



THE RITZ-CARLTON

April 2022 Email Review

April 28, 2022

MARRIOTT
BONVOY[®]



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



April 2nd Newsletter

Theme: Spring Getaways

Subject Line (Used PCIQ Optimization):

- (Direct) INSIDE THE RITZ-CARLTON: Spring Break Inspiration
- (Authority)(Personal) INSIDE THE RITZ-CARLTON: [Fname's][Your] Guide to Spring Break Getaways
- (How To) INSIDE THE RITZ-CARLTON: How to Plan the Perfect Spring Break
- (List) INSIDE THE RITZ-CARLTON: Spring Break Getaways, Family Adventures, and More
- (Intrigue)(Personal) INSIDE THE RITZ-CARLTON: [Fname's][Your] Next Adventure

Pre-Header:

Plus, go behind-the-scenes of the new Silver Arrows Lounge



Enjoy a Spring Break at The Ritz-Carlton



Discover Your Next Adventure

From the Ritz-Carlton

Discover Your Next Adventure

Discover Your Next Adventure

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Discover Your Next Adventure

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INSPIRED GETAWAYS

Enjoy a Spring Break at The Ritz-Carlton

Discover Your Next Adventure

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Expand Your Horizons

Discover our suites, golf, spa, and more. Expand your horizons and enjoy a different perspective.

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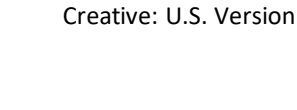
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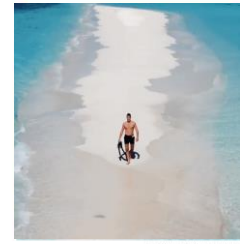
Expand Your Horizons



Ring in the Night at The Ritz-Carlton, Naples

Each day, as the setting sun paints the Gulf of Mexico in shimmering color and light at the waterfront Garden Lobby, a guest is invited to the restaurant's ballroom for sunset singing, where singing and dinner leads to a breathtaking view—and the night's adventures to come.

Explore Naples



#RCMemories

Escape to white sand and blue water. Get in the #RCMemories late night at The Ritz-Carlton Naples. Tap to shop.

Follow Us On Instagram

LET US STAY WITH YOU.

Performance Summary: April 2022

- Delivered count returned to 5.2M since significant decrease in March
 - Over 1M more new subscribers seeing newsletter as of December outside of March decrease; new audience impacting engagement trends
- Click performance decreased slightly with seasonality and new audiences contributing to lower engagement levels overall
- L1 continues to show lower engagement with other luxury segment levels having comparable click engagement
- All Bonvoy levels trend similar MoM aligning with overall April engagement trends
- April was the first month leveraging refreshed template with updates across all modules
 - Nav and hero were the strongest performing modules and had the highest engagement YTD
 - Geo-targeted hotel spotlight had the third most engagement with a significant increase MoM
- Reserve Solo performed well, targeted to non-members, above Ritz eNews average CTR

Performance Summary:

