

# CALA Monthly Email Review *August 2023*

2 October 2023

MARRIOTT  
**BONVOY**<sup>®</sup>



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



# Meeting Agenda

1. Performance Summary
2. Regional Engagement
  - Destination Solo
  - Loyalty
  - Project Silk
  - METT
3. Testing & Optimization
4. Actionable Insights

# Performance Summary

# Key Storylines

- Continue to see positive lifts in August 2023 financials compared to previous month and year performances; YoY increases include 73% increase in revenue and 58% in bookings
  - Several campaigns contributed to financial gains: Q3 Global Promo, Buy Points, Destinations, and Core MAU; MAU continues to generate a third of total revenue MoM.
- Aug CTR on par with current quarter's trend, while unsub rates grow slightly above average for the Marriott Bonvoy program overall. Unsub rate growth will continue to be monitored program wide.
- 72% over benchmark goal with 105 app downloads for Destination Solo. Despite app downloads down 15% MoM, Aug was the third largest month for downloads.
- Destinations solo had the third largest booking revenue YTD with overall revenue up 34% MoM for the campaign.

# Performance Overview

August 2023

		Aug '23	MoM	YoY	vs. Avg.
Engagement	Delivered	8.3 M	+44.1% +2528.1 K	+71.2% +3.4 M	+40.3% +2372.7 K
	Clicks	75.4 K	+43.4% +22824	+44.6% +23.3 K	+42.0% +22325
	CTR	0.9%	-0.00 pts.	-0.17 pts.	+0.0 pts.
	Unsub%	0.26%	+0.04 pts.	+0.06 pts.	+0.06 pts.
Financials	Bookings	484	+42.4% +144	+59.7% +181	+78.1% +212
	Room Nights	1.4 K	+41.1% +412	+64.7% +556	+60.9% +536
	Revenue	\$255.6 K	+35.3% +\$66.7 K	+72.5% +\$107.5 K	+49.8% +\$85.0 K
	Conv%	0.64%	-0.00 pts.	+0.06 pts.	+0.50 pts.

\*PCM reporting from Epsilon used for August Loyalty and Project Silk while waiting for full reporting from Data Teams; PCM reporting does not include financial data

- Delivered and clicks up over 40% from prior periods with the inclusion of Buy Points, Global Promo, and Wanderlust campaign volumes.
- Destinations Solo delivery volumes also increased by 8% MoM, contributing to monthly delivery and click increases.
- Consistent with July, the CTR showed a minor downturn YoY. Successfully able to maintain the overall click rate MoM and vs. Avg while sending more targeted emails.
- Unsub rate continues to fluctuate at a higher rate since May, which aligns with the Marriott Bonvoy overall trends. Will continue to be monitored.

# Engagement Trends

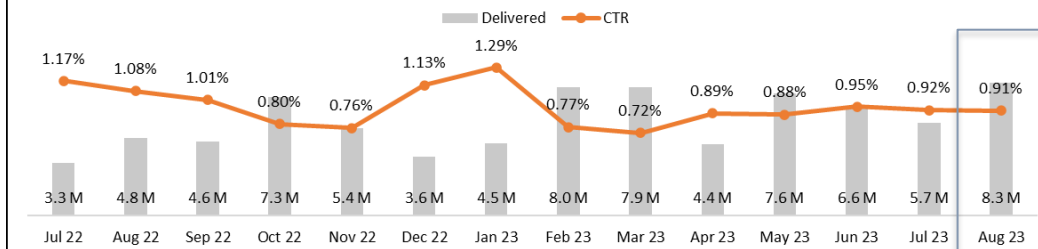
August 2023

- Aug CTR on par with current quarter's trend.
- Increase in unsub rate by .04 pts MoM.  
Campaigns contributing to high unsub rates:

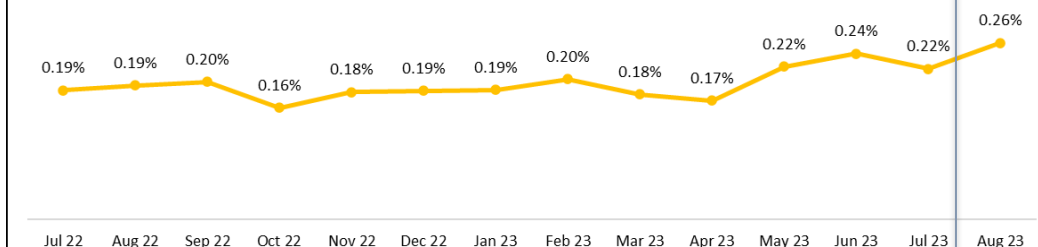
Campaign	Delivered	Unsub Rate
METTS	1.2M	0.55%
Buy Points	1.4M	0.34%
Destination Solo	1.4M	0.26%
Q3 2023 Global Promo	1.5M	0.25%

- METT unsub nearly doubled since May.
- Q3 2022 Global Promo unsub on par.
- Aug 2022 Dest Solo 0.21% unsub; 0.7M delivered
- The 35% MoM increase in revenue and 42% increase in bookings can be attributed to Global Promos, Destinations and Buy Points promo. The three campaigns combined generated 38% of total revenue. MAU continues to generate a third of total revenue MoM.

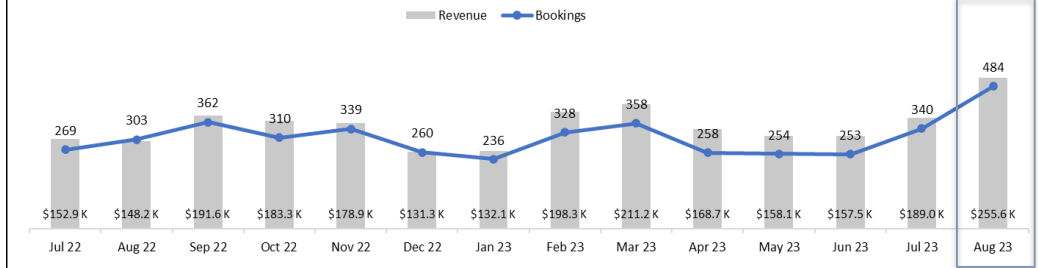
CALA Overall Engagement (2022 - 2023)



CALA Unsub Rate (2022 - 2023)



CALA Overall Financials (2022 - 2023)

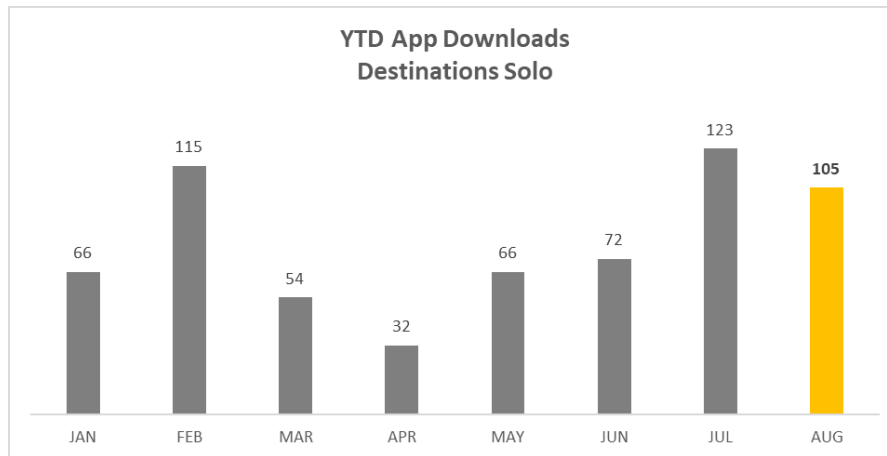


# Mobile App Engagement Trends

August 2023

- Mobile app downloads were +72% over benchmark of 75 per month from the Aug Destinations Solo.
- August was another strong month for app downloads with Mexico-EN contributing 56% of downloads, Brazil 20%:

August Regional Market	Downloads
Mexico - EN	59
Brazil - PT	21
Mexico - ES	9
Panama - ES	5
Aruba - EN	4
Chile	3
Colombia - ES	2
Paraguay - ES	2
Dominican Republic - EN	0
Grand Cayman - EN	0



- Brazil led the markets in % of total clicks to the 'mobile app' module within the Destinations Non-Lux email.
- Despite app download activity being down 15% MoM, Aug was still the third largest month for downloads YTD.
- Argentina, Costa Rica, Grand Caymen and Dominican Republic are supporting markets that led app downloads to it's peak in July. With those markets producing less or no downloads this month, we experienced a slight decline.



# Monthly Engagement Goals

August 2023

- Both Destination Solo and METT campaigns came below engagement goals for August.
- Destination Solo down .3 pts in both overall and CALA engagement goals.
- Nearly 30% of Aug METT had a 0.3% CTR or below pulling down overall CTRs.

CTR Goals	Aug 23	Goal	Aug vs. Goal
Destination Solo	0.8%	1.1%	-0.3 pts.
Destination Solo (CALA only)	0.7%	1.0%	-0.3 pts.
METT	0.9%	1.0%	-0.1 pts.
METT (CALA only)	0.7%	1.0%	-0.3 pts.



