

CALA Monthly
Email Review
July 2022

23 August 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

July Key Storylines

- CTR remained steady MoM with fewer overall deliveries in July aligned with YoY trends
- Unsubscribe rate improved MoM dropping to the lowest rate in the past 12 months
- Overall revenue and bookings increased MoM
 - Increased revenue from Core MAU, Partner campaigns, and METTs contributing to monthly increase
 - Bookings and revenue back to CALA properties for Destination Solo increased significantly MoM
- METT engagement and revenue increased MoM to its second highest monthly revenue in 2022
 - METT percent of revenue back to CALA increased by 9.4 pts. over June numbers
- Core MAU revenue increased in July with less overall engagement

Monthly Performance Summary

Engagement Impacted By Fewer Overall Deliveries In July; Revenue up MoM

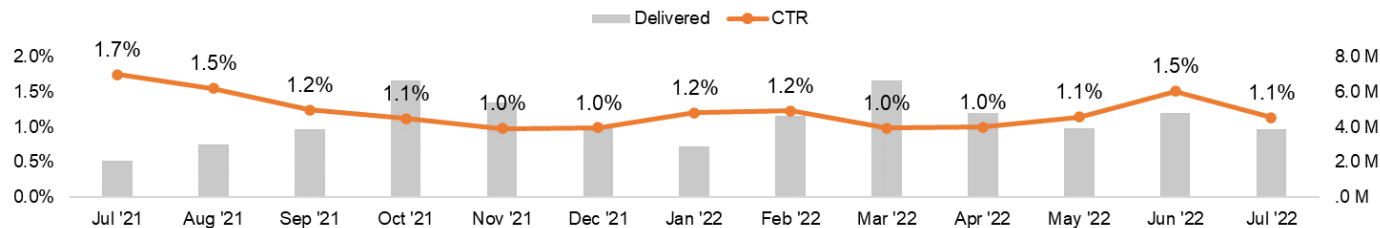
- Lower monthly delivery totals impacted by campaign fluctuations led to lower overall click volume
 - July did not include global and brand campaigns and less volume from engagement and promotion categories
- CTR lower MoM with lower CTR from Core MAU and Destination Solo contributing to decrease
- Overall monthly revenue and bookings increased MoM
 - Increased revenue from Core MAU, Partner campaigns, and Promotions contributing to monthly increase

Engagement	July '22	vs. Avg	MoM
Delivered	3.9 M	-14.5%	-19.4%
Clicks	43.7 K	-16.1%	-39.6%
CTR	1.1%	-0.1 pts.	-0.4 pts.
Unsub Rate	0.17%	-0.10 pts.	-0.02 pts.

Financials	July '22	vs. Avg	MoM
Bookings	322	-3.9%	+3.9%
Room Nights	927	-42.3%	-3.7%
Revenue	\$183.1 K	-0.5%	+4.2%
Conversion	0.74%	+0.10 pts.	+0.31 pts.
BPK	0.08	+12.3%	28.9%

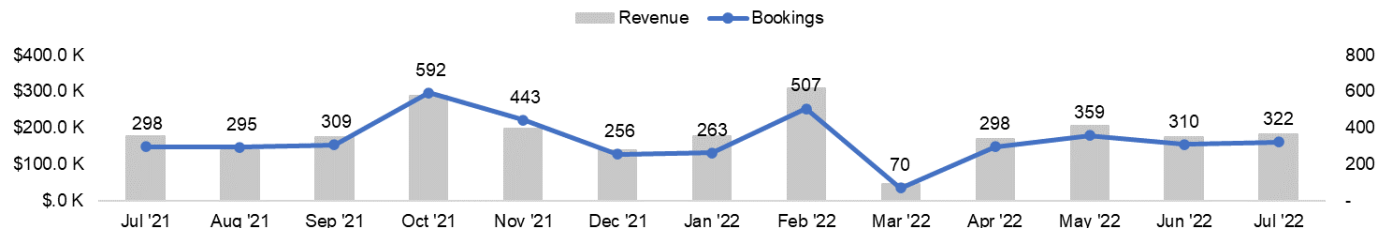
CTR Down Slightly MoM; Strong Conversions Contributing To Monthly Financials

CALA Overall KPI Trends (2021-2022)



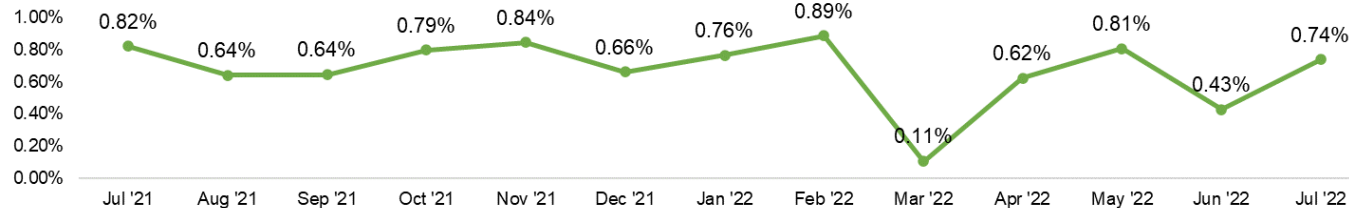
CTR and deliveries down MoM aligned with Bonvoy trends

