

CALA Monthly  
Email Review  
*January +  
February 2022*

31 March 2022

MARRIOTT  
**BONVOY**<sup>®</sup>



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



# Meeting Agenda

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

# Key Storylines

# January Key Storylines

- Overall deliveries in January were down with fewer deliveries coming from METT and Promotional solos
- CTR increase impacted by higher click activity and less overall deliveries; Higher CTR from categories including Destination Solo, METTs, Core MAU and Promotional Solos
- Unsubscribe up slightly MoM but remains below ongoing average by 0.07 pts.
- Lower financials MoM impacted by less revenue from METTs, Promotions and Destination Solos; Both categories were down over 50% versus December
- METTs saw an increased CTR in January with near flat unsubscribe rate indicating content continues to remain relevant to openers
- CTR remained consistent for Destination Solos continuing the positive engagement trend
- CALA Escapes CTR of 1.2% which is above the overall CALA average CTR

# February Key Storylines

- Higher deliveries in February impacted by Q1 Global Promotion kickoff, additional Partner campaigns and higher METT volume
- Lower CTR MoM impacted lower engagement with MAU and METTs
  - Additional deliveries in Partner and Promotion campaign both had lower CTRs than other major categories which is consistent with engagement in these categories lowering overall CTR, but these campaigns contributed significantly to monthly revenue
  - Destination Solo CTR experienced a positive lift in February
- Unsubscribe rate increased MoM impacted by higher unsubscribe rate from additional partner cobrand campaigns, increased unsubscribe from MAU and promotional solos which included global promotion
- Revenue up 48.2% MoM driven by significantly higher revenue from Destination Solo and promotions
  - Points Promotion generated 20% of total Promotions revenue and Global Promotion accounted for 62%

# Monthly Performance Summary

# Higher Revenue in February

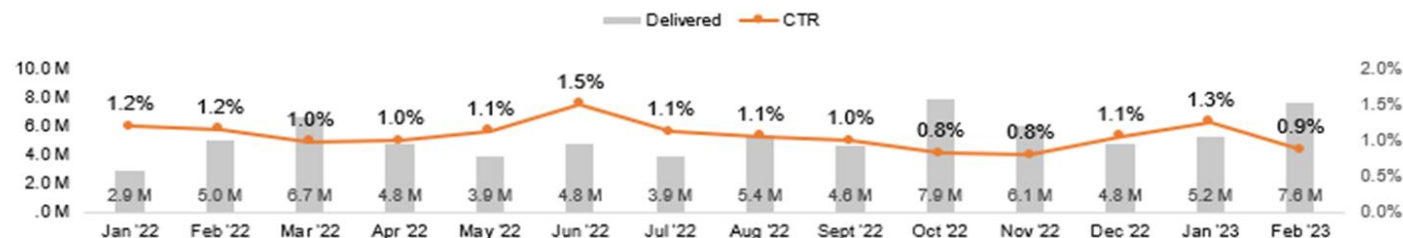
- Q1 deliveries varied from January to February with less deliveries in January followed by an increase in campaigns sent in February
- January CTR was higher MoM with engagement dipping in February
  - January CTR was led by Destination Solo and METT campaigns; lower CTR from MAU and Promotions contributed to monthly decline
  - Core MAU removed the account box module which is a high click catcher and this resulted in less engagement in January and February
- Significant increase in all monthly financials in February driven by Promotions and Destination Solo
  - Global promotion solo sent in February generated \$62K in revenue

Engagement	Jan. '23	Feb. '23	MoM	Feb. Vs. Avg
Delivered	5.3 M	7.6 M	+44.8%	+44.8%
Clicks	66.5 K	66.2 K	-0.4%	+19.1%
CTR	1.3%	0.87%	-0.40 pts.	-0.21 pts
Unsub Rate	0.18%	0.21%	+0.02 pts.	-0.05 pts.

Financials	Jan. '23	Feb. '23	MoM	vs. Avg
Bookings	279	379	+35.8%	+15.3%
Room Nights	808	1090	+34.9%	-30.0%
Revenue	\$160.3 K	\$237.5 K	+48.2%	-14.2%
Conversion	0.42%	0.57%	+0.15 pts.	-0.17 pts.
Rev./Delivered	\$0.03	\$0.03	+2.8%	-6.9%

# CALA Trend Charts

## CALA Overall KPI Trends (2022-2023)



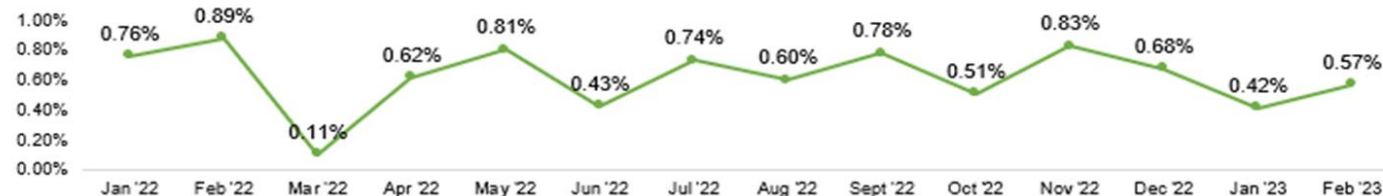
January CTR was the highest CTR in the past 7 months driven by Destination Solo

## CALA Overall Financial Trends (2022-2023)



Revenue increased in Feb. rebounding from a seasonal dip in January with strong performance from Global Promotion Solo

## CALA Conversion Rate Trends (2022-2023)

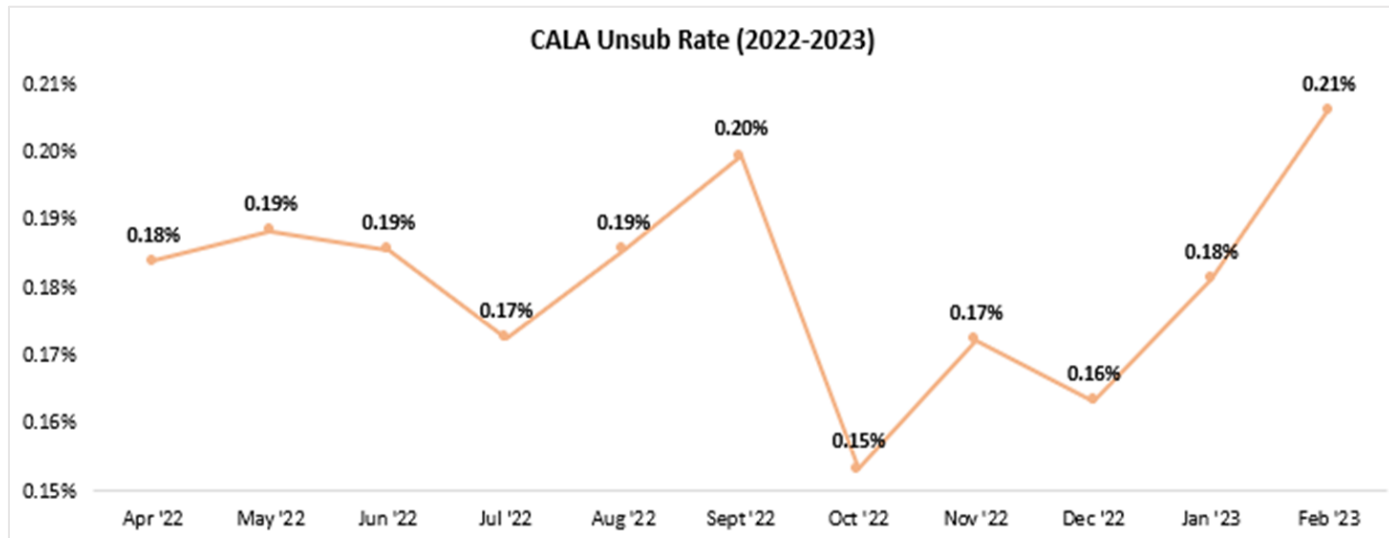


Higher conversion rate and financial performance in February



# Unsubscribe Rate up MoM but Remains Below Average

- Higher unsubscribe rate in Q1 so far impacted by unsubscribe activity from MAU, promotions and Partner campaigns
  - MAU has consistently trended higher in January and February and makes up 18% of total delivery volume for CALA



**For Comparison:**  
Bonvoy Unsub. Rate  
Benchmark = 0.20%  
CALA 12-month  
average = 0.28%

# Monthly Engagement Goals

- CTR for destination solo was up in January and February MoM surpassing the monthly engagement goal driven by higher increases from combined audiences; Additionally unsubscribe rate was down in January and February
  - Highest CTRs in January include Costa Rica (3.2%), Aruba (2.9%), Grand Cayman (2.2%) and Panama (2.1%)
  - Highest CTRs in February include Saint Thomas (6.17%), Aruba (5.04%), Grand Cayman (4.40%) and Mexico Eng (2.92%)
- Jan. CTR for the combined audience METT campaigns was up MoM driven by higher engagement from US + Canada audiences
- CALA only METT engagement was down MoM for both January and February and below goal, recommend to continue to monitor CALA only audiences for opportunities to increase engagement and leverage tactics from consistent top performers

CTR Goals	Jan '23	Feb '23	Monthly Goal	Feb vs. Goal
Destination Solo (CALA only)	1.26%	1.15%	1.0%	+0.26 pts.
Destination Solo	1.32%	1.63%	1.0%	+0.32 pts.
METT	0.88%	0.55%	1.0%	-0.12 pts.
METT (CALA Only)	0.52%	0.50%	1.0%	-0.48 pts.

