

# Luxury MAU Email Review November 2021

*December 2021*

MARRIOTT  
**BONVOY®**



EDITION

THE  
LUXURY  
COLLECTION

  
ST REGIS

  
THE RITZ-CARLTON

  
HOTELS

  
JW MARRIOTT

# Luxury MAU: November 11, 2021

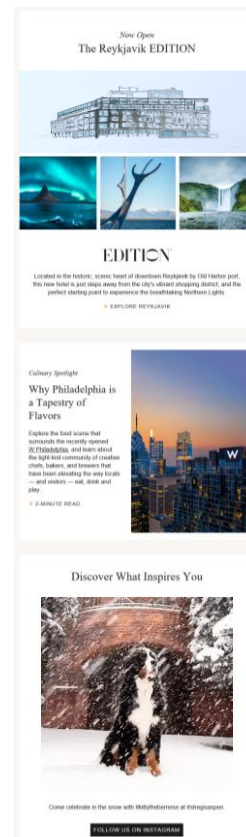
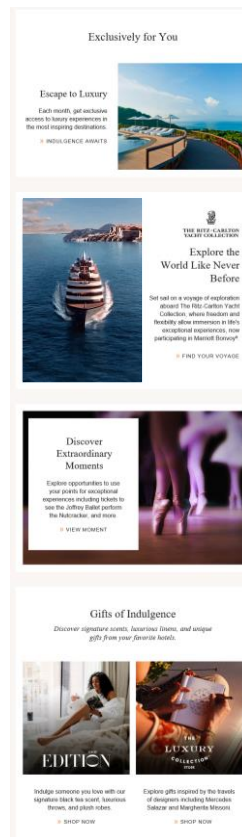
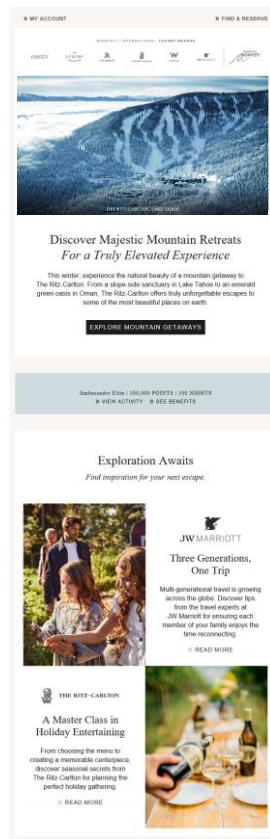
## Subject Line:

Your Account Update: From Majestic  
Mountain Retreats to Kitty the Bernese  
Mountain Dog & More *(test winner)*

## Pre-Header:

Plus, Announcing The Ritz-Carlton Yacht  
Collection and our newest opening in  
Reykjavik

Creative: Member Version



# Performance Summary: November 2021

- Positive MoM lifts with overall engagement metrics and total bookings
- In comparison to other luxury emails, Lux MAU saw a stronger CTR and total bookings
- Despite an increase in bookings MoM, campaign revenue and contribution to luxury brands saw significant declines; impact may be seasonal
- Majority of regions saw an uptick in CTR MoM
- Account box click engagement generated most of the click activity, followed by Majestic Mountain Retreat hero, and Yacht Announcement – top 3 performers for all segments
  - Openers scrolled and engaged with content from top to bottom
- Subject Line that introduced Kitty the Bernese Mountain Dog was the test winner this month

