



THE RITZ-CARLTON

# August 2022 Email Review

August 23, 2022



The Ritz-Carlton, Abama

# August 6<sup>th</sup> Newsletter

Creative: U.S. Version

**Theme:** Dreamy Countryside Getaways (Hero Test Version A)

## Subject Line (Used PCIQ Optimization):

- (Direct)) INSIDE THE RITZ-CARLTON: Explore 4 Dreamy Countryside Escapes
- (Authority) INSIDE THE RITZ-CARLTON: Your Countryside Getaway Guide
- (How To) INSIDE THE RITZ-CARLTON: How to Plan a Dreamy Rural Retreat
- (Intrigue) INSIDE THE RITZ-CARLTON: The Countryside Is Calling...
- (Question) INSIDE THE RITZ-CARLTON: Looking for a Dreamy Rural Retreat?

## Pre-Header:

Plus, discover the perfect destinations to spend your long weekends





# August 6<sup>th</sup> Newsletter

Creative: U.S. Version

**Theme:** Last-Minute Travel (Hero Test Version B)

## Subject Line (Used PCIQ Optimization):

- (Direct) INSIDE THE RITZ-CARLTON: Enjoy an Extraordinary End of Summer Escape
- (Authority) INSIDE THE RITZ-CARLTON: Your Last-Minute Summer Travel Guide
- (How To) INSIDE THE RITZ-CARLTON: How to Plan Last-Minute Summer Travel
- (Intrigue) INSIDE THE RITZ-CARLTON: Close Out Summer With a Getaway
- (Question) INSIDE THE RITZ-CARLTON: Looking for a Dreamy End Of Summer Escape?

## Pre-Header:

Plus, discover the perfect destinations to spend your long weekends



## THE RITZ-CARLTON LAST-MINUTE TRAVEL Extraordinary End-of-Summer Escapes



If you're seeking serenity unexpected to spend the last month of the season, extend your summer by planning a getaway to your dream destination.

Explore Destinations

### Rediscover Relaxation

You don't have to travel far to get away from it all. Explore our hotels within driving distance for an easy getaway.

(Hotel 1)

(Hotel 2)

(Hotel 3)

Discover More



### THE JOURNEY

## Your 3-Day Weekend Planner

Build your next long weekend trip around these global hot spots, brimming with cultural treasures and buzzy events.

Start Planning

### HOTEL SPOTLIGHT

#### The Ritz-Carlton, Alabama

Home to turquoise blue water, drink in dramatic views from the rooftop terrace of this five-star resort.

Visit Today



### STORIES FROM OUR ARTISANS

#### Tradition With a Twist

Located in the historic French Quarter, [The Ritz-Carlton, New Orleans](#) offers historic local traditions, including a traditional Cajun recipe — Louisiana native and chef, Jason "Boudier" Farris — who teaches guests the proper way to combine and enjoy this Cajun dish.

Explore More



#### Experience the Thrill of Formula 1

With Formula 1 racing, a full racing season, discover more of the world's best racing destinations with insider tips from the Mercedes-AMG Petronas team.

Explore More



### Embrace the Island Life

Introducing our Signatures series, which honors the climate and culture of the world's most iconic island destinations. The series, set in [The Ritz-Carlton, Maldives, Faa Alhadi](#), where sunset is celebrated each evening with fire out of the sky, the highest of Maldivian divinity, and a captivating story of love.

Explore More



### Creative Masterminds Collide

We invited artists, athletes, and performers to pursue their crafts in our inspiring destinations, collaborating with the artisans of [The Ritz-Carlton](#) to create something extraordinary.

Explore More

### TRAVEL BY INTEREST

#### 8 Spectacular Secluded Destinations

Unwind your well-earned flight and enjoy the beauty of these stunning locations, where the world's most talented artists and designers have created a haven for relaxation.

