

CALA Quarterly  
Email Review  
*Q3 2022*

25 October 2022

MARRIOTT  
**BONVOY**®



ZADUN, A RITZ-CARLTON RESERVE, LOS CABOS, 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

# Q3 Wins

- Introduced new approach to poll results leveraging subject lines and follow-up personalized hero resulting in a positive lift in engagement versus the typical poll response module
- Tested property vs lifestyle imagery in the July hero for the Global MEO offer resulting in a **0.04 pts.** CTR lift over lifestyle imagery
- Launched Moments content in July Destination solo promoting points earning and redemption
- Urban escapes hero offer launched in August influencing strong revenue for August destination solo
- Leveraged dynamic in-market cobrand content furthering personalization efforts and market relevancy
- Introduced internal vs external property image test in the hero for September solo providing insights into imagery selection for upcoming campaigns

# Q4 Planning

- Launch of the October Week of Wonders campaign which has performed well in September METTs
- Resuming delivery to luxury US segments in November with a targeted luxury versioned template
- Featuring additional new hotel openings to promote new CALA properties and support ongoing business objectives
- B2B offer featured in November to support F&B goals
- All-inclusive and resorts focus in December featuring a resort credit offer
- Continue planning for 2023 Global Local campaign support and analysis; update testing roadmap to include broader, cross-campaign test ideas

# 2022 CALA Learning Roadmap

	Q1 2022	Q2 2022	Q3 2022	Q4 2022
<b>Email</b>	Establish engagement and financial benchmarks and goals	Use PCIQ Image Optimization technology	Launch first STO campaign	Continue using PCIQ content optimization technology
<b>Performance</b>	Establish App download benchmark	Conduct A/B Image testing Begin optimizing STO technology with holdout group	Test into regular offers CTA/module to increase clicks & bookings	Continue using STO technology
<b>Personalization</b>	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
<b>Content</b>	Begin to leverage high performing content modules Include poll module and personalized 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
<b>New Member Enrollment</b>	Begin tracking enrollment and establish benchmarks	Ongoing testing of join module headlines, copy and CTAs ----->		

Successfully implemented STO technology

Launched first external vs internal image test

Successfully included poll results into subject lines and poll results in subsequent months

# Monthly Performance Summary

# Q3 2022 YoY Performance Overview

**63.5K**

Redemption + Earning  
Points Activity

**13.9 M**

Delivered Emails

+9.7% QoQ

+39.9% YoY

**1.11%**

CTR

-0.11 pts. QoQ

-0.35 pts. YoY

**0.19%**

Unsub Rate

-0.00 pts. QoQ

-0.02 pts. YoY

**1,034**

Bookings

+6.9% QoQ

+14.6% YoY

**3.0 K**

Room Nights

+5.6% QoQ

+4.1% YoY

**\$557.63 K**

Revenue

+3.0% QoQ

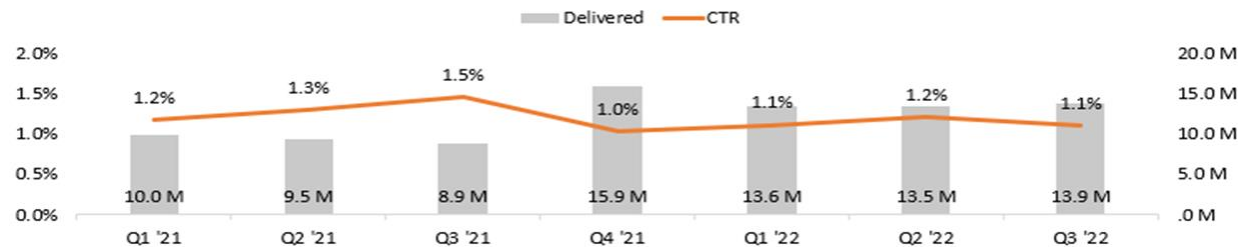
+16.0% YoY

- Increased deliveries in Q3 from all major campaign categories including METTs, Destination Solo, MAU and Promotions
- CTR down slightly contributed to by lower engagement from Core MAU, Destination Solo and Promotional campaigns
  - Removal of Account box from Destination Solo contributed to lower click activity
- Higher revenue from Core MAU and METT campaigns contributed to higher financials QoQ
- Unsubscribe rate continues to remain positive when compared YoY and consistent QoQ



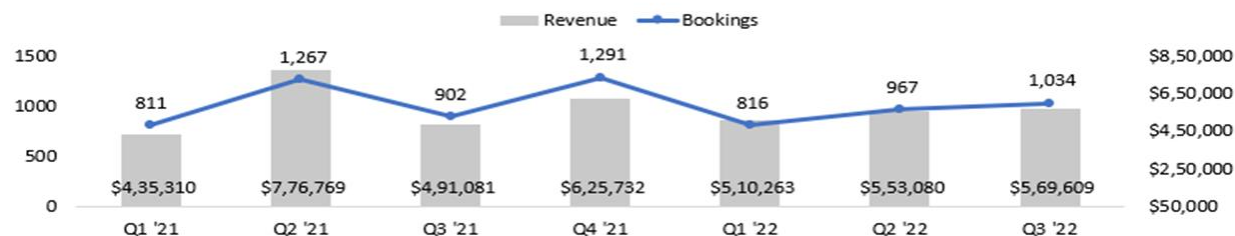
# Maintained Engagement QoQ With Higher Revenue And Bookings

## CALA Overall Engagement Trends (2021-2022)



CTR consistent QoQ with steady deliveries; YoY differences impacted by fewer clicks and higher deliveries

