

CALA Monthly
Email Review
*January &
February 2022*

25 March 2022

MARRIOTT
BONVOY®



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



Meeting Agenda

1. Key Storylines
2. Performance Summary
3. Campaign Engagement
 - Destination Solo
 - METT
4. Testing & Optimization
5. Actionable Insights
6. Next Steps

Key Storylines

- Strong January and February engagement trends coming out of Q4 lows; increased click activity and noticeable spike in bookings and revenue
- Destination solo contributed to January engagement and financial increases; 38% of total delivery volume
 - Significant increase in local (in language) market campaigns as well as Mexico English
 - Most of the solo revenue came from the hero module featuring resort content
 - Luxury segments L2B and L3 accounted for 62% of all solo revenue
- January METT revenue up 32% MoM
 - CALA Luxury and Los Cabos METT accounted for 89% of total revenue
- Several key campaigns included in February that were not in January contributed to higher engagement metrics and financials (Escapes, Points Promotion, and Global Promotion)
 - February Solo Engagement and Revenue up significantly MoM
 - February METT delivery count increase and overall click activity led to monthly revenue being up 90% MoM
- Testing Personalized SL with PCIQ with several different language versions
 - Personalized subject lines with first name at the beginning proving most effective with higher open rates and less engagement with question style
- First time sending Mexico Spanish to US audiences; performance not as strong as other versions; will continue to monitor engagement in future mailings

Monthly Performance Summary

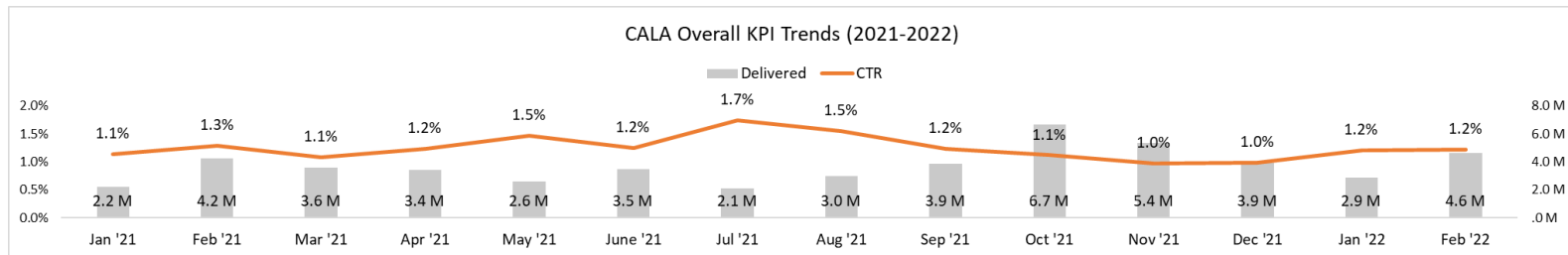
Maintained January Engagement; Positive Lifts In February

- January deliveries were below average due to additional program mailings in Oct and Nov last year
 - Decline impacted click counts and total bookings, but CTR and unsub. rates were successfully maintained
 - Core MAU and Destination Solo accounted for 80% of monthly revenue
- February engagement spiked MoM; additional program mailings led to increased deliveries, also increased click counts
 - Points Promo, Bonvoy Escapes, and Global Promotion announcement led to increased mailings and contributed to engagement
 - Core Mau, METT, and Solo revenue drove overall increases in financials (89% of total monthly revenue)

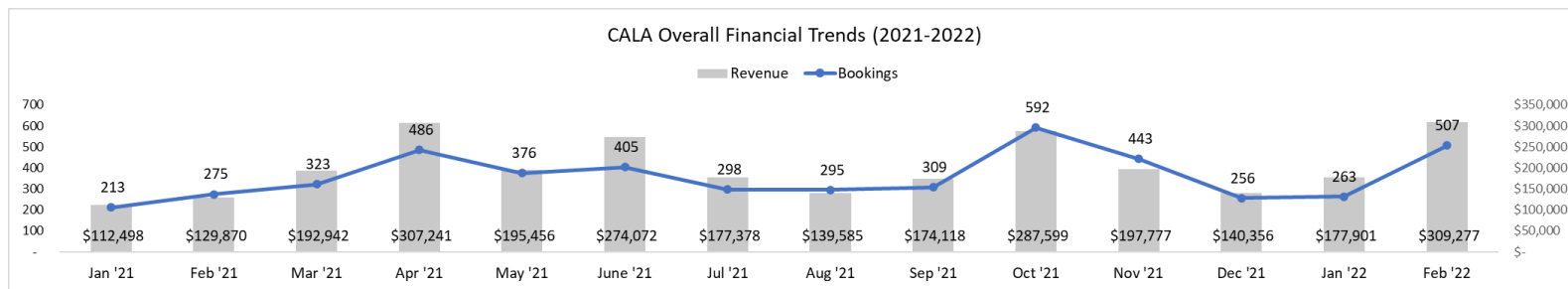
Engagement	Jan '22	vs. Avg	Feb '22	vs. Avg	MoM
Delivered	2.9M	-22.6%	4.6M	+23.9%	+60.1%
Open Rate	21.1%	-5.2 pts.	21.1	-5.2 pts.	-0.03 pts.
Clicks	34,440	-23.1%	56,195	+25.4%	+63.2%
CTR	1.2%	-0.01 pts.	1.2	+0.01 pts.	+0.02 pts..
CTOR	5.7%	+1.1 pts.	5.8	+1.2 pts.	+0.1 pts.
Unsub Rate	0.21%	+0.01 pts.	0.23%	+0.03 pts.	+0.02 pts.

Financials	Jan '22	vs. Avg	Feb '22	vs. Avg	MoM
Bookings	263	-26.1%	507	+42.4%	+92.8%
Room Nights	803	-32.8%	1.5 K	+26.0%	+87.4%
Revenue	\$178K	-8.3%	\$309.3	+59.4%	+73.8%
Conversion	0.04%	+0.01 pts.	0.05%	+0.02 pts.	+0.01 pts.
BPK	0.09	-0.44 pts.	0.11	+1.4 pts.	+1.9 pts.

