



THE RITZ-CARLTON

Q1 2020 Email Review and Planning Session

April 2020

yes

MEETING AGENDA

- Key Storylines
- Performance Overview
- Email Engagement
- Testing & Optimization
- Actionable Insights

KEY STORYLINES: Q1 2020

- Impact of coronavirus pandemic was seen in Q1 email engagement
 - Feb eNews featured spring destinations and generated 19% more clicks MoM, but bookings were down 55% MoM
 - March eNews deployment was canceled
- Branded subject lines, spring destinations, top 10 pools, and linking body copy were high performing newsletter approaches that lifted opens & clicks
- Received two 2020 email awards for the May 2019 eNews: best email newsletter (Gold winner) and best hotel & lodging email message

PERFORMANCE SUMMARY

Q1 2020 EMAIL PERFORMANCE SUMMARY

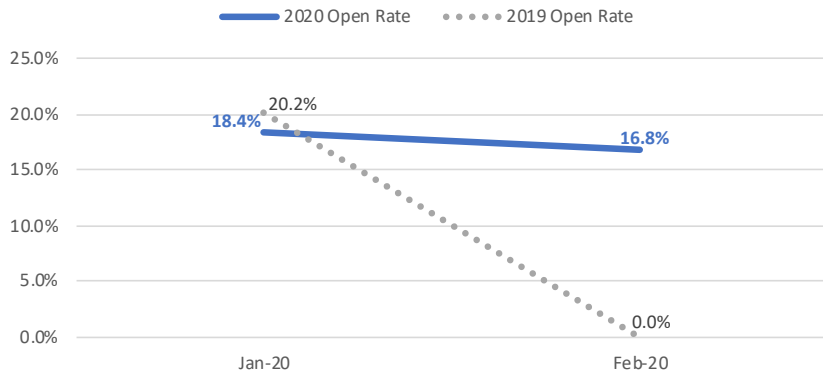
- Several factors influenced Q1 2020 engagement; declines were seen across most metrics
 - Impact of the COVID-19 pandemic was first seen in Feb with MoM declines in open rate and total revenue
 - 61% fewer emails delivered QoQ from canceling March eNews and no scheduled Solos for Q1
- Consider sending at least one Solo per quarter to lift both engagement and financial metrics; targeted Solos generate above average open rates and revenue

Engagement	4.9 M	868.8 K	17.6%	61.3 K	1.2%	7.1%	0.15%
	Emails Delivered -61.0% QoQ (-7.7 M)	Opens -63.7% QoQ (-1.5 M)	Open Rate -1.3 pts. QoQ	Clicks -55.5% QoQ (-76.6 K)	CTR +0.2 pts. QoQ	CTOR +1.3 pts QoQ	Unsubscribe Rate -0.02 pts. QoQ
Financials	244	589	\$159.7 K		\$0.03		0.4%
	Bookings -75.1% QoQ (-737)	Room Nights -74.2% QoQ (-1.7 K)	Revenue -68.4% QoQ (-\$346.4 K)		Revenue/Delivered -19.0% QoQ		Conversion -0.3 pts. QoQ

Q1 2020 EMAIL ENGAGEMENT TRENDS

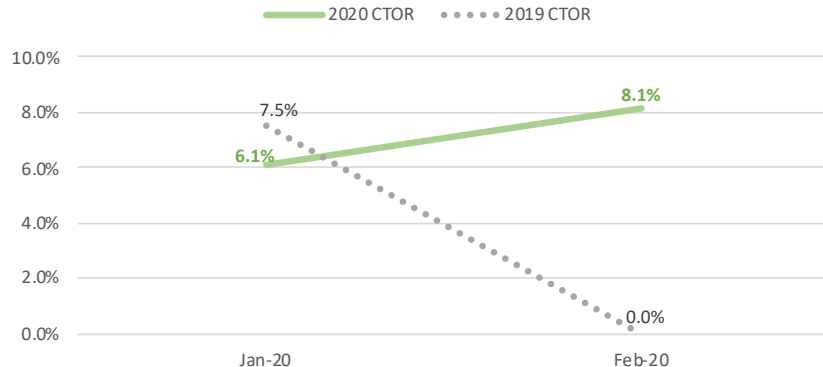
- Jan 2020 YoY open and click declines were from a shift in audience and content approach
 - Currently sending to a broader audience of former RCR members and non-members, past brand guests, other luxury brand stayers, and customers with a household income of \$120K or more
 - Jan eNews was focused on warm weather destinations and self-care, whereas Jan 2019 focused on New Year's resolution and driving bookings
 - On a positive note, MoM engagement started to rebound in Jan 2020 vs. Dec 2019; open rates were +2.9 pts and CTOR +1.4 pts MoM
- Impact of COVID-19 was starting to show in Feb with open rates -1.6 pts. MoM; spring getaway content engaged openers and generated 19% more clicks MoM (CTOR +2.1 pts. MoM), but bookings were lower than average
 - eNews was paused in Feb 2019 for Bonvoy launch so there is no comparison data

