



THE RITZ-CARLTON

# Q1 2022 Email Review

April 4, 2022

data  
axle

## **Meeting Agenda**

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- Q1 Performance Summary & Engagement Trends
- Q1 Recommendations
- March eNews Performance

## Performance Summary: Q1 2022

- CTR for Q1 slightly higher in comparison to Q4 with a significant drop in delivered volume QoQ (-25%)
  - Decrease impacted by 26% decrease in March and no mailing in January
- Performance has increased for total click activity on a rolling 12-month average, impacted by inclusion of luxury segments beginning in Q4 2021; CTR comparable to average
- Engagement trends were consistent with overall email performance for most Bonvoy member levels
- Luxury segments had more variance in engagement particularly in March
- Click activity strongest for following modules: Hotels Near You, Journey and Spring Getaways Nav Bar
  - Hero also saw stronger performance in March following closely behind Spring Getaways Nav Bar
  - February Yacht module drove second highest click activity to date since 2021

# Horizon Interactive Awards GOLD WINNER

## Travel Inspiration: July '21 Newsletter



HORIZON INTERACTIVE AWARDS GOLD WINNER  
DATA AXLE  
TRAVEL INSPIRATION: RITZ-CARLTON JULY '21 NEWSLETTER  
EMAIL - NEWSLETTER



### 5 MUST-VISIT LAKE BEACHES

[Name, you/you] don't need to journey far to experience beachside bliss; some of the world's best beaches can be found beside. Here are a few of the most glamorous spots to spread out your towel and enjoy spectacular scenery.

SEE ALL 5

EXPLORE THE LAKES



### THE RITZ-CARLTON, LAKE TAHOE

Located mid-mountain, this hotel offers sandy beaches and brisk plunges. Plus, guests can enjoy Lake Club amenities like beach access, an outdoor whirlpool and cozy fireplaces.

EXPLORE LAKE TAHOE >

### THE JOURNEY

### THE WORLD IS WAITING

[Name, discover] Discover your new Destination Guides for inspiration for your next great getaway and send your wanderlust soaring.



The Caribbean



U.S. & Canada



The Middle East



Asia and the Pacific



Europe

WHERE WILL YOU GO NEXT?



### SAIL TO THE AZORES

Journey to Portugal's island paradise aboard The Ritz-Carlton Yacht Collection on an unforgettable voyage through the Azores. Enjoy ample time to relax and refresh before diving into the turquoise waters and hiking the volcanic landscapes of Ponta da Moura and São Miguel.

SEE SAIL



### EUROPE IS CALLING YOU[, FNAME]

Now that exploring Europe is a possibility again for U.S. travelers, you can finally plan the vacation you've been dreaming about. Discover our exclusive locations across the continent.

EXPLORE EUROPE



### TRAVEL BY INTEREST: GOLF

From luxury resorts overlooking the coastline to desert retreats surrounded by lush landscapes, The Ritz-Carlton offers a collection of world-class golf experiences that suites to players of every level.

EXPERIENCE GOLF GETAWAYS



### A MEMORABLE FAREWELL IN ISTANBUL

Upon learning that it was a guest's birthday at The Ritz-Carlton, Istanbul, the Ladies and Gentlemen presented her with a personalized card map to thank all of her adventures, and by no surprise, Turkey was the first country marked on the map.

SEE WHOLE STORY



### INSPIRED EVENINGS ON AL HAMRA BEACH

Each sunset on the deck of the Shore House restaurant, at The Ritz-Carlton Ras Al Khaima, Al Hamra Beach, a sail ship and barbeque are it, not wanting an inspiring the evening "Goodbye" in Arabic for this day and a welcoming to a magical night.

DISCOVER



### #RCMEMORIES

On shore or off, timeless in #RC leads to beautiful places.

SEE MORE #RCMEMORIES



# Q1 2022 Performance Summary & Recommendations

# February: Romantic Getaways



Whether you're celebrating a milestone anniversary or just escaping to an impromptu weekend getaway, The Ritz-Carlton offers unforgettable experiences, from intimate beachfront dining to desert stargazing and beyond.

EXPLORE THE POSSIBILITIES



THE RITZ-CARLTON, ST. THOMAS  
For the ultimate in tropical romance, enjoy private dining on the beach or a sunset sail aboard a luxury catamaran.

RESERVE IT



## THE JOURNEY NORTH AMERICA'S MOST SPECTACULAR SUITES

A hotel should be so much more than simply a place to lay your head at night. From private fitness rooms to grand views of iconic sights, these suites offer some of the most unique amenities.

