


CALA Monthly
Email Review
April 2022

24 May 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

April Key Storylines

- CTR remained consistent MoM with fewer overall deliveries sent in April vs March indicating good engagement with monthly fluctuations
 - Less volume in monthly mailings from Promotions, Regional, and METTs impacted lower click activity
 - Luxury audience suppression from English markets resulted in 20% less deliveries in monthly Solo.
- Revenue up MoM with a significant increase in conversion rate as well as increases in revenue from April Core MAU and Promotions
- Recent data issues and system outage impacted Omniture financial tracking for select campaigns during the month of April
- New creative treatment for App with thank you/upcoming trip messaging performed extremely well with the highest month of app downloads yet

Monthly Performance Summary

Maintained CTR And Increased Revenue MoM With Fewer Deliveries

- Lower monthly delivery totals impacted by campaign fluctuations and audience suppression
 - Decline impacted click counts but CTR was maintained MoM
- Unsub rate decreased MoM to 0.18% which was significantly below 12-month average and desired benchmark
- Booking and revenue are up MoM with portion of revenue missing from April campaigns
 - Recent data issues and system outage impacted Omniture financial tracking for select campaigns during the month of April

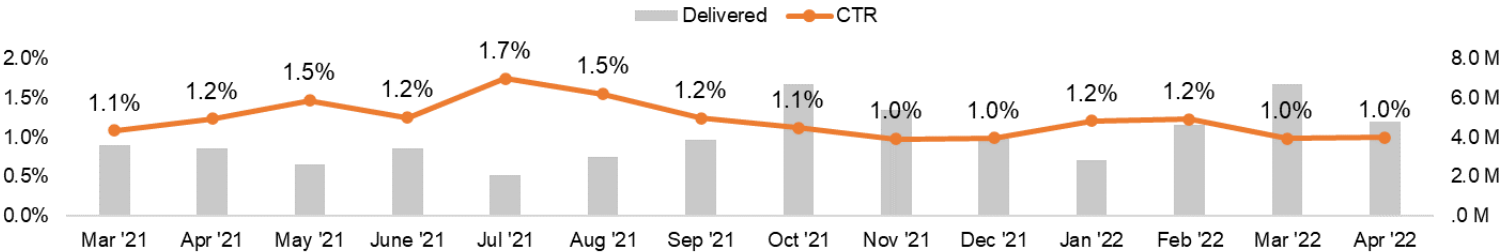
Engagement	Apr '22	vs. Avg	MoM
Delivered	4.9M	+15.6%	-27.8%
Clicks	47.9K	-1.1%	-27.0%
CTR	1.0%	-0.2 pts.	+0.0 pts..
Unsub Rate	0.18%	-0.10 pts.	-0.93 pts.*

**March Unsub data was inconsistent*

Financials	Apr '22	vs. Avg	MoM
Bookings	298	-13.0%	+325.7%
Room Nights	869	-48.3%	-88.3%
Revenue	\$170.3K	-10.8%	+267.6%
Conversion	0.62%	-0.09 pts.	+0.52 pts.
BPK	0.06	-24.8%	+489.9%

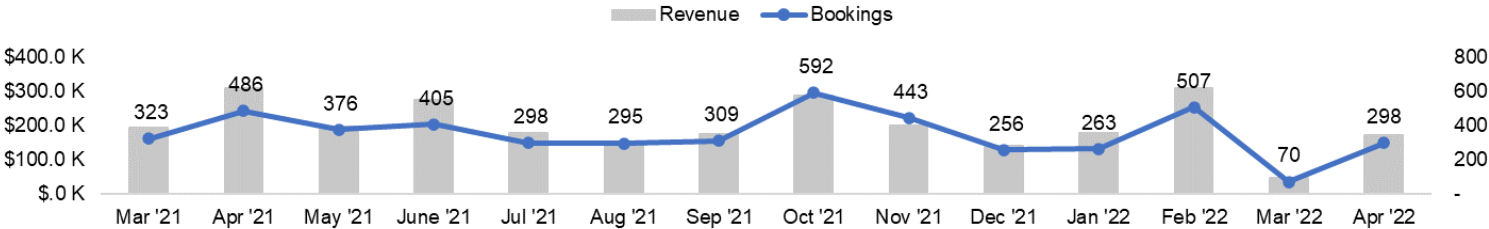
Consistent Engagement With Increased Financials MoM

CALA Overall KPI Trends (2021-2022)



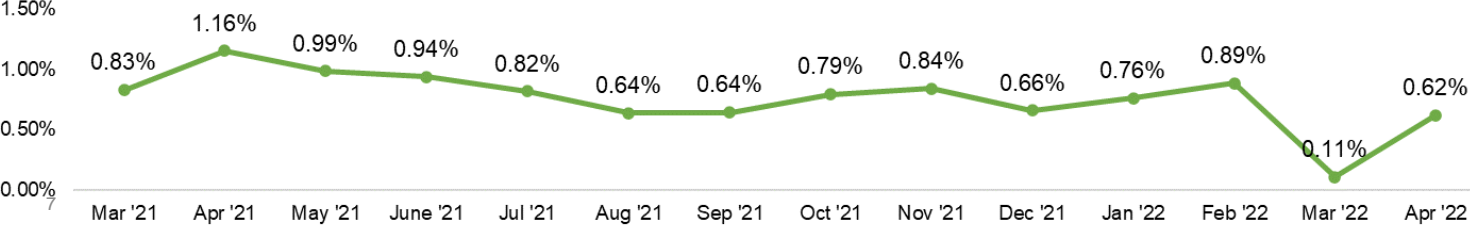
CTR remained consistent from March to April

