

CALA Quarterly
Email Review
Q3 & September 2023

6 November 2023

MARRIOTT
BONVOY®



Meeting Agenda

1. Performance Summary
2. Campaign Engagement
 - Destination Solo
 - Global Local Campaigns
 - METT
3. Testing & Optimization
4. Actionable Insights



Key Storylines

- Q3 delivered volume increased 2.2% QoQ and 55.5% YoY with lifts in Promo, Regional, MAU and METT email communications.
 - Jul Destinations solo had the third largest booking volume within it's campaign type YTD.
 - Sept volumes aligned with Jul deliveries. Aug larger deliveries impacted by Buy Points and Glo Promo.
- Overall Q3 campaigns continue to maintain around a 1.0% CTR QoQ as delivery volumes increase.
 - While Jul and Aug were larger engagement months, of note, Sept Destination Solo CTR lowest YTD, contributing to decrease in CTR of -0.20 pts YoY.
- The quarter's 16.2% QoQ increase in revenue and 41.6% increase in bookings are a result of very strong performance in July and Aug impacting September's slight downturn.
 - Jul's financial wins with: Core MAU, Lux MAU, Project Max, Choice of Announcement.
 - Aug financial wins with: Global Promos, Destinations and Buy Points promo.
- Q3 financials are understated in using PCM data for Loyalty, Project Silk and Off-folio campaigns.

Overall Performance Summary

Quarterly Performance Overview

		Q3 '23	QoQ	YoY
Engagement	Delivered	19.8 M	+2.2% +424.4 K	+55.5% +7.1 M
	Clicks	174.6 K	+1.0% +1.7 K	+27.6% +37.7 K
	CTR	0.9%	-0.01 pts.	-0.19 pts.
	Unsub%	0.24%	+0.03 pts.	+0.05 pts.
Financials	Bookings	1.1 K	+41.6% +318	+16.0% +149
	Room Nights	3.1 K	+29.1% +694	+12.4% +339
	Revenue	\$562.9 K	+16.2% \$78.6 K	+14.3% \$70.2 K
	Conv%	0.62%	+0.18 pts.	-0.06 pts.

*PCM reporting from Epsilon used for Sept Loyalty, and Sept Off-folio while waiting for full reporting from Data Teams; PCM reporting does not include financial data.

- Q3 delivered volume increased 2.2% QoQ and 55.5% YoY with lifts in Promo, Regional, MAU and METT email communications.
- Continuing to maintain click activity QoQ as deliveries increase.
- Q3 financials are understated in using PCM data for Loyalty, Project Silk and Off-folio campaigns.
 - 36% of bookings from MAU
 - 20% of bookings from Promotions
 - 6% of bookings from METT
 - Note: Typically, 30%+ of bookings are from Regional solos (Global Local Campaigns)

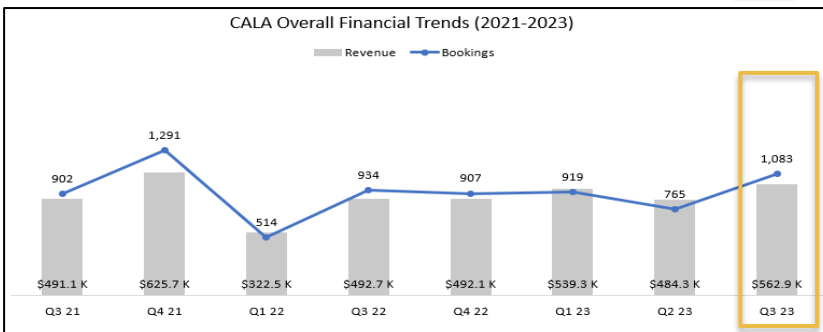
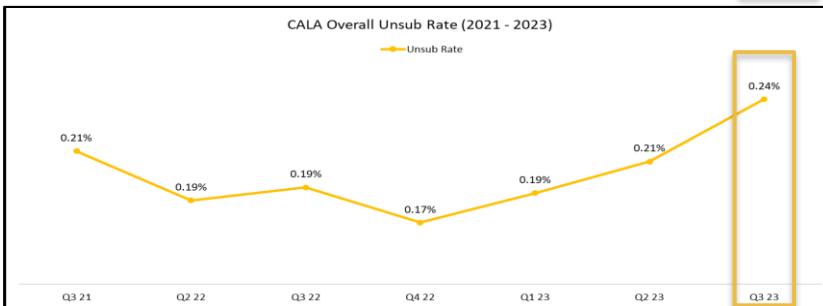
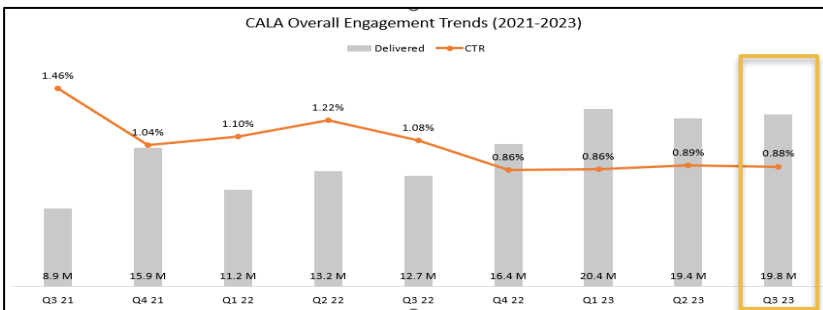
Quarterly Engagement Trends

CTR trends and mail volumes remain consistent in 2023. Additional mail volumes YoY may contribute to increases in YoY declines in CTR.

Q3's 0.24% unsub rate is slightly above Bonvoy benchmark (0.20%). Data Teams continue to monitor the trend across Bonvoy programs.

The 16.2% QoQ increase in revenue and 41.6% increase in bookings are a result of:

- Jul's financial wins with: Core MAU, Lux MAU, Project Max, Choice of Announcement.
- Jul Destinations solo had the third largest booking volume within it's campaign type YTD.
- Aug financial wins with: Global Promos, Destinations and Buy Points promo.



Quarterly Engagement Goals

Sept CTRs were lowest YTD for the campaign type contributing to low quarterly CTRs		Destinations Market segments with lower CTRs during Q3 included Bolivia (0.2%), Mexico (0.4%) and Mexico Eng Lux (0.3%)	
		Destinations	
CTR Goals	Q3 '23	Goal	Q3 '23 vs Goal
Destination Solo	0.6%	1.1%	-0.5 pts.
Destination Solo (CALA only)	0.5%	1.0%	-0.5 pts.
METT	1.1%	1.0%	+0.1 pts.
METT (CALA only)	0.5%	1.0%	-0.5 pts.
		METT Overall METT engagement for Q3 is slightly above goal.	

September Performance Summary

Performance Overview

September 2023

		Sept '23	MoM	YoY	vs. Avg.
Engagement	Delivered	5.8 M	-30.0% -2.5 M	+25.3% +1.2 M	-7.2% -447.0 K
	Clicks	46.6 K	-38.3% -28.9 K	+0.3% +.1 K	-15.9% -8.82 K
	CTR	0.8%	-0.11 pts.	-0.20 pts.	-0.1 pts.
	Unsub%	0.25%	-0.00 pts.	+0.05 pts.	+0.05 pts.
Financials	Bookings	259	-46.5% -225	-28.5% -103	-17.8% -56
	Room Nights	659	-53.4% -756	-38.2% -408	-28.8% -266
	Revenue	\$118.3 K	-53.7% -\$137.3 K	-38.2% -\$73.3 K	-34.1% -\$61.1 K
	Conv%	0.56%	-0.09 pts.	-0.22 pts.	-0.01 pts.

- Sept volumes -30% MoM without Buy Points, Global Promo, and Wanderlust campaign volumes which drove a bulk of Aug deliveries. Sept Destination Solo CTR lowest YTD, contributing to CTR -0.20 pts YoY.
- Revenue in Sept -38.2%. While Sept bookings took a -56.5% downturn MoM, bookings are aligned with each month's revenue and bookings in Q2 '23.
- Sept financials are understated in using PCM data for Loyalty and Off-folio campaigns.

*PCM reporting from Epsilon used for Sept Loyalty, and Sept Off-folio while waiting for full reporting from Data Teams; PCM reporting does not include financial data.

