

CALA Quarterly
Email Review
Q4 2022

20 January 2023

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

Q4 Wins

- Introduced new luxury header for luxury audiences in November resulting in the highest month of revenue for Destination Solo in the quarter
- November destination solo was versioned for luxury and nonluxury resulting in significant lift in engagement for luxury recipients
- Reintroduced US luxury audiences resulting in lifts for both engagement and revenue
- Week of wonders resend October Week of Wonders resend resulted in additional engagement and revenue in support of WoW program without disengaging audience; unsub extremely low showing relevant messaging
- November Destination solo featured a luxury poll which resulted in higher poll engagement amongst luxury recipients
- December Solo Hero test provided insights into creative treatments with more revenue coming from interior imagery

Q1 2023 Planning

- Expanding PCIQ testing to include additional SL tags for testing
- Incorporating additional dynamic and geotargeted modules including new openings, and getaway module
- Continuing property vs lifestyle image testing in additional modules including All Inclusive in January Destination Solo
- Introducing location tag for Destination Solo subject line testing from insights gleaned in 2022 from high performing METT campaigns

2022 CALA Learning Roadmap

	Q1 2022	Q2 2022	Q3 2022	Q4 2022
Email	Establish engagement and financial benchmarks and goals	Use PCIQ Image Optimization technology	Launch first STO campaign	Continue using PCIQ content optimization technology
Performance	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
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 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
New Member Enrollment	Begin tracking enrollment and establish benchmarks	Ongoing testing of join module headlines, copy and CTAs ----->		

Continue to optimize STO technology

Tested additional PCIQ SL combinations of high performing tags

Introduced a luxury versioned poll

Monthly Performance Summary

Q4 2022 YoY Performance Overview

22.0K

Redemption + Earning
Points Activity

18.7 M

Delivered Emails

+35.2% QoQ

+17.3% YoY

0.9%

CTR

-0.2 pts. QoQ

-0.1 pts. YoY

0.19%

Unsub Rate

-0.03 pts. QoQ

1,082

Bookings

+5.3% QoQ

-16.2% YoY

3.0 K

Room Nights

+0.4% QoQ

-21.2% YoY

\$557.63 K

Revenue

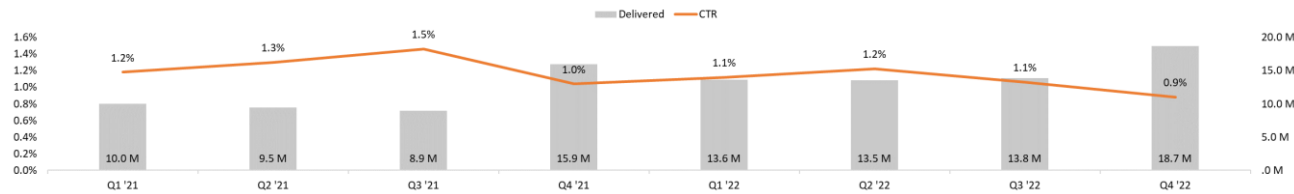
+7.4% QoQ

-4.4% YoY

- Increased deliveries in Q4 from additional campaigns sent in major campaign categories led by Promotions, Destination Solo and Field Marketing Tool
- CTR down slightly in all views contributed to by several factors:
 - Promotions volume increased by **184%** QoQ with a CTR lower by **0.15pts**
 - MAU CTR down **0.29pts**
 - Destinations overall CTR down by **0.2pts** impacted by CALA October resend campaign and November INL
- All financial metrics increased QoQ driven by higher MoM performances from Destination Solos and Promotions campaigns
- Unsubscribe rate continues positive trend with Q4 lower by **0.3pts** QoQ

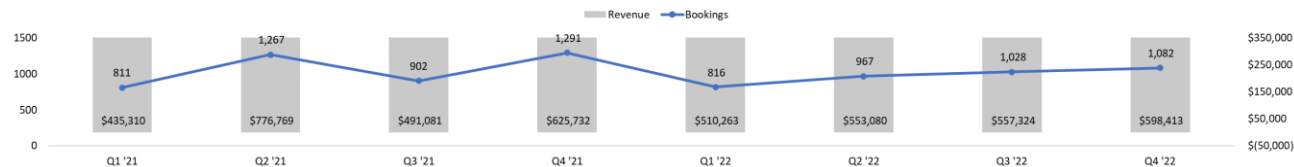
Quarterly Engagement and Financial Trends

CALA Overall Engagement Trends (2021-2022)



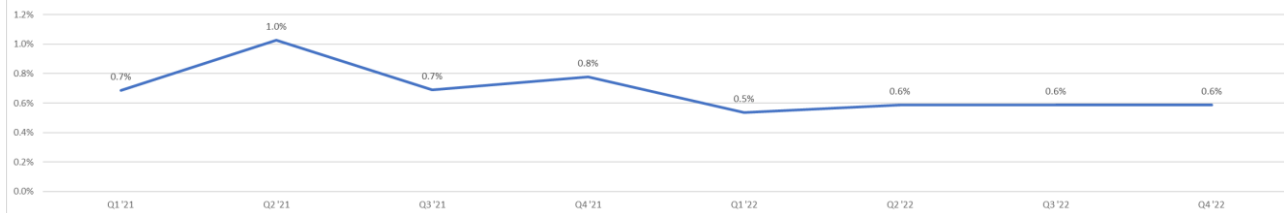
CTR declined slightly impacted by less engagement with promotion campaigns throughout Q4 as well as October and November engagement dips

