

# EMEA Monthly Email Review *October 2022*

08 December 2022

MARRIOTT  
**BONVOY**®



LE MÉRIDIEN BARCELONA, SPAIN





THE ST. REGIS MARDAVALL MALLORCA RESORT, PALMA DE MALLORCA, SPAIN

# 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

# Key Storylines

- Deliveries increased with additional regional campaigns going out in October resulting in higher click activity; campaigns include Points Activation, Marriott Bonvoy Escapes, Demand Generation and Moments
  - Higher engagement and financials from regional campaigns helped maintain key metrics in October
- CTR remained consistent with highest engagement coming from Core MAU, Regional and Brand campaigns; better engagement from Core MAU in October for European residents when compared with less activity from MEA impacting CTR decline
- Unsubscribe rate continues to trend at or below the new EMEA average of 0.24% influenced by consistently low rates from campaigns including Core MAU, METT campaigns and Moments
- Financial metrics remained near flat versus September; top revenue drivers include Core MAU (\$111K), Demand Gen (\$62K), Points Activation (\$55K) and Escapes (\$45K)

# Monthly Performance Summary

# EMEA Email Calendar

Key:

October 2022

GLOBAL  
MARKETING

PARTNERSHIPS &  
STAND-ALONE  
MARKETING

REGIONAL  
MARKETING

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
25	26	27	28	29	30	1
						RC News
2	3	4	5	6	7	8
Boutiques	EMEA Moments			Week of Wonders	METT	Demand Generation
9	10	11	12	13	14	15
HVMI October WoW	Week of Wonders	MEA Silk	Demand Generation	Core MAU Luxe MAU Demand Generation	METT	Traveler
16	17	18	19	20	21	22
		ACQ: UAE	Moments Lifetime Recognition	Core MAU INL	METT	Wanderlust
23	24	25	26	27	28	29
			Escapes	Global Promotion Q3	RCYC METT	UK AMEX News
30	31					

# EMEA October 2022

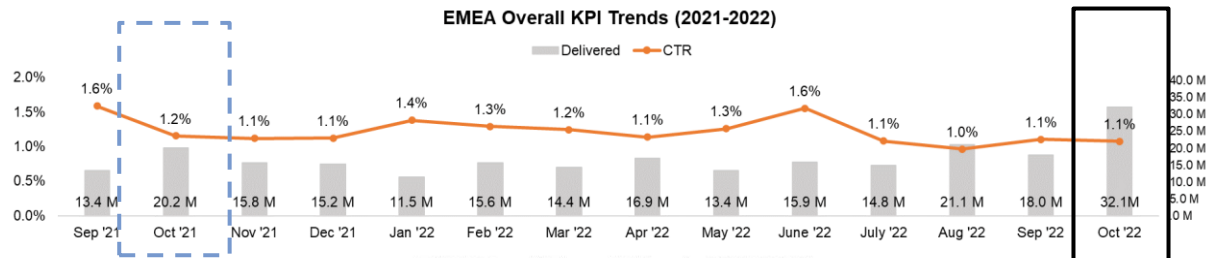
## Performance Summary

- More emails sent in October in several key categories including promotions and regional messages
- Week of Wonders Announcement, Marriott Bonvoy Escapes, Demand Generation and other regional campaigns contributed to increase when compared to all time periods
- Click counts were positively impacted by increased deliveries but lift was not high enough to lift CTRs; rates were flat
- Unsubscribe rate flat compared to YoY and MoM
- Financials were near flat MoM and against average; financial tracking issues impacting YoY as well as several campaigns missing financial data

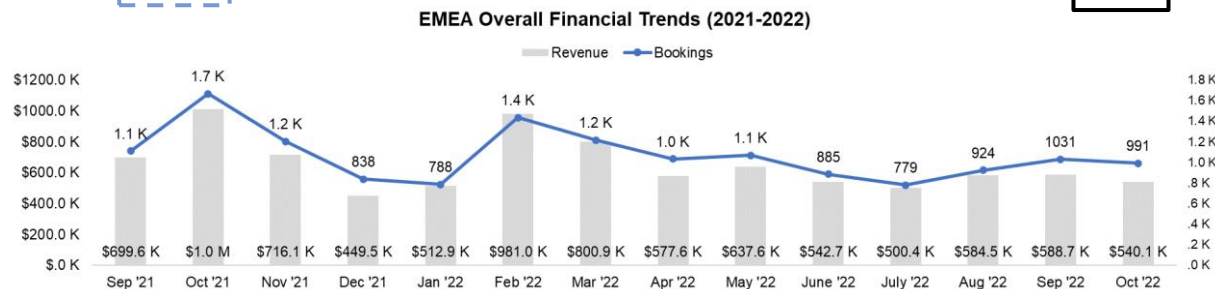
	Oct-22	MoM	YoY	vs. Avg.
<b>Delivered</b>	32.1 M	+78.7%	+59.3%	+66.7%
<b>Clicks</b>	345.4K	+32.6%	+12.8%	+37.7%
<b>CTR</b>	1.1%	-0.0 pts.	-0.1 pts.	-0.1 pts.
<b>Unsub Rate</b>	0.24%	+0.00 pts.	-	-0.00 pts.
<b>Bookings</b>	991	-3.9%	-40.6%	-2.5%
<b>Room Nights</b>	2.7 K	-5.4%	-45.1%	-7.3%
<b>Revenue</b>	\$540.1 K	-8.3%	-46.7%	-12.8%
<b>Conversion</b>	0.28%	-0.24 pts.	-0.44 pts.	-0.34 pts.

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

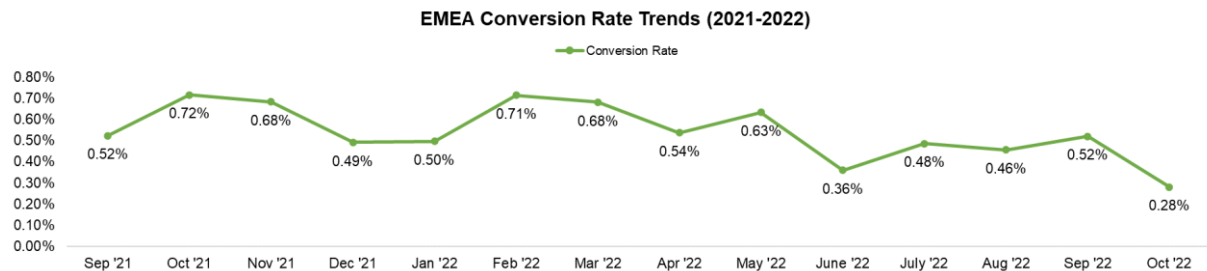
# EMEA October 2022 Engagement Trend Charts



Consistent CTR MoM with higher deliveries and new campaigns



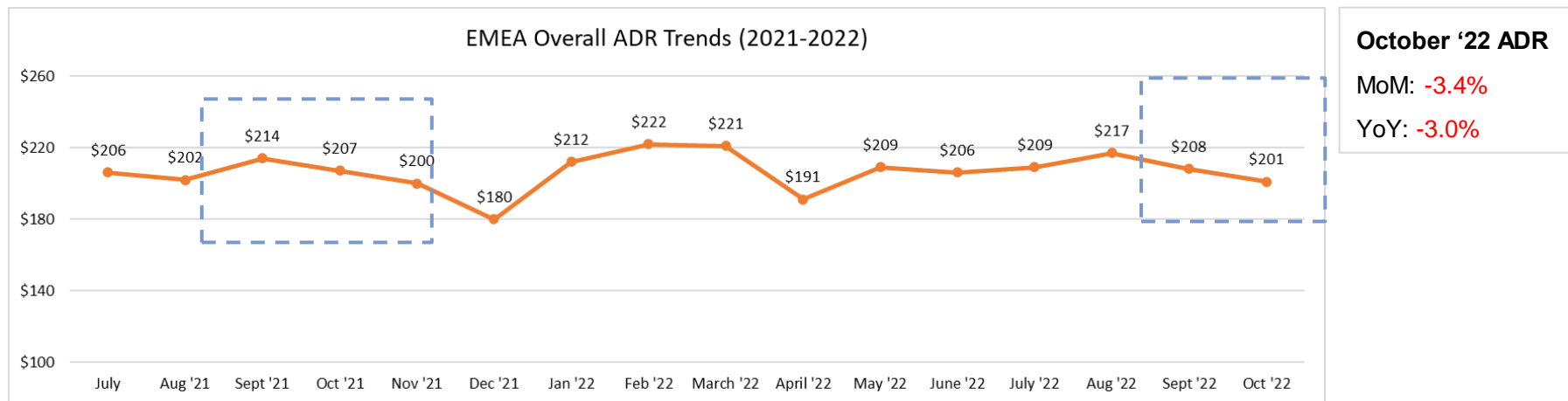
Consistent revenue and bookings MoM, maintaining positive lift after Q2 decline; Financials impacted by ongoing email revenue attribution and tracking issues



Some campaigns with high click activity were intended to drive goals other than bookings, which impacted conversion rate

