

CALA Monthly  
Email Review  
*January &  
February 2022*

25 March 2022

MARRIOTT  
**BONVOY**®



ZADUN, A RITZ-CARLTON RESERVE, LOS CABOS, MEXICO



# Meeting Agenda

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

# Key Storylines

- January 2022 CTR & revenue metrics higher MoM driven by increase in engagement and all financial metrics
- January overall revenue up, Destination solo increased MoM with 38% of total delivery volume
  - Significant increase in local (in language) market campaigns as well as Mexico English
  - 54% of revenue came from hero offer
  - L2B and L3 accounted for 62% of all revenue
- January METT revenue up 32% MoM
  - CALA Luxury and Los Cabos METT accounted for 89% of total revenue
- Several key campaigns resumed in February which contributed to higher engagement metrics and financials
  - February Solo Engagement and Revenue up significantly MoM
- February METT delivery count increase and overall click activity led to monthly revenue being up 90% MoM
- Testing Personalized SL with PCIQ with several different language versions
  - Personalized subject lines with first name at the beginning proving most effective with higher open rates
- Mexico US with Spanish Language performed below campaign average for engagement and revenue in both January and February

# Monthly Performance Summary

# January and February revenue up with higher engagement MoM

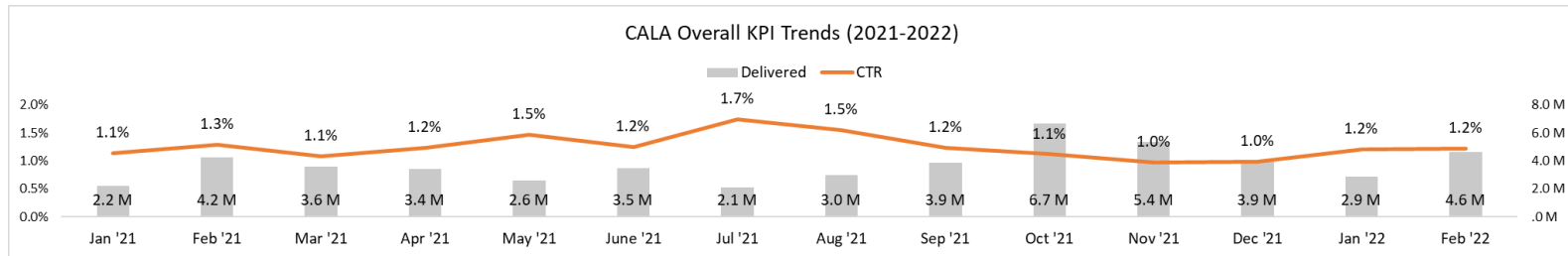
- Fewer mailings in January compared to other months led to decrease in engagement vs average
- Jan Core MAU and Destination Solo accounted for 80% of total revenue leading to higher MoM revenue vs Dec.
- Feb Points promo, escapes, and global promotion announcement led to increased mailings and engagement
- February Core Mau, METT and Solo revenue drove overall increases in financials (89% of total monthly revenue)

Engagement	Jan '22	vs. Avg	Feb '22	vs. Avg	MoM
Delivered	2.9M	-22.6%	4.6M	+23.9%	+60.1%
Open Rate	21.1%	-5.2 pts.	21.1	-5.2 pts.	-0.03 pts.
CTR	1.2%	-0.01 pts.	1.2	+0.01 pts.	+0.02 pts..
CTOR	5.7%	+1.1 pts.	5.8	+1.2 pts.	+0.1 pts.
Clicks	34,440	-23.1%	56,195	+25.4%	+63.2%
Unsub Rate	0.21%	+0.01 pts.	0.23%	+0.03 pts.	+0.02 pts.

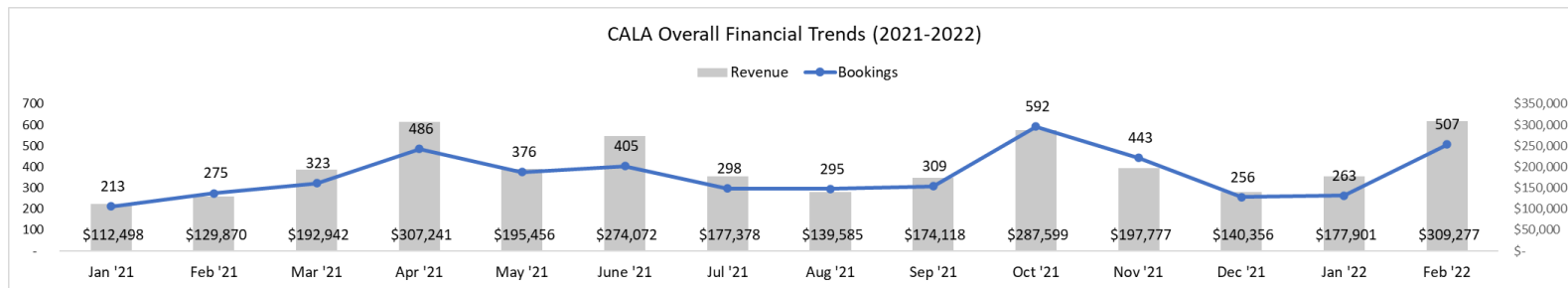
Financials	Jan '22	vs. Avg	Feb '22	vs. Avg	MoM
Bookings	263	-26.1%	507	+42.4%	+92.8%
Room Nights	803	-32.8%	1.5 K	+26.0%	+87.4%
Revenue	\$178K	-8.3%	\$309.3	+59.4%	+73.8%
Conversion	0.04%	+0.01 pts.	0.05%	+0.02 pts.	+0.01 pts.
BPK	0.09	-0.44 pts.	0.11	+1.4 pts.	+1.9 pts.

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

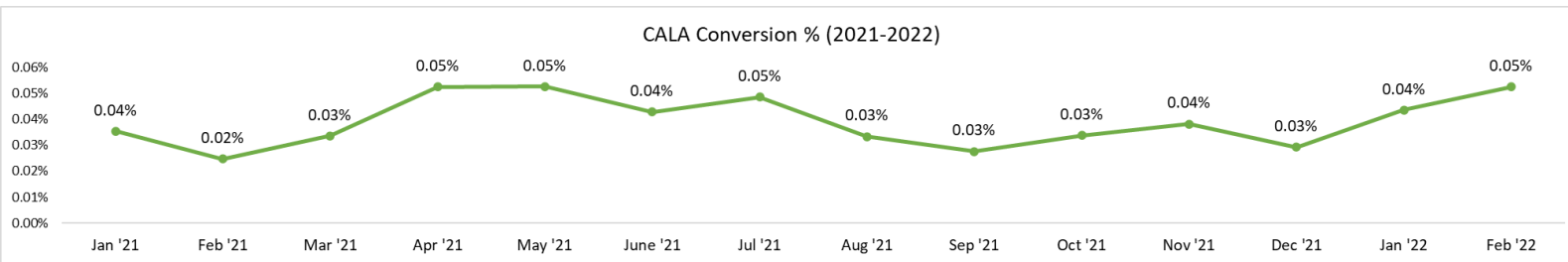
# January Engagement and Revenue up MoM



CTR for Jan & Feb were up vs Q4 lows



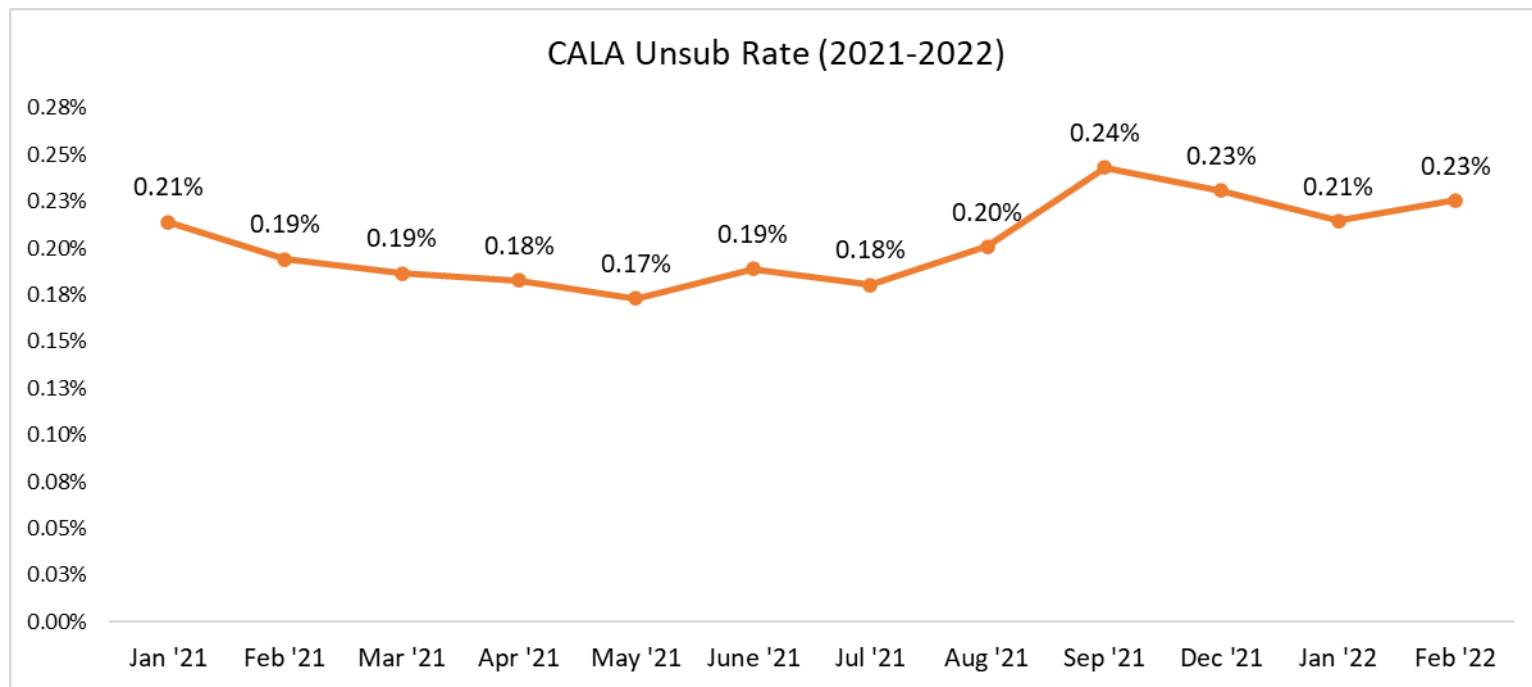
Strong financial performance from Feb Core MAU, Solo and METT contributed to revenue increase



