

CALA Monthly Email Review

Feb 2024

23 April 2023

MARRIOTT
BONVOY®



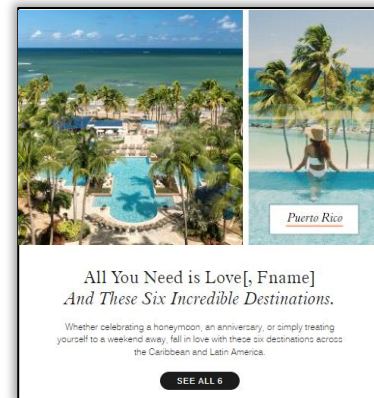
Meeting Agenda

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

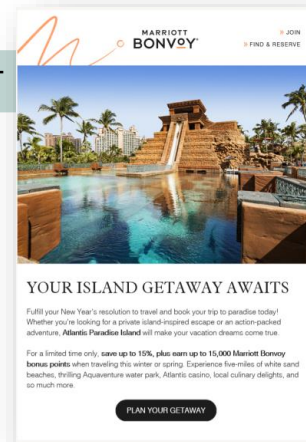


Key Storylines

- 7.4M email deliveries in February '24, generating 271 bookings and \$137.2K in email attributed revenue.
- Deliveries +26.7% MoM with Q1 Global Promo and Buy Points communications. Clicks and CTR decreases likely impacted by higher deliveries.
- Overall revenues -19.5% MoM despite Destination Solo and METT MoM revenue gains.
- Feb continues to fall short of refreshed engagement goals by approximately across each category. Destination Solo generated 0.8% CTR, highest engagement within last 5 months.
- Dest Solo hero drove 50.0% of unique clicks with new hero treatment.
 - Hero outperformed prior month and prior year Dest Solo heroes.
- Steady increase in percent of revenue to CALA month over month. Feb's contribution, a 5-month peak at 43%.
- Destination Solo's deliveries and CTR peak in February as CALA experiences natural MoM increase in member and non-member audiences alongside February's luxury segment volumes.
 - Deliveries +73.3% YoY and CTR +0.1 pts. Increases in delivered volume did not negatively impact CTR or Unsub rate; in fact, both metrics improved.
- February unsub rate -0.02 pts., however, still slightly higher than monthly Bonvoy benchmark.
- Feb METT engagements and financials trending positively MoM. 'CALA_NASAK_9Feb2024-Eng' a significant contributor to financial gains with 63% of February METT bookings.



Feb 9 METT



Monthly Performance Summary

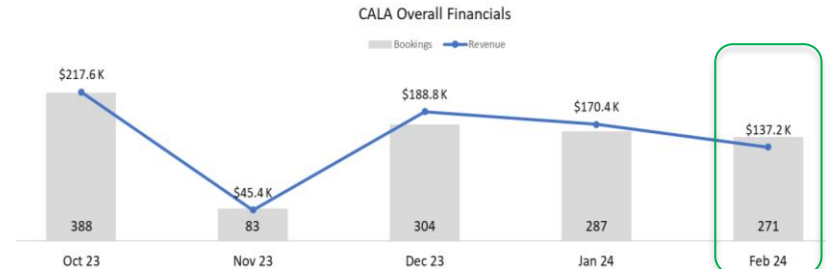
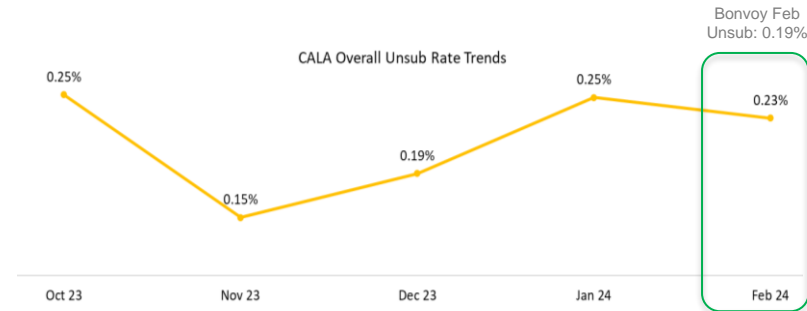
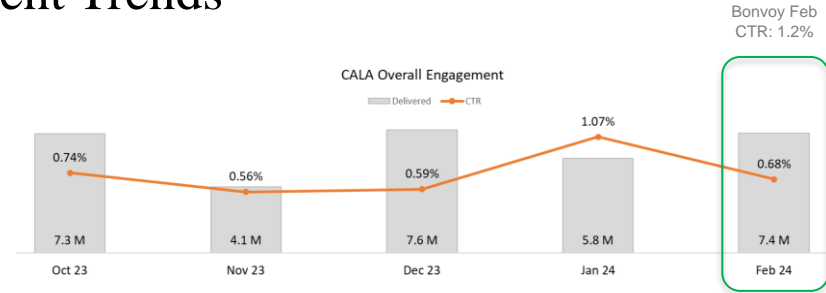
Monthly Performance Summary: Engagement Trends

February 2024

- Deliveries +26.7% MoM with Q1 Global Promo (Announcement and Confirmation) and Buy Points (Announcement) sends. Clicks and CTR decreases impacted by higher deliveries.
- Feb Unsub rate -0.02 pts., however, higher than monthly Bonvoy benchmark.
- Overall financial metrics continue to see a downturn since Oct peak. Financials understated. Feb Loyalty used PCM which does not include financial metrics.

