



THE RITZ-CARLTON

November 2022 Email Review

November 17, 2022



November 5th Newsletter

Creative: U.S., Canada and CALA Version (Loyalty/F1 Content)


Theme: Holiday Travel


Subject Line (Used PCIQ Optimization):

- (Direct) INSIDE THE RITZ-CARLTON: Extraordinary Holiday Getaways
- (Authority) INSIDE THE RITZ-CARLTON: Your Guide to Magical Holiday Escapes
- (Listicle) INSIDE THE RITZ-CARLTON: 5 Magical Holiday Getaways
- (Intrigue) INSIDE THE RITZ-CARLTON: 'Tis the Season for These Magical Escapes
- (Question) INSIDE THE RITZ-CARLTON: Searching for holiday travel inspiration?


Pre-Header:

Plus, discover exceptional ski resorts, new openings, and the perfect presents





THE RITZ-CARLTON



HOLIDAY TRAVEL

5 Extraordinary Holiday Escapes

Looking to spend the holidays differently this year? Indulge in a private mountain cabin dinner, take a winter cruise along a river, or book a beachside in a breathtaking destination.



[See All 5](#)

Press Pause

Venture close to home this fall and enjoy the ultimate retreat.

The Ritz-Carlton Georgetown, Washington D.C.

[Discover More](#)




OUR JOURNEY

Make Merry Memories

From European Christmas markets to sun-soaked beaches, the most wonderful time of the year is made even more magical at these Ritz-Carlton destinations around the world.

[Discover the Magic](#)




KYOTO VIENNA ST. LOUIS

COZY RETREATS

Fall for a New Destination

Whether you prefer strolling around a cozying fire pit or enjoying action-packed adventures, The Ritz-Carlton can help you check off your favorite autumn bucket list items.


[See All](#)



Evrima Sets Sail on Inaugural Season

The highly anticipated debut of The Ritz-Carlton Yacht Collection has arrived. As Evrima is now sailing for the world's premier yachting programs, discover an awe-inspiring new way to travel while enjoying the legendary service and luxurious amenities aboard this exceptional yacht.


[Experience Elegance](#)



Must-See Pit Stops in Mexico City

Delicious Gastronomy, World-Class Art and Business Amenities for the Modern AAAA+ Professional Traveler. The Ritz-Carlton Mexico City is at the heart of the Mexican capital. Including where to score the best tacos.

[Explore Mexico City](#)




WINTER RETREATS

Exceptional Ski Resorts

Get against the backdrop of some of the world's most breathtaking mountain views, The Ritz-Carlton can assist after unparalleled winter sports and après-ski activities.

[See the Experts](#)




HOTEL SPOTLIGHT

Celebrating 28 Years

In honor of its 28th anniversary, The Ritz-Carlton Belmont Garden will unveil its stunning renovation, including its pioneering suite as the benchmark of minimalist luxury.


[See What's New](#)



Reach New Heights

"Situated in the heart of Japan's capital city, discover luxury amenities as impressive as the view at The Ritz-Carlton Tokyo."

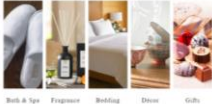
[Book a Stay](#)



Your Elevated Experience Awaits

Unwind with The Ritz-Carlton Club Lounge, which offers exclusive amenities including a dedicated concierge to tend to all of your needs.

[Reserve Club Lounge](#)




ROUTINES

No Time Like the Present

Make the season even brighter by giving stylish gifts from the Ritz-Carlton property.

[Bath & Spa](#) [Fragrance](#) [Bedding](#) [Dress](#) [Gifts](#)



#RCMemories

Mark the arrival of autumn with changing colors in beautiful views at The Ritz-Carlton, Miami.

[Follow Us On Instagram](#)

Performance Summary: November 2022

- CTR was comparable to October at 1.1%; decrease in delivered volume of 17.5% driving variance in audience make-up with Reserve Solo in market which also impacts Ritz eNews engagement trends this month
 - Club Level Offer click performance increased 0.6pts. MoM, comparable to September Journey by Spa Rejuvenate You Package that had 1.1% of clicks
 - Editorial content engagement remains varied across luxury segment and non-luxury segment levels
- Hero, Hotels Near You and Yacht continue to drive more significant levels of interest across all segments; both luxury and non-luxury segments
 - Travel by Interest also drove strong engagement across segments
 - Boutiques continues to drive more interest with L1/L2A with L2A also being more engaged than other segments for Club Level offer
- Higher click engagement for L1/L2A for travel content that is focused on more exclusive destinations whereas L2B/L3 showing more engagement in comparison with the Hotels Near You module

