



THE RITZ-CARLTON

May 2022 Email Review

May 26, 2022



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



May 7th Newsletter

Theme: Weekend Getaways


Subject Line (Used PCIQ Optimization):

- (Direct) INSIDE THE RITZ-CARLTON: Weekend Getaways, Perfected.
- (Authority)(Personal) INSIDE THE RITZ-CARLTON: [Fname's][Your]Guide to Golf and Spa Getaways
- (How To) INSIDE THE RITZ-CARLTON: How to Plan the Perfect Weekend
- (List) INSIDE THE RITZ-CARLTON: Golf, Spa, and Friend Weekend Getaways
- (Question) INSIDE THE RITZ-CARLTON: Which would you choose: Golf or Spa?

Pre-Header:


Plus, new hotel opening, award-winning cocktail recipe, and more.





RELAXING RETREATS

Weekend Getaways, Perfected.



Amman, whether your ideal weekend getaway involves lush landscaped pathways or locally inspired spa treatments, The Ritz-Carlton Amman and resorts are ready to make your dreams come true.

[Explore Golf Resorts](#) [Explore Spa Resorts](#)

Relax Close to Home

You don't have to travel far to experience the ultimate urban stay.

The Ritz-Carlton Georgetown, Washington D.C.

The Ritz-Carlton, Washington D.C.


[Explore More Hotels](#)

OUR JOURNEY

5 Destinations for a Getaway With Friends

From restorative waterfront retreats to collaborating indoor aquariums, find inspiration for your next group getaway.


[View All](#)



Welcome to Club Level, Jessica

From mixology demonstrations and local food tastings to personalized shopping excursions and private concerts, the Club Lounge reveals a destination's essence through curated experiences and thoughtful service.

[Reserve Now](#)



The Ritz-Carlton, Amman


With olive-drilling venues, grand event spaces, and a level top, **The Ritz-Carlton, Amman** is ideally situated to experience local art and authentic culture on the Jordan Coast or explore the historic sites of Petra, Dead Sea, and the natural beauty of the Dead Sea.

[Explore the Resort](#)

Canadian Grand Prix Moment

Kick off Canadian Grand Prix weekend with two tickets to Ritz-Carlton, Montreal Grand Prix Suite Party, enjoy brunch at Maison Brûlée, and spend your day in unforgettable setting tour of the historic city.

[View Details](#)



Award-Winning Cocktails in Vienna


Guests at **The Ritz-Carlton, Vienna** are delighted in the Marquise Terrace Courtyard's spectacular cocktail recipes that have earned nine several awards in World Class Competition as well as the title of "World's Most Experimental Bartender."

[Explore Bars and Restaurants](#)

MORPHEUS COCKTAIL

The goal of dreams goes before to the ancient kingdom of Morpheus, which included Afghanistan, Iran and many other countries. Mysterious and delicious flavors combine for a unique experience.

Pymouth Gin — Cardamom Honey — Tequila — Green Tea Espresso



A Feast for the Eyes

At **The Ritz-Carlton, Washington D.C.**, we set inspiration by art designer Jonathan Banks and inspired by the work of the hotel's executive chef, guests with discerning palates and innovative demands that were never destined for the dining room.

[Go Behind the Scenes](#)



Make Memories on a Caribbean Voyage

Reconnect with friends and make memories that will last a lifetime on a Caribbean voyage with The Ritz-Carlton, St. John's, Barbados. Whether you're away for a day along the beach or a weekend, take a trip to "The Ritz-Carlton, St. John's, Barbados" and enjoy a special moment in Paradise Beach, or relax in our beautiful Ocean Club.

[Go Back](#)



A Priceless Memento

Using memories of a special birthday, one of our adorable children's memories in **The Ritz-Carlton, St. John's, Barbados** creates a special memento that will last a lifetime. The Ritz-Carlton, St. John's, Barbados is a beautiful place and giving the best of our memories to the Ritz.

