CALA Quarterly Email Review
Q2 2022

29 July 2022

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

JW MARRIOTT LOS CABOS BEACH RESORT & SPA, MEXICO

Meeting Agenda

1. Quarterly Planning
2. Key Storylines
3. Performance Summary
4. Campaign Engagement

   - Destination Solo
   - METT

4. Testing & Optimization
5. Actionable Insights
6. Next Steps

Quarterly Planning

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Q2 Wins

- Launched first Poll results module to increase personalization

- Introduced nearby hotel listing module to increase relevancy and personalization

- Began optimizing content with PCIQ image optimization for property vs lifestyle imagery

- Launched A/B test for stay longer offer in May Destination Solo

- Expanded PCIQ SL testing to include resort vs staycation messaging

- First time including member status module in May to encourage points activity

- Included thank you messaging in Destination Solo to promote mobile app features

- Tested property vs lifestyle imagery in the hero in May to increase engagement and optimize content

- Began optimizing for STO technology

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Q3 Planning

- Setting up a hold out group to measure lift on STO efforts starting in Oct.

- Expanding personalization to subject lines for poll responders to increase engagement

- Continuing property vs lifestyle hero imagery test for Global MEO offer

- New app creative including app icon to increase relevancy and brand recognition

- Promote new Urban Escapes offer in solo hero to activate members; will also test different hotel imagery to improve engagement

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2022 Roadmap

	Q1 2022	Q2 2022	Q3 2022	Q4 2022
Email **Performance**	Establish engagement and finacial benchmarks and goals Establish App download benchmark	Use PCIQ Image Optimization technology Conduct A/B Image testing Begin optimizing STO technology with holdout group	Launch first STO campaign Test into regular offers CTA/module to increase clicks & bookings	Continue using PCIQ content optimization technology Continue using STO technology
Personalization	Begin tracking markets for optimization Introduce Spanish language for US market Launch PCIQ SL testing	Launch first Poll Nearby Hotel Listings Continue PCIQ property vs lifestyle testing	Test External vs internal property image optimization Incorporate poll results messaging in PCIQ SL personalization efforts	Test External vs internal property image optimization Continue PCIQ SL personalization and expand options
Content	Begin to leverage high performing content modules Include poll module and peronalized followup content	Test new App download modules and teactics A/B Test offer creative, headlines, and CTAs	Test Poll Placement Continue to introduce new high performing content modules	Test headlines, copy and CTAs for point earning messages Test placement of personalized poll results
New Member Enrollment	Begin tracking enrollment and establish benchmarks	Ongoing testing of join module headlines, copy and CTAs ----->		

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Monthly Performance Summary

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Q2 2022 YoY Performance Overview

1.3 M*
Email Subscribers

13.5 M	**1.22%**
Delivered Emails	CTR
+9.7% QoQ	+0.11 pts. QoQ
+39.9% YoY	-0.08 pts. YoY
+21.1% vs. Q2 '19	-0.15 pts. vs. Q2 '19
0.19%	**967**
Unsub Rate	Bookings
-0.03 pts. QoQ	+18.5% QoQ
+0.00 pts. YoY	-26.4% YoY
-0.03 pts. vs. Q2 '19	-49.9% vs. Q2 '19
2.9 K	**$553.1 K**
Room Nights	Revenue
-6.6% QoQ	+8.4% QoQ
-36.3% YoY	-44.0% YoY
-50.4% vs. Q2 '19	-31.5% vs. Q2 '19

Higher engagement in QoQ with increased CTR each month; June had the highest CTR in Q2

1.22% CTR was influenced by increasing click activity for Core MAU and METTs each month; June was the top performing month

June Points Purchase Promotion announcement solo and Core MAU Hero contributed to overall engagement lifts; Promotions category clicks made up 21% of June total

Unsubscribe rate positive across all time periods

Increased bookings and revenue QoQ
- Strong revenue from all months in Q2 led to quarterly increase
- May was the highest revenue of the quarter; Destination Solo and Core MAU made up 20% of total monthly revenue
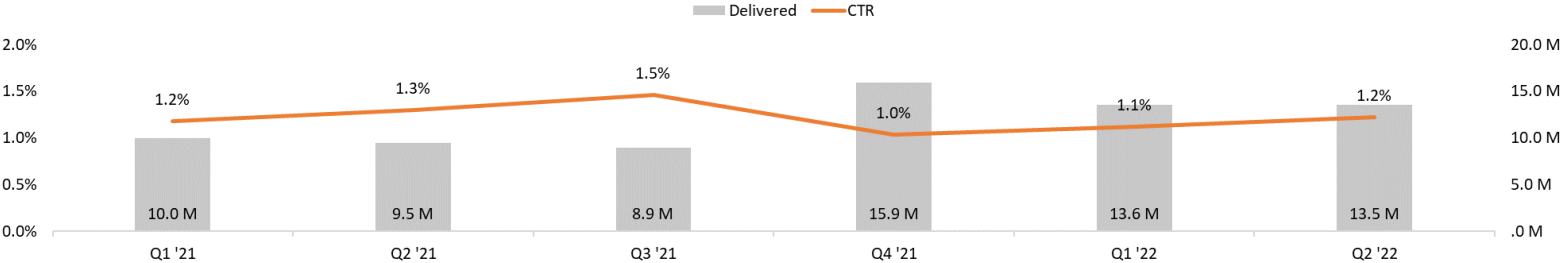
*Emailable members & non-members in CALA; does not include anyone on a suppression list

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Positive QoQ Engagement Trends

CALA Overall Engagement Trends (2021-2022)