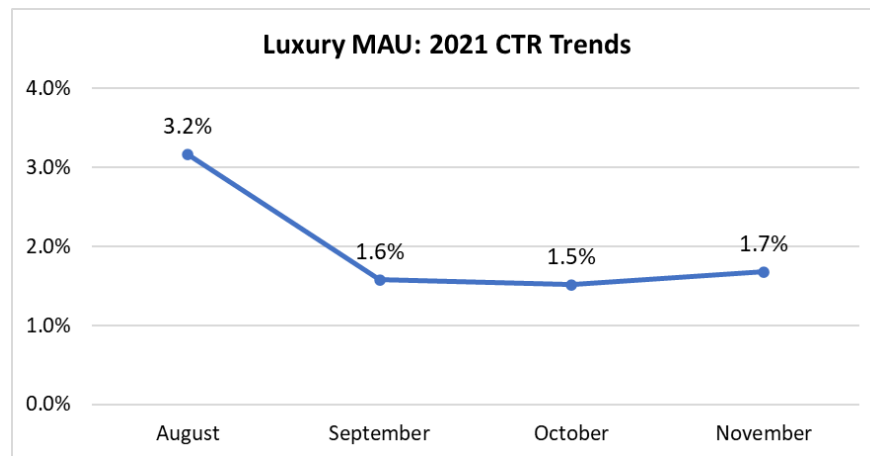
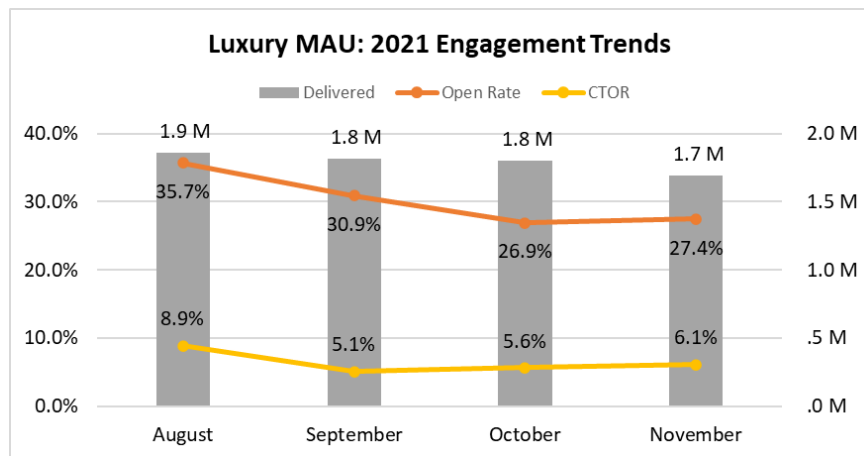
# Positive MoM Engagement and Bookings

- Most KPIs saw MoM lifts, even with fewer deliveries
- More bookings and slightly longer stays MoM, but % of bookings at luxury brands was down 9 pts.
  - Decline in luxury brand booking contribution impacted Nov revenue total and share MoM
  - Continue to monitor; booking shift may be seasonal
- Recent data issues impacted opt-out counts; unsubscribe rate excluded from reporting until issues have been resolved

Metrics	November 2021	MoM
Delivered	1,692,610	-6.0%
Open	464,589	-4.0%
*Open Rate	27.4%	+0.5 pts.
Click	28,374	+4.1%
CTR	1.68%	+0.16 pts.
*CTOR	6.1%	+0.5 pts.
*Unsub. Rate	---	---
Bookings	266	+14.2%
Room Nts.	588	+4.1%
Revenue	\$116,270	-27.6%
% Bkgs to Lux Brands	6%	-9 pts.
% Rev to Lux Brands	10%	-31 pts.

# Lux MAU Click Activity Remained Consistent MoM; Opens Impacted by Apple Update

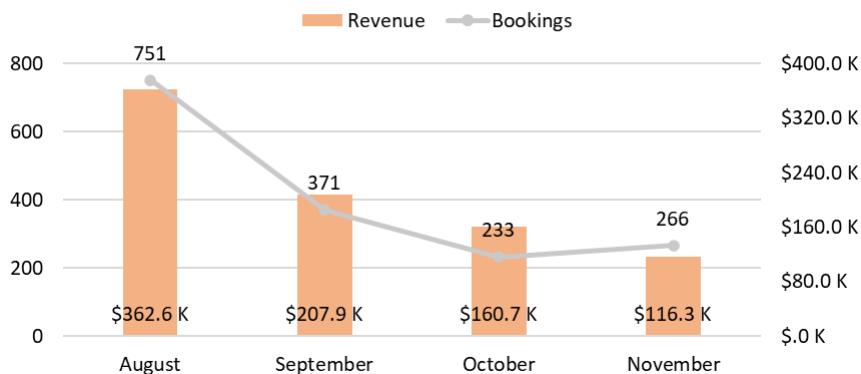
- Lifts across all metrics
- October and November open rates impacted by Apple iOS update; engagement is understated
  - An industry issue impacting all Bonvoy emails
- Next step: establish 2021 KPI benchmarks for 2022 monthly comparisons



