



THE RITZ-CARLTON

# May 2021 Email Review

May 26, 2021

data  
axle

MOSCOW, RUSSIA

# May 15<sup>TH</sup> Newsletter

**Theme:** Culinary Journeys



## Subject Line:

INSIDE THE RITZ-CARLTON: Michelin-Starred Meals  
Worth Traveling For

**Pre-Header:** Plus, Now Open: The Ritz-Carlton Maldives,  
Fari Island



## MEET THE MAN BEHIND THE MICHELIN STARS

Sven Riverholt, the head chef of Aqua at The Ritz-Carlton, Wolfsburg, is an integral culinary figure for the hotel, having earned three Michelin stars for the 10th year in a row. You can savor the elevated cuisine at Aqua, The Ritz-Carlton Hotel Collection. Learn how the hotel's joy and inspiration in life's simple pleasures.

READ MORE



## TRAVEL BY INTEREST: CULINARY

Embark on a complete sensory journey at our Michelin-starred restaurants including the adventurous cuisine at LAE by Sergio Arata at Bahia Longa Resort, Portugal or the glamorous Caribbean menu at LaMian at The Ritz-Carlton, Mexico. These are the best and truest ways to talk about for years to come.

EXPLORE MICHELIN DINING



## LET US STAY WITH YOU: SPECIAL DIET

A family of three visiting The Ritz-Carlton, Mexico, was delighted when the Executive Chef prepared a special meal – and a box of treats – for their family's beloved dog.

VIEW VIDEO



## OPENING SOON: THE RITZ-CARLTON MALDIVES, FARI ISLANDS

Embrace island life and experience a journey of meaningful moments when the sound of waves breaking upon sunset marks the transition from a day of discovery to an evening of indulgence.

EXPLORE ISLAND PARADISE



## EMBRACE ART AND NATURE IN COCONUT GROVE

Channeling the airy spirit of this Miami neighborhood that was a bathroom window in the 1920s, The Ritz-Carlton Coconut Grove, Miami invites guests to experience the warm culture and history and explore innovations in local arts.

DISCOVER MIAMI



## #RCMEMORIES

Post moments to savor on social media at The Ritz-Carlton. #RCMEMORIES

SEE MORE PHOTOGRAPHS

## Performance Summary: May 2021



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- Continue to see above average open rates through the first half of 2021
- The last Culinary themed Newsletter was in [April 2019](#)
  - 10pts lower open rate in 2019 but the CTOR near mirrored the May 2021 issue
- New Fari Islands Hotel opening drove a third of the email traffic
  - Property featured in the pre-header
- MoM decline in CTOR – contributing factors:
  - Culinary theme resonated with only select audiences; pattern of lower click engagement emerging
  - CTAs were less direct – test alternatives for main CTAs