2020 YoY Engagement Trends:
Monthly **Open Rates**



*No Feb 2019 eNews

2020 YoY Engagement Trends:
Monthly **Click-to-Open Rates**

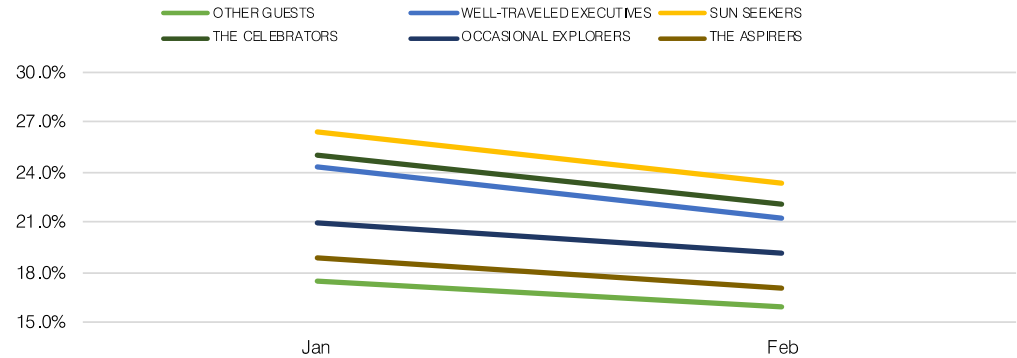


*No Feb 2019 eNews

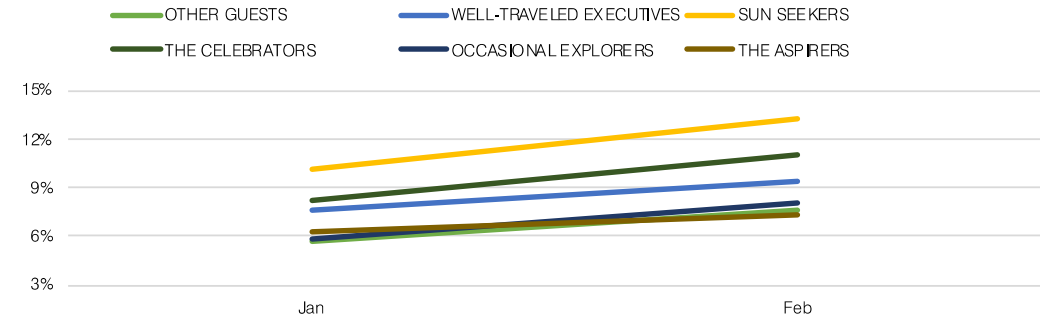
Q1 2020 TRENDS BY CRM SEGMENTS

- Open rates declined in Feb for all segments; 2nd lowest rates since March 2019
 - Rates were down 3 pts. MoM for WTE, SS, and CEL; decline was less for other segments (down 1.8 pt.)
- Feb CTORs increased 2 pts. MoM for most segments; spring destinations drove clicks
 - Sunseekers had the highest increase of +3.1 pts. MoM; CTOR of 13.3% was the 2nd highest since March 2020 (tied with July)

The Ritz-Carlton Open Rate Trends: CRM Segments



The Ritz-Carlton CTOR Trends: CRM Segments



Q1 2020 CRM PERFORMANCE DASHBOARD

- Q1 engagement was consistent across all segments
- Openers engaged with Q1 content, which is visible in high CTOR rates and steady unsubscribe rates
- Jan eNews drove QoQ increases in revenue per delivered for SS, CEL, and ASP; highest rev/del from SS in both Jan & Feb

	OTHER		WTE		SS		CEL		OCC EX		ASP		ALL SEGMENTS	
	Q1	vs. Q4	Q1	vs. Q4	Q1	vs. Q4	Q1	vs. Q4	Q1	vs. Q4	Q1	vs. Q4	Q1	vs. Q4
DELIVERED	4.15 M	-61.0%	199.3 K	-61.1%	174.4 K	-61.2%	166.1 K	-61.1%	163.9 K	-61.4%	80.7 K	-61.6%	4.93 M	-61.0%
OPENS	693.5 K	-63.6%	45.5 K	-64.3%	43.4 K	-64.0%	39.1 K	-63.4%	32.9 K	-64.8%	14.5 K	-64.7%	868.8 K	-63.7%
OPEN%	16.7%	-1.2 pts	22.8%	-2.0 pts	24.9%	-1.9 pts	23.5%	-1.5 pts	20.0%	-1.9 pts	18.0%	-1.6 pts	17.6%	-1.3 pts
CLICKS	45.5 K	-55.2%	3.8 K	-58.4%	5.0 K	-54.7%	3.7 K	-55.8%	2.2 K	-58.1%	1.0 K	-56.8%	61.3 K	-55.5%
CTR	1.10%	+0.1 pts	1.93%	+0.1 pts	2.89%	+0.4 pts	2.23%	+0.3 pts	1.37%	+0.1 pts	1.21%	+0.1 pts	1.24%	+0.2 pts
CTOR	6.56%	+1.2 pts	8.45%	+1.2 pts	11.62%	+2.4 pts	9.49%	+1.6 pts	6.82%	+1.1 pts	6.74%	+1.2 pts	7.06%	+1.3 pts
UNSUB%	0.15%	-0.02 pts	0.10%	-0.02 pts	0.11%	-0.01 pts	0.11%	-0.01 pts	0.13%	-0.01 pts	0.14%	-0.04 pts	0.15%	-0.02 pts
BOOKINGS	185	-76.3%	12	-80.6%	18	-67.9%	12	-73.9%	14	-50.0%	3	-66.7%	244	-75.1%
RMNTS	426	-75.6%	25	-85.7%	67	-56.2%	37	-72.4%	26	-56.7%	8	-42.9%	589	-74.2%
REV/DEL	\$0.03	-19.6%	\$0.03	-73.6%	\$0.13	+9.0%	\$0.09	+0.7%	\$0.06	-1.2%	\$0.03	+141.0%	\$0.03	-19.0%
REVENUE	\$105.5 K	-68.6%	\$5.3 K	-89.7%	\$22.0 K	-57.7%	\$14.8 K	-60.9%	\$10.0 K	-61.8%	\$2.2 K	-7.5%	\$159.7 K	-68.4%

Q1 2020 MONTHLY PERFORMANCE

February started to show signs that travel was declining as a result of the global Coronavirus pandemic

- 11% fewer opens MoM led to open rates dropping 1.6 pts.
- Despite generating 19% more unique clicks MoM, those clicks did not convert to bookings; revenue was down 55% MoM

In March, all email marketing was canceled until further notice due to the COVID-19 pandemic.

	JAN 25 th	FEB 26 th	MAR
Sent	2.5 M	2.4 M	Canceled
Delivered	2.5 M	2.4 M	
Delivery%	99.0%	99.4%	
Opens	460.5 K	408.4 K	
Open Rate	18.4%	16.8%	
Clicks	28.1 K	33.3 K	
CTR	1.1%	1.4%	
CTOR	6.1%	8.1%	
Unsubs.	4.0 K	3.2 K	
Unsub. Rate	0.16%	0.13%	
Bookings	160	84	
Room Nts.	384	205	
Revenue	\$110.2 K	\$49.5 K	
Rev./Del.	\$0.04	\$0.02	
Conv. Rate	0.6%	0.3%	

IAC Award

Winner of the 2020 Internet Advertising Competition Award for outstanding achievement in Internet advertising.

