CALA Quarterly Email Review
Q1 + April 2023

23 June 2023

MARRIOTT BONVOY®

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

JW MARRIOTT LOS CABOS BEACH RESORT & SPA, MEXICO

Meeting Agenda

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

Key Storylines

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Q1 Key Storylines

- Q1 had the highest deliveries of any quarter in all of 2022 which was impacted by more campaigns sent in February and March including METT campaigns, Promotional Solos and Partner emails

  - Q1 Global Promotion made up 18% of quarterly delivery volume and accounted for a large portion of the quarterly increase in deliveries

- CTR increased QoQ with strong January engagement leading the quarter and contributing to quarterly increase

  - January CTR of 1.27% was the second highest CTR in all of 2022 and 2023

- Unsubscribe rate was affected by higher unsubscribe rates from January MAU and Promotions category resulting in a slight increase QoQ

- Higher deliveries impacted click activity contributing to the YoY and QoQ revenue increases with Q1 '23 generating the highest revenue in a quarter compared to all of 2022

  - February and March revenue made up 76% of the Q1 revenue

  - APP POC in March was a strong performer generating $21K in revenue, recommend to continue leveraging mobile App as a booking mechanism

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April Key Storylines

- Global Promotion and App POC ended in April which lowered deliveries back to typical volume

- April engagement was up compared to the previous month with a CTR of 0.86% which was a +0.16 pt over March and the second highest CTR of 2023
  - Top performing campaigns for CTR in April were Destination solos (1.11%), MAU (0.78%) and Promotions (0.67%)
  - April Traveler Newsletter featured a City vs Outdoor Theme which resonated with CALA residents resulting in a 0.94% CTR which was the 4th highest CR in April of all campaigns, recommend to explore this theme for upcoming Destination Solos

- Unsubscribe rate remained below average from March to April at 0.17%

- Revenue remained strong from several categories included Core MAU, Promotions, METTs and Destination Solos
  - April Core MAU reintroduced the account module which positively impacted revenue

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Monthly Performance Summary

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Q1 2023 YoY Performance Overview

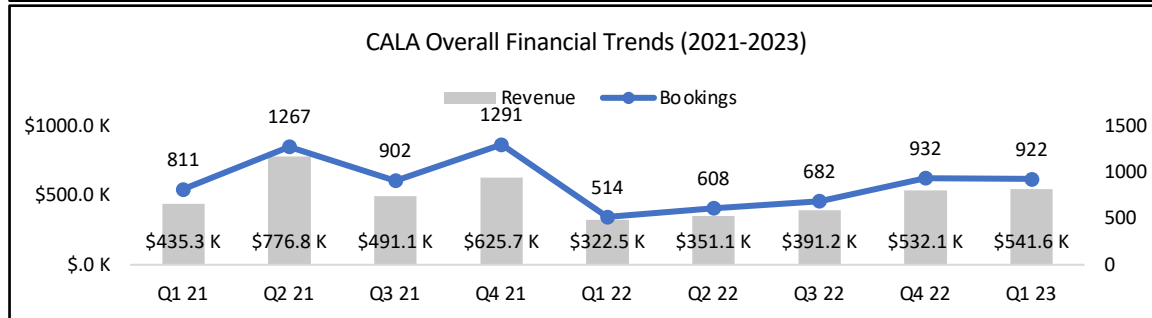|	
22.0K **Redemption + Earning** **Points Activity**	
20.4 M **Delivered Emails** +24.4% QoQ +82.9% YoY	**0.9%** **CTR** -0.04 pts. QoQ -0.20 pts YoY
0.19% **Unsub Rate** +0.02 pts. QoQ	**922** **Bookings** +1.4% QoQ +79.4% YoY
2.6 K **Room Nights** +1.5% QoQ -69.9% YoY	**$541.6 K** **Revenue** +9.7% QoQ +67.9% YoY

- Q1 deliveries were higher QoQ and YoY impacted by several key categories:
  - Promotions: 33% of Q1 deliveries with Q1 Global Promotion making up 15% of total Q1 deliveries
  - Partner campaigns: Cobrand, Acquisitions (6% of Q1 deliveries)

- Higher CTR QoQ heavily impacted by Destination Solos CTR in January (1.26%) and February (1.15%) as well as Partner and Engagement campaigns

- Unsubscribe rate remained near flat QoQ, higher unsubscribe rate in February influenced the slight increase overall
  - Unsubscribe rate data from March of 2022 was inconsistent impacting YoY comparisons

- Revenue higher YoY and QoQ driven by several key factors:
  - Q1 Global Promotion in Feb. and March was 28% of quarterly revenue
  - Significantly higher Destination Solo revenue performance in February, Destination Solos combined for 5% of total Q1 revenue
  - Honorable Mention: February Incent Redemption campaign generated $4k with a CTR of 6.1% indicating content resonated with CALA audiences, recommend to explore redemption opportunities in regional solos
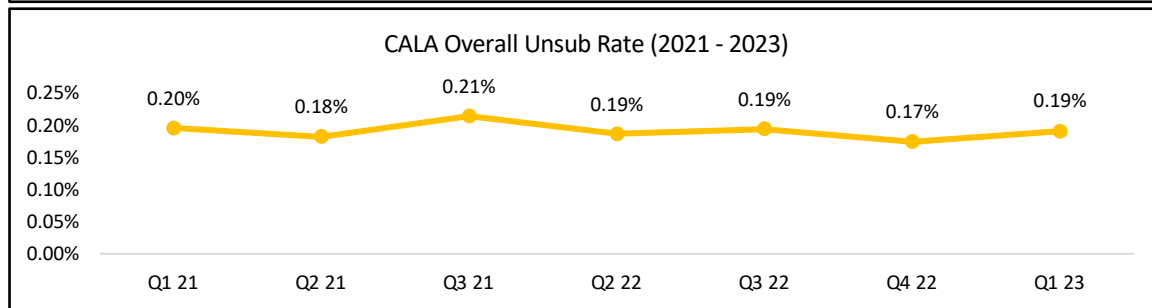
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Quarterly Engagement and Financial Trends

CALA Overall Engagement Trends (2021-2023)

Delivered — CTR

Quarter	Delivered	CTR
Q1 21	10.0 M	1.18%
Q2 21	9.5 M	1.30%
Q3 21	8.9 M	1.46%
Q4 21	15.9 M	1.04%
Q1 22	11.2 M	1.10%
Q2 22	13.2 M	1.22%
Q3 22	12.7 M	1.08%
Q4 22	16.4 M	0.86%
Q1 23	20.4 M	0.86%
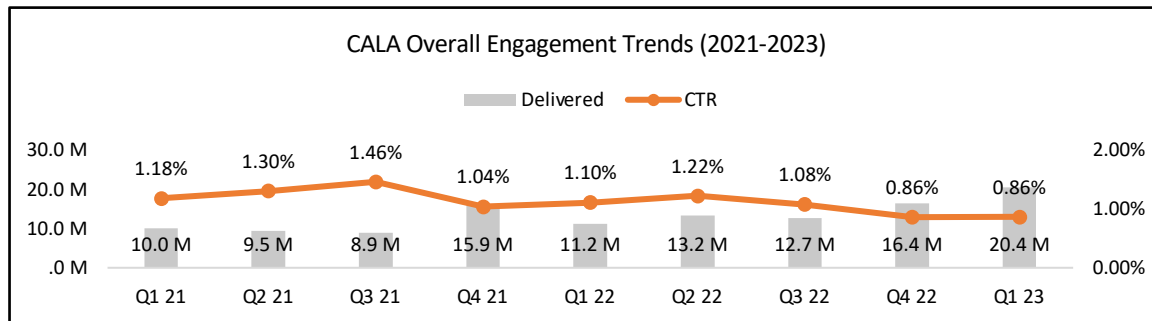
Consistent CTR QoQ with January having the highest CTR of the quarter

CALA Overall Financial Trends (2021-2023)

Revenue — Bookings

Quarter	Revenue	Bookings
Q1 21	$435.3 K	811
Q2 21	$776.8 K	1267
Q3 21	$491.1 K	902
Q4 21	$625.7 K	1291
Q1 22	$322.5 K	514
Q2 22	$351.1 K	608
Q3 22	$391.2 K	682
Q4 22	$532.1 K	932
Q1 23	$541.6 K	922

February and March revenue helped contribute to the highest month of revenue since Q4 '21

CALA Overall Unsub Rate (2021 - 2023)

Quarter	Unsub Rate
Q1 21	0.20%
Q2 21	0.18%
Q3 21	0.21%
Q2 22	0.19%
Q3 22	0.19%
Q4 22	0.17%
Q1 23	0.19%

Higher unsubscribe rate in Q1 impacted by February's 0.20% rate

Current YTD Goal Progress

- Destination Solo engagement for all audiences exceeded the new 2023 engagement goals

    - The CTR for January and February led overall quarterly engagement; W/O US audiences: January (1.26%) February (1.15%), with US Audiences January (1.32%) February (1.63%)

    - February Destination Solo for regions outside of CALA was 2.82% the highest CTR in all of '22 and '23

    - All Q1 months for audiences outside of CALA were above 1.0% and were above goal for CALA audiences in January and February

- METT engagement was lower in February and March which impacted overall CTR for both audiences

CTR Goals	Q1 '23	Goal	Q1 vs Goal
Destination Solo	1.28%	1.10%	+0.18pts
Destination Solo (CALA only)	1.08%	1.00%	+0.08 pts
METT	0.69%	1.00%	-0.31 pts
METT (CALA Only)	0.51%	1.00%	-0.49 pts

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April Performance Overview

- Deliveries returned to typical volumes with Global Promotion and App POC sends ending in March
  - Promotions in April included Buy Points which generated $31K from CALA residents which was 18% of monthly revenue

- CTR increased MoM led by a strong Destination Solo CTR of 1.1% which was the highest CTR from large mailings; Core MAU also experienced a lift contributing to CTR increase

- Less revenue MoM impacted by App POC and Global promotion combing for not being sent in April; together these campaigns combined for $82K in March
  - Several campaigns increased which made for a significantly smaller MoM change than the overall change in delivery volume including Core MAU, METTs and Destination Solos

Engagement	April '23*	MoM	vs. Avg
Delivered	4.4 M	-43.99%	-14.98%
Clicks	39.6 K	-30.84%	-22.89%
CTR	0.89%	+0.17 pts.	-0.09 pts.
Unsub Rate	0.17%	-0.01 pts.	-0.01 pts.

Financials	April '23*	MoM	vs. Avg
Bookings	258	-13.42%	-81.41%
Room Nights	843	-2.99%	-4.70%
Revenue	$168.7 K	-0.93%	-1.73%
Conversion	0.65%	+0.03 pts.	+0.03 pts.
Rev./Delivered	$0.04	7.08%	9.28%

Financial data source: Omniture 7-day cookie

*Glocal campaigns missing from April reporting

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April Goal Progress

- April Destination Solo engagement increased MoM for both audiences meeting the monthly engagement goal

- Several high-volume markets with high CTRs contributed to the monthly increase in Destination Solo including Chile (1.63%), Panama (1.67%) and Mexico US (1.44%)

- Engagement from METTs sent to CALA residents increased MoM while US audience engagement was down which impacted the combined audience CTR

- Significantly more METTs were sent to Europe with a combined CTR of 0.71%, Spanish AI to Spain had a 0.78% and UK AI had a CTR of 0.47%

| CTR Goals	April '23	Goal	April vs. Goal
Destination Solo	1.10%	1.10%	+0.00 pts.
Destination Solo (CALA only)	1.11%	1.00%	+0.11 pts.
METT	0.52%	1.00%	-0.48 pts.
METT (CALA Only)	0.60%	1.00%	-0.40 pts.

