

CALA Monthly  
Email Review  
*October 2022*

17 November 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

# October Key Storylines

- **70%** higher deliveries in October with new regional campaigns and promotional Week of Wonders announcement
- Click activity increased MoM contributed to by additional campaign delivery volume; CTR decrease impacted by lower engagement from several large campaigns
- Positive unsubscribe rate trend continues with the lowest unsubscribe rate in 2022 at **0.15%**
- All financial metrics increased in October driven by MAU, Promotions and Destination Solo which made up **77%** of monthly revenue
  - Ongoing adobe financial tracking issue is potentially resulting in understated financial numbers
- Week of Wonders Announcement and Global Promotion solos contributed significantly to October's financials generating **27%** of total revenue
- October Week of Wonders destination solo successfully captured additional activity and bookings contributing to overall financial increase

# Monthly Performance Summary

# Increased Deliveries Resulting In Higher Click Activity And Revenue MoM

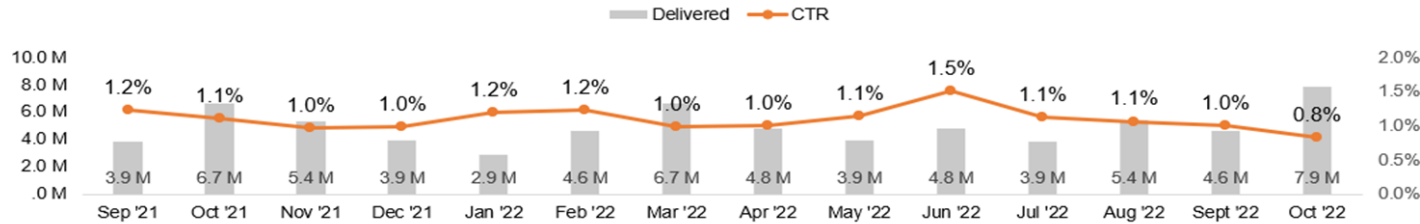
- Additional emails sent in October from several categories including Destination Solo, Global, Promotions and Field Marketing
  - Significantly increased deliveries in October contributed to by Q3 Global Promotion messaging and Week of Wonders Solos as well as new Regional campaigns
- CTR declined MoM however unsubscribe rate was at the lowest level seen so far with 70% higher total deliveries
  - Decreased engagement from several high-volume categories including MoM from MAU, Destination Solo; CTR for Global campaigns also affected CTR
- Several large campaigns including Week of Wonders promotion and Week of Wonders METT campaign went out around the October Destination Solo which impacted engagement

Engagement	October '22	vs. Avg	MoM
Delivered	<b>7.9 M</b>	+63.1%	+70.2%
Clicks	<b>65.3 K</b>	+23.1%	+40.5%
CTR	<b>0.83%</b>	-0.28 pts.	-0.18 pts.
Unsub Rate	<b>0.15%</b>	-1.35 pts.	-0.05 pts.

Financials	October '22	vs. Avg	MoM
Bookings	<b>335</b>	-3.9%	+6.8%
Room Nights	<b>1017</b>	-42.3%	+10.2%
Revenue	<b>\$196.0 K</b>	+3.7%	+2.3%
Conversion	<b>0.51%</b>	+0.03 pts.	-0.27 pts.
Rev./Delivered	<b>0.04</b>	-39.5%	-39.9%

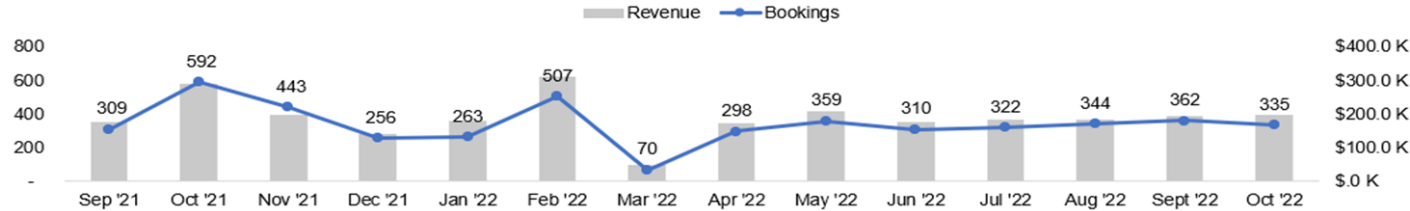
# Increased Deliveries Influencing Higher Overall Revenue MoM

