



The Ritz-Carlton, Amelia Island

February 2021 Newsletter:

Preliminary Email Review

February 23, 2021

THE RITZ-CARLTON | data axle

FEBRUARY 13TH NEWSLETTER

Theme: Resorts

Subject Line:

INSIDE THE RITZ-CARLTON: Resort Paradise Closer to Home

Pre-Header:

Kaitlin, next warm-weather escape may be closer than you think.



Frame the [The] **perfect resort escape** may be even closer than you imagine. Powder, white-sand beaches and gently lapping turquoise waves await you at The Ritz-Carlton resorts across Florida. Look forward to indulging in beachside cocktails, locally-inspired spa treatments, and seaside dining by swaying palm trees.



THE JOURNEY

These **spa romantic destinations** offer unforgettable experiences that encourage connection, from intimate beachfront dining to desert stargazing and beyond. Our Ladies and Gentlemen are available to help make your romantic getaway a memorable one with personal service catered to your wishes and desires.



ROMANCE IN ST. THOMAS

Escape from the outside world to your very own paradise at The Ritz-Carlton, St. Thomas and delight in island-inspired elegance and beachfront serenity.

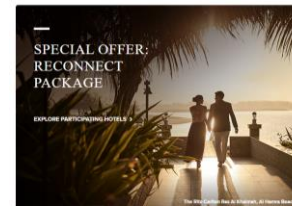
[DISCOVER >](#)



Set sail in luxury on this **contemporary escape** through the patching playground of the Bahamas with The Ritz-Carlton, West Collection. Drop anchor at Harbour Island, with its one-of-a-kind pink-sand beaches, stop off at Long Island to see spectacular rock ledges and turquoise waters, then unwind on your own private terrace.



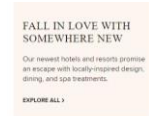
Discover **your place in the sun** where time slows down over leisurely meals, outdoor adventures and lazy afternoons on the beach at The Ritz-Carlton resorts. Relax the day away with poolside cocktails, indulge in island-inspired spa treatments, or spend the evening dining and dancing under the stars.



SPECIAL OFFER: RECONNECT PACKAGE

Includes a
[EXPLORE PARTICIPATING HOTELS >](#)

Enjoy luxury accommodations, exquisite breakfast, and **complimentary credits** for amenities that will have you and your loved ones unwinding in no time. The Reconnect package, a giant feast, is offered exclusively at select hotels and resorts nearby and around the world.



FALL IN LOVE WITH SOMEWHERE NEW

Our newest hotels and resorts promise an escape with locally-inspired design, dining, and spa treatments.

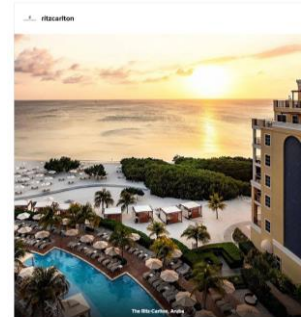
[EXPLORE ALL >](#)



THE RITZ-CARLTON, TAMPA BAY



THE RITZ-CARLTON, ST. THOMAS



THE RITZ-CARLTON, ARIZONA

#RCMEMORIES

Experience The Ritz-Carlton through the eyes of fellow travelers and share unforgettable moments from your own stay.

[SEE MORE #RCMEMORIES >](#)

Performance Summary: February 2021

- Continue to see a strong open rate from the high we saw in January
- Impressive uptick in click activity MoM and vs. 12-month average; new targeting criteria and long weekend may have been contributing factors
- Initial results for the long vs. short copy test showed less copy drives higher click engagement
- Redesign of the “new location” module proved successful – showing multiple properties resonated with readers
- Continue to see MoM increase in engagement for all CRM segments and Bonvoy members

February 2021 Newsletter Performance

- Expanded targeting had a positive impact on engagement: past luxury email openers, Amex cardholders, Europe
- Delivered counts returned to previous levels, which led to more open & click counts; fewer mailings in 2020
- Several factors contributed to above average click engagement:
 - Timing of deployment was during 3-day weekend
 - Personalized geo-targeted content
 - Short vs. Long copy test