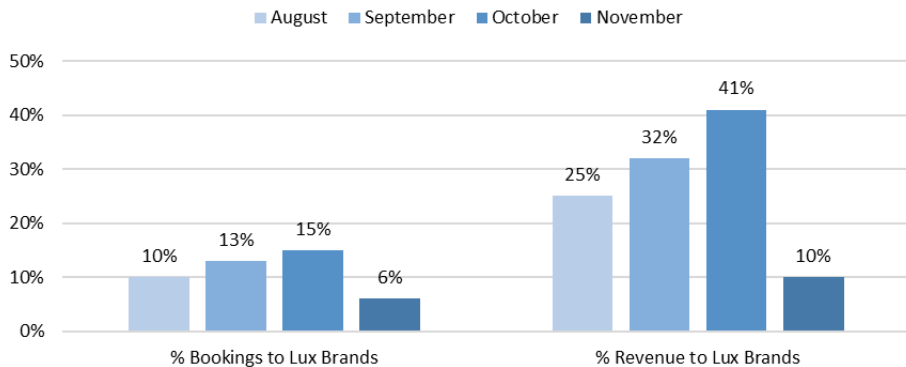
# Bookings Increased MoM, But Less Luxury Brand Share Impacted Revenues

Continue to monitor engagement trends; decline in revenue share may be seasonal

**Luxury MAU: 2021 Financial Trends**



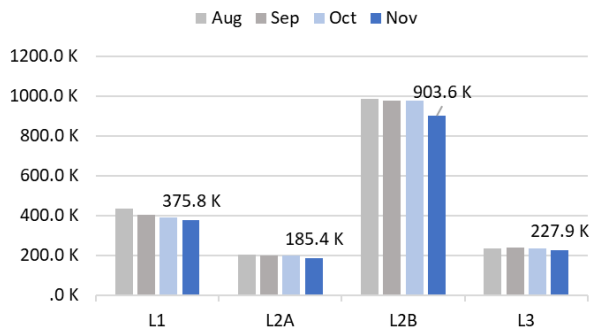
**Luxury MAU: 2021 Financial Contribution Trends**



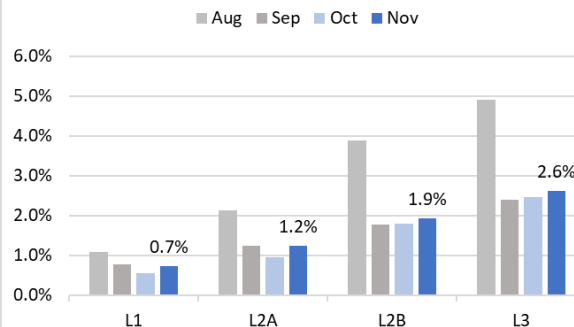
# Engagement by Luxury Segment (Aug – Nov)

Segment Name	Segment Description
L1	All stays are luxury
L2A	>= 50% of stays are luxury
L2B	< 50% of stays are luxury
L3	All luxury stays are paid by bonus points