# EMEA ADR Trend

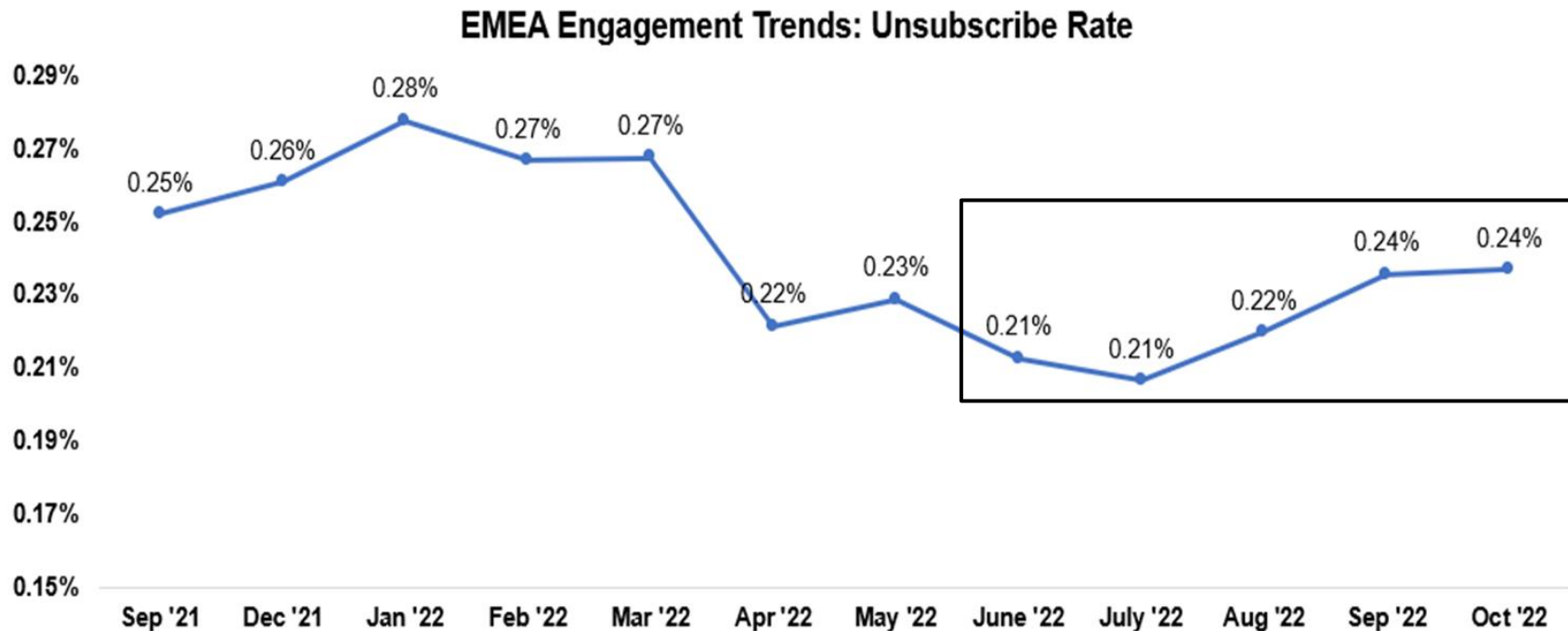
- ADR down slightly compared to September, recommend to continue promoting luxury properties to nonlux members as well as incorporate additional luxury segmentation in upcoming regional solos
- Similar financial trend YoY when compared to the same time period in 2021





# Maintained Audience Health MoM

Consistent unsubscribe rate MoM with significantly more campaigns sent in October



# October 2022 Goal Performance

- Points activity increased MoM with several key campaigns promoting points activation strategies and regional solos promoting earning and redemption opportunities
- Unsubscribe remained steady MoM with the lowest rates coming from Field Marketing, Core MAU and Promotions
- Engagement below goal impacted by less engagement from Core MAU and METTs for both Europe and MEA
- Financials impacted by ongoing email revenue attribution issues and high volume Global loyalty campaigns supporting goals other than bookings & revenue

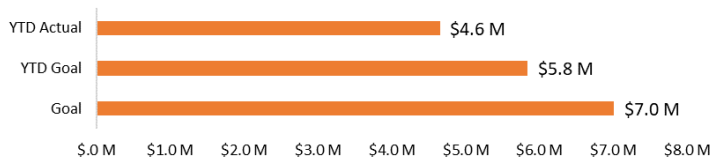
EMEA	October '22	Monthly Goal	vs. Goal
Points Activity	36.9 K	45.3K	-18%

EMEA	October '22	Monthly Goal	vs. Goal
Unsubscribe	0.24%	0.24%	-0.00pts

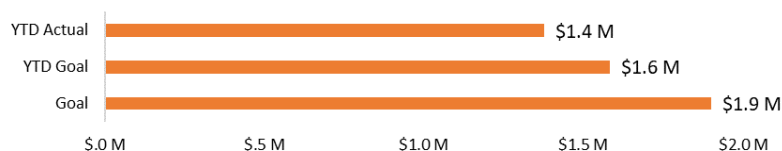
EUROPE	October '22	Monthly Goal	vs. Goal
CTR	1.3%	1.6%	-0.3 pts.
Revenue	\$421.6 K	\$584.0 K	-27.8%

MEA	October '22	Monthly Goal	vs. Goal
CTR	0.6%	1.0%	-0.4 pts.
Revenue	\$118.5 K	\$158.3 K	-25.2%

Europe 2022 Revenue Goal

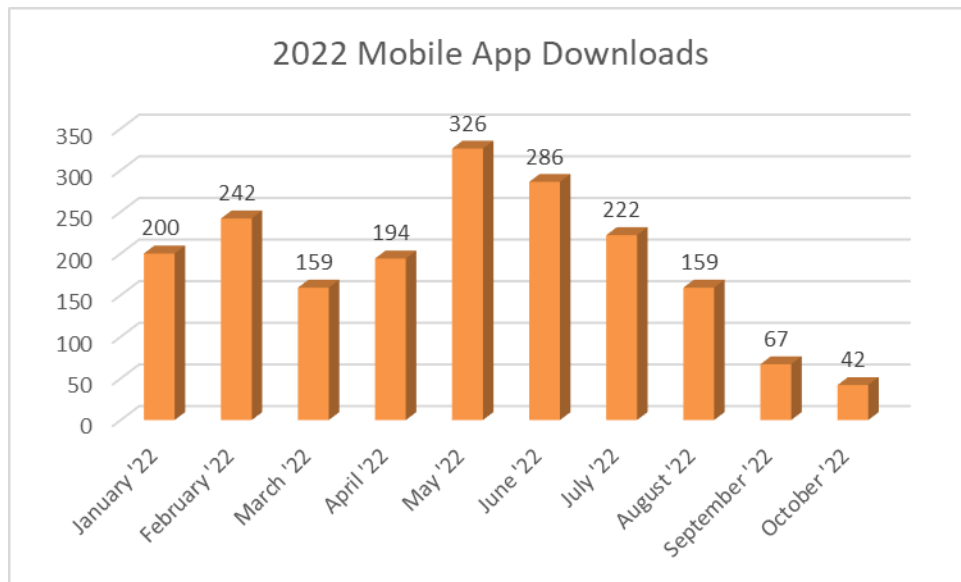


MEA 2022 Revenue Goal



# 42 App Downloads in October

- Less mobile app download messages included in October impacting download totals
- Continue testing upcoming trip or recent trip messaging in regional solos to encourage downloads; test different reasons to download messages and creative to align with email theme



Time Period	App Downloads
12 Mo. Avg.	189
October '22 Total	42
vs Avg.	-78%
MoM	-37%

# Regional Campaigns

Performance Summary

Marriott Bonvoy Escapes

Project Silk

Moments

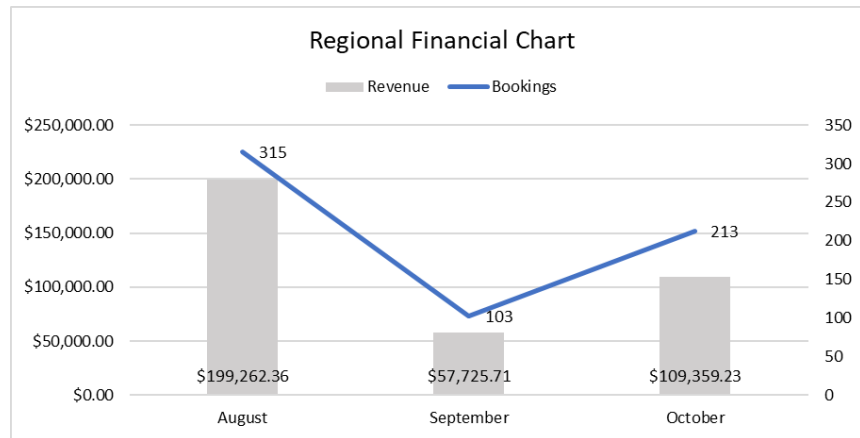
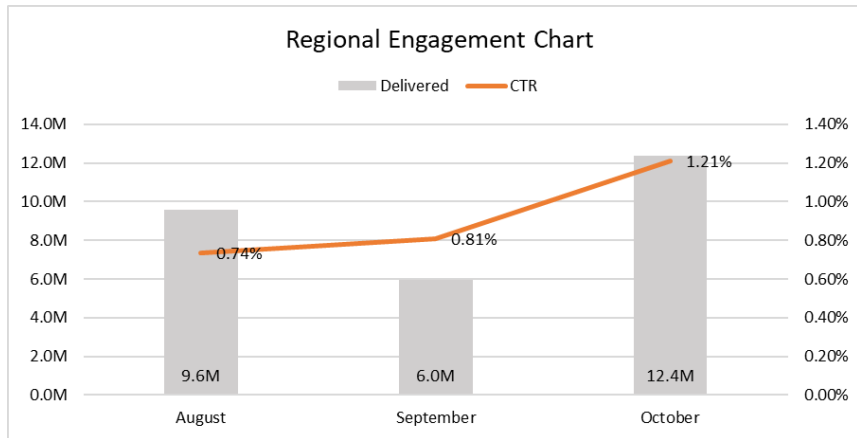
Demand Gen