Category: Best Hotel And Lodging Email Message

Mailing: May 17, 2019 Newsletter

Theme: Beach Escapes



Master the art of relaxation at Pa'ako Cove, also known as Secret Beach, in Maui. Set sail to Thailand's Hong Island and snorkel among schools of rainbow-colored fish. Or dine on uber-fresh ceviche in Quintay, Chile's colorful fishing town.



Springtime in the D.C. metro area is more than just museums. From the quaint streets of Georgetown to Virginia's wine country, indulge in life's supreme pleasures including a new waterfront music venue, mouthwatering Middle Eastern cuisine or a crisp glass of rosé on the rooftop.



BEHIND THE SCENES

"Our RdV Vineyard experience is a must if you are looking for a refined wine tasting and tour with an exclusive feel. Set in the rolling hills of Virginia, their delicate style of winemaking and breathtaking vistas offer a truly unique and memorable experience."

— Jon Chocikett, Director of Sales & Marketing, The Ritz-Carlton, Tysons Corner

Horizon Interactive Awards

Winner of the 2019 Horizon Interactive Award for recognizing excellence in interactive media production.

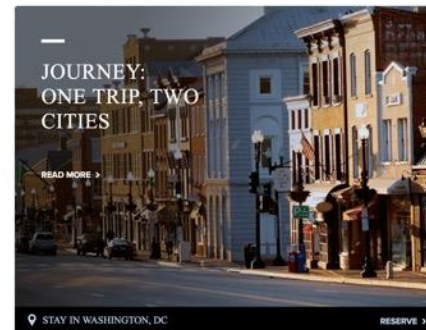
Category: Best Email Newsletter

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BEHIND THE SCENES

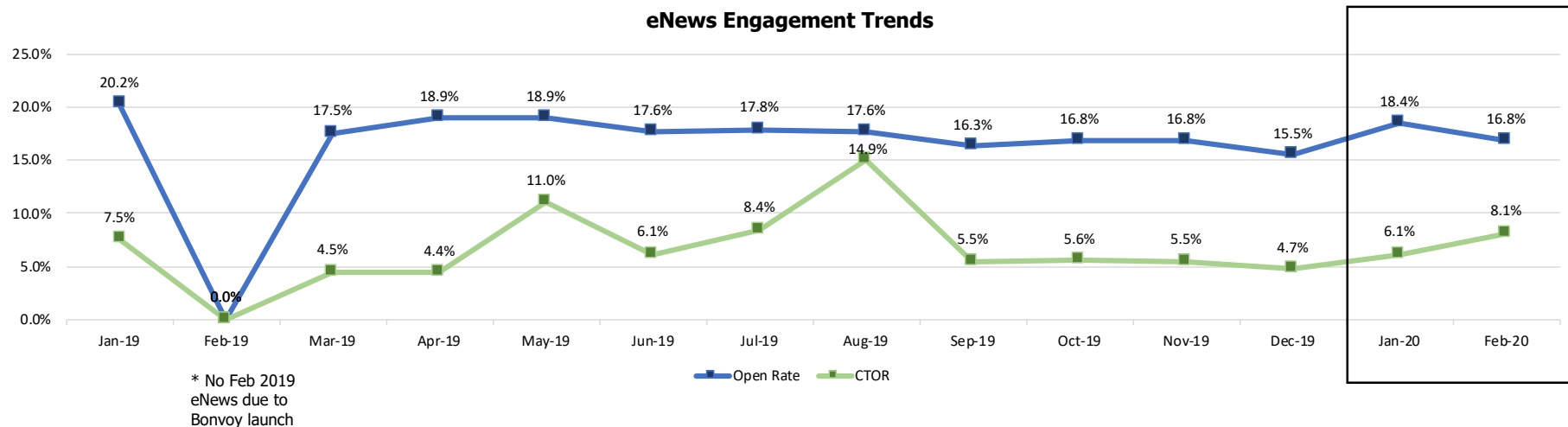
"Our R&V Vineyard experience is a must if you are looking for a refined wine tasting and tour with an exclusive feel. Set in the rolling hills of Virginia, their delicate style of winemaking and breathtaking vistas offer a truly unique and memorable experience."

— Jon Chocklett, Director of Sales & Marketing, The Ritz-Carlton, Tysons Corner

NEWSLETTER PERFORMANCE

The Ritz-Carlton eNews Engagement Trends

Open Rates and Click-to-Open Rates



Subject Line: INSIDE THE RITZ-CARLTON: 2020 is the Year of Self-Care
Pre-Header: Jackie, did you know that travel can improve creativity and even lower the risk of heart disease?