CALA Overall Financial Trends (2021-2022)



Revenue and Bookings increased MoM

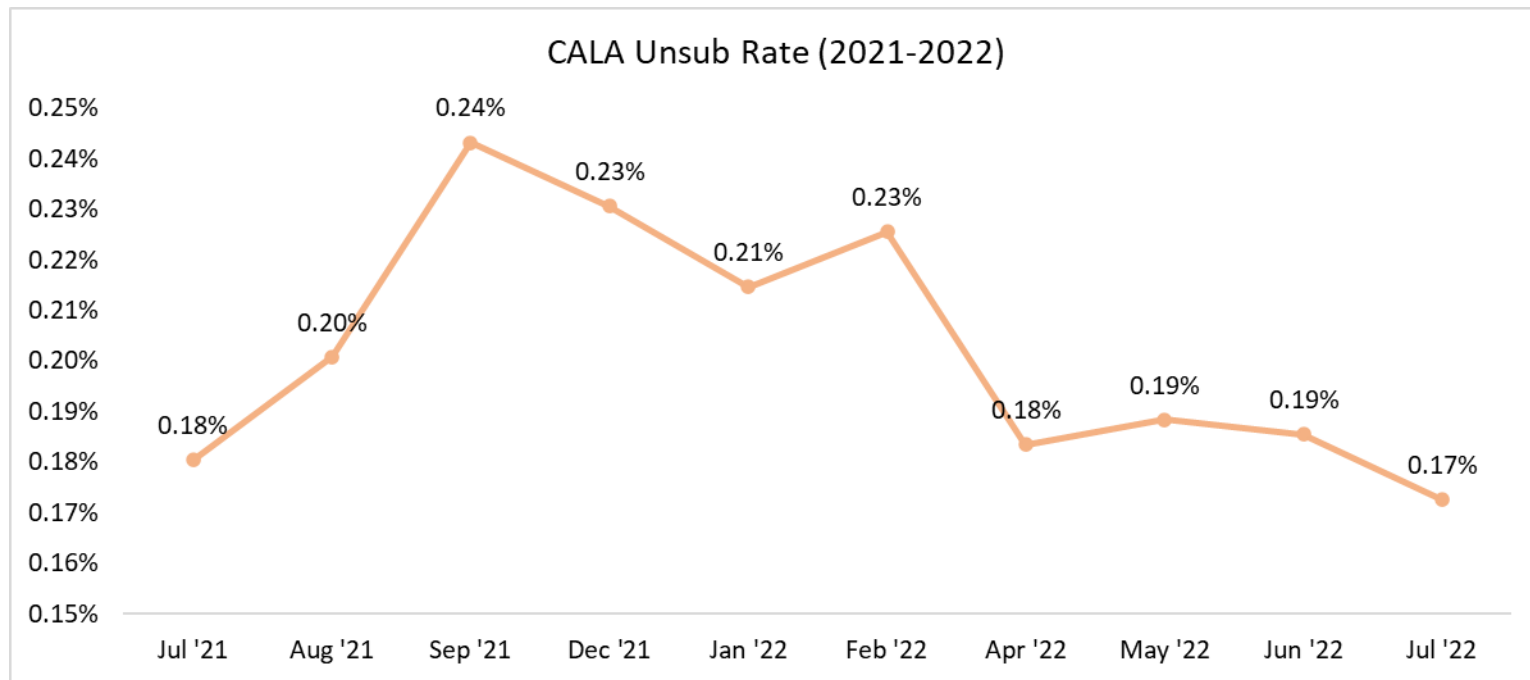
CALA Conversion Rate Trends (2021-2022)



Increased conversion rate contributing to increased monthly financials

Decreased Unsub Rate MoM Continuing Positive '22 Trend

July Unsubscribe Rate was the lowest in the past 12 months



* Data issues in Oct/Nov '21 and March '22 data; removed from chart

July Engagement Below Monthly Goals

- CTR down slightly for both Destination solo with and without US audiences
 - Below average CTR from Mexico (0.7%) impacting overall CTR; Mexico market makes up 40% of total delivery volume
- Positive lift on METT engagement from 0.62% to 0.86% overall bringing monthly CTR closer to CTR target

CTR Goals	July '22	Monthly Goal	vs. Goal
Destination Solo	0.92%	1.0%	-0.08 pts.
Destination Solo (CALA only)	0.88%	1.0%	-0.12 pts.
METT	0.86%	1.0%	-0.14 pts.
METT (CALA Only)	0.88%	1.0%	-0.12 pts.