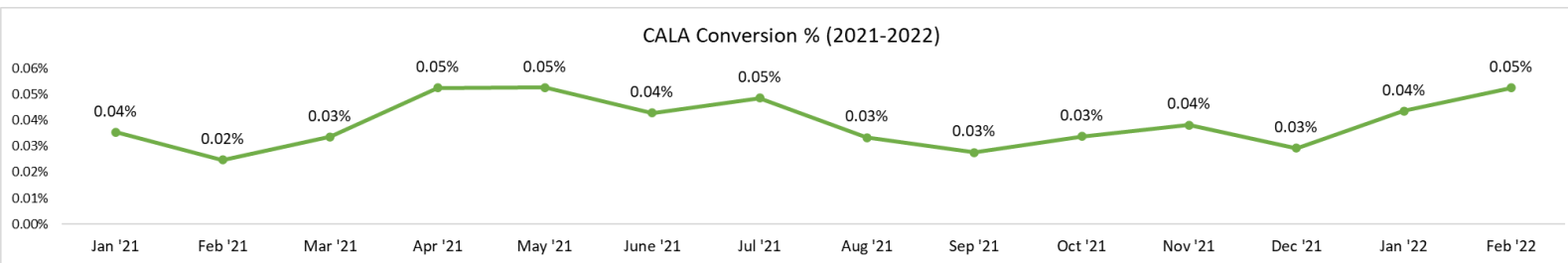
Strong Engagement Trends



CTR for Jan & Feb were up vs Q4 lows



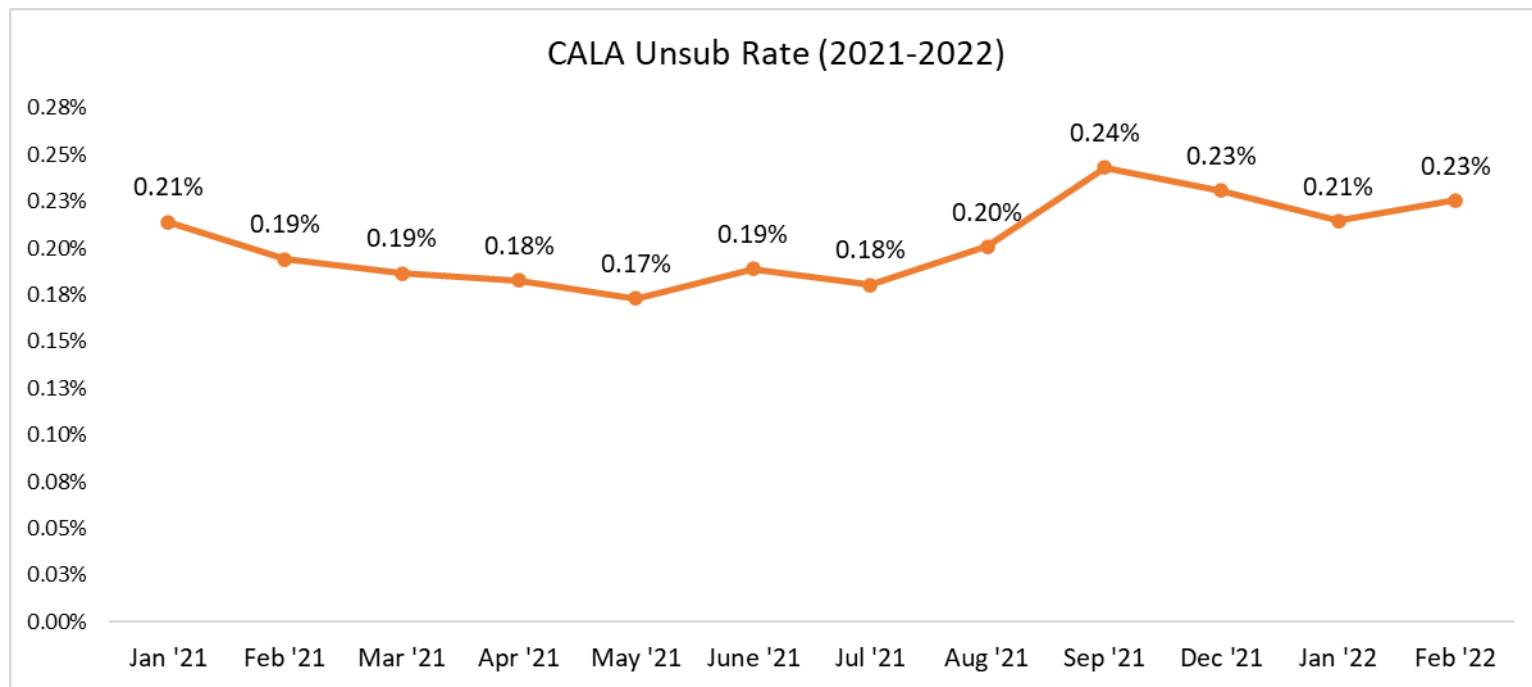
Strong financial performance from Feb Core MAU, Solo and METT contributed to revenue increase



Strong conversion rate mirrored financial gains

Positive Unsubscribe Rate Trend Going Into 2022

Unsub rate remains consistent MoM with increased deliveries indicating strong audience health



*Unsub. rate impacted by Oct and Nov data discrepancies, so excluded from trend chart

Proposed 2022 Email Channel Goals

- Most goals remained flat YoY, while others adjusted to account for industry changes
- Open rates decreased to account for Apple iOS impact; update if able to track non-Apple opens
- Assumptions to goal setting include potential changes to travel patterns from any economic unease, as well as the prospect of return to normalcy with reduced Covid cases

Destinations Solo Goals

Primary:

- **CTR = 1.0%** (*Flat YoY*)

Secondary:

- Open rate = **24.0%** (*-2 pts. YoY*)
- CTOR = **3.5%** (*flat YoY*)

METT Goals

Primary:

- **CTR = 1.0%** (*Flat YoY*)

Secondary:

- Open rate = **13.5%** (*-2 pts. YoY*)
- CTOR = **5.6%** (*Flat. YoY*)

Current YTD Goal Progress

- January Destination Solo CTR and CTOR meeting new email channel goals with Open Rate down against monthly goal
- Continuing to track Open Rate and CTOR and will revisit in Q2; now unreliable KPIs after iOS update
- February Solo continued to see an increase in engagement with Global Promo featured in the hero
- February METT engagement down slightly vs monthly goal but revenue was up 90% MoM

SOLO	Jan '22	Monthly Goal	vs. Goal
CTR	1.0%	1.0%	+0.02 pts.
Open Rate	20.8%	24.0%	-3.24 pts.
CTOR	4.9%	3.5%	+1.42 pts.

METT	Jan '22	Monthly Goal	vs. Goal
CTR	1.3%	1.0%	+0.33 pts.
Open Rate	13.9%	13.5%	+0.42 pts.
CTOR	9.5%	5.6%	+3.92 pts.

SOLO	Feb '22	Monthly Goal	vs. Goal
CTR	1.2%	1.0%	+0.19 pts.
Open Rate	18.8%	24.0%	-5.24 pts.
CTOR	6.3%	3.5%	+2.84 pts.

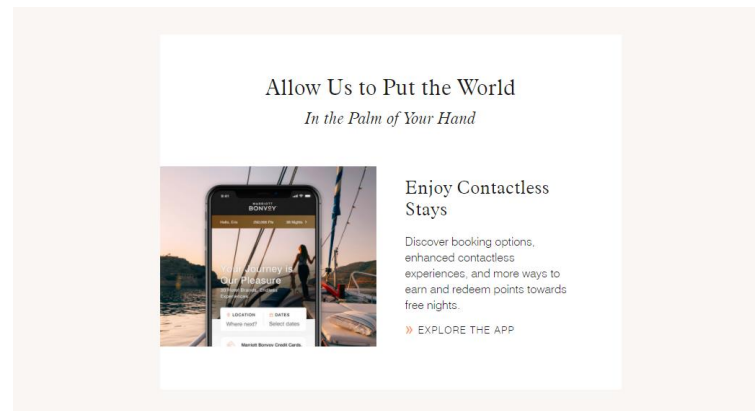
METT	Feb '22	Monthly Goal	vs. Goal
CTR	0.7%	1.0%	-0.34 pts.
Open Rate	8.6%	13.5%	-4.92 pts.
CTOR	7.7%	5.6%	+2.12 pts.

Establishing Mobile App Tracking

- Establish process for tracking app downloads
- January Destination Solo tracked 40 total downloads
- Link tracking issues in February, we will continue to monitor and develop a benchmark after the first full 3 months

January 2022 Activity

MARKET	APP Downloads
Puerto Rico	2
St. Thomas	0
Grand Cayman	0
Mexico Eng	3
Mexico Local Eng	0
Mexico	14
Costa Rica	0
Chile	3
Peru	2
Panama	2
Brazil	14



Mobile App Download Module

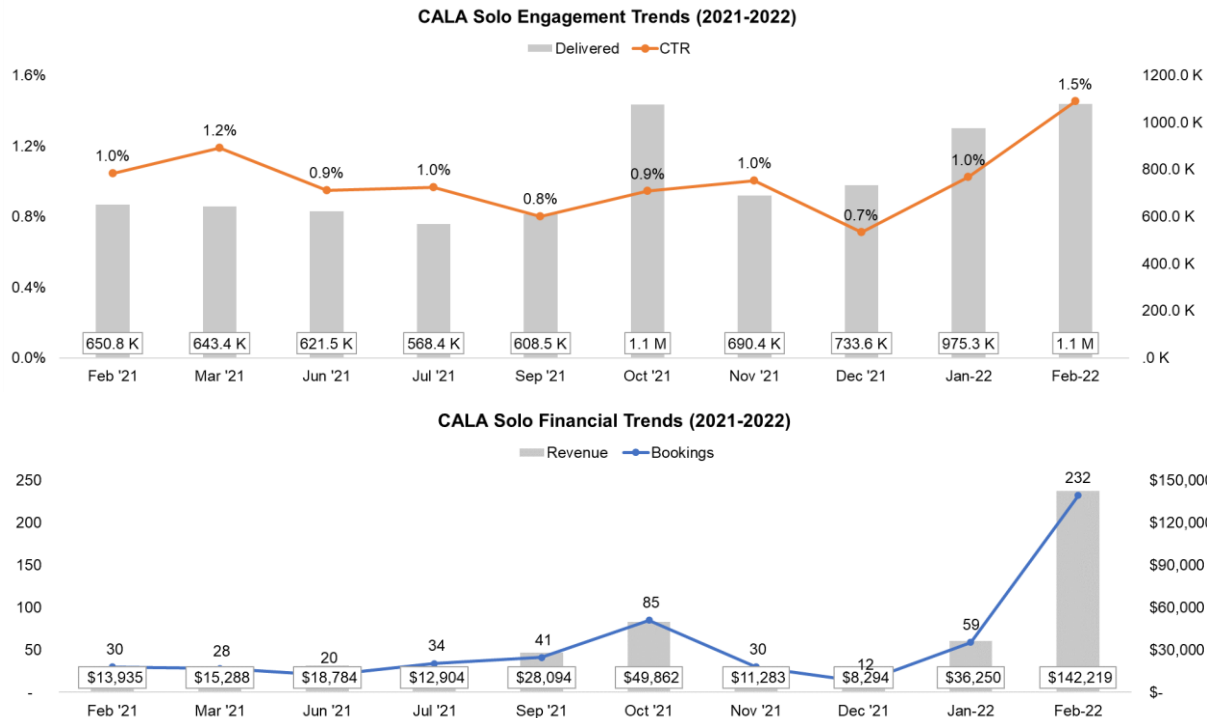
Campaign Engagement

Destination Solo

Solo Performance Stronger Each Month

- Openers responded to resorts content in January and Global Promo in February
- High January engagement and revenue from resorts hero, F&B, and new property openings
- Feb. CTR was the highest over the past 12 months
 - Global Promo hero generate 64% of clicks and 78% of total revenue

Engagement			
	Jan '22	Feb '22	MoM
Delivered	975.3 K	1.1 M	+10.6%
Open Rate	20.8%	18.4%	-2.4 pts.
Clicks	9,971	15654	+57.0%
CTR	1.0%	1.5%	+0.43 pts
CTOR	4.9%	7.9%	+2.98 pts.
Unsub Rate	0.26%	0.21%	-0.05pts
Bookings	59	232	+293.2%
Room Nights	163	670	+311.0%
Revenue	\$36,250	\$142,219	+292.3%
Conversion	0.03%	0.12%	+0.09 pts.
BPK	0.06	0.22	+15.5 pts.