# Regional Email Campaign: **Destinations Solo**

# Destinations Solo: Content Highlights

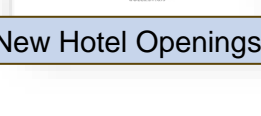
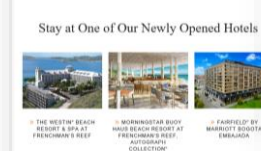
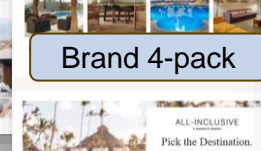
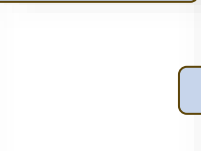
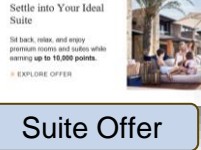
August 2023 **Non-Luxury**

- Dynamic 'Upcoming Stay' module; visit/download app CTA
- MEO hero offer: earn up to 10K points on stays through 7 Sept
- Explore Benefits Marriott Bonvoy mini module
- Brand 4-pack
- New Hotel Openings module
- All-inclusive offer
- Evergreen Cobrand spend module
- Local information targeted by market
- City Express save and earn offer

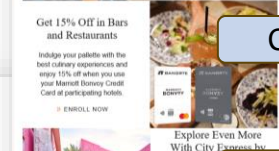
Mexico, Non-Member, Non-Lux



MEO



Cobrand



City Express



Mobile Key

MARRIOTT BONVOY

# Destinations Solo: Content Highlights

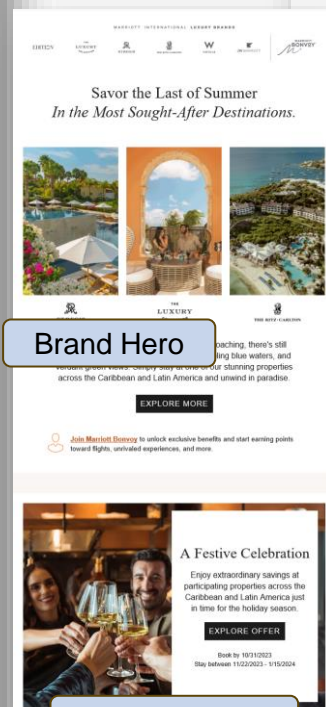
August 2023 **Luxury**

- Luxury branded hero 3-pack, summer themed
- 'Festive Celebration' Promo
- Discover Residences
- The Ritz-Carlton Suites 4-pack
- The Ritz-Carlton brand events
- Ritz-Carlton Reserve feature
- Yacht Collection highlight

Caribbean, Non-Member, Lux

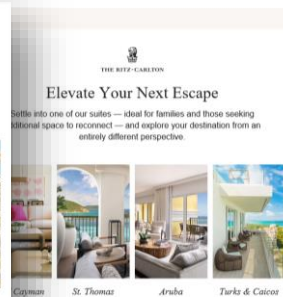


Brand Hero

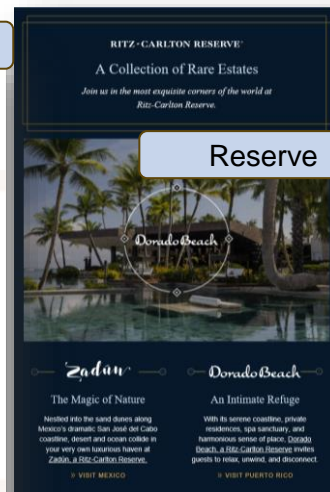


MEO

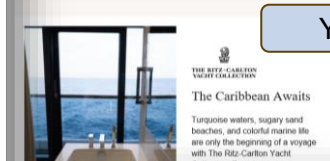
Residences



TRC Brand Events



Yacht



Lux, Member



# Destinations Solo: Heat Map **Non-Lux**

August 2023

August '23 Destination Solo (Member + Non-Member)	% of Clicks
<b>Header</b>	13.7%
<b>Recent Stay/Upcoming Trip</b>	5.7%
<b>Hero</b>	17.0%
Join Today Copy	0.7%
<b>Suite Offer (MEO)</b>	9.6%
<b>New Member - Explore Benefits</b>	0.5%
<b>Brand 4-Pack</b>	6.3%
<b>All-Inclusive</b>	9.0%
<b>Newly Opened Hotels</b>	7.7%
<b>Festive Offer</b>	1.5%
<b>Cobrand Banorte Banner</b>	0.5%
<b>Local Information</b>	10.7%
<b>Marriott Bonvoy Traveler</b>	3.2%
<b>Mobile App</b>	0.8%
<b>City Express</b>	1.0%
<i>Featured Properties</i>	0.2%
<b>Footer</b>	12.6%
<b>Total</b>	<b>100.0%</b>
<b>Total Module Clicks</b>	<b>14,708</b>

- 'Hero' and 'local information' were the top two modules by % of total clicks.
- For Brazil and Paraguay market versions, the 'local information' module outpaced click activity against the 'hero'.
- Continue prioritizing localized content to support click engagement. Recommend placement testing localized content.
- The new Brand 4-pack came close to being top click in overall % to clicks, however, did not garner expected click volume. Recommend continued use of brand 4-pack to monitor engagement pattern.
- Largest % of clicks to 4-pack: Aruba
- Lowest clicks among Mexico US, Mexico ENG, and Dominican Republic markets; instead, clicks distributed towards hero.

1 Hero: **16.4%**



Members Earn More.  
*It's That Simple.*

Marriott Bonvoy members can earn up to 10,000 points per stay at participating hotels across the Caribbean and Latin America.

BOOK NOW

6 Brand 4-pack: **6.3%**

The Best Place in the World?  
*The Place You'll Visit Next.*

From sun-kissed escapes to stylish cities, find your ideal stay at one of our unparalleled collections of global brands.



COURTYARD Fairfield MARRIOTT CITY EXPRESS

Discover Puerto Vallarta

Explore the lush jungle, relax on the beaches, or stroll down the historic cobblestone streets flanked by local eateries and art galleries.

BOOK PUERTO VALLARTA

Discover Los Cabos

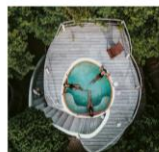
With farm-to-table dining options, world-class golf courses, natural wonders, and historic neighborhoods, this town on the southernmost tip of the Baja Peninsula is more than a mere sun-and-sand getaway spot within the larger Los Cabos area.

BOOK LOS CABOS

Discover Cancun

Known for its nightlife and bioluminescent lagoons, Cancun offers near-endless opportunities for outdoor adventure, ancient Mayan sites, deep relaxation, and fine indulgence.

BOOK CUNCUN



Mexico version

2 Local Information: **10.7%**

# Destinations Solo: Heat Map **Non-Lux**

August 2023

Recommend monitoring  
**Brand 4-pack** for  
engagement. Lower click  
activity than expected.  
*Feb Destination Non-Lux  
held 21% of overall clicks*

Highest % of total clicks to the hero:  
**Dominican Republic & Mexico US**

Aug '23 Destination Solo	Aruba	Brazil	Chile	Colombia	Dominican Republic	Grand Cayman	Mexico	Mexico ENG	Mexico US	Panama	Paraguay	Total
Header	11.8%	8.5%	9.5%	8.6%	12.3%	17.7%	17.3%	15.3%	16.6%	11.9%	11.0%	13.7%
Recent Stay/Upcoming Trip	2.8%	1.1%	7.5%	8.0%	2.4%	0.3%	9.2%	2.4%	9.7%	11.2%	10.0%	5.7%
Hero	17.8%	17.4%	18.7%	15.1%	24.7%	21.1%	15.2%	19.2%	24.2%	14.6%	10.4%	17.0%
Join Today Copy	0.1%	0.6%	0.0%	0.0%	0.0%	0.3%	1.1%	0.7%	0.0%	0.8%	0.6%	0.7%
Suite Offer (MEO)	9.7%	8.4%	12.5%	14.6%	12.7%	8.5%	9.2%	8.8%	10.7%	10.4%	12.3%	9.6%
New Member - Explore Benefits	0.0%	0.2%	1.9%	0.3%	0.0%	0.0%	0.9%	0.0%	0.0%	0.5%	1.0%	0.5%
Brand 4-Pack	8.6%	5.9%	6.7%	7.6%	3.0%	6.5%	7.3%	3.5%	3.8%	7.1%	7.4%	6.3%
All-Inclusive	11.7%	9.1%	8.6%	9.3%	13.6%	13.6%	5.7%	14.1%	10.0%	5.3%	5.2%	9.0%
Newly Opened Hotels	20.6%	3.5%	3.2%	9.2%	18.4%	15.0%	3.9%	12.9%	5.9%	5.8%	2.3%	7.7%
Festive Offer	1.7%	2.4%	1.3%	1.1%	0.6%	0.7%	1.3%	1.3%	0.3%	1.6%	1.0%	1.5%
Cobrand Banorte Banner	--	--	--	--	--	0.0%	1.4%	0.0%	--	--	--	0.5%
Local Information	12.0%	19.0%	11.2%	6.3%	8.7%	10.2%	8.0%	9.6%	5.2%	4.6%	19.7%	10.7%
Marriott Bonvoy Traveler	--	5.1%	6.0%	7.6%	--	--	2.7%	2.5%	2.4%	4.1%	4.9%	3.2%
Mobile App	0.5%	1.4%	1.1%	0.9%	0.6%	0.3%	0.9%	0.3%	1.0%	1.1%	0.6%	0.8%
City Express	--	--	--	--	--	--	1.8%	2.2%	1.7%	--	--	1.0%
Featured Properties	0.0%	0.0%	0.6%	0.1%	0.0%	0.3%	0.3%	0.1%	0.0%	0.0%	0.0%	0.2%
Footer	3.0%	17.9%	11.2%	11.2%	3.0%	5.8%	14.9%	7.9%	8.3%	21.9%	14.2%	12.6%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>
<b>Total Module Clicks</b>	<b>1,284</b>	<b>2,654</b>	<b>535</b>	<b>697</b>	<b>332</b>	<b>294</b>	<b>5,098</b>	<b>2,580</b>	<b>289</b>	<b>636</b>	<b>309</b>	<b>14,708</b>

