several markets engaged with featured offers over the hero including BEN, DE, and ESP

- Top offers include Air miles, EU Winter and Luxury Suites

- Leisure designations resonated with BEN and DE audiences the most

Click Activity	ENG	BEN	FRE	GER	ITA	SPA	POR
Delivered Totals	561,924	689,495	68,254	119,395	60,798	76,824	9,946
Region - Europe							
Header	1786	2132	260	747	262	397	53
Member Module	1703	2579	292	900	271	504	55
MAU_AccountBox_AmbassadorElite	2	27	2	24	2	7	2
Hero	809	1778	193	426	141	153	36
MAU_NOV22_Hero_PointsPurchase	806	1674	179	403	127	145	31
MAU_NOV22_Hero_LeisureDestinations	3						
MAU_NOV22_Hero_StandardBooking		104	14	23	14	8	5
Points Expiration	5	5		1			1
MAU_Leisure_USCA_Destinations	342						
MAU_Leisure_EUR_Destinations		525	112	270	110	126	
Promo	191	179	18	65	28	24	5
Offers	756	1169	210	664	124	207	
MAU_NOV22_Offer_AirlineMiles	430	619					
MAU_NOV22_Offer_EUWinter1				261			
MAU_NOV22_Offer_EUWinter2	187	305					
MAU_NOV22_Offer_LuxurySuites1						207	
MAU_NOV22_Offer_LuxurySuites2	139	245		403			
MAU_NOV22_Offer_LuxurySuites3					124		
Cobrand	39	87					
News	120	19					
MAU_NOV22_News_TPGAwards	88						
MAU_NOV22_News_LTP	18	12					
MAU_NOV22_News_LTT	14	7					
Traveler	85						
Footer	1347	1565	171	397	170	178	30
Total	7,183	10,038	1,256	3,470	1,106	1,589	180

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Core MAU Content Highlights: MEA Click Activity

- Hero module was the top content for all MEA audiences
- BEN openers were highly engaged with offers including Airline Miles, and luxury suites
- European destinations was the second most clicked module for BEN MEA openers
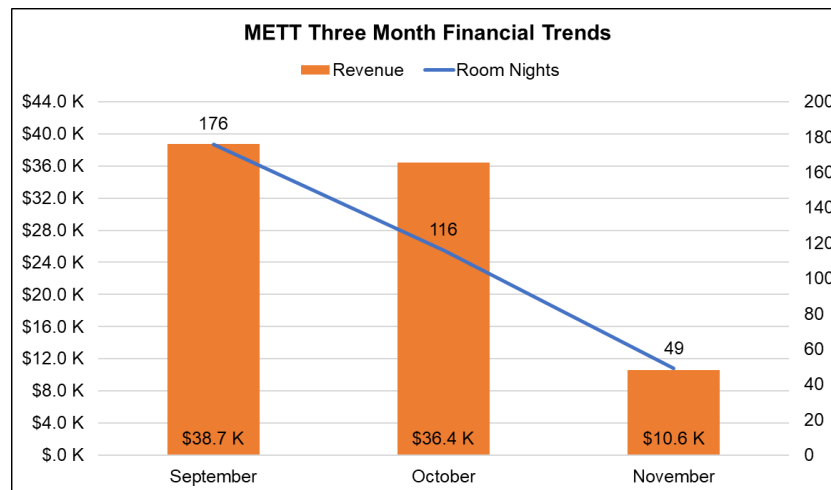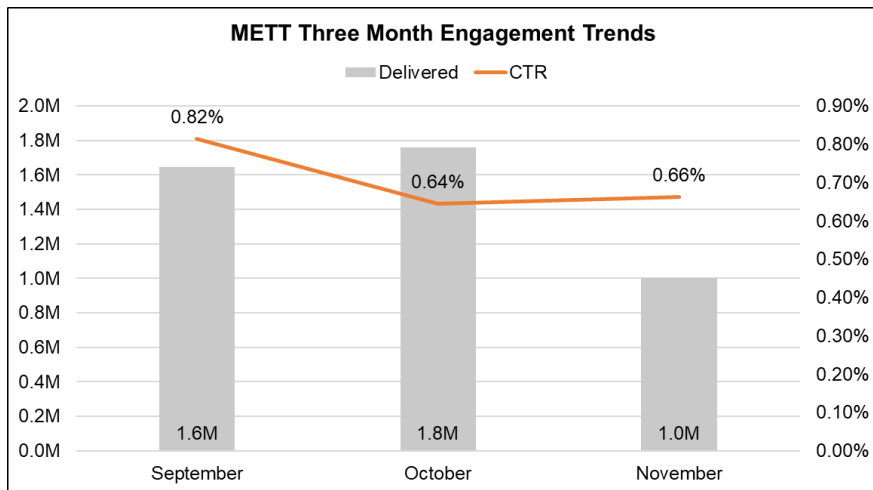- Points Purchase was the top hero choice for clickers

