EMEA Quarterly Email Review: Sep-Dec 2020

28 January 2021

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TODAY'S AGENDA

1. Quarterly Performance Summary (Tiers 1-3)

2. Campaign-Level Engagement & Insights
   - Drive Market Solo
   - MAU
   - METT

3. Actionable Insights

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KEY STORYLINES

- Delivered counts were down overall, but additional drive markets solos helped lift counts and engagement YoY for select markets

- Open rates increased YoY in all markets, except Russia; impact from high engagement in drive market solos, plus an email code change in October across all Loyalty emails

- Overall click activity was not enough to lift CTORs, but learnings from personalized content and offers (WoW, Flash Sale) in drive market solos will help inform future content decisions

- High response rate to survey/poll content; members were interested in hotel offers, savings, and member benefits

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PERFORMANCE SUMMARY

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Performance Summary: EMEA (Tiers 1 – 3 Combined)

- Delivered 7% fewer emails YoY, but the Drive Market Solos helped lift engagement and generate revenue
  - Mailed 50% more Solos YoY and over half were the Drive Market Solos
  - Drive Solos generated 27% of total revenue and helped maintain subscriber engagement with an avg. open rate of 22%
- Open rates increased in October, but click activity was not enough to lift CTORs; also impact from low click rates on Dec Solo
- Financials were still below previous periods; booking-focused messages like MAU, Solos, and Global Promo emails had CTOR declines as high as 6 pts. YoY; continue to see impact of the pandemic on travel
- Solo resends generated additional engagement and bookings in October and November; open rates were as high as 27%
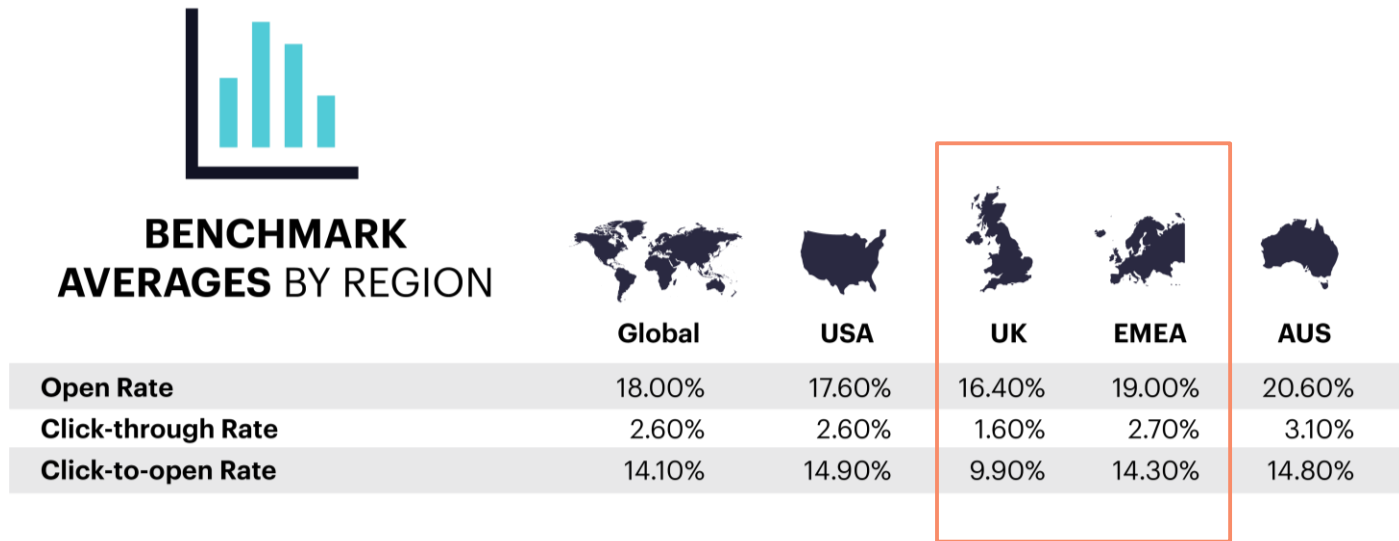
EMEA Engagement: Sep-Dec 2020 vs. Sep-Dec 2019

Engagement

45.8 M	10.6 M	23.2%	484.4 K	1.06%	4.6%	0.24%
Delivered Emails	Opens	Open Rate	Clicks	CTR	CTOR	Unsub. Rate
-7.0%	+13.5%	+4.2 pts.	-34.5%	-0.4 pts.	-3.3 pts.	-0.04 pts.

Financials

2.4 K	6.0 K	$1.0 M	0.05	0.50%
Bookings	Room Nights	Revenue	Bookings Per Delivered (K)	Conversion
-80.8%	-81.5%	-83.3%	-79.3%	-1.20 pts.

Financial data source: Omniture 7-day cookie

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Industry Benchmarks
Source: Campaign Monitor (Jan-Dec 2020)

- Open rates were above 2020 industry benchmarks, but click activity was below industry average
- Resurgence of the pandemic in October had a negative impact on click activity
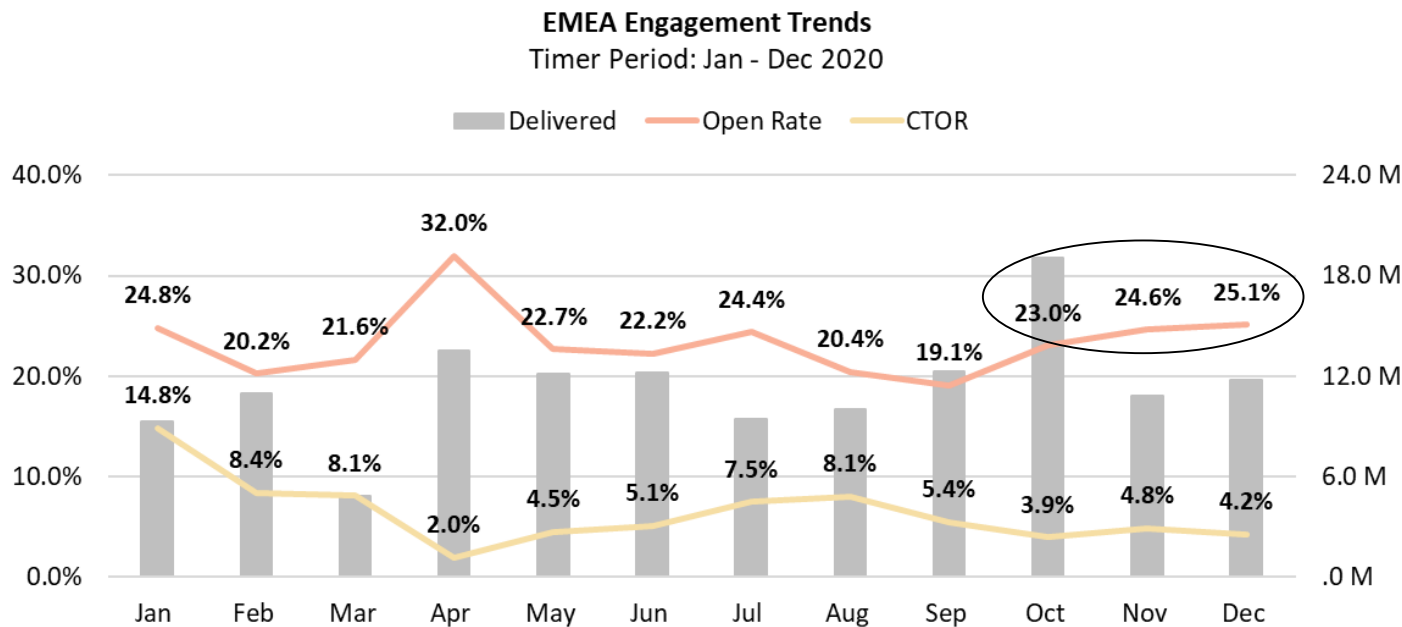
BENCHMARK AVERAGES BY REGION

	Global	USA	UK	EMEA	AUS
Open Rate	18.00%	17.60%	16.40%	19.00%	20.60%
Click-through Rate	2.60%	2.60%	1.60%	2.70%	3.10%
Click-to-open Rate	14.10%	14.90%	9.90%	14.30%	14.80%

*excluding UK

2021 Global Email Benchmarks data

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Loyalty's email code change in October may have positively influenced open rates

EMEA engagement trends align with industry benchmarks

EMEA Engagement Trends
Timer Period: Jan - Dec 2020

Legend: Delivered (bars) · Open Rate · CTOR

Open Rate values: Jan 24.8%, Feb 20.2%, Mar 21.6%, Apr 32.0%, May 22.7%, Jun 22.2%, Jul 24.4%, Aug 20.4%, Sep 19.1%, Oct 23.0%, Nov 24.6%, Dec 25.1%

CTOR values: Jan 14.8%, Feb 8.4%, Mar 8.1%, Apr 2.0%, May 4.5%, Jun 5.1%, Jul 7.5%, Aug 8.1%, Sep 5.4%, Oct 3.9%, Nov 4.8%, Dec 4.2%

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Industry Benchmarks: Open Rate Trends

Source: Cendyn (Q3 2020)

Trend activity was consistent with industry benchmarks since April peak

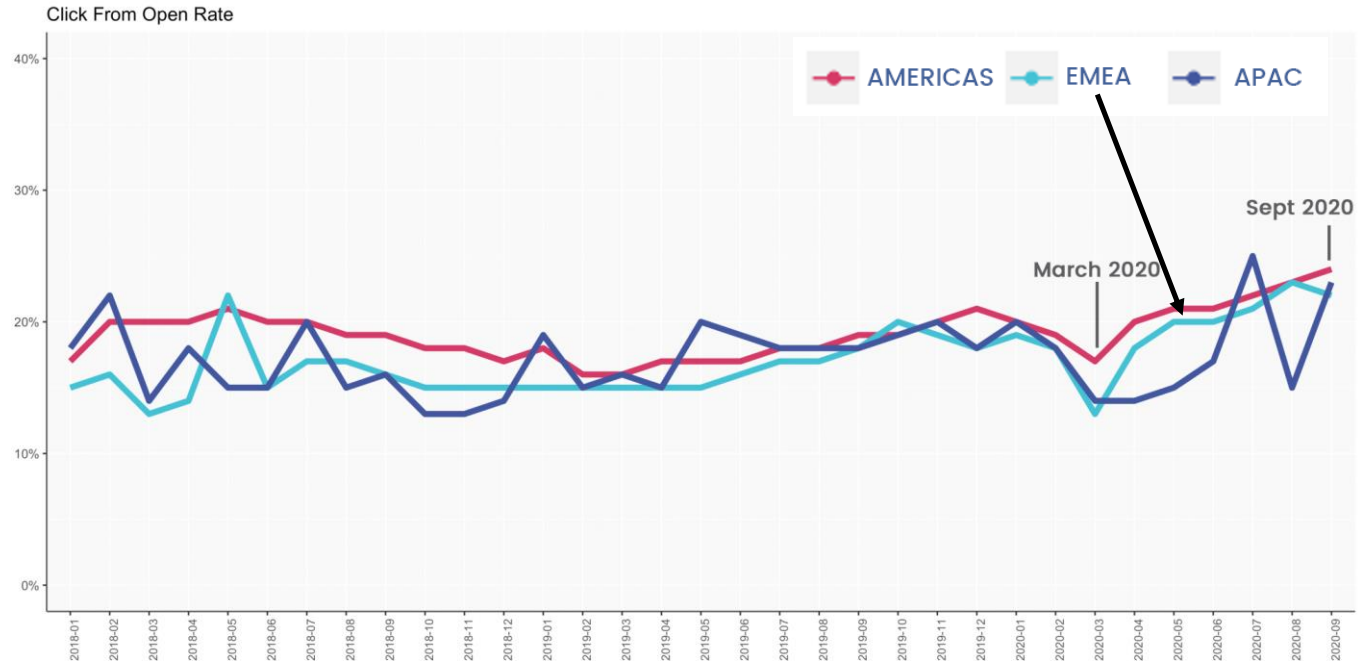Source Article: "The Email Benchmarks - How 2020 has shaped email marketing for hotels - Q3 update"