		Feb '24	MoM	YoY	vs. Avg.
Engagement	Delivered	7.4 M	+26.7% +1.6 M	-7.7% -6 M	+8.0% +543.4 K
	Clicks	50.1 K	-19.5% -12.1 K	-18.6% -11.4 K	-9.2% -5.1 K
	CTR	0.7%	-0.39 pts.	-0.09 pts.	-0.1 pts.
	Unsub%	0.23%	-0.02 pts.	+0.03 pts.	+0.02 pts.
Financials	Bookings	271	-5.6% -16	-16.9% -55	-10.9% -33
	Room Nights	778	-3.5% -28	-19.3% -186	-13.6% -123
	Revenue	\$137.2 K	-19.5% -\$33.2 K	-30.4% -\$59.9 K	-21.6% -\$37,757
	Conv%	0.59%	+0.13 pts.	+0.06 pts.	+0.04 pts.

Data issues impacted Feb financials. Feb Loyalty uses PCM; Loyalty financial metrics not included.



Monthly Performance Summary:

Engagement Goals

February 2024

CTR Goals	Feb '24	Goal	Feb '24 vs. Goal
Destination Solo	0.8%	1.0%	-0.23 pts.
Destination Solo (CALA only)	0.7%	1.0%	-0.32 pts.
METT	0.7%	0.9%	-0.23 pts.
METT (CALA only)	0.7%	1.0%	-0.31 pts.

- While Feb falls short of revised goals by approximately -0.23+ pts. across each category, Dest Solo generated 0.8% CTR continues MoM trend, highest within last 5 months.
- Focus on increasing CTR by personalizing content using previously clicked modules as segments for retargeting. All-Inclusive module clickers can be presented an all-inclusive themed hero in subsequent Dest Solo mailings for example.

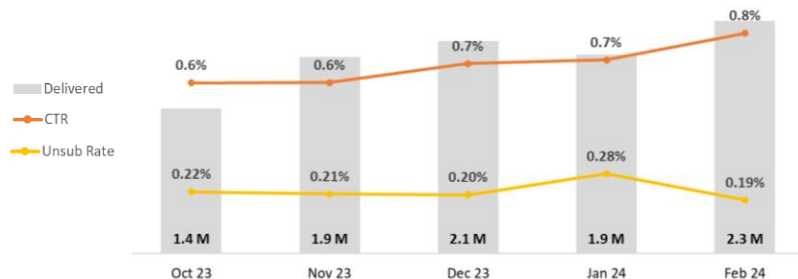
Regional Email Campaign: **Destinations Solo**

Destination Solo: Performance Summary

February 2024

- Deliveries and CTR peak in Feb as CALA experiences natural MoM increase in member and non-member audiences alongside February's luxury segment volumes.
- Deliveries +73.3% YoY and CTR +0.1 pts. Highest delivered volume and CTR in the last 5 months.
- Increases in delivered volume did not negatively impact CTR or Unsub rate; in fact, both metrics improved.
- Feb increases in % of revenue to CALA properties up in all time periods.

Destination Solo Engagement Trend



		Feb '24	MoM	YoY	vs. Avg.
Engagement	Delivered	2.3 M	+17.0% +328.0 K	+73.3% +952.7 K	+57.0% +817.6 K
	Clicks	17.3 K	+33.0% +4305	-18.1% -3.8 K	+50.3% +5.8 K
	CTR	0.8%	+0.1 pts.	-0.9 pts.	-0.0 pts.
	Unsub%	0.19%	-0.09 pts.	+0.01 pts.	-0.04 pts.
Financials	Bookings	56	-18.8% -13	-49.1% -54	-13.0% -8
	Room Nights	153	+8.5% +12	-42.3% -112	-14.6% -26
	Revenue	\$28.4 K	+13.3% +\$3.3 K	-56.9% -\$37.4 K	-27.5% -\$10.8 K
	Conv%	0.32%	-0.21 pts.	-0.20 pts.	-0.27 pts.
% to CALA Properties	Revenue	43.0%	+5.3 pts.	+14.3 pts.	+3.9 pts.
	Bookings	42.9%	-8.5 pts.	+21.9 pts.	+6.4 pts.

Destination Solo: Creative Highlights

February 2024

Deployment Date: February 12th, 2024

Subject Line: 6 Destinations You'll Fall in Love With

- Highlights Q1 Global Promotion with dynamic versioning for lux and non-lux audiences.
- Showcases local CALA market offers for the perfect getaway including:
 - all-inclusive offers at family resorts and
 - apartment-style accommodations
- Features Romantic all-inclusive options with Traveler content module.

*Feb Dest Solo was a TLP deployment

Member, Non-Lux, GloPro Registered,
English Version



All You Need is Love
And These Six Incredible Destinations.

Whether going away for a honeymoon, celebrating an anniversary, or simply treating yourself to a weekend away, you'll fall in love with these six destinations across the Caribbean and Latin America.