App Activity Near Benchmark

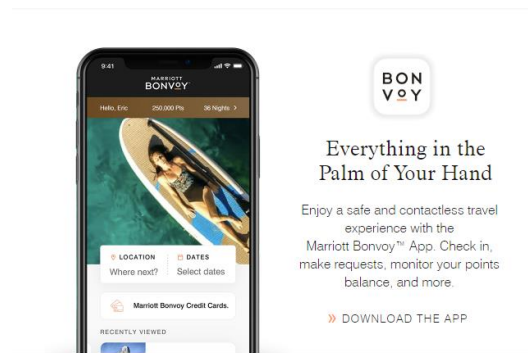
- July app downloads down MoM by 26%
- Total click activity to upcoming trip module continues to decline, recommend introducing addition headline + CTA options

July 2022 Activity

MARKET	Downloads
Brazil - PT	8
Argentina - ES	12
Bolivia - ES	3
Peru - ES	0
Colombia - ES	4
Mexico - ES	17
Mexico - EN	4
Mexico - EN - Local	1
Grand Cayman - EN	0
Bermuda - EN	0
Dominican Republic - EN	0
July Total:	49
Benchmark:	52
vs. Benchmark.	-6%
MoM:	-26%



Upcoming trip module



Mobile App Download Module

*Benchmark based on Jan-March '22 App Data

Campaign Engagement

Destination Solo

July 2022 Destination Solo

Creative Examples

July Highlights:

- Global MEO hero offer with property vs lifestyle test
- June Poll results featured in subject lines and in results module
- F&B focus in secondary offer sections
- Targeted cobrand module

Mexico
English

Thank you for helping us to succeed. We appreciate your feedback and we will continue to improve our service to you.

Enjoy Up to 10,000 Bonus Points

Still Making Summer Plans?

Plan Your Perfect Vacation

What's Your Resort Style?

Join Marriott Bonvoy™

Explore Mexico and Beyond

Make Every Moment Count

Dine Differently

Extraordinary Moments Awaits

Everything in the Palm of Your Hand

Mexico
Spanish

Gracias por ayudarnos a tener éxito. Agradecemos su retroalimentación y seguiremos mejorando nuestro servicio para usted.

Disfruta de hasta 10,000 puntos bonificables

¿Sigues haciendo planes para este verano?

Planifica tus vacaciones perfectas

¿Cuál es tu estilo de resort?

¡Únete a Marriott Bonvoy!

Explora México y más allá

Haz que cada momento cuente

Disfruta de la gastronomía de manera diferente

Te espera un momento extraordinario

Todo está al alcance de tu mano

Dominican Republic
English

Enjoy Up to 10,000 Bonus Points

Still Making Summer Plans?

Plan Your Perfect Vacation

What's Your Resort Style?

Join Marriott Bonvoy™

Explore Dominican Republic and Beyond

Make Every Moment Count

Dine Differently

Extraordinary Moments Awaits

Everything in the Palm of Your Hand

Grand Cayman
English

Enjoy Up to 10,000 Bonus Points

Still Making Summer Plans?

Plan Your Perfect Vacation

What's Your Resort Style?

Join Marriott Bonvoy™

Explore Grand Cayman and Beyond

Make Every Moment Count

Dine Differently

Extraordinary Moments Awaits

Everything in the Palm of Your Hand

Brazil
Portuguese

Garha até 10.000 pontos de bônus

Ainda está pensando no que fazer no verão?

Planeje sua viagem perfeita

Qual é o seu estilo de resort?

Participe do Marriott Bonvoy™

Explore Brasil e muito mais

Faça cada momento valer a pena

Jane de forma diferente

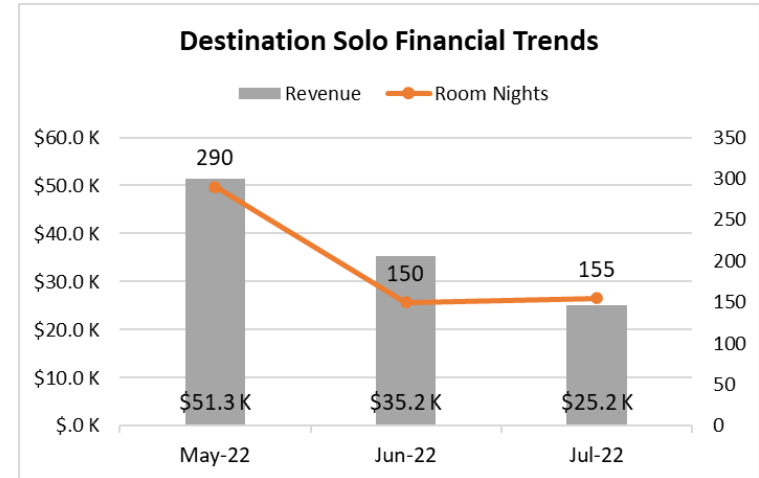
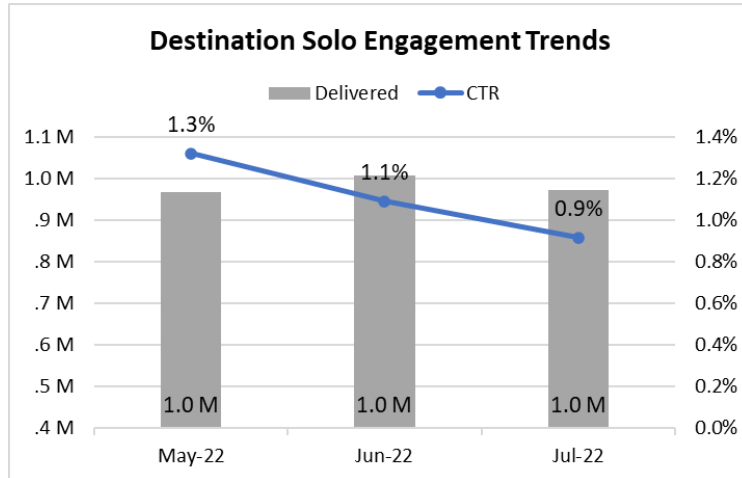
Momentos extraordinários esperam por você