Points Activation

# October Regional Engagement Stats

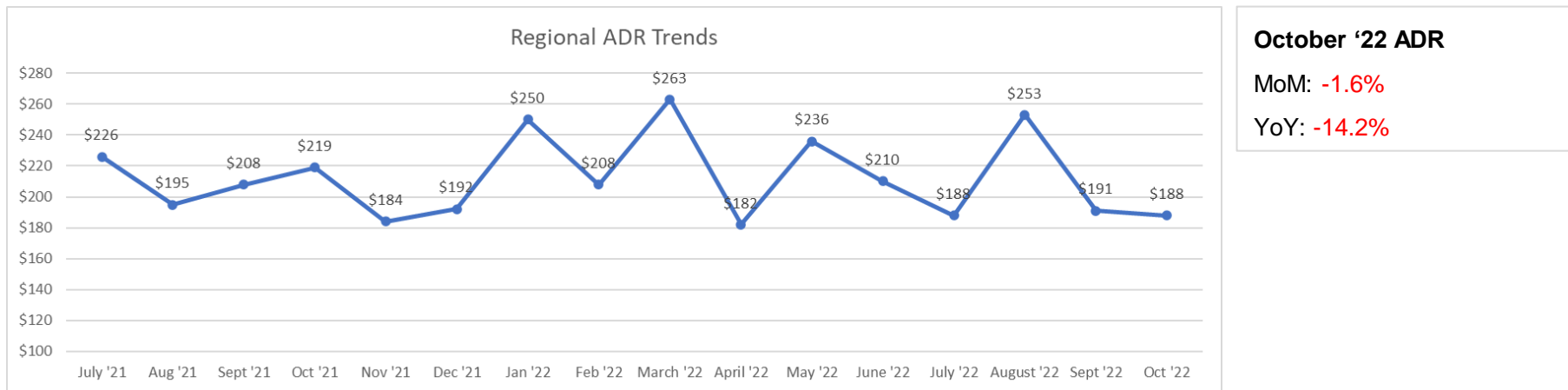
- Increased deliveries in October led to higher click activity and engagement
- Highest CTRs in October from Points Activation, Moments and Escapes
- Positive lift on all monthly financials driven by MoM increases from Escapes and Demand Gen
- Unsubscribe rate continues to decrease with October posting the lowest unsubscribe yet in 2022 for the regional category

Regional	Oct-22	MoM
Delivered	12.4M	+107%
Clicks	149.5K	+210%
CTR	1.21%	+0.40 pts
Unsub Rate	0.16%	-0.09 pts
Bookings	213	+107%
Room Nts.	580	+92%
Revenue	\$109K	+89%



# Ongoing EMEA Regional ADR Trend

- Recommend to leverage tactics focused towards promoting luxury properties to increase ADR; Luxury brand education and new hotel openings



# Driving Points Activity With Earning And Redeeming Opportunities

Summary of Q3 2022 relevant, targeted email content that encouraged consumers to earn and/or use points.

## Encourage Point Activation

### Earning & Redeeming Offers



#### Wonders of Flavour

Delight yourself with double points on extraordinary dining experiences.  
Offer valid until 20 October.

[FIND RESTAURANTS](#)



#### Have More Together Time, And Stay Longer on Us.

Who wouldn't want a longer break? Explore our offers for a longer stay at one of our extraordinary hotel brands.

[BOOK NOW](#)



#### Bonus Points Especially for You. *Earn More. Experience More.*

Looking to earn extra points? Enjoy our exclusive member-only offers in extraordinary destinations to start earning even more.

[SEE OFFERS](#)



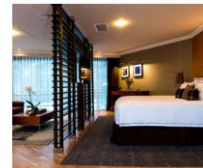
#### Holiday in Spain

Explore Spain's amazing beaches, gastronomy, architecture, and iconic landmarks, and enjoy 1,000 bonus points per night.

[REDEEM OFFER](#)

#### Escape to Edinburgh

Stay at The Glasshouse, Autograph Collection® to earn 5,000 bonus points, or relax in one of our spacious suites and earn 10,000 bonus points.



[REDEEM NOW](#)



#### You Choose: Points or Avios

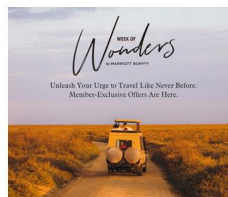
Learn more about our partnership with British Airways Executive Club and how you can earn more on your stays with us.

[LEARN MORE](#)

#### Week of Wonders

Access the year's best member-exclusive offers and experiences before it ends on 13 October.

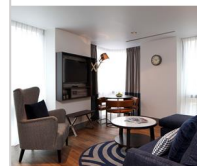
[SEE ALL OFFERS](#)



#### Week of Wonders

Explore a week's worth of unforgettable, member-exclusive offers and experiences.

[SEE ALL OFFERS](#)



#### Lounge in London

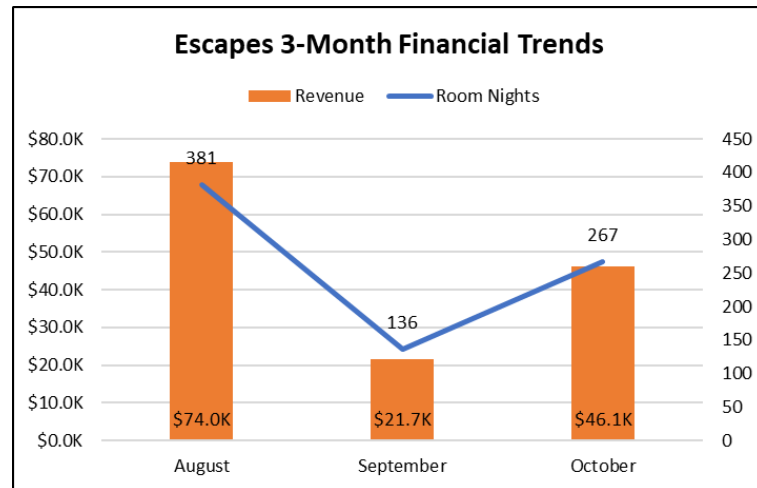
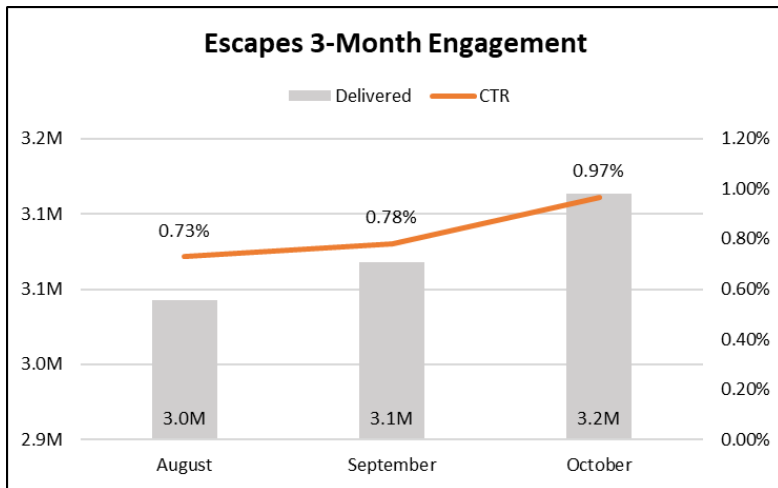
Rest, recharge, and earn up to 3,000 points when you stay at Residence Inn® London Kensington.