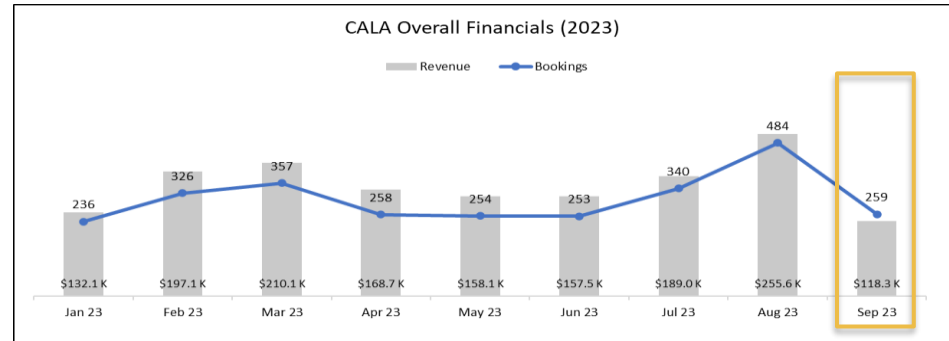
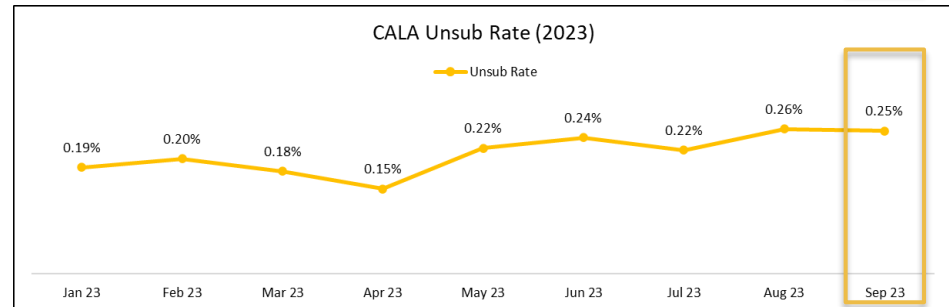
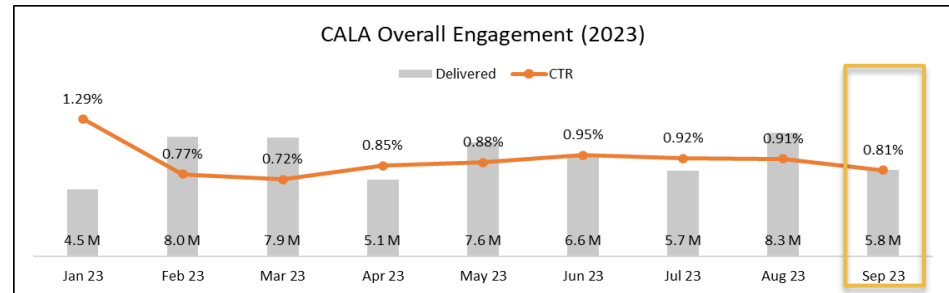
Monthly Engagement Trends

September 2023

Sept volumes aligned with Jul deliveries. Aug larger deliveries impacted by Buy Points and Glo Promo. Decline -0.20 pts YoY Sept Destination Solo CTR lowest YTD, contributing to CTR -0.20 pts YoY.

Sept unsub rate (0.25%) slightly improved since Aug with lower unsub rates seen in Sept METT and Glo Pro; unsub rate remains above Bonvoy's trend; Data Teams continue to monitor.

Revenue in Sept -38.2%. While Sept bookings took a -56.5% downturn MoM, bookings are aligned with each month's revenue and bookings in Q2 '23.



Engagement Goals

September 2023

Destinations

September Destination Solo CTRs overall and for CALA are both below goal and were the lowest for the campaign type YTD.

CTR Goals	Sept '23	Goal	Sept '23 vs. Goal
Destination Solo	0.3%	1.1%	-0.8 pts.
Destination Solo (CALA only)	0.3%	1.0%	-0.7 pts.
METT	0.8%	1.0%	-0.2 pts.
METT (CALA only)	0.4%	1.0%	-0.6 pts.

METT

Sept METT CTR is also below goal at 0.8%; similarly, Aug METT generated 0.9% CTR.

Regional Email Campaign: **Destinations Solo**

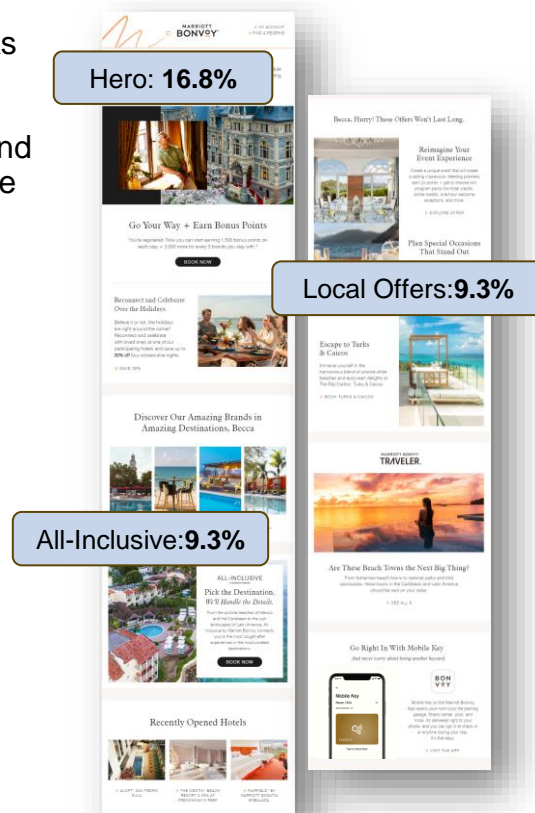
Destination Solo: Heat Map

September 2023 **Member Version**

Sept 2023 Destinations Solo	Member
Header	12.9%
Recent Stay / Upcoming Trip	1.1%
Hero - Glo Pro	16.8%
Festive Offer	5.8%
New Member / Join Now	0.2%
4-Pack	7.2%
All-Inclusive	9.3%
Recently Opened Hotels	8.6%
Aloft San Pedro Sula	2.1%
The Westin Beach Resort & Spa	4.6%
Fairfield by Marriott Bogota Embajada	1.9%
Offers	6.0%
Local Offers	9.3%
Traveler	5.9%
Mobile App	1.4%
Footer	15.5%
Total	100%
Total Clicks	6,262

- Hero drove most overall clicks among markets. In markets where hero didn't drive top clicks (St. Thomas & Turks and Caicos), the Travelers module drove most engagement.
- Local Offer (9.3%) content continues to generated top 3 click engagement as seen in August Destinations Non-Lux.
- Recommend testing Local Offer module placement at top vs bottom of email to gauge engagement and revenue lifts.
- All-inclusive remains at 9% of clicks MoM. All-inclusive placement below 4-pack also remains consistent.

Member, Mexico English version



Destination Solo: Heat Map

September 2023 **Non-Member Version**

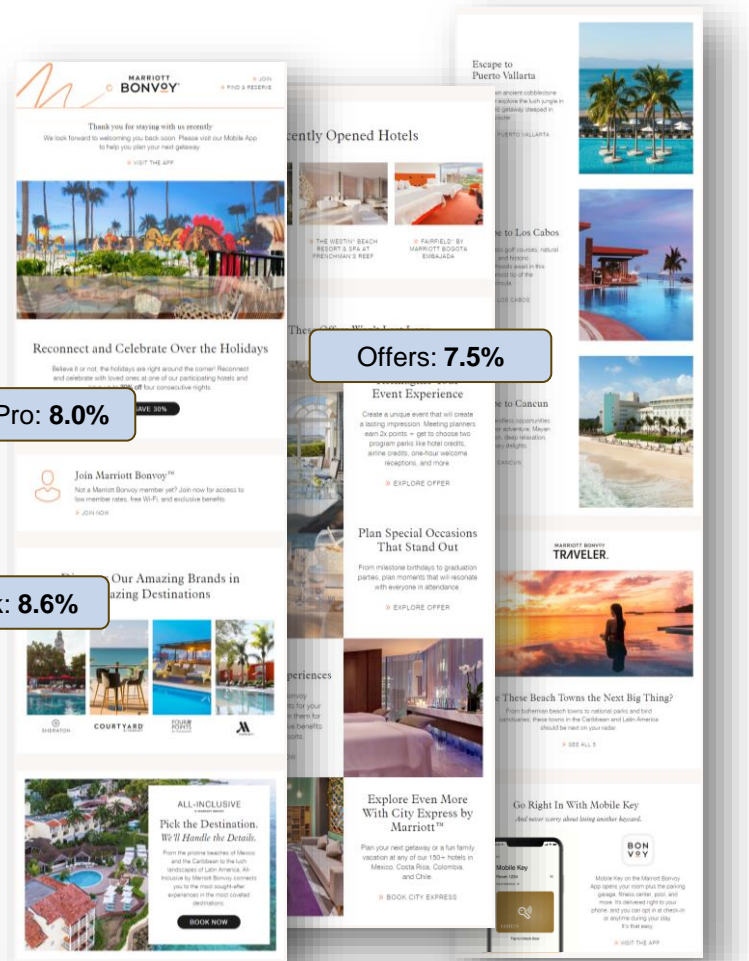
- Non-member version to Bolivia, Brazil, Mexico, Mexico (ENG), Panama, Puerto Rico and St. Thomas markets. Mexico market segment generated the most click engagement within Offers content module while Mexico ENG favored the Local Offers module in contrast.