# January Activity Down MoM With Increase In February

- Recent stay and upcoming trip banner targeting openers above the hero continues to capture more activity than the mobile app module, recommend to incorporate personalized data in app module (Name, new member, etc.)
- Consistent top app activity markets include Mexico and Brazil with activity from Argentina in February contributing to increase; Argentina has not been included since Sept. '22

January 2023 Activity

MARKET	Total
Bolivia - ES	6
Grand Cayman - EN	0
Brazil - PT	17
Mexico - EN	7
Mexico - ES	19
Colombia - ES	4
Panama - ES	2
Peru - ES	7
Costa Rica - ES	1
Aruba - EN	3

February 2023 Activity

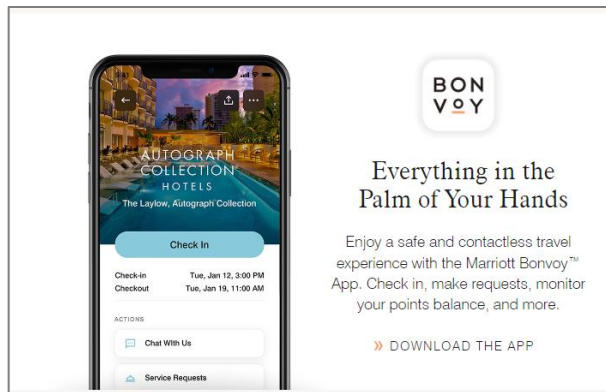
MARKET	Total
El Salvador - ES	0
St. Thomas - EN	2
Argentina - ES	16
Chile - ES	5
Aruba - EN	6
Panama - ES	5
Colombia - ES	1
Mexico - ES	31
Mexico - EN	16
Brazil - PT	32
Grand Cayman - EN	1

Get Ready for Your Trip, Grayson.

We look forward to welcoming you for your upcoming trip. Please visit our Mobile App to check in, make requests, and learn more about the hotel and surrounding area to make the most of your stay.

» VISIT THE APP

## Recent Stay Module



## Mobile App Download Module

# Campaign Engagement

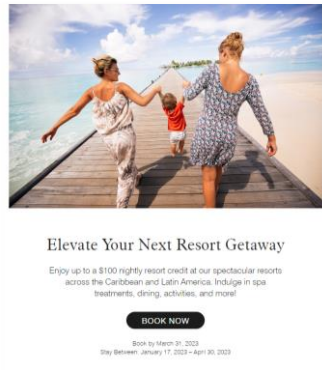
# Destination Solo

# January 2023 Destination Solo

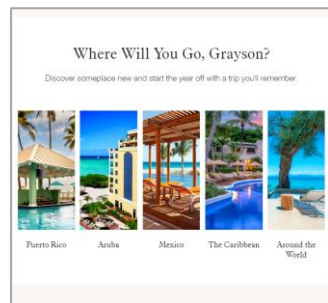
## Creative Examples

### January Highlights:

- Introduced new PCIQ SL tag: Location
- Resort Getaway Hero
- Dynamic getaway module targeting
- Dynamic new hotels property selection
- Property vs Lifestyle for All Inclusive module

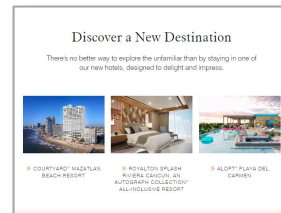
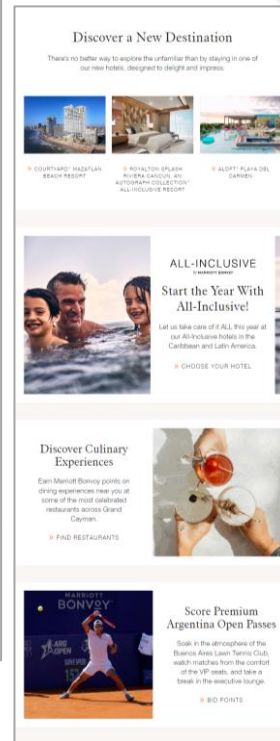
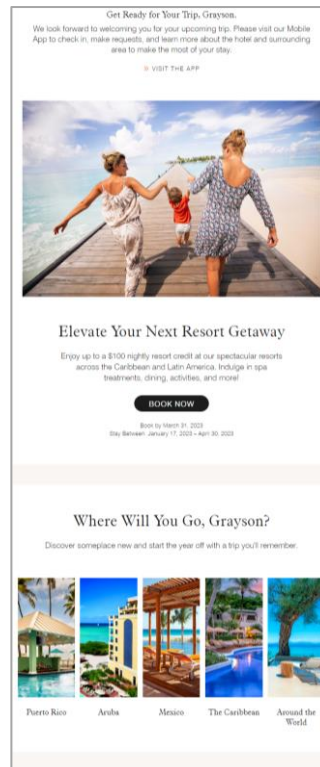


Resort Getaway  
Hero

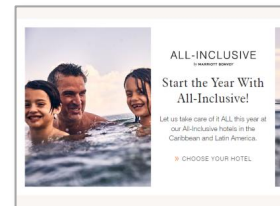


Dynamic getaway  
module

### English Version



Dynamic new  
hotel openings



Property vs Lifestyle  
Image test

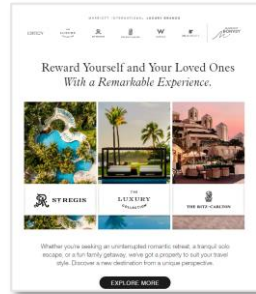
# February 2023 Destination Solo

## Creative Examples

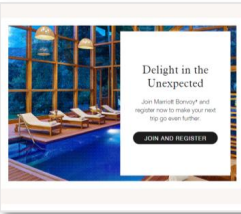
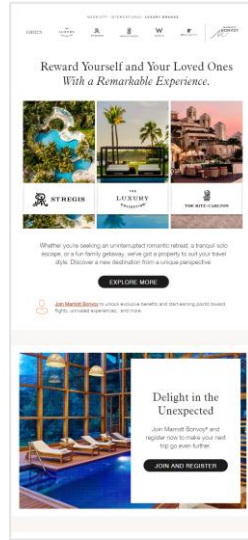
### February Highlights:

#### Luxury and non-luxury version

- Global Promotion Hero
- Recently Joined/Join banner below hero
- Resort credit offer
- Dynamic navigation 5 pack
- F&B Module

