

CALA Monthly
Email Review
May 2022

21 June 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

May Key Storylines

- CTR remained steady MoM with fewer overall deliveries sent in May vs April
 - April Last Chance Global Promotion email not included in May campaigns
- Unsubscribe rate continue to remain below 2.0% indicating good overall audience health
- Dive Market Solo revenue up significantly when compared to YoY data with hero offer driving 38% of total solo revenue in May
- Member module captured significant engagement with Members in May solo
- Recent trip and upcoming trip modules engaging openers and driving greater app download traffic to the mobile app banner
- METT engagement increased MoM with METT offer and sale/discount content top click catcher amongst May METTs

Monthly Performance Summary

Consistent CTR MoM With Fewer Deliveries And Total Click Activity

- Lower monthly delivery totals impacted by campaign fluctuations led to lower overall click volume
 - April Last Chance Global Promotion email not included in May campaigns
- CTR increased slightly MoM with higher CTR from MAU contributing to monthly increase
- Monthly financials increased against average and YoY performance
 - Destination Solo and Core MAU among the highest revenue drivers in May

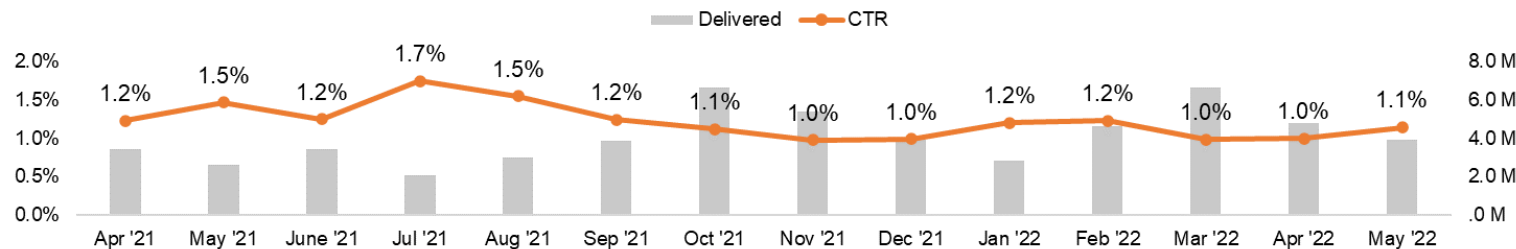
Engagement	May '22	vs. Avg	MoM
Delivered	3.9M	-8.5%	-18.6%
Clicks	44.6K	-9.0%	-7.0%
CTR	1.1%	0.0 pts.	+0.1 pts.
Unsub Rate	0.19%	-0.09 pts.	+0.00 pts.

**March Unsub data was inconsistent*

Financials	May '22	vs. Avg	MoM
Bookings	359	+5.2%	+20.5%
Room Nights	1.1K	-36.4%	+21.6%
Revenue	\$207.1K	+8.0%	+49.6%
Conversion	0.81%	+0.11 pts.	+0.18 pts.
BPK	0.09	+14.8%	+0.2%

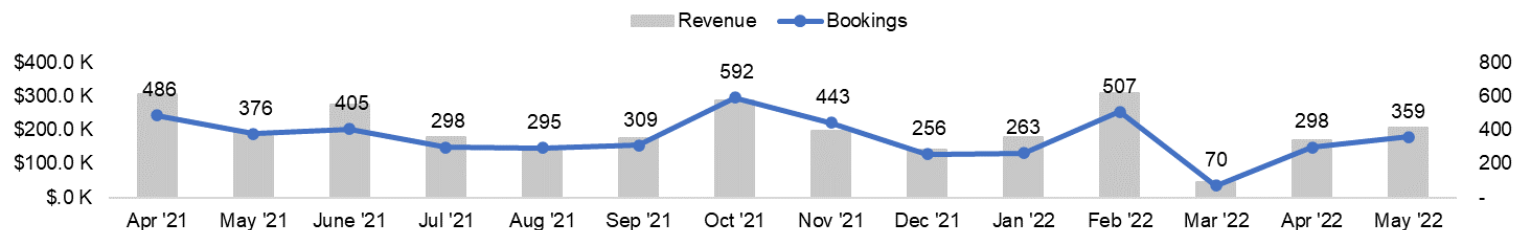
CTR Up Slightly Mom And Strong Conversions Contributing To Monthly Financials

CALA Overall KPI Trends (2021-2022)