Legend: Delivered | CTR

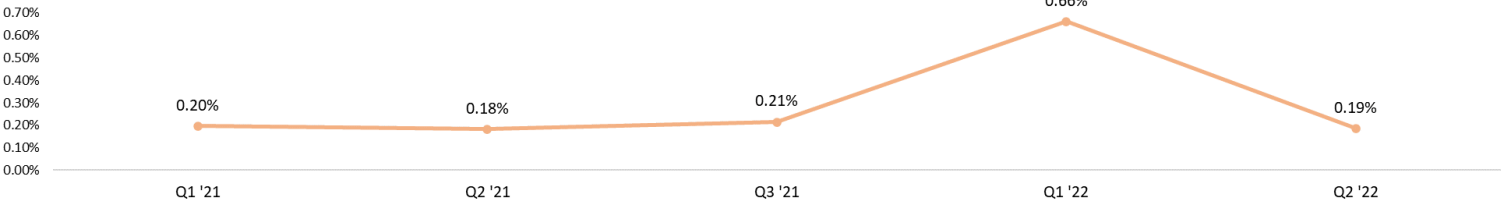| Quarter	CTR	Delivered
Q1 '21	1.2%	10.0 M
Q2 '21	1.3%	9.5 M
Q3 '21	1.5%	8.9 M
Q4 '21	1.0%	15.9 M
Q1 '22	1.1%	13.6 M
Q2 '22	1.2%	13.5 M

Increased engagement trend with higher CTR QoQ since Q4 '21

CALA Overall Financial Trends (2021-2022)

Legend: Revenue | Bookings

Quarter	Bookings	Revenue
Q1 '21	811	$435,310
Q2 '21	1,267	$776,769
Q3 '21	902	$491,081
Q4 '21	1,291	$625,732
Q1 '22	816	$510,263
Q2 '22	967	$553,080
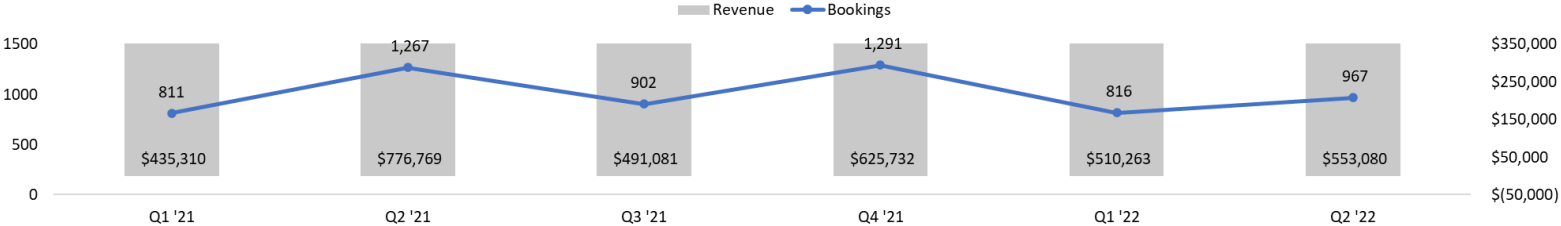
Higher revenue and bookings QoQ

CALA Unsub Rate (2021-2022)

Quarter	Unsub Rate
Q1 '21	0.20%
Q2 '21	0.18%
Q3 '21	0.21%
Q1 '22	0.66%
Q2 '22	0.19%

Significant decrease in Unsub. Rate in Q2

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Current YTD Goal Progress

- CTR for Q2 Destination Solos performed above monthly goal each month in the quarter

- Quarterly average for CTR was above 1.0% for every market except Local English which was 0.6% for the quarter

  - Recommend evaluating this market for further inclusion now with established performance benchmarks

- METTs below goal for CTR; highest month of engagement was May at 0.71%

  - Consistent top performers throughout Q2:

    - April: BDAXR (0.86% CTR), Mexico Beaches (0.63% CTR)

    - May: CALA Car (1.16% CTR), CUNRZ (0.70%)

    - June: MEXRZ (1.04% CTR), CALA AI (0.96% CTR)

CTR Goals	Q2 '22	Quarterly Goal	vs. Goal
Destination Solo	1.26%	1.0%	+0.26 pts.
Destination Solo (CALA only)	1.20%	1.0%	+0.20 pts.
METT	0.59%	1.0%	-0.41 pts.
METT (CALA Only)	0.58%	1.0%	-0.42 pts.

Established Mobile App Download Benchmark

- Higher QoQ app downloads with each month in Q2 outperforming the highest Q1 monthly totals
- April was the first month including app download messaging when acknowledging readers with upcoming trips or recent stays above the hero; new content drove engagement
- Top Markets in June:
  - **Mexico: 18**
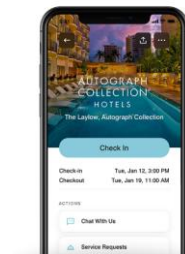 - **Brazil: 10**