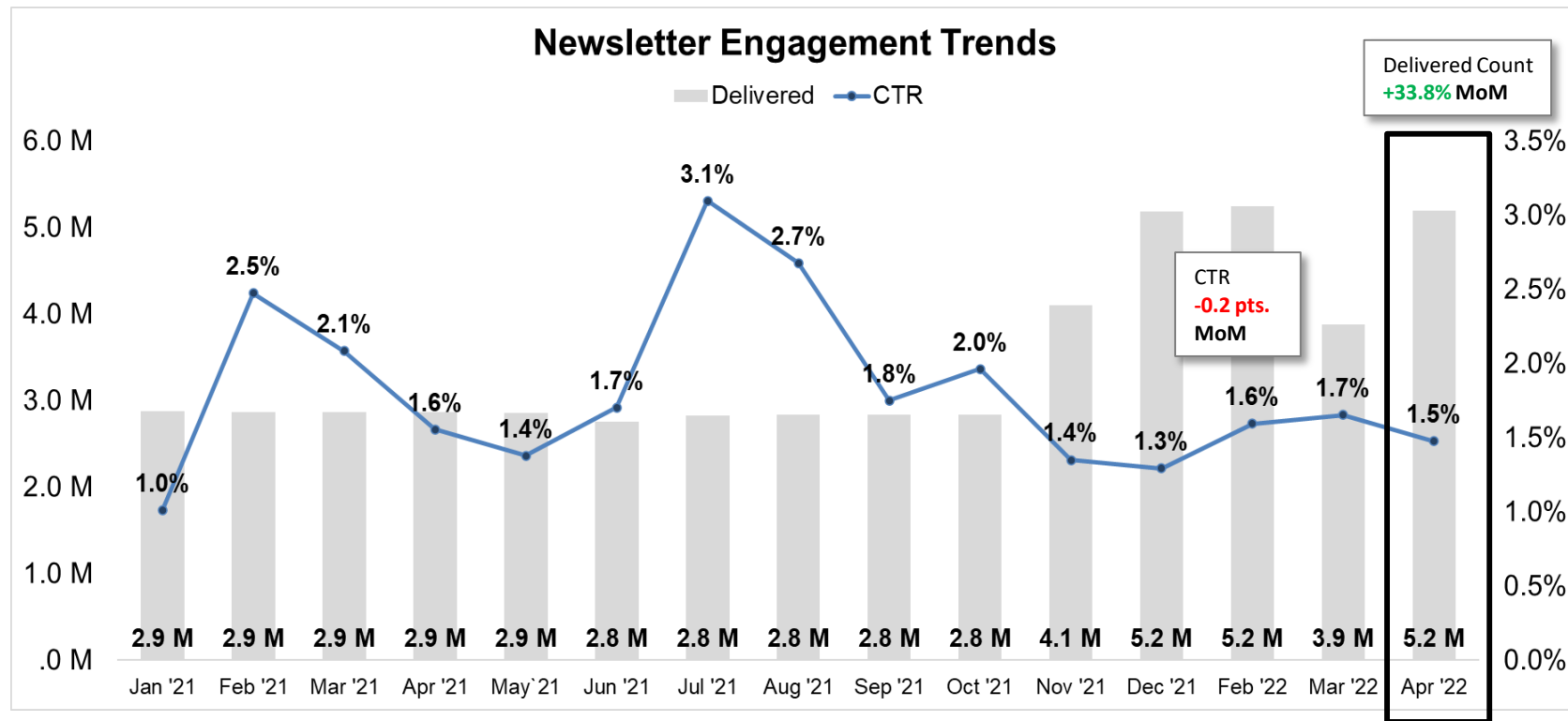
- Overall delivered volume continues to remain higher in comparison to 12-month average driving a higher total click volume
 - This was driven by addition of new luxury segments beginning in November of last year
- CTR was .3pts. lower than the 12-month average
 - Seasonality and new audience impacted lower than average CTR
- Unsub rate was comparable to average

| April 2022 | vs Avg. |
|----------------------------|-------------------------|
| 5.2 M Delivered | +51.6% (+1.8 M) |
| 76.7 K Clicks | +25.0% (+15.3 K) |
| 1.5% CTR | -0.31 pts. |
| 0.22% Unsub Rate | +0.01% |

April 2022 vs. Rolling 12-Month Average (March 2021-March 2022)

Seasonality Contributing to Lower Engagement Levels

- Delivered volume returned to normal levels in April; awaiting feedback on March decrease from data team
- With shifts in delivered volume continue to monitor along with CTR and Unsub rate to assess how new audiences may be impacting trends



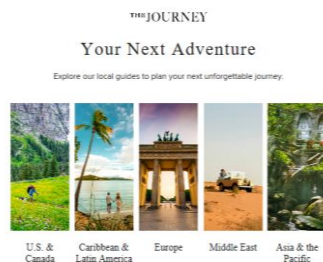
Journey Content Engagement Trends

- Time spent on site is slightly lower for April aligning with overall email engagement trends
- Nav bar U.S., Canada and CALA were the top performers for engagement with Formula One also generating interest in 5th place
- Revenue for April was \$441.7k (4/3-4/16)
- Continue to evaluate trends with top performing pages and how email is driving certain behavior to identify future optimization opportunities