January 2022 Destination Solo Creative Examples

January Highlights:

- Split hero with Resorts vs Staycation
- Dining and Cuisine focused secondary module
- B2B Offer
- Newly opened hotel module targeted by market
- Traveler Module with local destination articles

Mexico Spanish

Empresas de alto nivel
con un relax relajante en un resort

Aprovecha tus vacaciones al máximo
Delicias de la gastronomía de manera diferente

Conéctate en el paraíso

Explora nuestros hoteles recién inaugurados

TRAVELER
Conoce para que viajes sea aún más divertido

Premios por el mundo
en la palma de tu mano

Descubre en el programa Horario Bonny

Mexico English

Rediscover Travel Without Going Far

Make the Most Out of Your Vacation

Dine Differently

Include in All-Inclusive

Connect in Paradise

Travel to These Top Hotels

TRAVELER

Allow Us to Put the World in the Palm of Your Hand

Costa Rica Spanish

Empresas de alto nivel
con un relax relajante en un resort

Aprovecha tus vacaciones al máximo

Conéctate en el paraíso

Viaja a los mejores hoteles

TRAVELER

Permitenos poner el mundo en la palma de tu mano

Puerto Rico English

Kick Off the Year With a Relaxing Resort Retreat

Make the Most Out of Your Vacation

Eat and Drink

Include in All-Inclusive

Connect in Paradise

Travel to These Top Hotels

TRAVELER

Allow Us to Put the World in the Palm of Your Hand

Brazil Portuguese

Rediscover the pleasure of visiting without traveling far

Aproveite suas férias ao máximo

Como e onde

Delicie-se com All-Inclusive

Conecte-se no paraíso

Viaje aos melhores hotéis

Comece seus hotéis de alto padrão

Queremos colocar o mundo na palma da sua mão

Participe do Horário Bonny

Increase In Primary Engagement Metrics And Revenue In January

- Deliveries increased 33% MoM resulting in more clicks and bookings; unsub rate remained stable
- Revenue up MoM by 337%
 - 54% of revenue from Hero offer (\$19,737): Kick Off (72%) | Rediscover Travel (28%)
 - Top New Openings Clicks: La Concha, St. Regis Bermuda, Renaissance Santiago
- Top revenue markets: Mexico ENG, Puerto Rico, St. Thomas, Brazil
- Attributed revenue to CALA properties:
 - Bookings: 22.4%
 - Revenue: 20.4%

Engagement			
	Dec '21	Jan '22	MoM
Delivered	733.6 K	975.3 K	+33.0%
Open Rate	22.5%	20.8%	-1.7pts
CTR	0.7%	1.0%	+0.3pts
CTOR	3.2%	4.9%	+1.7pts
Clicks	5.2 K	10.0 K	91.4%
Unsub Rate	0.22%	0.26%	+0.04pts

Financial			
	Dec '21	Jan '21	MoM
Booking	12	59	+391.7%
Room Nights	41	163	+297.6%
Revenue	\$8,294	\$36,250	+337.1%
Conversion Rate	0.01%	0.03%	+0.02pts

January Engagement and Revenue up MoM

- Top markets in January: Mexico Eng, Puerto Rico, St. Thomas, Brazil

Market	Sent	Delivered	Delivery %	Open %	CTOR	CTR	Unsub %	Bookings	Rmnts	Revenue
BRAZIL	133,596	131,177	98.2%	20.4%	6.6%	1.3%	0.4%	6	13	\$3,062
CHILE	27,656	27,484	99.4%	27.6%	5.9%	1.6%	0.2%	2	10	\$1,956
COSTA RICA	16,899	16,791	99.4%	23.6%	7.1%	1.7%	0.2%			
GRAND_CAYMAN	13,572	13,558	99.9%	18.5%	8.4%	1.6%	0.1%	2	7	\$1,583
MEXICO	363,814	357,519	98.3%	20.6%	4.0%	0.8%	0.3%	8	13	\$1,376
MEXICO_ENG	172,700	172,042	99.6%	19.5%	5.2%	1.0%	0.2%	17	49	\$14,179
MEXICO_LOCAL_ENG	53,573	53,294	99.5%	21.9%	3.3%	0.7%	0.3%	2	3	\$467
MEXICO_US	24,942	24,722	99.1%	21.8%	5.5%	1.2%	0.2%	1	9	\$531
PANAMA	45,653	44,746	98.0%	24.4%	3.7%	0.9%	0.3%	4	11	\$2,605
PERU	30,275	30,089	99.4%	23.4%	7.5%	1.8%	0.1%			
PUERTO RICO	90,878	90,564	99.7%	18.5%	4.4%	0.8%	0.1%	12	31	\$7,298
ST_THOMAS	13,395	13,363	99.8%	19.5%	8.8%	1.7%	0.1%	5	17	\$3,194
Grand Total	986,953	975,349	98.8%	20.8%	4.9%	1.0%	0.3%	59	163	\$36,250

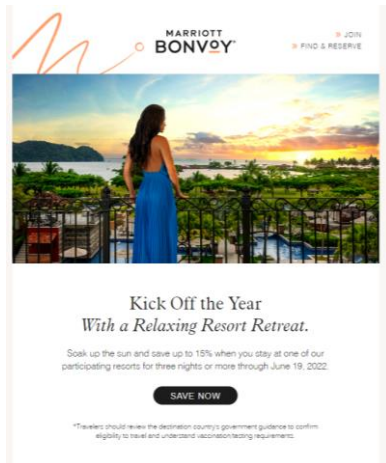
L3 And L2B Segments Outperform Other Segments

- L2B and L3 had the highest CTRs in comparison and higher revenue contributions; performance consistent with other emails to luxury segments
- L2B and L3 accounted for 59% of total revenue
 - 29% of total revenue came from L2B Hero Offer engagement
 - **Worth noting:** 75% of revenue from L3 was from header, low revenue from hero
 - New properties and all-inclusive content were #2 and #3 revenue drivers, respectively
- Continue to monitor luxury segment engagement differences and trends

Segment Name	Segment Description
L1	All stays are luxury
L2A	>= 50% of stays are luxury
L2B	< 50% of stays are luxury
L3	All luxury stays are paid by bonus points

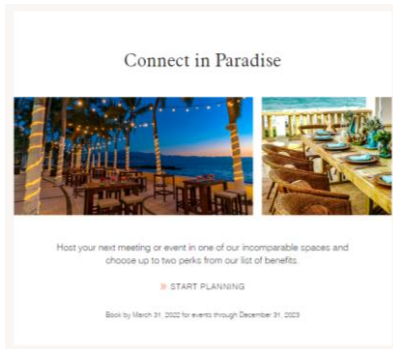
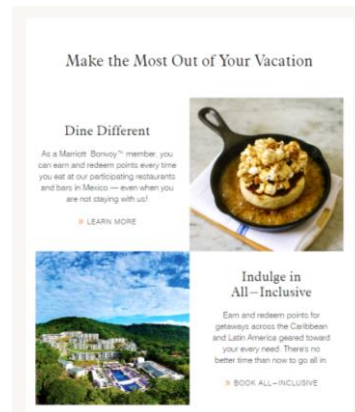
Solo Jan '22	L1	L2A	L2B	L3	Everyone Else	Total
Delivered	23,944	12,314	81,682	16,472	840,937	975,349
Open Rate	20.5%	20.2%	21.5%	23.2%	20.7%	20.8%
CTOR	4.1%	5.5%	7.6%	8.1%	4.6%	4.9%
CTR	0.8%	1.1%	1.6%	1.9%	1.0%	1.0%
Bookings	1	---	18	8	32	59
Room Nts.	3	---	48	34	78	163
Revenue	\$378	---	\$12,468	\$8,964	\$14,440	\$36,250
Rev/Del.	\$0.02	\$0.00	\$0.15	\$0.54	\$0.02	\$0.04

Top Performing Jan '21 Content: Hero, Offers, New Openings



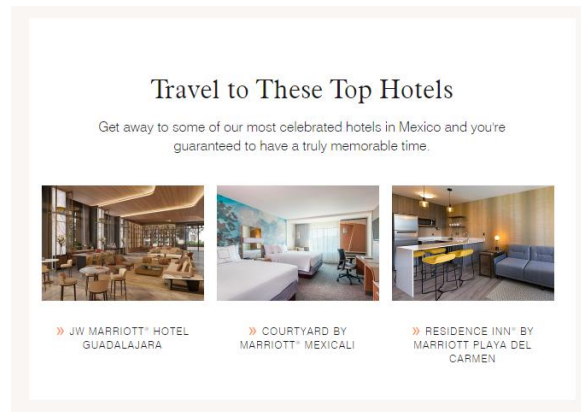
Hero
#1 most clicked
(all markets)
54% of Revenue

Secondary Offer
#2 most clicked
Indulge in all-inclusive #1



Connect in Paradise
#4 most clicked
2% of total clicks

Property Highlight
#3 most clicked
2nd Highest Revenue
with 8% of total



Recommend Continuing Resort Content, Consider Polls For Additional Engagement

Example:

Relevant poll used in EMEA solo
Placed under Resorts module

Resort Relaxations, Your Way

Book in advance and save [15%] [up to 20%]



Whether you prefer relaxing beachside, or playing a round of golf, you'll find a resort getaway to look forward to next year. Book early and save for stays between 12 April and 12 June 2022.