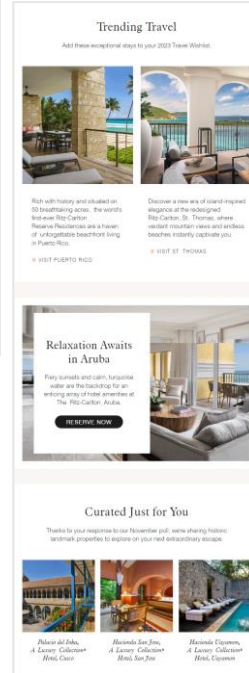


Luxury Header and versioned hero

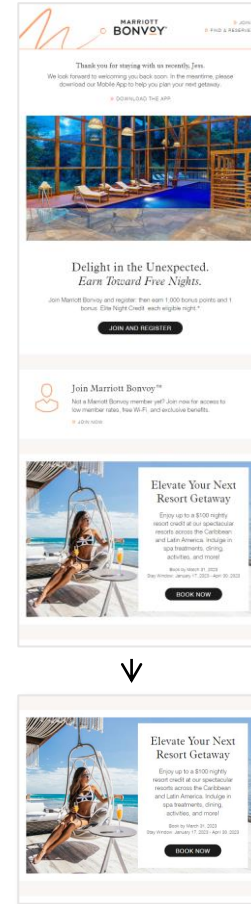


Global Promotion

## Luxury Version

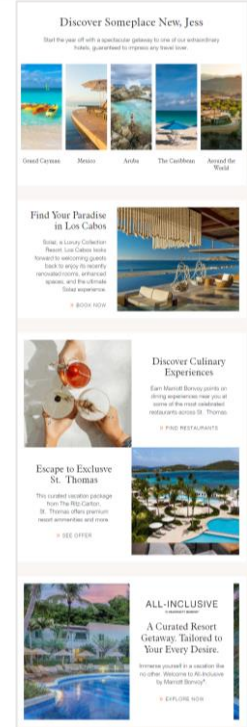


## Non-luxury Version



Resort Credit Offer

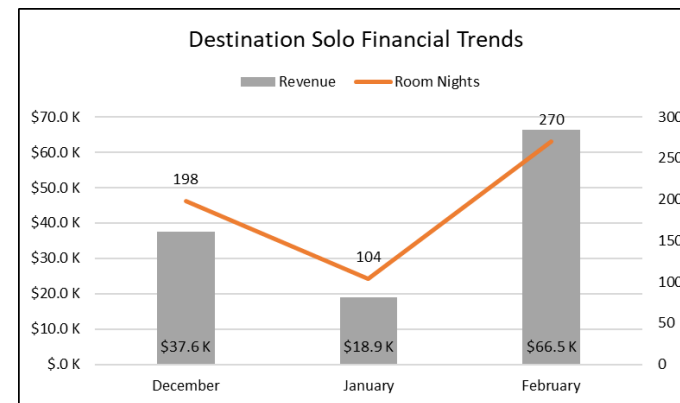
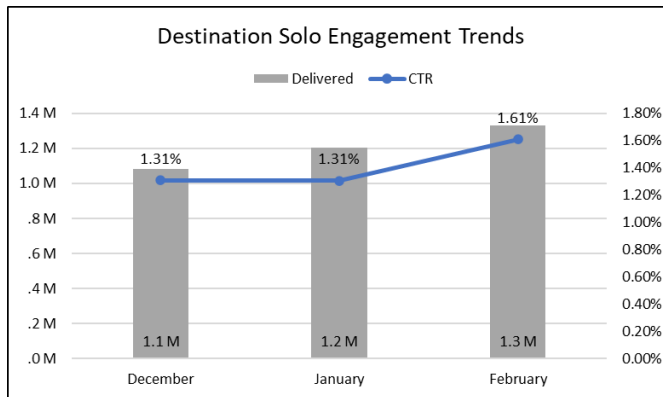
## Navigation 5-pack



# January + February Destination Solo Performance Summary

- CTR remained consistent from Dec. to Jan. MoM continuing the positive engagement trend
  - Highest CTR in January from Cost Rica, Aruba, Grand Cayman, Panama and Colombia, with a majority of revenue from Costa Rica and Colombia returning to CALA properties; recommend to keep including these markets
  - Mexico Market CTR Breakdown: Mexico (0.96%), Mexico US (1.47%) and Mexico Eng (1.38%)
- February CTR was the highest CTR in all of 2022 and 2023; Highest engagement from L3 (2.6%), L2B (2.1%) and L2A (1.8%)
  - Highest CTRs in February include Saint Thomas (6.17%), Aruba (5.04%), Grand Cayman (4.40%) and Mexico Eng (2.92%)
  - By region the highest engagement was from US East and West openers (3.0% and 2.5%);
- Revenue fell in January followed by a significant increase in February which had the third highest revenue in the last 12 months
- Including of luxury audiences in February contributed to the increase with 53.4% of revenue coming from lux audiences with a 2.1% CTR overall and a 1.6% CTR from nonlux, recommend to continue including luxury versioned communications to luxury audiences

2023	Jan	Feb.
Delivered	1.2 M (+10.95%)	1.3 M (+10.50%)
Clicks	15.7 K (+10.81%)	21.3 K (+36.03%)
CTR	1.31% (+0.00 pts.)	1.61% (+0.30 pts.)
Unsub Rate	0.20% (+0.01 pts.)	0.17% (-0.03 pts.)
Bookings	40 (-34.43%)	112 (+180.00%)
Revenue	\$18.9 K (-49.86%)	\$66.5 K (+252.26%)
% Bkgs. To CALA	30.0% (-26.3 pts.)	23.1% (-6.9 pts.)
% Rev. to CALA	34.1% (-35.9 pts.)	29.8% (-4.3 pts.)



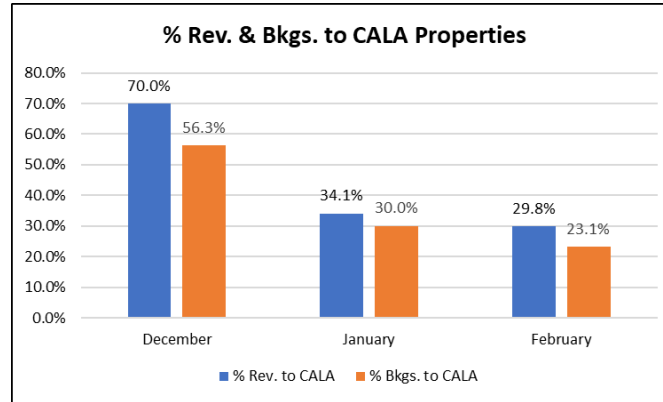
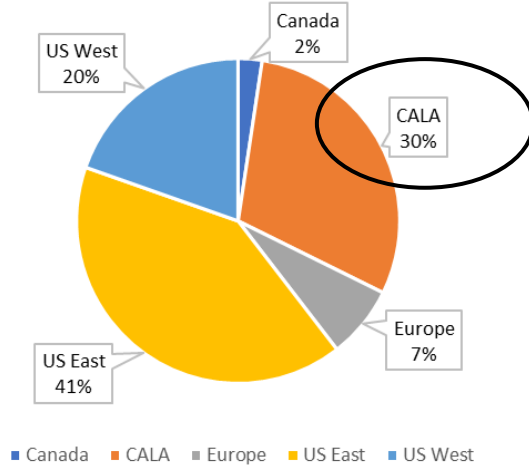


# Less Revenue And Bookings Back To CALA In Jan. And Feb.

- Majority of revenue back to CALA properties in January came from LA recipients, recommend to continue testing additional LA audiences to increase CALA revenue
- US residents booked 74% of their bookings in US properties, recommend to continue optimizing market selection and audience selection
- In February 64% of CALA revenue came from US residents while 74% of total bookings were from CALA residents impacted by overall luxury bookings from US audiences

## February

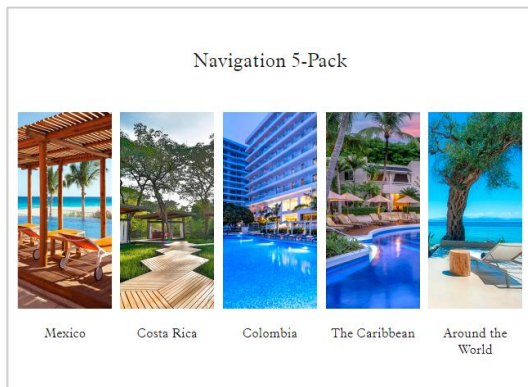
### Percent of Revenue by Region



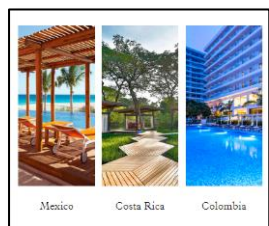
Resident Bookings	Revenue %
<b>REGION - CALA</b>	<b>16.97%</b>
Central America	9.77%
Europe	35.41%
Mexico	33.54%
South America	17.65%
US East	3.63%
<b>REGION - CANADA</b>	<b>2.61%</b>
Canada	100.00%
<b>REGION - US</b>	<b>80.43%</b>
Asia Pacific Excluding China	0.30%
Caribbean Latin Amer	3.37%
Europe	2.58%
Mexico	19.17%
South America	0.18%
US East	49.41%
US West	24.99%

# Top Performing January Content

- Top two modules in January were the hero and navigation module with 27% and 41% of revenue respectively:
- Regional catch-all's (South America and Caribbean) drove revenue within the navigation module in January