SEE ALL 10

# March: Road Trips/Spring



## REIMAGINE THE ROAD TRIP[, FNAME]

Your next incredible journey could be as simple as getting in your car and going. Discover The Ritz-Carlton hotels and resorts closer to home for a getaway that feels oh-so-far away.

EXPLORE HOTELS IN [DESTINATION]

## THE RITZ-CARLTON HOTEL[S] CLOSEST TO YOU:

- THE RITZ-CARLTON, LOREM IPSUM >
- THE RITZ-CARLTON, LOREM IPSUM >
- THE RITZ-CARLTON, LOREM >

DISCOVER MORE



# CTR Comparable to Q4; Delivered Volume Decreased

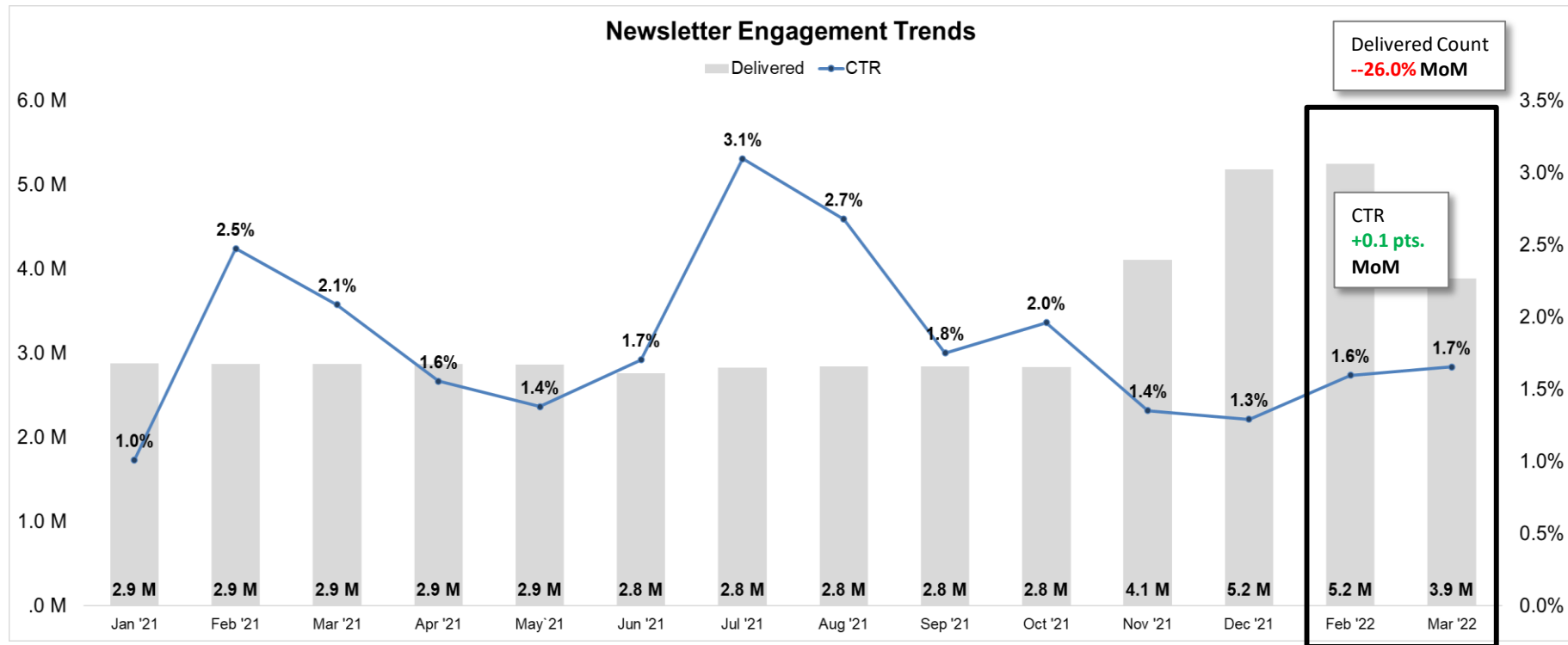
Metrics	Q1 2022	QoQ	YoY
Delivered	9.2M	-24.7%	+6.0%
Opens	1.5 M	-41.0%	-44.6%
Open Rate	16.0%	-4.4 pts.	-14.6 pts.
Clicks	148.1 K	+16.9%	-7.4%
CTR	1.6%	+0.2 pts.	-0.2 pts.
CTOR	10.1%	+2.9 pts.	+4.1 pts.
Unsub Rate	0.31%	+0.07 pts.	+0.11 pts.

