

CALA Monthly
Email Review
August 2022

19 September 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

August Key Storylines

- **38%** higher deliveries in August with several additional solos: Urban Experience and Buy Points
- CTR remained steady MoM with **31%** higher click activity contributed to by Urban Experience solo, Promotions campaigns, Engagement campaigns and Informational campaigns
- Unsubscribe rate up slightly MoM remaining **0.10 pts.** below average
- Bookings and room nights are up MoM with consistent revenue versus July
- METT engagement and revenue increased MoM to a new second highest monthly revenue in 2022 driven by METTs including all-inclusive content and several resort offers
- Increased CTR for Destination Solo in August contributing to the overall consistent monthly CTR
- Global Urban Experience solo generated \$11.5K revenue with a 1.0% CTR
- Increased revenue in August vs July from MBV Escapes and Promotions campaigns

Monthly Performance Summary

Higher Engagement MoM Driven By Increased Deliveries

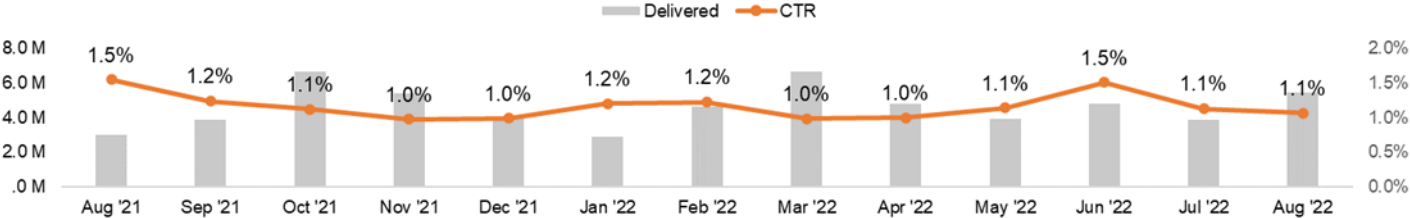
- August featured several additional solos which engaged readers and increased overall click activity
 - Urban Experience Solo (14.6% of clicks), Buy Points (5.4% of clicks)
- CTR remained steady MoM; increased CTR from Destination Solo which makes up 15% of overall click activity
- Increased bookings and room nights with consistent revenue MoM;
 - Increased revenue from METTs, Promotions and Global campaigns contributed to monthly financials
 - Urban Experience Solo (6% of revenue), Buy Points (4% of revenue) and METT (22% of revenue)
 - Deep dive is underway that is looking into shifts in tracking bookings attributed to email

Engagement	August '22	vs. Avg	MoM
Delivered	5.4 M	+12.6%	+38.6%
Clicks	57.1 K	+7.5%	+30.7%
CTR	1.1%	+0.0 pts.	+0.0 pts.
Unsub Rate	0.19%	-0.10 pts.	+0.02 pts.

Financials	August '22	vs. Avg	MoM
Bookings	344	-3.9%	+6.8%
Room Nights	1022	-42.3%	+10.2%
Revenue	\$182.6 K	-0.5%	-0.3%
Conversion	0.60%	+0.10 pts.	-0.14 pts.
BPK	0.06	+12.3%	-22.8%

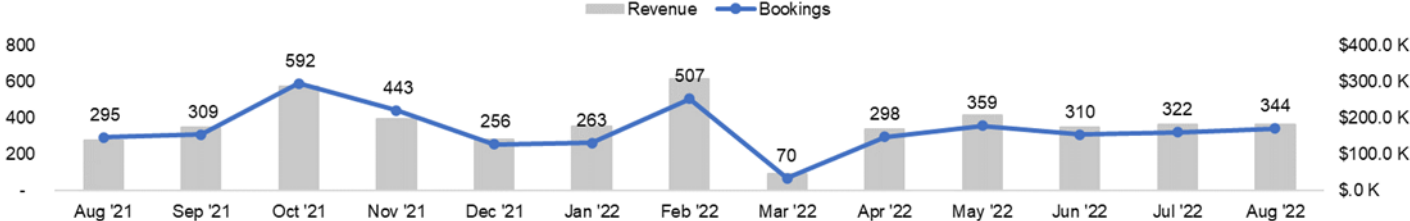
Increased Deliveries And Click Activity MoM Contributing To Increased Bookings

CALA Overall KPI Trends (2021-2022)



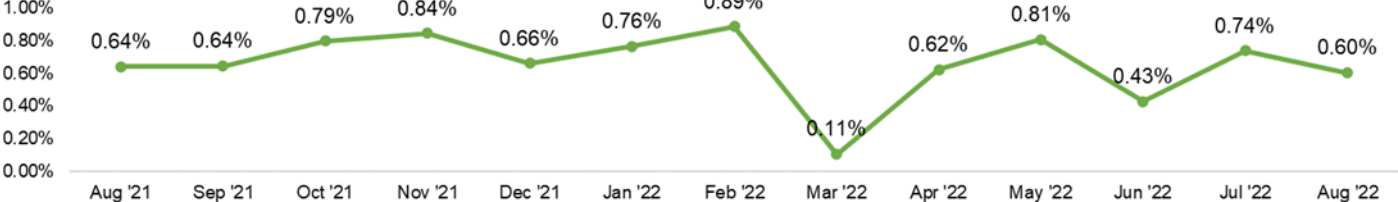
Increased deliveries in August and consistent CTR MoM

CALA Overall Financial Trends (2021-2022)