YTD: Time Spent on Site

| Date | Page Views | Visits | Average Time Spent on Site |
|--------------|----------------|----------------|----------------------------|
| Jan 2022 | 128,605 | 60,103 | 2.03 |
| Feb 2022 | 188,083 | 118,638 | 1.94 |
| Mar 2022 | 172,988 | 106,940 | 1.99 |
| Apr 2022 | 119,165 | 72,369 | 1.83 |
| May 2022 | 0 | 0 | 0.00 |
| Jun 2022 | 0 | 0 | 0.00 |
| Jul 2022 | 0 | 0 | 0.00 |
| Aug 2022 | 0 | 0 | 0.00 |
| Sep 2022 | 0 | 0 | 0.00 |
| Oct 2022 | 0 | 0 | 0.00 |
| Nov 2022 | 0 | 0 | 0.00 |
| Dec 2022 | 0 | 0 | 0.00 |
| Total | 608,841 | 358,049 | 7.80 |

Top Pages for April Include:



See the Race in Miami

Use your points for an exclusive experience at the Miami Grand Prix including suite accommodations, dinner and spa treatments for two, and so much more.

[See Details](#)

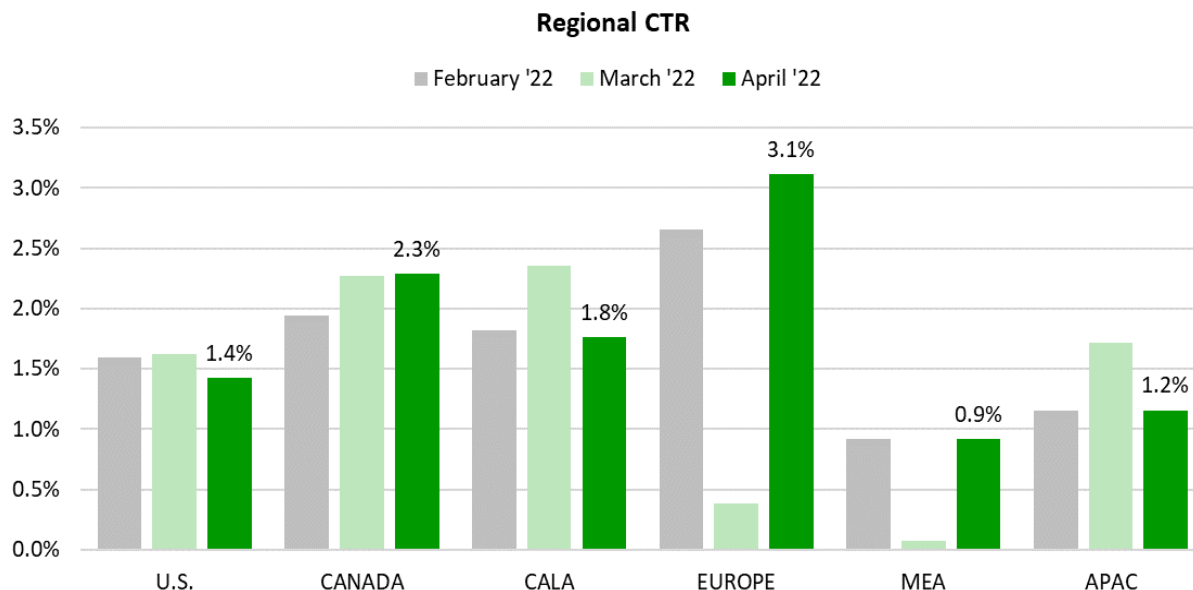


Nav Bar
North America and Caribbean

Formula One

Regional Engagement Slightly Lower For Majority of Segments MoM

- In line with MoM performance trends, CTR decreased for most regions along with delivered counts normalizing
- Europe/MEA were incorporated in April mailing with suppressions in March



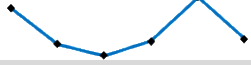




No January mailing with 12/31 Solo

Delivered Counts

| | Apr | Mar | MoM |
|--------|---------|---------|----------|
| U.S. | 4.3 M | 3.5 M | +24.1% |
| CANADA | 209.9 K | 179.2 K | +17.1% |
| CALA | 37.5 K | 27.7 K | +35.4% |
| EUROPE | 152.1 K | 1.8 K | +8136.2% |
| MEA | 164.4 K | 16.1 K | +923.5% |
| APAC | 301.6 K | 169.5 K | +77.9% |

