



The Ritz-Carlton, Abama

# January 2021 Newsletter:

## Preliminary Email Review

January 19, 2021

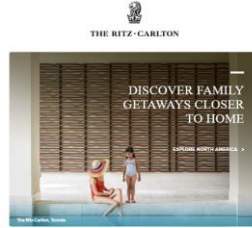
THE RITZ-CARLTON | data axle

# JANUARY 8<sup>TH</sup> NEWSLETTER

Theme: Family Getaways

**Subject Line:** INSIDE THE RITZ-CARLTON: Discover Family Getaways Closer to Home

**Pre-Header:** Kaitlin, your next adventure may be closer than you think.



Picture this: You're presented to a new pair of renowned connections with a getaway designed just for families, including experiences that nurture time together, and activities that encourage kids to explore and learn. With over 100 hotels and resorts worldwide, including 47 in North America, your family's [next great adventure](#) may be closer than you think.



**THE JOURNEY: FAMILY ADVENTURES**  
Discover ideas and advice for planning a family getaway plus travel experiences designed for our young guests.

[READ MORE >](#)



With our finest guests in mind, The Ritz-Carlton created an original story—The Little Lost Elephant—that details an animal's incredible adventure away from home. Inspired by collaborative moments from across the globe, author Julia Gray and illustrator Jennie Weisner joined forces to produce [The Little Lost Elephant](#).

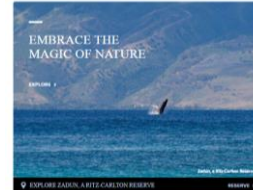


**AIZ BUXIAN PALACE, A RITZ-CARLTON HOTEL**  
Begin your family adventure from a suite at this luxury beachfront hotel in Oman, where children will receive a copy of this magical new book.

[EXPLORE OMAN >](#)



From bonnet-making to laser tag, the events offerings are sometimes best seen at night. Explore some of our [favorite evening activities](#) you can experience at the Ritz-Carlton Hotels in Puerto Rico, Cancun, Riviera Maya, Lake Tahoe and Lake Okechobee.



Guests at Zedra, a Ritz-Carlton Reserve, can experience the unique culture and ecosystem of Mexico through Jean-Michel Cousteau's [discovery of the Escondido program](#). Create memories together while whale watching, snorkeling and the coral reef, or enjoying an evening desert tour.



Whether you are looking for a reliable work experience that offers a change of perspective, or a virtual classroom beyond your four walls, our [gates and wings](#) offer spacious benefits, and personal service to help you pursue your passions like the newly reimagined Adlon Hotel at The Ritz-Carlton Vienna.



Two children playing with their parents at The Ritz-Carlton. Toys were about to start at a new Japanese elementary school. They had never visited the country before and spoke no Japanese, so were a bit apprehensive. A perceptive Lady of The Ritz-Carlton took it upon herself to make them come with [a full Japanese lunchbox](#).



Get Ocean Beach, bring a movie for surfing, they arrive during the golden hour. To honor the setting sun, every day a group of artists and performers from [The Ritz-Carlton, Laguna Hills](#) open onto the scene in an orchestrated surf performance. Along the glossy waves, white guests live in the spectacular view.



**#RCMEMORIES**  
Experience The Ritz-Carlton through the eyes of fellow travelers and share unforgettable moments from your own story.  
[SEE MORE #RCMEMORIES >](#)

## Performance Summary: January 2021

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- Positive engagement in January with open rates reaching an all-time high
  - Contributing factors to engagement lift included: expanding the targeting criteria to more luxury audiences, Loyalty moving open pixel higher in the email, and seasonality
- All CRM segments and Bonvoy member levels saw MoM open rate increases
- Click activity was not as much as open activity, which resulted in a low CTOR
- Geo-targeting the hero helped lift engagement MoM for most regions
- Readers responded favorably to content featuring specific properties; ranked high in all locations

## January 2021 Newsletter Performance

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- Expanding the targeting criteria to more luxury audiences influenced engagement, along with open tracking & seasonality
  - Additional data needed to measure impact of new audiences
  - The requested tracking for new segments was not provided; working with IT to confirm set-up for Feb mailing
- Delivering more emails led to higher open and click counts vs. average and MoM; highest open rate since 2019

