



Luxury MAU Learning Library

Updated January 2023

MARRIOTT INTERNATIONAL LUXURY BRANDS

EDITION

THE
LUXURY
COLLECTION

STREGIS

THE RITZ-CARLTON

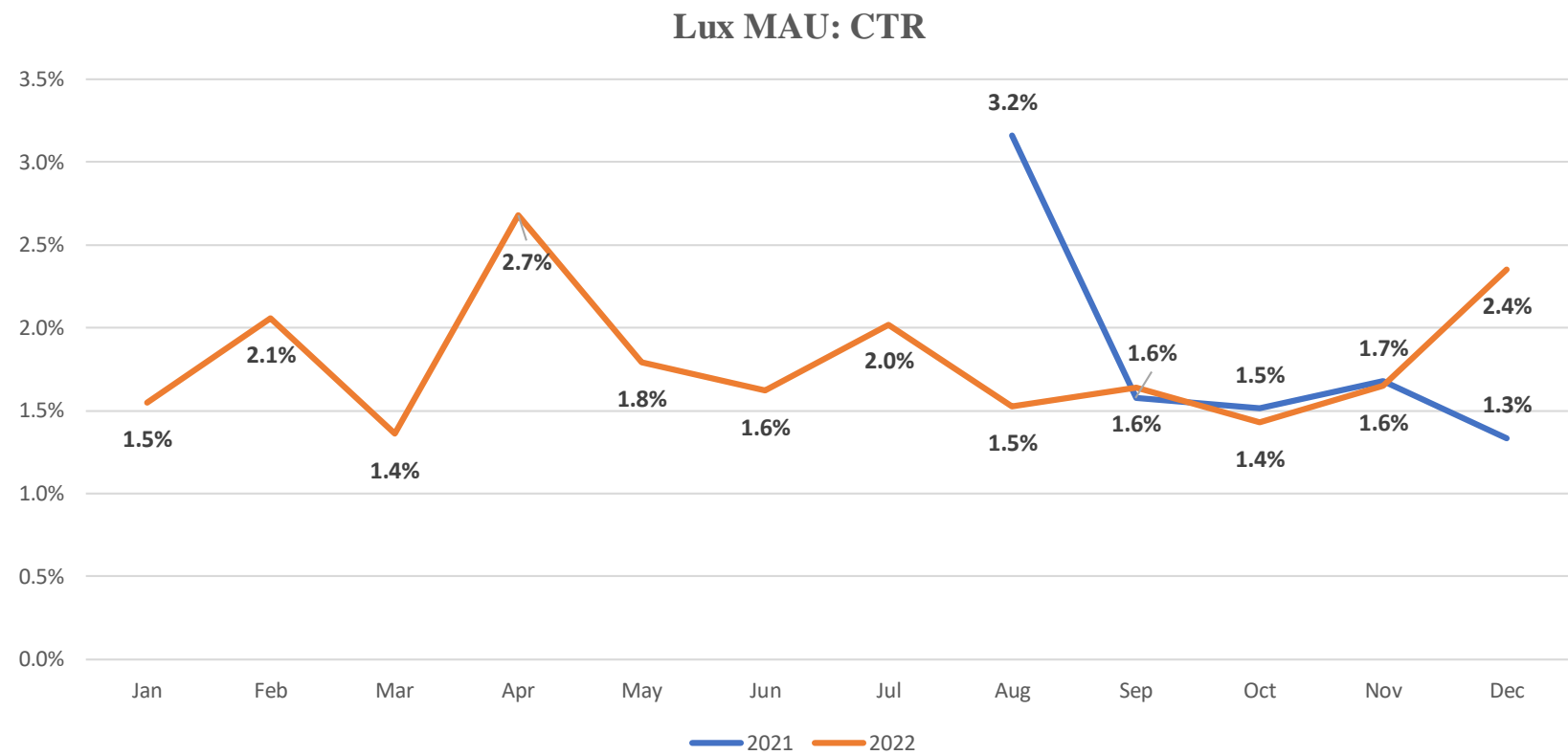
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HOTELS

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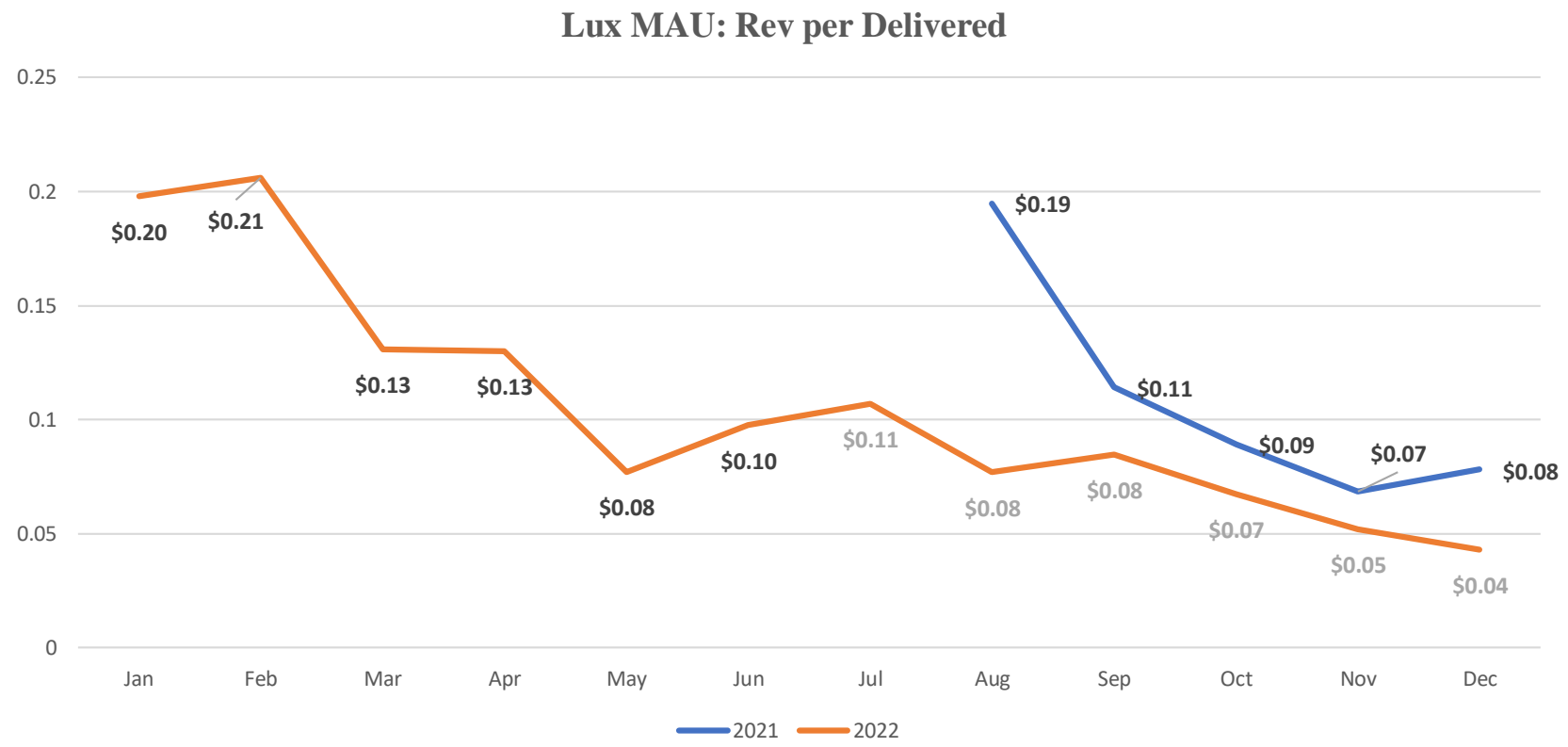
- 2021-2022 Performance Summary
- 2022 Learnings and Insights
- 2023 Learning Opportunities and Testing Strategies
- 2023 Testing Roadmap
- Luxury Segment Level Insights and Testing
- Awards
- Testing Detail: By Category Type

Engagement Trends: Program Launch- Dec '22



Themes	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2021	--	--	--	--	--	--	--	Intro (Launch)	Weekend Getaways	Resorts & Indulgent Getaways	Holiday Travel	New Years Bucket List
2022	Wellness Getaways	Romantic Escapes	Road Trips & Spring Travel	Family & Spring Getaways	Long Weekends & Culinary Experiences	Summer Planning/ Outdoor Spaces	Summer Travel/ Beaches	Last of Summer/ Pools	Weekend Getaways	Fall Travel & Long Weekends	Relaxing Holiday Escapes	Holiday Travel