\*No mailing in January 2022

- 25% decrease in delivered volume QoQ impacted by a decrease in March volume along with no mailing in January; CTR for Q1 slightly higher in comparison to Q4
  - Delivery volume dropped from 5.2M in February to 3.9M in March (-26%)
- YoY delivered volume were higher from expanding the audience to include all luxury segments beginning in November
- Starting to see unsub rates trending higher than previous year averages; will look to compare engagement trends against Bonvoy Q1 average
  - Higher unsub rates were consistent across Bonvoy and Luxury levels

## CTR Trending Upwards in Q1; Fluctuations in Delivered Counts

- Lower delivered volume QoQ because of 12/31 solo taking place of January mailing and drop in March; looking into with data team
- Continue to monitor CTR as primary KPI and track changes as new audiences are introduced to mailing





# Journey Content Engagement Trends

- Email continues to drive significant activity; 34% of page views and 40% of visits when looking at last touch channel attribution
- March is seeing increase in time spent on site by 8 seconds, comparable to January
- Top performing content for March include geo-targeted Hero and Inspiration West Coast content along with Formula One
- Continue to evaluate trends with top performing pages and how email is driving certain behavior to identify future optimization opportunities**

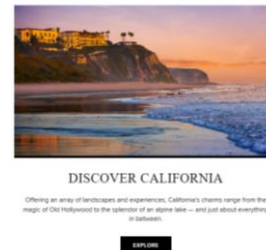
## YTD: Last Touch Channel

Last Touch Channel	Page Views		Visits	
1. Email	159,206	33.6%	111,622	40.3%
2. Natural Search	109,473	23.1%	54,304	19.6%
3. Direct	91,882	19.4%	47,280	17.1%
4. SCID	70,806	15.0%	39,582	14.3%
5. Referring Domains	32,562	6.9%	20,013	7.2%
6. Internal Referrers	9,407	2.0%	5,074	1.8%
7. B.com Paid Search	2	0.0%	2	0.0%
Total	473,338		276,726	

## YTD: Time Spent on Site

Date	Page Views	Visits	Average Time Spent on Site
Jan 2022	128,605	60,103	2.03
Feb 2022	188,083	118,638	1.94
Mar 2022	156,650	97,986	2.02
Apr 2022	0	0	0.00
May 2022	0	0	0.00
Jun 2022	0	0	0.00
Jul 2022	0	0	0.00
Aug 2022	0	0	0.00
Sep 2022	0	0	0.00
Oct 2022	0	0	0.00
Nov 2022	0	0	0.00
Dec 2022	0	0	0.00
Total	473,338	276,726	5.99

## Top Pages for March Include:



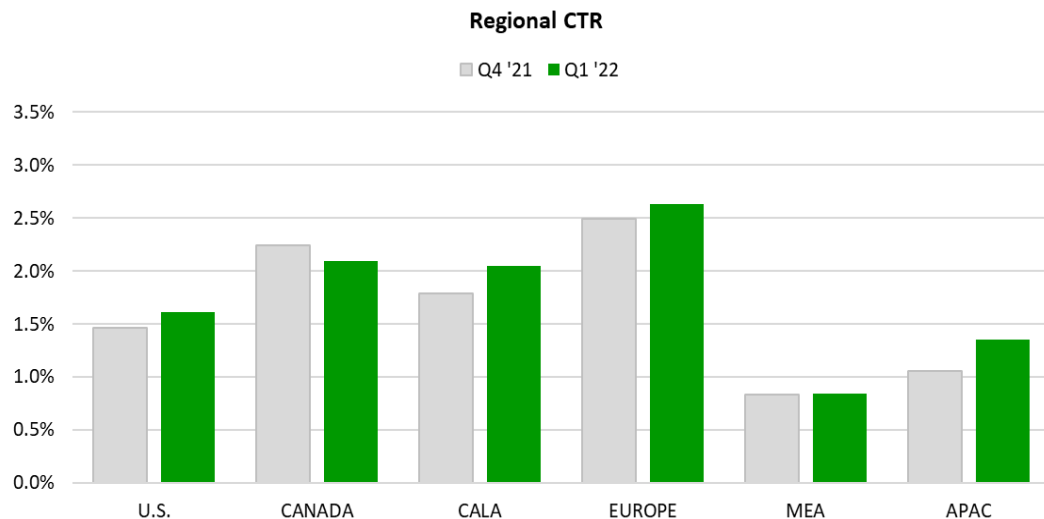
West Coast Inspiration

Formula One

North America

# Slight Increases in Q4 Engagement for Most Regions

- All regions outside of Canada saw a slight uptick in CTR or remained flat QoQ; consistent with overall trends
- Europe and MEA saw significant drop in delivered counts QoQ; recent suppressions for Ukraine and Russian locations impacted counts
- Geo-targeted Hotels Near You performed better for U.S., whereas the Hero drove more click activity for Canada and CALA
- Geo-targeted Inspiration resonated more so with APAC