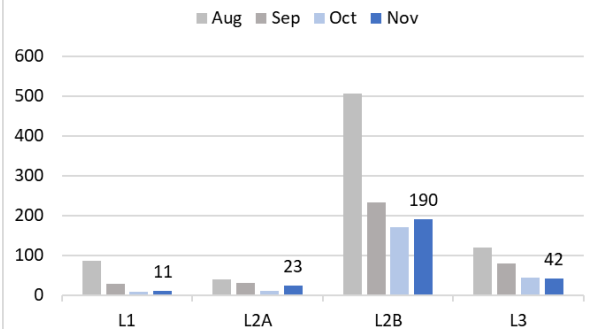
Aug-Nov Delivered Counts



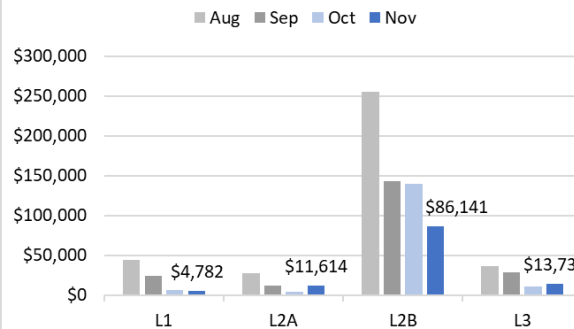
Aug-Nov CTRs



Aug-Nov Bookings



Aug-Nov Revenue



- Delivered declines MoM for all
  - Stronger declines for L2A & L2B (-7% and -8% respectively)
- CTR improvements across all segments compared to October
- Bookings were up for all segments, but revenue declines from larger segments
  - L1 revenue -27% and L2B -38% MoM
  - Other segments were up MoM, but lifts were not high enough to make up L2B declines

# Engagement Outperformed Other Luxury Emails

- Lux MAU outperformed other luxury emails with higher open rate, CTR, and bookings
- Rev/Delivered was slightly lower than Luxury Escapes; impact from decline in luxury brand share
- Issues with Core MAU control group set-up and tracking continued; data team looking into issues

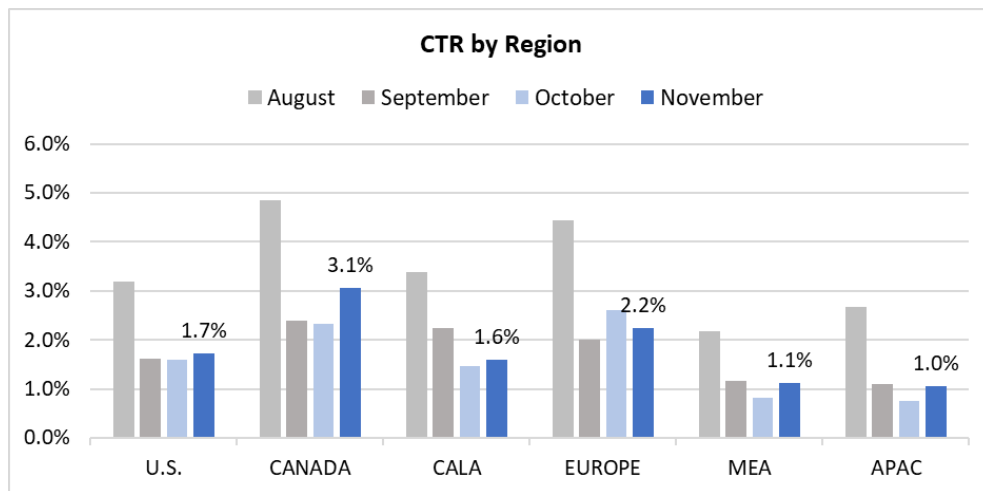
## Engagement Data for Luxury Segments Only

Metrics	Lux MAU Nov 11	Ritz eNews Nov 6	Luxury Escapes Nov 17
Delivered	1,692,610	2,281,833	1,692,487
Open Rate	27.4%	19.9%	25.7%
CTR	1.68%	1.22%	0.99%
CTOR	6.1%	6.2%	3.8%
Bookings	266	28	201
Revenue	\$116,270	\$78,712	\$153,630
Rev/Delivered	\$0.07	\$0.03	\$0.09
% Bkgs to Lux Brands	6%	32%	27%
% Rev to Lux Brands	10%	86%	40%



# CTRs Increased In Most Regions

- All regions outside of Europe saw an increase in CTR MoM; Canada had largest increase of +0.7 pts.
- Expanding regional-specific content in Dec's secondary module will help lift click engagement
  - Insights will assist with future targeting efforts and planning 2022 content