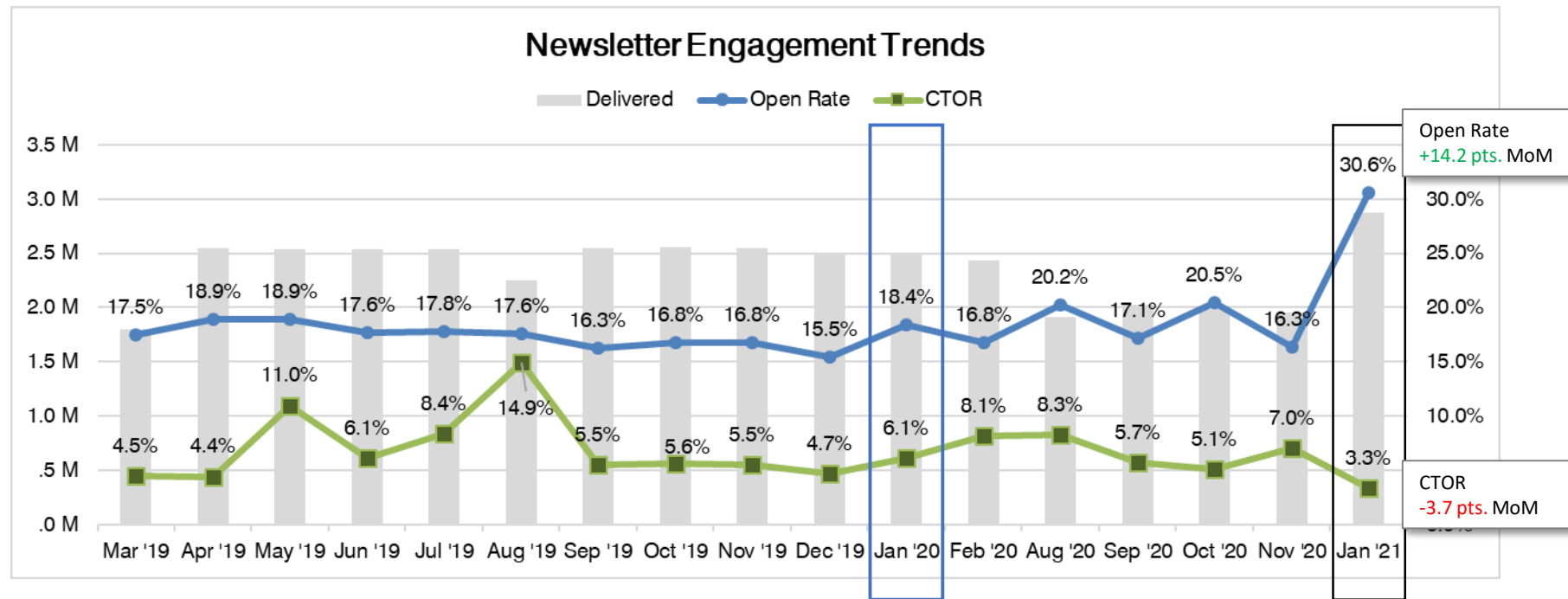
January 2021 vs. Rolling 12-Month Average (Jul 2019 – Nov 2020)

2.9 M	879.1 K	30.6%	29.1 K	1.01%	3.3%	0.25%
Emails Delivered	Opens	Open Rate	Clicks	CTR	CTOR	Unsubscribe Rate
+24.4% (563.7 K)	+116.9% (+473.8 K)	+13.0 pts.	+1.4% (+389)	-0.23 pts.	-3.8 pts.	+0.10 pts.

## 31% Open Rate Was The Highest To-date

Seasonality may have also influenced open rate lift; spike in Jan 2020 from Q4 2019 lows

Increase in click counts were not enough to raise CTOR; test & learn plans are in place this quarter to help lift clicks



# Above Average Open Rates For All Segments

New audiences were included in the "Other" segment group

Rescoring of segments will support personalization efforts, especially when capturing new audiences