[View Details](#)



From Skyline to Coastline

Beginning at 5:30 am in the Resort Garden at **The Ritz-Carlton, St. John's, Barbados**, an afternoon walk to the city skyline, where you can see a beautiful sunset moment in the beach, developed by the resort's own and staff of the resort.

[Explore More](#)



#RCMemories

Whether you're a social media enthusiast or not, **The Ritz-Carlton, St. John's, Barbados** is a beautiful place and giving the best of our memories to the Ritz.

[Follow Us on Instagram](#)

Performance Summary: May 2022

- Delivered count remained fairly consistent with a slight increase of 3% MoM
 - Outside of March exclusion full luxury segment audience has been included since December
- Click performance continued to see a slight decline into May driven by seasonal lows
- L1 continues to show lower engagement with other luxury segment levels having comparable click engagement
- All Bonvoy levels trend similar MoM aligning with overall May engagement trends with non-members less engaged than members
- Nav and hero continue to be the strongest performing modules for May
- Spas Near You had strong click engagement for the U.S. audience with some regional variances
- Instagram module had significant engagement in May; strongest YTD

Performance Summary:

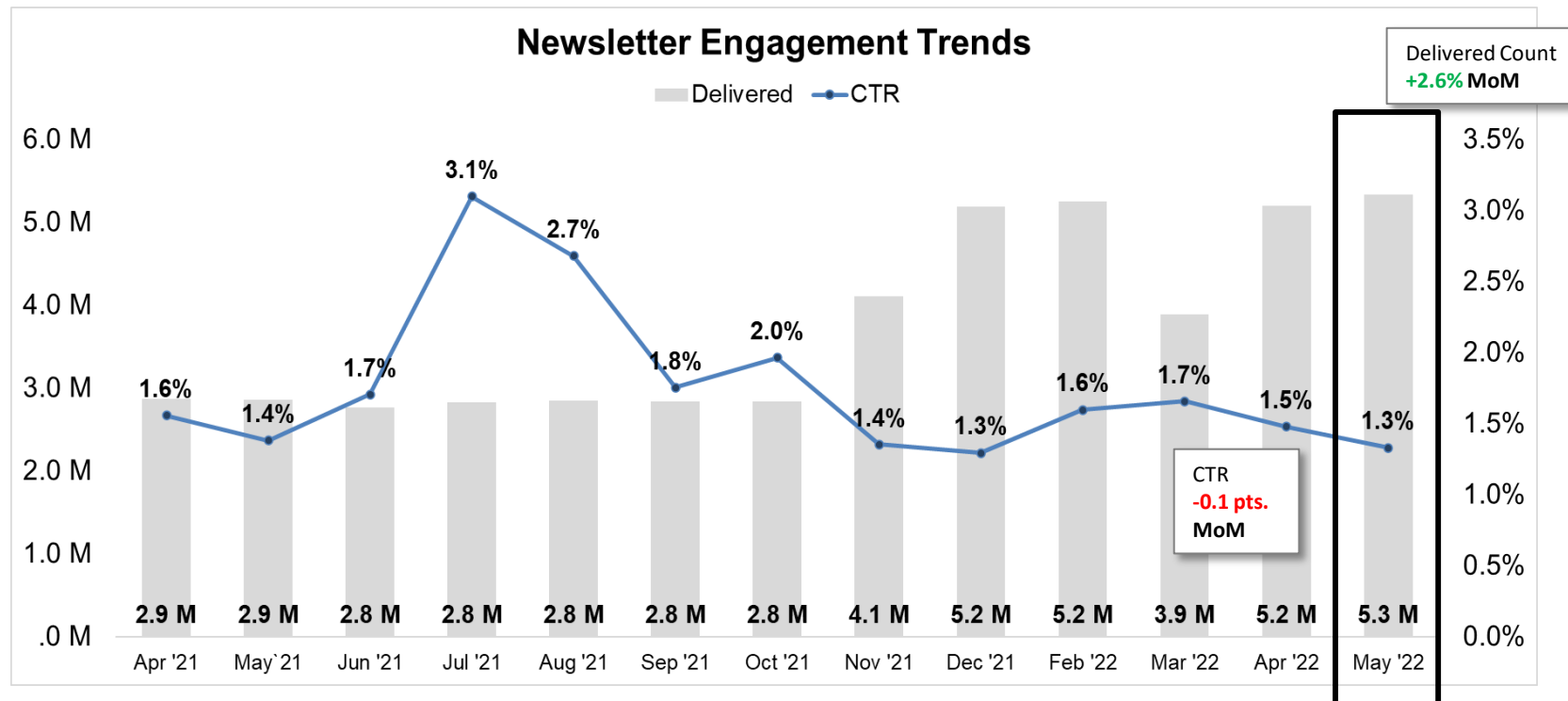
- Delivered volume continues to remain higher in comparison to 12-month average driving a higher click volume
 - This continues to be driven by the addition of new luxury segments beginning in November of last year
- CTR was .4pts. lower than the 12-month average
 - Seasonality key factor driving lower than average CTR
 - Compared against Bonvoy average within approximately .1pts; Bonvoy average for 5/1-5/15 was 1.43%
- Unsub rate remains comparable to average and in line with Bonvoy average