Open Rate
+2.9 pts. MoM

CTOR
+1.4 pts. MoM

Unsub. Rate
0.01 pts. MoM

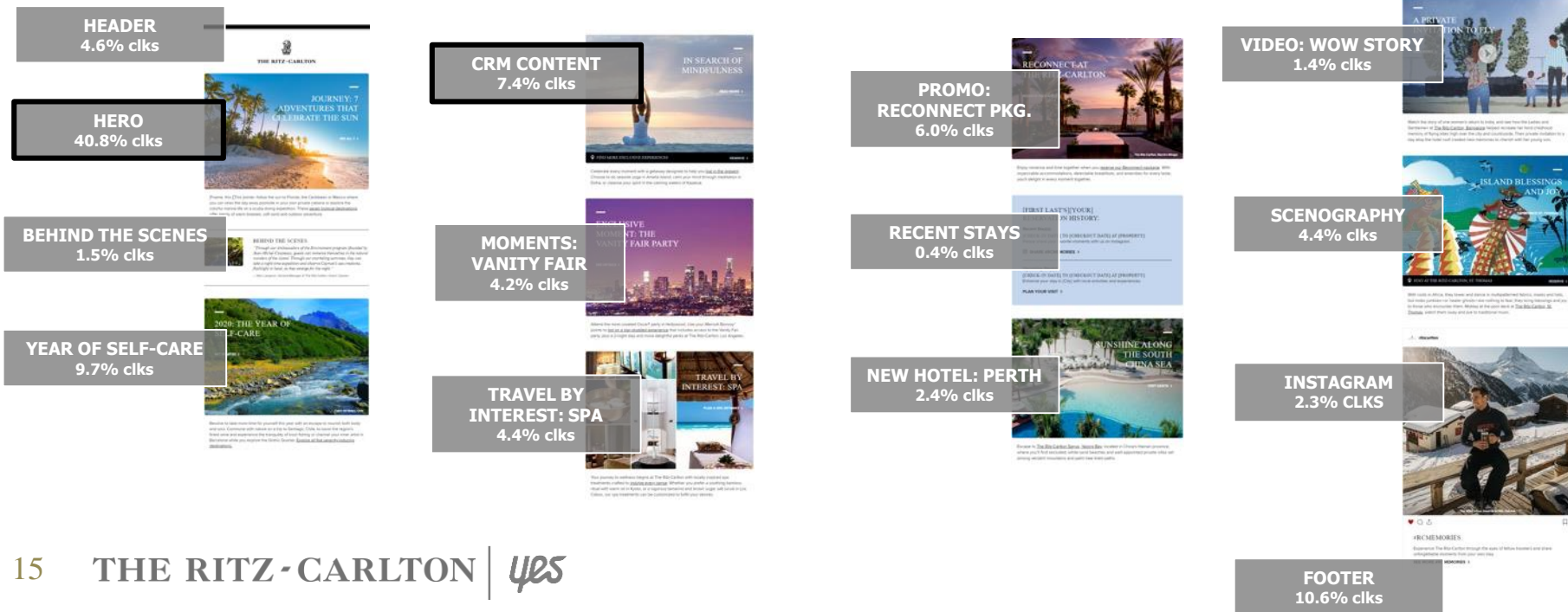
Revenue
+45.9% MoM

Room Nights
+10.7% MoM



Jan 2020 Heatmap

- Hero was focused on sunny destinations generated 40.8% of clicks, which was above 2019 hero averages
- Continue hyperlinking key words in the body copy as it draws clicks to content; results show 21% of the hero clicks went to linked copy and 18% of email clicks overall
- CRM engagement was lower than average, but +2.4 pts. YoY
 - Most received the mindfulness article which was the same CRM article in Jan 2019 eNews
 - Article just missed Q1 top 10 articles list, but should still be considered for future content and test other similar articles to lift engagement



Jan 2020 CRM Content Engagement

Observations:

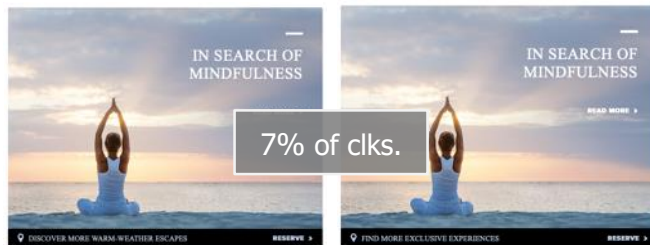
- For WTE, 15% of their email clicks went to CRM module: Digital Detox
 - 4th highest engagement since March 2019; readers connected to content
 - Consider re-using article in a future mailing, Jan 2021 eNews, or even a booking Solo
 - Test using some of the language and overall sentiment of this article in future messages to drive engagement:
 - Use words like: digital detox, disconnecting, step away from it all, return to life recharged



Step away from it all with a [vacation from your devices](#) — yes, it is possible. Enjoy a weekend spa retreat complete with healing oils and local ingredients in Dorado Beach, or rediscover the wonders of nature in Ras Al Khaimah on a stargazing excursion under the night sky.

- Consider presenting the digital detox article and other similar articles to all segments
 - A digital detox is a broad message that will resonate with most readers
 - Other segments received the CRM module: Mindfulness and it generated 7% of their email clicks
 - Testing different articles will help us learn content effectiveness

All Other Segments



Let warm sunshine soothe your soul on a getaway designed to help you [live in the present](#). Choose to unwind with seaside yoga under the sun on Amelita Island, calm your mind through meditation in Doha, or cleanse your spirit in the calming waters of Kapalus.

Celebrate every moment with a getaway designed to help you [live in the present](#). Choose to do seaside yoga in Amelita Island, calm your mind through meditation in Doha, or cleanse your spirit in the calming waters of Kapalus.

Similar Articles:



7 CITY PARKS TO FIND YOUR INNER PEACE



SPA EXPERIENCES WORTH TRAVELING FOR



4 DESTINATIONS FOR A HOLIDAY DETOX

FEBRUARY 26th NEWSLETTER

THEME: Spring Getaways

Subject Line: INSIDE THE RITZ-CARLTON: 6 Spectacular Spring Destinations
Pre-Header: Plus, discover 7 eco-friendly adventures for the whole family

16.8%

Open Rate
-1.6 pts. MoM

8.1%

CTOR
+2.1 pts. MoM

0.13%

Unsub. Rate
-0.03 pts. MoM

\$49.5K

Revenue
-55.1% MoM

205

Room Nights
-46.6% MoM



Katie, celebrates the breathtaking beauty of the season with a gateway to some of the best spring destinations in Florida. Take a ride through fields of pink cherry blossoms aboard your own vintage car. Or venture to Tenerife, the "Island of Eternal Spring," and enjoy lush landscapes and beaches waiting from a secluded beach.



Explore the wonders of the natural world through programs designed in partnership with Jean-Michel Cousteau's Ocean Futures Society. Snorkel through vibrant coral reefs in the Caribbean or visit endangered blue iguanas off the Hawaiian shore.