**CALA Overall KPI Trends (2021-2022)**



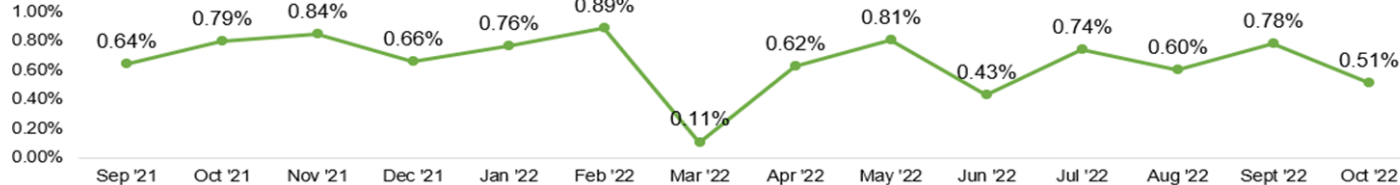
Highest total delivery volume in the past 13 months driven by WoW, regional and GloPro email support

**CALA Overall Financial Trends (2021-2022)**



Revenue increased slightly with fewer total bookings MoM and down when compared to YoY

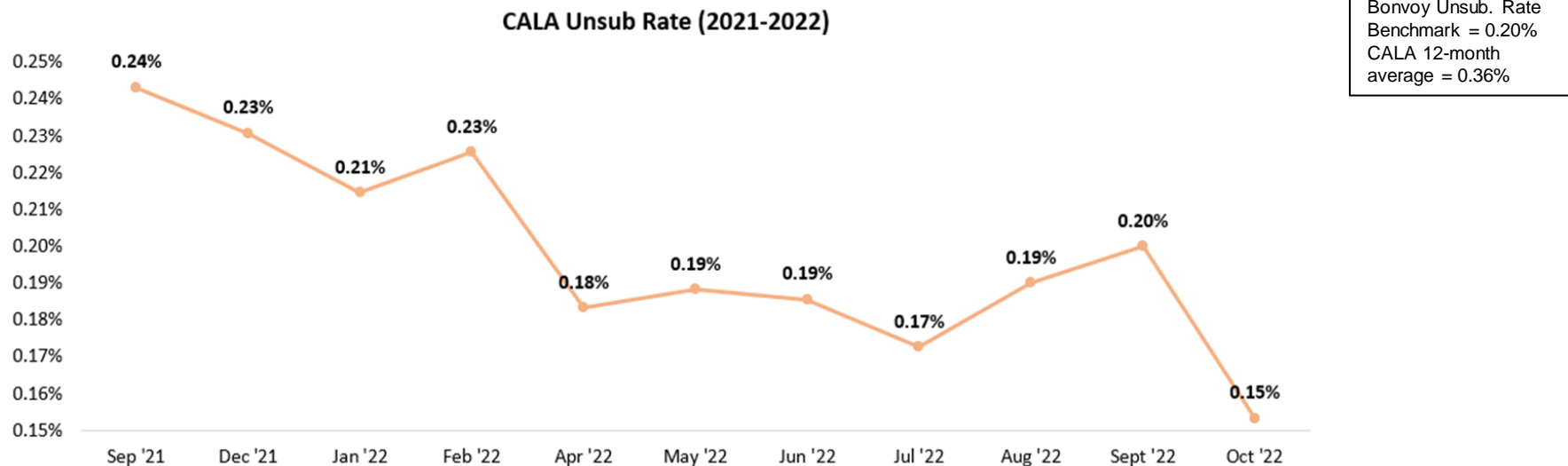
**CALA Conversion Rate Trends (2021-2022)**



Conversion rate lower in October resulting from less bookings with higher click activity

# Unsubscribe Rate Continue Positive Trend

- Unsubscribe lower in 2022 with the lowest unsubscribe rate in the past 13 months
  - Lowest unsubscribe rate from Destination Solo, Filed Marketing and MAU campaigns



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



# Monthly Engagement Goals

- Destination Solo engagement decreased in October with no US audiences included in this month's destination solo and close proximity to initial Week of Wonders Solo;
  - WoW resend proved successful driving more revenue and activity to hero and secondary WoW offers
- METT engagement increased MoM surpassing goal for the first time for METT campaigns including US audiences
  - METTs including US audiences consistently contribute to higher engagement and revenue to CALA properties
  - METT CTR for CALA only audiences also increased MoM but was below monthly goal by 0.28 pts.; recommend to continue targeting US audiences with CALA travel preferences to increase engagement