Performance Metrics: November 2022

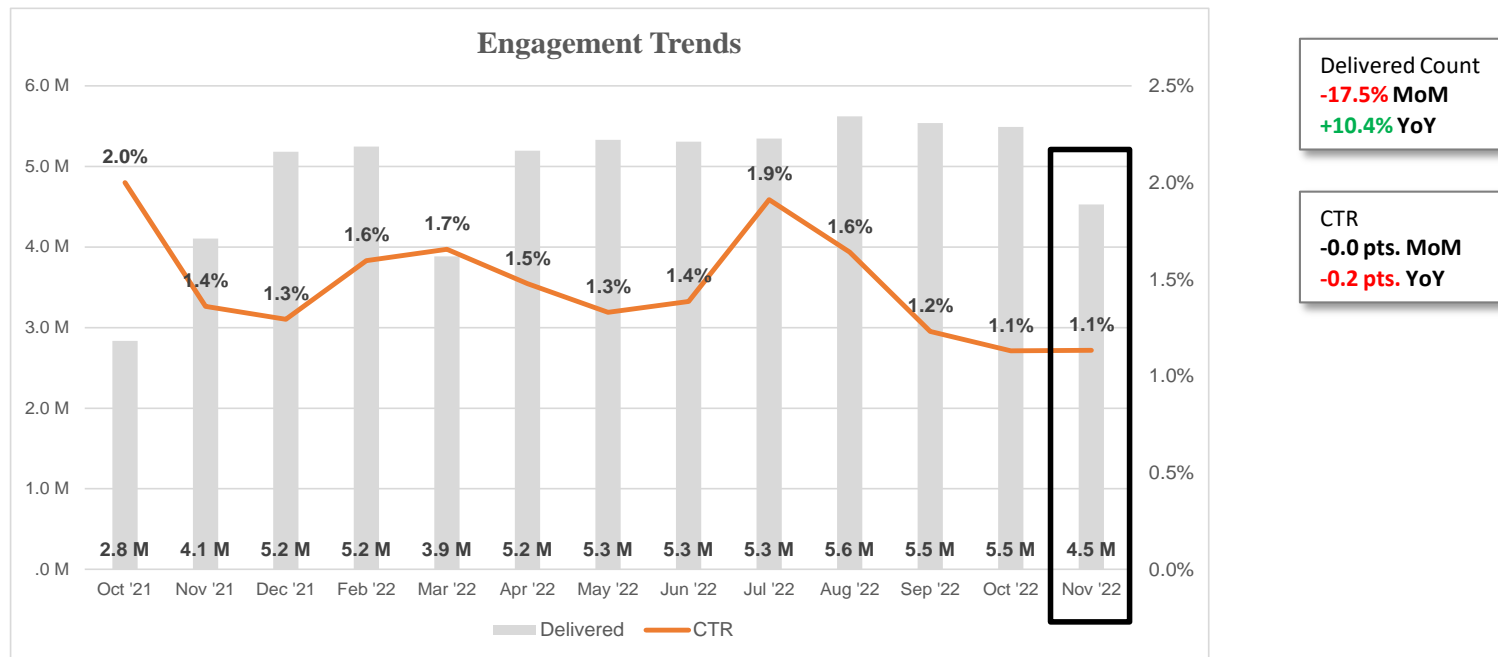
- Delivered volume levels varied in comparison to last month and last year with Reserve Solo targeting portion of Ritz eNews audience this month:
 - 17.5% for delivered counts MoM
 - +10.4% YoY
- CTR remained consistent at 1.1% MoM
 - In comparison to Lux MAU which generally has a slightly higher CTR each month, Ritz remained within 0.5pts. of Lux MAU CTR of 1.6%
 - CTR was within 0.1pt. to 0.5pts. prior six months (May '22 through October '22)
- Unsub rate continues to remain consistent YTD; in line with Bonvoy avg. benchmark of 0.20%; stronger in comparison to YoY and 12-month average

	Nov-22	MoM	YoY	vs. Avg.*
Delivered	4.5 M	-17.5% (-961.4 K)	+10.4% (+425.0 K)	-8.0% (-394.1 K)
Clicks	51.3 K	-17.4% (-10.8 K)	-8.1% (-4.5 K)	-29.9 % (-17.4 K)
CTR	1.1%	-0.0 pts.	-0.2 pts.	-0.4 pts.
Unsub Rate	0.21%	+0.01pts.	-0.02 pts.	-0.01 pts.