Strong conversion rate mirrored financial gains

# Positive unsub rate trend going into 2022

Unsub rate remains consistent MoM with increased deliveries indicating strong audience health



*October and November data missing due to issues with unsub data*

# Proposed 2022 Email Channel Goals

- Most goals remained flat YoY, while others adjusted to account for industry changes
- Open rates decreased to account for Apple iOS impact; update if able to track non-Apple opens
- Assumptions to goal setting include potential changes to travel patterns from any economic unease, as well as the prospect of return to normalcy with reduced Covid cases

## Destinations Solo Goals

*Primary:*

- **CTR = 1.0%** (Flat YoY)

*Secondary:*

- Open rate = 24.0% (-2 pts. YoY)
- CTOR = 3.5% (flat YoY)

## METT Goals

*Primary:*

- **CTR = 1.0%** (Flat YoY)

*Secondary:*

- Open rate = 13.5% (-2 pts. YoY)
- CTOR = 5.6% (Flat. YoY)



# Current YTD Goal Progress

- January Destination Solo CTR and CTOR meeting new email channel goals with Open Rate down against monthly goal
  - Top Open Rate: Panama, Peru, Chile, Costa Rica
  - Bottom Open Rate: Grand Cayman, Puerto Rico, Mexico Eng., St. Thomas
- Continuing to track Open Rate and CTOR and will revisit in Q2; now unreliable KPIs after iOS update
- January METT performance metrics exceeding goals with CTOR 70% above the monthly goal
- February Solo continued to see an increase in engagement with Global Promo featured in the hero
- February METT engagement down slightly vs monthly goal but revenue was up 90% MoM

SOLO	Jan '22	Monthly Goal	vs. Goal
CTR	1.0%	1.0%	+0.02 pts.
Open Rate	20.8%	24.0%	-3.24 pts.
CTOR	4.9%	3.5%	+1.42 pts.

METT	Jan '22	Monthly Goal	vs. Goal
CTR	1.3%	1.0%	+0.33 pts.
Open Rate	13.9%	13.5%	+0.42 pts.
CTOR	9.5%	5.6%	+3.92 pts.

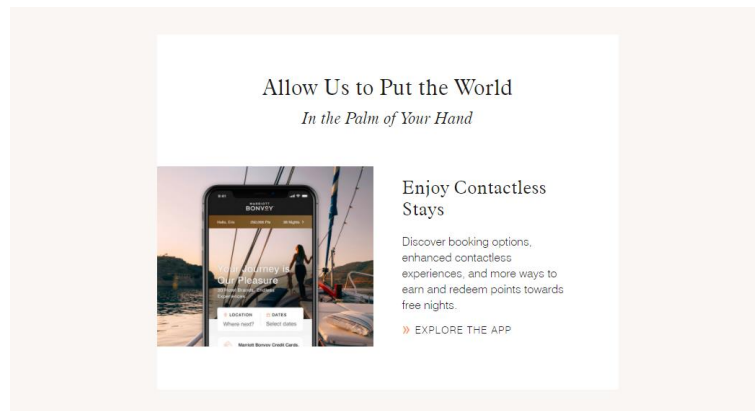
SOLO	Feb '22	Monthly Goal	vs. Goal
CTR	1.2%	1.0%	+0.19 pts.
Open Rate	18.8%	24.0%	-5.24 pts.
CTOR	6.3%	3.5%	+2.84 pts.

METT	Feb '22	Monthly Goal	vs. Goal
CTR	0.7%	1.0%	-0.34 pts.
Open Rate	8.6%	13.5%	-4.92 pts.
CTOR	7.7%	5.6%	+2.12 pts.

# Establishing Mobile App Tracking

- Establish process for tracking app downloads
- January Destination Solo tracked 40 total downloads
- Link tracking issues in February, we will continue to monitor and develop a benchmark after the first full 3 months

MARKET	APP Downloads
Puerto Rico	2
St. Thomas	0
Grand Cayman	0
Mexico Eng	3
Mexico Local Eng	0
Mexico	14
Costa Rica	0
Chile	3
Peru	2
Panama	2
Brazil	14



Mobile App Download Module

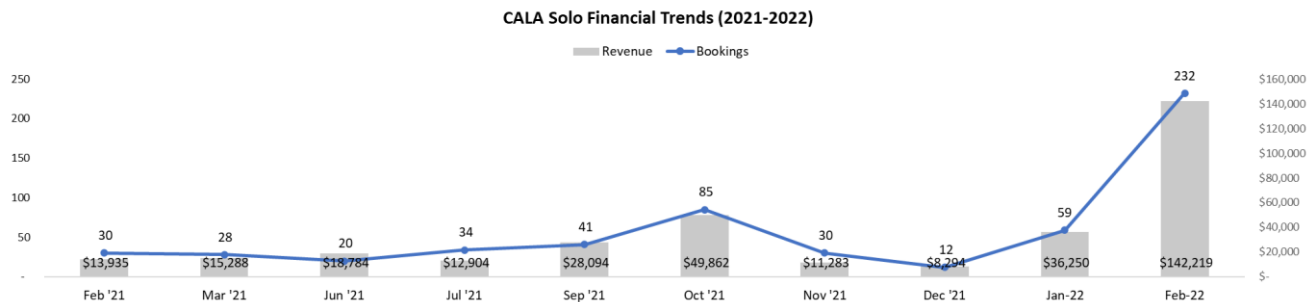
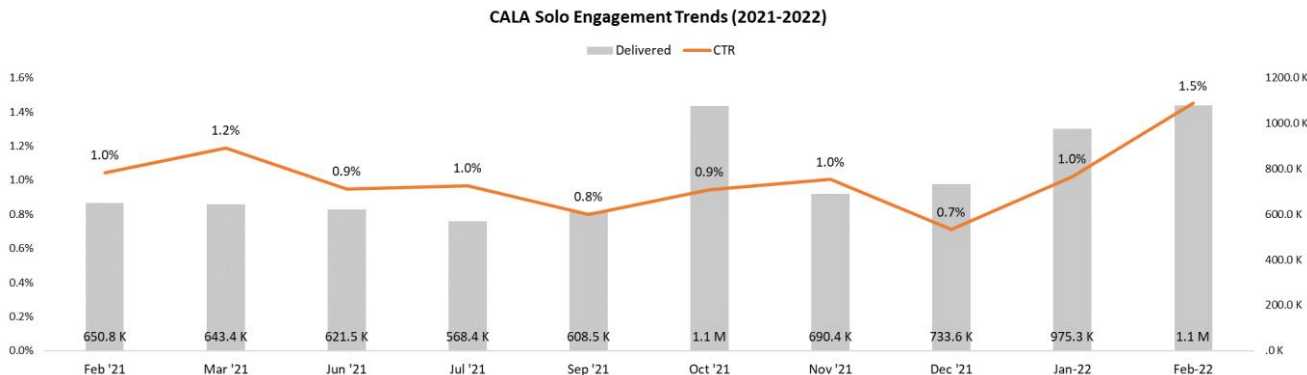
# Campaign Engagement

# Destination Solo

# Positive Engagement Trends

- Openers responded to resorts content in January and Global Promo in February
- High January engagement and revenue from resorts hero, F&B, and new property openings
- Feb. CTR was the highest over the past 12 months
  - Global Promo hero generate 64% of clicks and 78% of total revenue

Engagement			
	Jan '22	Feb '22	MoM
Delivered	975.3 K	1.1 M	+10.6%
Open Rate	20.8%	18.4%	-2.4 pts.
CTR	1.0%	1.5%	+0.43 pts
CTOR	4.9%	7.9%	+2.98 pts.
Bookings	59	232	+293.2%
Room Nights	163	670	+311.0%
Revenue	\$36,250	\$142,219	+292.3%
Conversion	0.03%	0.12%	+0.09 pts.
BPK	0.06	0.22	+15.5 pts.
Clicks	9,971	15654	+57.0%
Unsub Rate	0.26%	0.21%	-0.05pts