Engagement Levels for Luxury Segments Comparable Excluding L1

Oct '21 – Apr '22

| | | Mar '22 | Apr '22 | Engagement Trends |
|---------------|------|---------|---------|---|
| L1 | Del. | 103.3 K | 496.2 K | MoM +380.4% (+392.9K) |
| | CTR | 1.7% | 1.0% |  |
| L2A | Del. | 89.8 K | 238.6 K | MoM +165.7% (+148.8K) |
| | CTR | 2.1% | 1.4% |  |
| L2B | Del. | 703.9 K | 1.2 M | MoM +63.4% (+446.2K) |
| | CTR | 1.7% | 1.4% |  |
| L3 | Del. | 196.1 K | 298.4 K | MoM +52.2% (+102.4K) |
| | CTR | 1.8% | 1.5% |  |
| Everyone Else | Del. | 2.8 M | 3.0 M | MoM +7.9% (+221.0K) |
| | CTR | 1.6% | 1.6% |  |




No January mailing with 12/31 Solo

- Increases in delivered volume in April for all luxury segments; still awaiting detail on March decrease in delivered volume from data team
- New luxury segment inclusion beginning in December impacting overall engagement trends
- L2A, L2B and L3 had comparable CTRs for April with L1 continuing to show a lower level of interest
- Non luxury segments had slightly higher engagement than luxury segments
- Continue to evaluate luxury versus non-luxury engagement trends

Similar CTR Trend For All Bonvoy Levels





- All Bonvoy levels had a slight decrease in CTR MoM
- Non-member engagement remained flat MoM

Oct '21 – Apr '22

| | | Mar '22 | Apr '22 | Engagement Trends |
|------------|------|---------|---------|---|
| NON-MEMBER | Del. | 181.3 K | 341.8 K | MoM +88.5% (+160.4K) |
| | CTR | 0.9% | 0.9% |  |
| BASIC | Del. | 1.9 M | 2.6 M | MoM +35.4% (+685.8K) |
| | CTR | 1.6% | 1.5% |  |
| SILVER | Del. | 467.4 K | 603.0 K | MoM +29.0% (+135.6K) |
| | CTR | 1.6% | 1.4% |  |

*No mailing in January '22

Oct '21 – Apr '22

| | | Mar '22 | Apr '22 | Engagement Trends |
|------------|------|---------|---------|--|
| GOLD | Del. | 729.5 K | 906.0 K | MoM +24.2% (+176.5K) |
| | CTR | 1.8% | 1.6% |  |
| PLATINUM | Del. | 240.3 K | 303.8 K | MoM +26.4% (+63.5K) |
| | CTR | 1.8% | 1.7% |  |
| TITANIUM | Del. | 279.0 K | 350.9 K | MoM +25.8% (+71.9K) |
| | CTR | 1.8% | 1.6% |  |
| AMBASSADOR | Del. | 48.2 K | 65.5 K | MoM +36.1% (+17.4K) |
| | CTR | 1.6% | 1.6% |  |

All Segments Heat Map: April 2022

(U.S. Version)

- Geo-targeted Hotel Spotlight saw significant increase in click engagement since March of +9pts.
- Nav bar and Hero were top performers and were both highest YTD
- Yacht seeing slightly lower engagement levels continuing into April; .6pts. decrease MoM

Header:
2.8% clks.

Hero:
22.5% clks.

Navigation:
34.5% clks.

Hotel Spotlight:
12.1% clks.

Journey:
2.5% clks.



Offer:
2.8% clks.



Journey 2:
1.6% clks.



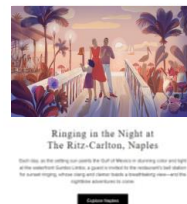
Formula One:
5.2% clks.



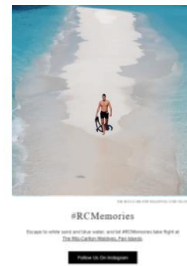
Yacht:
2.5% clks.



Scenography:
3.4% clks.



Instagram:
2.2% clks.



Footer (not shown):
8.0% clks.