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Monthly Engagement and Financial Trends
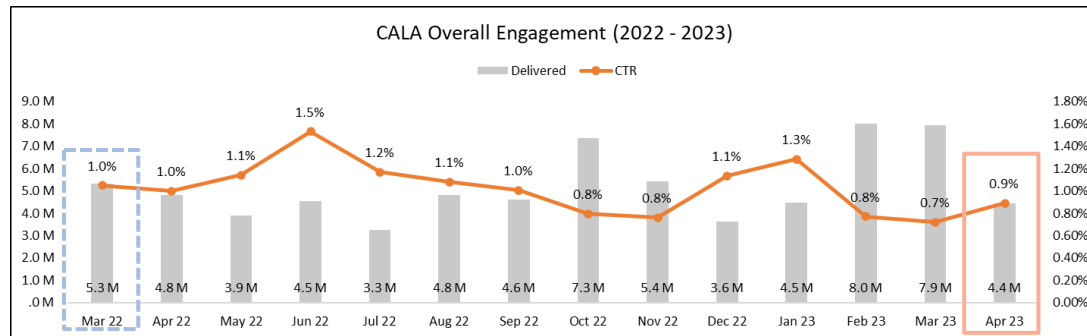
CTR increase in April led by strong performance from Destination Solo at 1.1% and MAU at 0.78%
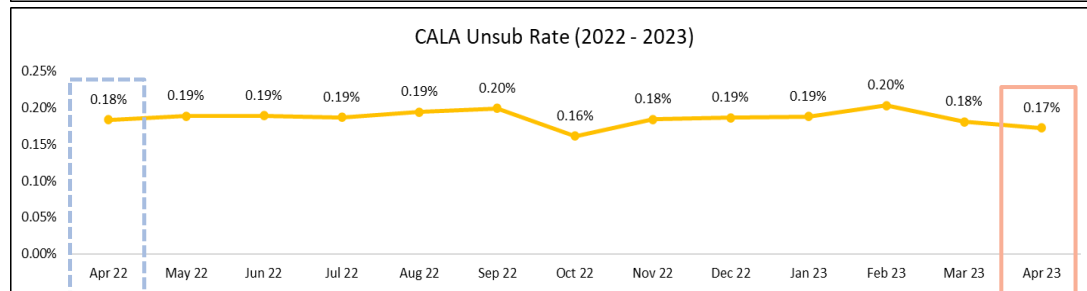
Positive unsubscribe rate trend continues in April impacted by low rates from Destination Solo and MAU
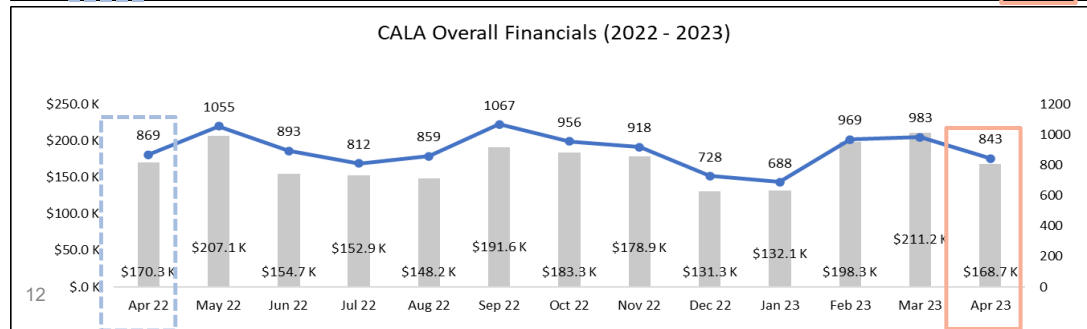
Comparable revenue YoY aligned with seasonal trends of less revenue in April following a strong Q1 for booking activity
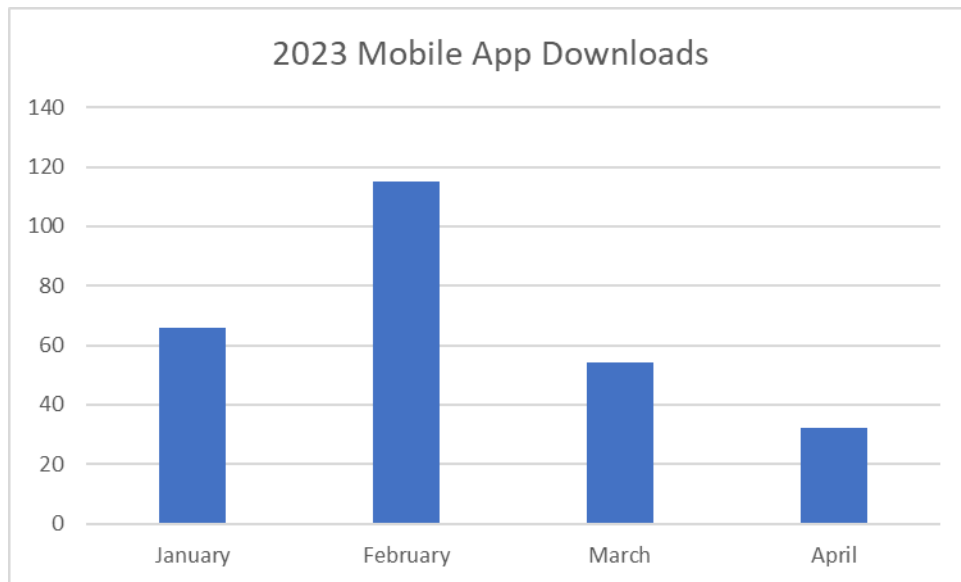
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Mexico Market Q1+April Performance

Q1 2023	Delivered	CTR	Revenue
January	**622,510**	**1.1%**	**$11,174.31**
MEXICO	455,380	1.0%	$2,718.49
MEXICO_ENG	140,672	1.4%	$7,545.82
MEXICO_US	26,458	1.5%	$910.00
February	**691,413**	**1.4%**	**$39,699.69**
MEXICO	447,277	0.8%	$2,321.00
MEXICO_ENG	143,768	2.9%	$13,066.61
MEXICO_ENG_LUX	66,959	1.9%	$19,993.48
MEXICO_LOCAL_ENG_LUX	2,204	1.5%	$0.00
MEXICO_LOCAL_SPA_LUX	7,068	1.7%	$1,049.00
MEXICO_SPA_LUX	811	1.5%	$0.00
MEXICO_US	23,326	1.5%	$3,269.60
March	**642,483**	**0.8%**	**$6,137.09**
MEXICO	470,033	0.7%	$2,142.66
MEXICO_ENG	145,710	0.9%	$3,550.52
MEXICO_US	26,740	1.2%	$443.92
Q1 23 Total	**1,956,406**	**1.1%**	**$57,011.09**
April	**633,858**	**0.9%**	**$9,586.48**
MEXICO	474,206	0.8%	$5,420.74
MEXICO_ENG	133,639	1.0%	$3,827.74
MEXICO_US	26,013	1.4%	$338.00

- Luxury versioning in February resulted in the quarters highest engagement

  - Highest engagement of the quarter came from the Mexico Eng nonlux version in February which generated more revenue than the overall larger Mexico version

  - Versioning improved engagement with both non-luxury and luxury audiences, recommend to leverage insights in ongoing nonluxury communications

- Mexico US in both luxury and nonluxury versions continues to be a top performer, recommend to continue to look for opportunities to optimize INL versions

- January and February historically lead the quarter and that trend continued in 2023, recommend to align key offers or objectives around this opportunity to generate revenue

- April engagement and revenue from combined markets increased led by Mexico audience which had a positive impact on overall CTR

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Quarterly Activity Higher Than Ongoing Quarterly Benchmark

- February activity led Q1 driven by engagement from the recent stayer group, recommend to continue exploring opportunities to acknowledge recent stays
- Recent activity module generated significantly more activity from members versus nonmembers, recommend to explore additional app benefits in mobile app banner
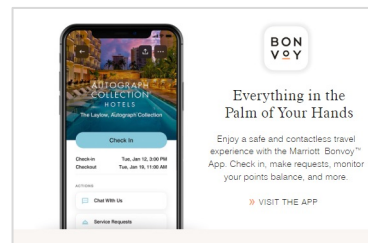- Less engagement in April impacted by high activity in content modules

2023 Activity

Thank you for your stay banner

Mobile App Download Module

January – April Creative

+12% vs Quarterly Benchmark of 209 downloads, April MoM -41%

Campaign Engagement

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Regional Campaigns

Destination Solo

CALA Loyalty

CALA Off-Folio

CALA Project Silk

CALA Escapes

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YTD 2023 Destination Solo
## Creative Examples

Jan.- Apr. Highlights:
- Introduced new PCIQ SL tag: Location
- Resort Getaway Hero in Jan.
- Property vs Lifestyle for All Inclusive module
- Global Promotion Hero in Feb.
- Resort credit offer
- 5-pack as the hero in March
- Enrollment offer messaging
- Destinations 5 pack as the hero in April
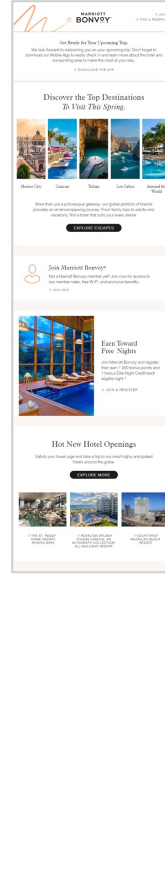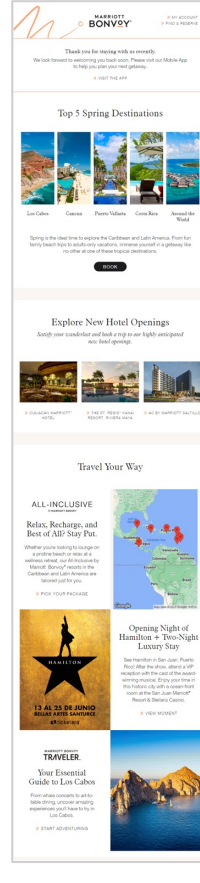- Dynamic All-Inclusive map module in April