Consistent revenue with increased bookings

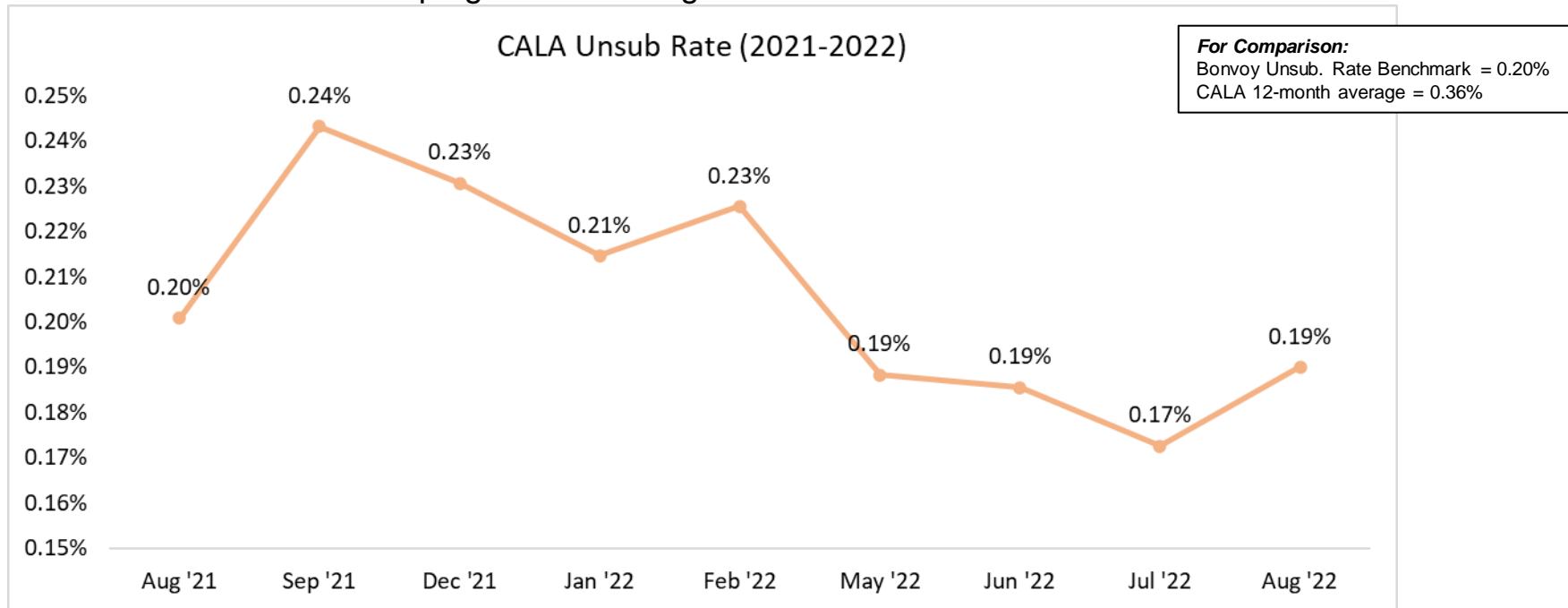
CALA Conversion Rate Trends (2021-2022)



Decreased conversion rate consistent with YTD average

Slightly Higher Unsubscribe Rate In August

Increased unsubscribe from several high-volume campaigns including Destination Solo, Promotions and Partner campaigns contributing to increase MoM



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

August CTR Increased For Both Audiences Nearing Monthly Goal

- Solo engagement was closest to monthly goal with engagement increases for both segments with larger increases to CALA only audiences for August METTs and Destination Solo when compared to July
 - 8/11 of markets making up 51% of delivery volume had CTRs above 1.0%; Brasil, Colombia, Curacao, Mexico_Eng, Mexico_US, Panama, Peru and Santo Domingo
- Combined Mexico audience was 0.92% for Destination Solo in August up from 0.79% in July contributing to monthly increase and bringing engagement for both segments closer to the monthly goal

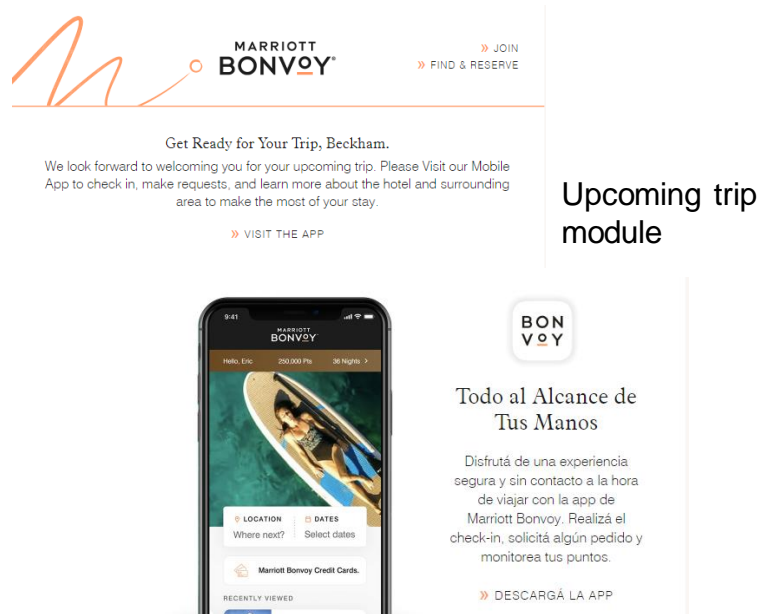
CTR Goals	August '22	Monthly Goal	vs. Goal
Destination Solo	0.99%	1.0%	-0.01 pts.
Destination Solo (CALA only)	0.95%	1.0%	-0.04 pts.
METT	0.86%	1.0%	-0.14 pts.
METT (CALA Only)	0.94%	1.0%	-0.06 pts.

Slight Drop in App Activity

- Mobile app activity remained consistent MoM
- 15% more download activity in upcoming trip/recent stay module vs mobile app module (129 clicks vs 112)

August 2022 Activity

MARKET	Downloads
Costa Rica - ES	0
Mexico US - EN	3
Mexico Local - EN	0
Santo Domingo - EN	1
Curacao - EN	0
Bermuda - EN	0
Peru - ES	4
Colombia - ES	1
Panama - ES	4
Brazil - PT	13
Mexico - ES	20
August Total:	46
Benchmark:	52
vs. Benchmark.	-11%
MoM:	-6%



Mobile App Download Module

*Benchmark based on Jan-March '22 App Data

Campaign Engagement

Destination Solo

August 2022 Destination Solo Creative Examples

August Highlights:

- Urban Escapes Hero offer
- Global MEO offer
- Personalized destination module based on June poll results
- New hotel openings
- All-inclusive module

Mexico *English*

Thank you for staying with us recently. Once again, we hope you enjoyed your stay. Please visit our Mexico Solo website for more information.