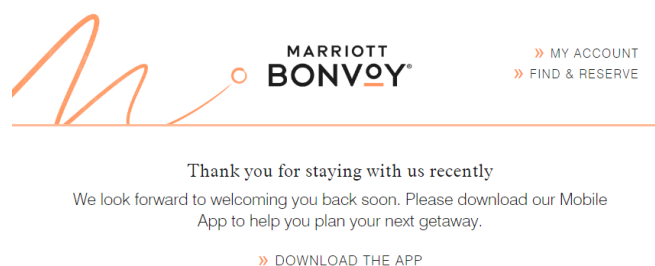
CTR Goals	October '22	Monthly Goal	vs. Goal
Destination Solo (CALA only)	0.21%	1.0%	-0.79 pts.
METT	1.2%	1.0%	+0.2 pts.
METT (CALA Only)	0.72%	1.0%	-0.28 pts.

# Consistent App Download Activity MoM

- Higher engagement activity with upcoming trip/recent stay banner in October Solo
- Mobile App banner dynamically targeting those without the app downloaded
- Recommend to incorporate additional mobile app messaging in new regional solos continuing dynamic targeting

## October 2022 Activity

MARKET	App Downloads
WoW PT	5
WoW En	14
WoW Sp	57



## Recent Stay Module



## Mobile App Download Module

# Campaign Engagement

# Destination Solo

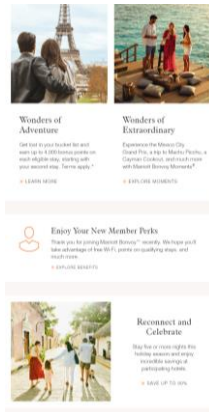
# October 2022 Destination Solo

## Creative Examples

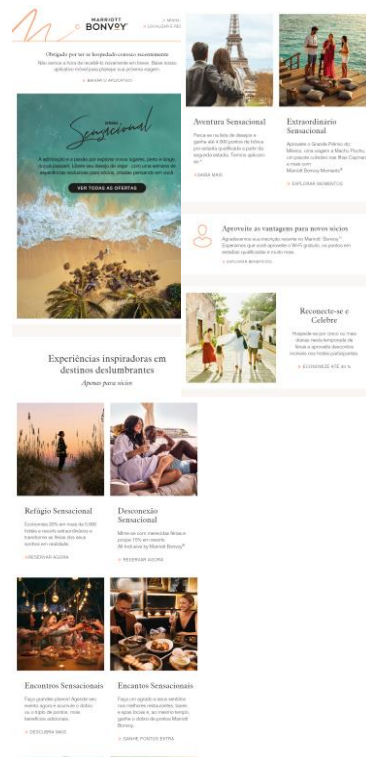
## August Highlights:

- Week of Wonders resend sharing key offers with additional WoW program solos and METT
- Week of Wonders hero
- Secondary offer section featuring member exclusive offers
- Upcoming trip/recent stay module above hero
- Festive offer featuring 30% off

## English



Spanish

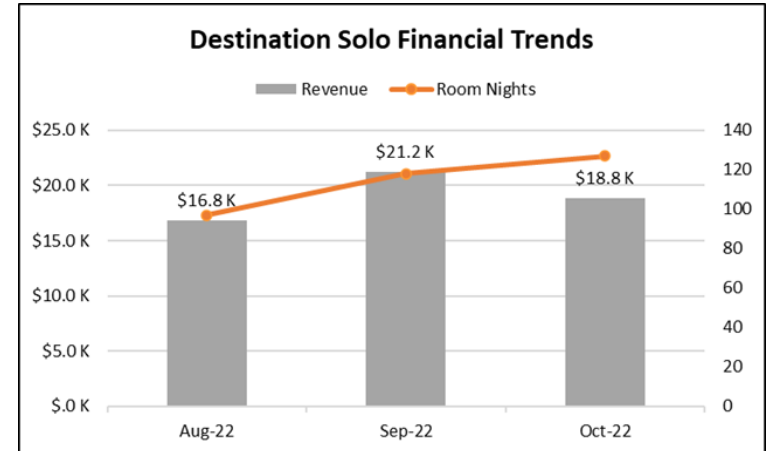
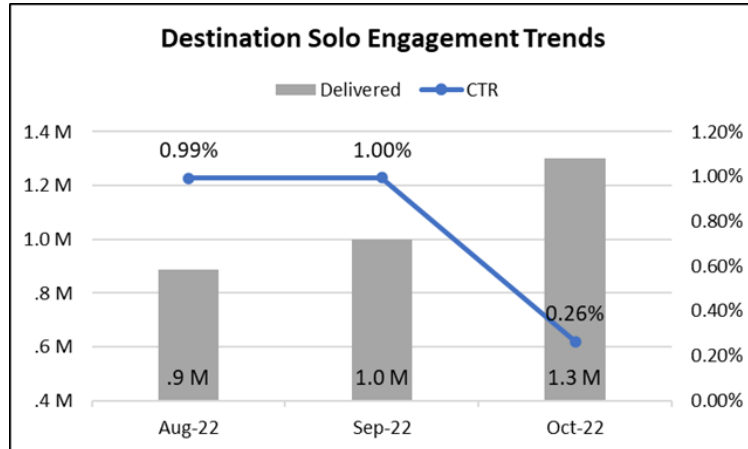