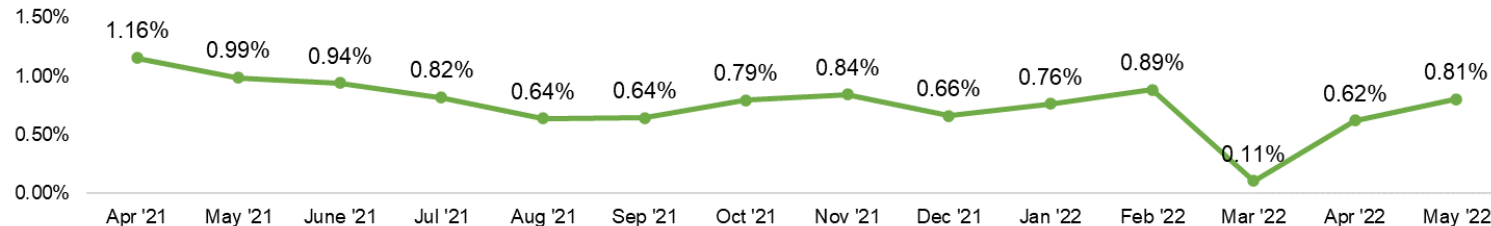
CTR up slightly MoM with fewer deliveries from May campaigns

CALA Overall Financial Trends (2021-2022)



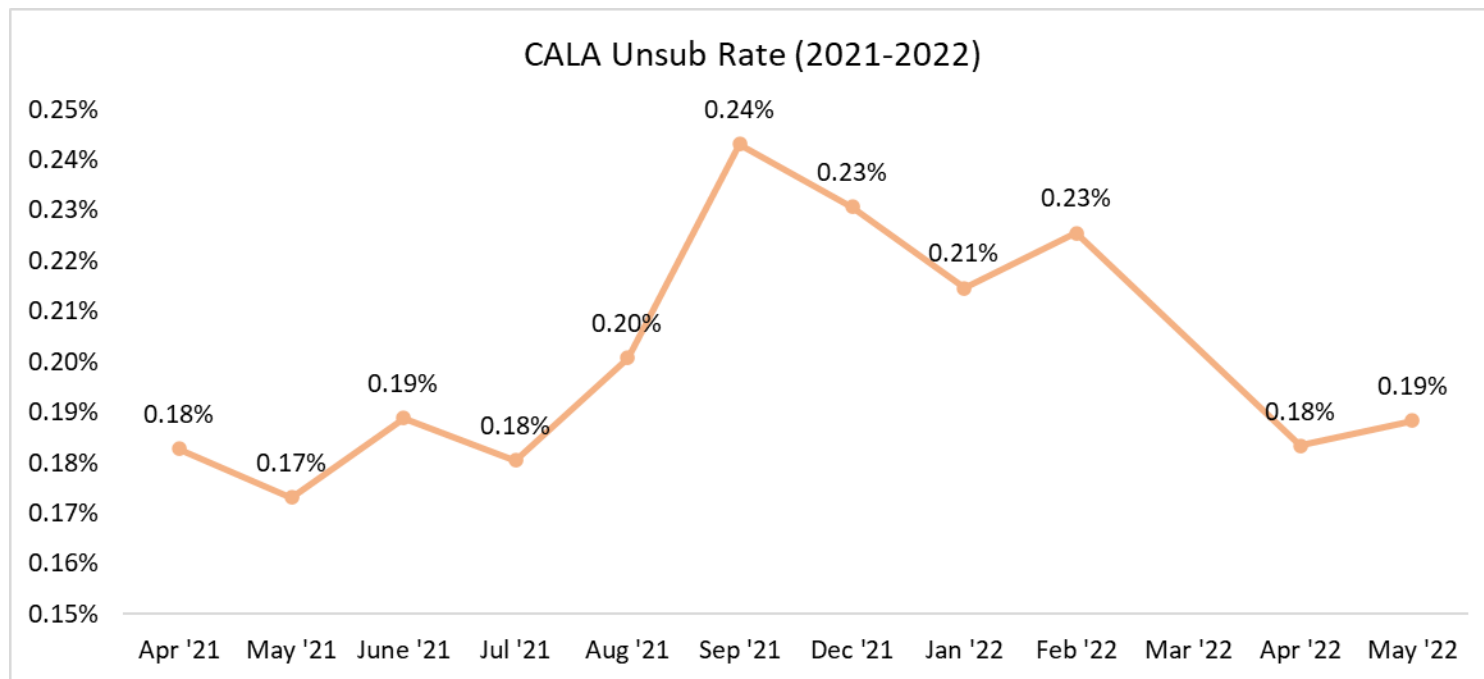
Revenue and Bookings increased MoM and against monthly average

CALA Conversion Rate Trends (2021-2022)



Strong conversion rate aligned with monthly financial performance

Slight Increase In Unsubscribe But Below Monthly Average



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

Destination Solo Surpasses Goal: METT Performs Below Goal

- Consistent MoM CTR from Destination Solo exceeding monthly engagement goal
- Each Destination Solo market performed above the goal of 1.0% in April except Mexico Local English (.7%)
- METT engagement was down MoM which impacted monthly engagement

CTR Goals	May '22	Monthly Goal	vs. Goal
Destination Solo	1.32%	1.0%	+0.32 pts.
Destination Solo (CALA only)	1.16%	1.0%	+0.16 pts.
METT	0.58%	1.0%	-0.42 pts.
METT (CALA Only)	0.53%	1.0%	-0.47 pts.