Sept 2023 Destinations Solo	Non-Member
Header	12.9%
Upcoming Trip / Recent Trip	1.4%
Hero - Festive Offer	5.0%
Join Now	4.2%
Glo Pro	8.0%
4-Pack	8.6%
All-Inclusive	6.0%
Recently Opened Hotels	7.3%
Offers	7.5%
Local Offers	7.1%
Traveler	2.4%
Mobile App	1.8%
Footer	28.0%
Total	100%
Total Clicks	2,614

Glo-Pro: 8.0%

4-Pack: 8.6%

Offers: 7.5%



Destinations Solo: Performance Summary

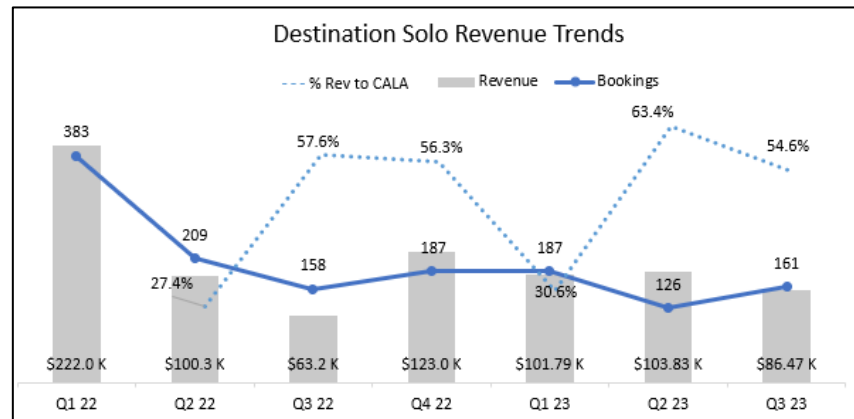
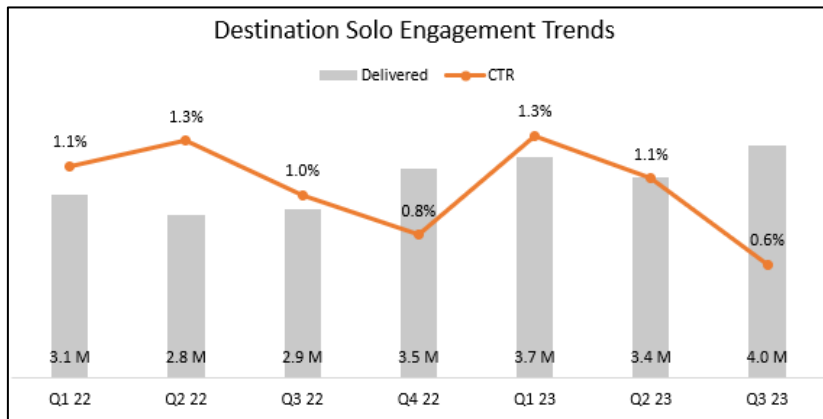
		Sept '23	MoM	YoY	vs. Avg.
Engagement	Delivered	1.2 M	-15.2% -216.8 K	+21.4% +213.4 K	-5.0% -64.2 K
	Clicks	4.2 K	-63.8% -7.4 K	-58.1% -5.8 K	-64.2% -7.5 K
	CTR	0.3%	-0.5 pts.	-0.7 pts.	-0.6 pts.
	Unsub%	0.17%	-0.09 pts.	+0.01 pts.	-0.01 pts.
Financials	Bookings	46	-20.7% -12	-13.2% -7	-17.4% -10
	Room Nights	116	-25.6% -40	-1.7% -2	-24.5% -38
	Revenue	\$20.0 K	-47.4% -\$18.0 K	-5.9% -\$1.2 K	-42.4% -\$14.7 K
	Conv%	1.10%	+0.60 pts.	+0.57 pts.	-0.42 pts.
% to CALA Properties	Revenue	39.2%	-30.2 pts.	-23.7 pts.	-11.9 pts.
	Bookings	50.0%	+10.0 pts.	-2.8 pts.	+9.6 pts.

- Sept delivered volume and clicks decline MoM yet saws increase of 21.4% YoY. Sept included smaller, lower engagement markets: Bolivia, Chile, and Peru.
- Sept Dest Solo unsub rate (0.17%) one of the lowest YTD at 0.17%. (Feb 0.17%, Apr 0.18%)
- While CTR decreased for Sept and Q3 overall conversion rates saw significant increase.

Destination Solos	Q1 '23	Q2 '23	Q3 '23	Q3 v Q2
Delivered	3.7 M	3.4 M	4.0 M	+16.2%
Clicks	47.9 K	35.9 K	23.7 K	-33.9%
CTR	1.3%	1.1%	0.6%	-0.5 pts.
Unsub Rate	0.19%	0.25%	0.21%	-0.04 pts.
Bookings	187	126	161	+27.8%
Room Nights	451	390	437	+12.1%
Revenue	\$101.8 K	\$103.8 K	\$86.5 K	-16.7%
Conversion	0.39%	0.35%	0.68%	+0.33 pts.
% Rev. to CALA	30.6%	63.4%	54.6%	-8.74 pts.
% Bkgs. To CALA	23.8%	51.9%	47.9%	-4.06 pts.

Destinations Solo: Performance Summary

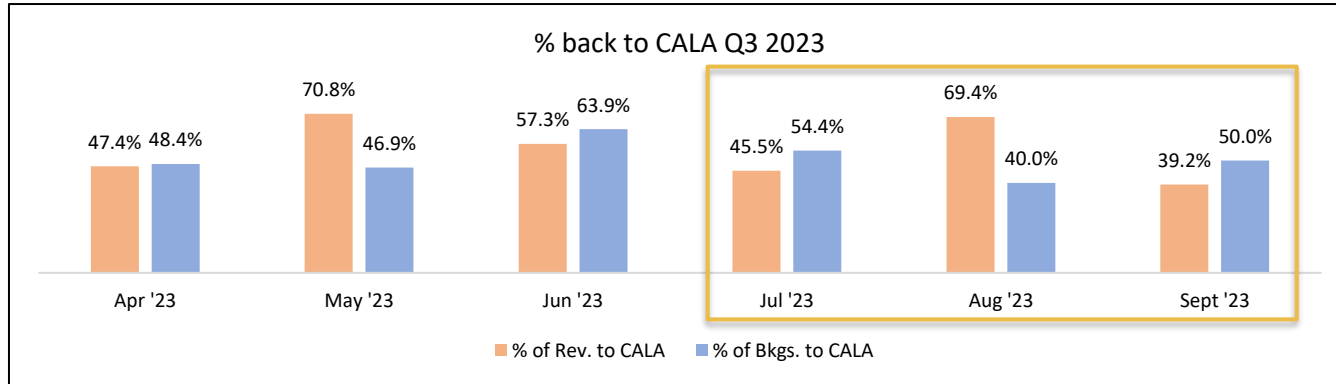
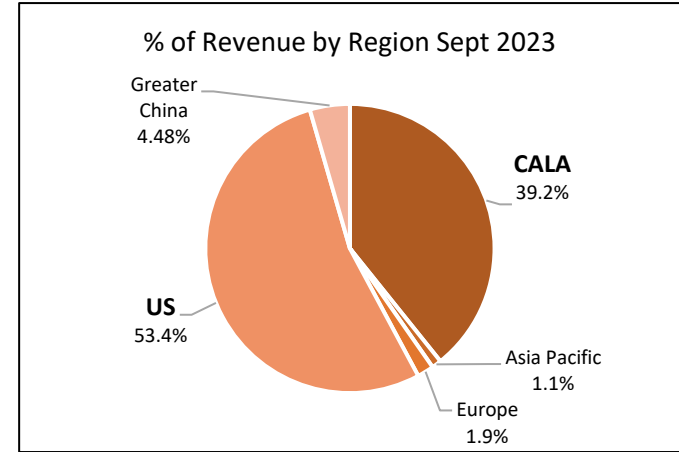
- Q3 deliveries largest quarter YTD with a 16.2% increase QoQ.
- Engagements declined QoQ; similar shift from Q2 to Q3 of 2022.
- Bookings up QoQ. Mexico, Mexico ENG, and Caribbean Lux contributed 66% of the 161 bookings in Q3.



Destinations Solo:

CALA Financial Contribution

- Majority of revenue to CALA in Sept came from US (53.4%) and CALA (39.2%) properties.
- The month-to-month highs and lows in % of revenue and % of bookings to CALA are likely a result of market targeting and offers.



Destinations Solo: Property Summary

- US highest revenue driver in Sept (53.4%), CALA second 39.2%.
- CALA % of revenue down MoM due to luxury communications featured in Aug which typically drive more revenue.
- City Express generated top bookings for CALA in Sept. City Express +25% MoM in bookings and +19% in room nights.
- For Q3 '23, CALA drove over 50% of total revenue making it the top driving region.
- MHRS held the 2nd highest revenue (13% of revenue) and continued to be a top 5 brand for CALA MoM.

Brands by Region Sep 23	Bookings	Roomnights	Revenue	% of Rev.	MoM
CALA	23	48	\$7,843	39.2%	-30.2 pts.
Autograph Collection	1	5	\$2,783		
Courtyard	2	8	\$1,218		
City Express	10	19	\$889		
MHRS	3	4	\$828		
Sheraton	2	3	\$756		
Westin	1	2	\$580		
Residence Inn	1	3	\$258		
Fairfield Inn	1	2	\$249		
Aloft	1	1	\$150		
AC Hotels	1	1	\$132		
US	20	59	\$10,665	53.4%	+34.7 pts.
Le Meridien	2	15	\$2,986		
Residence Inn	2	12	\$2,492		
Courtyard	6	12	\$1,705		
TownePlace Suites	4	8	\$1,326		
MHRS	1	3	\$982		
Four Points	1	3	\$375		
Westin	1	3	\$264		
AC Hotels	1	1	\$229		
Fairfield Inn	1	1	\$165		
SpringHill Suites	1	1	\$142		
EMEA	1	2	\$371	1.9%	-1.4 pts.
AC Hotels	1	2	\$371		
APAC	2	7	\$1,110	5.6%	-1.8 pts.
Four Points	1	6	\$895		
Aloft	1	1	\$215		
Grand Total	46	116	\$19,989		

Q3 2023	Bookings	Roomnights	Revenue	% of Rev.
CALA	78	208	\$47,435	54.6%
MHRS	14	46	\$10,661	
Sheraton	9	30	\$7,554	
St. Regis	1	4	\$4,746	
Renaissance	3	14	\$4,584	
Ritz-Carlton	2	8	\$4,327	
Autograph Collection	1	5	\$2,783	
Courtyard	7	16	\$2,638	
City Express	21	39	\$2,537	
Luxury Collection	1	5	\$2,387	
AC Hotels	6	12	\$1,443	
MVCI	1	3	\$1,035	
Fairfield Inn	4	9	\$797	
Four Points	4	8	\$706	
Westin	1	2	\$580	
Aloft	2	4	\$399	
Residence Inn	1	3	\$258	
Q3 2023 Total	163	441	\$86,831	

Destinations Solo: Q3 Market Performance

Mexico continues to be a top revenue driver for bookings and revenue in Q3 2023

37% of total bookings and 22% of total revenue.

