

# EMEA Monthly Email Review *February 2022*

07 April 2022

MARRIOTT  
**BONVOY**®



LE MÉRIDIEN BARCELONA, SPAIN

A photograph of an outdoor courtyard area. In the foreground, there is a wooden bar with a corrugated metal wall behind it. Two wooden stools with black metal frames are positioned in front of the bar. A green drink in a glass and a small brown bag are on the bar. A yellow tote bag hangs from one of the stools. In the background, there are string lights hanging from a pole, and a colorful mural on a wall to the right. The scene is set in a modern, urban environment.

# Meeting Agenda

1. Key Storylines
2. Performance Summary
3. Campaign Engagement
  - Drive Market Solo
  - MAU
  - Lux MAU
  - METT
4. Testing & Optimization
5. Actionable Insights
6. Next Steps



# Key Storylines

- February engagement up MoM with increased deliveries retuning closer to average '21 delivery volumes
  - Increased deliveries from several large campaigns also contributed to higher click totals
  - Drive Market Solo, Global Promotion and Core MAU driving increase in monthly engagement
- All financial KPIs were up MoM
  - Drive Market Solo, Core MAU and Global Promotion drove 79% of total revenue
- Drive Market Solo experienced significant increase in revenue MoM with Global Promotion generating 52% of solo revenue
- Dream Getaway Poll featured in monthly solo to capture responses and be used in personalized video hero and SL next month
- METT engagement and revenue are down MoM
  - Total METTs sent down versus typical volume seen in previous quarters

# Monthly Performance Summary

# Financials Up MoM With Increases In Several Engagement KPIs

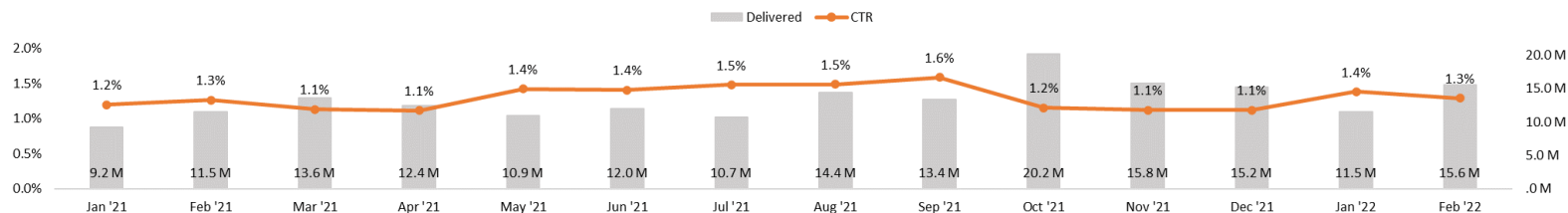
- CTR remained consistent MoM with increased mailings bringing higher overall click totals
  - Increased deliveries MoM from regional marketing, promotions, and travel inspiration (+3.8 million deliveries)
- Above average CTR engagement from Brand and Promotions with 27% of total deliveries
- Drive Market Solo, Core MAU and Global Promotion drove 79% of total revenue with 54% of total delivery volume

KPI	Feb '22	MoM	vs. Avg
Delivered	15.6M	+35.6%	+15.7%
CTR	1.3%	-0.09 pts.	+0.01 pts.
Unsub Rate	0.27%	-0.01 pts	+0.04 pts
Bookings	1.4K	+82.2%	+47.3%
Room Nights	4.4 K	+82.4%	+47.0%
Revenue	\$981.0 K	+91.3%	+62.8%
Conversion	0.71%	+0.22 pts.	+0.15 pts.
BPK	.09	+34.4%	+28.7%.

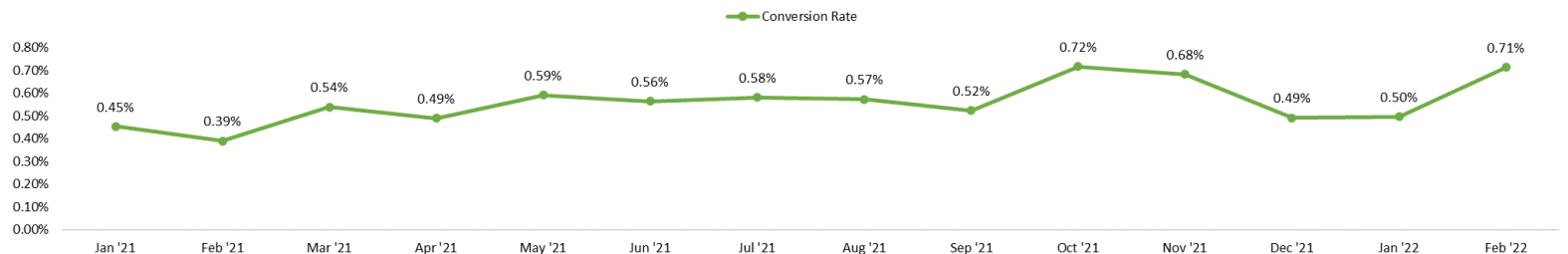
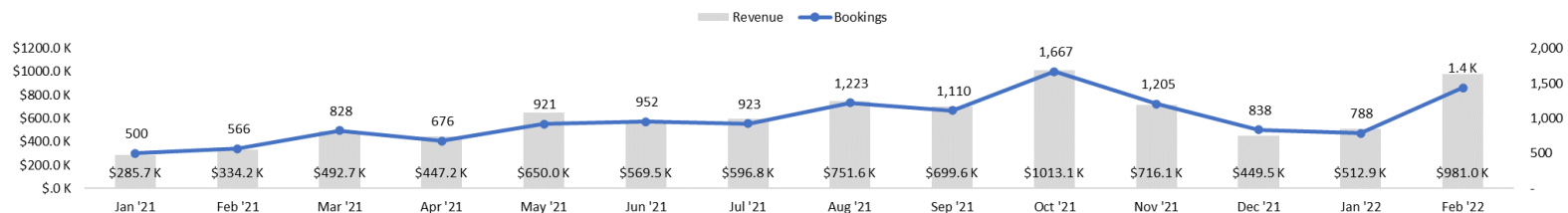
EMEA 12-Month Average = Jan '21 – Dec '21  
Financial data source: Omniture 7-day cookie

# Increased Engagement Contributing To MoM Financial Gains

EMEA Overall KPI Trends (2021-2022)