2022 RC eNews Heatmaps

| MODULE | January '22 --- | February '22 (Romantic Getaways) | March '22 (Road Trips/Spring) | April '22 (Spring Getaways) | May '22 --- | June '22 --- | July '22 --- | August '22 --- | September '22 --- | October '22 --- | November '22 --- | December '22 --- |
|--------------------|--------------------|-------------------------------------|----------------------------------|--------------------------------|----------------|-----------------|-----------------|-------------------|----------------------|--------------------|---------------------|---------------------|
| Header | --- | 2.7% | 3.0% | 2.8% | | | | | | | | |
| Hero | --- | 14.0% | 17.5% | 22.5% | | | | | | | | |
| Hotels Near You | --- | 16.4% | 20.4% | --- | | | | | | | | |
| Navigation Bar | --- | --- | 17.9% | 34.5% | | | | | | | | |
| Inspiration | --- | --- | 9.8% | --- | | | | | | | | |
| Offer | --- | 2.8% | --- | 2.8% | | | | | | | | |
| Formula 1 | --- | --- | 6.6% | 5.2% | | | | | | | | |
| Journey | --- | 19.5% | 4.0% | 2.5% | | | | | | | | |
| Journey 2 | | --- | --- | 1.6% | | | | | | | | |
| Ladies & Gentlemen | --- | 1.4% | --- | --- | | | | | | | | |
| Hotel Spotlight | --- | 15.0% | 3.1% | 12.1% | | | | | | | | |
| Brand Inspiration | --- | --- | 2.8% | --- | | | | | | | | |
| Moments | --- | --- | 1.2% | --- | | | | | | | | |
| Yacht | --- | 10.4% | 3.1% | 2.5% | | | | | | | | |
| Let Us Stay | --- | 2.4% | 2.3% | --- | | | | | | | | |
| Scenography | --- | 4.6% | --- | 3.4% | | | | | | | | |
| Instagram | --- | 2.8% | 1.5% | 2.2% | | | | | | | | |
| Footer | --- | 7.9% | 6.8% | 8.0% | | | | | | | | |

Top Performing Content: April 2022

- Hero, Nav bar and Hotel Spotlight were top performers for April
- Formula One and animated Scenography module also drove interest
- Yacht module had slightly lower performance for April but still remained in top 10

| Module | Article | Clicks | CTR |
|-----------------|--|--------|-------|
| Hero | Hero | 34.4 K | 0.66% |
| Navigation | U.S. & Canada | 25.1 K | 0.48% |
| Hotel Spotlight | The Ritz-Carlton Bacara, Santa Barbara | 18.5 K | 0.36% |
| Navigation | Caribbean & Latin America | 14.5 K | 0.28% |
| Navigation | Europe | 6.9 K | 0.13% |
| Formula 1 | Miami | 5276 | 0.10% |
| Scenography | Ring in the Nights at The Ritz-Carlton, Naples | 5.2 K | 0.10% |
| Offer | Expand Your Horizons | 4.3 K | 0.08% |
| Navigation | Asia & the Pacific | 4.1 K | 0.08% |
| Yacht | Yacht | 3.8 K | 0.07% |

Subject Line PCIQ:

Observations & Recommendation

- In both April and February a shorter and more succinct subject line were the top performers
 - April also incorporated personalization
 - The second top performing subject line for April also had first name personalization
- March's top performing subject line outperformed the second top performing by a bigger margin portraying a sense of immediacy
- Continue to incorporate first name personalization where warranted
- When applicable incorporate the immediacy sentiment along with continuing to test length of subject line

| Date | Subject line | Unique Open Rate |
|----------|---|------------------|
| 2/5/2022 | INSIDE THE RITZ-CARLTON: Romance and Intrigue | 15.71% |
| | INSIDE THE RITZ-CARLTON: Your Guide to Romantic Destinations | 15.69% |
| | INSIDE THE RITZ-CARLTON: Romantic Retreats Around the World | 15.61% |
| | INSIDE THE RITZ-CARLTON: How to Plan the Perfect Romantic Getaway | 15.50% |
| | INSIDE THE RITZ-CARLTON: 5 Destinations Designed for Romance | 15.43% |

| | | |
|----------|---|---------------|
| 3/5/2022 | INSIDE THE RITZ-CARLTON: Your next trip could be closer than you think | 15.67% |
| | INSIDE THE RITZ-CARLTON: How to Plan the Ultimate Road Trip | 15.27% |
| | INSIDE THE RITZ-CARLTON: Your Guide to Road Trips Reimagined | 15.27% |
| | INSIDE THE RITZ-CARLTON: Reimagine the Road Trip | 15.24% |
| | INSIDE THE RITZ-CARLTON: 5 Iconic Spring Destinations & Road Trip Inspiration | 15.04% |

| | | |
|----------|---|---------------|
| 4/2/2022 | INSIDE THE RITZ-CARLTON: [Fname's][Your]Next Adventure | 14.46% |
| | INSIDE THE RITZ-CARLTON: [Fname's][Your]Guide to Spring Break Getaways | 14.19% |
| | INSIDE THE RITZ-CARLTON: Spring Break Inspiration | 13.68% |
| | INSIDE THE RITZ-CARLTON: Spring Break Getaways, Family Adventures, and More | 13.67% |
| | INSIDE THE RITZ-CARLTON: How to Plan the Perfect Spring Break | 13.49% |

