



September 2020 Newsletter:

Preliminary Email Review

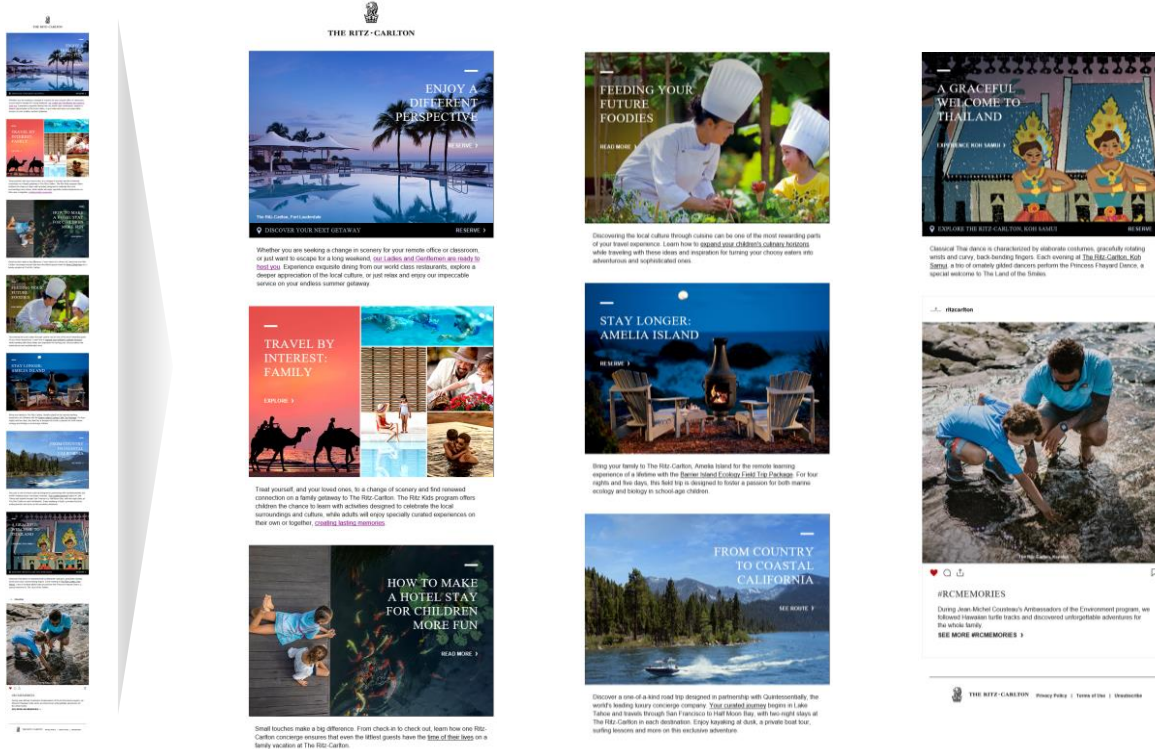
October 13, 2020

THE RITZ-CARLTON | data axle

SEPTEMBER 29TH NEWSLETTER

Subject Line: INSIDE THE RITZ-CARLTON: Extraordinary Family Travel

Pre-Header: Plus, ecology field trips, adventurous eating, and recommendations for a family getaway.



Performance Summary: September 2020

- After the engagement high of the August issue, rates dropped to YoY seasonal averages
- Sun Seekers saw an uptick in bookings and continue to be the most engaged segment
- Deployment was on a Tuesday vs. the traditional Friday or Saturday send; this may have negatively impacted engagement
- Hero content did not capture the level of engagement we have seen in past emails with just 27% of the total clicks – bulk of the email traffic came from the lower half of the message
- Audience responded well to the remote learning experience and country to coastal road trip
- Unsub rate declined slightly

