

Q4 2021 Performance Review

+ January 2022

February 17, 2022



Today, we will discuss...

- Q4 Performance & Engagement Trends
- January 2022 Performance Summary
- Recommendations
- Next Steps



Q4 2021 Performance Summary & Engagement Trends

October 2021

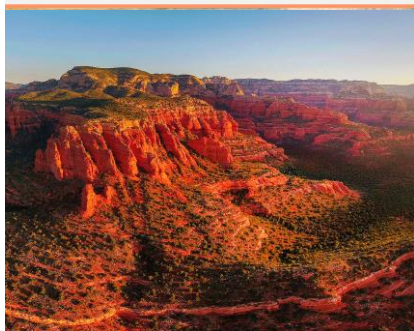
Wellness & the Outdoors

KAITLIN MARRIOTT BONVOY TRAVELER. FIND & RESERVE

Relax and Reconnect With Mother Nature

Kaitlin, when we spend time outdoors immersed in nature, our spirits feel replenished and strengthened. Whether you enjoy listening to the sound of waves crashing on a beach or hiking mountain trails with scenic views, we're sharing some of the [top places to visit to find zen moments outside](#).

-Robin Bennefield, Editor-in-Chief, Marriott Bonvoy Traveler



Beach vs. Mountains: Where Will You Find Wellness?

See All 6

November 2021

Holiday Escapes

KAITLIN MARRIOTT BONVOY TRAVELER. FIND & RESERVE

Kaitlin, Meet Your Holiday Travel Planner

Cue the family, friends, and food — it's holiday season! What better way to reconnect with the people and places that you love than through travel? Whether you prefer a warm weather getaway or a cozy staycation, [our quiz can help you discover your dream holiday escape](#).

-Robin Bennefield, Editor-in-Chief, Marriott Bonvoy Traveler



What's Your Ideal Holiday Escape?

Take the Quiz

December 2021

Where to Travel Next

KAITLIN MARRIOTT BONVOY TRAVELER. FIND & RESERVE

New Year, New Travel Experiences.

Kaitlin, as we look ahead to 2022, we look forward to reconnecting with travel in more meaningful ways. But where to go? We've curated a list of the [best places to explore throughout 2022](#), near and far. Let's make this the year we celebrate the places that inspired us to see the world anew.

-Robin Bennefield, Editor-in-Chief, Marriott Bonvoy Traveler



Here's Where to Travel Next Year

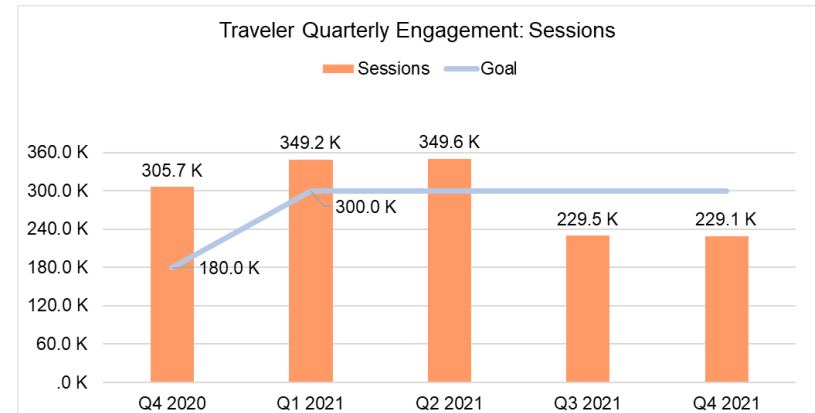
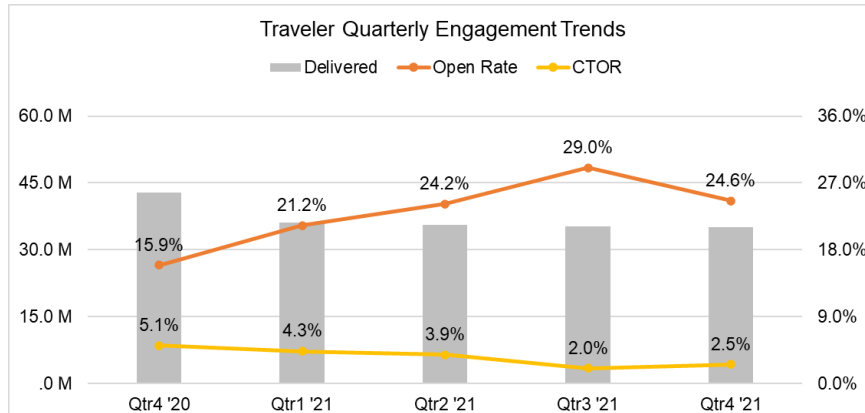
See 200+ Ideas

Stronger Click Activity QoQ; Opens Impacted by Industry Changes

- Open counts understated after Apple iOS update in September; makes open and CTO rates unreliable KPIs – this change impacted all Bonvoy emails
- Click activity improved QoQ; Dec. clicks +43% MoM lifted quarterly click rates
- Q4 data issues impacted unsub rates; removed until issues are corrected
- Session activity steady QoQ, but still below 2021 goal
- Update both email & online goals in 2022; recommend shifting primary email KPI to CTR and continuing to monitor unsub. rate for audience health