Mexico
English
January
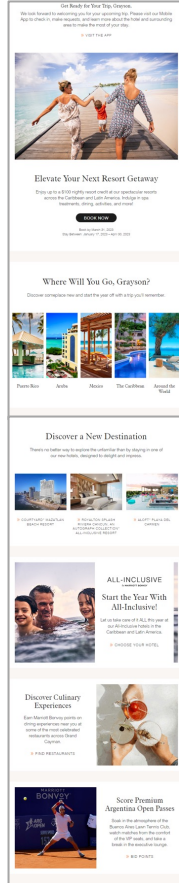
Mexico
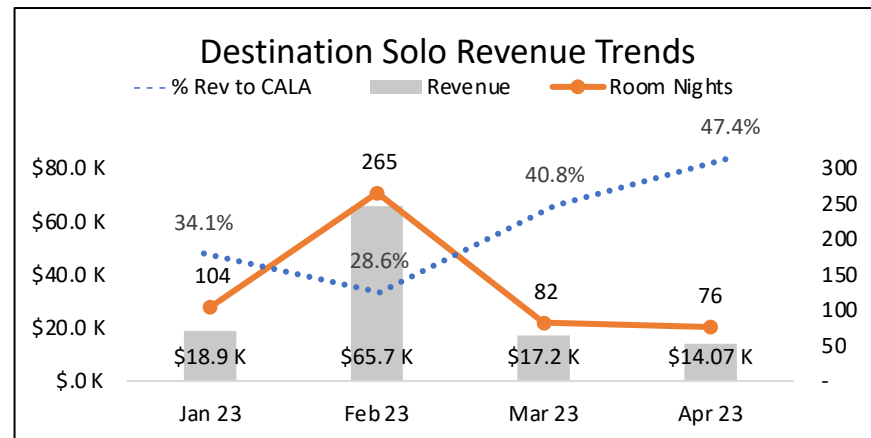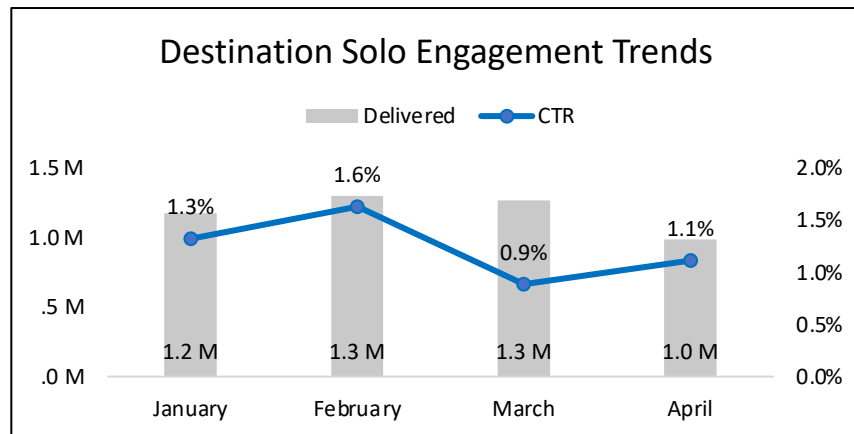*English*
February
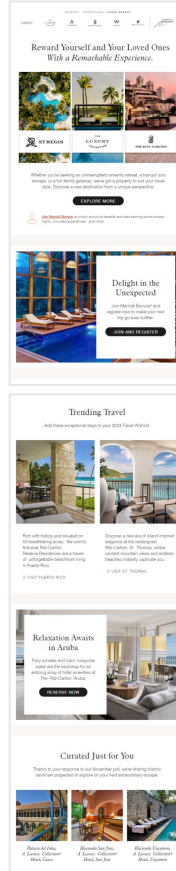
Mexico
English
March

Mexico
English
April

Destination Solo Performance Summary

- Higher click activity outpaced increase in deliveries in Q1 resulting in significantly higher CTR QoQ; February had the highest CTR in all of '22 and '23

- February click activity led the quarter contributed to the most by markets including Mexico Eng (2.92% CTR), Argentina (1.84% CTR) and Aruba (5.04% CTR)

  - 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

- Revenue was lower QoQ impacted by less revenue in January and March

  - Mexico Eng typically drives the largest share of revenue in both luxury and non lux versions but performs the best when versioned, recommend to evaluate frequency for luxury versioned content

- Overall April CTR increase driven by higher engagement from CALA audiences increasing from 0.84% to 1.13% which was higher than the combined US audience CTR

Destination Solo Engagement Trends

Destination Solo Revenue Trends
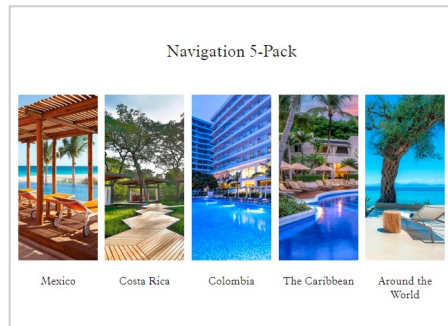
YTD Markets Performance

- Mexico English led the quarter in revenue contribution generating 24% of revenue with 12% of deliveries
- Engagement in Q1 for Mexico market, which makes up the largest share of deliveries, was consistently higher in Q1, recommend to continue targeting regional content including market specific catch-alls and continue to evaluate content that performs well across different markets

Market	Delivered	CTR	Bookings	Roomnights	Revenue	Rev/Del
Mexico	1,846,896	0.8%	73	31	$12,602.40	$0.01
Mexico English	563,789	1.6%	147	61	$27,990.87	$0.05
Brazil	544,350	1.0%	25	12	$6,235.66	$0.01
Puerto Rico	258,754	0.9%	51	23	$8,742.75	$0.03
Colombia	247,469	1.6%	18	8	$2,310.00	$0.01
Argentina	242,791	1.5%	8	3	$1,774.08	$0.01
Panama	168,684	1.7%	14	5	$1,975.39	$0.01
Peru	157,695	1.1%	8	2	$2,044.00	$0.01
Chile	139,214	1.6%	12	3	$2,769.47	$0.02
Aruba	113,219	3.3%	19	12	$3,956.00	$0.03
US Spanish	102,537	1.4%	30	10	$4,961.52	$0.05
Carribean LUX	84,959	2.0%	44	11	$12,434.10	$0.15
Costa Rica	69,136	2.5%	8	4	$1,447.00	$0.02
Mexico English LUX	66,959	1.9%	38	14	$19,993.48	$0.30
Ecuador	41,197	1.3%	2	1	$1,432.00	$0.03
Grand Cayman	21,579	2.9%	7	4	$1,773.00	$0.08

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Top 2023 Content: Hero, Destinations and Offers

January
Destinations Module

Navigation 5-Pack

Mexico · Costa Rica · Colombia · The Caribbean · Around the World

#1 Most Clicked

Mexico · Costa Rica · Colombia
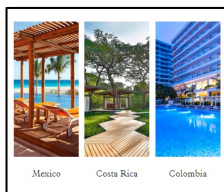
70% of Clicks
15% of Revenue

The Caribbean
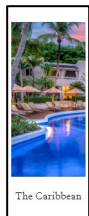
6% of Clicks
46% of Revenue

Around the World

16% of Clicks
39% of Revenue

February
Global Promotion

Delight in the Unexpected.
Earn Toward Free Nights.

Join Marriott Bonvoy and register: then earn 1,000 bonus points and 1 bonus Elite Night Credit each eligible night.*

JOIN AND REGISTER
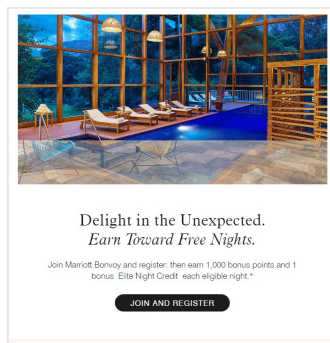
Non-luxury Version
Hero drove 88% of revenue (excluding header and footer)

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.

Palacio del Inka, A Luxury Collection® Hotel, Cusco

Hacienda San Jose, A Luxury Collection® Hotel, San Jose

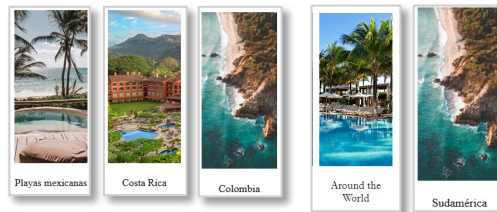*Hacienda Uayamon, A Luxury Collection® Hotel, Uayamon*
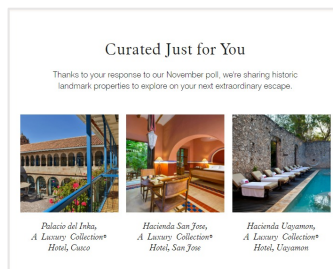
Luxury Version
65 % of revenue (excluding header and footer)

March
Destinations Module

Discover the Top Destinations
To Visit This Spring.

Mexico City · Cancun · Tulum · Los Cabos · Around the World

More than just a picturesque getaway, our global portfolio of brands provides an all-encompassing journey. From family trips to adults-only vacations, find a hotel that suits your every desire.

EXPLORE ESCAPES

Playas mexicanas · Costa Rica · Colombia

Top Clicked Destinations

Around the World · Sudamérica
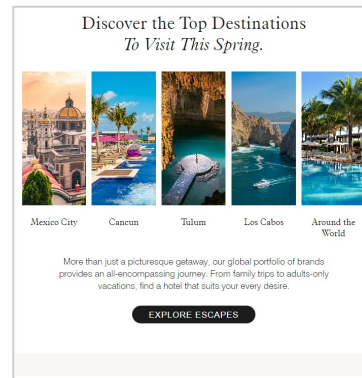
Top Revenue Destinations

April
Destinations Hero

Top 5 Spring Destinations

Los Cabos · Cancun · Puerto Vallarta · Costa Rica · Around the World

Spring is the ideal time to explore the Caribbean and Latin America. From fun family beach trips to adults-only vacations, immerse yourself in a getaway like no other at one of these tropical destinations.