## CALA Overall Financial Trends (2021-2022)



Continued quarterly trend from Q2 of higher revenue and bookings

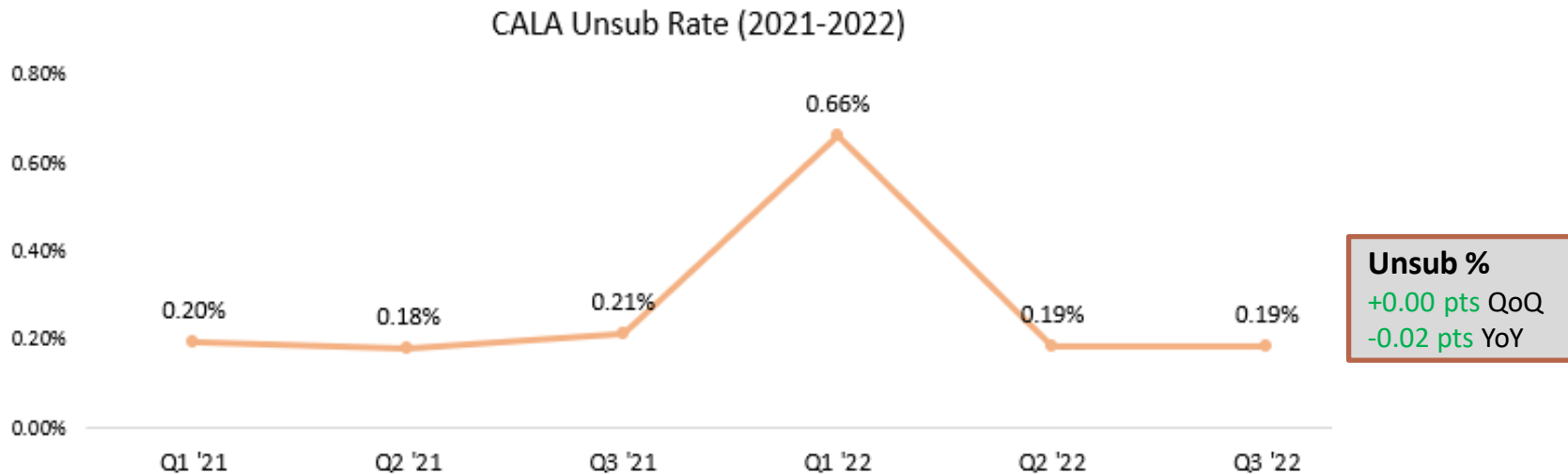
## CALA Conversion Rate Trends (2021-2022)



Total clicks declined but more bookings are being captured from active clickers

# Unsub Rate Trends

- Maintained unsubscribe rate QoQ; lower vs YoY by **0.02 pts**



# Current YTD Goal Progress

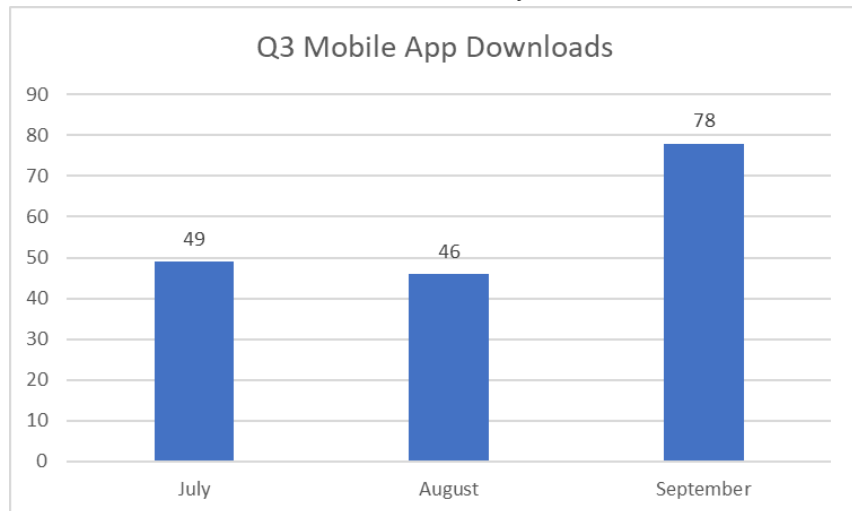
- Top performing months for Destination Solo in Q3 were August and September with July (0.92%) CTR lowering Q3 average
  - Top markets in Q3: Aruba, Argentina, Brazil and Mexico Eng
  - Mexico Spanish Destination solo performance was lower than average for Q3 resulting in lower performance against goal
- Increased engagement with METT campaigns in Q3 resulted in the highest CTR quarter in 2022, but was not strong enough to reach goal; recommend deep dive into recurring METT campaigns to evaluate

CTR Goals	Q3 '22	Quarterly Goal	vs. Goal
Destination Solo	0.97%	1.0%	-0.03 pts.
Destination Solo (CALA only)	0.94%	1.0%	-0.06 pts.
METT	0.80%	1.0%	-0.20 pts.
METT (CALA Only)	0.58%	1.0%	-0.42 pts.

# Quarterly average above app benchmark

- September was the second highest month for download activity in 2022
- September download activity was driven by engagement with the upcoming/recent trip banner contributing to Q3 totals
- Top Markets in Q3:
  - **Mexico: 69**
  - **Brazil: 21**
  - **Argentina: 26**

## Q3 2022 Activity



**+12%** vs Quarterly Benchmark

Thank you for your  
stay banner

## 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



July



### 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



### Todo al Alcance de Tus Manos

Disfrutá de una experiencia segura y sin contacto a la hora de viajar con la app de Marriott Bonvoy. Realizá el check-in, solicitá algún pedido y monitorea tus puntos.

» DESCARGÁ LA APP

August



September

# Mexico Market Q3 Performance

Month	Delivered	CTR	Revenue
<b>July</b>	<b>586,360</b>	<b>0.8%</b>	<b>\$17,272.11</b>
MEXICO	390,573	0.7%	\$11,949.48
MEXICO_ENG	132,898	1.0%	\$4,026.64
MEXICO_LOCAL_ENG	37,744	0.5%	\$0.00
MEXICO_US	25,145	1.4%	\$1,296.00
<b>August</b>	<b>594,598</b>	<b>0.9%</b>	<b>\$7,071.77</b>
MEXICO	397,054	0.8%	\$4,617.85
MEXICO_ENG	135,440	1.2%	\$2,453.92
MEXICO_LOCAL_ENG	37,088	0.6%	\$0.00
MEXICO_US	25,016	1.4%	\$0.00
<b>September</b>	<b>603,879</b>	<b>0.8%</b>	<b>\$9,395.47</b>
MEXICO	408,161	0.8%	\$7,469.67
MEXICO_ENG	134,124	0.9%	\$1,740.78
MEXICO_LOCAL_ENG	36,671	0.6%	\$185.03
MEXICO_US	24,923	1.5%	\$0.00
<b>Grand Total</b>	<b>1,784,837</b>	<b>0.8%</b>	<b>\$33,739.35</b>