CALA Overall Financial Trends (2021-2022)



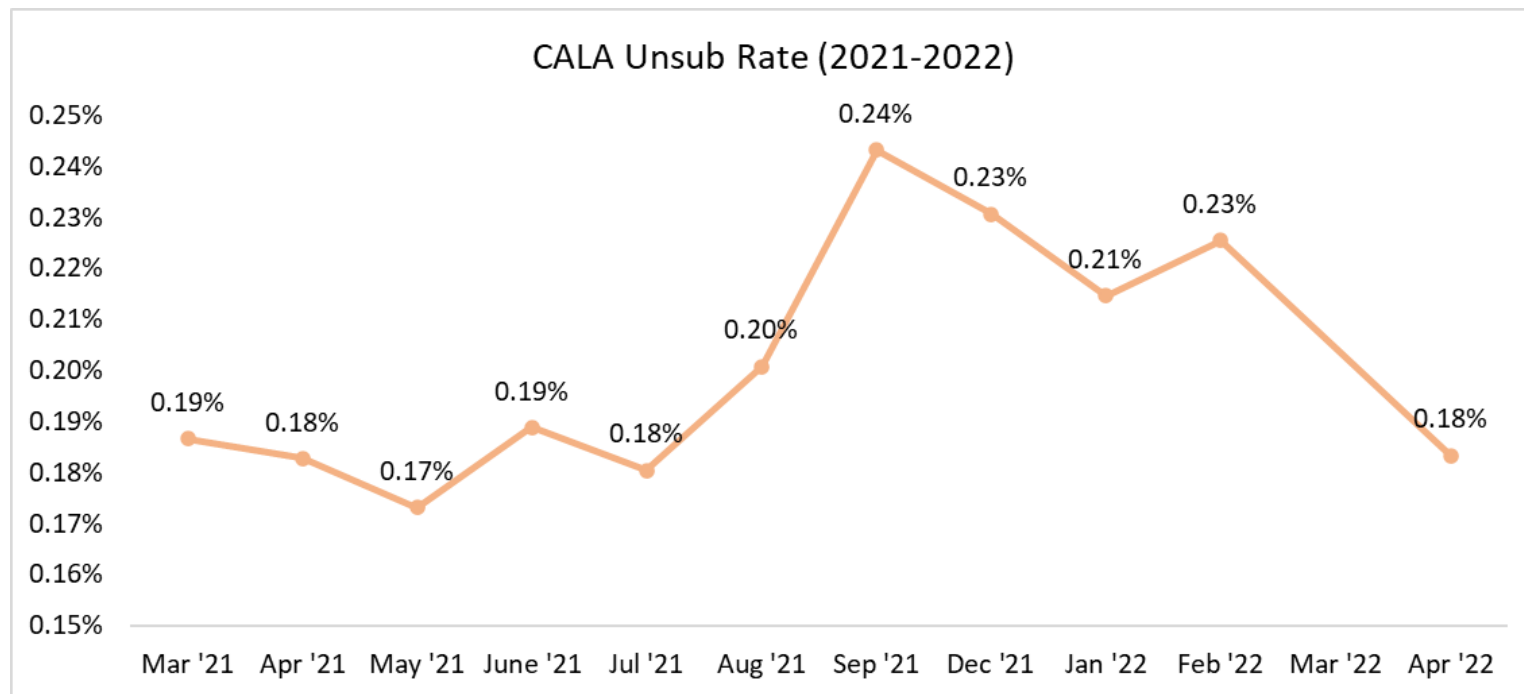
Increases MoM in both total bookings and revenue driven by Core MAU, Lifecycle and Promotions increases

CALA Conversion Rate Trends (2021-2022)



Conversion rate up significantly MoM with lower total clicks and high bookings

Positive Unsubscribe Rate In April



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

Destination Solo CTR Meets Goal with METT Below Goal

- CTR for destination Solo CALA only audience and all region audiences increased MoM
- Every Solo market performed above the goal of 1.0% in April except Mexico Local English (.7%)
- METT engagement was down MoM across all high-volume campaigns which impacted overall monthly KPIs
 - Highest performance from Bermuda, Perfect Escape, and St Thomas featuring strong package offers

CTR Goals	Apr '22	Monthly Goal	vs. Goal
Destination Solo	1.38%	1.0%	+0.38 pts.
Destination Solo (CALA only)	1.36%	1.0%	+0.36 pts.
METT	0.51%	1.0%	-0.49 pts.
METT (CALA Only)	0.47%	1.0%	-0.53 pts.