BOOK

Costa Rica · Los Cabos

Top Clicked Destinations

Around the World
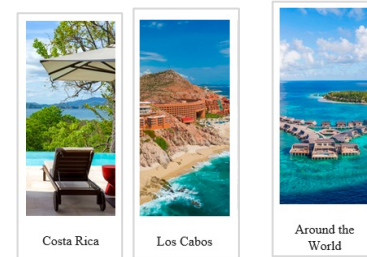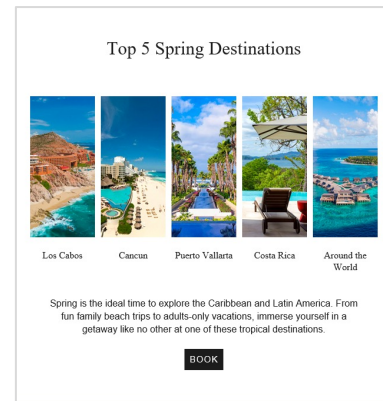
Top Revenue Destination

March Member Heat Map

- The Hero module (5 Navigation Bar) grabbed the most interest across all member markets
- The Global Promotion & Last Chance module was the second highest clicked module for most markets.
  - Market Information (Offer/Moments or Traveler Articles) was second within Costa Rica, Brazil, Puerto Rico and Turks Caicos

Modules / % of Clicks	Argentina	Aruba	Brazil	Chile	Colombia	Costa Rica	Mexico	Mexico English	US Spanish	Peru	Puerto Rico	Turks Caicos	Grand Total
Header	5.68%	3.68%	10.92%	8.49%	5.74%	4.89%	10.06%	7.07%	11.36%	4.57%	7.18%	6.25%	7.89%
Upcoming/Recent Stay	0.75%	1.84%	0.79%	0.75%	0.64%	0.85%	0.70%	2.53%	1.77%	0.32%	1.46%	0.00%	1.04%
Hero – 5 Navigation	68.54%	67.50%	45.00%	63.19%	72.16%	75.32%	57.69%	47.19%	61.36%	71.92%	52.79%	25.00%	59.62%
Member Module	0.29%	0.00%	0.20%	0.45%	0.43%	0.21%	0.30%	0.00%	0.25%	0.79%	0.00%	0.00%	0.25%
GloPro / Last Chance	2.84%	8.88%	4.96%	2.38%	3.08%	3.19%	3.27%	15.08%	3.54%	4.57%	9.84%	12.50%	5.40%
Openings	3.42%	3.79%	0.00%	3.58%	3.83%	1.49%	5.25%	7.72%	3.54%	2.21%	4.92%	6.25%	4.05%
All Inclusive	3.01%	6.39%	7.08%	4.77%	2.66%	2.77%	2.71%	7.72%	3.28%	3.79%	7.18%	6.25%	4.44%
Market Information	1.39%	4.66%	9.60%	1.79%	1.49%	4.04%	2.06%	7.07%	1.52%	2.05%	10.24%	18.75%	4.00%
F1	2.32%	1.19%	0.00%	2.68%	1.59%	1.28%	2.56%	1.37%	3.28%	0.95%	1.73%	0.00%	1.81%
App	0.41%	0.00%	1.13%	0.89%	0.43%	1.06%	0.63%	0.29%	0.76%	0.32%	0.13%	0.00%	0.55%
Footer	11.36%	2.06%	20.32%	11.03%	7.97%	4.89%	14.76%	3.97%	9.34%	8.52%	4.52%	25.00%	10.93%
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%	100.00%

March Nonmember Heatmap

- Hero continued to be the top clicked module for nonmember markets as well
- The second highest clicked module for nonmember markets was Market Information (Offer/Moments or Traveler Articles)
  - New Openings grabbed interest within certain nonmember markets as the second highest clicked module for Argentina, Chile, Colombia and Mexico

Modules / % of Clicks	Argentina	Aruba	Brazil	Chile	Colombia	Costa Rica	Mexico	Mexico English	Peru	Puerto Rico	Turks Caicos	Grand Total
Header	6.64%	7.50%	12.45%	0.00%	9.09%	0.00%	6.90%	5.34%	0.00%	5.50%	0.00%	7.28%
Upcoming/Recent Stay	0.39%	2.50%	2.56%	0.00%	0.00%	0.00%	0.62%	0.36%	0.00%	0.92%	0.00%	0.88%
Hero – 5 Navigation	53.13%	70.00%	38.10%	50.00%	63.64%	70.00%	50.25%	40.57%	85.71%	61.47%	100.00%	48.79%
Join Marriot Bonvoy	1.56%	2.50%	1.83%	0.00%	0.00%	0.00%	1.97%	2.14%	0.00%	1.83%	0.00%	1.88%
GloPro / Last Chance	0.78%	0.00%	1.83%	0.00%	9.09%	0.00%	2.59%	2.14%	14.29%	0.92%	0.00%	2.04%
Openings	3.13%	2.50%	0.00%	25.00%	9.09%	0.00%	3.08%	2.49%	0.00%	3.67%	0.00%	2.70%
All Inclusive	1.17%	5.00%	4.40%	16.67%	0.00%	0.00%	1.23%	2.85%	0.00%	1.83%	0.00%	2.15%
Market Information	1.56%	0.00%	4.76%	0.00%	9.09%	10.00%	2.46%	4.63%	0.00%	5.50%	0.00%	3.20%
F1	1.95%	0.00%	0.00%	0.00%	0.00%	0.00%	1.48%	0.71%	0.00%	0.00%	0.00%	1.05%
App	0.78%	0.00%	1.10%	0.00%	0.00%	0.00%	0.62%	0.00%	0.00%	0.00%	0.00%	0.55%
Footer	28.91%	10.00%	32.97%	8.33%	0.00%	20.00%	28.82%	38.79%	0.00%	18.35%	0.00%	29.47%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

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April Member Heatmap

- Hero navigation 5-pack captured 71% of engagement from members and over 80% with some markets, recommend to continue to try additional high performing module treatments in the hero to lift engagement
  - 5-pack treatment represents an opportunity to lift engagement in other modules and support additional initiatives, recommend to look for opportunities to use the multi-pack treatment for other content
- New hotel openings was the second highest performing module which is a consistent engagement pattern

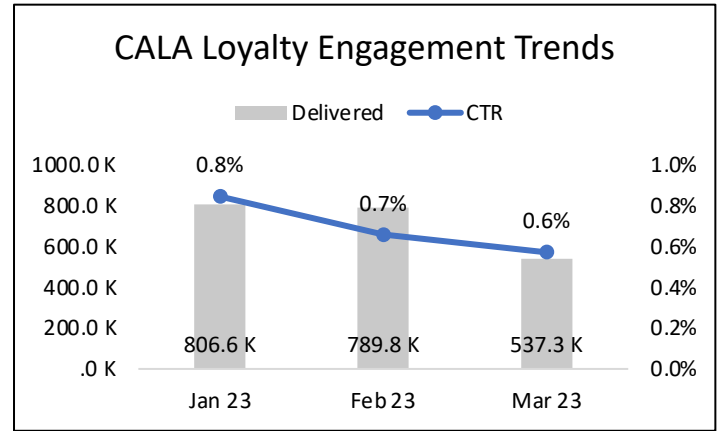| Modules / % of Clicks	Bermuda	Chile	Colombia	Costa Rica	Grand Cayman	Mexico	Mexico Eng	Mexico US	Panama	Paraguay	Peru	Puerto Rico	Grand Total
Header	12.0%	3.8%	4.1%	5.1%	13.9%	12.2%	13.1%	9.2%	8.3%	3.9%	5.6%	10.0%	9.1%
Upcoming/Recent Stay	0.0%	0.0%	0.5%	0.3%	0.0%	0.9%	1.1%	1.0%	0.1%	0.2%	0.1%	1.0%	0.6%
Hero - 5 Pack	72.0%	79.3%	80.8%	86.1%	67.4%	61.9%	67.2%	71.8%	74.7%	82.3%	74.6%	71.1%	70.9%
Member Module	0.0%	0.1%	0.2%	0.9%	0.0%	0.5%	0.0%	0.0%	0.7%	0.2%	0.4%	0.0%	0.3%
New Hotel Openings	4.0%	2.7%	2.0%	0.1%	4.3%	6.1%	5.0%	3.0%	2.3%	1.9%	3.9%	3.7%	4.0%
Offers	12.0%	7.0%	5.8%	3.8%	10.7%	6.3%	8.4%	6.2%	6.3%	4.3%	9.2%	11.4%	6.9%
App	0.0%	0.6%	0.7%	0.0%	0.0%	1.0%	0.3%	1.0%	0.6%	0.0%	0.4%	0.2%	0.6%
Footer	0.0%	6.6%	5.9%	3.8%	3.7%	11.2%	5.0%	7.8%	7.0%	7.1%	5.6%	2.6%	7.5%
Grand Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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April Nonmember Heatmap

- While the hero 5-pack was the top clicked module for nonmembers as well as members the overall share was less with nonmembers
  - Greater share of engagement went to the offer content with nonmembers, recommend to leverage this insight to highlight offers as a member benefit to nonmembers

Modules / % of Clicks	Bermuda	Chile	Colombia	Costa Rica	Grand Cayman	Mexico	Mexico Eng	Panama	Paraguay	Peru	Puerto Rico	Grand Total
Header	100.0%	0.0%	28.6%	0.0%	22.7%	16.5%	7.1%	6.3%	5.6%	0.0%	16.0%	12.2%
Upcoming/Recent Stay	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	1.5%	0.4%	0.0%	0.0%	0.4%	0.5%
Hero - 5 Pack	0.0%	55.0%	57.1%	95.7%	59.1%	52.0%	49.2%	65.4%	76.7%	100.0%	66.0%	57.0%
Member Module	0.0%	5.0%	0.0%	0.0%	4.5%	2.0%	2.0%	0.4%	0.9%	0.0%	0.7%	1.6%
New Hotel Openings	0.0%	10.0%	7.1%	0.0%	0.0%	3.8%	4.3%	3.7%	3.7%	0.0%	0.0%	3.5%
Offers	0.0%	5.0%	0.0%	4.3%	4.5%	4.7%	6.5%	5.2%	3.7%	0.0%	3.7%	4.9%
App	0.0%	0.0%	7.1%	0.0%	0.0%	1.4%	0.4%	1.1%	1.9%	0.0%	0.0%	1.0%
Footer	0.0%	25.0%	0.0%	0.0%	9.1%	19.3%	29.1%	17.5%	7.4%	0.0%	13.1%	19.2%
Grand Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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CALA Loyalty Performance Summary

- CALA Loyalty Global Local campaign kicked off in 2023 to highlights Loyalty information such as Moments, partnerships, Cobrand and MB Education within CALA markets to inspire individuals to plan a trip in paradise.

- Top content throughout Q1 has included member benefits content, All-Inclusive content and the Mother's Day module in Match; recommend to lean into regional holidays when available if offers/sales exist and continue to use loyalty campaigns to highlight loyalty benefits

- CTR for Loyalty campaigns in Q1 was 0.18 pts lower than the combined CTR, recommend to incorporate insights from other regional solos and METT campaigns into Glocal campaigns including:

  - Property imagery for Hero Imagery

  - All-inclusive focus when available

  - Destination or property focused modules and subject lines

- Consistent with other regional Solos February was the strongest month for revenue in Q1

March Creative Example

CALA Loyalty Engagement Trends

Delivered — CTR

	Jan 23	Feb 23	Mar 23
Delivered	806.6 K	789.8 K	537.3 K
CTR	0.8%	0.7%	0.6%

CALA Loyalty Revenue Trends

- - - % Rev to CALA   Revenue   — Room Nights

	Jan 23	Feb 23	Mar 23
Revenue		$22.16 K	$4.67 K
Room Nights		119	26
% Rev to CALA		29.63%	57.37%

25
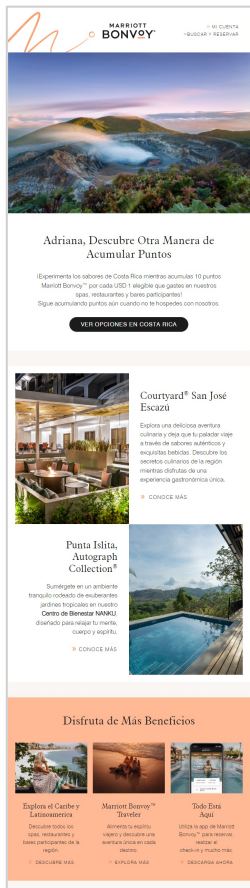
CALA Off-Folio Performance Summary

- CALA Off-Folio campaigns launched throughout Q1 highlighting the Off-folio program and restaurants participating at our CALA destinations