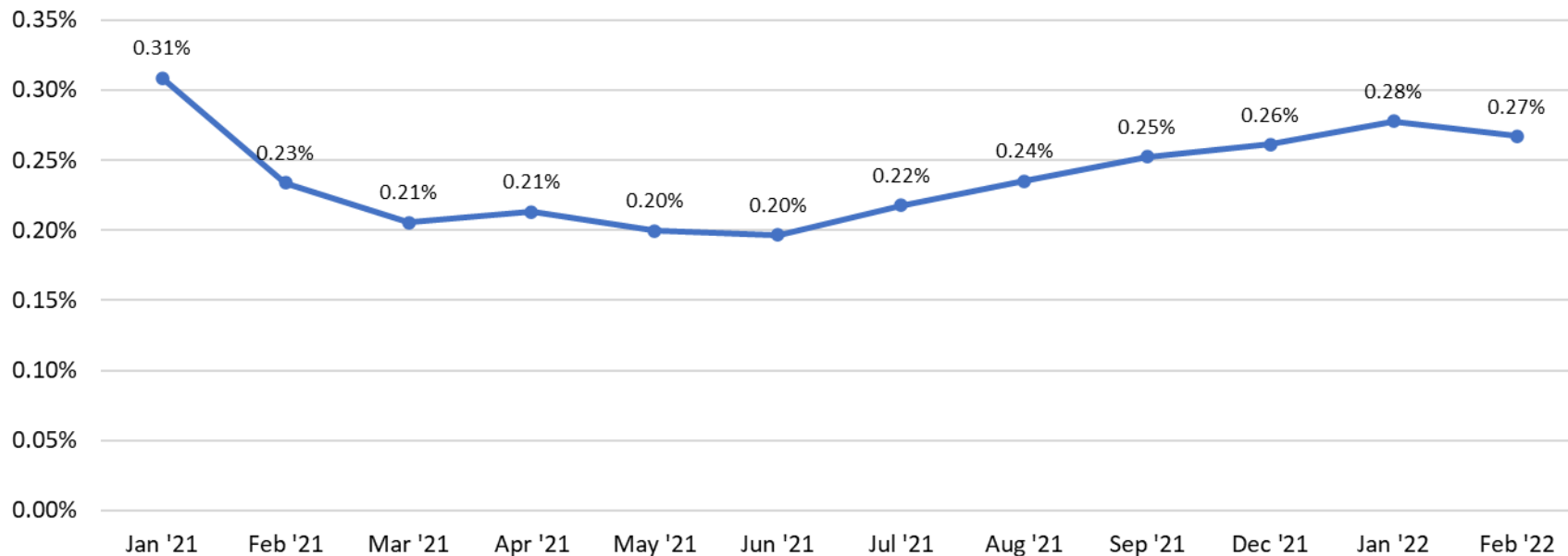
EMEA Overall Financial Trends (2021-2022)



# Decreased Unsub Rate MoM

- Unsub rate remains consistent with increased deliveries MoM

**EMEA Engagement Trends: Unsubscribe Rate**



# Europe Meets Goals With MEA Below Engagement Goal

- European revenue near 2022 monthly goal with strong revenue from Drive Market Solo, Global Promotions and Core Marketing (Core MAU)
- MEA revenue up MoM but down against overall monthly goal
- Monthly points activity among active members exceeding monthly goal
- Unsubscribe goal calculated from 12 months of unsubscribe data as a benchmark

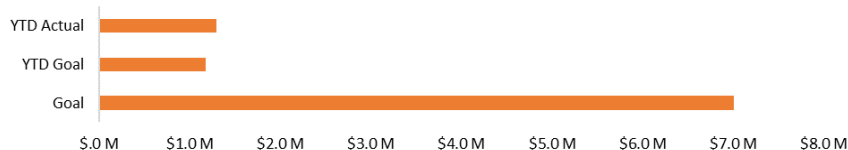
EMEA	Feb '22	Monthly Goal	vs. Goal
Points Activity	198.6K	45.3K	+338%

EMEA	Feb '22	Monthly Goal	vs. Goal
Unsubscribe	0.27%	0.24%	+0.03pts

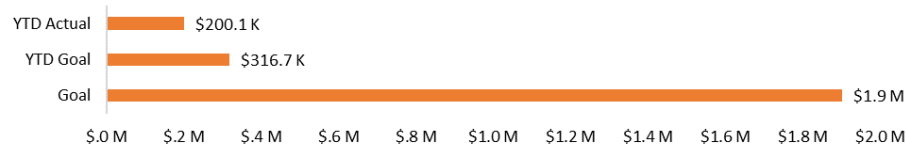
EUROPE	Feb '22	Monthly Goal	vs. Goal
CTR	1.6%	1.60%	0.0 pts.
Revenue	\$851.0K	\$584.0 K	+45.9%

MEA	Feb '22	Monthly Goal	vs. Goal
CTR	0.9%	1.00%	-0.1 pts.
Revenue	\$130.1 K	\$158.3 K	-17.9%

Europe 2022 Revenue Goal

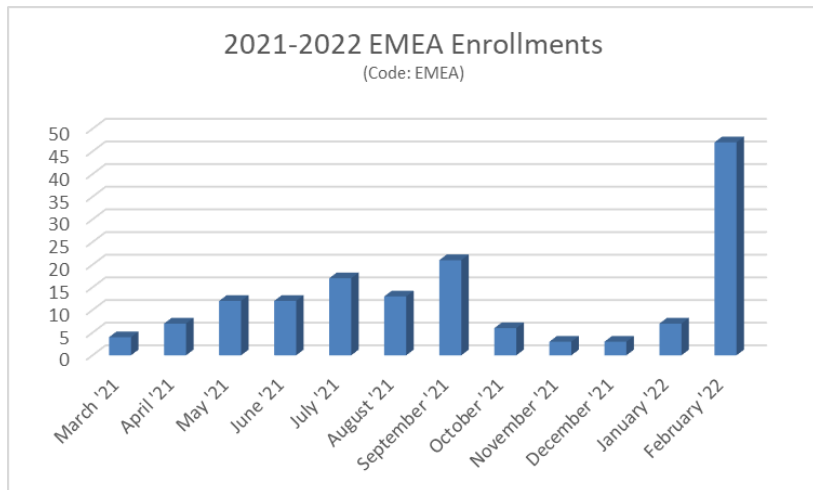


MEA 2022 Revenue Goal



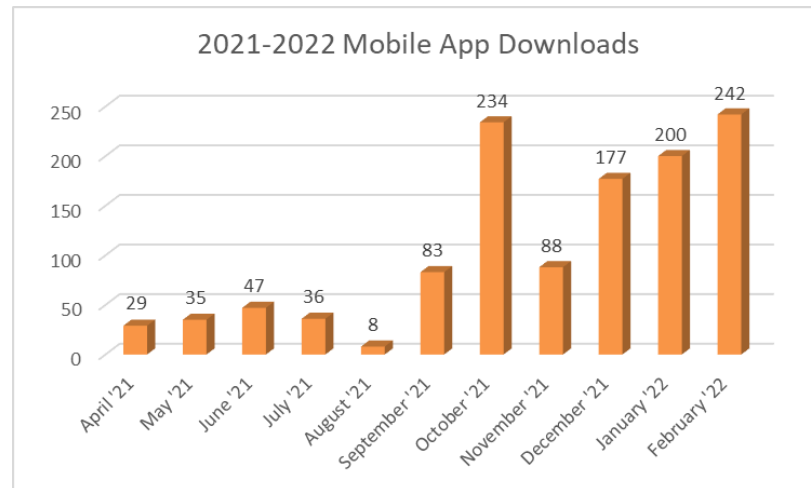


# App download and Enrollment up MoM



Time Period	# Enroll
2021 Avg.	10
<b>Feb Total</b>	<b>51</b>
vs Avg.	<b>+370%</b>
MoM	<b>+571% (+40)</b>

- February enrollment up significantly MoM at 571%



- February app downloads mark new highest month of total App downloads

Time Period	App Downloads
2021 Avg.	96
<b>Feb Total</b>	<b>442</b>
vs Avg.	<b>+152%</b>
MoM	<b>+21% (+42)</b>

# Campaign Engagement


# Drive Market Solo

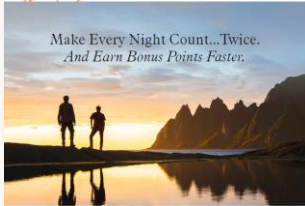
# February 2022 Drive Market Solo

## Creative examples

### February Highlights:

- Global Promotion featured in the hero
- Family Offer hero targeted to GloPro Holdout group
- February Dream Getaway Poll
- Redemption message with point balance under hero
- UAE: Project Silk Secondary Module
- Brand education supporting Westin (Non-Lux) & Edition (Lux) brands


20%  
FIND & RESERVE



Make Every Night Count...Twice.  
And Earn Bonus Points Faster.