- Mexico Eng and Mexico US Spanish were top engaged markets in Q3
- Conversion rate for Mexico Eng and Mexico US Spanish represents an opportunity to convert highly engaged openers, continue to evaluate content to improve relevancy and monitor landing page performance

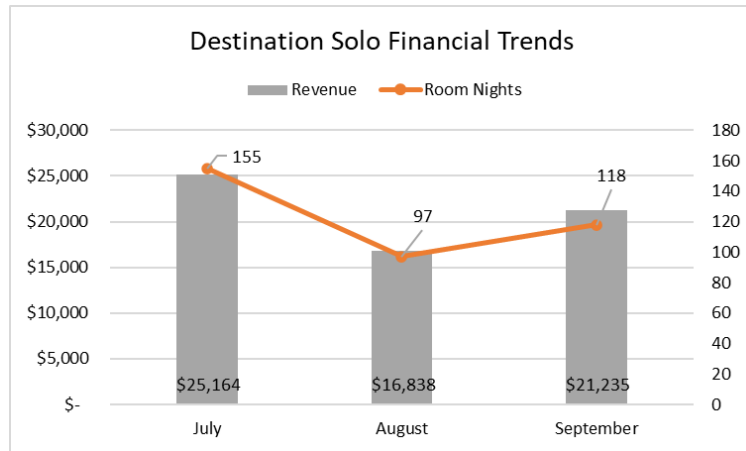
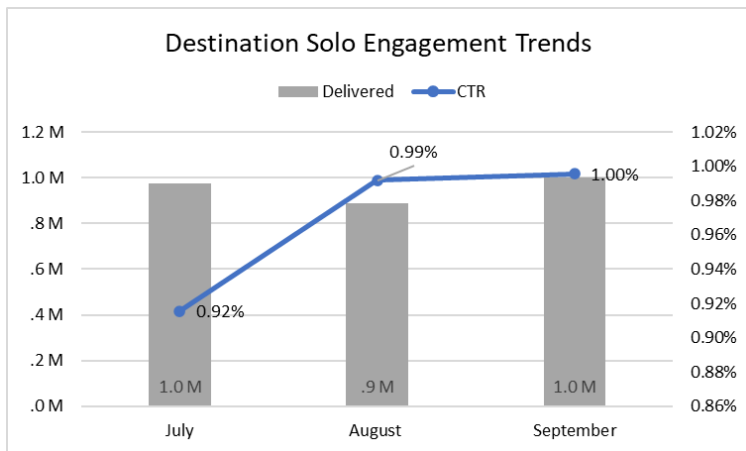
# Campaign Engagement

# Destination Solo

# Sept Showing MoM Rebound; Content Shifts Impacted Q3 Overall


- Removing account module in August resulted in a drop in overall click activity, recommend incorporating an alternative means of activity updates in solos
- Engagement increased throughout the quarter with the highest CTR in September
- Higher percentage of both bookings and revenue to CALA properties in Q3 with Q3 delivering the highest % of bookings and revenue back to CALA
- Offers, Destinations, and hero content engaged readers throughout Q3 with less activity coming from redemption and poll content
- Top revenue driving heroes were featured in September and July destination solos

Drive Solos	Q3 2022	QoQ
Delivered	2.9 M	+3.1%
Clicks	27,667	-20.4%
CTR	0.97%	-0.28 pts.
Unsub Rate	0.18%	-0.01 pts.
Bookings	158	-24.4%
Room Nights	370	-26.7%
Revenue	\$63,237	-36.9%
Conversion	0.57%	-0.03 pts.
% Bkgs. to CALA	49.5%	+14.0 pts.
% Rev. to CALA	49.7%	+19.2 pts.





# Increase Relevancy Using Member Data




MARRIOTT  
BONVOY®

» MY ACCOUNT  
» FIND & RESERVE

Get More Out of Travel With Points

Melissa, let us help you make the most of your Marriott Bonvoy® Platinum Elite membership by unlocking unparalleled earning opportunities. With every journey you take you will be rewarded with extra points for future stays and endless experiences.

Your current points balance is 100,000



Step Away From Screen Time.  
*Embrace Go Time.*


Register now, then earn 1,500 bonus points on each stay, plus 3,000 more points on stays at All-Inclusive by Marriott Bonvoy resorts, through 12 December 2021.

REGISTER NOW

The More Points the Merrier

Discover more ways to earn points.


Your current points balance is 100,000



You're Set to Earn Even More

Book now to earn 1,500 bonus points on each stay, starting with your first stay, and more.

» BOOK NOW



MARRIOTT BONVOY  
EVENTS

Double the Reward

Earn 2x Marriott Bonvoy® points for meetings, events, and more across Europe, the Middle East, and Africa.

» LEARN MORE

- Add current point balance to earning and/or redeeming content modules
- Test messaging for those with and without points
  - 0 points = “Start earning”
  - With points = “Boost your balance” or “Keep earning”

# Q3 2022 Destination Solo

## Creative Examples

### Q3 Highlights:

- Global MEO hero offer in July with property vs lifestyle test
- Personalized poll response modules in July
- Urban Escapes Hero offer in August
- Continued use of poll responses from June in August module
- Dynamic holiday planning theme in September
- Urban Escapes follow-up module

## Mexico English July

Thank you for staying with us recently. This offer is available to members only. Please visit our website for more details.

**Enjoy Up to 10,000 Bonus Points**

Book a qualifying stay at a participating resort in Mexico by August 15, 2022. Earn up to 10,000 bonus points.

**Still Making Summer Plans?**

Don't miss out on the summer season. Book a qualifying stay at a participating resort in Mexico by August 15, 2022. Earn up to 10,000 bonus points.

**Plan Your Perfect Vacation**

Thank you for staying with us recently. This offer is available to members only. Please visit our website for more details.

**Join Bonvoy Rewards**

Join Bonvoy Rewards and get up to 10,000 bonus points. This offer is available to members only. Please visit our website for more details.

**Explore Mexico and Beyond**

Plan your next vacation with a stay at a participating resort in Mexico. Earn up to 10,000 bonus points.

**Make Every Moment Count**

Enjoy every moment of your vacation. Earn up to 10,000 bonus points.

**Live Differently**

Experience the world differently. Earn up to 10,000 bonus points.