# Increase In All Engagement Metrics And Revenue In January

- Revenue up MoM by 337% with 33% growth in delivered count
  - 54% of revenue from Hero offer (\$19, 737): Kick Off (72%) | Rediscover Travel (28%)
  - Top New Openings Clicks: La Concha, St. Regis Bermuda, Renaissance Santiago
- Top revenue markets: Mexico ENG, Puerto Rico, St. Thomas, Brazil
- Attributed revenue to CALA properties:
  - Bookings: 22.4%
  - Revenue: 20.4%

Engagement			
	Dec '21	Jan '21	MoM
Delivered	733553	975.3 K	33.0%
Open Rate	22.5%	20.8%	-1.7pts
CTR	0.7%	1.0%	+0.3pts
CTOR	3.2%	4.9%	+1.7pts
Clicks	5.2 K	10.0 K	91.4%
Unsub Rate	0.2%	0.3%	+0.1pts

Financial			
	Dec '21	Jan '21	MoM
Booking	12	59	391.7%
Room Nights	41	163	297.6%
Revenue	\$8,294	\$36,250	337.1%
Conversion Ra	0.01%	0.03%	+0.02pts

# January 2022 Destination Solo

## Creative Examples

## January Highlights:

- Split hero with Resorts vs Staycation
- Dining and Cuisine focused secondary module
- B2B Offer
- Newly opened hotel module targeted by market
- Traveler Module with local destination articles

# Mexico

## Spanish

**Empieza el año con un regalo: ¡obsequio en un reportaje!**  
 Descubre el México que más te interesa y elige el regalo que más te conviene.

[¡Reservar ahora!](#)

### Aproximá tus vacaciones al máximo

**Definido el itinerario de excursiones de verano**

Descubre los mejores lugares para disfrutar de las vacaciones de verano en México.

[¡Reservar ahora!](#)

**¡Delicias con los "hacheros"**  
 Descubre los mejores lugares para disfrutar de las vacaciones de verano en México.

[¡Reservar ahora!](#)

### Concítate en el paisaje

[¡Reservar ahora!](#)

[¡Reservar ahora!](#)

### Explora nuestros hoteles recién inaugurados

[¡Reservar ahora!](#)

[¡Reservar ahora!](#)

[¡Reservar ahora!](#)

### Compartiendo la vida: Viajar es para todos

[¡Reservar ahora!](#)

### Permítete poner el mundo a tu alcance

[¡Reservar ahora!](#)

[¡Reservar ahora!](#)

### ¡Inscríbete en el programa Traveler - Bonny

Descubre los mejores lugares para disfrutar de las vacaciones de verano en México.

[¡Reservar ahora!](#)

# Mexico

## English

**DISCOVER**  
**BONVIVO**

*It's an elevated Mexican dining experience.*

### Rediscover Travel Without Going Far

This travel theme and story line is the comprehensive travel guide for you (95% of all travel and tourism related)

[View this theme](#)

*"This theme is a great example of how to use a travel theme to create a unique and engaging experience for your audience."*

### Make the Most Out of Your Vacation

#### Time Difference

*Go to Mexico, Mexico's capital and the largest city in Mexico is Mexico City. It is the largest city in Mexico and the largest city in North America.*

*It's a great idea to visit Mexico City.*

#### Indulge in Mexican Cuisine

*One of the most popular dishes in Mexico is the taco. It is a small, round, flatbread that is filled with meat, cheese, and other ingredients. Tacos are often served with a side of salsa.*

*Another popular dish is the burrito. It is a large, round, flatbread that is filled with meat, cheese, and other ingredients. Burritos are often served with a side of salsa.*

*Another popular dish is the enchilada. It is a large, round, flatbread that is filled with meat, cheese, and other ingredients. Enchiladas are often served with a side of salsa.*

### Connect in Paradise

*This theme is a great example of how to use a travel theme to create a unique and engaging experience for your audience.*

[View this theme](#)

*"This theme is a great example of how to use a travel theme to create a unique and engaging experience for your audience."*

### Travel to These Top Hotels

This theme is a great example of how to use a travel theme to create a unique and engaging experience for your audience.

[View this theme](#)

[View this theme](#)

### TRAVELER

#### Travel Tips to Take You Further

This theme is a great example of how to use a travel theme to create a unique and engaging experience for your audience.

Discover all the tips and tricks you need to know to make the most of your travel experience.

[View this theme](#)

### Allow Us to Put the World In the Palm of Your Hand

[View this theme](#)

#### Entire Connection Story

Discover everything you need to know to make the most of your travel experience.

[View this theme](#)

[illegible][illegible]

# Brazil

## Portuguese

**WARDEN BENVIVY**

Exclusividade de horário  
segunda a sexta das 18h às 22h

Redescubra o prazer de viajar  
sem precisar ir muito longe.

Reservar para grupos de 10 ou mais pessoas em restaurantes, hotéis, cruzeiros e eventos  
com até 20% de desconto em reservas e pacotes e muito mais.

**RESERVE**

Reservar de 10 a 200 pessoas

Reservar para grupos de 10 ou mais pessoas em restaurantes, hotéis, cruzeiros e eventos  
com até 20% de desconto em reservas e pacotes e muito mais.

### Aproveite suas férias ao máximo

#### Coma e ganhe

Quem comer Almoço "Branco" (composto por arroz, feijão, salada e purê de batatas) ganha um voucher para o jantar no mesmo dia.

**RESERVA E RESGATE**

#### Delicie-se com All-Inclusive

Almoço, jantar, bebidas e mais muito mais. Tudo isso com o All-Inclusive.

**RESERVA E RESGATE**

#### Conecte-se no paraíso

Organize reuniões de trabalho ou de lazer em um dos nossos espaços  
para eventos e reuniões. Tudo isso com o All-Inclusive.

**RESERVA E RESGATE**

#### Conheça estes hotéis de alto padrão

Os hotéis de alto padrão são os melhores para quem quer uma experiência única e exclusiva.

**RESERVA E RESGATE**

#### Queremos colocar o mundo na palma da sua mão

Reservar para grupos de 10 ou mais pessoas em restaurantes, hotéis, cruzeiros e eventos  
com até 20% de desconto em reservas e pacotes e muito mais.

**RESERVA E RESGATE**

#### Particpe do Marriott Bonvoy

Particpe do Marriott Bonvoy e ganhe pontos para viajar pelo mundo. Tudo isso com o All-Inclusive.

**RESERVA E RESGATE**

# January Engagement and Revenue up MoM


- Top markets in January: Mexico Eng, Puerto Rico, St. Thomas, Brazil

Market	Sent	Delivered	Delivery %	Open %	CTOR	CTR	Unsub %	Bookings	Rmnts	Revenue
BRASIL	133,596	131,177	98.2%	20.4%	6.6%	1.3%	0.4%	6	13	\$3,062
CHILE	27,656	27,484	99.4%	27.6%	5.9%	1.6%	0.2%	2	10	\$1,956
COSTA RICA	16,899	16,791	99.4%	23.6%	7.1%	1.7%	0.2%			
GRAND_CAYMAN	13,572	13,558	99.9%	18.5%	8.4%	1.6%	0.1%	2	7	\$1,583
MEXICO	363,814	357,519	98.3%	20.6%	4.0%	0.8%	0.3%	8	13	\$1,376
MEXICO_ENG	172,700	172,042	99.6%	19.5%	5.2%	1.0%	0.2%	17	49	\$14,179
MEXICO_LOCAL_ENG	53,573	53,294	99.5%	21.9%	3.3%	0.7%	0.3%	2	3	\$467
MEXICO_US	24,942	24,722	99.1%	21.8%	5.5%	1.2%	0.2%	1	9	\$531
PANAMA	45,653	44,746	98.0%	24.4%	3.7%	0.9%	0.3%	4	11	\$2,605
PERU	30,275	30,089	99.4%	23.4%	7.5%	1.8%	0.1%			
PUERTO RICO	90,878	90,564	99.7%	18.5%	4.4%	0.8%	0.1%	12	31	\$7,298
ST_THOMAS	13,395	13,363	99.8%	19.5%	8.8%	1.7%	0.1%	5	17	\$3,194
Grand Total	986,953	975,349	98.8%	20.8%	4.9%	1.0%	0.3%	59	163	\$36,250





# Top Performing Jan '21 Content: Hero, Offers, New Openings



MARRIOTT  
BONVOY™

» JOIN  
» FIND & RESERVE

Kick Off the Year  
*With a Relaxing Resort Retreat.*

Soak up the sun and save up to 15% when you stay at one of our participating resorts for three nights or more through June 19, 2022.

SAVE NOW

\*Travelers should review the destination country's government guidance to confirm eligibility to travel and understand vaccination/testing requirements.

**Hero**  
**#1 most clicked**  
**(all markets)**  
**54% of Revenue**

Make the Most Out of Your Vacation

Dine Different

As a Marriott Bonvoy™ member, you can earn and redeem points every time you eat at our participating restaurants and bars in Mexico — even when you are not staying with us!