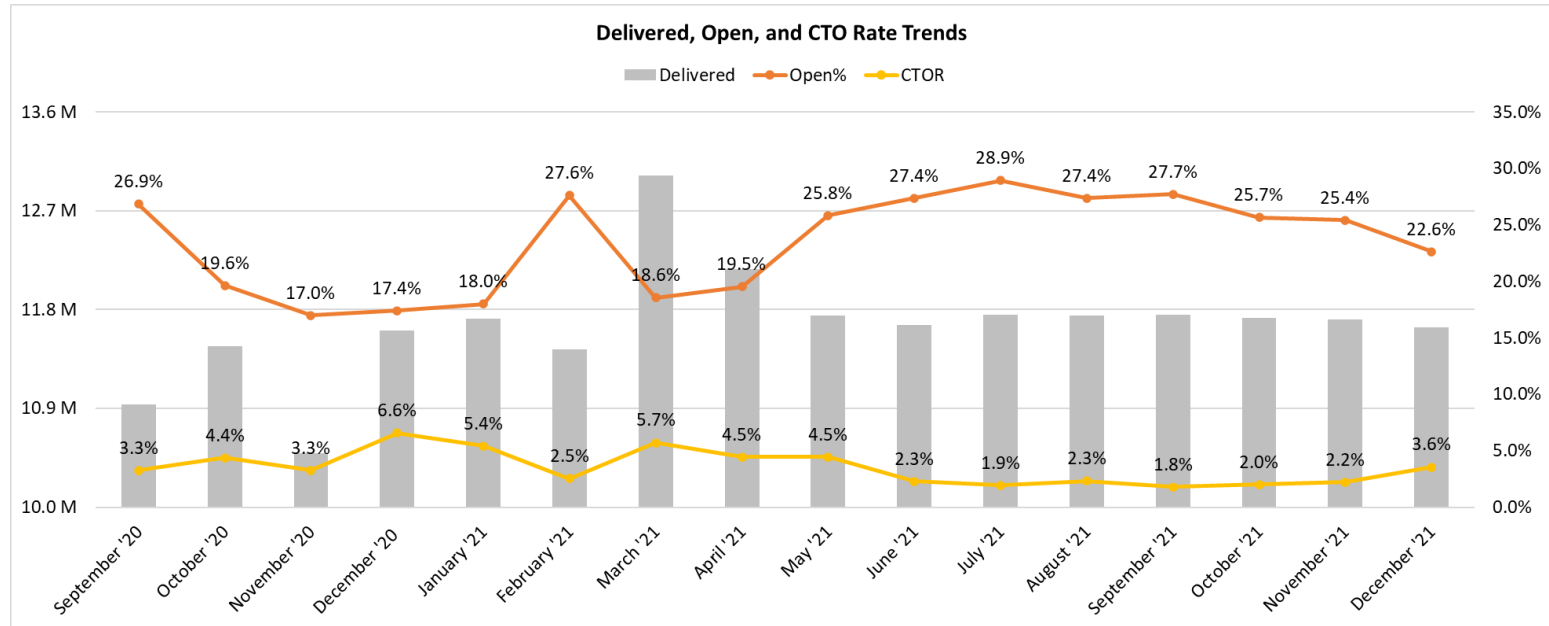
Metrics	Q4 2021	YoY	QoQ	vs. Goal
Delivered*	35.1 M	-18.2%	-0.5%	
<i>Open</i>	8.6 M	+26.3%	-15.8%	
<i>Open Rate</i>	24.6%	+8.7 pts.	-4.4 pts.	+4.6 pts
Click	218.9 K	-36.8%	+5.4%	
CTR	0.62%	-0.18 pts.	+0.04 pts.	
<i>CTOR</i>	2.5%	-2.5 pts.	+0.5 pts.	-2.5 pts.
Unsub. Rate	--	---	--	
Revenue	\$260.9 K	-7.3%	-8.9%	

*Source: Google Analytics



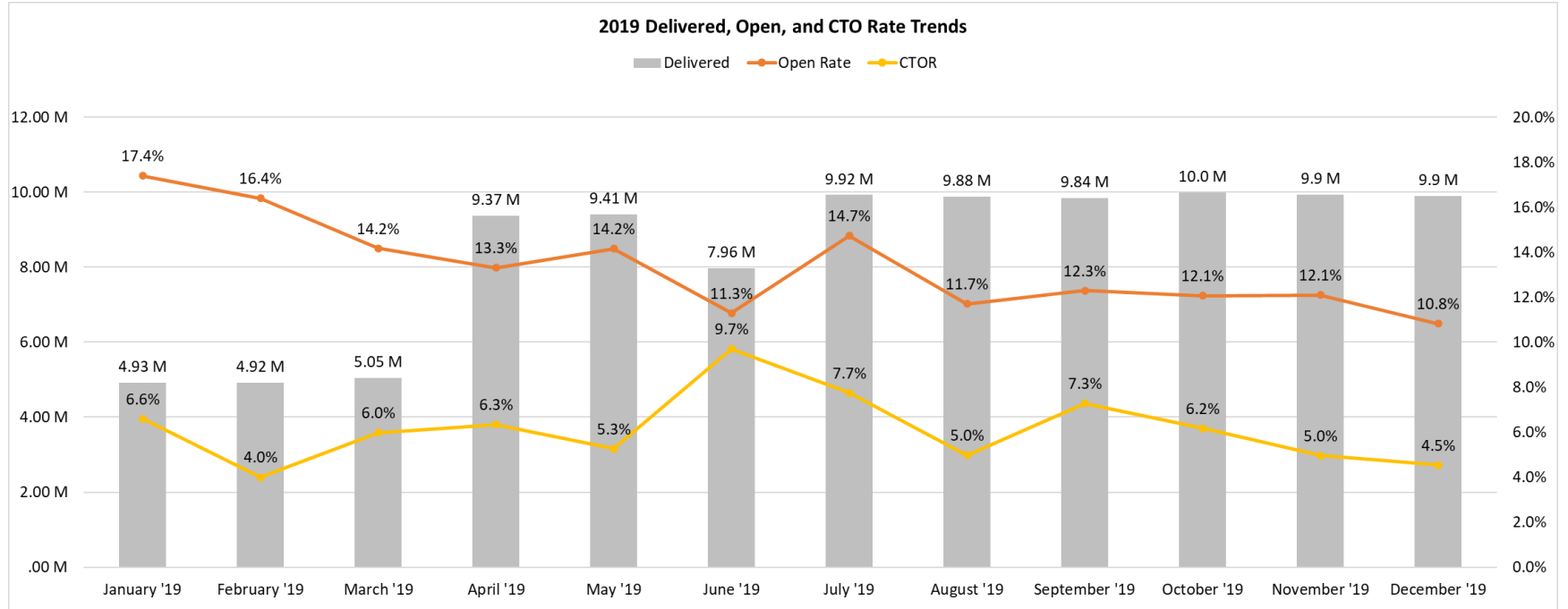
Engagement Trends Impacted by Apple Update & Seasonality

Open rate trends in Q4 consistent with 2020 and 2019; seasonal declines consistent with other Bonvoy mailings