*November 2022 vs. Rolling 12-Month Average (Oct 2021-Oct 2022)

Engagement Trends: November 2022

- November CTR remains at 1.1% MoM and within 0.2pts. in comparison to last year
- November delivered volume decreased 17.5% MoM with Reserve November Solo incorporating a portion of Ritz eNews audience
- In December full luxury audience inclusion will have reached 12-month milestone; opportunity to establish and update performance benchmarks moving forward



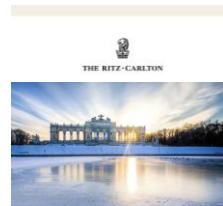
Journey Content Engagement Trends: November 2022

- Time on site slightly higher on deployment date MoM, closer to 2-minute mark, with varied levels of engagement in first week post-deployment
- Similar engagement levels to October Ritz eNews overall
- Holiday Escapes module drove traffic to website along with hotels near you continuing to draw readers in
- Continue to evaluate page trends to see how that can support email optimization opportunities moving forward

Time Spent on Site: Post-Deployment

Date	Page Views	Visits	Average Time Spent on Site
Nov 5, 2022	33,852	27,979	1.95
Nov 6, 2022	10,474	7,936	1.76
Nov 7, 2022	5,266	3,646	1.76
Nov 8, 2022	3,288	1,990	1.80
Nov 9, 2022	2,737	1,677	1.63
Nov 10, 2022	2,838	1,745	1.65
Nov 11, 2022	2,567	1,429	1.62
Nov 12, 2022	2,302	1,289	1.48

Top Content Modules Driving Page Visits for November Include:



5 Extraordinary Holiday Escapes

Looking to spend the holidays differently this year? Indulge in a private mountain cabin dinner, take a winter stroll along a river, or book a backside in a breathtaking location.

See All 5

Press Pause

Venture close to home this fall and enjoy the ultimate reset.

The Ritz-Carlton Georgetown, Washington D.C. >

The Ritz-Carlton, Washington D.C. >

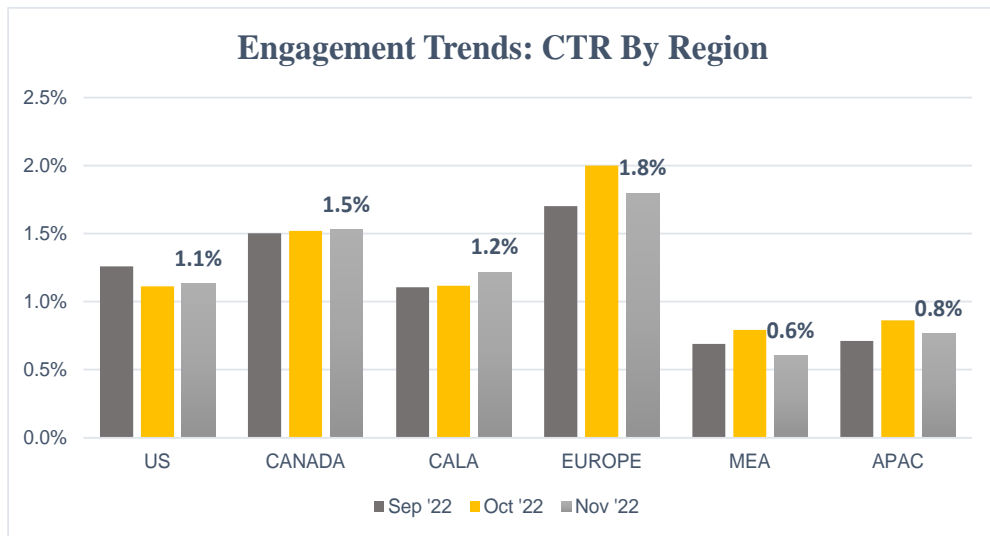
Discover More

Hotels Near You

Hero: Holiday Getaways

Regional Engagement Trends: November 2022

- U.S. saw the most significant decrease MoM in delivered volume with portion of audience being sent Reserve Solo
- Overall, engagement levels comparable and in line with last month for US/Canada and CALA
- All other regions saw slight decrease MoM in CTR with steady delivery volumes overall


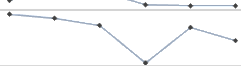

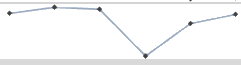

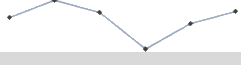

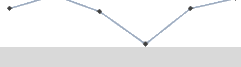


Delivered	Oct '22	Nov '22	MoM
US	4.5 M	3.6 M	-21.6%
CANADA	239.8 K	259.2 K	+8.1%
CALA	39.3 K	39.5 K	+0.5%
EUROPE	157.7 K	159.3 K	+1.0%
MEA	178.5 K	177.6 K	-0.5%
APAC	327.5 K	328.0 K	+0.1%