Q2 2022 Activity

Mobile App Downloads

APRIL 107
MAY 68
JUNE 63
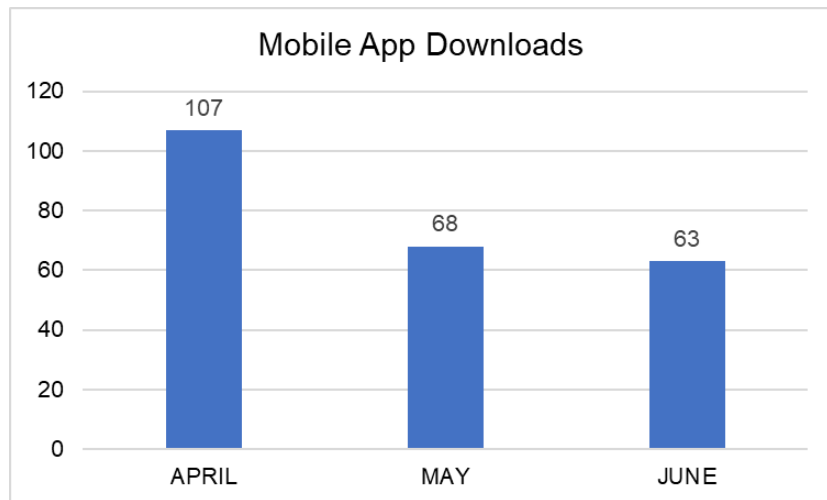
QoQ Change: **+138%**

Mobile App Download Module

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

Thank you for your stay banner

June

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All the Essentials at Your Fingertips
Enjoy a safe and contactless travel experience with the Marriott Bonvoy® App. Check in, make requests, monitor your points balance, and more.
» DOWNLOAD THE APP

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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.
EXPLORE THE APP

April

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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.
DOWNLOAD THE APP

May

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Mexico Market Q2 Performance

Month	Delivered	CTR	Revenue
April	**534,044**	**1.1%**	**$7,017.87**
MEXICO	364,337	1.1%	$2,864.00
MEXICO_ENG	130,422	1.4%	$4,119.87
MEXICO_LOCAL_ENG	39,285	0.7%	$34.00
MEXICO_US	---	---	---
May	**567,199**	**1.1%**	**$29,576.96**
MEXICO	372,087	1.0%	$20,953.96
MEXICO_ENG	130,721	1.5%	$7,172.00
MEXICO_LOCAL_ENG	38,912	0.7%	$827.00
MEXICO_US	25,479	1.6%	$624.00
June	**574,823**	**0.9%**	**$26,865.38**
MEXICO	381,221	0.9%	$5,650.67
MEXICO_ENG	129,943	1.0%	$18,105.92
MEXICO_LOCAL_ENG	38,524	0.6%	$0.00
MEXICO_US	25,135	1.6%	$3,108.79
Grand Total	**1,676,066**	**1.0%**	**$63,460.21**

- Mexico and Mexico US Eng lead each month in the quarter in revenue and engagement
- Newly introduced Mexico US Spanish market consistently outperforms Mexico Local English, recommend to evaluate Local English market versus other high performing markets

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Campaign Engagement

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Destination Solo

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Increased engagement QoQ

- May financial performance made up over 50% of total quarterly revenue
  - May restaurant hero offer and navigation made up 63% of solo revenue
- In Q2 Mexico Spa and Mexico Eng made up 58% of total revenue
  - Panama (6%), Costa Rica (5%), Colombia (5%), Puerto Rico (4%), And Mexico US (4%) are the top 5 markets outside of Mexico markets which make up a majority of delivery volume
  - April had the lowest overall revenue in Q2, the month Puerto Rico was removed
- Members engaged with member modules resulting in revenue when they were introduced in Q2, recommend testing other creative treatments for including point balance details to drive relevancy and point activation

Drive Solos	Q2 2022	QoQ
Delivered	2.8 M	-10.4%
Clicks	34.8 K	+0.2%
CTR	1.3%	+0.13 pts.
Unsub Rate	0.19%	-0.02 pts.
Bookings	209	-45.4%
Room Nights	505	-52.0%
Revenue	$100.3 K	-54.8%
Conversion	0.60%	+0.54 pts.
% Bkgs. to CALA	35.5%	+6.2 pts.
% Rev. to CALA	30.5%	-3.0 pts.

Destination Solo Engagement Trends

Destination Solo Financial Trends
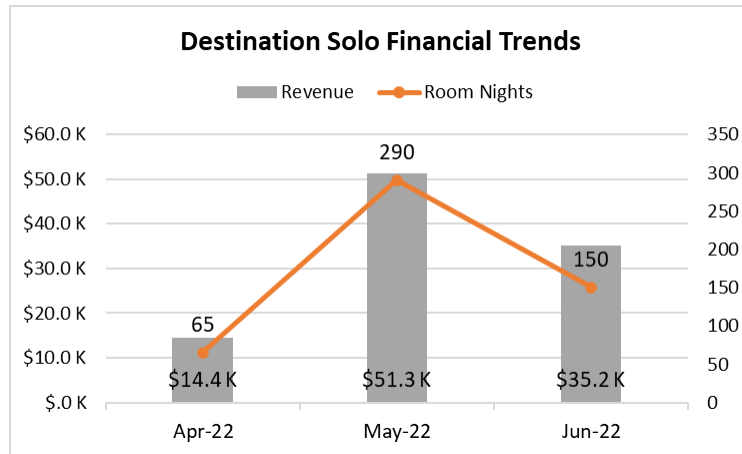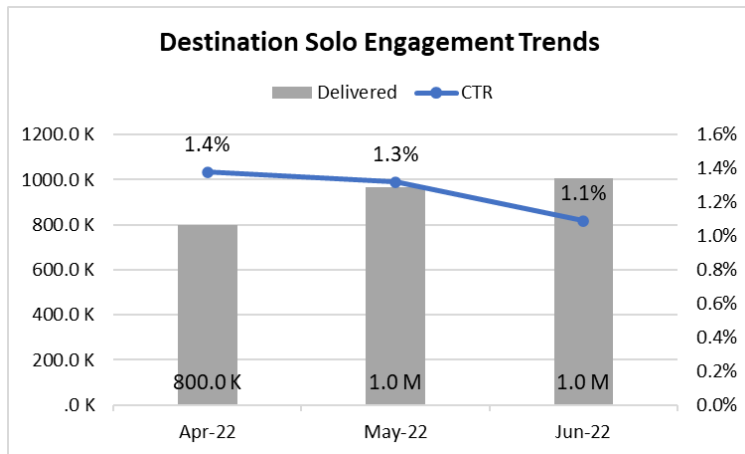
Q2 2022 Destination Solo
Creative Examples