Financial Trends: Program Launch- Dec '22



Note: Since July '22 Financials still impacted by Adobe email tracking issues. CX team investigating as it pertains to all emails

Themes	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2021	--	--	--	--	--	--	--	Buy Points, TRC Reconnect, E2L	--	--	--	Ritz Reconnect
2022	Plan Ahead/ Save	Q1 GloPro, EDITION	Q1 GloPro, Ritz Japan	--	EDITION Clocktower, Luxury Collection Dining	Reserve Package	E2L, JW Marriot Los Cabos	TRC Reconnect	GloPro, Reserve Pkg	E2L, St. Regis Bermuda Suite Pkg	Reserve Package, EDITION Madrid	TRC Reconnect, JW São Paulo Perfect Pkg

Learning Considerations:

2022 Insights

- Engagement differences continue to be prevalent for L1/L2A in comparison to L2B/L3
- Account Box and Hero drive highest click activity
- 6-Across Hero continues to be a top performer for hero treatment
- Hotel Spotlight and Inspiration drive engagement across all segments
- L2B/L3 often show higher engagement with Moments/Loyalty content
- Offer engagement varies by each luxury segment level with L2B/L3 generally more engaged
- Key promotions such as GloPro drive interest from all luxury segments

2023 Learning Opportunities

- Test into segment level content strategies
 - L1 & L2A vs. L2B & L3
 - Max ADR \$750+ Yes/No
 - Loyalty content mix
 - Offer mix
- Revisit test KPI benchmarks
 - BPK, Rev/Delivered, Lux Contribution
- Expand regional relevancy through geo-targeting and personalization where possible to gain insights on what content resonates at a higher rate for each region

Future Enhancements: 2023

Increase Bookings

- **Test offer content by segment to increase bookings & revenue**
- *For example: offer type, # of offers, placement, module design*

Enhance Performance

- **Optimize content using AI technology to increase click activity**
- *For example: subject lines, headlines, CTA copy, types of offers*

Continue Holdout

- **Re-establish Core MAU control group to measure booking & revenue lifts**

Expand Personalization

- **Use 3rd party data, test versioning by luxury segment, and expand geo-targeting to continue increasing relevancy**

Increase Loyalty

- **Enhance loyalty content by luxury and member segments**
- *For example: account box placement, featured offers*

2023 Test and Learn Strategies













Area	Test Tactics	Learnings Supported	Key KPIs
Audience & Segmentation	<ul style="list-style-type: none"> • Version Content • 3rd Party Data • Geo-targeting 	<ul style="list-style-type: none"> • Does 3rd party data help us understand certain segments better and improve content strategies? • Are there additional geo-targeting opportunities to lift engagement and relevancy across targeted regions? 	<ul style="list-style-type: none"> • CTR • Unsub. Rate
Creative/Content	<ul style="list-style-type: none"> • CTA Copy • Hero Testing • Image Testing • Personalization and Relevancy 	<ul style="list-style-type: none"> • Which CTA copy approach in the hero drives better engagement? • Can we increase click activity in select modules by testing more personalized content based on luxury segment, region, or member level? • What content or offers will lift revenue per delivered performance with L2B and L3? Does module creative or placement help engagement? 	<ul style="list-style-type: none"> • Click Counts • CTR • Post-click activity (e.g., lux brand rev)
Technology	<ul style="list-style-type: none"> • PCIQ • STO 	<ul style="list-style-type: none"> • What are the best subject line approaches over time? • What are the best preheader approaches over time? • Are readers more engaged during certain times and days of week overall and at various segment levels? 	<ul style="list-style-type: none"> • Open Counts • Open Rate • Click Counts • CTR

2023 Testing Roadmap

Area	Q1 '23 (Jan-Mar)	Q2 '23 (Apr-Jun)	Q3 '23 (Jul-Sep)	Q4 '23 (Oct-Dec)
Audience & Segmentation	<ul style="list-style-type: none"> • Geo-targeting Hero/Nav Bar • 3rd Party Data • Segment Level Versioning 	<ul style="list-style-type: none"> • 3rd Party Data • Geo-targeting Hero/Nav Bar • Segment Level Versioning 	<ul style="list-style-type: none"> • 3rd Party Data • Geo-targeting Hero/Nav Bar • Segment Level Versioning 	<ul style="list-style-type: none"> • 3rd Party Data • Geo-targeting Hero/Nav Bar • Segment Level Versioning
Creative/ Content	<ul style="list-style-type: none"> • Account Box Placement/Creative Test • Offer Placement/Creative • Offer Type • Headline Test • Lux Segment Content Testing 	<ul style="list-style-type: none"> • Offer Placement/Creative • Offer Type • Lux Segment Content Testing 	<ul style="list-style-type: none"> • Offer Placement/Creative • Offer Type • Lux Segment Content Testing 	<ul style="list-style-type: none"> • Offer Placement/Creative • Offer Type • Lux Segment Content Testing
Technology	<ul style="list-style-type: none"> • PCIQ Preheader Test • PCIQ Content • Send Time Optimization (STO) 	<ul style="list-style-type: none"> • PCIQ Preheader Test • PCIQ Content • Send Time Optimization (STO) 	<ul style="list-style-type: none"> • PCIQ Preheader Test • PCIQ Content • Send Time Optimization (STO) 	<ul style="list-style-type: none"> • PCIQ Preheader Test • PCIQ Content • Send Time Optimization (STO)

Luxury Segment Level

Luxury Segment Level Performance: Jul '22 - Dec '22

		Jul '22	Aug '22	Sep '22	Oct '22	Nov '22	Dec '22	Engagement Trends
L1	Del.	366.8 K	381.5 K	582.4 K	573.2 K	559.5 K	485.5 K	MoM +22.0% (+107.0 K)
	CTR	1.0%	0.7%	0.8%	0.8%	0.8%	1.0%	
	Unsub Rate	0.16%	0.16%	0.15%	0.18%	0.13%	0.13%	
	Rev/Deliv	\$0.02	\$0.02	\$0.05	\$0.01	\$0.01	\$0.00	
L2A	Del.	188.3 K	195.8 K	248.2 K	245.1 K	241.1 K	235.0 K	MoM +9.3% (+21.7 K)
	CTR	1.6%	1.1%	1.3%	1.3%	1.3%	1.8%	
	Unsub Rate	0.07%	0.07%	0.07%	0.08%	0.06%	0.07%	
	Rev/Deliv	\$0.06	\$0.06	\$0.11	\$0.07	\$0.01	\$0.02	
L2B	Del.	983.3 K	1.0 M	1.1 M	1.1 M	1.1 M	1.1 M	MoM +6.9% (+73.8 K)
	CTR	2.2%	1.7%	1.9%	1.6%	2.0%	2.7%	
	Unsub Rate	0.02%	0.02%	0.02%	0.03%	0.02%	0.03%	
	Rev/Deliv	\$0.07	\$0.10	\$0.10	\$0.10	\$0.07	\$0.08	
L3	Del.	276.2 K	289.5 K	310.8 K	307.4 K	305.5 K	289.6 K	MoM +6.7% (+19.5 K)
	CTR	2.9%	2.2%	2.5%	2.0%	2.4%	3.6%	
	Unsub Rate	0.02%	0.02%	0.02%	0.03%	0.02%	0.03%	
	Rev/Deliv	\$0.03	\$0.09	\$0.07	\$0.06	\$0.10	\$0.01	

- Please Note: Since July '22 Financials still impacted by Adobe email tracking issues. CX team investigating as it pertains to all emails

Lux MAU Content Engagement Insights

Section Description	Content Engagement Insights
Hero	Strong engagement across all segments
Account Box	Strong engagement across all segments. L2A highest
Loyalty/Moments	Loyalty content made top 5 for L2B/L3 * L1/L2A show to be less engaged with this content overall
F1	Similar engagement across all segments
Yacht	L2B/L3 show higher engagement levels overall Yacht content still made top 5 for L1/L2A
Offers	L1: Hotel Specific, E2L, Reserve L2A: L1 Offer Mix + GloPro
Brand Inspiration	Strong engagement across all segments
New Hotels/ Hotel Spotlight	Strongest engagement across all segments overall*
Culinary	Similar engagement across all segments; Lowest engagement
Boutiques	Similar engagement across all segments; L1 slightly higher
Instagram	Similar engagement across all segments; L1/L3 slightly higher