**Extraordinary Moments Await**

Experience the world differently. Earn up to 10,000 bonus points.

## Mexico English August

Thank you for staying with us recently. This offer is available to members only. Please visit our website for more details.

**Your Urban Escape Awaits, Dina**

Discover the beauty of Mexico. Earn up to 10,000 bonus points.

**Earn Up to 10,000 Bonus Points**

Book a qualifying stay at a participating resort in Mexico by August 15, 2022. Earn up to 10,000 bonus points.

**Boost Your New Summer Plans**

Don't miss out on the summer season. Book a qualifying stay at a participating resort in Mexico by August 15, 2022. Earn up to 10,000 bonus points.

**Your End-of-Season Travel Planner**

Plan your next vacation with a stay at a participating resort in Mexico. Earn up to 10,000 bonus points.

**A Meaningful Home Experience**

Experience the world differently. Earn up to 10,000 bonus points.

**Experience Something New**

Discover the beauty of Mexico. Earn up to 10,000 bonus points.

**Explore Travel for Every Lifestyle**

Experience the world differently. Earn up to 10,000 bonus points.

**ALL-INCLUSIVE**

Experience the world differently. Earn up to 10,000 bonus points.

## Mexico English September

Thank you for staying with us recently. This offer is available to members only. Please visit our website for more details.

**Fun Places to Celebrate the Holidays**

Discover the beauty of Mexico. Earn up to 10,000 bonus points.

**More Vacation Inspiration**

Discover the beauty of Mexico. Earn up to 10,000 bonus points.

**Join Bonvoy Rewards**

Join Bonvoy Rewards and get up to 10,000 bonus points. This offer is available to members only. Please visit our website for more details.

**A Traveler's Home**

Experience the world differently. Earn up to 10,000 bonus points.

**Vacation Inspiration Now**

Discover the beauty of Mexico. Earn up to 10,000 bonus points.

**Re-Invent Recent Experiences, Dina**

Discover the beauty of Mexico. Earn up to 10,000 bonus points.

**ALL-INCLUSIVE**

Experience the world differently. Earn up to 10,000 bonus points.

**Urban Escapes**

Discover the beauty of Mexico. Earn up to 10,000 bonus points.

# Top Q3 Markets

- Curacao represents the highest rev/del. in Q3 and was the 9<sup>th</sup> highest revenue only being included in the August Destination Solo
- Colombia, Aruba and Puerto Rico are top revenue drivers each month and have the highest rev/del. outside of Curacao, recommend to continue including these markets when available

Market	Delivered	CTR	Bookings	Roomnights	Revenue	Rev/Del
MEXICO	1,195,788	0.8%	60	145	\$24,036.99	\$0.02
MEXICO_ENG	402,462	1.0%	36	62	\$8,221.33	\$0.02
COLOMBIA	147,661	1.3%	11	42	\$6,733.99	\$0.05
PERU	110,610	1.2%	9	26	\$4,769.43	\$0.04
PUERTO_RICO	85,040	0.8%	3	10	\$4,205.00	\$0.05
PANAMA	98,459	1.0%	4	11	\$3,334.54	\$0.03
ARUBA	36,666	1.5%	6	7	\$2,764.47	\$0.08
BRASIL	292,610	1.0%	6	16	\$2,605.33	\$0.01
CURACAO	3,511	2.0%	2	10	\$2,076.20	\$0.59
ARGENTINA	201,093	1.5%	9	16	\$1,648.31	\$0.01

# Larger Luxury Audiences Across All Segments

- Increased luxury stay activity resulted in larger segment size for all luxury segments
- Higher revenue for L1 and L2B segments QoQ with L2B contributing to 89% more revenue with the highest revenue from August Solo
- Recommend testing into aspirational luxury content including luxury locations for nonluxury audiences to continue to increase total luxury stays

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 Q3	L1	L2A	L2B	L3	Everyone Else	Total
Delivered	4.6K (+4.7%)	14.7K (+7.0%)	32.7K (+8.3%)	5.8K (+11%)	2.8M(+2.3%)	2.9M (+2.2%)
CTR	0.9% (-0.4pts)	1.5% (-0.2pts)	2.6% (-0.5pts)	4.3% (-0.3pts)	0.9% (-0.3pts)	1.0% (-0.3pts)
Bookings	1	2	24	1	130	158
Rmnts	2	13	85	5	265	370
Revenue	\$6 K (+39.8%)	\$1.6 K (-26.5%)	\$16.1 K (+89.4%)	\$1 K (-91.5%)	\$44.8 K (-49.5%)	\$63.2 K (-37.5%)
Rev./Del.	\$0.01	\$0.11	\$0.49	\$0.02	\$0.02	\$0.02

( ) versus Q2 totals

# Top Performing Q3 Content: Hero, Destinations and Offers



## Your Urban Escape Awaits, Dina

Close out summer with an eye-opening city escape mixing gastronomy and culture, and discover hidden gems that will stay with you long after you leave. Simply book your stay by September 30, 2022 to enjoy our package, which includes breakfast for two adults, as well as two additional benefits.

EXPLORE PACKAGE

Stay by December 29, 2022

## August Hero

**#1 Clicked Module in August**



## Enjoy Up to 10,000 Bonus Points

Book your next getaway with this member exclusive offer by August 31, 2022 and take your summer travel even further.

BOOK NOW

Stay by September 20, 2022

## July Hero

**Highest Revenue Driving Hero**

Destination themes and modules continue to be top performers, recommend leveraging 5 pack module with additional content or broadening destination/location content into other personalization opportunities

## Your End-of-Season Travel Planner

Still seeking a spa escape? Here's some inspiration to help you easily plan your next vacation.



Bermuda



British Virgin Islands



Costa Rica



Panama

## More Vacation Inspiration

Looking for fun places to celebrate the holidays this winter? These destinations offer plenty of sun, sand, and sea.



Costa Rica



Guatemala



Barbados



Puerto Vallarta and Punta



Grand Cayman

## Explore Mexico and Beyond

When you're ready to discover someplace new, we've got you covered. Simply choose from our wide selection of hotels across the Caribbean and Latin America.



Cancun



Puerto Vallarta and Punta Mita



Los Cabos



Mexico City



City Destinations

## Destination Module

**#2 Module across all months with highest activity in September**



## Fun Places to Celebrate the Holidays

It's never too soon to start preparing for your holiday vacation, especially when you have so many extraordinary hotels to choose from. Get a head start by discovering our dreamy properties across Dominican Republic.