Your Urban Escape Awaits, Dina

Discover the beauty of Mexico's urban escapes. From historic cities to modern metropolises, there's something for everyone. Visit our website to learn more about our urban escapes and how to book your next trip.

Earn Up to 10,000 Bonus Points

Stay at our hotels and earn up to 10,000 bonus points. Book your stay today and start earning points towards your next trip.

Join Our New Member Pools

Join our new member pools and earn up to 10,000 bonus points. Book your stay today and start earning points towards your next trip.

Your End-of-Season Travel Planner

Plan your end-of-season travel with our travel planner. Choose from a variety of destinations and activities to make your trip unforgettable.

A Meaningful Marine Experience

Experience the beauty of Mexico's marine life. From coral reefs to sea turtles, there's something for everyone. Visit our website to learn more about our marine experiences and how to book your next trip.

Experience Something New

Discover the beauty of Mexico's urban escapes. From historic cities to modern metropolises, there's something for everyone. Visit our website to learn more about our urban escapes and how to book your next trip.

Explore Travel for Every Lifestyle

Discover the beauty of Mexico's urban escapes. From historic cities to modern metropolises, there's something for everyone. Visit our website to learn more about our urban escapes and how to book your next trip.

ALL-INCLUSIVE

Discover the beauty of Mexico's urban escapes. From historic cities to modern metropolises, there's something for everyone. Visit our website to learn more about our urban escapes and how to book your next trip.

Mexico *Spanish*

Gracias por haber estado con nosotros recientemente. Una vez más, esperamos que disfrutara de su estancia. Visite nuestro sitio web de México Solo para obtener más información.

Te espera una escapada urbana

Descubre la belleza de las escapadas urbanas de México. Desde ciudades históricas hasta metrópolis modernas, hay algo para todos. Visita nuestro sitio web para aprender más sobre nuestras escapadas urbanas y cómo reservar tu próxima estancia.

Acumula hasta 10,000 puntos de bonificación

Quedate en nuestros hoteles y gana hasta 10,000 puntos de bonificación. Reserva tu estancia hoy y comienza a ganar puntos hacia tu próxima estancia.

Te damos la bienvenida a nuestros nuevos pools de miembros

Únete a nuestros nuevos pools de miembros y gana hasta 10,000 puntos de bonificación. Reserva tu estancia hoy y comienza a ganar puntos hacia tu próxima estancia.

Tu plan para este fin de temporada

Planifica tu fin de temporada con nuestro planificador de viajes. Elige entre una variedad de destinos y actividades para hacer de tu estancia una experiencia inolvidable.

Construye tu viaje

Construye tu viaje con nuestro planificador de viajes. Elige entre una variedad de destinos y actividades para hacer de tu estancia una experiencia inolvidable.

Experimenta algo nuevo

Experimenta la belleza de la vida marina de México. Desde arrecifes de coral hasta tortugas marinas, hay algo para todos. Visita nuestro sitio web para aprender más sobre nuestras experiencias marinas y cómo reservar tu próxima estancia.

Explora los viajes para cada estilo de vida

Descubre la belleza de México. Desde ciudades históricas hasta metrópolis modernas, hay algo para todos. Visita nuestro sitio web para aprender más sobre nuestras escapadas urbanas y cómo reservar tu próxima estancia.

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Disfruta de la playa

Disfruta de la belleza de México. Desde ciudades históricas hasta metrópolis modernas, hay algo para todos. Visita nuestro sitio web para aprender más sobre nuestras escapadas urbanas y cómo reservar tu próxima estancia.

Todo el mundo de México

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Santa Domingo *English*

Thank you for staying with us recently. Once again, we hope you enjoyed your stay. Please visit our Santa Domingo Solo website for more information.

Your Urban Escape Awaits, Salvador

Discover the beauty of Santa Domingo's urban escapes. From historic cities to modern metropolises, there's something for everyone. Visit our website to learn more about our urban escapes and how to book your next trip.

Earn Up to 10,000 Bonus Points

Stay at our hotels and earn up to 10,000 bonus points. Book your stay today and start earning points towards your next trip.

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Costa Rica *Spanish*

Gracias por haber estado con nosotros recientemente. Una vez más, esperamos que disfrutara de su estancia. Visite nuestro sitio web de Costa Rica Solo para obtener más información.

Tu escapada urbana te espera, Ladia

Descubre la belleza de las escapadas urbanas de Costa Rica. Desde ciudades históricas hasta metrópolis modernas, hay algo para todos. Visita nuestro sitio web para aprender más sobre nuestras escapadas urbanas y cómo reservar tu próxima estancia.

Acumula hasta 10,000 puntos de bonificación

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Todo el mundo de Costa Rica

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Brazil *Portuguese*

Obrigado por ter ficado conosco recentemente. Uma vez mais, esperamos que tenha gostado da sua estadia. Visite nosso site do Brasil Solo para obter mais informacoes.

Seu refugio urbano aguarda voce, Fabio

Descubra a beleza das escapadas urbanas do Brasil. Desde cidades históricas até metrópoles modernas, há algo para todos. Visite nosso site para aprender mais sobre nossas escapadas urbanas e como reservar sua próxima estadia.

Ganhe até 10.000 pontos de bônus

Quede em nossos hotéis e ganhe até 10.000 pontos de bônus. Reserve sua estadia hoje e comece a ganhar pontos para sua próxima estadia.

Uma rapida inspiração para o fim de temporada

Planeje seu fim de temporada com nosso planejador de viagens. Escolha entre uma variedade de destinos e atividades para fazer de sua estadia uma experiencia inolvidavel.

Construa seu viaje

Construa seu viaje com nosso planejador de viagens. Escolha entre uma variedade de destinos e atividades para fazer de sua estadia uma experiencia inolvidavel.

Experimente algo novo

Experimente a beleza da vida marinha do México. Desde arrecifes de coral até tartarugas marinhas, há algo para todos. Visite nosso site para aprender mais sobre nossas experiencias marinhas e como reservar sua próxima estadia.