See all 8



### FINE DINING

#### Michelin-Starred Meal

Let us assist you in your quest for a Michelin-starred dining experience at signature restaurants and Michelin-recognized [Aria & Squis](#) — situated in [The Ritz-Carlton, Geneva Lakes](#).

Explore More



### Elevate Your Stay

Enjoy thoughtful amenities and exclusive services with [The Ritz-Carlton Club Lounge](#), which includes a dedicated concierge and access to the Club Lounge where luxury amenities throughout the day highlight the sophisticated tastes and traditions of the destination.

Explore More



### Bring Comfort Home

Soft and elegant, the pure cotton Turkish Fouta delivers hotel-quality comfort and style. Choose from a variety of colors and patterns, and enjoy the comfort of the Fouta at home.

Shop Now



### #RCMemories

Share your memories and the magic of the Ritz-Carlton with [The Ritz-Carlton, Maldives, Faa Alhadi](#).

Follow Us On Instagram

## Performance Summary: August 2022

- Positive story in August with strong performance for CTR when looking at last 6 months of click engagement behavior
- Member and luxury segment levels saw similar performance trends in August
- Overall delivered volume remained fairly consistent with slight increase of around 5%
- Hero and hotels near you continue to be stronger performing modules
  - Hero A/B test with Countryside Getaway hero feature outperformed last-minute travel hero
- Journey 3-Day Weekend Planner, Hotels Near You and Travel by Interest all drove significant interest; even with lower placement for Travel by Interest module
- Travel by Interest module featured 8 spectacular secluded destinations

## Performance Summary: Compared to 12-Month Avg.

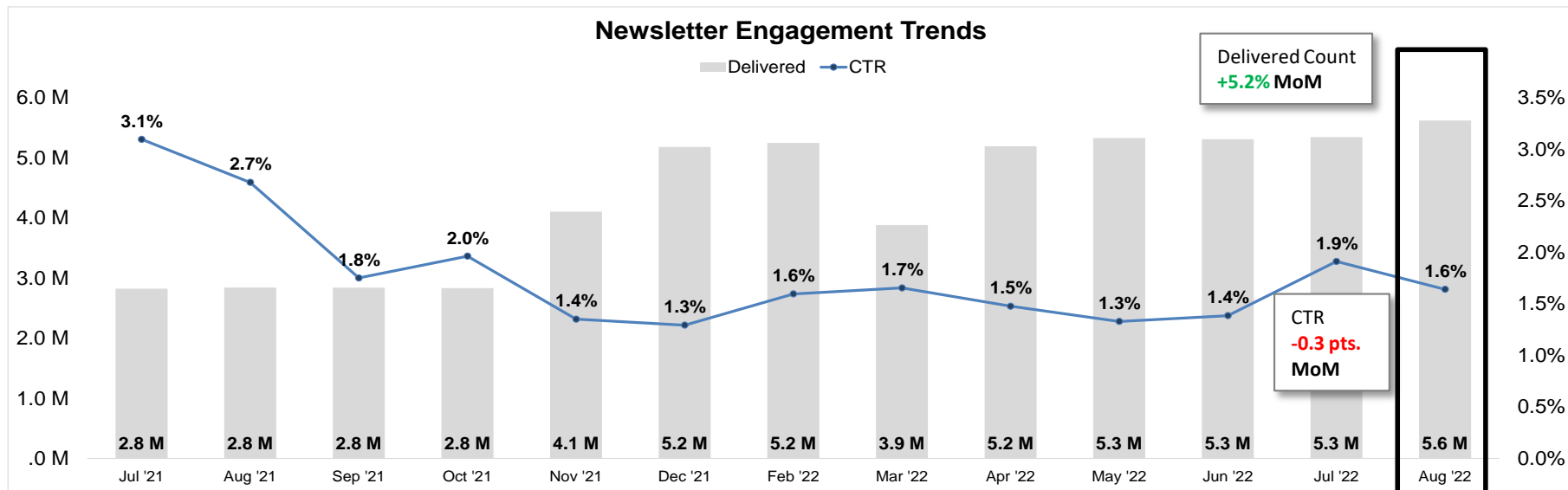
- Delivered volume continues to remain higher in comparison to 12-month average driving a higher click volume which is positive given expanded reach; new luxury segments addition in November of last year driving increased monthly averages:
  - + 32.5% for delivered counts
  - + 27.4% for click counts
- CTR was .07pts. lower than the 12-month average; in line when looking at 6-month average and stronger than 3-month average prior to July
- Unsub rate continues to remain comparable to average; in line with Bonvoy avg. benchmark of 0.20%