*\*No mailing in January 2022*

**Q1 2022**  
Delivered Counts

Region	Counts (QoQ)
U.S.	7.8 M (-25%)
CANADA	391.7 K (+45%)
CALA	66.1 K (-6%)
EUROPE	156.6 K (-51%)
MEA	182.0 K (-51%)
APAC	485. K (-24%)

## Similar CTR Trend For Most Bonvoy Levels

- Outside of Ambassador all loyalty tiers saw similar engagement trends as Q1 progressed
- Non-Members continue to show lower engagement than Members. Deeper analysis needed to pinpoint engagement differences

Sep '21 – Mar '22

		Feb '22	Mar '22	Engagement Trends
NON-MEMBER	Del.	353.8 K	181.3 K	MoM -48.7% (-172.5K)
	CTR	0.9%	0.9%	
BASIC	Del.	2.7 M	1.9 M	MoM -27.3% (-726.9K)
	CTR	1.5%	1.6%	
SILVER	Del.	603.4 K	467.4 K	MoM -22.5% (-136.0K)
	CTR	1.6%	1.6%	

Sep '21 – Mar '22

		Feb '22	Mar '22	Engagement Trends
GOLD	Del.	905.5 K	729.5 K	MoM -19.4% (-176.0K)
	CTR	1.8%	1.8%	
PLATINUM	Del.	302.4 K	240.3 K	MoM -20.5% (-62.1K)
	CTR	2.0%	1.8%	
TITANIUM	Del.	352.9 K	279.0 K	MoM -21.0% (-74.0K)
	CTR	2.0%	1.8%	
AMBASSADOR	Del.	65.5 K	48.2 K	MoM -26.4% (-17.3K)
	CTR	2.1%	1.6%	

# Varying Engagement Levels for Luxury Segments QoQ

Sep '21 – Mar '22

		Feb '22	Mar '22	Engagement Trends
L1	Del.	536.0 K	103.3 K	MoM -80.7% (-432.7K)
	CTR	1.0%	1.7%	
L2A	Del.	252.2 K	89.8 K	MoM -64.4% (-162.4K)
	CTR	1.5%	2.1%	
L2B	Del.	1.2 M	703.9 K	MoM -40.5% (-479.0K)
	CTR	1.6%	1.7%	
L3	Del.	301.8 K	196.1 K	MoM -35.0% (-105.7K)
	CTR	1.8%	1.8%	
Everyone Else	Del.	3.0 M	2.8 M	MoM -6.2% (-184.9K)
	CTR	1.7%	1.6%	

- Decreases in delivered volume in March for all luxury segments; looking into drop in delivered with data team
  - Decrease was most significant for L1 and L2A
    - CTR had strongest increase MoM with a .7pt. increase for L1 and .6pt. increase for L2A
  - Decrease was lower for L2B and L3
    - With L2B being the largest audience the slight increase in CTR impacts and is in line with overall email engagement trends
    - CTR for L3 remained flat into March
- QoQ engagement trends similar for L2A through L3 with engagement rates gradually increasing after October peak
- L1 saw stronger performance in Q1 with strongest increase in Q1 from February to March

# Top Performing Q1 2022 Content:

## Journey, Hotels Near You, Spring Getaways Nav Bar, Yacht



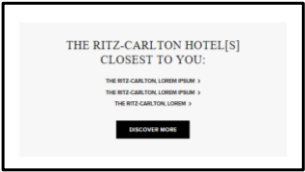
Feb: **Journey**

*Most clicked Journey content*  
*19% of email clicks in Feb*  
(under Hero & Hotel Spotlight)



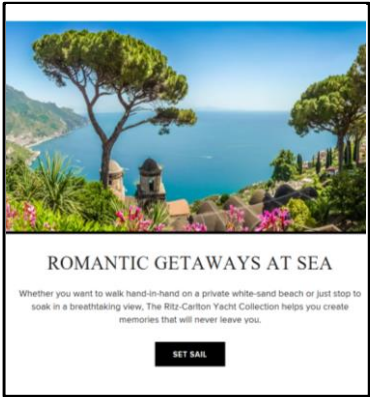
Feb & Mar: **Hotels Near You**

*Most clicked content*  
*20% of email clicks in Mar*  
*and 16% in Feb*  
(under Hero)