## Portuguese

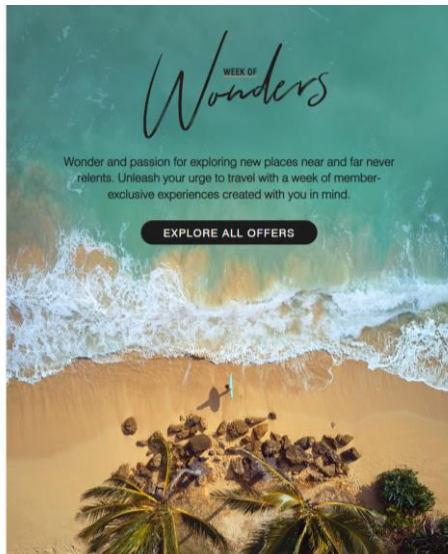
# Increased CTR And Consistent Click Activity MoM

- October Week of Wonders resend resulted in additional engagement and revenue in support of WoW program without disengaging audience; unsub extremely low showing relevant messaging
  - Delivery followed the Week of Wonders solo featuring multiple offers that appeared in both and the same Week of Wonders Hero
  - No US audiences which typically are highly engaged markets
- Delivery volume increased targeting 1.3 million members and nonmembers who are CALA residents with English, Spanish and Portuguese language preferences
- Revenue declined MoM impacted by strong revenue numbers to WoW solo sent prior; Decline in revenue was less than engagement with a strong conversion rate overall
- “Book Now” CTA with offers were top click catchers over more passive CTAs, recommend CTA test on upcoming offers

Drive Solos	October 2022	MoM
Delivered	1.3 M	+30.08%
Clicks	3.4 K	-65.51%
CTR	0.26%	-0.73 pts.
Unsub Rate	0.06%	-0.10 pts.
Bookings	37	-30.19%
Revenue	\$18.8 K	-11.31%
% Bkgs. to CALA	41.0%	-11.0pts.
% Rev. to CALA	49.2%	-8.2 pts.



# Top Performing October Content: Hero, Secondary Hero, Offers



**Hero**  
#1 most clicked

## Top Offers #2 and #3 most clicked



### Wonders of Escape

Save 20% at more than 5,900 extraordinary hotels and resorts and turn your dream vacation into a reality.

» BOOK NOW



### Wonders of Unwinding

Treat yourself to a getaway you deserve and save 15% at All-Inclusive by Marriott Bonvoy® resorts.

» BOOK NOW

*Wonder of Escape offer drove the most revenue of secondary offers*

## Festive Offer #4 most clicked



### Reconnect and Celebrate

Stay five or more nights this holiday season and enjoy incredible savings at participating hotels.

» SAVE UP TO 30%

## Additional Click Catchers #5 and #6 most clicked



### Wonders of Adventure

Get lost in your bucket list and earn up to 4,000 bonus points on each eligible stay, starting with your second stay. Terms apply.\*

» LEARN MORE



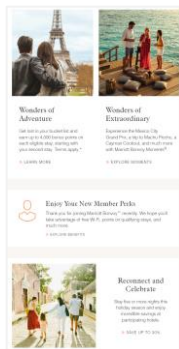
### Wonders of Extraordinary

Experience the Mexico City Grand Prix, a trip to Machu Picchu, a Cayman Cookout, and much more with Marriott Bonvoy Moments®.