May 2022	vs Avg.
5.3 M Delivered	+47.2% (+1.7 M)
70.9 K Clicks	+12.8% (+8.0 K)
1.3% CTR	-0.4 pts.
0.20% Unsub Rate	-0.01%

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

Seasonality Driving Lower Engagement Levels for May

- Delivered volume remains stable MoM with an increase of 2.6%
- Seasonality and new audience engagement behavior driving lower CTR overall



Journey Content Engagement Trends

- Time spent on site is fairly similar first 48 hours and gradually increases as week progresses; closer to 2 minute mark we saw in other months
- Explore Spa CTA drove significant traffic along with friend travel inspiration content
- Consider evaluating non-email driven engagement trends around page activity to impact future mailings and inform content

Time Spent on Site: Post-Deployment

Date	Page Views	Visits	Average Time Spent on Site
May 7, 2022	107,534	37,805	1.70
May 8, 2022	33,702	11,809	1.68
May 9, 2022	17,467	5,123	1.78
May 10, 2022	7,621	2,571	1.69
May 11, 2022	3,614	1,966	1.82
May 12, 2022	6,458	4,613	2.03
May 13, 2022	6,831	1,963	1.85
May 14, 2022	2,651	1,450	2.02

Top Pages for May Include:



[Frame, whether]Whether]your ideal weekend away involves lushly landscaped fairways or locally inspired spa treatments, The Ritz-Carlton hotels and resorts are ready to make your dreams come true.

Explore Golf Resorts

Explore Spa Resorts

Explore Spa



THE JOURNEY

5 Destinations for a Getaway With Friends

From restorative waterfront retreats to exhilarating outdoor adventures, find inspiration for your next group getaway.