- CTR for Q1 Off-folio campaigns were equal to the Glocal campaign engagement average of 0.7%

- Top clicked module in March was the hero which highlighted ways to accumulate points

  - Points messaging performs well in Off-folio, recommend to continue leveraging redemption/earning messaging in the hero and offers when available

March Creative Example

CALA Off-Folio Engagement Trends

Delivered — CTR

	Mar 22	Jun 22	Oct 22	Jan 23	Mar 23
CTR	3.3%	0.7%	0.6%	0.7%	0.7%
Delivered	18.4 K	424.3 K	471.2 K	117.3 K	114.4 K

CALA Off-Folio Financial Trends

Revenue — Room Nights

	Mar 22	Jun 22	Oct 22	Jan 23	Mar 23
Room Nights	82	30	39		6
Revenue	$5.6 K	$5.4 K	$4.5 K		$2.0 K

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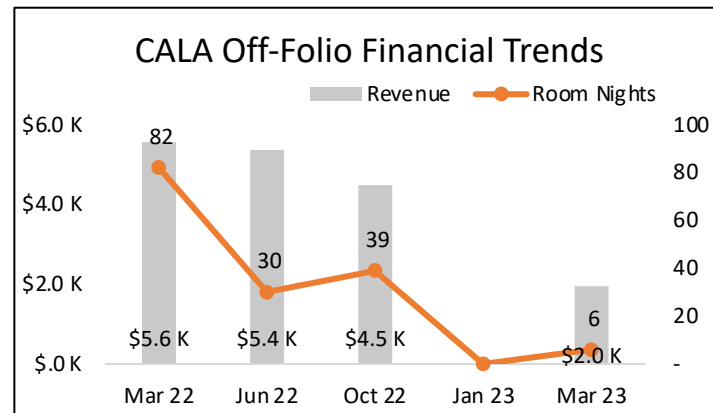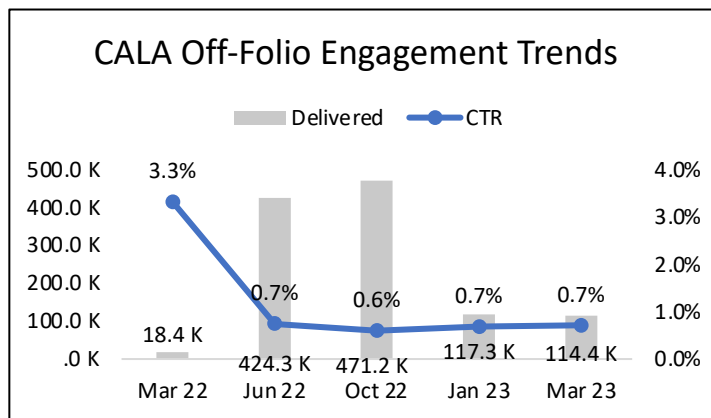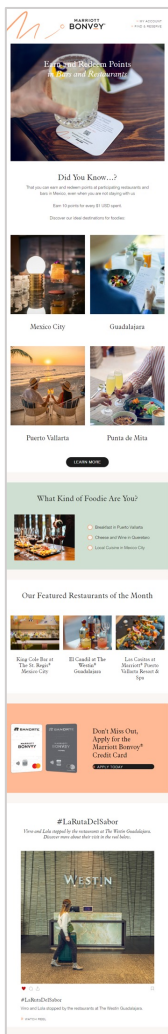
CALA Project Silk Performance Summary

- The February Project Silk campaign highlights the Project Silk Mexico program, showcasing monthly restaurants and bars to inspire individuals to earn and redeem points at participating Mexico venues

- February '23 had the highest CTR in the past 12 months with consistent seasonal patterns to other Glocal campaigns where Q1 features several of the highest engagement months of the year

- Mexico City grid item was the top clicked module followed by the general box in the grid content aligned with domestic engagement trends for Mexico markets, recommend to continue promoting domestic opportunities in Glocal and Destination Solos

- Revenue increased significantly with the deployment in February

  - Local campaigns to Mexico featuring regional dining opportunities engaged readers and drove revenue, this pattern was consistent with other Glocal campaigns targeted to Mexico with other localization tactics, recommend to explore opportunities to include localized program information

CALA Project Silk Engagement Trends

Delivered — CTR

	Mar 22	May 22	Feb 23
CTR	0.5%	0.7%	0.8%
Delivered	602.3 K	39.7 K	394.7 K

CALA Project Silk Revenue Trends

Revenue — Room Nights

	Mar 22	May 22	Feb 23
Room Nights	361	4	31
Revenue	$3.61 K	$1.50 K	$7.63 K

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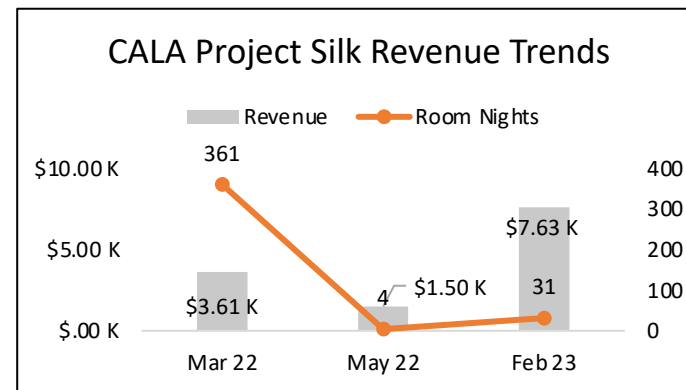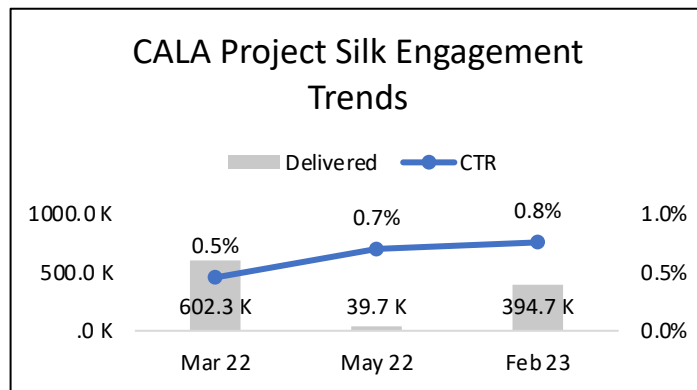
CALA Escapes Performance Summary

- Throughout 2023 CALA Escapes has consistently performed above the average CTR for CALA campaigns with March having the highest CTR of all Regional and Glocal campaigns

- Similar to the destination solo navigation module the explore destinations catch all was the second top clicked CTA within the module behind only Peru

  - Top destinations include Peru, Argentina, Ecuador and the Caribbean

- Recommend to explore adding in the search bar from other Escapes campaigns as well as testing deep navigation links versus the AEM main site aligned with the larger ongoing Escapes testing
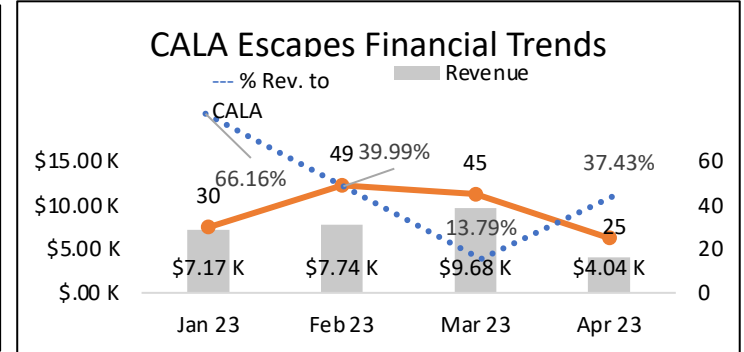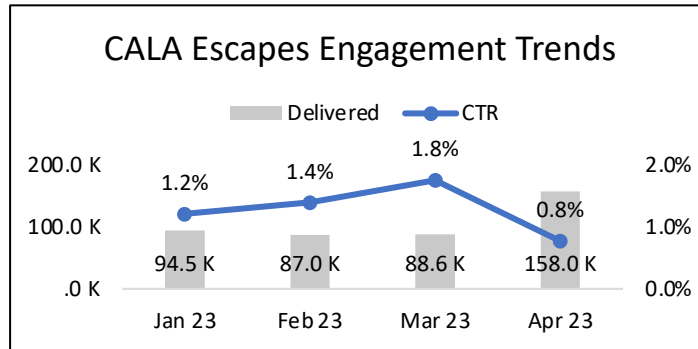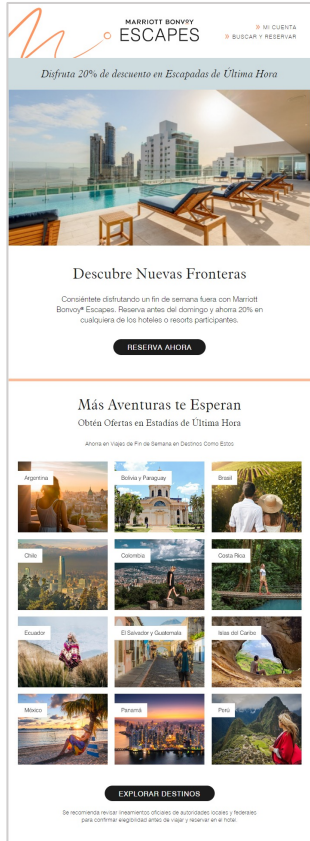
April Escapes Creative Example

CALA Escapes Engagement Trends

Delivered ——●—— CTR

	Jan 23	Feb 23	Mar 23	Apr 23
CTR	1.2%	1.4%	1.8%	0.8%
Delivered	94.5 K	87.0 K	88.6 K	158.0 K

CALA Escapes Financial Trends

--- % Rev. to CALA   Revenue

	Jan 23	Feb 23	Mar 23	Apr 23
% Rev. to CALA	66.16%	39.99%	13.79%	37.43%
Orange line	30	49	45	25
Revenue	$7.17 K	$7.74 K	$9.68 K	$4.04 K

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METT Emails

Positive engagement lift QoQ

- METT engagement varied throughout Q1 peaking in January with several high CTR campaigns and then recovered in March after a decline in February
  - 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
  - February CTR declined with lower CTRs from all major METT campaigns, recommend to incorporate learnings from Destination Solo into METT campaigns
- Revenue trended up throughout the quarter with March making up 60% of total revenue
  - Deliveries increased significantly in March resulting in more engagement and revenue
  - CALA All Inclusive made up over 50% of March revenue, recommend to evaluate an All-Inclusive themed Destination Solo or regional solo

METT Engagement Trends

Delivered / CTR

	Jan 23	Feb 23	Mar 23	Apr 23
CTR	0.9%	0.5%	0.7%	0.5%
Delivered	599.3 K	533.5 K	1.2 M	681.3 K

METT Financial Trends

% Rev to CALA / Revenue / Room Nights

	Jan 23	Feb 23	Mar 23	Apr 23
% Rev to CALA	58.03%	34.79%	75.67%	59.53%
Room Nights	47	98	131	107
Revenue	$14.8 K	$20.5 K	$54.2 K	$15.54 K