Descubra viagens para todos os estilos de vida

Descubra a beleza do México. Desde cidades históricas até metrópoles modernas, há algo para todos. Visite nosso site para aprender mais sobre nossas escapadas urbanas e como reservar sua próxima estadia.

ALL-INCLUSIVE

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Tudo no palmo da sua mão

Descubra a beleza de Costa Rica. Desde cidades históricas até metrópoles modernas, há algo para todos. Visite nosso site para aprender mais sobre nossas escapadas urbanas e como reservar sua próxima estadia.

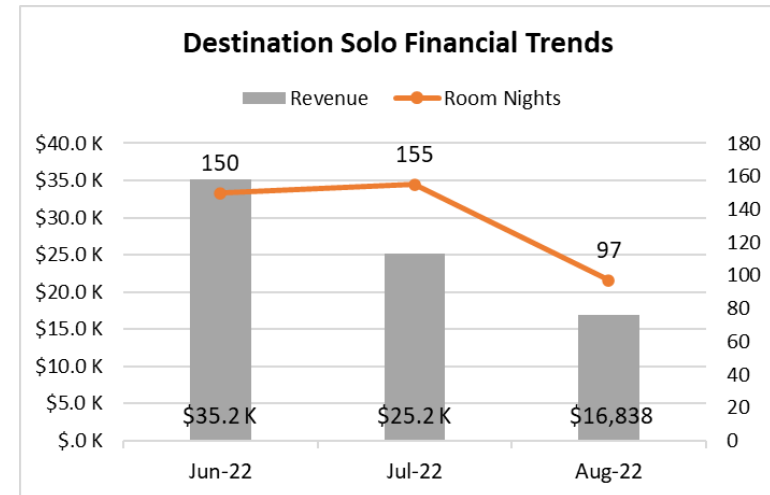
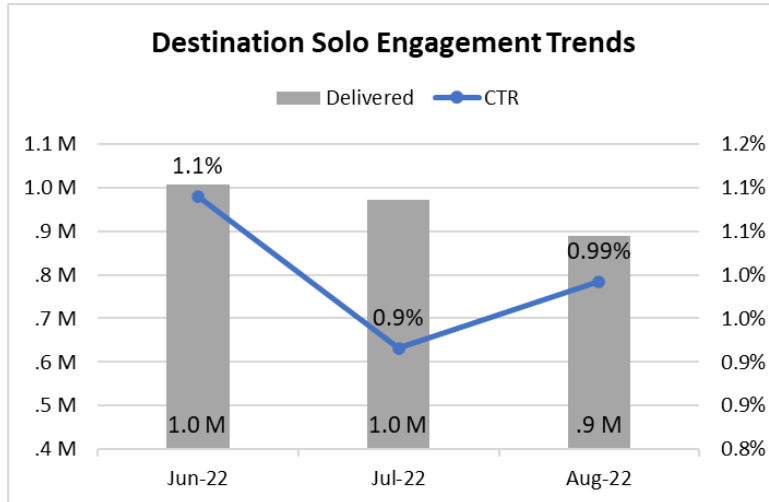
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Increased CTR And Consistent Click Activity MoM

- Engagement in August was spread throughout the email showing content engaged readers; top clicked modules include:
 - Urban Escapes Hero (37% of clicks), Destinations Module (16% of clicks), MEO Offer (7% of clicks) and New Hotel Openings (6% of clicks)
- Deliveries down MoM without Costa Rica market included in delivery volume
- Using personalization in destinations module resulted in higher than average engagement versus a standard poll results module, recommend to continue incorporating personalized content based on poll responses in additional modules; ex: Brand education, new hotel openings, destinations module
- Top engaged markets in August include:
 - Colombia (1.5% CTR), Peru (1.4% CTR), Mexico US (1.4% CTR), Mexico Eng (1.2% CTR)

Drive Solos	August 2022	MoM
Delivered	0.9 M	-8.6%
Clicks	8.8 K	-1.0%
CTR	1.0%	+0.1 pts.
Unsub Rate	0.20%	+0.03 pts.
Bookings	40	-38.5%
Revenue	\$16.8 K	-33.1%
% Bkgs. to CALA	52.4%	+4.6 pts.
% Rev. to CALA	58.4%	+14.4 pts.




Colombia, Peru and Mexico US Were Top Markets in August

- CTR remained consistent or increased across all markets MoM
- Newly introduced Curacao market had the highest CTR in August and was the 5th highest revenue driver with the second smallest delivery volume overall, recommend to continue including Curacao in future mailings

Market	Sent	Delivered	Delivery %	CTR	Unsub %	Bookings	Rmnts	Revenue
MEXICO	403,100	397,054	98.5%	0.8%	0.20%	15	38	\$4,617.85
COLOMBIA	49,566	49,230	99.3%	1.5%	0.14%	4	13	\$3,549.99
PANAMA	49,792	48,731	97.9%	1.0%	0.23%	3	10	\$3,296.54
MEXICO ENG	136,394	135,440	99.3%	1.2%	0.15%	12	20	\$2,453.92
CURACAO	3,530	3,511	99.5%	2.0%	0.14%	2	10	\$2,076.20
BRASIL	150,790	148,218	98.3%	1.0%	0.32%	2	4	\$537.00
PERU	37,019	36,738	99.2%	1.4%	0.10%	2	2	\$306.00
BERMUDA	154	150	97.4%	0.7%	0.67%	0	0	\$0.00
SANTO DOMINGO	7,308	7,278	99.6%	1.1%	0.07%	0	0	\$0.00
MEXICO US	25,171	25,016	99.4%	1.4%	0.18%	0	0	\$0.00
MEXICO_LOCAL_ENG	37,254	37,088	99.6%	0.6%	0.16%	0	0	\$0.00
Grand Total	900,078	888,454	98.7%	1.0%	0.20%	40	97	\$16,837.50

Top Performing August Content: Hero, Navigation 5-Pack, MEO Offer



Your Urban Escape Awaits, Dina

Close out summer with an eye-opening city escape mixing gastronomy and culture, and discover hidden gems that will stay with you long after you leave. Simply book your stay by **September 30, 2022** to enjoy our package, which includes breakfast for two adults, as well as two additional benefits.