Tudo ao alcance de sua mão

CTR Down MoM With Lower Overall Click Activity In July

- Openers in July engaged most heavily with Global MEO, Destinations module, and Poll results module which accounted for 60% of all click activity
 - Within navigation 5-pack most markets preferred domestic locations
 - Resorts offer was one of the top click catchers with 5% of total revenue
- Property imagery captured more click activity but generated slightly less revenue than lifestyle in A/B test, recommend continuing test within hero module for engagement patterns
 - This is consistent with high performing METT campaigns and other Marriott campaigns
- Unsubscribe rate down continuing positive trend
 - Brazil and Argentina unsubscribe rate bringing up overall unsubscribe rate
- Revenue decline from June to July aligns with previous year trends
- Mexico, Colombia, Brazil and Peru made up 88% of total monthly revenue

Drive Solos	July 2022	MoM
Delivered	1.0 M	-3.3%
Clicks	8.9 K	-18.9%
CTR	0.9%	-0.2 pts.
Unsub Rate	0.17%	-0.01 pts.
Bookings	65	-5.8%
Revenue	\$25.2 K	-28.5%
% Bkgs. to CALA	47.8%	+15.9 pts.
% Rev. to CALA	44.0%	+29.9 pts.



Mexico US And Argentina Top Performers In July

- Decreased CTR affecting all markets in July with high performing English and In-language markets
- Peru and Colombia represent a significantly higher rev/del compared to other markets, recommend to continue including these markets

Market	Sent	Delivered	Delivery %	CTR	Unsub %	Bookings	Rmnts	Revenue
MEXICO	396,456	390,573	98.5%	0.7%	0.13%	24	55	\$11,949.48
MEXICO_ENG	133,657	132,898	99.4%	1.0%	0.14%	17	28	\$4,026.64
COLOMBIA	47,799	47,516	99.4%	1.2%	0.14%	4	20	\$2,165.00
BRASIL	146,770	144,392	98.4%	1.0%	0.30%	4	12	\$2,068.33
PERU	35,500	35,271	99.4%	1.1%	0.09%	3	15	\$2,026.03
ARGENTINA	100,151	98,705	98.6%	1.3%	0.25%	7	10	\$1,368.26
MEXICO_US	25,303	25,145	99.4%	1.4%	0.16%	4	9	\$1,296.00
DOMINICAN_REPUBLIC	13,186	13,111	99.4%	1.2%	0.11%	1	1	\$159.00
GRAND_CAYMAN	6,766	6,732	99.5%	1.5%	0.07%	1	5	\$105.00
BERMUDA	112	108	96.4%	0.9%	0.93%	0	0	\$0.00
ECUADOR	41,104	40,334	98.1%	0.8%	0.17%	0	0	\$0.00
MEXICO_LOCAL_ENG	37,937	37,744	99.5%	0.5%	0.11%	0	0	\$0.00
Grand Total	984,741	972,529	98.8%	0.9%	0.17%	65	155	\$25,163.74

Top Performing July Content: Hero, Navigation 5-Pack, Member Module



Enjoy Up to 10,000 Bonus Points

Book your next getaway with this member exclusive offer by August 31, 2022 and take your summer travel even further.

[BOOK NOW](#)

Stay by September 20, 2022

Hero #1 most clicked

Regional 5-Pack #2 most clicked

Explore Mexico and Beyond

When you're ready to discover someplace new, we've got you covered. Simply choose from our wide selection of hotels across the Caribbean and Latin America.



Cancun



Puerto Vallarta
and Punta Mita



Los Cabos



Mexico City



City
Destinations

Member Module #3 most clicked

Dina Touchon

GOLD ELITE | 28,456 POINTS | 1 NIGHT

[» VIEW ACTIVITY](#) [» SEE BENEFITS](#)

Poll Result Module #4 most clicked

Plan Your Perfect Vacation

Thank you for answering our June poll. Discover dreamworthy Golf resorts designed with you in mind — and enjoy travel that's just your style.

[» EXPLORE RESORTS](#)




See how others voted in our June poll:

What's Your Resort Style?

[» 5% GOLF](#) [» 68% BEACH](#) [» 13% SPA](#) [» 14% CITY](#)

Resort Offer #5 most clicked



Still Making Summer Plans?

Get ready to enjoy amazing food, amenities, and exceptional service. Book a relaxing resort vacation by July 31, 2022 and save up to 25% at one of our participating resorts when you stay four nights or more.