CALA Overall Financial Trends (2021-2022)



Q4 was the second highest quarter in all of '21 and '22

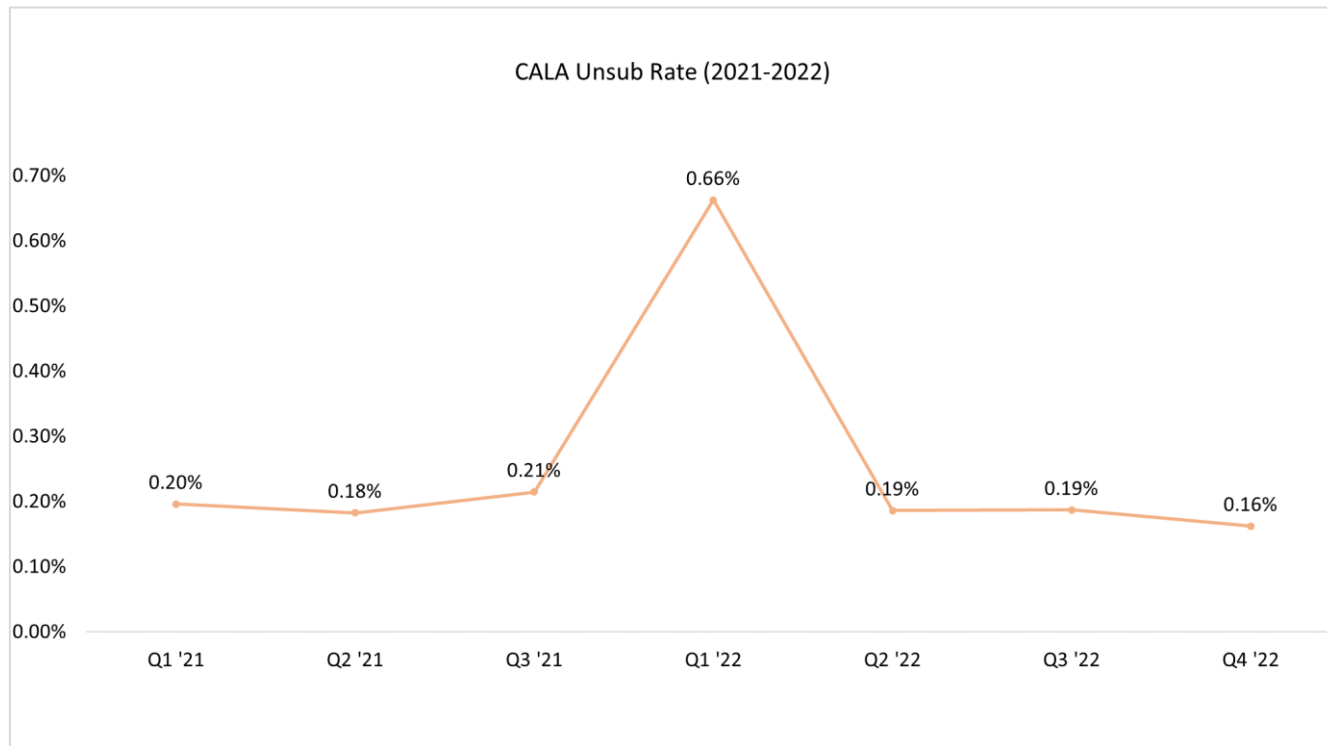
CALA Conversion Rate Trends



Conversion rate increased slightly impacting overall revenue increases

Unsub Rate Trends

- Positive unsubscribe rate trend throughout 2022 with Q4 having the lowest unsubscribe rate in '21 and '22



Unsub %
-0.03 pts QoQ

Current YTD Goal Progress

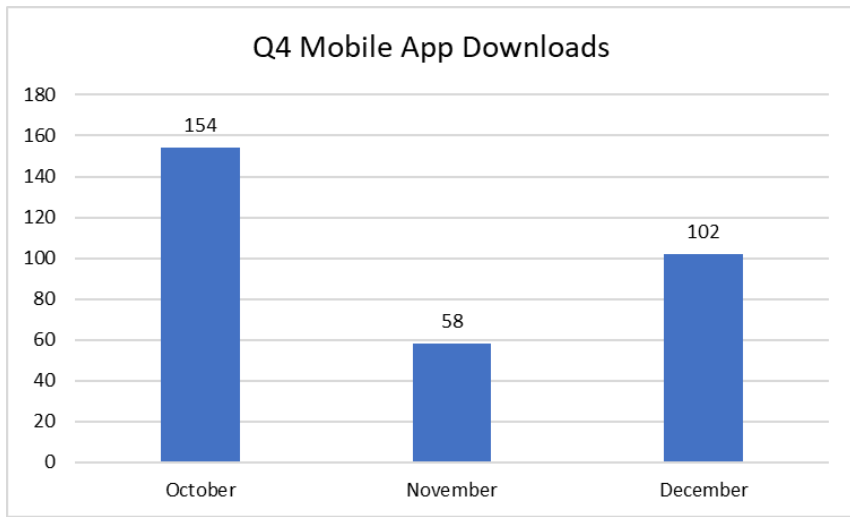
- Top performing months for Destination Solo in Q4 were November and December; Overall CTR impacted by less engagement from WoW resend in October
 - November Destination Solo engaged luxury audiences with L2B and L3 having a CTR of 1.7% and 2.2% with luxury segments combining for 68% of total revenue
- METT engagement increased in Q4 for both audiences driven by October and December; October had the highest CTR for 2022 impacted by WoW METT campaign

CTR Goals	Q3 '22	Quarterly Goal	vs. Goal
Destination Solo	0.76%	1.0%	-0.24 pts.
Destination Solo (CALA only)	0.61%	1.0%	-0.39 pts.
METT	0.86%	1.0%	-0.14 pts.
METT (CALA Only)	0.59%	1.0%	-0.41 pts.