[EXPLORE PACKAGE](#)

Stay by December 29, 2022


Hero
#1 most clicked

MEO Module
#3 most clicked


Personalized Destinations
#2 most clicked

Your End-of-Season Travel Planner


Still seeking a spa escape? Here's some inspiration to help you easily plan your next vacation.




Bermuda




British Virgin Islands



Costa Rica



Panama



Earn Up to 10,000 Bonus Points

Enjoy a rewarding stay at more than 120 participating hotels and resorts throughout the Caribbean and Latin America when you book by **August 31, 2022**.


[START EARNING](#)

Stay by September 20, 2022


New Hotel Openings
#4 most clicked

Experience Something New


Close out summer by booking an unforgettable getaway at one of our recently opened properties across the Caribbean and Latin America.



[THE WESTIN® PORTO DE GALINHAS, AN ALL-INCLUSIVE RESORT](#)





[BARRANQUILLA MARRIOTT® HOTEL](#)



[CASA MAAT AT JW MARRIOTT® LOS CABOS BEACH RESORT & SPA](#)

All Inclusive Module
#5 most clicked

Explore Travel for Every Lifestyle



ALL-INCLUSIVE

by MARRIOTT BONVOY

Experience resort life like never before with All-Inclusive by Marriott Bonvoy™. Join us for immersive escapes in the most coveted destinations around the world.

[ALL-INCLUSIVE ENJOYMENT](#)

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

- The hero in August was one of the most engaging heros YTD with members across all markets capturing significant click activity
- MEO offer proved to be more engaging with members versus nonmembers
- Personalized destinations module was the second most clicked module



Module	BRASIL	COLOMBIA	CURACAO	MEXICO	MEXICO ENG	MEXICO LOCAL ENG	MEXICO US	PANAMA	PERU	SANTO DOMINGO
Header	11.00%	8.12%	7.79%	17.01%	9.78%	18.15%	12.19%	15.32%	11.09%	14.13%
Upcoming Trip/Recent Stay	1.02%	1.11%	3.90%	1.10%	1.37%	0.34%	1.58%	0.43%	1.34%	3.26%
Hero	38.51%	41.60%	32.47%	33.88%	41.93%	38.36%	41.31%	36.81%	43.36%	41.30%
MEO Offer	6.75%	6.45%	23.38%	6.00%	14.19%	4.79%	6.32%	7.23%	7.39%	17.39%
Member Module	0.34%	0.33%	0.00%	0.58%	0.00%	0.00%	0.00%	0.64%	0.50%	0.00%
Destination	11.91%	20.80%	11.69%	19.06%	13.10%	10.62%	16.25%	16.38%	17.14%	9.78%
Redemption	0.96%	0.67%	3.90%	2.41%	1.54%	0.68%	2.03%	1.91%	2.02%	1.09%
New Hotel Openings	9.87%	10.34%	10.39%	3.73%	9.04%	4.79%	7.22%	5.11%	5.38%	2.17%
All Inclusive	3.69%	3.00%	5.19%	2.63%	3.95%	2.40%	3.84%	2.34%	4.54%	4.35%
Cobrand	---	---	---	2.03%	---	2.05%	---	---	---	---
Mobile App	0.96%	1.00%	0.00%	0.79%	0.29%	3.42%	0.45%	1.70%	1.18%	2.17%
Footer	14.97%	6.56%	1.30%	10.79%	4.81%	14.38%	8.80%	12.13%	6.05%	4.35%

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

- Hero content resonated with both members and nonmembers across all markets
- Mexico Eng, Mexico and Panama had increased activity with join module in August versus typical monthly engagement



Your Urban Escape Awaits. Dive into the heart of the city and experience the vibrant culture and architecture of our urban destinations. Book your stay today and enjoy the best of both worlds.



Experience Your Next Summer Escape. Dive into the heart of the city and experience the vibrant culture and architecture of our urban destinations. Book your stay today and enjoy the best of both worlds.



Experience Something New. Dive into the heart of the city and experience the vibrant culture and architecture of our urban destinations. Book your stay today and enjoy the best of both worlds.



ALL-INCLUSIVE. Dive into the heart of the city and experience the vibrant culture and architecture of our urban destinations. Book your stay today and enjoy the best of both worlds.

Module	BRASIL	COLOMBIA	CURACAO	MEXICO	MEXICO_ENG	PANAMA	PERU
Header	10.22%	14.29%	0.00%	20.50%	8.88%	12.99%	0.00%
Your Next Trip	0.31%	0.00%	0.00%	0.50%	1.93%	0.65%	0.00%
Hero	33.75%	28.57%	37.50%	27.55%	32.43%	28.57%	20.00%
MEQ Offer	3.41%	0.00%	0.00%	2.14%	4.25%	2.60%	20.00%
Join Module	1.55%	0.00%	0.00%	3.02%	3.09%	2.60%	0.00%
Destinations	11.46%	28.57%	12.50%	13.84%	10.04%	17.53%	60.00%
Redemption	0.62%	0.00%	12.50%	1.01%	1.54%	1.95%	0.00%
New Hotel Openings	9.91%	0.00%	0.00%	2.01%	2.70%	6.49%	0.00%
Mobile App	0.00%	0.00%	0.00%	1.89%	1.54%	1.30%	0.00%
All Inclusive	3.10%	0.00%	0.00%	2.01%	2.70%	2.60%	0.00%
Cobrand	---	---	---	0.50%	---	---	---
Footer	25.70%	28.57%	37.50%	25.03%	30.89%	22.73%	0.00%




New Hotel Openings Engagement Breakdown

- New Hotel Openings was the 4th most clicked module in August with The Westin All-Inclusive capturing the largest share of click activity, recommend incorporating property vs lifestyle in new hotel openings

Total Percent Of Clicks All Markets	
Properties	% of Clicks
BARRANQUILLA MARRIOTT HOTEL	21%
CASA MAAT AT JW MARRIOTT LOS CABOS BEACH RESORT & SPA	38%
THE WESTIN PORTO DE GALINHAS, AN ALL-INCLUSIVE RESORT	42%

Experience Something New

Close out summer by booking an unforgettable getaway at one of our recently opened properties across the Caribbean and Latin America.