SEE ALL 6

You're Set to Earn
Twice Each Night

You're rewarded: You earn 1,000 bonus points and 1 bonus elite night credit each night from February 12 through April 20, 2024.



8 ROOM NIGHT



Just Right at Home
Casa Contera, Isla Verde Beach, Apartments by Marriott Bonvoy™

Enjoy everything you just wish was home. Clean. This new coastal oasis offers luxury apartment-style accommodations and includes private rooftop, a relaxing living room, a full kitchen, and more. Choose from studio, one-bedroom, or two-bedroom apartments.

SEE MORE



ALL-INCLUSIVE

Reconnect and Rediscover, Together.

Discover All-inclusive by Marriott Bonvoy™ and let us take care of the details. Enjoy top and best-included activities, bringing the fun, and modern family accommodations.

EXPLORE FAMILY RESORTS

New Hotels You'll Love:
From tick-tacky amenities to more room to unwind, our newest properties offer everything you need for the perfect stay.



1 All-in-One
2 Best Design
3 Best Value

SEE ALL HOTELS



MARRIOTT BONVOY
TRAVELER
Five Romantic
All-Inclusive
Resorts

These five resorts offer luxurious amenities, impeccable service, and most importantly, the romance you deserve.

SEE ALL 5

Non-Member, Non-Lux, RAPPI, GloPro Holdout
Mexico Spanish Version



Todo lo que necesitas es amor
y estos son increíbles destinos.

Ya sea que viajes por tu luna de miel, celebres un aniversario o simplemente desconectes durante un fin de semana, te encantará de estos seis destinos en el Caribe y América Latina.

VER TODOS



Como en casa

Casa Contera, Isla Verde Beach, Apartments by Marriott Bonvoy™

Disfruta de todo lo que necesitas en un espacio de diseño moderno. Casa Contera ofrece apartamentos de lujo con todo lo que necesitas para disfrutar de tu estancia. Elige entre un estudio y un apartamento de uno o dos dormitorios.

RESERVA AHORA

Conoce Marriott Bonvoy™.
¿Sabes cómo ganar puntos más rápido?

Consejos para ganar puntos más rápido

VER AHORA



Reserva con Elegancia + Puntos

VER AHORA



Cómo obtener canjes instantáneos

VER AHORA

¡Inscríbete en Marriott Bonvoy! Es gratis!
¡Y a más cosas! Explora los beneficios.



¡Hazte socio y gana puntos Rappi!

¡Hazte socio y gana puntos Rappi!



ALL-INCLUSIVE

Reconecta y redescubre. Juntos.

Descubre la magia de Marriott Bonvoy™ y disfruta de todo lo que necesitas. Descubre de actividades, servicios y mucho más, todo en un solo lugar.

DESCUBRE RESORTS FAMILIARES

Nuevos hoteles que te encantarán

Desde comodidades modernas hasta más espacio para relajarte, nuestros hoteles son ideales para tu próxima estancia. Descubre los mejores hoteles para tu próxima estancia.



1 All-in-One
2 Best Design
3 Best Value

VER TODOS LOS HOTELES

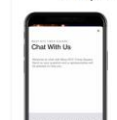


MARRIOTT BONVOY
TRAVELER
Cinco románticos
resorts
all-inclusive

Estos cinco resorts ofrecen todo lo que necesitas para disfrutar de tu estancia. Elige entre un estudio y un apartamento de uno o dos dormitorios.

VER TODOS

El mundo de los viajes empieza en tu aplicación favorita



¡Hablemos por chat!

¡Hablemos por chat!

¡Hablemos por chat!

Destination Solo: Click Map

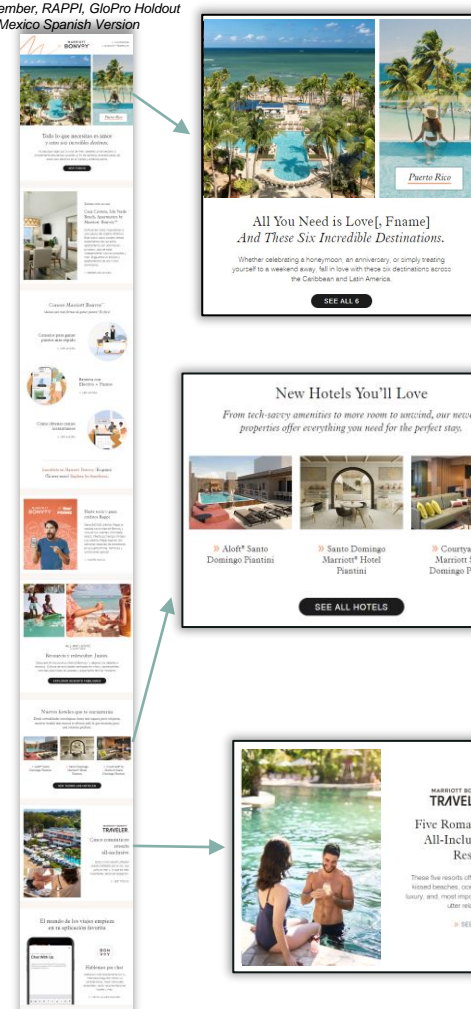
February 2024 **Non-Lux Version**

- Hero drove the most engagement this month (50.0% of clicks) led by new hero treatment.
 - Feb '24 hero also outperformed Jan '24 (33.5% of clicks) & Feb '23 hero (41.05%)
- Traveler was the third highest clicked module (8.0%) led by "all-inclusive" wording.
 - All-Inclusive module engagement slightly lower than traveler, testing with 3P attributes for the US audience or all-inclusive themes may help determine if family travel is something that resonates with audiences.
- New Hotel module also a high performer this month led by a catch-all CTA "See All Hotels" which attributed to 2.7% of total clicks.