» EXPLORE MOMENTS

# October '22 Heat Map: **Member Version**

- Hero captured a majority of engagement amongst members capturing more activity than nonmembers
- Festive offer drew more activity from members as well as revenue
- Secondary offer section captured more activity amongst members favoring Wonders of Escape and Wonders of Unwinding

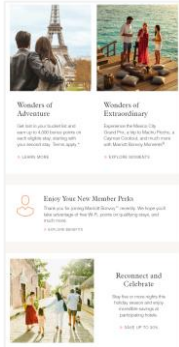


Modules	% of Clicks
Header	18.18%
Upcoming Stay & Recent Stay	1.06%
Hero	54.11%
Secondary	9.07%
Wonders of Indulgence	0.79%
Wonders of Unwinding	1.85%
Wonders of Connection	0.79%
Wonders of Escape	3.37%
Wonders of Adventure	1.32%
Wonders of Extraordinary	0.96%
New Member	0.36%
Festive Banner	2.11%
App Message	2.18%
Footer	12.83%
Grand Total	100.00%



# October '22 Heat Map: **Non-Member Version**

- Engagement patterns amongst members and nonmembers were similar in October with both audiences engaging the most with the hero
- Both members and nonmembers favored the Wonders of Escape offer followed by Wonders of Unwinding, remaining offers had much less click activity for nonmembers



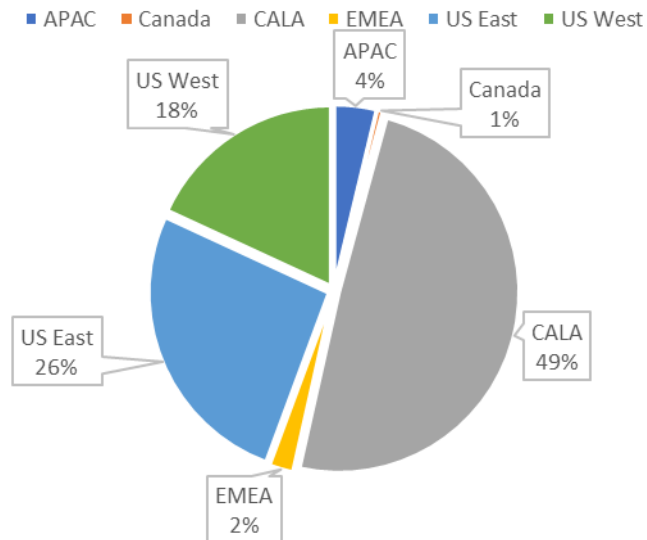
Modules	% of Clicks
Header	9.00%
Upcoming Stay & Recent Stay	2.25%
Hero	45.50%
Secondary	7.75%
Wonders of Indulgence	0.50%
Wonders of Unwinding	2.50%
Wonders of Connection	0.25%
Wonders of Escape	3.25%
Wonders of Adventure	0.50%
Wonders of Extraordinary	0.75%
Join Now	3.50%
Festive Banner	0.50%
App Message	1.50%
Footer	30.00%
Grand Total	100.00%

# Less revenue and bookings back to CALA

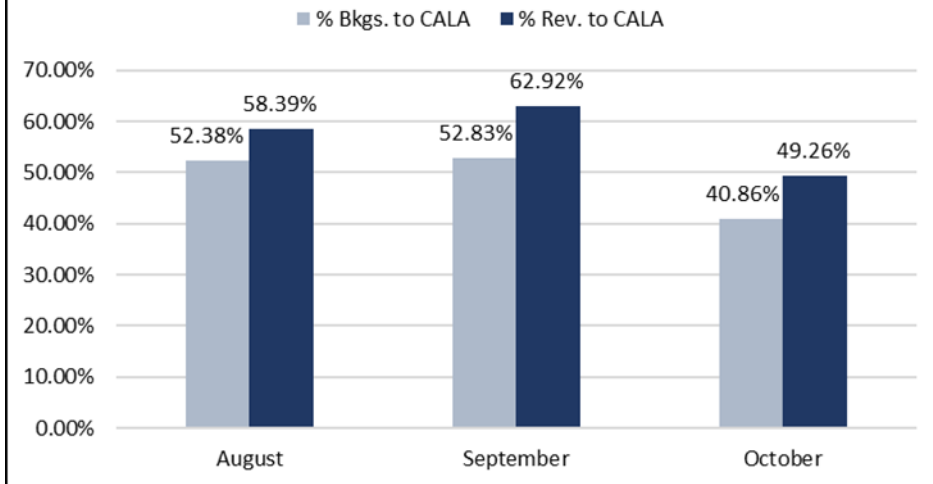
- Decline MoM of % of revenue back to CALA properties; % of revenue remains above the highest month of Q2
- US audiences contribute to CALA revenue which were not included in October