Q2 Highlights:
- New All-inclusive Treatment
- Continued use of upcoming trip/recent stay module
- 5-pack navigation module
- Global Promo secondary module
- Resort Style Poll
- Summer offer

Mexico
English
April

Mexico
English
May

Mexico
English
June

Top Q2 Markets

- Puerto Rico in the top 5 markets by revenue even without being included in all three months
- Panama consistently in the top markets by revenue throughout Q2

Market	Delivered	CTR	Bookings	Rmnts	Revenue
MEXICO	1,117,645	1.0%	72	172	$29,468.64
MEXICO_ENG	391,086	1.3%	45	98	$29,397.78
PANAMA	138,550	1.6%	7	32	$6,374.00
COLOMBIA	83,051	2.3%	10	41	$5,455.50
COSTA_RICA	34,860	2.0%	9	21	$5,026.70
PUERTO_RICO	164,336	1.2%	18	29	$4,095.29
MEXICO_US	50,614	1.6%	7	14	$3,732.79
ARUBA	70,790	2.6%	12	20	$3,258.47
COSTA RICA	17,037	2.5%	2	8	$2,488.00
GRAND_CAYMAN	14,130	2.5%	1	12	$2,344.00

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Positive engagement lift QoQ

- Quarter over quarter comparisons impacted by luxury suppression in April

- Engagement increased for every segment QoQ with higher CTR

  - Over the quarter Luxury segments engaged most with destinations module, all-inclusive content and hero content

  - Resorts Offer in April resonated most with L2A, L2B and L3

- Non luxury openers engaged better with Poll content, recommend to A/B test poll for lux and non lux audiences to further personalize and increase engagement

Segment Name	Segment Description
L1	All stays are luxury
L2A	>= 50% of stays are luxury
L2B	< 50% of stays are luxury
L3	All luxury stays are paid by bonus points

Solo Q2 '22	L1	L2A	L2B	L3	Everyone Else	Total
Delivered (QoQ)	43.8 K (-37.3%)	13.7 K (-63.3%)	30.2 K (-89.7%)	5.2 K (-91.3%)	2.7 M (+1.7%)	2.8 M (-10.4%)
CTR (QoQ)	1.3% (+0.7 pts)	1.7% (+0.6 pts)	3.1% (+0.1 pts)	4.6% (+1.0 pts)	1.2% (+0.4 pts)	1.3% (+0.1 pts)
Bookings	1	1	13	2	196	213
Room Nts.	3	6	31	8	463	511
Revenue (QoQ)	$427 (-95.3%)	$2.2 K (+215.4%)	$8.5 K (-92.4%)	$1.3 K (-96.4%)	$88.7 K (+24..9%)	$101.1 K
Rev/Del.	$0.01	$0.16	$0.28	$0.25	$0.03	$0.04 (-55.8%)

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Top Performing Q2 Content: Hero, Navigation, All Inclusive

June Hero
$8.3K Rev.
27% of clicks

April Hero
$3.4K Rev.
29% of clicks

April All-inclusive
$1.5K Rev. | 5% of total clicks

May Hero
$3.4K Rev. | 27% of clicks

May 5-pack
$8.8K Rev. | 36% of clicks

June '22 Heat Map: Poll

- Beachside bliss was the top clicked choice across all markets except Mexico Local Eng

- Remaining poll selection order varied by market, recommend continued testing around regionally specific activity categories to gather more engagement patterns for markets

- Plans in Q3 to include poll results in SL and within body of solo emails, recommend to test placement of poll results in upcoming campaigns

Take Our Poll

What's Your Resort Style?

- Golf Getaway
- Beachside Bliss
- Spa Retreat
- City Escape
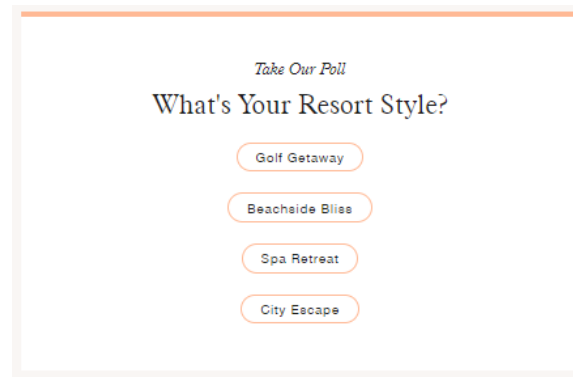
Poll Options	ARUBA	CHILE	COSTA _RICA	DOMINICAN _REPUBLIC	EL _SALVADOR	MEXICO	MEXICO _ENG	MEXICO _LOCAL_ENG	MEXICO _US	PANAMA	PERU	PUERTO _RICO
% of Click on Poll Overall:	17.9%	23.3%	17.5%	10.7%	13.5%	14.6%	14.8%	7.5%	16.5%	13.8%	20.1%	15.2%
Beachside Bliss	**81.2%**	**56.6%**	**78.7%**	**68.8%**	**63.3%**	**64.9%**	**71.7%**	33.3%	**71.1%**	**70.9%**	**64.8%**	**77.1%**
Discover the City	4.5%	16.0%	10.7%	18.8%	15.3%	16.0%	10.7%	**50.0%**	13.3%	14.2%	19.4%	9.3%
Golf Getaway	7.8%	3.7%	2.7%	6.3%	6.1%	5.5%	7.8%	12.5%	4.8%	3.1%	2.4%	5.0%
Spa Retreat	6.5%	23.7%	8.0%	6.3%	15.3%	13.6%	9.8%	4.2%	10.8%	11.8%	13.3%	8.6%