BEHIND THE SCENES
"There are so many natural wonders to discover in Hawaii. Every season, guests can enjoy the spectacle of the annual hulaheho hula festival, while learning how to make a positive impact on the environment during a private tour."



From the most scenic natural pools of the Vacation Peninsula to a cool desert oasis with spectacular mountain views in Rancho Mirage, find some of the best pools in the desert to relax in this.



Celebrate all things sunshine and surf with a perfect beachside retreat. Dive on scenic inspired cuisine, indulge in local spa treatments under a canopy of palm trees, or discover the true meaning of "beach time" from our own private cabins.



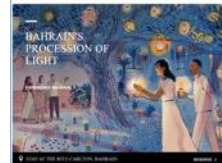
Explore the corners of the world on a voyage with The Ritz-Carlton Yacht Collection. Whether you're hunting in Tanzania, practicing windsurfing in Montenegro, or enjoying a ship game of pool in Mexico, your personal curator voyage is guaranteed to be an experience like no other.



Start your season in Melbourne with an exclusive experience in The Ritz-Carlton Shore Station Lounge. Take in the action up close with the Mercedes-AMG Petronas Formula One Team and enjoy luxurious food and beverage, plus a tour of the Formula One Pitboard and a lap around the Albert Park Circuit on practice day.



The location of a lifetime was waiting for one special guest recently at The Ritz-Carlton New York, Central Park. Our Ladies and Gentlemen helped a young man make a great proposal to his girlfriend. Come see how.



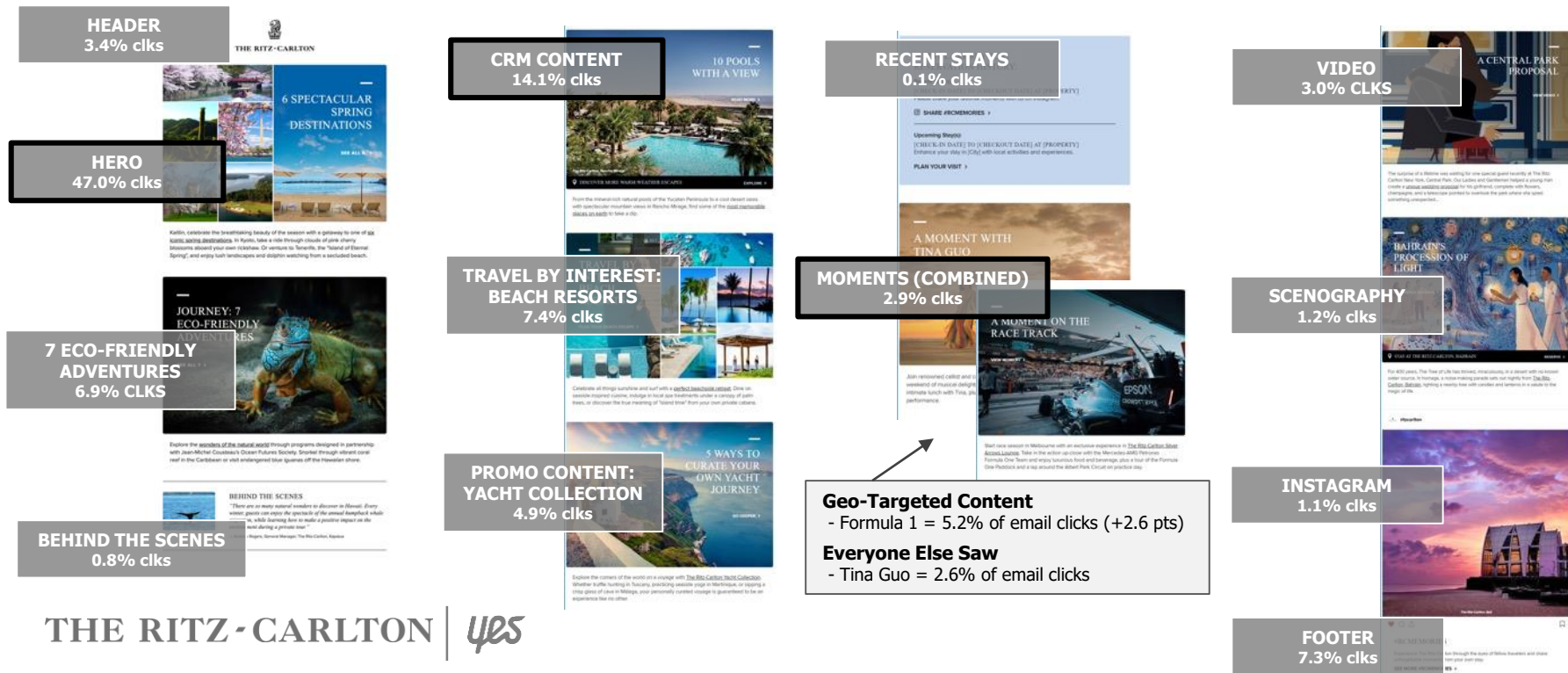
For 400 years, The Tree of Life has stood. Uniquely, it is a desert with an ocean in the middle. In Bahrain, the Tree of Life is a symbol of life and hope. The Ritz-Carlton Bahrain is holding a meeting here with local artists and designers to create a new light procession.



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

February Heatmap

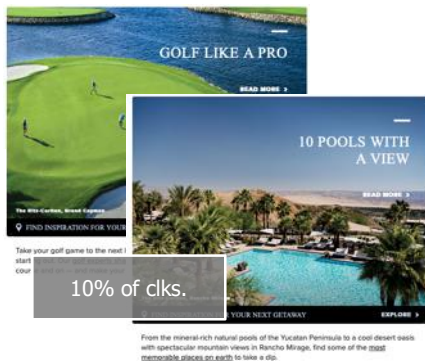
- Readers were interested in spring getaways with campaign clicks +19% MoM; 61% of clicks went to the hero & CRM content
- Hero generated 47% of email clicks, which was the 3rd highest percentage since March 2019 (Top 2: May & Aug beach articles)
- 14.1% of clicks on CRM content; it was also the 3rd highest percentage since March 2019 (Top 2: June romantic getaways & Aug 3-day weekend)
- Targeted Moments content drove 2x more clicks than un-targeted; the % of clicks for the geo-targeted F1 article was +2.6 pts. higher