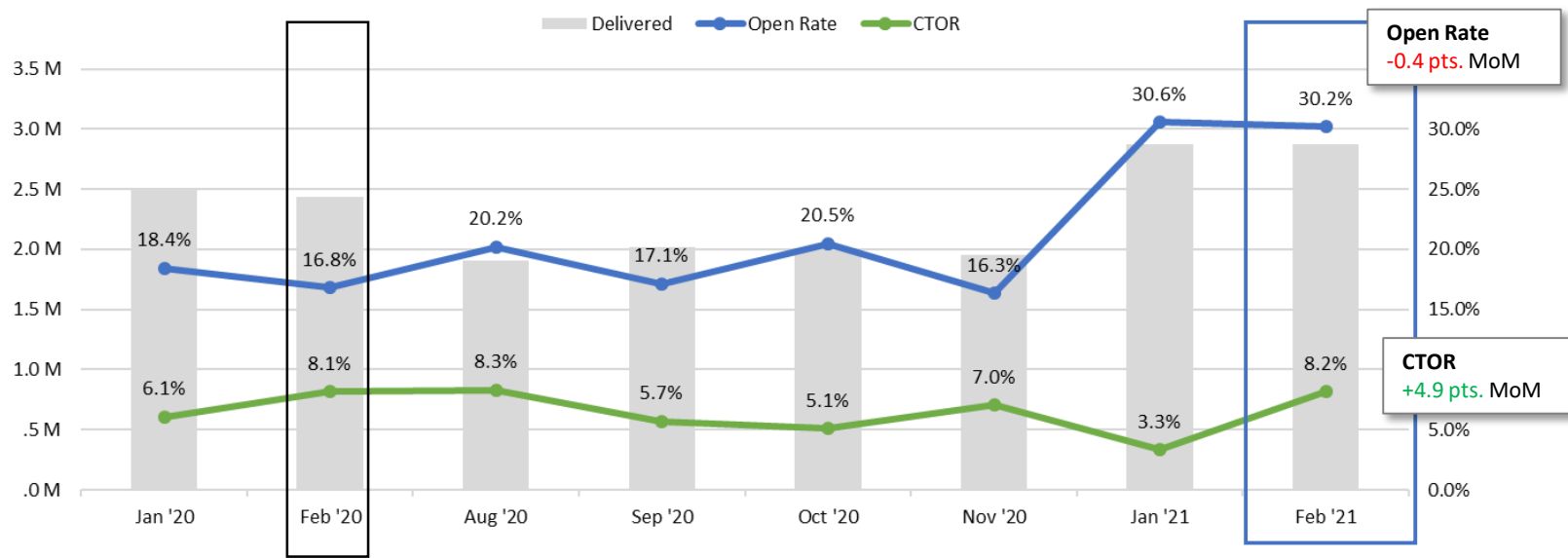
February 2021 vs. Rolling 12-Month Average (Aug 2019 – Jan 2021)

2.9 M	867.4 K	30.2%	71.0 K	2.5%	8.2%	0.17%
Emails Delivered	Opens	Open Rate	Clicks	CTR	CTOR	Unsubscribe Rate
+22.6% (530.2 K)	+96.7% (+426.4 K)	+11.4 pts.	+154.2% (+43.1K)	+1.3 pts.	+1.9 pts.	+0.01 pts.

Impressive Open and CTO rates

Slight decline in the MoM open rate, but click activity saw an exceptional 5pts lift. Increased audience, content relevancy and timing of deployment likely increased engagement

Newsletter Engagement Trends



Above Average Open & CTO Rates For All Segments







Expanding the audience with the right people is proving successful - "Other Guests" continued strong engagement with the highest open rate across all segments.