Feb '23 Dest Solo: Non-Luxury	Member	Non-Member	Total
Header	7.2%	8.4%	7.4%
Upcoming Stay/Recent Trip	0.7%	1.0%	0.7%
Hero	50.8%	45.3%	50.0%
GloPro	8.6%	5.6%	8.2%
Apartments by Marriott	5.5%	4.5%	5.4%
Non-Member Information	--	7.4%	1.2%
RAPPI	0.5%	0.7%	0.5%
All-Inclusive	4.3%	3.6%	4.2%
New Hotels	6.1%	6.8%	6.2%
Cobrand	0.6%	0.0%	0.5%
Traveler	8.5%	5.0%	8.0%
Mobile App	1.1%	1.4%	1.2%
Footer	2.7%	5.4%	3.1%
Unknown*	3.3%	4.6%	3.5%
Total # of Clicks	16,803	3,078	19,881

*Unknown clicks attribute to a (blank) response.

Non-Member, RAPPI, GloPro Holdout
Mexico Spanish Version



Module Clicks: 9,937
% of Clicks: 50.0%
CTR: 0.44%

Module Clicks: 1,241
% of Clicks: 6.2%
CTR: 0.06%

Module Clicks: 1,581
% of Clicks: 8.0%
CTR: 0.07%

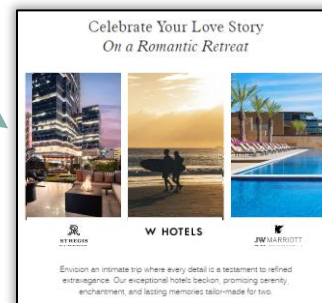
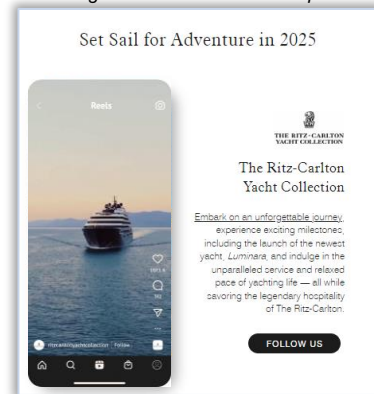
Destination Solo: Click Map

February 2024 **Luxury Version**

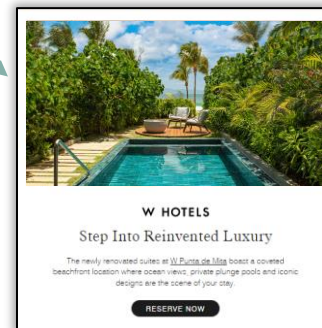
- The Newly Renovated W Hotels module was the highest engaged module. Elevated wording such as “Reinvented Luxury” tends to help drive interest within the luxury audience. New Hotels also a commonly high performing module amongst other luxury communications.
- The Ritz-Carlton 5-pack is the third most engaged driven by clicks from Turks & Caicos followed by St. Thomas.
- Replacing static modules with an Instagram module can help performance as other luxury communications are seeing an increase in engagement towards the bottom of the e-mail when Instagram is added. This also provides a way to feature all 7 luxury brands within the communication.

Feb '23 Dest Solo: Luxury	Total
Header	0.7%
Hero	17.7%
Suite Indulgences	11.3%
Newly Renovated - W Hotels	21.1%
New Hotel - Edition	14.4%
Residences	1.4%
Ritz-Carlton 5-Pack	16.9%
Grand Cayman	1.6%
St. Thomas	4.2%
Turks and Caicos	7.3%
Mexico City	1.6%
Santiago	2.2%
RC Reserve	4.5%
RCYC	3.6%
Footer	2.6%
Unknown*	5.8%
Total # of Clicks	1,156

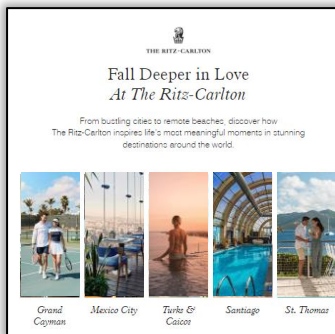
Instagram RCYC Module Example



Module Clicks: 205
% of Clicks: 17.7%
CTR: 0.17%



Module Clicks: 244
% of Clicks: 21.1%
CTR: 0.20%



Module Clicks: 195
% of Clicks: 16.9%
CTR: 0.16%

February 2024 **RAPPI**

- % of module clicks by members/non-members who received
RAPPI module unavailable