*Content that follows Header, Hero, Account box

Luxury Segment Versioning: Test Plan

- **Luxury MAU Test Objectives:**

- Create a new version optimized against known behaviors around how L1 and L2A engage with various content and offer types
- Test against current version in which all other segments will continue to receive
- Potential In-Market Date: Q1 2023

Segment	Version A: Current LMAU Version	Version B: Updated LMAU Version
L1	50% to continue to receive	50% to begin to receive
L2A*	50% to continue to receive	50% to begin to receive
L2B	100% to continue to receive	
L3	100% to continue to receive	

Lux MAU Content Strategy Optimization Opportunities

- Luxury Segments: **L1/L2A**
- Luxury Monthly Account Update
Primary Communication Objective:
 - Continue to provide top engaging content that drives interest across all segments while also aligning with ongoing business goals and priorities
- Secondary Communication
Objective:
 - Optimize editorial content mix based on engagement levels by content type removing or deprioritizing as needed
 - Determine if this drives a lift in engagement and decrease in unsubscribe rates

Section	Continue BAU	Optimization Opportunity
Core Content (Always On)		
Hero	Yes	N/A
Account Box	Yes	N/A
Offers	Yes	L1: Hotel Specific, E2L, Reserve L2A: L1 Offer Mix + GloPro
Brand Inspiration	Yes	N/A
New Hotels/ Hotel Spotlight	Yes	N/A
Instagram	Yes	N/A
Secondary Content (Varies Monthly)		
F1	Yes	Include when available
Yacht	Yes	Include when available
Loyalty/ Moments	No	Test into alternate content e.g., hotel focused Educate on what Moments is
Culinary	No	Incorporate into other categories
Boutiques	No	Only feature during Q4 or new partnerships
Net New	Add	Max ADR \$750+ Up-Sell/Brand Loyalty Content. Incorporate w/Offers i.e., Suite

Offer Recommendations

- Engagement in offer content was monitored each month from Dec '21 through Oct '22
- Responses were mixed across segments, but L1 consistently had the lowest performance
- Continue to test offer strategy, serving up offers that resonate at each segment level to drive lift in Rev/Delivered while also promoting top performing offers (e.g., GloPro) where possible to all segments
 - Determine additional opportunities to leverage top performing Core MAU promotions (e.g., points promotion) to serve to L2B and L3 for Lux MAU
 - Sep- Oct L1/L2A were provided offers that were of more interest. Continue to leverage insights to optimize offer content strategy, including E2L offer strategy alignment in 2023 (discussions currently in process)

Month	Offers
Dec '21	Ritz Reconnect
Jan '22	Plan Ahead/Save
Feb '22	Q1 GloPro, EDITION
Mar '22	Q1 GloPro, Ritz JPN
May '22	Luxury Collection Dining
Jun '22	Reserve Package
Jul '22	Escape to Luxury (E2L), Los Cabos
Aug '22	Discover w/You (TRC Reconnect)
Sep '22	GloPro, Reserve Package
Oct '22	E2L, St. Regis Bermuda Suite Package

Lux Seg	Offer Content Observations (Dec '21 – Aug '22)	Recommendations
L1 Lux Only	<ul style="list-style-type: none"> Least engaged with offer content overall CTRs were nearly the same regardless of offer type Clocktower Restaurant offer drove interest from all segments including L1 (7.7%) July E2L had similar engagement levels with other segments; October E2L also drove interest 	<ul style="list-style-type: none"> Target GloPro offer to the non-openers/clickers of Promo announcement Leverage Core MAU control group and regional campaigns for deeper targeting insights
L2A High User	<ul style="list-style-type: none"> Low but consistent engagement on offer content, especially GloPro July E2L had similar engagement levels with other segments; October E2L also drove interest Clocktower Restaurant offer drove interest from all segments including L2 (9.2%) 	<ul style="list-style-type: none"> Continue to show offer content, but consider frequency to avoid engagement fatigue (rest every couple of months) Leverage insights from Core MAU control group to better understand which offers perform best
L2B / L3 Low User / Lux Redeemer	<ul style="list-style-type: none"> Strongest engagement with offer content Global Promo drove highest offer engagement JW Los Cabos Beach Suite had high engagement as well as St. Regis Bermuda Suite 	<ul style="list-style-type: none"> Continue to feature offer content, especially GloPro Consider elevating content (module size and/or placement)

Top Performing Content: Luxury Segment Level

- Evaluated content engagement trends for both Lux MAU and Ritz eNews at each luxury segment level from Sep '21 to Oct '22. Insights on top performing content at each level can be leveraged to inform future content optimization opportunities

Lux Seg	Lux MAU	Ritz eNews
L1 Lux Only	<ul style="list-style-type: none"> Consistent engagement with inspiration and hotel spotlight, new hotel opening content Higher levels of engagement with Boutiques when featured than L2B/L3 Culinary comparable or higher than other luxury segments Instagram engagement comparable or above average in comparison to other segments 	<ul style="list-style-type: none"> Less engaged with Hotels Near You than other segments Higher level of interest in New Hotel Opening Higher levels of engagement with Boutiques when featured than L2B/L3 Instagram engagement comparable or above average Ladies & Gentleman content indexes higher Shows less engagement with F1 and Yacht content
L2A High User	<ul style="list-style-type: none"> Consistently shows top engagement in comparison to other segments with Account Box MoM Consistent engagement with inspiration and hotel spotlight, new hotel opening content Higher levels of engagement with Boutiques when featured than L2B/L3 	<ul style="list-style-type: none"> Moderate levels of engagement with Hotels near you in comparison to other segments Higher level of New Hotel Opening, slightly less than L1 Higher levels of engagement with Boutiques when featured than L2B/L3 Instagram engagement comparable or above average Ladies & Gentleman content indexes higher
L2B Low User	<ul style="list-style-type: none"> Moments/Loyalty content resonates more with this segment Engages at higher rate with Inspiration content Yacht content resonates at higher rate with this segment 	<ul style="list-style-type: none"> Geo-targeted Hotels Near You follows L3 for highest level of engagement Yacht and F1 content resonates more than L1/L2A
L3 Lux Redeemer	<ul style="list-style-type: none"> Moments/Loyalty content resonates more with this segment Engages at highest rate with Inspiration content Yacht content resonates at highest rate with this segment 	<ul style="list-style-type: none"> Geo-targeted Hotels Near You consistently drives the most engagement with this segment Yacht and F1 content resonates more than L1/L2A