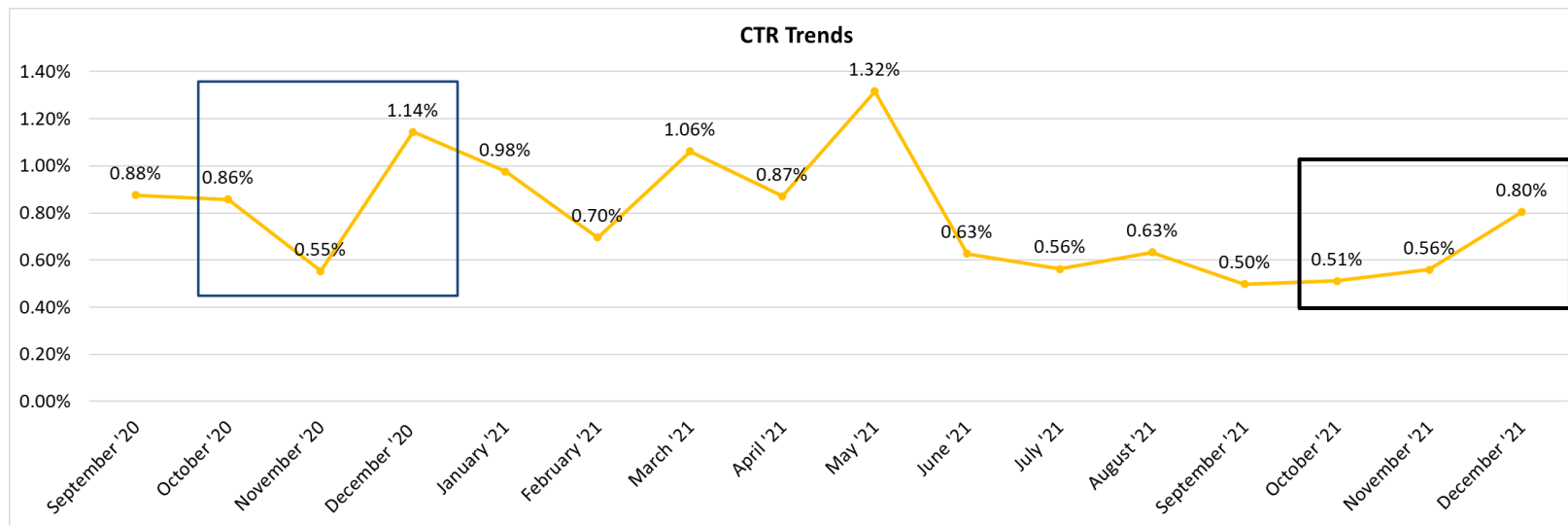
For Comparison:

Traveler 2019 Engagement Trends



CTR Rebounded In December (+0.25 pts. MoM); Seasonal Trend

Dec engagement was distributed across several modules from hero to Year-Round travel



Consistent Quarterly Engagement Trends For All Levels

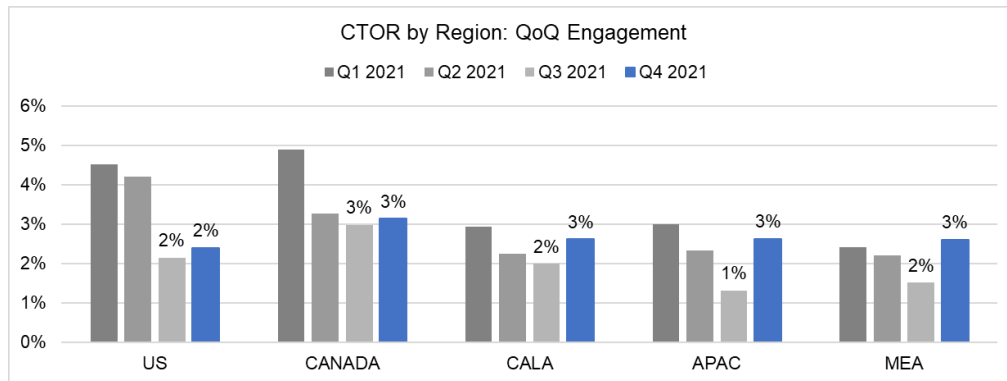
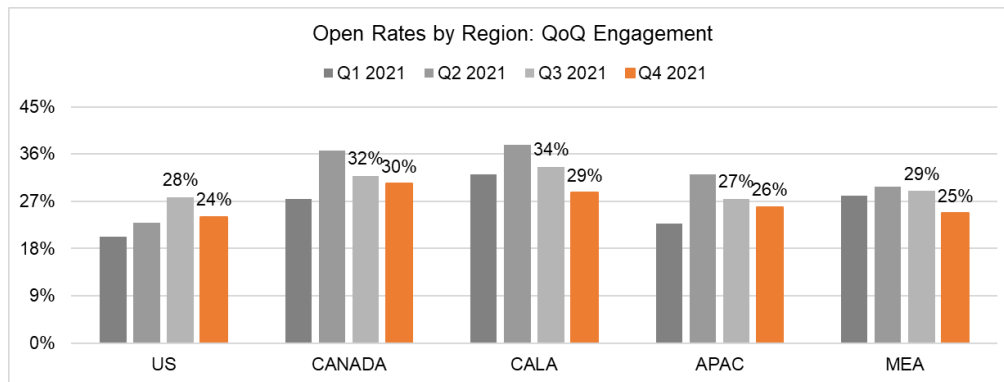
- Fewer deliveries for most levels QoQ
 - Non-member counts decreased more than others
 - Additional Basics pulled in to meet monthly send cap
- Open rate decline tied to Apple update and not tracking the opens from that audience
- Positive lift in CTRs for all levels
- Partnering with Bonvoy on using 3rd party data to enhance targeting criteria (timing TBD); can use data to enhance personalization (available now)

Q4 2021 (QoQ)	Delivered	Open Rate	CTOR	CTR
Non-member	19.4 K -39%	69.3% - 17.0 pts.	1.1% +0.3 pts.	0.73% +0.11 pts.
Basic	27.8 M +1%	24.2% - 3.8 pts.	2.1% +0.5 pts.	0.51% +0.05 pts.
Silver	3.0 M -1%	24.9% - 5.5 pts.	3.4% +0.7 pts.	0.84% +0.02 pts.
Gold	3.1 M -5%	26.4% - 6.4 pts.	4.1% +0.9 pts.	1.09% +0.02 pts.
Platinum	607.5 K -13%	27.2% - 7.6 pts.	5.8% +1.5 pts.	1.59% +0.09 pts.
Titanium	562.1 K -19%	27.4% - 8.4 pts.	6.0% +1.5 pts.	1.63% +0.04 pts.
Ambassador	68.1 K -19%	25.5% - 8.8 pts.	5.2% +1.5 pts.	1.31% +0.06 pts.