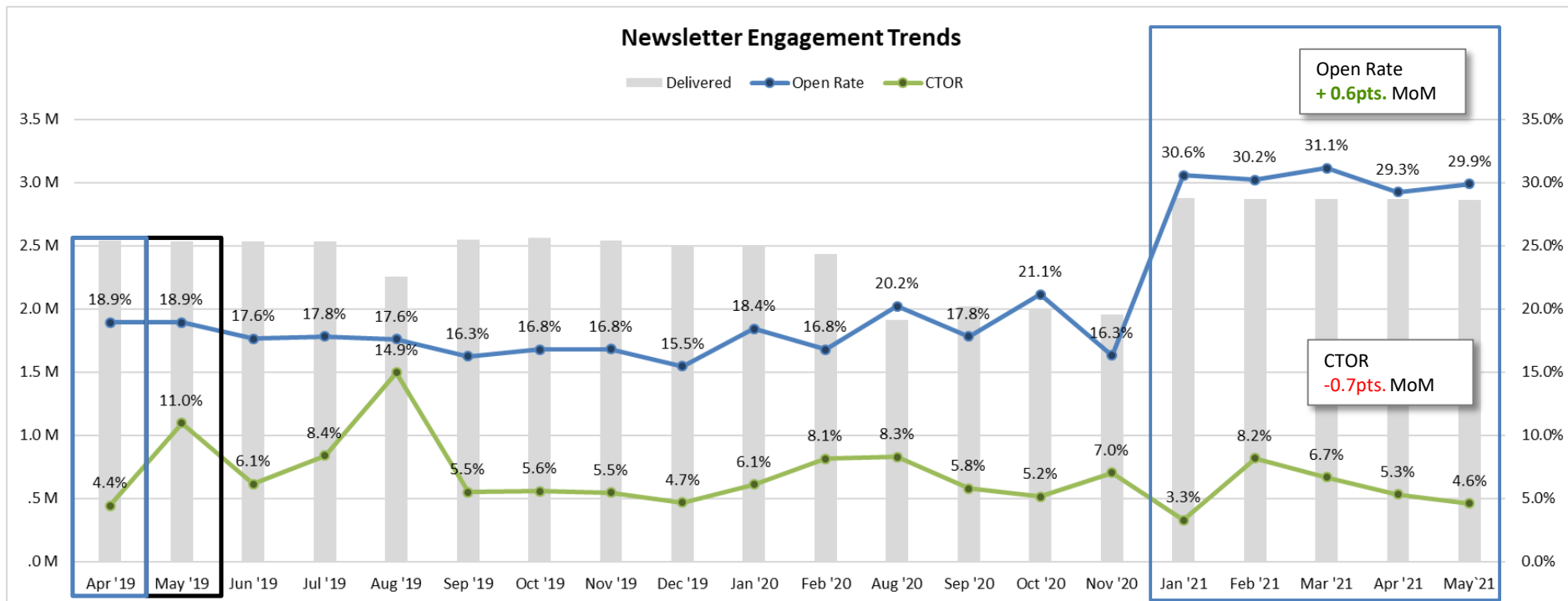
# May 2021 Newsletter Performance

May 2021 vs. Rolling 12-Month Average (Oct 2019 – Mar 2021)

<div>2.9 M</div> <div>Emails Delivered</div> <div>+17.0% (415.2K)</div>	<div>854.1 K</div> <div>Opens</div> <div>+54.1% (334.1K)</div>	<div>39.5 K</div> <div>Clicks</div> <div>+17% (5.7K)</div>	<div>0.16%</div> <div>Unsubscribe Rate</div> <div>-0.01 pts.</div>
	<div>29.9%</div> <div>Open Rate</div> <div>+7.2 pts.</div>	<div>1.4%</div> <div>CTR</div> <div>+0.0 pts.</div>	
	<div>4.6%</div> <div>CTOR</div> <div>-1.5pts.</div>		

# Open Engagement Continues

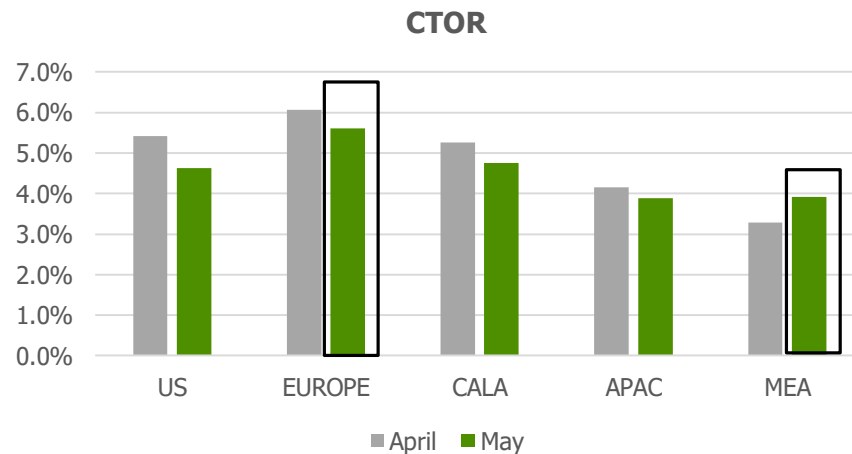
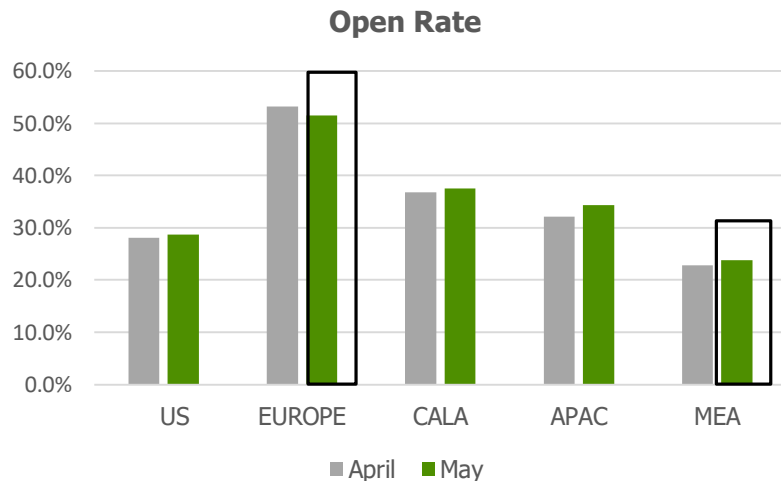
Slight uptick in MoM open rates but we see a slight decline in CTOR. April 2019 was the last culinary issue with a lower open rate but a similar level of engagement for those who opened