Quarterly Average Above App Benchmark Higher QoQ

- Q3 experienced a significant increase in overall download activity led by yearly highs from October and November
- Increased mobile app activity led by recent stayers and upcoming trip openers, recommend to continue exploring ways to leverage recent stay data

Q3 2022 Activity



+102% vs Quarterly Benchmark of 52 downloads

Thank you for your
stay banner

Mobile App Download Module

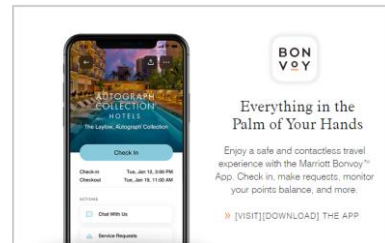
Thank you for staying with us recently, Rita

We look forward to welcoming you back soon. Please download our Mobile App to help you plan your next getaway.

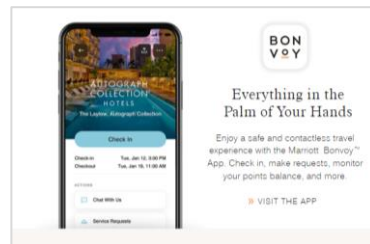
» DOWNLOAD THE APP



October



November



December

Mexico Market Q3 Performance

Month	Delivered	CTR	Revenue
November	636,023	0.74%	\$33,084.68
MEXICO	408,846	0.45%	\$8,304.89
MEXICO_ENG	132,097	1.22%	\$3,955.96
MEXICO_US	21,557	0.64%	\$741.00
MEXICO_LOCAL_SPA_LUX	7,464	0.75%	\$1,475.04
MEXICO_SPA_LUX	780	0.77%	\$0.00
MEXICO_ENG_LUX	63,138	1.61%	\$9,783.78
MEXICO_LOCAL_ENG_LUX	2,141	1.49%	\$8,824.00
December	582,138	1.02%	\$17,876.51
MEXICO	446,750	0.88%	\$6,304.60
MEXICO_ENG	109,136	1.44%	\$6,620.91
MEXICO_US	26,252	1.62%	\$4,951.00
Grand Total	1,218,161	0.87%	\$50,961.20

- Stronger engagement and revenue when compared to Q3
- Lux local Eng campaign outperformed Local Eng versus every month in Q3
- Highest CTRs in Q4 came from:
 - Dec. Mexico US
 - Nov. Mexico Eng Lux
 - Nov. Mexico Local Eng Lux
- Luxury Local Eng and Local Spa markets outperformed nonlux, recommend to include luxury segments for these markets when versioning for lux and nonlux

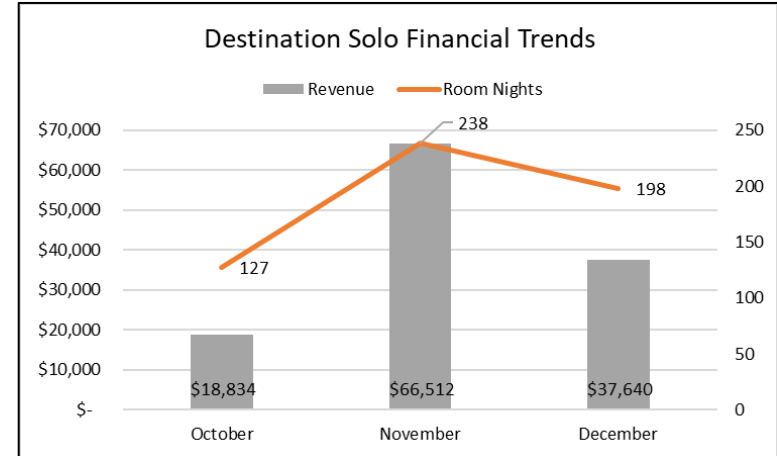
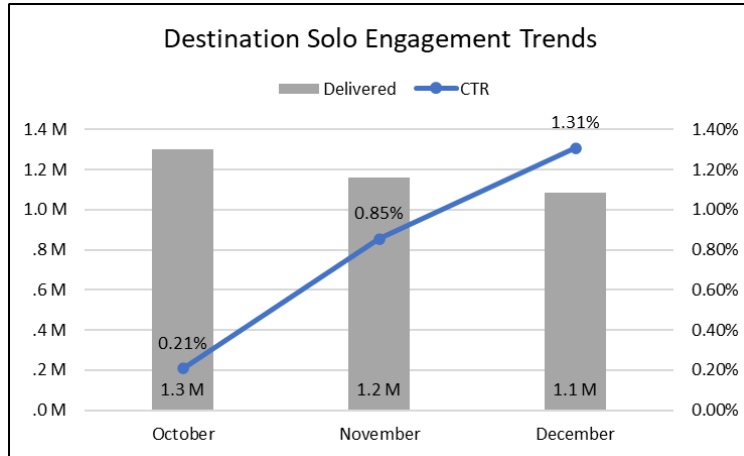
Campaign Engagement