## October

Percent of Revenue by Region



% Bookings & Revenue to CALA Properties



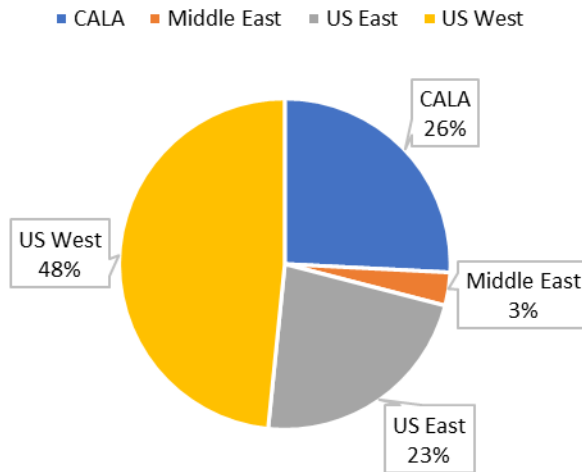
# METT Emails

# Higher Engagement MoM Leading To Strong CTR Lift

- October METT campaigns had the highest CTR of 2022 driven by several key contributing factors:
  - Strong engagement from US audiences
  - Several standout campaigns including Week of Wonders (3.36% CTR), Lux Mexico Eng (1.42% CTR) and CALA All Inclusive (1.19% CTR)
- Revenue declined MoM with less revenue from CALA and US East versus September
- Two of the top METT campaigns featured “Never before” verbiage in the subject line, recommend to include in ongoing SL testing
- % of revenue to CALA decreased with a majority going to US properties

METTs	October 2022	MoM
Delivered	716.3 K	5.17%
Clicks	9.6 K	72.09%
CTR	1.16%	+0.45 pts.
Unsub Rate	0.05%	-0.04 pts.
Bookings	31	-16.22%
Room Nights	76	0.00%
Revenue	\$15.2 K	-24.44%
Conversion	0.37%	-0.39 pts.
% Bkgs. to CALA	40.86%	-11.97 pts.
% Rev. to CALA	49.26%	-13.66 pts.

% of Revenue By Region



# October METT Performance Summary


- METT campaigns featuring strong property imagery continue to be top performers as well as METTs that include location and destination callouts in the subject line, recommend to incorporate learnings into additional destination solos
- Several new campaigns featuring Delta cobranding were amongst top performers, recommend to continue to monitor engagement

Campaign	Mailed	Delivered	Bounce Rate	Unsub Rate	Clicks	CTR	Bookings	Rmnts.	Revenue
CALA WoW Eng_202207Oct	117,315	117,157	0.1%	0.01%	4,225	3.36%	18	44	\$8,451
CALA LuxMex Eng_202221Oct	35,511	35,451	0.2%	0.03%	625	1.42%	2	4	\$515
CALA AI Eng_202207Oct	32,995	32,932	0.2%	0.05%	465	1.19%	3	10	\$2,852
CALA WoW Spa_202207Oct	88,096	87,592	0.6%	0.09%	1,008	0.94%	3	7	\$811
CALA CarFest Eng_202228Oct	151,261	151,004	0.2%	0.02%	1,452	0.81%	2	3	\$810
CALA AI Eng_202228Oct	42,124	42,038	0.2%	0.02%	316	0.70%	0	0	\$0
CALA LuxMex Spa_202221Oct	31,958	31,736	0.7%	0.12%	288	0.70%	1	5	\$1,450
CALA Peru Spa_2022007Oct	35,377	35,028	1.0%	0.09%	275	0.65%	1	2	\$227
CALA SPRAK Eng_202228Oct	37,726	37,608	0.3%	0.12%	285	0.58%	0	0	\$0
CALA BAQMC Spa_202221Oct	53,875	53,619	0.5%	0.10%	318	0.42%	0	0	\$0
CALA Caribbean Eng_202207Oct	55,622	55,424	0.4%	0.04%	207	0.27%	1	1	\$120
CALA SDQ Eng_202207Oct	36,784	36,682	0.3%	0.09%	138	0.24%	0	0	\$0
Grand Total	718,644	716,271	0.3%	0.05%	9,602	1.16%	31	76	\$15,236

# Top Performing METTs: October 2022

## October: Highest Revenue CALA\_WoW\_Eng\_202207Oct


**Subject Line:** Member-Exclusive Offers and Experiences Await...



From October 6th to the 13th

Wonder and passion for exploring new places near and far never sleeps. Unleash your urge to travel with a week of member-exclusive experiences created with you in mind.