Region	Nov. Delivered	MoM
US	1.3 M	-6%
CANADA	46.8 K	-4%
CALA	12.7 K	-10%
EUROPE	53.9 K	+95%
MEA	68.2 K	+85%
APAC	209.3 K	-7%
<b>Total</b>	<b>1.8 M</b>	<b>+1%</b>

# Consistent Performance MoM

Trends: Aug – Nov '21

- Engagement was slightly up for all levels MoM
- Non-members had stronger open rate lift of 2.3 pts. MoM, followed by Ambassadors with a 1.2 pt. lift

		Oct '21	Nov '21	Engagement Trends
Non-Member	Deliv.	111.2 K	121.2 K	MoM +9.1% (+10.1 K) 
	Open%	19.3%	21.6%	
	CTOR	1.8%	2.0%	
Basic	Deliv.	704.9 K	644.1 K	MoM -8.6% (-60.8 K) 
	Open%	19.9%	20.5%	
	CTOR	3.8%	4.7%	
Silver	Deliv.	214.0 K	199.0 K	MoM -7.0% (-15.0 K) 
	Open%	25.8%	25.9%	
	CTOR	5.2%	5.9%	
Gold	Deliv.	374.2 K	350.2 K	MoM -6.4% (-24.1 K) 
	Open%	31.2%	31.4%	
	CTOR	6.2%	6.6%	
Platinum	Deliv.	158.3 K	150.1 K	MoM -5.2% (-8.2 K) 
	Open%	36.4%	36.6%	
	CTOR	7.4%	7.8%	
Titanium	Deliv.	199.5 K	189.9 K	MoM -4.8% (-9.6 K) 
	Open%	38.9%	39.1%	
	CTOR	7.8%	7.9%	
Ambassador	Deliv.	37.9 K	38.0 K	MoM +0.3% (+111) 
	Open%	40.1%	41.2%	
	CTOR	7.3%	7.5%	

# All Segments Heat Map: November 2021

(Member Version)

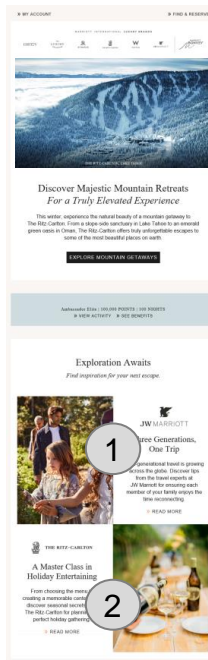
- Account box had highest click activity returning to normal after drop-off last month; most likely a result of moving back to higher placement
- Hero and Yacht Announcement captured additional clicks
- Instagram had a 2pt. increase in click %; 2<sup>nd</sup> highest for this module to-date