EXPLORE NOW

# September Member Heat Map

- Navigation module captured more click activity across both members and nonmembers
- Urban escapes offer was the third or fourth top clicked module amongst member and nonmember markets

[illegible]

# September Nonmember Heatmap

- Amongst nonmembers new openings resonated most with Costa Rica and Dominican Republic
- Navigation module outperformed Hero in several nonmember markets

Modules / % of Clicks	ARGENTINA	ARUBA	COLOMBIA	COSTA RICA	DOMINICAN REPUBLIC	MEXICO	MEXICO ENG	MEXICO LOCAL ENG	PANAMA	PERU	PUERTO RICO
Header	6.0%	14.0%	4.8%	0.0%	0.0%	12.8%	5.5%	0.0%	10.7%	25.0%	10.1%
Get Ready for Your Trip	0.6%	2.3%	4.8%	0.0%	0.0%	1.1%	1.7%	0.0%	0.7%	0.0%	0.6%
Hero	27.8%	16.3%	42.9%	57.1%	44.4%	23.6%	19.1%	0.0%	32.0%	50.0%	29.0%
Navigation Pack	30.4%	30.2%	28.6%	7.1%	0.0%	15.5%	21.6%	50.0%	25.3%	0.0%	30.8%
Urban Escape Awaits	8.4%	7.0%	4.8%	7.1%	11.1%	5.6%	3.0%	0.0%	1.3%	0.0%	1.8%
Additional Mini Module	1.5%	2.3%	0.0%	0.0%	0.0%	2.9%	1.7%	0.0%	0.7%	25.0%	2.4%
B2B Offer	0.9%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.7%	0.0%	0.0%
New Openings	4.5%	4.7%	0.0%	14.3%	11.1%	4.6%	4.2%	0.0%	0.0%	0.0%	3.0%
ALL-INCLUSIVE	1.5%	4.7%	0.0%	0.0%	0.0%	3.0%	3.0%	50.0%	2.7%	0.0%	3.0%
APP MESSAGE	0.9%	2.3%	0.0%	0.0%	0.0%	0.6%	0.8%	0.0%	2.0%	0.0%	1.2%
50 anniversary hotel	4.2%	---	---	---	---	---	---	---	---	---	---
Cobrand	---	---	---	---	---	5.0%	---	---	---	---	---
Footer	13.4%	16.3%	14.3%	14.3%	33.3%	23.6%	39.4%	0.0%	24.0%	0.0%	18.3%
Grand Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

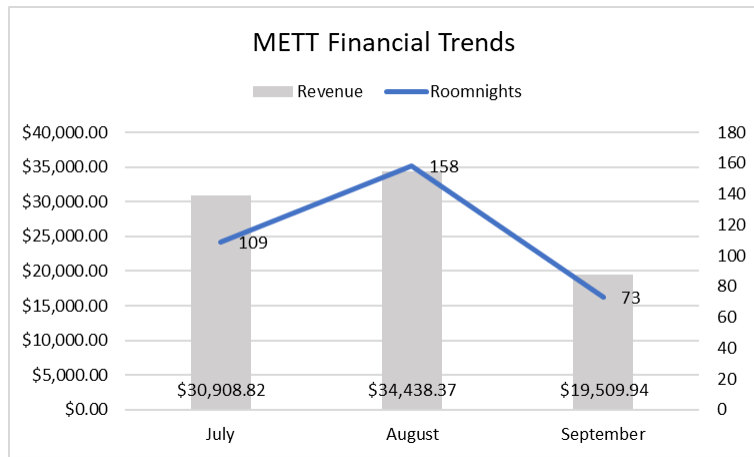
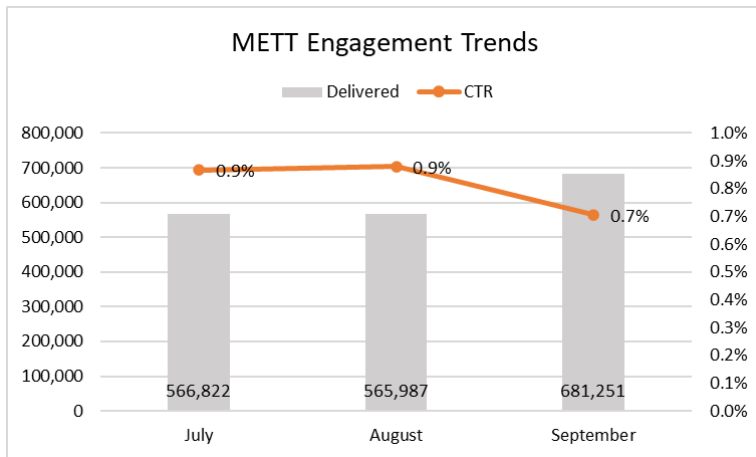
# METT Emails



# Increased Engagement and Revenue QoQ

- Q3 engagement increased with the two highest CTRs of 2022 in July and August
- Revenue for July and August METTs were two of the highest months in 2022; 4<sup>th</sup> 3<sup>rd</sup> respectively
- Throughout Q3, the top performing METT campaigns featured “Getaway” in the subject line as well as calling out a specific destination or property, recommend bringing this learning into destination solo
- Higher performing METT campaigns include property imagery vs other lower campaigns with more lifestyle imagery, leverage insights from property vs lifestyle and internal vs external tests in upcoming METT campaigns

METTs	Q3 2022	QoQ
Delivered	1.8 M	-34.4%
Clicks	14.7 K	-11.7%
CTR	0.8%	+0.21 pts.
Unsub Rate	0.10%	-0.01 pts.
Bookings	118	-8.5%
Room Nights	340	+4.3%
Revenue	\$84.9 K	+25.0%
Conversion	0.80%	+0.00 pts.
% Rev. to CALA	44.0%	-11.4 pts.



# Top Performing METTs: Q3 2022

**August: Highest Revenue**

**CALA\_Cun\_Eng\_202226Aug**

**Subject Line:** Cancun is Calling



## Your Getaway Earns Bonus Points

Enjoy an unforgettable getaway with this exclusive offer valid at more than 130 participating hotels and resorts across the Caribbean and Latin America while staying up to 10,000 bonus points per stay.