Click Activity	ENG	BEN	FRE	GER	ITA	SPA
Delivered Totals	**435,271**	**897,865**	**14,573**	**329**	**132**	**571**
Region - MEA						
Header	**1228**	**2009**	**66**	**8**	**1**	**4**
Member Module	**1123**	**2410**	**89**	**5**	**3**	**1**
MAU_AccountBox_AmbassadorElite	1	27	1	1		
Hero	**585**	**2136**	**67**	**2**		**2**
MAU_NOV22_Hero_PointsPurchase	571	2044	67	2		2
MAU_NOV22_Hero_LeisureDestinations	14					
MAU_NOV22_Hero_StandardBooking		92				
Points Expiration	**2**	**5**	**1**			
MAU_Leisure_USCA_Destinations	**137**					
MAU_Leisure_EUR_Destinations		**529**	**8**	**2**		
Promo	**129**	**224**	**11**			
Offers	**283**	**897**	**39**			**2**
MAU_NOV22_Offer_AirlineMiles	131	383	17			
MAU_NOV22_Offer_EUWinter2	73		10			
MAU_NOV22_Offer_LuxurySuites1		246				2
MAU_NOV22_Offer_LuxurySuites2	79	268	12			
MAU_NOV22_Offer_LuxurySuites3					1	
Cobrand	**17**	**89**				
News	**49**					
MAU_NOV22_News_TPGAwards	48					
MAU_NOV22_News_LTP	1					
MAU_NOV22_News_LTT						
Traveler	**51**					
Footer	**714**	**1995**	**22**	**3**		**2**
Total	**4318**	**10,294**	**303**	**20**	**5**	**11**

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METT Emails

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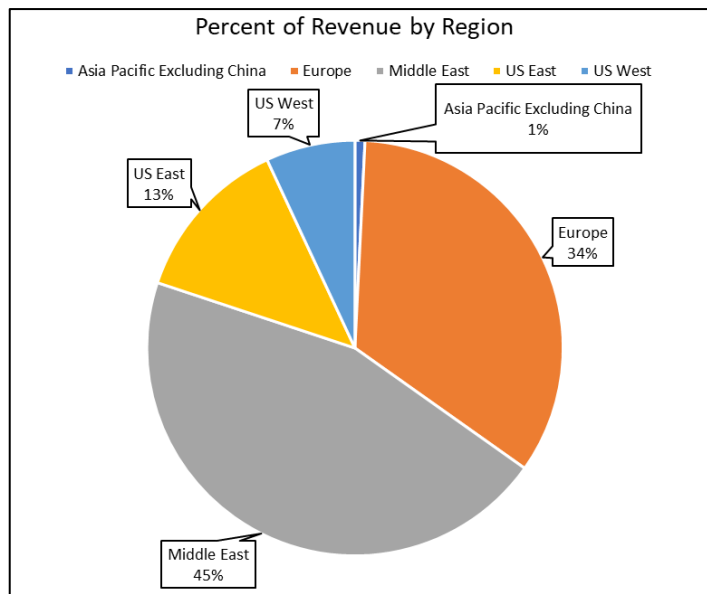# Consistent Engagement MoM With Less Deliveries

- Less deliveries aligned with engagement shift resulting in a near flat CTR slightly up MoM

- Top campaigns featured location callouts in the SL continuing a trend of top campaigns