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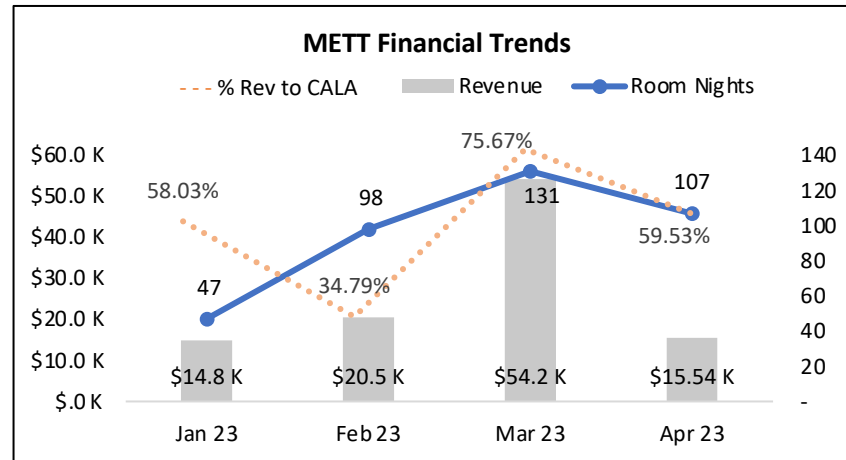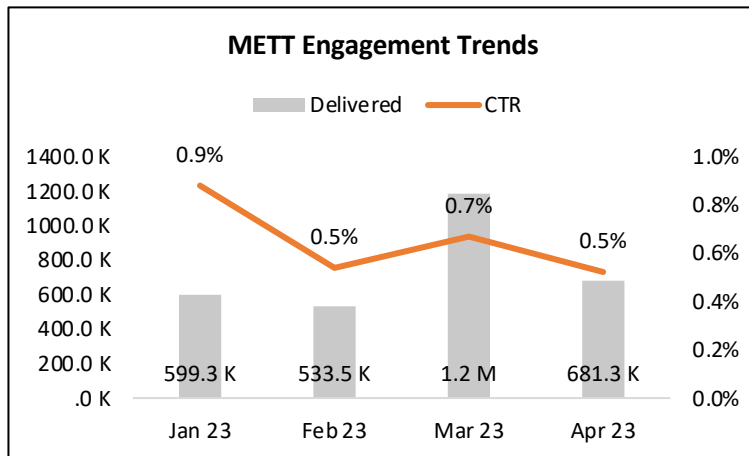
Top Performing METTs: YTD '23

February: Highest CTR + Low Unsub

CALA_Caribbean_Eng_Feb202023

Subject Line: A Well-Deserved Caribbean Getaway

January: High Engagement and Revenue

CALA_Aruba_US_Eng_2023Jan6

Subject Line: Soak up the Sun This Winter in Aruba

March: Highest Revenue

CALA_AI1_Eng_2023Mar03

Subject Line: A Marvelous Resort Escape Awaits You

March METT Performance Summary

- March attributed revenue back to CALA was 76% which led the quarter and was impacted by the focus of METT campaigns in March

- All-Inclusive campaign highlights the value of resort and all-inclusive content to specifically drive revenue back to CALA properties, recommend to lean into this tactic when considering which regions or properties to promote

Campaign Name	Sent	Delivered	Bounced	Bounce Rate	Clicks	CTR	Bookings	Room Nights	Revenue	Rev/Delv	% of Rev to CALA
CALA_Mex_Eng_2023Mar24	164,070	163,802	268	0.16%	1,713	1.0%	10	23	$5,439.01	$0.03	53.9%
CALA_BRA_Por_2023Mar24	144,058	141,272	2,786	1.93%	536	0.4%	0	0	$0.00	$0.00	
CALA_MexCity_Eng_2023Mar24	129,106	128,733	373	0.29%	406	0.3%	8	11	$680.72	$0.01	
CALA_AI1_Eng_2023Mar03	100,841	100,692	149	0.15%	1,327	1.3%	9	28	$37,419.20	$0.37	96.3%
CALA_STTRZ_Eng_2023Mar24	99,803	99,450	353	0.35%	943	0.9%	0	0	$0.00	$0.00	
CALA_Moments_EN_2023Mar03	92,939	92,757	182	0.20%	404	0.4%	4	7	$542.00	$0.01	
CALA_Mex_Spa_2023Mar24	84,611	83,566	1,045	1.24%	420	0.5%	1	3	$517.00	$0.01	100%
CALA_Mex_Lux_Eng_2023Mar03	58,279	58,165	114	0.20%	178	0.3%	2	2	$145.00	$0.00	
CALA_AI2_US_Eng_2023Mar03	50,274	50,190	84	0.17%	332	0.7%	2	3	$241.00	$0.00	
CALA_Port1_2023Mar10	44,196	43,734	462	1.05%	265	0.6%	4	13	$1,667.04	$0.04	61.1%
CALA_CASA_Eng_2023Mar10	42,362	42,219	143	0.34%	88	0.2%	2	5	$688.00	$0.02	
CALA_Caribbean_Eng_2023Mar10	37,616	37,570	46	0.12%	367	1.0%	5	13	$1,581.50	$0.04	
CALA_CASA_Spa_2023Mar10	36,684	36,522	162	0.44%	328	0.9%	3	6	$1,302.74	$0.04	41.6%
CALA_SpringLux_Eng_2023Mar10	36,677	36,633	44	0.12%	349	1.0%	4	5	$723.00	$0.02	
CALA_Mex_Spa_2023Mar10	36,156	35,847	309	0.85%	229	0.6%	3	12	$3,300.40	$0.09	0.5%
CALA_Mex_Eng_2023Mar10	35,780	35,650	130	0.36%	64	0.2%	0	0	$0.00	$0.00	

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April METT Performance Summary

- April METT campaigns resulted in the third highest month of revenue back to CALA with the highest revenue driver (CALA Eng) capturing 69% of revenue back to CALA

- Since its introduction the CARICOM campaign continues to be a top performing campaign exceeding the engagement goal of 1.0% by 0.1 pts.

Campaign Name	Sent	Delivered	Bounced	Bounce Rate	Clicks	CTR	Bookings	Room Nights	Revenue	Rev/Delv	% of Rev to CALA
CALA_Car_Eng_2023Apr21v2	67203	67053	150	0.22%	623	0.9%	7	10	$1,745.00	$0.03	37.8%
CALA_AI_Sp_Spa_2023Apr7	66674	66029	645	0.97%	516	0.8%	1	1	$157.13	$0.00	
CALA_Eng_2023Apr21	62908	62716	192	0.31%	228	0.4%	6	21	$4,873.81	$0.08	69.4%
CALA_MEX_Spa_2023Apr28	58079	56716	1363	2.35%	180	0.3%	5	34	$2,301.00	$0.04	89.4%
CALA_Nmex_Eng_2023Apr21	56651	56441	210	0.37%	70	0.1%	0	0	$0.00	$0.00	
CALA_CASA_Eng_2023Apr21	55173	54909	264	0.48%	86	0.2%	0	0	$0.00	$0.00	
CALA_PTY_Eng_2023Apr7	50247	50110	137	0.27%	203	0.4%	4	6	$897.00	$0.02	15.1%
CALA_Peru_Spa_2023Apr21	49731	48352	1379	2.77%	351	0.7%	3	10	$2,007.72	$0.04	35.1%
CALA_CASA_Spa_2023Apr7	47493	46530	963	2.03%	158	0.3%	7	16	$2,700.30	$0.06	58.7%
CALA_Colombia_Spa_2023Apr28	47692	46222	1470	3.08%	300	0.6%	3	5	$673.60	$0.01	100%
CALA_AI_CARICOM_2023Apr28	47160	45092	2068	4.39%	498	1.1%	1	1	$132.00	$0.00	
CALA_PTY_Spa_2023Apr7	33909	32964	945	2.79%	170	0.5%	1	3	$57.00	$0.00	100%
CALA_CUNLA_Eng_2023Apr28	28721	28614	107	0.37%	87	0.3%	0	0	$0.00	$0.00	
CALA_AI_UK_Eng_2023Apr7	19656	19529	127	0.65%	91	0.5%	0	0	$0.00	$0.00	

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Testing & Optimization

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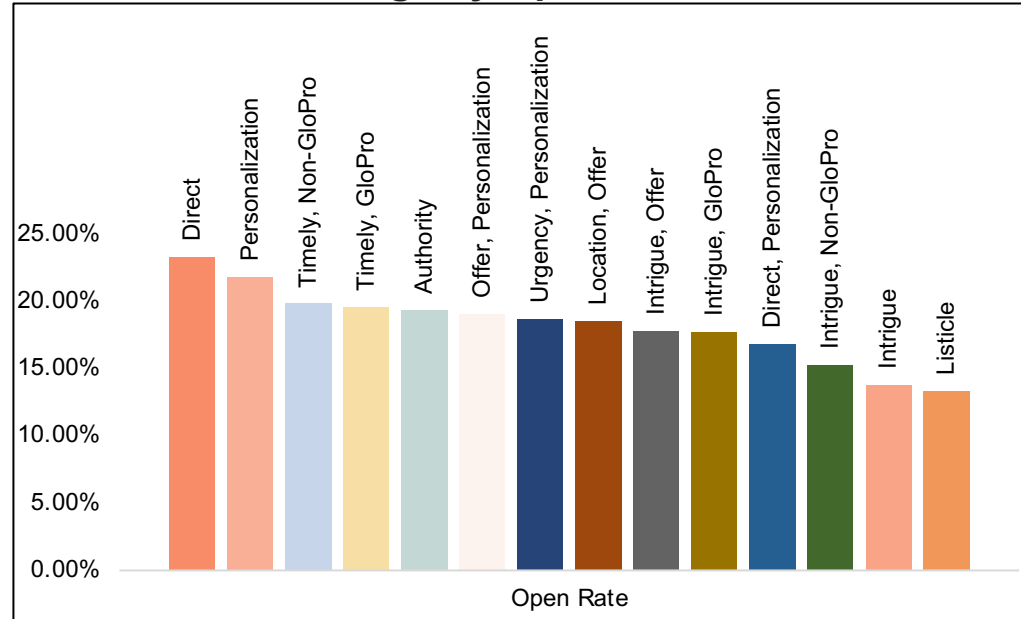# Q1 2023 PCIQ Subject Line Performance Results

Testing Observations:

- Introducing the new PCIQ segments Luxury, Holdout and Non-Holdout drew in more interest to Spanish and English speakers to open the email (average open rate increase +0.94 pts. MoM). Continue testing these new segments and introduce the segments to the Portuguese audience to create a more personalized experience for the Bonvoy members. (Whenever glopro is in market)
- Direct and personalization tags performed the best in the Luxury segment, the only one that included the tags. Recommend to continue including direct tags in additional regional solos to see if Holdout and Non-Holdout provide the same response.
- Offer stands strong amongst Portuguese speakers but not as strong as Non-GloPro and tags do not feature offers amongst English and Spanish members. Recommend to pivot away from offers for English and Spanish member and instead introduce more Direct & Personalization tags.
- Direct is a top performer with English audiences throughout the quarter, recommend to continue including direct tags
- Listicle and Intrigue are not strong performers alone. Recommend to pair these tags with stronger performers to see if Open Rate increases.
- Include top performing tags such as timely, Direct, Personalization in subject lines more frequently to see if performance still stands.
- Intrigue and Listicle are lower performers even when paired with other tags.
- The top performing tags include a pairing with personalization. Recommend to continue including personalization with tags.