Destination Solo

Consistently higher engagement in Q4 resulted in increase in all financials QoQ

- Higher deliveries QoQ targeting high performing markets positively impacted financial results
- CTR down QoQ impacted by lower click activity from October Week of Wonders resend; October Week of Wonders resend resulted in additional engagement and revenue in support of WoW program without disengaging audience
 - December CTR was the highest CTR since May of '11 and the fourth highest CTR in '22
 - Positive CTR lift in December contributed to by strong engagement with destination module and hero; Navigation module captured more clicks than hero
- November and December financial performance resulted in increase in all financial metrics with November having the second highest revenue in '22

Drive Solos	Q4 2022	QoQ
Delivered	3.5 M	+23.81%
Clicks	26,775	-3.22%
CTR	0.76%	-0.21 pts.
Unsub Rate	0.13%	-0.04 pts.
Bookings	187	18.35%
Room Nights	563	52.16%
Revenue	\$122,986	94.49%
Conversion	0.70%	0.13 pts.
% Bkgs. to CALA	43.35%	-6.15 pts.
% Rev. to CALA	56.33%	+6.63 pts.



Q4 2022 Destination Solo

Creative Examples

Q4 Highlights:

- Week of Wonders hero
- Secondary offer section featuring member exclusive offers
- Luxury and non luxury versioning
- Luxury Header
- Luxury Poll
- Hero creative test
- All-inclusive poll
- Nonmember/member versioning for all inclusive

Mexico
English
October

Wonders
Thank you for coming with us monthly. The team traveled to uncover your back story. Please share it on Twitter. Tag us to help you share your next adventure.

Wonders of Adventure
Get out on your member list and start up to 1000 bonus points on your next trip. Tag us to help you share your next adventure.

Wonders of Extraordinary
Experience the Wonders of the World. Tag us to help you share your next adventure.

Reconnect and Celebrate
Tag us to help you share your next adventure.

Inspiring Experiences in Stunning Destinations
Exclusively for Members

Wonders of Escape
Tag us to help you share your next adventure.

Wonders of Unwinding
Tag us to help you share your next adventure.

Wonders of Connection
Tag us to help you share your next adventure.

Wonders of Indulgence
Tag us to help you share your next adventure.

Mexico
English
November

City Escape
Experience an urban adventure and discover hidden gems that will take you to the heart of the city. Tag us to help you share your next adventure.

Join Marriott Bonvoy
Tag us to help you share your next adventure.

Holiday Travel Inspiration
Celebrate in Paradise.
Tag us to help you share your next adventure.

Business With a View
Tag us to help you share your next adventure.

New Hotel Openings
Tag us to help you share your next adventure.

ALL-INCLUSIVE
Tag us to help you share your next adventure.

Mexico
English
December

Soak Up Perks in Paradise
Tag us to help you share your next adventure.

Join Marriott Bonvoy
Tag us to help you share your next adventure.

Expand Your Experiences
Tag us to help you share your next adventure.

See What's New
Tag us to help you share your next adventure.

A Holiday Like No Other
Tag us to help you share your next adventure.

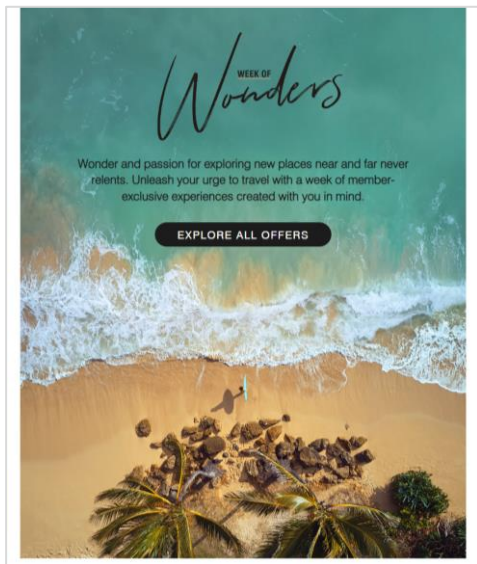
Everything in the Palm of Your Hand
Tag us to help you share your next adventure.

Top Q4 Markets

- Highest revenue contribution in Q4 came from lux segments for Caribbean, Mexico Eng and Mexico Local Eng
- Overall, the markets chosen for November and December experienced higher CTRs versus Q3
- Recommend deep dive on Mexico engagement and markets to continue to optimize performance

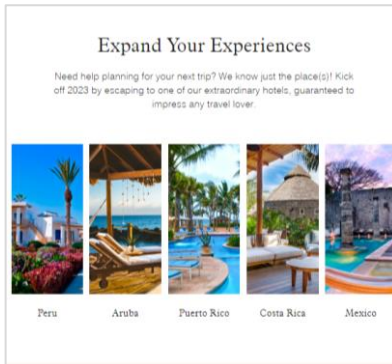
Market	Delivered	CTR	Bookings	Roomnights	Revenue	Rev/Del
Mexico	863,840	0.67%	46	85	\$16,084.54	\$0.02
Brazil	327,696	0.83%	5	50	\$6,795.09	\$0.02
Mexico English	306,512	1.38%	40	127	\$29,184.66	\$0.10
Puerto Rico	153,560	1.21%	12	24	\$5,171.85	\$0.03
Colombia	113,173	1.29%	6	22	\$3,982.15	\$0.04
Panama	101,276	1.41%	1	3	\$1,783.00	\$0.02
Peru	90,636	1.28%	1	5	\$1,967.00	\$0.02
Chile	81,256	1.79%	6	20	\$4,101.75	\$0.05
Caribbean LUX	75,874	1.77%	16	49	\$24,794.40	\$0.33
US Spanish	47,809	1.18%	8	30	\$5,962.00	\$0.12
Costa Rica	40,710	2.25%	2	5	\$1,200.80	\$0.03
Aruba	26,404	3.05%	3	4	\$461.00	\$0.02
Grand Cayman	12,131	2.30%	3	8	\$2,434.00	\$0.20
Turks Caicos	613	2.12%	1	4	\$500	\$0.82