» SAVE [15%] [UP TO 20%]

[Join Marriott Bonvoy to save up to 20% on resorts, earn points towards free nights, and more!]

Poll: What's Your Resort Style, Clara?

☐ 18 Holes of Golf

☐ Beachside Bliss

☐ Ski In, Ski Out

☐ Spa Day, Every Day

Next month:

Targeted content shown to previous
months poll clickers and non-clickers

Personalized module
targeted to poll clickers

Enjoy The Perfect [Activity] Resort Escape

Thank you for answering our December poll. Explore our resorts and look forward to a holiday that's just your style.

» EXPLORE [ACTIVITY] RESORTS



Those who didn't
answer the poll

Results: Resorts Poll

We asked, "What's your resort style?" and here are the results. Click below to find resorts that match your travel style.

» XX% BEACHSIDE BLISS

» XX% SPA DAY, EVERY DAY

» XX% 18 HOLES OF GOLF

» XX% SKI IN, SKI OUT



January '22 Heat Map: **Member Version**

- Rediscover travel the favorite across members and non-members in engagement, kick off the year resort hero generated the most revenue
- New Hotel Openings strongest engagement with Grand Cayman market



Module	BRAZIL	CHILE	COSTA RICA	GRAND_CAYMAN	MEXICO	MEXICO_ENG	MEXICO_LOCAL_ENG	MEXICO_US	PANAMA	PERU	PUERTO RICO	ST_THOMAS
Header	11.60%	11.07%	10.74%	5.76%	15.46%	10.13%	17.03%	15.32%	14.25%	10.18%	10.44%	5.95%
Hero Offer	38.75%	38.38%	40.18%	39.51%	34.00%	43.16%	26.34%	40.32%	37.56%	47.45%	40.08%	38.10%
Kick Off the Year	---	---	---	39.51%	---	43.16%	---	---	---	---	40.08%	38.10%
Rediscover Travel Without Going Far.	38.75%	38.38%	40.18%	---	34.00%	---	26.34%	40.32%	37.56%	47.45%	---	---
Offers	19.13%	19.37%	19.63%	25.93%	13.15%	28.03%	17.74%	19.09%	11.99%	19.54%	26.50%	26.98%
Dine Different	4.11%	---	---	---	3.12%	---	7.71%	3.23%	---	---	---	---
Eat and Earn	---	4.61%	6.13%	3.70%	---	2.92%	---	---	2.26%	7.55%	4.31%	1.59%
Indulge in All-Inclusive	15.01%	14.76%	13.50%	22.22%	10.04%	25.10%	10.04%	15.86%	9.73%	11.99%	22.19%	25.40%
B2B Offer	2.58%	3.14%	0.92%	1.65%	2.52%	2.30%	2.51%	3.23%	1.36%	3.28%	2.09%	0.40%
Hotels	10.90%	11.44%	18.71%	22.63%	12.58%	7.46%	10.22%	6.99%	13.35%	8.87%	13.19%	22.62%
Traveler Article	---	3.32%	1.53%	0.82%	2.46%	2.09%	3.23%	1.08%	2.71%	1.97%	0.52%	2.38%
Mobile App	1.93%	1.85%	0.31%	0.00%	1.71%	0.31%	0.72%	0.27%	1.36%	2.13%	0.39%	0.00%
Footer	15.11%	11.44%	7.98%	3.70%	18.12%	6.52%	22.22%	13.71%	17.42%	6.57%	6.79%	3.57%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Note: Dash means not shown (---)

January '22 Heat Map: **Non-Member Version**

- New Hotels a close second for most clicked with Costa Rica market
- Significant engagement with Join banner from Chile market



Module	BRAZIL	CHILE	COSTA RICA	GRAND_CAYMAN	MEXICO	MEXICO_ENG	PANAMA	PERU	PUERTO RICO	ST_THOMAS
Header	11.76%	23.08%	5.26%	33.33%	9.52%	5.70%	15.44%	14.29%	5.96%	17.39%
Hero Offer	32.23%	15.38%	36.84%	16.67%	28.21%	19.74%	24.26%	28.57%	34.44%	26.09%
Kick Off the Year	---	---	---	16.67%	---	19.74%	---	---	34.44%	26.09%
Rediscover Travel Without Going Far.	32.23%	15.38%	36.84%	---	28.21%	---	24.26%	28.57%	---	0.00%
Offers	15.86%	15.38%	10.53%	16.67%	9.16%	11.84%	13.97%	28.57%	15.23%	4.35%
Dine Different	4.60%	---	---	---	1.47%	---	---	---	---	---
Eat and Earn	---	---	---	---	---	2.63%	2.21%	---	2.65%	4.35%
Indulge in All-Inclusive	11.25%	15.38%	10.53%	16.67%	7.69%	9.21%	11.76%	28.57%	12.58%	---
B2B Offer	2.30%	0.00%	0.00%	0.00%	2.93%	1.32%	2.21%	0.00%	0.66%	0.00%
Hotels	6.91%	7.69%	31.58%	16.67%	10.50%	3.95%	8.82%	0.00%	11.92%	26.09%
Traveler Article	0.0%	0.00%	5.26%	16.67%	2.32%	1.32%	2.21%	0.00%	0.66%	0.00%
Mobile App	0.51%	0.00%	0.00%	0.00%	1.22%	1.32%	1.47%	14.29%	1.32%	0.00%
Join Marriott Bonvoy	2.05%	7.69%	0.00%	0.00%	2.08%	1.75%	2.21%	0.00%	1.99%	0.00%
Footer	28.39%	30.77%	10.53%	0.00%	34.07%	53.07%	29.41%	14.29%	27.81%	26.09%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

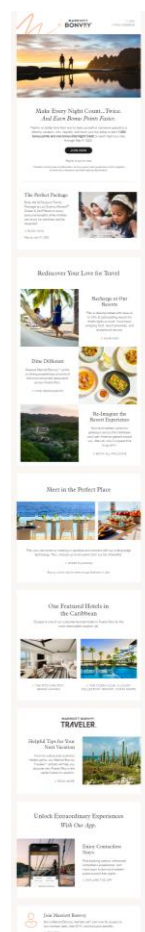
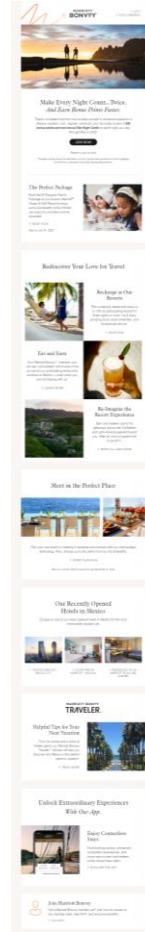
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February 2022 Destination Solo Mexico *Spanish*

Creative Examples

February Highlights:

- Hero offer supporting points activity initiative with Global Promotion
- Family Package offer
- Vacation planning Traveler article
- All inclusive resort content



February Engagement and Revenue up MoM

- Strong click activity with both hero and secondary offer content drove strong financial increase
 - Mexico (ENG) version accounted for 60% of total revenue with 32% of total clicks
 - Make every night count performed higher than family package in every market
- Secondary off content 2nd highest click and revenue performance with Recharge at Resorts the clear winner
- Second highest revenue performer is Aruba with 12% of total revenue; Hero offer drove strong revenue and engagement
- Attributed Revenue to CALA:
 - **Bookings:** 45.8%
 - **Revenue:** 46.0%

Engagement			
	Jan '22	Feb '22	MoM
Delivered	975.3 K	1078.4 K	+11%
Open Rate	20.8%	18.4%	-2.4pts
Clicks	10.0 K	15.7 K	+57.0%
CTR	1.0%	1.5%	+0.5pts
CTOR	4.9%	7.9%	+3.0pts
Unsub Rate	0.26%	0.21%	-0.05pts

Financial			
	Jan'22	Feb '22	MoM
Booking	59	232	+293.2%
Room Nights	163	670	+311.0%
Revenue	\$36,250	\$142,219	+292.3%
Conversion Rate	0.03%	0.12%	+0.09pts

Top Performing Feb '21 Content: Hero, Offers, New Openings



Make Every Night Count...Twice. And Earn Bonus Points Faster.

There's no better time than now to treat yourself or someone special to a dreamy vacation. Join, register, and book your trip today to earn **1,000 bonus points** and **one bonus Elite Night Credit** on each night you stay through May 4, 2022.

JOIN NOW

Register by April 20, 2022

*Travelers should review the destination country's government guidance to confirm eligibility to travel and understand vaccination/testing requirements.