September Engagement aligned with Pre-Pandemic rates

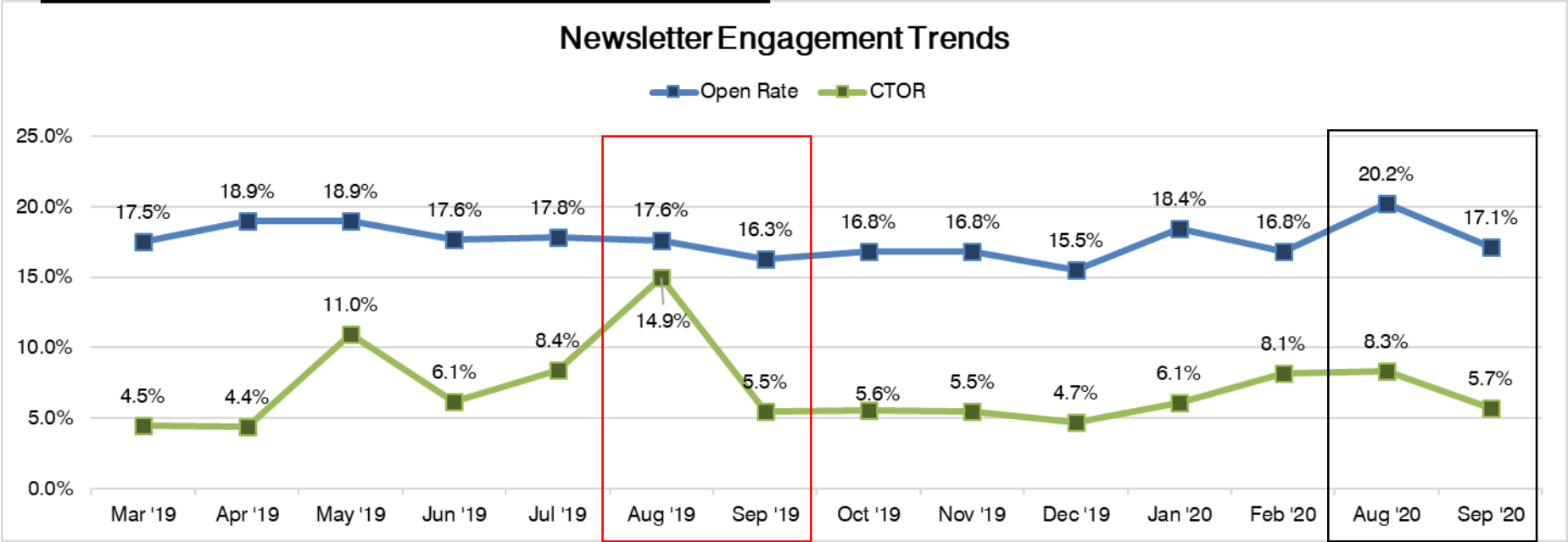
- Delivered decline from excluding EMEA from mailing; plans are in place to include Europe in Oct.
- The open and CTO rates declined MoM and vs. 12-month average, but the level of engagement was in line with 2019
- Bookings continue to be low in the current market state

September 2020 vs. Rolling 12-Month Average (Apr 2019 – Aug 2020)

Engagement	2.0 M	346.5 K	17.1%	19.7 K	1.0%	5.7%	0.14%
	Emails Delivered -17.5% (-430.0 K)	Opens -19.6% (-84.7 K)	Open Rate -0.4 pts.	Clicks -37.9% (-12.0 K)	CTR -0.3 pts.	CTOR -1.7 pts.	Unsubscribe Rate -0.02 pts.
Financials	25	71	\$26.7 K	\$0.01	0.13%		
	Bookings -89.7% (-217)	Room Nights -87.4% (-493)	Revenue -78.5% (-97.4 K)	Revenue/Delivered -73.9%	Conversion -0.6 pts		

Seasonal Consistency

Open and CTO rates dropped to YoY engagement levels



Metrics	Mar '19	Apr '19	May '19	Jun '19	Jul '19	Aug '19	Sep '19	Oct '19	Nov '19	Dec '19	Jan '20	Feb '20	Aug '20	Sep '20
Delivered	1.8 M	2.5 M	2.5 M	2.5 M	2.5 M	2.3 M	2.5 M	2.6 M	2.5 M	2.5 M	2.5 M	2.4 M	1.9 M	2.0 M