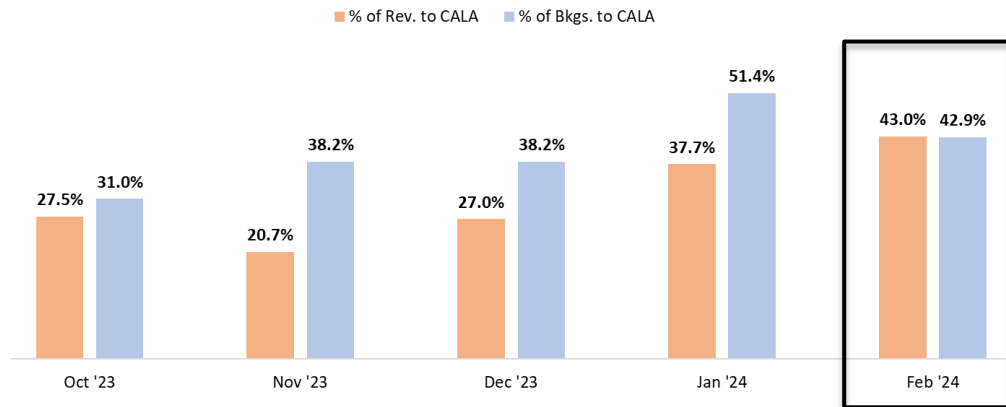
MARRIOTT
BONVOY®

Destinations Solo: CALA Financial Contribution

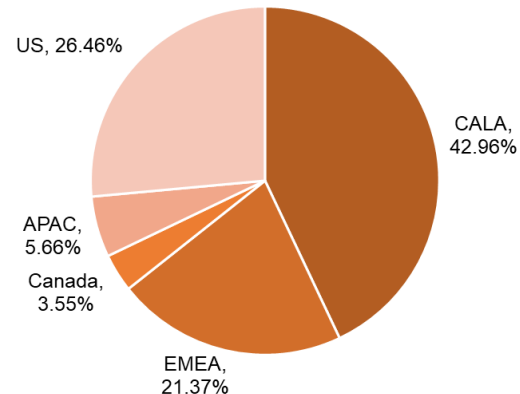
February 2024

- CALA Revenue trending up since Nov '23. Feb's, global promotion and buy points communications positively impact bookings and revenue as a % of revenue and bookings to CALA.
- Steady increase in % of revenue to CALA month over month. Feb's contribution is a 5-month peak at 43%.

% of Solo Revenue to CALA Properties



% of Revenue by Region



% of Rev. to CALA:

+5.31 pts. MoM

+14.35 pts. YoY

% of Bkgs. To CALA:

-8.49 pts. MoM

+21.95 pts. YoY

Destinations Solo: Property Summary

February 2024

- City Express, continues to be a high booking driver MoM with more bookings and room nights than any other brand this month.
- The Apartments by MBV module within Dest Solo supported bookings and revenue for the brand and CALA region. Continue showcasing CALA-specific brands as they support conversion for CALA.

Brands by Region Feb '24	Bookings	Roomnights	Revenue	% of Rev.	MoM
CALA	24	74	\$12,185	43.0%	+5.3 pts.
Marriott Hotel	5	19	\$3,616		
City Express	9	24	\$2,775		
Apartments by Marriott Bonvoy	2	6	\$2,188		
Fairfield Inn	1	12	\$2,008		
Sheraton	3	5	\$618		
Westin	1	2	\$454		
Edition	1	4	\$320		
Aloft	1	1	\$124		
Four Points	1	1	\$82		
US	18	43	\$7,505	26.5%	-23.5 pts.
Tribute Portfolio	2	9	\$2,392		
Marriott Hotel	4	10	\$1,396		
Westin	2	8	\$1,324		
Courtyard	3	5	\$1,007		
Element	1	2	\$358		
Fairfield Inn	2	4	\$333		
Sheraton	1	2	\$322		
Residence Inn	2	2	\$238		
Aloft	1	1	\$135		
EMEA	10	26	\$6,061	21.4%	+9.3 pts.
Autograph Collection	5	13	\$3,458		
AC Hotels	2	9	\$996		
Westin	2	2	\$911		
Sheraton	1	2	\$696		
APAC	2	6	\$1,604	5.7%	+5.4 pts.
Marriott Hotel	1	4	\$1,438		
Renaissance	1	2	\$166		
Canada	2	4	\$1,006	3.5%	--
Autograph Collection	2	4	\$1,006		
Grand Total	56	153	\$28,362		

Feb Dest (non-Lux)
Apt module



For Reference: Feb Loyalty
Apt module



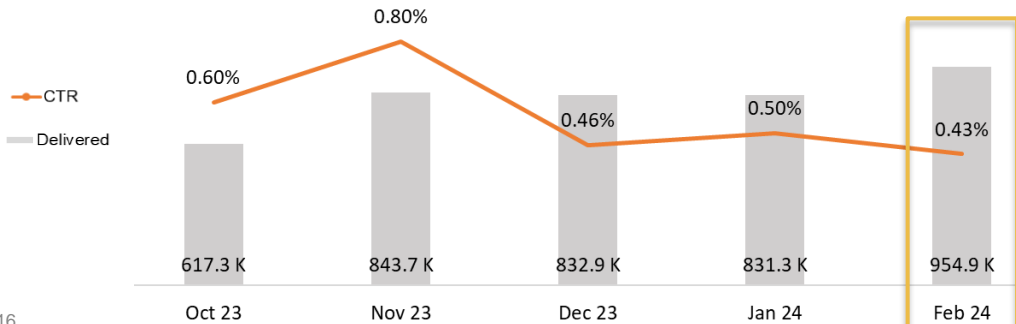
Regional Email Campaign: **Loyalty Global/Local**