Highest month of App Downloads Yet with 107

- April app downloads up 529% MoM and 221% against 3-month benchmark
- Thank you/Upcoming trip module captured 38% of total app clicks with “Download the App” CTA
- Including app CTA in upcoming/thank you trip module led to strong increase in mobile app downloads

April 2022 Activity

MARKET	Downloads
Dominican Republic	2
Panama	4
Brazil	25
El Salvador	3
Colombia	10
Costa Rica	2
Mexico Spa	47
Mexico Eng Local	2
Mexico Eng	11
Bermuda	0
Grand Cayman	1
April Total:	107
Benchmark:	33
vs. Benchmark.	+221%
MoM:	+529%

*Benchmark based on Jan-Mar '22 App Data

Thank you for staying with us recently, Dina
We look forward to welcoming you back soon. Please visit our Mobile App to help you plan your next getaway.

» VISIT THE APP

Recent Stay Module



Everything You Need at Your Fingertips

Enjoy a safe and contactless travel experience with the Marriott Bonvoy® App. Check in, make requests, check your points balance and more.

EXPLORE THE APP

Mobile App Download Module



Campaign Engagement

Destination Solo

April 2022 Destination Solo Creative Examples

April Highlights:

- Resorts Hero
- 5-pack regional navigation module
- Upcoming Trip/Recent Stay module with App Download
- New all-inclusive treatment
- Global Promo secondary module

Mexico
Spanish

Disfruta de unas vacaciones bajo el sol y ahorra hasta un 25% en vacaciones en un resort

¿Adónde irás, Laura?

Disfruta de unas vacaciones bajo el sol y ahorra hasta un 25% en vacaciones en un resort

Disfruta de un escape All-Inclusive

ALL-INCLUSIVE

Aperturas de nuevos hoteles

Everything You Need at Your Fingertips

Mexico
English

Spring Into Sunshine And Save up to 25% on Resort Vacations

Where Will You Go?

Make Every Night Count

Spend Your Spring at All-Inclusive

ALL-INCLUSIVE

New Hotel Openings

Everything You Need at Your Fingertips

Costa Rica
Spanish

Disfruta de unas vacaciones bajo el sol y ahorra hasta un 25% en vacaciones en un resort

¿Adónde irás, Felipe?

Disfruta de unas vacaciones bajo el sol y ahorra hasta un 25% en vacaciones en un resort

Disfruta de un escape All-Inclusive

ALL-INCLUSIVE

Aperturas de nuevos hoteles

Everything You Need at Your Fingertips

Dominican Republic
English

Spring Into Sunshine And Save up to 25% on Resort Vacations

Where Will You Go?

Make Every Night Count

Spend Your Spring at All-Inclusive

ALL-INCLUSIVE

Aperturas de nuevos hoteles

Everything You Need at Your Fingertips

Brazil
Portuguese

Curta o sol e economize até 25% em resorts nas férias

Para onde você vai, Alina?

Faça cada noite contar - o dobro

Divirta-se com all-inclusive

ALL-INCLUSIVE

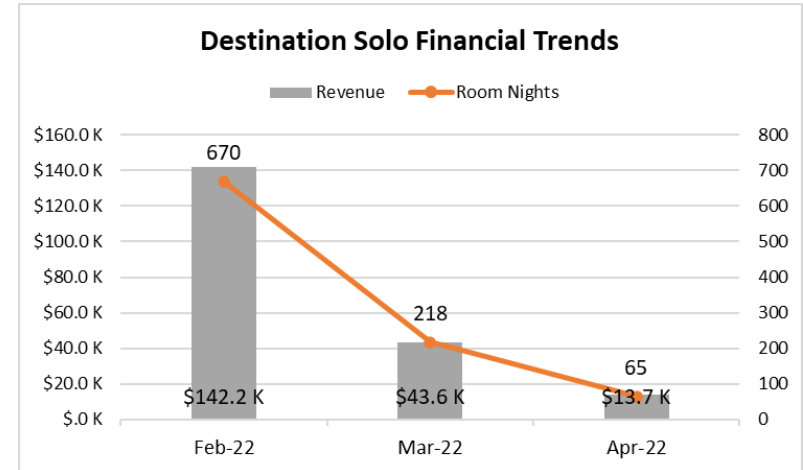
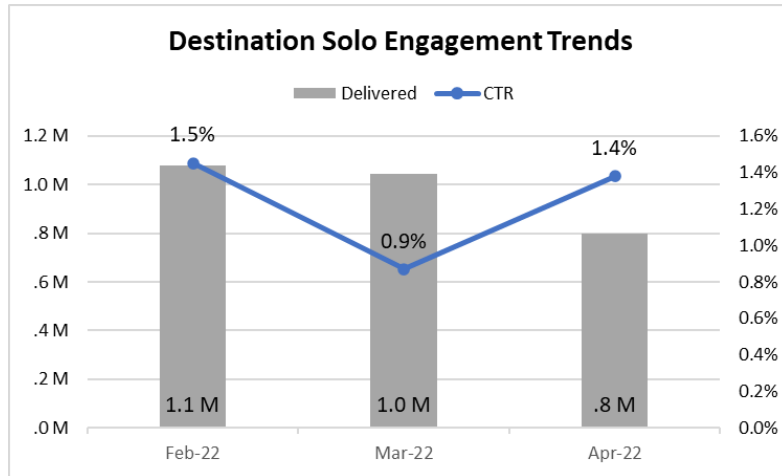
Inauguração de hotéis novos