## #1 Most Clicked



**70% of Clicks**  
**15% of Revenue**



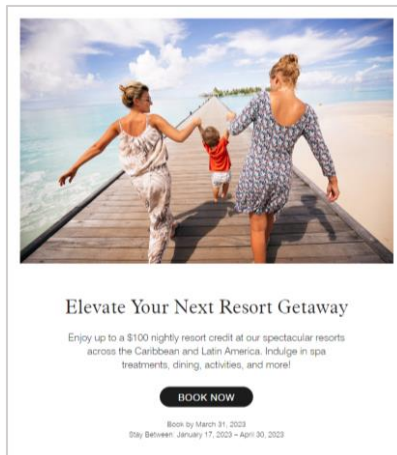
**6% of Clicks**  
**46% of Revenue**



**16% of Clicks**  
**39% of Revenue**

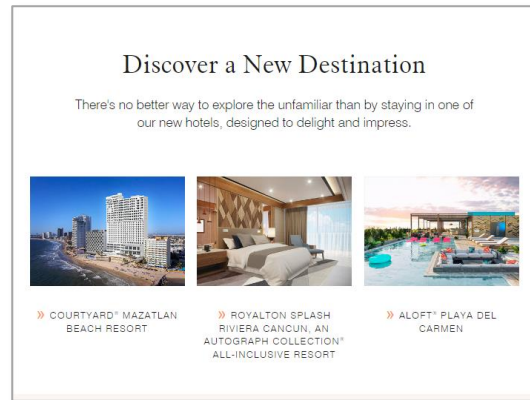
18

Brazil, Mexico and Santa Marta



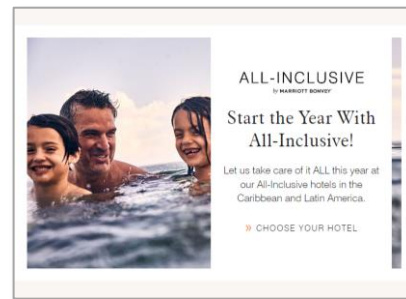
## #2 Most Clicked

**Escape for Less** captured the most engagement and revenue followed by **Resort Credit**, recommend to include offer CTA to nonlux versions



## #3 Most Clicked

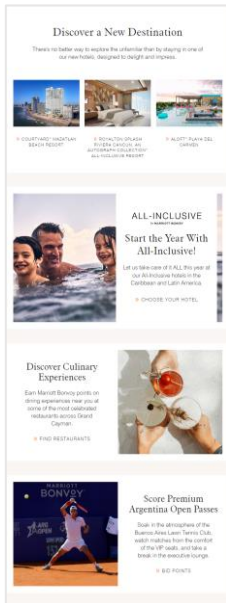
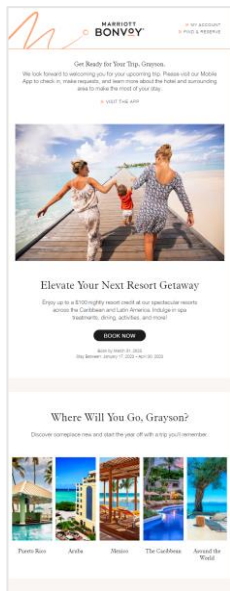
Engagement was evenly distributed amongst the three properties



## #4 Most Clicked

# January '23 Heat Map: Member Version

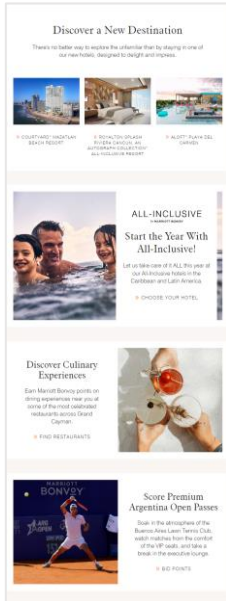
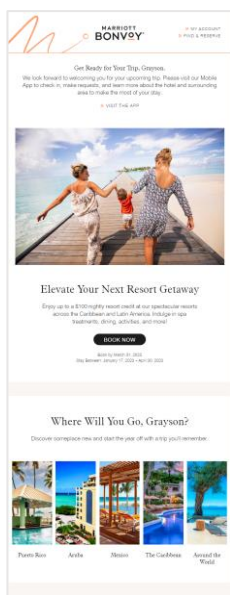
- Escape for less captured more engagement than resort credit CTA amongst members
- Individual destinations captured a majority of click activity and destinations module was the top clicked module



Modules	% of Clicks
<b>HEADER</b>	<b>7.73%</b>
<b>Hero</b>	<b>27.44%</b>
Escape for less/ Book Offer	66.62%
<b>RESORT CREDIT</b>	<b>33.38%</b>
<b>Member/Join</b>	<b>0.29%</b>
<b>Destinations</b>	<b>42.11%</b>
Around the World	15.78%
Destinations	70.47%
Caribbean	6.69%
Sudamérica	7.06%
<b>New Hotel</b>	<b>6.23%</b>
Aloft Playa del Carmen	27.89%
Courtyard Mazatlan Beach Resort	34.80%
Marriott Panama Hotel	1.52%
ROYALTON SPLASH RIVIERA CANCUN, AN AUTOGRAPH COLLECTION ALL-INCLUSIVE RESORT	35.78%
<b>All Inclusive</b>	<b>3.44%</b>
<b>Offers</b>	<b>3.29%</b>
<b>Mobile App</b>	<b>1.40%</b>
<b>Footer</b>	<b>8.06%</b>

# January '23 Heat Map: Non-Member Version

- Non-members clicked the footer significantly more than nonmembers, recommend to continue to monitor header/footer clicks to ensure content engages nonmembers
- Nonmembers engaged with Join banner more than members clicked benefits module, recommend to explore options for benefits module



Modules	% of Clicks
HEADER	9.03%
Hero	21.89%
Escape for less/ Book Offer	79.26%
RESORT CREDIT	20.74%
Member/Join	3.24%
Destinations	30.52%
Around the World	19.88%
Destinations	70.10%
Caribbean	3.98%
Sudamérica	6.04%
New Hotel	4.49%
Aloft Playa del Carmen	33.00%
Courtyard Mazatlan Beach Resort	35.00%
Marriott Panama Hotel	2.00%
ROYALTON SPLASH RIVIERA CANCUN, AN AUTOGRAPH COLLECTION ALL-INCLUSIVE RESORT	30.00%
All Inclusive	1.80%
Offers	3.64%
Mobile App	2.20%
Footer	23.10%

# January '23 Heat Map: Destinations

- Most markets clicked domestic locations, recommend to include more domestic locations in navigation module and bring this learning into escapes solos

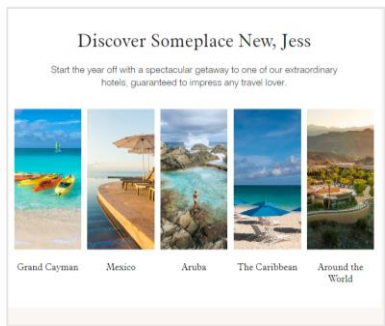
Destination	ARUBA	BOLIVIA	BRAZIL	COLOMBIA	COSTA RICA	ECUADOR	GRAND CAYMAN	MEXICO	MEXICO ENG	MEXICO US	PANAMA	PERU	PUERTO RICO
Alrededor del Mundo	---	14%	---	15%	6%	16%	---	16%	---	16%	7%	23%	---
Ao redor do mundo	---	---	12%	---	---	---	---	---	---	---	---	---	---
Around the world	6%	---	---	---	---	---	9%	---	11%	---	---	---	14%
Aruba	41%	---	---	---	---	---	23%	---	---	---	---	---	20%
Bogotá	---	---	---	17%	---	---	---	---	---	---	---	---	---
Brasil	---	---	56%	---	---	---	---	---	---	---	---	---	---
Caribe	---	---	---	---	---	---	---	---	---	---	10%	---	---
Chile	---	---	---	---	---	---	---	---	---	---	---	7%	---
Colombia	---	23%	11%	---	---	38%	---	---	12%	---	---	25%	---
Costa Rica	---	5%	---	---	77%	12%	---	16%	19%	22%	8%	---	---
Destinos en ciudad	---	---	---	---	---	---	---	16%	---	16%	---	---	---
Grand Cayman	---	---	---	---	---	---	---	---	---	---	---	---	13%
Mexico	7%	14%	13%	---	10%	14%	5%	---	38%	---	6%	16%	14%
Panama	---	---	---	---	---	---	---	---	---	---	68%	---	---
Peru	---	---	---	---	3%	---	---	---	---	---	---	---	---
Perú	---	---	---	8%	---	---	---	---	---	---	---	---	---
Puerto Rico	---	---	---	---	---	---	5%	---	---	---	---	---	---
Puerto Vallarta y Punta Mita	---	---	---	---	---	---	---	41%	---	23%	---	---	---
Santa Marta	---	---	---	48%	---	---	---	---	---	---	---	---	---
Sudamérica	---	40%	8%	10%	4%	17%	---	9%	---	21%	---	24%	---
The Caribbean	18%	---	---	---	---	---	56%	---	19%	---	---	---	36%
Turks and Caicos	28%	---	---	---	---	---	---	---	---	---	---	---	---

## January '23 Heat Map: New Hotels

- Panama Hotel was the least click location for all markets except Brazil
- Engagement patterns varied by market; most clicked property for the combined view was Cancun followed by Courtyard Mazatlan and Aloft Playa Del Carmen