App downloads continue to perform above quarterly benchmark

- May app downloads down MoM by 36% but up 31% against benchmark
- Recent Stay/upcoming trip captured higher click activity than mobile app banner continuing to engage openers

May 2022 Activity

MARKET	Downloads
Brazil	12
Panama	2
Bolivia	0
Ecuador	3
Colombia	1
Costa Rica	0
Mexico Spa	37
Mexico Local Eng	2
Mexico Eng	5
Aruba	4
Puerto Rico	2
May Total:	68
Benchmark:	52
vs. Benchmark.	+31%
MoM:	-36%

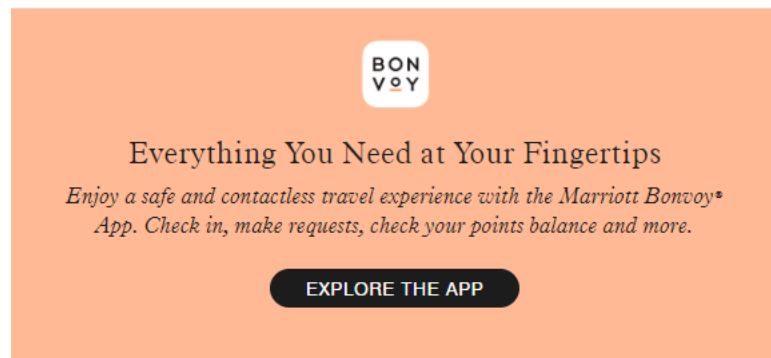
*Benchmark based on Jan-March '22 App Data

Thank you for staying with us recently, Rita

We look forward to welcoming you back soon. Please download our Mobile App to help you plan your next getaway.

» DOWNLOAD THE APP

Recent Stay Module



The image shows a promotional banner for the Marriott Bonvoy mobile app. It features the Bonvoy logo at the top center. Below the logo, the text reads: "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." At the bottom, there is a dark button with the text "EXPLORE THE APP". The background is a solid light orange color.

Mobile App Download Module

Campaign Engagement

Destination Solo

May 2022 Destination Solo Creative Examples

May Highlights:

- Split version for Recent Stay Module
- Hero image test property vs lifestyle
- Mobile app banner targeting at bottom of email
- Member status module
- Continuing to use 5-pack module

Mexico English



Costa Rica Spanish



Puerto Rico English



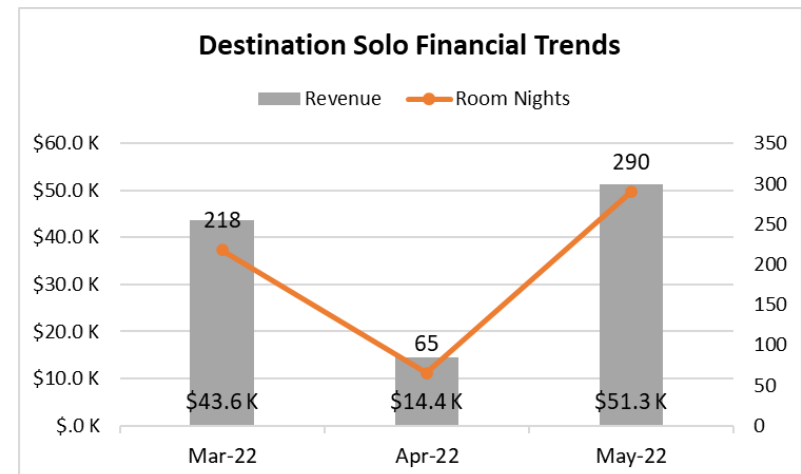
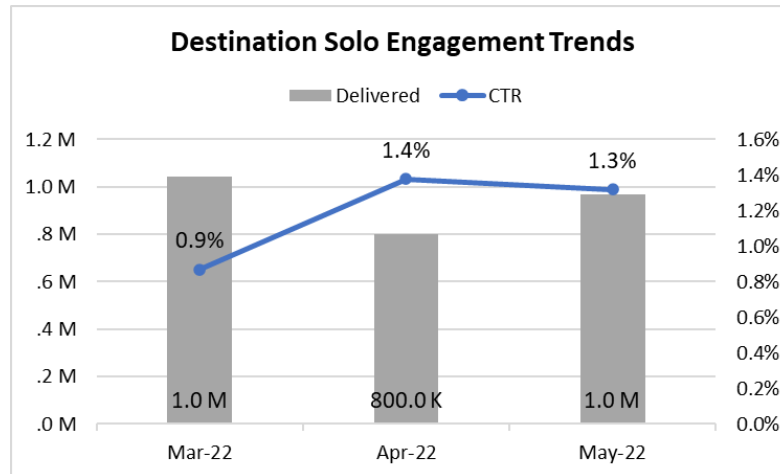
Brazil Portuguese