Mar: **Nav Bar**

*3<sup>rd</sup> Most clicked content*  
*18% of clicks in Mar*  
(lower placement)



Feb: **Yacht**

*2<sup>nd</sup> Most clicked Yacht module*  
*since 2021*  
*10% of monthly clicks*  
(below Hero, Hotel Spotlight and Journey)

# Content / Module Performance: Q1 2022

(U.S. Version)

MODULE	February '22 (Romantic Getaways)	March '22 (Road Trips/Spring)
Header	2.7%	3.0%
Hero	14.0%	17.5%
Hotels Near You	16.4%	20.4%
Navigation Bar	---	17.9%
Inspiration	---	9.8%
Offer	2.8%	---
Formula 1	---	6.6%
Journey	19.5%	4.0%
Ladies & Gentlemen	1.4%	---
Hotel Spotlight	15.0%	3.1%
Brand Inspiration	---	2.8%
Moments	---	1.2%
Yacht	10.4%	3.1%
Let Us Stay	2.4%	2.3%
Scenography	4.6%	---
Instagram	2.8%	1.5%
Footer	7.9%	6.8%

- Hero increased 3.5pts. from February to March
- Geo-targeted Hotels Near You top performing content throughout Q1
- Nav bar returned in March and was second highest clicked content, slightly higher than Hero (+.4pts.)
- Yacht Collection engagement dropped off in March with module having lower placement yet in February had second highest percent of clicks since 2021
- Formula One content in March drove heavy interest



# Q1 2022 Performance Recommendations

- Continue to closely monitor audience changes each month as they may impact delivered counts and other engagement metrics
- Conduct a Non-member deep dive to understand low engagement trends and opportunities to improve targeting and/or personalization
- Explore using 3<sup>rd</sup> party data to improve targeting criteria and content personalization
- Continue to evaluate luxury segment engagement trends; measure engagement impacts and determine need for any content versioning
- Set 2022 learning agenda and optimization roadmap that align with brand goals & content plans
- Continue leveraging geo-targeting where relevant in order to lift engagement; including Hotels Near You
- Monitor engagement with new template in market in April along with performance of Reserves Solo

# Monthly Engagement:

## March Newsletter

# March 5<sup>th</sup> Newsletter

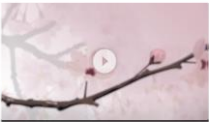
## Theme: Road Trips/Spring

### Subject Line (Used PCIQ Optimization):

- (Direct) INSIDE THE RITZ-CARLTON: Reimagine the Road Trip
- (Authority) INSIDE THE RITZ-CARLTON: Your Guide to Road Trips Reimagined
- (How To) INSIDE THE RITZ-CARLTON: How to Plan the Ultimate Road Trip
- (List) INSIDE THE RITZ-CARLTON: 5 Iconic Spring Destinations & Road Trip Inspiration
- (Intrigue) INSIDE THE RITZ-CARLTON: Your next trip could be closer than you think

### Pre-Header:

Plus, kick off the Formula One season with our Beginner's Guide to F1



## Performance Summary:

- Overall delivered volume increased in comparison to 12-month average driving an increase in total clicks
- CTR was comparable to 12-month average
- Open rates and CTORs continue to be unreliable KPIs after Apple's iOS update in September; open counts no longer include Apple opens

March 2022	vs Avg.
<b>3.9 M</b> Delivered	<b>+8.4%</b> (+301.8 K)
<b>605.5 K</b> <i>Opens</i>	<b>-32.2%</b> (-287.9K)
<b>15.6%</b> <i>Open Rate</i>	<b>-9.4 pts.</b>
<b>64.3 K</b> Clicks	<b>+0.6%</b> (+409)
<b>10.6%</b> <i>CTOR</i>	<b>+3.5%</b>
<b>1.7%</b> CTR	<b>-0.1 pts.</b>
<b>0.21%</b> Unsub Rate	<b>+0.00%</b>

March 2022 vs. Rolling 12-Month Average (January 2021-February 2022)

# All Segments Heat Map: March 2022

(U.S. Version)

- Geo-targeted Hotels Near You and Nav Bar (Journey Spring Destinations) generated most click activity for March
- Hero followed closely behind Nav Bar; within .4pts. for percent of clicks
- Geo-targeted Inspiration content drove significant interest along with Formula One driving interest from readers

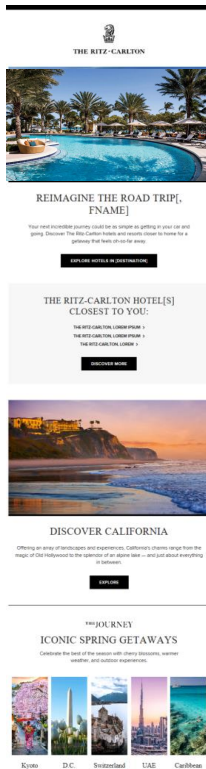
**Header:**  
3.0% clks.