Hotels	ARUBA	BOLIVIA	BRAZIL	COLOMBIA	COSTA RICA	ECUADOR	GRAND CAYMAN	MEXICO	MEXICO ENG	MEXICO US	PANAMA	PERU	PUERTO RICO
Aloft Playa del Carmen	26.19%	50.00%	---	42.67%	42.11%	50.00%	33.33%	25.90%	32.20%	27.91%	38.24%	33.33%	35.29%
Courtyard Mazatlan Beach Resort	42.86%	50.00%	32.39%	17.33%	21.05%	21.43%	33.33%	39.72%	32.77%	32.56%	35.29%	14.81%	25.49%
Marriott Panama Hotel	---	---	26.76%	---	---	---	---	---	---	---	---	---	---
ROYALTON SPLASH RIVIERA CANCUN, AN AUTOGRAPH COLLECTION ALL-INCLUSIVE RESORT	30.95%	0.00%	40.85%	40.00%	36.84%	28.57%	33.33%	34.38%	35.03%	39.53%	26.47%	51.85%	39.22%

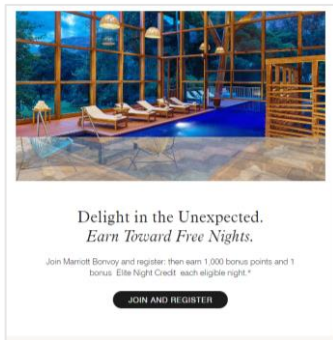
# Top Performing February Content



## #2 Most Clicked

Around the world captured 50% of total module revenue

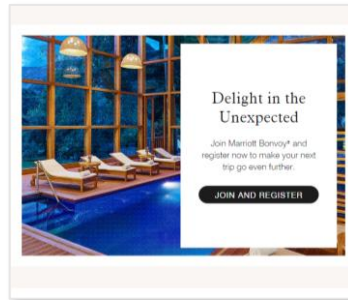
## Non-luxury Version



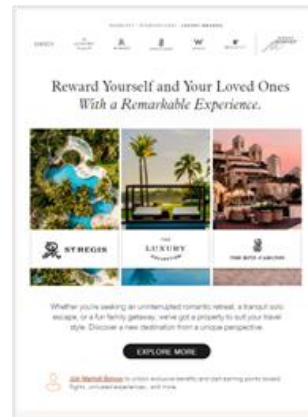
## #1 Most Clicked

Hero drove 88% of revenue from content modules

## Luxury Version

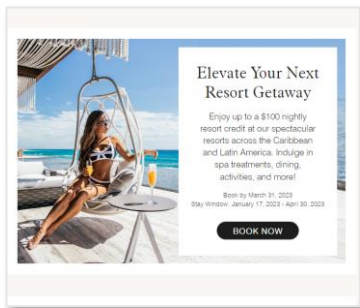


## #1 Most Clicked



## #4 Most Clicked

Ritz-Carlton was the top clicked property



## #3 Most Clicked

## Curated Just for You

Thanks to your response to our November poll, we're sharing historic landmark properties to explore on your next extraordinary escape.



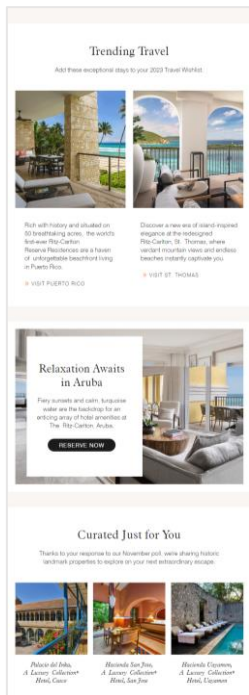
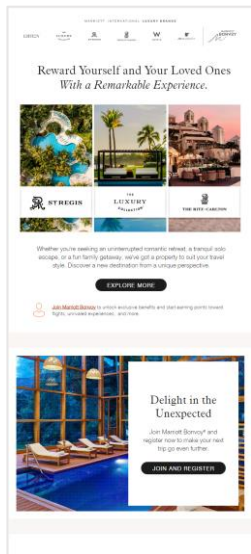
## #2 Most Clicked

Top revenue driver, St. Regis Punta Mita drove a majority of module revenue



## February '23 Heat Map: **Luxury Version**

- Personalized poll content resonated with luxury members and drove a majority of monthly revenue, recommend to continue personalizing content for lux members based on click activity
- Global Promotion outperformed the hero amongst luxury segments, recommend to include as hero for luxury members in upcoming solos

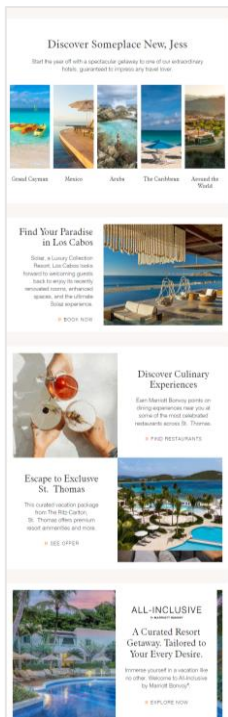
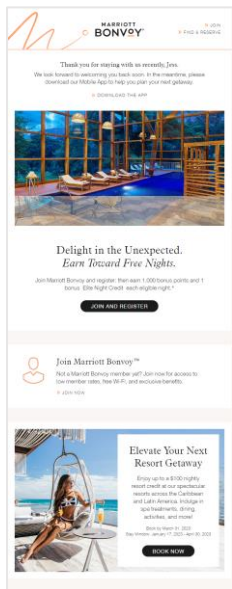


Modules	% of Clicks
Header	10.91%
Hero	13.89%
Global Promo	21.85%
Trending Travel	8.64%
Hotel Openings	16.12%
Curated for You	9.27%
Especially for You	17.16%
Footer	2.16%



# February '23 Heat Map: Non-Luxury Version

- Nonluxury members consistently engage the highest with the hero and navigation module, recommend to incorporate high performing creative treatment into additional modules
- Lower modules continue to have significantly less engagement vs luxury email with less total modules, recommend to try fewer modules in upcoming destination solos



Modules	% of Clicks
Header	10.49%
Thank You	1.96%
Hero	41.05%
Member/Join	0.48%
Resort Getaway	6.20%
5 Pack	21.82%
Hotel Openings	2.46%
Culinary Experiences	0.81%
Stay Longer	1.24%
Traveler	0.96%
Cobrand	0.46%
All-Inclusive	3.32%
App	1.22%
Footer	7.54%

## February '23 Heat Map: Destinations

- Most markets continue to show a preference for domestic locations and regional catch-alls, recommend to test additional regional categories

Destination	ARGENTINA	ARUBA	BRAZIL	CHILE	COLOMBIA	GRAND CAYMAN	MEXICO	MEXICO ENG	MEXICO US	PANAMA	SAINT THOMAS
Around the World	127	20	102	--	40	3	184	63	12	24	10
Argentina	570	--	--	52	--	--	--	--	--	--	--
Aruba	--	--	--	--	--	10	--	--	--	--	15
Bogotá	--	--	--	--	43	--	--	--	--	--	--
Brasil	--	--	434	--	--	--	--	--	--	--	--
The Caribbean	--	59	--	--	--	10	--	--	--	31	19
Chile	--	--	--	197	--	--	--	--	--	--	--
Colombia	--	--	59	--	--	--	177	72	22	48	--
Costa Rica	107	--	--	55	50	--	--	86	--	--	--
Destinos en Ciudad	--	--	--	--	--	--	207	--	7	--	--
Grand Cayman	--	--	--	--	--	--	--	--	--	--	16
Mexico	140	8	76	--	--	3	--	97	--	20	11
Mexico Beaches	--	--	--	--	--	--	507	83	19	--	--
Panamá	--	--	--	--	--	--	--	--	--	210	--
Perú	--	--	--	29	--	--	--	--	--	--	--
Puerto Rico	--	49	--	--	--	--	--	--	--	--	--
Santa Marta	--	--	--	--	189	--	--	--	--	--	--
Santo Domingo	--	9	--	--	--	0	--	--	--	--	--
Sudamérica	165	--	56	47	43	--	99	--	17	--	--