## Regional Engagement MoM View

Europe continues to see 50% open rates. MEA the only region that saw a MoM lift in Open and CTO rates. We have seen strong engagement with Culinary solos for MEA.

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May Delivered Counts

US	2,534.3 K
EUROPE	56.2 K
CALA	13.2 K
APAC	74.5 K
MEA	70.9 K

# New Audience Segment Performance

Past email openers and Amex cardholders are the more engaged audiences with high open rates

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May 2021	Luxury Stayers	HH +\$150K	Past TRC Openers	Past LUX Openers	Amex Brilliant Cardholders
Delivered	210.5 K	86.0 K	2.0 M	86.3 K	46.2 K
Open	24.1 K	7.1 K	747.8 K	32.1 K	9.0 K
Open Rate	11.4%	8.2%	37.1%	37.2%	19.4%
Click	1.5 K	353	34.0 K	1522	529
CTR	0.7%	0.4%	1.7%	1.8%	1.1%
CTOR	6.1%	5.0%	4.6%	4.7%	5.9%
Unsub Rate	0.12%	0.12%	0.16%	0.23%	0.20%

Past luxury brand stayers (last 24 months)

Has HHI \$150K or more

Previous email recipients with an English language preference from November TR-C Newsletter (CK# 5624) - both members and non-members







Past email openers of RC Residences solos, St. Regis Residences solos, Quintessentially solo, RCYC Dec solo

Amex Brilliant cardholders







# Consistent Trend Across All Groups

All groups saw a slight lift in open rates MoM but had slight decline in CTOR

Aug '20 – May '21\*

		April '21	May '21	Engagement Trends
OTHER GUESTS	Del.	2.6 M	2.6 M	MoM +0.06% (+1.4 K)
	Open%	29.8%	30.3%	
	CTOR	5.0%	4.3%	
WELL-TRAVELED EXECUTIVES	Del.	76.3 K	76.3 K	MoM -0.03% (-20)
	Open%	25.7%	27.8%	
	CTOR	8.0%	7.7%	
SUN SEEKERS	Del.	67.4 K	66.6 K	MoM -0.07% (-49)
	Open%	27.3%	28.4%	
	CTOR	9.3%	8.3%	

Aug '20 – May '21\*

		April '21	May '21	Engagement Trends
THE CELEBRATORS	Del.	67.5 K	66.9 K	MoM -0.04% (-98)
	Open%	25.0%	26.7%	
	CTOR	8.8%	8.3%	
OCCASIONAL EXPLORERS	Del.	52.4 K	51.3 K	MoM -0.24% (-126)
	Open%	21.4%	22.6%	
	CTOR	7.6%	6.5%	
THE ASPIRERS	Del.	29.3 K	28.8 K	MoM -0.25% (-74)
	Open%	20.2%	21.4%	
	CTOR	6.1%	5.1%	









# We Continue to Maintain Open Activity MoM

Open rates for all member levels (Basic through Ambassador.) were near or above 30%. Basic members tend to have open rates much lower than Elites, so 29% is really good.