	OTHER		WTE		SS		CEL		OCC EX		ASP		ALL SEGMENTS	
	Feb.	vs. R12	Feb.	vs. R12	Feb.	vs. R12	Feb.	vs. R12	Feb.	vs. R12	Feb.	vs. R12	Feb.	vs. R12
DELIVERED	2.6 M	+29.9%	76.1 K	-16.6%	67.4 K	-15.6%	67.7 K	-13.2%	52.7 K	-25.4%	29.4 K	-18.7%	2.9 M	+22.6%
OPENS	798.7 K	+121.1%	18.0 K	-14.1%	18.0 K	-9.2%	16.6 K	-8.3%	10.8 K	-24.8%	5.3 K	-18.2%	867.4 K	+96.7%
OPEN%	31.0%	+12.8 pts.	23.7%	+0.7 pts.	26.7%	+1.9 pts.	24.5%	+1.3 pts.	20.5%	+0.2 pts.	18.2%	+0.1 pts.	30.2%	+11.4 pts.
CLICKS	62.0 K	+190.0%	2.2 K	+34.3%	2.8 K	+45.4%	2.3 K	+42.9%	1.2 K	+21.6%	532	+26.9%	71.0 K	+154.2%
CTR	2.4%	+1.3 pts.	2.9%	+1.1 pts.	4.2%	+1.8 pts.	3.3%	+1.3 pts.	2.3%	+0.9 pts.	1.8%	+0.6 pts.	2.5%	+1.3 pts.
CTOR	7.8%	+1.8 pts.	12.1%	+4.4 pts.	15.8%	+5.9 pts.	13.6%	+4.9 pts.	11.1%	+4.2 pts.	10.0%	+3.5 pts.	8.2%	+1.9 pts.
UNSUB%	0.18%	+0.01 pts.	0.09%	-0.02 pts.	0.05%	-0.06 pts.	0.07%	-0.04 pts.	0.08%	-0.05 pts.	0.08%	-0.08 pts.	0.17%	+0.01 pts.







CTOR Spiked MoM

Positive CTOR across all segments with Sun Seekers seeing a 10pts lift MoM

Feb '20 – Feb '21

February '21 Engagement Trends			
OTHER GUESTS	Del.	2.6 M	MoM -0.17% (-4.3 K)
	Open%	31.0%	
	CTOR	7.8%	
WELL-TRAVELED EXECUTIVES	Del.	76.1 K	MoM -0.14% (-109)
	Open%	23.7%	
	CTOR	12.1%	
SUN SEEKERS	Del.	67.4 K	MoM -0.10% (-67)
	Open%	26.7%	
	CTOR	15.8%	

Feb '20 – Feb '21

February '21 Engagement Trends			
THE CELEBRATORS	Del.	67.7 K	MoM -0.15% (-101)
	Open%	24.5%	
	CTOR	13.6%	
OCCASIONAL EXPLORERS	Del.	52.7 K	MoM -0.56% (-297)
	Open%	20.5%	
	CTOR	11.1%	
THE ASPIRERS	Del.	29.4 K	MoM -0.56% (-167)
	Open%	18.2%	
	CTOR	10.0%	

All Bonvoy Members Had Open Rates North of 30%

Feb '20 – Feb '21

February '21		Engagement Trends	
NON-MEMBER	Del.	208.0 K	MoM -1.4% (-3.0 K)
	Open%	17.2%	
	CTOR	8.0%	
BASIC	Del.	1.3 M	MoM -0.8% (-10.2 K)
	Open%	30.8%	
	CTOR	7.1%	
SILVER	Del.	343.4 K	MoM -0.1% (-358)
	Open%	32.7%	
	CTOR	7.7%	