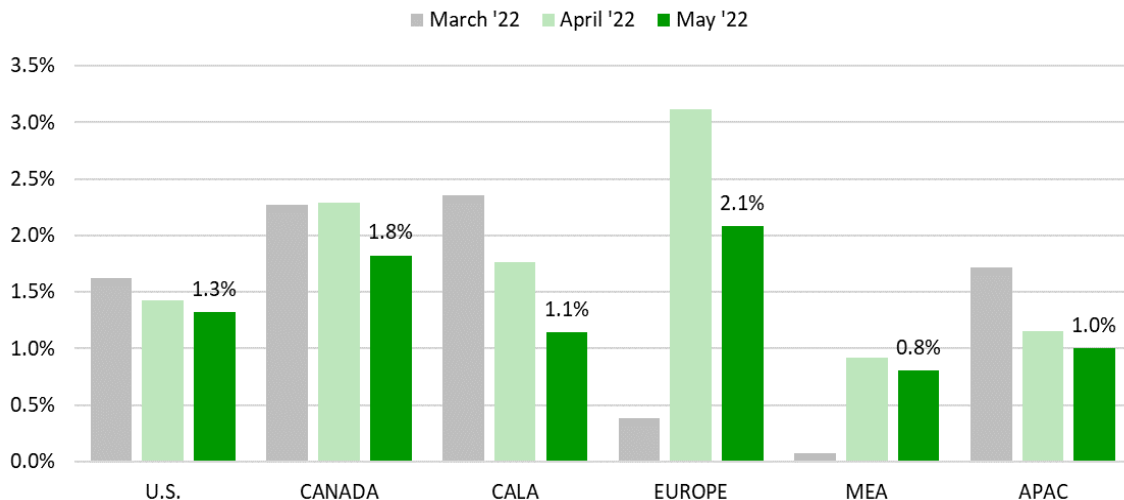
View All

Journey Friend Travel

Regional Engagement Saw Decrease For All Segments MoM

- In line with MoM performance trends, CTR decreased for most regions with delivery counts similar in comparison to April
- Europe had steepest decline in comparison to other regions with geo-targeted "Spas Near You" not being shown to as many readers where as for other regions address data is more readily available
- Consider how content using address is used outside of the U.S. and look at overall address coverage for our readers. May want to consider collapsing module for those without full or useable addresses

Regional CTR








No January mailing with 12/31 Solo

Delivered Counts

	May	Apr	MoM
U.S.	4.4 M	4.3 M	+2.7%
CANADA	211.9 K	209.9 K	+1.0%
CALA	37.9 K	37.5 K	+1.1%
EUROPE	153.8 K	152.1 K	+1.1%
MEA	170.4 K	164.4 K	+3.6%
APAC	309.9 K	301.6 K	+2.8%

Engagement Levels for Non-Luxury and Luxury Segments Comparable Excluding L1

Nov '21 – May '22

		Apr '22	May '22	Engagement Trends
L1	Del.	496.2 K	525.1 K	MoM +5.8% (+28.9K)
	CTR	1.0%	0.8%	
L2A	Del.	238.6 K	248.8 K	MoM +4.3% (+10.2K)
	CTR	1.4%	1.2%	
L2B	Del.	1.2 M	1.2 M	MoM +1.9% (+22.4K)
	CTR	1.4%	1.3%	
L3	Del.	298.4 K	307.1 K	MoM +2.9% (+8.7K)
	CTR	1.5%	1.5%	
Everyone Else	Del.	3.0 M	3.1 M	MoM +2.1% (+64.2K)
	CTR	1.6%	1.4%	




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

- New luxury segment inclusion beginning in December continuing to impact overall engagement trends
 - March exclusion of luxury segment audience potentially impacting spikes in engagement levels; to follow-up with insights around this topic
- L1 continues to show a lower level of interest than other luxury segments which is consistent with what we see across other mailings in which luxury segments are included (e.g., Lux MAU)
- Non luxury segments continues to have higher engagement than L2A and L2B with a 1.4% CTR for both this year and last
- Continue to evaluate luxury versus non-luxury engagement trends and non-luxury as it compares to prior year

CTR Flat or Saw Slight Decrease for All Bonvoy Levels

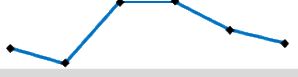



- Elite member engagement levels were flat in comparison to last month
- Non-member engagement also saw decrease and continues to remain low with audience expansion late last year

Nov '21 – May '22

		Apr '22	May '22	Engagement Trends
NON-MEMBER	Del.	341.8 K	356.9 K	MoM +4.4% (+15.1K)
	CTR	0.9%	0.7%	
BASIC	Del.	2.6 M	2.7 M	MoM +2.4% (+62.9K)
	CTR	1.5%	1.3%	
SILVER	Del.	603.0 K	621.8 K	MoM +3.1% (+18.8K)
	CTR	1.4%	1.3%	