Earn 1,000 bonus points and one bonus Elite Night Credit on each night you stay through 4 May 2022.

**START EARNING**


Travelers should review destination country's government guidance to confirm eligibility to travel and understand excursion/testing requirements.

Where Can Your Points Take You?

Your point balance is 20,000


Earn points on stays, then redeem them for free nights, extraordinary experiences, and more.

**REDEEM NOW**



Get Straight to the Point(s)

*The more you explore, the more you can earn.*



Rediscover Travel Nearby


Stay close to home and explore. Water, beautiful scenery and exciting attractions.


**RESERVE**

Earn Points in Sharjah

Treat yourself to a rewarding stay and experience the culturally rich landscape of Sharjah.

**RESERVE**





Plan the Perfect Spring Escape

Discover your ideal private home rental in some of the best destinations around the world with Homes & Villas by Marriott International™.

**RESERVE TODAY**

Take Our Poll

What's Your Dream Getaway?

Your points can earn you free nights. Where would you spend yours?

☐ France

☐ United Kingdom

☐ Qatar


☐ United Arab Emirates

MARRIOTT BONVOY TRAVELER.



Your Personal Travel Planner

Sometimes thinking outside the box can lead to unexpected discoveries and perspectives, and travel is no different. Here's some food for thought on where to go next year.

**TAKE THE QUIZ**



Get to Know EDITION® Hotels

At EDITION hotels, we offer a refreshing collection of individualized hotel spaces designed to give guests a taste of the locale. Discover our newest coverings in Madrid, Dubai and Barcelona.

**EXPLORE EDITION HOTELS**

Our App Can Take You Even Further

Check your points balance, book a redemption stay, and enjoy a convenient travel experience with the Marriott Bonvoy® App.

**EXPLORE THE APP**

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# Drive Point Usage

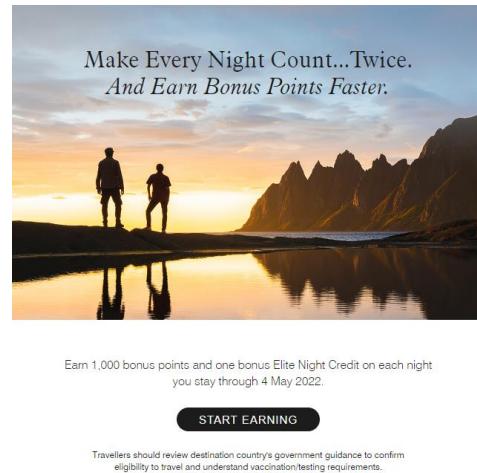
## February:

- Global Promotion hero
- Personalized points balance module under hero
- Current point balance added under Hero CTA
- Offer section focused on additional earning opportunities
- Poll promoting free nights

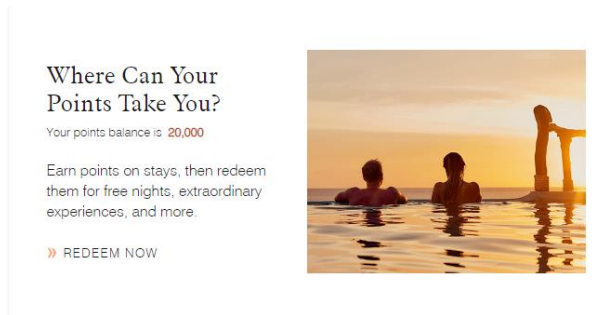


## Secondary Offer Section 4.6% of revenue

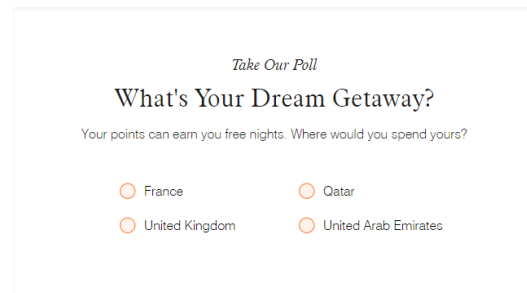
## Global Promotion 60% of revenue



## Hero 2 Points Module 6.9% of clicks | 3.1% of Revenue

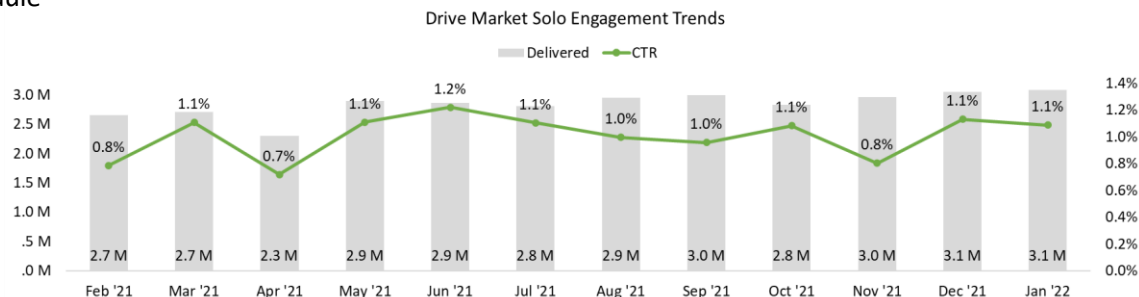


## Poll Content #3 Most Clicked



# Flat Engagement MoM With Strong Increase In Revenue

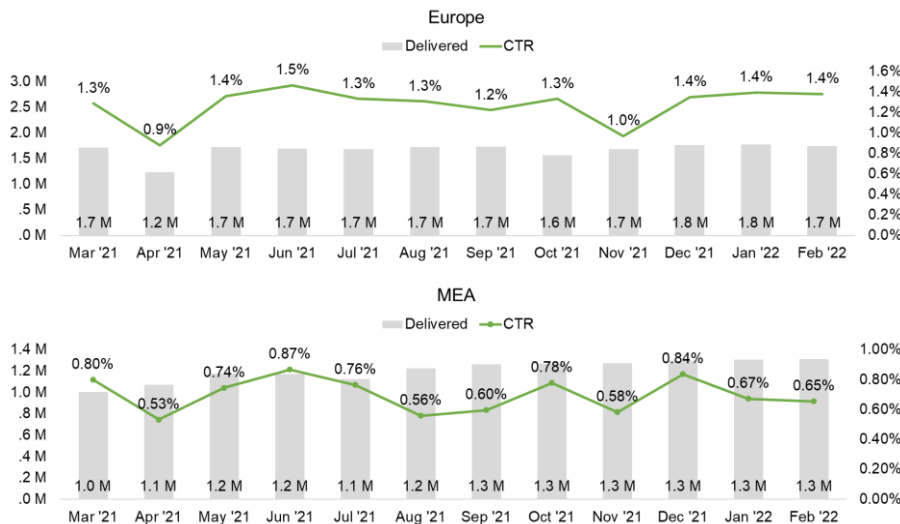
- Global Promotion was featured in the hero in February driving overall increase in financials
  - 88% of hero clicks from holdout group were “Book Now” clicks which was 5% of total solo revenue.
  - 75% of Global Promotion group engagement was to “Register Now” generating 48% of total solo revenue
- Offers content saw 11% of total clicks spread evenly between Domestic, Cross Border and HVMI with Cross Border capturing all of the revenue from this section (4.6% of total revenue)
- Poll module was third most clicked module
- Attributed Revenue to EMEA:**
  - Bookings:** 85%
  - Revenue:** 85%