	OTHER		WTE		SS		CEL		OCC EX		ASP		ALL SEGMENTS	
	Jan.	vs. R12	Jan.	vs. R12	Jan.	vs. R12	Jan.	vs. R12	Jan.	vs. R12	Jan.	vs. R12	Jan.	vs. R12
DELIVERED	2.58 M	32.5%	76.2 K	-18.3%	67.5 K	-17.2%	67.8 K	-14.4%	53.0 K	-27.3%	29.6 K	-20.3%	2.88 M	24.4%
OPENS	808.4 K	149.6%	19.0 K	-10.8%	17.9 K	-11.7%	16.7 K	-8.9%	11.4 K	-23.0%	5.7 K	-14.6%	879.1 K	116.9%
OPEN%	31.3%	+14.7 pts.	25.0%	+2.1 pts.	26.5%	+1.7 pts.	24.7%	+1.5 pts.	21.6%	+1.2 pts.	19.3%	+1.3 pts.	30.6%	+13.0 pts.
CLICKS	25.6 K	18.5%	828	-52.7%	1.1 K	-49.9%	901	-47.3%	485	-55.0%	215	-52.4%	29.1 K	1.4%
CTR	1.0%	-0.1 pts.	1.1%	-0.8 pts.	1.6%	-1.0 pts.	1.3%	-0.8 pts.	0.9%	-0.6 pts.	0.7%	-0.5 pts.	1.0%	-0.2 pts.
CTOR	3.2%	-3.5 pts.	4.3%	-3.8 pts.	5.9%	-4.5 pts.	5.4%	-3.9 pts.	4.2%	-3.0 pts.	3.8%	-3.0 pts.	3.3%	-3.8 pts.
UNSUB%	0.27%	+0.11 pts.	0.13%	+0.02 pts.	0.09%	-0.02 pts.	0.12%	+0.01 pts.	0.12%	-0.02 pts.	0.12%	-0.03 pts.	0.25%	+0.10 pts.
BOOKINGS	16	-86.2%	1	-89.6%	2	-76.9%	2	-74.7%	---	---	---	---	21	-85.9%
RMNTS	36	-86.3%	3	-88.1%	7	-74.2%	12	-50.0%	---	---	---	---	58	-83.6%
REVENUE	\$19.9 K	-64.4%	\$6.2 K	-15.5%	\$2.0 K	-74.0%	\$7.9 K	7.6%	---	---	---	---	\$36.0 K	-56.6%
REV/DEL	0.01	-73.2%	0.08	3.3%	0.03	-68.6%	0.12	25.7%	---	---	---	---	0.01	-65.1%









# Open Rates Spiked MoM

Open rates increased by either 3 or 4 pts. MoM for all segments, except for the Other Guests which spiked 16 pts. Click activity was low, resulting in lower CTORs

Jan'20 – Jan '21







	January '21	Engagement Trends
OTHER GUESTS	Del. 2.6 M	MoM +56% (+930.6 K)
	Open% 31.3%	
	CTOR 3.2%	
WELL-TRAVELED EXECUTIVES	Del. 76.2 K	MoM -2% (-1.6 K)
	Open% 25.0%	
	CTOR 4.3%	
SUN SEEKERS	Del. 67.5 K	MoM -2% (-1.5 K)
	Open% 26.5%	
	CTOR 5.9%	

Jan'20 – Jan '21








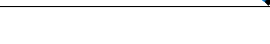
	January '21	Engagement Trends
THE CELEBRATORS	Del. 67.8 K	MoM -2% (-1.5 K)
	Open% 24.7%	
	CTOR 5.4%	
OCCASIONAL EXPLORERS	Del. 53.0 K	MoM -3% (-1.5K)
	Open% 21.6%	
	CTOR 4.2%	
THE ASPIRERS	Del. 29.6 K	MoM -2% (-718)
	Open% 19.3%	
	CTOR 3.8%	

# Delivered & Open Activity Spiked For All Bonvoy Levels

Jan'20 – Jan '21

January '21 Engagement Trends			
NON-MEMBER	Del.	211.1 K	MoM +13.0% (24.3 K)
	Open%	17.4%	
	CTOR	3.5%	
BASIC	Del.	1325.7 K	MoM +58.4% (+488.8 K)
	Open%	31.2%	
	CTOR	3.1%	
SILVER	Del.	343.7 K	MoM +63.4% (+133.4 K)
	Open%	32.6%	
	CTOR	3.1%	