# January CALA Escapes

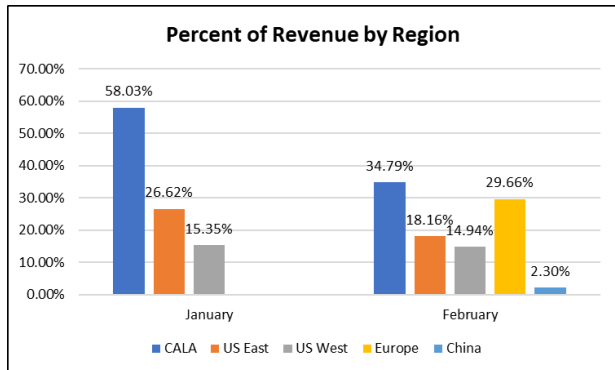
- January CTR was 1.2% which is above the average CTR and in-line with CALA engagement goals
- 52% of click activity went to the navigation module; the second highest clicked option was the explore destination CTA, recommend to continue including Explore CTA in Escapes Solos
- Highest revenue contribution came from destinations and header content, together combining for 92% of monthly revenue
- Unsub rate was below the monthly average for CALA at 0.12%
- Revenue attribution for CALA Escapes was above the average for CALA Destination solo successfully supporting the initiative for revenue to CALA properties
- February CTR increased with slightly less deliveries MoM and higher click activity
  - Destinations module outperformed the hero in February
- Revenue increased slightly but skewed significantly more towards US bookings from CALA audiences in February

Escapes	Jan. 2023	Feb. 2023	MoM
Delivered	94.5 K	87.0 K	-7.9%
Clicks	1.1 K	1.2 K	9.1%
CTR	1.2%	1.4%	+0.20 pts.
Unsub Rate	0.12%	0.15%	+0.03 pts.
Bookings	8	11	+37.5%
Revenue	\$7.2 K	\$7.7K	+6.9%
% Bkgs. To CALA	87.5%	45.5%	-42.0 pts.
% Rev. to CALA	66.2%	40.0%	-26.2 pts.

# METT Emails

# January + February METT Performance Summary

- CTR increased MoM with more total click activity coming from less overall deliveries resulting in the second highest CTR in the past 12 months
  - YoY CTR increased by 0.09 pts
- February CTR declined with lower CTRs from all major METT campaigns, recommend to incorporate learnings from Destination Solo into METT campaigns
- Top performing METT campaigns in January included subject lines featuring New Year verbiage which aligns with seasonal subject line performance, recommend to continue including seasonal subject lines across campaigns
- Revenue down MoM in contradiction to seasonal trends and increased engagement; deliveries were down significantly which contributed to revenue decline
  - Recommend to look into landing page content since conversion rate declined with higher CTR overall
- February financials were up with additional METTs to Europe which resulted in revenue to European properties; US and CALA residents made up 100% of CALA bookings



METTs	Jan.	Feb.
Delivered	599.3 K (-25.1%)	533.5 K (-11.0%)
Clicks	5.3 K (-12.2%)	2.9 K (-45.5%)
CTR	0.9% (+0.13 pts.)	0.5% (-0.34 pts.)
Unsub Rate	0.13% (+0.03 pts.)	0.11% (-0.02 pts.)
Bookings	17 (-52.8%)	35 (+105.9%)
Room Nights	47 (-51.0%)	98 (+108.5%)
Revenue	\$14.8 K (-55.3%)	\$20.5 K (+38.1%)
Conversion	0.32% (-0.28 pts.)	1.22% (+0.89 pts.)
% Bkgs. to CALA	23.5% (-8.9 pts.)	14.3% (-9.2 pts.)
% Rev. to CALA	58.0% (-4.8 pts.)	34.8% (-23.2 pts.)

# January METT Performance Summary

- All inclusive METT campaign was the highest revenue driver and continues to be a top performer
- METTs calling out winter travel and new year celebrations led performance and financials
- Majority of METTs targeted US audiences and these campaigns drove 100% of monthly revenue

Campaign	Mailed	Delivered	Bounce Rate	Unsub Rate	Clicks	CTR	Bookings	Rmnts.	Revenue
CALA_Aruba_US_Eng_2023Jan6	96.7 K	96.5 K	0.03%	0.03%	1,241	1.29%	7	22	\$8,816.30
CALA_Caribbean_US_2023Jan27	79.1 K	78.9 K	0.05%	0.05%	731	0.93%	0	0	\$0.00
CALA_PTYMC_US_2023Jan20	64.4 K	64.2 K	0.10%	0.10%	298	0.46%	1	1	\$287.00
CALA_AI_US_2023Jan6	60.1 K	59.9 K	0.07%	0.07%	976	1.63%	7	21	\$4,931.75
CALA_Aruba_UK_Eng_2023Jan6	58.8 K	58.5 K	0.16%	0.16%	346	0.59%	0	0	\$0.00
CALA_Luxury_US_2023Jan20	58.8 K	58.7 K	0.01%	0.01%	832	1.42%	2	3	\$796.00
CALA_Mexico_Spa_2023Jan27	50.9 K	50.5 K	0.16%	0.16%	214	0.42%	0	0	\$0.00
CALA_CASA_Spa_2023Jan27	50.4 K	50.1 K	0.11%	0.11%	297	0.59%	0	0	\$0.00
CALA_SJDLC_US_2023Jan27	48.8 K	48.7 K	0.61%	0.61%	184	0.38%	0	0	\$0.00
CALA_AI_UK_2023Jan6	33.6 K	33.4 K	0.19%	0.19%	161	0.48%	0	0	\$0.00
<b>Grand Total</b>	<b>601.6 K</b>	<b>599.3 K</b>	<b>0.6%</b>	<b>0.13%</b>	<b>5,280</b>	<b>0.88%</b>	<b>17</b>	<b>47</b>	<b>\$14,831.05</b>

# February METT Performance Summary

- Overall lower engagement across all individual METT campaigns except Caribbean METT which had the highest CTR in February
- CALA Weddings METT generated the highest revenue in February, recommend to explore wedding content for Destination Solos
  - Subject line included Paradis verbiage which has historically performed well
- Caribbean ENG METT included a location in the subject line which continues to be a part of top METT campaigns

Campaign	Mailed	Delivered	Bounce Rate	Unsub Rate	Clicks	CTR	Bookings	Rmnts.	Revenue
CALA_Weddings_US_2023Feb3	218.4 K	217.9 K	0.2%	0.08%	697	0.32%	8	30	\$7,046.88
CALA_AI_UK_2023Feb3	29.3 K	26.2 K	0.2%	0.26%	119	0.41%	1	3	\$758.19
CALA_AI_US_2023Feb10	67.5 K	66.9 K	0.9%	0.05%	562	0.84%	7	11	\$1,740.00
CALA_Caribbean_Eng_Feb202023	34.2 K	34.2 K	0.1%	0.03%	608	1.78%	4	9	\$5,047.50
CALA_Easter_US_2023Feb3	33.5 K	33.5 K	0.1%	0.06%	224	0.67%	3	4	\$461.00
CALA_Mex_Eng_Feb202023	35.7 K	35.6 K	0.3%	0.10%	158	0.44%	2	4	\$435.00
CALA_Mexico_Spa_2023Feb10	58.5 K	58.0 K	0.8%	0.16%	257	0.44%	1	2	\$518.00
CALA_Panama_Spa_Feb202023	58.6 K	58.2 K	0.8%	0.20%	253	0.43%	9	35	\$4,472.36
Grand Total	535.7 K	533.5 K	0.4%	0.11%	2,878	0.54%	35	98	\$20,478.93

# Top Performing METTs: January 2023

## January: Highest Revenue

CALA\_Aruba\_US\_Eng\_2023Jan6

**Subject Line:** Soak up the Sun This Winter in Aruba



**SUN & SAND, ADVENTURE & RELAXATION**

Soak up the winter sun on a tropical getaway in the "One and Only Island of Aruba." Experience world-class beaches, incredible dining, an array of shopping options, and exciting outdoor activities.

Take advantage of our resort credit offer at our beautiful Aruba resorts.

[BOOK NOW](#)



**A LUXURY RESORT UNVEILED**

Let's entertain like royalty, relaxing in your private cabana or lounge at the beach, under the Aruba sun. Experience global inspired dining, world-class shopping, and more. Soak up the sun at our resort, just minutes from town at The Ritz-Carlton, Aruba. With more than 50 resort credit.

[DISCOVER MORE](#)

**ENJOY PARADISE**

Enjoy larger in-room with 10,000 sq. ft. and a private pool, including the 10,000 sq. ft. private pool, including the 10,000 sq. ft. private pool, including the 10,000 sq. ft. private pool.

[DISCOVER ARUBA](#)



**EXPERIENCE HIRE WITH US**

Harvest one of the most incredible views in the Caribbean. This is where the experience is unforgettable. Enjoy a full private to host your group of 10-15 people in a private villa, or a group of 10-15 people in a private villa, or a group of 10-15 people in a private villa.

[BOOK NOW](#)

**PUN-FILLED VACATION**

Our pun and lounge are the best. Relax on the beach, or in the pool, and enjoy the best of Aruba. Soak up the sun at our resort, just minutes from town at The Ritz-Carlton, Aruba. With more than 50 resort credit.