» LEARN MORE


Indulge in All-Inclusive

Earn and redeem points for getaways across the Caribbean and Latin America geared toward your every need. There's no better time than now to go all in.

» BOOK ALL-INCLUSIVE

**Secondary Offer**  
**#2 most clicked**  
**Indulge in all-inclusive #1**

Connect in Paradise




Host your next meeting or event in one of our incomparable spaces and choose up to two perks from our list of benefits.

**Connect in Paradise**  
**#4 most clicked**  
**2% of total clicks**

Travel to These Top Hotels

Get away to some of our most celebrated hotels in Mexico and you're guaranteed to have a truly memorable time.



» JW MARRIOTT® HOTEL  
GUADALAJARA

» COURTYARD BY  
MARRIOTT® MEXICALI

» RESIDENCE INN® BY  
MARRIOTT PLAYA DEL  
CARMEN

**Property Highlight**  
**#3 most clicked**  
**2<sup>nd</sup> Highest Revenue with 8% of total**

# L3 And L2B Segments Outperform Other Segments

- L2B and L3 with best rev/del. and highest engagement compared to other segments
- L2B and L3 accounted for 59% of total revenue
  - 29% of total revenue came from L2B Hero Offer engagement
  - **Worth noting:** 75% of revenue from L3 was from header, low revenue from hero.
  - New properties and all-inclusive content were #2 and #3 revenue drivers, respectively

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

Drive Market Solo – Jan '22	L1	L2A	L2B	L3	Everyone Else	Total
Delivered	23,944	12,314	81,682	16,472	840,937	975,349
<b>Open Rate</b>	20.5%	20.2%	21.5%	23.2%	20.7%	20.8%
<b>CTOR</b>	4.1%	5.5%	7.6%	8.1%	4.6%	4.9%
<b>CTR</b>	0.8%	1.1%	1.6%	1.9%	1.0%	1.0%
Bookings	1		18	8	32	59
Room Nts.	3		48	34	78	163
Revenue	\$378		\$12,468	\$8,964	\$14,440	\$36,250
<b>Rev/Del.</b>	\$0.02		\$0.15	\$0.54	\$0.02	\$0.04


# Recommend Continuing Resort Content, Consider Interactive Poll

## What's your resort style?

- Poll results will influence poll results module highlighting different resort properties

### Resort Relaxations, Your Way

*Book in advance and save [15%] [up to 20%]*



Whether you prefer relaxing beachside, or playing a round of golf, you'll find a resort getaway to look forward to next year. Book early and save for stays between 12 April and 12 June 2022.

» SAVE [15%] UP TO 20%

[Join Marriott Bonvoy to save up to 20% on resorts, earn points towards free nights, and more!]

*Poll: What's Your Resort Style, Clara?*

☐ 18 Holes of Golf

☐ Beachside Bliss


☐ Ski In, Ski Out

☐ Spa Day, Every Day

### Enjoy The Perfect [Activity] Resort Escape

Thank you for answering our December poll. Explore our resorts and look forward to a holiday that's just your style.


» EXPLORE [ACTIVITY] RESORTS



### Enjoy The Perfect [Activity] Resort Escape

Thank you for answering our December poll. Explore our resorts and look forward to a holiday that's just your style.

» EXPLORE [ACTIVITY] RESORTS



# January '22 Heat Map: **Member Version**

- Rediscover travel the favorite across members and non-members
- New Hotel Openings strongest engagement with Grand Cayman market



Kick Off the Year With a Rediscovering Pleasure Retreat

Make the Most Out of Your Vacation



Connect in Paradise



Trend to These Top Hotels



TRAVELER



Allow Us to Put the World in Your Hands



Module	BRASIL	CHILE	COSTA RICA	GRAND_CAYMAN	MEXICO	MEXICO_ENG	MEXICO_LOCAL_ENG	MEXICO_US	PANAMA	PERU	PUERTO RICO	ST_THOMAS
Header	11.60%	11.07%	10.74%	5.76%	15.46%	10.13%	17.03%	15.32%	14.25%	10.18%	10.44%	5.95%
Hero Offer	38.75%	38.38%	40.18%	39.51%	34.00%	43.16%	26.34%	40.32%	37.56%	47.45%	40.08%	38.10%
Kick Off the Year	---	---	---	39.51%	---	43.16%	---	---	---	---	40.08%	38.10%
Rediscover Travel Without Going Far	38.75%	38.38%	40.18%	---	34.00%	---	26.34%	40.32%	37.56%	47.45%	---	---
Offers	19.13%	19.37%	19.63%	25.93%	13.15%	28.03%	17.74%	19.09%	11.99%	19.54%	26.50%	26.98%
Dine Different	4.11%	0.00%	0.00%	0.00%	3.12%	0.00%	7.71%	3.23%	0.00%	0.00%	0.00%	0.00%
Eat and Earn	0.00%	4.61%	6.13%	3.70%	0.00%	2.92%	0.00%	0.00%	2.26%	7.55%	4.31%	1.59%
Indulge in All-Inclusive	15.01%	14.76%	13.50%	22.22%	10.04%	25.10%	10.04%	15.86%	9.73%	11.99%	22.19%	25.40%
B2B Offer	2.58%	3.14%	0.92%	1.65%	2.52%	2.30%	2.51%	3.23%	1.36%	3.28%	2.09%	0.40%
Hotels	10.90%	11.44%	18.71%	22.63%	12.58%	7.46%	10.22%	6.99%	13.35%	8.87%	13.19%	22.62%
Traveler Article	---	3.32%	1.53%	0.82%	2.46%	2.09%	3.23%	1.08%	2.71%	1.97%	0.52%	2.38%
Mobile App	1.93%	1.85%	0.31%	0.00%	1.71%	0.31%	0.72%	0.27%	1.36%	2.13%	0.39%	0.00%
Footer	15.11%	11.44%	7.98%	3.70%	18.12%	6.52%	22.22%	13.71%	17.42%	6.57%	6.79%	3.57%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

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

- New Hotels a close second for most clicked with Costa Rica market
- Significant engagement with Join banner from Chile market



Module	BRASIL	CHILE	COSTA RICA	GRAND_CAYMAN	MEXICO	MEXICO_ENG	PANAMA	PERU	PUERTO RICO	ST_THOMAS
Header	11.76%	23.08%	5.26%	33.33%	9.52%	5.70%	15.44%	14.29%	5.96%	17.39%
Hero Offer	32.23%	15.38%	36.84%	16.67%	28.21%	19.74%	24.26%	28.57%	34.44%	26.09%
Kick Off the Year	---	---	---	16.67%	---	19.74%	---	---	34.44%	26.09%
Rediscover Travel Without Going Far.	32.23%	15.38%	36.84%	---	28.21%	---	24.26%	28.57%	---	0.00%
Offers	15.86%	15.38%	10.53%	16.67%	9.16%	11.84%	13.97%	28.57%	15.23%	4.35%
Dine Different	4.60%	0.00%	0.00%	0.00%	1.47%	0.00%	0.00%	0.00%	0.00%	0.00%
Eat and Earn	0.00%	0.00%	0.00%	0.00%	0.00%	2.63%	2.21%	0.00%	2.65%	4.35%
Indulge in All-Inclusive	11.25%	15.38%	10.53%	16.67%	7.69%	9.21%	11.76%	28.57%	12.58%	0.00%
B2B Offer	2.30%	0.00%	0.00%	0.00%	2.93%	1.32%	2.21%	0.00%	0.66%	0.00%
Hotels	6.91%	7.69%	31.58%	16.67%	10.50%	3.95%	8.82%	0.00%	11.92%	26.09%
Traveler Article	---	0.00%	5.26%	16.67%	2.32%	1.32%	2.21%	0.00%	0.66%	0.00%
Mobile App	0.51%	0.00%	0.00%	0.00%	1.22%	1.32%	1.47%	14.29%	1.32%	0.00%
Join Marriott Bonvoy	2.05%	7.69%	0.00%	0.00%	2.08%	1.75%	2.21%	0.00%	1.99%	0.00%
Footer	28.39%	30.77%	10.53%	0.00%	34.07%	53.07%	29.41%	14.29%	27.81%	26.09%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

# February Engagement and Revenue up MoM

- Strong click activity with both hero and secondary offer content drove strong financial increase
  - Mexico (ENG) version accounted for 60% of total revenue with 32% of total clicks
  - Make every night count performed higher than family package in every market
- Secondary off content 2<sup>nd</sup> highest click and revenue performance with Recharge at Resorts the clear winner
- Second highest revenue performer is Aruba with 12% of total revenue; Hero offer drove strong revenue and engagement
- Attributed Revenue to CALA:
  - **Bookings:** 45.8%
  - **Revenue:** 46.0%

Engagement			
	Jan '21	Feb '21	MoM
Delivered	975.3 K	1078.4 K	11%
Open Rate	20.8%	18.4%	-2.4pts
CTR	1.0%	1.5%	+0.5pts
CTOR	4.9%	7.9%	+3.0pts
Clicks	10.0 K	15.7 K	57.0%
Unsub Rate	0.3%	0.2%	-0.1pts