Global/Local Loyalty: Performance Summary

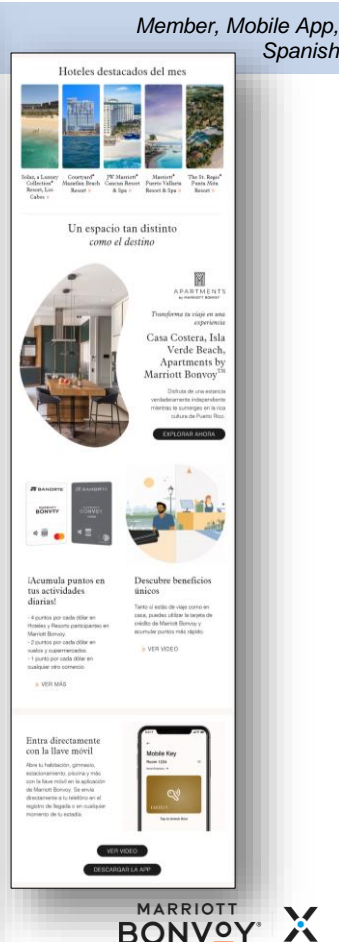
February 2024

- Targeting criteria remained consistent (CALA active, Spanish language preference).
- +15% increase in deliveries likely a result of CALA's MoM increase in member and non-member audiences. In turn, -0.07 pts. CTR impacted by increased delivered volumes.
- Like Jan, Feb featured a non-CTA hero. In turn, the secondary Moments module (17% of unique clicks) captured, above the fold clicks.
- RAPPI generated 3.4% of unique clicks. As a regular module within CALA communications. Consider A/B CTA copy and or placement tests to learn how to increase module engagement.

Loyalty Engagement Trend



PCM data used for Loyalty data.



Global/Local Loyalty: Creative Highlights

February 2024

Deployment Date: February 19th, 2024

Subject Line: Descubre las experiencias exclusivas de Marriott Bonvoy

Subject Line (English): Discover the exclusive experiences of Marriott Bonvoy

- Moments with Estereo Picnic feature
- RAPPI Partnership Module
- Hotels of the Month 5-pack
- MBV Aparments featuring CALA property, Casa Costera, Isla Verde Beach
- Cobrand Module

The collage displays several promotional emails from Marriott Bonvoy. Key elements include:

- Hero 'Discover the World':** A large hero section with a scenic beach image and the text 'Fébrero exclusivo: Descubre el mundo con Marriott Bonvoy'.
- Moments: Estereo Picnic:** A section titled 'MOMENTS' featuring a colorful illustration of a picnic and the text 'Festival de música'.
- Hotels of the Month 5-pack:** A section titled 'Hoteles destacados del mes' showing five different hotel properties.
- Apartments by MBV:** A section titled 'Un espacio tan distinto como el destino' featuring 'Casa Costera, Isla Verde Beach, Apartments by Marriott Bonvoy'.
- Mexico Cobrand:** A section titled '¡Acumula puntos en tus actividades únicas!' with a 'VER VIDEO' button.
- Mobile App:** A section titled 'Entra directamente con la llave móvil' showing a smartphone screen with the Marriott Bonvoy app.
- Educational Video:** A section titled 'Regala \$200 a un amigo' with a 'VER VIDEO' button.

Global/Local Loyalty: Click Map

February 2024

- The non-CTA hero generated 4.8% of clicks. Continue utilizing gifs within non-CTA heroes to *attract* engagements.
- 5-pack and Moments continued to generate top click within Loyalty communications. Both localized content modules earned top clicks MoM.
- Within Education Video module, 63% of clicks for Points portion of the module which reads 'accumulate points in your daily life'.

Feb '24 Loyalty	Total	% of Clicks
Header	1,870	15.1%
Hero	594	4.8%
Moments	2,061	16.7%
RAPPI	418	3.4%
Educational Video	1,202	9.7%
5-Pack	2,582	20.9%
Apartments	230	1.9%
Cobrand	771	6.2%
App	597	4.8%
Footer	1,713	13.9%
Unknown*	323	2.6%
Total # of Clicks	12,361	100%

*Unknown clicks attribute to a blank or undetermined response.