Highest % of total clicks to the 'local information module: **Brazil & Paraguay**;  
likely resulting in lower click activity within MEO hero and brand 4-pack

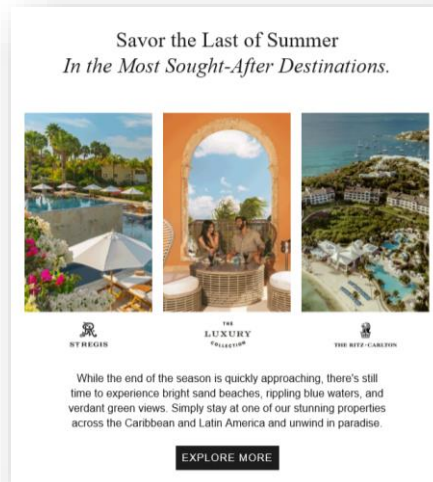


# Destinations Solo: Heat Map **Luxury**

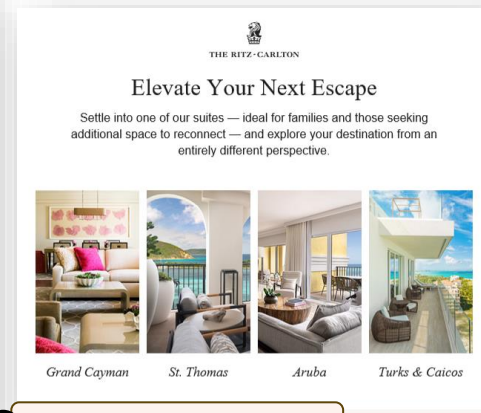
August 2023

Destinations Solo Lux	Total
Header	6.1%
<b>Hero (3-Pack)</b>	<b>34.6%</b>
Members Earn More	9.0%
A Festive Celebration Offer	7.8%
Discover Residences	1.8%
<b>Suites 4-Pack</b>	<b>29.3%</b>
JW Marriott Hotel Guadalajara	0.8%
Solaz Luxury Collection, Los Cabos	2.7%
The Ritz-Carlton Aruba	8.6%
The Ritz-Carlton Grand Cayman	3.5%
The Ritz-Carlton St. Thomas	3.9%
The Ritz-Carlton Turks & Caicos	6.6%
The St. Regis Mexico City	0.8%
W Punta de Mita	2.5%
AUART Anniversary	0.1%
Grand Cayman Cookout	1.2%
Reserve	3.8%
Zadun	1.4%
Dorado Beach	2.5%
RCYC	3.5%
Featured Properties	0.3%
Footer	2.5%
<b>% Total</b>	<b>100.0%</b>
<b>Total Clicks</b>	<b>1,466</b>

- 'Hero 3-pack' and 'Suites 4-pack' were the top two modules by % of total clicks.
- Within the 'Suites 4-pack' module, Aruba and Turks & Caicos were the most popular destinations selected.
- Moderate interest in 'RCYC' module for those receiving Mexico Local Spa Lux version; 12% of total clicks compared to 3.5% for lux versions overall.



**1 Hero 3-Pack: 34.6%**



**2 Suites 4-Pack: 29.3%**

# Destinations Solo: Performance Summary

August 2023

- Deliveries and click activity up MoM with the inclusion of Grand Caymen, Paraguay, Dominican Republic, Chile, and Panama.
- Mexico, Caribbean and Chile were top revenue driving markets. The 34% increase in revenue MoM did not follow an in-kind increase in % to CALA bookings MoM.
  - Inclusion of Premium, and Lux properties and all-inclusive content features can result in higher revenues with the less incremental bookings:

Dest Solo	Bookings	Rm. Nights	Rev.
July	31	79	\$12,946
August	24	81	\$26,646

		Aug '23	MoM	YoY	vs. Avg.
Engagement	Delivered	1.4 M	+8.5% +112.3 K	+60.9% +541.1 K	+37.5% +390.0 K
	Clicks	11.5 K	+44.4% +3.5 K	+30.9% +2.7 K	+31.2% +2.7 K
	CTR	0.8%	+0.2 pts.	-0.2 pts.	-0.0 pts.
	Unsub%	0.26%	+0.06 pts.	+0.06 pts.	+0.08 pts.
Financials	Bookings	58	+1.8% +1	+45.0% +18	+21.7% +10
	Room Nights	156	-5.5% -9	+60.8% +59	+16.3% +22
	Revenue	\$38.0 K	+33.6% +\$9.6 K	+125.8% +\$21.2 K	+19.2% +\$6.1 K
	Conv%	0.50%	-0.21 pts.	+0.05 pts.	+0.19 pts.
% to CALA Properties	Revenue	69.4%	+23.9 pts.	+11.0 pts.	+19.4 pts.
	Bookings	40.0%	-14.4 pts.	-12.4 pts.	-1.0 pts.



# Destinations Solo: Property Summary

August 2023

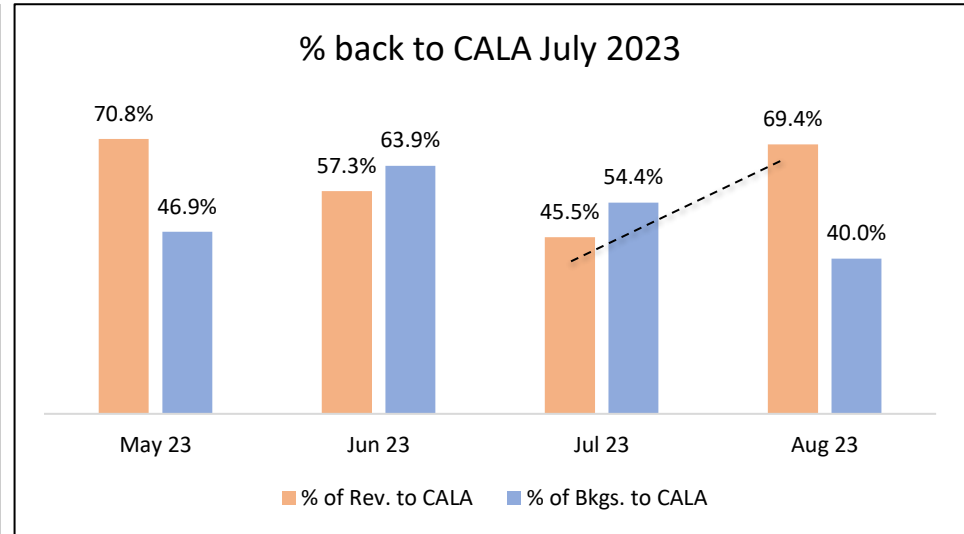
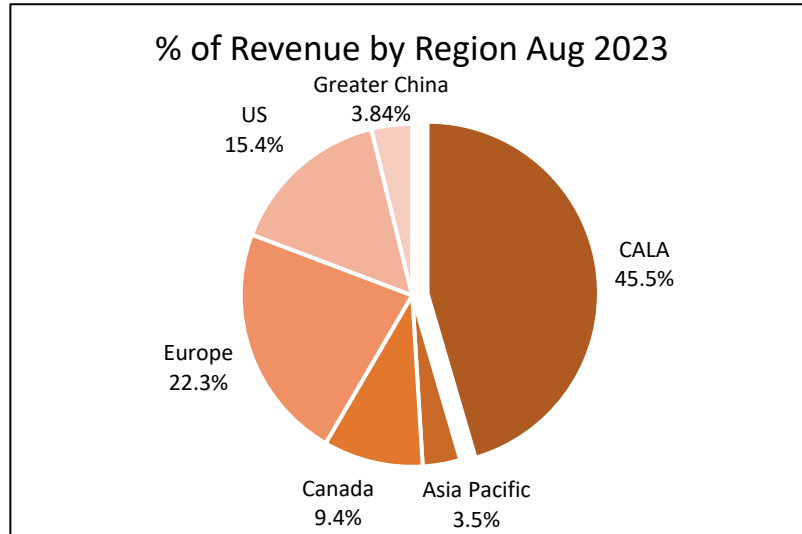
- % of revenue to CALA properties up MoM:
  - increases in City Express revenue up from \$267 by 3 bookings in July.
  - addition of luxury properties; St. Regis, Ritz-Carlton and the Luxury collection were 48% of revenue to CALA.
- Marriott, Sheraton, and Courtyard are typically top revenue drivers MoM for CALA properties.
  - With the addition of luxury and premium property featured content in August, we see Marriott, St. Regis and Ritz-Carlton become the new top 3 for August CALA.