Consistent Quarterly Engagement Trends In All Regions

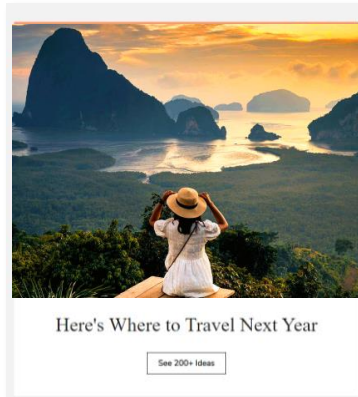
- Open rates were down QoQ in all regions; Canada and APAC had the least decline of up to 2 pts.
- CTORs were near flat for U.S. and Canada; stronger improvements seen in other regions
- Started mailing Europe residences in Dec '21
 - Stats: Delivered 560K, O/R 20%, CTOR 7%, CTR 1.4%
 - Will continue to monitor engagement trends

Delivered	Q4 2021	QoQ
US	28.1 M	-1.5%
CANADA	2.2 M	-14.0%
CALA	350.2 K	+6.0%
APAC	2.7 M	-0.6%
MEA	1.1 M	+4.4%
Total	34.5 M	-2.1%



Q4 2021:Top Performing Content

Hero Modules



Dec. Hero: New Year theme
Most clicked article in Q4
(21K clicks)



Nov. Hero: Holiday Travel theme
Greatest % of clicks in Q4
Engaging hero design
(24% of clicks)

Secondary Modules



Nav Bars
Consistently #2 most clicked
(Oct was #1)



Dec. Year-Round Travel
New module drove #3 most clicked

Nov. All-Inclusive
Strong performer
(19% of clicks)

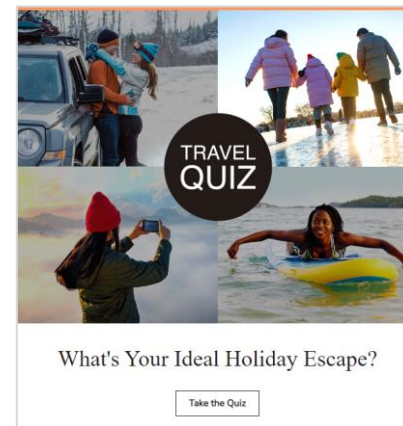


Oct. Outdoors
Strong performer
(19% of clicks)

List Headline Drove More Clicks

- November '21 headline test resulted in list approach driving more clicks and higher CTR
- Continue testing for performance patterns
- Audience was randomly split into 3; tested 3 headline options:
 - V1: **What's Your Ideal Holiday Escape?**
 - V2: **Find Your Perfect Getaway**
 - V3: **Staycation? Road Trip? All-Inclusive? What's Your Ideal Holiday Escape?**

Winner ★



Headline Versions	Delivered	Open Rate	Headline Clicks	Headline Clicks Lift	Headline CTR	Headline CTR Lift
V3: Staycation? Road Trip? All-Inclusive? What's Your Ideal Holiday Escape?	3,827,284	25.0%	26,201	---	0.68%	---
V1: What's Your Ideal Holiday Escape?	3,925,552	25.1%	21,101	+24.2% (SS)	0.54%	+0.15 pts. (SS)
V2: Find Your Perfect Getaway	3,958,748	26.2	18,156	+44.3% (SS)	0.46%	+0.23 pts. (SS)

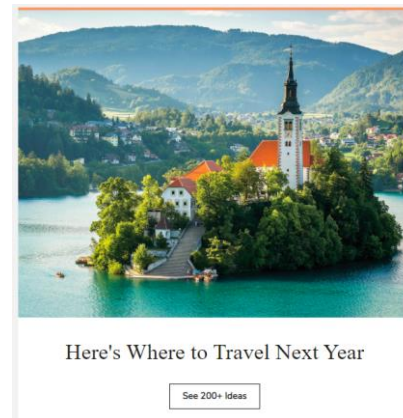
All results were statistically significant (SS) with 99% confidence

Both Hero Options Engaged Openers

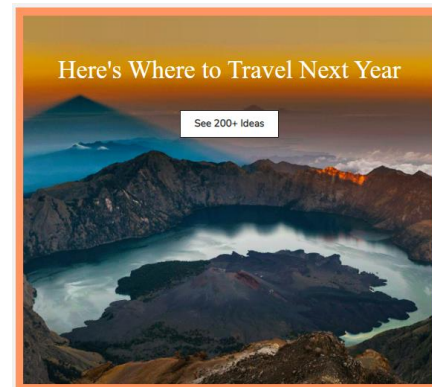
- December '21 hero test resulted in near flat engagement – slight lift with Challenger
- Audience was randomly split 50/50
- Click counts and CTR were slightly higher with Challenger version
 - Both generated the same # of bookings: Control 14 and Challenger 13
- Continue testing for performance patterns

Hero Versions	Delivered	Open Rate	Hero Clicks	Hero Clicks Lift	Hero CTR	Hero CTR Lift
Control	5,820,373	22.5%	14,202		0.80%	
Challenger	5,816,177	22.7%	15,941	+1.5%	0.81%	+0.01 pts.

Control



Challenger



Q4 Engagement Heat Maps

(U.S. Version)

% of Module Clicks	Oct Wellness & Outdoors	Nov Holiday Escapes	Dec Where to Travel Next (Year)
Header	5.9%	9.9%	16.5%
Intro Copy	3.8%	2.7%	5.9%
Hero	22.9%	24.6%	16.7%
Banner	0.6%	2.0%	4.8%
Nav Bar	21.8%	19.7%	17.3%
Banner	0.9%	1.4%	1.0%
Curated A	18.6%	18.6%	11.0%
Banner	---	0.4%	---
Curated B	3.2%	2.1%	6.8%
Banner	---	---	0.2%
Curated C	8.5%	4.9%	13.3%
Reading List	1.6%	3.9%	---
Podcast/Instagram	1.5%	1.7%	0.9%
Footer	10.7%	10.8%	5.7%

- Increase in header clicks from new readers (16.4%); clicks were the split between profile icon and find/reserve
- Highest Intro copy engagement all year; copy equally engaged all readers "...best places to travel in 2022"
- Clicks were distributed throughout in December; the Year-Round travel module in Curated C was #3 most clicked – continue in '22
- Nav Bar continues to engage readers; pulling clicks from other modules
- Yacht Collection banner in Dec drove more engagement than other banners in Q4

January 2022 Performance Summary

Example Creative: January 22, 2022

T Theme: Dream Worthy Travel (U.S. Version)

Subject lines are optimized using PCIQ tech:

SL 1 (Question): Tim, are you dreaming of an island getaway?