**Header:**  
7.8% clks.  
47.2% bkg.

**Hero:**  
24.6% clks.  
10.6% bkg.

**Account Box:**  
34.1% clks.  
37.0% bkg.

**Inspiration:**  
6.1% clks.  
0.4% bkg.

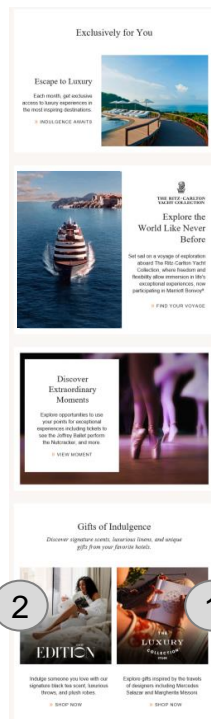


**Offers:**  
3.7% clks.  
4.5% bkg.

**Yacht Announcement:**  
9.7% clks.  
0.0% bkg.

**Loyalty (Moments):**  
1.5% clks.  
0.0% bkg.

**Boutiques:**  
1.9% clks.  
0.4% bkg.



**New Opening:**  
4.7% clks.  
0.0% bkg.

**Culinary:**  
0.8% clks.  
0.0% bkg.

**Instagram:**  
2.7% clks.  
0.0% bkg.

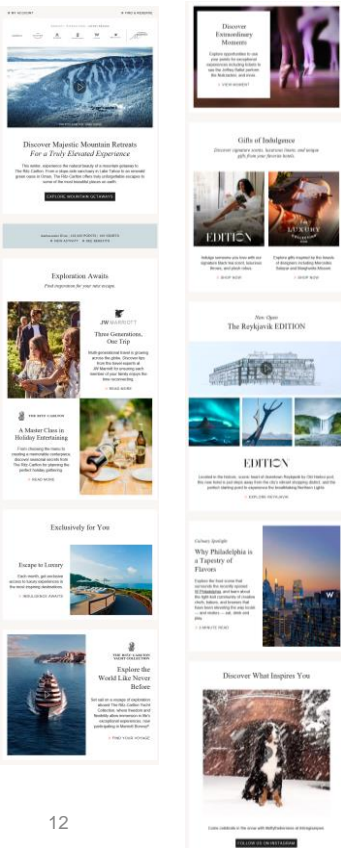
**Footer (not shown):**  
2.4% clks. 0.0% bkg.



# Luxury Segment Heat Maps:

## November 2021

(Member Version)



- Top performing content consistent across all segments
- Escape to Luxury offer was #5 most clicked for L2B and L3, not including header/footer
- Boutique shops content piqued the interest of L1 and L2A more than other segments
- Yacht Announcement was a top performer for all, even higher for L2B and L3

Modules	% of Clicks by Segment			
	L1	L2A	L2B	L3
<b>Header</b>	<b>11.3%</b>	<b>10.6%</b>	<b>7.3%</b>	<b>6.5%</b>
<b>Hero</b>	<b>17.3%</b>	<b>20.3%</b>	<b>26.1%</b>	<b>25.6%</b>
<b>Account Box</b>	<b>36.7%</b>	<b>42.0%</b>	<b>32.7%</b>	<b>34.0%</b>
<b>Inspiration</b>	<b>5.3%</b>	<b>5.3%</b>	<b>6.4%</b>	<b>6.0%</b>
TRC - A Master Class in Holiday Entertaining	2.5%	2.8%	3.6%	3.4%
JW - Three Generations, One Trip	2.8%	2.5%	2.7%	2.6%
<b>Offers</b>	<b>0.0%</b>	<b>0.0%</b>	<b>4.5%</b>	<b>4.3%</b>
Escape to Luxury	0.0%	0.0%	4.0%	4.2%
The World's Greatest Show ( <i>EMEA only</i> )	0.0%	0.0%	0.5%	0.1%
<b>Yacht Announcement</b>	<b>6.7%</b>	<b>7.9%</b>	<b>10.0%</b>	<b>10.8%</b>
<b>Loyalty (Moments)</b>	<b>1.0%</b>	<b>0.8%</b>	<b>1.6%</b>	<b>1.8%</b>
<b>Boutiques</b>	<b>3.7%</b>	<b>2.4%</b>	<b>1.5%</b>	<b>1.7%</b>
Luxury Collection Store	2.0%	1.4%	0.8%	1.0%
Shop Edition	1.7%	1.1%	0.7%	0.7%
<b>New Opening</b>	<b>3.6%</b>	<b>3.7%</b>	<b>5.1%</b>	<b>4.8%</b>
<b>Culinary</b>	<b>1.1%</b>	<b>0.5%</b>	<b>0.8%</b>	<b>0.8%</b>
<b>Instagram</b>	<b>2.1%</b>	<b>2.1%</b>	<b>2.9%</b>	<b>2.9%</b>
<b>Footer</b>	<b>11.3%</b>	<b>4.4%</b>	<b>1.1%</b>	<b>0.7%</b>
<b>Grand Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

# Subject Line Test Results

- Subject line that included pet feature, Kitty the Bernese Mountain Dog, outperformed the other two
- Open rate lift was slightly above SL2 and SL3, so recommend retesting whenever possible to confirm pet reference