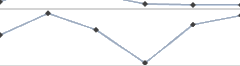



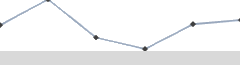


Member Level Engagement Trends: November 2022

- Across all member levels CTR remained flat or close to October engagement levels
- Upper Elites saw most significant decrease in delivery volumes, which are most engaged member levels, with all levels seeing a decrease in reach MoM

Jun'22 – Nov '22







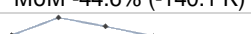



		Oct '22	Nov '22	Engagement Trends
NON-MEMBER	Del.	349.7 K	335.1 K	MoM -4.2% (-14.6 K)
	CTR	0.6%	0.6%	
	Unsub Rate	0.19%	0.16%	
BASIC	Del.	2.7 M	2.5 M	MoM -8.5% (-234.0 K)
	CTR	1.0%	1.1%	
	Unsub Rate	0.21%	0.22%	
SILVER	Del.	652.2 K	519.9 K	MoM -20.3% (-132.3 K)
	CTR	1.1%	1.2%	
	Unsub Rate	0.21%	0.23%	
GOLD	Del.	918.8 K	673.6 K	MoM -26.7% (-245.2 K)
	CTR	1.3%	1.4%	
	Unsub Rate	0.20%	0.22%	

Jun '22 – Nov '22

		Oct '22	Nov '22	Engagement Trends
PLATINUM	Del.	394.8 K	266.8 K	MoM -32.4% (-128.0 K)
	CTR	1.5%	1.5%	
	Unsub Rate	0.18%	0.19%	
TITANIUM	Del.	362.0 K	188.7 K	MoM -47.9% (-173.3 K)
	CTR	1.4%	1.4%	
	Unsub Rate	0.15%	0.18%	
AMBASSADOR	Del.	69.4 K	35.4 K	MoM -49.1% (-34.0 K)
	CTR	1.5%	1.4%	
	Unsub Rate	0.14%	0.14%	
MEMBER	Del.	5.1 M	4.2 M	MoM -18.4% (-946.8 K)
	CTR	1.2%	1.2%	
	Unsub Rate	0.20%	0.22%	

Luxury Segment Level Engagement Trends: November 2022

Jun '22 – Nov '22

		Oct '22	Nov '22	Engagement Trends
L1	Del.	511.0 K	489.2 K	MoM -4.3% (-21.8 K)
	CTR	0.7%	0.6%	
	Unsub Rate	0.18%	0.17%	
L2A	Del.	243.1 K	217.8 K	MoM -10.4% (-25.3 K)
	CTR	1.1%	1.0%	
	Unsub Rate	0.16%	0.17%	
L2B	Del.	1.2 M	699.8 K	MoM -39.4% (-454.4 K)
	CTR	1.2%	1.0%	
	Unsub Rate	0.15%	0.16%	
L3	Del.	314.6 K	174.2 K	MoM -44.6% (-140.1 K)
	CTR	1.3%	1.3%	
	Unsub Rate	0.16%	0.18%	
Everyone Else	Del.	3.3 M	2.9 M	MoM -9.8% (-319.5 K)
	CTR	1.2%	1.2%	
	Unsub Rate	0.22%	0.24%	

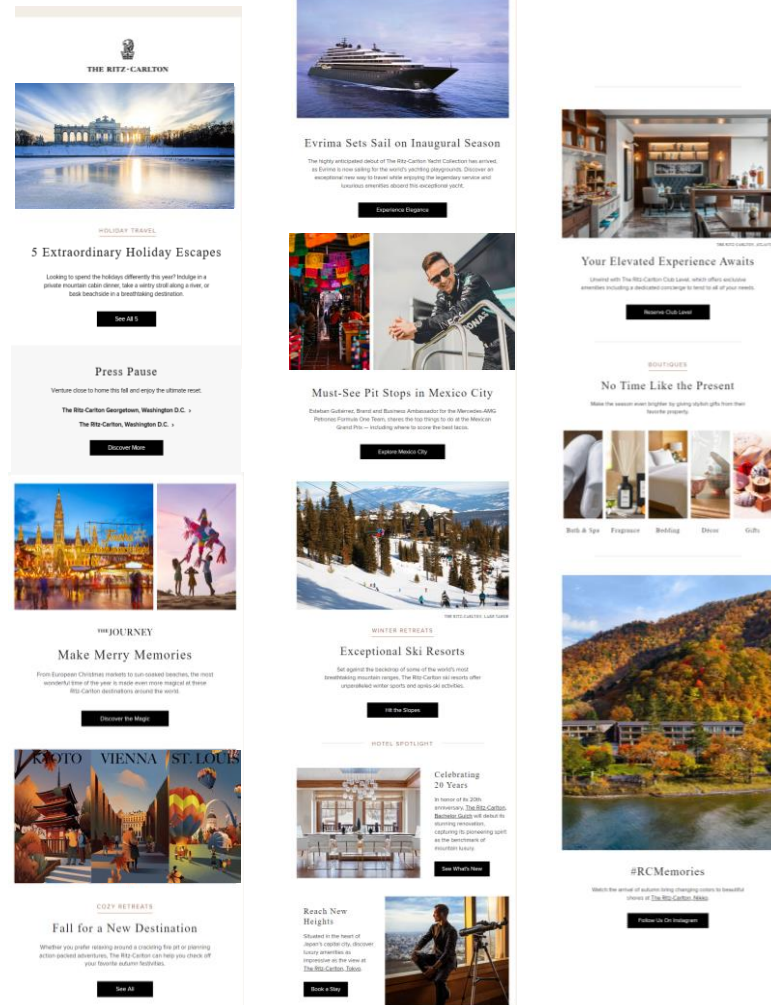
Segment Name	Segment Description
L1	All stays are luxury
L2A	>= 50% of stays are luxury
L2B	< 50% of stays are luxury
L3	All luxury stays are paid by bonus points