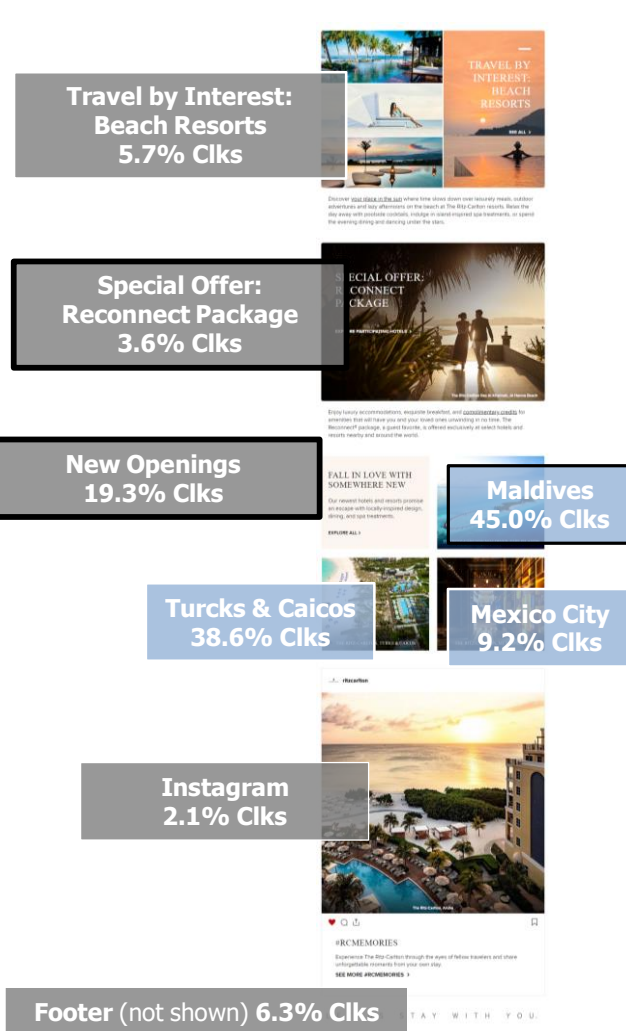
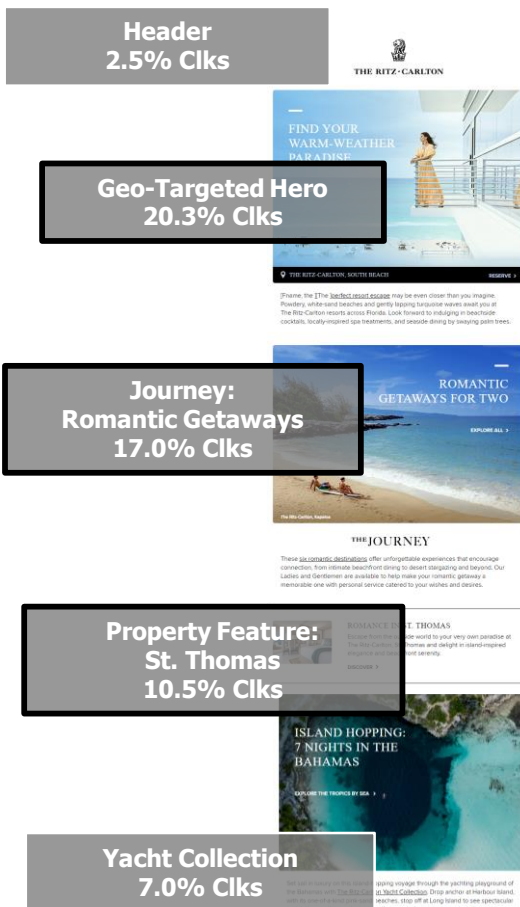
Feb'20 – Feb '21

February '21		Engagement Trends	
GOLD	Del.	530.6 K	MoM +0.3% (+1.4 K)
	Open%	32.1%	
	CTOR	9.0%	
PLATINUM	Del.	201.6 K	MoM +2.2% (+4.3 K)
	Open%	30.9%	
	CTOR	10.6%	
TITANIUM	Del.	236.1 K	MoM +0.8% (+2.0 K)
	Open%	30.5%	
	CTOR	10.7%	
AMBASSADOR	Del.	36.2 K	MoM +2.3% (+810)
	Open%	27.0%	
	CTOR	11.1%	

February 2021 Heat Map

(Creative: North American Version)

- Geo-targeted feature in EMEA saw double digit lifts MoM in hero engagement; lower modules pulled clicks in N. America
- Journey Romantic Getaways and Property Feature proved popular for the North American audience with an impressive 17.0% and 10.5% of clicks, respectively
- New layout used for New Openings module proved effective with 19.3% of the traffic - Maldives most popular location with 45% of the section traffic
- Low click activity on Special Offer: Reconnect package with 3.6% of the clicks; use more descriptive imagery to showcase package offerings



Relevant Hero Resonated With Readers, Especially in EMEA

North America being the exception MoM – property feature pulled clicks from hero

NORTH AMERICA
Hero Module vs. Property Feature



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20.5% Clks
-7.5 pts. MoM



10.7% Clks
+5.3 pts. MoM

MIDDLE EAST AND AFRICA
Hero Module vs. Property Feature



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DISCOVER >

53.2% Clks*
+32.9 pts. MoM

3.1% Clks
-12.8 pts.