[BOOK NOW](#)



**Paradise Vacations in Cancun**  
Treat yourself to an unforgettable stay at JW Marriott Cancun Resort & Spa. Enjoy your experience in one of the most coveted destinations in Mexico with heavenly spa treatments and a full range of amenities, offer, full of local and international flavor.

[BOOK NOW](#)

## Feel the Energy of Polanco

Enjoy a vibrant and exclusive stay at JW Marriott City Center in one of the city's trendiest neighborhoods. Full of convenience, chic shops, a full-service spa and everything you need.

[BOOK NOW](#)



**A Dreamy Vacation in Cancun Awaits**  
Unleash your inner explorer at Marriott Cancun Resort. Experience the unparalleled Cancun beaches and reserve our member exclusive offer, with its exclusive locations, just here nothing is truly about.

[BOOK NOW](#)

**July: High Engagement and Revenue**

**CALA\_Resorts\_Eng\_202201Jul**

**Subject Line:** Plan Your Next Resort Getaway



## Winter Getaway in Grand Cayman

Start planning your winter getaway and enjoy the luxury of the Caribbean at Grand Cayman Marriott Beach Resort. An endless summer escape with the most exclusive amenities, 200+ perfect beaches, the finest island of relaxation or enjoying a great view of water sports.

Currently, offer is available to you with restricted discounts. Stay 14 nights and receive up to 30% off.

[BOOK NOW](#)



**Exquisite Island Views**  
Experience a luxury retreat to the white sands of Grand Cayman Beach Resort. Relax, unwind, and enjoy the view.

Book up to 30% off and enjoy our beachfront location in a private area and discover the magic of the Grand Cayman island in a truly unforgettable way.

[BOOK NOW](#)



**Luxury Escape in Puerto de Plata**  
Unleash your inner explorer in the exclusive of The Ritz-Carlton Puerto Plata Resort. A genuine, the finest of all resorts to enjoy in a truly exclusive. The resort will be the perfect place to enjoy your vacation with its exclusive amenities. Stay 14 nights or more and enjoy up to 30% off.

[BOOK NOW](#)



**Discover Relaxation in Puerto de Plata**  
Discover the resort's location in the heart of the island. Discover the resort's location in the heart of the island. Discover the resort's location in the heart of the island.

[BOOK NOW](#)

**August: Highest CTR**

**CALA\_BGIAU\_CARICOM\_Eng\_202205Aug**

**Subject Line:** We Have an Exclusive All-Inclusive Offer for You

[At Turtle Beach by Elegant Hotels, All-Inclusive](#)



## Exclusive CARICOM Residents Offer

Located on a stunning stretch of white sandy beach on the lively south coast of Barbados, **Turtle Beach by Elegant Hotels, All-Inclusive** appeals to families and couples alike.

Enjoy decadent dining, two swimming pools, kids splash pool, jacuzzi, beach ambassador service, tennis courts, non-motorized water sports, Flying Fish Kids Club, fitness classes, and complimentary Wi-Fi.

Book special rates for CARICOM Residents from 299 USD.

[RESERVE NOW!](#)

# September METT Performance Summary

- CALA Eng is a consistent top performer throughout Q3
- Percent of revenue back to CALA properties in September was 36% with The Westin Cozumel making up 64% of that revenue

Campaign Name	Sent	Delivered	Bounced	Bounce Rate	Clicks	CTR	Bookings	Room nights	Revenue	Rev / Delivered	% Rev to CALA
CALA_CASA_Eng_202223Sep	106,059	105,887	172	0.2%	451	0.4%	11	24	\$3,377	\$0.03	17%
CALA_CASA_2_Spa_202223Sep	83,737	83,081	656	0.8%	545	0.7%	6	12	\$3,026	\$0.04	4%
CALA_CASA_Spa_202202Sep	65,205	64,656	549	0.8%	438	0.7%	3	6	\$1,838	\$0.03	26%
CALA_Mex_Spa_202209Sep	58,744	58,228	516	0.9%	278	0.5%				\$0.00	
CALA_StRegis_Eng_202223Sep_Moved	52,282	52,200	82	0.2%	570	1.1%	2	3	\$414	\$0.01	0%
CALA_Eng_202202Sep	51,580	51,501	79	0.2%	353	0.7%	7	17	\$8,728	\$0.17	51%
CALA_Port_202223Sep	49,218	48,501	717	1.5%	306	0.6%	2	5	\$522	\$0.01	49%
CALA_CarCun_Eng_202209Sep	44,436	44,344	92	0.2%	466	1.1%	3	5	\$1,378	\$0.03	77%
CALA_PVR_Spa_202209Sep	40,935	40,712	223	0.5%	197	0.5%				\$0.00	
CALA_AI_Eng_202209Sep	34,121	34,029	92	0.3%	243	0.7%	1	1	\$227	\$0.01	0%
CALA_Elegant_UK_202209Sep	34,083	33,993	90	0.3%	139	0.4%				\$0.00	
CALA_PVRXR_Eng_2022023Sep	33,353	33,195	158	0.5%	436	1.3%				\$0.00	
CALA_SJDC_Eng_202223Sep	30,979	30,924	55	0.2%	383	1.2%				\$0.00	

# CALA September METT Heatmaps

- Offers featuring property callouts and hotel imagery consistently captured the most engagement throughout Q3
- Outside of strong offers, "Book Now" and "Reserve Now" CTAs captured the most activity

CALA Eng Sept.	
Module	Click %
MarriottBonvoyLogo	5.77%
myaccount	5.53%
FindHotels	0.24%
Find & Reserve	2.40%
offer1	44.71%
offer2	23.32%
offer3	7.21%
Preferences	0.24%
Unsubscribe	2.64%
BrandBar	3.61%

CASA CALA Eng	
Module	Click %
MarriottBonvoyLogo	6.19%
myaccount	6.87%
Find & Reserve	2.75%
offer1	21.99%
offer2	19.42%
offer3	15.29%
offer4	12.54%
Preferences	0.17%
Unsubscribe	6.36%
BrandBar	2.92%

CASA Spa.	
Module	Click %
MarriottBonvoyLogo	3.38%
Link in First Name copy and Person icon in Header	13.10%
FindHotels	0.14%
Find & Reserve	2.11%
offer1	20.70%
offer2	8.73%
offer3	3.94%
offer4	12.82%
offer5	14.79%
TermsOfUse	0.14%
Unsubscribe	12.25%
BrandBar	2.96%