Engagement declines across all segments







Explore options to personalize the customer experience through article hierarchy or highlighting the most relevant article to the segment in the subject line

	OTHER		WTE		SS		CEL		OCC EX		ASP		ALL SEGMENTS	
	Sept.	vs. R12	Sept.	vs. R12	Sept.	vs. R12	Sept.	vs. R12	Sept.	vs. R12	Sept.	vs. R12	Sept.	vs. R12
DELIVERED	1.70 M	-17.4%	84.7 K	-13.6%	71.7 K	-17.5%	72.7 K	-12.1%	57.5 K	-28.6%	30.8 K	-24.8%	2.02 M	-17.5%
OPENS	277.5 K	-19.4%	19.0 K	-15.4%	17.2 K	-20.5%	16.2 K	-16.0%	11.5 K	-30.3%	5.3 K	-29.0%	346.5 K	-19.6%
OPEN%	16.3%	-0.4 pts.	22.4%	-0.5 pts.	24.0%	-0.9 pts.	22.2%	-1.0 pts.	19.9%	-0.5 pts.	17.1%	-1.0 pts.	17.1%	-0.4 pts.
CLICKS	15.2 K	-36.2%	1.0 K	-47.3%	1.4 K	-41.9%	1.1 K	-39.3%	732	-40.9%	267	-47.7%	19.7 K	-37.9%
CTR	0.9%	-0.3 pts.	1.2%	-0.8 pts.	1.9%	-0.8 pts.	1.6%	-0.7 pts.	1.3%	-0.3 pts.	0.9%	-0.4 pts.	1.0%	-0.3 pts.
CTOR	5.5%	-1.4 pts.	5.4%	-3.3 pts.	8.0%	-2.9 pts.	7.1%	-2.7 pts.	6.4%	-1.1 pts.	5.1%	-1.8 pts.	5.7%	-1.7 pts.
UNSUB%	0.15%	-0.02 pts.	0.11%	-0.00 pts.	0.08%	-0.04 pts.	0.09%	-0.02 pts.	0.12%	-0.03 pts.	0.12%	-0.04 pts.	0.14%	-0.02 pts.
BOOKINGS	19	-90.0%	2	-87.0%	4	-72.4%	0	-100.0%	0	-100.0%	0	-100.0%	25	-89.7%
RMNTS	44	-89.7%	7	-81.7%	20	-50.9%	0	-100.0%	0	-100.0%	0	-100.0%	71	-87.4%
REV/DEL	\$16.7 K	-80.4%	\$2.3 K	-76.9%	\$7.7 K	-36.6%	\$0.00	-100.0%	\$0.00	-100.0%	\$0.00	-100.0%	\$26.7 K	-78.5%
REVENUE	\$0.01	-76.3%	\$0.03	-73.3%	\$0.11	-23.2%	\$0.00	-100.0%	\$0.00	-100.0%	\$0.00	-100.0%	\$0.01	-73.9%







Engagement Trends Lower For All Segments

Email engagement rates return to seasonal levels

Sep 2019 – Sep 2020

		Sept. '20	Engagement Trends
OTHER GUESTS	Del.	1.7 M	MoM +5% (+78.7 K)
	Open%	16.3%	
	CTOR	5.5%	
WELL-TRAVELED EXECUTIVES	Del.	84.7 K	MoM +16% (+11.8 K)
	Open%	22.4%	
	CTOR	5.4%	
SUN SEEKERS	Del.	71.7 K	MoM +8% (+5.5 K)
	Open%	24.0%	
	CTOR	8.0%	

Sep 2019 – Sep 2020

		Sept '20	Engagement Trends
THE CELEBRATORS	Del.	72.7 K	MoM +5% (+3.7 K)
	Open%	22.2%	
	CTOR	7.1%	
OCCASIONAL EXPLORERS	Del.	57.5 K	MoM +14% (+7.3 K)
	Open%	19.9%	
	CTOR	6.4%	
THE ASPIRERS	Del.	30.8 K	MoM +9% (+2.7 K)
	Open%	17.1%	
	CTOR	5.1%	