- Financials impacted by less overall METT campaigns sent in November

- Exploration content and property imagery appears amongst top campaigns, continue to leverage insights for other regional solos

	November '22
Delivered	**1,003,589**
Clicks	**6,653**
CTR	**0.66%**
Unsub. Rate	**0.13%**
Bookings	**22**
Revenue	**$10,600**

METT Three Month Engagement Trends

Delivered — CTR

- September: 1.6M, 0.82%
- October: 1.8M, 0.64%
- November: 1.0M, 0.66%

METT Three Month Financial Trends

Revenue — Room Nights

- September: $38.7 K, 176
- October: $36.4 K, 116
- November: $10.6 K, 49

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Higher Revenue To EMEA Properties In November

- Top campaigns driving revenue to EMEA properties include Winter Wellness and TLC Europe
- Revenue attribution back to EMEA was relatively consistent across all campaigns indicating accurate targeting with content for EMEA promotion
- Meridien Beach resort captured almost 50% of all revenue

Percent of Revenue by Region

Legend: Asia Pacific Excluding China, Europe, Middle East, US East, US West

- US West 7%
- Asia Pacific Excluding China 1%
- US East 13%
- Europe 34%
- Middle East 45%

Top 5 Hotels booked in EMEA	Revenue
MD LE ROYAL MERIDIEN BEACH RESORT	$4,519
LEEDS Marriott	$1,585
SI MILAN SAN SIRO	$362
DE NEWCASTLE GATESHEAD	$281
CY CULTURE VILLAGE, DUBAI	$237
Total	**$6,984**

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November '22 METT Email Campaigns

- Seasonal subject lines calling out winter travel amongst top performers in November as well as location callouts
- Property imagery consistently used in high revenue emails

Campaign Name	Delivered	Clicks	CTR	Bookings	Revenue
EMEA_UK_Scotland_Nov11_EN	46,135	265	0.57%	1	$4,019
EMEA_WEM_WinterWellness_Nov23_EN_Other	48,788	254	0.52%	3	$1,860
EMEA_UK_ChristmasInLondon_Nov23_EN	98,093	1,115	1.14%	2	$1,497
EMEA_WEM_Festive_Nov11_EN_USA	98,207	275	0.28%	3	$729
EMEA_UAE_Intl_Nov11_EN	48,209	286	0.59%	2	$599
EMEA_EE_Czech_Nov11_EN	49,329	367	0.74%	2	$519
EMEA_SE_Urban_Hotels_Spain_Portugal_Nov23_PT	8,879	137	1.54%	2	$419
EMEA_SE_AutumnItaly_Nov11_EN	67,648	481	0.71%	2	$413
EMEA_WEM_MunichChristmas_Nov11_DE	49,395	788	1.60%	2	$234
EMEA_KSA_Cairo_Nov23_EN	97,384	279	0.29%	1	$133
EMEA_EE_Czech_Festive_Nov23_EN	48,855	239	0.49%	1	$81
EMEA_UAE_Local_Nov11_EN	44,414	167	0.38%		
EMEA_GLT_Qatar_FreeDinnerOffer_Nov11_EN	97,402	366	0.38%		
EMEA_WEM_WinterWellness_Nov23_EN_USA	49,157	157	0.32%		
Grand Total	851,895	5,176	0.61%	40	$33,560

Top Performing METTs: November 2022

November: Highest Revenue
EMEA_UK_Scotland_Nov11_EN

Subject Line: Our Guide to Exploring Scotland This Autumn

November: High CTR + Revenue
EMEA_UK_ChristmasInLondon_Nov23_EN

Subject Line: Top Experiences in London This Christmas

Testing & Optimization

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Testing Recommendations

Continue looking for testing opportunities in VE campaigns; technology will be available in January to continue test & learn strategies. Ongoing tactics include:

- Continue leveraging STO technology in regional campaigns for ongoing engagement lifts
- Use PCIQ image optimization to continue testing property and lifestyle images across several campaigns to broaden insights – Points Activation, MBE, Demand Gen
  - Consider expanding property to include additional options
- Consider SL Test and Roll if PCIQ SL testing is not available due to timing for VE campaigns
  - Recommend using high performing SLs from previous solos as controls