Brands by Region Aug 23	Bookings	Roomnights	Revenue	% of Rev.	MoM
<b>CALA</b>	<b>24</b>	<b>81</b>	<b>\$26,646</b>	<b>69.4%</b>	<b>+23.9 pts.</b>
MHRS	3	16	\$5,025		
St. Regis	1	4	\$4,746		
Ritz-Carlton	2	8	\$4,327		
Sheraton	2	11	\$3,999		
Renaissance	2	10	\$3,091		
Luxury Collection	1	5	\$2,387		
City Express	8	16	\$1,381		
MVCI	1	3	\$1,035		
Fairfield Inn	2	6	\$456		
AC Hotels	1	1	\$132		
Courtyard	1	1	\$68		
<b>US</b>	<b>25</b>	<b>43</b>	<b>\$7,147</b>	<b>18.6%</b>	<b>+3.2 pts.</b>
Westin	3	8	\$3,004		
Gaylord Hotels	1	3	\$840		
Residence Inn	3	5	\$758		
Courtyard	3	6	\$633		
Four Points	4	5	\$542		
TownePlace Suites	2	3	\$349		
Autograph Collection	1	5	\$345		
Sheraton	1	1	\$208		
W Hotels	1	1	\$103		
Fairfield Inn	2	2	\$87		
MHRS	1	1	\$85		
Delta Hotels	1	1	\$69		
AC Hotels	1	1	\$67		
Aloft	1	1	\$57		
<b>Canada</b>	<b>2</b>	<b>4</b>	<b>\$501</b>	<b>1.3%</b>	<b>-8.1 pts.</b>
TownePlace Suites	1	3	\$375		
Courtyard	1	1	\$126		
<b>EMEA</b>	<b>4</b>	<b>8</b>	<b>\$1,251</b>	<b>3.3%</b>	<b>-19.1 pts.</b>
Sheraton	2	6	\$995		
AC Hotels	2	2	\$257		
<b>APAC</b>	<b>5</b>	<b>24</b>	<b>\$2,833</b>	<b>7.4%</b>	<b>-0.0 pts.</b>
Four Points	1	11	\$1,302		
Westin	2	11	\$1,284		
Courtyard	2	2	\$248		
<b>Grand Total</b>	<b>60</b>	<b>160</b>	<b>\$38,379</b>		

# Destinations Solo: CALA Financial Contribution

August 2023

- Majority of revenue to CALA in Aug came from CALA (45.5%) and Europe (22.3%) properties.
- The 3-month decline experienced in % of revenue to CALA ended with Aug revenues up MoM. Increases tied to revenues from luxury properties featured including St. Regis, Ritz and the Luxury Collection.

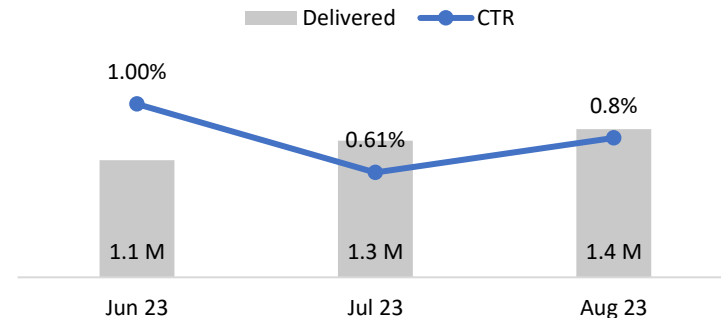


# Destinations Solo: Performance Summary

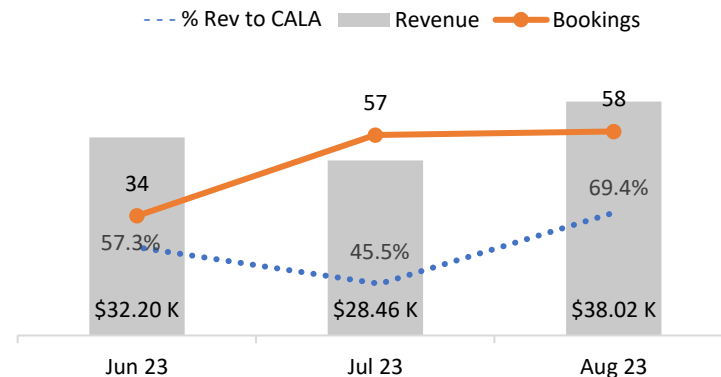
August 2023

- Delivered volume up 8% MoM. In addition to targeting lux audiences, August included Caribbean, Aruba and Chile which were markets not featured in July.
- MoM increase in CTR attributed to click engagement within Aruba, Dominican Republic, Grand Cayman.
- Revenue up 34% MoM with revenue contributions from Mexico, Chile and Caribbean markets
  - Mexico markets generated 51% of Destination Solo revenue

## Destination Solo Engagement Trends



## Destination Solo Revenue Trends



# Destinations Solo: Market Performance

August 2023

- Outside of Mexico markets, which continue to be top performers, Chile, Caribbean, and Aruba created overall lift for the month.
  - Chile: strong boost to room nights and revenue metrics
  - Caribbean: top revenue; lowest unsub rate indicator of right target audience
  - Aruba: strongest CTR among markets

Mexico Market Aug '23	Delivered	CTR	Revenue
MEXICO	519,872	0.6%	\$3,450.47
MEXICO_ENG	193,960	1.0%	\$3,046.62
MEXICO_ENG_LUX	77,730	0.5%	\$12,069.99
MEXICO_LOCAL_ENG_LUX	2,328	0.3%	\$0.00
MEXICO_LOCAL_SPA_LUX	7,141	0.6%	\$0.00
MEXICO_SPA_LUX	895	0.6%	\$0.00
MEXICO_US	24,636	1.0%	\$840.00
<b>Mexico Market Total</b>	<b>826,562</b>	<b>0.7%</b>	<b>\$19,407</b>

Market	Delivered	Clicks	CTR	Unsub Rate	Bookings	Roomnights	Revenue	Rev/Del
Mexico ENG Lux	77,730	367	0.5%	0.06%	7	23	\$12,070	\$0.16
Chile	50,535	409	0.8%	0.23%	4	33	\$6,348	\$0.13
Caribbean Lux	108,422	794	0.7%	0.08%	10	24	\$6,097	\$0.06
Aruba	48,456	989	2.0%	0.21%	3	17	\$5,564	\$0.11
Mexico	519,872	3,315	0.6%	0.29%	16	27	\$3,450	\$0.01
Mexico ENG	193,960	1,920	1.0%	0.22%	13	21	\$3,047	\$0.02
Mexico US	24,636	237	1.0%	0.26%	1	3	\$840	\$0.03
Paraguay / Uruguay	21,063	213	1.0%	0.38%	2	6	\$456	\$0.02
Dominican Republic	20,642	279	1.4%	0.14%	2	2	\$148	\$0.01
Grand Cayman	11,995	215	1.8%	0.29%	0	0	\$0	\$0.00
Colombia	67,077	526	0.8%	0.23%	0	0	\$0	\$0.00
Brazil	213,085	1,784	0.8%	0.39%	0	0	\$0	\$0.00
Panama	61,704	433	0.7%	0.36%	0	0	\$0	\$0.00
Mexico Local ENG Lux	2,328	8	0.3%	0.09%	0	0	\$0	\$0.00
Mexico Local SPA Lux	7,141	40	0.6%	0.13%	0	0	\$0	\$0.00
Mexico SPA Lux	895	5	0.6%	0.11%	0	0	\$0	\$0.00
<b>Grand Total</b>	<b>1,429,541</b>	<b>11,534</b>	<b>0.8%</b>	<b>0.26%</b>	<b>58</b>	<b>156</b>	<b>\$38,020</b>	<b>\$0.03</b>

Mexico markets are 51% of revenue

Overall Mexico Market CTR up .02 pts from 0.5% in July

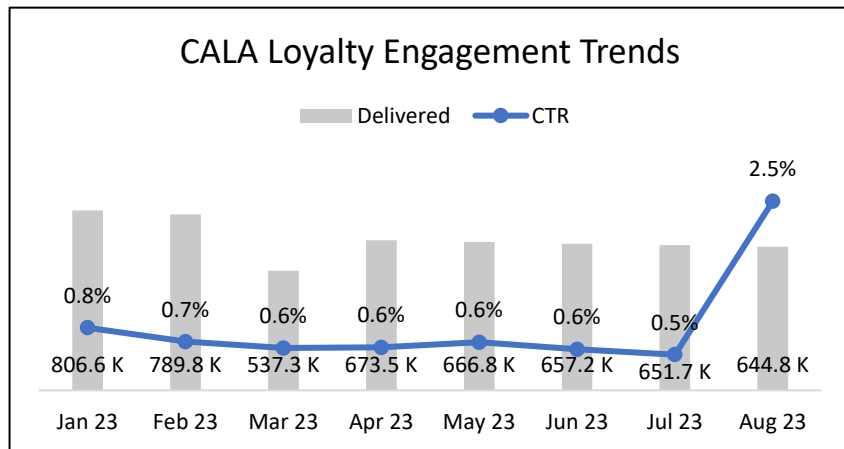
# Regional Email Campaign: **Loyalty Solo**

# CALA Loyalty Solo

August 2023

## Content Highlights:

- Interactive hero module; a hotel for every zodiac
- Member account box added to CALA Loyalty emails
- City Express discount and point messaging
- Cobrand Offer for Mexico market



## Observations:

- Spike in CTR likely a result of the hero. Addition of the account box module likely contributed to driving clicks to top of the email.
- Marriott is working to load data into Contact History; PCM used.