Mexico ENG a close second driving in 23% of total bookings and 18% of total revenue.

Aruba and St. Thomas held strong engagements for the quarter at 2.0% CTR (+0.9 pts. over goal).

Monitor Q4 engagement performance to increase audience selects for Aruba and St. Thomas markets.

Market	Delivered	Clicks	CTR	Unsub Rate	Bookings	Roomnights	Revenue	Rev/Del
Mexico	1,502,581	6,678	0.4%	0.22%	60	126	\$18,770	\$0.01
Brazil	607,658	3,476	0.6%	0.29%	6	18	\$3,391	\$0.01
Mexico ENG	594,897	4,579	0.8%	0.19%	37	80	\$15,216	\$0.03
Panama	171,250	947	0.6%	0.27%	6	16	\$2,987	\$0.02
Colombia	133,387	885	0.7%	0.20%	1	4	\$1,047	\$0.01
Argentina	128,874	1,094	0.8%	0.24%	1	3	\$249	\$0.00
Caribbean Lux	108,422	794	0.7%	0.08%	10	24	\$6,097	\$0.06
Puerto Rico	104,792	549	0.5%	0.12%	4	4	\$515	\$0.00
Peru	104,210	478	0.5%	0.10%	5	37	\$5,049	\$0.05
Chile	93,858	546	0.6%	0.18%	4	33	\$6,348	\$0.07
Mexico ENG Lux	77,730	367	0.5%	0.06%	7	23	\$12,070	\$0.16
Mexico US	74,611	533	0.7%	0.24%	5	11	\$2,770	\$0.04
Bolivia	50,542	111	0.2%	0.14%	2	6	\$872	\$0.02
Aruba	48,456	989	2.0%	0.21%	3	17	\$5,564	\$0.11
Costa Rica	48,169	296	0.6%	0.17%	3	18	\$3,361	\$0.07
Dominican Republic	41,981	514	1.2%	0.15%	4	4	\$387	\$0.01
Grand Cayman	24,107	361	1.5%	0.23%	0	0	\$0	\$0.00
Paraguay	21,063	213	1.0%	0.38%	2	6	\$456	\$0.02
St. Thomas	9,502	191	2.0%	0.21%	1	7	\$1,323	\$0.14
Mexico SPA Lux	7,141	40	0.6%	0.13%	0	0	\$0	\$0.00
Mexico ENG Lux	2,328	8	0.3%	0.09%	0	0	\$0	\$0.00
Turks and Caicos	1,930	24	1.2%	0.21%	0	0	\$0	\$0.00
Bermuda	1,163	15	1.3%	0.09%	0	0	\$0	\$0.00
Mexico SPA Lux	895	5	0.6%	0.11%	0	0	\$0	\$0.00
Q3 2023 Total	3,959,547	23,693	0.6%	0.21%	161	437	\$86,472	\$0.02

Destinations Solo: Q3 Mexico Market Performance

- July saw a positive lift across all Mexico markets in Q3 2023 compared to April 2023
- Mexico ENG seeing a positive lift across all months aside from August
 - August saw a decline in Mexico ENG but drew in an above average CTR for the quarter.
- September seeing varied performance across Mexico markets
- Featuring more luxury communications or modules in months that do not feature luxury versions may help lift revenue QoQ.

Mexico Markets	Delivered	CTR	Revenue	Lift
July	737,232	0.5%	\$19,552.06	+104.0%
MEXICO	516,631	0.4%	\$11,687.24	+115.6%
MEXICO_ENG	193,029	0.8%	\$6,076.82	+58.8%
MEXICO_US	27,572	0.7%	\$1,788.00	+429.0%
August	826,562	0.7%	\$19,407.08	-15.0%
MEXICO	519,872	0.6%	\$3,450.47	+501.1%
MEXICO_ENG	193,960	1.0%	\$3,046.62	-76.4%
MEXICO_ENG_LUX	77,730	0.5%	\$12,069.99	+61.8%
MEXICO_LOCAL_ENG_LUX	2,328	0.3%	\$0.00	-
MEXICO_LOCAL_SPA_LUX	7,141	0.6%	\$0.00	-100.0%
MEXICO_SPA_LUX	895	0.6%	\$0.00	-
MEXICO_US	24,636	1.0%	\$840.00	-
September	696,389	0.3%	\$9,866.98	-58.1%
MEXICO	466,078	0.2%	\$3,632.00	-81.5%
MEXICO_ENG	207,908	0.5%	\$6,092.99	+72.5%
MEXICO_US	22,403	0.4%	\$142.00	-61.6%
Q3 Mexico Market Total	2,260,183	0.5%	\$48,826.13	-12.8%

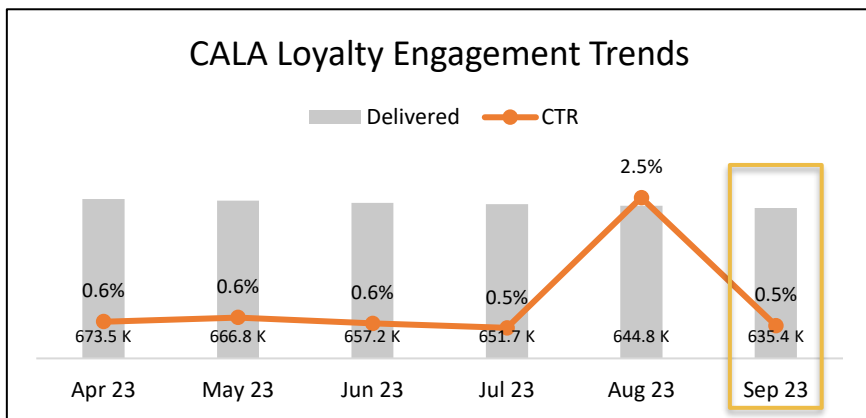
Regional Email Campaign: **Loyalty Solo**

CALA Loyalty Solo

September 2023

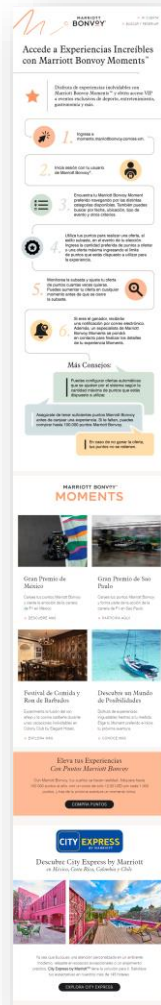
Content Highlights

- MBV Moments Process Hero feature
- City Express
- Buy points how-to stretchy band



Observations

- Sept deliveries and CTR aligned with YTD metrics.
- August hero and account box created spike in CTR.
- Marriott is working to load data to Contact History; PCM data used.



Moments Process Hero

Accede a Experiencias Increíbles con Marriott Bonvoy Moments™

Disfruta de experiencias inolvidables con Marriott Bonvoy Moments™ y obtén acceso VIP a eventos exclusivos de deporte, entretenimiento, gastronomía y más.

1. Ingresar a moments.marriottbonvoy.com/es-es.
2. Inicia sesión con tu usuario de Marriott Bonvoy™.
3. Encuentra tu Marriott Bonvoy Moment preferido navegando por las distintas categorías disponibles. También puedes buscar por fecha, ubicación, tipo de evento y otros criterios.
4. Utiliza tus puntos para realizar una oferta, al estilo subasta, en el evento de tu elección. Ingresar la cantidad preferida de puntos a ofertar o una oferta máxima ingresando el límite de puntos que estás dispuesto a utilizar para la experiencia.
5. Monitorea la subasta y ajusta tu oferta de puntos cuantas veces quieras. Puedes aumentar tu oferta en cualquier momento antes de que se cierre la subasta.
6. Si eres el ganador, recibirás una notificación por correo electrónico. Además, un especialista de Marriott

Buy Points How-To

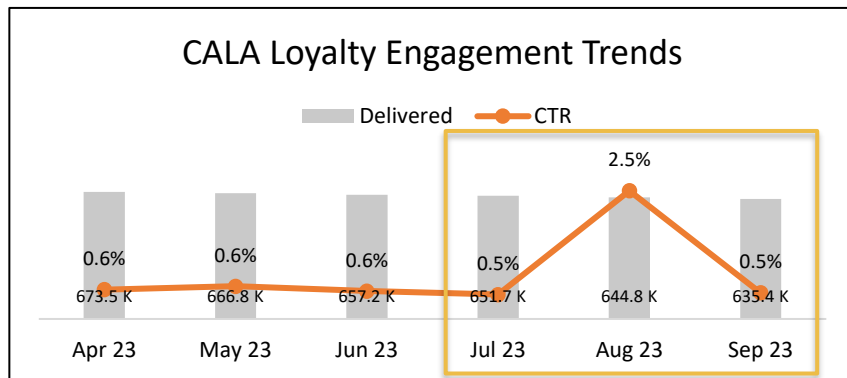
Eleva tus Experiencias Con Puntos Marriott Bonvoy

Con Marriott Bonvoy, tus sueños se hacen realidad. Adquiere hasta 100.000 puntos al año, con un costo de solo 12.50 USD por cada 1.000 puntos, y haz de tu próxima aventura un momento único.