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Actionable Insights & Next Steps

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Actionable Insights

- Recommend to implement several previous mobile app download tactics in additional regional solos including:
  - Recent Stay/Upcoming trip module download reminder
  - Mobile app download modules highlighting benefits of using the app like mobile check-in
- Targeting shift resulted in higher engagement with the highest CTR yet for MBE; continue looking for opportunities to target engaged segments with additional content
- Clickers preferred domestic locations in November Demand Generation, recommend to continue to monitor for engagement patterns
- Top campaigns featured location callouts in the SL continuing a trend of top campaigns
- Exploration content and property imagery appears amongst top campaigns, continue to leverage insights for other regional solos
- Seasonal subject lines calling out winter travel amongst top performers in November as well as location callouts
- Property imagery consistently used in high revenue emails, recommend to include in additional regional solos

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Next Steps

- Additional EMEA Destination campaign in VE
- MBE VE campaign featuring in language
- Milux Solo
- Demand Gen Winter Sun
- English Project Silk
- Drive Market Solo Year-in-review

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Appendix

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Core MAU Content Highlights: Europe Bookings

Booking Activity	ENG	BEN	FRE	GER	ITA	SPA	POR
Delivered Totals							
Region - Europe							
Header	25	22	3	11	3	9	0
Member Module	20	18	2	6	1	9	0
MAU_AccountBox_AmbassadorElite	1	0	0	0	0	0	0
Hero	0	1	0	0	0	1	0
MAU_NOV22_Hero_PointsPurchase	0	0	0	0	0	0	0
MAU_NOV22_Hero_LeisureDestinations	0						
MAU_NOV22_Hero_StandardBooking		1	0	0	0	1	0
Points Expiration	0	0		0			0
MAU_Leisure_USCA_Destinations	0						
MAU_Leisure_EUR_Destinations		1	0	1	0	0	
Promo	0	3	0	0	0	0	0
Offers	0	1	1	0	0	0	
MAU_NOV22_Offer_AirlineMiles	0	0					
MAU_NOV22_Offer_EUWinter1				0			
MAU_NOV22_Offer_EUWinter2	0	1					
MAU_NOV22_Offer_LuxurySuites1						0	
MAU_NOV22_Offer_LuxurySuites2	0	0		0			
MAU_NOV22_Offer_LuxurySuites3					0		
Cobrand	0	0					
News	0	0					
MAU_NOV22_News_TPGAwards	0						
MAU_NOV22_News_LTP	0	0					
MAU_NOV22_News_LTT	0	0					
Traveler	0						
Footer	0	0	0	0	0	0	0
Total	45	46	6	18	4	19	0

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Core MAU Content Highlights: MEA Booking

Booking Activity	ENG	BEN	FRE	GER	ITA	SPA
Delivered Totals						
Region - MEA						
Header	21	8	8	0	0	0
Member Module	6	8	1	0	0	0
MAU_AccountBox_AmbassadorElite	0	0	0	0		
Hero	0	0	0	0		0
MAU_NOV22_Hero_PointsPurchase	0	0	0	0		0
MAU_NOV22_Hero_LeisureDestinations	0					
MAU_NOV22_Hero_StandardBooking		0				
Points Expiration	0	0	0			
MAU_Leisure_USCA_Destinations	0					
MAU_Leisure_EUR_Destinations		0	0	0		
Promo	0	1	0			
Offers	1	0	0			0
MAU_NOV22_Offer_AirlineMiles	1	0	0			
MAU_NOV22_Offer_EUWinter1						
MAU_NOV22_Offer_EUWinter2	0		0			
MAU_NOV22_Offer_LuxurySuites1		0				0
MAU_NOV22_Offer_LuxurySuites2	0	0	0			
MAU_NOV22_Offer_LuxurySuites3					0	
Cobrand	0	0				
News	0					
MAU_NOV22_News_TPGAwards	0					
MAU_NOV22_News_LTP	0					
MAU_NOV22_News_LTT						
Traveler	0					
Footer	0	3	0	0		0
Total	28	20	9	0	0	0

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Thank you!