Engagement Trends Lower For All Levels

Email engagement rates return to seasonal levels

Sep 2019 – Sep 2020

September '20		Engagement Trends	
NON-MEMBER	Del.	191.3 K	MoM -0.8% (-1.6 K)
	Open%	10.8%	
	CTOR	5.7%	
BASIC	Del.	844.3 K	MoM +5.6% (+44.5 K)
	Open%	14.0%	
	CTOR	5.8%	
SILVER	Del.	223.1 K	MoM +6.5% (+13.6 K)
	Open%	17.7%	
	CTOR	5.6%	

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Sep 2019 – Sep 2020

September '20		Engagement Trends	
GOLD	Del.	380.7 K	MoM +7.6% (+26.9 K)
	Open%	21.3%	
	CTOR	5.7%	
PLATINUM	Del.	156.4 K	MoM +8.4% (+12.1 K)
	Open%	22.6%	
	CTOR	5.9%	
TITANIUM	Del.	191.2 K	MoM -29% (-11.7 K)
	Open%	22.9%	
	CTOR	5.3%	
AMBASSADOR	Del.	33.6 K	MoM +11.7% (+3.5 K)
	Open%	22.7%	
	CTOR	5.3%	

Subject Line Test Results

- Winning subject line plays nicely into the mindset of customers desire to travel, but could be more personalized
- Consider personalizing subject line and/or pre-header by CRM segment (WTE, SS, CEL, default) to lift engagement
- Retest “Work, Play or Learn from Anywhere” approach in a future campaign

Subject Lines	Winner vs. Alt. SLs	Description of Winner
• INSIDE THE RITZ-CARLTON: Extraordinary Family Travel	Winner	Family, exclusive
• INSIDE THE RITZ-CARLTON: Work, Play or Learn from Anywhere	-0.9 pts.	<i>Results were statistically significant</i>
• INSIDE THE RITZ-CARLTON: Enjoy a Different Perspective	-0.2 pts.	<i>Not statistically significant</i>
<i>Pre-header: Plus, 7 City Parks To Find Inner Peace and Some of Our Favorite Beach Resorts</i>		

September 2020 Heat Map

- The "Stay Longer" feature captured 20% of the traffic despite being the 5th article – the remote learning experience resonated with those that may be ready for a trip or change of scenery
- The "Quintessentially" article had strong engagement with 12.4% of the clicks – road trips appear to be of interest in the current environment

Header
5.4% Clks



Hero
27.6% Clks



Travel by Interest:
Family
8.1% Clks

Travel by Interest: Family 8.1% Clks



More fun for Children:
6.3% Clks

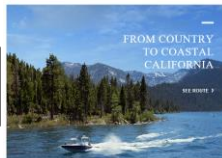
Future Foodies
6.3% Clks



Stay Longer
20.2% Clks



Quintessentially
12.4% Clks



Thailand
5.0% Clks



Instagram
1.3% Clks



Footer
11.3% Clks



Top 10 Articles: September 2020

- Stay Longer and the Quintessentially articles combined outperformed the hero feature despite being in the bottom half of the email
- Recommend hyperlinking all the text copy to increase engagement - mobile friendly

	Module	Article Name or Linked Text	Clicks	CTR
1	Hero	Enjoy An Endless Summer	4.0 K	0.20%
2	Stay Longer	Stay Longer: Amelia Island	3.3 K	0.16%
3	Quintessentially	From Country To Coastal California	2.8 K	0.14%
4	Hero (Body Copy)	Discover Your Next Getaway CTA Black Tray	2.7 K	0.13%
5	Travel by Interest: Family	Travel By Interest Family	1.9 K	0.09%
6	Stay Longer (Body Copy)	Barrier Island Ecology Field Trip Package	1.8 K	0.09%
7	More Fun For Children	How To Make A Hotel Stay For Children More Fun	1.4 K	0.07%
8	Thailand	A Graceful Welcome To Thailand	784	0.04%
9	Future Foodies	Feeding Your Future Foodies	463	0.02%
10	Quintessentially (Body Copy)	Your Curated Journey Hyperlink	387	0.02%