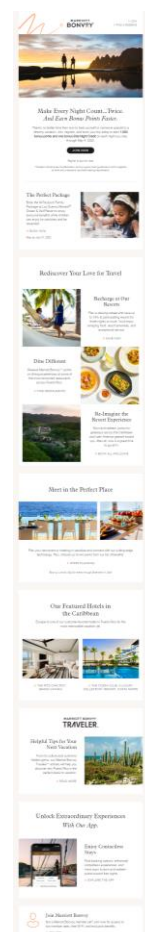
Financial			
	Jan'22	Feb '22	MoM
Booking	59	232	293.2%
Room Night	163	670	311.0%
Revenue	\$36,250	\$142,219	292.3%
Conversion	0.03%	0.12%	+0.09pts

# February 2022 Destination Solo Mexico *Spanish*

## Creative Examples

### February Highlights:

- Hero offer supporting points activity initiative
- Family Package offer
- Vacation planning Traveler article
- All inclusive resort content



# February Engagement and Revenue up MoM

- Mexico Eng generated 60% of total Destination Solo revenue
- Top Markets: Mexico Eng, Aruba, Puerto Rico, Mexico SP, Brazil

Market	Sent	Delivered	Delivery %	Open %	CTOR	CTR	Unsub %	Bookings	Rmnts	Revenue
ARGENTINA	93,249	92,367	99.1%	20.5%	5.7%	1.2%	0.3%	1	8	\$4,737
ARUBA	49,712	49,615	99.8%	18.6%	20.8%	3.9%	0.1%	36	80	\$16,730
BRASIL	133,372	131,437	98.5%	17.2%	4.6%	0.8%	0.3%	4	21	\$6,692
COSTA RICA	17,029	16,933	99.4%	21.3%	7.8%	1.7%	0.2%			
GRAND_CAYMAN	15,766	15,735	99.8%	17.2%	23.2%	4.0%	0.1%	12	27	\$6,397
MEXICO	364,787	359,063	98.4%	18.1%	3.3%	0.6%	0.2%	22	62	\$9,344
MEXICO_ENG	190,296	189,714	99.7%	17.9%	16.2%	2.9%	0.1%	125	390	\$85,686
MEXICO_LOCAL_ENG	52,426	52,157	99.5%	18.1%	4.0%	0.7%	0.2%	3	11	\$2,086
MEXICO_US (SPA)	25,259	25,103	99.4%	19.7%	5.6%	1.1%	0.2%			
PANAMA	45,676	44,823	98.1%	22.2%	3.1%	0.7%	0.3%	1	3	\$629
PUERTO RICO	101,763	101,480	99.7%	17.2%	12.1%	2.1%	0.1%	28	68	\$9,917
<b>Grand Total</b>	<b>1,089,335</b>	<b>1,078,427</b>	<b>99.0%</b>	<b>18.4%</b>	<b>7.9%</b>	<b>1.5%</b>	<b>0.2%</b>	<b>232</b>	<b>670</b>	<b>\$142,219</b>



# Top Performing Feb '21 Content: Hero, Offers, New Openings



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

There's no better time than now to treat yourself or someone special to a dreamy vacation. Join, register, and book your trip today to earn **1,000 bonus points** and **one bonus Elite Night Credit** on each night you stay through May 4, 2022.

JOIN NOW

Register by April 20, 2022

\*Travelers should review the destination country's government guidance to confirm eligibility to travel and understand vaccination/testing requirements.

## The Perfect Package

Book the M Passport Family Package at Los Suenos Marriott® Ocean & Golf Resort to enjoy exclusive benefits while children can enjoy fun activities and be rewarded.

BOOK NOW

Stay by July 31, 2022



## Hero

#1 most clicked  
**78% of Revenue**  
*Make Every Night Count*

## Rediscover Your Love for Travel



### Recharge at Our Resorts

Plan a relaxing retreat and save up to 15% at participating resorts for three nights or more. You'll enjoy amazing food, resort amenities, and exceptional service.

SAVE NOW

### Dine Different

Receive Marriott Bonvoy™ points on dining experiences at some of the most renowned restaurants across Puerto Rico.

FIND RESTAURANTS



### Re-Imagine the Resort Experience

Earn and redeem points for getaways across the Caribbean and Latin America geared toward you. After all, now is a great time to go all in.

BOOK ALL-INCLUSIVE



## Our Featured Hotels in the Caribbean

Escape to one of our customer-favorite hotels in Puerto Rico for the most memorable vacation yet.



» THE RITZ-CARLTON®, GRAND CAYMAN



» THE OCEAN CLUB, A LUXURY COLLECTION® RESORT, COSTA NORTE

## Property Highlight

#3 most clicked

**6% of total clicks**

*The Luxury Collection, Ocean Club capturing largest share*

## Secondary Offer

#2 most clicked

**9% of total clicks**

# L2B outperformed all segments including Everyone Else

- L2B and L3 with significantly higher CTR than other segments
  - L2B: Hero (Make Every Night Count) | L3 Hero Clicks
- L2B highly engaged audience contributing to 59% of total revenue
  - 90% of Revenue Activity with hero content which was 54% of total campaign revenue

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

Drive Market Solo – Feb '22	L1	L2A	L2B	L3	Everyone Else	Total
Delivered	24,175	12,563	104,940	21,447	915,302	1,078,427
Open Rate	17.5%	17.2%	20.2%	21.8%	18.1%	18.4%
CTOR	3.6%	7.2%	24.6%	27.6%	5.3%	7.9%
CTR	0.6%	1.2%	5.0%	6.0%	1.0%	1.5%
Bookings	5	1	112	33	81	232
Room Nts.	22	2	387	85	174	670
Revenue	\$8,662	\$528	\$83,393	\$20,008	\$29,628	\$142,219
Rev/Del.	\$0.36	\$0.04	\$0.79	\$0.93	\$0.03	\$0.13

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

- Hero drove strong engagement and revenue across all audiences
  - Make every night count clear winner across all markets
- Brazil, Costa Rica, and Argentina engaged most with new hotel openings



Module	ARGENTINA	ARUBA	BRASIL	COSTA RICA	GRAND_CAYMAN	MEXICO	MEXICO_ENG	MEXICO_LOCAL_ENG	MEXICO_US	PANAMA	PUERTO RICO
Header	13.72%	3.96%	13.88%	5.90%	3.68%	16.39%	3.24%	14.63%	11.24%	13.29%	4.49%
Hero Offer	35.65%	78.09%	31.76%	52.80%	81.75%	40.90%	85.92%	47.76%	63.61%	39.02%	83.80%
Make Every Night Count...Twice.	27.35%	75.06%	23.69%	33.23%	79.14%	31.64%	82.56%	43.50%	53.85%	26.59%	80.14%
The Perfect Family Package	8.29%	3.03%	8.08%	19.57%	2.61%	9.27%	3.37%	4.27%	9.76%	12.43%	3.66%
Offers	20.57%	9.44%	16.16%	15.84%	6.29%	10.30%	5.21%	11.99%	8.28%	15.03%	5.68%
Dine Different	11.40%	4.06%	5.25%	7.45%	1.23%	0.00%	0.98%	0.00%	0.00%	5.49%	1.37%
Eat and Earn	0.00%	0.00%	0.00%	0.00%	0.00%	3.06%	0.00%	3.66%	0.89%	0.00%	0.00%
Recharge at Our Resorts	3.11%	2.10%	4.24%	4.04%	2.61%	2.57%	1.42%	2.03%	0.89%	2.31%	1.51%
Re-Imagine the Resort Experience	6.06%	3.28%	6.67%	4.35%	2.45%	4.67%	2.80%	6.30%	6.51%	7.23%	2.79%
B2B Offer	1.12%	0.24%	2.12%	0.00%	0.31%	1.49%	0.40%	1.02%	1.78%	1.16%	0.50%
Hotels	12.04%	4.84%	14.20%	14.91%	6.60%	5.67%	2.93%	7.11%	2.96%	8.38%	2.70%
Traveler Article	1.67%	1.61%	---	1.24%	0.46%	2.11%	0.56%	1.22%	0.89%	1.45%	0.69%
Mobile App	1.36%	0.29%	1.41%	0.93%	0.00%	0.96%	0.11%	0.81%	0.30%	0.58%	0.05%
Footer	13.88%	1.52%	20.47%	8.39%	0.92%	22.18%	1.63%	15.45%	10.95%	21.10%	2.11%

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

- B2B Offer performed strongest with Aruba market
- Make Every Night Count performed stronger in most markets within hero engagement