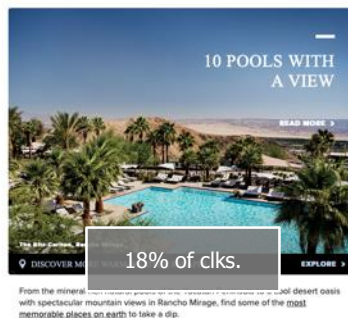
CRM CONTENT ENGAGEMENT

- Pools content resonated with all segments, especially with Sunseekers at 18% of their email clicks
- CRM articles were A/B tested (golf vs. pools) for WTE and CEL to determine which message would drive higher engagement
 - Results show that the pools article received more clicks than golf; full results are in the testing & optimization section

WTE
(A/B Test)



Sunseekers





Celebrator
(A/B Test)



TOP 10 ARTICLES: Q1 2020

- The linked body copy text continues to appear in the top 10 most clicked content for the quarter in positions 4 & 9
- Readers were in the mood for warm, sunny destinations as 7 out of the 10 most clicked articles were warm destinations
- Based on this engagement, Q1 is a great time to promote warm weather destinations, pools, and spotlight specific hotels

	Article Name or Linked Text	Month	Module	Clicks	CTR
1	6 Spectacular Spring Destinations	February	Hero	18.2 K	0.75%
2	7 Adventures That Celebrate The Sun	January	Hero	12.1 K	0.48%
3	10 Pools With A View	February	CRM Content	3.2 K	0.13%
4	Seven Tropical Destinations (Body Copy) 	January	Hero	3.1 K	0.13%
5	Journey: 7 Eco-friendly Adventures	February	Journey	2.6 K	0.11%
6	Travel By Interest: Beach Resorts	February	Travel by Interest	2.4 K	0.10%
7	Reconnect At The Ritz-Carlton	January	Promo Content	2.2 K	0.09%
8	2020: The Year Of Self-Care	January	Journey	2.1 K	0.08%
9	Six Iconic Spring Destinations (Body Copy) 	February	Hero	1.8 K	0.08%
10	Discover More Warm-Weather Escapes (Black Tray)	February	CRM Content (SS & Default)	1.7 K	0.07%

TOP 10 ARTICLES: Q1 2020 – BY SEGMENT

- Hero and respective body copy links consistently appear on the top 10 list for all segments
- WTE responded highly to Jan CRM article, but the mindfulness article presented to other segments just missed the top 10 – ranked 11th for SS & CEL and 12th for Other/Default; Feb CRM article on pools ranked high for everyone
- The Jan promo focused on romance with a reconnect package ranked high for all segments

WTE Top 10 Articles	Clicks	CTR
6 Spectacular Spring Destinations (Feb)	1.1 K	1.12%
7 Adventures That Celebrate The Sun (Jan)	719	0.72%
CRM: 8 Incredible Places To Take A Digital Detox (Jan)	251	0.25%
Seven Tropical Destinations (Body Copy , Jan)	179	0.18%
Travel By Interest: Beach Resorts (Feb)	172	0.17%
2020: The Year Of Self-Care (Jan)	164	0.16%
Journey: 7 Eco-Friendly Adventures (Feb)	161	0.16%
Reconnect At The Ritz-Carlton (Jan)	125	0.12%
CRM: 10 Pools With A View (Feb)	125	0.13%
Six Iconic Spring Destinations (Body Copy , Feb)	121	0.12%

CEL Top 10 Articles	Clicks	CTR
6 Spectacular Spring Destinations (Feb)	1.2 K	1.40%
7 Adventures That Celebrate The Sun (Jan)	733	0.88%
Seven Tropical Destinations (Body Copy , Jan)	186	0.22%
Travel By Interest: Beach Resorts (Feb)	157	0.19%
CRM: 10 Pools With A View (Feb)	156	0.19%
Reconnect At The Ritz-Carlton (Jan)	151	0.18%
Journey: 7 Eco-Friendly Adventures (Feb)	134	0.16%
2020: The Year Of Self-Care (Jan)	125	0.15%
Explore All Five Serenity-inducing Destinations (Body Copy , Jan)	109	0.13%
Travel By Interest: Spa (Jan)	104	0.12%

SS Top 10 Articles	Clicks	CTR
6 Spectacular Spring Destinations (Feb)	1.5 K	1.71%
7 Adventures That Celebrate The Sun (Jan)	1.1 K	1.28%
CRM: 10 Pools With A View (Feb)	380	0.44%
Seven Tropical Destinations (Body Copy , Jan)	312	0.35%
Travel By Interest: Beach Resorts (Feb)	222	0.26%
Journey: 7 Eco-Friendly Adventures (Feb)	187	0.22%
Reconnect At The Ritz-Carlton (Jan)	175	0.20%
Discover More Warm-weather Escapes (Black Tray , Feb)	168	0.19%
2020: The Year Of Self-Care (Jan)	163	0.18%
Six Iconic Spring Destinations (Body Copy , Feb)	143	0.17%

TOP 10 ARTICLES: Q1 2020 – BY SEGMENT

- Hero and respective body copy links consistently appear on the top 10 list for all segments
- The Jan mindfulness CRM article just missed the top 10 for Other segment – ranked 12th; Feb CRM article on pools ranked high for everyone
- The Jan promo focused on romance with a reconnect package ranked high for all segments

OCC. EX Top 10 Articles	Clicks	CTR
6 Spectacular Spring Destinations (Feb)	667	0.82%
7 Adventures That Celebrate The Sun (Jan)	418	0.50%
Seven Tropical Destinations (Body Copy , Jan)	106	0.13%
Journey: 7 Eco-friendly Adventures (Feb)	99	0.12%
Travel By Interest: Beach Resorts (Feb)	93	0.12%
CRM: 10 Pools With A View (Feb)	88	0.11%
Reconnect At The Ritz-Carlton (Jan)	81	0.10%
2020: The Year Of Self-Care (Jan)	72	0.09%
Six Iconic Spring Destinations (Body Copy , Feb)	71	0.09%
A Central Park Proposal (Feb)	46	0.06%