- L3 and Everyone else remain most engaged than other segments when looking at CTR
- All levels experienced varied levels of decline in delivered volume with Reserve Solo targeting portion of eNews audience
- Overall CTR is fairly consistent MoM for luxury segments with L2B seeing a decline of 0.2pts.
- Continue to evaluate offer and editorial content responsiveness and engagement levels to identify optimal content mix at each luxury and non-luxury segment level

Ritz Segment Heat Map: November 2022

- Hotels Near You continues to resonate at a higher rate with L3 and Everyone Else, 2nd most clicked secondary content overall followed by Yacht
- Travel by Interest drove strong engagement across segments
- Boutiques continued to drive more interest with L1/L2A with L2A also being more engaged than others for Club Level offer

Module	L1	L2A	L2B	L3	Everyone Else	Total
Header	5.0%	3.6%	3.4%	2.5%	4.4%	4.2%
Hero	34.9%	38.4%	40.0%	39.6%	39.1%	38.9%
Journey	5.5%	4.9%	4.8%	4.4%	4.5%	4.6%
Hotels Near You	9.2%	9.7%	10.4%	14.4%	12.6%	12.0%
Cozy Retreats	5.0%	4.7%	4.2%	4.2%	4.2%	4.2%
Yacht	10.2%	10.5%	11.1%	10.2%	10.0%	10.2%
F1/Loyalty (Geo-targeted)	2.3%	2.8%	2.2%	2.3%	1.8%	1.9%
F1 Abu Dhabi	0.6%	0.8%	0.5%	0.4%	0.3%	0.4%
F1 Mexico City	1.7%	2.0%	1.8%	2.0%	1.5%	1.6%
Travel by Interest	5.3%	5.7%	5.4%	5.4%	3.9%	4.4%
Hotel Spotlight	3.6%	4.0%	4.2%	3.7%	3.6%	3.7%
TRC Bachelor Gulch	2.6%	2.9%	3.0%	2.9%	2.5%	2.6%
TRC Tokyo	1.0%	1.2%	1.2%	0.8%	1.1%	1.1%
Club Level Offer	1.1%	1.6%	1.4%	1.2%	1.1%	1.1%
Boutiques	2.9%	3.0%	2.2%	2.2%	2.5%	2.5%
Instagram	2.1%	2.4%	2.1%	1.9%	1.9%	2.0%
Footer	12.8%	8.6%	8.5%	7.9%	10.4%	10.1%
Unsubs	12.4%	8.0%	8.1%	7.6%	9.9%	9.6%
Other	0.4%	0.5%	0.3%	0.3%	0.6%	0.5%



Reserve Solo 11/8

Performance Metrics

Nov '22	Reserve Solo	Ritz eNews	Delta
Delivered	1.3 M	4.5 M	--
Clicks	6.8 K	51.3 K	--
CTR	0.5%	1.1%	-0.6 pts.
Unsub Rate	0.06%	0.21%	-0.15 pts.

- The November Reserve Solo was sent to over 1M members and non-members, targeted based on various attributes including Luxury and Reserve stay behavior, spend and income
- Overall, it generated 6.8 K clicks
- While CTR was lower than the November Ritz eNews (-0.6pts), which has more content modules overall, the Solo had a very low unsub rate of 0.06% in line with the November Luxury MAU unsub rate

November 2022

The email campaign for November 2022 features a central theme of relaxation and escape. The header includes the Ritz-Carlton Reserve logo and the date. The main body is divided into several sections, each showcasing a different resort with a large image and descriptive text. The resorts featured are Donado Beach, Zádán, Mandapa, Higasbhyama, and Phulay Bay. Each section includes a 'Discover' button. The footer has a 'See All Locations' button and a 'Welcome to Your Home at the Ends of the Earth' message.