[BOOK NOW](#)

# Higher Revenue And Engagement MoM for MBE

- Positive engagement trend continues into October; highest CTR since July
- Click count lift of 26.5% had positive influence on increases in bookings and revenue
- Destinations Module captured a majority of clicks followed by the hero module; since this module performed so well in secondary, suggest moving to hero treatment to lift overall engagement (consider testing high performing 3-up hero treatment from Drive Market Solo)
  - Search bar engagement varied market to market

	Oct '22	MoM
Delivered	3.2 M	+2.36%
Clicks	30.5 K	+26.50%
CTR	1.52%	+0.20 pts.
Unsub Rate	0.22%	-0.01 pts.
Bookings	110	+155.81%
Revenue	\$46.1 K	+112.74%



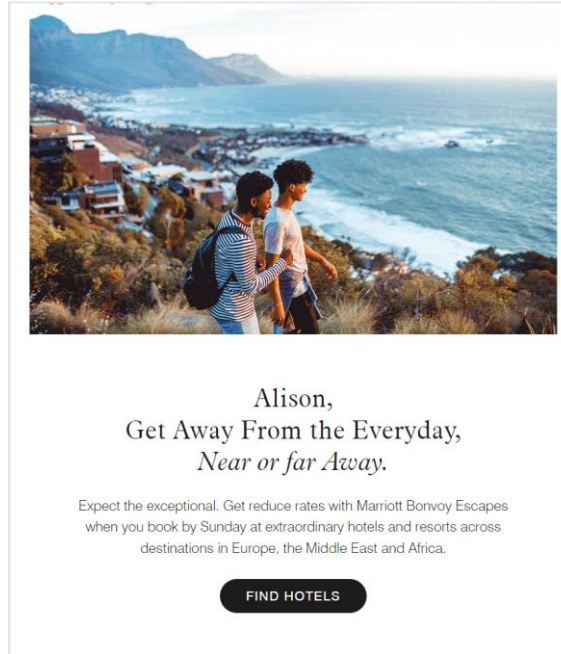


# Marriott Bonvoy Escapes Top Content/Insights

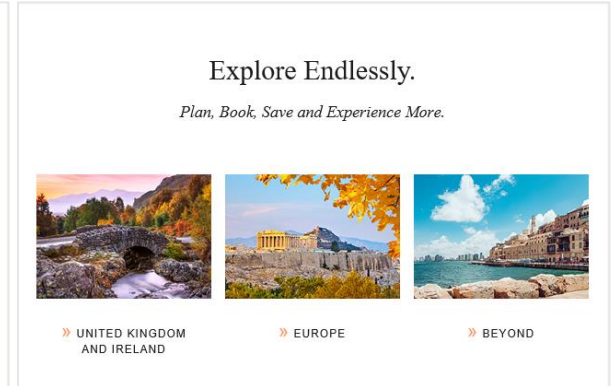
- In October Marriott Bonvoy Escapes openers preferred locations over search bar and hero



**Subject Line:** Unlock your next escape and experience more



**2<sup>nd</sup> most clicked**



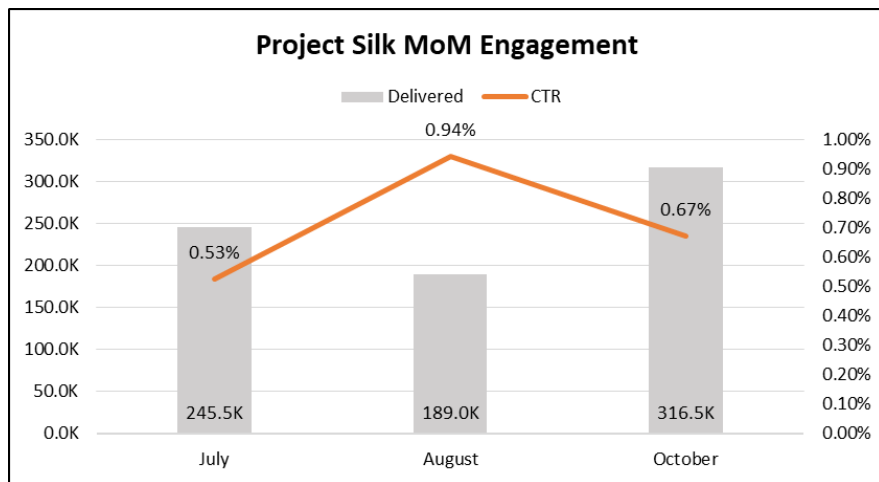
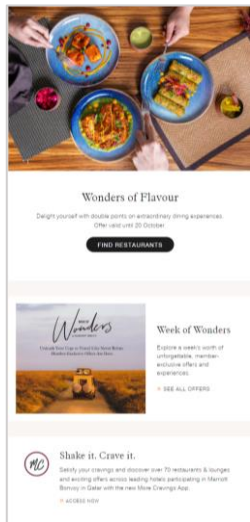
**#1 most clicked module**



**2% of total click activity**

# Project Silk October Performance Summary

- Engagement dipped from August to October with less engagement from Dubai and Qatar; Abu Dhabi consistently has less engagement than the other markets but was up slightly compared to July, the last month it received a Silk email
- Qatar is consistently the most engaged market for Project silk with higher engagement than other regional solos, consider incorporating F&B content to Qatar in other campaigns (for example, Points Activation); 2x dining offers, restaurant credit, etc.
- Hero CTA captured most activity in hero module with “Find Restaurants” following trends for exploration CTAs, recommend to continue incorporating CTAs leading to landing pages that feature browsable content



For Comparison: Project Silk Q3
1.31%

Project Silk Campaign	Delivered	CTR	Unsub. Rate
<b>October</b>	<b>316,494</b>	<b>1.24%</b>	<b>0.17%</b>
Abu Dhabi	57,711	0.53%	0.18%
Dubai	134,884	1.07%	0.15%
Qatar	123,899	1.76%	0.18%

**Subject Line: Earn 2X Points on Dining**

# Project Silk Top Content

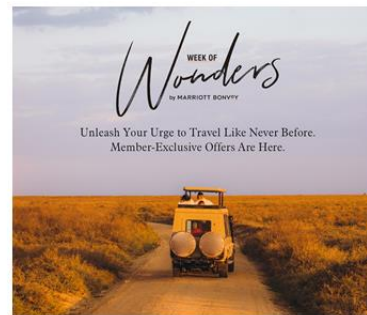


## Wonders of Flavour

Delight yourself with double points on extraordinary dining experiences.  
Offer valid until 20 October.

[FIND RESTAURANTS](#)

**#1 most clicked for all markets**



## Week of Wonders

Explore a week's worth of unforgettable, member-exclusive offers and experiences.

[» SEE ALL OFFERS](#)

**2<sup>nd</sup> most clicked for Abu Dhabi and Qatar**

Which cuisine are you craving next?



- ☐ Italian
- ☐ Chinese
- ☐ Mexican
- ☐ Indian

**2<sup>nd</sup> most clicked for Dubai**



# Project Silk Heatmap

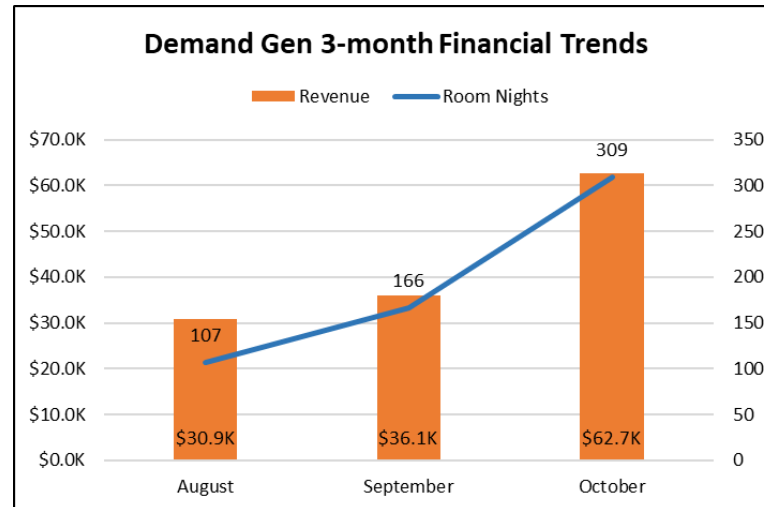
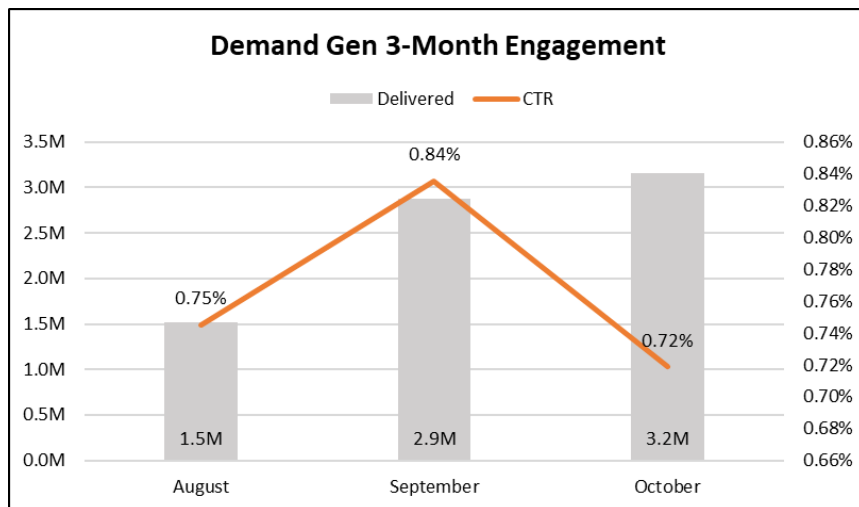
- Poll resonated with Dubai openers; recommend to incorporate additional markets to increase personalization
- Hero was the top module for all markets
  - Qatar members clicked the image more than the CTA, continue to monitor for engagement pattern
- Week of Wonders offer captured the most activity from Dubai openers