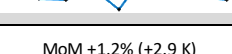

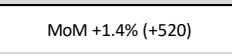


All levels maintained open rates MoM, but CTORs were down for all except Ambassador. Culinary content was not as strong as other months for most.

Aug '20 – May '21\*

		April '21	May '21	Engagement Trends
NON-MEMBER	Del.	204.1 K	201.7 K	MoM -1.0% (-2.0 K)
	Open%	16.2%	16.8%	
	CTOR	5.3%	4.8%	
BASIC	Del.	1.3 M	1268.8 K	MoM -0.8% (-10.0 K)
	Open%	29.1%	29.4%	
	CTOR	4.7%	4.0%	
SILVER	Del.	340.6 K	338.0 K	MoM -0.3% (-1.1 K)
	Open%	31.3%	31.7%	
	CTOR	5.0%	4.3%	

\*No Newsletter Dec '20

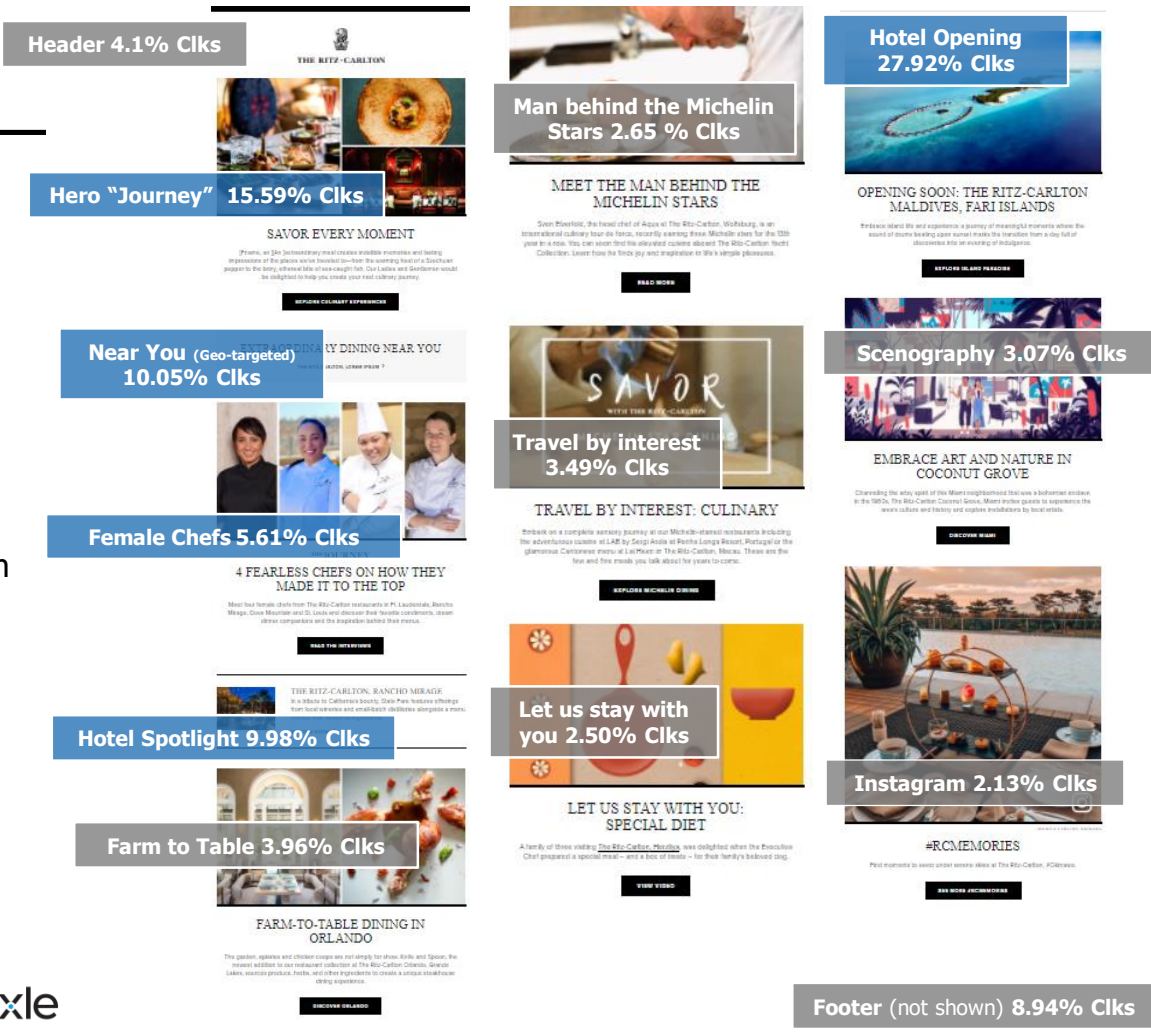
Aug '20 – May '21\*

		April '21	May '21	Engagement Trends
GOLD	Del.	542.5 K	559.9 K	MoM +1.4% (+7.6 K)
	Open%	31.8%	32.5%	
	CTOR	5.8%	5.0%	
PLATINUM	Del.	207.3 K	210.2 K	MoM +1.5% (+3.1 K)
	Open%	31.1%	32.2%	
	CTOR	6.3%	5.7%	
TITANIUM	Del.	241.7 K	244.9 K	MoM +1.2% (+2.9 K)
	Open%	31.0%	32.1%	
	CTOR	6.6%	5.7%	
AMBASSADOR	Del.	37.0 K	37.5 K	MoM +1.4% (+520)
	Open%	28.9%	31.2%	
	CTOR	6.6%	6.9%	

# May 2021 Heat Map

(Creative: North American Version)

- Despite the location in the email the compelling waters in the Maldives lured readers
- Dining Near You proved popular with 10% of the traffic
- Hotel Spotlight had strong engagement
- Female Chefs was the best of the rest with 5.61% of the clicks



# Content / Module Performance: May 2021

(North American Version)

MODULE	March '21 (Road Trips)	April '21 (Celebrity)	May '21 (Culinary)