June 2022

The email campaign for June 2022 features a central theme of relaxation and escape. The header includes the Ritz-Carlton Reserve logo and the date. The main body is divided into several sections, each showcasing a different resort with a large image and descriptive text. The resorts featured are Donado Beach, Zádán, Mandapa, Higasbhyama, and Phulay Bay. Each section includes a 'Discover' button. The footer has a 'See All Locations' button and a 'Welcome to Your Home at the Ends of the Earth' message.

- Delivered: 42.5 K**
- CTR: 1.9%**
- Unsub Rate: 0.25%**

Reserve Solo Heat Map: November 2022

- Hero drove significant interest generating 50.3% of clicks
- Interest was shown throughout the email with the closing CTA generating comparable click activity to both Zadún and Phulay Bay which had higher placement in the email
- Dorado Beach drove the most interest for secondary content followed by Mandapa which was directly below the Hero

Module	% of Clicks
Header	1.1%
Hero	50.3%
Mandapa	7.4%
Phulay Bay	5.8%
Dorado Beach	11.4%
Zadún	6.1%
Higashiyama Niseko Village	5.2%
Explore Ritz-Carlton Reserve CTA	6.2%
Footer	6.5%

SL 1 (Direct)(Personal): Join us at Ritz-Carlton Reserve[, Fname]

SL 2 (Listicle): 6 Rare Estates Tucked Away in the Most Exquisite Corners of the World

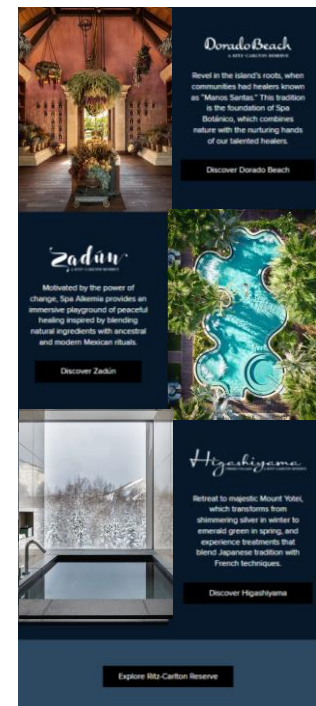
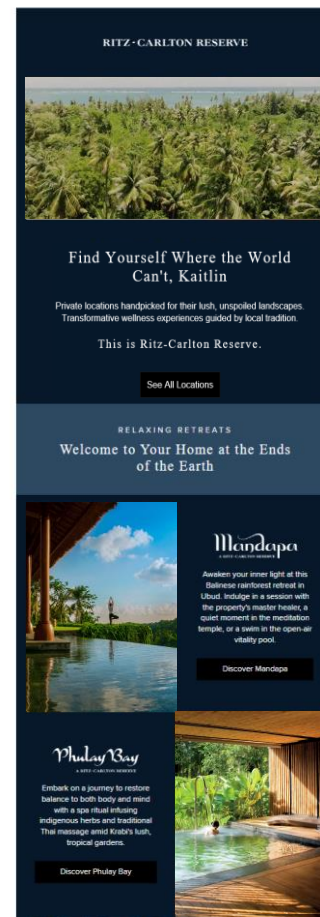
SL 3 (Intrigue): To Truly Find Yourself, Look Inside

SL 4 (Authority)(Branded): Your Guide to Ritz-Carlton Reserve

SL 5 (Question)(Personal): Have you experienced Ritz-Carlton Reserve[, Fname]?

PH: Discover exceptional wellness experiences in idyllic locations at the ends of the earth.

Note: PCIQ SL testing was done and awaiting performance results



Subject Line and Headline PCIQ: November 2022

- Top performers mix of 'Authority', 'Direct', 'Intrigue' and 'Listicle' tags
 - With introduction of Listicle tag in October, Listicle made top 3 in both October and November
- Question tag continues to be bottom performer, 0.2pts. to nearly 0.4pts. less than top tag; continue to evaluate and determine opportunity to sunset tag and replace with new tag (e.g., combo tag- pair top performing)
- Awaiting next steps to report out PCIQ results for Headline testing overall as well in conjunction with Subject Line testing for ability to optimize across both levels