Source: Cendyn (Q3 2020)

Similar trend patterns as industry benchmarks since Covid peak in March and slight rebound through September

Continue to tailor communications to be more relevant and personalized to lift engagement

Click From Open Rate

AMERICAS   EMEA   APAC

March 2020

Sept 2020

Source Article: "The Email Benchmarks - How 2020 has shaped email marketing for hotels - Q3 update"

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Performance Summary: Tier 1

Sep-Dec 2020

	Delivered	YoY
Tier 1	**25.7 M**	**-7.7%**
UK & Ireland	14.0 M	-1.5%
UAE	6.7 M	+1.4%
DACH	5.0 M	-28.8%

Open Rate
Time Period: Sep-Dec
■ 2019 ■ 2020

CTOR
Time Period: Sep-Dec
■ 2019 ■ 2020
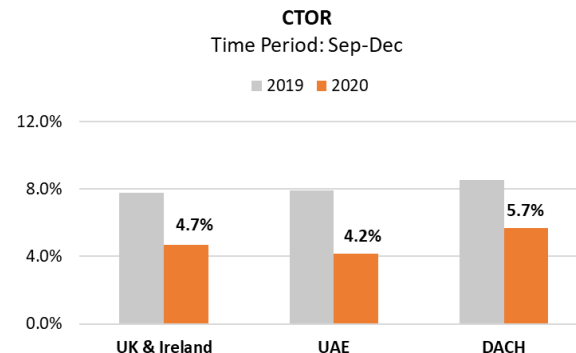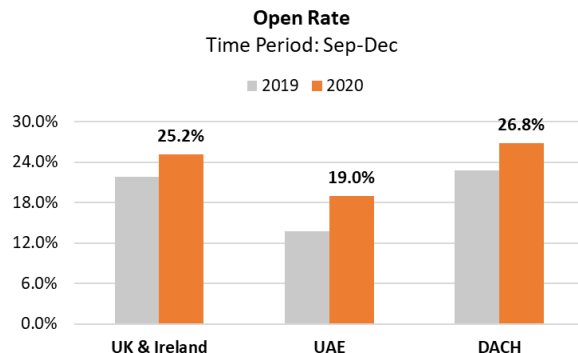
Overview:

- Overall delivery counts were down, except in the UAE where additional Drive Market Solos led to a slight lift in mailings YoY

- Open rates were up for each market, but click activity was low leading to a decline in CTORs

- 1.5K bookings and $625K in revenue was generated by tier 1 markets, with UK & Ireland contributing 50% of financials

	Bookings	YoY	Revenue	YoY
Tier 1	**1.5 K**	**-81.0%**	**$625.5 K**	**-81.9%**
UK & Ireland	714	-82.7%	$312.0 K	-82.7%
UAE	218	-72.1%	$100.2 K	-74.8%
DACH	547	-81.1%	$213.3 K	-83.0%

Note: DACH = Austria, Germany, Switzerland

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Drive Market Solo Engagement

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Creative Examples:

(Sep – Dec 2020)

September

October (WoW 1)

October (WoW 2)

November

December

Drive Market Solos: Tier 1

Sep-Dec 2020

Overview:

- Resends and reminders drove additional engagement; rates were higher than months with only one mailing

- Continue resend approach to lift engagement during low periods and/or to promote broader promotions, like Week of Wonders
  - Use personalization tactics and urgency to lift engagement

- December email provided members with a personalized scorecard and informative content and less incentives to click

- Resurgence of the pandemic impacted click activity after Sept. mailing

Drive Solos: **UK & Ireland**
Time Period: Sep-Dec 2020

Drive Solos: **UAE**
Time Period: Sep-Dec 2020

Drive Solos: **DACH**
(Austria, Germany, Switzerland)
Time Period: Sep-Dec 2020
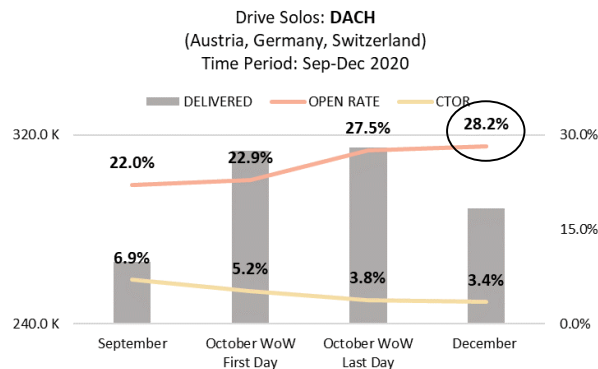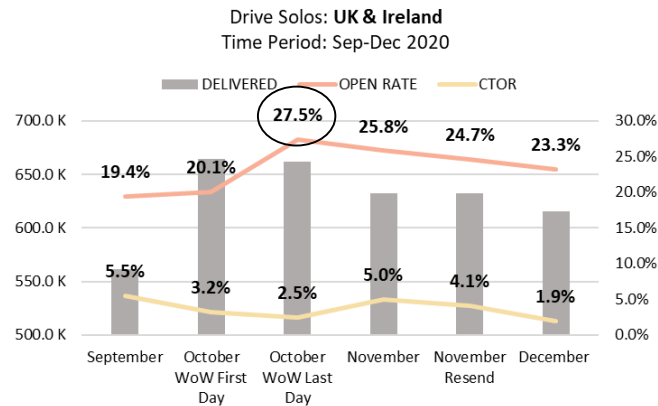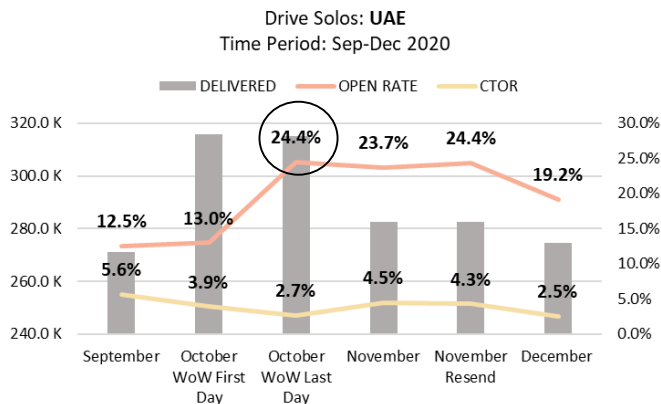
*No November mailing

Drive Market Solos: Tier 1

Sep-Dec 2020

Overview:

- September was the strongest booking month for UK/Ireland and DACH

- Reminders and resends were successful at driving additional bookings & revenue

UK & Ireland	September	October WoW 1	October WoW 2	November	November Resend	December
BOOKINGS	54	26	29	23	26	12
REVENUE	$17.9 K	$10.6 K	$9.5 K	$14.3 K	$11.0 K	$13.6 K

UAE	September	October WoW 1	October WoW 2	November	November Resend	December
BOOKINGS	5	6	5	5	12	8
REVENUE	$2.5 K	$3.2 K	$1.5 K	$1.7 K	$14.5 K	$2.8 K

DACH	September	October WoW 1	October WoW 2	December
BOOKINGS	71	38	26	11
REVENUE	$28.9 K	$11.1 K	$8.8 K	$9.7 K

Note: DACH = Austria, Germany, Switzerland

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Drive Market Solos In-Language Engagement: Tier 1

Sep-Dec 2020

Overview:

- Open rates increased for all language versions from Oct Week of Wonders #1 to last chance mailing #2; urgency in last chance message helped lift engagement

- German version had the strongest engagement compared to other languages and drove more bookings in Sept
  - Resurgence of the pandemic impacted engagement after Sept.

Tier 1	Sept	Oct WoW 1	Oct WoW 2	Nov	Nov Resend	Dec
Delivered						
British English	442.7 K	527.1 K	526.5 K			
English	559.3 K	649.6 K	648.0 K	915.0 K	915.0 K	1.1 M
German	96.4 K	116.9 K	117.2 K			110.4 K
Open Rate						
British English	17.1%	17.6%	26.5%			
English	18.0%	18.8%	26.4%	25.2%	24.6%	22.5%
German	26.0%	26.1%	29.6%			33.2%
CTOR						
British English	5.0%	3.5%	2.5%			
English	5.8%	3.4%	2.6%	4.9%	4.2%	2.2%
German	9.4%	7.3%	5.3%			4.4%
Unsub Rate						
British English	0.27%	0.28%	0.29%			
English	0.27%	0.31%	0.30%	0.22%	0.31%	0.21%
German	0.32%	0.36%	0.34%			0.31%
Revenue						
British English	$15.9 K	$4.2 K	$4.9 K			
English	$12.2 K	$12.5 K	$11.8 K	$16.0 K	$25.5 K	$17.4 K
German	$21.2 K	$8.2 K	$3.0 K			$8.6 K

Drive Market Solo: Flash Sale

Nov 2020

Overview:

- 51% of clicks on the Flash Sale hero; highest to-date
  - Used strong, yet subtle tactics to engage readers and drive urgency: bolded copy, direct CTA, and book/stay dates; consider reusing tactic in future emails to lift engagement

- High engagement in the brand education module with 6.4% of clicks; 1 in 4 module clicks went to the featured property underneath (black bar)
  - Look for ways to continue featuring specific properties; test placement & different creative treatments

Label	Clicks
Header	9.4% Clicks
Hero	51.0% Clicks
Hero 2	3.9% Clicks
Secondary Offers	13.9% Clicks
COVID: Cancel Policy	1.5% Clicks
Brand Education	6.4% Clicks
Footer (not shown)	13.9% Clicks
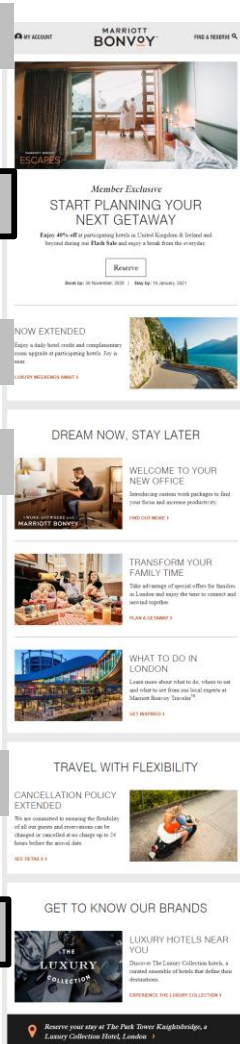
Subject Line: **Flash Sale: 40% off Stays this Winter Near You or Beyond**

Drive Market Solo: Personalized Content

Dec 2020

Overview:

- Personalized Hero provided a recap of member activity since joining the program

  – Content was more informative and had a softer call-to-action, so lower overall click activity was to be expected

  – A simplified hero was shown to members with 0 stays and non-members

- Reader poll was the most clicked (25% of clicks); engagement was consistent across all markets

- Continue to include engaging content like offers or surveys when featuring a softer hero call-to-action to help maintain email KPIs

  – Consider using optimization technology to test CTAs that will help lift clicks

Header
16.9% Clicks

Hero (Combined)
20.1% Clicks

Secondary Offers
16.0% Clicks

Mobile App
0.2% Clicks

Reader Poll
25.0% Clicks

Footer (not shown)
21.9% Clicks

Optional Hero for those with 0 stays & Non-members
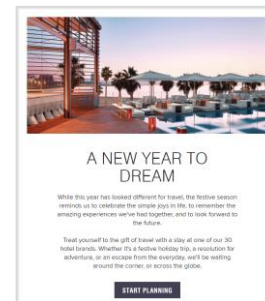
Drive Market Solo: Poll Results

Dec 2020

- Subscribers were interested in hotel offers and savings content; responses were consistent for all markets

- Member Benefits and Tips were the second most favored
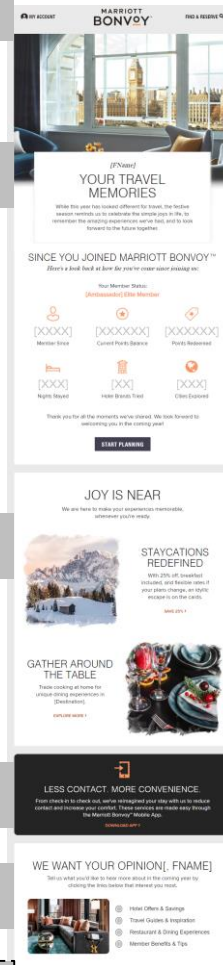   - Plans are in place to include travel safety tips in March solo

- Consider incorporating a Your Deals section in the monthly solo that includes other active deals (for ex. Global Promo, Points.com, Escapes)

- Include benefit reminders & tips in select campaigns like, book direct benefits, late check-out, mobile app tips

- Consider leveraging Traveler tips & trends articles for additional content

WE WANT YOUR OPINION[, FNAME]

Tell us what you'd like to hear more about in the coming year by clicking the links below that interest you most.