Recommendations and Next Steps

- Continue to closely monitor audience changes each month as they impact engagement metrics and MoM performance evaluation
- With first time usage of new refreshed modules continue to monitor performance
- Finalize 2022 non-member analysis (In process)
 - Objective of the Non-member deep dive is to understand rationale for lower engagement trends and opportunities to improve targeting and/or personalization
- Schedule meeting to discuss 2022 updated learning agenda/roadmap (proposing 5/11 or 5/12)
- Explore using STO in Q2 to drive lift with email engagement metrics

TRC Reserve Communications

Reserves Creatives and Audience Criteria

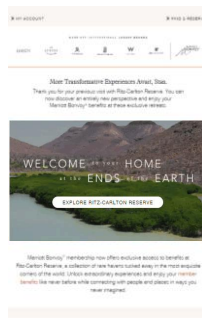
- Lux MAU Hero targeted to standard Lux MAU targets of L1-L3
- MBV Solo targeted to members with point balances over 250k, cardholders, L1-L3 members that don't receive MAU and past guests of RCR
- TRC Reserve solo targeted to luxury non-members and past guests or RCR

Lux MAU April '22 Hero

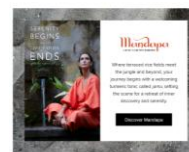
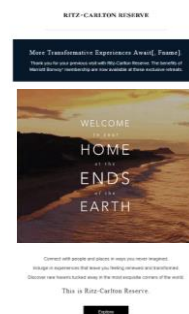


Marriott Bonvoy® membership now offers exclusive access to benefits at Ritz-Carlton Reserve, a collection of rare havens tucked away in the most exquisite corners of the world. Unlock extraordinary experiences and enjoy your member benefits like never before while connecting with people and places in ways you never imagined.

Marriott Bonvoy Solo



TRC Reserve Solo



Strong Performance for Solos in April

- Lux MAU Hero had nearly 31% of click with comparable CTR to TRC Reserve Solo
- CTR was .7pts. higher for Bonvoy Solo than Reserve
- Strong CTR for TRC Reserve with performance above Ritz eNews non-member April CTR of .9%

Lux MAU April '22 Hero

| | |
|--------------------|---------------|
| Email Delivered | 1.8 M |
| Module Clicks | 17.4 K |
| Module % of Clicks | 30.5% |
| CTR | 1.0% |

Marriott Bonvoy Solo

| | |
|------------|---------------|
| Delivered | 2.1 M |
| Clicks | 38.2 K |
| CTR | 1.8% |
| Unsub Rate | 0.13% |

TRC Reserve Solo

| | |
|------------|---------------|
| Delivered | 39.7 K |
| Clicks | 420 |
| CTR | 1.1% |
| Unsub Rate | 0.50% |

Thank you!