ASIA-PACIFIC
Hero Module vs. Property Feature



ROMANCE IN BALI

Escape from the outside world to your very own paradise at Mandapa, A Ritz-Carlton Reserve, and discover a sanctuary of exploration and tranquility.

DISCOVER >

25.4% Clks
+0.5 pts. MoM

10.9% Clks
-13.9 pts. MoM

EUROPE
Hero Module vs. Property Feature



ROMANCE IN ST. THOMAS

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DISCOVER >

38.5% Clks
+15.2 pts. MoM

6.0% Clks
-9.7 pts. MoM

Top 10 Articles: February 2021

(North American Version)

- Readers continue to be interested in property features; 4 out of the top 6
- Continue to show multiple properties to broaden appeal and increase engagement
 - Introduce new module styles to keep content fresh – with-in existing template & new design
 - Use animation to show multiple property images

	Module	Article Name or Linked Text	Clicks	CTR
1	Journey	The Journey: Romantic Getaways For Two	11.0 K	0.38%
2	Property Feature	Romance In St Thomas Image	9.1 K	0.32%
3	Hero (Black Bar)	The Ritz-Carlton, South Beach	8.6 K	0.30%
4	Hero	Find Your Warm-weather Paradise	7.8 K	0.27%
5	New Openings	The Ritz-Carlton Maldives, Fari Islands	7.5 K	0.26%
6	New Openings	The Ritz-Carlton, Turks & Caicos	6.4 K	0.22%
7	Yacht Collection	Island Hopping: 7 Nights In The Bahamas	6.1 K	0.21%
8	Yacht Collection (Body Copy)	The Ritz-Carlton Yacht Collection	4.6 K	0.16%
9	Travel By Interest	Travel By Interest: Beach Resorts	4.5 K	0.16%
10	Journey (Body Copy)	Six Romantic Destinations	3.8 K	0.13%

Subject Line Test Results

- Branded subject line continues to outperform challengers, results were statistically significant
- Further personalize with geo-targeted subject lines and/or pre-headers to increase relevancy

Subject Lines	Winner vs. Alt. SLs	Description of Winner
• INSIDE THE RITZ-CARLTON: Resort Paradise Closer to Home	Winner	Branded <i>Results were statistically significant</i>
• Resort Paradise Closer to Home	-0.71 pts.	
• INSIDE: Resort Paradise Closer to Home	-1.19 pts.	
<i>Pre-header:</i> Kaitlin, next warm-weather escape may be closer than you think.		

10% Lift In Clicks from Short Copy Version

- Of the combined test modules, the short version received 3K more clicks (+10%); results were statistically significant
- Both versions had a 30% Open rate
- Recommend testing again in March for patterns using new template design

Campaign Level (all modules combined)

Clicks: 26.2K

CTOR: 7.9%

Long Copy



Short Copy



Campaign Level (all modules combined)

Clicks: 29.2K

Lift: +10.2% (+3K)

CTOR: 8.5%

Lift: +0.7 pts.

ACTIONABLE INSIGHTS

Actionable Insights

- Continue geo-targeting hero content to increase bookings, engagement and retention
 - Target 1-3 local properties
- Continue to show multiple properties to broaden appeal and increase engagement
 - Introduce new module styles to keep content fresh – with-in existing template & new design
 - Use animation to show multiple property images
- Retest short vs. long copy in the March issue
- Subject line testing: Further personalize with geo-targeted subject lines and/or pre-headers to increase relevancy
- Consider testing more descriptive imagery to showcase package offerings to increase engagement

THANK YOU!

February 2021: MoM Gains In Bookings

February 2021 Financial Engagement Comparisons

Metrics	Feb. 2021	MoM	vs. 12-Month Average
Bookings	31	+47.6% (+10)	-75.2% (-94)
Room Nights	133	+129.3% (+75)	-55.8% (-168)
Revenue	\$46.3 K	+28.6% (+\$10.3 K)	-36.8% (-\$27.0 K)

Note:

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

Appendix: New 2021 Targeting Criteria

New Targeting Criteria:

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

Previous Criteria:

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