The Perfect Package

Book the M Passport Family Package at Los Suenos Marriott® Ocean & Golf Resort to enjoy exclusive benefits while children can enjoy fun activities and be rewarded.

BOOK NOW

Stay by July 31, 2022



Hero

#1 most clicked
78% of Revenue
Make Every Night Count

Rediscover Your Love for Travel



Recharge at Our Resorts

Plan a relaxing retreat and save up to 15% at participating resorts for three nights or more. You'll enjoy amazing food, resort amenities, and exceptional service.

SAVE NOW

Dine Different

Receive Marriott Bonvoy™ points on dining experiences at some of the most renowned restaurants across Puerto Rico.

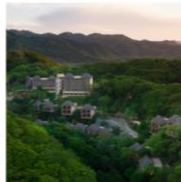
FIND RESTAURANTS



Re-Imagine the Resort Experience

Earn and redeem points for getaways across the Caribbean and Latin America geared toward you. After all, now is a great time to go all in.

BOOK ALL-INCLUSIVE



Our Featured Hotels in the Caribbean

Escape to one of our customer-favorite hotels in Puerto Rico for the most memorable vacation yet.



» THE RITZ-CARLTON®, GRAND CAYMAN



» THE OCEAN CLUB, A LUXURY COLLECTION® RESORT, COSTA NORTE

Property Highlight

#3 most clicked

6% of total clicks

The Luxury Collection, Ocean Club capturing largest share

Secondary Offer

#2 most clicked

9% of total clicks

L2B & L3 Consistently Most Engaged

- L2B and L3 with significantly higher CTR than other segments
 - L2B: Hero (Make Every Night Count) | L3 Hero Clicks
- L2B highly engaged audience contributing to 59% of total revenue
 - 90% of Revenue Activity with hero content which was 54% of total campaign revenue
- Will continue tracking monthly engagement trends

Segment Name	Segment Description
L1	All stays are luxury
L2A	>= 50% of stays are luxury
L2B	< 50% of stays are luxury
L3	All luxury stays are paid by bonus points

Solo Feb '22	L1	L2A	L2B	L3	Everyone Else	Total
Delivered	24,175	12,563	104,940	21,447	915,302	1,078,427
<i>Open Rate</i>	17.5%	17.2%	20.2%	21.8%	18.1%	18.4%
<i>CTOR</i>	3.6%	7.2%	24.6%	27.6%	5.3%	7.9%
CTR (MoM)	0.6% (-0.2 pts.)	1.2% (+0.1 pts.)	5.0% (+3.4 pts.)	6.0% (+4.1 pts.)	1.0% (+0 pts.)	1.5% (+0.5 pts.)
Bookings	5	1	112	33	81	232
Room Nts.	22	2	387	85	174	670
Revenue	\$8,662	\$528	\$83,393	\$20,008	\$29,628	\$142,219
Rev/Del.	\$0.36	\$0.04	\$0.79	\$0.93	\$0.03	\$0.13

February Engagement and Revenue up MoM

- Mexico Eng generated 60% of total Destination Solo revenue
- Top Markets: Mexico Eng, Aruba, Puerto Rico, Mexico SP, Brazil

Market	Sent	Delivered	Delivery %	Open %	CTOR	CTR	Unsub %	Bookings	Rmnts	Revenue
ARGENTINA	93,249	92,367	99.1%	20.5%	5.7%	1.2%	0.3%	1	8	\$4,737
ARUBA	49,712	49,615	99.8%	18.6%	20.8%	3.9%	0.1%	36	80	\$16,730
BRASIL	133,372	131,437	98.5%	17.2%	4.6%	0.8%	0.3%	4	21	\$6,692
COSTA RICA	17,029	16,933	99.4%	21.3%	7.8%	1.7%	0.2%			
GRAND_CAYMAN	15,766	15,735	99.8%	17.2%	23.2%	4.0%	0.1%	12	27	\$6,397
MEXICO	364,787	359,063	98.4%	18.1%	3.3%	0.6%	0.2%	22	62	\$9,344
MEXICO_ENG	190,296	189,714	99.7%	17.9%	16.2%	2.9%	0.1%	125	390	\$85,686
MEXICO_LOCAL_ENG	52,426	52,157	99.5%	18.1%	4.0%	0.7%	0.2%	3	11	\$2,086
MEXICO_US (SPA)	25,259	25,103	99.4%	19.7%	5.6%	1.1%	0.2%			
PANAMA	45,676	44,823	98.1%	22.2%	3.1%	0.7%	0.3%	1	3	\$629
PUERTO RICO	101,763	101,480	99.7%	17.2%	12.1%	2.1%	0.1%	28	68	\$9,917
Grand Total	1,089,335	1,078,427	99.0%	18.4%	7.9%	1.5%	0.2%	232	670	\$142,219

February '22 Heat Map: **Member Version**

- Hero drove strong engagement and revenue across all audiences
 - Make every night count clear winner across all markets
- Brazil, Costa Rica, and Argentina engaged most with new hotel openings



Module / % of clicks	ARGENTINA	ARUBA	BRASIL	COSTA RICA	GRAND_CAYMAN	MEXICO	MEXICO_ENG	MEXICO_LOCAL_ENG	MEXICO_US	PANAMA	PUERTO RICO
Header	13.72%	3.96%	13.88%	5.90%	3.68%	16.39%	3.24%	14.63%	11.24%	13.29%	4.49%
Hero Offer	35.65%	78.09%	31.76%	52.80%	81.75%	40.90%	85.92%	47.76%	63.61%	39.02%	83.80%
Make Every Night Count...Twice.	27.35%	75.06%	23.69%	33.23%	79.14%	31.64%	82.56%	43.50%	53.85%	26.59%	80.14%
The Perfect Family Package	8.29%	3.03%	8.08%	19.57%	2.61%	9.27%	3.37%	4.27%	9.76%	12.43%	3.66%
Offers	20.57%	9.44%	16.16%	15.84%	6.29%	10.30%	5.21%	11.99%	8.28%	15.03%	5.68%
Dine Different	11.40%	4.06%	5.25%	7.45%	1.23%	---	0.98%	---	---	5.49%	1.37%
Eat and Earn	---	---	---	---	---	3.06%	---	3.66%	0.89%	---	---
Recharge at Our Resorts	3.11%	2.10%	4.24%	4.04%	2.61%	2.57%	1.42%	2.03%	0.89%	2.31%	1.51%
Re-Imagine the Resort Experience	6.06%	3.28%	6.67%	4.35%	2.45%	4.67%	2.80%	6.30%	6.51%	7.23%	2.79%
B2B Offer	1.12%	0.24%	2.12%	0.00%	0.31%	1.49%	0.40%	1.02%	1.78%	1.16%	0.50%
Hotels	12.04%	4.84%	14.20%	14.91%	6.60%	5.67%	2.93%	7.11%	2.96%	8.38%	2.70%
Traveler Article	1.67%	1.61%	---	1.24%	0.46%	2.11%	0.56%	1.22%	0.89%	1.45%	0.69%
Mobile App	1.36%	0.29%	1.41%	0.93%	0.00%	0.96%	0.11%	0.81%	0.30%	0.58%	0.05%
Footer	13.88%	1.52%	20.47%	8.39%	0.92%	22.18%	1.63%	15.45%	10.95%	21.10%	2.11%

Note: Dash means not shown (---)

February '22 Heat Map: **Non-Member Version**

- B2B Offer performed strongest with Aruba market
- Make Every Night Count performed stronger in most markets within hero engagement

Module	ARGENTINA	ARUBA	BRASIL	COSTA RICA	GRAND_CAYMAN	MEXICO	MEXICO_ENG	PANAMA	PUERTO RICO
Header	14.36%	11.43%	13.42%	20.00%	0.00%	13.59%	3.52%	9.60%	3.80%
Hero Offer	36.17%	45.71%	29.00%	30.00%	50.00%	27.99%	22.61%	32.00%	36.71%
Make Every Night Count...Twice.	30.85%	37.14%	29.00%	10.00%	50.00%	24.43%	21.61%	24.80%	34.18%
The Perfect Family Package	5.32%	8.57%	0.00%	20.00%	0.00%	3.56%	1.01%	7.20%	2.53%
Offers	14.89%	11.43%	14.72%	30.00%	0.00%	9.55%	4.52%	12.80%	5.06%
Dine Different	5.85%	5.71%	6.06%	20.00%	---	---	0.50%	5.60%	1.27%
Eat and Earn	---	---	---	---	---	1.94%	---	---	---
Recharge at Our Resorts	3.19%	2.86%	2.60%	10.00%	---	3.24%	2.51%	2.40%	---
Re-Imagine the Resort Experience	5.85%	2.86%	6.06%	---	---	4.37%	1.51%	4.80%	3.80%
B2B Offer	0.00%	5.71%	1.73%	0.00%	0.00%	1.62%	2.01%	1.60%	1.27%
Hotels	13.30%	11.43%	11.26%	10.00%	0.00%	8.09%	3.02%	4.00%	1.27%
Traveler Article	0.53%	2.86%	---	0.00%	0.00%	2.27%	1.51%	0.80%	2.53%
Mobile App	0.00%	0.00%	0.43%	10.00%	0.00%	2.75%	0.00%	2.40%	0.00%
Join Marriott Bonvoy	0.53%	2.86%	0.43%	0.00%	0.00%	0.00%	1.01%	0.00%	3.80%
Footer	20.21%	8.57%	29.00%	0.00%	50.00%	34.14%	61.81%	36.80%	45.57%