Subject Line	Delivered	Opens	Open Rate	Lifts	Clicks	CTR	CTOR
<b>1: Your Account Update: From Majestic Mountain Retreats to Kitty the Bernese Mountain Dog &amp; More</b>	169,241	44,400	26.2%		3,110	1.8%	7.0%
2: Your Account Update: Majestic Mountain Retreats, Multi-Generational Travel, Extraordinary Moments & More	169,232	43,244	25.6%	+0.7 pts.	3,236	1.9%	7.5%
3: Your Account Update: Mountain Getaways, Holiday Master Class, Gift Guide & More	169,281	42,821	25.3%	+0.9 pts.	3,092	1.8%	7.2%
Pre-header: Plus, Announcing The Ritz-Carlton Yacht Collection and our newest opening in Reykjavik							

# Recommendations

- Establish 2021 KPI benchmarks for 2022 monthly comparisons; continue to monitor seasonal impacts
  - Plan for ongoing review and refresh of benchmarks with the goal of evolving to a rolling 12-month average
- Continue expanding content that increases relevancy across all regions (see upcoming Dec mailing) and look for opportunities to geo-target modules
- Revisit testing offer content across all levels to establish engagement benchmarks; use learnings to inform future content and test opportunities
- Develop 2022 test & learn plan that includes a learning roadmap
  - Example learning areas: leveraging optimization technologies to improve engagement, using 3rd party data to help with versioning content, regular creative testing, and ongoing control group analysis

A thick, orange, hand-drawn style wavy line that starts from the left edge of the frame, curves upwards and to the right, then downwards and to the right, ending with a small orange circle.

MARRIOTT  
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# Luxury MAU Performance: Jan - Nov 2021

Metrics	Aug '21	Sep '21	Oct '21	Nov '21	YTD Totals
Delivered	1,860,485	1,817,902	1,800,035	1,692,610	7,171,032
Opens	663,607	561,492	484,176	464,589	2,173,864
Open Rate	35.7%	30.9%	26.9%	27.4%	30.3%
Clicks	58,855	28,653	27,246	28,374	143,128
CTR	3.16%	1.58%	1.51%	1.68%	2.00%
CTOR	8.9%	5.1%	5.6%	6.1%	6.6%
Unsub Rate	0.10%	0.15%	--	--	0.11%
Bookings	751	371	233	266	1,621
Room Nights	1,781	813	565	588	3,747
Revenue	\$362,648	\$207,865	\$160,666	\$116,270	\$847,449
% Bookings to Lux Brands	10%	13%	15%	6%	11%
% Revenue to Lux Brands	25%	32%	41%	10%	28%



# Luxury MAU Performance: November 2021

## By Luxury Segments

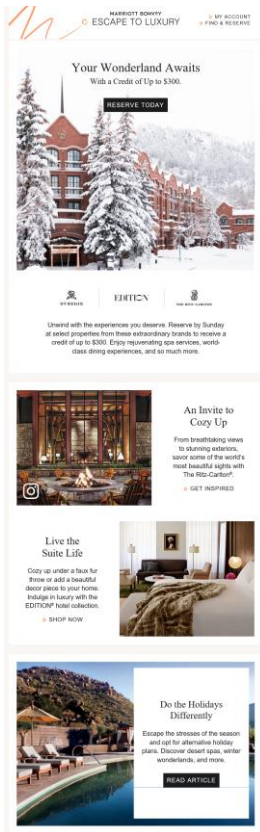
Segment Code	Delivered	Opens	Open Rate	Clicks	CTR	CTOR	Bookings	Room Nts	Revenue
L1 LUX ONLY	375,773	74,168	19.7%	2,716	0.72%	3.7%	11	23	\$4,782
L2A HIGH USER	185,383	42,404	22.9%	2,285	1.23%	5.4%	23	43	\$11,614
L2B LOW USER	903,575	268,326	29.7%	17,421	1.93%	6.5%	190	421	\$86,141
L3 REDEEM ONLY	227,879	79,691	35.0%	5,952	2.61%	7.5%	42	101	\$13,733
<b>Total</b>	<b>1,692,610</b>	<b>464,589</b>	<b>27.4%</b>	<b>28,374</b>	<b>1.68%</b>	<b>6.1%</b>	<b>266</b>	<b>588</b>	<b>\$116,270</b>
<b>MoM</b>	<b>-6.0%</b>	<b>-4.0%</b>	<b>+0.5 pts.</b>	<b>+4.1%</b>	<b>+0.2 pts.</b>	<b>+0.5 pts.</b>	<b>+14.2%</b>	<b>+4.1%</b>	<b>-27.6%</b>