- Hotel Offers & Savings
- Travel Guides & Inspiration
- Restaurant & Dining Experiences
- Member Benefits & Tips
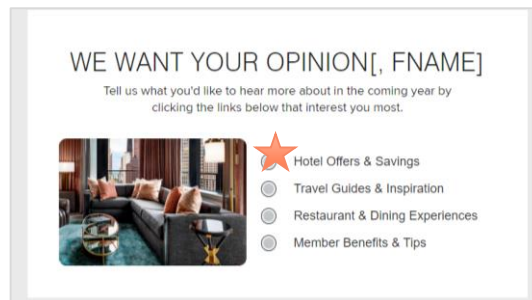
Overall Poll Results	Total Clicks	% of Clicks
Poll - Hotel Offers & Savings Copy	3222	51%
Poll - Member Benefits & Tips Copy	1506	24%
Poll - Restaurant & Dining Experiences Copy	847	14%
Poll - Travel Guides & Inspiration Copy	697	11%

Total Poll Clicks by Tier	Tier 1	Tier 2	Tier 3
Poll - Hotel Offers & Savings Copy	1493 (50%)	537 (53%)	796 (58%)
Poll - Member Benefits & Tips Copy	743	223	311
Poll - Restaurant & Dining Experiences Copy	433	135	148
Poll - Travel Guides & Inspiration Copy	311	113	126

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Most Engaging Content

Sep - Dec 2020

Most clicked: Top 5

- Hero modules made up the most clicked pieces of content this period; Nov '20 Flash Sale was #1

- Oct WoW secondary module was 3rd most clicked and received more engagement than Global Promo Hero in Sep

Most Clicked: Top 5
(All Markets)

Month	Module	Clicks
Nov	Flash Sale Hero	25,385
Oct	WoW Hero	10,700
Oct	WoW Secondary	9,339
Sep	Global Promo Hero	8,845
Dec	Personalized Hero	4,048

Most clicked (non-Hero):

- Specific offers and location-driven content were among the most clicked for all markets; continue tactics

- Nov poll was among the top 5; the Hotel Offers & Savings option received the most responses; include periodically and use findings for future content

- 34% of Covid-19 messaging clicks were on the Nov extended cancellation policy; good click-catcher

Content	Type of Content	Clicks
WoW Secondary Module	Specific offer(s)	9,342
Plan Travel In [Destination]	Location-driven / Personalization	8,749
Welcome Back offer (secondary placement)	Specific offer(s)	5,971
Poll Module	Feedback / Personalization	5,369
Brand Education + Reserve Property Reco.	Education / Personalization	2,793
Covid-19 Messaging	Informative	2,416
Dine Out In [Destination]	F&B	1,967
Homes & Villas	Longer Stays	1,101
Welcome to Your New Office (Work Anywhere)	Informative	751

MAU Engagement

MAU Engagement: Tier 1

Sep-Dec 2020

Overview:

- Open rates were up YoY for all markets

- Click activity was lower than previous periods resulting in low CTORs

	DELIVERED	OPEN RATE	CTR	CTOR	UNSUB RATE	BOOKINGS	REVENUE
Tier 1	**4.9 M**	**27.3%**	**1.3%**	**4.7%**	**0.25%**	**374**	**$157.7 K**
UK & IRELAND	2.5 M	28.6%	1.3%	4.4%	0.24%	186	$73.9 K
UAE	1.2 M	22.5%	1.1%	5.1%	0.18%	63	$22.0 K
DACH	1.2 M	29.1%	1.4%	4.9%	0.33%	125	$61.8 K
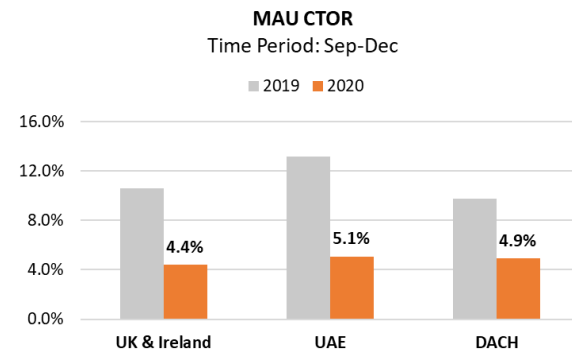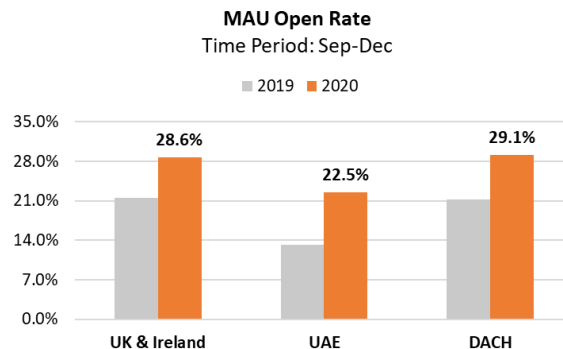
MAU Open Rate
Time Period: Sep-Dec

■ 2019 ■ 2020

MAU CTOR
Time Period: Sep-Dec

■ 2019 ■ 2020

Note: DACH = Austria, Germany, Switzerland

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MAU In-Language Engagement: Tier 1

Sep-Dec 2020

Overview:

- English and British English are the top 2 languages for most markets, except in DACH where German is #2
- Those that received the Chinese version in DACH are highly engaged with a 6% CTOR; consider engaging in other communication channels (5% open rate)
- German had the highest open rate and CTOR in UAE

Delivered	UK & Ireland	UAE	DACH
English	1.3 M	646.4 K	545.0 K
British English	1.2 M	524.2 K	161.1 K
Spanish	779	199	1.8 K
German	668	396	477.8 K
French	593	657	8.7 K
Chinese Simplified	415	137	4.1 K
Japanese	258	149	275
Italian	240	152	1.2 K
Portuguese	132	93	183
Grand Total	**2.5 M**	**1.2 M**	**1.2 M**

Top 5 Languages by Delivered Counts:
Open Rates

Top 5 Languages by Delivered Counts:
CTOR

Note: DACH = Austria, Germany, Switzerland

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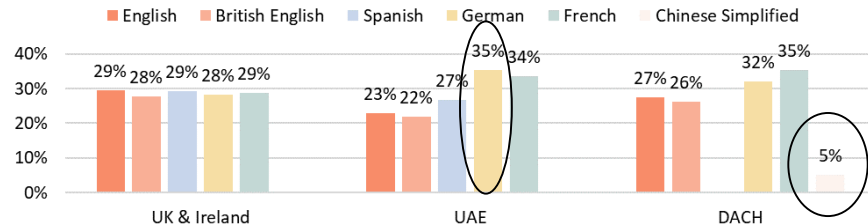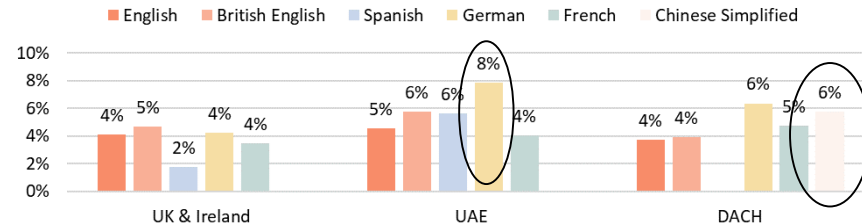
MAU: Best Performing Content

Sep-Dec 2020; English (All Markets)

Overview:

- Promotional content placed higher up in the email generated more clicks; lower placements catch additional clicks in later months (see Global Promo & Q4 Points)

- Nov Black Friday Boutiques message had high click activity across EMEA regions; top 3 most clicked (placement didn't matter)
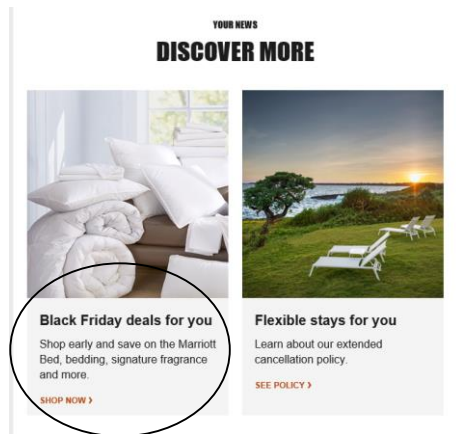
Module	Content	Clicks
Hero	**Q4 Points**	**3,239**
Hero	Points Expiration	2,714
News	**Boutiques**	**2,685**
Hero	Year End Generic Booking	2,436
Promo	**Global Promo**	**2,326**
Promo	MBV_Education	1,827
News	RCYC	1,547
News	HVMI	1,393
Cobrand	Cobrand	1,381
News	**Global Promo**	**976**
Offers	**Q4 Points**	**958**
Benefits	FNA_Expiration	876
News	Flexible Booking	838
Alert	Annual Choice Benefit_2020	559
Benefits	Phone Email Update	507
News	Cleanliness Protocols	486
Banner	Let's Go There	464
Traveler	Traveler	405
News	Tours Activities	358
Benefits	Points Guy	272
News	WorkAnywhere	238
Banner	Annual Choice Benefit_Selection	228
Benefits	Points Sharing	204

METT Engagement

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METT Engagement: Tier 1

Sep-Dec 2020

Overview:

- Open rates were down YoY for all

- Click activity was near flat for UK/Ireland and UAE YoY, but deeper declines were visible in DACH

- Resurgence of the pandemic in October impacted engagement for booking focused messages

	DELIVERED	OPEN RATE	CTR	CTOR	UNSUB RATE	BOOKINGS	REVENUE
Tier 1	**2.4 M**	**19.0%**	**0.6%**	**3.4%**	**0.05%**	**146**	**$69.8 K**
UK/Ireland	1.2 M	21.4%	0.7%	3.3%	0.04%	88	$42.9 K
UAE	809.8 K	13.3%	0.4%	3.2%	0.04%	39	$21.3 K
DACH	375.9 K	23.4%	0.9%	3.7%	0.12%	19	$5.6 K