Top Performing Q4 Content: Hero, Destinations and Offers



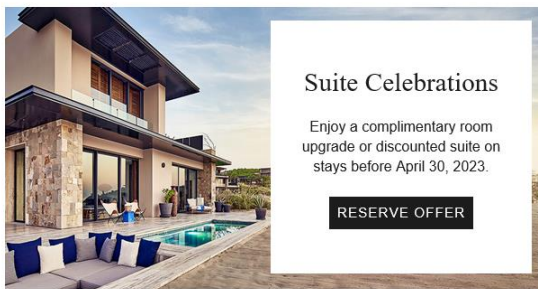
October Hero

#1 Clicked Module in October



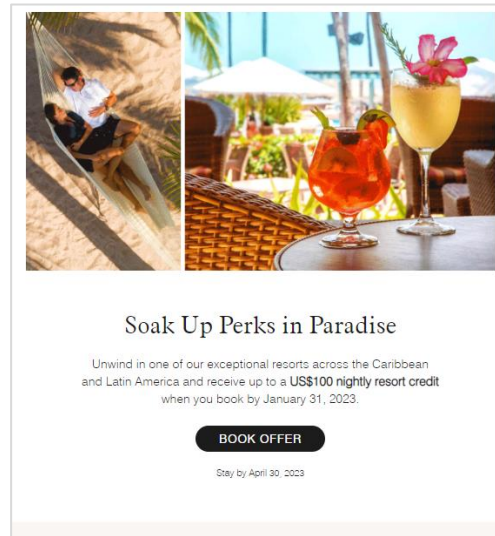
Destination Module

#1 clicked module in December



Suite Offer

#1 revenue driver in November



December Hero

Highest revenue driver with the highest Single module revenue for the quarter

December Member Heat Map

- A majority of member markets engaged with the destination module over the hero; recommend to leverage content approach from this module in upcoming campaigns
- All-inclusive content was the second most clicked module with new openings the second most clicked module for Mexico and Panama

[illegible]

December Nonmember Heatmap

- Destinations module was the top clicked module for members and nonmembers, with the hero generating more revenue
- Strong activity with join banner in December which was the third most clicked module for several markets

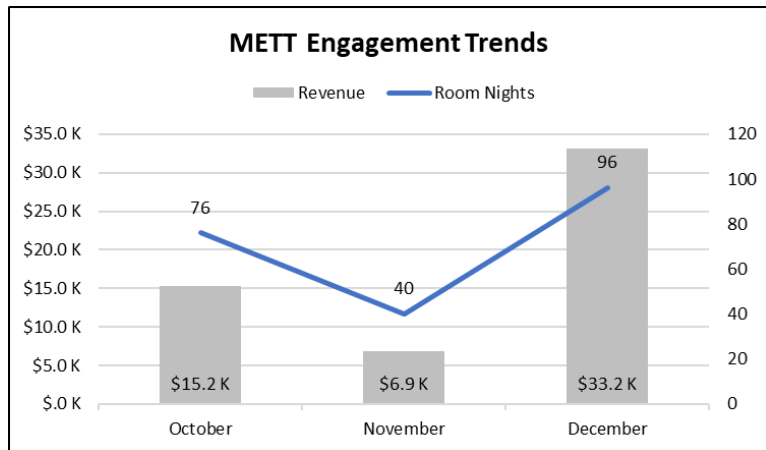
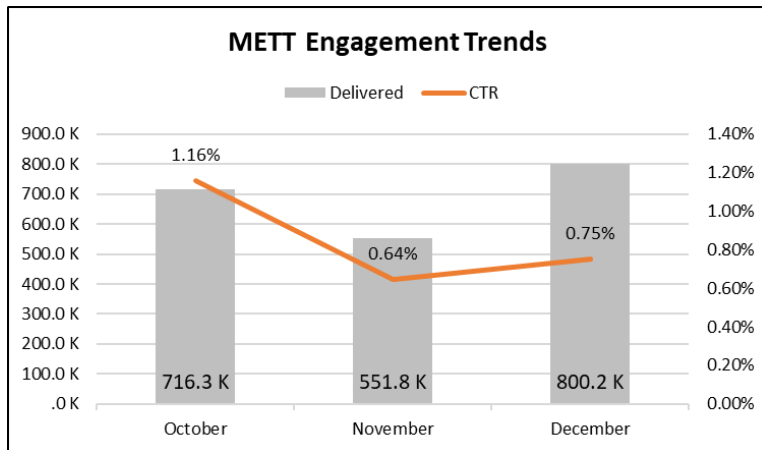
Modules / % of Clicks	Aruba	Brazil	Chile	Colombia	Costa Rica	Grand Cayman	Mexico	Mexico Eng	Mexico US	Panama	Peru	Puerto Rico	Grand Total
Header	6.12%	10.37%	0.00%	7.69%	9.09%	16.67%	15.45%	6.50%	0.00%	9.91%	0.00%	13.79%	11.92%
Hero	22.45%	18.44%	26.32%	46.15%	18.18%	16.67%	30.28%	20.22%	0.00%	34.05%	0.00%	19.54%	25.85%
Join Marriott Bonvoy	4.08%	3.17%	0.00%	0.00%	0.00%	0.00%	2.89%	2.53%	100.00%	1.29%	0.00%	2.87%	2.69%
Expand Your Experiences	46.94%	41.50%	73.68%	30.77%	72.73%	0.00%	21.61%	29.60%	00.0%	28.02%	40.00%	35.63%	29.84%
See What's New	0.00%	0.58%	0.00%	0.00%	0.00%	0.00%	5.15%	2.53%	0.00%	4.31%	0.00%	3.45%	3.42%
A Vacation Like No Other	0.00%	2.88%	0.00%	0.00%	0.00%	16.67%	1.63%	1.81%	0.00%	1.72%	20.00%	2.30%	1.97%
Savor, Accumulate and Redeem	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.88%	0.00%	0.00%	0.00%	0.00%	0.57%	0.41%
App	0.00%	1.15%	0.00%	0.00%	0.00%	0.00%	0.63%	0.72%	0.00%	0.86%	0.00%	0.57%	0.73%
Footer	20.41%	21.90%	0.00%	15.38%	0.00%	50.00%	21.48%	36.10%	0.00%	19.83%	40.00%	21.26%	23.16%
Grand Total	100.0%	100.0%	100.00%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.00%