# Luxury Segments by Region: November 2021

## % of Total Delivered by Region

Region	L1	L2A	L2B	L3	TOTAL
US	17%	9%	58%	15%	100%
CANADA	19%	12%	54%	15%	100%
CALA	33%	15%	45%	7%	100%
EUROPE	29%	16%	46%	9%	100%
MEA	55%	19%	23%	3%	100%
APAC	43%	16%	36%	5%	100%
<b>TOTAL</b>	<b>22%</b>	<b>11%</b>	<b>53%</b>	<b>13%</b>	<b>100%</b>

# Luxury Escapes Performance: November 17, 2021



- **Subject Line:** Escape to Luxury
- **Preheader:** Enhance your next stay with a credit of up to \$300.

Segment Code	Delivered	Opens	Open Rate	Clicks	CTR	CTOR	Unsub Rate
L1 LUX ONLY	272,596	62,624	23.0%	1,503	0.55%	2.4%	--
L2A HIGH USER	155,782	36,872	23.7%	1,185	0.76%	3.2%	--
L2B LOW USER	998,768	259,844	26.0%	10,579	1.06%	4.1%	--
L3 REDEEM ONLY	265,341	76,290	28.8%	3,450	1.30%	4.5%	--
Everyone Else	351,608	90,833	25.8%	3,331	0.95%	3.7%	--
<b>Total</b>	<b>2,044,095</b>	<b>526,463</b>	<b>25.8%</b>	<b>20,048</b>	<b>0.98%</b>	<b>3.8%</b>	<b>--</b>

# The Ritz-Carlton eNews Performance: November 6, 2021



## ONE DESTINATION FOR INFINITE HOLIDAY MEMORIES

From family holidays to special occasions to romantic weekends and getaways in the city center, The Ritz-Carlton offers endless opportunities around the world to create memories that are truly unforgettable.

[Discover more about us](#)

## 100 JOURNEY WHERE WILL YOU GO NEXT, KAITLIN?

Celebrate the season with a getaway crafted exclusively to your personal travel style.



Family  
Adventures   Spa  
Retreats   Golf  
Getaways   Beach  
Resorts   Culinary  
Experiences



## A MASTER CLASS IN HOLIDAY ENTERTAINING

Planning a crowd-pleasing menu. Selecting the perfect wine. Creating an Instagram-worthy centerpiece. Tap into expert advice from The Ritz-Carlton to make your next holiday gathering unforgettable.

[Learn more](#)

- **Subject Line:** INSIDE THE RITZ-CARLTON: 5 Types of Travel for One Perfect Holiday
- **Preheader:** Plus, explore our newly redesigned resort, The Ritz-Carlton Orlando, Grande Lakes

Segment Code	Delivered	Opens	Open Rate	Clicks	CTR	CTOR	Unsub Rate
L1 LUX ONLY	534.1 K	87.4 K	16.4%	5.1 K	0.96%	5.9%	--
L2A HIGH USER	250.0 K	47.7 K	19.1%	3.3 K	1.32%	6.9%	--
L2B LOW USER	1.2 M	250.6 K	20.9%	15.3 K	1.28%	6.1%	--
L3 REDEEM ONLY	297.0 K	68.6 K	23.1%	4.2 K	1.41%	6.1%	--
Everyone Else	1.8 M	457.1 K	25.1%	27.5 K	1.51%	6.0%	--
<b>Total</b>	<b>4.1 M</b>	<b>911.3 K</b>	<b>22.2%</b>	<b>55.5 K</b>	<b>1.35%</b>	<b>6.1%</b>	<b>--</b>

# Luxury MAU Targeting Criteria

Segment Name	Segment Description
L1	All stays are luxury
L2A	$\geq 50\%$ of stays are luxury
L2B	$< 50\%$ of stays are luxury
L3	All luxury stays are paid by bonus points