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METT Emails

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QoQ Performance Decline

- QoQ decline impacted by above average February performance from Mexico Beaches METT which featured several enticing offers

- April and June revenue slightly higher when compared to average monthly revenue for METT

- Consistent higher performers for METT include seasonal messaging, enticing offers, and property specific content/offers

  - Book now CTA included in most METT campaigns, recommend leveraging CTA testing insights from other emails into future METTs

METTs	Q2 2022	QoQ
Delivered	2.8 M	+18.0%
Clicks	16.2 K	-13.5%
CTR	0.59%	-0.21 pts.
Unsub Rate	0.10%	-0.01 pts.
Bookings	129	-2.3%
Room Nights	326	-15.8%
Revenue	$67.9 K	-21.3%
Conversion	0.80%	+0.09 pts.
% Rev. to CALA	71.1%	+36.6pts

METT Engagement Trends

Delivered — CTR

	Apr-22	May-22	Jun-22
Delivered	1.3 M	694.7 K	813.9 K
CTR	0.51%	0.68%	0.62%

METT Financial Trends

Revenue — Room Nights

	Apr-22	May-22	Jun-22
Revenue	$25,886	$15,866	$26,103
Room Nights	116	72	138
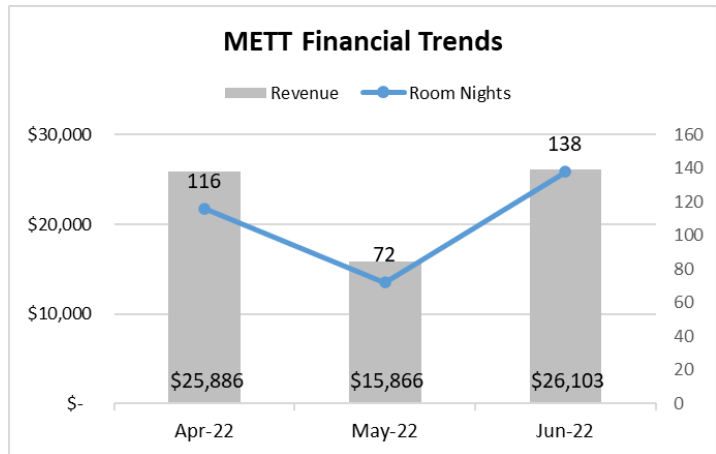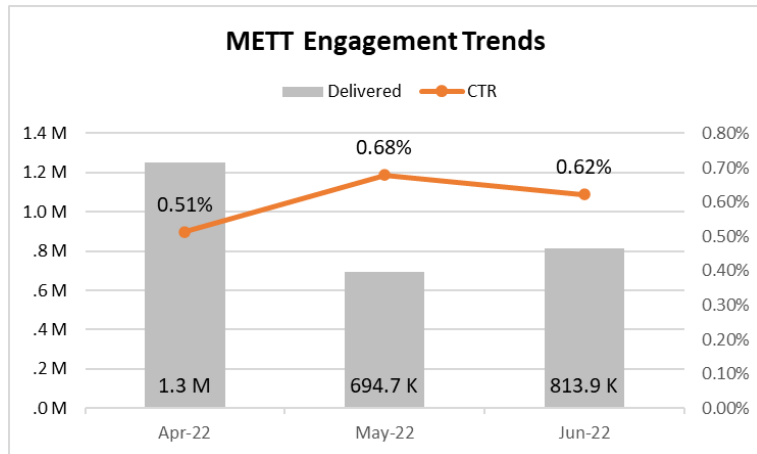
Top Performing METTs: Q2 2022

June: Highest Revenue
CALA_MEO_Eng_202224Jun

Subject Line: Get Up to 10,000 Bonus
Points in Caribbean and Latin America

April: High Engagement and Revenue
CALA_MexBeach_Eng_202208Apr

Subject Line: Best Beach Spots You
Can't Miss This Summer

May: Highest CTR
CALA_CAR_Eng_202206May

Subject Line: Plan Your Next Summer
Vacation in the Caribbean

June METT Performance Summary

- June MEO was the top performing METT of June and of Q2
- Several METTs were consistently the tope revenue drivers for Q2 including Mexrz and AI