METT Open Rate
Time Period: Sep-Dec

■ 2019 ■ 2020

UK/Ireland 21.4%
UAE 13.3%
DACH 23.4%

METT CTOR
Time Period: Sep-Dec

■ 2019 ■ 2020

UK/Ireland 3.3%
UAE 3.2%
DACH 3.7%

Note: DACH = Austria, Germany, Switzerland

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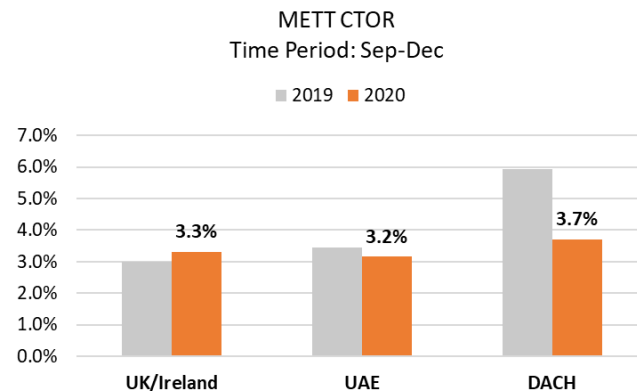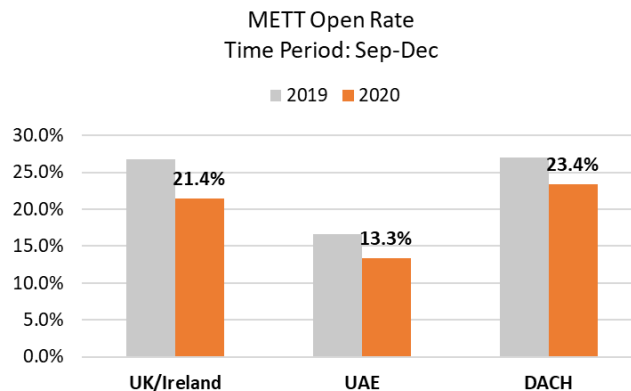
METT Best Performing Content: Tier 1

Sep-Dec 2020

Overview:

- Luxury content and welcome back offer generated the most clicks of all content Sep-Dec 2020 in Tier 1

- Package's resonated with readers totaling 340 clicks
  - Test into the performance of different types of packages (for example, shopping vs. family)

- New template and module types will provide better test & learn opportunities, as well as improved tracking & reporting
  - Investigate quarterly test opportunities for 2021; leverage Solo learnings to improve engagement

Content	Clicks
London Luxury	**1,569**
UK Welcome Back (Offer)	**1,010**
Homes and Villas	726
Le Meridien Fujairah WB	212
Family Package	**201**
City Breaks	172
Rediscover Italy	119
Resorts and Hotels in Portugal	118
Sharjah links	113
Welcome Back (Bonus Points)	83
Shopping package	**73**
Work Anywhere Le Meridien	71
Bespoke Packages	**66**

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ACTIONABLE INSIGHTS

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ACTIONABLE INSIGHTS

- Continue including specific offers and location-driven content in lower modules to increase engagement and bookings; Nov poll results support inclusion

- Consider including polls or survey content periodically to increase engagement and use learnings to inform future content decisions

- Include member benefit content that provides travel reassurance or reminds member of existing, relevant benefits; extended cancellation policy received more clicks and Nov poll results confirm inclusion of content

- Future poll content considerations:
  - Consider incorporating a Your Deals section in the monthly solo that includes other active deals (for ex. Global Promo, Points.com, Escapes)
  - Include benefit reminders & tips like, book direct benefits, late check-out, mobile app tips
  - Consider leveraging Traveler tips & trends articles for additional content

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ACTIONABLE INSIGHTS

- Consider testing Solo hero CTAs in future mailings to lift clicks; leverage previous Bonvoy learnings

- Used strong, yet subtle tactics to engage readers and drive urgency: bolded copy, direct CTA, and book/stay dates; consider reusing tactic in future emails to lift engagement

- Look for ways to continue featuring specific properties; test placement & different creative treatments

ACTIONABLE INSIGHTS

- As sending volumes return to pre-pandemic periods, it's key to continue reinforcing relevancy to maintain and/or lift KPIs

- Continue sending Solo resends or reminders to lift engagement; deploy during low seasonal periods and/or to promote broader promotions, like Week of Wonders
    - Use personalization tactics and urgency to lift engagement

Thank You!

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Drive Market Solo: Engagement Summary

Tier 1						
UK & Ireland	**September**	**October WoW First Day**	**October WoW Last Day**	**November**	**November Resend**	**December**
DELIVERED	561.1 K	664.6 K	662.0 K	632.6 K	632.5 K	615.2 K
OPEN RATE	19.4%	20.1%	27.5%	25.8%	24.7%	23.3%
CTOR	5.5%	3.2%	2.5%	5.0%	4.1%	1.9%
UNSUB RATE	0.24%	0.29%	0.28%	0.24%	0.33%	0.20%
BOOKINGS	54	26	29	23	26	12
REVENUE	$17.9 K	$10.6 K	$9.5 K	$14.3 K	$11.0 K	$13.6 K
UAE	**September**	**October WoW First Day**	**October WoW Last Day**	**November**	**November Resend**	**December**
DELIVERED	271.1 K	315.8 K	315.2 K	282.4 K	282.5 K	274.5 K
OPEN RATE	12.5%	13.0%	24.4%	23.7%	24.4%	19.2%
CTOR	5.6%	3.9%	2.7%	4.5%	4.3%	2.5%
UNSUB RATE	0.23%	0.19%	0.22%	0.18%	0.25%	0.15%
BOOKINGS	5	6	5	5	12	8
REVENUE	$2.5 K	$3.2 K	$1.5 K	$1.7 K	$14.5 K	$2.8 K
DACH	**September**	**October WoW First Day**	**October WoW Last Day**	**November**	**November Resend**	**December**
DELIVERED	266.1 K	313.2 K	314.5 K	26	23	288.7 K
OPEN RATE	22.0%	22.9%	27.5%	57.7%	43.5%	28.2%
CTOR	6.9%	5.2%	3.8%	20.0%	30.0%	3.4%
UNSUB RATE	0.40%	0.43%	0.42%	0.0%	0.0%	0.31%
BOOKINGS	71	38	26	0	0	11
REVENUE	$28.9 K	$11.1 K	$8.8 K	$.0 K	$.0 K	$9.7 K

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Drive Market Solo: Engagement Summary

Tier 2						
SPAIN	**September**	**October WoW First Day**	**October WoW Last Day**	**November**	**November Resend**	**December**
DELIVERED	90.8 K	108.4 K	107.8 K	104.2 K	104.2 K	102.1 K
OPEN RATE	17.9%	19.1%	30.6%	29.7%	28.9%	24.5%
CTOR	6.2%	6.2%	3.1%	4.8%	4.2%	3.2%
UNSUB RATE	0.24%	0.23%	0.25%	0.23%	0.30%	0.17%
BOOKINGS	3	1	5	6	6	6
REVENUE	$675	$115	$4.8 K	$2.6 K	$563	$2.0 K
FRANCE	**September**	**October WoW First Day**	**October WoW Last Day**	**November**	**November Resend**	**December**
DELIVERED	100.3 K	115.1 K	117.6 K	111.2 K	51.6 K	107.7 K
OPEN RATE	17.6%	18.1%	26.8%	27.0%	22.6%	24.1%
CTOR	4.4%	4.3%	3.0%	5.5%	2.9%	2.7%
UNSUB RATE	0.29%	0.32%	0.35%	0.32%	0.41%	0.30%
BOOKINGS	6	4	5	6	1	4
REVENUE	$2.3 K	$237	$2.5 K	$5.7 K	$327	$4.2 K
SAUDI ARABIA	**September**	**October WoW First Day**	**October WoW Last Day**	**November**	**November Resend**	**December**
DELIVERED	225.9 K	263.8 K	263.1 K	225.0 K	224.9 K	218.5 K
OPEN RATE	14.0%	14.6%	24.1%	25.3%	25.7%	22.8%
CTOR	3.2%	2.3%	1.6%	2.2%	2.1%	1.7%
UNSUB RATE	0.17%	0.16%	0.20%	0.18%	0.24%	0.19%
BOOKINGS	7	1	4	1	7	11
REVENUE	$2.1 K	$328	$1.4 K	$60	$1.3 K	$2.8 K
SOUTH AFRICA	**September**	**October WoW First Day**	**October WoW Last Day**	**November**	**November Resend**	**December**
DELIVERED	58.1 K	67.2 K	66.0 K	59.9 K	60.2 K	63.3 K
OPEN RATE	13.5%	13.8%	29.0%	13.1%	12.9%	21.3%
CTOR	14.3%	8.6%	4.5%	17.8%	17.1%	4.7%
UNSUB RATE	0.20%	0.16%	0.20%	0.18%	0.24%	0.14%
BOOKINGS	13	9	5	9	9	6
REVENUE	$1.9 K	$1.4 K	$1.2 K	$2.3 K	$1.4 K	$678

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Drive Market Solo: Engagement Summary

Tier 3						
ITALY	**September**	**October WoW First Day**	**October WoW Last Day**	**November**	**November Resend**	**December**
DELIVERED	90.9 K	107.1 K	106.5 K	100.4 K	44.7 K	97.3 K
OPEN RATE	17.8%	19.0%	27.4%	27.2%	25.2%	26.7%
CTOR	5.4%	5.2%	2.9%	3.6%	2.8%	3.2%
UNSUB RATE	0.31%	0.33%	0.31%	0.32%	0.32%	0.17%
BOOKINGS	7	7	1	1	0	1
REVENUE	$1.4 K	$165	$86	$2.0 K	$0	$1.1 K
Russia	**September**	**October WoW First Day**	**October WoW Last Day**	**November**	**November Resend**	**December**
DELIVERED	65.6 K	79.7 K	79.6 K	76.9 K	76.9 K	75.9 K
OPEN RATE	16.8%	14.1%	22.1%	21.8%	22.1%	19.5%
CTOR	8.7%	8.7%	6.5%	8.5%	7.5%	5.1%
UNSUB RATE	0.39%	0.31%	0.37%	0.31%	0.43%	0.24%
BOOKINGS	11	14	12	11	13	9
REVENUE	$4.0 K	$2.6 K	$5.5 K	$2.0 K	$6.7 K	$1.3 K
TURKEY	**September**	**October WoW First Day**	**October WoW Last Day**	**November**	**November Resend**	**December**
DELIVERED	12.0 K	14.4 K	14.4 K	13.5 K	13.5 K	13.2 K
OPEN RATE	16.7%	17.3%	25.4%	24.9%	24.6%	23.1%
CTOR	4.0%	2.3%	1.9%	2.5%	2.6%	2.3%
UNSUB RATE	0.11%	0.17%	0.19%	0.18%	0.24%	0.08%
BOOKINGS	0	0	0	0	0	0
REVENUE	$0	$0	$0	$0	$0	$0
QATAR	**September**	**October WoW First Day**	**October WoW Last Day**	**November**	**November Resend**	**December**
DELIVERED	77.1 K	90.0 K	89.7 K	80.5 K	80.5 K	76.8 K
OPEN RATE	15.2%	15.7%	25.0%	25.2%	25.4%	21.4%
CTOR	4.2%	3.0%	2.2%	3.8%	3.6%	2.2%
UNSUB RATE	0.22%	0.19%	0.21%	0.17%	0.31%	0.17%
BOOKINGS	3	1	1	2	4	0
REVENUE	$355	$0	$54	$8.5 K	$1.7 K	$0