Modules / % of Clicks	ABU DHABI ENG	DUBAI ENG	QATAR ENG	Grand Total
Header	13.40%	13.43%	51.12%	34.33%
Hero	50.65%	46.12%	31.99%	38.46%
Hero CTA	44.44%	41.34%	15.88%	27.46%
Hero Image	6.21%	4.78%	16.11%	11.17%
Week Of Wonders	4.90%	7.96%	3.26%	5.12%
Poll	---	16.62%	---	---
Chinese	---	4.16%	---	1.53%
Indian	---	4.85%	---	1.78%
Italian	---	5.40%	---	1.99%
Mexican	---	2.22%	---	0.81%
Craves	---	---	1.28%	---
Footer	31.05%	15.86%	12.35%	15.09%
Grand Total	100.00%	100.00%	100.00%	100.00%

# October Demand Generation Performance

- Engagement decreased with less click activity in October, higher engagement from European openers versus MEA:
  - Europe CTR was 0.99% compared to Africa (0.52% CTR) and Middle East (0.35% CTR)
- Higher bookings, room nights and overall revenue MoM; 84% of revenue from European openers:
  - Second highest revenue at 11% contribution from Africa and Middle East with 4% of total revenue

	Oct '22	MoM
Delivered	3.2 M	+9.61%
Clicks	22.7 K	-5.69%
CTR	0.72%	-0.12 pts.
Unsub Rate	0.25%	-0.02 pts.
Bookings	100	+66.67%
Revenue	\$62.7 K	+73.89%



# Demand Management Top Content/Insights

The screenshot shows the Marriott Bonvoy homepage with several engagement overlays. A red circle highlights the 'Have More Together Time, And Stay Longer on Us.' section. A green circle highlights the 'Where Will You Travel Next?' section. A blue circle highlights the 'Earn Your Way' section. A purple circle highlights the 'Week of Wonders' section. A yellow circle highlights the 'You Choose: Points or Avios' section. A red circle highlights the '3rd most clicked' section. A green circle highlights the '4th most clicked' section. A blue circle highlights the '5th most clicked' section. A purple circle highlights the '6th most clicked' section. A yellow circle highlights the '7th most clicked' section. A red circle highlights the '8th most clicked' section. A green circle highlights the '9th most clicked' section. A blue circle highlights the '10th most clicked' section. A purple circle highlights the '11th most clicked' section. 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## Have More Together Time, And Stay Longer on Us.

Who wouldn't want a longer break? Explore our offers for a longer stay at one of our extraordinary hotel brands.

BOOK NOW

3<sup>rd</sup> most clicked

## Where Will You Travel Next?

10 Places for a Long Weekend Away

Explore our roundup of the best short-break destinations, brought to you by our travel experts.

SEE ALL 10



4<sup>th</sup> most clicked

## Majority of Engagement to Earning Content

### Week of Wonders

Access the year's best member-exclusive offers and experiences before it ends on 13 October.

SEE ALL OFFERS



### You Choose: Points or Avios

Learn more about our partnership with British Airways Executive Club and how you can earn more on your stays with us.

LEARN MORE

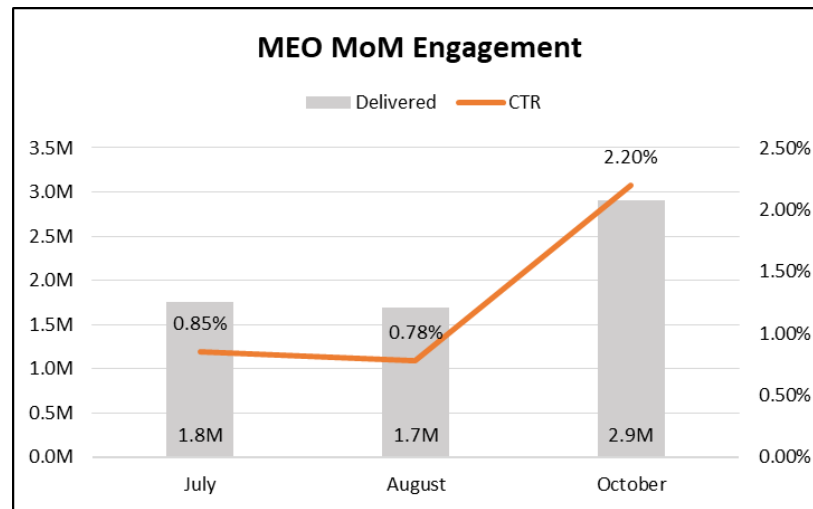
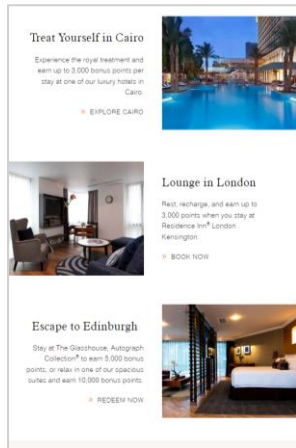
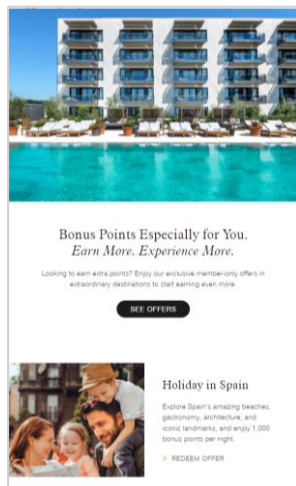


# October Points Activation Performance

- Higher deliveries MoM contributed to higher total engagement and increased CTR
- Unsubscribe rate for Points Activation campaigns continues to remain below average staying flat MoM
- Campaign leveraged Send Time Optimization (STO) technology which influenced click activity; will continue to use in future messages
- 2 versions sent to provide localized content to EMEA residents based on preferred language\*

	Oct '22	Vs Aug
Delivered	2.9 M	+71%
Clicks	64.8 K	+755%*
CTR	2.2%	+1.4 pts.
Unsub Rate	0.08%	+0.00pts.

**Subject Line:** Your October Member-Exclusive Bonus Points Await



\*Working with IT to resolve data issues and the additional data will help track version performance

# MEO Points Activation Top Content



Bonus Points Especially for You.  
*Earn More. Experience More.*

Looking to earn extra points? Enjoy our exclusive member-only offers in extraordinary destinations to start earning even more.

SEE OFFERS

**#1 most clicked**

Offer CTAs with highest engagement



## Holiday in Spain

Explore Spain's amazing beaches, gastronomy, architecture, and iconic landmarks, and enjoy 1,000 bonus points per night.

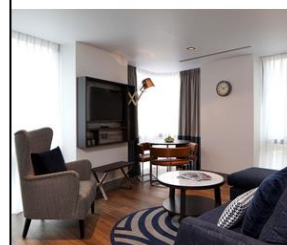
» REDEEM OFFER

**#2 most clicked**

Vuelva a estas ciudades  
y gane más puntos.

 » LE MERIDIEN BARCELONA	 » SABATITGES AUTOGRAPH COLLECTION	 » THE WESTIN PALACE MADRID
 » RENAISSANCE BARCELONA HOTEL	 » FOUR POINTS BY SHERATON BARCELONA DIAGONAL	 » ALOFT MADRID GRAN VIA

**Top two properties for SPA version**



## Lounge in London

Rest, recharge, and earn up to 3,000 points when you stay at Residence Inn® London Kensington.

» BOOK NOW


**#3 most clicked**



# Moments

- EMEA Moments launched in October with three versions to support ongoing localization efforts:
  - Paris Basketball version
  - Moments Spanish
  - Moments General Awareness
- Highest CTR came from Spanish Launch version with a 2.2% CTR; higher engagement overall from European openers vs MEA
- Unsubscribe rate was below EMEA average

	Oct '22*
Delivered	2.8 M
Clicks	29.3 K
CTR	1.03%
Unsub Rate	0.08%




**COURTYARD**  
BY MARRIOTT

Paris Basketball is Here,  
*Let us Take You There.*

Discover our partnership between Paris Basketball and its official hotel partner, Courtyard by Marriott. Exceptional Paris Basketball fan experiences and unique access awaits you as you get to know the team from some of the best seats in the stadium.

[LEARN MORE](#)

**Top Clicked module for Paris version**



Be Part of the Moment,  
*Let us Take You There.*

Discover new experiences added for you in Europe. Browse the latest additions and redeem your points for exclusive experiences.

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**Top Clicked module for General Awareness version**


**MOMENTS** Extraordinary Concerts

Enjoy suite seats, access shows, and see the best artists in the world — live in Dubai, London and more.

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**High click catcher**

Don't Miss Out  
*These Moments Could Be Yours*




**Enjoy VIP Seats.**  
Sit front row to watch Paris Basketball at Roland Garros.

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**Private Winery.**  
Experience visionary architecture and private winery tour.