CTR Down Slightly Mom With Higher Clicks And Deliveries

- Higher click activity in May with delivery totals back to typical volume for Solos
 - Hero and destination navigation accounted for 64% of all click activity
 - Within navigation 5-pack most markets preferred domestic locations
 - Member module outperformed all inclusive and drove significant revenue amongst members; third highest revenue driver
- Unsubscribe rate down MoM
 - Brasil and Panama consistently higher than campaign average bringing overall rate up
- All financial metrics up when compared to same time last year
 - Hero and destination navigation accounted for 55% of May solo revenue

Drive Solos	May 2022	MoM
Delivered	1.0 M	+20.9%
Clicks	12.8 K	+15.8%
CTR	1.3%	-0.1 pts.
Unsub Rate	0.19%	-0.03 pts.
Bookings	112	+300.0%
Revenue	\$51.3 K	+274.0%
% Bkgs. to CALA	36.6%	+1.32 pts.
% Rev. to CALA	29.9%	-17.63 pts.*



May Top Performers from both 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
ARUBA	34,490	34,433	99.8%	3.4%	0.0%	8	15	\$2,349
BRASIL	136,661	134,718	98.6%	1.2%	0.3%	6	11	\$1,186
COLOMBIA	42,324	42,080	99.4%	1.9%	0.2%	9	39	\$5,193
GRAND_CAYMAN	6,768	6,751	99.7%	2.7%	0.1%	1	12	\$2,344
MEXICO	376,816	372,087	98.7%	1.0%	0.2%	53	129	\$20,954
MEXICO_ENG	131,300	130,721	99.6%	1.5%	0.1%	10	27	\$7,172
MEXICO_LOCAL_ENG	39,076	38,912	99.6%	0.7%	0.1%	1	3	\$827
MEXICO_US	25,621	25,479	99.4%	1.6%	0.2%	2	2	\$624
PANAMA	46,956	46,102	98.2%	1.4%	0.3%	2	16	\$4,032
COSTA_RICA	17,355	17,256	99.4%	2.1%	0.2%	7	14	\$4,320
ECUADOR	38,140	37,491	98.3%	1.7%	0.2%	3	7	\$577
PUERTO_RICO	81,589	81,275	99.6%	1.5%	0.1%	10	15	\$1,755
Grand Total	977,096	967,305	99.0%	1.3%	0.2%	112	290	\$51,333

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



Escape Someplace Close to Home And Save 20% at Select Restaurants.

You don't have to travel far to have a good time. Make memories nearby and enjoy at least two of the following additional benefits on your next trip: free breakfast for two, a 20% discount in restaurants and bars inside the hotel, free parking, late checkout and more.

[START PLANNING](#)

Book by July 31, 2022 | Stay by September 6, 2022

Hero #2 most clicked

Find a New Favorite Destination

The vacation you deserve is just a click away. Discover all of our hotels in Mexico and beyond to plan the perfect spring escape.



Cancun



Puerto Vallarta
& Punta Mita



Los Cabos



Mexico City



City
Destinations

Regional 5-Pack #1 most clicked

Spring Into All-Inclusive



TAMARIND BY ELEGANT HOTELS - ALL-INCLUSIVE



ALL-INCLUSIVE

by MARRIOTT BONVEY

Ready to explore our All-Inclusive hotels across the Caribbean and Latin America? All you have to do is sit back and relax while we handle the rest!