[START SAVING](#)

Stay by September 5, 2022

July '22 Heat Map: **Member Version**

- Resorts offer was the third most clicked module in several markets
- Hero and navigation top two click catchers amongst all member markets



Module	ARGENTINA	BRASIL	COLOMBIA	DOMINICAN REPUBLIC	ECUADOR	GRAND CAYMAN	MEXICO	MEXICO _ENG	MEXICO _LOCAL_ENG	MEXICO _US	PERU
HEADER	10.88%	11.21%	8.47%	12.50%	11.49%	5.93%	15.58%	8.81%	17.94%	10.69%	7.98%
Thank You Banner	1.98%	1.49%	1.08%	1.04%	1.12%	2.70%	1.27%	2.84%	0.00%	0.81%	0.84%
Hero	25.90%	26.83%	34.85%	43.11%	30.53%	37.93%	27.96%	48.11%	23.28%	41.77%	29.12%
Resort Offer	6.67%	6.06%	7.78%	9.38%	5.24%	16.22%	5.36%	11.60%	5.47%	6.10%	7.30%
Poll Results Module	16.52%	12.52%	21.94%	7.02%	11.61%	2.94%	11.97%	13.84%	2.29%	14.86%	20.63%
Navigation Bar	30.72%	29.87%	27.62%	24.31%	29.75%	32.38%	25.82%	19.36%	25.68%	19.53%	35.54%
Find Restaurants	0.00%	0.00%	0.00%	1.20%	0.00%	2.56%	0.00%	1.09%	0.80%	0.00%	0.00%
Find Your Moment	0.69%	0.96%	0.00%	0.00%	0.00%	0.00%	0.00%	0.69%	1.19%	0.00%	0.00%
Cobrand	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.29%	0.00%	1.97%	0.00%	0.00%
Mobile App	0.62%	1.20%	1.02%	0.60%	0.81%	0.87%	1.75%	0.07%	1.19%	0.24%	0.63%
Footer	9.55%	13.14%	6.46%	3.03%	10.87%	4.39%	7.93%	4.77%	16.14%	8.13%	4.88%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

July '22 Heat Map: **Non-Member Version**

- Resorts offer resonated more with members versus nonmembers
- Footer activity significantly higher from nonmembers



Module	ARGENTINA	BRASIL	COLOMBIA	DOMINICAN _REPUBLIC	ECUADOR	MEXICO	MEXICO _ENG	MEXICO _LOCAL_ENG	MEXICO_US	PERU
HEADER	10.04%	12.04%	6.25%	10.00%	29.17%	12.86%	7.52%	11.74%	10.69%	7.98%
Thank You Banner	1.55%	0.85%	0.00%	0.00%	0.00%	1.80%	1.80%	1.43%	0.81%	0.84%
Hero	22.36%	21.21%	18.75%	30.00%	16.67%	29.91%	26.46%	25.59%	41.77%	29.12%
Resort Offer	3.66%	3.37%	6.25%	0.00%	4.17%	4.22%	5.38%	4.10%	3.56%	5.19%
Poll Results Module	11.05%	3.52%	0.00%	0.00%	2.56%	7.24%	4.83%	0.00%	0.00%	0.00%
Join Banner	1.61%	2.01%	6.25%	0.00%	4.17%	1.63%	1.33%	0.00%	0.00%	0.00%
Navigation Bar	31.44%	30.10%	25.00%	40.00%	21.28%	23.61%	22.22%	0.00%	0.00%	0.00%
Cobrand	0.00%	0.00%	0.00%	0.00%	0.00%	1.47%	0.00%	0.00%	0.00%	0.00%
Find Restaurants	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.44%	0.00%	0.00%	0.00%
Find Your moment	1.63%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Mobile App	1.26%	1.71%	0.00%	0.00%	0.00%	1.67%	0.00%	0.00%	0.00%	0.00%
Footer	22.69%	27.30%	37.50%	20.00%	23.40%	20.07%	32.44%	0.00%	0.00%	0.00%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

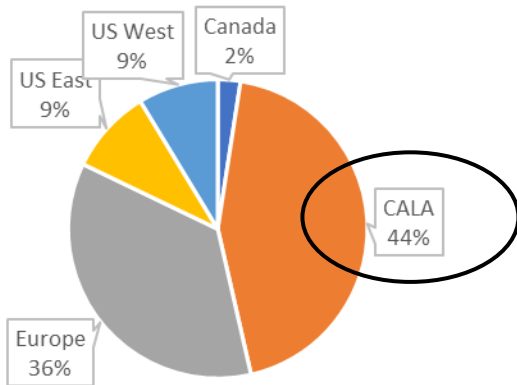
Higher Percent Of Bookings To CALA Properties With Less Overall Revenue