**Hero:**  
17.5% clks.

**Hotels Near You:**  
20.4% clks.

**Inspiration:**  
9.8% clks.

**Nav Bar:**  
17.9% clks.



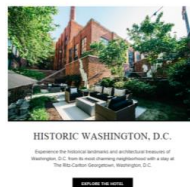
**Formula One:**  
6.6% clks.



**Journey:**  
4.0% clks.



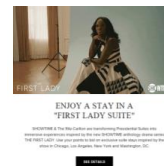
**Hotel Spotlight:**  
3.1% clks.



**Brand Inspiration:**  
2.8% clks.



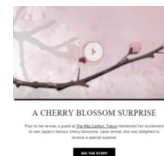
**Moments:**  
1.2% clks.



**Yacht:**  
3.1% clks.



**Let Us Stay:**  
2.3% clks.



**Instagram:**  
1.5% clks.



**Footer (not shown):**

# Top Performing Content: March 2022

(U.S. Version)

- Hero content and Discover California Inspiration articles were the top engaging content this month
  - Hero had first name personalization and Inspiration article was geo-targeted for U.S. West Coast and East Coast
- East Coast Inspiration and Nav Bar followed with around ½ the CTR percent as the top performers
- Geo-targeted Hotels Near You and Formula 1 followed behind secondary top performers

Module	Article	Clicks	CTR
Hero	Reimagine the Road Trip, [Name]	25.0 K	0.64%
Inspiration	Discover California	7.1 K	0.60%
Inspiration	24 Hours in Toronto	7.0 K	0.31%
Spring Destinations (Nav bar)	Caribbean	11.9 K	0.31%
Hotels Near You	Discover More	9.5 K	0.24%
Formula 1	The Beginner's Guide to F1	9.4 K	0.24%
Journey	Europe Through the Eyes of an Artist	5.7 K	0.15%
Spring Destinations (Nav bar)	Switzerland	5.7 K	0.15%
Yacht	Discover the Italian Countryside	4.5 K	0.11%
Hotel Spotlight	Historic Washington, D.C.	4.4 K	0.11%



Thank you!

# 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%

# 2022 RC eNews Heatmaps

MODULE	January '22 ---	February '22 (Romantic Getaways)	March '22 (Road Trips/Spring)	April '22 ---	May '22 ---	June '22 ---	July '22 ---	August '22 ---	September '22 ---	October '22 ---	November '22 ---	December '22 ---
Header	---	2.7%	3.0%									
Hero	---	14.0%	17.5%									
Hotels Near You	---	16.4%	20.4%									
Navigation Bar	---	---	17.9%									
Inspiration	---	---	9.8%									
Offer	---	2.8%	---									
Formula 1	---	---	6.6%									
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Yacht	---	10.4%	3.1%									
Let Us Stay	---	2.4%	2.3%									
Scenography	---	4.6%	---									
Instagram	---	2.8%	1.5%									
Footer	---	7.9%	6.8%									

# February 5<sup>th</sup> Newsletter

## Theme: Romantic Getaways

### Subject Line (Used PCIQ Optimization):

- (Direct) INSIDE THE RITZ-CARLTON: Romantic Retreats Around the World
- (Authority) INSIDE THE RITZ-CARLTON: Your Guide to Romantic Destinations
- (How To) INSIDE THE RITZ-CARLTON: How to Plan the Perfect Romantic Getaway
- (List) INSIDE THE RITZ-CARLTON: 5 Destinations Designed for Romance
- (Intrigue) INSIDE THE RITZ-CARLTON: Romance and Intrigue

### Pre-Header:

Plus, the re-opening of Grand Cayman, spectacular suites, and a special offer



#### ROMANTIC RETREATS AROUND THE WORLD

Whether you're celebrating a milestone anniversary or just escaping on an impromptu weekend getaway, The Ritz-Carlton offers unforgettable experiences from romantic beachfront dining to expert massages and beyond.