[» BOOK YOUR ALL-INCLUSIVE EXPERIENCE](#)

All Inclusive Module #4 most clicked

Rita Lau

Member | 3,450 Points | 1 Night

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

Member Module #3 most clicked

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

- Member module a top performer in member markets
- Hero and navigation top two click catchers amongst all member markets



Module	ARUBA	BRASIL	COLOMBIA	COSTA_RICA	ECUADOR	GRAND_CAYMAN	MEXICO	MEXICO_ENG	MEXICO_LOCAL_ENG	MEXICO_US	PANAMA	PUERTO_RICO
Header	4.43%	9.71%	8.05%	10.09%	8.07%	4.93%	14.70%	6.81%	15.57%	9.40%	8.01%	6.04%
Recent Stay	1.77%	0.41%	1.09%	0.69%	1.04%	1.97%	0.80%	1.63%	0.00%	1.73%	0.55%	1.53%
Hero	42.72%	23.43%	21.27%	23.62%	17.84%	44.83%	20.47%	41.37%	19.26%	32.63%	18.23%	39.53%
Navigation Bar	34.96%	37.98%	48.21%	41.51%	53.91%	38.42%	29.59%	30.58%	32.72%	23.03%	48.20%	32.69%
Member Module	8.57%	7.81%	7.16%	11.93%	6.90%	5.91%	14.00%	9.97%	12.66%	14.59%	8.15%	10.31%
Offers	2.29%	2.47%	2.78%	1.15%	1.43%	1.48%	2.34%	1.05%	1.32%	2.11%	1.80%	1.05%
Dine Differently	1.92%	0.00%	0.00%	0.00%	0.00%	0.99%	1.76%	0.72%	0.00%	2.11%	0.00%	0.89%
Eat and Earn	0.00%	2.06%	2.29%	0.92%	1.17%	0.00%	0.00%	0.00%	0.79%	0.00%	1.38%	0.00%
Handle Business by the Beach	0.37%	0.41%	0.50%	0.23%	0.26%	0.49%	0.58%	0.34%	0.53%	0.00%	0.41%	0.16%
All-Inclusive	3.33%	2.31%	4.87%	2.98%	2.08%	1.48%	3.21%	3.45%	1.06%	4.03%	2.35%	4.43%
New Hotel Openings	0.00%	3.60%	0.70%	1.15%	0.00%	0.00%	1.81%	1.34%	2.11%	0.96%	0.00%	3.14%
Mobile App	0.67%	1.08%	0.80%	0.46%	1.17%	0.00%	1.42%	0.24%	0.79%	1.15%	1.10%	0.16%
Footer	1.26%	11.20%	5.07%	6.42%	7.55%	0.99%	11.66%	3.55%	14.51%	10.36%	11.60%	1.13%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

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

- Significantly higher click activity with footer from nonmembers than members who engaged with member module over both header and footer



Module	ARUBA	BRASIL	COLOMBIA	COSTA RICA	ECUADOR	GRAND CAYMAN	MEXICO	MEXICO ENG	MEXICO LOCAL ENG	PANAMA	PUERTO RICO
Header	8.70%	8.16%	7.14%	0.00%	14.13%	0.00%	9.84%	6.50%	0.00%	7.83%	3.83%
Recent Stay	2.17%	0.35%	0.00%	0.00%	1.09%	0.00%	1.34%	1.08%	0.00%	0.60%	0.00%
Hero	43.48%	20.92%	7.14%	23.08%	17.39%	33.33%	17.73%	29.24%	0.00%	15.06%	29.79%
Navigation Bar	41.30%	33.69%	57.14%	61.54%	46.74%	50.00%	36.66%	29.60%	0.00%	46.99%	49.36%
Join Marriott Bonvoy	0.00%	2.13%	7.14%	7.69%	3.26%	0.00%	5.07%	1.08%	0.00%	3.01%	1.28%
Offers	2.17%	2.13%	7.14%	0.00%	1.09%	0.00%	1.64%	0.36%	0.00%	1.20%	0.85%
Dine Differently	2.17%	0.00%	0.00%	0.00%	0.00%	0.00%	1.19%	0.00%	0.00%	0.00%	0.43%
Eat and Earn	0.00%	2.13%	7.14%	0.00%	1.09%	0.00%	0.00%	0.00%	0.00%	0.60%	0.00%
Handle Business by the Beach	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.45%	0.36%	0.00%	0.60%	0.43%
All-Inclusive	0.00%	1.77%	7.14%	0.00%	4.35%	0.00%	2.38%	3.61%	0.00%	1.81%	0.85%
New Hotel Openings	0.00%	3.90%	0.00%	0.00%	0.00%	0.00%	2.53%	2.53%	0.00%	0.00%	0.85%
Mobile App	0.00%	1.06%	0.00%	0.00%	0.00%	0.00%	0.60%	0.72%	0.00%	0.60%	0.00%
Footer	2.17%	25.89%	7.14%	7.69%	11.96%	16.67%	22.21%	25.27%	100.00%	22.89%	13.19%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