2021 RC eNews Heatmaps

| MODULE | January '21 (Family) | February '21 (Resorts) | March '21 (Road Trips) | April '21 (Celebrity) | May '21 (Culinary) | June '21 (Summer /City) | July '21 (Lake Resorts) | August '21 (Last Minute Summer Getaways) | September '21 (Fall Getaways) | October '21 (Mountains and Outdoors) | November '21 (Holiday Travel Planning) | December '21 (Holiday Travel Planning) |
|--------------------|-------------------------|---------------------------|---------------------------|--------------------------|-----------------------|----------------------------|----------------------------|--|----------------------------------|--|--|--|
| Header | 5.0% | 2.5% | 23.8% | 3.7% | 4.1% | 2.7% | 1.8% | 1.6% | 2.5% | 2.1% | 3.5% | 2.7% |
| Hero | 27.9% | 20.3% | 23.0% | 35.4% | 15.6% | 15.6% | 52.5% | 34.4% | 38.5% | 42.3% | 18.2% | 35.7% |
| Hotels Near You | --- | --- | 16.0% | --- | 10.0% | --- | --- | 6.7% | --- | --- | --- | 10.2% |
| Journey Promo | 5.4% | --- | --- | --- | --- | --- | --- | --- | 8.2% | 2.8% | --- | --- |
| Journey | 4.5% | 17.0% | 6.0% | --- | 5.6% | 15.3% | 17.5% | 6.5% | 4.4% | 12.9% | 42.1% | 21.6% |
| Journey 2 | 10.6% | --- | 3.8% | --- | 2.6% | --- | --- | --- | --- | --- | 4.1% | --- |
| Property | 5.3% | 10.5% | 5.3% | --- | 4.0% | --- | --- | --- | --- | 4.1% | 4.4% | --- |
| Yacht Collection | --- | 7.0% | 6.6% | 10.6% | --- | --- | 4.3% | 7.0% | --- | 5.0% | 4.3% | 5.6% |
| Hotel Spotlight | --- | --- | 16.2% | 7.5% | 10.0% | 2.9%* | 12.7% | 11.4% | 16.6% | 12.7% | --- | 4.4% |
| New Openings | 5.1% | 19.3% | --- | --- | 27.9% | 34.5% | 2.1% | --- | --- | 2.8% | --- | 1.8% |
| Video | 2.5% | --- | 2.6% | --- | 2.5% | 4.6% | 0.6% | 0.8% | 1.0% | --- | --- | --- |
| Travel by Interest | --- | 5.7% | 3.6% | 14.5% | 3.5% | 5.5% | 2.5% | 6.4% | 1.1% | 1.7% | 4.4% | --- |
| Scenography | 6.9% | --- | 7.3% | 10.1% | 3.1% | 1.8% | 0.7% | 0.9% | 1.0% | 1.0% | 1.9% | --- |
| Loyalty/Moments | --- | --- | --- | --- | --- | 3.8% | --- | 1.9% | --- | --- | 3.8% | --- |
| Ladies & Gentlemen | --- | --- | --- | --- | --- | --- | --- | --- | --- | 2.1% | 1.6% | 2.5% |
| Promos | 5.5% | 3.6% | --- | --- | --- | 5.2% | --- | 14.5% | --- | --- | 3.8% | 1.3% |
| Shop | --- | --- | --- | 4.5% | --- | --- | --- | --- | --- | --- | --- | 1.4% |
| Instagram | 2.9% | 2.1% | 1.0% | 5.4% | 2.1% | 1.9% | 1.6% | 4.0% | 4.7% | 5.7% | 0.7% | 2.0% |
| Footer | 18.4% | 6.3% | 6.2% | 8.3% | 8.9% | 5.9% | 3.9% | 3.9% | 5.9% | 4.7% | 8.0% | 10.8% |

April 2022 Financial Engagement Comparisons

| Metrics | April 2022 | MoM | vs. 12-Month Average |
|-------------|------------|---------------------|----------------------|
| Bookings | 41 | +13.9% (+5) | +11.3% (+4) |
| Room Nights | 121 | +53.2% (+42) | +6.1% (+7) |
| Revenue | \$65.6 K | +204.2% (+\$44.0 K) | +23.1% (+\$12.3 K) |

Note:

- Rolling 12-Month Average (March 2021– March 2022)
- Financial Data Source: Omniture 7-Day

Subject Line Results

| | Unique Open Rates | | | Lift over Random | | Statistical Significance (Lift) | |
|------------------|-------------------|--------|--------|------------------|-------------|---------------------------------|---------|
| DeploymentDate_M | ML5 | ML6 | Random | Lift of ML5 | Lift of ML6 | ML5 | ML6 |
| 2/5/2022 | 15.57% | 15.65% | 15.59% | -0.09% | 0.40% | 36.6% | 94.4% |
| 3/5/2022 | 15.35% | 15.39% | 15.30% | 0.33% | 0.62% | 87.3% | 98.3% |
| 4/2/2022 | 14.07% | 14.09% | 13.90% | 1.27% | 1.39% | 99.99% | 100.00% |

Targeting Criteria 2021

- Include previous month email recipients
- Include all Luxury segments
- 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 solo **OR**
 - Amex Brilliant cardholders
- Note: include those with an English language preference