Benelux	**September**	**October WoW First Day**	**October WoW Last Day**	**November**	**November Resend**	**December**
DELIVERED	82.1 K	97.8 K	99.5 K	16	16	90.4 K
OPEN RATE	21.2%	23.4%	30.9%	56.3%	50.0%	27.8%
CTOR	4.8%	3.2%	2.3%	0.0%	0.0%	2.7%
UNSUB RATE	0.33%	0.46%	0.41%	0.00%	0.00%	0.28%
BOOKINGS	7	5	6	0	0	4
REVENUE	$4.6 K	$1.1 K	$1.6 K	$0	$0	$2.6 K
POLAND	**September**	**October WoW First Day**	**October WoW Last Day**	**November**	**November Resend**	**December**
DELIVERED	0	0	20.8 K	19.0 K	19.0 K	18.4 K
OPEN RATE	0.0%	0.0%	30.2%	30.0%	29.5%	23.6%
CTOR	0.0%	0.0%	2.9%	4.3%	4.7%	2.8%
UNSUB RATE	0.00%	0.00%	0.27%	0.24%	0.32%	0.15%
BOOKINGS	0	0	0	0	0	1
REVENUE	$0	$0	$0	$0	$0	$1.6 K
EGYPT	**September**	**October WoW First Day**	**October WoW Last Day**	**November**	**November Resend**	**December**
DELIVERED	82.2 K	97.4 K	97.2 K	82.8 K	82.8 K	81.0 K
OPEN RATE	12.7%	13.4%	21.0%	21.8%	22.4%	19.5%
CTOR	5.8%	5.3%	3.3%	4.2%	3.7%	2.9%
UNSUB RATE	0.17%	0.17%	0.17%	0.14%	0.26%	0.18%
BOOKINGS	1	0	2	0	1	0
REVENUE	$86.00	$0.00	$116.50	$0.00	$3.2 K	$0.00
Scandinavia	**September**	**October WoW First Day**	**October WoW Last Day**	**November**	**November Resend**	**December**
DELIVERED	93.9 K	107.8 K	107.9 K	81.1 K	81.1 K	95.8 K
OPEN RATE	17.9%	19.9%	27.2%	27.2%	27.5%	24.8%
CTOR	3.8%	2.5%	1.9%	2.4%	1.9%	1.9%
UNSUB RATE	0.41%	0.42%	0.40%	0.36%	0.53%	0.24%
BOOKINGS	5	4	3	1	0	3
REVENUE	$2.9 K	$1.6 K	$895	$163	$0	$667

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APPENDIX:
Engagement Summaries
for Tiers 2 and 3

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PERFORMANCE SUMMARY

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Performance Summary: Tier 2

Sep-Dec 2020

	Delivered	YoY
Tier 2	**9.4 M**	**-5.0%**
SPAIN	1.7 M	-10.8%
FRANCE	1.7 M	-25.1%
SAUDI ARABIA	4.6 M	+4.8%
SOUTH AFRICA	1.3 M	+7.5%

Open Rate
Time Period: Sep-Dec

■ 2019 ■ 2020

Spain 26.4%
France 23.7%
Saudi Arabia 20.2%
South Africa 18.7%

CTOR
Time Period: Sep-Dec

■ 2019 ■ 2020

Spain 4.8%
France 4.2%
Saudi Arabia 2.6%
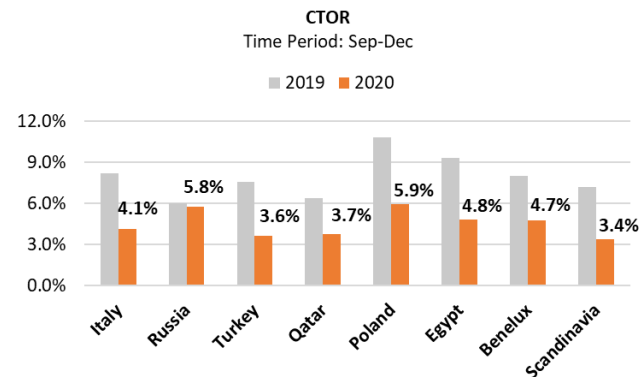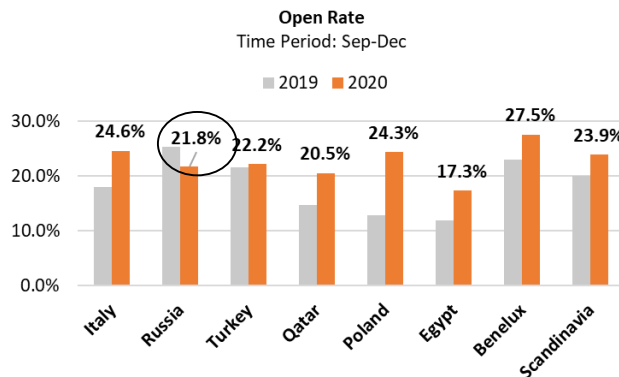South Africa 8.4%
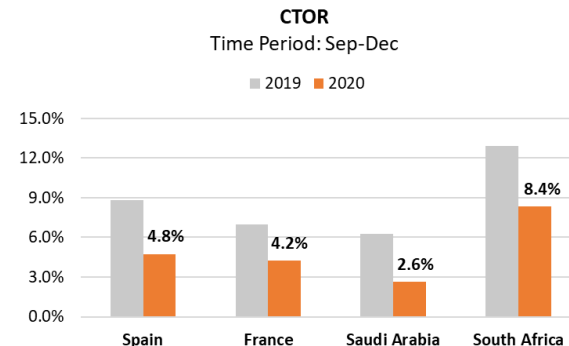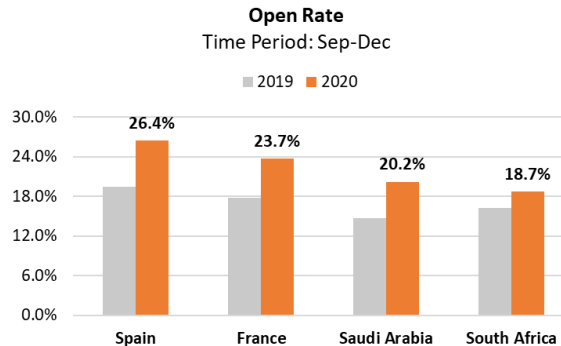
Overview:

- Delivery counts were down for most markets, except for Saudi Arabia and South Africa who had YoY lifts from additional Solo, METT, and Traveler campaigns

- Open rates were up for each market, but click activity was low leading to a decline in CTORs

- 452 bookings and $150K in revenue was generated by tier 2 markets, with France contributing 36% of revenue

	Bookings	YoY	Revenue	YoY
Tier 2	**452**	**-75.5%**	**$150.9 K**	**-82.9%**
SPAIN	98	-82.4%	$38.4 K	-82.8%
FRANCE	101	-79.5%	$53.8 K	-77.8%
SAUDI ARABIA	109	-76.4%	$31.0 K	-89.9%
SOUTH AFRICA	144	-56.9%	$27.7 K	-75.1%

Performance Summary: Tier 3

Sep-Dec 2020

	Delivered	YoY
Tier 3	**10.7 M**	**-6.9%**
ITALY	1.5 M	-27.4%
RUSSIA	1.1 M	+18.7%
TURKEY	257.8 K	+7.3%
QATAR	1.7 M	+5.7%
POLAND	371.3 K	-35.6%
EGYPT	1.7 M	+7.9%
BENELUX	1.9 M	-14.7%
SCANDINAVIA	2.1 M	-5.0%

Open Rate
Time Period: Sep-Dec

■ 2019 ■ 2020

- Italy: 24.6%
- Russia: 21.8%
- Turkey: 22.2%
- Qatar: 20.5%
- Poland: 24.3%
- Egypt: 17.3%
- Benelux: 27.5%
- Scandinavia: 23.9%

CTOR
Time Period: Sep-Dec

■ 2019 ■ 2020

- Italy: 4.1%
- Russia: 5.8%
- Turkey: 3.6%
- Qatar: 3.7%
- Poland: 5.9%
- Egypt: 4.8%
- Benelux: 4.7%
- Scandinavia: 3.4%

Overview:

- Even thought delivery counts were down overall, several markets had YoY lifts

- Open rates were up for each market, except in Russia; Click activity was low leading to a decline in CTORs

- Over 452 bookings and $150K in revenue was generated by tier 3 markets; Russia, Qatar, and Poland had less of a decline

	Bookings	YoY	Revenue	YoY
Tier 3	**484**	**-83.4%**	**$205.0 K**	**-86.6%**
ITALY	56	-89.1%	$19.6 K	-90.8%
RUSSIA	148	-51.6%	$64.1 K	-63.1%
TURKEY	9	-88.9%	$4.4 K	-91.0%
QATAR	25	-74.5%	$19.0 K	-85.7%
POLAND	43	-76.6%	$16.9 K	-67.4%
EGYPT	39	-80.7%	$11.6 K	-89.2%
BENELUX	96	-89.6%	$43.0 K	-90.1%
SCANDINAVIA	68	-88.9%	$26.3 K	-92.9%

Drive Market Solo Engagement

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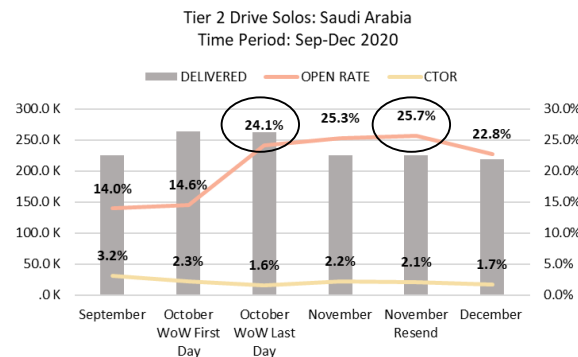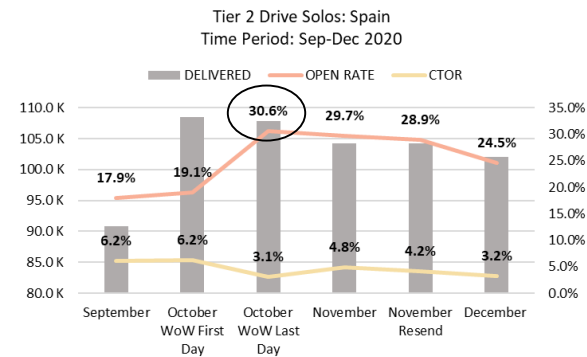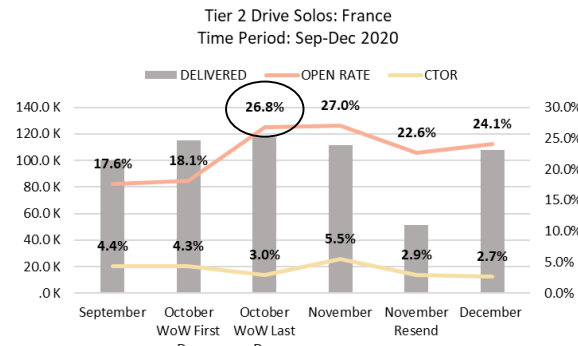BONVOY™ | data axle

Drive Market Solos: Tier 2

Sep-Dec 2020

Overview:

- Resends and reminders drove additional engagement; some rates were higher than months with only one mailing

- Continue resend approach to lift engagement during low periods and/or to promote broader promotions, like Week of Wonders
  - Use personalization tactics and urgency to lift engagement

- December email provided members with a personalized scorecard and informative content and less incentives to click

- Additional audiences were added to the October mailing in South Africa; urgency in last day WoW subject line drove high open rate – strongest for quarter (Sep-Dec 2020)
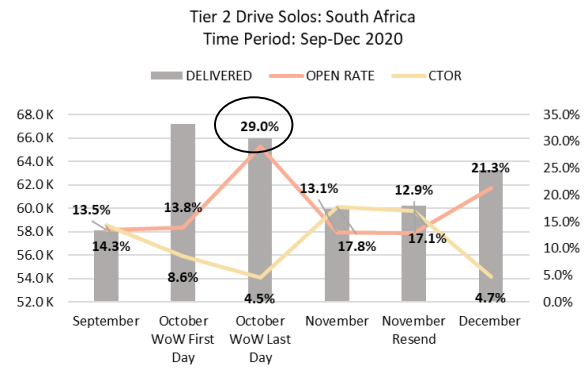
Tier 2 Drive Solos: France
Time Period: Sep-Dec 2020

Tier 2 Drive Solos: Spain
Time Period: Sep-Dec 2020

Tier 2 Drive Solos: Saudi Arabia
Time Period: Sep-Dec 2020

Tier 2 Drive Solos: South Africa
Time Period: Sep-Dec 2020

Drive Market Solos: Tier 2

Sep-Dec 2020

Overview:

- Reminders and resends were successful at driving additional bookings & revenue

Spain	September	October WoW 1	October WoW 2	November	November Resend	December
BOOKINGS	3	1	5	6	6	6
REVENUE	$675	$115	$4.8 K	$2.6 K	$563	$2.0 K