» THE WESTIN® PORTO DE GALINHAS, AN ALL-INCLUSIVE RESORT

» BARRANQUILLA MARRIOTT® HOTEL

» CASA MAAT AT JW MARRIOTT® LOS CABOS BEACH RESORT & SPA

Property	BERMUDA	BRASIL	COLOMBIA	CURACAO	MEXICO	MEXICO ENG	MEXICO LOCAL ENG	MEXICO US	PANAMA	PERU	SANTO DOMINGO
BARRANQUILLA MARRIOTT HOTEL	100.00%	11.17%	48.39%	37.50%	14.47%	18.18%	14.29%	31.25%	35.29%	15.63%	0.00%
CASA MAAT AT JW MARRIOTT LOS CABOS BEACH RESORT & SPA	0.00%	18.45%	33.33%	37.50%	61.18%	44.24%	64.29%	28.13%	32.35%	31.25%	50.00%
THE WESTIN PORTO DE GALINHAS, AN ALL-INCLUSIVE RESORT	0.00%	70.39%	18.28%	25.00%	24.34%	37.58%	21.43%	40.63%	32.35%	53.13%	50.00%

Personalized Destination Module Engagement

- June Poll results were used to personalized the destinations module in August resulting in a positive lift in engagement versus the typical poll response treatment
- Beach captured a majority of click activity amongst non responders with 52% of total clicks followed by City (21%) and Spa (16%); Golf was the lowest clicked option with 9% of clicks, recommend to incorporate different activity tests in future campaigns
- Aruba Marriott captured the most click activity amongst responders

Destinations	Poll Responders				No Response	Grand Total
	Beach Poll	City Poll	Golf Poll	Spa Poll		
AGUASCALIENTES	---	8.33%	---	---	---	0.09%
Aruba Marriott Resort & Stellaris Casino	31.03%	---	---	---	---	0.81%
BEACH	---	---	---	---	52.98%	50.99%
BOLIVIA	---	8.33%	---	---	---	0.09%
CHILE	---	8.33%	---	---	---	0.09%
CITY	---	---	---	---	20.11%	19.35%
CUSCO	---	8.33%	---	---	---	0.09%
GOLF	---	---	---	---	9.40%	9.05%
JW MARRIOTT LOS CABOS BEACH RESORT & SPA	---	---	100.00%	---	---	0.09%
MARRIOTT PUERTO VALLARTA RESORT & SPA	17.24%	---	---	---	---	0.45%
MERIDA	---	8.33%	---	---	---	0.09%
Otros Destinos De Peru	---	8.33%	---	---	---	0.09%
PANAMA	---	8.33%	---	---	---	0.09%
Puebla	---	25.00%	---	---	---	0.27%
Queretaro	---	16.67%	---	---	---	0.18%
SPA	---	---	---	---	17.50%	16.85%
TAMBO DEL INKA, A LUZURY COLLECTION RESORT & SPA, VALLE SAGRADO	20.69%	---	---	---	---	0.54%
The Royal at Atlantis	10.34%	---	---	---	---	0.27%
The Santa Maria, a Luxury Collection Hotel & Golf Resort, Panama City	20.69%	---	---	---	---	0.54%

Personalized version

Your End-of-Season Travel Planner

Still seeking a spa escape? Here's some inspiration to help you easily plan your next vacation.



Bermuda



British Virgin Islands



Costa Rica



Panama

Non-responder version

Your End-of-Season Travel Planner

Here's some inspiration to help you easily plan your next vacation.



Golf Getaway



Beachside Bliss



Spa Retreat



City Escape

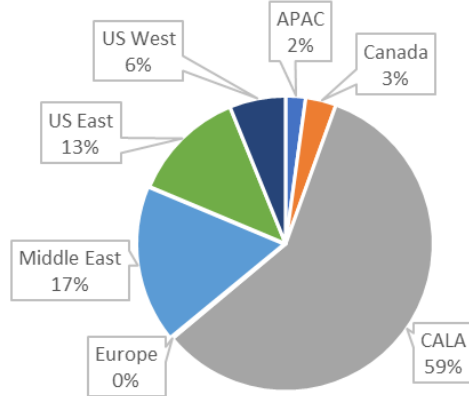
Increased revenue and bookings back to CALA in August