SL 2 (How To): How to Make Your Dream Trip a Reality

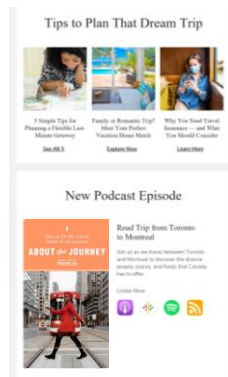
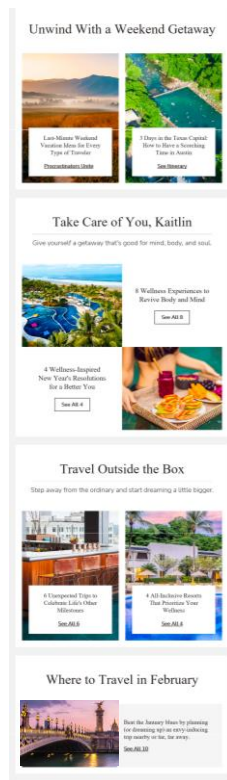
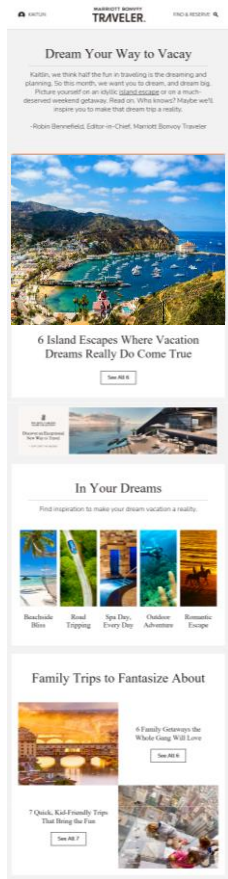
SL 3 (Listicle): 6 Island Escapes Where Dreams Really do Come True

SL 4 (Intrigue): In Your Dreams, Tim

SL 5 (Authority): Your Guide to Dreamy Island Escapes








SL 6 (Solution): Looking forward to a getaway, Tim? Start dreaming of these 6 island escapes.

PH: Inside: Tips to protect your trip, family travel inspiration, unexpected getaways, and more



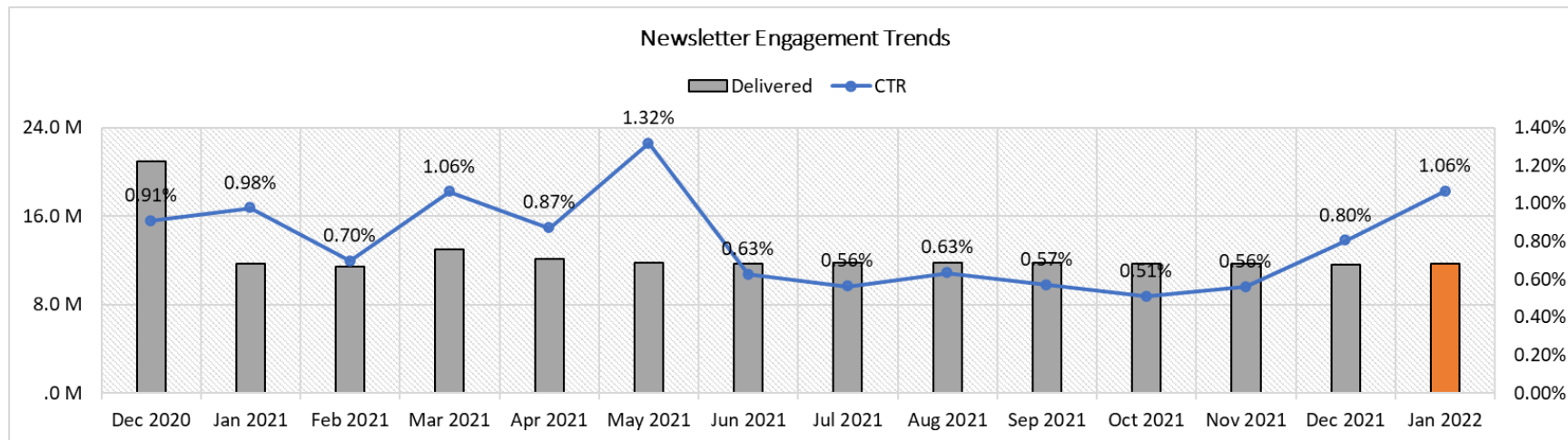
Performance Summary:

- Positive January email engagement with click activity up MoM and YoY
- 65% of email clicks were on the hero, Nav Bar, and family trip articles
- Sessions were significantly higher MoM (+46%); also +8% YoY
- Campaign saw an increase in monthly bookings compared to other time periods; hero generated 14% of email bookings (+3 pts. MoM)

	 Delivered	 Clicks	CTR	 Sessions	 Duration	PPS	 Bookings
Jan 2022	11.7 M	124.0 K	1.06%	136,483	1:26	1.83	290
MoM 	+0.2%	+32.5%	+0.00 pts.	+45.8%	+2.4%	-8.5%	+15.1%
YoY 	-0.5%	+8.4%	+0.00 pts.	+7.7%	-9.5%	+14.4%	+8.6%

Seasonal Engagement Lift

- Overall CTR increased 0.26 pts. MoM; consistent with previous years back to 2019
- CTRs stronger in most regions, except APAC and MEA



Regions	US	CANADA	CALA	APAC	MEA	Europe
Jan 2022 (MoM Comparisons)						
Delivered	9.2 M ▲	897.6 K ▲	95.9 K ▼	900.6 K ▼	305.5 K ▼	307.7 K ▼
Click	94.9 K ▲	12.1 K ▲	1.2 K ▼	7.5 K ▼	2.1 K ▼	6.1 K ▼
CTR	1.04% ▲	1.35% ▲	1.20% ▲	0.84% ▼	0.70% ▼	1.98% ▲

Heat Map: U.S. Version

Top 3 articles: (in order of bookings)

1. **Hero:** 6 Island Escapes (45K clicks)
2. **Curated A:** 6 Family Getaways (10K clicks)
3. **Nav Bar:** Beachside Bliss ((8K clicks)

Intriguing hero article generated 35% of email clicks (+18 pts. MoM) and 14% of bookings; returned to using listicle style headline

Nav Bar continues to drive engagement with 1 more article than previous months; 3 of the 5 travel ideas made top 10 articles list

Readers responded favorably to Curated A articles – Family Getaways #2 and Kid-Friendly Trips #4 most clicked

Self care articles in Curated C attracted clicks lower in the email, along with the All-Inclusive Resorts article in Curated D - generating 4.4K clicks

Header:
4.5% clks. 60.5% bkg.

Intro Copy:
1.0% clks. 0.8% bkg.

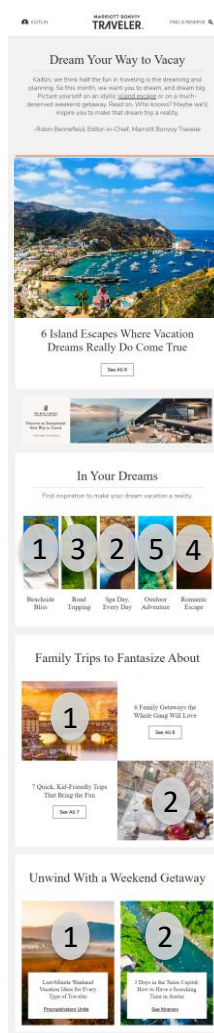
Hero:
34.9% clks. 14.3% bkg.