Aug 2022	vs Avg.
<b>5.7 M</b> Delivered	<b>+32.5%</b> (+1.4 M)
<b>92.3 K</b> Clicks	<b>+27.4%</b> (+19.9 K)
<b>1.6%</b> CTR	<b>-0.07 pts.</b>
<b>0.21%</b> Unsub Rate	<b>-0.01 pts.</b>

August 2022 vs. Rolling 12-Month Average (July 2021-July 2022)

## Slight decrease in CTR MoM; Aligns with 6-Month Avg.

- Although CTR decreased slightly MoM due to July's historically strong theme/seasonality impacting lift in engagement, overall engagement is higher when looking at the last few months prior
- YoY drop in click engagement with August of last year showing strong performance
  - Strong interest and engagement with Countryside Getaways hero and August Reserve Romance offer package to Turks & Caicos in 2021; Hero generated 34.4% of clicks and Offer 14.5% of clicks



No January mailing with 12/31 Solo

# Journey Content Engagement Trends

- As seen in July day of deployment saw an average time spent on site right above 2 minutes; time spent on site gradually increased as the week progressed from the 2-minute mark
- Countryside Getaways hero drove significant interest along with 3-Day Weekend Journey content
- Continue to aim to leverage non-email driven engagement trends to inform content opportunities where possible; consider evaluating holiday trends from last year to inform Q4 content opportunities

## Time Spent on Site: Post-Deployment

Date	Page Views	Visits	Average Time Spent on Site
Aug 6, 2022	65,075	51,847	2.01
Aug 7, 2022	19,832	15,393	2.00
Aug 8, 2022	12,772	9,827	2.10
Aug 9, 2022	9,274	7,430	1.82
Aug 10, 2022	8,208	6,442	1.87
Aug 11, 2022	16,151	11,818	1.85
Aug 12, 2022	7,933	6,412	1.71
Aug 13, 2022	7,239	5,745	1.84

## Top Pages for August Include:



THE JOURNEY

### Your 3-Day Weekend Planner

Build your next long weekend trip around these global hot spots brimming with cultural treasures and buzzy events.

Start Planning

*Journey: 3-Day Weekend*

THE RITZ-CARLTON

SUMMER TRAVEL

### 4 Dreamy Countryside Getaways



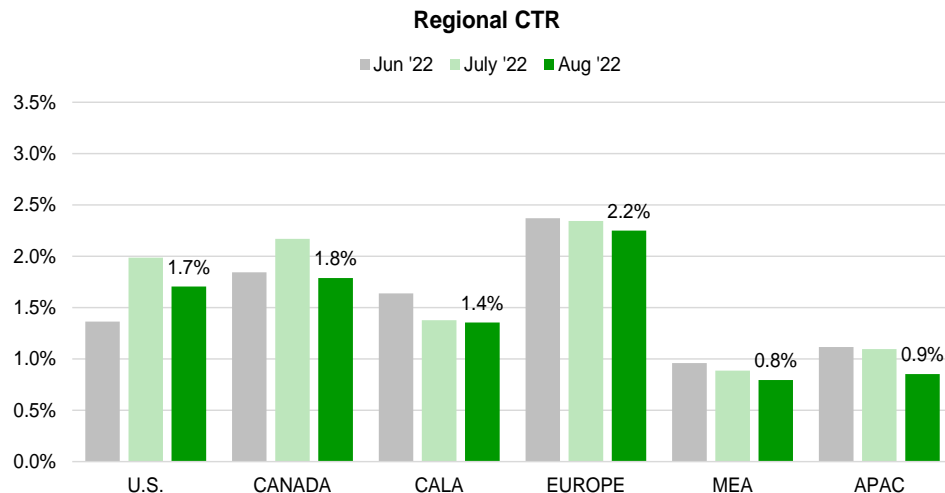
As the end of summer quickly approaches, now is the ideal time to press pause, unwind, and enjoy in one of our charmingly rural hotels or resorts around the world.