Engagement + Financials		
	Feb '22	MoM
Delivered	3.1 M	-0.9%
CTR	1.1%	-0.02 pts.
Unsubscribe	0.27%	-0.01 pts.
Booking	378	215.0%
Room Nights	1.1 K	181.0%
Revenue	\$237.2 K	134.4%

# Revenue up for Europe and MEA MoM


- Engagement pattern similar between Europe and MEA, both regions favoring Global Promotion
  - Europe second highest revenue driver was Cross Border Destinations
- Both Europe and MEA saw increases in all financial metrics for February
  - Europe up **123%** MoM | MEA up **198%** MoM



EUROPE: Engagement + Financials		
	Feb '22	MoM
Delivered	1.7 M	-2.0%
CTR	1.4%	-0.01 pts
Booking	325	249.5%
Room Nights	947	207.5%
Revenue	\$191.3 K	122.8%
Conversion Rate	1.4%	+1.0 pts.
Bookings/Dlvd (K)	0.19	+256.5%

MEA: Engagement + Financials		
	Feb '22	MoM
Delivered	1.3 M	+0.5%
CTR	0.7%	-0.02 pts.
Booking	53	+96.3%
Room Nights	191	+96.9%
Revenue	\$45.9 K	+198.9%
Conversion Rate	0.6%	+0.3 pts.
Bookings/Dlvd (K)	0.04	+95.4%

# Top Performing Feb '21 Content: Hero, Offers, Poll Content



Make Every Night Count...Twice.  
And Earn Bonus Points Faster.

Earn 1,000 bonus points and one bonus Elite Night Credit on each night you stay through 4 May 2022.

**START EARNING**


Travellers should review destination country's government guidance to confirm eligibility to travel and understand vaccination/testing requirements.

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**Where Can Your Points Take You?**  
Your points balance is **20,000**

Earn points on stays, then redeem them for free nights, extraordinary experiences, and more.


**REDEEM NOW**



**Hero**  
#1 most clicked  
*All markets*

## Secondary Offers #2 Most Clicked *Most Markets*

Get Straight to the Point(s)  
*The more you explore, the more you can earn.*



**Rediscover Travel Nearby**


Stay close to home and explore Wales' beautiful scenery and exciting attractions.

**RESERVE**

**Earn Points in Sharjah**

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*Take Our Poll*

**What's Your Dream Getaway?**

Your points can earn you free nights. Where would you spend yours?

☐ France

☐ Qatar

☐ United Kingdom

☐ United Arab Emirates

**Poll Content**  
#3 most clicked  
*Most Markets*



# L3 And L2B Showed Greater Engagement

- Engagement for L2A, L2B and L3 outperformed L1 and Everyone Else
- L2B highly engaged audience contributing to 25% of total revenue concentrated in hero clicks
- Conduct luxury segment deep dive for Drive Market Solo to understand engagement differences and future content recommendations

Segment Name	Segment Description
L1	All stays are luxury
L2A	>= 50% of stays are luxury
L2B	< 50% of stays are luxury
L3	All luxury stays are paid by bonus points

Drive Market Solo – Feb ‘22	L1	L2A	L2B	L3	Everyone Else	Total
Delivered	145,703	48,006	84,943	14,636	2,759,769	3,053,057
CTR	0.6%	1.4%	5.2%	5.7%	0.9%	1.1%
Bookings	2	8	67	11	290	378
Room Nts.	4	18	264	54	798	1,138
Revenue	\$237	\$6,697	\$59,854	\$9,416	\$161,024	\$237,227
Rev/Del.	\$0.00	\$0.14	\$0.70	\$0.64	\$0.06	\$0.08

## February '22 Heat Map: **Luxury Segments**

- Hero content captured highest click activity, L2B and L3 with notably higher concentration of clicks in Global Promotion hero
- Everyone else most engaged with Poll compared to other luxury segments
- Edition brand education resonated most with L1 and L2A with less clicks from L2B and L3 with Luxury content, with similar performance from everyone else for Westin Brand.

% of Clicks	L1	L2A	L2B	L3	Everyone Else	Average
<b>Header</b>	<b>17.81%</b>	<b>19.00%</b>	<b>6.95%</b>	<b>7.99%</b>	<b>16.74%</b>	<b>15.67%</b>
<b>Hero</b>	<b>36.83%</b>	<b>56.18%</b>	<b>80.57%</b>	<b>77.95%</b>	<b>38.04%</b>	<b>43.31%</b>
<b>Offers</b>	<b>10.93%</b>	<b>8.91%</b>	<b>5.81%</b>	<b>6.97%</b>	<b>12.32%</b>	<b>11.47%</b>
Domestic Destinations	2.98%	1.43%	1.12%	2.36%	4.17%	3.75%
Cross Border Destinations	3.62%	4.04%	2.94%	2.59%	4.49%	4.27%
HVMI Points Offer	3.48%	3.21%	1.37%	1.80%	3.35%	3.13%
Savour More	0.85%	0.24%	0.38%	0.22%	0.30%	0.32%
<b>Poll</b>	<b>5.25%</b>	<b>4.75%</b>	<b>2.39%</b>	<b>3.26%</b>	<b>7.26%</b>	<b>6.59%</b>
France	1.21%	1.07%	0.63%	1.35%	2.12%	1.92%
Qatar	0.64%	0.48%	0.25%	0.11%	1.01%	0.90%
United Arab Emirates	2.20%	2.26%	1.06%	1.24%	2.10%	1.99%
United Kingdom	1.21%	0.95%	0.44%	0.56%	2.02%	1.79%
<b>Traveler Quiz</b>	<b>0.50%</b>	<b>0.59%</b>	<b>0.49%</b>	<b>0.67%</b>	<b>1.34%</b>	<b>1.20%</b>
<b>Brand Education</b>	<b>3.83%</b>	<b>3.56%</b>	<b>1.71%</b>	<b>1.69%</b>	<b>3.17%</b>	<b>3.03%</b>
Westin	---	---	---	---	3.17%	2.65%
Edition	3.83%	3.56%	1.71%	1.69%	---	0.38%
<b>Mobile App</b>	<b>2.77%</b>	<b>1.19%</b>	<b>0.61%</b>	<b>0.56%</b>	<b>1.44%</b>	<b>1.38%</b>
<b>Footer</b>	<b>22.07%</b>	<b>5.82%</b>	<b>1.48%</b>	<b>0.90%</b>	<b>19.69%</b>	<b>17.35%</b>
<b>Grand Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>