- New highest % of revenue back to CALA driven by revenue from CALA audiences

August

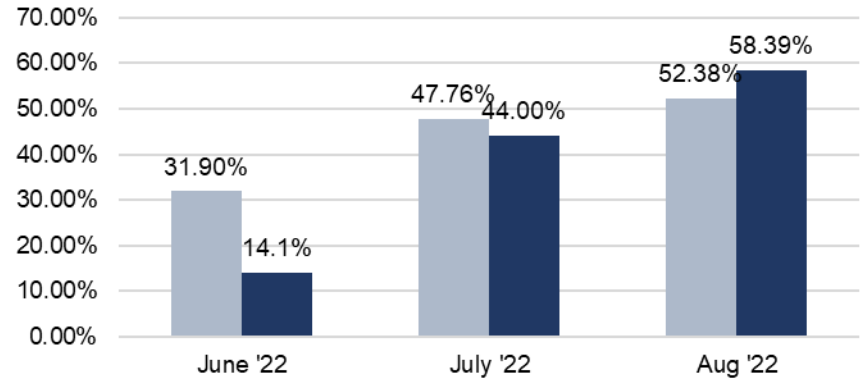
Percent of Revenue by Region

■ APAC ■ Canada ■ CALA ■ Europe ■ Middle East ■ US East ■ US West



% Bookings & Revenue to CALA Properties

■ % Bkgs. to CALA ■ % Rev. to CALA

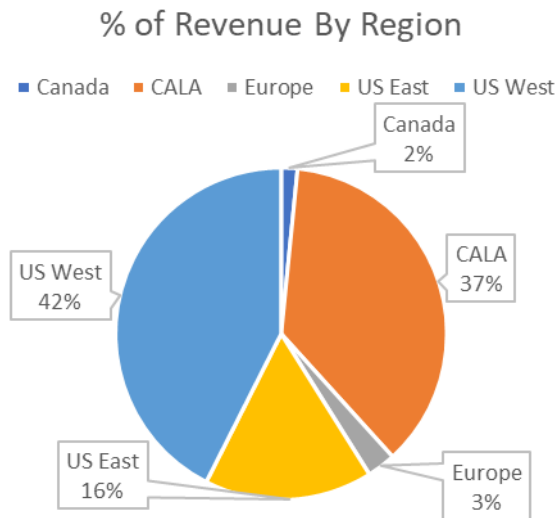


METT Emails

Consistent Engagement And Higher Revenue MoM

- Steady delivery volumes MoM with slightly higher click activity in August
- CTR remained steady with high engagement from All-Inclusive, Cancun METT and St. Regis Punta Mita
- Increase in financial metrics in August contributed to by several high performing campaigns including:
 - Cancun METT (\$24K), Getaway METT (\$4.5K) and St. Regis Punta Mita (\$2.4K)
- Subject lines calling out all-inclusive performed the best in August followed by specific location/property callouts, recommend introducing a property tag in Destination Solos PCIQ testing

METTs	August 2022	MoM
Delivered	565.9 K	-0.15%
Clicks	4.9 K	+0.6%
CTR	0.9%	+0.00 pts.
Unsub Rate	0.09%	+0.01 pts.
Bookings	36	-18.2%
Room Nights	154	+45.3%
Revenue	\$33.7 K	+9.6%
Conversion	0.74%	-0.17 pts.
% Bkgs. to CALA	31.8%	+1.5 pts.
% Rev. to CALA	36.7%	-20.7 pts.



August METT Performance Summary

- METT campaigns featuring all-inclusive content and resort content were top performers in August; There were several different resort offers and booking incentives featured in August
- Several campaigns that have consistently been top performers throughout Q3 including Cancun METT, CALA Lux, and PVRXR
- New emails in August that performed well include CALA BGIAU and Barbados ENG

Campaign	Mailed	Delivered	Bounce Rate	Unsub Rate	Clicks	CTR	Bookings	Rmnts.	Revenue
CALA_Cun_Eng_202226Aug	145,146	144,841	0.2%	0.05%	1,406	1.0%	21	113	\$24,050
CALA_Mex_Spa_202219Aug	84,117	83,491	0.7%	0.10%	350	0.4%	2	3	\$626
CALA_TRC_Eng_202226Aug	62,287	62,184	0.2%	0.13%	472	0.8%	1	3	\$506
CALA_Lux_Eng202226Aug	52,198	52,062	0.3%	0.05%	229	0.4%	9	25	\$4,520
CALA_CASA_Spa_202219Aug	50,846	50,436	0.8%	0.11%	350	0.7%	0	0	\$0
CALA_CUNJW_UK_202205Aug	38,937	38,803	0.3%	0.17%	227	0.6%	0	0	\$0
CALA_PVRXR_Eng_202226Aug	35,053	34,970	0.2%	0.17%	361	1.0%	1	3	\$2,350
CALA_AI_Eng_202205Aug	33,881	33,768	0.3%	0.07%	330	1.0%	0	0	\$0
CALA_BGIAU_CARICOM_Eng_202205Aug	32,748	31,592	3.7%	0.14%	550	1.7%	2	5	\$1,061
CALA_COL_Spa_202226Aug	25,394	25,252	0.6%	0.10%	211	0.8%	0	0	\$0
CALA_Barbados_Eng_202205Aug	5,342	5,272	1.3%	0.09%	340	6.4%	1	3	\$867
CALA_CR_Golf_Spa_202219Aug	3,328	3,315	0.4%	0.12%	75	2.3%	0	0	\$0
Grand Total	424,131	421,145	0.7%	0.09%	4,901	1.2%	37	155	\$33,980

Top Performing METTs: August 2022

August: Highest Revenue
CALA_Cun_Eng_202226Aug

Subject Line: Cancun is Calling



A Stress-Free Fall Retreat For You

Planning your next beach vacation was never so easy. Book the transportation package at **JW Marriott Cancun Resort & Spa**, and enjoy unique benefits – daily \$50 USD resort credit, transportation to and from Cancun's International Airport and more – that will enhance your stay at the Caribbean paradise.

RESERVE NOW



Spring Easy. Rest Even Easier.

Renascence Cancun Resort & Marina invites you to an incredible weekend on the golf course at Puerto Cancun Marina!

Enjoy great rates at our hotel, daily breakfast for 2, and a 40% discount on public rates on the 74-hectare golf course for all our guests, a free golf cart, and more.

BOOK NOW

Marine Moment in the Caribbean

Enjoy a memorable aquatic outing with Marriott Bonvoy Moments while staying at **Grand Cayman Marriott Beach Resort**. Spend the day with the artist and conservationist **Guy Harvey** enjoying a personal boat excursion to Stingray City Sandbar.

BOOK NOW



City Escape

Experience an urban adventure and discover hidden gems that will stay with you long after you leave.

Each package includes breakfast for two adults and two additional guests.

Valid by March 31, 2023

ESCAPE NOW

August: Strong Financials + Low Unsub
CALA_Lux_Eng202226Aug

Subject Line: Plan Your Next Getaway in Mexico or Grand Cayman



GRAND CAYMAN MARRIOTT BEACH RESORT



Explore Mexico with all your senses and immerse yourself in its astonishing architecture, exquisite cuisine, and cultural experiences offered by our hotels in Mexico City.

Make your next getaway memorable in one of Latin America's most cosmopolitan cities.

ESCAPE NOW

Marine Moment in the Caribbean

Enjoy a memorable aquatic outing with Marriott Bonvoy Moments while staying at **Grand Cayman Marriott Beach Resort**. Spend the day with the artist and conservationist **Guy Harvey** enjoying a personal boat excursion to Stingray City Sandbar.