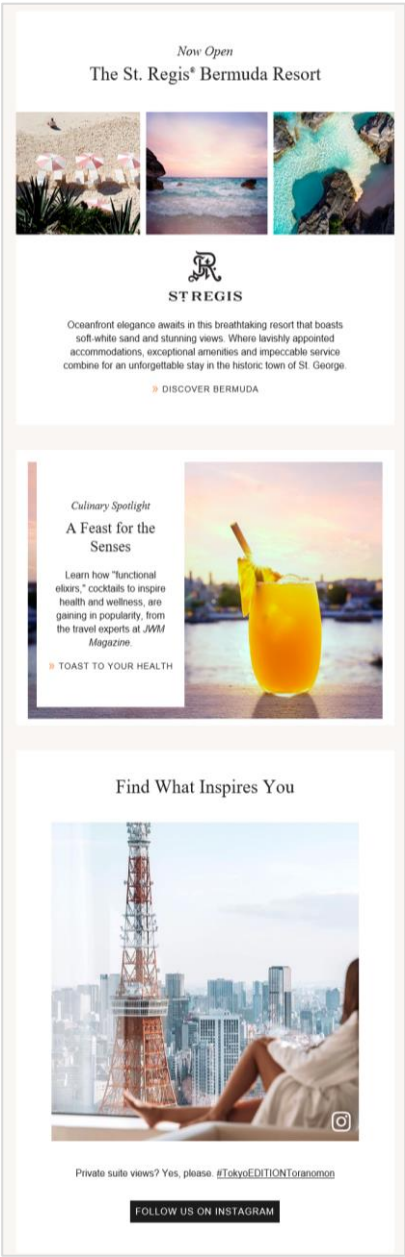
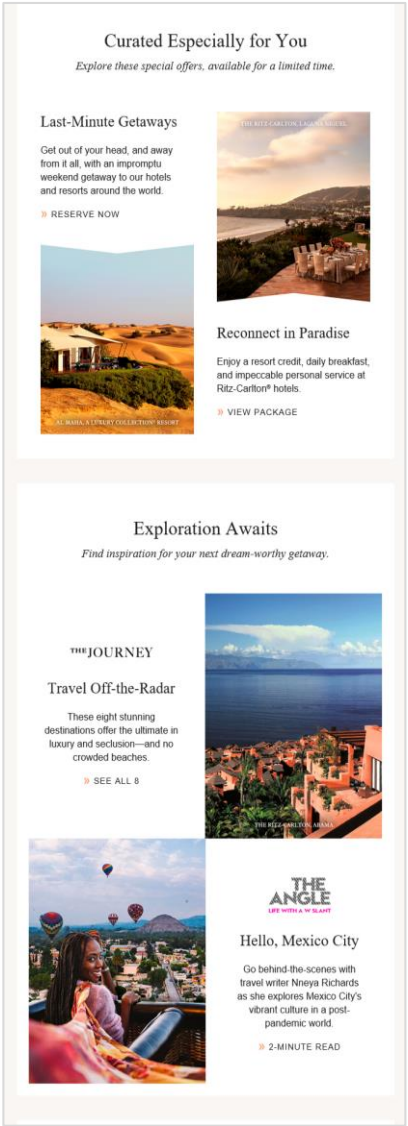
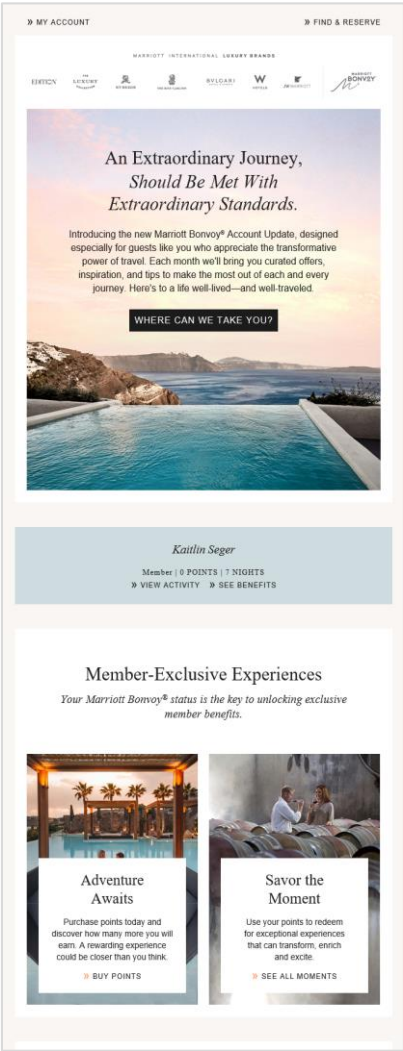
Awards

Horizon Interactive Awards **GOLD WINNER**

Email Newsletter: August '21 (Launch Newsletter)



HORIZON INTERACTIVE AWARDS GOLD WINNER
DATA AXLE
LUXURY MEMBER ACCOUNT UPDATE
EMAIL - NEWSLETTER



Testing Detail: By Category Type

Testing Detail: Contents

- Preheader Testing
- Subject Line Testing
- Hero CTA
- Offers
- Core MAU Control Group vs. Lux MAU

Preheader Testing

Preheader Testing: Actions Taken

Current Status: In Progress

- ✓ Kicked off initial Preheader test with following tags: Authority, Action-Oriented and Direct
- ✓ Month 2 of Preheader testing; ongoing monthly testing and optimizations as needed

November 2022

December 2022

Preheader PCIQ: November 2022

- First time leveraging Preheader PCIQ testing. This replaces SL PCIQ testing now that the top performing SL has been established and will be used moving forward ([FN] [Your] Account Update)
- Authority and Action-Oriented had similar performance outperforming Direct
- Will continue to evaluate performance moving forward and optimize where warranted

Deployment Date	Preheader	Tags	Unique Open Rate
11/10/2022	Plus, your guide to the perfect gifts	Authority	23.11%
11/10/2022	Open to find gift inspiration, offers, and a classic cocktail recipe	Action-Oriented	23.10%
11/10/2022	Discover the perfect getaways and gifts for the holidays	Direct	22.79%

Preheader PCIQ: Q4 2022

- Began Preheader PCIQ testing in November. This replaced SL PCIQ testing now that the top performing SL has been established and will be used moving forward ([FN] [Your] Account Update)
- Authority and Action-Oriented had similar performance outperforming Direct in November
- Direct moved into top placement in December with Authority remaining in top 2
- Will continue to evaluate performance moving forward and optimize where warranted

Campaign Date	Preheader	Tags	Open Rate
11/10/2022	Plus, your guide to the perfect gifts	Authority	23.11%
11/10/2022	Open to find gift inspiration, offers, and a classic cocktail recipe	Action-Oriented	23.10%
11/10/2022	Discover the perfect getaways and gifts for the holidays	Direct	22.79%
12/8/2022	Discover inspiring itineraries, luxury culinary experiences, and more	Direct	22.74%
12/8/2022	Your guide to stunning outdoor destinations, festive getaways, and luxury culinary moments	Authority	22.73%
12/8/2022	Discover 5 breathtaking destinations to embrace the outdoors	Listicle	21.98%

Subject Line Testing

Subject Line Testing: Actions Taken

Current Status: Complete

- ✓ Kicked off initial Subject Line test
- ✓ Began inclusion of the following SL: [Fname's][Your] Account Update
- ✓ Test champion established for Members: [Fname's][Your] Account Update
- ✓ Last month of testing; decided to move forward with test champion
- ✓ Began PCIQ testing for Preheader

September 2021

February 2022

September 2022

October 2022

November 2022

Subject Line Testing Summary: Topline Metrics

Month	Subject Line	Open Rate
Sep '21	Your Account Update: Relaxing Retreats, Friend Getaways & More	30.20%
	Janet's Account: Relaxing Retreats, Friend Getaways & More	27.30%
	September Update: Relaxing Retreats, Friend Getaways & More	25.50%
Nov '21	Your Account Update: From Majestic Mountain Retreats to Kitty the Bernese Mountain Dog & More	26.20%
	Your Account Update: Majestic Mountain Retreats, Multi-Generational Travel, Extraordinary Moments & More	25.60%
	Your Account Update: Mountain Getaways, Holiday Master Class, Gift Guide & More	25.30%
Jan '22	Your Account Update: Make Time to Unwind in 2022	23.61%
	Your Account Update: Mindful Travel, Magical Bali & Special Offers	23.00%
	Your Account Update: How to Travel Mindfully This Year	22.86%
Feb '22	[Fname's][Your] Account Update	24.78%
	[Fname's][Your] Account Update: 6 Romantic Destinations, Michelin-Starred Dining, and Special Offers	21.08%
	[Fname's][Your] Account Update: 6 Places to Fall in Love this Season	20.85%
Apr '22	[Fname's][Your] Account Update	25.11%
	[Fname's][Your] Account Update: 6 Memorable Family Getaways	24.13%
	[Fname's][Your] Account Update: Reinvent Your Family Vacation	22.16%
May '22	[Fname's][Your] Account Update	24.25%
	[Fname's][Your] Account Update: Michelin-Starred Dining	21.92%
	[Fname's][Your] Account Update: New Michelin Stars, Culinary Offers, and More	21.31%
Jun '22	[Fname's][Your] Account Update	24.04%
	[Fname's][Your] Account Update: Summer Inspiration	21.11%
	[Fname's][Your] Account Update: Summer Inspiration, Resort Offer, and More	20.82%
Jul '22	[Fname's][Your] Account Update	24.49%
	[Fname's][Your] Account Update: Luxury Beach Resorts	21.12%
	[Fname's][Your] Account Update: Breathtaking Beach Resorts, Travel Offers, and More	20.59%
Aug '22	[Fname's][Your] Account Update	13.26%
	[Fname's][Your] Account Update: Idyllic Pools	11.12%
	[Fname's][Your] Account Update: Stunning Pools, End-of-Summer Inspiration, and more	11.12%
Sep '22	[Fname's][Your] Account Update	24.13%
	[Fname's][Your] Account Update: Weekend Getaways	20.34%
	[Fname's][Your] Account Update: Weekend Getaways for Every Type of Traveler and more	19.99%
Oct '22	[Fname's][Your]Account Update	23.68%
	[Fname's][Your]Account Update: Autumn Travel Guide	20.38%
	[Fname's][Your]Account Update: 6 Autumn-Inspired Escapes	20.17%

Subject Line Test Results: September '21

- Branding test that used the standard Core MAU version “Your Account Update” (1), personalization (2), and month (3)
- Standard version was selected winner and generated significantly higher open rates; also drove more click activity
- Plans are in place to continue testing subject line tactics

Subject Line	Delivered	Opens	Open Rate	Lifts	Clicks	CTR	CTOR
1. Your Account Update: Relaxing Retreats, Friend Getaways & More	181,691	54,881	30.2%		3,397	1.9%	6.2%
2. Janet's Account: Relaxing Retreats, Friend Getaways & More	181,723	49,644	27.3%	+2.9 pts.	2,852	1.6%	5.7%
3. September Update: Relaxing Retreats, Friend Getaways & More	181,744	46,362	25.5%	+4.7 pts.	2,198	1.2%	4.7%
Pre-header: Plus, 3 NEW hotels for the perfect weekend escape.							