Module	ARGENTINA	ARUBA	BRASIL	COSTA RICA	GRAND_CAYMAN	MEXICO	MEXICO_ENG	PANAMA	PUERTO RICO
Header	14.36%	11.43%	13.42%	20.00%	0.00%	13.59%	3.52%	9.60%	3.80%
Hero Offer	36.17%	45.71%	29.00%	30.00%	50.00%	27.99%	22.61%	32.00%	36.71%
Make Every Night Count...Twice.	30.85%	37.14%	29.00%	10.00%	50.00%	24.43%	21.61%	24.80%	34.18%
The Perfect Family Package	5.32%	8.57%	0.00%	20.00%	0.00%	3.56%	1.01%	7.20%	2.53%
Offers	14.89%	11.43%	14.72%	30.00%	0.00%	9.55%	4.52%	12.80%	5.06%
Dine Different	5.85%	5.71%	6.06%	20.00%	0.00%	0.00%	0.50%	5.60%	1.27%
Eat and Earn	0.00%	0.00%	0.00%	0.00%	0.00%	1.94%	0.00%	0.00%	0.00%
Recharge at Our Resorts	3.19%	2.86%	2.60%	10.00%	0.00%	3.24%	2.51%	2.40%	0.00%
Re-Imagine the Resort Experience	5.85%	2.86%	6.06%	0.00%	0.00%	4.37%	1.51%	4.80%	3.80%
B2B Offer	0.00%	5.71%	1.73%	0.00%	0.00%	1.62%	2.01%	1.60%	1.27%
Hotels	13.30%	11.43%	11.26%	10.00%	0.00%	8.09%	3.02%	4.00%	1.27%
Traveler Article	0.53%	2.86%	---	0.00%	0.00%	2.27%	1.51%	0.80%	2.53%
Mobile App	0.00%	0.00%	0.43%	10.00%	0.00%	2.75%	0.00%	2.40%	0.00%
Join Marriott Bonvoy	0.53%	2.86%	0.43%	0.00%	0.00%	0.00%	1.01%	0.00%	3.80%
Footer	20.21%	8.57%	29.00%	0.00%	50.00%	34.14%	61.81%	36.80%	45.57%

# METT Emails

# January and February 2022 METT Performance Summary

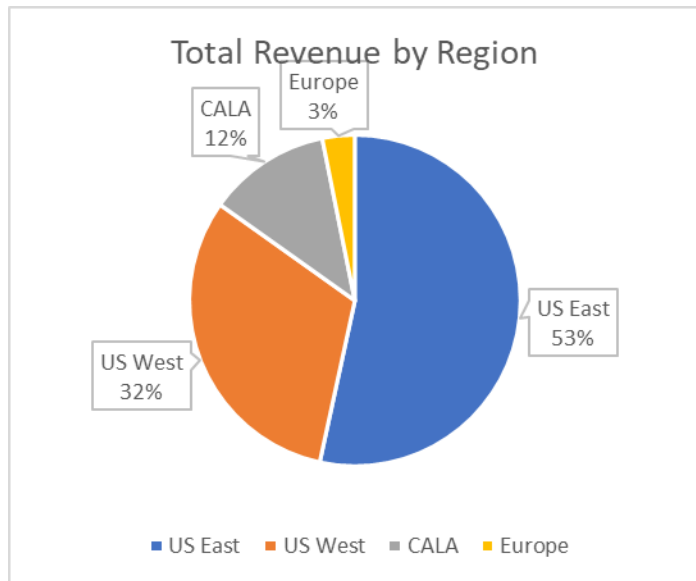
- January METT revenue up 32% MoM
  - CALA Luxury ENG and SJDJW ENG accounted for 89% of total revenue
- February METT revenue up 90% MoM
  - Mexico Beaches and CALLA Resorts accounted for over 50% of total revenue

Month	Delivered	Open Rate	CTR	Clicks	Bookings	Room Nights	Revenue
Jan	668,092	8.60%	1.10%	5,291	45	119	\$23,366
Feb	975,611	7.80%	0.80%	8,108	65	189	\$44,340
MoM	46%	-0.8pts	-0.3pts	53.24%	44.44%	58.82%	89.76%

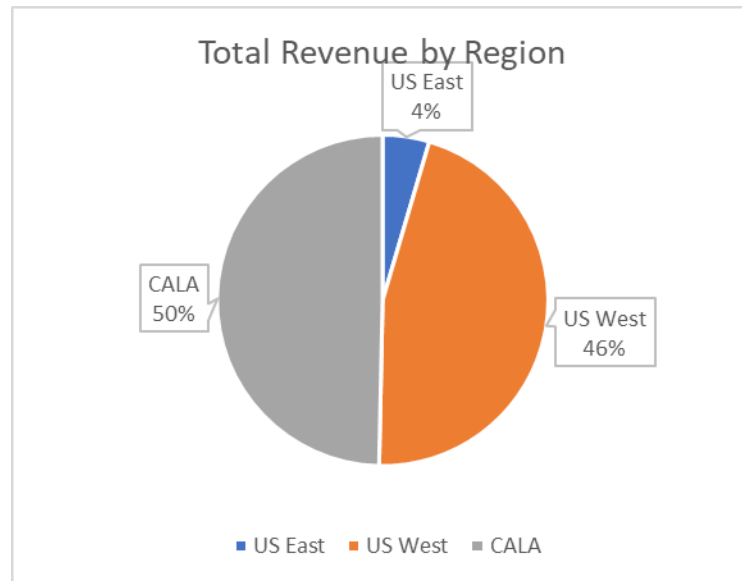
# January and February Revenue Attribution

## Percent of revenue to CALA properties increased MoM

- Properties booked in CALA, Central America, and Mexico Regions



January



February

# Top Performing METTs: January 2022


Jan: Highest Revenue

CALA\_Luxury\_Eng\_Jan282022

**Subject Line:** Enjoy a Luxurious Getaway with Marriott Bonvoy

Travel with Peace of Mind to Your Place

Join **MARRIOTT BONVOY™** Find & Reserve



**REJUVENATING STAY IN MEXICO CITY**

Experience relaxation with a world-class spa escape to **W Mexico City**. Discover your inner power with The Temazcal, an ancient ritual guided by a Shaman, which will strengthen your immune system while renewing your energy and purifying your body. Including breakfast for 2 and more!

[BOOK NOW](#)

**LIVE EXQUISITE IN MEXICO CITY**

at **The St. Regis® Mexico City**

The St. Regis Suite provides an inviting environment designed to deliver the utmost style and comfort. Take in the spectacular views from these spaces, and allow every experience to be extended. Enjoy extraordinary savings on stays of 3 nights or more.

[BOOK NOW](#)


Jan: High Engagement and Revenue

CALA\_SJDJW\_Eng\_Jan282022

**Subject Line:** Exclusive Experiences in Los Cabos

TRAVEL WITH PEACE OF MIND

**JW MARRIOTT** Find & Reserve




**EXPERIENCE A BLISSFUL STAY IN LOS CABOS**

Capture tropical vibes of leisure and luxury at **JW Marriott® Los Cabos Beach Resort & Spa**. Boasting a brilliant beachfront location in San Jose del Cabo, where the Sea of Cortez meets the Pacific Ocean, our resort is the perfect place to soak up the sun in sophisticated style.

Discover our preferred rates and complimentary Wi-Fi for Marriott Bonvoy® members. Not a member yet? [Join now!](#)

[BOOK NOW](#)



**WHERE WE CAN TAKE YOU?**

Travel makes us open our eyes to the extraordinary. With 30 hotel brands and endless experiences.

Where can we take you?

[START YOUR ADVENTURE](#)

Jan: Highest CTR

CALA\_PVRDE\_Spa\_Jan282022

**Subject Line:** Discover the Wonders of the Riviera Nayarit (Translated)

**DELTA HOTELS** **MARRIOTT** [BUSQUE Y RESERVE](#)



**Descubre Riviera Nayarit**

Renueva tus energías en un entorno rodeado de naturaleza en Delta Hotels® Riviera Nayarit, an All-Inclusive Resort.

Disfruta de una escapada única e inolvidable con todo incluido; desde deliciosa gastronomía, hasta los servicios de club de playa ubicado a unos minutos del hotel y spa en nuestro resort.

Relájate en nuestra piscina y descubre deliciosas opciones de alimentos y bebidas para toda la familia.

Reserva ahora con nuestra tarifas exclusivas para locales.

[RESERVA AHORA](#)

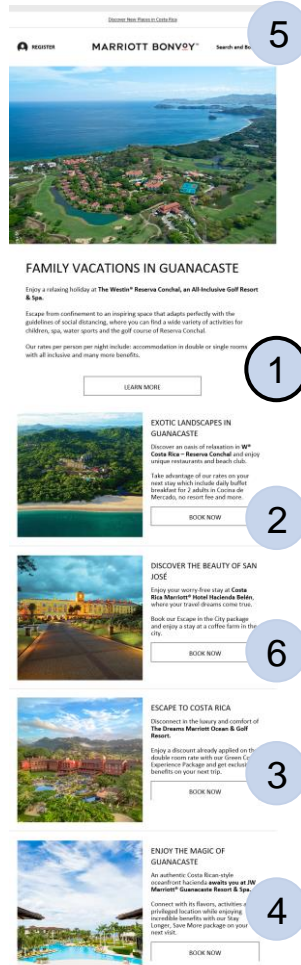


# January Heat Maps: Top Performing Emails

- Resort messages that called out specific benefits in the 7 Jan email copy generated more clicks than offer or general booking messages
  - 27% of clicks on all-inclusive golf hero
  - 26% of clicks on Exotic landscapes module
- Subscribers getting the 28 Jan campaign were less engaged with spa / wellness hero content, but more interested in St. Regis offer underneath –was 33% of clicks vs. 28% on the hero
  - Engage openers by using animation in the hero to showcase the property and onsite spa offerings
  - Leverage learnings from upcoming lifestyle vs property hero test in May destinations solo if animation isn't an option