Note: Dash means not shown (---)

METT Emails

January and February 2022 METT Performance Summary

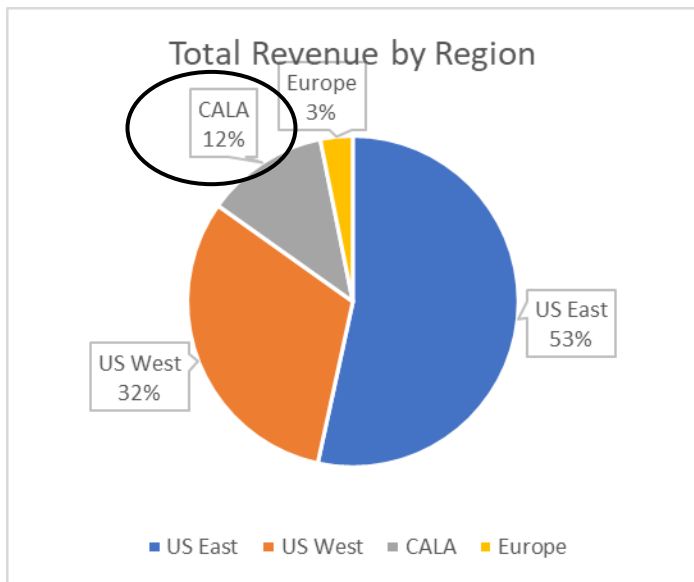
- Higher deliveries in February contributed to increased click and booking activity
- Monthly METT revenues were up in January and February; +32% and +90% respectively
 - January CALA Luxury ENG and SJDJW (Los Cabos) ENG accounted for 89% of total revenue
 - February Mexico Beaches and CALA Resorts accounted for over 50% of total revenue

Month	Delivered	Open Rate	Clicks	CTR	Bookings	Room Nights	Revenue
Jan	668,092	8.6%	5,291	1.1%	45	119	\$23,366
Feb	975,611	7.8%	8,108	0.8%	65	189	\$44,340
MoM	46.0%	-0.8pts	53.2%	-0.3pts	44.4%	58.8%	89.8%

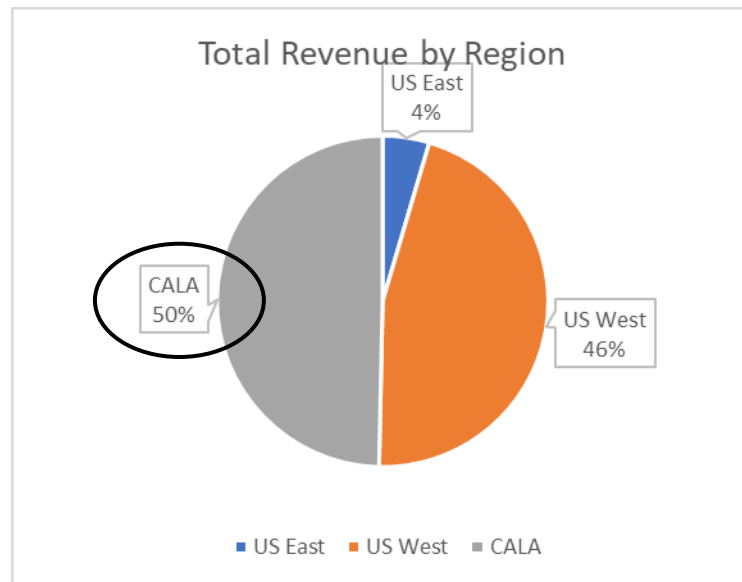
CALA Revenue Share Increased In February

Properties booked in CALA, Central America, and Mexico Regions

January



February



Top Performing METTs: January 2022


Jan: Highest Revenue

CALA_Luxury_Eng_Jan282022

Subject Line: Enjoy a Luxurious Getaway with Marriott Bonvoy

Travel with Peace of Mind to Your Place

Join **MARRIOTT BONVOY™** Find & Reserve



REJUVENATING STAY IN MEXICO CITY

Experience relaxation with a world-class spa escape to **W Mexico City**. Discover your inner power with The Temazcal, an ancient ritual guided by a Shaman, which will strengthen your immune system while renewing your energy and purifying your body. Including breakfast for 2 and more!

[BOOK NOW](#)

LIVE EXQUISITE IN MEXICO CITY

at **The St. Regis® Mexico City**

The St. Regis Suite provides an inviting environment designed to deliver the utmost style and comfort. Take in the spectacular views from these spaces, and allow every experience to be extended. Enjoy extraordinary savings on stays of 3 nights or more.

[BOOK NOW](#)


Jan: High Engagement and Revenue

CALA_SJDJW_Eng_Jan282022

Subject Line: Exclusive Experiences in Los Cabos

TRAVEL WITH PEACE OF MIND

JW MARRIOTT Find & Reserve




EXPERIENCE A BLISSFUL STAY IN LOS CABOS

Capture tropical vibes of leisure and luxury at **JW Marriott® Los Cabos Beach Resort & Spa**. Boasting a brilliant beachfront location in San Jose del Cabo, where the Sea of Cortez meets the Pacific Ocean, our resort is the perfect place to soak up the sun in sophisticated style.

Discover our preferred rates and complimentary Wi-Fi for Marriott Bonvoy® members. Not a member yet? [Join now!](#)

[BOOK NOW](#)



WHERE WE CAN TAKE YOU?

Travel makes us open our eyes to the extraordinary. With 30 hotel brands and endless experiences.

Where can we take you?

[START YOUR ADVENTURE](#)

Jan: Highest CTR

CALA_PVRDE_Spa_Jan282022

Subject Line: Discover the Wonders of the Riviera Nayarit (Translated)

DELTA HOTELS **MARRIOTT** [BUSQUE Y RESERVE](#)



Descubre Riviera Nayarit

Renueva tus energías en un entorno rodeado de naturaleza en Delta Hotels® Riviera Nayarit, an All-Inclusive Resort.

Disfruta de una escapada única e inolvidable con todo incluido; desde deliciosa gastronomía, hasta los servicios de club de playa ubicado a unos minutos del hotel y spa en nuestro resort.

Relájate en nuestra piscina y descubre deliciosas opciones de alimentos y bebidas para toda la familia.

Reserva ahora con nuestra tarifas exclusivas para locales.

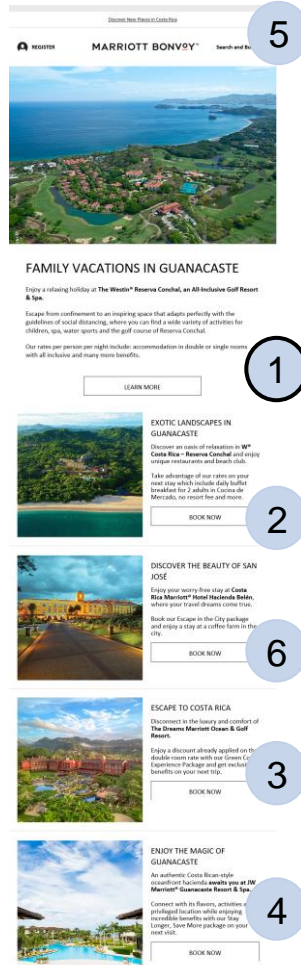
[RESERVA AHORA](#)

January Heat Maps: Top Performing Emails

- Resort messages that called out specific benefits in the 7 Jan email copy generated more clicks than offer or general booking messages
 - 27% of clicks on all-inclusive golf hero
 - 26% of clicks on Exotic landscapes module
- Subscribers getting the 28 Jan campaign were less engaged with spa / wellness hero content, but more interested in St. Regis offer underneath –was 33% of clicks vs. 28% on the hero
 - Engage openers by using animation in the hero to showcase the property and onsite spa offerings
 - Leverage learnings from upcoming lifestyle vs property hero test in May destinations solo if animation isn't an option

7 Jan

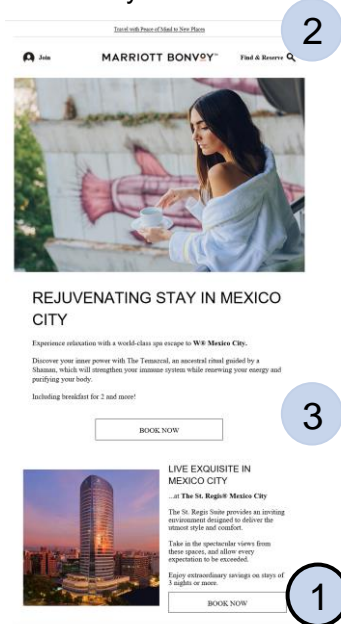
“Inicia el Año con un Descanso Perfecto”



*Translated Email

28 Jan

“Enjoy a Luxurious Getaway with Marriott Bonvoy”



Footer = #4

Footer = #7

METT Heatmaps – January 2022

CALA_CR_Spa_Jan72022	% Clicks
Header	8.7%
Hero: All Inclusive Golf Resort	27.4%
Exotic Landscapes Guanacaste	25.6%
Escape in the City Package	3.7%
Green Coast Experience Package	17.0%
Stay Longer, Save More	12.9%
Footer	4.6%

CALA_Luxury_Eng_Jan282022	% Clicks
Header	29.4%
W Mexico City	27.6%
St. Regis Mexico City	33.2%
Footer	9.8%

Top Performing METTs: February 2022

Feb: Highest Revenue

CALA_MexicoBeaches_Eng_Feb11

Subject Line: Explore the Oceanfront Jewels of Cancun and Puerto Vallarta

Search Results

MARRIOTT BONVOY™ Find & Reserve



INSPIRE AND RECONNECT IN CANCUN

This is Cancun's only 5-star resort and a JW Marriott Cancun Resort & Spa. Use the daily credit as a flexible incentive, relaxing spa system, Full Beach Bar for the day, private cab fare transfer. The 5-star resort can be used anytime at the Beach.