Subject Line Test Results: November '21

- 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
1: Your Account Update: From Majestic Mountain Retreats to Kitty the Bernese Mountain Dog & More	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							

Subject Line Test Results: Jan '22

- Slightly stronger engagement with the subject line that was more direct and personal in nature
- Captured more opens and clicks, but lifts were marginal; might be able to use any of the subject lines in future tests

Subject Line	Delivered	Opens	Opens Lift	Open Rate	Open Rate Lift	Clicks	CTR	CTOR
Winner: Your Account Update: Make Time to Unwind in 2022	150,259	35,469		23.61%		2,827	1.88%	7.97%
SL 1: Your Account Update: Mindful Travel, Magical Bali & Special Offers	150,283	34,568	+2.6%	23.00%	+0.60 pts.	2,777	1.85%	8.03%
SL 2: Your Account Update: How to Travel Mindfully This Year	150,244	34,353	+3.2%	22.86%	+0.74 pts.	2,543	1.69%	7.40%

PH: Plus, 2 new luxury hotels to discover in Savannah and Tasmania

Subject Line Test Results: Feb '22

- Continue to see stronger engagement with “Your Account Update” in the subject line which is more transactional in nature
- Significant lift over both SL1 and SL2; which both had extended copy in comparison to test winner
- Continue to test the shorter transactional style for patterns

Subject Line	Delivered	Opens	Opens Lift	Open Rate	Open Rate Lift	Clicks	CTR	CTOR
Winner: Julie’s Account Update	174,918	43,337		24.78%		5,522	3.16%	12.74%
SL 1: Julie’s Account Update: 6 Places to Fall in Love this Season	174,904	36,460	+18.9%	20.85%	+3.9 pts.	3,371	1.93%	9.25%
SL 2: Julie’s Account Update: 6 Romantic Destinations, Michelin-Starred Dining, and Special Offers	174,891	36,867	+17.5%	21.08%	+3.7 pts.	3,766	2.15%	10.22%

PH: Plus, 3 new luxury hotels to discover in Mexico, China, and Grand Cayman

Lux MAU SL Testing

- The short SLs remain the strongest performers
- FN, Your Account Update is a consistent top performer
- Determine other combinations to test against (Short + Listicle) while still aiming to provide copy that is shorter in length

4/14/22	Personalization, Direct	[Fname's][Your]Account Update	25.11%
	Personalization, Listicle	[Fname's][Your]Account Update: 6 Memorable Family Getaways	24.13%
	Personalization, Intrigue	[Fname's][Your]Account Update: Reinvent Your Family Vacation	22.16%

5/12/22	Personalization, Short	[Fname's][Your]Account Update	24.25%
	Personalization, Intrigue	[Fname's][Your]Account Update: Michelin-Starred Dining	21.92%
	Personalization, Long	[Fname's][Your]Account Update: New Michelin Stars, Culinary Offers, and More	21.31%

6/9/22	Personalization, Short	[Fname's][Your]Account Update	24.04%
	Personalization, Intrigue	[Fname's][Your]Account Update: Summer Inspiration	21.11%
	Personalization, Long	[Fname's][Your]Account Update: Summer Inspiration, Resort Offer, and More	20.82%

Subject Line PCIQ: September 2022

- 'Personalization' and 'Short' tag combo continues to lead as top performer followed by 'Intrigue' 'Long'.
- Recommend leveraging Personalization, Short as established best practice and discontinue subject line testing
- Begin to leverage PCIQ testing for preheader testing around differentiated copy approaches including theme and destinations to further understand what tone resonates most with readers

Campaign Date	Subject Line	Tags	Unique Open Rate
7/14/2022	[Fname's][Your]Account Update	Personalization, Short	24.49%
	[Fname's][Your]Account Update: Luxury Beach Resorts	Personalization, Intrigue	21.12%
	[Fname's][Your]Account Update: Breathtaking Beach Resorts, Travel Offers, and More	Personalization, Long	20.59%
8/11/2022	[Fname's][Your]Account Update	Personalization, Short	13.26%
	[Fname's][Your]Account Update: Idyllic Pools	Personalization, Intrigue	11.12%
	[Fname's][Your]Account Update: Stunning Pools, End-of-Summer Inspiration, and more	Personalization, Long	11.12%
9/8/2022	[Fname's][Your]Account Update	Personalization, Short	24.13%
	[Fname's][Your]Account Update: Weekend Getaways	Personalization, Intrigue	20.34%
	[Fname's][Your]Account Update: Weekend Getaways for Every Type of Traveler and more	Personalization, Long	19.99%

Subject Line PCIQ: Oct 2022

- October was the last month for Subject line testing; proceeding forward with 'FN, Your Account Update' as established best practice showing continued monthly significant lift in performance over other subject line tags
- Begin PCIQ testing for preheader in November to continue to gain insights around what copy approaches resonate with members:
 - Initial test will focus on Direct, Authority and Action-Oriented tags

Date	Subject Line	Tags	Unique Open Rate
8/11/2022	[Fname's][Your]Account Update	Personalization, Short	13.26%
	[Fname's][Your]Account Update: Idyllic Pools	Personalization, Intrigue	11.12%
	[Fname's][Your]Account Update: Stunning Pools, End-of-Summer Inspiration, and more	Personalization, Long	11.12%
9/8/2022	[Fname's][Your]Account Update	Personalization, Short	24.13%
	[Fname's][Your]Account Update: Weekend Getaways	Personalization, Intrigue	20.34%
	[Fname's][Your]Account Update: Weekend Getaways for Every Type of Traveler and more	Personalization, Long	19.99%
10/13/2022	[Fname's][Your]Account Update	Personalization, Short	23.68%
	[Fname's][Your]Account Update: Autumn Travel Guide	Personalization, Intrigue	20.38%
	[Fname's][Your]Account Update: 6 Autumn-Inspired Escapes	Personalization, Listicle	20.17%

Hero CTA

Hero CTA Testing (Test #1): Actions Taken

Current Status: Complete

- ✓ Month 1 of 3 test in market
- ✓ Month 2 of 3 test in market
- ✓ Month 3 of 3 test in market; test results readout and performance assessment.
- ✓ Recommendation: Move forward with CTAs that lead with “See” as they continue to drive more click engagement and entice readers to explore and learn more about properties

March 2021

July 2022

August 2022

September 2022 - Current

March '22 Hero CTA Copy Test Results

- Targeting hero module with CTA copy test to understand which tactics will lift overall engagement
 - CTA 1: SEE THE PROPERTIES (Challenger)**
 - CTA 2: PLAN YOUR ROUTE (Control)**
- Challenger drove more hero CTA clicks and a higher CTR than Control version
 - Additional bookings were also captured; Control version only had 5 bookings in total
- Consider additional testing in Q2/3 to better understand engagement patterns



Plan the Perfect Road Trip
With Over 100 Different Places

Treat yourself to a road trip that goes well beyond the everyday. JW Marriott® offers over 100 beautiful properties and distinctive resorts around the world that cater to sophisticated, mindful travelers seeking experiences that foster connections and feed the soul.