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**WOWWOW**  
TRAVEL

**Make Brims Midge Camp, Tigris And Euphrates Praps Falls**

Book Now

**Jala Marwan Bazaar?**

**Get Straight to the Point!**

**Badrutina Travel Tour**

**Ezra's Travels**

**The World's Most Beautiful Spring Water**

**Jalana Shan**

**What's Your Dream Getaway?**

- ☐ Beach
- ☐ Countryside
- ☐ Mountain
- ☐ Waterfalls

**Your Personal Travel Planner**

**Discover Wonderful Hotels & Resorts**

**WOTIFIN**

**Our App Lets You Know Your Trip**








Download Now

- 0.31% RIO 16.47%

[illegible]

## February '22 Heat Map: **Non-Member Version**

- Germany markets saw higher engagement with secondary offer content than Family Package hero
- Significantly higher engagement with Poll content from Italy and Qatar than other markets
- Join banner made up 14% of total clicks under hero for non-members

	% of Clicks	BENELUX _ENG	EGYPTPLUS _ENG	FRANCE _ENG	FRANCE _FRE	GERMANY _ENG	GERPLUS _GER	ITALY _ENG	ITALY _ITA	QATAR _ENG	RUSSIA _ENG
	<b>Header</b>	6.12%	21.29%	0.00%	10.34%	8.76%	19.05%	0.00%	11.11%	12.31%	16.67%
	<b>Hero - Holdout (Family Offer)</b>	26.53%	26.04%	41.67%	37.93%	13.28%	14.75%	18.75%	22.22%	23.08%	17.86%
	<b>Join Marriott Bonvoy</b>	2.04%	4.03%	0.00%	3.45%	0.56%	1.64%	0.00%	6.67%	4.62%	5.95%
	<b>Offers</b>	20.41%	11.65%	0.00%	6.90%	18.08%	25.00%	18.75%	13.33%	10.77%	17.86%
	Domestic	6.12%	4.32%	0.00%	6.90%	1.69%	2.38%	0.00%	11.11%	3.08%	7.14%
	Cross Border	10.20%	3.31%	0.00%	0.00%	7.06%	22.62%	12.50%	2.22%	3.08%	5.95%
	HVM Points Offer	4.08%	4.03%	---	---	9.32%	---	6.25%	---	3.08%	4.76%
	Savour More	---	---	---	---	---	---	---	---	1.54%	---
	<b>Poll</b>	10.20%	6.47%	8.33%	10.34%	1.41%	5.95%	6.25%	15.56%	16.92%	10.71%
	France	4.08%	1.73%	8.33%	6.90%	0.28%	3.57%	0.00%	2.22%	7.69%	3.57%
	Qatar	0.00%	1.15%	0.00%	0.00%	0.00%	0.00%	0.00%	2.22%	3.08%	2.38%
	UAE	6.12%	1.58%	0.00%	3.45%	0.56%	2.38%	6.25%	6.67%	4.62%	1.19%
	United Kingdom	0.00%	2.01%	0.00%	0.00%	0.56%	0.00%	0.00%	4.44%	1.54%	3.57%
	<b>Traveler Quiz</b>	0.00%	1.58%	---	---	0.85%	---	---	---	1.54%	---
	<b>Brand Education</b>	2.04%	3.88%	0.00%	6.90%	0.56%	4.76%	0.00%	8.89%	3.08%	8.33%
	<b>Mobile App</b>	---	1.44%	---	---	0.28%	---	---	4.44%	6.15%	3.57%
	<b>Footer</b>	32.65%	23.60%	50.00%	24.14%	56.21%	29.76%	56.25%	17.78%	21.54%	19.05%
	<b>Grand Total</b>	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

# February '22 Heat Map: **Non-Member Version**

- South African market saw higher offer and poll engagement than other markets
- Family Offer Hero captured highest share of clicks among this selection of non-member markets



% of Clicks	RUSSIA PLUS _RUS	SAUDI ARABIA _ARB	SAUDI ARABIA _ENG	SCAND _ENG	SOUTH AFRICA _ENG	SPAIN _ENG	SPAIN _SPA	TURKEY _ENG	UAE _ENG	UK _ENG
<b>Header</b>	15.19%	0.00%	19.40%	11.73%	23.53%	0.00%	22.58%	47.06%	25.00%	10.19%
<b>Hero - Holdout (Family Offer)</b>	8.70%	100.00%	21.89%	16.57%	5.88%	0.00%	38.71%	23.53%	21.28%	24.15%
<b>Join Marriott Bonvoy</b>	4.35%	0.00%	4.98%	4.69%	0.00%	0.00%	0.00%	0.00%	2.66%	2.26%
<b>Offers</b>	13.92%	0.00%	9.95%	12.76%	23.53%	33.33%	22.58%	11.76%	14.36%	19.62%
Domestic	7.59%	0.00%	4.98%	3.23%	5.88%	33.33%	6.45%	0.00%	4.79%	10.57%
Cross Border	6.33%	0.00%	2.49%	3.96%	11.76%	0.00%	16.13%	0.00%	1.60%	4.53%
HVMI Points Offer	---	---	2.49%	5.57%	5.88%	---	---	11.76%	4.26%	4.53%
Savour More	---	---	---	---	---	---	---	---	3.72%	0.00%
<b>Poll</b>	8.86%	0.00%	10.45%	6.74%	11.76%	0.00%	3.23%	0.00%	6.91%	7.92%
France	3.80%	0.00%	1.99%	2.35%	0.00%	0.00%	0.00%	0.00%	1.06%	1.51%
Qatar	1.27%	0.00%	2.99%	1.32%	0.00%	0.00%	3.23%	0.00%	1.06%	0.75%
UAE	2.53%	0.00%	2.99%	1.91%	11.76%	0.00%	0.00%	0.00%	4.26%	0.75%
United Kingdom	1.27%	0.00%	2.49%	1.17%	0.00%	0.00%	0.00%	0.00%	0.53%	4.91%
<b>Traveler Quiz</b>	---	---	1.99%	3.67%	---	---	---	---	0.53%	2.64%
<b>Brand Education</b>	6.33%	0.00%	5.47%	5.28%	0.00%	0.00%	0.00%	0.00%	3.19%	4.91%
<b>Mobile App</b>	3.80%	---	1.99%	1.47%	5.88%	---	---	---	2.13%	0.75%
<b>Footer</b>	36.71%	0.00%	23.88%	37.10%	29.41%	66.67%	12.90%	17.65%	23.94%	27.55%
<b>Grand Total</b>	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

# Monthly Account Update (MAU)

# 10&17 February 2022 Core MAU

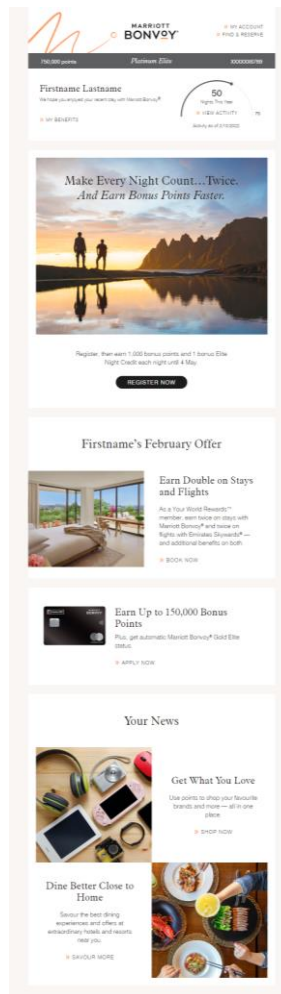
## Creative Examples

### Subject Line

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

### Pre-Header

See what's new in February.