BOOK NOW



UNFORGETTABLE EXPERIENCE IN CANCUN

Stay with the name of a legend at a Legend Cancun Resort. Enjoy a day in the sun and the sea, with a private cab fare transfer, spa system, Full Beach Bar for the day, private cab fare transfer. The 5-star resort can be used anytime at the Beach.

BOOK NOW

YOUR NEW OFFICE AWAITS YOU

Stay with the name of a legend at a Legend Cancun Resort. Enjoy a day in the sun and the sea, with a private cab fare transfer, spa system, Full Beach Bar for the day, private cab fare transfer. The 5-star resort can be used anytime at the Beach.

BOOK NOW



A NEW JOURNEY IN PUERTO VALLARTA

There is a new way to experience the oceanfront jewels of Puerto Vallarta. Stay with the name of a legend at a Legend Cancun Resort. Enjoy a day in the sun and the sea, with a private cab fare transfer, spa system, Full Beach Bar for the day, private cab fare transfer. The 5-star resort can be used anytime at the Beach.

BOOK NOW

REVITALIZE YOUR SENSES

Stay with the name of a legend at a Legend Cancun Resort. Enjoy a day in the sun and the sea, with a private cab fare transfer, spa system, Full Beach Bar for the day, private cab fare transfer. The 5-star resort can be used anytime at the Beach.

BOOK NOW


Feb: High Engagement and Revenue

CALA_Resorts_Eng_Feb42022

Subject Line: Discover Captivating Resorts in the Caribbean

Search Results

MARRIOTT BONVOY™ Find & Reserve




INCREDIBLE BONUS POINTS AT ATLANTIS

This year, escape to Atlantis Paradise Island and save up to 10% + more accessible Bonus Points! Experience 5 miles of white sand beaches, the thrilling Aquaventure water park, the world's largest open-air marine habitat, Atlantis Casino, spa, golf, celebrity chef dining, and so much more.

Book through March 31, 2022, the resort through November 30, 2022, and earn up to 10,000 Marriott Bonvoy Bonus Points.

Not a member? [Join today!](#)

BOOK NOW



A UNIQUE GEM IN THE CARIBBEAN

Escape to the sun-kissed waters of the Caribbean at the Curacao Marriott Beach Resort. A tropical oasis awaits to serve you with warm and dedicated customer service, near access to the best beaches of the island and more.

Enjoy available offers, the longer you stay the more you save!

LEARN MORE

EXPERIENCE MORE PARADISE FOR LESS

Larger lounge area and experience a true Caribbean resort at Bahia Mar Resort & Spa, Curacao.

Enjoy up to 20% savings when booking a property in the Caribbean for the first time on a stay.

Discover why this beachfront resort is the ideal escape.

BOOK NOW

Feb: Highest CTR

CALA_SJOLS_MIPassport_Eng_Feb42022

Subject Line: Enjoy an Incredible Family Getaway

Search Results

MARRIOTT BONVOY™ Find & Reserve



M PASSPORT FAMILY PACKAGE

Book the M Passport family package and enjoy this exclusive program brought to you by the Los Suenos Marriott® Ocean & Golf Resort, where children are rewarded for completing fun resort activities.

Plus, families can enjoy free breakfast, in-room amenities and much more.

LEARN MORE

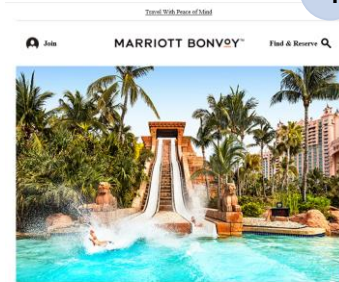
February Heat Maps: Top Performing Emails

- 34% of clicks in Feb 4th email went to hero featuring bonus points offer at Atlantis, closely followed by Caribbean stay longer messaging generating 30% of clicks
 - Caribbean stay longer copy mentioned additional offers which may have attracted deal-seekers; “Enjoy incredible offers, the longer you stay the more you save!”
- Hero generated most clicks in Feb 11 email (23% of clicks), but so did the Puerto Vallarta multi-offers message lower in the email (also 23% of clicks)
 - Another example of strong engagement when mentioning more offers; CTA was “See Offers”
 - Secondary message under hero was similar to hero – same Cancun resort credit – consider consolidating messages or giving equal placement
 - Lower engagement in wellness message at the end

4 Feb

“Discover Captivating Resorts in the Caribbean”

4



INCREDIBLE BONUS POINTS AT ATLANTIS

This year, escape to **Atlantis Paradise Island** and save up to 10% + earn incredible Bonus Points! Experience “Sunset of white sand beaches, the thrilling Aquaventure water park, the world’s largest open-air marine habitat, Atlantis Casino, spa, golf, celebrity chef dining, and so much more.

Book through March 31, 2022, for travel through November 30, 2022, and earn up to 10,000 Marriott Bonvoy Bonus Points.

Not a member? [Join today!](#)

BOOK NOW



A UNIQUE GEM IN THE CARIBBEAN

Escape to the sun-kissed waters of the Caribbean at the **Curacao Marriott Beach Resort**. A tropical oasis awaits to serve you with warm and dedicated customer service, easy access to the best activities of the island and more.

Enjoy incredible offers, the longer you stay the more you save!

LEARN MORE

EXPERIENCE MORE PARADISE FOR LESS

Linger longer in paradise and experience a true Caribbean resort at **Aruba Marriott Resort & Stellaris Casino**.

Enjoy up to 20% in savings when booking a gateway to Aruba for four nights or more.

Discover why this beachfront resort is the ideal escape.

BOOK NOW



3

Footer = #5

11 Feb

“Explore the Oceanfront Jewels of Cancun and Puerto Vallarta”

5



INSPIRE AND RECONNECT IN CANCUN

View in Vacation with a daily \$100 resort credit at **PM Marriott Cancun Resort & Spa**

Use this daily credit on a buffet breakfast, relaxing spa treatment, Balli Beach Club for the day, private cabal house booking - this \$100 resort credit can be used anywhere at the Resort.

BOOK NOW



UNFORGETTABLE EXPERIENCE IN CANCUN

Get ready for the vacation of a lifetime at **Marriott Cancun Resort**.

Receive a daily \$100 resort credit for breakfast, spa services, a beach cabal house, spa services.

This will be the most relaxing time of your life in one of the most beautiful places.

BOOK NOW

YOUR NEW OFFICE AWAITS YOU

Escape to your new vacation office at **The Blue Curacao Casino**.

Live up your work routine and enjoy up to 20% off on many of our amenities and more. We'll reward the deal with breakfast, 2 golf club privileges, food and beverages. We'll get the economy and business accommodations you need.

BOOK NOW



3



A NEW JOURNEY IN PUERTO VALLARTA

There is no time like the present to enjoy paradise at **Marriott Puerto Vallarta Resort & Spa**. We have the best resort in the heart of Puerto Vallarta has to offer.

Time yourself in a vacation that will make a lifetime of memories.

SEE OFFERS

REVITALIZE YOUR SENSES

Be the best version of yourself and indulge without guilt.

Start with this Dine & Discover, including a deluxe room, breakfast, lunch and dinner from our Dine & Discover, and a spa treatment starting at \$120.00.

Write on the sandy beaches of **The Westin Resort & Spa, Puerto Vallarta**.