7 Jan

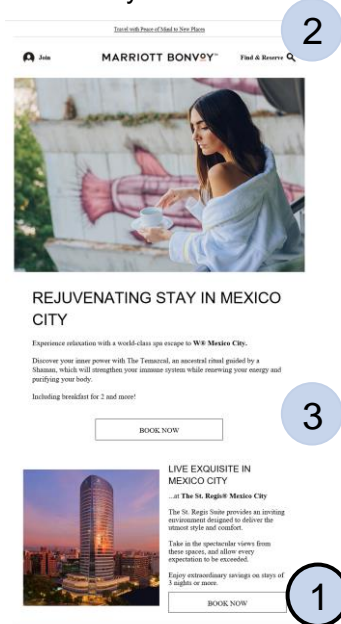
“Inicia el Año con un Descanso Perfecto”



\*Translated Email

28 Jan

“Enjoy a Luxurious Getaway with Marriott Bonvoy”



Footer = #4

Footer = #7

# METT Heatmaps – January 2022

CALA_CR_Spa_Jan72022	% Clicks
Header	8.7%
<b>Hero: All Inclusive Golf Resort</b>	<b>27.4%</b>
Exotic Landscapes Guanacaste	25.6%
Escape in the City Package	3.7%
Green Coast Experience Package	17.0%
Stay Longer, Save More	12.9%
Footer	4.6%

CALA_Luxury_Eng_Jan282022	% Clicks
Header	29.4%
W Mexico City	27.6%
<b>St. Regis Mexico City</b>	<b>33.2%</b>
Footer	9.8%

# Top Performing METTs: February 2022

**Feb: Highest Revenue**

**CALA\_MexicoBeaches\_Eng\_Feb11**

**Subject Line:** Explore the Oceanfront Jewels of Cancun and Puerto Vallarta

Search Results

MARRIOTT BONVOY™ Find & Reserve



**INSPIRE AND RECONNECT IN CANCUN**

This is Cancun's only 5-star resort and a JW Marriott Cancun Resort & Spa. Use the daily credit as a flexible incentive, relaxing spa system, Full Beach Bar for the day, private cab fare transfer. The 5-star resort can be used anytime at the Beach.

BOOK NOW



**UNFORGETTABLE EXPERIENCE IN CANCUN**

Stay with the name of a famous 5-star Cancun Resort. Enjoy a day in the sun and the beach. The resort has a private cab fare transfer, a full beach bar for the day, and a private cab fare transfer. The 5-star resort can be used anytime at the Beach.

BOOK NOW

**YOUR NEW OFFICE ADJUTES YOU**

Stay with the name of a famous 5-star Cancun Resort. Enjoy a day in the sun and the beach. The resort has a private cab fare transfer, a full beach bar for the day, and a private cab fare transfer. The 5-star resort can be used anytime at the Beach.

BOOK NOW



**A NEW JOURNEY IN PUERTO VALLARTA**

There is a new way to experience the oceanfront. The resort has a private cab fare transfer, a full beach bar for the day, and a private cab fare transfer. The 5-star resort can be used anytime at the Beach.

BOOK NOW

**REVITALIZE YOUR SENSES**

Stay with the name of a famous 5-star Cancun Resort. Enjoy a day in the sun and the beach. The resort has a private cab fare transfer, a full beach bar for the day, and a private cab fare transfer. The 5-star resort can be used anytime at the Beach.

BOOK NOW


**Feb: High Engagement and Revenue**

**CALA\_Resorts\_Eng\_Feb42022**

**Subject Line:** Discover Captivating Resorts in the Caribbean

Search Results

MARRIOTT BONVOY™ Find & Reserve




**INCREDIBLE BONUS POINTS AT ATLANTIS**

This year, escape to Atlantis Paradise Island and save up to 10% + more accessible Bonus Points! Experience 5 miles of white sand beaches, the thrilling Aquaventure water park, the world's largest open-air marine habitat, Atlantis Casino, spa, golf, celebrity chef dining, and so much more.

Book through March 31, 2022. Be used through November 30, 2022, and earn up to 10,000 Marriott Bonvoy Bonus Points.

Not a member? [Join today!](#)

BOOK NOW



**A UNIQUE GEM IN THE CARIBBEAN**

Escape to the sun-kissed waters of the Caribbean at the Curacao Marriott Beach Resort. A tropical oasis awaits to serve you with warm and dedicated customer service, near access to the best beaches of the island and more.

Enjoy available offers, the longer you stay the more you save!

LEARN MORE

**EXPERIENCE MORE PARADISE FOR LESS**

Larger lounge area and experience a true Caribbean resort at Bahia Mar Resort & Spa, Curacao.

Enjoy up to 20% savings when booking a property in the Caribbean for the first time on a stay.

Discover why this beachfront resort is the ideal escape.

BOOK NOW

**Feb: Highest CTR**

**CALA\_SJOLS\_MIPassport\_Eng\_Feb42022**

**Subject Line:** Enjoy an Incredible Family Getaway

Search Results

MARRIOTT BONVOY™ Find & Reserve



**M PASSPORT FAMILY PACKAGE**

Book the M Passport family package and enjoy this exclusive program brought to you by the Los Suenos Marriott® Ocean & Golf Resort, where children are rewarded for completing fun resort activities.

Plus, families can enjoy free breakfast, in-room amenities and much more.

LEARN MORE

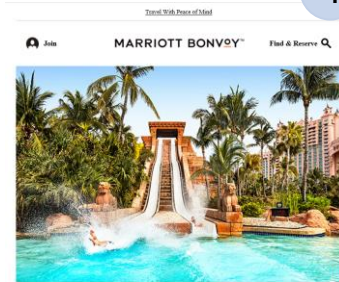
# February Heat Maps: Top Performing Emails

- 34% of clicks in Feb 4th email went to hero featuring bonus points offer at Atlantis, closely followed by Caribbean stay longer messaging generating 30% of clicks
  - Caribbean stay longer copy mentioned additional offers which may have attracted deal-seekers; “Enjoy incredible offers, the longer you stay the more you save!”
- Hero generated most clicks in Feb 11 email (23% of clicks), but so did the Puerto Vallarta multi-offers message lower in the email (also 23% of clicks)
  - Another example of strong engagement when mentioning more offers; CTA was “See Offers”
  - Secondary message under hero was similar to hero – same Cancun resort credit – consider consolidating messages or giving equal placement
  - Lower engagement in wellness message at the end

4 Feb

“Discover Captivating Resorts in the Caribbean”

4



## INCREDIBLE BONUS POINTS AT ATLANTIS

This year, escape to **Atlantis Paradise Island** and save up to 10% + earn incredible Bonus Points! Experience "Sunset of white sand beaches, the thrilling Aquaventure water park, the world's largest open-air marine habitat, Atlantis Casino, spa, golf, celebrity chef dining, and so much more.

Book through March 31, 2022, for travel through November 30, 2022, and earn up to 10,000 Marriott Bonvoy Bonus Points.

Not a member? [Join today!](#)

BOOK NOW



## A UNIQUE GEM IN THE CARIBBEAN

Escape to the sun-kissed waters of the Caribbean at the **Caracas Marriott Beach Resort**. A tropical oasis awaits to serve you with warm and dedicated customer service, easy access to the best activities of the island and more.

Enjoy incredible offers, the longer you stay the more you save!

LEARN MORE

## EXPERIENCE MORE PARADISE FOR LESS

Linger longer in paradise and experience a true Caribbean resort at **Aruba Marriott Resort & Stellaris Casino**.

Enjoy up to 20% in savings when booking a gateway to Aruba for four nights or more.

Discover why this beachfront resort is the ideal escape.

BOOK NOW



SEE OFFERS

Footer = #5

11 Feb

“Explore the Oceanfront Jewels of Cancun and Puerto Vallarta”

5



## INSPIRE AND RECONNECT IN CANCUN

View in Vacation with a daily \$100 resort credit at **PM Marriott Cancun Resort & Spa**

Use this daily credit on a buffet breakfast, relaxing spa treatment, Balli Beach Club for the day, private cabal house booking - this \$100 resort credit can be used anywhere at the Resort.

BOOK NOW



## UNFORGETTABLE EXPERIENCE IN CANCUN

Get ready for the vacation of a lifetime at **Marriott Cancun Resort**.

Receive a daily \$100 resort credit for breakfast, spa services, a beach cabal house, spa services.

This will be the most relaxing time of your life in one of the most beautiful places.

BOOK NOW

## YOUR NEW OFFICE AWAITS YOU

Escape to your new vacation office at **The Blue Curacao Casino**.

Live up your work routine and enjoy up to 50% off on many of our amenities. We'll even cover the deal with breakfast, 2 golf club memberships, food and beverages. We've got the amenities and luxurious accommodations you need.

BOOK NOW



## A NEW JOURNEY IN PUERTO VALLARTA

There is no time like the present to enjoy paradise at **Marriott Puerto Vallarta Resort & Spa**. We have the best resort in the heart of Puerto Vallarta has to offer.

Time yourself in a vacation that will make a lifetime of memories.

SEE OFFERS

## REVITALIZE YOUR SENSES

Be the best version of yourself and indulge without guilt.