- Highest percentage of bookings and revenues since April '22

July

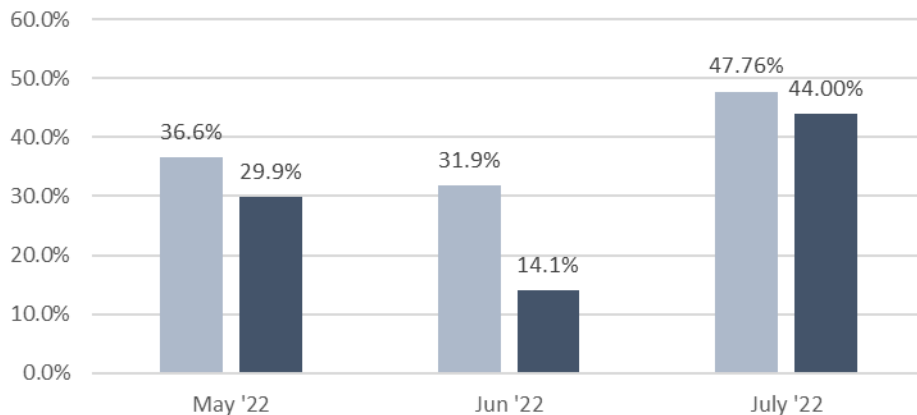
Percent of Revenue by Region

■ Canada ■ CALA ■ Europe ■ US East ■ US West



% Bookings & Revenue to CALA Properties

■ % Bkgs. to CALA ■ % Rev. to CALA

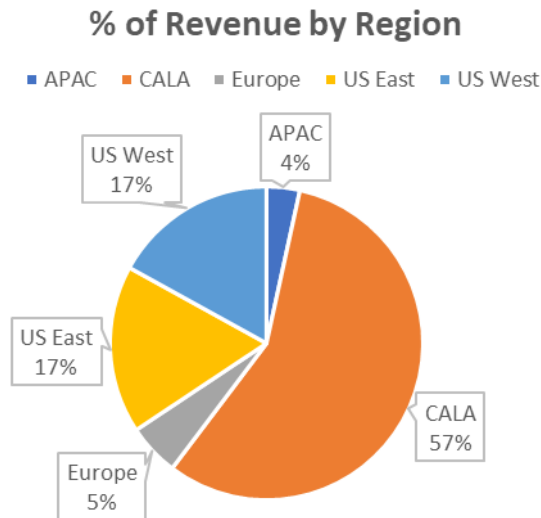


METT Emails

Higher Engagement With Increased Revenue MoM

- Higher click activity in July with increased CTR MoM showing content engaged readers
- Unsub rate decreased MoM with lowest unsubscribe rate since January of '22
- Higher CTR contributed to financial gains MoM with second highest month's revenue in 2022
- METTs featuring summer and resort messaging in SL engaged readers, recommend including seasonal messaging in Destination Solo PCIQ optimization
- Pool property imagery performed well in METT heroes, recommend to leverage this insight in upcoming CALA campaigns

METTs	July 2022	MoM
Delivered	572.2 K	-30.4%
Clicks	4.9 K	-4.0%
CTR	0.9%	+0.23 pts.
Unsub Rate	0.09%	-0.01 pts.
Bookings	44	-17.0%
Room Nights	106	-23.2%
Revenue	\$30.8 K	+18.0%
Conversion	0.90%	-0.15 pts.
% Bkgs. to CALA	31.8%	-4.9 pts.
% Rev. to CALA	56.9%	+9.4 pts.

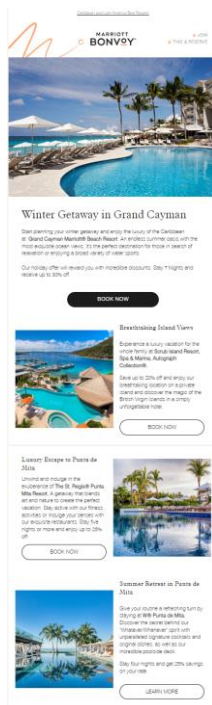


Top Performing METTs: July 2022

July: Highest Revenue

CALA_Resorts_Eng_202201Jul

Subject Line: Plan Your Next Summer Vacation in the Caribbean



Winter Getaway in Grand Cayman

Start planning your winter getaway and enjoy the best of the Caribbean at Grand Cayman Marriott Beach Resort, an exclusive resort with the most exclusive amenities. From the perfect restaurants to beach in search of relaxation or enjoying a drink on any of our pools.

Our holiday offer will reward you with incredible discounts. Day 7 nights and return up to 30% off.

[BOOK NOW](#)

Discovering Island Vibes

Experience a truly relaxing stay at the iconic hotel in Grand Cayman Beach Resort, a Marriott Bonvoy Collection.

Book up to 30% off and enjoy our exclusive island experience. Book and enjoy the best of the island with the most exclusive amenities.

[BOOK NOW](#)

Luxury Escape to Pura de Vida

Unwind and indulge in the luxurious of the Marriott Pura de Vida Resort, a genuine, the most exclusive amenities to create the perfect vacation. Stay with our finest amenities to enjoy your stay with our exclusive restaurants. Stay for nights or more and enjoy up to 30% off.