Jan'20 – Jan '21

January '21 Engagement Trends			
GOLD	Del.	529.2 K	MoM +49.4% (+175.0 K)
	Open%	32.5%	
	CTOR	3.5%	
PLATINUM	Del.	197.3 K	MoM +34.0% (+50.0 K)
	Open%	31.5%	
	CTOR	4.1%	
TITANIUM	Del.	234.1 K	MoM +25.9% (+48.2 K)
	Open%	31.1%	
	CTOR	3.7%	
AMBASSADOR	Del.	35.4 K	MoM +13.0% (+4.1 K)
	Open%	28.8%	
	CTOR	3.4%	



# Subject Line Test Results

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- Branded subject line continues to outperform the other tested styles; results were statistically significant
- Continue to retest the branded style in Feb. and Mar.
- Include a personalized option that plays up past travel memories & experiences using key words or language like: Your, For You, Beach Memories, Remember Hawaii

Subject Lines	Winner vs. Alt. SLs	Description of Winner
• <b>INSIDE THE RITZ-CARLTON: Discover Family Getaways Closer to Home</b>	<b>Winner</b>	<b>Branded version</b>  <i>Results were statistically significant</i>
• INSIDE: Discover Family Getaways Closer to Home	-1.8 pts.	
• Discover Family Getaways Closer to Home	-2.2 pts.	
<i>Pre-header: Kaitlin, your next adventure may be closer than you think.</i>		

# January 2021 Heat Map

(Creative: North American Version)

- Geo-targeted hero engaged readers; clicks up 10 pts. MoM
  - Continue approach and mention specific locations when possible to increase relevancy
- In regions where the featured property was more relevant, click activity was higher
  - Al Bustan Palace received 16% of clicks from ME and Europe residents
- "After-Dark Activities..." was the 2<sup>nd</sup> most clicked module in North Am.; body copy listed reachable locations

From bioluminescent bays to desert stargazing, the world's offerings are sometimes best seen at night. Explore some of our [favorite evening activities you can experience](#) at The Ritz-Carlton Hotels in Puerto Rico, Cancun, Rancho Mirage, Lake Tahoe and Lake Oconee.

Header  
5.0% Clks

Geo-Targeted Hero  
27.9% Clks

Journey Promo:  
Family Adventures  
5.4% Clks

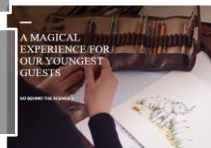
A Magical Experience for  
our Youngest Guest  
4.5% Clks

Property: Al Bustan Palace  
5.3% Clks

After-Dark Activities  
Worth Staying Up For  
10.6% Clks

Ambassadors of the  
Environment: Zadun  
5.1% Clks

THE RITZ-CARLTON



Promo: Find Your Home  
Away From Home  
5.5% Clks



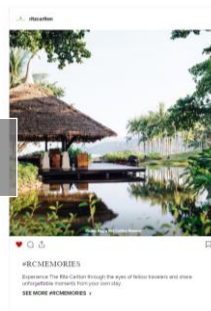
Video: Let Us Stay With  
You: Magic Lunchbox  
2.5% Clks



Scenography: Experience  
Ocean Inspiration  
6.9% Clks



Instagram  
2.9% Clks



Footer (not shown)  
18.4% Clks

# Property Features Ranked #2 Most Clicked, Except In APAC (Ranked #1)

Relevant content resonated with readers. In some cases, clicks were pulled from hero modules leaving MoM declines.

## Hero Module vs. Property Feature



Frame, look [Look Forward] to a new year of renewed connection with a gateway designed just for families, including experiences that nurture time together, and activities that encourage kids to explore and learn. With over 100 hotels and resorts worldwide, including 12 in Asia-Pacific, your family's ~~past~~ past adventure may be closer than you think.

13.2% Clks  
-4.8 pts. MoM



The philosophy of discovering yourself through nature is at the core of the experience of ~~12 destinations~~ Nature Village, a Ritz-Carlton Reserve. Discover the healing elements of Japan's hot springs, in the power of solitude while on a mountain trail, while staying at one of the resort's 50 rooms and suites with breathtaking scenic views.

24.9% Clks

## Hero Module vs. Property Feature



Frame, look [Look Forward] to a new year of renewed connection with a gateway designed just for families, including experiences that nurture time together, and activities that encourage kids to explore and learn. With over 100 hotels and resorts worldwide, including 12 in Europe, your family's ~~past~~ past adventure may be closer than you think.