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PCIQ Subject Line Performance Results - English

- Direct is a top performer with English audiences throughout the quarter, recommend to continue including direct tags
- Listicle and Intrigue are not strong performers alone. Recommend to pair these tags with stronger performers to see if Open Rate increases.

Q1 23 – English Tags	Opens	Delivered	Open Rate	Delivery%
Direct	5,974	25,659	23.28%	5.66%
Personalization	5,587	25,658	21.77%	5.66%
Timely, Non-GloPro	288	1,452	19.83%	0.32%
Timely, GloPro	6,482	33,064	19.60%	7.29%
Authority	4,983	25,731	19.37%	5.67%
Offer, Personalization	6,498	34,066	19.07%	7.51%
Urgency, Personalization	6,385	34,202	18.67%	7.54%
Location, Offer	6,329	34,169	18.52%	7.53%
Intrigue, Offer	6,122	34,414	17.79%	7.59%
Intrigue, GloPro	5,858	33,072	17.71%	7.29%
Direct, Personalization	13,321	79,161	16.83%	17.46%
Intrigue, Non-GloPro	214	1,401	15.27%	0.31%
Intrigue	6,298	45,680	13.79%	10.07%
Listicle	6,117	45,780	13.36%	10.09%

Tags by Open Rate

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PCIQ Subject Line Performance Results - Spanish

- Include top performing tags such as timely, Direct, Personalization in subject lines more frequently to see if performance still stands.
- Intrigue and Listicle are lower performers even when paired with other tags.

Q1 23 - Spanish	Opens	Delivered	Open Rate	Delivery%
Timely, Non-GloPro	2,180	10,060	21.67%	0.87%
Direct	289	1,340	21.57%	0.12%
Personalization	266	1,284	20.72%	0.11%
Authority	266	1,291	20.60%	0.11%
Offer, Personalization	17,521	90,453	19.37%	7.86%
Intrigue, Non-GloPro	1,943	10,109	19.22%	0.88%
Direct, Personalization	45,160	254,551	17.74%	22.13%
Timely, GloPro	20,985	118,602	17.69%	10.31%
Location, Offer	15,976	90,575	17.64%	7.87%
Intrigue, Offer	15,971	90,933	17.56%	7.91%
Urgency, Personalization	15,686	91,275	17.19%	7.94%
Listicle	22,879	135,238	16.92%	11.76%
Intrigue	22,566	134,691	16.75%	11.71%
Intrigue, GloPro	19,596	119,854	16.35%	10.42%

Tags by Open Rate

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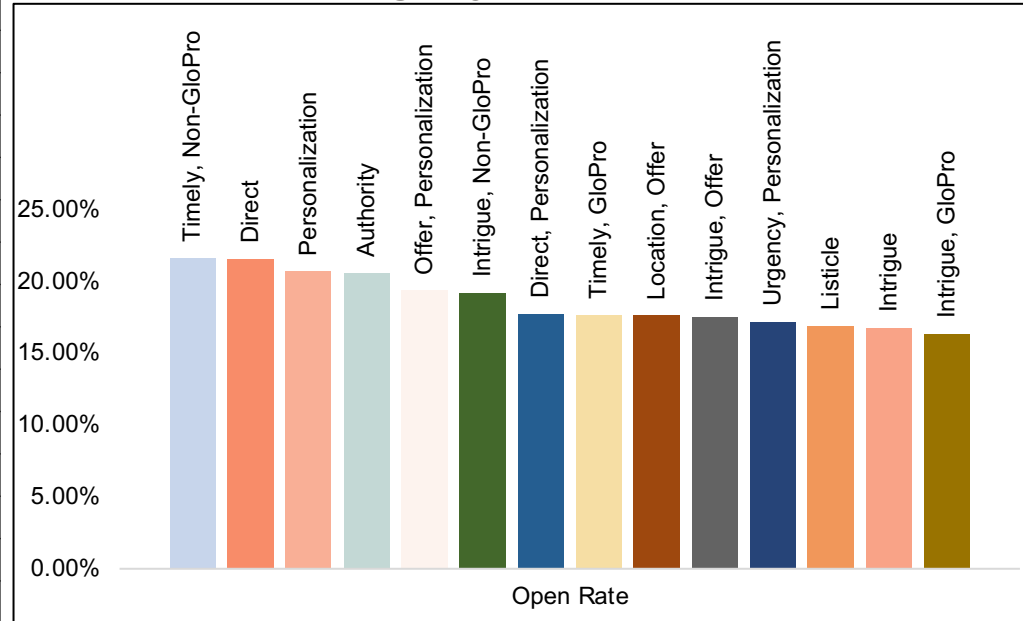
PCIQ Subject Line Performance Results – Portuguese

- The top performing tags include a pairing with personalization. Recommend to continue including personalization with tags.

Q1 23 - Portuguese	Opens	Delivered	Open Rate	Delivery%
Offer, Personalization	3,905	21,979	17.77%	8.04%
Urgency, Personalization	3,558	22,309	15.95%	8.16%
Location, Offer	3,513	22,326	15.74%	8.17%
Intrigue	4,874	31,074	15.69%	11.37%
Intrigue, Offer	3,471	22,250	15.60%	8.14%
Direct, Personalization	7,714	49,456	15.60%	18.09%
Listicle	4,735	31,146	15.20%	11.39%
Timely, Non-GloPro	2,751	18,146	15.16%	6.64%
Timely, GloPro	2,643	18,214	14.51%	6.66%
Intrigue, GloPro	2,579	18,296	14.10%	6.69%
Intrigue, Non-GloPro	2,555	18,167	14.06%	6.65%

Tags by Open Rate

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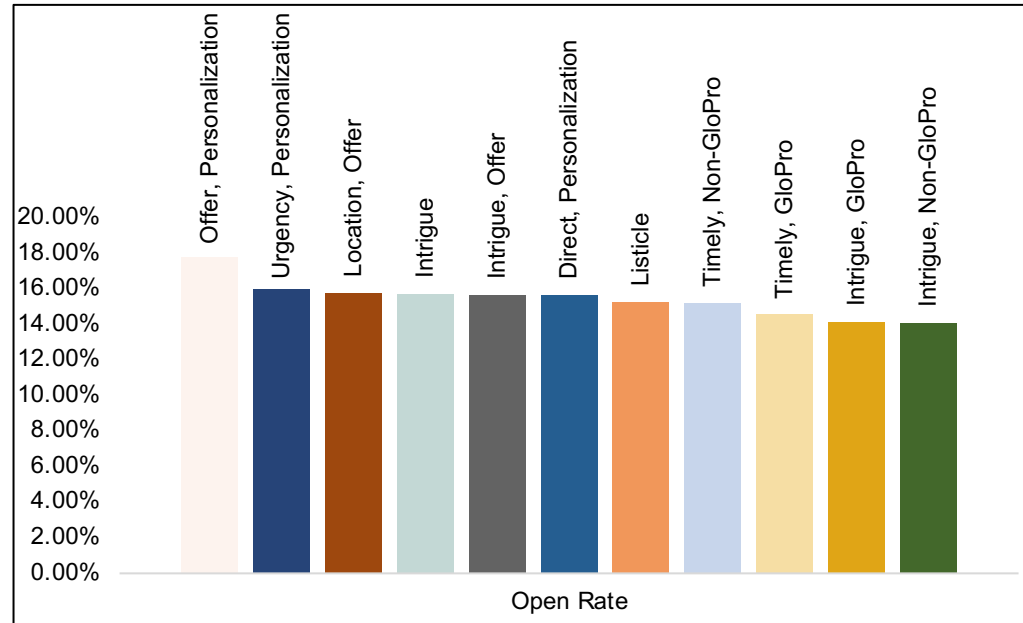
PCIQ Subject Line Performance Results

Testing Observations:
- Intrigue performed the highest amongst Portuguese and English speakers.
- Direct, Personalization performed the highest amongst Spanish with Intrigue as the lower performer compared to English and Portuguese.
- Listicle did not perform as well as the other tags amongst English and Portguese speakers.

Month	Language	Subject Line	Tags	Open Rate
Mar 23	English	Exciting New Travel Plans Are In Store for You	Intrigue	13.79%
		Spring Calls for Fresh Travel Plans[, Fname]	Direct, Personalization	13.50%
		5 Destinations to Visit This Spring	Listicle	13.36%
	Spanish	La primavera pide nuevos planes de viaje[, Fname]	Direct, Personalization	17.07%
		5 destinos para visitar esta primavera	Listicle	16.92%
		Nuevos y emocionantes planes de viaje para ti	Intrigue	16.75%
	Portuguese	Novos planos de viagem empolgantes para você	Intrigue	15.69%
		A primavera pede planos de viagem renovados[, Fname]	Direct, Personalization	15.21%
		Cinco destinos para visitar nesta primavera	Listicle	15.20%

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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
- Goal
- Recommendation

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

Property

Lifestyle

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Actionable Insights & Next Steps

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Actionable Insights

- February Incent Redemption campaign generated $4k with a CTR of 6.1% indicating content resonated with CALA audiences, recommend to explore redemption opportunities in regional solos

- APP POC in March was a strong performer generating $21K in revenue, recommend to continue leveraging mobile App as a booking mechanism

- Traveler Newsletter resonated with CALA audiences in April with a CTR of 0.94%, recommend to test editorial content in upcoming regional solos

- Versioning improved engagement with both non-luxury and luxury audiences, recommend to leverage insights in ongoing nonluxury communications

- Mexico US in both luxury and nonluxury versions continues to be a top performer, recommend to continue to look for opportunities to optimize INL versions

- January and February historically lead the quarter and that trend continued in 2023, recommend to align key offers or objectives around this opportunity to generate revenue

- Including of luxury audiences in February Destination Solo 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

- Mexico Eng typically drives the largest share of revenue in both luxury and non lux versions but performs the best when versioned, recommend to evaluate frequency for luxury versioned content

- Engagement in Q1 for Mexico market, which makes up the largest share of deliveries, was consistently higher in Q1, recommend to continue targeting regional content including market specific catch-alls and continue to evaluate content that performs well across different markets

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Actionable Insights Contd.

- Recommend moving Upcoming/Recent Stay further away from a high click grabber so the attention is not drawn away from the user to encourage more app downloads

- Hero navigation 5-pack captured 71% of engagement from members and over 80% with some markets, recommend to continue to try high performing module treatments in the hero to lift engagement

- 5-pack treatment represents an opportunity to lift engagement in other modules and support additional initiatives, recommend to look for opportunities to use the multi-pack treatment for other content

- Greater share of engagement went to the offer content with nonmembers, recommend to leverage this insight to highlight offers as a member benefit to nonmembers

- Top content throughout Q1 has included member benefits content, All-Inclusive content and the Mother's Day module in March; recommend to lean into regional holidays when available if offers/sales exist and continue to use loyalty campaigns to highlight loyalty benefits

- CTR for Loyalty campaigns in Q1 was 0.18 pts lower than the combined CTR, recommend to incorporate insights from other regional solos and METT campaigns into Glocal campaigns including:

  - Property imagery for Hero Imagery

  - All-inclusive focus when available

  - Destination or property focused modules and subject lines

- Points messaging performs well in Off-folio, recommend to continue leveraging redemption/earning messaging in the hero and offers when available

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Actionable Insights Contd.