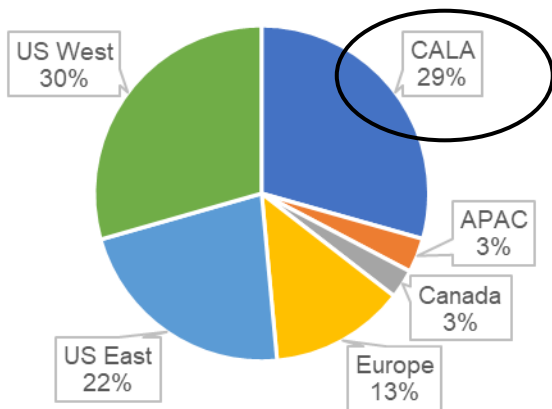
Higher Percent Of Bookings To CALA Properties With Less Overall Revenue

- Increase in overall revenue share to US properties contributed to decline in revenue share to CALA

May

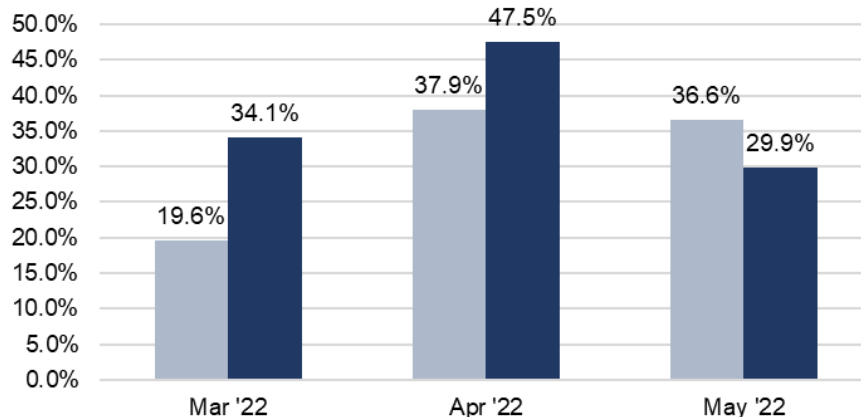
Percent of Revenue by Region

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



% Bookings & Revenue to CALA Properties

■ % Bkgs. to CALA ■ % Rev. to CALA



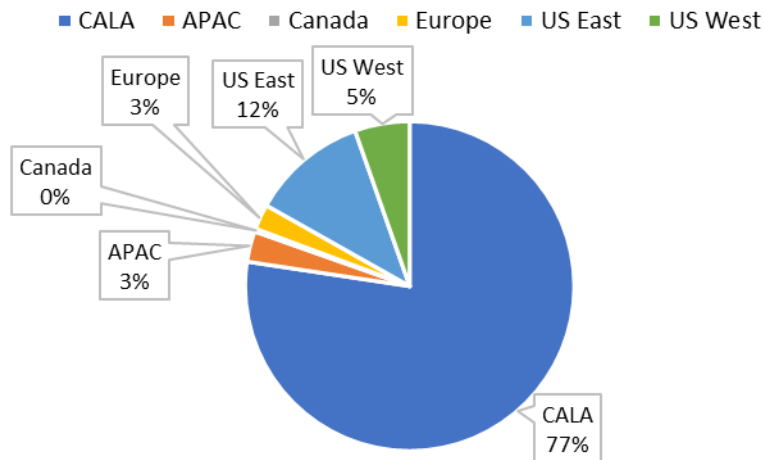
METT Emails

Higher Engagement And Financials MoM

- Higher click activity in May with increased CTR MoM with fewer deliveries showing content engaged openers
- Unsub rate remained consistent MoM with largest total deliveries of any month
- Higher CTR contributed to financial gains MoM with second highest month's revenue in 2022
- METTs that included US audiences consistently make up most of the overall METT revenue (86%)
- 77% of total revenue went back to CALA properties

METTs	May 2022	MoM
Delivered	1.1 M	-13.4%
Clicks	6.4 K	+0.6%
CTR	0.6%	+0.08 pts.
Unsub Rate	0.10%	-0.01 pts.
Bookings	31	-32.6%
Room Nights	75	-32.4%
Revenue	\$16.3 K	+33.2%
Conversion	0.49%	-0.24 pts.
% Bkgs. to CALA	43.8%	+16.1 pts.
% Rev. to CALA	77.4%	+29.3 pts.

Percent of Revenue by Region



Top Performing METTs: May 2022


May: Highest Revenue

CALA_CAR_Eng_202206May

Subject Line: Plan Your Next Summer Vacation in the Caribbean

The Caribbean is calling to you.

MARRIOTT BONVOY JOIN & FIND A RESERVE



Pamper Yourself in Grand Cayman

Break your routine and enjoy a world-class vacation. Discover the excitement of the Grand Cayman Marriott Beach Resort. This idyllic island location offers a unique blend of luxury, adventure, and relaxation. Enjoy the best of the Caribbean.