23.3% Clks\*



AL BUSTAN PALACE, A RITZ-CARLTON HOTEL  
Begin your family adventure from a suite at this luxury beachfront hotel in Oman, where children will receive a copy of this magical new book.

EXPLORE OMAN >

15.7% Clks

\*No previous month comparison because Europe residences did not receive the last mailing



Frame, look [Look Forward] to a new year of renewed connection with a gateway designed just for families, including experiences that nurture time together, and activities that encourage kids to explore and learn. With over 100 hotels and resorts worldwide, including 12 in the Middle East, your family's ~~past~~ past adventure may be closer than you think.

20.3% Clks  
-0.7 pts. MoM



AL BUSTAN PALACE, A RITZ-CARLTON HOTEL  
Begin your family adventure from a suite at this luxury beachfront hotel in Oman, where children will receive a copy of this magical new book.

EXPLORE OMAN >

15.8% Clks



Frame, look [Look Forward] to a new year of renewed connection with a gateway designed just for families, including experiences that nurture time together, and activities that encourage kids to explore and learn. With over 100 hotels and resorts worldwide, including 12 in the Middle East, your family's ~~past~~ past adventure may be closer than you think.

20.2% Clks  
+10.2pts. MoM



AL BUSTAN PALACE, A RITZ-CARLTON HOTEL  
Begin your family adventure from a suite at this luxury beachfront hotel in Oman, where children will receive a copy of this magical new book.

EXPLORE OMAN >

11.7% Clks

# Top 10 Articles: January 2021

(North American Version)

- Property features occupied several places in the top 10 this month totaling 5.5K clicks; placement didn't matter
- Continue testing into featuring more than one property, geo-targeting content for relevancy, and varying module styles to capture more clicks

	Module	Article Name or Linked Text	Clicks	CTR
1	Hero (Geo-Targeted)	Discover Family Getaways Closer to Home	9.2 K	0.35%
2	Journey Article	After-Dark Activities Worth Staying Up For	3.1 K	0.12%
3	Journey Promo (under Hero)	The Journey: Family Adventures	2.0 K	0.08%
4	Little Lost Elephant Property	Al Bustan Palace, a Ritz-Carlton Hotel	2.0 K	0.07%
5	Promo	Find Your Home Away From Home	1.7 K	0.07%
6	Scenography	Experience Ocean Inspiration	1.2 K	0.05%
7	Hero (Body Copy)	Next Great Adventure	1.1 K	0.04%
8	Ambas. of the Environ. Property (Black Tray)	Explore Zadun, a Ritz-Carlton Reserve	938	0.04%
9	Scenography Property (Black Tray)	Stay at The Ritz-Carlton, Laguna Niguel	890	0.03%
10	Ambas. Of the Environment	Embrace the Magic of Nature	852	0.03%

# ACTIONABLE INSIGHTS

# Actionable Insights

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- Work with IT to confirm the tracking of new audiences is in place before Feb. mailing is deployed
- Rescoring of segments will support personalization efforts, especially when capturing new audiences
- Retest the branded subject line style in Feb. and Mar. for performance patterns
  - Include a personalized option that plays up past travel memories & experiences using key words or language like: Your, For You, Beach Memories, Remember Hawaii
- Continue geo-targeting hero content and look for ways to mention specific property locations to increase relevancy and engagement
- Continue testing into featuring more than one property and varying module styles to capture more clicks; using more prominent modules may help increase click activity

**THANK YOU!**



# Appendix: New January 2021 Targeting Criteria

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## 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

# January 2021 Bookings And Revenue Were Near Flat Mom, But Still Below Previous Periods

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January 2021 Financial Engagement Comparisons

Metrics	Jan. 2021	MoM	vs. 12-Month Average
Bookings	21	+23.5% (+4)	-85.9% (-127)
Room Nights	58	-26.6% (-21)	-83.6% (-296)
Revenue	\$36.0 K	-3.4% (-\$1.3K)	-56.6% (-\$47.0 K)

Note:

- Rolling 12-Month Average (Jul 2019 – Nov 2020)
- Financial Data Source: Omniture 7-Day