[» BQ NOW](#)



**Celebrate Big.**  
Go to the 110th Anniversary of the Vicom Palace, Madrid.

[» BQ NOW](#)

**Top two properties clicked**

*\*Working with IT to resolve data issues and the additional data will help track version performance*

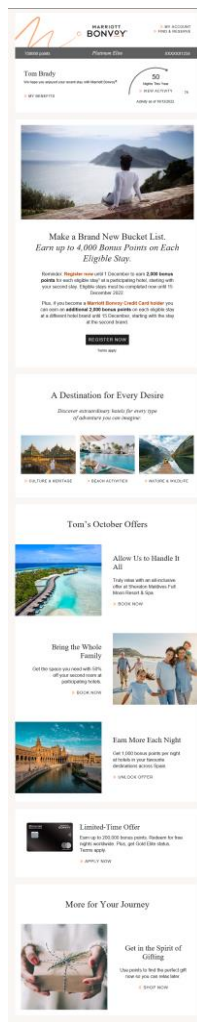
# Monthly Account Update (Core MAU)

# Core MAU Creative: October 2022

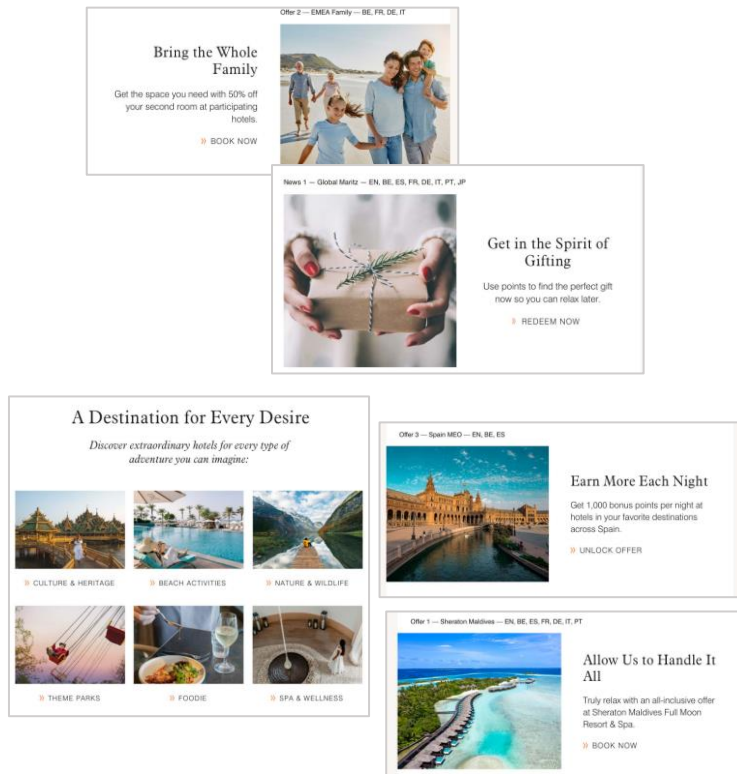
Example FRE Version (Translated)

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

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



## Targeted EMEA Content

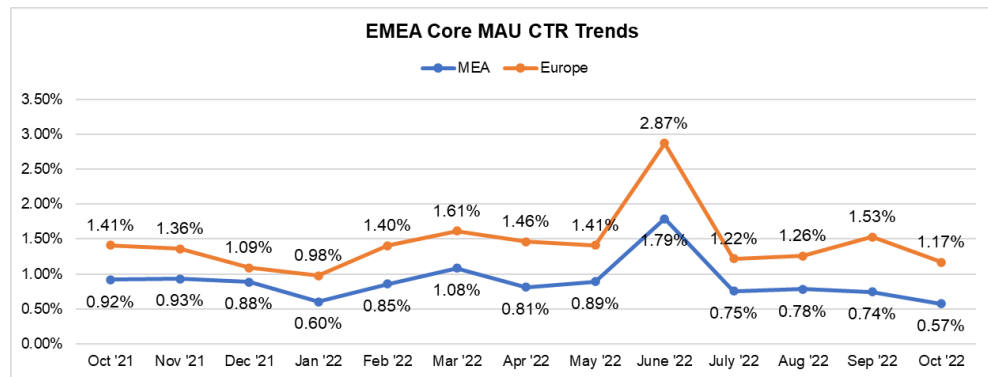


# Core MAU Performance Summary

- Less engagement MoM from both regions, less click activity impacting CTR
  - Top clicked module for both regions was the Global Promotion Hero followed by Maldives offer for both regions
- Unsubscribe rate continues positive trend for both regions, down MoM
- Revenue down MoM, greater decline for Europe openers versus MEA

Europe	Delivered	Clicks	CTR	Unsub Rate	Revenue
British English	684,609	5,827	0.85%	0.16%	\$ 23,086.81
English	563,660	7,126	1.26%	0.20%	\$ 30,218.00
French	67,991	819	1.20%	0.16%	\$ 1,003.79
German	118,303	2,985	2.52%	0.17%	\$ 25,243.49
Italian	60,202	635	1.05%	0.18%	\$ 122.56
Spanish	76,801	952	1.24%	0.12%	\$ 1,524.07
<b>Total</b>	<b>1.6 M</b>	<b>18.3 K</b>	<b>1.17%</b>	<b>0.17%</b>	<b>\$81.2 K</b>
<b>MoM</b>	<b>0.5%</b>	<b>-23.2%</b>	<b>-0.36 pts.</b>	<b>-0.06 pts.</b>	<b>-44.8%</b>

MEA	Delivered	Clicks	CTR	Unsub Rate	Revenue
British English	893,528	4,124	0.46%	0.10%	\$ 9,747.58
English	433,906	3,329	0.77%	0.16%	\$ 19,057.43
French	14,606	244	1.67%	0.05%	\$ 303.06
German	327	8	2.45%	0.00%	\$ 292.07
Italian	133	3	2.26%	0.75%	\$ -
Spanish	561	9	1.60%	0.00%	\$ -
<b>Total</b>	<b>1.3 M</b>	<b>7.7 K</b>	<b>0.57%</b>	<b>0.12%</b>	<b>\$29.4 K</b>
<b>MoM</b>	<b>1.27%</b>	<b>-21.62%</b>	<b>-0.17 pts.</b>	<b>-0.06 pts.</b>	<b>-2.50%</b>



## Core MAU Content Highlights: Europe Click Activity

- Hero module was the top clicked module for all markets
- Maldives captured activity from all European markets; second most clicked module for most markets except Spanish which favored Spain offer
  - BEN market also highly engaged with Spain offer
  - Maldives offer consistently a top performer, recommend to include in additional campaigns
- EUR destinations module outperformed offers for FRE and SPA versions

Click Activity	ENG	BEN	FRE	GER	ITA	SPA	POR
<b>Delivered Totals</b>	<b>563.7 K</b>	<b>684.6 K</b>	<b>68.0 K</b>	<b>118.3 K</b>	<b>60.2 K</b>	<b>76.8 K</b>	<b>9.9 K</b>
<b>Region - Europe</b>							
<b>Header</b>	<b>1,862</b>	<b>1,404</b>	<b>186</b>	<b>652</b>	<b>157</b>	<b>237</b>	<b>35</b>
<b>Member Module</b>	<b>1,853</b>	<b>1,557</b>	<b>229</b>	<b>743</b>	<b>208</b>	<b>326</b>	<b>52</b>
MAU_AccountBox_AmbassadorElite	5	17	7	41	2	4	1
<b>Hero</b>	<b>1,723</b>	<b>1,409</b>	<b>266</b>	<b>1,011</b>	<b>167</b>	<b>251</b>	<b>44</b>
<b>MAU_OCT22_Footnote</b>	<b>105</b>	<b>156</b>	<b>3</b>	<b>48</b>	<b>10</b>	<b>25</b>	<b>3</b>
<b>MAU_Leisure_USCA_Destinations</b>	<b>604</b>						
<b>MAU_Leisure_EUR_Destinations</b>		<b>470</b>	<b>111</b>	<b>267</b>	<b>56</b>	<b>89</b>	
<b>Offers</b>	<b>1,216</b>	<b>982</b>	<b>122</b>	<b>513</b>	<b>112</b>	<b>174</b>	<b>36</b>
MAU_OCT22_Offer_Maldives	744	509	101	391	88	70	23
MAU_OCT22_Offer_CALA_30P	158					19	13
MAU_OCT22_Offer_Spain_1KBP	314	273				85	
MAU_OCT22_Offer_EMEA_50P_FAM		200	21	122	24		
<b>Cobrand</b>	<b>39</b>	<b>74</b>					
<b>News</b>	<b>313</b>	<b>139</b>	<b>17</b>	<b>151</b>	<b>14</b>	<b>16</b>	<b>10</b>
MAU_OCT22_News_MaritzINTL	115	139	17	151	14	10	7
MAU_OCT22_News_2X_Points	79					6	3
MAU_OCT22_News_25P_ShopMarriott	119						
<b>MAU_OCT22_Traveler</b>	<b>307</b>						
<b>Footer</b>	<b>888</b>	<b>962</b>	<b>101</b>	<b>243</b>	<b>94</b>	<b>94</b>	<b>17</b>
<b>Total</b>	<b>8,910</b>	<b>7,153</b>	<b>1035</b>	<b>3,628</b>	<b>818</b>	<b>1,212</b>	<b>197</b>