ASP Top 10 Articles	Clicks	CTR
6 Spectacular Spring Destinations (Feb)	272	0.68%
7 Adventures That Celebrate The Sun (Jan)	195	0.48%
Seven Tropical Destinations (Body Copy , Jan)	55	0.13%
CRM: 8 Incredible Places To Take A Digital Detox (Jan)	55	0.13%
Travel By Interest: Beach Resorts (Feb)	47	0.12%
Reconnect At The Ritz-Carlton (Jan)	39	0.10%
Six Iconic Spring Destinations (Body Copy , Feb)	34	0.09%
Journey: 7 Eco-friendly Adventures (Feb)	32	0.08%
CRM: 10 Pools With A View (Feb)	29	0.07%
2020: The Year Of Self-Care (Jan)	28	0.07%

OTHER Top 10 Articles	Clicks	CTR
6 Spectacular Spring Destinations (Feb)	13.5 K	0.66%
7 Adventures That Celebrate The Sun (Jan)	8.9 K	0.42%
CRM: 10 Pools With A View (Feb)	2.8 K	0.14%
Seven Tropical Destinations (Body Copy , Jan)	2.3 K	0.11%
Journey: 7 Eco-friendly Adventures (Feb)	2.0 K	0.10%
Travel By Interest: Beach Resorts (Feb)	1.7 K	0.09%
Reconnect At The Ritz-Carlton (Jan)	1.7 K	0.08%
2020: The Year Of Self-Care (Jan)	1.5 K	0.07%
Discover More Warm-weather Escapes (Black Tray , Feb)	1.5 K	0.07%
Six Iconic Spring Destinations (Body Copy , Feb)	1.4 K	0.07%

Q1 2020 NEWSLETTER TAKEAWAYS

LET'S CONTINUE:

- Timely, relevant seasonal articles to drive engagement (romance package, pools, spring destinations)
- Broader focused articles to connect with more readers; consider showing everyone digital detox
- Hyperlinking key words in the body copy to capture additional module clicks
 - Consider hyperlinking all body copy and hide the underline
- Targeting articles based on member data to increase relevancy (Feb Moments)
- Expanding on the A/B testing of articles and segments to learn which content generates more clicks

LET'S TRY:

- Spotlighting more than one property to increase overall engagement and drive more bookings
 - Solo emails that featured more than one property received over 50% of clicks on the property section and generated more revenue than the monthly newsletter
 - Target content using previous email engagement, past stay data, and/or geo-targeting to increase relevancy and email engagement

TESTING & OPTIMIZATION

SUBJECT LINE TEST RESULTS

- Branded style **Inside the Ritz-Carlton** continues to outperform other styles each month
- Next steps for optimizing eNews subject lines include using language that provides a stronger reason to open; Solo subject lines are a good example of this and generate open rates in the 20's

Campaign/Subject Lines	Results	Description of Winner
JANUARY NEWSLETTER		
<ul style="list-style-type: none">INSIDE THE RITZ-CARLTON: 2020 is the Year of Self-Care	Winner	Branded, Personal
<ul style="list-style-type: none">5 Serenity-Inducing Destinations for 2020	-2.05 pts.	
<ul style="list-style-type: none">INSIDE THE RITZ-CARLTON: 5 Serenity-Inducing Destinations + 7 Sunny Adventures	-0.87 pts.	Statistically significant results
Pre-header: Erica, did you know that travel can improve creativity and even lower the risk of heart disease?		
FEBRUARY NEWSLETTER		
<ul style="list-style-type: none">INSIDE THE RITZ-CARLTON: 6 Spectacular Spring Destinations	Winner	Branded, seasonal, list-style
<ul style="list-style-type: none">Plan Your Getaway: 6 Spectacular Spring Destinations	-1.47 pts.	
<ul style="list-style-type: none">6 Spectacular Spring Destinations	-1.41 pts.	Statistically significant results
Pre-header: Plus, discover 7 eco-friendly adventures for the whole family		

FEBRUARY eNEWS: CRM A/B TEST

- Test Design:
 - Targeted Well-Traveled Executives and Celebrators
 - Random 50/50 split of each segment
 - Tested 2 CRM articles: golf tips (control version) vs. 10 pools with a view (test version)
- Performance Results:
 - Both segments preferred the pool content over golf tips
 - Results were directional and did not reach statistical significance
 - Factors that may have influenced results: different headline approach (pools had list-style headline) and seasonality
- Next Steps:
 - Test at least two more times to see if patterns develop and to reach statistical significance
 - Use the same copy approach in both creatives

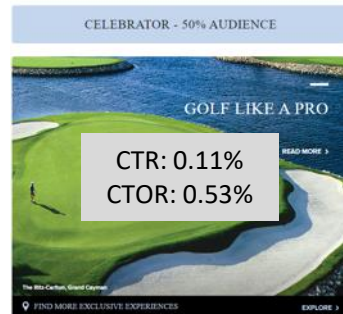
Golf Tips Article (Control)

10 Pools Article (Test)

CRM Module Engagement by Segment

WTE

CEL



ACTIONABLE INSIGHTS

ACTIONABLE INSIGHTS

- Continue sending timely, relevant seasonal articles to drive engagement (romance package, pools, spring destinations)
- Broader focused articles appeal to readers and garner more clicks; consider showing everyone digital detox or similar articles in future editions
- Increase relevancy and response using geography or other member data to target articles
- Expand on the A/B testing of articles and segments to learn which content generates more clicks
 - Builds upon a data-driven marketing approach
 - Use the same creative/copy approach in tested articles

ACTIONABLE INSIGHTS

- Spotlight more than one property in eNews to increase overall engagement and drive more bookings
 - Solo emails that featured more than one property received over 50% of clicks on the property section and generated more revenue than the monthly newsletter
 - Target content using previous email engagement, past stay data, and/or geo-targeting to increase relevancy and email engagement
- Continue optimizing subject lines by using a stronger reason-to-open; leverage a similar approach used for Solo subject lines which have open rates in the 20's