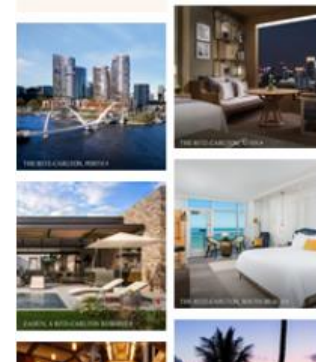
ACTIONABLE INSIGHTS

Actionable Insights

- Elevate content (message) that plays best with the customers current mindset
 - Consideration to change the article hierarchy for key segments
- Test article headlines that gives the customer more context to the feature, Sep feature e.g. “A different perspective to work, learn and play”
- Retest article CTA's to help improve traffic – explore alternative design to previous tests
- Test highlighting the most relevant article to key segments in the subject line
- Continue to complement revenue driving content with editorial and social content

Actionable Insights – Stimulate Bookings

- Showcase more than one property in the newsletter to increase engagement and awareness of open hotels – destination grid design to help stimulate bookings. Test different layouts
- Explore options to personalize message to customers that have booked during the pandemic vs. those that have not
- Inspire members by showcasing outdoor activities
- Test language to increase bookings by inspiring customers to book in advance with the flexibility they can change their booking anytime



DURING your STAY



weekly CHEF'S GARDEN TOURS
make a splash AT THE POOL
private GOLF 101 LESSONS
evening's FIVE COURSE TASTING MENU
avant HAPPY HOUR

weekend morning YOGA
daily LAWN GAMES
grab-n-go CAFE GRANADA
game ROOM
live MUSIC

daily PING-PONG FUN
monday SUNSET YOGA
private FALCONRY ENCOUNTER
this land IS SPA LAND
serenada HAPPY HOUR

This is the return to a life well lived. Where personal luxury meets playful freedom. A haven for the adventurer, the wanderer and the endlessly curious. On 265 acres, a wonderland of exploration awaits. It's a golden time to rediscover Southern California's greater outdoors.

TAKE it OUTSIDE



SPA

FOR THE SERENITY
SEEKERS

The Spa at Rancho Bernardo Inn is offering luxurious outdoor services in the garden casitas for locals and guests alike. Serenity seekers find natural serenity.



DINING

TAKE IT OUTSIDE

Outdoor dining space is a coveted commodity, and here it's in abundance. With three venues, our offerings are bountiful, diverse and breezy with Mediterranean



GOLF

UP TO PAR

If there's a golfing nirvana, this is it. The 18-hole championship course is crisscrossed with old-growth trees providing a dramatic canopy of shade and sun-



Stay, Play, Work Package

A haven for the work week – escape the work-at-home and enjoy the luxuries of executive assistant services and private workspace sanctuaries. Check your email under a poolside cabana. Take Zoom calls on your private balcony. Find a cozy spot in one of the resort's gardens and focus on your project list.

And after the work day make time to get-out and play. Enjoy the adult-only or family pool, dine under the stars with a \$50 dining credit, or take advantage of the numerous resort activities curated to satisfy every whim.

Your package includes:

- A \$50 Dining Credit per Stay
- Complimentary Executive Assistant Services for print, copy, or zoom call setups
- Wi-Fi, High-Speed Internet Access
- Unlimited Driving Range Use

BOOK NOW

Drive in and Park for Free. No Resort Fees.
Cancellation fees are waived with a minimum of 24 hours notice.



Get Out to Play After the School & Work Day

This is the return to a life well lived. Where personal luxury meets playful freedom. A haven for the adventurer, the wanderer and the endlessly curious.

Get out to play after the school and work day - It's a golden time to rediscover Southern California's greater outdoors. Golf in the crisp mornings. Movie night at the pool. Lawn games on repeat. And if slow is your travel setting, there are new opportunities to downshift mindfully. Reserve private yoga on the terrace; Bond with an owl; Gaze at a canopy of stars from your balcony; Take the walkway less traveled.