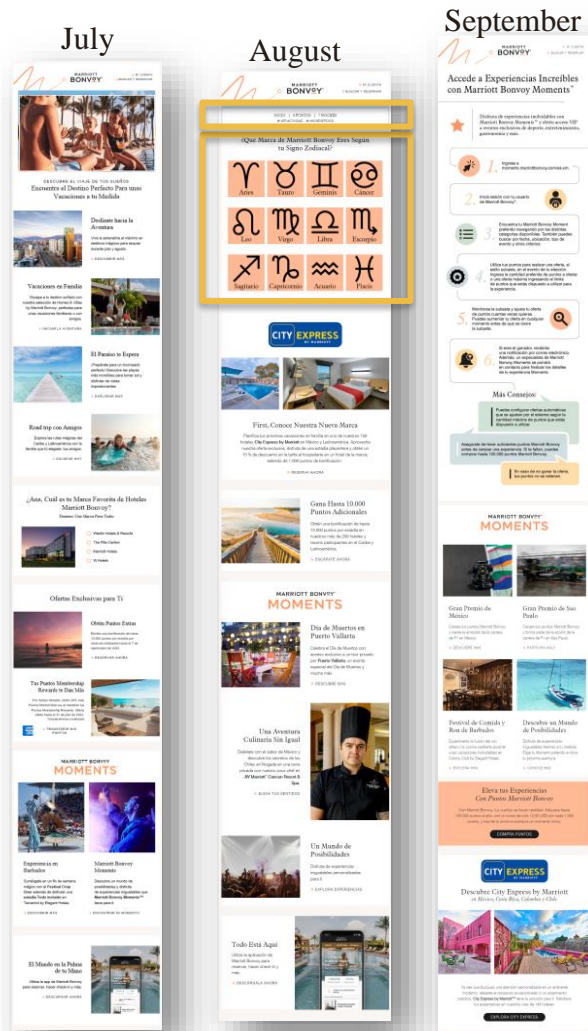
COMPRA PUNTOS

Q3 CALA Loyalty Summary

- Overall delivery and click engagement steady MoM with exception of August Loyalty, a top engagement email for the quarter.
- August's spike in CTR likely a result of the hero engagements. Newly added account box module likely contributed to August's increased click activity.
 - 77.8% of unique clicks captured within August hero



Marriott is working to load data to Contact History; PCM data used for Q3 Loyalty data.



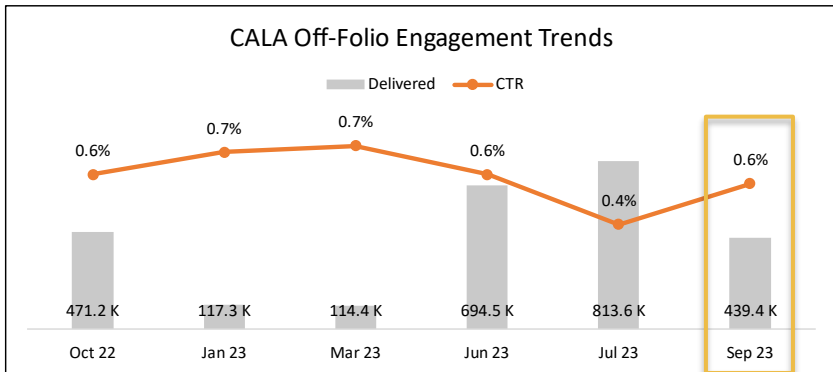
Regional Email Campaign: **Off-folio**

CALA Off-folio

September 2023

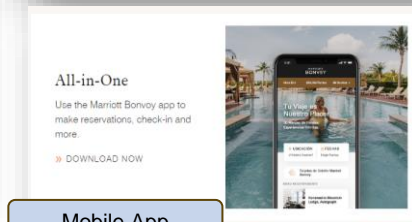
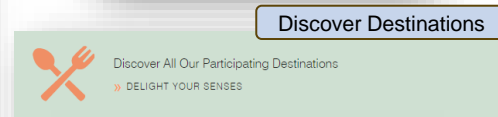
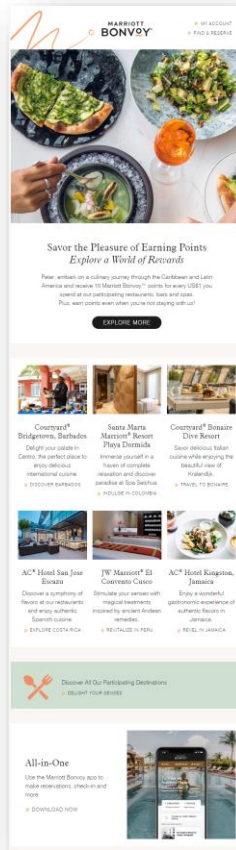
Content Highlights

- Earn points hero message
- Featured properties focused on food and fun
- Mobile App module 'All-in-One'



Observations

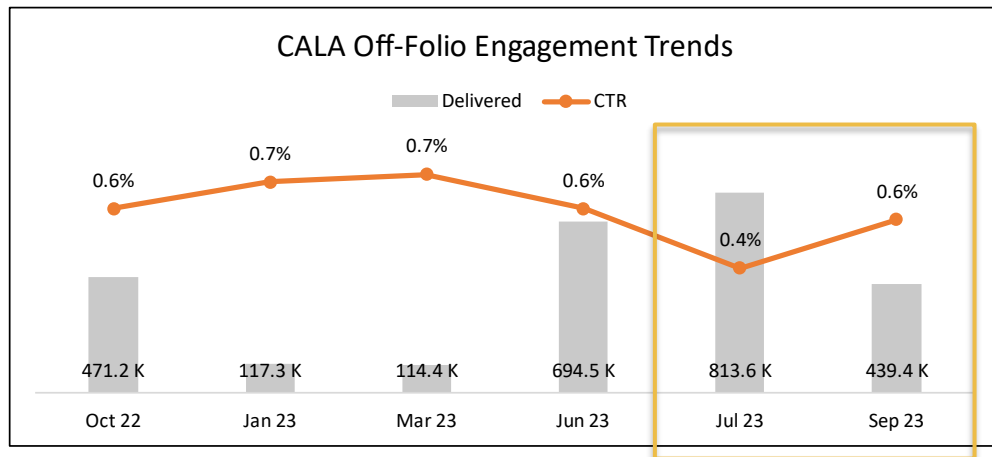
- September targeted active members with English or Spanish language preferences, resulting in half of July's delivered volumes. CTRs increased with targeted send.
- Marriott is working to load data to Contact History; PCM data used.



Mobile App

Q3 CALA Off-folio Summary

- July targeted active members with English and Portuguese language preferences while September, active members with English or Spanish language preferences.
- Click engagement within hero increased MoM. Overall CTR increased MoM with September's lower deliveries send.



Marriott is working to load data to Contact History; PCM data used for Q3 Off-folio data. No August Off-folio.

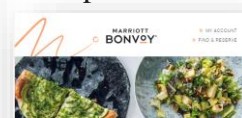
July



19% of unique clicks to hero



September



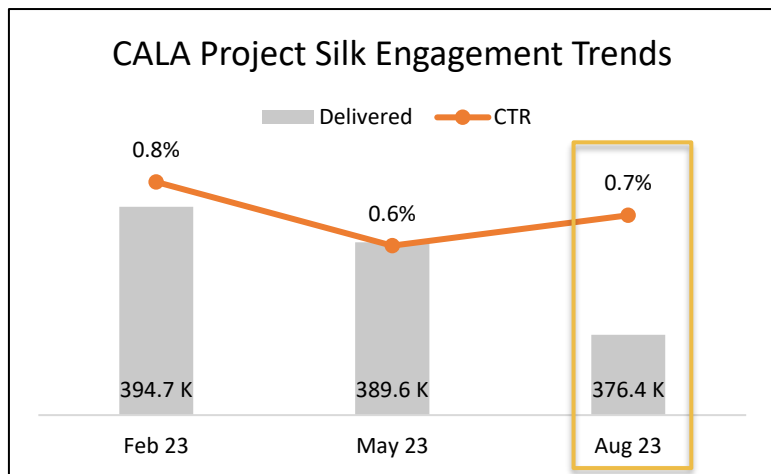
25% of unique clicks to hero



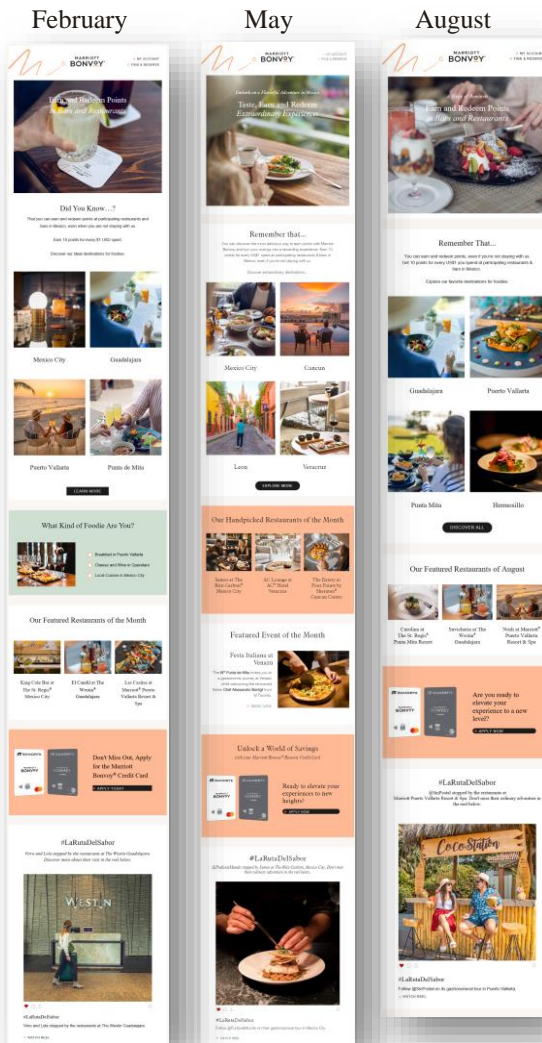
Regional Email Campaign: **Project Silk Solo**

Q3 CALA Project Silk Summary

- YTD Project Silk campaigns deployed quarterly with steady QoQ deliveries and engagements.
- August's Q3 Project Silk continued to target Mexico residents with English or Spanish language preferences. QoQ declines in delivery volumes likely due to gradual unsub.