- Mexico City grid item was the top clicked module followed by the general box in the grid content aligned with domestic engagement trends for Mexico markets, recommend to continue promoting domestic opportunities in Glocal and Destination Solos

- Local campaigns to Mexico featuring regional dining opportunities engaged readers and drove revenue, this pattern was consistent with other Glocal campaigns targeted to Mexico with other localization tactics, recommend to explore opportunities to include localized program information

- Recommend to explore adding in the search bar from other Escapes campaigns as well as testing deep navigation links versus the AEM main site aligned with the larger ongoing Escapes testing

- 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

- February CTR declined with lower CTRs from all major METT campaigns, recommend to incorporate learnings from Destination Solo into METT campaigns

- CALA All Inclusive made up over 50% of March revenue, recommend to evaluate an All-Inclusive themed Destination Solo or regional solo

- All-Inclusive METT campaign highlights the value of resort and all-inclusive content to specifically drive revenue back to CALA properties, recommend to lean into this tactic when considering which regions or properties to promote

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Testing Actionable Insights

- 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

- 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

- Direct is a top performer with English audiences throughout the quarter, recommend to continue including direct tags

- Listicle and Intrigue are not strong performers alone. Recommend to pair these tags with stronger performers to see if Open Rate increases.

- Include top performing tags such as timely, Direct, Personalization in subject lines more frequently to see if performance still stands.

- Intrigue and Listicle are lower performers even when paired with other tags.

- The top performing tags include a pairing with personalization. Recommend to continue including personalization with tags.

- 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

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Next Steps for May

- Resort offer for non-lux audiences
- GIF Hero of participating locations
- Stay local hero for non-lux audiences
- New markets and locations for destinations 5-pack

THE ST. REGIS MARDAVALL MALLORCA RESORT, PALMA DE MALLORCA, SPAIN

Appendix

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

Month	Language	Subject Line	Tags	Open Rate
Jan 23	English	Our Gift to [Fname][You]: Up to $100 Resort Credit	Offer, Personalization	19.07%
		Hurry[, Fname]! Offer Ends January 31st!	Urgency, Personalization	18.67%
		Resort Credit of Up to $100/Night in Barbados and Beyond	Location, Offer	18.52%
		Inside: Up to $100 Night for You to Spend	Intrigue, Offer	17.79%
	Spanish	Nuestro regalo para [Fname][ti]: Hasta 100 USD de crédito en resort	Offer, Personalization	19.37%
		Crédito en resort de hasta 100 USD por noche en Barbados y más	Location, Offer	17.64%
		En el interior: Hasta 100 USD por noche para que uses como desees	Intrigue, Offer	17.56%
		¡Date prisa[, Fname]! La oferta finaliza el 31 de enero.	Urgency, Personalization	17.19%
	Portuguese	Nosso presente para [Fname][você]: Receba até USD 100,00 em créditos de resort	Offer, Personalization	17.77%
		Corra[, Fname]! A oferta termina em 31 de janeiro!	Urgency, Personalization	15.95%
		Créditos de resort de até USD 100,00/diária em Barbados e além	Location, Offer	15.74%
		Por dentro do: Até USD 100,00 por diária para você gastar	Intrigue, Offer	15.60%

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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

Month	Language	Subject Line	Tags	Open Rate
Feb 23	English (Holdout)	There's still time to redeem your $100 resort credit...	Timely, Non-GloPro	19.83%
		Inside: How to earn a $100 resort credit …	Intrigue, Non-GloPro	15.27%
	English (Non-Holdout)	Your bonus Elite Night Credit Awaits[, Fname]	Direct, Personalization	21.50%
		There's still time to redeem your $100 resort credit...	Timely, GloPro	19.60%
		Inside: How to earn your bonus Elite Night …	Intrigue, GloPro	17.71%
	English (Luxury)	Especially for You[, Fname]	Direct	23.28%
		An Extraordinary Stay Awaits[, Fname]	Personalization	21.77%
		Your Guide to An Exceptional Escape	Authority	19.37%
	Spanish (Luxury)	Especialmente para ti[, Fname]	Direct	21.57%
		Te espera una estancia extraordinaria[, Fname]	Personalization	20.72%
		Tu guía para una escapada excepcional	Authority	20.60%
	Spanish (Holdout)	Aún tienes tiempo de canjear tu crédito en resort de 100 USD...	Timely, Non-GloPro	21.67%
		En el interior: Cómo obtener un crédito en resort de 100 USD...	Intrigue, Non-GloPro	19.22%
	Spanish (Non-Holdout)	Tu crédito de noches Elite de bonificación te espera[, Fname]	Direct, Personalization	18.50%
		Aún tienes tiempo de canjear tu crédito en resort de 100 USD...	Timely, GloPro	17.69%
		En el interior: Cómo obtener tu noche Elite de bonificación...	Intrigue, GloPro	16.35%
	Portuguese	Seu crédito para diária Elite de bônus espera por você[, Fname]	Direct, Personalization	16.26%
		Ainda há tempo de resgatar seu crédito de resort de USD 100,00...	Timely, Non-GloPro	15.16%
		Ainda há tempo de resgatar seu crédito de resort de USD 100,00...	Timely, GloPro	14.51%
		Por dentro de: Como ganhar sua diária Elite de bônus...	Intrigue, GloPro	14.10%
		Por dentro de: Como ganhar um crédito de resort de USD 100,00...	Intrigue, Non-GloPro	14.06%

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2023 YTD Solo Performance Summary

Solos	23-Jan	Feb'23	23-Mar	Q1 '23	QoQ	23-Apr	MoM
Delivered	1.2 M	1.3 M	1.3 M	3.7 M	5.57%	987.4 K	-21.97%
Clicks	15.5 K	21.2 K	11.2 K	47.9 K	78.90%	11.0 K	-1.81%
CTR	1.3%	1.6%	0.9%	1.3%	+0.53 pts.	1.1%	+0.23 pts.
Unsub Rate	0.20%	0.17%	0.20%	0.19%	+0.06 pts.	0.18%	-0.02 pts.
Bookings	40	110	37	187	–	29	-21.62%
Room Nights	104	265	82	451	-19.89%	76	-7.32%
Revenue	$18.9 K	$65.7 K	$17.2 K	$101.8 K	-17.24%	$14.1 K	-18.12%
Conversion	0.26%	0.52%	0.33%	0.39%	-0.31 pts.	0.26%	-0.07 pts.
% Bkgs. To CALA	30.0%	20.9%	34.2%	25.53%	-17.82 pts.	47.44%	+13.23 pts.
% Rev. to CALA	34.1%	28.6%	40.8%	31.79%	-24.54 pts.	48.39%	+7.62 pts.

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2023 YTD Loyalty Performance Summary

Loyalty Solos	Jan 23	Feb 23	Mar 23	Q1 '23
Delivered	806.6 K	.8 M	537.3 K	2.1 M
Clicks	6.8 K	5.2 K	3.1 K	15.1 K
CTR	0.8%	0.7%	0.6%	0.7%
Unsub Rate	0.12%	0.12%	0.10%	0.11%
Bookings	0	44	11	55
Room Nights	0	119	26	145
Revenue	$0.00	$22.2 K	$4.7 K	$26.8 K
Conversion	0.00%	0.85%	0.36%	0.37%
% Bkgs. To CALA	0.00%	50.0%	63.6%	52.73%
% Rev. to CALA	0.00%	29.6%	57.4%	34.46%

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CALA Off-Folio Performance Summary

Off-Folio Solos	Jan 23	Feb 23
Delivered	117.3 K	114.4 K
Clicks	803	811
CTR	0.7%	0.7%
Unsub Rate	0.09%	0.10%
Bookings	0	3
Room Nights	0	6
Revenue	$0.00	$2.0 K
Conversion	0.00%	0.37%
% Bkgs. To CALA	0.00%	89.8%
% Rev. to CALA	0.00%	66.7%

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Project Silk Performance Summary

Project Silk Solos	Feb 23
Delivered	394.7 K
Clicks	2993
CTR	0.8%
Unsub Rate	0.09%
Bookings	14
Room Nights	31
Revenue	$7,625.00
Conversion	0.47%
% Bkgs. To CALA	57.14%
% Rev. to CALA	49.18%

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CALA Escapes Performance Summary

CALA Escapes Solos	Jan 23	Feb 23	Mar 23	Q1 '23	QoQ	Apr 23	MoM
Delivered	94.5 K	87.0 K	88.6 K	270.1 K	-18.71%	158.0 K	78.27%
Clicks	1.1 K	1.2 K	1.6 K	3.9 K	-3.90%	1.2 K	-21.71%
CTR	1.2%	1.4%	1.8%	1.5%	+0.22 pts.	0.8%	-0.99 pts.
Unsub Rate	0.12%	0.15%	0.13%	0.13%	+0.01 pts.	0.13%	-0.00 pts.
Bookings	8	11	22	41	36.67%	10	-54.55%
Room Nights	30	49	45	124	87.88%	25	-44.44%
Revenue	$7,171.30	$7.7 K	$9.7 K	$24.6 K	160.43%	$4.0 K	-58.24%
Conversion	0.70%	0.90%	1.41%	1.05%	+0.31 pts.	0.82%	-0.59 pts.
% Bkgs. To CALA	87.50%	45.5%	50.0%	53.85%	-8.94 pts.	40.00%	-10.00 pts.
% Rev. to CALA	66.16%	40.0%	13.8%	37.95%	-12.82 pts.	37.43%	+23.64 pts.

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METT Performance Summary

METTs	23-Jan	23-Feb	23-Mar	Q1 2022	QoQ	23-Apr	MoM
Delivered	599.3 K	533.5 K	1.2 M	2.3 M	14.61%	681.3 K	-42.6%
Clicks	5.3 K	2.9 K	7.9 K	16.1 K	-8.67%	3.6 K	-55.2%
CTR	0.9%	0.5%	0.7%	0.7%	-0.18 pts.	0.5%	-0.15 pts.
Unsub Rate	0.13%	0.11%	0.16%	0.14%	+0.06 pts.	0.19%	+0.03 pts.
Bookings	17	35	57	109	36.25%	38	-33.3%
Room Nights	47	98	131	276	40.82%	107	-18.3%
Revenue	$14.8 K	$20.5 K	$54.2 K	$89.6 K	100.7%	$15.5 K	-71.3%
Conversion	0.32%	1.22%	0.72%	0.68%	+0.22 pts.	1.07%	+0.35 pts.
% Rev. to CALA	58.0%	34.8%	75.7%	62.06%	+10.71 pts.	59.5%	-16.2 pts.

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Thank you!

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