*No mailing in January '22

Nov '21 – May '22

		Apr '22	May '22	Engagement Trends
GOLD	Del.	906.0 K	930.7 K	MoM +2.7% (+24.7K)
	CTR	1.6%	1.6%	
PLATINUM	Del.	303.8 K	310.1 K	MoM +2.1% (+6.3K)
	CTR	1.7%	1.6%	
TITANIUM	Del.	350.9 K	356.4 K	MoM +1.6% (+5.5K)
	CTR	1.6%	1.6%	
AMBASSADOR	Del.	65.5 K	66.6 K	MoM +1.7% (+1.1K)
	CTR	1.6%	1.5%	

All Segments Heat Map: May 2022

(U.S. Version)

- Hero and Journey Friends Getaway module were top performing modules in May
- Hero image intentionally was not clickable to help drive activity to the featured two CTAs; highest % of clicks YTD; consider continuing to test to see if multiple CTAs drives engagement lift
- Geo-targeted Spas Near You resonated well with U.S. audience and had less reach for other regions including Europe; consider evaluating how address data is leveraged for targeting
- Instagram had significant engagement and was one of top clicked Instagram modules YTD

Header:
3.6% clks.



Hero:
28.8% clks.



Spas Near You:
10.6% clks.



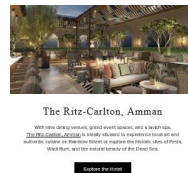
Journey:
19.1% clks.



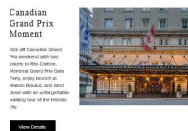
Offer:
7.4% clks.



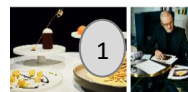
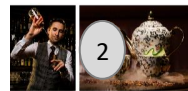
New Hotel Opening:
3.9% clks.



Formula 1:
4.8% clks.



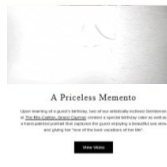
Ladies & Gentlemen:
3.1% clks.



Yacht:
3.2% clks.



Let Us Stay:
1.1% clks.



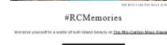
Scenography:
1.0% clks.



Instagram:
5.5% clks.



Footer (not shown):
8.0% clks.



Top Performing Content: May 2022

- Hero, Journey, and Offer were top performers for May
 - For Hero, Spa Retreats CTA generated more interest than Golf Resorts CTA
- Offer had first name personalization and generated strong interest from readers

Module	Article	Clicks	CTR
Journey	5 Destinations for a Getaway With Friends	14.4 K	0.32%
Hero	Explore Spa Retreats	12.5 K	0.28%
Hero	Explore Golf Resorts	9.2 K	0.21%
Offer	Welcome to Club Level, [Name]	5.6 K	0.13%
Formula 1	Canadian Grand Prix Moment	3.6 K	0.08%
New Hotel Opening	The Ritz-Carlton, Amman	2.9 K	0.07%
Hotels Near You	Relax Close to Home	2.7 K	0.06%
Yacht	Make Memories on a Caribbean Voyage	2.4 K	0.05%
Instagram	Follow Us On Instagram	2.1 K	0.05%
Instagram	The Ritz Carlton Maui, Kapalua	2.0 K	0.05%

Subject Line PCIQ:

Observations & Recommendation

- For April subject lines that incorporated Golf and Spa generally performed better whereas more generic copy focused around weekend getaways had slightly lower performance
- ‘Authority’, ‘Intrigue’ and ‘Personal’ tags either in isolation or in combination continue to be consistent high performers
 - Look for ways to expand testing high performers
 - For example, try a combo of Intrigue + Question + Personal
- Both April and May’s subject line winners incorporated first name personalization
 - Expand tactic by using targeted content to personalize or previous stay behavior (hasn’t stayed in 12 months at Ritz)
- Explore use of questions, exclamations and/or emojis as they have some strong cross campaign performance