[SEE ALL OFFERS](#)



**WONDERS OF UNWINDING**

Travel yourself to a genuinely you deserve and save 10% at all All-Inclusive by Marriott Bonvoy® resorts.


[BOOK NOW](#)



**WONDERS OF INDULGENCE**

Delight your senses at some of the best restaurants, bars and spas in the local area, all while earning 2x Marriott Bonvoy points.

[DISCOVER MORE](#)




**WONDERS OF CONNECTION**

Go big! Put your seat on the calendar now and earn double or triple points, plus additional benefits.

[DISCOVER MORE](#)

## October: Strong Financials + CTR CALA\_AI\_Eng\_202207Oct

**Subject Line:** Fun in the Sun Like Never Before




**Riviera Nayarit is Calling**

Explore the sun-kissed Pacific paradise with our Stay Longer offer at Delta Hotels® Riviera Nayarit, An All-Inclusive Resort. From our spectacular setting amongst the lush jungle to our exquisite local cuisine, every detail is designed to enhance your experience.

Stay 4 nights or more and enjoy 15% off.

[BOOK NOW](#)



**A Stunning Treasure Awaits You**


Riviera Nayarit, Mexico's fabulous vacation paradise!

A tropical wonder that provides a backdrop of intense skies, emerald mountains, abundant vegetation and endless beautiful golden beaches for an unforgettable vacation experience.

[READ MORE](#)

## October: High CTR + Low Unsub CALA\_LuxMex\_Eng\_202210Oct

**Subject Line:** Experience Mexico Like Never Before




**Treasures of Los Cabos**

Crave a deep connection at **Delta's a RiuCabo Resort**, and embark on a remarkable journey for unparalleled relaxation in Los Cabos, where fun is the secret to life here, and our passionate team.

Discover our thoughtfully curated and exclusive amenities with **The RiuCabo Club** and indulge in our diverse amenities, including our signature dining experience, or enjoy a memorable day at the pool.

Enjoy a 4+ night consecutive stay and save 10% on your next hotel stay.


[EXPLORE MORE](#)



**Lazavon in Paradise**

With **Punta de Mita** within you, it's all about the sun, sand and sea. Enjoy a relaxing vacation with our exclusive amenities, including our signature dining experience, or enjoy a memorable day at the pool.


[RESERVE NOW](#)



**Cabo de los Helden**

At **Marriott Los Cabos Beach Resort & Spa**, where you can be fully immersed in the heart of Los Cabos. Discover the beauty of the world's most beautiful beaches, surrounded by lush vegetation, and your front desk and lobby are the most beautiful in the city.


[RESERVE NOW](#)



**Simplifying Values**

Along 10 stories in the heart of the beautiful city, **The RiuCabo Club** offers you a unique experience, all while enjoying our signature dining experience, or enjoy a memorable day at the pool.

[RESERVE NOW](#)



**A Magical Gateway**

Experience the ultimate atmosphere in Riviera Nayarit, where you can be fully immersed in the heart of Los Cabos. Discover the beauty of the world's most beautiful beaches, surrounded by lush vegetation, and your front desk and lobby are the most beautiful in the city.