Banner:
2.5% clks. 0.0% bkg.

Nav. Bar
16.0% clks. 3.4% bkg.

Curated A
14.0% clks. 6.3% bkg.

Curated B
5.7% clks. 4.6% bkg.



Curated C
6.1% clks. 0.8% bkg.

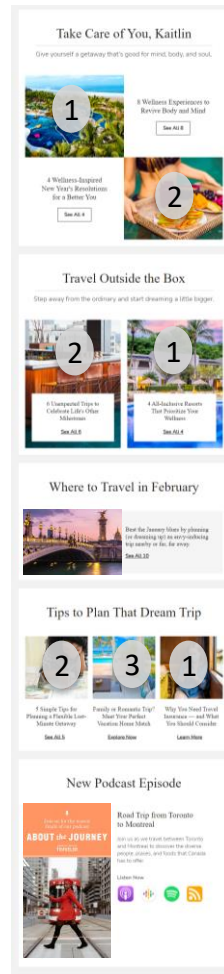
Curated D
4.8% clks. 4.2% bkg.

Curated E
2.4% clks. 1.7% bkg.

Reading List
1.9% clks. 1.3% bkg.

Instagram (Podcast):
0.6% clks. 0.0% bkg.

Footer (not shown):
5.5% clks. 2.1% bkg.



Engagement Heat Maps

(U.S. Version)

% of Module Clicks	Nov Holiday Escapes	Dec Where to Travel Next (Year)	Jan Dream Worthy Travel
Header	9.9%	16.5%	4.5%
Intro Copy	2.7%	5.9%	1.0%
Hero	24.6%	16.7%	34.9%
Banner	2.0%	4.8%	2.5%
Nav Bar	19.7%	17.3%	16.0%
Banner	1.4%	1.0%	---
Curated A	18.6%	11.0%	14.0%
Banner	0.4%	---	---
Curated B	2.1%	6.8%	5.7%
Banner	---	0.2%	---
Curated C	4.9%	13.3%	6.1%
Curated D	---	---	4.8%
Curated E	---	---	2.4%
Reading List	3.9%	---	1.9%
Podcast/Instagram	1.7%	0.9%	0.6%
Footer	10.8%	5.7%	5.5%

- Positive overall engagement with steady level of click activity throughout January mailing
- Fewer clicks on header and footer show strength of content
- Hero click activity returned to previous levels in January
- Consistent Nav Bar engagement MoM

Recommendations + Next Steps

Recommendations

- Continue to focus on tracking click activity and audience health since Apple iOS update in order to assess and optimize email performance
 - Resume tracking unsubscribe rates after database has been cleaned
- Explore using 3rd party data to improve email targeting criteria and content personalization
- Set 2022 learning agenda and optimization roadmap that aligns with annual goals & content plans
- Continue new year messaging to inspire travel; revisit listicle style headline to draw clicks
- Nav Bar module continues to engage openers; continue using for themed content: road trips, top travel tips, travel gear, spa getaways, or culinary content (use past clicks or 3rd party data to help target content)
- Continue geo-targeting efforts to increase regional engagement; test targeting hero articles to lift module click activity; insights will help inform future targeting
- Continue testing hero creative and copy to lift click activity

Next Steps

- Establish 2022 email goals
- Discuss 2022 learning objectives & update optimization roadmap



MARRIOTT BONVOY
TRAVELER™

Thank You!

data axle

QUARTERLY ENGAGEMENT

Metrics	Qtr4 '20	Qtr1 '21	Qtr2 '21	Qtr3 '21	Qtr4 '21
Delivered	42.9 M	36.2 M	35.6 M	35.3 M	35.1 M
Opens	6.8 M	7.7 M	8.6 M	10.2 M	8.6 M
Open Rate	15.9%	21.2%	24.2%	29.0%	24.6%
Clicks	346.7 K	332.1 K	333.7 K	207.7 K	218.9 K
CTR	0.81%	0.92%	0.94%	0.59%	0.62%
CTOR	5.1%	4.3%	3.9%	2.0%	2.5%
Unsub Rate	0.13%	0.13%	0.08%	0.09%	--
Bookings	835	816	579	677	694
Revenue	\$281.5 K	\$338.7 K	\$261.1 K	\$286.4 K	\$260.9 K

Q4 '21 open counts impacted by suppression of Apple opens; open rates are understated

Fewer clicks Q3/Q4 '21 compared to previous quarters; impacted click rates

Q4 data issues impacted unsub rates; removed until issues are corrected

2021 MONTHLY ENGAGEMENT

Metrics	Jan 2021	Feb 2021	Mar 2021	Apr 2021	May 2021	Jun 2021	Jul 2021	Aug 2021	Sep 2021	Oct 2021	Nov 2021	Dec 2021	Grand Total
Delivered	11.7 M	11.4 M	13.0 M	12.2 M	11.7 M	11.7 M	11.8 M	11.7 M	11.8 M	11.7 M	11.7 M	11.6 M	142.1 M
Opens	2.1 M	3.2 M	2.4 M	2.4 M	3.0 M	3.2 M	3.4 M	3.2 M	3.6 M	3.0 M	3.0 M	2.6 M	35.1 M
Open Rate	18.0%	27.6%	18.6%	19.5%	25.8%	27.4%	28.9%	27.4%	30.8%	25.7%	25.4%	22.6%	24.7%
Clicks	114.4 K	79.6 K	138.1 K	106.0 K	154.7 K	73.0 K	66.2 K	74.4 K	67.1 K	59.9 K	65.5 K	93.6 K	1092.4 K
CTR	0.98%	0.70%	1.06%	0.87%	1.32%	0.63%	0.56%	0.63%	0.57%	0.51%	0.56%	0.80%	0.77%
CTOR	5.4%	2.5%	5.7%	4.5%	5.1%	2.3%	1.9%	2.3%	1.9%	2.0%	2.2%	3.6%	3.1%
Unsub Rate	0.18%	0.11%	0.10%	0.08%	0.08%	0.08%	0.08%	0.09%	0.12%	0.10%	---	0.10%	---
Bookings	267	99	450	323	185	71	328	123	226	167	275	252	2.8 K
Revenue	\$121.5 K	\$42.3 K	\$174.9 K	\$138.3 K	\$92.1 K	\$30.7 K	\$160.7 K	\$43.0 K	\$82.7 K	\$58.0 K	\$90.0 K	\$112.8 K	\$1147.1 K