Our most beloved amenities are our award-winning pool and an array of world-class activities, such as snorkeling, golfing, and dining with the best in Grand Cayman.

Get in on the fun. Join Marriott Bonvoy Members & Elite Members. Select perks are only available to members.

BOOK NOW

Culinary Experiences in Aruba

Experience an unparalleled resort where the best of the island is yours. The Ritz-Carlton Aruba Resort & Casino. From its award-winning restaurants to its world-class spa, this resort offers a truly unforgettable experience. Join us for a special event or simply relax and enjoy the view.

BOOK NOW

A True Lovers' Stay in Puerto Rico

Enjoy the island wonder of Puerto Rico and the romance of a true love story. The St. Regis Bahia Beach Resort, Puerto Rico. Escape your typical day with a romantic getaway. Enjoy the best of the island and the romance of a true love story.

BOOK NOW

An "In-Between" Stay

Escape to a true island escape. The Ritz-Carlton Cancun. Enjoy the best of the island and the romance of a true love story. The Ritz-Carlton Cancun. Enjoy the best of the island and the romance of a true love story.

BOOK NOW


May: Low Unsub + Strong CTR

CALA_CUNRZ_Eng_202220May

Subject Line: Relax and Unwind on the Amazing Beaches of the Mexican Caribbean

The Ritz-Carlton Cancun Awaits You

THE RITZ-CARLTON **FIND & RESERVE**



LIMITED-TIME MEMBER EXCLUSIVE OFFER

Disconnect from the world and indulge in luxury at **The Ritz-Carlton® Cancun**.

Immerse yourself in the magic of one of the Caribbean's most coveted destinations while staying in our luxury oceanview and oceanfront rooms.

An iconic property surrounded by the white sands of the Caribbean, with unparalleled cuisine and amenities that reflect the culture of the region. Stay with us and save up to 20% on room rates, and a daily buffet breakfast for two adults and two children at El Café Mexicano.

Not a Member? [Join Now!](#)

RESERVE NOW


May: Highest CTR

CALA_Barbados_Eng_202220May

Subject Line: Explore our Elegant Hotels

The Caribbean is calling to you.

MARRIOTT BONVOY JOIN & FIND A RESERVE



STAY LOCAL WITH ELEGANT HOTELS

Discover a collection of seven distinct Caribbean hotels situated on the most beautiful beaches.

SPECIAL DEAL: Book within 30 days prior to your arrival with our special local rate. Take advantage of this offer and maximize your stay in paradise.

Elegant Hotels offer a full array of complimentary services and amenities to create a tailor-made holiday. Choose your experience and enjoy breakfast or all-inclusive meal plans, water sports, a dine-around program, a water taxi, and beach & pool ambassadors.

BOOK NOW

Enjoy Our Sunday Lunch Buffet

Delight your palate with **Turtle Beach's Chelona Restaurant** culinary experience.

Our variety of international dishes will make you fall in love with our Sunday Lunch.

LEARN MORE

May METT Performance Summary

- Mexico Beaches continues to be a top performer generating strong revenue numbers
- Caribbean METT targeted to exclusively US audiences drove 96% of revenue to CALA properties

Campaign	Mailed	Delivered	Bounce Rate	Unsub Rate	Clicks	CTR	Bookings	Rmnts.	Revenue
CALA_Barbados_Eng_202220May	4.8 K	4.8 K	0.93%	0.25%	114	2.4%	0	0	\$0
CALA_CAR_Eng_202206May	65.0 K	64.9 K	0.18%	0.01%	744	1.1%	6	14	\$5,568
CALA_Car2_Eng_202227May	125.2 K	125.0 K	0.17%	0.02%	844	0.7%	2	5	\$266
CALA_CASA_Spa_202227May	109.6 K	108.6 K	0.91%	0.11%	481	0.4%	4	10	\$1,157
CALA_CUN_Spa_202220May	37.1 K	36.7 K	0.97%	0.12%	188	0.5%	1	1	\$161
CALA_CUNRZ_Eng_202220May	36.0 K	35.9 K	0.27%	0.14%	250	0.7%	2	12	\$4,795
CALA_Eng_202203Jun	139.6 K	139.2 K	0.26%	0.06%	351	0.3%	2	2	\$83
CALA Haciendas_Eng_202203JUN	33.7 K	33.6 K	0.23%	0.22%	200	0.6%	0	0	\$0
CALA_Mex_Beaches_Eng_202227May	60.4 K	60.3 K	0.18%	0.02%	364	0.6%	7	16	\$2,627
CALA_Mexico_Hotsale_Spa_202227May	169.2 K	167.2 K	1.17%	0.15%	1,176	0.7%	3	7	\$551
CALA_MEXRZ_Eng_202203Jun	35.4 K	35.3 K	0.22%	0.11%	89	0.3%	0	0	\$0
CALA_MEXRZ_Spa_202203Jun	35.5 K	35.3 K	0.54%	0.11%	311	0.9%	0	0	\$0
CALA_Port_202203Jun	126.1 K	123.9 K	1.68%	0.18%	595	0.5%	1	1	\$303
CALA_PVRDE_Spa_202203Jun	25.3 K	25.2 K	0.38%	0.09%	134	0.5%	0	0	\$0
CALA_SAOJW_Eng_202227May	50.1 K	50.0 K	0.24%	0.05%	213	0.4%	0	0	\$0
CALA_SJU_Eng_202220May	41.3 K	41.2 K	0.18%	0.02%	337	0.8%	3	7	\$741
Grand Total	1.1 M	1.1 M	0.64%	0.10%	6.4 K	0.6%	31	75	\$16,252