Date	Subject line	Tags	Unique _Open_Rate
3/5/22	INSIDE THE RITZ-CARLTON: Your next trip could be closer than you think	Intrigue	15.67%
	INSIDE THE RITZ-CARLTON: How to Plan the Ultimate Road Trip	How To	15.27%
	INSIDE THE RITZ-CARLTON: Your Guide to Road Trips Reimagined	Authority	15.27%
	INSIDE THE RITZ-CARLTON: Reimagine the Road Trip	Direct	15.24%
	INSIDE THE RITZ-CARLTON: 5 Iconic Spring Destinations & Road Trip Inspiration	List	15.04%

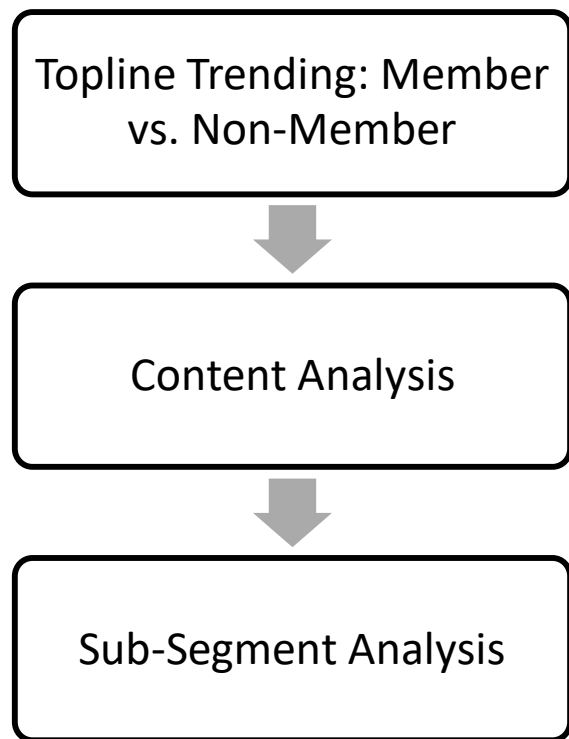
4/2/22	INSIDE THE RITZ-CARLTON: [Fname's][Your]Next Adventure	Intrigue/ Personal	14.46%
	INSIDE THE RITZ-CARLTON: [Fname's][Your]Guide to Spring Break Getaways	Authority/ Personal	14.19%
	INSIDE THE RITZ-CARLTON: Spring Break Inspiration	Direct	13.68%
	INSIDE THE RITZ-CARLTON: Spring Break Getaways, Family Adventures, and More	List	13.67%
	INSIDE THE RITZ-CARLTON: How to Plan the Perfect Spring Break	How To	13.49%

5/7/22	INSIDE THE RITZ-CARLTON: [Fname's][Your]Guide to Golf and Spa Getaways	Authority/ Personal	13.24%
	INSIDE THE RITZ-CARLTON: Which would you choose: Golf or Spa?	Question	12.71%
	INSIDE THE RITZ-CARLTON: How to Plan the Perfect Weekend	How To	12.61%
	INSIDE THE RITZ-CARLTON: Weekend Getaways, Perfected.	Direct	12.61%
	INSIDE THE RITZ-CARLTON: Golf, Spa, and Friend Weekend Getaways	List	12.52%

Learning Agenda

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

Non-Member Deep Dive: Analysis Process



Analysis Type	Analysis Objective	Result
Non-Member versus Member MoM trending	Are engagement trends similar across both members and non-members MoM or are non-members seeing more of a decline?	Trends were very similar for when spikes and peaks occurred for both non-members and members
Non-Member versus Member Click Engagement	Do non-members engage at a higher rate with different content than members?	Both members and non-members engaged with varied content types at similar rates outside of a few anomalies
Non-Member Sub-Segment Analysis	When did email metric performance start to see a decline and did audience shifts have any impact?	"Everyone Else" versus "Past TRC Openers" had notable shifts beginning in November impacting overall non-member email performance