France	September	October WoW 1	October WoW 2	November	November Resend	December
BOOKINGS	6	4	5	6	1	4
REVENUE	$2.3 K	$237	$2.5 K	$5.7 K	$327	$4.2 K

Saudi Arabia	September	October WoW 1	October WoW 2	November	November Resend	December
BOOKINGS	7	1	4	1	7	11
REVENUE	$2.1 K	$328	$1.4 K	$60	$1.3 K	$2.8 K

South Africa	September	October WoW 1	October WoW 2	November	November Resend	December
BOOKINGS	13	9	5	9	9	6
REVENUE	$1.9 K	$1.4 K	$1.2 K	$2.3 K	$1.4 K	$678

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Drive Market Solos In-Language Engagement: Tier 2

Sep-Dec 2020

Overview:

- Open rates increased for all language versions from Oct Week of Wonders #1 to last chance mailing #2; urgency in last chance message helped lift engagement

- British English open rates were lower than other languages, but those that opened were engaged; strong CTORs, low unsub. rates, and generated high revenues in Sept (before resurgence of Covid-19 in some markets)
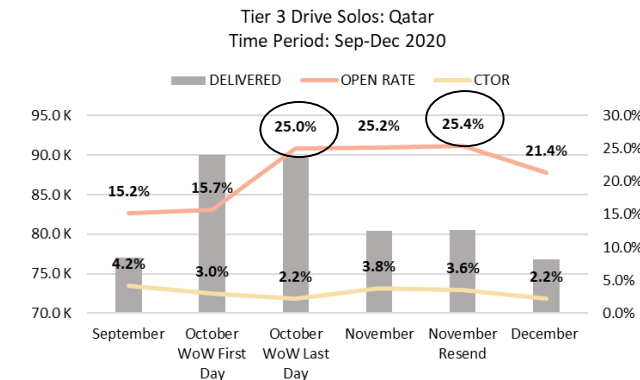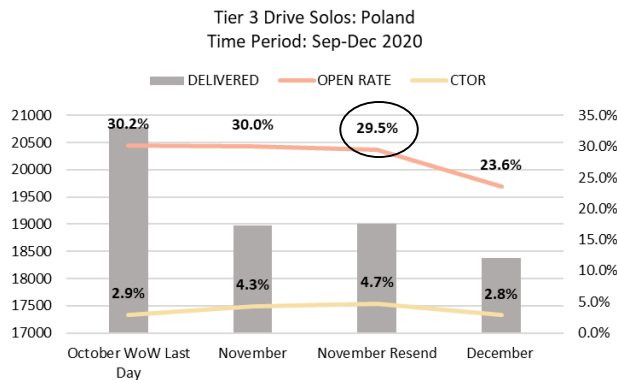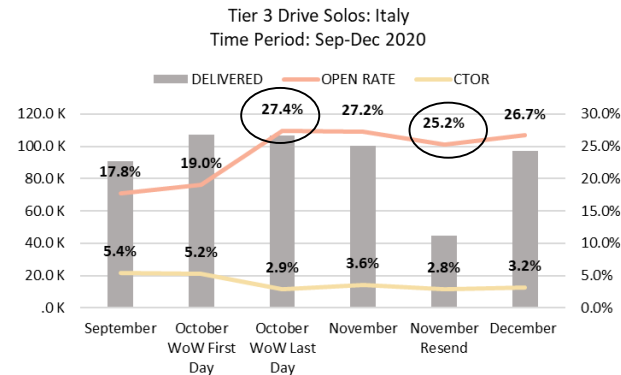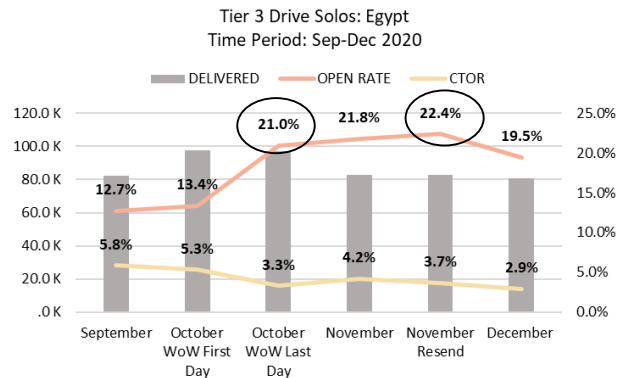
Tier 2	Sept	Oct WoW 1	Oct WoW 2	Nov	Nov Resend	Dec
Delivered						
British English	149.2 K	176.4 K	175.5 K			
English	209.6 K	239.2 K	238.9 K	366.5 K	366.9 K	358.7 K
French	53.2 K	62.1 K	63.7 K	59.7 K		59.5 K
Spanish	63.1 K	76.7 K	76.4 K	74.1 K	74.1 K	73.4 K
Open Rate						
British English	12.4%	12.8%	24.7%			
English	15.6%	16.7%	25.6%	23.2%	23.1%	21.9%
French	19.0%	18.7%	28.4%	29.3%		27.6%
Spanish	18.9%	19.8%	32.2%	31.7%	30.7%	26.2%
CTOR						
British English	6.7%	4.4%	2.6%			
English	4.1%	2.6%	1.9%	4.0%	3.7%	2.4%
French	4.8%	5.8%	3.8%	7.1%		3.0%
Spanish	6.7%	7.5%	3.5%	5.2%	4.5%	3.5%
Unsub Rate						
British English	0.17%	0.16%	0.20%			
English	0.22%	0.22%	0.24%	0.21%	0.27%	0.19%
French	0.29%	0.29%	0.35%	0.30%		0.30%
Spanish	0.22%	0.20%	0.23%	0.21%	0.26%	0.16%
Revenue						
British English	$2.7 K	$889	$1.9 K			
English	$2.3 K	$1.2 K	$653	$3.7 K	$3.1 K	$5.1 K
French	$1.9 K		$2.5 K	$4.8 K		$2.6 K
Spanish	$74		$4.8 K	$2.1 K	$477	$2.0 K

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Drive Market Solos: Tier 3

Sep-Dec 2020

Overview:

- Resends and reminders drove additional engagement; some rates were higher than months with only one mailing
- Continue resend approach to lift engagement during low periods and/or to promote broader promotions, like Week of Wonders
  - Use personalization tactics and urgency to lift engagement
- December email provided members with a personalized scorecard and informative content and less incentives to click
- Resurgence of the pandemic in select markets impacted click activity after Sept. mailing

Tier 3 Drive Solos: Egypt
Time Period: Sep-Dec 2020

Tier 3 Drive Solos: Italy
Time Period: Sep-Dec 2020

Tier 3 Drive Solos: Poland
Time Period: Sep-Dec 2020

Tier 3 Drive Solos: Qatar
Time Period: Sep-Dec 2020

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Drive Market Solos: Tier 3 (cont.)

Sep-Dec 2020

Tier 3 Drive Solos: Russia
Time Period: Sep-Dec 2020

Legend: DELIVERED — OPEN RATE — CTOR

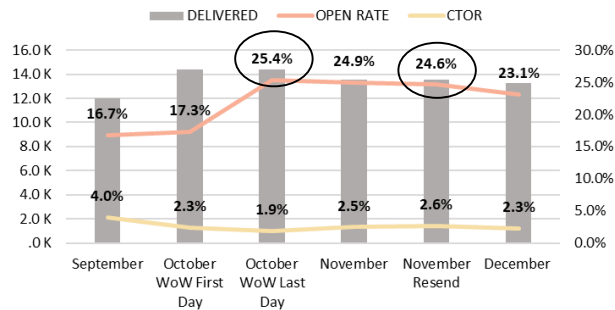|	September	October WoW First Day	October WoW Last Day	November	November Resend	December
OPEN RATE	16.8%	14.1%	22.1%	21.8%	22.1%	19.5%
CTOR	8.7%	8.7%	6.5%	8.5%	7.5%	5.1%
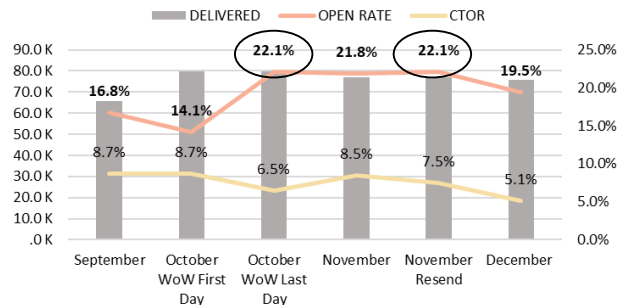
Tier 3 Drive Solos: Turkey
Time Period: Sep-Dec 2020

Legend: DELIVERED — OPEN RATE — CTOR

	September	October WoW First Day	October WoW Last Day	November	November Resend	December
OPEN RATE	16.7%	17.3%	25.4%	24.9%	24.6%	23.1%
CTOR	4.0%	2.3%	1.9%	2.5%	2.6%	2.3%

Tier 3 Drive Solos: Benelux
Time Period: Sep-Dec 2020

Legend: DELIVERED — OPEN RATE — CTOR

	September	October WoW First Day	October WoW Last Day	December
OPEN RATE	21.2%	23.4%	30.9%	27.8%
CTOR	4.8%	3.2%	2.3%	2.7%
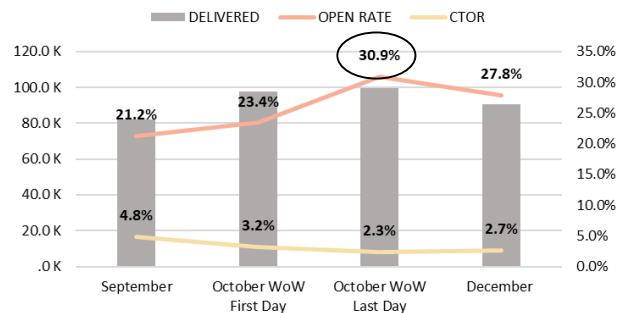
Tier 3 Drive Solos: Scandinavia
Time Period: Sep-Dec 2020

Legend: DELIVERED — OPEN RATE — CTOR

	September	October WoW First Day	October WoW Last Day	November	November Resend	December
OPEN RATE	17.9%	19.9%	27.2%	27.2%	27.5%	24.8%
CTOR	3.8%	2.5%	1.9%	2.4%	1.9%	1.9%

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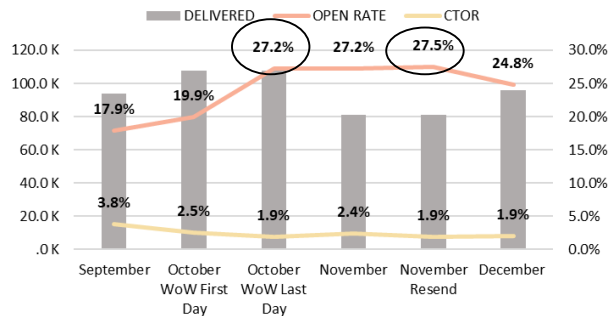
Drive Market Solos: Tier 3

Sep-Dec 2020

Overview:

- Reminders and resends were effective at driving additional bookings & revenue for some Tier 3 markets

Egypt	September	October WoW 1	October WoW 2	November	November Resend	December
BOOKINGS	1	0	2	0	1	0
REVENUE	$86.00	$0.00	$116.50	$0.00	$3.2 K	$0.00

Italy	September	October WoW 1	October WoW 2	November	November Resend	December
BOOKINGS	7	7	1	1	0	1
REVENUE	$1.4 K	$165	$86	$2.0 K	$0	$1.1 K

Poland	September	October WoW 1	October WoW 2	November	November Resend	December
BOOKINGS	0	0	0	0	0	2
REVENUE	$0	$0	$0	$0	$0	$1.6 K

Qatar	September	October WoW 1	October WoW 2	November	November Resend	December
BOOKINGS	3	1	1	2	4	0
REVENUE	$355	$0	$54	$8.5 K	$1.7 K	$0