[BOOK NOW](#)

## January: Highest CTR

CALA\_AI\_US\_2023Jan6

**Subject Line:** Start the Year in Paradise



### The Ultimate All-Inclusive Package

Savor an adventure of **WIB Costa Rica - Reserva Conchal**. The all-inclusive package includes meals and beverages, and everything in between to satisfy your appetite 24/7. Free dining, private casual snacks and the Costa Rica mixology trends, access limitless possibilities during your next stay.

[LEARN MORE](#)



### Let's Meet in Paradise

Come discover Costa Rica's staggering beauty and biodiversity at **The Westin Reserva Conchal, an All-Inclusive Golf Resort & Spa**. A paradise for nature lovers, this idyllic retreat features five all-inclusive dining, a lagoon-style pool, tennis courts, and championship golf.

[GO THERE](#)

### A Barbados Getaway

Start planning your next getaway with **Elegant Hotels**, a collection of seven unique Caribbean hotels. From all-inclusive resorts to boutique adults-only hotels, there's an option for everyone to explore Barbados. Start the year with inspired sun-soaked experiences and unparalleled service.

[DISCOVER MORE](#)



### The Perfect Winter Escape!

Enjoy an oasis filled with relaxation and world-class dining experiences at **Dalla Hotels Flamingo Napa, an All-Inclusive Resort**. Indulge in a unique all-inclusive getaway with a nearby beach club, wellness activities, and relaxing spa offerings. Book now and save up to 15%.

[BOOK NOW](#)



## January: High CTR + High Revenue

CALA\_Caribbean\_US\_2023Jan27

**Subject Line:** Start the New Year Renewed



### Earn Bonus Points at Atlantis Bahamas

Escape to the legendary **Atlantis Paradise Island** and save up to 15%, plus earn up to 10,000 Bonus Points.

Experience 5 miles of white sand beaches, the thrilling Aquaventure water park, Marine Habitat, Atlantis Casino, and Dolphin Cay. Enjoy the gorgeous views of The Bahamas from your private guestroom, relaxing in our hotel's sparkling pool, and stay by one of our resort's restaurants that highlight the local Bahamian flavors.

The Bahamas awaits you for a unique adventure that will leave you renewed.

[BOOK NOW](#)



### Rediscover Paradise in Cozumel

This range and area at the iconic **Grand Cayman Beach Resort** and unparalleled beachfront location with modern amenities and services, incredible gastronomic experiences, and exceptional service. Discover our unique Caribbean resort and save up to 20% on your next 7-night stay.

[GO THERE](#)

### A Grand Cayman Getaway

Save endless memories at **Grand Cayman Marriott Beach Resort** and enjoy the best of Grand Cayman.

Book your next stay and enjoy up to 15% off with our 3-day lounge offer.

[BOOK NOW](#)



### Save More at Tulum and Tulum

Experience a unique blend of contemporary elegance and enjoy the authentic Mayan culture at **The Ritz-Carlton Tulum**. Enjoy the perfect setting for a unique getaway. Book your next stay and save up to 15% on your next stay.

[BOOK THE ADVENTURE](#)



# Top Performing METTs: February 2023

## February: Highest Revenue CALA\_Weddings\_US\_2023Feb3

**Subject Line:** Create Wonderful Memories in Paradise



Tie the Knot in Barbados

Make your dream wedding a reality at one of our **Elegant Homes**, our collection of seven beachfront homes in beautiful Barbados.

From perfectly orchestrated themed events to the freedom to say "I do" by the sea, **Elegant Homes** provides the perfect setting to transform your moment into something unforgettable.

Select one of our Wedding Packages and let our dedicated wedding experts take care of every detail so you relax and enjoy our signature complimentary amenities.

START PLANNING NOW



Epic Weddings in Costa Rica

**WB Costa Rica - Reseren Corral** offers the perfect blend of romance and adventure. From scenic viewpoints and beachfronts to elegant interiors, there's a venue to suit every vision and create a truly Costa Rican wedding. For a stress-free experience, discover our all-inclusive packages.

LEARN MORE

Get Married With a View

Plan a magical day with wedding in paradise at **The Island Reseren Corral**, an All-Inclusive Golf Resort & Spa. With beautiful views, comfortable accommodations, and luxurious amenities, we take care of every detail so you can focus on celebrating your love.

START PLANNING



Fall in Love with Costa Rica

Celebrate your love at one of our properties in Costa Rica. Book your dream wedding in San Jose and enjoy amazing views, with early check-in and late check-out subject to availability, a theme board and wine for two, complimentary parking, pool access, and more.

LEARN MORE

## February: Highest CTR CALA\_Caribbean\_Eng\_Feb2023

**Subject Line:** A Well-Deserved Caribbean Getaway



Experience an Iconic Retreat to Bermuda

Discover the timeless destination of Bermuda, and immerse in an exciting journey to **The St. Regis Bermuda Resort**. Located at The St. Regis Sea View at Fox Farm Golf Club, indulge in luxurious cocktails at The St. Regis Bar, and explore our extensive water amenities.

Extend your stay and enjoy the perfect blend of services and amenities of a luxury resort at our premier resort offer. Transform into an unforgettable stay. Book your next stay of 4+ nights and get up to 20% in savings.

DISCOVER MORE



Your Sensual Escape Awaits

Fall instantly into a rhythm as you escape to the turquoise waters of Devil Bay in St. Thomas, USVI. Discover exclusive coastal experiences and amenities at **The Ritz-Carlton, St. Thomas**.

Plan a longer escape, stay 4+ nights and receive up to 20% in savings.

RESERVE NOW

The Resilient Experience

Stay in style in one of our limited residences for five nights or more to experience a truly unforgettable stay. Receive a \$200 resort credit and a \$100 resort credit in a \$100 resort credit.

LEARN MORE



Rediscover Your Points in Aruba

Embark on a luxurious escape to **Renascence Wild Coast Aruba Resort**. Our new, art-inspired spa provides an exceptional setting for an unforgettable getaway. Redefine your March Rewards points with a magnificent stay at this tropical oasis.

RESERVE NOW

## February: Low Unsub + High Engagement CALA\_AI\_US\_2023Feb10

**Subject Line:** Vacation Like Never Before in Paradise



All-Inclusive Romance in Guanacaste

Treat your special someone to a romantic getaway to **The Island Reseren Corral**, an All-Inclusive Golf Resort & Spa. From couples massage to sparkling wine, our Resort is offering everything you need to make your dream vacation memorable. Relax by the ocean-side pool or indulge in world-class culinary experiences, and fall in love all over again in the beautiful surroundings of Costa Rica.

LEARN MORE



A Romantic Getaway in Barbados

Escape the ordinary with a romantic retreat in beautiful Barbados. **Elegant Homes** offers a range of amenities and activities for couples, from couples dinner on the beach to a couples massage.

LEARN MORE

A Costa Rican Getaway

Escape to a tropical paradise and live the ultimate all-inclusive package at **WB Costa Rica - Reseren Corral**. From gourmet dining and spa services to thrilling activities, we've got everything you need for the perfect getaway. Get ready to relax and recharge in the beauty of Costa Rica.

BOOK NOW



Create Unforgettable Moments

Based on the ability and location of Barbados, **Golf Club by Elegant Homes** is the perfect setting to create lasting memories and moments. The hotel offers an exceptional assortment of activities and amenities so you can enjoy time together on your Caribbean beach vacation.