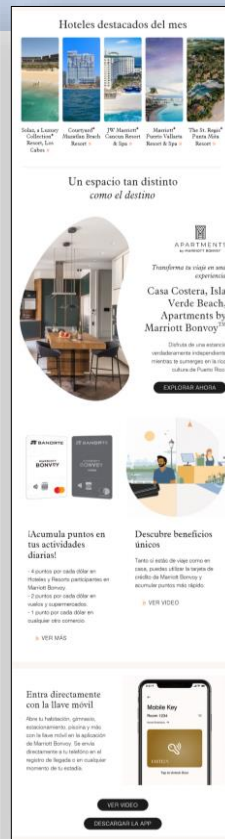


65% Points (752 clicks)

37% Late Check Out
(450 clicks)

Member, Mobile App,
Mexico, Spanish

Most-clicked property:
JW Marriott Cancún
Resort & Spa
(México)



METT Emails

METT: Performance Summary

February 2024

		Feb '24	MoM	YoY	vs. Avg.
Engagement	Delivered	796.5 K	-8.4% -73.1 K	+49.3% +263.0 K	-17.1% -163.9 K
	Clicks	5.3 K	+34.4% +1363	+85.1% +2.4 K	-38.0% -3.3 K
	CTR	0.7%	+0.2 pts.	+0.1 pts.	-0.2 pts.
	Unsub%	0.41%	-0.02 pts.	+0.30 pts.	+0.03 pts.
Financials	Bookings	41	+141.2% +24	+17.1% +6	-16.9% -8
	Room Nights	109	+251.6% +78	+11.2% +11	-16.4% -21
	Revenue	\$17.9 K	+344.5% +\$13860	-12.7% -\$2.6 K	-50.3% -\$18.1 K
	Conv%	0.77%	+0.34 pts.	-0.45 pts.	-0.50 pts.

- Feb METT CTR +0.2pts. MoM as deliveries -8.4% MoM.
 - 15% of METT deliveries from Easter-themed METT.
- NASAK METT a significant contributor to financial gains; in particular, bookings +141.2% MoM.
 - 'CALA_NASAK_9Feb2024-Eng' 63% of monthly bookings.

METT	Delivered	Clicks	CTR	Unsub Rate	Bookings	Revenue
Oct	501 K	3.2 K	0.64%	0.25%	12	\$4.8 K
Nov	1.2 M	6.9 K	0.56%	0.33%	0	\$0
Dec	363.9 K	4.1 K	1.13%	0.48%	6	\$3.9 K
Jan	869.6 K	4.0 K	0.50%	0.46%	17	\$4.0 K
Feb	796.5 K	5.3 K	0.67%	0.41%	41	\$17.9 K

METT: Performance Summary

February 2024

Best Overall Performance

69% of Feb METT revenue generated by NASAK's simple, 1-module communication with 'Plan your getaway' CTA; largest booking, revenue and CTR

Campaign Name	Sent	Delivered	Bounced	Bounce Rate	Clicks	CTR	Unsub Rate	Bookings	Revenue	Rev/Deliv
CALA_NASAK_9Feb2024-Eng	33,982	29,883	4,099	12.1%	1,506	5.04%	0.26%	26	\$12.4 K	\$0.42
CALA_MexBeaches_23Feb2024-Eng	84,303	82,973	1,330	1.6%	238	0.29%	0.16%	4	\$2.2 K	\$0.03
CALA_Westin_9Feb2024-Spa	84,621	70,403	14,218	16.8%	476	0.68%	0.42%	2	\$1.4 K	\$0.02
CALA_CDMXSP_23Feb2024-Spa	40,449	34,897	5,552	13.7%	154	0.44%	0.22%	4	\$799	\$0.02
CALA_LC_Brand_23Feb2024-Spa	40,770	36,915	3,855	9.5%	605	1.64%	0.41%	1	\$735	\$0.02
CALA_CaribbeanMH_9Feb2024-Eng	59,803	55,927	3,876	6.5%	497	0.89%	0.78%	2	\$237	\$0.00
CALA_Carnivals_2Feb2024-Spa	40,818	39,260	1,558	3.8%	144	0.37%	0.31%	1	\$38	\$0.00
CALA_AllInclusive_9Feb2024-Eng	46,983	44,806	2,177	4.6%	349	0.78%	0.44%	1	\$31	\$0.00
CALA_Barbados_23Feb2024-Eng	34,068	32,312	1,756	5.2%	85	0.26%	0.79%	0	\$0 K	\$0.00
CALA_Caribbean_2Feb2024-Eng	79,962	78,105	1,857	2.3%	220	0.28%	0.72%	0	\$0 K	\$0.00
CALA_Easter_23Feb2024-Eng	123,280	118,405	4,875	4.0%	243	0.21%	0.30%	0	\$0 K	\$0.00
CALA_MexCities_2Feb2024-Spa	35,841	29,742	6,099	17.0%	163	0.55%	0.50%	0	\$0 K	\$0.00
CALA_MXNorth_2Feb2024-Eng	44,906	44,177	729	1.6%	53	0.12%	0.10%	0	\$0 K	\$0.00
CALA_Vendimia_9Feb2024-Spa	27,202	26,312	890	3.3%	132	0.50%	0.39%	0	\$0 K	\$0.00
CALA_WHotels_2Feb2024-Spa	82,518	72,379	10,139	12.3%	461	0.64%	0.40%	0	\$0 K	\$0.00
Grand Total	859,506	796,496	63,010	7.3%	5,326	0.67%	0.41%	41	\$18.1 K	\$0.02