# 10 & 17 February 2022 MAU

## Performance Summary

Europe	Delivered	Clicks	CTR	Unsub	Revenue
British English	630.1 K	8.2 K	1.31%	0.39%	\$52.3 K
English	692.8 K	8.1 K	1.17%	0.34%	\$99.5 K
French	66.0 K	1.2 K	1.76%	0.25%	\$10.2 K
German	109.3 K	3.3 K	3.06%	0.27%	\$64.1 K
Italian	54.9 K	739	1.35%	0.26%	\$6.7 K
Spanish	75.7 K	1.3 K	1.67%	0.22%	\$10.2 K
<b>Grand Total</b>	<b>1.6 M</b>	<b>22.9 K</b>	<b>1.40%</b>	<b>0.34%</b>	<b>\$242.9 K</b>
MoM	+7.2%	+52.3%	+0.3 pts.	+0.02 pts.	+103.3%
MEA	Delivered	Clicks	CTR	Unsub	Revenue
British English	735.8 K	6.5 K	0.88%	0.22%	\$17.3 K
English	463.5 K	3.6 K	0.77%	0.19%	\$23.8 K
French	16.6 K	318	1.91%	0.19%	\$576
German	316	6	1.90%	1.27%	\$0
Italian	144	1	0.69%	2.78%	\$0
Spanish	531	8	1.51%	0.75%	\$0
<b>Grand Total</b>	<b>1.2 M</b>	<b>10.4 K</b>	<b>0.85%</b>	<b>0.21%</b>	<b>\$41.7 K</b>
MoM	-1.6%	+41.7%	+0.4 pts.	+0.03 pts.	+99.1%

- Engagement and financial metrics up MoM with a slight decline in delivery for MEA
- Significant increase in total clicks for both Europe and MEA, Global promotion hero capturing the largest percentage of clicks across English and INL versions
- Offers and member module contributing the most to increase in revenue MoM

# Core MAU Heatmap

- Most of the click activity went to the header, hero and member module; ENG version had high footer clicks compared to in-language version
- YWR and Westin offers also captured clicks across all languages
- Resorts content drove click activity in the News section
- Additional heat maps by language provided as appendix

ENG - Modules	% of clicks	% of Revenue
Header	20%	62%
Member Module	15%	15%
Hero: GloPro	17%	7%
Promo: HBOMax	0%	0%
Offer: YWR/Westin	13%	15%
Cobrand	1%	0%
News: Resorts, Shop	8%	1%
Traveler	5%	0%
Footer	20%	0%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>

In-Lang. - Modules	% of Clicks	% of Revenue
Header	20%	40%
Member Module	19%	27%
Hero: GloPro	21%	22%
Offer: YWR/Westin	10%	1%
Cobrand	1%	0%
News: Resorts, Dining, Shop	11%	8%
Footer	17%	1%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>

# Luxury Monthly Account Update (Lux MAU)

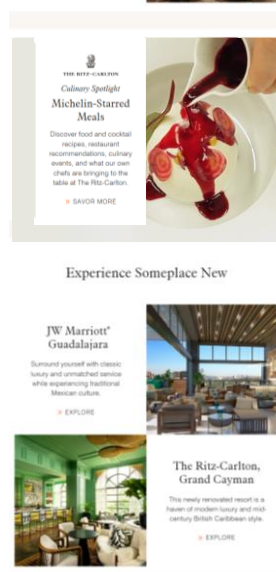
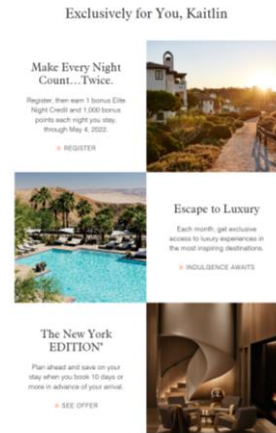
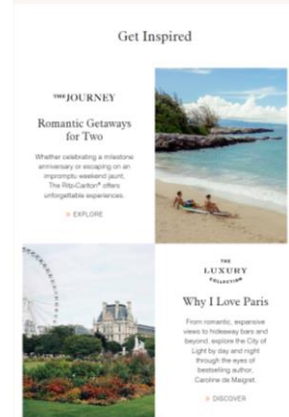
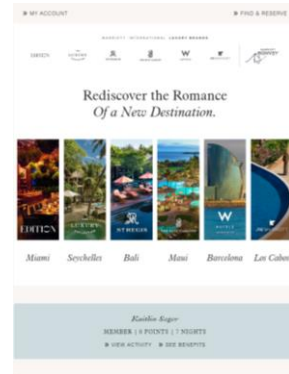
# Lux MAU: February 10, 2022

## Subject Line:

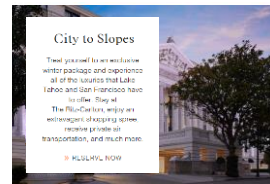
Your Account Update (test winner)