EXPLORE THE POSSIBILITIES



#### THE RITZ-CARLTON, ST. THOMAS

For the ultimate in tropical romance, enjoy private dining on the beach or a sunset sail aboard a luxury catamaran.

RESERVE >



#### YOUR JOURNEY NORTH AMERICA'S MOST SPECTACULAR SUITES

A hotel should be so much more than simply a place to lay your head at night. From private fitness rooms to grand views of iconic sights, these suites offer some of the most unique amenities.

SEE US AT



#### ROMANTIC GETAWAYS AT SEA

Whether you want to soak hair-in-hand on a private white sand beach or just stay to look in a breathtaking view, The Ritz-Carlton Yacht Collection helps you create memories that will never fade away.

GET AWAY



#### SAVOR TIME WITH THOSE WHO BRING YOU JOY

Experience a level of personal service that is setting the trend in the world with a package that includes overnight accommodations, spa treatment, and complimentary breakfast.

RESERVE DISCOVERY PACKAGES



#### REDISCOVER THE RITZ-CARLTON, GRAND CAYMAN

Set along the world-famous Seven Mile Beach, The Ritz-Carlton, Grand Cayman recently completed a grand revitalization project, enticing guests to experience the island's rich heritage in a whole new way.

DISCOVER GRAND CAYMAN



#### STORIES FROM OUR ARTISANS

Grand Hotel Island Distillery is a passion for crafting, distilled from an early age at his grandmother's side, is on full display with his current master creation, the Rum, a 40-year-old rum created at The Ritz-Carlton, Grand Cayman. When he's not working, he enjoys trying out different ingredients and spending time with family and friends.

DISCOVER RUM



#### A PERFECTLY UNEXPECTED WEDDING

After learning that a couple eloping at the hotel had their wedding photo session, the team at The Ritz-Carlton, Grand Cayman, quickly moved to plan a wedding ceremony to celebrate the couple's love to sharing love.

READ THE WHOLE STORY

Creative: U.S. Version



#### A CALL TO FLAVOR

Each afternoon at Seven Mile Beach, the call of the ocean can be heard as we, the Ritz-Carlton, Grand Cayman, invite you to a table of locally inspired bites, which include variations on the beloved sea trout.

DISCOVER THE RITZ-CARLTON, ST. THOMAS



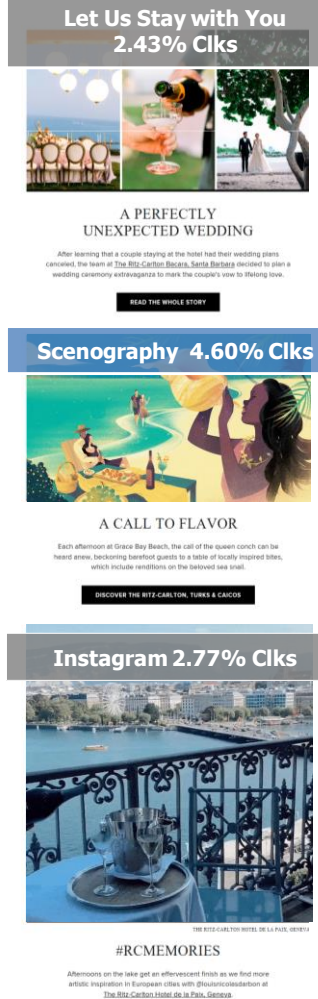
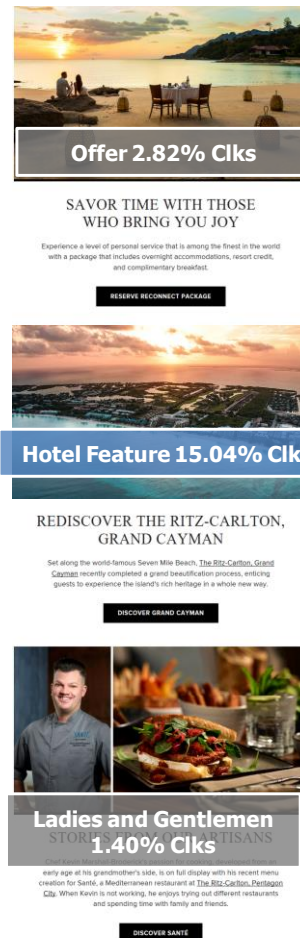
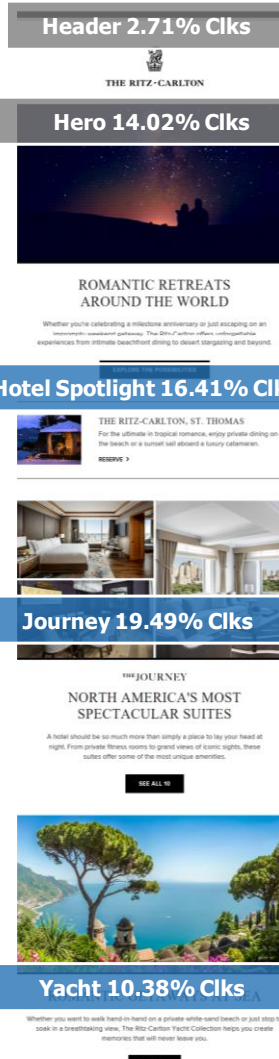
#### #RCMEMORIES