HEADER	23.8%	3.7%	4.1%
HERO	23.0%	35.4%	15.6%
NEAR YOU	16.0%		10.0%
JOURNEY PROMO			
JOURNEY	6.0%		5.6%
JOURNEY 2	3.8%		2.6%
PROPERTY	5.3%		4.0%
Yacht Collection	6.6%	10.6%	
Hotel Spotlight	16.2%	7.5%	10.0%
New Openings			27.9%
VIDEO	2.6%		2.5%
TRAVEL BY INTEREST	3.6%	14.5%	3.5%
SCENOGRAPHY	7.3%	10.1%	3.1%
PROMOS			
SHOP		4.5%	
INSTAGRAM	1.0%	5.4%	2.1%
FOOTER	6.2%	8.3%	8.9%

- Increased content MoM did not improve engagement
- Property feature modules (near you, spotlight, new openings) continue to engage readers and pulled clicks away from other modules like the hero

# Top Content Themes: May 2021

(North American Version)

- New Hotel Opening and Spotlight drove the bulk of the traffic with the featured Culinary Experiences next up with 7.1K clicks
- The strong open rate did not translate into high click traffic for the Michelin Star articles

Module	Article	Clicks	CTR
NEW OPENING	The Ritz-Carlton Maldives, Fari Island	12.8K	0.48%
HERO (Journey)	Savor Every Moment	7.1K	0.27%
NEAR YOU	Extraordinary Dining near you	4.6K	0.17%
HOTEL SPOTLIGHT	Rancho Mirage	4.6K	0.17%
JOURNEY	Female Chefs	2.6K	0.10%
HOTEL SPOTLIGHT	Innovation culinary journey in Orlando	1.8K	0.07%
TRAVEL BY INTEREST	Travel by Interest: Culinary	1.6K	0.06%
SCENOGRAPHY	Embrace Art And Nature In Coconut Grove	1.4K	0.05%
JOURNEY	Meet The Man Behind The Michelin Stars	1.2K	0.05%
VIDEO	Let us stay with you : Special Diet	1.1K	0.04%