RESORT ACTIVITIES

Getaway or Get-Out and Play Packages



4th Night FREE!
Take a week or the entire 2nd week during winter to see the California Sea Otter Race, 3 nights and the 4th night is FREE!

Stay & Safari Adventure
Take a week or the entire 2nd week during winter to see the California Sea Otter Race, 3 nights and the 4th night is FREE!

Up to Par! All Play, No Pay
Enjoy a golfing retreat, 3 nights and the 4th night is FREE!

PLAY! Up to two nights and two of the following: Tennis, Golf, and Bicycles.

BOOK A PACKAGE

Work Anywhere Marketing: Stay, Play, Work Package

Subject Line: A Haven for the Work Week

Pre-Header: Stay, Play, Work in San Diego

Stay, Play, Work Package

A haven for the work week – escape the work-at-home and enjoy the luxuries of executive assistant services and private workspace sanctuaries. Check your email under a poolside cabana. Take Zoom calls on your private balcony. Find a cozy spot in one of the resort's gardens and focus on your project list.

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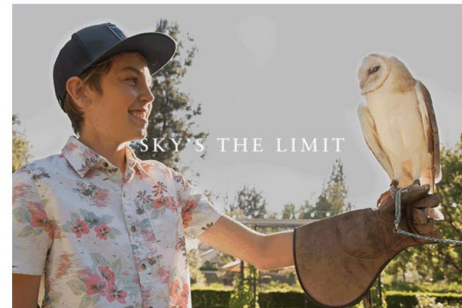
BOOK NOW

Drive in and Park for Free. No Resort Fees.
Cancellation fees are waived with a minimum of 24 hours notice.

*Offer Terms and Conditions apply. [Click for complete offer information.](#)

Practical application
and reason to stay

Appeals to families
juggling work &
school



Get Out to Play After the School & Work Day

This is the return to a life well lived. Where personal luxury meets playful freedom. A haven for the adventurer, the wanderer and the endlessly curious.

Get out to play after the school and work day - It's a golden time to rediscover Southern California's greater outdoors. Golf in the crisp mornings. Movie night at the pool. Lawn games on repeat. And if slow is your travel setting, there are new opportunities to downshift mindfully. Reserve private yoga on the terrace; Bond with an owl; Gaze at a canopy of stars from your balcony; Take the walkway less traveled.

RESORT ACTIVITIES

THANK YOU!

Appendix

2020 Optimization Ideas

Continue with subject line and pre-header optimization that provides a strong reason to open

Select at least one other optimization idea to test in October and/or November:

- Increase revenue generating content (i.e. offers page)
- Headline test in hero
- CTA test phase 2; use previous test learnings to plan next test phase
- Navigation bar test (content, location/placement, text vs. imagery)
- Expanding personalization in key modules and reminding readers of their memorable moments
 - Using CRM content to personalize subject lines or pre-headers
 - Test adding lifecycle & past stay messages as content: birthday, anniversary/special occasion, leisure stay
 - Target Instagram and feature locations based on past stays

Let's Continue 2019 Learnings

- Including consistent themed messages with content threads throughout email to maintain KPIs
- Broader article topics or destinations in locations that are sunny or beachy
- Incorporating beach content; placement doesn't seem to matter
- Using energy moments to drive engagement during key travel periods
- Hyperlinking body copy to capture additional module clicks
- Personalized CRM content that encourages continued engagement & email opens
- Targeting Residence owners with relevant content; look for more opportunities in other modules
- Testing subject lines that really highlight the benefit of opening; expanding on this approach can increase relevancy and lift open rates
 - For example, use contact history to personalize pre-header; call out video content for past clickers, or TRC Yacht Collection golf content
 - The first article mentioned in the pre-header can be dynamic...
 - "Plus, [**7 City Parks To Find Inner Peace**] and Some of Our Favorite Beach Resorts