# Testing & Optimization

# Q3 Testing Results

## Image Optimization and A/B Testing Results

- Property imagery captured more click activity but generated slightly less revenue than lifestyle in A/B test, recommend continuing test within hero module for engagement patterns
- Exterior resulted in considerably more revenue and room nights vs interior, recommend to continue testing this approach to trend engagement patterns

## PCIQ SL Testing Results

- SLs that include direct and intrigue performed well in all markets, intrigue continues to perform well throughout testing in 2022
- Open rate was similar across all SLs in August with Direct+Personalization performing best with English and Portuguese and Emoji + Urgency performing marginally better than Direct+Personalization for Spanish
- Direct consistently performs well in opens, continue including in PCIQ SL in upcoming campaigns
- Intrigue + several other tags have been the highest performing subject lines throughout Q3, recommend to continue incorporating additional combinations paired with destinations, offer, or properties when available in destination solos

# September Hero Internal Vs Exterior Imagery A/B Test



Hero Version	CTR	Revenue	Rmnts
Interior	0.35%	\$2,618.78	11
Exterior	0.35%	\$9,552.83	29

- Engagement between interior and exterior imagery was similar, both with 0.35% CTR
- Exterior resulted in considerably more revenue and room nights vs interior, recommend to continue testing this approach to trend engagement patterns

# PCIQ Subject Line Performance Results

- The PCIQ ML model has consistently resulted in a positive lift since it's deployment, recommend to plan future SL to continue to leverage this technology to it's fullest

Month	Unique Open Rates		Lift of ML over Random
	ML	Random	
July	12.3%	12.3%	-0.13%
August	17.3%	17.2%	1.16%
September	17.5%	17.4%	0.57%



# Actionable Insights & Next Steps

# Actionable Insights

- Removing account module in August Destinations Solo resulted in a drop in overall click activity, recommend incorporating an alternative means of activity updates in solos
- Recommend to incorporate different activity tests outside of golf, spa, beach and city in future campaigns to monitor for engagement patterns
- Pool property imagery performed well in METT heroes, recommend to leverage this insight in upcoming CALA campaigns
- Colombia, Aruba and Puerto Rico are top revenue drivers each month in Destinations Solo and have the highest rev/del. outside of Curacao, recommend to continue including these markets when available
- Throughout Q3 top performing METT campaigns featured “Getaway” in the subject line as well as calling out a specific destination or property, recommend bringing this learning into Destinations solo
- Recommend testing into aspirational luxury content including luxury locations for nonluxury audiences to continue to increase total luxury stays
- Destination themes and modules continue to be top performers, recommend leveraging 5 pack module with additional content or broadening destination/location wording into other personalization opportunities including new hotels and hero modules
- Exterior resulted in considerably more revenue and room nights vs interior, recommend to continue testing this approach to trend engagement patterns
- The PCIQ ML model has consistently resulted in a positive lift since it's deployment, recommend to plan future subject lines to continue to leverage this technology to it's fullest
- Intrigue + several other tags have been the highest performing subject lines throughout Q3, recommend to continue incorporating additional combinations paired with destinations, offer, or properties when available in destination solos

# Next Steps for October

- Week of Wonders exclusive offer section
- Preheader featuring offer specifics
- Festive seasonal offer
- Join banner featuring member benefits



# Appendix

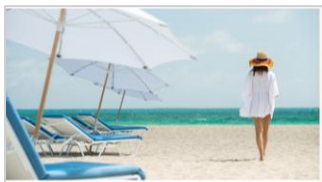
# Property vs Lifestyle Hero Image A/B Test

Property imagery captured more click activity but generated slightly less revenue than lifestyle in A/B test, recommend continuing test within hero module for engagement patterns

Version	Delivered	Clicks	CTR	Lift	Revenue	Lift
Property Image	486,523	1,906	0.39%	0.04 pts.	\$6,452.04	---



Version	Delivered	Clicks	CTR	Lift	Revenue	Lift
Lifestyle Image	486,006	1,719	0.35%	---	\$6,514.58	\$62.54



# PCIQ July Subject Line Performance Results

## Testing Observations:

- SLs that include direct and intrigue performed well in all markets
- Intrigue continues to perform well throughout testing in 2022
- How to did not perform well, recommend to swap how to with additional combinations including Direct and Intrigue

Language	SL_ID	SL	Tag	UniqueOpenCount	DeliveredCount	Unique_Open_Rate
SPANISH	SL_06	Encuentra el resort [tipo de resort] que se adapte a tu estilo	(How to)	22	114	19.3%
SPANISH	SL_04	El resort [tipo de resort] de tus sueños se encuentra dentro 🏡	(Intrigue)(Emoji)	25	134	18.7%
SPANISH	SL_05	[Fname, ] Hemos preguntado, has respondido	(Intrigue)(Personalization)	23	130	17.7%
SPANISH	SL_01	Todavía tienes tiempo de hacer planes de verano 🏡	(Intrigue)(Emoji)	14,288	128,991	11.1%
SPANISH	SL_02	[Fname, ] Ahorra en tu resort de ensueño	(Direct)(Personalization)	5,694	71,440	8.0%
SPANISH	SL_03	Cómo planear y ahorrar en tus próximas vacaciones de verano	(How to)	5,179	70,154	7.4%
ARGENTINA	SL_02	[Fname, ]Ahorrá en Resorts de ensueño	(Direct)(Personalization)	3,434	16,418	20.9%
ARGENTINA	SL_03	Cómo planear y ahorrar en tus próximas vacaciones de verano	(How to)	3,127	16,130	19.4%
ARGENTINA	SL_01	Aún Queda Tiempo Para Tus Planes de Invierno 🏡	(Intrigue)(Emoji)	3,242	16,836	19.3%
ENGLISH	SL_06	Find the [Resort Type] Resort That Fits Your Style	(How to)	18	34	52.9%
ENGLISH	SL_05	[Fname, ] We Asked, You Answered	(Intrigue)(Personalization)	14	30	46.7%
ENGLISH	SL_04	Your Dream [Resort Type] Resort Is Inside 🏡	(Intrigue)(Emoji)	8	23	34.8%
ENGLISH	SL_02	[Fname, ] Save on Your Dream Resort	(Direct)(Personalization)	4,511	25,503	17.7%
ENGLISH	SL_01	There's Still Time to Make Summer Plans 🏡	(Intrigue)(Emoji)	5,862	33,637	17.4%
ENGLISH	SL_03	How to Plan and Save on Your Next Summer [Vacation][Holiday]	(How to)	4,240	24,860	17.1%