Tudo que você precisa ao alcance de um toque

CTR Increase MoM, Revenue Impacted By Tracking

- Increased click activity with lower delivery totals MoM contributed to strong growth in CTR MoM
- 5pack navigation module captured largest percentage of clicks in April and highest percentage yet of non hero module
 - Domestic locations performing strongly in market
- Top engaged markets include: Colombia, Costa Rica, Grand Cayman, and El Salvador (above 2.0% CTR)
- Overall financials were down MoM but there was a strong increase in CALA contributions
- Luxury audience excluded this month resulting in total delivery count decrease MoM

Drive Solos	Apr 2022	MoM
Delivered	800.0 K	-23.3%
Clicks	11.0 K	+21.5%
CTR	1.4%	+0.51 pts.
Unsub Rate	0.22%	+0.03 pts.
Bookings	28	-69.6%
Revenue	\$13.7 K	-68.5%
% Bkgs. to CALA	39.3%	+19.7 pts.
% Rev. to CALA	50.0%	+15.9 pts.



April Top Markets include Caribbean and Latin American Markets

All major markets except Mexico Local Eng. performed above monthly CTR Goal of 1.0%

Market	Sent	Delivered	Delivery %	CTR	Unsub %	Bookings	Rmnts	Revenue
BERMUDA	66	66	100.0%	6.1%	0.0%	0	0	\$ -
BRASIL	134,613	132,744	98.6%	1.5%	0.3%	1	2	\$ 380
COLOMBIA	41,213	40,971	99.4%	2.6%	0.1%	1	2	\$ 263
COSTA RICA	17,139	17,037	99.4%	2.5%	0.1%	2	8	\$ 2,488
DOMINICAN_REPUBLIC	11,724	11,669	99.5%	1.3%	0.2%	1	4	\$ 1,540
EL_SALVADOR	10,881	10,683	98.2%	2.2%	0.2%	0	0	\$ -
GRAND_CAYMAN	7,396	7,379	99.8%	2.4%	0.1%	0	0	\$ -
MEXICO	369,179	364,337	98.7%	1.1%	0.2%	7	15	\$ 2,864
MEXICO_ENG	130,970	130,422	99.6%	1.4%	0.2%	11	19	\$ 4,120
MEXICO_LOCAL_ENG	39,459	39,285	99.6%	0.7%	0.1%	1	1	\$ 34
MEXICO_US	-	-	-	-	-	-	-	\$ -
PANAMA	46,283	45,451	98.2%	1.9%	0.3%	4	14	\$ 2,038
Grand Total	808,923	800,044	98.9%	1.4%	0.2%	28	65	\$ 13,727

Top Performing April Content: Resorts, Navigation, and All Inclusive



Spring Into Sunshine

And Save up to 25% on Resort Vacations

There's still time to book your next relaxing getaway and enjoy sunshine and sand ... plus save up to 25% at one of our participating resorts for stays of three nights or more.

EXPLORE RESORTS

Offer valid on stays through June 19, 2022

Hero

#2 most clicked
(all markets)

New Hotel Openings
#4 most clicked

Where Will You Go?

*Discover someplace new in Dominican Republic or beyond
and get away for Spring or any time you need a break.*



Punta Cana



Santo Domingo



North Coast



Aruba



Grand Cayman

Regional 5-Pack
#1 most clicked

New Hotel Openings

Explore these new hotels in Mexico for a truly memorable getaway.



COURTYARD MEXICALI



JW MARRIOTT HOTEL
GUADALAJARA

Spend Your Spring at All-Inclusive



ALL-INCLUSIVE

by MARRIOTT BONVEY

Discover our All-Inclusive hotels across the Caribbean and Latin America.
All you have to do is relax while we take care of the rest!

» BOOK YOUR ALL-INCLUSIVE EXPERIENCE

All Inclusive
#3 most clicked

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

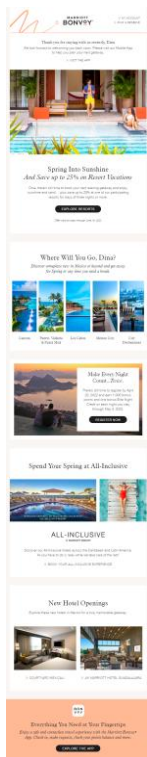
- Member audiences engaged more heavily with all inclusive module than nonmembers
- 5 pack navigation module #1 most clicked module across all markets and audiences