SEE THE PROPERTIES

PLAN YOUR ROUTE

Results by Segment	L1	L2A	L2B	L3	Total
Challenger: "See The Properties"					
Total Delivered	184,629	94.4 K	501.5 K	132.9 K	913.5 K
Module Clicks	300	219	1.9 K	775	3.2 K
Module Clicks Lift	+15%	+45%	+59%	+64%	+53%
Module CTR	0.16%	0.23%	0.37%	0.58%	0.35%
Module CTR Lift	+0.02 pts.	+0.07 pts.	+0.10 pts.	+0.18 pts.	+0.10 pts.
Module Bookings		1	17	5	23

March '22 Hero CTA Copy Test Results

- CTA 1: SEE THE PROPERTIES (Challenger)
- CTA 2: PLAN YOUR ROUTE (Control)

HERO CTA Performance Results	L1	L2A	L2B	L3	Total
Challenger					
Total Delivered	184,629	94.4 K	501.5 K	132.9 K	913.5 K
Module Clicks	300	219	1.9 K	775	3.2 K
Module Clicks Lift	+15%	+45%	+59%	+64%	+53%
Module CTR	0.16%	0.23%	0.37%	0.58%	0.35%
Module CTR Lift	+0.02 pts.	+0.07 pts.	+0.10 pts.	+0.18 pts.	+0.10 pts.
Module Bookings		1	17	5	23
Control					
Total Delivered	184,136	92.7 K	433.6 K	116.1 K	826.6 K
Module Clicks	260	151	1.2 K	473	2.1 K
Module CTR	0.14%	0.16%	0.27%	0.41%	0.25%
Module Bookings			4	1	5



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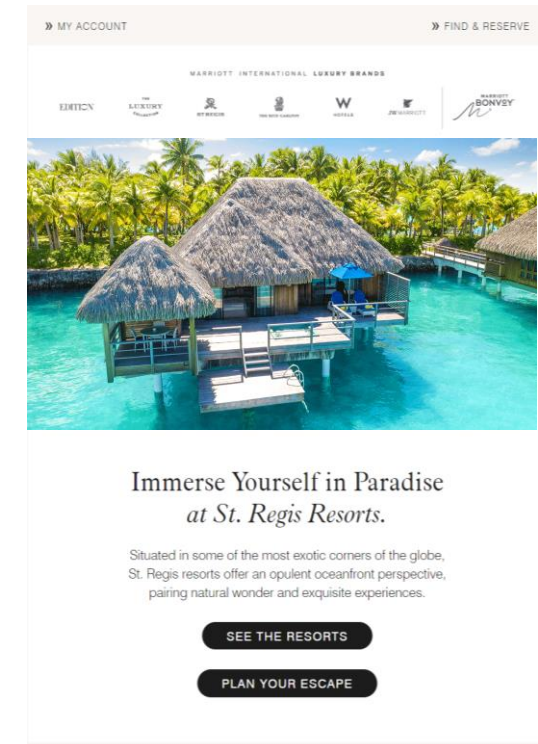
SEE THE PROPERTIES

PLAN YOUR ROUTE

July '22 Hero CTA Copy Test Results

- CTA 1: SEE THE RESORTS (Challenger)
- CTA 2: PLAN YOUR ESCAPE (Control)

HERO CTA Performance Results	L1	L2A	L2B	L3	Total
Challenger					
Total Delivered	183,385	94,173	491,646	138,104	907,307
Module Clicks	872	614	5,413	2,036	8,935
Module Clicks Lift	+37%	+18%	+36%	+47%	+37%
Module CTR	0.48%	0.65%	1.10%	1.47%	0.98%
Module CTR Lift	+0.13pts.	+0.10pts.	+0.29pts.	+0.47pts.	+0.27pts.
Bookings			7	1	8
Control					
Total Delivered	183,385	94,173	491,646	138,104	907,307
Module Clicks	637	519	3,973	1,381	6,510
Module CTR	0.35%	0.55%	0.81%	1.00%	0.72%
Bookings		2	13	2	17

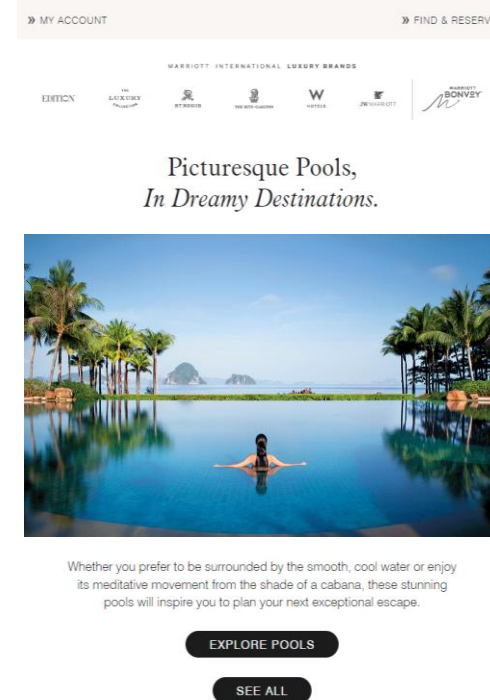


- Comparable to March Challenger drove more hero CTA clicks and a higher CTR than Control version
 - In March additional bookings were captured for Challenger whereas July had more for Control
- Evaluate August CTA copy test to determine test winner

August '22 Hero CTA Copy Test Results

- CTA 1: EXPLORE POOLS (Challenger)
- CTA 2: SEE ALL (Control)

HERO CTA Performance Results	L1	L2A	L2B	L3	Total
Challenger					
Total Delivered	190,764	97,919	514,391	144,758	947,832
Module Clicks	1,907	1,373	10,111	3,697	17,088
Module Clicks Lift	-7.2%	-1.6%	-1.5%	-1.3%	-2.1%
Module CTR	1.00%	1.40%	1.97%	2.55%	1.80%
Module CTR Lift	-0.08 pts	-0.03 pts	-0.02 pts	-0.04 pts	-0.04 pts
Bookings	4	11	80	28	123
Control					
Total Delivered	190,764	97,919	514,391	144,758	947,832
Module Clicks	2,055	1,396	10,260	3,745	17,456
Module CTR	1.08%	1.43%	1.99%	2.59%	1.84%
Bookings	4	6	74	22	106



- CTAs that lead with “See” continue to drive more click engagement across all three tests
- Booking volume is more varied with Challenger driving more bookings than Control in August
- Continue to leverage copy that entices readers to explore and learn more about properties



Offers

Offer Testing: Actions Taken

Current Status: In Progress

- ✓ No Offers vs. Offers Test (All Luxury Segments)
- ✓ L1 Offer Test
- ✓ Monthly offer optimization and performance assessment (All Luxury Segments)

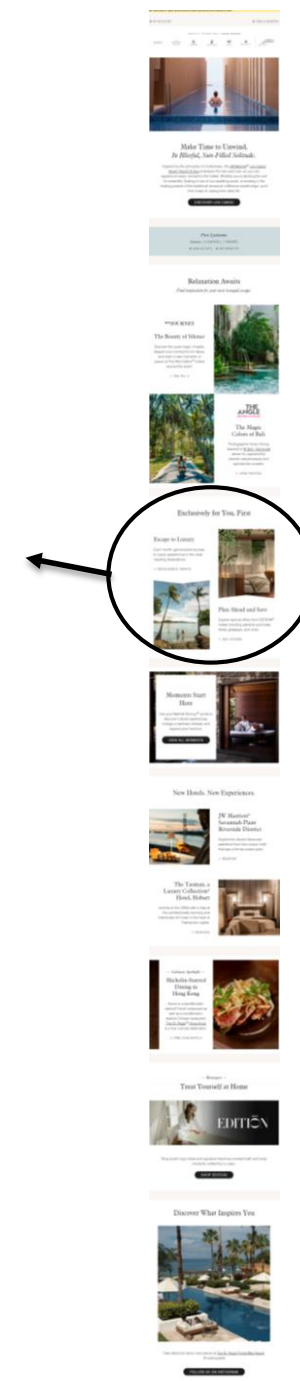
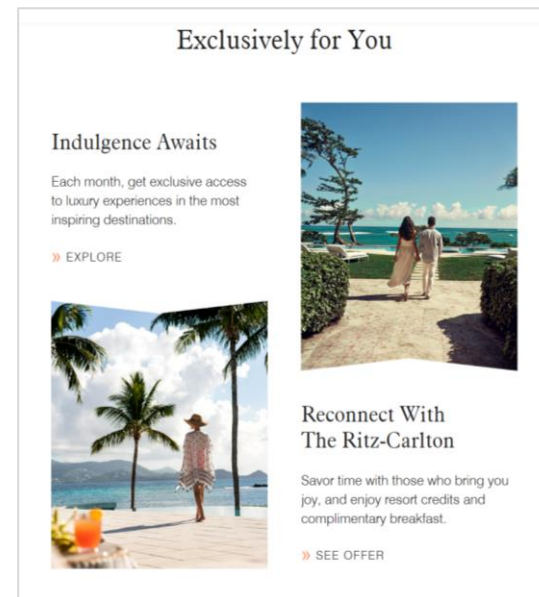
December 2021

July 2022

August 2022 - Current

Dec '21 Lux MAU Offer Test Results

- Goal was to measure engagement of offer content at the segment level to inform future content decisions
- Random 50/50 split across all segments; offer vs no offer
 - Test offers: Escapes to Luxury and Ritz Reconnect Package
- Overall, the “No Offers” group had slightly higher engagement and more bookings compared to the “Offers” group
- The included offers were not strong enough to lift overall clicks and bookings
- Continue testing to see if other offer content can lift engagement or if these Dec patterns continue (for ex. Global Promo)