# PCIQ August Subject Line Performance Results

## Testing Observations:

- For the first time there was a positive lift across all languages from the ML platform in August
- Spanish had the highest open rate followed by English
- Open rate was similar across all SLs in August with Direct+Personalization performing best with English and Portuguese and Emoji + Urgency performing marginally better than Direct+Personalization for Spanish
- Direct consistently performs well in opens, continue including in PCIQ SL in upcoming campaigns

Language	SL_ID	SL	Tag	UniqueOpenCount	DeliveredCount	Unique_Open_Rate
ENGLISH	SL02	[Fname, ]End the Season With One Last [Vacation][Holiday]	(Direct)(Personalization)	5,276	30,567	17.3%
ENGLISH	SL01	Last Chance to Secure Your End-of-Season Travel Plans 🌸	(Emoji)(Urgency)	5,358	31,276	17.1%
ENGLISH	SL03	How to Make the Most of the Last Days of the Season 🌸🌿	(How to)(Intrigue)(Emoji)	4,994	30,528	16.4%
PORTUGUESE	SL02	[Fname, ]termine esta temporada com uma última viagem	(Direct)(Personalization)	3,990	24,600	16.2%
PORTUGUESE	SL01	Última oportunidade de você garantir seus planos de viagem para o final de temporada 🌸	(Emoji)(Urgency)	3,914	25,240	15.5%
PORTUGUESE	SL03	Como aproveitar ao máximo os últimos dias da temporada 🌸🌿	(How to)(Intrigue)(Emoji)	3,681	24,523	15.0%
SPANISH	SL01	Última oportunidad para garantizar tus planes de viaje de fin de temporada 🌸	(Emoji)(Urgency)	16,952	94,721	17.9%
SPANISH	SL02	[Fname, ]Termina la temporada con unas últimas vacaciones	(Direct)(Personalization)	16,629	93,460	17.8%
SPANISH	SL03	Cómo aprovechar los últimos días de la temporada 🌸🌿	(How to)(Intrigue)(Emoji)	15,772	91,499	17.2%

# PCIQ September Subject Line Performance Results

- Intrigue + several other tags have been the highest performing subject lines throughout Q3, recommend to continue incorporating additional combinations paired with destinations, offer, or properties when available in destination solos

Language	SL_ID	SL	Tag	UniqueOpenCount	DeliveredCount	Unique_Open_Rate
ENGLISH	SL02	Last Chance to Save on an Unforgettable Urban Escape	(Intrigue)(FOMO)	8,444	50,904	16.6%
ENGLISH	SL01	Here's How to Get a Head Start on Holiday Vacation Planning	(Intrigue)(Seasonal)	8,666	50,856	17.0%
ENGLISH	SL03	[Fname, ]Your Dream Holiday Vacation Is Inside	(Intrigue)(Personal)	8,776	51,068	17.2%
ARGENTINA	SL02	Última oportunidad para ahorrar en un inolvidable escape urbano	(Intrigue)(FOMO)	3,295	17,268	19.1%
ARGENTINA	SL01	Aquí te mostramos cómo comenzar a planear tus vacaciones	(Intrigue)(Seasonal)	3,339	17,372	19.2%
ARGENTINA	SL03	[Fname], las vacaciones de tus sueños están acá	(Intrigue)(Personal)	3,326	16,953	19.6%
SPANISH	SL01	Última oportunidad de ahorrar en una escapada urbana inolvidable	(Intrigue)(FOMO)	17,134	98,889	17.3%
SPANISH	SL02	Aquí te mostramos cómo comenzar a planear las vacaciones	(Intrigue)(Seasonal)	17,024	99,525	17.1%
SPANISH	SL03	[Fname, ]Además, descubre ofertas solo para socios, nuevas inauguraciones de hoteles y más	(Intrigue)(Personal)	17,121	98,957	17.3%



# PCIQ Subject Line Performance Results

DeploymentDate	Segment/Language	Unique Opens		Delivered		Unique Open Rates		Lift of ML over Random	Statistical Significance (Confidence or p-value)
		ML	Random	ML	Random	ML	Random		
7/14/2022	Overall	49,494	49,687	403,400	404,434	12.3%	12.3%	-0.13%	58.9%
	ARGENTINA	9,586	9,803	49,709	49,384	19.3%	19.9%	-2.85%	98.8%
	SPANISH	25,380	25,231	270,045	270,963	9.4%	9.3%	0.93%	86.4%
7/13/2022	ENGLISH	14,528	14,653	83,646	84,087	17.4%	17.4%	-0.33%	62.2%
DeploymentDate	Segment/Language	Unique Opens		Delivered		Unique Open Rates		Lift of ML over Random	Statistical Significance (Confidence or p-value)
		ML	Random	ML	Random	ML	Random		
8/12/2022	Overall	77,343	76,566	445,782	446,414	17.3%	17.2%	1.16%	99.4%
	ENGLISH	15,647	15,628	91,700	92,371	17.1%	16.9%	0.85%	79.6%
	PORTUGUESE	11,771	11,585	74,513	74,363	15.8%	15.6%	1.40%	87.7%
	SPANISH	49,925	49,353	279,569	279,680	17.9%	17.6%	1.20%	98.1%
DeploymentDate	Segment/Language	Unique Opens		Delivered		Unique Open Rates		Lift of ML over Random	Statistical Significance (Confidence or p-value)
		ML	Random	ML	Random	ML	Random		
9/8/2022	Overall	87,534	87,125	501,312	501,792	17.5%	17.4%	0.57%	90.3%
	ARGENTINA	9,978	9,960	51,182	51,593	19.5%	19.3%	0.99%	78.0%
	ENGLISH	25,921	25,886	153,447	152,828	16.9%	16.9%	-0.27%	63.2%
	SPANISH	51,635	51,279	296,683	297,371	17.4%	17.2%	0.93%	94.8%



Thank you!

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