SOCIO | 0 PUNTOS | 7 NOCHES  
» VER ACTIVIDAD » MIS BENEFICIOS

Account Box

77.8% of unique clicks captured within hero

1

2.5% of unique clicks to City Express module

2



1.2% of unique clicks to Cobrand Card (Mexico only targets)

3



# Regional Email Campaign: **Project Silk Solo**



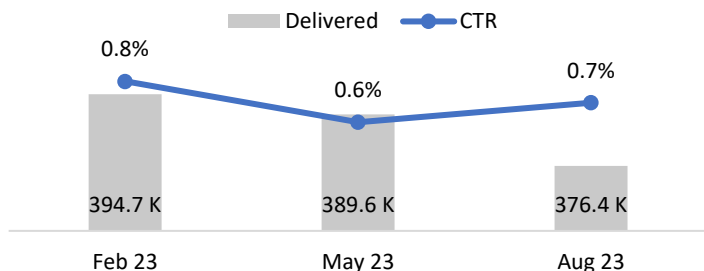
# CALA Project Silk Solo

August 2023

## Content Highlights

- Earn redeem messaging within hero highlighting Guadalajara, Puerto Vallarta, Punta Mita, and Hermosillo
- Featured Restaurants of August
- Cobrand Offer
- Instagram influencer spotlight

## CALA Project Silk Engagement Trends



## Observations:

- August Project Silk targeted Mexico, resulting in slightly lower delivered volumes. CTR remain on par MoM.
- Marriott is working to load data into Contact History; PCM used.



17.5% of unique clicks to general hero CTA  
For SPA: 13.3%

45.8% of unique clicks to hero module selections; Puerto Vallarta & Punta Mita were top clicks  
For SPA: 31.0%; Guadalajara

2.6% of unique clicks to Featured Restaurants; Carolina  
For SPA: 4.2%; Nosh



Instagram Influencer for F&B

# METT Emails

# METT: Performance Summary

August 2023

- Bookings and revenue down MoM and YoY despite this month's increase in financial contribution to CALA.
- 38% decrease in revenue MoM compared to successes within July METT
  - Top revenue generating July METT email (CALA\_CarLux\_Eng\_2023Jul21) was \$37.9K which is nearly 80% of all Aug METT revenues
  - overall Aug METT revenue up 42% YoY
- Financial contribution to CALA properties was 61% of revenue and 41% of bookings
  - Spa-related METT campaigns supported % to CALA Properties

		Aug 23	MoM	YoY	vs. Avg.
Engagement	Delivered	1.2 M	-20.8% -321.0 K	+116.6% +660.0 K	+45.1% +381.0 K
	Clicks	11.4 K	-44.5% -9.1 K	+133.4% +6.5 K	+46.6% +3.6 K
	CTR	0.9%	-0.4 pts.	+0.1 pts.	+0.0 pts.
	Unsub%	0.55%	+0.02 pts.	+0.45 pts.	+0.29 pts.
Financials	Bookings	84	-24.3% -27	+133.3% +48	+80.6% +38
	Room Nights	209	-36.9% -122	+35.7% +55	+61.6% +80
	Revenue	\$48.0 K	-38.2% -\$29.7 K	+42.2% +\$14.2 K	+39.8% +\$13.7 K
	Conv%	0.74%	+0.20 pts.	-0.00 pts.	+0.40 pts.
% to CALA Properties	Revenue	60.6%	+23.7 pts.	+23.4 pts.	+12.2 pts.
	Bookings	40.7%	+24.8 pts.	+6.5 pts.	+15.8 pts.

# METT: Performance Summary

August 2023

## Top Engagements

METT featuring a memorable stay at the Marriott in Lima generated the highest CTR. While the hero only had 10% of clicks, the email's 'Find & Reserve' header link received the most click activity.

## Top Revenue-Generator

The beach resort hero message featuring Curacao and delivered 55% of Aug METT revenue

Campaign Name	Sent	Delivered	Bounced	Bounce Rate	Clicks	CTR	Unsub Rate	Bookings	Revenue	Rev/Delv	% of Rev to CALA
CALA_Car_Eng_2023Aug18	181.1 K	164.2 K	16.9 K	9.33%	759	0.5%	0.86%	0	\$0	\$0.00	
CALA_Car_Eng_2023Aug25	162.1 K	157.4 K	4.8 K	2.94%	170	0.1%	0.39%	5	\$1.6 K	\$0.01	
<b>CALA_Car_Eng_2023Aug4</b>	112.4 K	112.1 K	253	0.23%	857	0.8%	0.09%	43	\$26.6 K	\$0.24	64.4%
<b>CALA_CASA_Eng_2023Aug25</b>	102.8 K	101.2 K	1.5 K	1.49%	4.3 K	4.2%	1.14%	6	\$3.5 K	\$0.03	13.3%
CALA_CASA_Spa_2023Aug25	87.2 K	84.8 K	2454	2.81%	437	0.5%	0.39%	1	\$441	\$0.01	100.0%
CALA_CDMX_Spa_2023Aug4	32.3 K	31.3 K	987	3.05%	161	0.5%	0.14%	6	\$1.0 K	\$0.03	85.8%
CALA_CDMXLux_Eng_2023Aug18	77.9 K	77.3 K	628	0.81%	1.9 K	2.5%	1.01%	0	\$0	\$0.00	
CALA_CE_MX_Spa_2023Aug25	93.0 K	86.7 K	6287	6.76%	701	0.8%	0.44%	13	\$1.4 K	\$0.02	100.0%
CALA_CR_Spa_2023Aug18	47.4 K	45.9 K	1.6 K	3.30%	276	0.6%	0.43%	0	\$0	\$0.00	
CALA_Elegant_Eng_2023Aug25	65.4 K	65.0 K	480	0.73%	205	0.3%	0.80%	0	\$0	\$0.00	
CALA_Mex_Eng_2023Aug25	96.4 K	95.2 K	1.2 K	1.22%	204	0.2%	0.49%	3	\$1.3 K	\$0.01	
CALA_Mex_Spa_2023Aug4	23.8 K	23.2 K	573	2.41%	30	0.1%	0.10%	0	\$0	\$0.00	
CALA_MexLux_Eng_2023Aug18	78.1 K	78.0 K	99	0.13%	511	0.7%	0.12%	2	\$4.9 K	\$0.06	80.5%
CALA_MX_Lux_Spa_2023Aug18	49.7 K	49.0 K	673	1.35%	615	1.3%	0.41%	4	\$7.0 K	\$0.14	74.0%
CALA_Port_2023Aug25	57.2 K	48.7 K	8.4 K	14.73%	169	0.3%	0.76%	0	\$0	\$0.00	
CALA_PTY_EEO_Spa_2023Aug18	5.8 K	5.8 K	34	0.58%	95	1.6%	0.36%	1	\$199	\$0.03	100.0%
<b>Total</b>	<b>1.3 M</b>	<b>1.2 M</b>	<b>46.8 K</b>	<b>3.68%</b>	<b>11.4 K</b>	<b>0.9%</b>	<b>0.55%</b>	<b>84</b>	<b>\$48.0 K</b>	<b>\$0.04</b>	

## Mixed Performance

In addition to having the highest CTR, the 25 Aug METT also generated the highest unsub rate; continue to monitor performance and re-evaluate audience selection

# METT: Top Performers

August 2023

**Largest Revenue**  
CALA\_Car\_Eng\_2023Aug4

**Subject Line** 'Escape to  
The Caribbean, Where  
Beauty Knows No Bounds'



## Ultimate All-Inclusive Escape at Curacao

Discover the breathtaking beauty of Curacao Marriott Beach Resort. Nestled along the pristine shores of the Caribbean Sea, our resort invites you to experience the extraordinary with our selected signature all-inclusive plan. Book now and start your next adventure today!

### EXPERIENCE CURACAO



Delight in Grand Cayman. Embark on a journey to the stunning waters and pristine coral sands of Grand Cayman at The Westin Grand Cayman Seven Mile Beach Resort & Spa. Reserve your next stay and enjoy 5,000 Marriott Rewards Points, ensure an unforgettable experience in paradise. Not a member yet? [Join Now!](#)

[GO TO GRAND CAYMAN](#)



St. Kitts 20th Anniversary. Immerse yourself in an unforgettable celebration designed to honor this significant milestone. Experience St. Kitts Marriott Resort & The Royal Beach Casino 20th Anniversary Package, offering a curated selection of extraordinary amenities and exclusive privileges to elevate your stay. [RELAX IN ST. KITTS](#)



Stay Longer in Kingston. Elevate your trip to Jamaica to new heights of luxury and create lasting memories at the renowned AC Hotel Kingston, Jamaica. Reserve your next stay of 10 nights or more and unlock up to 15% savings, ensuring every moment spent in this tropical paradise is truly unforgettable. [RESERVE NOW](#)



Create Magical Moments in Jamaica. Unleash your senses and surrender to the captivating rhythm of Jamaica's vibrant culture as you unwind in the relaxed context of Courtyard Kingston, Jamaica. Book your stay, and let the magic unfold with extraordinary savings of up to 15%. [BOOK NOW](#)

**Offer 1:**  
44.9%

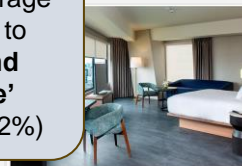
**Offer 2:**  
17.6%

**Offer 3:**  
14.8%

**Offer 4:**  
3.9%

**Offer 5:**  
4.6%

above average  
% clicks to  
'find and  
reserve'  
header (12%)



## A Memorable Stay in Lima

Welcome to Fairfield by Marriott Lima Miraflores, where comfort and modernity seamlessly blend to provide a stay that exceeds your expectations. Embrace the exceptional amenities that await you as you create cherished memories in the heart of Lima. From our newly renovated rooftop, 125 to our spacious modern rooms and well-equipped gym, we are committed to making your stay memorable. Book now and delight in a three-course à la carte dinner, enjoy a 20% discount on F&B and Beverages, late check-out, and much more.