METT Heatmaps –May 2022

Discounts, sales, and offers drove METT revenue in May

CALA_CAR_Eng_202206May	% of Clicks
Header	11.27%
Grand Cayman Discount	43.52%
Aruba Culinary	12.40%
Romantic Puerto Rico	15.56%
Stay Longer Belize	16.35%
Footer	0.90%

CALA_CUNRZ_Eng_202220May	% of Clicks
Header	22.15%
Limited Time Member Offer	53.54%
Join Marriott Bonvoy	7.69%
Footer	16.92%

CALA_FY22_MEXICO_HOT_SALE	% of Clicks
Header	34.98%
Hot Sale Announcement	11.18%
Mobile App	8.02%
Cobrand	9.80%
Footer	36.03%

Testing & Optimization

PCIQ Subject Line Performance Results

Testing Observations:

- SLs with Intrigue + Personalization performs really well.
- SLs with How to performs well for English but worst for other Languages.
- Offer+Emoji has performed worst for last 2 deployments.

Recommendation: Fomo + Offer + Personalization continues to perform well amongst tested subject lines, continue testing to monitor for patterns

DeploymentDate_M	SL_ID	SL	Tag	ENGLISH	PORTUGUESE	SPANISH	Overall
5/3/2022	SL01	Your 25% Savings Await...	FOMO,Offer	18.6%	-	-	18.6%
	SL02	UT8-Save Up to 25% on Relaxing Resort Getaways	Offer,Emoji	16.4%	-	-	16.4%
	SL03	[Fname,]Plan the Perfect Spring Escape	Direct,Personal	17.4%	-	-	17.4%
	SL04	Here's How to Save on Your Next Vacation[, Fname]	Direct,Intrigue,Personal	17.8%	-	-	17.8%
	SL05	The Resort Retreat You've Been Waiting For[, Fname]	Intrigue,Personal	19.7%	-	-	19.7%
	SL06	Your 20% Savings Await...	FOMO,Offer	18.6%	16.9%	18.6%	18.3%
	SL07	👛 Enjoy 20% Savings on Your Next Staycation	Offer,Emoji	18.0%	16.3%	17.9%	17.6%
	SL08	[Fname,]Plan the Perfect Trip Close to Home	Direct,Personal	19.3%	17.1%	19.1%	18.7%
	SL09	Here's How to Save on Your Next Vacation[, Fname]	How To,Intrigue,Personal	19.0%	16.3%	18.0%	17.8%
	SL10	The Trip You've Been Waiting For[, Fname]	Intrigue,Personal	19.5%	17.8%	19.2%	18.9%

Actionable Insights & Next Steps

Actionable Insights

- Member module performed in the top content for May, recommend to include members with opportunities to earn/redeem with showing points other modules
- Continue expanding local properties and locations in navigation 5-pack as in market locations captured highest share of clicks and revenue
- Puerto Rico and Aruba performed very well in Destination Solo, continue including these markets going forward and continue to monitor for lower performing markets
- METT campaigns with strong offers and sales amongst top METT campaigns and top clicked content
- Hero offer with sale captured significant click activity and revenue in May solo, recommend combining offer with combined points balance in hero
- Include Fomo + offer + personalization in upcoming PCIQ test to leverage insights from high performing subject lines and continue to monitor for patterns
- Recent stay/upcoming trip module captured more app download activity than main download banner, continue to develop app content plan to expand opportunities to leverage personalized mobile app content

Next Steps for June

- PCIQ Send Time Optimization
- Geotargeted hero summer promotion
- Resorts Offer featured
- Summer Poll module
- New copy for B2B module
- New destinations featured in Preheader



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Thank you!

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Appendix