LEARN MORE



August: Highest CTR
CALA_BGIAU_CARICOM_Eng_202205Aug

Subject Line: We Have an Exclusive All-Inclusive Offer for You



Exclusive CARICOM Residents Offer

Located on a stunning stretch of white sandy beach on the lively south coast of Barbados, **Turtle Beach by Elegant Hotels, All-Inclusive** appeals to families and couples alike.

Enjoy decadent dining, two swimming pools, kids splash pool, jacuzzi, beach ambassador service, tennis courts, non-motorized water sports, Flying Fish Kids Club, fitness classes, and complimentary Wi-Fi.

Book special rates for CARICOM Residents from 299 USD.

RESERVE NOW!

August: High CTR + Revenue
CALA_PVRXR_Eng_202226Aug

Subject Line: Joy Awaits at the St. Regis Punta Mita



Treat Yourself to a Summer Retreat

The **St. Regis Punta Mita Resort** is the perfect place for an unforgettable getaway. Relish the marvelous beaches of Punta Mita and take in the unparalleled experience of the resort's unique combination of rustic Provence and Mexican art.

Enjoy an intimate hideaway full of nature and indulge your senses with the resort's exceptional white sand beach and majestic views of the Pacific Ocean.

Experience more and stay exquisite with savings up to 35% for stays of 3 nights or more.

RESERVE NOW

Top Performing METT Heatmaps

CALA luxury METT hero featured a stay longer offer encouraging longer stays

CALA_Lux_Eng202226

Module	% of Clicks	% of Revenue
Header	21.24%	3.08%
Hero	27.45%	95.06%
Mexico City Escape	10.46%	0.00%
Caribbean Marine Moment	29.08%	0.00%
Footer	11.76%	1.86%

CALA_BGIAU_CARICOM_Eng_202205

Module	% of Clicks	% of Revenue
Header	24.69%	100.00%
Hero	60.38%	0.00%
Footer	14.94%	0.00%

Cancun Resort METT featured several resort focused offers which accounted for 86% of its monthly revenue

CALA_Cun_Eng202226

Module	% of Clicks	% of Revenue
Header	10.04%	13.49%
Hero	49.16%	24.18%
Renaissance Cancun Resort	13.22%	62.06%
Caribbean Marine Moment	10.34%	0.00%
City Escape	11.12%	0.26%
Footer	6.13%	0.00%

CALA_PVRXR_Eng202226

Module	% of Clicks	% of Revenue
Header	18.59%	0.00%
Hero	62.13%	100.00%
Footer	19.27%	0.00%

Hero offer for CALA PVRXR was a stay longer offer for resort properties

Testing & Optimization

PCIQ Subject Line Performance Results

Testing Observations:

- For the first time there was a positive lift across all languages from the ML platform in August
- Spanish had the highest open rate followed by English
- Open rate was similar across all SLs in August with Direct+Personalization performing best with English and Portuguese and Emoji + Urgency performing marginally better than Direct+Personalization for Spanish
- Direct consistently performs well in opens, continue including in PCIQ SL in upcoming campaigns

Deployment Date	Segment/ Language	Unique Open Rates		Lift of ML over Random
		ML	Random	
8/12/2022	Overall	17.3%	17.2%	1.16%
	ENGLISH	17.1%	16.9%	0.85%
	PORTUGUESE	15.8%	15.6%	1.40%
	SPANISH	17.9%	17.6%	1.20%

Language	SL_ID	SL	Tag	UniqueOpenCount	DeliveredCount	Unique_Open_Rate
ENGLISH	SL02	[Fname,]End the Season With One Last [Vacation][Holiday]	(Direct)(Personalization)	5,276	30,567	17.3%
ENGLISH	SL01	Last Chance to Secure Your End-of-Season Travel Plans 🌟	(Emoji)(Urgency)	5,358	31,276	17.1%
ENGLISH	SL03	How to Make the Most of the Last Days of the Season 🌟🌴	(How to)(Intrigue)(Emoji)	4,994	30,528	16.4%

PORTUGUESE	SL02	[Fname,]termine esta temporada com uma última viagem	(Direct)(Personalization)	3,990	24,600	16.2%
PORTUGUESE	SL01	Última oportunidade de você garantir seus planos de viagem para o final de temporada 🌟	(Emoji)(Urgency)	3,914	25,240	15.5%
PORTUGUESE	SL03	Como aproveitar ao máximo os últimos dias da temporada 🌟🌴	(How to)(Intrigue)(Emoji)	3,681	24,523	15.0%

SPANISH	SL01	Última oportunidad para garantizar tus planes de viaje de fin de temporada 🌟	(Emoji)(Urgency)	16,952	94,721	17.9%
SPANISH	SL02	[Fname,]Termina la temporada con unas últimas vacaciones	(Direct)(Personalization)	16,629	93,460	17.8%
SPANISH	SL03	Cómo aprovechar los últimos días de la temporada 🌟🌴	(How to)(Intrigue)(Emoji)	15,772	91,499	17.2%



Actionable Insights & Next Steps

Actionable Insights

- Using personalization in destinations module resulted in higher than average engagement versus a standard poll results module, recommend to continue incorporating personalized content based on poll responses in additional modules
- Recommend to incorporate different activity tests outside of golf, spa, beach and city in future campaigns to monitor for engagement patterns
- Newly introduced Curacao market had the highest CTR in August and was the 5th highest revenue driver with the second smallest delivery volume overall, recommend to continue including Curacao in future mailings
- Subject lines calling out all inclusive performed the best in August followed by specific location/property callouts, recommend introducing a property tag in Destination Solos PCIQ testing
- Direct SL tag consistently performs well in opens, continue including in PCIQ SL in upcoming campaigns

Next Steps for September

- Upcoming holiday planning theme
- In-market cobrand content
- Last chance messaging in Urban Escapes module
- Continuing PCIQ SL testing
- External vs internal property test for hero imagery



Thank you!

MARRIOTT
BONVOY®