### EXPLORE LIMA



Unleash Your Wanderlust in Peru. Escape to the enchanting world of JW Marriott Panama, where every moment is infused with the magic of luxury, and every aspect of your journey is thoughtfully designed to elevate your experience. Reserve your stay and delight in the convenience of a complimentary breakfast and Wi-Fi.

[DELIGHT IN PANAMA](#)



Unleash in Paradise. Set out on a journey that will leave a lasting impression of Cayman Marriott Hotel Georgetown. Whether you are here for business or pleasure, our hotel is the perfect backdrop for an extraordinary stay. Book now and elevate your stay with a delightful complimentary breakfast for two. [BOOK NOW](#)



An Enchanting Gateway in Cancun. Embrace the allure of Cancun and elevate your stay at Renaissance Cancun La Costanilla Hotel, where every detail is thoughtfully crafted to ensure an unforgettable experience. Reserve your stay, adventure and enjoy complimentary breakfast, late check-out, and more. [DISCOVER CAYMAN](#)



Unparalleled Luxury Awaits You. Step into a world of luxury and sophistication at JW Marriott Hotel Cancun, where refined elegance meets modern comfort. Reserve now and prepare to be enchanted by the services of Cancun. Plus, indulge in a complimentary breakfast, late check-out, and more. [VISIT CAYMAN](#)

**Offer 1:**  
9.9%

**Offer 2:**  
4.7%

**Offer 3:**  
2.1%

**Offer 4:**  
1.7%

**Offer 5:**  
1.8%

**Highest CTR**  
CALA\_CASA\_Eng\_2023Aug25

**Subject Line:** 'Embark on  
an Epic Adventure to  
Topical Paradise'

# Testing & Optimization

# Destinations Solo: PCIQ Subject Line Performance Results

August 2023

## Testing Observations:

- Direct and Authority tags performed significantly higher than Intrigue, Personalization for the luxury group.
  - Direct and Authority continue to be top performers amongst all groups YTD.
- Personalization, Offer was the top performer for the English (Non-Luxury) group.
  - Consider testing authority and direct without personalization to the non-luxury group to monitor performance.

Month	Language	Subject Line	Tags	Delivered	Opens	Open Rate
Aug '23	English	[Fname, ]Earn 10k Points in Paradise!	Personalization, Offer	29,413	3,905	13.28%
		[Fname, ]We Have the Perfect All-Inclusive Just for You!	Direct, Personal	34,997	3,470	9.92%
		[Fname, ]Your Guide to Earning More This Summer	Personalization, Authority	73,591	4,038	5.49%
	English Luxury	Discover All the Different Ways to Celebrate the End of Summer	Direct	11,913	3,513	29.49%
		Your Guide to Seizing the End of Summer	Authority	26,338	6,602	25.07%
		The Perfect Place(s) to Say Farewell to Summer[, Fname]	Intrigue, Personalization	56,073	8,199	14.62%



# Destinations Solo: A/B Imagery Test Results

August 2023

- Amenity generated higher CTR lift during both the July and August A/B imagery test.
- Recommended testing imagery once more to solidify test results and then begin testing a new creative component.

July Property Hero Image



Image Clicks: 1,544  
Image CTR: 0.21%  
% of Clicks: 33.5%

July Amenity Hero Image

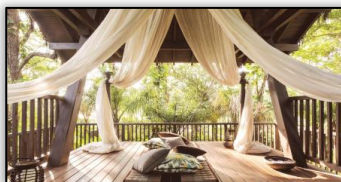


Image Clicks: 1,361  
Image CTR: 0.23%  
% of Clicks: 39.6%

August Amenity Hero Image



Image Clicks: 1,288  
Image CTR: 0.21%  
% of Clicks: 15.51%

August Property Hero Image



Image Clicks: 1,121  
Image CTR: 0.18%  
% of Clicks: 17.22%

July 2023

Hero Imagery A/B Test	Delivered	Clicks	CTR
Property	658.1 K	3,960	0.60%
Amenity	659.2 K	4,027	<b>0.61%</b>

Image Clicks	Image Clicks Lift	Image CTR	Image CTR Lift	Total Email Clicks	Total Clicks Lift
1,361		0.21%		6,132	
1,544	<b>+13.4%</b>	0.23%	<b>+0.02 pts.</b>	6,208	<b>+1.2%</b>

Bookings	Bookings Lift	Revenue	Revenue Lift	Conv%	Conv Lift
32	<b>+28.0%</b>	\$15.0 K	<b>+10.8%</b>	0.81%	<b>+0.19 pts.</b>
25		\$13.5 K		0.62%	

August 2023

Imagery A/B Test	Delivered	Clicks	CTR
Property	616.3 K	5,198	<b>0.84%</b>
Amenity	616.7 K	5,122	0.83%

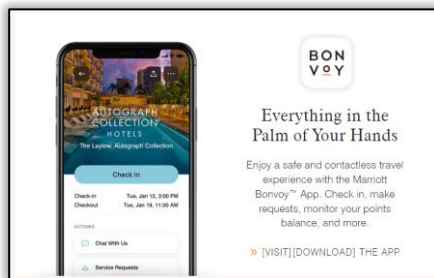
Image Clicks	Image Clicks Lift	Image CTR	Image CTR Lift	Total Email Clicks	Total Clicks Lift
1,121		0.18%		7,479	<b>+3.5%</b>
1,288	<b>+14.9%</b>	0.21%	<b>+0.02 pts.</b>	7,229	

Bookings	Bookings Lift	Revenue	Revenue Lift	Conv%	Conv Lift
16		\$5.7 K		0.35%	
25	<b>+56.3%</b>	\$14.2 K	<b>+149.7%</b>	0.49%	<b>+0.1 pts.</b>

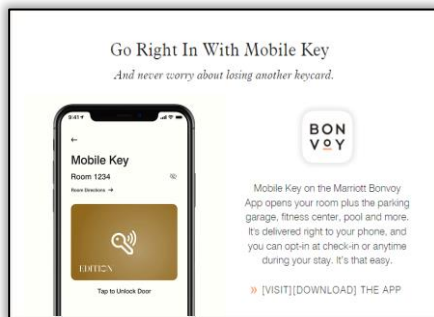
# Destinations Solo: Pre-Post App Creative Performance

August 2023

App Check In Module (Jan, Feb, May, Jun)



Mobile Entry Module (July, August)



Previous Creative Design

New Creative

	Jan 23	Feb 23	May 23	Jun 23	Jul 23	Aug 23
<b>Delivered</b>	1.2 M	1.3 M	1.3 M	1.1 M	1.3 M	1.2 M
<b>Module Clicks</b>	207	227	122	219	157	124
<b>Module % of all Clicks</b>	0.96%	0.81%	0.57%	1.32%	1.27%	0.77%
<b>Module CTR</b>	0.02%	0.02%	0.01%	0.02%	0.01%	0.01%
<b>Email CTR</b>	1.32%	1.63%	1.05%	1.00%	0.61%	0.84%
<b>App Downloads</b>	66	115	66	72	123	105
<b>Conversion</b>	31.9%	50.7%	54.1%	32.9%	78.3%	84.7%

- App downloads and conversions increasing MoM with the introduction of the App features creative.
- Continue to monitor performance for module engagement patterns and download activity in future mailings
- Plans are in place to highlight a different app benefit or feature in future campaigns to keep content fresh

# Actionable Insights

# Actional Insights

- Refresh August regional solo data (Project Silk and Loyalty) once contact history updates are complete
- 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
- Monitor mobile app module performance for engagement patterns and download activity in future mailings leveraging the new creative
- The new Brand 4-pack came close to being top click in overall % to clicks, however, did not garner expected click volume. Recommend continued use of brand 4-pack to monitor engagement pattern.
- Testing: Consider testing authority and direct without personalization to the non-luxury group to monitor performance.
- METT's strongest engagement email (CALA\_CASA\_Eng\_2023Aug25) held highest % of total clicks within the 'find and reserve' header. Monitor impact to offer revenue over time.

Thank you!