## Core MAU Content Highlights: Europe Bookings

Booking Activity	ENG	BEN	FRE	GER	ITA	SPA	POR
<b>Region - Europe</b>							
<b>Header</b>	<b>30</b>	<b>21</b>	<b>6</b>	<b>9</b>	<b>1</b>	<b>1</b>	<b>1</b>
<b>Member Module</b>	<b>14</b>	<b>19</b>	<b>1</b>	<b>11</b>	<b>0</b>	<b>3</b>	<b>0</b>
MAU_AccountBox_AmbassadorElite	0	0	0	0	0	0	0
<b>Hero</b>	<b>7</b>	<b>4</b>	<b>2</b>	<b>27</b>	<b>0</b>	<b>1</b>	<b>0</b>
<b>MAU_OCT22_Footnote</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>MAU_Leisure_USCA_Destinations</b>	<b>1</b>						
<b>MAU_Leisure_EUR_Destinations</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	
<b>Offers</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
MAU_OCT22_Offer_Maldives	0	1	0	0	0	0	0
MAU_OCT22_Offer_CALA_30P	0					0	0
MAU_OCT22_Offer_Spain_1KBP	0	0				0	
MAU_OCT22_Offer_EMEA_50P_FAM		0	0	0	0		
<b>Cobrand</b>	<b>0</b>	<b>0</b>					
<b>News</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
MAU_OCT22_News_MaritzINTL	0	0	0	0	0	0	0
MAU_OCT22_News_2X_Points	0					0	0
MAU_OCT22_News_25P_ShopMarriott	0						
<b>MAU_OCT22_Traveler</b>	<b>0</b>						
<b>Footer</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Total</b>	<b>52</b>	<b>45</b>	<b>9</b>	<b>47</b>	<b>1</b>	<b>5</b>	<b>1</b>



## Core MAU Content Highlights: MEA Click Activity

- Hero the top module for MEA as well as Europe; Global Promotion resonated with all versions in October
- Maldives offer was the top offer amongst MEA and European recipients
- EMEA family captured significant activity with the BEN MEA recipients
- EUR Destinations module was the third most clicked module for BEN versions amongst MEA recipients; Leisure destinations continues to perform well and promotes European locations, recommend to include in other regional solos

Click Activity	ENG	BEN	FRE	GER	ITA	SPA
<b>Delivered Totals</b>	<b>433.9 K</b>	<b>893.5 K</b>	<b>14.6 K</b>	<b>327</b>	<b>133</b>	<b>561</b>
<b>Region - MEA</b>						
<b>Header</b>	<b>1,257</b>	<b>1,471</b>	<b>64</b>	<b>4</b>		<b>2</b>
<b>Member Module</b>	<b>1,444</b>	<b>1,634</b>	<b>83</b>	<b>1</b>		<b>3</b>
MAU_AccountBox_AmbassadorElite	1	24	4	0		
<b>Hero</b>	<b>1,023</b>	<b>1,283</b>	<b>80</b>	<b>2</b>	<b>2</b>	<b>2</b>
<b>MAU_OCT22_Footnote</b>	<b>50</b>	<b>171</b>	<b>6</b>			
<b>MAU_Leisure_USCA_Destinations</b>	<b>225</b>					
<b>MAU_Leisure_EUR_Destinations</b>		<b>406</b>	<b>21</b>			<b>3</b>
<b>Offers</b>	<b>426</b>	<b>789</b>	<b>35</b>	<b>2</b>		
MAU_OCT22_Offer_Maldives	276	418	26	2		
MAU_OCT22_Offer_CALA_30P	79					
MAU_OCT22_Offer_EMEA_50P_FAM		205	9			
MAU_OCT22_Offer_Spain_1KBP	71	166				
<b>Cobrand</b>	<b>36</b>	<b>54</b>				
<b>News</b>	<b>92</b>	<b>124</b>	<b>5</b>			<b>1</b>
MAU_OCT22_News_MaritzINTL	50	124	5			
MAU_OCT22_News_2X_Points	42					1
<b>MAU_OCT22_Traveler</b>	<b>64</b>					
<b>Footer</b>	<b>661</b>	<b>1,080</b>	<b>15</b>	<b>2</b>	<b>1</b>	<b>1</b>
<b>Total</b>	<b>5,278</b>	<b>7,012</b>	<b>309</b>	<b>11</b>		<b>12</b>

## Core MAU Content Highlights: MEA Booking

Booking Activity	ENG	BEN	FRE	GER	ITA	SPA
<b>Region - Europe</b>						
<b>Header</b>	<b>12</b>	<b>7</b>	<b>1</b>	<b>1</b>		<b>0</b>
<b>Member Module</b>	<b>10</b>	<b>6</b>	<b>0</b>	<b>0</b>		<b>0</b>
MAU_AccountBox_AmbassadorElite	0	0	0	0		0
<b>Hero</b>	<b>6</b>	<b>5</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>MAU_OCT22_Footnote</b>	<b>0</b>	<b>0</b>	<b>0</b>			
<b>MAU_Leisure_EUR_Destinations</b>	<b>0</b>					
<b>Offers</b>		<b>0</b>	<b>0</b>			<b>0</b>
MAU_OCT22_Offer_Maldives	0	1	0	0		
MAU_OCT22_Offer_CALA_30P	0	0	0	0		
MAU_OCT22_Offer_EMEA_50P_FAM	0					
MAU_OCT22_Offer_Spain_1KBP		1	0			
<b>Cobrand</b>	<b>0</b>	<b>0</b>				
<b>News</b>	<b>0</b>	<b>0</b>				
MAU_OCT22_News_MaritzINTL	0	0	0			0
MAU_OCT22_News_2X_Points	0	0	0			
MAU_OCT22_News_25P_ShopMarriott	0					0
<b>MAU_OCT22_Traveler</b>	<b>1</b>					
<b>Footer</b>	<b>0</b>	<b>0</b>		<b>0</b>	<b>0</b>	<b>0</b>
<b>Total</b>	<b>29</b>	<b>19</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>0</b>

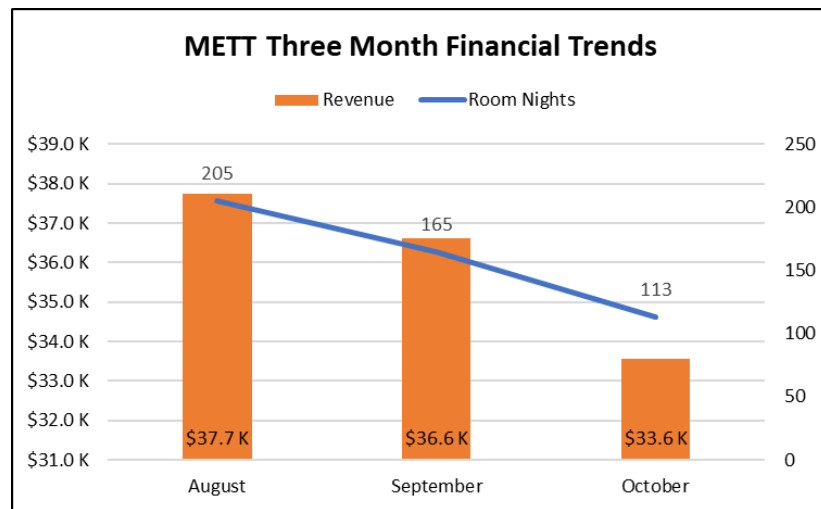
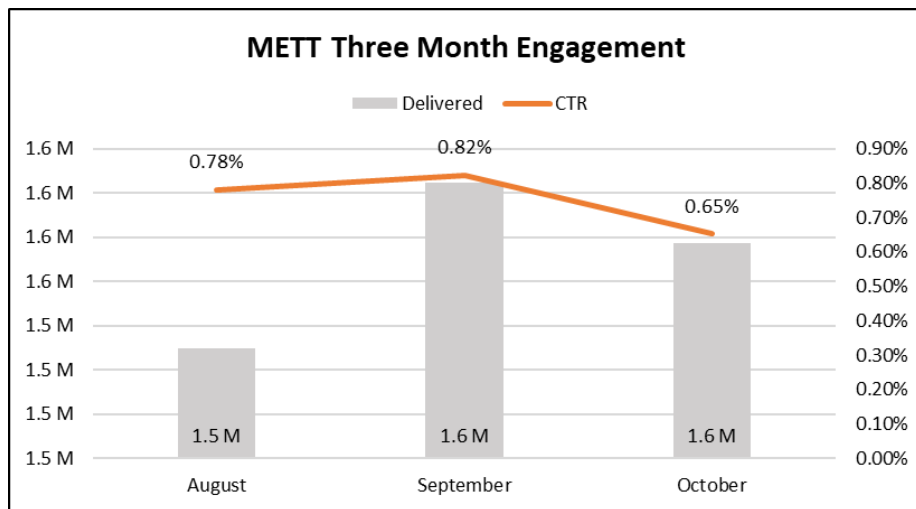