# Subject Line Test Results

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- The more descriptive subject line was the clear winner vs. the two versions that were more intriguing
  - When relevant, highlight key brands/phrases such as “Michelin-Starred” to increase interest
- The most engaged article was featured in the pre-header

May Subject Lines	Winner vs. Alt. SLs	Description of Winner
<ul style="list-style-type: none"><li>INSIDE THE RITZ-CARLTON: Michelin-Starred Meals Worth Traveling For</li></ul>	Winner	Inspirational Results were statistically significant
<ul style="list-style-type: none"><li>INSIDE THE RITZ-CARLTON: Savor Every Moment</li></ul>	-1.48pts	
<ul style="list-style-type: none"><li>INSIDE THE RITZ-CARLTON: Culinary Journeys</li></ul>	-1.54pts	
Pre-header: <b>Plus, Now Open: The Ritz-Carlton Maldives, Fari Island</b>		

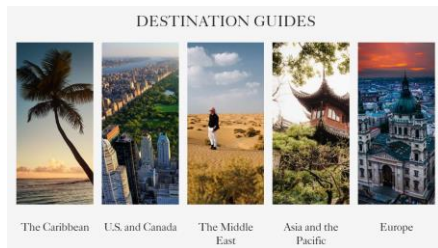
# ACTIONABLE INSIGHTS + LEARNING ROADMAP



# Actionable Insights

- Subject line recommendations
  - PCIQ subject line optimization (planned for July >)
  - Include property features into the pre-header
  - When relevant highlight key brands/phrases such as “Michelin-Starred” to increase interest
- Tactics to increase interest and click engagement
  - Broaden / Balance content
    - Inner navigation – Test regions / Geo locations / Types of Travel / Destination Guides / Journey themes
    - Ready to travel / Hotel(s) and Location Spotlight
    - Culinary spot each / other month (drinks recipe)
  - CTAs were less direct – test alternatives for main CTAs: For example, the 4 Chefs article CTA says “Read Reviews” where we could have tried something like “2-Minute Read”
  - Consistent Geo Targeting including:
    - Continue “Near You” property recommendations
    - Regional Hotel Spotlight

EXPLORE	INSPIRATION	SAVOR	MEMORIES
CALIFORNIA   CARIBBEAN   EUROPE   FLORIDA   ASIA PACIFIC   MIDDLE EAST			
FAMILY-FRIENDLY   ROMANCE   BEACH   CULINARY EXPERIENCES   SPA & WELLNESS   GOLF			



#### RECIPE: ABEJA REINA

1.5 oz reposado tequila · 1 oz honey-ginger syrup · 1 oz fresh-squeezed lemon juice · 0.5 oz mezcal

\*Combine the tequila, syrup, and lemon juice in a shaker. Shake gently until well mixed. Strain over fresh ice in an old-fashioned glass. Use a bar spoon to float the mezcal on top. Garnish with a strip of candied ginger.

# Learning Roadmap Q2 2021 > Q2 2022



	Q2/3 2021				Q4 2021			Q1 2022			Q2 2022		
	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	March	April	May	June
Increase Engagement	PCIQ Subject Line optimization July > Pre-header optimization Explore Luxury segmentation CTA Test (July)				PCIQ Subject Line optimization Pre-header optimization CRM Segmentation Optimize targeting with additional data* to Q4			PCIQ Subject Line optimization Pre-header optimization			PCIQ Subject Line optimization Pre-header optimization		
Drive Traffic to Journey	Optimize content > 1 per quarter: Headlines, Images, and Copy Inner Nav (Region / Travel theme / Journey) Scope geo-targeted web scrape				Optimize content > 1 per quarter: Headlines, Images, and Copy > Animated headlines Store Locator (Holiday / Thanksgiving culinary locations			Optimize content > 1 per quarter Explore next trip personalization Animated headlines			Optimize content > 1 per quarter Explore next trip personalization		