Module	BERMUDA	BRASIL	COLOMBIA	COSTA RICA	DOMINICAN _REPUBLIC	EL _SALVADOR	GRAND _CAYMAN	MEXICO	MEXICO _ENG	MEXICO _LOCAL_ENG	PANAMA
Header	0.00%	7.89%	6.86%	7.08%	10.71%	8.57%	5.77%	11.93%	7.92%	17.13%	7.68%
Stay Banner/App	0.00%	0.56%	0.23%	0.74%	2.55%	0.82%	1.92%	0.81%	1.64%	0.00%	0.43%
Hero	33.33%	24.02%	33.83%	29.42%	24.49%	24.08%	35.58%	29.63%	33.99%	25.41%	30.52%
Navigation	50.00%	44.24%	42.48%	53.63%	46.43%	56.33%	45.67%	35.44%	36.55%	36.19%	49.03%
GloPro	0.00%	2.12%	1.56%	1.12%	2.04%	1.22%	0.96%	2.90%	3.52%	3.31%	1.52%
All Inclusive	16.67%	4.44%	7.17%	2.61%	7.14%	3.27%	6.73%	3.80%	8.35%	2.76%	2.60%
New Hotels	0.00%	4.64%	1.79%	1.30%	0.00%	0.00%	0.00%	2.88%	3.52%	1.38%	0.00%
Mobile App	0.00%	1.96%	1.64%	0.93%	0.00%	2.86%	0.48%	1.68%	0.53%	0.28%	0.76%
Footer	0.00%	10.13%	4.44%	3.17%	6.63%	2.86%	2.88%	10.94%	3.96%	13.54%	7.47%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

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

- Nonmembers did not click the download app CTA within stay banner as much as members
- Highest single share of clicks from both nonmembers and members came from Dominican Republic with navigation 5 pack



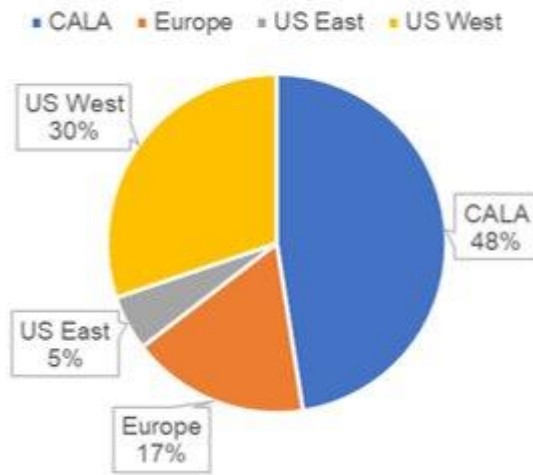
Module	BRASIL	COLOMBIA	COSTA RICA	DOMINICAN _REPUBLIC	EL _SALVADOR	GRAND _CAYMAN	MEXICO	MEXICO _ENG	PANAMA
Header	10.48%	4.00%	0.00%	12.50%	7.94%	12.50%	7.68%	5.76%	4.86%
Stay Banner/App	0.27%	0.00%	0.00%	0.00%	0.00%	12.50%	0.23%	0.91%	0.40%
Hero	21.51%	32.00%	33.33%	12.50%	22.22%	12.50%	25.03%	17.27%	24.70%
Navigation	38.44%	44.00%	50.00%	62.50%	52.38%	50.00%	33.99%	34.55%	46.15%
GloPro	2.15%	8.00%	5.56%	0.00%	3.17%	12.50%	2.56%	1.21%	2.43%
All Inclusive	2.69%	12.00%	5.56%	0.00%	1.59%	0.00%	3.61%	3.33%	2.83%
New Hotels	3.49%	0.00%	5.56%	0.00%	0.00%	0.00%	2.56%	2.73%	0.00%
Mobile App	0.27%	0.00%	0.00%	0.00%	1.59%	0.00%	0.93%	0.00%	0.40%
Join Marriott Bonvoy	0.54%	0.00%	0.00%	0.00%	0.00%	0.00%	1.05%	0.30%	0.81%
Footer	20.16%	0.00%	0.00%	12.50%	11.11%	0.00%	22.35%	33.94%	17.41%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

CALA Revenue Share Increased In April

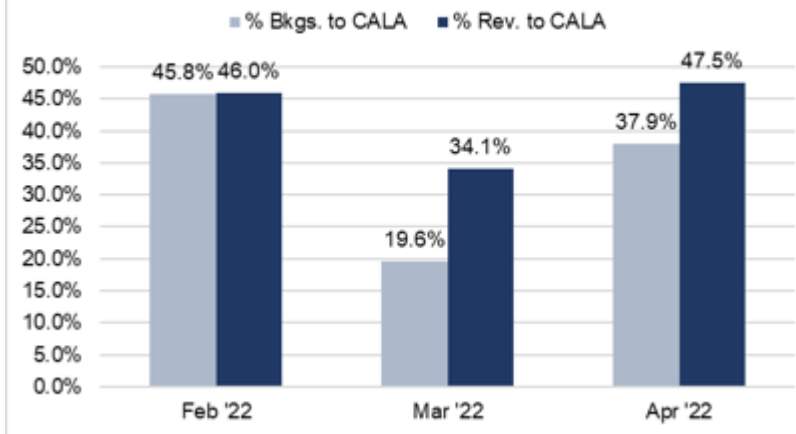
Destination Solo drove greater percent of revenue to CALA in April with what data is currently available, we will adjust based on resolution of data issues