MARRIOTT  
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# Appendix

# Destination Solo: Heat Map Lux

August 2023

Destinations Solo Lux	Caribbean Lux	Mexico ENG Lux	Mexico Local ENG Lux	Mexico Local SPA Lux	Mexico SPA Lux	Total
<b>Header</b>	5.7%	6.7%	0.0%	8.2%	16.7%	6.1%
<b>Hero (3-Pack)</b>	34.0%	<b>36.6%</b>	<b>37.5%</b>	28.6%	16.7%	34.6%
Members Earn More	8.4%	10.8%	0.0%	6.1%	16.7%	9.0%
A Festive Celebration Offer	7.7%	7.4%	0.0%	12.2%	16.7%	7.8%
Discover Residences	1.5%	1.6%	25.0%	8.2%	0.0%	1.8%
<b>Suites 4-Pack</b>	<b>31.4%</b>	<b>26.7%</b>	25.0%	12.2%	16.7%	29.3%
JW Marriott Hotel Guadalajara	-	2.2%	0.0%	2.0%	0.0%	0.8%
Solaz Luxury Collection, Los Cabos	-	7.9%	0.0%	8.2%	16.7%	2.7%
The Ritz-Carlton Aruba	10.9%	4.9%	-	-	-	8.6%
The Ritz-Carlton Grand Cayman	4.5%	1.8%	-	-	-	3.5%
The Ritz-Carlton St. Thomas	5.9%	0.0%	-	-	-	3.9%
The Ritz-Carlton Turks & Caicos	10.1%	0.0%	-	-	-	6.6%
The St. Regis Mexico City	-	2.2%	0.0%	2.0%	0.0%	0.8%
W Punta de Mita	-	7.6%	25.0%	0.0%	0.0%	2.5%
AUART Anniversary	0.0%	0.0%	0.0%	2.0%	0.0%	0.1%
Grand Cayman Cookout	1.9%	0.0%	0.0%	0.0%	0.0%	1.2%
Reserve	3.9%	3.6%	12.5%	4.1%	0.0%	3.8%
Zadun	1.0%	1.6%	12.5%	4.1%	0.0%	1.4%
Dorado Beach	2.8%	2.0%	0.0%	0.0%	0.0%	2.5%
RCYC	3.5%	2.7%	0.0%	<b>12.2%</b>	0.0%	3.5%
<i>Featured Properties</i>	0.2%	0.4%	0.0%	0.0%	0.0%	0.3%
<b>Footer</b>	1.8%	3.4%	0.0%	6.1%	16.7%	2.5%
<b>% Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>
<b>Total Clicks</b>	<b>958</b>	<b>445</b>	<b>8</b>	<b>49</b>	<b>6</b>	<b>1,466</b>



## August 2023 Destination Solo Brand 4-Pack

Non - Lux

Aruba

Renaissance	4.4%
Marriott Hotels and Resorts	2.4%
Courtyard	1.0%
AC Hotels	0.8%
<b>Module Clicks</b>	<b>110</b>
<b>% of Module Clicks</b>	<b>8.6%</b>

Brazil

Sheraton	2.7%
AC Hotels	1.2%
Courtyard	1.0%
Marriott	1.0%
<b>Module Clicks</b>	<b>157</b>
<b>% of Module Clicks</b>	<b>5.9%</b>

Chile

Sheraton	3.4%
Courtyard	1.3%
Marriott	1.3%
AC Hotels	0.7%
<b>Module Clicks</b>	<b>36</b>
<b>% of Module Clicks</b>	<b>6.7%</b>

Colombia

Sheraton	2.6%
Courtyard	2.2%
City Express	1.4%
Marriott	1.4%
<b>Module Clicks</b>	<b>53</b>
<b>% of Module Clicks</b>	<b>7.6%</b>

Dominican Republic

Renaissance	1.8%
Marriott Hotels and Resorts	0.6%
AC Hotels	0.3%
Courtyard	0.3%
<b>Module Clicks</b>	<b>10</b>
<b>% of Module Clicks</b>	<b>3.0%</b>

Total Module Clicks 928

Total % of Module Clicks 6.3%

## Brand 4-Pack: Non-Lux Version

Aruba



Brazil



Chile



Colombia



Dominican Republic



August 2023 4-Pack

Grand Cayman

Renaissance	2.4%
Courtyard	1.7%
AC Hotels	1.4%
Marriott Hotels and Resorts	1.0%
<b>Module Clicks</b>	<b>19</b>
<b>% of Module Clicks</b>	<b>6.5%</b>

Mexico

City Express	2.6%
Courtyard	1.8%
Marriott Hotels and Resorts	1.5%
Fairfield	1.4%
<b>Module Clicks</b>	<b>374</b>
<b>% of Module Clicks</b>	<b>7.3%</b>

Mexico ENG

City Express	1.1%
Courtyard	0.9%
Fairfield	0.8%
Marriott Hotels and Resorts	0.7%
<b>Module Clicks</b>	<b>90</b>
<b>% of Module Clicks</b>	<b>3.5%</b>

Mexico US

City Express	1.0%
Courtyard	1.7%
Marriott Hotels and Resorts	1.0%
Fairfield	0.0%
<b>Module Clicks</b>	<b>11</b>
<b>% of Module Clicks</b>	<b>3.8%</b>

Panama

Marriott Hotels and Resorts	2.4%
City Express	1.9%
AC Hotels	1.4%
Courtyard	1.4%
<b>Module Clicks</b>	<b>45</b>
<b>% of Module Clicks</b>	<b>7.1%</b>

Paraguay / Uruguay

Sheraton	3.6%
AC Hotels	1.6%
Courtyard	1.3%
Aloft	1.0%
<b>Module Clicks</b>	<b>23</b>
<b>% of Module Clicks</b>	<b>7.4%</b>

**Total Module Clicks 928**

**Total % of Module Clicks 6.3%**

Non – Lux  
(contd.)

# Aug 4-Pack – Non-Lux Version (contd.)

## Grand Cayman



## Mexico



## Mexico ENG



## Mexico US



## Panama



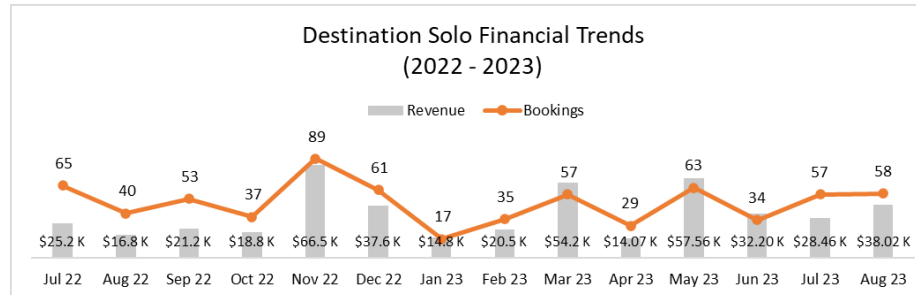
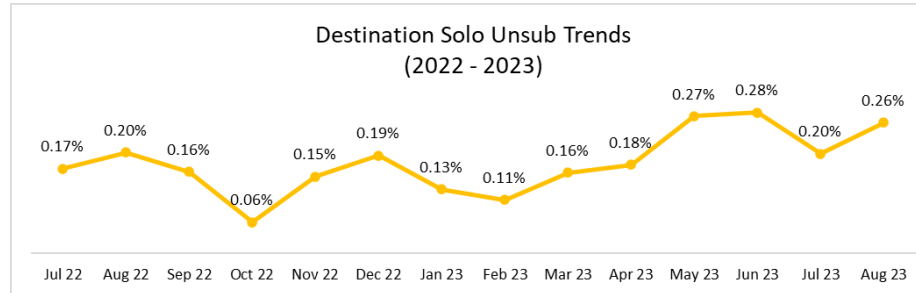
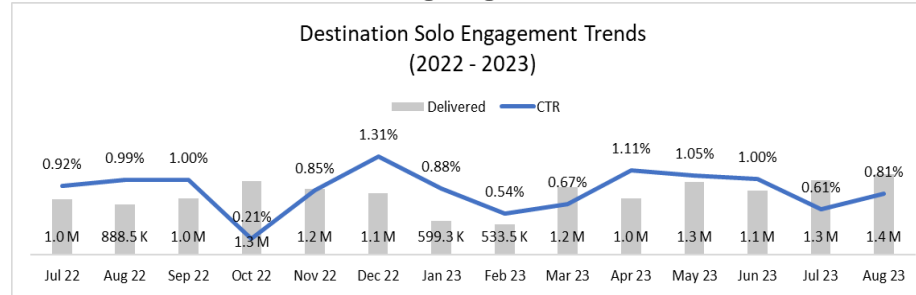
## Paraguay / Uruguay



# YTD 2023 Destinations Solo Performance Summary

Solos	23-Jan	23-Feb	23-Mar	Q1 '23	23-Apr	23-May	23-Jun	Q2 '23	23-Jul	23-Aug	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	9.9 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	103.3 K
CTR	1.3%	1.6%	0.9%	1.3%	1.1%	1.0%	1.0%	1.1%	0.6%	0.8%	1.0%
Unsub Rate	0.20%	0.17%	0.20%	0.19%	0.18%	0.27%	0.28%	0.25%	0.20%	0.26%	0.22%
Bookings	40	110	37	187	29	63	34	126	57	58	428
Room Nights	104	265	82	451	76	198	116	390	165	156	1.2 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	\$272.1 K
Conversion	0.26%	0.52%	0.33%	0.39%	1.42%	0.47%	0.30%	0.35%	0.71%	0.50%	0.41%
% Rev. to CALA	34.1%	28.6%	40.8%	30.6%	47.4%	70.8%	57.3%	63.4%	45.5%	69.4%	46.4%
% Bkgs. To CALA	30.0%	20.9%	34.2%	23.8%	48.4%	46.9%	63.9%	51.9%	54.4%	40.0%	35.5%

# July 2023 Destinations Solo Engagement Trends



# Destinations Solo: Regional Performance Summary

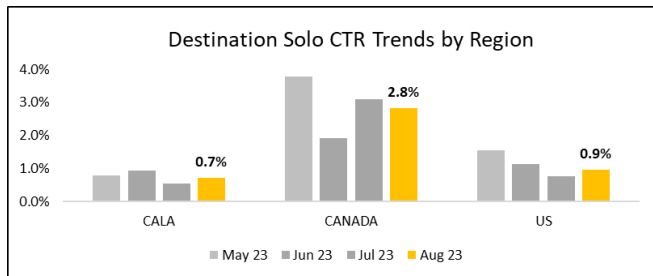
August 2023

## CALA:

- 10.6% decrease in deliveries MoM for the region with the uptick in deliveries to CN and US
- Revenue and bookings down MoM and YoY are a result of selected markets like Paraguay generating less than larger markets like Argentina which was not a featured market in August.