Explore All 4

*Escape the City Hero*

## Regional Engagement Consistent Across All Regions

- In line with MoM performance trends, CTR decreased slightly for all regions with delivery counts seeing slight increases
- Canada had a 15% increase in delivery count with all other regions in the 5% range since July
- Non-luxury audience contributing to growth of delivery volume







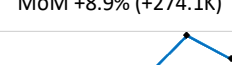
### Delivered Counts

	Aug	Jul	MoM
U.S.	4.5 M	4.7 M	+4.7%
CANADA	212.1 K	244.4 K	+15.2%
CALA	38.0 K	40.0 K	+5.4%
EUROPE	153.9 K	161.0 K	+4.6%
MEA	172.3 K	180.4 K	+4.7%
APAC	314.1 K	331.5 K	+5.5%



# Engagement Level Trends Consistent for Non-Luxury and Luxury Segments for August

Mar '22 – Aug '22

		Jul '22	Aug '22	Engagement Trends
L1	Del.	523.6 K	520.0 K	MoM -0.7% (-3.6K)
	CTR	1.1%	1.0%	
L2A	Del.	248.8 K	247.3 K	MoM -0.6% (-1.5K)
	CTR	1.7%	1.4%	
L2B	Del.	1.2 M	1.2 M	MoM +0.2% (+2.4K)
	CTR	2.0%	1.7%	
L3	Del.	315.9 K	322.4 K	MoM +2.1% (+6.5K)
	CTR	2.3%	1.9%	
Everyone Else	Del.	3.1 M	3.4 M	MoM +8.9% (+274.1K)
	CTR	2.0%	1.7%	




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

- In line with MoM drop in engagement due to July being top performing month driven by seasonal peak and top performing theme, all levels saw higher CTR when looking at last few months prior
- L2B, L3 and Everyone Else had strongest CTR in comparison to L2A and L2B
- Recommend developing ongoing quarterly heat maps at the luxury segment level (U.S vs. Non-U.S.) to help understand top content by segment that can be used to inform future personalization efforts





## Strong Performance in CTR Across All Bonvoy Levels

- Across all member levels August was a higher performing month when looking at last six months of engagement behavior
- Slightly stronger engagement for more Elite members with Titanium having strongest CTR

Mar '22 – Aug '22

		Jul '22	Aug '22	Engagement Trends
NON-MEMBER	Del.	361.4 K	362.0 K	MoM +0.2% (+0.6K)
	CTR	1.0%	0.9%	
BASIC	Del.	2.7 M	2.8 M	MoM +6.1% (+163.0K)
	CTR	1.7%	1.5%	
SILVER	Del.	627.7 K	665.4 K	MoM +6.0% (+37.7K)
	CTR	1.9%	1.6%	

Mar '22 – Aug '22

		Jul '22	Aug '22	Engagement Trends
GOLD	Del.	944.0 K	998.3 K	MoM +5.8% (+54.3K)
	CTR	2.3%	1.9%	
PLATINUM	Del.	315.6 K	327.1 K	MoM +3.7% (+11.6K)
	CTR	2.6%	2.0%	
TITANIUM	Del.	361.5 K	370.5 K	MoM +2.5% (+9.1K)
	CTR	2.6%	2.1%	
AMBASSADOR	Del.	67.4 K	69.1 K	MoM +2.6% (+1.8K)
	CTR	2.5%	1.8%	