BOOK NOW



# Testing & Optimization

# PCIQ Subject Line Performance Results

## Testing Observations:

- Offer Personalization had the highest open rate amongst all languages, recommend to use offer as next tag to pair with additional high performers for side by side test.
- Location was not a top performer in first month of use, recommend to continue including to monitor for engagement

Language	SL_ID	Tags	Unique_Open_Count	Delivered_Count	Unique_Open_Rate
<b>ENGLISH</b>					
Our Gift to [Fname][You]: Up to \$100 Resort Credit	SL01	(Offer)(Personalization)	6,498	34,066	19.07%
Hurry[, Fname]! Offer Ends January 31st!	SL02	(Urgency)(Personalization)	6,385	34,202	18.67%
Resort Credit of Up to \$100/Night in Barbados and Beyond	SL04	(Location)(Offer)	6,329	34,169	18.52%
Inside: Up to \$100 Night for You to Spend	SL03	(Intrigue)(Offer)	6,122	34,414	17.79%
<b>SPANISH</b>					
Nuestro regalo para [Fname][ti]: Hasta 100 USD de crédito en resort	SL01	(Offer)(Personalization)	17,521	90,453	19.37%
Crédito en resort de hasta 100 USD por noche en Barbados y más	SL04	(Location)(Offer)	15,976	90,575	17.64%
En el interior: Hasta 100 USD por noche para que uses como desees	SL03	(Intrigue)(Offer)	15,971	90,933	17.56%
¡Date prisa[, Fname]! La oferta finaliza el 31 de enero.	SL02	(Urgency)(Personalization)	15,686	91,275	17.19%
<b>PORTUGUESE</b>					
Nosso presente para [Fname][você]: Receba até USD 100,00 em créditos de resort	SL01	(Offer)(Personalization)	3,905	21,979	17.77%
Corra[, Fname]! A oferta termina em 31 de janeiro!	SL02	(Urgency)(Personalization)	3,558	22,309	15.95%
Créditos de resort de até USD 100,00/diária em Barbados e além	SL04	(Location)(Offer)	3,513	22,326	15.74%
Por dentro do: Até USD 100,00 por diária para você gastar	SL03	(Intrigue)(Offer)	3,471	22,250	15.60%

# PCIQ Subject Line Performance Results

Language	SL_ID	SL	Tag	Unique_Open_Rate
ENGLISH (HOLDOUT)	SL05	There's still time to redeem your \$100 resort credit...	(Timely) (Non-GloPro)	19.8%
ENGLISH (HOLDOUT)	SL04	Inside: How to earn a \$100 resort credit ...	(Intrigue) (Non-GloPro)	15.3%
ENGLISH (NON_HOLDOUT)	SL01	Your bonus Elite Night Credit Awaits[, Fname]	(Direct)(Personalization)	21.5%
ENGLISH (NON_HOLDOUT)	SL02	There's still time to redeem your \$100 resort credit...	(Timely) (GloPro)	19.6%
ENGLISH (NON_HOLDOUT)	SL03	Inside: How to earn your bonus Elite Night ...	(Intrigue) (GloPro)	17.7%
LUXURY_ENGLISH	SL03	Especially for You[, Fname]	Direct	23.3%
LUXURY_ENGLISH	SL01	An Extraordinary Stay Awaits[, Fname]	Personalization	21.8%
LUXURY_ENGLISH	SL02	Your Guide to An Exceptional Escape	Authority	19.4%
LUXURY_SPANISH	SL03	Especialmente para ti[, Fname]	Direct	21.6%
LUXURY_SPANISH	SL01	Te espera una estancia extraordinaria[, Fname]	Personalization	20.7%
LUXURY_SPANISH	SL02	Tu guía para una escapada excepcional	Authority	20.6%
PORTUGUESE	SL01	Seu crédito para diária Elite de bônus espera por você[, Fname]	(Direct)(Personalization)	16.3%
PORTUGUESE	SL05	Ainda há tempo de resgatar seu crédito de resort de USD 100,00...	(Timely) (Non-GloPro)	15.2%
PORTUGUESE	SL02	Ainda há tempo de resgatar seu crédito de resort de USD 100,00...	(Timely) (GloPro)	14.5%
PORTUGUESE	SL03	Por dentro de: Como ganhar sua diária Elite de bônus...	(Intrigue) (GloPro)	14.1%
PORTUGUESE	SL04	Por dentro de: Como ganhar um crédito de resort de USD 100,00...	(Intrigue) (Non-GloPro)	14.1%
SPANISH (HOLDOUT)	SL05	Aún tienes tiempo de canjear tu crédito en resort de 100 USD...	(Timely) (Non-GloPro)	21.7%
SPANISH (HOLDOUT)	SL04	En el interior: Cómo obtener un crédito en resort de 100 USD...	(Intrigue) (Non-GloPro)	19.2%
SPANISH (NON_HOLDOUT)	SL01	Tu crédito de noches Elite de bonificación te espera[, Fname]	(Direct)(Personalization)	18.5%
SPANISH (NON_HOLDOUT)	SL02	Aún tienes tiempo de canjear tu crédito en resort de 100 USD...	(Timely) (GloPro)	17.7%
SPANISH (NON_HOLDOUT)	SL03	En el interior: Cómo obtener tu noche Elite de bonificación...	(Intrigue) (GloPro)	16.3%

# PCIQ Subject Line Performance Results

## Testing Observations:

- Two new segments included in February, Holdout and non-holdout and these segments were top performers with open rates
- Luxury segments had the highest open rates of all the segments for both English and Spanish. Recommend continuing to include the luxury segments moving forward, and including Portuguese in upcoming campaigns.
- Direct and personalization tags performed the best in all segments except the two holdout groups, recommend to continue including direct tags in additional regional solos.
- Average open rate was above average with multiple offers included in SLs, recommend to continue to include offers included to Marriott Bonvoy Members

# All Inclusive Image Test Results

**Testing Observations:**

- Property imagery won by a slight margin against lifestyle imagery for the all-inclusive module, recommend to expand property testing and incorporate property imagery in additional regional solos
- There was no revenue for this module in January, recommend to test again to compare revenue numbers

Image Version	CTR	Revenue	Rmnts
Lifestyle	0.05%	\$0.00	0
Property	0.06%	\$0.00	0

**Property**



**Lifestyle**



# Actionable Insights & Next Steps

# Actionable Insights

- CALA only METT engagement was down MoM for both January and February and below goal, recommend to continue to monitor CALA only audiences for opportunities to increase engagement
- Highest CTR in January from Cost Rica, Aruba, Grand Cayman, Panama and Colombia, with a majority of revenue from Costa Rica and Colombia returning to CALA properties; recommend to keep including these markets
- Catch all CTAs continue to capture majority of revenue, recommend to continue testing new options to increase revenue
- Escape for Less captured the most engagement and revenue followed by Resort Credit, recommend to include offer CTA to nonlux versions
- Non-members clicked the footer significantly more than nonmembers, recommend to continue to monitor header/footer clicks to ensure content engages nonmembers
- Nonmembers engaged with Join banner more than members clicked benefits module, recommend to explore options for benefits module
- Most markets clicked domestic locations, recommend to include more domestic locations in navigation module and bring this learning into escapes solos



# Actionable Insights

- Majority of revenue back to CALA properties in Destination Solo came from LA recipients, recommend to continue testing additional LA audiences to increase CALA revenue
- 52% of click activity in CALA Escapes went to the navigation module; the second highest clicked option was the explore destination CTA, recommend to continue including Explore CTA in Escapes Solos
- Top performing METT campaigns in January included subject lines featuring New Year verbiage which aligns with seasonal subject line performance, recommend to continue including seasonal subject lines across campaigns
- Recommend to look into landing page content for METTs since conversion rate declined with higher CTR overall
- Offer Personalization had the highest open rate amongst all languages, recommend to use offer as next tag to pair with additional high performers for side-by-side test.
- Location was not a top performer in first month of use, recommend to continue including to monitor for engagement
- Property imagery won by a slight margin against lifestyle imagery for the all-inclusive module, recommend to expand property testing and incorporate property imagery in additional regional solos
- There was no revenue for the all-inclusive module in January, recommend to test again to compare revenue numbers

# Actionable Insights

- Recent stay and upcoming trip banner targeting openers above the hero continues to capture more activity than the mobile app module, recommend to incorporate personalized data in app module
- Including of luxury audiences in February contributed to the increase with 53.4% of revenue coming from lux audiences with a 2.1% CTR overall and a 1.6% CTR from nonlux, recommend to continue including luxury versioned communications to luxury audiences
- Personalized poll content resonated with luxury members and drove a majority of monthly revenue, recommend to continue personalizing content for lux members based on click activity
- Global Promotion outperformed the hero amongst luxury segments, recommend to include as hero for luxury members in upcoming solos
- Nonluxury members consistently engage the highest with the hero and navigation module, recommend to incorporate high performing creative treatment into additional modules
- Lower modules continue to have significantly less engagement vs luxury email with less total modules, recommend to try fewer modules in upcoming destination solos
- Most markets continue to show a preference for domestic locations and regional catch-alls, recommend to test additional regional categories

# Actionable Insights

- US residents booked 74% of their bookings in US properties, recommend to continue optimizing market selection and audience selection
- CALA Weddings METT generated the highest revenue in February, recommend to explore wedding content for Destination Solos
- Two new segments included in February, Holdout and non-holdout and these segments were top performers with open rates
- Luxury segments had the highest open rates of all the segments for both English and Spanish. Recommend continuing to include the luxury segments moving forward, and including Portuguese in upcoming campaigns.
- Direct and personalization tags performed the best in all segments except the two holdout groups, recommend to continue including direct tags in additional regional solos.
- Average open rate was above average with multiple offers included in SLs, recommend to continue to include offers included to Marriott Bonvoy Members

## Next Steps for March

- Navigation 5 pack as hero
- Continue Global Promotion module
- Last chance resort credit
- New hotel openings



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