Marriott is working to load data to Contact History;
PCM data used.



METT Emails

METT: Performance Summary

		Sept 23	MoM	YoY	vs. Avg.
Engagement	Delivered	1.4 M	+12.9% +158.4 K	+103.3% +703.3 K	+53.8% +484.4 K
	Clicks	11.8 K	+3.2% +367	+143.7% +6.9 K	+41.5% +3.4 K
	CTR	0.8%	-0.1 pts.	+0.1 pts.	-0.1 pts.
	Unsub%	0.43%	-0.12 pts.	+0.34 pts.	+0.13 pts.
Financials	Bookings	88	+4.8% +4	+137.8% +51	+74.3% +38
	Room Nights	204	-2.4% -5	+168.4% +128	+52.3% +70
	Revenue	\$72.6 K	+51.2% \$24.6 K	+259.9% +\$52.4 K	+104.3% +\$37.0 K
	Conv%	0.75%	+0.01 pts.	-0.02 pts.	+1.04 pts.
% to CALA Properties	Revenue	62.7%	+2.1 pts.	+27.1 pts.	+14.3 pts.
	Bookings	30.4%	-10.3 pts.	+10.4 pts.	+5.6 pts.

- Bookings, revenue and room nights up MoM and YoY with two strong METT emails contributing 58.5% of total Sept METT revenue: 'CALA_MexLux_Eng_2023Sep1' and 'CALA_Aruba_Eng_2023Sep22'
- Financial contribution to CALA properties: 62.7% of revenue and 30.4% of bookings
- July was a strong engagement and revenue month for Q3 METT with an overall 1.3% CTR and 39% of total Q3 METT Revenue
 - The 'CALA_CAR_Points_Eng_2023Jul28' METT held a 4.7% CTR and featured The Ritz Carlton Aruba with points messaging ('Redeem Now' CTA) that generated 36.3% of total clicks.
 - The July top revenue generator also included points messaging (CALA_CarLux_Eng_2023Jul21). Featuring Grand Cayman in the hero and a 'Redeem Now' CTA, it generated 44% of total July revenue.

Q3 METT	Delivered	Clicks	CTR	Unsub Rate	Bookings	Revenue	Rev/Del
Jul	1.5 M	20.5 K	1.30%	0.53%	111	\$77.7 K	\$0.05
Aug	1.2 M	11.4 K	0.90%	0.55%	84	\$48.0 K	\$0.04
Sept	1.4 M	11.8 K	0.80%	0.43%	88	\$72.6 K	\$0.05

Full Q3 METT table for reference within appendix

METT: Performance Summary

September 2023

Overall Top Performer

MexLux English effective email with the highest revenue per delivery for the month, the second largest revenue, the second highest CTR and 67.5% of revenue back to CALA.

Campaign Name	Sent	Delivered	Bounced	Bounce Rate	Clicks	CTR	Unsub Rate	Bookings	Revenue	Rev/Delv	% of Rev to CALA
CALA_CASA_Spa_2023Sep1	187.8 K	180.4 K	7.3 K	3.90%	304	0.2%	0.10%	7	\$3,278	\$0.02	100.0%
CALA_COL_Spa_2023Sep1	18.1 K	17.7 K	353	1.95%	101	0.6%	0.14%	1	\$158	\$0.01	100.0%
CALA_MexLux_Eng_2023Sep1	45.4 K	45.3 K	53	0.12%	502	1.1%	0.24%	12	\$16,099	\$0.36	67.5%
CALA_AI_UK_Eng_2023Sep1	65.0 K	64.9 K	145	0.22%	294	0.5%	0.08%	3	\$5,420	\$0.08	
CALA_CASA_Spa_2023Sep8	160.0 K	154.3 K	5.7K	3.56%	680	0.4%	0.38%	7	\$2,124	\$0.01	100%
CALA_CASA_Eng_2023Sep8	139.1 K	138.8 K	362	0.26%	678	0.5%	0.23%	6	\$2,569	\$0.02	
CALA_Por_2023Sep8	40.5 K	39.1 K	1.4K	3.43%	218	0.6%	0.71%	1	\$1,466	\$0.04	
CALA_CarFest_Eng_2023Sep8	91.1 K	90.7 K	400	0.44%	1.6K	1.7%	0.52%	28	\$9,131	\$0.10	
CALA_Car_Lux_Eng_2023Sep8	179.3 K	174.3 K	5.0 K	2.77%	2.1K	1.2%	0.90%	4	\$3,367	\$0.02	86.7%
CALA_Casa_Spa_2023Sep22	79.0 K	77.3 K	1.7K	2.21%	320	0.4%	0.32%	1	\$510	\$0.01	
CALA_Aruba_Eng_2023Sep22	140.6 K	140.3 K	335	0.24%	1.8K	1.3%	0.24%	10	\$26,398	\$0.19	94.5%
CALA_Mex_Spa_2023Sep22	91.7 K	86.7 K	5.0K	5.48%	645	0.7%	0.46%	6	\$1,419	\$0.02	85.4%
CALA_Casa_Eng_2023Sep22	87.8 K	84.8 K	3.1K	3.49%	2.5K	2.9%	0.84%	2	\$631	\$0.01	
CALA_Car_Eng_2023Sep22	93.4 K	89.7 K	3.7K	3.94%	119	0.1%	0.74%	0	\$0	\$0.00	
Total	1.4 M	1.4 M	34.5 K	3.68%	11.8 K	0.8%	0.43%	88	\$72.6 K	\$0.05	

Top Engagements

METT featuring the Alaia Belize Autograph Collection generated the the highest CTR. While the hero only had 10.3% of clicks, the email's 'Join' header link received 18.7% (1,362) of total clicks.

Top Revenue-Generator

The all-inclusive hero message featuring Aruba delivered 36.4% of Sept METT revenue. With a high concentration of clicks to the Aruba hero, 94.5% of revenue generated was to CALA properties