METT Emails

Positive engagement lift QoQ

- Positive engagement trend continues for METT campaigns with Q4 having the highest CTR of the year and October having the highest single month CTR
- Unsubscribe rate decreased again QoQ with a yearly low at 0.8%
- Revenue declined compared to Q3 which was the highest quarter of the year
- Highest revenue driver in December featured messaging calling out specific resort amenities and activities, recommend to bring insight into additional CALA campaigns
- Perfect of revenue to CALA increased in Q4 with 6/14 campaigns sending a majority of revenue to CALA properties

METTs	Q4 2022	QoQ
Delivered	2.1 M	14.04%
Clicks	17.9 K	22.70%
CTR	0.86%	+0.06 pts.
Unsub Rate	0.08%	-0.01 pts.
Bookings	83	-29.06%
Room Nights	212	-36.90%
Revenue	\$55.3 K	-34.77%
Conversion	0.46%	-0.34 pts.
% Rev. to CALA	51.36%	+7.36 pts.



Top Performing METTs: Q4 2022

November: High CTR Low Unsub
CALA_AllInclusive_Eng_202225Nov

Subject Line: Amazing All-Inclusive Black Friday Savings



Arrive a Guest, Leave an Explorer

Experience a Caribbean adventure like no other! **Elegant Hotels** offers a collection of award-winning beach resorts.

The hotels reside on the most beautiful beaches in Barbados where guests can have the sunset, stroll on shore, relax in well-appointed guest rooms, and indulge in local restaurants, bars, and nightlife just minutes from the properties.

Enjoy an array of complimentary services, breakfast or all-inclusive meal plans, unlimited and non-motorized water sports, free Wi-Fi, boutique amenities, and more!

[LEARN MORE](#)



Costa Rica All-Inclusive Gateway

Take your travel to a luxurious hotel at **The Whistler Reserve Cancun, an All-Inclusive Golf Resort & Spa**.

Book your stay with exclusive savings and enjoy the scenic views, Costa beach, tropical climate, fine dining, and championship golf in Costa Rica.

[BOOK NOW](#)



Experience Costa Rica, W Style

Step into the extraordinary of **W Costa Rica - Reserva Conchal**. Experience this exclusive all-inclusive package and indulge in innovation dining, tropical cocktails, and in-between snacks. A Costa Rica paradise awaits with an all-inclusive stay!

[LEARN MORE](#)



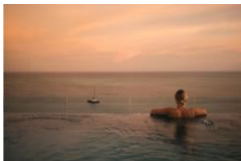
The Best Vacation Is Yet to Come!

Find everything you need for a relaxing stay at **Delta Hotels Riviera Nayarit, An All-Inclusive Resort**. Enjoy our special rates and experiences that have everything you are looking for: exquisite gastronomy, culture, and wonderful natural landscapes.

[BOOK NOW](#)

December: High Engagement and Revenue
CALA_Lux_Eng_23Dec

Subject Line: Luxury Winter Escape to the Caribbean



Luxury Winter Escape Awaits

Unleash the magic this winter with an immersive journey among family, wellness, and exquisite culinary experiences. Whether you are planning a getaway with your loved ones, treating a new house or just looking to escape the hustle and bustle of daily life, our collection of luxury hotels throughout the Caribbean is here to help, making the most of your getaway.

Reserve your stay by January 31, 2023, and receive up to \$100 nightly resort credit to use during your vacation.

[DISCOVER NOW](#)



Aruba's Perfect Retreat

Back in the sun and sand at the beautiful **Ritz-Carlton Aruba** this winter. Make your stay more memorable at our vibrant resorts, on restaurants and bars with a daily \$80 resort credit. Let Lady Sun meet you at The Casino and experience the Ritz-Carlton Spa.