Drive Market Solos: Tier 3

Sep-Dec 2020

Overview:

- Reminders and resends were successful at driving additional bookings & revenue

Russia	September	October WoW 1	October WoW 2	November	November Resend	December
BOOKINGS	11	14	12	11	13	9
REVENUE	$4.0 K	$2.6 K	$5.5 K	$2.0 K	$6.7 K	$1.3 K

Turkey	September	October WoW 1	October WoW 2	November	November Resend	December
BOOKINGS	0	0	0	0	0	0
REVENUE	$0	$0	$0	$0	$0	$0

Benelux	September	October WoW 1	October WoW 2	November	November Resend	December
BOOKINGS	7	5	6	0	0	4
REVENUE	$4.6 K	$1.1 K	$1.6 K	$0	$0	$2.6 K

Scandinavia	September	October WoW 1	October WoW 2	November	November Resend	December
BOOKINGS	5	4	3	1	0	3
REVENUE	$2.9 K	$1.6 K	$895	$163	$0	$667

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Drive Market Solos In-Language Engagement: Tier 3

Sep-Dec 2020

Overview:

- 21.3K additional emails were sent for the last chance Oct Week of Wonders email than the initial email for Tier 3
  - Additional audiences helped lift engagement along with urgency messaging

- Russian version openers were highly engaged in the content, but also have high unsub. rates; continue to monitor and look for ways to improve relevancy

Tier 3	Sept	Oct WoW 1	Oct WoW 2	Nov	Nov Resend	Dec
Delivered						
British English	155.6 K	184.8 K	193.2 K			
English	266.3 K	309.4 K	320.2 K	360.0 K	360.1 K	455.2 K
French			2.4 K			
Italian	50.0 K	59.9 K	59.6 K	55.7 K		54.8 K
Russian	31.9 K	40.2 K	40.2 K	38.6 K	38.6 K	38.9 K
Open Rate						
British English	15.9%	16.8%	26.1%			
English	17.1%	18.2%	25.5%	24.5%	24.7%	22.7%
French			32.4%			
Italian	18.4%	19.8%	28.1%	28.5%		30.7%
Russian	19.2%	15.7%	24.7%	24.8%	25.0%	23.5%
CTOR						
British English	4.6%	3.7%	2.4%			
English	4.6%	2.9%	2.3%	3.4%	3.1%	2.5%
French			4.3%			
Italian	5.9%	7.2%	3.5%	4.1%		3.6%
Russian	11.7%	13.0%	9.8%	12.0%	10.6%	6.6%
Unsub Rate						
British English	0.29%	0.31%	0.29%			
English	0.29%	0.31%	0.30%	0.24%	0.36%	0.21%
French			0.47%			
Italian	0.30%	0.34%	0.29%	0.33%		0.21%
Russian	0.41%	0.34%	0.43%	0.34%	0.42%	0.24%
Revenue						
British English	$481		$274			
English	$7.9 K	$2.8 K	$7.8 K	$10.7 K	$10.0 K	$5.5 K
French						
Italian	$1.1 K	$165				$1.1 K
Russian	$3.8 K	$2.5 K	$93	$2.0 K	$1.6 K	$573

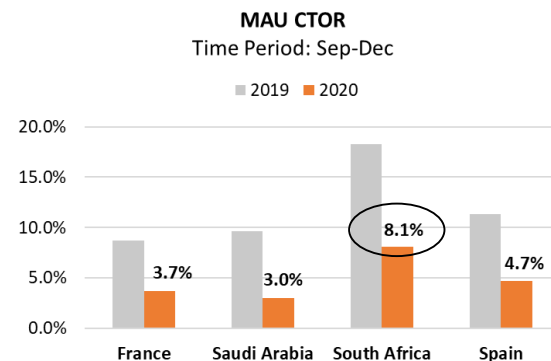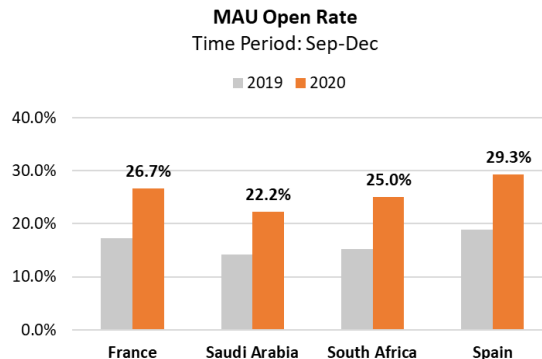# MAU Engagement

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MAU Engagement: Tier 2

Sep-Dec 2020 (All Language Versions)

Overview:

- South Africa performance was strong across all KPIs; they generated just as many bookings as Saudi Arabia

- Open rates were up YoY for all markets, but click activity was not enough to lift CTORs

	DELIVERED	OPEN RATE	CTR	CTOR	UNSUB RATE	BOOKINGS	REVENUE
Tier 2	**2.2 M**	**24.8%**	**1.0%**	**4.2%**	**0.21%**	**119**	**$36.6 K**
FRANCE	444.1 K	26.7%	1.0%	3.7%	0.28%	13	$5.2 K
SAUDI ARABIA	1.0 M	22.2%	0.7%	3.0%	0.18%	39	$12.1 K
SOUTH AFRICA	262.3 K	25.0%	2.0%	8.1%	0.19%	39	$7.6 K
SPAIN	418.1 K	29.3%	1.4%	4.7%	0.24%	28	$11.7 K

MAU Open Rate
Time Period: Sep-Dec

MAU CTOR
Time Period: Sep-Dec

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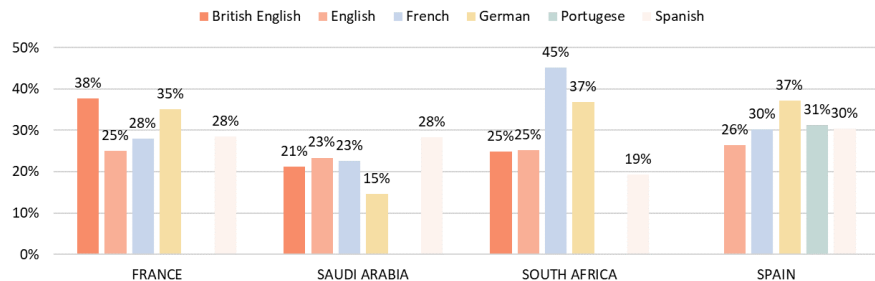
MAU In-Language Engagement: Tier 2

Sep-Dec 2020

Overview:

- English was in the top 2 languages for all markets, followed by British English, French, or Spanish

- German continued to have a strong open rate in markets that had significant audience sizes; openers in Saudi Arabia and S. Africa were least engaged in content (0% CTORs)

Delivered	France	Saudi Arabia	South Africa	Spain
British English	421	521.5 K	175.8 K	180
English	202.1 K	507.9 K	86.4 K	121.6 K
German	522	48	57	414
French	239.8 K	181	42	516
Spanish	745	60	26	294.9 K
Chinese Simplified	171	24	20	64
Portuguese	125	6	8	221
Italian	156	7	4	142
Japanese	94	12	4	28
Grand Total	**444.1 K**	**1.0 M**	**262.3 K**	**418.1 K**

Top 5 Languages by Delivered Counts:
Open Rates
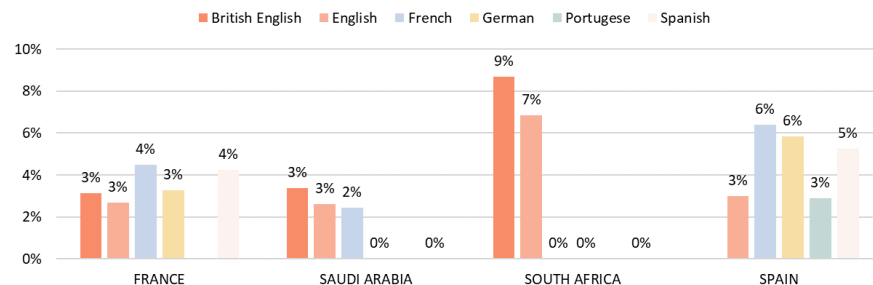
Top 5 Languages by Delivered Counts:
CTOR

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MAU Engagement: Tier 3

Sep-Dec 2020

	DELIVERED	OPEN RATE	CTR	CTOR	UNSUB RATE	BOOKINGS	REVENUE
Tier 3	**2.2 M**	**25.4%**	**1.0%**	**3.8%**	**0.27%**	**94**	**$39.8 K**
EGYPT	339.4 K	19.5%	1.0%	5.3%	0.14%	15	$4.0 K
ITALY	410.0 K	26.9%	0.9%	3.5%	0.31%	11	$2.5 K
POLAND	80.4 K	27.1%	1.2%	4.3%	0.22%	4	$1.0 K
QATAR	340.1 K	23.4%	1.0%	4.1%	0.18%	8	$6.7 K
RUSSIA	227.6 K	22.2%	1.1%	4.9%	0.36%	17	$3.2 K
TURKEY	50.8 K	24.4%	0.8%	3.4%	0.11%	4	$1.8 K
BENELUX	378.3 K	30.7%	1.1%	3.5%	0.34%	24	$14.5 K
SCANDINAVIA	401.7 K	27.0%	0.7%	2.6%	0.32%	11	$6.0 K

Overview:

- Open rates were up YoY for all markets, except Russia (-2.3 pts. YoY)

- Benelux had the strongest open rate and generated the more bookings

- Click activity was lower than previous periods resulting in low CTORs

MAU Open Rate
Time Period: Sep-Dec

2019   2020

MAU CTOR
Time Period: Sep-Dec

2019   2020

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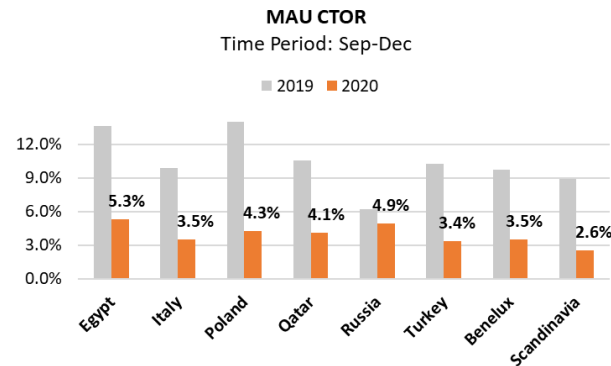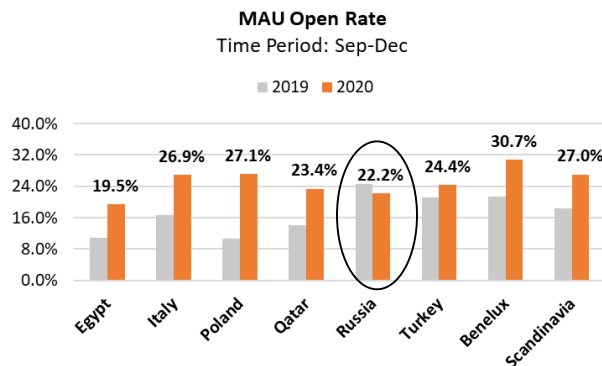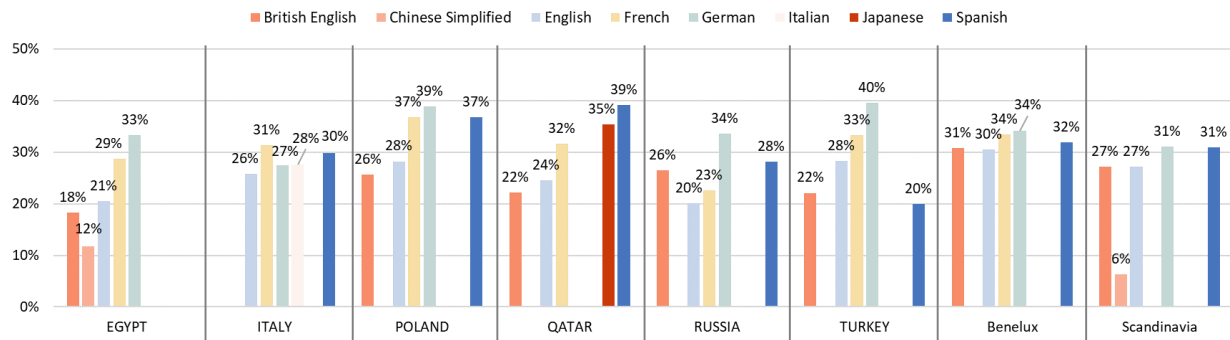
MAU In-Language Engagement: Tier 3