April

Percent of Revenue by Region



% Bookings & Revenue to CALA Properties

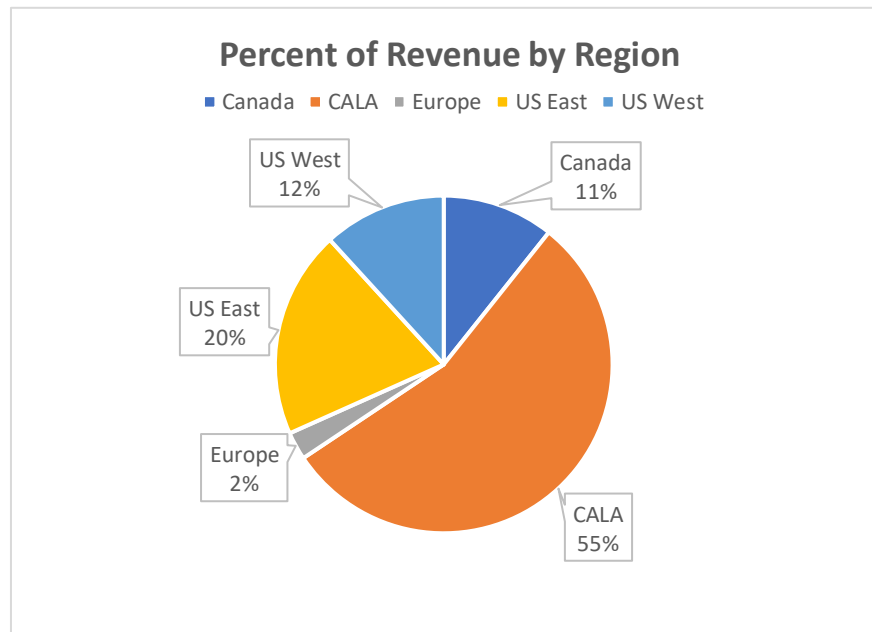


METT Emails

CTR Down Mom With Increased Deliveries And Revenue MoM

- Increased deliveries led to higher click activity in April
- Unsub rate remained consistent MoM with larger total deliveries indicating strong audience health
- Additional click activity contributed to financial gains MoM
- METTs that included US audiences continue to deliver strong financial results and make up a majority of overall METT revenue
- 55% of total revenue went back to CALA properties

METTs	Apr 2022	MoM
Delivered	1.3 M	+79.5%
Clicks	6.4 K	+20.8%
CTR	0.5%	-0.3 pts.
Unsub Rate	0.10%	-0.01 pts.
Bookings	46	+155.6%
Room Nights	111	+73.4%
Revenue	\$24.3 K	+58.5%
Conversion	0.72%	+0.38 pts.
% Bkgs. to CALA	27.7%	-5.6 pts.
% Rev. to CALA	54.9%	+16.5 pts.



Top Performing METTs: April 2022


April: Highest Revenue

CALA_MexBeach_Eng_202208Apr

Subject Line: Best Beach Spots You Can't Miss This Summer

Discover, Connect and Share. Values. Discover the Diversity of Choices.

MARRIOTT BONVOY™ Find & Reserve




VIBRANT ESCAPE TO COZUMEL

Take a deep breath, relax and recharge at **The Westin Cozumel**. Experience complete relaxation during your stay with our **Resort Packages**. Stay with us and enjoy daily American breakfast for two, **Spa**, **Shower**, **Shower** for two plus one bottle of sparkling Prosecco wine, and more.

Discover all of our luxurious amenities at one of the most popular destinations in Mexico.


BOOK NOW



PEACE OF MIND IN PUERTO VALLARTA

Discover a peaceful retreat at **The Westin Puerto Vallarta**. Enjoy the tranquility of our **Resort Packages**, including daily American breakfast for two, **Spa**, **Shower**, **Shower** for two plus one bottle of sparkling Prosecco wine, and more.


ENJOY OUR INCLOSAGES



UNWIND IN PUERTO VALLARTA

Relax and unwind at **The Westin Puerto Vallarta**. Enjoy the tranquility of our **Resort Packages**, including daily American breakfast for two, **Spa**, **Shower**, **Shower** for two plus one bottle of sparkling Prosecco wine, and more.

ENJOY OUR INCLOSAGES



ENDLESS FUN IN TULUM

An extraordinary all-inclusive awaits you at **The Westin Tulum**. Enjoy the tranquility of our **Resort Packages**, including daily American breakfast for two, **Spa**, **Shower**, **Shower** for two plus one bottle of sparkling Prosecco wine, and more.

BOOK NOW


April: Low Unsub + Strong CTR

CALA_AI_ENG_202208Apr

Subject Line: Summer is Just Around the Corner

Enjoy an All-Inclusive Experience in Barbados

Join MARRIOTT BONVOY™ Find & Reserve



START DREAMING ABOUT SUMMER

Plan a dream-worthy vacation in Barbados with **Elegant Hotels**. Discover a collection of seven distinct Caribbean beach resorts with experiences for couples and families.

Book now with an array of complimentary services, breakfast or all-inclusive meal plans, motorized and non-motorized water sports, free Wi-Fi, bespoke amenities, **Dine Around Programme**, and more.