BOOK NOW



6

Footer = #7

METT Heatmaps – February 2022

CALA_Resorts_Eng_Feb42022	% Clicks
Header	9.9%
Hero Bonus Points	34.0%
Stay Longer, Save More	30.4%
Escapes	22.7%
Footer	3.0%

CALA_MexicoBeaches_Eng_Feb11	% Clicks
Header	10.0%
Hero Resort Credit - JW Marriott Cancun	23.3%
Resort Credit - Marriott Cancun	14.4%
50% off 7+ nights - RC Cancun	19.4%
Marriott Puerto Vallarta - See Offers	23.1%
Detox Getaway - Westin Puerto Vallarta	6.9%
Footer	3.0%

METT Recommendations

- Consider including offers in subject line or preheader to lift engagement and raise interest in content
- Increase engagement in wellness or spa messages by showcasing the property and onsite spa offerings using image animation (animated gif)
- Leverage learnings from upcoming lifestyle vs. property hero test in destinations solo to help inform future image selections
- Monitor multi-offer content to see if openers continue to engage; consider testing in hero placement and mentioning in subject line or preheader to lift performance
- Consolidate (if possible) similar messages or give them equal placement within the email for fairer engagement chances

Testing & Optimization

PCIQ Subject Line Performance Results

Initial observations:

- Personalization with First name first captured highest Open Rate in January
- Using “Free” versus “offer” outperformed other personalization in February
- Question style had mixed results across both months
 - Low performer consistently for Spanish version but improved or flat for other versions
 - Style was used in March and April to help understand patterns; removed in May until more data is gathered

DeploymentDate_M	Language	SL01	SL03	Unique_Open_Rate
1/17/2022	MEXICO_LOCAL_ENGLISH	21.6%	20.0%	20.8%
	SPANISH	21.0%	19.8%	20.4%
	PORTUGUESE	19.4%	19.2%	19.3%
	ENGLISH	19.1%	18.1%	18.6%

SL_No	SL
SL01	[Fname,]Kick Off 2022 With Travel
SL03	Why not escape to paradise this year[, Fname]?

DeploymentDate_M	Language	SL01	SL02	SL03	Unique_Open_Rate
2/20/2022	ARGENTINA	20.6%	20.5%	19.4%	20.2%
	SPANISH	18.9%	18.7%	17.5%	18.4%
	MEXICO_LOCAL_ENGLISH	17.8%	18.1%	17.6%	17.8%
	ENGLISH	17.6%	17.6%	17.6%	17.6%
	PORTUGUESE	17.0%	17.5%	16.2%	16.9%

SL_No	SL
SL01	[Fname,]These Offers Are Too Sweet to Miss
SL02	[Fname,]Learn How to Earn Free Nights, On Us
SL03	Are you ready to earn points with ease[, Fname]?

Actionable Insights & Next Steps

Actionable Insights

- Continuing to track Open Rate and CTOR and will revisit in Q2; now unreliable KPIs after iOS update
- Develop 3-month benchmark for mobile app downloads; use to compare monthly activity
- Continue to monitor luxury segment engagement differences and trends
- Recommend Continuing Resort Content, Consider Polls For Additional Engagement
- Hero content featuring points offer in January generated most of the Destination Solo revenue with Resorts outperforming Staycation, continue looking for resorts focused opportunities
- Domestic locations featured in new hotel openings module drove engagement across most markets, recommend to test including new openings in feeder market locations in addition to in-market properties

Actionable Insights

- Mexico Eng. and Puerto Rico markets consistently drove the largest share of revenue across both months with Aruba taking the 3rd spot when the market was included in February, continue monitor high performing markets to include in future months
- METT revenue increased MoM from December to January and from January to February, establish list of top performing treatments and messaging from high performing METTs to include and lift engagement of other METTs
- Personalization tactics for PCIQ SL optimization captured the highest open rates, markets gravitating towards First name being at the beginning of the SL; Continue using first name personalization and revisit question style after April deployment
- After 3 months, establish benchmark for % of bookings & revenue back to CALA properties from Destination Solo & METTs

METT Recommendations

- Consider including offers in subject line or preheader to lift engagement and raise interest in content
- Increase engagement in wellness or spa messages by showcasing the property and onsite spa offerings using image animation (animated gif)
- Leverage learnings from upcoming lifestyle vs. property hero test in destinations solo to help inform future image selections
- Monitor multi-offer content to see if openers continue to engage; consider testing in hero placement and mentioning in subject line or preheader to lift performance
- Consolidate (if possible) similar messages or give them equal placement within the email for fairer engagement chances

Next Steps for March

- Continue leveraging PCIQ for SL testing
- First time adding member account module
- Adding new 5-pack module for all-inclusives
- Adding poll for future travel plans
- Thank you messaging



THE ST. REGIS MARDAVALL MALLORCA RESORT,
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Appendix

January METT Campaign List

Campaign Name	Sent	Delivered	Bounced	Bounce Rate	Opens	Open Rate	Clicks	CTR	CTOR
CALA_Luxury_Eng_Jan282022	151,360	151,089	2,649	1.8%	13,548	9.0%	707	0.5%	5.2%
CALA_SJDJW_Eng_Jan282022	122,378	121,983	2,000	1.6%	8,286	6.8%	958	0.8%	11.6%
CALA_PVRMX_Eng_Jan282022	118,202	117,865	1,942	1.6%	8,026	6.8%	510	0.4%	6.4%
CALA_Resorts_Eng_Jan72022	109,101	108,871	1,805	1.7%	8,908	8.2%	928	0.9%	10.4%
CALA_AI_Eng_Jan72022	63,307	63,154	891	1.4%	5,507	8.7%	716	1.1%	13.0%
CALA_PTY_Spa_Jan72022	39,892	39,117	980	2.5%	3,209	8.2%	338	0.9%	10.5%
CALA_PVRDE_Spa_Jan282022	33,750	33,591	721	2.1%	4,015	12.0%	495	1.5%	12.3%
CALA_DR_Spa_Jan212022	18,662	18,048	1,153	6.4%	1,311	7.3%	175	1.0%	13.3%
CALA_CR_Spa_Jan72022	14,457	14,374	143	1.0%	1,347	9.4%	381	2.7%	28.3%

Feb METT Campaign List

Row Labels	Sent	Delivered	Bounced	Bounce Rate	Opens	Open Rate	Clicks	CTR	CTOR
CALA Spa_Feb252022	37,923	37,729	194	0.5%	3,285	8.7%	290	0.8%	8.8%
CALA_BDAXR_Eng_Feb42022	52,572	52,491	81	0.2%	4,529	8.6%	829	1.6%	18.3%
CALA_DR_Eng_Feb252022	36,757	36,655	102	0.3%	2,120	5.8%	107	0.3%	5.0%
CALA_Maldives_Port_Feb252022	37,027	36,601	426	1.2%	2,141	5.8%	199	0.5%	9.3%
CALA_Mexico_Spa_Feb11	88,499	86,917	1,582	1.8%	6,459	7.4%	444	0.5%	6.9%
CALA_MexicoBeaches_Eng_Feb11	224,365	223,885	480	0.2%	17,111	7.6%	2,204	1.0%	12.9%
CALA_MTY_Spa_Feb25	161,800	159,242	2,558	1.6%	11,917	7.5%	536	0.3%	4.5%
CALA_POPLC_Eng_Feb25	45,859	45,748	111	0.2%	3,477	7.6%	277	0.6%	8.0%
CALA_PVR_Spa_Feb11	120,318	118,970	1,348	1.1%	10,615	8.9%	821	0.7%	7.7%
CALA_Resorts_Eng_Feb42022	135,108	134,961	147	0.1%	11,163	8.3%	1,645	1.2%	14.7%
CALA_SJOLS_MIPassport_Eng_Feb42022	42,493	42,412	81	0.2%	3,817	9.0%	756	1.8%	19.8%

PCIQ Subject Line Performance

Results November

Initial observations:

- SL01 performed the best in all versions except the English version.
- Continue testing additional SL versions for further insights

DeploymentDate_M	AnalyticalGroup	Source_Name	SL	UniqueOpenCount	DeliveredCount	Unique_Open_Rate
11/9/2021 1:00	Random	ARGENTINA	SL01	7,628	29,520	25.8%
11/9/2021 1:00	Random	ARGENTINA	SL02	7,190	29,817	24.1%
11/9/2021 1:00	Random	ARGENTINA	SL03	7,574	29,698	25.5%
11/9/2021 1:00	Random	ENGLISH	SL01	1,203	3,007	40.0%
11/9/2021 1:00	Random	ENGLISH	SL02	1,223	3,002	40.7%
11/9/2021 1:00	Random	ENGLISH	SL03	1,157	2,931	39.5%
11/9/2021 1:00	Random	MEXICO_LOCAL_ENGLISH	SL01	4,670	17,892	26.1%
11/9/2021 1:00	Random	MEXICO_LOCAL_ENGLISH	SL02	4,587	17,862	25.7%
11/9/2021 1:00	Random	MEXICO_LOCAL_ENGLISH	SL03	4,536	18,022	25.2%
11/9/2021 1:00	Random	PORTUGUESE	SL01	9,185	39,821	23.1%
11/9/2021 1:00	Random	PORTUGUESE	SL02	9,118	39,972	22.8%
11/9/2021 1:00	Random	PORTUGUESE	SL03	9,021	39,834	22.6%
11/9/2021 1:00	Random	SPANISH	SL01	35,524	144,035	24.7%
11/9/2021 1:00	Random	SPANISH	SL02	34,609	143,881	24.1%
11/9/2021 1:00	Random	SPANISH	SL03	33,411	144,274	23.2%

SL_No	SL
SL01	[Fname,]Don't Miss Out On Up to \$200 in Resort Credits
SL02	Hurry[, Fname]! Book by December 6 to earn up to \$200 in resort credits.
SL03	[Fname,]Earn up to \$200 in Resort Credits



Thank you!

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