[BOOK NOW](#)

# Top Performing METT Heatmaps

WoW METT featured “Member-Exclusive” in subject line, recommend member benefit callouts as a tag for ongoing subject line testing

CALA\_WoW\_Eng\_202207Oct

Module	% of Clicks	% of Revenue
Header	3.31%	33.33%
Hero	75.50%	42.12%
Wonder of Unwinding	9.37%	22.17%
Wonder of Indulgence	6.82%	2.38%
Wonders of Connection	3.76%	0.00%
Footer	1.23%	0.00

Luxury Mexico campaign featured impactful property imagery as well as “Never Before” SL verbiage

CALA\_LuxMex\_Eng\_202221Oct

Module	% of Clicks	% of Revenue
Header	5.92%	100.00%
Hero	39.04%	0.00%
W® Punta de Mita	12.96%	0.00%
JW Marriott® Los Cabos Beach Resort & Spa	19.84%	0.00%
The Ritz-Carlton®, Mexico City	4.48%	0.00%
The Haciendas, The Luxury Collection®.	15.20	0.00%
Footer	2.56%	0.00%

CALA\_AI\_Eng\_202207Oct

Module	% of Clicks	% of Revenue
Header	9.68%	0.00%
Hero	41.72%	100.00%
Riviera Nayarit	36.34%	0.00%
Footer	12.26%	0.00%

Read More CTA captured as many clicks as the hero, consider including as an alternative to learn more in additional campaigns

CALA\_LuxMex\_Spa\_202221Oct

Module	% of Clicks	% of Revenue
Header	23.96%	0.00%
Hero	42.01%	100.00%
The Ritz-Carlton®, Mexico City	17.71%	0.00%
Footer	16.32%	0.00%

# Testing & Optimization



# PCIQ Subject Line Performance Results

## Testing Observations:

- Emoji SL is consistently a low performer, recommend to introduce additional tags
- Highest open rate was from English language recipients followed by Spanish; recommend to begin trending top performers amongst individual languages and customizing by language
- FOMO is consistently a top performing SL recommend to include a FOMO + additional tags in upcoming month with ongoing offer content

Language	SL_ID	SL	Tag	UniqueOpenCount	DeliveredCount	Unique_Open_Rate
ENGLISH	SL01	Member-Exclusive Offers and Experiences Await...	(Direct)(Offer)	8,014	38,293	20.9%
ENGLISH	SL03	[Fname, ]Don't Miss Out on These Exclusive Offers	(Personalization)(FOMO)	7,774	37,919	20.5%
ENGLISH	SL02	Time is Running Out for These Member-Exclusive Offers ⌚	(Urgency)(Emoji)	7,757	37,941	20.4%
PORTUGUESE	SL03	[Fname, ]Não perca estas ofertas exclusivas para sócios	(Personalization)(FOMO)	4,183	25,773	16.2%
PORTUGUESE	SL01	Ofertas e experiências exclusivas para sócios aguardam...	(Direct)(Offer)	3,987	25,756	15.5%
PORTUGUESE	SL02	Não perca tempo, aproveite estas ofertas exclusivas para sócios ⌚	(Urgency)(Emoji)	3,946	26,041	15.2%
SPANISH	SL03	[Fname, ]No te pierdas estas ofertas exclusivas	(Personalization)(FOMO)	29,284	154,050	19.0%
SPANISH	SL02	Se acaba el tiempo de estas ofertas exclusivas para socios ⌚	(Urgency)(Emoji)	28,840	153,433	18.8%
SPANISH	SL01	Ofertas y experiencias exclusivas para socios te esperan...	(Direct)(Offer)	28,466	153,689	18.5%



# Actionable Insights & Next Steps

# Actionable Insights

- “Book Now” CTA with offers were top click catchers over more passive CTAs, recommend CTA test on upcoming offers
- Recommend to continue targeting US audiences with CALA travel preferences to increase engagement with METT campaigns
- Week of Wonders resend successfully drove additional activity and did not disengage members, consider continuing resend campaigns to support key business programs
- Two of the top METT campaigns featured “Never before” verbiage in the subject line, recommend to include in ongoing SL testing
- METT campaigns featuring strong property imagery continue to be top performers as well as METTs that include location and destination callouts in the subject line, recommend to incorporate learnings into additional destination solos
- WoW METT featured “Member-Exclusive” in subject line, recommend member benefit callouts as a tag for ongoing subject line testing
- Read More CTA captured as many clicks as the hero in CALA AI Eng METT, consider including as an alternative to learn more in additional campaigns
- Emoji SL is consistently a low performer, recommend to introduce additional tags
- Highest open rate was from English language recipients followed by Spanish; recommend to begin trending top performers amongst individual languages and customizing by language
- FOMO is consistently a top performing SL recommend to include a FOMO + additional tags in upcoming month with ongoing offer content

## Next Steps for November

- Resume targeting luxury US segments
- Regional navigation module
- B2B offer
- Targeted new openings module
- Luxury header included in lux version
- Suite style poll



Thank you!

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