Campaign Name	Sent	Delivered	Bounced	Bounce Rate	Clicks	CTR	Bkngs	Rmnts	Revenue
CALA_AI_Eng_202224Jun	36,609	36,516	93	0.25%	349	1.00%	4	9	$682
CALA_CASA_Spa_202224Jun	38,152	37,327	825	2.21%	244	0.70%	4	5	$733
CALA_Eng_202203Jun	139,598	139,236	362	0.26%	443	0.30%	11	13	$1,463
CALA_Eng_202224Jun	36,234	36,149	85	0.24%	155	0.40%			
CALA_Haciendas_Eng_2022 03JUN	33,690	33,610	80	0.24%	225	0.70%			
CALA_MEO_Eng_202224Jun	159,104	158,878	226	0.14%	1299	0.80%	13	40	$14,441
CALA_MEO_Spa_202224Jun	118,488	117,603	885	0.75%	789	0.70%	20	74	$6,917
CALA_MEXRZ_Eng_202203Jun	35,390	35,312	78	0.22%	98	0.30%	1	3	$1,858
CALA_MEXRZ_Spa_202203Jun	35,467	35,274	193	0.55%	366	1.00%			
CALA_Port_202203Jun	126,155	124,035	2,120	1.71%	735	0.60%	2	2	$754
CALA_PVRDE_Spa_202203Jun	25,289	25,192	97	0.39%	170	0.70%			
CALA_PVRMX_Spa_202224Jun	35,237	35,072	165	0.47%	243	0.70%			

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Testing & Optimization

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PCIQ Subject Line Performance Results

- Throughout Q2 subject lines tagged with intrigue have performed well when combined with personalization and emoji tags
  - Relax, Marie. **(Intrigue)(Personal)**
  - The Resort Retreat You've Been Waiting For, Ana **(Intrigue)(Personal)**
  - ☼ 🌴 Open for Sun, Sand, and Savings **(Intrigue)(Emoji)**
  - Patty, Your Resort Getaway Is Just a Click Away **(Intrigue)(Emoji)**
  - The Trip You've Been Waiting For, Mark **(Intrigue)(Personal)**

- Personalization using first name performed well in first and last position

- Direct and question have consistently been the next most successful, recommend expanding SL options to include intrigue + high performing Direct and Question tags in upcoming campaigns to monitor for engagement
  - John, When was the last time you had a resort vacation? **(Question)(Personal)**
  - Sue, Plan Your Perfect Trip Close To Home **(Direct)(Personal)**

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PCIQ Subject Line Performance Results

DeploymentDate_M	SL_ID	SL	Tag	Unique_Open_Rate			
				ENGLISH	PORTUGUESE	SPANISH	Overall
	SL05	Relax[, Fname].	Intrigue, Personal	18.1%	17.1%	18.3%	18.0%
	SL04	[Fname,]When was the last time you had a resort vacation?	Question, Personal	17.6%	15.5%	17.2%	17.0%
	SL03	Plan Your Spring Resort Getaway Today[, Fname]	Direct, Personal	16.2%	15.1%	17.3%	16.7%
	SL01	Don't Miss Out! 15% Off Resort Getaways Ends Soon	FOMO	16.5%	15.6%	16.4%	16.3%
4/10/2022	SL02	💰Save Up to 15% on Spring Resort Getaways	Offer, Emoji	15.4%	14.4%	16.4%	15.8%

DeploymentDate_M	SL_ID	SL	Tag	ENGLISH	PORTUGUESE	SPANISH	Overall
	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%
5/3/2022	SL10	The Trip You've Been Waiting For[, Fname]	Intrigue,Personal	19.5%	17.8%	19.2%	18.9%

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PCIQ Subject Line Performance Results

Language	SL_ID	SL	Tag	Sum of UniqueOpenCount	Sum of DeliveredCount	Unique_Open_Rate
ENGLISH	SL01	How to Save on Your Dream Destination	(How To)	4677	30703	**15.2%**
ENGLISH	SL02	📱Your Extraordinary Resort Escape Is Calling	(Emoji)	4977	30350	**16.4%**
ENGLISH	SL03	☀️🌴Open for Sun, Sand, and Savings	(Intrigue)(Emoji)	4561	30238	**15.1%**
ENGLISH	SL04	[Fname,]Your Resort Getaway Is Just a Click Away	(Intrigue)(Emoji)	4825	29746	**16.2%**
ENGLISH	SL05	[Fname,]Save Up to 25% on a Resort Getaway ☀️	(Offer)(Personalization)	4525	29713	**15.2%**
PORTUGUESE	SL01	Como economizar no destino dos seus sonhos		2073	14497	**14.3%**
PORTUGUESE	SL02	Um refúgio extraordinário de resort espera por você		2109	14184	**14.9%**
PORTUGUESE	SL03	Com muito sol, areia e economias		1616	14043	**11.5%**
PORTUGUESE	SL04	[Fname,]seu refúgio de resort está a apenas um clique de distância		2247	13884	**16.2%**
PORTUGUESE	SL05	[Fname,]economize até 25% em refúgios de resort		2044	13582	**15.0%**
SPANISH	SL01	Cómo ahorrar en el destino de tus sueños		8924	58258	**15.3%**
SPANISH	SL02	📱 Tu extraordinaria escapada a un resort te está llamando		9001	57406	**15.7%**
SPANISH	SL03	¿Listo para el sol, la arena y los ahorros? ☀️🌴		8322	56646	**14.7%**
SPANISH	SL04	[Fname,]tu escapada a un resort está a solo un clic de distancia ☀️		8915	56598	**15.8%**
SPANISH	SL05	[Fname,]ahorra hasta un 25\xa0% en una escapada a un resort		8685	55356	**15.7%**

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Actionable Insights & Next Steps

Actionable Insights

- Quarterly results provide insights into market performance, recommend to evaluate Local English market for further inclusion versus other high performing markets to determine

- Members engaged with member modules resulting in revenue when they were introduced in Q2, recommend testing other creative treatments for including point balance details to drive relevancy and point activation

- Consistent high performing METT emails include seasonal messaging, enticing offers, and property specific content/offers, recommend leveraging insights in destination solo for offers when relevant

- Non luxury openers engaged better with Poll content, recommend to A/B test poll for lux and non lux audiences to further personalize and increase engagement