Start with this Davao getaway, including a deluxe room, breakfast, lunch and dinner from our Davao Kitchen, and a spa treatment with a \$120 credit.

Write on the sandy beaches of **The Westin Resort & Spa, Puerto Vallarta**.

BOOK NOW

6

Footer = #7

# METT Heatmaps – February 2022

CALA_Resorts_Eng_Feb42022	% Clicks
Header	9.9%
<b>Hero Bonus Points</b>	<b>34.0%</b>
Stay Longer, Save More	30.4%
Escapes	22.7%
Footer	3.0%

CALA_MexicoBeaches_Eng_Feb11	% Clicks
Header	10.0%
<b>Hero Resort Credit - JW Marriott Cancun</b>	<b>23.3%</b>
Resort Credit - Marriott Cancun	14.4%
50% off 7+ nights - RC Cancun	19.4%
<b>Marriott Puerto Vallarta - See Offers</b>	<b>23.1%</b>
Detox Getaway - Westin Puerto Vallarta	6.9%
Footer	3.0%

# METT Recommendations

- Consider including offers in subject line or preheader to lift engagement and raise interest in content
- Increase engagement in wellness or spa messages by showcasing the property and onsite spa offerings using image animation (animated gif)
- Leverage learnings from upcoming lifestyle vs. property hero test in destinations solo to help inform future image selections
- Monitor multi-offer content to see if openers continue to engage; consider testing in hero placement and mentioning in subject line or preheader to lift performance
- Consolidate (if possible) similar messages or give them equal placement within the email for fairer engagement chances

# Testing & Optimization

# PCIQ Subject Line Performance

## Results November

Initial observations:

DeploymentDate_M	AnalyticalGroup	Source_Name	SL	UniqueOpenCount	DeliveredCount	Unique_Open_Rate
11/9/2021 1:00	Random	ARGENTINA	SL01	7,628	29,520	25.8%
11/9/2021 1:00	Random	ARGENTINA	SL02	7,190	29,817	24.1%
11/9/2021 1:00	Random	ARGENTINA	SL03	7,574	29,698	25.5%
11/9/2021 1:00	Random	ENGLISH	SL01	1,203	3,007	40.0%
11/9/2021 1:00	Random	ENGLISH	SL02	1,223	3,002	40.7%
11/9/2021 1:00	Random	ENGLISH	SL03	1,157	2,931	39.5%
11/9/2021 1:00	Random	MEXICO_LOCAL_ENGLISH	SL01	4,670	17,892	26.1%
11/9/2021 1:00	Random	MEXICO_LOCAL_ENGLISH	SL02	4,587	17,862	25.7%
11/9/2021 1:00	Random	MEXICO_LOCAL_ENGLISH	SL03	4,536	18,022	25.2%
11/9/2021 1:00	Random	PORTUGUESE	SL01	9,185	39,821	23.1%
11/9/2021 1:00	Random	PORTUGUESE	SL02	9,118	39,972	22.8%
11/9/2021 1:00	Random	PORTUGUESE	SL03	9,021	39,834	22.6%
11/9/2021 1:00	Random	SPANISH	SL01	35,524	144,035	24.7%
11/9/2021 1:00	Random	SPANISH	SL02	34,609	143,881	24.1%
11/9/2021 1:00	Random	SPANISH	SL03	33,411	144,274	23.2%

SL_No	SL
SL01	[Fname, ]Don't Miss Out On Up to \$200 in Resort Credits
SL02	Hurry[, Fname]! Book by December 6 to earn up to \$200 in resort credits.
SL03	[Fname, ]Earn up to \$200 in Resort Credits





# PCIQ Subject Line Performance Results

Initial observations:

- Personalization with First name first captured highest Open Rate in January
- Using “Free” versus “offer” outperformed other personalization in February
- Continuing testing to impact future SL recommendations

## January

DeploymentDate_M	Language	SL01	SL03	Unique_Open_Rate
1/17/2022	MEXICO_LOCAL_ENGLISH	21.6%	20.0%	20.8%
	SPANISH	21.0%	19.8%	20.4%
	PORTUGUESE	19.4%	19.2%	19.3%
	ENGLISH	19.1%	18.1%	18.6%

SL_No	SL
SL01	[Fname, ]Kick Off 2022 With Travel
SL03	Why not escape to paradise this year[, Fname]?

DeploymentDate_M	Language	SL01	SL02	SL03	Unique_Open_Rate
2/20/2022	ARGENTINA	20.6%	20.5%	19.4%	20.2%
	SPANISH	18.9%	18.7%	17.5%	18.4%
	MEXICO_LOCAL_ENGLISH	17.8%	18.1%	17.6%	17.8%
	ENGLISH	17.6%	17.6%	17.6%	17.6%
	PORTUGUESE	17.0%	17.5%	16.2%	16.9%

SL_No	SL
SL01	[Fname, ]These Offers Are Too Sweet to Miss
SL02	[Fname, ]Learn How to Earn Free Nights, On Us
SL03	Are you ready to earn points with ease[, Fname]?

# Actionable Insights & Next Steps

# Actionable Insights

- Hero content featuring points offer in January generated most of the Destination Solo revenue with Resorts outperforming Staycation, continue looking for resorts focused opportunities
- Domestic locations for new hotel openings drove engagement across most markets for new openings module, recommended to test cross border vs domestic properties
- Mexico Eng. and Puerto Rico markets consistently drove the largest share of revenue across both months with Aruba taking the 3<sup>rd</sup> spot when the market was included in February, continue monitor high performing markets to include in future months
- METT revenue increased MoM from December to January and from January to February, establish top content from high performing METTs to include in other mailings
  - Jan: Luxury and SJDJW METTs accounted for 89% of total revenue
  - Feb: Beaches and Resort METTs performed extremely well capturing a majority of total revenue
- Personalization tactics for PCIQ SL optimization captured the highest open rates, markets gravitating towards First name being at the beginning of the SL

# Next Steps

- Continue leveraging PCIQ for SL testing
- First time adding member account module
- Adding new 5-pack module
- Adding poll for future travel plans



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

# Appendix

# January METT Campaign List

Campaign Name	Sent	Delivered	Bounced	Bounce Rate	Opens	Open Rate	Clicks	CTR	CTOR
CALA_Luxury_Eng_Jan282022	151,360	151,089	2,649	1.8%	13,548	9.0%	707	0.5%	5.2%
CALA_SJDJW_Eng_Jan282022	122,378	121,983	2,000	1.6%	8,286	6.8%	958	0.8%	11.6%
CALA_PVRMX_Eng_Jan282022	118,202	117,865	1,942	1.6%	8,026	6.8%	510	0.4%	6.4%
CALA_Resorts_Eng_Jan72022	109,101	108,871	1,805	1.7%	8,908	8.2%	928	0.9%	10.4%
CALA_AI_Eng_Jan72022	63,307	63,154	891	1.4%	5,507	8.7%	716	1.1%	13.0%
CALA_PTY_Spa_Jan72022	39,892	39,117	980	2.5%	3,209	8.2%	338	0.9%	10.5%
CALA_PVRDE_Spa_Jan282022	33,750	33,591	721	2.1%	4,015	12.0%	495	1.5%	12.3%
CALA_DR_Spa_Jan212022	18,662	18,048	1,153	6.4%	1,311	7.3%	175	1.0%	13.3%
CALA_CR_Spa_Jan72022	14,457	14,374	143	1.0%	1,347	9.4%	381	2.7%	28.3%

# Feb METT Campaign List

Row Labels	Sent	Delivered	Bounced	Bounce Rate	Opens	Open Rate	Clicks	CTR	CTOR
CALA Spa_Feb252022	37,923	37,729	194	0.5%	3,285	8.7%	290	0.8%	8.8%
CALA_BDAXR_Eng_Feb42022	52,572	52,491	81	0.2%	4,529	8.6%	829	1.6%	18.3%
CALA_DR_Eng_Feb252022	36,757	36,655	102	0.3%	2,120	5.8%	107	0.3%	5.0%
CALA_Maldives_Port_Feb252022	37,027	36,601	426	1.2%	2,141	5.8%	199	0.5%	9.3%
CALA_Mexico_Spa_Feb11	88,499	86,917	1,582	1.8%	6,459	7.4%	444	0.5%	6.9%
CALA_MexicoBeaches_Eng_Feb11	224,365	223,885	480	0.2%	17,111	7.6%	2,204	1.0%	12.9%
CALA_MTY_Spa_Feb25	161,800	159,242	2,558	1.6%	11,917	7.5%	536	0.3%	4.5%
CALA_POPLC_Eng_Feb25	45,859	45,748	111	0.2%	3,477	7.6%	277	0.6%	8.0%
CALA_PVR_Spa_Feb11	120,318	118,970	1,348	1.1%	10,615	8.9%	821	0.7%	7.7%
CALA_Resorts_Eng_Feb42022	135,108	134,961	147	0.1%	11,163	8.3%	1,645	1.2%	14.7%
CALA_SJOLS_MIPassport_Eng_Feb42022	42,493	42,412	81	0.2%	3,817	9.0%	756	1.8%	19.8%

Thank you!

MARRIOTT  
**BONVOY®**