# All Segments Heat Map: August 2022 (U.S. Version)

- Hero and Hotels Near You modules generated highest percent of clicks
- Hero A/B test in market: Dreamy Countryside Getaways versus Last-Minute Travel
- Journey 3-Day Weekend Planner, Hotel Spotlight and Travel by Interest all drove significant interest

**Header:**  
3.5% clks.

**Hero:**  
42.1% clks.

**Hotels Near You:**  
16.6% clks.

**Journey:**  
8.2% clks.

**Hotel Spotlight:**  
6.1% clks.

**Ladies & Gentlemen:**  
1.7% clks.

**Formula 1:**  
2.4% clks.

**Scenography:**  
1.7% clks.

**Let Us Stay With You:**  
0.6% clks.

**Travel by Interest:**  
6.3% clks.

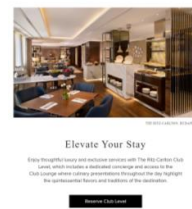
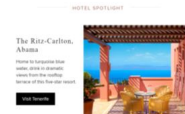
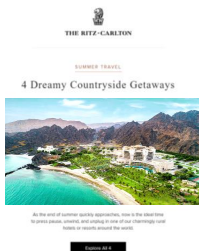
**Hotel Feature:**  
0.8% clks.

**Club Offer:**  
0.8% clks.

**Boutiques:**  
0.6% clks.

**Instagram:**  
1.9% clks.

**Footer (not shown):**  
6.5% clks.



# Top Performing Secondary Content: August 2022

- Journey, Travel by Interest and Hotel Spotlight (Abama) were top performers for August
- Hotels Near You also drove a significant level of interest from readers
- Formula 1 and Ladies & Gentleman New Orleans feature made top 10 this month for CTR as well

Module	Article	Clicks	CTR
Journey	Your 3-Day Weekend Planner	16.5 K	0.29%
Travel by Interest	8 Spectacular Secluded Destinations	12.7 K	0.22%
Hotel Spotlight	TRC Abama	12.3 K	0.22%
Hotels Near You	Rediscover Relaxation	7.2 K	0.13%
Formula 1	Formula 1	4.9 K	0.09%
Ladies & Gentleman	Discover New Orleans	3.3 K	0.06%
Hotels Near You	The Ritz-Carlton, Rancho Mirage	2.9 K	0.05%
Hotels Near You	The Ritz-Carlton, Half Moon Bay	2.9 K	0.05%
Hotels Near You	The Ritz-Carlton, Laguna Niguel	2.7 K	0.05%
Scenography	Maldives	2.5 K	0.05%

(U.S. Version)

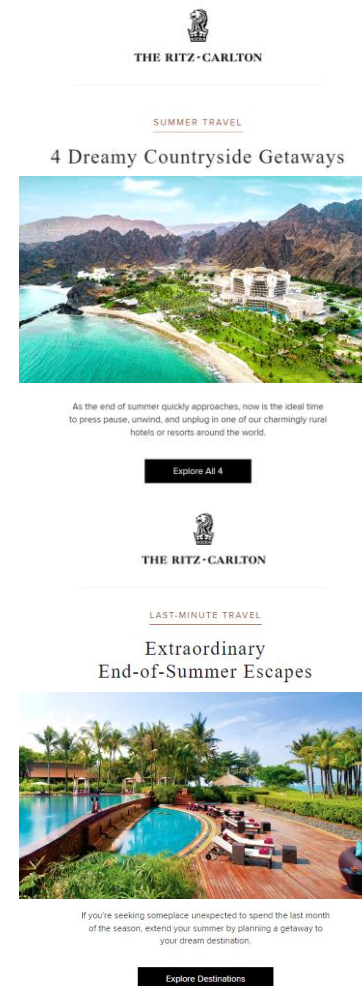


# Hero A/B Test: August

- Theme A: LAST MINUTE TRAVEL (Challenger)
- Theme B: COUNTRYSIDE GETAWAYS (Control)