Afternoon on the beach get an afternoon fresh as we find more ways to experience the island's rich heritage at The Ritz-Carlton, Grand Cayman.

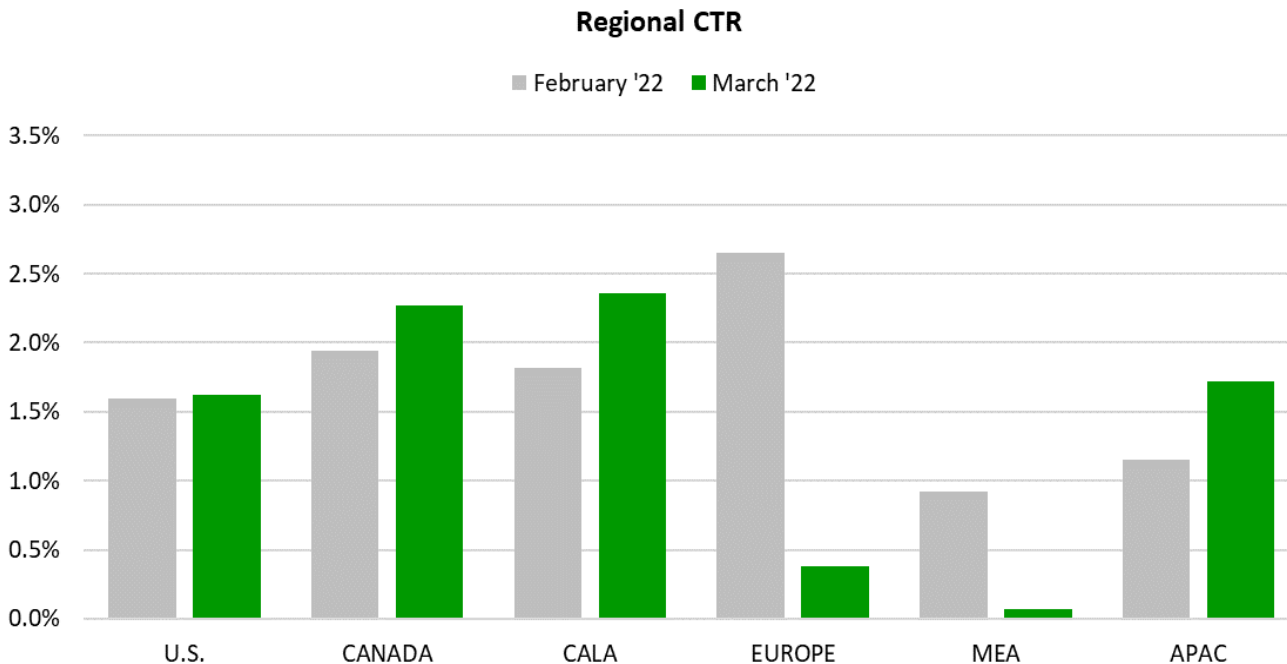
SEE MORE #RCMEMORIES

# February 2022 Heat Map (U.S. Version)

- Hero saw significant decrease in click activity MoM with Journey and Hotel Spotlight driving most interest
  - In December Hero generated 35.7% of clicks
  - Both Journey and Hotel Spotlight were geo-targeted in February driving a lift in engagement due to personalization
  - Hero imagery had different appeal in comparison to other images which may also be contributing to why interest was driven elsewhere
- Hotel Feature outperformed Hero and ranked 3<sup>rd</sup> for most clicked content
  - Preheader CTA driven around Grand Cayman re-opening along with animation and offer callout drove interest
- Scenography module had strong click performance even with lower placement in the email. Turks & Caicos content was appealing, plus continued use of animation



# Regional Engagement



*\*No mailing in January 2022*



# Targeting Criteria 2021

- 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