THE RITZ-CARLTON

# Thank You!



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MEXICO

# Strong Open Rates For All Segments

Consistent engagement across all segments with the exception of WTE who had a higher CTOR

	OTHER		WTE		SS		CEL		OCC EX		ASP		ALL SEGMENTS	
	May	vs. R12	May	vs. R12	May	vs. R12	May	vs. R12	May	vs. R12	May	vs. R12	May	vs. R12
DELIVERED	2.6 M	21.7%	74.9 K	-12.3%	66.6 K	-11.2%	66.9 K	-9.8%	51.3 K	-19.2%	28.8 K	-13.7%	2.9 M	17.0%
OPENS	778.7 K	63.1%	20.8 K	2.2%	18.9 K	-1.8%	17.9 K	0.7%	11.6 K	-11.8%	6.2 K	-0.4%	854.1 K	54.1%
OPEN%	30.3%	+7.7 pts.	27.8%	+4.0 pts.	28.4%	+2.7 pts.	26.7%	+2.8 pts.	22.6%	+1.9 pts.	21.4%	+2.9 pts.	29.9%	+7.2 pts.
CLICKS	33.7 K	22.8%	1.6 K	5.2%	1.6 K	-16.8%	1.5 K	-3.3%	752	-16.8%	312	-19.3%	39.5 K	17.0%
CTR	1.3%	+0.0 pts.	2.1%	+0.4 pts.	2.4%	-0.2 pts.	2.2%	+0.1 pts.	1.5%	+0.0 pts.	1.1%	-0.1 pts.	1.4%	+0.0 pts.
CTOR	4.3%	-1.4 pts.	7.7%	+0.2 pts.	8.3%	-1.5 pts.	8.3%	-0.3 pts.	6.5%	-0.4 pts.	5.1%	-1.2 pts.	4.6%	-1.5 pts.
UNSUB%	0.17%	-0.01 pts.	0.06%	-0.05 pts.	0.06%	-0.05 pts.	0.07%	-0.03 pts.	0.09%	-0.04 pts.	0.09%	-0.06 pts.	0.16%	-0.01 pts.

# May 2021 Financial Engagement Comparisons

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Metrics	May 2021	MoM	vs. 12-Month Average
Bookings	12	-33.3% (-6)	-84.6% (-66)
Room Nights	28	-33.3% (-14)	-86.1% (-171)
Revenue	\$6.9 K	-50.2% (-\$6.9 K)	-87.6% (-\$48.6 K)

Note:

- Rolling 12-Month Average (Oct 2019 – May 2021)
- Financial Data Source: Omniture 7-Day



# New Targeting Criteria 2021

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- Include previous month email recipients
- Include additional customers using the criteria below to reach the 3M deployment max:
  - Past luxury brand stayers (last 24 months) **OR**
  - Has HHI \$150K or more **OR**
  - Past email openers of RC Residences solos, St. Regis Residences solos, Quintessentially solo, RCYC Dec solo **OR**
  - Amex Brilliant cardholders
- Note: include those with an English language preference

## Previous Criteria:

- Include previous month email recipients
- Include additional customers using the criteria below to reach the 3M deployment max :
  - Past luxury brand stayers (last 18 months)
  - Has HHI \$150K or more
- Exclude European residents
- Note: include those with an English language preference



# APRIL 18th NEWSLETTER

2019

## THEME: Food & Beverage

### PERFORMANCE:

- 2.5M Delivered
- 18.7% Open Rate
- 0.8% CTR
- 4.4% CTOR
- 221 Bookings\*
- 530 Room Nights\*
- \$106K Revenue\*

### CONTENT OBSERVATIONS:

- Top 3 performing modules:
  - Hero (43% of clicks)
  - CRM Content (6.5% of clicks)
  - Instagram (6.4% of clicks)
- Hero pulled clicks from other modules (+39% MoM); content was more specific than previous month – consideration for future articles

**April:** "6 Culinary Adventures" vs.  
**March:** "6 Ways to Experience More Meaningful Travel"