BOOK NOW


April: Highest CTR

CALA_BDAXR_Eng_202208Apr

Subject Line: Experience the Best Address in Bermuda

Ultimate Luxury at Paradise

STREGIS END & RESERVE



Experience More of Bermuda


Stay four nights or more and save up to 30%.

Celebrate the iconic at **The St. Regis Bermuda Resort** and indulge in an exquisite retreat.

Enjoy luxurious accommodations and immersive experiences. Play a round of golf at Five Forks Golf Club, unwind at The St. Regis Spa, become a sommelier at BLT Steak NY, and indulge in handcrafted cocktails at The St. Regis Bar.

Transcend into an unparalleled stay like no other.

EXPLORE NOW



Iconic Views and Greens

Indulge in luxurious accommodations and impeccable service at Bermuda's Best Address.

Challenge yourself to a round of golf at Five Forks Golf Club and enjoy ocean views from nearly every hole.


EXPLORE NOW

Exquisite Living

Make yourself at home and wake up to ocean views – live **The Residences at The St. Regis Bermuda** experience.

Whether you are traveling with the family or larger groups, luxury appointed accommodations, exceptional amenities and impeccable service await you at Bermuda's Best Address.

RESERVE NOW



April METT Performance Summary

- Top performing METT campaigns include beach and Caribbean promotions
- Mexico Beaches METT including US audiences continues to be top revenue driver

Campaign	Mailed	Delivered	Bounce Rate	Unsub Rate	Clicks	CTR	Bookings	Rmnts.	Revenue
CALA_AI_ENG_202208Apr	84,286	84,061	0.27%	0.05%	465	0.55%	3	7	\$ 917.00
CALA_BDAXR_Eng_202208Apr	101,336	101,017	0.31%	0.11%	863	0.85%	0	0	\$ -
CALA_Car_CASA_Eng_202201Apr	65,052	64,964	0.14%	0.04%	481	0.74%	8	17	\$ 2,459.91
CALA_CUN_Eng_202201Apr	59,254	59,158	0.16%	0.04%	351	0.59%	11	23	\$ 3,411.91
CALA_FY22_COBRAND_ANNIVERSARY	10,517	10,444	0.69%	0.05%	353	3.38%	1	6	\$ 799.00
CALA_Mex_Luxury_202208April	177,097	175,926	0.66%	0.10%	412	0.23%	2	2	\$ 322.00
CALA_Mex_Spa_202201Apr	50,886	50,128	1.49%	0.12%	236	0.47%	4	6	\$ 1,760.46
CALA_MexBeach_Eng_202208Apr	185,465	184,705	0.41%	0.13%	1148	0.62%	7	27	\$ 11,358.07
CALA_MexBeach_Spa_202201Apr	93,543	92,748	0.85%	0.12%	404	0.44%	3	9	\$ 1,138.00
CALA_MEXIS_202222Apr	33,332	33,243	0.27%	0.09%	77	0.23%	1	2	\$ 305.92
CALA_NorthMex_Spa_202201Apr	46,376	45,629	1.61%	0.14%	138	0.30%	1	1	\$ 113.00
CALA_Peru_202222Apr	34,610	34,537	0.21%	0.06%	144	0.42%	1	3	\$ 531.00
CALA_Port_202222Apr	31,339	30,977	1.16%	0.12%	132	0.43%	2	3	\$ 278.22
CALA_POSAK_Eng_202201Apr	66,975	66,808	0.25%	0.16%	230	0.34%	1	8	\$ 1,432.00
CALA_Spa_202208Apr	202,523	200,278	1.11%	0.09%	1052	0.53%	2	3	\$ 320.00
CALA_STTRZ_202222Apr	30,863	30,785	0.25%	0.14%	220	0.71%	0	0	\$ -
Grand Total	1,273,454	1,265,408	0.63%	0.10%	6706	0.53%	47	117	\$ 25,146.49

April US Performance summary

- METT campaigns with US audiences account for 82% of total revenue
- Breakdown of top 3 property location from US targeted campaigns:
 - Mexico: 44%
 - US East: 23%
 - US West: 13%

Campaign	Mailed	Delivered	Bounce Rate	Unsub Rate	Clicks	CTR	Bookings	Roomnights	Revenue
CALA_MexBeach_Eng_202208Apr	184,832	184,075	0.41%	0.13%	1144	0.62%	7	27	\$ 11,358.07
CALA_Mex_Luxury_202208April	176,090	174,925	0.66%	0.10%	405	0.23%	2	2	\$ 322.00
CALA_BDAXR_Eng_202208Apr	101,011	100,692	0.32%	0.11%	863	0.86%	0	0	\$ -
CALA_AI_ENG_202208Apr	84,074	83,851	0.27%	0.05%	465	0.55%	3	7	\$ 917.00
CALA_POSAK_Eng_202201Apr	66,579	66,415	0.25%	0.16%	230	0.35%	1	8	\$ 1,432.00
CALA_Car_CASA_Eng_202201Apr	64,787	64,699	0.14%	0.04%	478	0.74%	8	17	\$ 2,459.91
CALA_CUN_Eng_202201Apr	59,041	58,945	0.16%	0.04%	349	0.59%	11	23	\$ 3,411.91
CALA_Peru_202222Apr	34,610	34,537	0.21%	0.06%	144	0.42%	1	3	\$ 531.00
CALA_MEXIS_202222Apr	33,018	32,930	0.27%	0.09%	74	0.22%	1	2	\$ 305.92
CALA_STTRZ_202222Apr	30,813	30,735	0.25%	0.14%	218	0.71%	0	0	\$ -
Grand Total	834,855	831,804	0.37%	0.10%	4370	0.53%	34	89	\$ 20,737.81