[BOOK NOW](#)

Summer Retreat in Pura de Vida

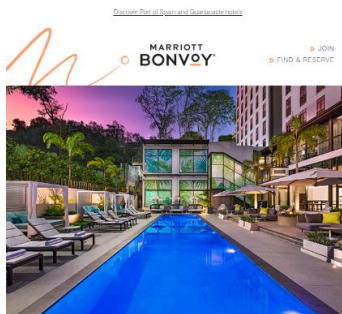
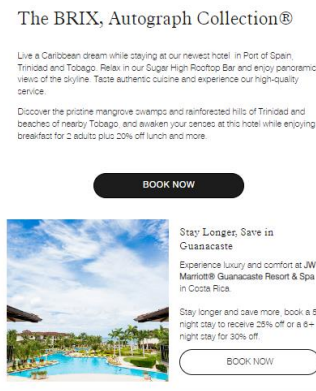
Start your summer vacation with a stay at the Marriott Pura de Vida Resort. Discover the most exclusive amenities to create the perfect vacation. Stay with our finest amenities to enjoy your stay with our exclusive restaurants. Stay for nights or more and enjoy up to 30% off.

[LEARN MORE](#)

July: Low Unsub + Strong CTR

CALA_CASA_Eng_202208Jul

Subject Line: Visit Our Marriott Hotels in the Caribbean and Latin America

Stay Longer, Save in Guanaacaste

Experience luxury and comfort at Marriott Guanaacaste Resort & Spa in Costa Rica.

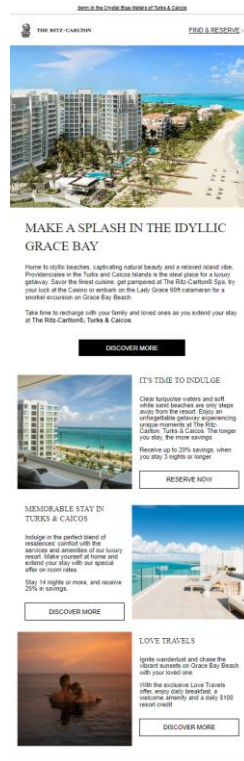
Stay longer and save more. Book a 5-night stay to receive 35% off or a 8-night stay for 30% off.

[BOOK NOW](#)

July: High CTR + Revenue

CALA_PLSTRT_Eng_202201Jul

Subject Line: Summer Mode ON in Turks & Caicos



MAKE A SPLASH IN THE IDYLIC GRACE BAY

Home to idyllic beaches, captivating natural beauty, and a relaxed island vibe, Providenciales in the Turks and Caicos Islands is the ideal place for a luxury getaway. Soak the best coastline, get pampered at The SSC-Carlson Spa. By your look at the Caicos or embark on the Lady Grace 50R catamaran for a sunset excursion on Grace Bay Beach.

Take time to recharge with your family and loved ones as you savor your stay at The Ritz-Carlton, Turks & Caicos.

[DISCOVER MORE](#)

IT'S TIME TO INDULGE

Choose turquoise waters and soft white sand beaches are only a few unforgettable getaway experiences unique to the Turks & Caicos. Turks & Caicos. The longer you stay, the more savings.

Receive up to 20% savings, when you stay 7 nights or longer.

[RESERVE NOW](#)

MEMORABLE STAY IN TURKS & CAICOS

Indulge in the perfect blend of relaxation and adventure at our luxury resort. Enjoy the best of both worlds. Stay longer and save more. Stay 14 nights or more, and receive 25% in savings.

[DISCOVER MORE](#)

LOVE TRAVELS

Spice up your summer and choose the best vacation on Grace Bay Beach with your loved one.

With the exclusive Love Travels offer, enjoy 20% off breakfast, a complimentary room upgrade, and a day \$100 resort credit.

[DISCOVER MORE](#)

July METT Performance Summary

- July resorts METT made up 59% of total monthly METT revenue
- Resort oriented content and METTs featuring pool imagery in the hero performed best in July

Campaign	Mailed	Delivered	Bounce Rate	Unsub Rate	Clicks	CTR	Bookings	Rmnts.	Revenue
CALA Resorts_Eng_202201Jul	63.0 K	62.9 K	0.12%	0.01%	756	1.2%	19	48	\$18,098
CALA NASCY_Eng_202201Jul	6.7 K	6.6 K	0.95%	0.09%	64	1.0%	0	0	\$0
CALA_PLSRT_Eng_202201Jul	101.2 K	100.9 K	0.26%	0.17%	898	0.9%	2	7	\$3,993
CALA SJU_Eng_202201Jul	103.7 K	103.6 K	0.12%	0.02%	799	0.8%	3	3	\$179
CALA MEX_Spa_202208Jul	59.1 K	58.6 K	0.83%	0.09%	357	0.6%	8	22	\$4,747
CALA Car_Eng_202208Jul	40.9 K	40.8 K	0.14%	0.04%	335	0.8%	0	0	\$0
CALA_CASA_Eng_202208Jul	34.9 K	34.9 K	0.12%	0.03%	366	1.0%	7	16	\$2,541
CALA CASA_Spa_202222Jul	36.7 K	36.5 K	0.65%	0.13%	321	0.9%	2	5	\$407
CALA Peru_Spa_202222Jul	31.1 K	30.9 K	0.72%	0.05%	424	1.4%	0	0	\$0
CALA MEXWH_Eng_202222Jul	57.5 K	57.4 K	0.22%	0.16%	164	0.3%	1	1	\$48
CALA_SJDJC_Eng_202222Jul	33.7 K	33.6 K	0.27%	0.07%	380	1.1%	2	4	\$776
Grand Total	568.6 K	566.8 K	0.31%	0.09%	4.9 K	0.86%	44	106	\$30,789