# METT Emails

# Slight Dip In Engagement Impacting Financials

- Near flat deliveries MoM with less click activity resulted in lower CTR MoM
- Outside of Jordan and SSA Local METT campaigns a majority of high volume METT campaigns produced less revenue in October when compared to September
- Financials down MoM; revenue decline was not as steep as booking decline which may mean that the activity went to premium properties

	October '22	MoM
<b>Delivered</b>	<b>1,558,597</b>	<b>-0.88%</b>
<b>Clicks</b>	<b>10,152</b>	<b>-21.46%</b>
<b>CTR</b>	<b>1.02%</b>	<b>-0.13 pts.</b>
<b>Unsub. Rate</b>	<b>0.18%</b>	<b>+0.07 pts.</b>
<b>Bookings</b>	<b>40</b>	<b>-40.30%</b>
<b>Revenue</b>	<b>\$33,560</b>	<b>-8.35%</b>



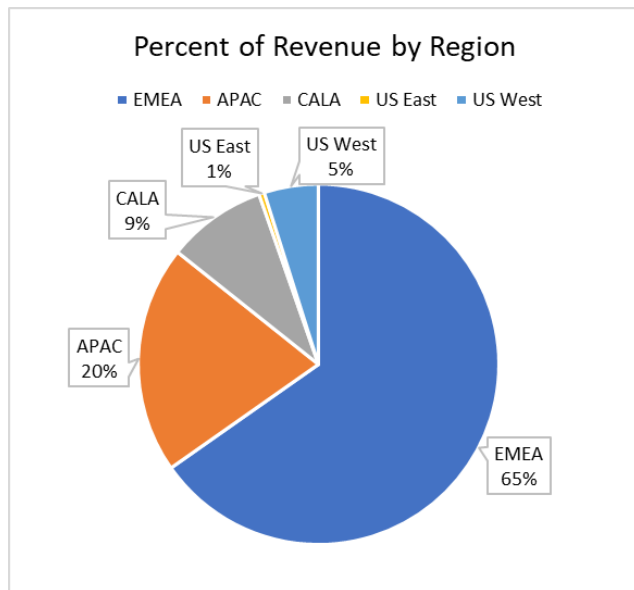
## October '22 Top Mett Campaigns

- The following 5 emails drove 71% of all METT revenue in October
- All top METT campaigns in October called out locations and properties in SL, continue to include location callouts in SL and bring this tactic to additional campaigns
- Top campaigns featured a mixture of property and lifestyle imagery, continue to monitor for engagement to inform ongoing image testing and optimization

Campaign Name	Delivered	Clicks	CTR	Bookings	Revenue	% of Revenue to EMEA Props.
EMEA_GLT_Jordan_Oct28_EN	87,372	760	0.87%	3	\$9,545	0%
EMEA_SSA_Local_Oct28_EN	57,477	303	0.53%	3	\$5,745	100%
EMEA_XR_Qatar_Opening_Renovation_Oct21_EN	42,078	336	0.80%	1	\$3,476	100%
EMEA_UK_UKBreaks_Oct28_EN	98,641	716	0.73%	5	\$2,673	39%
EMEA_WEM_Maghreb_October21_EN	91,691	569	0.62%	1	\$2,132	100%
<b>Top 5 Emails Total</b>	<b>377,259</b>	<b>2,684</b>	<b>1.10%</b>	<b>13</b>	<b>\$23,569</b>	<b>53%</b>
<b>% of August '22 METT Grand Total</b>	<b>22%</b>	<b>26%</b>	<b>--</b>	<b>33%</b>	<b>70%</b>	<b>--</b>

## 65% of Revenue to EMEA in October '22

- Jordan October METT drove almost all it's revenue to APAC properties impacting overall revenue attribution
- 82% of SSA revenue went to African properties
  - Increased revenue in October to African properties
- EMEA Breakdown: Europe 34%, Middle East, 17% Africa 14%



Top 5 Hotels booked in EMEA	Revenue
WICAPE TOWN	\$4,750
XR MARSA ARABIA ISLAND, THE PEAR	\$3,476
BR ST. PANCRAS RENAISSANCE HOTEL	\$2,131
VIENNA	\$1,978
FP MUNICH ARABELLAPARK	\$1,059
<b>Total</b>	<b>\$13,395</b>

## October '22 METT Email Campaigns

- All major campaigns included either a property or destination callout featured in the subject line
- South Africa METT featured scenic lifestyle/location imagery, recommend to include as an image optimization category in upcoming campaigns
- Highest CTR from Turkey METT resulted in no revenue, landing pages featuring individual properties typically convert less than broader regional landing pages

Campaign Name	Delivered	Clicks	CTR	Bookings	Revenue
EMEA_GLT_Jordan_Oct28_EN	87,372	760	0.87%	3	\$9,545
EMEA_SSA_Local_Oct28_EN	57,477	303	0.53%	3	\$5,745
EMEA_XR_Qatar_Opening_Renovation_Oct21_EN	42,078	336	0.80%	1	\$3,476
EMEA_UK_UKBreaks_Oct28_EN	98,641	716	0.73%	5	\$2,673
EMEA_WEM_Maghreb_October21_EN	91,691	569	0.62%	1	\$2,132
EMEA_Franchise_Germany_28Oct_EN	97,980	496	0.51%	2	\$2,014
EMEA_EE_Poland_Oct28_DE	49,484	421	0.85%	3	\$1,321
EMEA_SE_GreeceCyprus_Oct28_EN	98,006	385	0.39%	3	\$1,312
EMEA_EE_Israel_Oct21_DE	48,950	279	0.57%	2	\$1,218
EMEA_UK_AutumnGetaways_Oct21_EN	97,666	974	1.00%	4	\$1,193
EMEA_Franchise_Ireland_Oct7_EN_Other	45,908	289	0.63%	1	\$933
EMEA_UAE_International_Oct28_EN	70,668	344	0.49%	1	\$379
EMEA_EE_Poland_Oct28_EN	49,414	130	0.26%	2	\$315
EMEA_SSA_Oct21_EN	98,107	508	0.52%	2	\$275
EMEA_UAE_Local_Oct21_EN	51,684	426	0.82%	2	\$269
EMEA_WEM_Paris_Oct28_EN	85,936	614	0.71%	1	\$269
EMEA_EE_Israel_Oct21_EN	48,887	151	0.31%	2	\$205
EMEA_GLT_TurkeyKuwaitOman_Oct7_EN_India	29,283	150	0.51%	1	\$161
EMEA_KSA_WinterGetaway_Oct28_EN	97,598	322	0.33%	1	\$127
EMEA_GLT_TurkeyKuwaitOman_Oct7_EN	51,234	804	1.29%		
EMEA_SE_Urban_Hotels_Spain_Portugal_Oct21_ES	62,262	434	0.85%		
EMEA_SE_CityBreaks_Oct7_EN	98,251	741	0.75%		
<b>Grand Total</b>	<b>1,754,235</b>	<b>17,516</b>	<b>1.00%</b>	<b>40</b>	<b>\$33,560</b>



# Testing & Optimization

# Testing Recommendations

October was a lighter month for testing; consider the below recommendations for future mailings

- 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



# Actionable Insights & Next Steps

# Actionable Insights

- Destinations module captured a majority of clicks followed by the hero module; recommend to incorporate a three up hero module using luxe template with locations versus properties
- ADR down slightly compared to September, recommend to continue promoting luxury properties to nonlux members as well as incorporate additional luxury segmentation in upcoming regional solos
- Dynamic destinations module captured a majority of clicks over Hero module, recommend to incorporate destinations them into hero module for escapes
- Qatar is consistently the most engaged market for Project silk, consider incorporating F&B content to Qatar in other campaigns; 2x dining offers, restaurant credit, etc.
- Hero CTA captured most activity in hero module with “Find Restaurants” following trends for exploration CTAs, recommend to continue incorporating CTAs leading to landing pages that feature browsable content
- Poll resonated with Dubai openers; recommend to incorporate additional markets to increase personalization
- Qatar members clicked the image more than the CTA in Silk hero module, continue to monitor for engagement pattern
- Maldives offer consistently a top performer, recommend to include in additional campaigns
- Leisure destinations continues to perform well in MAU and promotes European locations, recommend to include in other regional solos

# Actionable Insights

- All top METT campaigns in October called out locations and properties in SL, continue to include location callouts in SL and bring this tactic to additional campaigns
- Top campaigns featured a mixture of property and lifestyle imagery, continue to monitor for engagement to inform ongoing image testing and optimization
- South Africa METT featured scenic lifestyle/location imagery, recommend to include as an image optimization category in upcoming campaigns
- Highest CTR from Turkey METT resulted in no revenue, landing pages featuring individual properties typically convert less than broader regional landing pages
- 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

# Next Steps

- Update Learning Agenda for Regional Support
- VE cross border campaign
- MILUX campaign
- English Project Slik
- Solo Year in Review
- Winter Sun Demand Generation campaign



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