[DISCOVER NOW](#)



Bermuda Pink Glow

The **St. Regis Bermuda Resort** explores all that Bermuda has to offer with a \$100 daily resort credit. Reserve a day of pampering at The St. Regis Spa, and a round of golf at the Parry Golf Course or be up prepared with a Sake Bar, Bloody Mary at the St. Regis Bar.

[RESERVE NOW](#)



Turquoise Dreams Come True

Where the sea and the sky blend into one single turquoise hue. Reserve four nights or more and receive a \$100 daily resort credit to escape the #RCMemories. Embark on the Lady Sun and experience a water adventure. Try your luck at The Casino or get pampered at The Ritz-Carlton Spa.

[DISCOVER MORE](#)

October: Highest Revenue
CALA_WoW_Eng_202207Oct

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



From October 6th to the 13th

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

[SEE ALL OFFERS](#)



WONDERS OF UNWINDING

Treat yourself to a getaway you deserve and save 10% off All-Inclusive by Marriott Bonvoy® resorts.

[BOOK NOW](#)



WONDERS OF INDULGENCE

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

[DISCOVER MORE](#)



WONDERS OF CONNECTION

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

[DISCOVER MORE](#)

December METT Performance Summary

- Caribbean METT campaigns were highly engaging following the trend with Destination Solo, recommend continuing to identify seasonal trends for high performing content to include in Destination Solo
- Common theme in subject lines in December as well as Q4 is the inclusion of destination verbiage, recommend to include destination messaging going forward and developing a destination tag for Destination Solo

Campaign Name	Sent	Delivered	Bounced	Bounce Rate	Clicks	CTR	Bookings	Room nights	Revenue	Rev / Delivered	% Rev to CALA
CALA_Mex_Eng_23Dec	114,889	114,720	169	0.15%	1,270	1.11%	11	27	\$5,606.60	\$0.05	72%
CALA_CASA2_Spa_23Dec	102,028	100,442	1,586	1.55%	433	0.43%	1	3	\$486.00	\$0.00	100%
CALA_Lux_Eng_23Dec	100,764	100,588	176	0.17%	1,048	1.04%	12	36	\$8,393.69	\$0.08	47%
CALA_CASA2_Eng_23Dec	67,252	67,125	127	0.19%	340	0.51%	5	12	\$6,398.14	\$0.10	89%
CALA_CASA1_Spa_22Dec	56,346	55,515	831	1.47%	298	0.54%	1	1	\$190.00	\$0.00	100%
CALA_COL_Spa_22Dec	48,911	48,527	384	0.79%	447	0.92%	1	2	\$312.00	\$0.01	100%
CALA_CASA_Eng_2Dec	42,978	42,924	54	0.13%	310	0.72%	2	2	\$1,943.00	\$0.05	0%
CALA_GCMRZ_CA_2Dec	38,769	38,660	109	0.28%	320	0.83%				\$0.00	
CALA_JW_Spa_9Dec	37,927	37,293	634	1.67%	314	0.84%	1	1	\$19.00	\$0.00	100%
CALA_Barbados_Ben_2Dec	36,608	36,441	167	0.46%	250	0.69%				\$0.00	
CALA_Barbados_Eng_2Dec	36,471	36,420	51	0.14%	406	1.11%				\$0.00	
CALA_AI_Wed_Eng_9Dec	35,421	35,302	119	0.34%	72	0.20%				\$0.00	
CALA_Mex_Spa_9Dec	34,314	34,052	262	0.76%	180	0.53%				\$0.00	
CALA_Lux_Spa_9Dec	25,429	25,041	388	1.53%	177	0.71%				\$0.00	

CALA September METT Heatmaps

- Top CTAs in high performing METT campaigns in December include Book Now, Reserve Now and a new CTA of Get the Getaway, recommend to include with getaway content in Destination Solos
- Top METTs also consistently leverage property and location name in the subject line reinforcing ongoing strategy supporting location and destination messaging

CALA_Lux_Eng_23Dec	
Module	Click %
BrandBar	1.83%
Find & Reserve	1.75%
MarriottBonvoyLogo	4.14%
myaccount	5.65%
offer1	21.56%
offer2	22.59%
offer3	15.51%
offer4	24.03%
Preferences	0.08%
Unsubscribe	2.70%

CALA_CASA2_Eng_23Dec	
Module	Click %
BrandBar	1.98%
Find & Reserve	2.37%
FindHotels	0.20%
Join	0.20%
MarriottBonvoyLogo	29.25%
myaccount	31.62%
offer1	10.08%
offer2	3.75%
offer3	8.30%
offer4	9.49%
Unsubscribe	2.77%

CALA_Mex_Eng_23Dec	
Module	Click %
BrandBar	1.30%
Find & Reserve	1.36%
FindHotels	0.06%
Join	0.06%
MarriottBonvoyLogo	14.14%
myaccount	14.51%
offer1	35.80%
offer2	15.56%
offer3	13.09%
offer4	0.99%
offer5	1.73%
Preferences	0.06%
Unsubscribe	1.36%

Testing & Optimization

Q4 Testing Results

Image Optimization and A/B Testing Results

- Hero exterior vs interior test in December resulted in slightly more click activity for exterior choices however, interior imagery resulted in 31% more revenue amongst clickers
 - Recommend to continue testing and monitor for engagement patterns with additional property tests