Sep-Dec 2020

Overview:

- English and British English were the top 2 languages for most markets, except in Italy where Italian is #2

- Open rates were consistently low for locations with Chinese translations; consider engaging in other communication channels

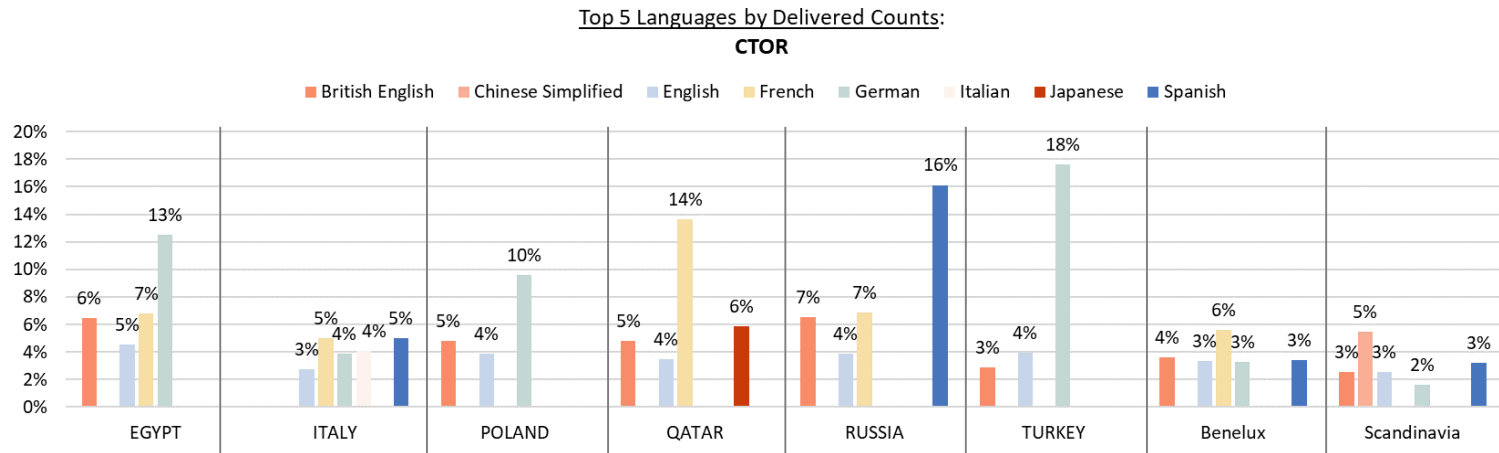| Delivered	Egypt	Italy	Poland	Qatar	Russia	Turkey	Benelux	Scandinavia
English	185.8 K	180.2 K	45.7 K	178.1 K	151.7 K	18.6 K	233.2 K	243.1 K
British English	153.3 K	427	34.4 K	161.6 K	75.3 K	32.1 K	131.9 K	154.7 K
French	153	507	38	139	128	24	10.1 K	102
German	48	564	188	28	170	43	2.2 K	791
Chinese Simplified	17	160	12	16	62	2	108	2.6 K
Spanish	16	803	38	69	110	25	461	301
Italian	2	227.2 K	13	34	40	0	177	22
Japanese	2	57	8	48	18	4	95	52
Portuguese	2	70	10	14	6	0	63	26
Grand Total	**339.4 K**	**410.0 K**	**80.4 K**	**340.1 K**	**227.6 K**	**50.8 K**	**378.3 K**	**401.7 K**

Top 5 Languages by Delivered Counts:
Open Rates

MAU In-Language Engagement: Tier 3 (continued)

Sep-Dec 2020

- German openers were highly engaged in content with CTORs as high as 18%, followed by French openers

- Spanish engagement was strong in Russia

Top 5 Languages by Delivered Counts:
CTOR

■ British English ■ Chinese Simplified ■ English ■ French ■ German ■ Italian ■ Japanese ■ Spanish

	EGYPT	ITALY	POLAND	QATAR	RUSSIA	TURKEY	Benelux	Scandinavia
British English	6%		5%	5%	7%	3%	4%	3%
Chinese Simplified								5%
English	5%	3%	4%	4%	4%	4%	3%	3%
French	7%	5%		14%	7%		6%	
German	13%	4%	10%			18%	3%	2%
Italian		4%						
Japanese				6%				
Spanish		5%			16%		3%	3%

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METT Engagement

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METT Engagement: Tier 2
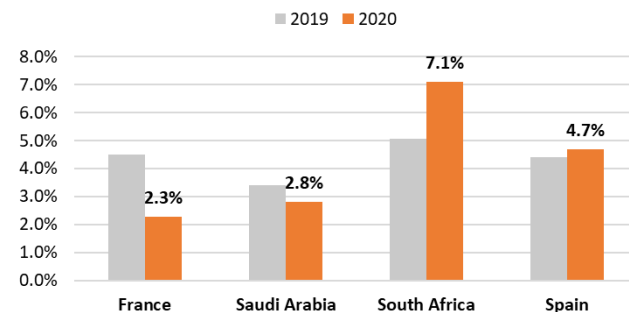
Sep-Dec 2020

Overview:

- France deliveries were down 50% YoY, but all other markets had significant increases
  - Saudi Arabia +55% YoY
  - South Africa +254% YoY
  - Spain +256% YoY

- Open activity was lower than previous periods, but clicks were up for South Africa and Spain YoY

	DELIVERED	OPEN RATE	CTR	CTOR	UNSUB RATE	BOOKINGS	REVENUE
Tier 2	**939.1 K**	**15.3%**	**0.7%**	**4.3%**	**0.05%**	**23**	**$6.8 K**
FRANCE	58.3 K	17.7%	0.4%	2.3%	0.00%	1	$.2 K
SAUDI ARABIA	437.6 K	15.4%	0.4%	2.8%	0.03%	4	$.2 K
SOUTH AFRICA	291.3 K	12.7%	0.9%	7.1%	0.04%	10	$5.2 K
SPAIN	152.0 K	19.0%	0.9%	4.7%	0.12%	8	$1.2 K

METT Tier 2 Open Rate
Time Period: Sep-Dec

■ 2019 ■ 2020
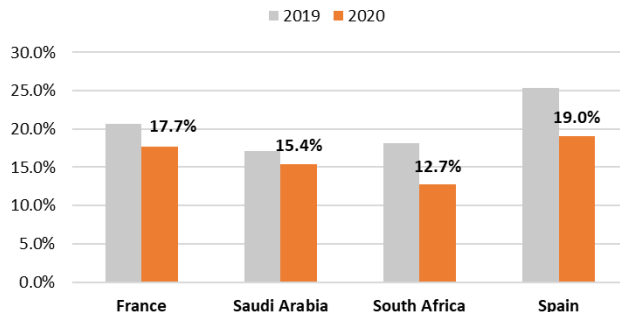
METT Tier 2 CTOR
Time Period: Sep-Dec

■ 2019 ■ 2020

METT Best Performing Content: Tier 2

Sep-Dec 2020

Overview:

- Welcome back offer and Homes & Villas content generated the most clicks of all content Sep-Dec 2020 in Tier 2

- New template and module types will provide better test & learn opportunities, as well as improved tracking & reporting
  - Investigate quarterly test opportunities for 2021; leverage Solo learnings to improve engagement

Content	Clicks
Welcome Back	**1,145**
HVMI	**805**
KSA MILUX OFFER	445
REDISCOVER SPAIN	215
City Break	142
TENERIFE	128
THE WESTIN PALACE MADRID	81
Week of Wonders	79
HOTEL ARTS BARCELONA	70
Global Promo	55
Views with a bonus	55

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METT Engagement: Tier 3

Sep-Dec 2020

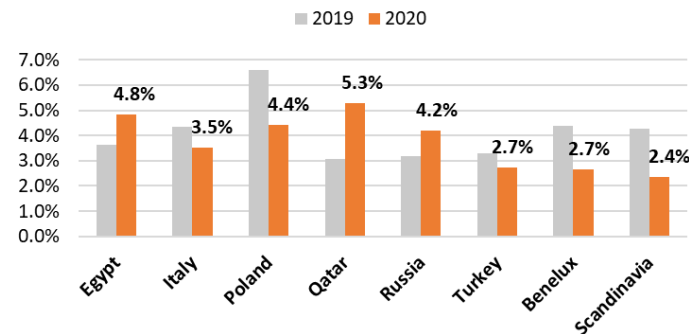|	DELIVERED	OPEN RATE	CTR	CTOR	UNSUB RATE	BOOKINGS	REVENUE
Tier 3	**1.1 M**	**18.2%**	**0.7%**	**3.6%**	**0.03%**	**41**	**$30.6 K**
EGYPT	243.1 K	12.9%	0.6%	4.8%	0.05%	2	$224
ITALY	18.6 K	19.2%	0.7%	3.5%	0.00%	0	$0
POLAND	34.3 K	21.0%	0.9%	4.4%	0.12%	10	$2.7 K
QATAR	234.2 K	14.9%	0.8%	5.3%	0.04%	3	$1.0 K
RUSSIA	54.0 K	30.1%	1.3%	4.2%	0.15%	11	$20.3 K
TURKEY	35.0 K	16.6%	0.4%	2.7%	0.05%	0	$0
Benelux	230.5 K	22.8%	0.6%	2.7%	0.00%	6	$1.6 K
Scandinavia	207.5 K	19.7%	0.5%	2.4%	0.00%	9	$4.9 K

Overview:

- Delivered counts were up YoY for all markets, except Italy (-55% YoY)

- Russia had the highest open rate and was the only market with a YoY increase; CTOR was also up YoY

- Click activity was higher YoY for Africa and Qatar, but down for other markets

METT Tier 3 Open Rate
Time Period: Sep-Dec
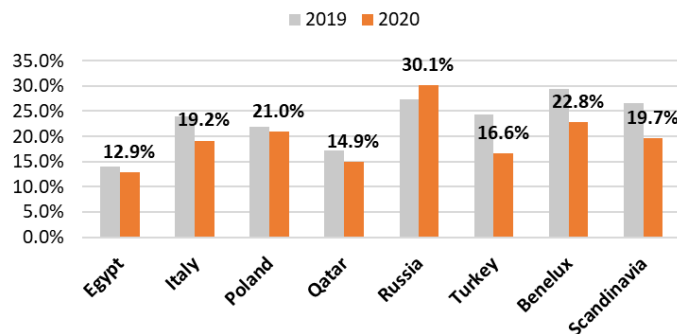
METT Tier 3 CTOR
Time Period: Sep-Dec

METT Best Performing Content: Tier 3

Sep-Dec 2020

Overview:

- Welcome back offer and Doha Food Festival content generated the most clicks of all content Sep-Dec 2020 in Tier 3

- New template and module types will provide better test & learn opportunities, as well as improved tracking & reporting
  - Investigate quarterly test opportunities for 2021; leverage Solo learnings to improve engagement

Content	Clicks
Welcome Back offer	**1,069**
Doha Food Fest	**781**
City Breaks	270
Resorts and Hotels in Portugal	211
Rediscover Italy	163
Homes & Villas	125
Global Promo	112
Bespoke Packages	88
Escape To Krakow	81
Members Week	65
Russia Luxury Collection	55
Marriott Moscow	28
More Cravings	22

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Thank You!

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