Unsub Rate Monitor

3 English, Caribbean METT sends produced unsubs .72%+ pulling up the overall METT unsub to 0.41%



METT: Top Performers

February 2024

Top Click Engagement

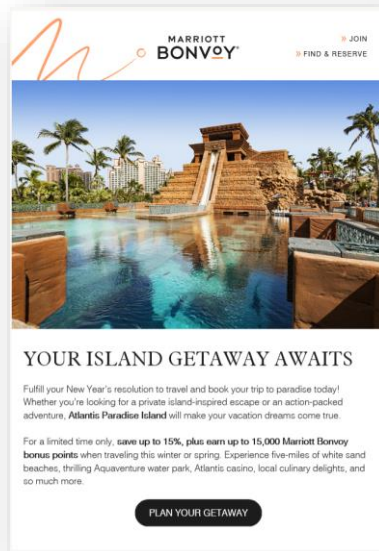
CTR: 1.64%

CALA_LC_Brand__23Feb2024-Spa

Subject Line:

'Descubre el encanto exquisito de los hoteles
The Luxury Collection'

*'Discover the exquisite charm of The Luxury
Collection hotels'*



Top Overall Performance

CTR: 5.04%

Rev: \$12,402

CALA_NASAK_9Feb2024-Eng

Subject Line:

'New Year, New Adventures: Atlantis
Bahamas'

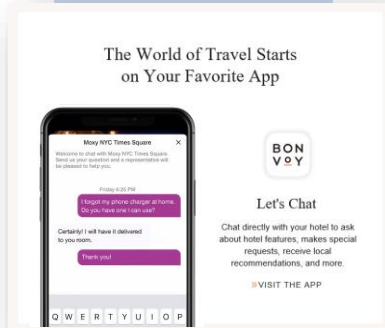
Testing & Optimization

Destinations Solo: Mobile App Creative Testing

February 2024

- Visual refresh every 3-4 months to educate and retain engagement.
- Establish a schedule for remainder of year. Click activity and download metrics will help determine which app features to promote.

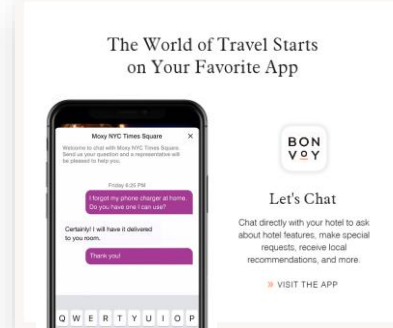
*November, Mobile App,
English Version*



*December, Mobile App,
Spanish Version*



*January, Mobile App,
English Version*



*February, Mobile App,
Spanish Version, Non-Lux*



Actionable Insights

Actionable Insights

- Conduct RAPPI testing to gain insights: module placement test (above/below the fold), CTA copy test to understand which call to action generates the most clicks.
- Track RAPPI enrollments to gain insights into which content and creative generate conversions.
- February fell short of revised engagement goals. Increase CTR by personalizing content using previously clicked modules as segments for retargeting. For example, all-inclusive module clickers can be presented an all-inclusive themed hero in upcoming Dest Solos.
- Utilize 'US' and 'all-inclusive' 3P (third-party) attributes to determine whether family travel resonates with segments.
- Within Dest Solo Luxury versioning, leverage elevated wording such as "Reinvented Luxury" tends to help drive interest among luxury audience.
- Add an Instagram module to support email performance. Other luxury communications, like RCYC, experienced increased below the fold engagement when Instagram was added. This also more easily allows all 7 luxury brands to be featured within a single communication.
- Continue showcasing CALA-specific brands as they support conversion to CALA properties. The Apartments by MBV module within Dest Solo supported bookings and revenue for the brand and CALA region.
- The non-CTA Loyalty hero generated 4.8% of unique clicks. Continue utilizing gifs within non-CTA heroes to increase engagements.
- 5-pack and Moments continued to generate top click within Loyalty communications. Both localized content modules earned top clicks MoM.

Appendix

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

Destination Solo: Non-Lux Heatmap With Clicks

Feb '23 Dest Solo: Non-Luxury	Member	Member Clicks	Non-Member	Non-Member Clicks	Total	Total Clicks
Header	7.2%	1,204	8.4%	260	7.4%	1,464
Upcoming Stay/Recent Trip	0.7%	112	1.0%	32	0.7%	144
Hero	50.8%	8,542	45.3%	1,395	50.0%	9,937
GloPro	8.6%	1,452	5.6%	172	8.2%	1,624
Apartments by Marriott	5.5%	931	4.5%	139	5.4%	1,070
Non-Member Information	0.0%	0	7.4%	229	1.2%	229
RAPPI	0.5%	82	0.7%	23	0.5%	105
All-Inclusive	4.3%	724	3.6%	112	4.2%	836
New Hotels	6.1%	1,031	6.8%	210	6.2%	1,241
Cobrand	0.6%	95	0.0%	0	0.5%	95
Traveler	8.5%	1,426	5.0%	155	8.0%	1,581
Mobile App	1.1%	189	1.4%	43	1.2%	232
Footer	2.7%	456	5.4%	166	3.1%	622
Unknown	3.3%	559	4.6%	142	3.5%	701
Total # of Clicks	16,803	16,803	3,078	3,078	19,881	19,881