Testing & Optimization

PCIQ Subject Line Performance Results

Testing Observations:

- SLs that include direct and intrigue performed well in all markets
- Intrigue continues to perform well throughout testing in 2022
- How to did not perform well, recommend to swap how to with additional combinations including Direct and Intrigue

Language	SL_ID	SL	Tag	UniqueOpenCount	DeliveredCount	Unique_Open_Rate
SPANISH	SL_06	Encuentra el resort [tipo de resort] que se adapte a tu estilo	(How to)	22	114	19.3%
SPANISH	SL_04	El resort [tipo de resort] de tus sueños se encuentra dentro 🏡	(Intrigue)(Emoji)	25	134	18.7%
SPANISH	SL_05	[Fname,] Hemos preguntado, has respondido	(Intrigue)(Personalization)	23	130	17.7%
SPANISH	SL_01	Todavía tienes tiempo de hacer planes de verano 🏡	(Intrigue)(Emoji)	14,288	128,991	11.1%
SPANISH	SL_02	[Fname,] Ahorra en tu resort de ensueño	(Direct)(Personalization)	5,694	71,440	8.0%
SPANISH	SL_03	Cómo planear y ahorrar en tus próximas vacaciones de verano	(How to)	5,179	70,154	7.4%
ARGENTINA	SL_02	[Fname,]Ahorrá en Resorts de ensueño	(Direct)(Personalization)	3,434	16,418	20.9%
ARGENTINA	SL_03	Cómo planear y ahorrar en tus próximas vacaciones de verano	(How to)	3,127	16,130	19.4%
ARGENTINA	SL_01	Aún Queda Tiempo Para Tus Planes de Invierno 🏡	(Intrigue)(Emoji)	3,242	16,836	19.3%
ENGLISH	SL_06	Find the [Resort Type] Resort That Fits Your Style	(How to)	18	34	52.9%
ENGLISH	SL_05	[Fname,] We Asked, You Answered	(Intrigue)(Personalization)	14	30	46.7%
ENGLISH	SL_04	Your Dream [Resort Type] Resort Is Inside 🏡	(Intrigue)(Emoji)	8	23	34.8%
ENGLISH	SL_02	[Fname,] Save on Your Dream Resort	(Direct)(Personalization)	4,511	25,503	17.7%
ENGLISH	SL_01	There's Still Time to Make Summer Plans 🏡	(Intrigue)(Emoji)	5,862	33,637	17.4%
ENGLISH	SL_03	How to Plan and Save on Your Next Summer [Vacation][Holiday]	(How to)	4,240	24,860	17.1%



STO Initial Results

Testing Observations:

- 7 am deployments performed best in July deployment
- Machine learning technology resulted in a positive lift for 1am deployments

DeploymentDate_M	Segment/Language	Time	Unique Opens		Delivered		Unique Open Rates		Lift of ML over Random	Statistical Significance (Confidence or p-value)
			ML	Random	ML	Random	ML	Random		
	ENGLISH	Overall	14,528	14,653	83,646	84,087	17.4%	17.4%	-0.33%	62.21%
7/13/2022		1:00 AM	1,558	1,526	9,569	9,539	16.3%	16.0%	1.78%	70.33%
		7:00 AM	12,970	13,127	74,077	74,548	17.5%	17.6%	-0.57%	69.38%

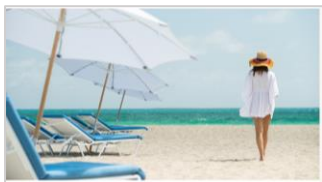
Property vs Lifestyle Hero Image A/B Test

Property imagery captured more click activity but generated slightly less revenue than lifestyle in A/B test, recommend continuing test within hero module for engagement patterns

Version	Delivered	Clicks	CTR	Lift	Revenue	Lift
Property Image	486,523	1,906	0.39%	0.04 pts.	\$6,452.04	---



Version	Delivered	Clicks	CTR	Lift	Revenue	Lift
Lifestyle Image	486,006	1,719	0.35%	---	\$6,514.58	\$62.54



Actionable Insights & Next Steps

Actionable Insights

- Property imagery captured more click activity but generated slightly less revenue than lifestyle in A/B test, recommend continuing test within hero module for engagement patterns
- Peru and Colombia represent a significantly higher rev/del compared to other markets, recommend to continue including these markets
- METTs featuring summer and resort messaging in SL engaged readers, recommend including seasonal messaging in Destination Solo PCIQ optimization
- Pool property imagery performed well in METT heroes, recommend to leverage this insight in upcoming CALA campaigns
- How to tag did not perform well in Destination Solo SL, recommend to swap how to with additional combinations that include Direct and Intrigue
- Engagement with Recent Stay/Upcoming trip module dipped in July, recommend messaging refresh to increase engagement

Next Steps for August

- New Urban escapes awaits campaign (Hero offer)
- Destination module based on June poll results
- All-inclusive module
- Continuing PCIQ SL testing
- Continuing STO technology



Thank you!

MARRIOTT
BONVOY®



Appendix