METT: Top Performers

Sept 2023

**Largest Revenue
(\$26.4K)**

CALA_Aruba_Eng_2023Sep22

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



Offer 1: 48.2%



Offer 2: 12.3%



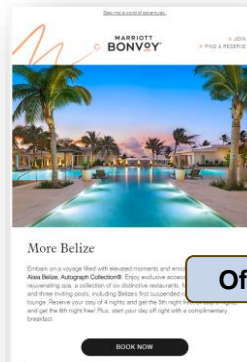
Offer 3: 11.4%



Offer 4: 5.7%



Offer 5: 3.2%



Offer 1: 10.3%



Offer 2: 2.9%



Offer 3: 1.7%



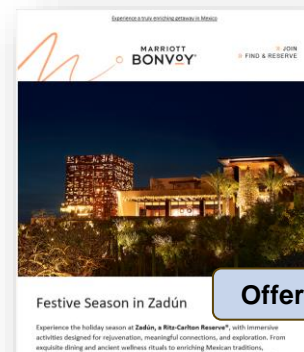
Offer 4: 1.5%



Offer 5: 1.4%

**Highest CTR (2.9%)
CALA_Casa_Eng_2023Sep22**

**Subject Line:
Elevate Your
Wanderlust to New
Heights**



Offer 1: 15.8%



Offer 2: 11.6%

**Overall Top Performer (Rev/Del:
\$0.36)**

CALA_MexLux_Eng_2023Sep1

**Subject Line:
Step Into a Realm of Unparalleled
Luxury and Sophistication**

Testing & Optimization

Destinations Solo: PCIQ Subject Line Performance Results

Q3 2023

Month	Language	Subject Line	Tags	Delivered	Opens	Open Rate	Lift vs. Baseline
Jul '23	English	[Fname,]Earn 10k Pts in Mexico	Personalization, Offer	7,905	2,412	30.51%	70.2%
		[Fname,]Earn 10k Points in the Caribbean	Personalization, Offer	7,129	1,790	25.11%	36.9%
		[Fname,]Earn 10k Pts in South America	Personalization, Offer	11,579	2,801	24.19%	35.6%
		[Fname,]Enjoy a Free Room Upgrade in Mexico	Personalization, Offer	8,080	1,865	23.08%	24.5%
		[Fname,]Enjoy a Free Room Upgrade in the Caribbean	Personalization, Offer	18,403	3,053	16.59%	-8.8%
		[Fname,]Enjoy a Free Room Upgrade in South America	Personalization, Offer	25,347	2,139	8.44%	-53.4%
Aug '23	English	[Fname,]Earn 10k Points in Paradise!	Personalization, Offer	29,413	3,905	13.28%	+63.1%
		[Fname,]We Have the Perfect All-Inclusive Just for You!	Personalization, Direct	34,997	3,470	9.92%	+13.9%
		[Fname,]Your Guide to Earning More This Summer	Personalization, Authority	73,591	4,038	5.49%	-32.3%
	English Luxury	Discover All the Different Ways to Celebrate the End of Summer	Direct	11,913	3,513	29.49%	+60.7%
		Your Guide to Seizing the End of Summer	Authority	26,338	6,602	25.07%	+34.7%
		The Perfect Place(s) to Say Farewell to Summer[, Fname]	Intrigue, Personalization	56,073	8,199	14.62%	-26.7%
Sep '23	Portuguese	[Fname,]FIQUE POR DENTRO: Como ganhar 1.500 pontos antes que eles acabem!	Personalization, Authority	10,601	4,623	43.61%	+188.8%
		[Fname,]não espere mais! Ganhe 1.500 pontos antes de expirar!	Personalization, Timely	12,892	2,128	16.51%	+7.3%
		[Fname,]reserve já. Ganhe 1.500 pontos de bônus em cada estadia	Personalization, Direct	27,431	2,999	10.93%	-26.6%
		[Fname,]você está perdendo a chance de ganhar mais pontos? Descubrir!	Personalization, Intrigue	42,923	4,470	10.41%	-32.2%
	Spanish	[Fname,]EN EL INTERIOR: Cómo ganar tus 1.500 puntos antes de que se agoten.	Personalization, Authority	42,436	8,670	20.43%	+113.7%
		[Fname,]no esperes más! Gana 1.500 puntos antes de que caduquen.	Personalization, Timely	49,893	6,619	13.27%	+51.9%
		[Fname,]reserva ahora. Gana 1.500 puntos por cada estancia.	Personalization, Direct	98,015	6,382	6.51%	-26.1%
		[Fname,]no te pierdas la oportunidad de ganar más puntos. Más información.	Personalization, Intrigue	163,999	9,871	6.02%	-31.4%

Actionable Insights

Actional Insights

- Refresh Sept and remaining Q3 regional solo data (Offi-Folio, Project Silk and Loyalty) once contact history updates become available.
- Continue monitoring unsub rate trends and compare to overall Bonvoy patterns.
- Continue tracking mobile app engagement for Destination and regional solos to capture full performance data. Mobile tracking through September should be refreshed once available.
- Recommend leveraging August learnings around what drives hero engagement with similar, interactive modules to support engagement goals.
- Local offer content modules continue to be a click engagement highlight. Consider placing local content 'above the fold' where possible to support overall engagement among small, lower engaged markets.
- July METT's focused on points and luxury offerings with 'Redeem Now' CTAs which have shown to be impactful. Consider testing additional point messaging at year end or first quarter.

Thank you!

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Appendix

Q3 Destinations Solo: Performance Summary

Bookings and room nights up QoQ.
Revenue down due to the successful
luxury campaign in May 2023

Solos	Jan '23	Feb '23	Mar '23	Q1 '23	23-Apr	May '23	Jun '23	Q2 '23	Jul '23	Aug '23	Sep '23	Q3 '23	Q2 v Q3	YTD
Delivered	1.2 M	1.3 M	1.3 M	3.7 M	1.0 M	1.3 M	1.1 M	3.4 M	1.3 M	1.4 M	1.2 M	4.0 M	+16.2%	11.1 M
Clicks	15.5 K	21.2 K	11.2 K	47.9 K	11.0 K	13.5 K	11.3 K	35.9 K	8.0 K	11.5 K	4.2 K	23.7 K	-33.9%	107.4 K
CTR	1.3%	1.6%	0.9%	1.3%	1.1%	1.0%	1.0%	1.1%	0.6%	0.8%	0.3%	0.6%	-0.5 pts.	1.0%
Unsub Rate	0.20%	0.17%	0.20%	0.19%	0.18%	0.27%	0.28%	0.25%	0.20%	0.26%	▲ 0.17%	0.21%	-0.04 pts.	0.22%
Bookings	40	110	37	187	29	63	34	126	57	58	46	161	+27.8%	474
Room Nights	104	265	82	451	76	198	116	390	165	156	116	437	▼ +12.1%	1.3 K
Revenue	\$18.9 K	\$65.7 K	\$17.2 K	\$101.8 K	\$14.1 K	▲ \$57.6 K	\$32.2 K	\$103.8 K	\$28.5 K	\$38.0 K	\$20.0 K	\$86.5 K	-16.7%	\$292.1 K
Conversion	0.26%	0.52%	0.33%	0.39%	1.42%	0.47%	0.30%	0.35%	0.71%	0.50%	1.10%	0.68%	+0.33 pts.	0.44%
% Rev. to CALA	34.1%	28.6%	40.8%	30.6%	47.4%	70.8%	57.3%	63.4%	45.5%	▲ 69.4%	39.2%	54.6%	-8.74 pts.	46.0%
% Bkgs. To CALA	30.0%	20.9%	34.2%	23.8%	48.4%	46.9%	63.9%	51.9%	54.4%	40.0%	50.0%	47.9%	-4.06 pts.	36.7%

Strong Engagement in
brand and destination
modules driving high revenue
for the quarter.

High % Rev. to CALA
due to featuring luxury
communications

Drop in unsubs in
September helping drive
the lower unsub rate QoQ

Destination Solo: Heat Map

September 2023 Member Version

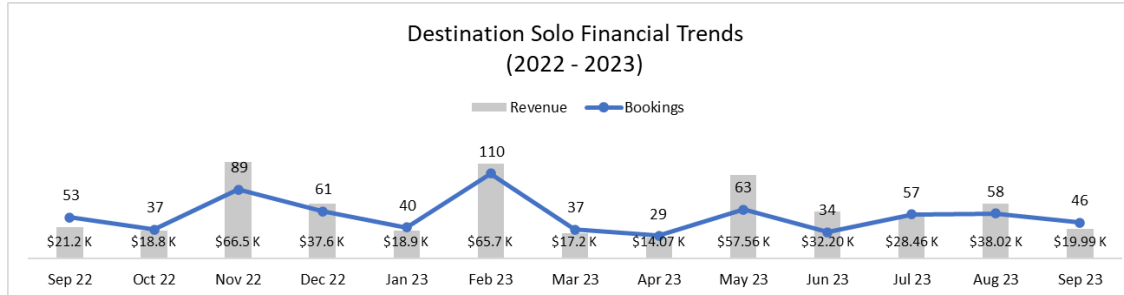
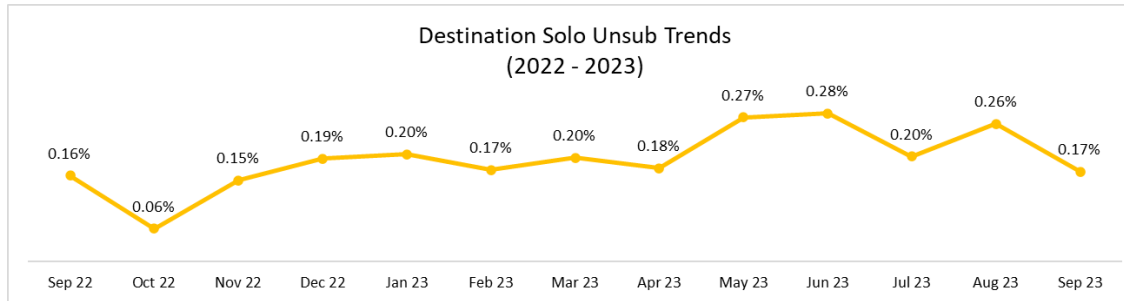
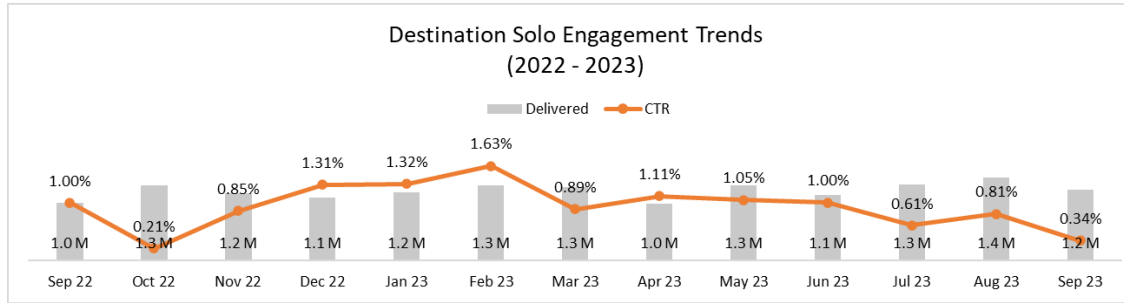
Sept 23 CALA Destination Solo Member Version Modules / % of Clicks	Bolivia	Brazil	Chile	Costa Rica	Mexico	Mexico ENG	Mexico US	Panama	Peru	Puerto Rico	St Thomas	Turks and Caicos	Total
Header	10.9%	14.1%	11.0%	11.1%	14.7%	11.4%	13.5%	17.0%	12.9%	10.6%	5.3%	0.0%	12.9%
Upcomming/Recent Trip	0.0%	1.6%	1.8%	1.0%	0.7%	1.3%	2.4%	0.4%	0.0%	1.3%	1.9%	0.0%	1.1%
Hero - Glopro	18.6%	16.7%	16.1%	31.3%	15.8%	16.8%	36.5%	18.5%	21.6%	13.8%	14.4%	6.9%	16.8%
Festive Offer	5.4%	4.8%	6.0%	7.1%	5.9%	6.7%	1.6%	5.8%	5.8%	6.3%	3.4%	10.3%	5.8%
New Member Perks	0.5%	0.2%	0.5%	0.0%	0.2%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
4-Pack	10.4%	8.5%	7.8%	9.1%	7.9%	4.6%	9.5%	8.5%	18.0%	4.2%	2.9%	6.9%	7.2%
All-Inclusive	7.7%	7.9%	11.9%	5.1%	6.9%	14.3%	11.1%	9.3%	5.8%	11.2%	10.1%	10.3%	9.3%
Recently Opened Hotels	7.2%	4.5%	4.6%	4.0%	5.9%	13.8%	3.2%	5.4%	2.2%	13.6%	28.4%	17.2%	8.6%
Aloft San Pedro Sula	2.3%	1.3%	1.8%	2.0%	1.8%	3.4%	0.8%	1.5%	1.4%	2.7%	1.4%	0.0%	2.1%
The Westin Beach Resort & Spa	2.7%	1.6%	1.8%	0.0%	2.0%	8.3%	0.8%	1.9%	0.7%	8.8%	26.9%	17.2%	4.6%
Fairfeild by Marriott Bogota Embajada	2.3%	1.6%	0.9%	2.0%	2.1%	2.1%	1.6%	1.9%	0.0%	2.1%	0.0%	0.0%	1.9%
Offers	5.9%	5.2%	4.6%	1.0%	11.6%	1.9%	0.0%	1.9%	4.3%	0.8%	1.9%	0.0%	6.0%
Local Offer	8.1%	8.5%	9.6%	13.1%	7.1%	13.8%	2.4%	5.8%	12.2%	10.9%	10.1%	10.3%	9.3%
Traveler	1.8%	2.2%	2.3%	0.0%	1.2%	10.2%	0.8%	2.3%	2.2%	21.5%	20.2%	31.0%	5.9%
Mobile App	2.3%	2.1%	2.3%	1.0%	2.0%	0.3%	1.6%	1.9%	0.0%	0.3%	0.0%	0.0%	1.4%
Footer	21.3%	23.7%	21.6%	16.2%	20.0%	4.9%	16.7%	23.2%	15.1%	5.5%	1.4%	6.9%	15.5%
% 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%
Total Clicks	221	870	218	99	2,284	1,186	126	259	139	623	208	29	6,262