HERO Performance Results	Total
<b>Challenger</b>	
Total Delivered	2.8 M
Module Clicks	30.5 K
Module Clicks Lift	-77%
Module CTR	1.08%
Module CTR Lift	-0.83 pts.
<b>Control</b>	
Total Delivered	2.8 M
Module Clicks	54.0 K
Module CTR	1.91%
(U.S. Version)	

- 50/50 split in which one audience received the Dreamy Countryside Getaways hero treatment and other End of Summer Escapes (Last Minute Travel)
- Countryside Getaways generated 77% more clicks than Last Minute Travel and CTR was + 0.83 pts; establishing control as test winner
- Recommend performing deeper dive to see how each luxury segment level engaged with each hero treatment for August test



# Subject Line PCIQ: Observations & Recommendation

- Both models had a positive lift over random in August; statistical significance levels both above 95%

Lift over Random	
Model 5 vs. Random	Model 6 vs. Random
0.68%	0.45%

- 'Authority' and 'Intrigue' tags either in isolation or in combination continue to be top performers; two of the top three performing SLs for August across both versions
- Continue to leverage Authority and Intrigue tags and determine opportunities to sunset lower performing tags and establish new tags to begin testing against

## Dreamy Countryside Getaways (Hero Test Version A)

8/6/2022	INSIDE THE RITZ-CARLTON: Your Countryside Getaway Guide	Authority	12.58%
8/6/2022	INSIDE THE RITZ-CARLTON: The Countryside Is Calling...	Intrigue	12.52%
8/6/2022	INSIDE THE RITZ-CARLTON: Looking for a Dreamy Rural Retreat?	Question	12.49%
8/6/2022	INSIDE THE RITZ-CARLTON: How to Plan a Dreamy Rural Retreat	How To	12.44%
8/6/2022	INSIDE THE RITZ-CARLTON: Explore 4 Dreamy Countryside Escapes	Direct	12.12%

## Last Minute Travel (Hero Test Version B)

8/6/2022	INSIDE THE RITZ-CARLTON: Close Out Summer With a Getaway	Intrigue	12.56%
8/6/2022	INSIDE THE RITZ-CARLTON: Your Last-Minute Summer Travel Guide	Authority	12.48%
8/6/2022	INSIDE THE RITZ-CARLTON: Looking for a Dreamy End Of Summer Escape?	Question	12.43%
8/6/2022	INSIDE THE RITZ-CARLTON: Enjoy an Extraordinary End of Summer Escape	Direct	12.42%
8/6/2022	INSIDE THE RITZ-CARLTON: How to Plan Last-Minute Summer Travel	How To	12.37%

## Recommendations and Next Steps

- Recommend performing deeper dive to assess how each luxury segment level engaged with each hero treatment for August test
- Determine additional opportunities in future mailings to test certain hero themes against one another to see what resonates with readers
- Perform a quarterly heat map analysis at the luxury segment level (U.S vs. Non-U.S.) to help understand top content by segment that can be used to inform future personalization efforts

Thank you!