December 2021 Traveler Banner Clicks

Total banner clicks for all regions:

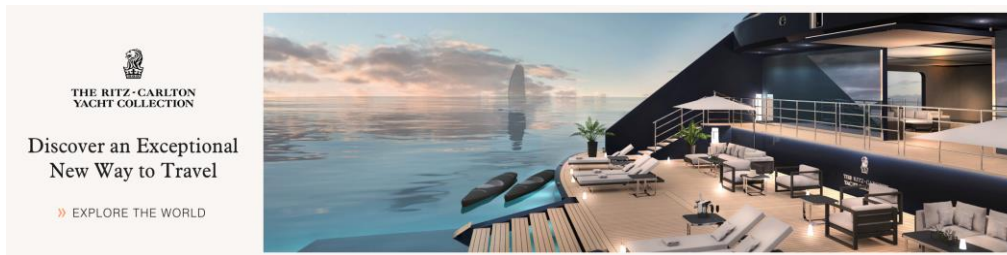
Email Banners	Clicks
RC Yacht Banner	6.0 K
Gaylord Christmas Banner	1.3 K
Travel Insurance Banner	210



January 2022 Traveler Banner Clicks

Total banner clicks for all regions:

Email Banners	Clicks
RC Yacht Banner	3.2 K

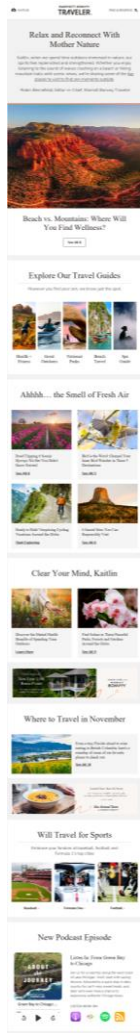


Example Creative: October 16, 2021



(U.S. Version)

Theme: Wellness & the Outdoors



MARRIOTT BONVOY TRAVELER FIND & RESERVE

Relax and Reconnect With Mother Nature

Kaitlin, when we spend time outdoors immersed in nature, our spirits feel replenished and strengthened. Whether you're listening to the sound of waves crashing on a beach or hiking mountain trails with scenic views, we're sharing some of the top places to visit to find zen moments outside.

—Robin Bennefeld, Editor-in-Chief, Marriott Bonvoy Traveler

Beach vs. Mountains: Where Will You Find Wellness?

[See All 6](#)

Explore Our Travel Guides

However you find your zen, we know just the spot.

Ahhhh... the Smell of Fresh Air

Road Tripping 6 Scenic Byways We Bet You Didn't Know Existed
[See All 6](#)

Bird is the Word: Channel Your Inner Bird Watcher in These 5 Destinations
[See All 5](#)

Ready to Ride? Surprising Cycling Vacations Around the Globe
[Start Exploring](#)

6 Sacred Sites You Can Responsibly Visit
[See All 6](#)

Clear Your Mind, Kaitlin

Discover the Mental Health Benefits of Spending Time Outdoors
[Learn More](#)

Find Solace in These Peaceful Parks, Forests and Gardens Around the Globe
[See All 9](#)

Listen to the Sound of the Sea
Get more zen moments and inspiration for your next trip.

Where to Travel in November

From a tiny Florida island to wine tasting in British Columbia, here's a roundup of some of our favorite places to check out.
[See All 10](#)

Limited Time Bonus Points
Get more points in 4,000+ US cities, including 100+ Marriott Bonvoy Signature Hotels.
[See All 10](#)

Will Travel for Sports

Embrace your fandom at baseball, football and Formula 1's top cities



Green Bay to Chicago: ...

New Podcast Episode

Listen In: From Green Bay to Chicago

Join us for a road trip along the west coast of Lake Michigan. We'll start with sailing lessons, followed by a quick stop in dairy country for can't-miss sweet treats, and later we'll even have a chance to experience authentic Chicago blues.

LISTEN NOW ON



MARRIOTT BONVOY
TRAVELER

data axle

Heat Map: U.S. Version

Top 3 articles: (in order of bookings)

1. **Hero:** Reconnect with Nature
2. **Where to Travel:** Top 10 Places
3. **Curated B and Curated D**

Nav Bar drove almost as much open activity as the hero, with Beach and National Park content being the most popular within the module.

Geo-targeting efforts drive activity down the email – Hero and Where to Travel were geotargeted, and Where to Travel received almost 9% of email clicks despite lower positioning.

Curated A also performed well – intriguing headline could have pulled attention, as well as a high volume of “numbered” content, which we’ve seen perform well in past PCIQ SL Testing

Podcast clicks increase 47.7% MoM after new treatment

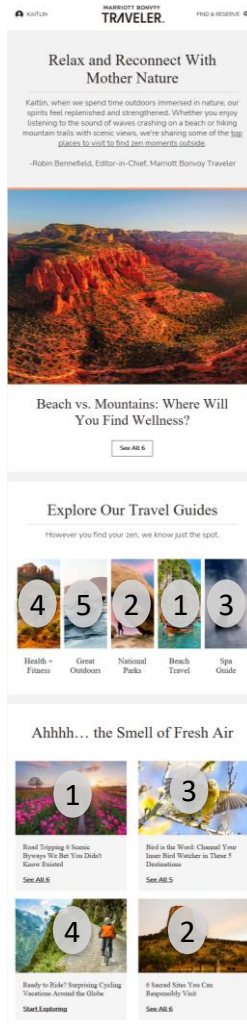
Header:
5.9% clks 73.6% bkg.

Intro Copy:
3.8% clks. 2.8% bkg.

Hero:
22.9% clks. 6.3% bkg.

Nav. Bar
21.8% clks. 2.8% bkg.

Curated A
18.6% clks. 5.6% bkg.



Curated B
3.2% clks. 0.0% bkg.

Global Promo Banner:
0.7% clks. 0.0% bkg.

**Curated C:
(Where to Travel)**
8.5% clks. 5.6% bkg.

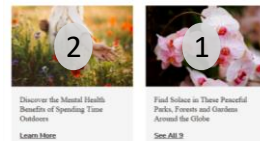
EAT Banner
0.9% clks. 0.0% bkg.

Reading List
1.6% clks. 1.4% bkg.

Instagram (Podcast):
1.5% clks. 0.0% bkg.

Footer (not shown):
10.7% clks. 0.7% bkg.