Destination Solo: Heat Map

September 2023 Non-Member Version

Sept 23 CALA Destination Solo Non-Member Version Modules / % of Clicks	Bolivia	Brazil	Mexico	Mexico ENG	Panama	Puerto Rico	St Thomas	Total
Header	5.7%	12.8%	13.0%	12.1%	11.5%	18.5%	6.5%	12.8%
Upcomming/Recent Trip	0.0%	1.1%	1.2%	3.8%	0.0%	1.1%	0.0%	1.4%
Hero - Festive Offer	5.7%	4.0%	4.6%	8.0%	5.0%	5.4%	3.2%	5.0%
Join Now Copy	0.0%	2.9%	4.4%	4.8%	3.6%	3.3%	6.5%	4.2%
GloPro	20.0%	9.5%	9.0%	0.0%	15.1%	0.0%	0.0%	8.0%
4-Pack	5.7%	9.5%	8.9%	7.0%	8.6%	6.5%	12.9%	8.6%
All-Inclusive	11.4%	7.3%	5.5%	6.7%	5.0%	6.5%	9.7%	6.0%
Recently Opened Hotels	8.6%	5.5%	7.7%	4.8%	7.9%	6.5%	25.8%	7.3%
Aloft San Pedro Sula	2.9%	0.7%	2.0%	2.2%	2.9%	2.2%	0.0%	2.0%
The Westin Beach Resort & Spa	2.9%	2.6%	2.9%	1.3%	2.9%	4.3%	22.6%	2.9%
Fairfield by Marriott Bogota Embajada	2.9%	2.2%	2.8%	1.3%	2.2%	0.0%	3.2%	2.4%
Offers	5.7%	6.9%	9.4%	2.2%	2.2%	1.1%	0.0%	7.5%
Local Offer	5.7%	6.6%	7.3%	9.2%	3.6%	3.3%	3.2%	7.1%
Traveler	2.9%	2.2%	2.1%	1.6%	2.2%	4.3%	19.4%	2.4%
Mobile App	2.9%	2.6%	1.9%	0.3%	2.9%	1.1%	0.0%	1.8%
Footer	25.7%	29.2%	24.9%	39.5%	32.4%	42.4%	12.9%	28.0%
% Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Total Clicks	35	274	1,729	314	139	92	31	2,614

Destinations Solo Engagement Trends



METT: Q3 Performance Summary

Q3 METT	Sent	Delivered	Bounced	Bounce Rate	Clicks	CTR	Unsub Rate	Bookings	Revenue	Rev/Del
Jul	1.6 M	1.5 M	30.0 K	1.90%	20.5 K	1.3%	0.53%	111	\$77.7 K	\$0.05
Aug	1.3 M	1.2 M	46.8 K	3.68%	11.4 K	0.9%	0.55%	84	\$48.0 K	\$0.04
Sept	1.4 M	1.4 M	34.5 K	3.68%	11.8 K	0.8%	0.43%	88	\$72.6 K	\$0.05

YTD 2023 METT Performance Summary

METTs	Jan '23	Feb '23	Mar '23	Q1 2023	Apr '23	May '23	Jun '23	Q2 2023	Jul '23	Aug '23	Sept '23	Q3 2023	YTD
Delivered	599.3 K	533.5 K	1.2 M	2.3 M	681.3 K	579.5 K	1.7 M	3.0 M	1.5 M	1.2 M	1.4 M	4.2 M	9.4 M
Clicks	5.3 K	2.9 K	7.9 K	16.1 K	3.6 K	10.1 K	15.4 K	29.0 K	20.5 K	11.4 K	11.8 K	43.7 K	88.8 K
CTR	0.9%	0.5%	0.7%	0.7%	0.5%	1.7%	0.9%	1.0%	1.3%	0.9%	0.8%	1.1%	0.9%
Unsub Rate	0.13%	0.11%	0.16%	0.14%	0.19%	0.32%	0.54%	0.41%	0.53%	0.55%	0.43%	0.50%	0.39%
Bookings	17	35	57	109	38	62	82	182	111	84	88	283	574
Room Nights	47	98	131	276	107	177	219	503	331	209	204	744	1.5 K
Revenue	\$14.8 K	\$20.5 K	\$54.2 K	\$89.6 K	\$15.5 K	\$77.4 K	\$42.7 K	\$135.6 K	\$77.7 K	\$48.0 K	\$72.6 K	\$198.2 K	\$423.4 K
Conversion	0.32%	1.22%	0.72%	0.68%	1.07%	0.61%	0.53%	0.63%	0.54%	0.74%	0.75%	0.65%	0.65%
% Rev. to CALA	58.0%	34.8%	75.7%	54.6%	59.5%	59.9%	40.6%	53.8%	37.0%	60.6%	62.7%	52.2%	51.7%

Destinations Solo: Targeting Definitions

Non-Luxury	
Code	Definition
Grand Cayman	Members and non-members who reside in United States OR Canada OR CALA with an English language preference who have had one or more stays in the past 36 months in Grand Cayman
Dominican Republic	Members and non-members who reside in United States OR Canada OR CALA with an English language preference who have had one or more stays in the past 36 months in Dominican Republic
Aruba	Members and non-members who reside in United States OR Canada OR CALA with an English language preference who have had one or more stays in the past 36 months in Aruba
Mexico ENG	Members and non-members who reside in United States OR Canada OR CALA (exclude Mexico) with an English language preference who have had one or more stays in the past 36 months in Mexico
Mexico	Members and non-members with a Spanish language preference and reside in Mexico
Mexico US	Members and non-members with a Spanish language preference who reside in the US
Colombia	Members and non-members with a Spanish language preference and reside in Colombia
Panama	Members and non-members with a Spanish language preference and reside in Panama
Chile	Members and non-members with a Spanish language preference and reside in Chile
Paraguay	Members and non-members with a Spanish language preference and reside in Paraguay and Uruguay
Brazil	Members and non-members with a Portuguese language preference who reside in Brazil

Luxury	
Code	Definition
Caribbean Lux	Members and non-members with luxury preference criteria (L1, L2A, L2B, and L3) who reside in United States with an English language preference who have had one or more stays in the past 32 months in the Caribbean
Mexico ENG Lux	Members and non-members with luxury preference criteria (L1, L2A, L2B, and L3) who reside in United States with an English language preference who have had one or more stays in the past 32 months in Mexico
Mexico Local ENG Lux	Members and non-members with luxury preference criteria (L1, L2A, L2B, and L3) who reside in Mexico with an English language preference who have had one or more stays in the past 32 months in Mexico
Mexico SPA Lux	Members and non-members with luxury preference criteria (L1, L2A, L2B, and L3) who reside in United States with a Spanish language preference who have had one or more stays in the past 32 months in Mexico
Mexico Local SPA Lux	Members and non-members with luxury preference criteria (L1, L2A, L2B, and L3) who reside in Mexico with a Spanish language preference who have had one or more stays in the past 32 months in Mexico