## US:

- Favorable increase in CN US increases in both financial and engagement metrics likely a result of lux audience



	Delivered	May 23	Jun 23	Jul 23	Aug 23	MoM
<b>CALA</b>		879.0 K	796.8 K	1.1 M	1.0 M	-10.6%
<b>CANADA</b>		7.1 K	7.1 K	7.2 K	8.0 K	+10.4%
<b>US</b>		405.7 K	325.2 K	245.4 K	469.5 K	+91.4%

Destinations Solo	August 23	MoM	YoY	YTD
<b>REGION - CALA</b>				
Delivered	1.0 M	-10.6%	+31.3%	7.2 M
Clicks	6.9 K	+16.4%	+0.2%	65.4 K
CTR	0.7%	+0.2 pts.	-0.2 pts.	0.9%
Unsub Rate	0.31%	+0.11 pts.	+0.10 pts.	0.24%
Bookings	23	-43.9%	-23.3%	172
Room Nights	69	-45.2%	-10.4%	483
Revenue	\$11.1 K	-45.3%	-17.8%	\$95.2 K
% Revenue to CALA	55.9%	+14.1 pts.	-16.3 pts.	50.5%
<b>REGION - CANADA</b>				
Delivered	8.0 K	+10.4%	+76.7%	53.7 K
Clicks	224	0.0%	+96.5%	1899
CTR	2.8%	-0.3 pts.	+0.3 pts.	3.5%
Unsub Rate	0.21%	-0.15 pts.	+0.08 pts.	0.29%
Bookings	7	+700.0%	+700.0%	23
Room Nights	8	+600.0%	+600.0%	31
Revenue	\$866	+86500.0%	+86500.0%	\$5.0 K
% Revenue to CALA	35.7%	+35.7 pts.	+35.7 pts.	12.2%
<b>REGION - US</b>				
Delivered	469.5 K	+91.4%	+195.4%	2641.9 K
Clicks	4.5 K	+138.0%	+140.2%	35.9 K
CTR	0.9%	+0.2 pts.	-0.2 pts.	1.4%
Unsub Rate	0.16%	-0.03 pts.	+0.01 pts.	0.16%
Bookings	28	+75.0%	+180.0%	233
Room Nights	79	+102.6%	+295.0%	648
Revenue	\$26.0 K	+221.0%	+692.2%	\$172.0 K
% Revenue to CALA	76.5%	+21.9 pts.	+76.5 pts.	45.5%



# YTD 2023 METT Performance Summary

METTs	23-Jan	23-Feb	23-Mar	Q1 2023	23-Apr	23-May	23-Jun	Q2 2023	23-Jul	23-Aug	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	8.0 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	77.1 K
CTR	0.9%	0.5%	0.7%	0.7%	0.5%	1.7%	0.9%	1.0%	1.3%	0.9%	1.0%
Unsub Rate	0.13%	0.11%	0.16%	0.14%	0.19%	0.32%	0.54%	0.41%	0.53%	0.55%	0.38%
Bookings	17	35	57	109	38	62	82	182	111	84	486
Room Nights	47	98	131	276	107	177	219	503	331	209	1319
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	\$350.9 K
Conversion	0.32%	1.22%	0.72%	0.68%	1.07%	0.61%	0.53%	0.63%	0.54%	0.74%	0.63%
% Rev. to CALA	58.00%	34.80%	75.70%	54.60%	59.50%	59.90%	40.60%	53.80%	37.00%	60.63%	49.06%

# Destinations Solo: A/B Imagery Test Results

July 2023

- While property imagery generated higher revenue, amenity imagery delivered higher engagement.
- Recommended to continue hero image testing 2 more times to develop patterns of engagement

Property Hero Image



*Image Clicks: 1,544*  
*Image CTR: 0.21%*  
*% of Clicks: 33.5%*

Amenity Hero Image



*Image Clicks: 1,361*  
*Image CTR: 0.23%*  
*% of Clicks: 39.6%*

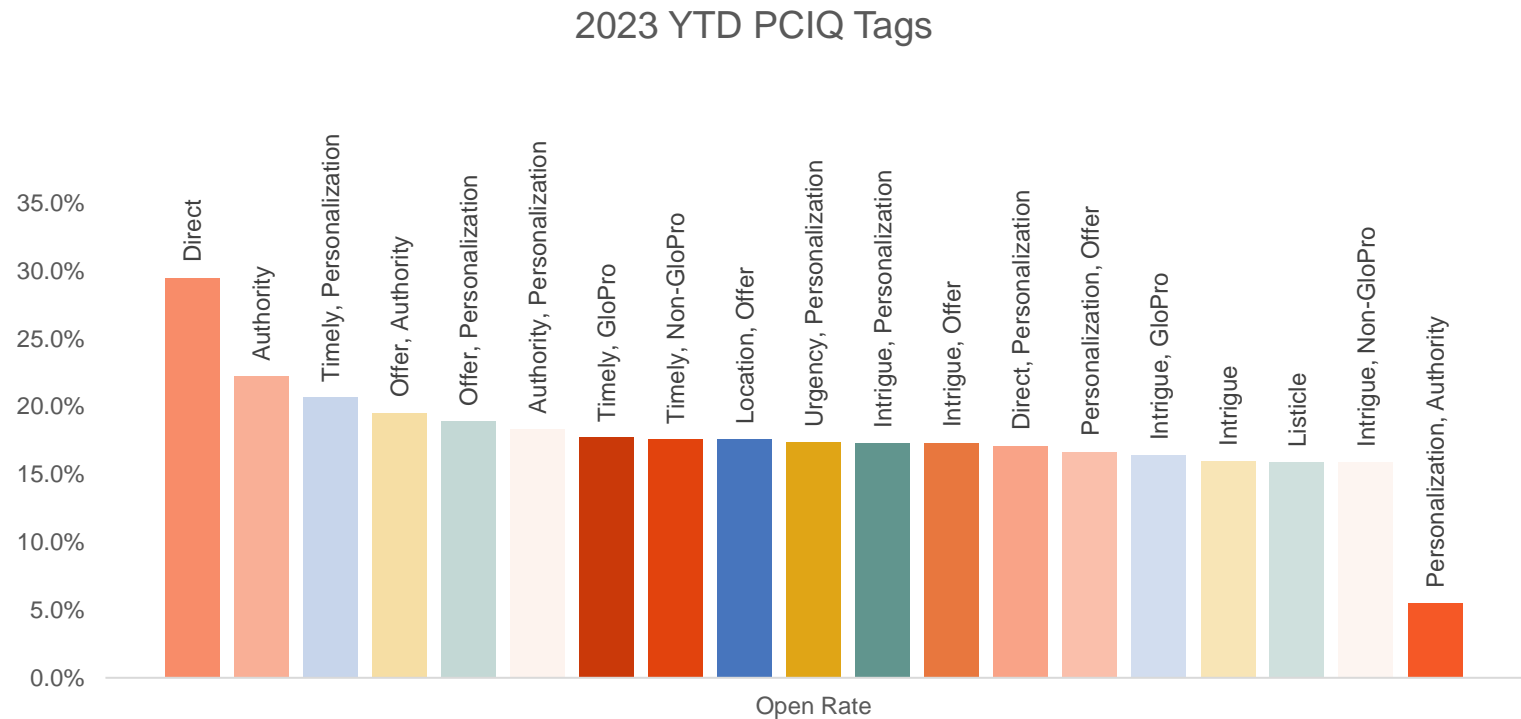
Hero Imagery A/B Test	Delivered	Clicks	CTR
Property	658.1 K	3,960	0.60%
Amenity	659.2 K	4,027	<b>0.61%</b>

Image Clicks	Image Clicks Lift	Image CTR	Image CTR Lift	Total Email Clicks	Total Clicks Lift
1,361		0.21%		6,132	
1,544	<b>+13.4%</b>	0.23%	<b>+0.02 pts.</b>	6,208	<b>+1.2%</b>

Bookings	Bookings Lift	Revenue	Revenue Lift	Conv%	Conv Lift
32	<b>+28.0%</b>	\$15.0 K	<b>+10.8%</b>	0.81%	<b>+0.19 pts.</b>
25		\$13.5 K		0.62%	



# Destinations Solo: PCIQ Subject Line Performance Results (YTD)





# 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