Clear Your Mind, Kaitlin



Where to Travel in November



Will Travel for Sports



New Podcast Episode



Example Creative: November 20, 2021

(U.S. Version)

Theme: Holiday Escapes



Kaitlin, Meet Your Holiday Travel Planner

Cue the family, friends, and food — it's holiday season! What better way to reconnect with the people and places that you love than through travel? Whether you prefer a warm weather getaway or a cozy staycation, [our quiz can help you discover your dream holiday escape.](#)

-Robin Bennefield, Editor-in-Chief, Marriott Bonvoy Traveler

What's Your Ideal Holiday Escape?

[Take the Quiz](#)

Holiday Your Way

No matter your travel style, we've got inspiration to help you plan your next adventure across the U.S.

Find More Room for Holiday Memories

Book Now with Marriott Bonvoy

Go All-In With All-Inclusive

Relax, Recharge and Best of All — Stay Put. These 6 All-Inclusive Resorts Make Vacationing a Breeze.

[See All 6](#)

Is an All-Inclusive Vacation Right for You? Here's What to Know and How to Maximize Your Stay.

[2-Minute Read](#)

From Idea to Itinerary

Get ideas and inspiration for your next trip.

Book Now with Marriott Bonvoy

'Tis the (Shopping) Season

This Year, We Deserve to Be Pampered. Indulge in These Gift Ideas for Travelers.

[Learn More](#)

Elevate Holiday Gift-Giving With Our Top Suggestions for Gear-Loving Travelers.

[Shop Now](#)

Where to Travel in December

From relaxing in sunny Palm Springs to hitting the slopes in British Columbia, discover the top places to travel next month.

[See All 10](#)

Travel From the Comfort of Home

What to watch, eat, and drink while you're dreaming of your next vacation.

New Podcast Episode

Listen In: From Boston to Portland

Join us on a road trip up the Maine coast to get a sense of the endearing character that northern New England has to offer.

[Listen Now](#)

Heat Map: U.S. Version

Top 3 articles: (in order of click %)

1. **Hero:** Travel Quiz
2. **Nav Bar**
3. **Curated A:** All Inclusive Resorts

Geo-targeting efforts by region for Nav Bar drove 2nd highest bookings this month with this being the first time geo-targeting for Nav Bar occurred

Curated C (Where to Travel) also had geo-targeting and while driving less bookings showed relatively strong click performance considering lower positioning in email

Podcast clicks remained fairly consistent within .2pts MoM. Continue to consider other ways to feature podcast content

- Testing new imagery in Dec- animated gif

Header:
9.9% clks. 73.2% bkg.

Intro Copy:
2.7% clks. 2.2% bkg.

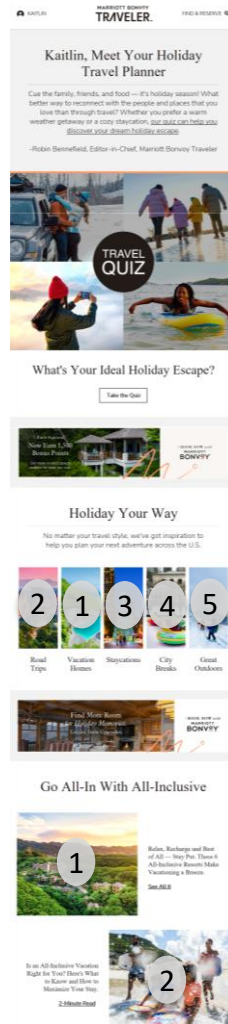
Hero:
24.6% clks. 3.9% bkg.

Global Promo Banner:
2.0% clks. 2.2% bkg.

Nav. Bar:
19.7% clks. 6.9% bkg.

Luxury Suites Banner:
1.4% clks. 2.2% bkg.

Curated A:
18.6% clks. 8.7% bkg.



Points Promo Banner:
0.4% clks. 0.0% bkg.

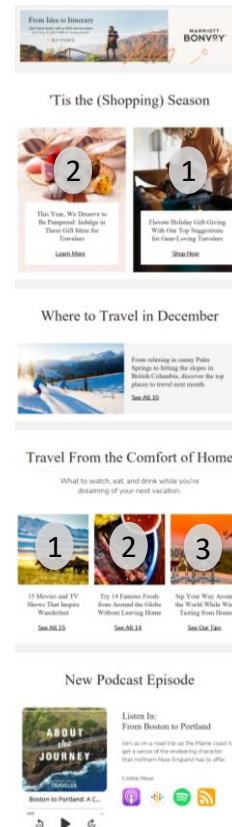
Curated B:
2.1% clks. 0.4% bkg.

**Curated C:
(Where to Travel)**
4.9% clks. 1.7% bkg.

Reading List
3.9% clks. 0.4% bkg.

Podcast:
1.7% clks. 0.0% bkg.

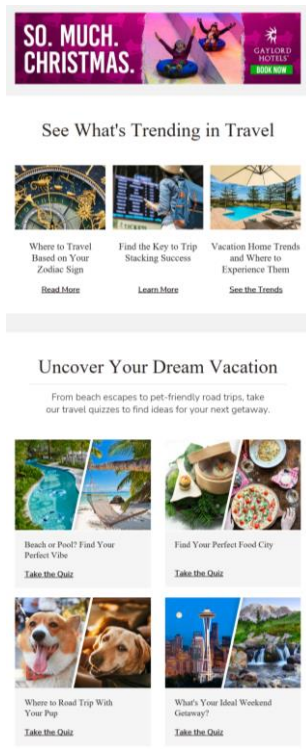
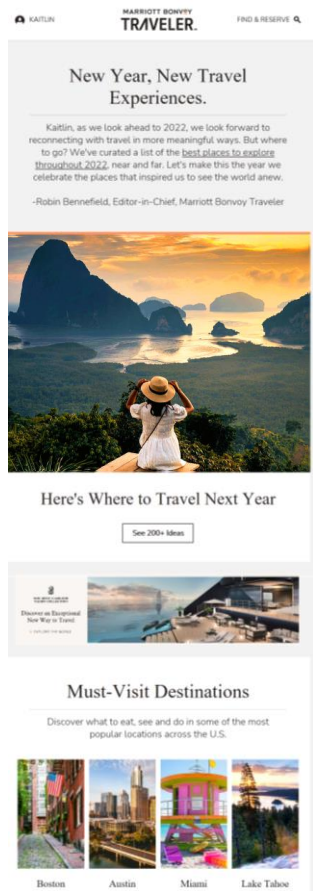
Footer (not shown):
10.8% clks. 0.4% bkg.



Example Creative: December 20, 2021

(U.S. Version)

Theme: Where to Travel (Next Year)



2021 Email Goals



2021 Email Newsletter Goals		
Metrics	Previous Monthly Goal	New Goal
Open Rate	15%	20%
CTOR	6%	5%
Sessions*	60.0K	100K
Duration*	1:20	1:20
Pages/Session*	1.5	1.5