- To increase engagement with hotel openings consider including lux nonlux split for hotel openings

- Direct and question have consistently been the next most successful, recommend expanding SL options to include intrigue + high performing Direct and Question tags in upcoming campaigns to monitor for engagement

- Book now CTA included in most METT campaigns, recommend leveraging CTA testing insights from other emails into future METTs

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Next Steps for July

- Poll results included in SL for poll clickers
- Property vs lifestyle test for Global MEO offer
- Including app icon with app creative
- June poll results module
- Food and beverage + silk featured in secondary offer section

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

Appendix

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June '22 Heat Map: Member Version

- Abover average engagement with all-inclusive content from Mexico Eng and Dominican Republic
- Highest poll engagement from Aruba, Chile, and Peru

% of Clicks	ARUBA	BRASIL	CHILE	COSTA _RICA	DOMINICAN _REPUBLIC	EL _SALVADOR	MEXICO	MEXICO _ENG	MEXICO _LOCAL_ENG	MEXICO _US	PANAMA	PERU
Header	6.17%	9.45%	4.99%	8.81%	8.57%	7.99%	13.57%	9.67%	16.56%	11.51%	8.45%	7.22%
Stay Module	3.15%	0.75%	0.98%	0.48%	2.86%	0.85%	1.08%	2.57%	0.94%	1.79%	0.26%	0.98%
Hero	25.67%	30.27%	31.45%	31.19%	23.57%	31.12%	25.20%	21.14%	24.69%	24.40%	31.70%	29.87%
Resorts	7.14%	5.90%	5.31%	6.67%	7.14%	4.59%	4.62%	8.00%	3.75%	3.17%	6.21%	6.73%
Member Module	18.64%	9.76%	10.09%	14.05%	16.43%	17.01%	14.67%	15.92%	12.50%	16.07%	14.13%	14.08%
Member Benefits	0.00%	0.44%	1.19%	0.71%	0.00%	0.51%	0.50%	0.14%	0.00%	0.00%	0.26%	0.49%
Poll	18.40%	0.00%	23.54%	17.62%	11.43%	14.29%	14.99%	16.20%	7.50%	16.47%	14.40%	20.07%
Navigation	10.77%	15.23%	13.67%	10.00%	14.29%	15.14%	7.27%	11.61%	12.50%	11.90%	12.29%	10.89%
Offer	0.24%	1.62%	0.11%	1.43%	1.43%	0.68%	0.76%	0.42%	1.25%	0.40%	0.53%	0.61%
All-Inclusive	6.42%	4.60%	2.82%	3.10%	7.14%	2.04%	3.07%	6.68%	2.19%	2.58%	2.25%	3.06%
New Hotels	0.97%	4.29%	0.76%	0.95%	3.57%	0.68%	2.83%	3.55%	3.75%	2.58%	2.11%	0.98%
Cobrand	---	---	---	---	---	---	1.26%	---	1.25%	1.39%	---	---
Mobile App	0.36%	1.62%	0.65%	0.48%	0.00%	0.85%	0.52%	0.21%	0.00%	0.79%	0.40%	1.35%
Footer	2.06%	16.10%	4.45%	4.52%	3.57%	4.25%	9.66%	3.89%	13.13%	6.94%	7.00%	3.67%

Note: Dash means not shown (---)

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June '22 Heat Map: Non-Member Version

- Nonmembers engaged most heavily with hero, navigation and poll content
- Panama, Mexico and Costa Rica had the highest engagement with poll content

% of Clicks	ARUBA	BRASIL	CHILE	COSTA _RICA	DOMINICAN _REPUBLIC	EL _SALVADOR	MEXICO	MEXICO _ENG	MEXICO _US	PANAMA	PERU
Header	21.21%	11.34%	0.00%	0.00%	11.11%	11.76%	12.72%	6.19%	6.10%	20.00%	11.94%
Stay Module	3.03%	1.21%	0.00%	0.00%	0.00%	0.00%	1.48%	0.48%	0.00%	0.00%	0.75%
Hero	33.33%	23.89%	52.94%	37.50%	33.33%	26.47%	27.96%	20.48%	34.76%	60.00%	27.61%
Resorts	0.00%	0.81%	5.88%	0.00%	0.00%	5.15%	3.11%	3.33%	0.61%	0.00%	1.49%
Join Marriott Bonvoy	3.03%	1.62%	5.88%	12.50%	0.00%	3.68%	3.11%	1.43%	1.22%	0.00%	3.73%
Poll	6.06%	0.00%	11.76%	12.50%	0.00%	10.29%	12.57%	5.24%	10.98%	20.00%	6.72%
Navigation	15.15%	21.86%	5.88%	25.00%	0.00%	25.74%	9.17%	6.67%	16.46%	0.00%	15.67%
Offer	3.03%	0.81%	5.88%	0.00%	0.00%	2.21%	0.74%	0.48%	0.00%	0.00%	0.75%
All-Inclusive	0.00%	2.83%	0.00%	0.00%	0.00%	2.21%	1.92%	4.29%	4.27%	0.00%	5.97%
New Hotels	0.00%	2.43%	5.88%	0.00%	0.00%	1.47%	5.62%	3.33%	3.05%	0.00%	5.22%
Cobrand	---	---	---	---	---	---	1.04%	---	---	---	---
Mobile App	0.00%	0.40%	0.00%	0.00%	0.00%	1.47%	0.30%	0.95%	0.61%	0.00%	0.00%
Footer	15.15%	32.79%	5.88%	12.50%	55.56%	9.56%	20.27%	47.14%	21.95%	0.00%	20.15%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Note: Dash means not shown (---)