Deployment Date	Subject line	Tag	Unique Open Rate
9/3/2022	INSIDE THE RITZ-CARLTON: Your Guide to Exquisite Autumn Escapes	Authority	11.83%
9/3/2022	INSIDE THE RITZ-CARLTON: Celebrate Fall With an Unforgettable Escape	Direct	11.76%
9/3/2022	INSIDE THE RITZ-CARLTON: Here's Where to Escape This Fall	Intrigue	11.73%
9/3/2022	INSIDE THE RITZ-CARLTON: How to Determine Your Next Fall Destination	How To	11.73%
9/3/2022	INSIDE THE RITZ-CARLTON: Venturing somewhere this fall?	Question	11.62%
Difference in Top Performing Tag vs. Bottom Performing Tag			+0.21 pts.
10/1/2022	INSIDE THE RITZ-CARLTON: Your Mountain Escape Awaits	Intrigue	12.57%
10/1/2022	INSIDE THE RITZ-CARLTON: Exquisite Mountain Escapes	Direct	12.39%
10/1/2022	INSIDE THE RITZ-CARLTON: 4 Slopeside Sanctuaries	Listicle	12.34%
10/1/2022	INSIDE THE RITZ-CARLTON: Your Guide to Getting Away Mountainside	Authority	12.27%
10/1/2022	INSIDE THE RITZ-CARLTON: Do you have a mountain escape on your mind	Question	12.20%
Difference in Top Performing Tag vs. Bottom Performing Tag			+0.37pts.
11/5/2022	INSIDE THE RITZ-CARLTON: Extraordinary Holiday Getaways	Direct	12.80%
11/5/2022	INSIDE THE RITZ-CARLTON: Your Guide to Magical Holiday Escapes	Authority	12.75%
11/5/2022	INSIDE THE RITZ-CARLTON: 5 Magical Holiday Getaways	Listicle	12.57%
11/5/2022	INSIDE THE RITZ-CARLTON: 'Tis the Season for These Magical Escapes	Intrigue	12.55%
11/5/2022	INSIDE THE RITZ-CARLTON: Searching for holiday travel inspiration?	Question	12.48%
Difference in Top Performing Tag vs. Bottom Performing Tag			+0.32 pts.