# 2022 RC eNews Heatmaps

MODULE	January '22	February '22 (Romantic Getaways)	March '22 (Road Trips/Spring)	April '22 (Spring Getaways)	May '22 (Weekend Getaways)	June '22 (Summer Travel)	July '22 (Lake Resorts)	August '22 (Countryside Getaways)	September '22	October '22	November '22	December '22
Header	---	2.7%	3.0%	2.8%	3.6%	3.0%	2.2%	3.5%				
Hero	---	14.0%	17.5%	22.5%	28.8%	18.1%	58.6%	42.1%				
Hotels Near You	---	16.4%	20.4%	---	10.6%	22.6%	10.6%	16.6%				
Navigation Bar	---	---	17.9%	34.5%	---	---	---	---				
Inspiration	---	---	9.8%	---	---	---	---	---				
Offer	---	2.8%	---	2.8%	7.4%	5.3%	1.7%	0.8%				
Formula 1	---	---	6.6%	5.2%	4.8%	0.8%	1.0%	2.4%				
Journey	---	19.5%	4.0%	2.5%	19.1%	18.7%	6.0%	8.2%				
Journey 2	---	---	---	1.6%	---	---	---	---				
Ladies & Gentlemen	---	1.4%	---	---	3.1%	1.2%	0.9%	1.7%				
Hotel Spotlight	---	15.0%	3.1%	12.1%	---	2.1%	5.7%	6.1%				
Hotel Spotlight 2	---	---	---	---	---	---	---	0.8%				
New Hotel	---	---	---	---	3.9%	---	2.2%	---				
Brand Inspiration	---	---	2.8%	---	---	---	---	---				
Moments	---	---	1.2%	---	---	---	---	---				
Yacht	---	10.4%	3.1%	2.5%	3.2%	9.1%	2.9%	---				
Let Us Stay	---	2.4%	2.3%	---	1.1%	---	---	0.6%				
Scenography	---	4.6%	---	3.4%	1.0%	2.9%	---	1.7%				
Boutiques	---	---	---	---	---	2.1%	---	0.6%				
Travel by Interest	---	---	---	---	---	1.6%	1.2%	6.3%				
Partnership	---	---	---	---	---	1.4%	---	---				
Instagram	---	2.8%	1.5%	2.2%	5.5%	3.1%	1.0%	1.9%				
Footer	---	7.9%	6.8%	8.0%	8.0%	7.9%	6.0%	6.5%				

# 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%

# Learning Agenda

Area	Test Tactics	Learnings Supported	Key KPIs
Audience & Segmentation	<ul style="list-style-type: none"> <li>Version Content</li> <li>3<sup>rd</sup> Party Data</li> <li>Geo-targeting</li> </ul>	<ul style="list-style-type: none"> <li>Does 3<sup>rd</sup> party data help us understand certain segments better and improve content strategies?</li> <li>Are there additional geo-targeting opportunities to lift engagement and relevancy across targeted regions?</li> </ul>	<ul style="list-style-type: none"> <li>CTR</li> <li>Unsub. Rate</li> </ul>
Creative/Content	<ul style="list-style-type: none"> <li>CTA Copy</li> <li>Hero Testing</li> <li>Image Testing</li> <li>Personalization and Relevancy</li> </ul>	<ul style="list-style-type: none"> <li>Which CTA copy approach in the hero drives better engagement? Does multiple CTAs drive a lift in engagement?</li> <li>Can we increase click activity in select modules by testing more personalized content based on luxury segment, region, or member level?</li> <li>What content will lift engagement for non-members versus members?</li> </ul>	<ul style="list-style-type: none"> <li>Click Counts</li> <li>CTR</li> <li>Journey traffic</li> </ul>
Technology	<ul style="list-style-type: none"> <li>PCIQ</li> <li>STO</li> </ul>	<ul style="list-style-type: none"> <li>What are the best subject line approaches over time?</li> <li>Are readers more engaged during certain times and days of week overall and at various segment levels?</li> </ul>	<ul style="list-style-type: none"> <li>Open Counts</li> <li>Open Rate</li> <li>Click Counts</li> <li>CTR</li> </ul>

# Targeting Criteria

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- 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



# Luxury Segmentation Criteria

Segment Name	Segment Description
L1	All stays are luxury
L2A	$\geq 50\%$ of stays are luxury
L2B	$< 50\%$ of stays are luxury
L3	All luxury stays are paid by bonus points