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June METT Performance Summary

Campaign Name	Sent	Delivered	Bounced	Bounce Rate	Opens	Open Rate	Clicks	CTR	CTOR
CALA_AI_Eng_202224Jun	36,609	36,516	93	0.25%	6,882	18.8%	349	1.0%	5.1%
CALA_CASA_Spa_202224Jun	38,152	37,327	825	2.21%	8,510	22.8%	244	0.7%	2.9%
CALA_Eng_202203Jun	139,598	139,236	362	0.26%	22,538	16.2%	443	0.3%	2.0%
CALA_Eng_202224Jun	36,234	36,149	85	0.24%	6,095	16.9%	155	0.4%	2.5%
CALA_Haciendas_Eng_202203JUN	33,690	33,610	80	0.24%	5,759	17.1%	225	0.7%	3.9%
CALA_MEO_Eng_202224Jun	159,104	158,878	226	0.14%	29,814	18.8%	1299	0.8%	4.4%
CALA_MEO_Spa_202224Jun	118,488	117,603	885	0.75%	22,924	19.5%	789	0.7%	3.4%
CALA_MEXRZ_Eng_202203Jun	35,390	35,312	78	0.22%	3,995	11.3%	98	0.3%	2.5%
CALA_MEXRZ_Spa_202203Jun	35,467	35,274	193	0.55%	6,616	18.8%	366	1.0%	5.5%
CALA_Port_202203Jun	126,155	124,035	2,120	1.71%	21,314	17.2%	735	0.6%	3.4%
CALA_PVRDE_Spa_202203Jun	25,289	25,192	97	0.39%	5,343	21.2%	170	0.7%	3.2%
CALA_PVRMX_Spa_202224Jun	35,237	35,072	165	0.47%	5,641	16.1%	243	0.7%	4.3%

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Monthly Financial and Engagement Trends

CALA Overall KPI Trends (2021-2022)

Legend: Delivered, CTR

Month	CTR
Apr '21	1.2%
May '21	1.5%
June '21	1.2%
Jul '21	1.7%
Aug '21	1.5%
Sep '21	1.2%
Oct '21	1.1%
Nov '21	1.0%
Dec '21	1.0%
Jan '22	1.2%
Feb '22	1.2%
Mar '22	1.0%
Apr '22	1.0%
May '22	1.1%
Jun '22	1.51%

CALA Overall Financial Trends (2021-2022)

Legend: Revenue, Bookings

Month	Bookings
Apr '21	486
May '21	376
June '21	405
Jul '21	298
Aug '21	295
Sep '21	309
Oct '21	592
Nov '21	443
Dec '21	256
Jan '22	263
Feb '22	507
Mar '22	70
Apr '22	298
May '22	359
Jun '22	310
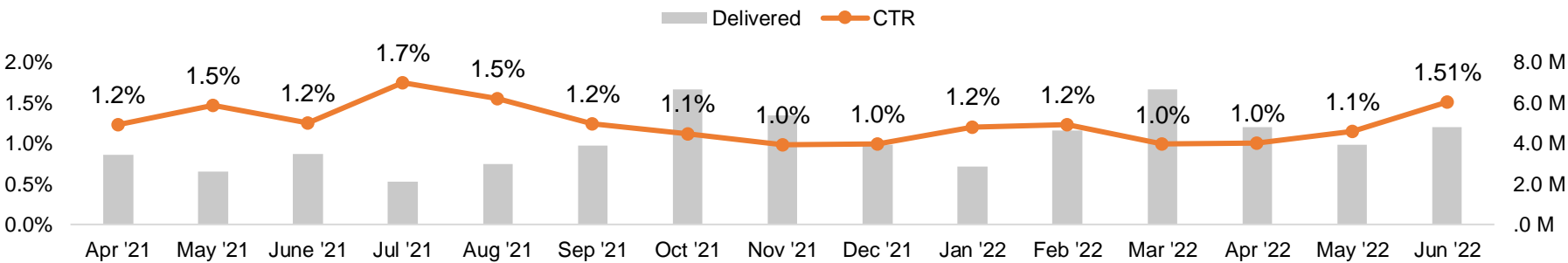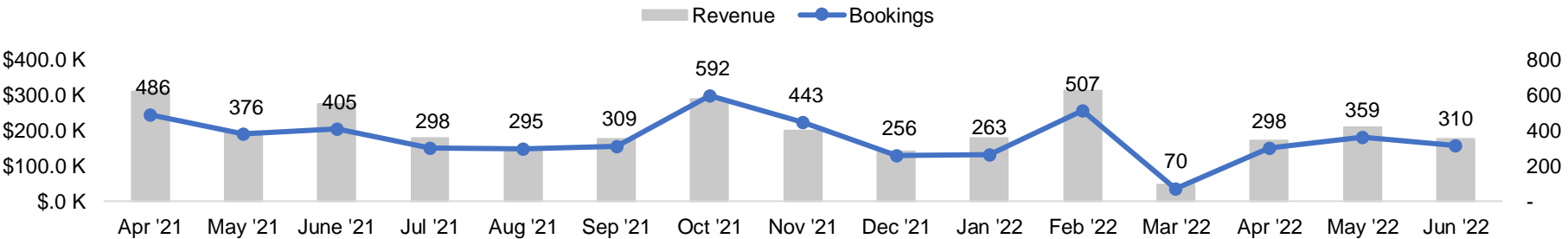
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Thank you!

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