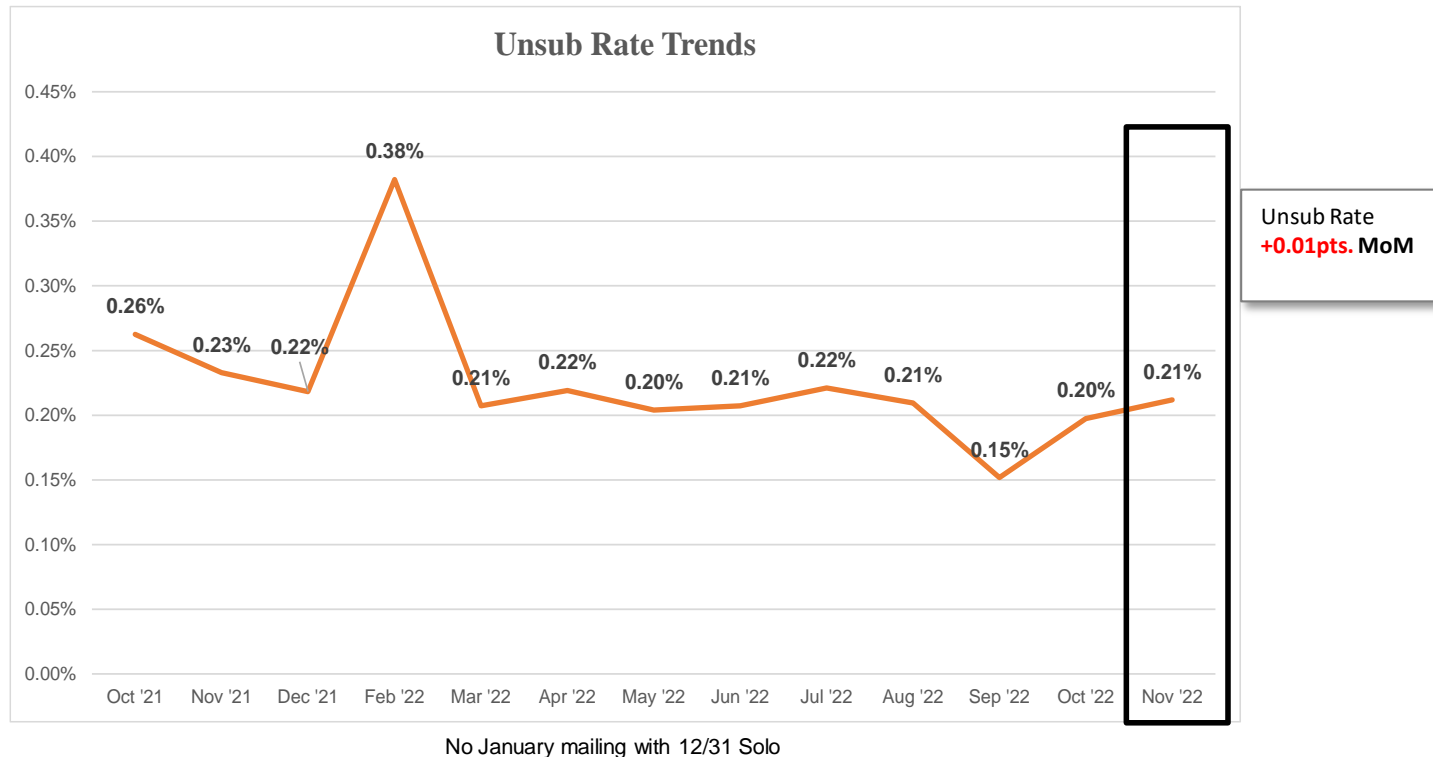
Recommendations and Next Steps

- PCIQ Headline testing will continue into December; leveraging Intrigue, Listicle, and Authority tags
- Awaiting next steps to report out PCIQ results for Headline testing that began in November at the overall level as well in conjunction with Subject Line results for ability to:
 - Assess performance for those that have the same tag for both Subject Line and Headline versus those that have a different tag for Subject Line and Headline to gain insights around optimal PCIQ Headline/SL mix
- Monthly performance evaluation for 'Question' tag to continue to determine opportunity to sunset and replace with new tag (e.g., combo tag- pair top performing)
- Continue to identify offer personalization opportunities by luxury segment level, along with offer performance reporting at luxury segment level when offer is available to everyone
 - December Suites offer performance to be evaluated at each luxury segment and non-luxury segment level to assess offer engagement across each

Thank you!

Unsub Rate Trends: November 2022

- Monthly unsub rates remain consistent YTD, around 0.20%
- Unsub rates are in line with historical Bonvoy benchmark of 0.20% indicating healthy audience engagement



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 (Fall Getaways + Experiences)	October '22 (Mountain + Outdoors)	November '22 (Holiday Travel)	December '22 ---
Header	---	2.7%	3.0%	2.8%	3.6%	3.0%	2.2%	3.5%	4.1%	4.2%	4.2%	
Hero	---	14.0%	17.5%	22.5%	28.8%	18.1%	58.6%	42.1%	38.8%	19.7%	38.9%	
Hotels Near You	---	16.4%	20.4%	---	10.6%	22.6%	10.6%	16.6%	14.5%	7.5%	12.0%	
Navigation Bar	---	---	17.9%	34.5%	---	---	---	---	---	37.5%	---	
Inspiration	---	---	9.8%	---	---	---	---	---	---	---	4.2%	
Offer	---	2.8%	---	2.8%	7.4%	5.3%	1.7%	0.8%	---	0.5%	1.1%	
Formula 1	---	---	6.6%	5.2%	4.8%	0.8%	1.0%	2.4%	---	2.3%	1.9%	
Journey	---	19.5%	4.0%	2.5%	19.1%	18.7%	6.0%	8.2%	6.3%	1.1%	4.6%	
Journey 2	---	---	---	1.6%	---	---	---	---	1.1%	---	---	
Ladies & Gentlemen	---	1.4%	---	---	3.1%	1.2%	0.9%	1.7%	1.2%	2.2%	---	
Hotel Spotlight	---	15.0%	3.1%	12.1%	---	2.1%	5.7%	6.1%	10.4%	2.6%	3.7%	
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%	---	6.9%	9.3%	10.2%	
Let Us Stay	---	2.4%	2.3%	---	1.1%	---	---	0.6%	---	---	---	
Scenography	---	4.6%	---	3.4%	1.0%	2.9%	---	1.7%	1.1%	1.3%	---	
Boutiques	---	---	---	---	---	2.1%	---	0.6%	2.4%	---	2.5%	
Travel by Interest	---	---	---	---	---	1.6%	1.2%	6.3%	1.4%	2.0%	4.4%	
Partnership	---	---	---	---	---	1.4%	---	---	0.7%	---	---	
Instagram	---	2.8%	1.5%	2.2%	5.5%	3.1%	1.0%	1.9%	1.0%	1.9%	2.0%	
Footer	---	7.9%	6.8%	8.0%	8.0%	7.9%	6.0%	6.5%	10.1%	8.1%	10.1%	

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"> 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? Do certain approaches resonate with certain regions or luxury segment levels better than others? 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

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