## Pre-Header:

Plus, 3 new luxury hotels to discover in Mexico, China, and Grand Cayman

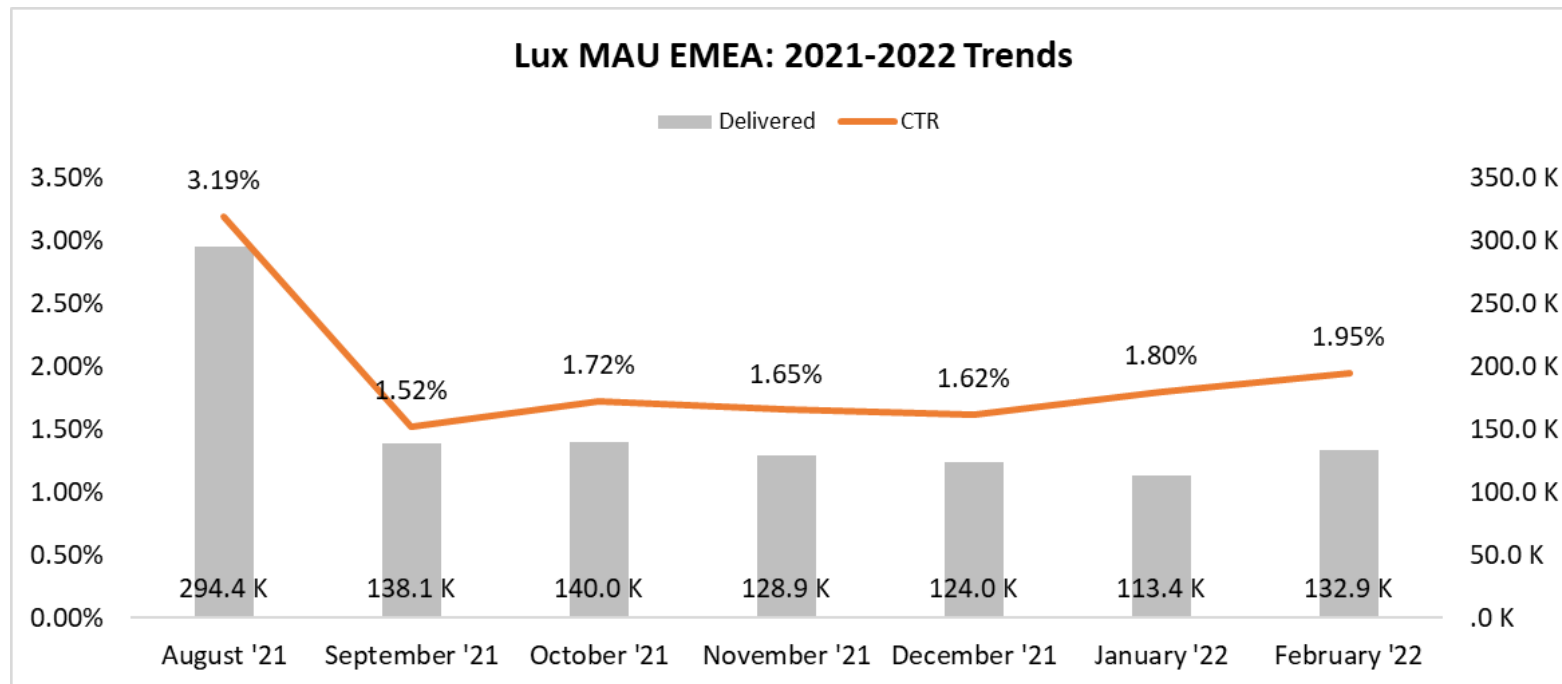


Creative:  
Member Version



## CTRs Trending Upwards MoM

Both MEA and Europe click activity increased resulting in higher CTR trends; inclusion of geo-targeted content contributed to lifts



## Launched Lux MAU February 10<sup>th</sup>

### EMEA Engagement

Region	Delivered	CTR	Unsub Rate	Revenue
Europe	65.2 K	2.77%	0.09%	\$30.6 K
MEA	67.7 K	1.15%	0.10%	\$8.8 K
<b>Total</b>	<b>132.9 K</b>	<b>1.95%</b>	<b>0.10%</b>	<b>\$39.5 K</b>
MoM	+12%	+0.15 pts.	0.0 pts.	+216%

- Overall campaign engagement was higher MoM on all key metrics; consistent also at the regional levels
- Global Promotion generated significant click activity followed by regional offers
- Increased amount of geotargeted content engaged readers in key sections
  - Luxury branded Hero featuring relevant destinations
  - Paris Inspiration content
  - Edition property offers targeted for MEA and Europe
- Plans are in place to continue geo-targeting content to increase relevancy and engagement; will use learnings to support Drive Solo efforts

# Strong Engagement in Geotargeted Content

Consider including Edition offers for London and Dubai properties and luxury focused editorial content for luxury segments in future Drive Market Solos; A/B test against BAU content to measure engagement shifts

Europe	Clicks	% Clicks
<b>HEADER</b>	<b>370</b>	<b>9.6%</b>
<b>Hero</b>	<b>1442</b>	<b>37.2%</b>
HERO headline	46	1.2%
Bali	244	6.3%
Barcelona	212	5.5%
Los Cabos	142	3.7%
Maui	178	4.6%
Miami	228	5.9%
Seychelles	392	10.1%
<b>Account Box</b>	<b>850</b>	<b>22.0%</b>
<b>Inspiration</b>	<b>258</b>	<b>6.7%</b>
Romantic Getaways for Two	110	2.8%
Why I Love Paris	148	3.8%
<b>Offers</b>	<b>626</b>	<b>16.2%</b>
Escape to Luxury	146	3.8%
Global Promo	236	6.1%
Edition (London)	244	6.3%
<b>Culinary</b>	<b>74</b>	<b>1.9%</b>
<b>New Hotels</b>	<b>118</b>	<b>3.0%</b>
JW Marriott® Guadalajara	60	1.5%
The Ritz-Carlton, Grand Cayman	58	1.5%
<b>Winter Getaway</b>	<b>16</b>	<b>0.4%</b>
<b>Instagram</b>	<b>36</b>	<b>0.9%</b>
<b>Footer</b>	<b>82</b>	<b>2.1%</b>
<b>Grand Total</b>	<b>3872</b>	<b>100.0%</b>

MEA	Clicks	% Clicks
<b>HEADER</b>	<b>192</b>	<b>8.8%</b>
<b>Hero</b>	<b>766</b>	<b>35.2%</b>
HERO headline	42	1.9%
Bali	116	5.3%
Barcelona	92	4.2%
Los Cabos	60	2.8%
Maui	84	3.9%
Miami	110	5.1%
Seychelles	262	12.0%
<b>Account Box</b>	<b>582</b>	<b>26.7%</b>
<b>Inspiration</b>	<b>112</b>	<b>5.1%</b>
Romantic Getaways for Two	58	2.7%
Why I Love Paris	54	2.5%
<b>Offers</b>	<b>280</b>	<b>12.9%</b>
Escape to Luxury	82	3.8%
Global Promo	106	4.9%
Edition (Dubai)	92	4.2%
<b>Culinary</b>	<b>38</b>	<b>1.7%</b>
<b>New Hotels</b>	<b>30</b>	<b>1.4%</b>
JW Marriott® Guadalajara	12	0.6%
The Ritz-Carlton, Grand Cayman	18	0.8%
<b>Winter Getaway</b>	<b>8</b>	<b>0.4%</b>
<b>Instagram</b>	<b>42</b>	<b>1.9%</b>
<b>Footer</b>	<b>128</b>	<b>5.9%</b>
<b>Grand Total</b>	<b>2178</b>	<b>100.0%</b>

# METT Emails

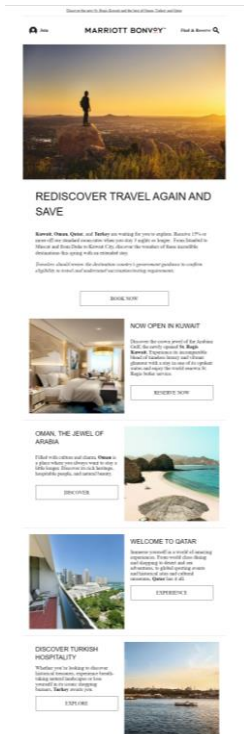


# Top Performing METTs: February 2022

## Feb: Highest Revenue

EMEA\_GLP\_Kuw\_Tur\_Oman\_Qatar\_All\_Feb25\_EN

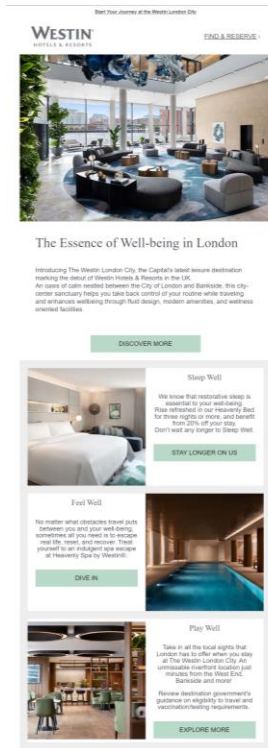
**Subject Line:** A Warm Welcome to Spring: Discover Kuwait, Oman, Qatar, and Turk