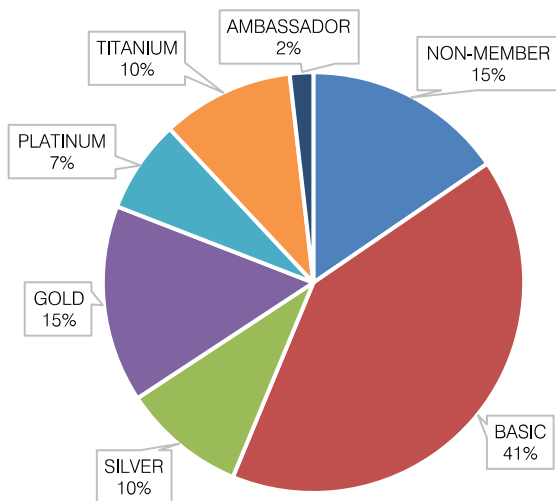
THANK YOU!

Appendix

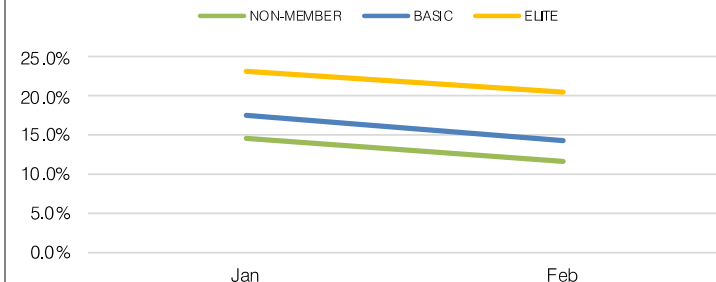
Q1 2020 TRENDS BY BONVOY MEMBER LEVELS

- Audience mix: 41% Basic, 44% Elites, and 15% Non-Members
- Elites continue to open at a higher rate than Basic and Non-Members
- Basic members had the highest CTOR in Jan at 7.5% (+1 pt. higher than Elites); 40% of clicks went to hero promoting sunny destinations

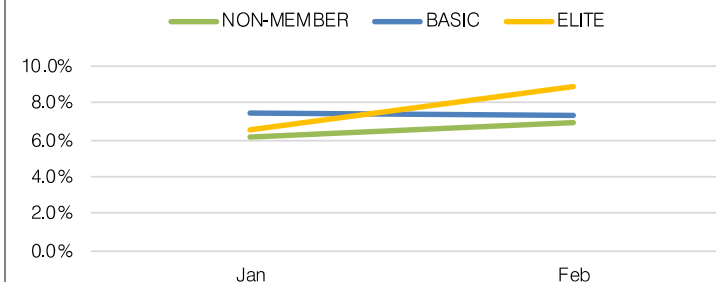
Q1 2020 Ritz-Carlton Emails:
Average Monthly Delivered by Marriott Bonvoy Member Level



Q1 2020 Ritz-Carlton Emails:
Open Rates by Bonvoy Member Level



Q1 2020 Ritz-Carlton Emails:
CTOR by Bonvoy Member Level



JANUARY '20 NEWSLETTER: PERFORMANCE

SEGMENTS	DELIVERED	OPENS	OPEN%	CLICKS	CTR	CTOR	UNSUB	BKGS	RMNTS	REV/DEL	REVENUE
OTHER GUESTS	2.10 M	366.8 K	17.44%	20.6 K	0.98%	5.63%	0.17%	128	299	\$0.04	\$78.3 K
WELL-TRAVELED EXECUTIVES	100.4 K	24.4 K	24.33%	1.9 K	1.85%	7.59%	0.11%	10	20	\$0.02	\$2.5 K
SUN SEEKERS	88.1 K	23.3 K	26.40%	2.4 K	2.69%	10.17%	0.12%	7	26	\$0.13	\$11.8 K
THE CELEBRATORS	83.7 K	20.9 K	24.98%	1.7 K	2.05%	8.20%	0.11%	10	26	\$0.16	\$13.6 K
OCCASIONAL EXPLORERS	83.1 K	17.4 K	20.94%	1.0 K	1.21%	5.78%	0.15%	3	6	\$0.03	\$2.1 K
THE ASPIRERS	40.9 K	7.7 K	18.86%	481	1.17%	6.23%	0.13%	2	7	\$0.05	\$2.0 K
TOTAL	2.50 M	460.5 K	18.42%	28.1 K	1.12%	6.09%	0.16%	160	384	\$0.04	\$110.2 K

FEBRUARY '20 NEWSLETTER: PERFORMANCE

SEGMENTS	DELIVERED	OPEN	OPEN%	CLICKS	CTR	CTOR	UNSUB	BKGS	RMNTS	REV/DEL	REVENUE
OTHER GUESTS	2.04 M	326.7 K	15.98%	24.9 K	1.22%	7.62%	0.14%	57	127	\$0.01	\$27.2 K
WELL-TRAVELED EXECUTIVES	98.9 K	21.0 K	21.26%	2.0 K	2.01%	9.46%	0.09%	2	5	\$0.03	\$2.8 K
SUN SEEKERS	86.3 K	20.1 K	23.30%	2.7 K	3.10%	13.31%	0.10%	11	41	\$0.12	\$10.2 K
THE CELEBRATORS	82.4 K	18.2 K	22.09%	2.0 K	2.42%	10.96%	0.10%	2	11	\$0.01	\$1.2 K
OCCASIONAL EXPLORERS	80.9 K	15.5 K	19.13%	1.2 K	1.53%	8.00%	0.10%	11	20	\$0.10	\$7.9 K
THE ASPIRERS	39.8 K	6.8 K	17.14%	.5 K	1.25%	7.31%	0.14%	1	1	\$0.00	\$.1 K
TOTAL	2.43 M	408.4 K	16.79%	33.3 K	1.37%	8.15%	0.13%	84	205	\$0.02	\$49.5 K