METT Heatmaps –April 2022

METT campaigns with strong package offers represent the highest engagement and revenue

CALA_Car_CASA_Eng_202201Apr	% Clicks
Header	15.10%
Hero: St. Regis, Puerto Rico Packages	58.94%
Breakfast Included in Punta Cana	12.80%
Stay Longer in Punta Cana	16.34%
Golf in Central America	11.92%
Footer	8.89%

CALA_MexBeach_Eng_202208Apr	% Clicks
Header	19.19%
Cozumel Renew Yourself Package	37.56%
Marriott Puerto Vallarta Packages	29.39%
Sheraton Puerto Vallarta Packages	9.95%
Aloft Tulum	23.10%
Footer	17.53%

CALA_CUN_Eng_202201Apr	% Clicks
Header	19.60%
Travel Like You Live	43.93%
The Wonders of Cancun	25.23%
Aloft Cancun Party Package	11.84%
Mayan Wonders Residence Inn Hotels	12.15%
Cancun Spring Getaway	6.85%
Footer	9.69%


Testing & Optimization

PCIQ Subject Line Performance Results

Testing Observations:

- We deployed the ML model and it seems to have an overall positive lift. Also, the statistical significance is good.
- Personalized subject lines continue to perform best, including intrigue and offer have consistently been in the top 3

DeploymentDate_M	Segment/Language	Unique Opens		Delivered		Unique Open Rates		Lift of ML over Random	Statistical Significance (Confidence or p-value)
		ML	Random	ML	Random	ML	Random		
4/10/2022	Overall	68,082	67,295	401,757	401,536	16.9%	16.8%	1.1%	98.7%
	ENGLISH	15,829	15,859	94,525	94,809	16.7%	16.7%	0.1%	54.3%
	PORTUGUESE	10,519	10,323	66,755	66,506	15.8%	15.5%	1.5%	88.2%
	SPANISH	41,734	41,113	240,477	240,221	17.4%	17.1%	1.4%	98.6%

DeploymentDate_M	SL_ID	SL	Tag	Unique_Open_Rate			
				ENGLISH	PORTUGUESE	SPANISH	Overall
4/10/2022	SL05	Relax[, Fname].	Intrigue, Personal	18.1%	17.1%	18.3%	18.0%
	SL04	[Fname,]When was the last time you had a resort vacation?	Question, Personal	17.6%	15.5%	17.2%	17.0%
	SL03	Plan Your Spring Resort Getaway Today[, Fname]	Direct, Personal	16.2%	15.1%	17.3%	16.7%
	SL01	Don't Miss Out! 15% Off Resort Getaways Ends Soon	FOMO	16.5%	15.6%	16.4%	16.3%
	SL02	 Save Up to 15% on Spring Resort Getaways	Offer, Emoji	15.4%	14.4%	16.4%	15.8%

Actionable Insights & Next Steps

Solo Actionable Insights

- Continue using 5 pack creative treatment with other content; for example new property highlights
- In market locations presented in 5 pack navigation module delivered the highest engagement, recommend expanding within market options to include additional properties and brands
- Recommend to test adding in a catch all CTA under 5 pack to increase click activity and engagement
- Outside of Mexico combined market, Brazil, Colombia and Costa Rico are consistently in the top engaged markets, continue to monitor for engagement patterns throughout the quarter to inform decisions for which market to include or exclude
- Continue testing offer + Emoji looking for patterns to monitor for engagement trends for SLs to exclude and test new options
- Recommend including additional offer + personalization SL options to monitor for patterns of engagement amongst top performing SLs

METT Actionable Insights

- METT campaigns with US audiences consistently drove the majority of monthly revenues from METT campaigns and % of revenue to CALA properties, resort content and other all-inclusive content captures strong engagement continue with imaging and messaging that supports resort/all-inclusive content
- METT campaigns with strong package offers represent the highest engagement and revenue, continue looking for regional offers to include in METT campaigns

Mobile App Actionable Insights

- Including app CTA in upcoming/thank you trip module led strong increase in mobile app downloads, continue looking for opportunities to include app CTAs in additional modules
- Increasing app bookings: Use deep links to mobile app booking page from book now CTAs
- Increase app downloads through:
 - Continue looking for ways to include app CTA in other modules highlighting benefits and features
 - Develop a messaging strategy and frequency for including download messages to those without the app

Next Steps for May

- PCIQ Subject Line testing with Resort vs Staycation
- Including member status module for the first time
- Hero image testing property vs lifestyle
- Global promotion feature
- Mobile app module targeted to members not receiving upcoming trip/recent stay banner



Thank you!

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Appendix