## Feb: High Click and Revenue

EMEA\_WI\_Westin\_London\_City\_Feb11\_EN

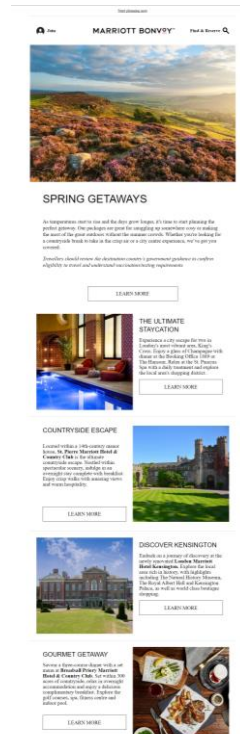
**Subject Line:**  
The Essence of Well-being in London



## Feb: Highest CTR

EMEA\_UK\_SpringBreaks\_Feb25\_EN

**Subject Line:** Step into spring with our exciting spring getaways!



# February METT Campaign List

- Feb was transition month with internal staffing managing METT mailings
- Continue to monitor engagement trends in March

Campaign Name	Delivered	Open Rate	CTR	CTOR	Bookings	Revenue
<b>TOTAL</b>	<b>957,569</b>	<b>9.6%</b>	<b>0.7%</b>	<b>7.2%</b>	<b>40</b>	<b>\$ 16,710</b>
EMEA_GLP_Kuw_Tur_Oman_Qatar_All_Feb25_EN	97,924	8.1%	0.9%	11.0%	8	\$6,086
EMEA_WEM_2022TravelDestinations_USMembers_Feb25_EN	98,597	6.9%	0.5%	7.7%	5	\$3,002
EMEA_UK_SpringBreaks_Feb25_EN	35,919	13.7%	1.6%	11.7%	11	\$2,886
EMEA_UAE_HotelOffersInt_all_11Feb_EN	98,197	11.3%	0.7%	6.2%	5	\$1,585
EMEA_EE_Israel_Feb11_EN	98,233	7.5%	0.6%	7.7%	5	\$1,442
EMEA_UAE_HotelOffersLOCAL_all_4Feb_EN	97,773	7.1%	0.7%	9.8%	2	\$880
EMEA_WI_Westin_London_City_Feb11_EN	97,934	11.8%	0.9%	7.8%	2	\$340
EMEA_UK_ValentinesBreaks_Feb4_EN	62,691	11.5%	0.5%	4.4%	1	\$288
EMEA_SheratonGrandKrakow_FEB4th_EN	74,074	13.2%	0.7%	5.0%	1	\$199
EMEA_LM_Avec_Amour_Feb4_EN	97,581	11.0%	0.7%	6.0%		
EMEA_UAE_DubaiEDITION_Feb11_EN	98,646	7.7%	0.3%	4.32%		

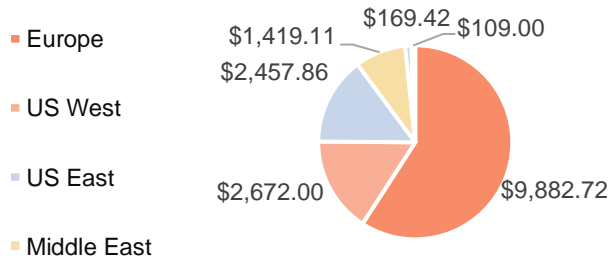
# February METT Down In Revenue MoM

## Deliveries up MoM but down compared to months in 2021

### Performance Summary

Month	Delivered	CTR	Clicks	Bookings	Roomnights	Revenue
February	957,569	0.7%	6,587	40	104	\$16,710.11
<b>MoM</b>	<b>7.9%</b>	<b>-0.5 pts.</b>	<b>-38.7%</b>	<b>-9.1%</b>	<b>-20.6%</b>	<b>-46.3%</b>

### Total Revenue by Region



- 68% of revenue attributed to EMEA properties, 76% from 3 Campaigns:
  - EMEA\_GLP\_Kuw\_Tur\_Oman\_Qatar\_All\_Feb25\_EN
  - EMEA\_UAE\_HotelOffersInt\_all\_11Feb\_EN
  - EMEA\_UK\_SpringBreaks\_Feb25\_EN
- 87% of EMEA revenue went to European properties
- Top 5 campaigns were 90% of total revenue
- US Members MET campaign generated \$3,002 of revenue with \$2,394 going to US properties (80%)

# Testing & Optimization

# Dream Getaway Poll #3 Most Clicked Module

- Poll captured 6% of total clicks between both regions and continues to be in the top clicked modules
- Top answer by region: **France** in Europe and **UAE** in MEA
- Develop an ongoing strategy to leverage poll content & previous clicks for better personalization

Poll By Region	Europe	MEA	Total
France	32.97%	25.90%	29.04%
Qatar	9.36%	14.18%	13.61%
United Arab Emirates	27.68%	34.84%	30.16%
United Kingdom	29.99%	25.08%	27.19%

Take Our Poll

## What's Your Dream Getaway?

Your points can earn you free nights. Where would you spend yours?

☐ France
 ☐ Qatar

☐ United Kingdom
 ☐ United Arab Emirates

Versions	France	Qatar	United Arab Emirates	United Kingdom
BENELUX_ENG	67	12	32	34
EGYPTPLUS_ARB	1		5	3
EGYPTPLUS_ENG	79	44	118	92
FRANCE_ENG	19	3	7	8
FRANCE_FRE	44	11	22	6
GERMANY_ENG	47	11	38	29
GERMANY_GER	61	11	61	28
ITALY_ENG	8	4	11	6
ITALY_ITA	23	15	24	10
KAZAKHSTAN_RUS	4	3	4	3
QATAR_ARB				3
QATAR_ENG	10	27	15	13
RUSSIA_ENG	115	120	115	118
RUSSIA_RUS	20	8	46	25
SAUDI_ARABIA_ARB	10	1	7	5
SAUDI_ARABIA_ENG	21	25	50	26
SCANDINAVIA_ENG	99	32	83	98
SOUTH_AFRICA_ENG	33	9	26	23
SPAIN_ENG	4	1	3	6
SPAIN_SPA	35	9	11	12
SWITZER_GER	4		6	4
TURKEY_ENG	8	1		4
UAE_ARB	4		3	1
UAE_ENG	59	30	107	45
UK_ENG	125	44	131	248
<b>Total</b>	<b>900</b>	<b>421</b>	<b>925</b>	<b>850</b>

# Actionable Insights & Next Steps

# Actionable Insights

- Develop ongoing strategy to leverage poll content & previous clicks for better personalization
  - Determine placement for 1:1 messages, content calendar, and future test opportunities
- Conduct luxury segment deep dive for Drive Market Solo to understand engagement differences and future content recommendations
- Consider using the Lux MAU Edition offers for London and Dubai properties and luxury focused editorial content for the luxury segments in future Drive Market Solos; A/B test against BAU content to measure engagement shifts

# Next Steps

- Targeted video hero by poll results
- PCIQ SL with Poll referencing poll results
- PCIQ image testing
- Point donation module for members only
- Continued Global Promotion feature
- Lux vs Non-Lux for new hotel openings
- Adding member module



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