PCIQ SL Testing Results

- Amongst English openers three tags performed best in Q4:
 - FOMO, Urgency and offer
- Offer and FOMO performed well with Portuguese and Spanish throughout Q4
 - Intrigue was the top subject line in December for Portuguese and Spanish
- Recommend to leverage language specific insights to incorporate top performers from 2022

December Hero Internal Vs Exterior Imagery A/B Test



Hero Version	CTR	Revenue	Rmnts
Interior	0.26%	\$9,235.70	21
Exterior	0.26%	\$7,013.615	35

- Engagement between interior and exterior imagery was nearly identical, both receiving a CTR of 0.26%
- Interior captured more revenue and room nights, recommend to continue testing additional categories

Actionable Insights & Next Steps

Actionable Insights

- Increased mobile app activity led by recent stayers and upcoming trip openers, recommend to continue exploring ways to leverage recent stay data
- Luxury Local Eng and Local Spa markets outperformed nonlux, recommend to include luxury segments for these markets when versioning for lux and nonlux
- October Week of Wonders resend resulted in additional engagement and revenue in support of WoW program without disengaging audience, recommend to continue using resend campaigns when available
- Recommend deep dive on Mexico engagement and markets to continue to optimize performance
- Highest revenue driver in December featured messaging calling out specific resort amenities and activities, recommend to bring insight into additional CALA campaigns
- Common theme in subject lines in December as well as Q4 is the inclusion of destination verbiage, recommend to include destination messaging going forward and developing a destination tag for Destination Solo
- Recommend to continue testing and monitor for engagement patterns with additional property tests
- Recommend to leverage language specific insights to incorporate top performers from 2022
- Interior captured more revenue and room nights, recommend to continue testing additional categories

Next Steps for January

- Testing new location SL tag in Destination Solo
- Resort Getaway hero
- Dynamic getaway module targeting
- All inclusive property vs lifestyle test



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Appendix

PCIQ October Subject Line Performance Results

Testing Observations:

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

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



PCIQ November Subject Line Performance Results

Testing Observations:

- Offer performed well with all languages placing in the first or second spot, continue to include offer in upcoming SL testing
- Urgency also performed well, recommend to include in future tests for time sensitive campaigns or offers

Language	SL_ID	SL	Tag	UniqueOpenCount	DeliveredCount	Unique_Open_Rate
LUXURY_SPANISH	SL04	Reimagina la estancia de sus sueños	(Intrigue)	264	1349	19.6%
LUXURY_SPANISH	SL03	Sus vacaciones mejoradas le esperan[, Fname]	(Offer)(Personalization)	269	1,406	19.1%
LUXURY_SPANISH	SL01	Aún hay tiempo para planear las vacaciones perfectas	(Timely)	225	1,250	18.0%
LUXURY_SPANISH	SL02	Aún hay tiempo para planear la escapada perfecta	(Timely)	20	132	15.2%
PORTUGUESE	SL02	[Fname, ganhe][Ganhe] até 4K pontos de bônus	(Offer)	2,765	16,726	16.5%
PORTUGUESE	SL01	O tempo está se esgotando nesta oferta incrível	(Urgency)	2,766	16,785	16.5%
PORTUGUESE	SL03	Reimagina sua lista de sonhos	(Intrigue)	2,756	16,855	16.4%
PORTUGUESE	SL04	[Fname, uma][Uma] oferta exclusiva para um refúgio urbano	(Intrigue)	4,179	27,843	15.0%
SPANISH	SL01	Se está acabando el tiempo para esta increíble oferta	(Urgency)	13,273	69,430	19.1%
SPANISH	SL02	[Fname, obtén][Obtén] hasta 4.000\xa0puntos adicionales	(Offer)	12,908	69,135	18.7%
SPANISH	SL03	Rediseña tu lista de deseos	(Intrigue)	12,700	69,004	18.4%
SPANISH	SL04	[Fname, una][Una] oferta exclusiva para una escapada urbana	(Intrigue)	18,444	107,630	17.1%



PCIQ August Subject Line Performance Results

Testing Observations:

- Intrigue performed the best amongst Portuguese and Spanish openers
- FOMO Personalization was the top performer for English and the second highest amongst Spanish and Portuguese, recommend to create a FOMO test month combining FOMO with other top performers across all languages

Language	SL_ID	Tags	Unique_Open_Count	Delivered_Count	Unique_Open_Rate
SPANISH					
Finalmente... ¡El crédito (de resort) que se merece!	SL03	(Intrigue)	22,466	117,356	19.14%
No deje que su crédito de resort caduque, [Fname]	SL01	(FOMO)(Personalization)	22,226	117,331	18.94%
100x0USD de crédito para el resort por noche para celebrar el Año Nuevo	SL02	(Offer)	21,622	117,667	18.38%
ENGLISH					
Don't Let Your Resort Credit Expire, [Fname]	SL01	(FOMO)(Personalization)	6,508	35,035	18.58%
Finally! The (Resort) Credit You Deserve!	SL03	(Intrigue)	6,434	35,217	18.27%
\$100 Nightly Resort Credit to Ring in the New Year	SL02	(Offer)	5,799	34,885	16.62%
PORTUGUESE					
Finalmente! O crédito (de resort) que você merece!	SL03	(Intrigue)	5,187	28,885	17.96%
Não deixe que seu crédito de resort expire, [Fname]	SL01	(FOMO)(Personalization)	4,805	28,970	16.59%
USD 100 em créditos diários de resort para comemorar o Ano Novo	SL02	(Offer)	4,514	28,464	15.86%

Thank you!

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