Non-Member Deep Dive: Insights

Beginning in November when luxury segments were included significant growth in delivered volume occurred for non-members (attributed to the “Everyone Else” category):

Audience- Everyone Else

	Delivered	Unique CTR	Unsub Rate
Mar '21	64,663	0.4%	0.1%
Apr '21	64,155	0.3%	0.1%
May '21	63,441	0.3%	0.1%
Jun '21	62,941	0.3%	0.1%
Jul '21	60,181	0.4%	0.1%
Aug '21	57,970	0.4%	0.1%
Sep '21	56,340	0.3%	0.1%
Oct '21	54,344	0.2%	0.1%
Nov '21	223,477	0.9%	0.4%
Dec '21	192,061	0.5%	0.3%
Feb '22	185,408	0.6%	0.3%
Mar '22	49,130	0.1%	0.1%

Audience- Past TRC Openers

	Unique		
	Delivered	CTR	Unsub Rate
	135,817	1.8%	0.2%
	134,354	1.4%	0.2%
	132,825	1.3%	0.3%
	131,439	1.7%	0.2%
	132,883	2.6%	0.2%
	133,415	2.3%	0.2%
	133,592	1.6%	0.2%
	133,566	1.8%	0.2%
	132,246	1.3%	0.2%
	158,056	1.4%	0.3%
	161,634	1.6%	0.3%
	128,066	1.3%	0.2%

- Prior to November “Past TRC Openers” had the bulk of delivered with heavier weight and impact on overall engagement metrics including CTR and Unsub Rate
- November moving forward the new audience that is now classified under “Everyone Else” has had more impact on overall engagement metrics, in turn driving lower CTR and higher Unsub levels most recently
- Continue to evaluate non-member performance to accrue more data and see if engagement levels rebound. Further analysis will allow for decisioning on next steps with non-member audience including possible targeting or content refinement and optimizations
- Will also consider testing the usage of 3rd party data to help refine this segment

Recommendations and Next Steps

- Finalize learning agenda and determine next testing opportunity to plan against
- Continue to accrue more engagement data for non-members and reassess engagement behavior at specified point in time (e.g., Q4)
 - Post-analysis completion determine next steps for non-member content or targeting optimization
- Consider how content using address is used outside of the U.S. and look at overall address coverage for our readers. May want to consider collapsing module for those without full or useable addresses
- Look for another opportunity to test two CTA options under non-clickable hero image to measure engagement patterns and overall impact on email performance
- Continue to leverage STO to drive engagement lifts; partner with Epsilon on measurement

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 ---	July '22 ---	August '22 ---	September '22 ---	October '22 ---	November '22 ---	December '22 ---
Header	---	2.7%	3.0%	2.8%	3.6%							
Hero	---	14.0%	17.5%	22.5%	28.8%							
Hotels Near You	---	16.4%	20.4%	---	10.6%							
Navigation Bar	---	---	17.9%	34.5%	---							
Inspiration	---	---	9.8%	---	---							
Offer	---	2.8%	---	2.8%	7.4%							
Formula 1	---	---	6.6%	5.2%	4.8%							
Journey	---	19.5%	4.0%	2.5%	19.1%							
Journey 2	---	---	---	1.6%	---							
Ladies & Gentlemen	---	1.4%	---	---	3.1%							
Hotel Spotlight	---	15.0%	3.1%	12.1%	3.9%							
Brand Inspiration	---	---	2.8%	---	---							
Moments	---	---	1.2%	---	---							
Yacht	---	10.4%	3.1%	2.5%	3.2%							
Let Us Stay	---	2.4%	2.3%	---	1.1%							
Scenography	---	4.6%	---	3.4%	1.0%							
Instagram	---	2.8%	1.5%	2.2%	5.5%							
Footer	---	7.9%	6.8%	8.0%	8.0%							

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%

Targeting Criteria

- 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