Dec '21 Lux MAU	Delivered	Open Rate	Clicks	Lift	CTOR	Lift	Bookings	Lift
Offers Group	822,293	21.6%	10,902	---	6.1%	---	116	---
L1	183,874	16.3%	991	---	3.3%	---	6	---
L2A	90,260	18.4%	820	---	4.9%	---	3	---
L2B	436,532	23.1%	6,857	---	6.8%	---	86	---
L3	111,627	26.9%	2,234	---	7.4%	---	21	---
No Offers	822,786	21.6%	11,070	+1.5%	6.2%	+0.1 pts.	143	+23.3%
L1	184,232	16.5%	1,045	+5.4%	3.4%	+0.1 pts.	13	+116.7%
L2A	90,929	18.3%	830	+1.2%	5.0%	+0.1 pts.	7	+133.3%
L2B	435,738	23.1%	6,868	+0.2%	6.8%	+0.0 pts.	94	+9.3%
L3	111,887	26.7%	2,327	+4.2%	7.8%	+0.3 pts.	29	+38.1%
Grand Total	1,645,079	21.6%	21,972		6.2%		259	

July '22 Offer Test

- Performed an A/B offer test for L1 segment to assess engagement with different offer types including differentiating amount of offers shown for each segment:
 - Segment A: 50% of L1 received both offers; Escape to Luxury & Cabo**
 - Segment B: 50% of L1 received one offer; Escape to Luxury**
- Although offer module drove more clicks overall for L1 segment that received both offers; overall click activity was within 7 clicks for both Segment A and B
 - For the bookings generated in July they were attributed to the member module/account box
- Continue to test offer strategy including rolling out offer testing to other luxury segments

Results by Segment	L1- Cabo No	L1- Cabo Yes	Everyone Else	Total
Total Delivered	183.4 K	183.4 K	1.5 M	1.8 M
Total Clicks	2.4 K	2.4 K	38.6 K	43.5 M
Total CTR	1.33%	1.33%	2.67%	2.40%
Offer Module Clicks	72	189	4.2 K	4.4 K
Offer Module CTR	0.04%	0.10%	0.29%	0.25%
Escapes Offer Clicks	72	51	803	926
Escape Offer CTR	0.04%	0.03%	0.06%	0.05%
Cabo Offer Clicks		138	3.4 K	3.5 K
Cabo Offer CTR		0.08%	0.23%	0.19%

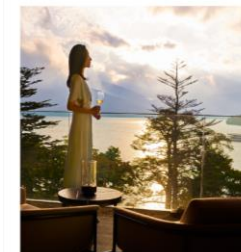
Performance Metrics

Lift comparison for those that received both offers

Total Clicks: **-0.29%** (7 less clicks)

Offer Module CTR: **+0.06pts.**

Maximize Every Travel Moment



Escape to Luxury

Enjoy exclusive access to luxury experiences in some of the most inspiring destinations around the world.

» SEE OFFER

JW Marriott Los Cabos Beach Resort & Spa

Elevate your summer escape or simply explore your destination from an entirely different perspective with our suite offer.

» BOOK A SUITE



Core MAU Control Group vs. Lux MAU

Core MAU Control Group: Actions Taken

Current Status: Complete

- ✓ Launched Lux MAU including a control group which continued to receive Core MAU; 25% of member segment
- ✓ Control group size reduced to approximately 10%
- ✓ Last month of Control group inclusion
- ✓ Control group holdout lifted; all Luxury segments now receive Lux MAU

August 2021

May 2022

August 2022

September 2022

Lux MAU vs. Core MAU: A/B Test Results August '21

Hypothesis:

Sending a more tailored, relevant email to a targeted luxury audience will increase engagement

Approach:

Conducted member-only A/B test; Lux MAU as test (75%) & Core MAU as control (25%); non-members received Lux MAU

Results:

- Overall, the Lux MAU version captured more openers than Core, but click activity was lower in comparison
- All results were statistically significant
- 67% of luxury segment clicks in the Core MAU version went to the Q3 Points promo hero; engagement varied by segment – higher with L2B and L3
- Additional data needed to understand engagement differences at the segment level

Metrics	Test Group (Lux MAU)	Control Group (Core MAU)	Lift
Delivered	1,751,963	602,638	
Open rate	36.7%	27.4%	+9.3 pts.
CTR	3.4%	6.2%	-2.8 pts.
CTOR	9.2%	22.5%	-13.4 pts.

Recommendations:

- Consider versioning Lux MAU content by segment for increased personalization
- Develop test & learn roadmap for ongoing optimization
- Continue to monitor engagement of other luxury communications and apply insights to Lux MAU

A/B Test Results: Aug '21 UPDATE

Hypothesis:

Sending a more tailored, relevant email to a targeted luxury audience will increase engagement

Approach:

Conducted member-only A/B test; Lux MAU as test (75%) & Core MAU as control (25%); non-members received Lux MAU

- Overall, the Lux MAU version captured more openers than Core, but click activity was lower in comparison; all results were statistically significant

Metrics	Test Group (Lux MAU)	Control Group (Core MAU)	Lift
Delivered	1,751,963	602,638	
Open rate	36.7%	27.4%	+9.3 pts.
CTR	3.4%	6.2%	-2.8 pts.
CTOR	9.2%	22.5%	-13.4 pts.

- L1 engagement was slightly higher in Core MAU than Lux MAU
- L2A open rates were stronger in Lux MAU, but Core MAU captured slightly more clicks
- Subject line & pre-header for Lux MAU captured the attention of L2B and L3 the most, but click activity was much higher in Core MAU
 - Overall, 67% of luxury segment clicks in Core MAU went to the Q3 Points promo hero (% of clicks varied by segment: 40% = L1, 49% = L2A, and 70% for both L2B and L3)

	Test Group (Lux MAU)	Lift
Segment	L1 LUX ONLY	
Delivered	309,789	
Open rate	22.9%	-2.0 pts.
CTR	1.3%	-0.5 pts.
CTOR	5.9%	-1.4 pts.
Segment	L2A HIGH USER	
Delivered	171,897	
Open rate	29.3%	+3.9 pts.
CTR	2.4%	-0.6 pts.
CTOR	8.2%	-3.7 pts.
Segment	L2B LOW USER	
Delivered	947,856	
Open rate	40.6%	+13.0 pts.
CTR	4.0%	-3.3 pts.
CTOR	9.8%	-16.5 pts.
Segment	L3 REDEEM ONLY	
Delivered	230,042	
Open rate	46.3%	+15.4 pts.
CTR	4.9%	-5.0 pts.
CTOR	10.6%	-21.3 pts.

November '21 Lux MAU A/B Test Results:

Hypothesis:

Sending a more tailored, relevant email to a targeted luxury audience will increase engagement

Metric	Test Group (Lux MAU)	Control Group (Core MAU)	Lift
Delivered	1,692,610	506,455	
Open rate	27.4%	21.5%	5.9%
CTR	1.7%	4.6%	-2.9%
CTOR	6.1%	21.5%	-15.4%
Revenue	\$116,270	\$226,434	-48.7%
Rev/Delivered	\$0.07	\$0.45	-84.6%
Rev Share to Lux Brands	10%	40%	-30.0%
Total Bookings	266	398	-33.2%
Bookings Share to Lux Brands	6%	14%	-8.0%

Luxury Segment	Metric	Test Group (Lux MAU)	Control Group (Core MAU)	Lift
L1	Delivered	375,773	82,271	
	Open rate	19.7%	18.8%	0.9%
	CTR	0.7%	1.6%	-0.9%
	CTOR	3.7%	8.5%	-4.9%
L2A	Delivered	185,383	49,290	
	Open rate	22.9%	19.2%	3.6%
	CTR	1.2%	2.6%	-1.4%
	CTOR	5.4%	13.7%	-8.3%
L2B	Delivered	903,575	291,157	
	Open rate	29.7%	21.7%	8.0%
	CTR	1.9%	5.2%	-3.3%
	CTOR	6.5%	24.0%	-17.5%
L3	Delivered	227,879	83,737	
	Open rate	35.0%	24.9%	10.0%
	CTR	2.6%	6.7%	-4.1%
	CTOR	7.5%	27.1%	-19.6%

December '21 Lux MAU A/B Test Results:

Hypothesis:

Sending a more tailored, relevant email to a targeted luxury audience will increase engagement

Metric	Test Group (Lux MAU)	Control Group (Core MAU)	Lift
Delivered	1,645,078	419,771	
Open rate	22.0%	15.4%	6.7%
CTR	1.4%	2.0%	-0.6%
CTOR	6.4%	13.0%	-6.5%
Revenue	\$128,438	\$37,432	243.1%
Rev/Delivered	\$0.08	\$0.09	-12.4%
Rev Share to Lux Brands	32%	21%	11.3%
Total Bookings	259	105	146.7%
Bookings Share to Lux Brands	10%	9%	1.1%

Luxury Segment	Metric	Test Group (Lux MAU)	Control Group (Core MAU)	Lift
L1	Delivered	368,105	69,291	
	Open rate	16.9%	17.7%	-0.8%
	CTR	0.6%	0.7%	-0.1%
	CTOR	3.7%	4.1%	-0.4%
L2A	Delivered	181,188	39,728	
	Open rate	18.8%	16.0%	2.8%
	CTR	1.0%	1.2%	-0.2%
	CTOR	5.4%	7.5%	-2.1%
L2B	Delivered	872,270	247,627	
	Open rate	23.5%	14.4%	9.1%
	CTR	1.7%	2.2%	-0.6%
	CTOR	7.0%	15.5%	-8.5%
L3	Delivered	223,515	63,125	
	Open rate	27.3%	16.0%	11.3%
	CTR	2.1%	2.9%	-0.8%
	CTOR	7.8%	18.2%	-10.4%

January '22 Lux MAU A/B Test Results:

Hypothesis:

Sending a more tailored, relevant email to a targeted luxury audience will increase engagement

Metric	Test Group (Lux MAU)	Control Group (Core MAU)	Lift
Delivered	1,502,570	400,053	
Open rate	24.6%	27.7%	-3.09 pts.
CTR	1.5%	2.6%	-1.02 pts.
CTOR	6.3%	9.3%	-2.98 pts.
Revenue	\$297,211	\$167,417	+77.5%
Rev/Delivered	\$0.20	\$0.42	-52.7%
Rev Share to Lux Brands	56%	54%	+1.58 pts.
Total Bookings	374	288	+29.9%
Bookings Share to Lux Brands	36%	25%	+10.3 pts.

Luxury Segment	Metric	Test Group (Lux MAU)	Control Group (Core MAU)	Lift
L1	Delivered	306,946	63,983	
	Open rate	21.3%	22.7%	-1.3 pts.
	CTR	0.8%	0.8%	-0.1 pts.
	CTOR	3.7%	3.7%	+0.0 pts.
L2A	Delivered	160,862	37,470	
	Open rate	21.7%	24.3%	-2.6 pts.
	CTR	1.2%	1.5%	-0.4 pts.
	CTOR	5.3%	6.3%	-1.0 pts.
L2B	Delivered	819,981	237,185	
	Open rate	25.2%	28.5%	-3.3 pts.
	CTR	1.7%	2.9%	-1.2 pts.
	CTOR	6.7%	10.0%	-3.3 pts.
L3	Delivered	214,781	61,415	
	Open rate	29.1%	31.8%	-2.7 pts.
	CTR	2.3%	3.9%	-1.6 pts.
	CTOR	8.0%	12.2%	-4.2 pts.

Lux MAU A/B Test Results:

Quarterly Performance Results

Hypothesis:

Sending a more tailored, relevant email to a targeted luxury audience will increase engagement

Approach:

Conducted member-only A/B test; Lux MAU as test group & Core MAU as control; non-members only received Lux MAU

- Lux MAU saw positive trend with tracked financials and lux brand contribution
- Inclusion of broader promotional content like Global Promo in Core MAU impacted control group engagement (see Nov stats)
 - Shifts seen when broad vs generic offers are included in Core MAU
- Lux MAU open rate trends were consistently stronger until decline in Jan '22; continue testing subject lines and pre-headers to lift rates
- Establish test & learn plan for lifting click rates; CTOR declines trending lower MoM
- Shifting to 90/10 test split from 75/25

<i>Performance Categories</i>	Metrics	Nov '21 Lift	Dec '21 Lift	Jan '22 Lift
<i>Engagement</i>	Open rate	+5.9%	+6.7%	-3.1 pts.
	CTR	-2.9%	-0.6%	-1.0 pts.
	CTOR	-15.4%	-6.5%	-3.0 pts.
<i>Revenue</i>	Revenue	-48.7%	+243.1%	+77.5%
	Rev/Delivered	-84.6%	-12.4%	-52.7%
	Rev Share to Lux Brands	-30.0%	+11.3%	+1.6 pts.
<i>Bookings</i>	Total Bookings	-33.2%	+146.7%	+29.9%
	Bookings Share to Lux Brands	-8.0%	+1.1%	+10.3 pts.

February '22 Lux MAU A/B Test Results:

Segment Level Performance

Metric	Test Group (Lux MAU)	Control Group (Core MAU)	Lift
Delivered	1,748,567	397,352	
Open rate	21.9%	24.9%	-3.0 pts.
CTR	2.1%	3.2%	-1.1 pts.
CTOR	9.4%	13.0%	-3.6 pts.
Revenue	\$360,251	\$114,944	+213.4%
Rev/Delivered	\$0.21	\$0.29	-28.8%
Rev Share to Lux Brands	41.5%	30.9%	+10.6 pts.
Total Bookings	620	182	+240.7%
Bookings Share to Lux Brands	17.7%	11.5%	+6.2 pts.

Hypothesis:

Sending a more tailored, relevant email to a targeted luxury audience will increase engagement

- CTR was stronger for Core MAU in February than Lux MAU
 - Global promotion drove significant interest overall with Core MAU featuring offer in hero and Lux MAU featuring offer lower in the email
- L1 and L2A CTR was similar across both campaigns
- L2B and L3 had a significant difference in CTR between test and control
 - L2B test was 2.3% and control was 3.7%
 - L3 test was 3.1% and control was 4.9%

March '22 Lux MAU A/B Test Results:

Segment Level Performance

Metrics	Test Group (Lux MAU)	Control Group (Core MAU)	Lift
Delivered	1,740,045	394,850	
CTR	1.4%	2.1%	-0.7 pts.
Unsub Rate	0.06%	0.04%	+0.02 pts.
Revenue	\$227,416	\$99,559	+128.4%
Rev/Delivered	\$0.13	\$0.25	-48.2%
Rev to Lux Brands	37.1%	11.3%	+25.8 pts.
Total Bookings	336	174	+93.1%
Bkgs. to Lux Brands	15.5%	9.8%	+5.7 pts.

Hypothesis:

Sending a more tailored, relevant email to a targeted luxury audience will increase engagement

- Overall, Lux MAU continues to drive more bookings and revenue for luxury brands
- Stronger booking and revenue contributions compared to control group receiving Core MAU on the same day
- Click rate was lower in comparison, but both unsub rates were strong showing positive audience health

April '22 Lux MAU A/B Test Results:

Segment Level Performance

Metrics	Test Group (Lux MAU)	Control Group (Core MAU)	Lift
Delivered	1,789,746	382,917	
CTR	2.7%	2.7%	-0.0 pts.
Unsub Rate	0.06%	0.04%	+0.03 pts.
Revenue	\$232,473	\$65,430	+255.3%
Rev/Delivered	\$0.13	\$0.18	-27.8%
Rev to Lux Brands	52%	15%	+37.0 pts.
Total Bookings	319	145	+120.0%
Bkgs. to Lux Brands	20%	9.0%	+10.8 pts.

Hypothesis:

Sending a more tailored, relevant email to a targeted luxury audience will increase engagement

- CTR was flat for the first time; slight difference in unsubscribe rate, but still below Bonvoy YTD average of 0.17%
- Lux MAU continues to drive more bookings and revenue for luxury brands than control group
- Stronger booking and revenue contributions compared to control group receiving Core MAU on the same day

Lux MAU A/B Test Results:

Quarterly Performance Results

- Increased click activity in Lux MAU compared to previous months; April CTR flat compared to control group
- Continue to see a greater share of bookings and revenue to luxury brands from those that received Lux MAU
- Luxury share strongest in April compared to control group

Hypothesis:

Sending a more tailored, relevant email to a targeted luxury audience will increase engagement

Approach:

Conducted member-only A/B test; Lux MAU as test group & Core MAU as control; non-members only received Lux MAU

Monthly Lifts: Lux MAU (test) vs. Core MAU (control)

Metrics	Feb '22 Lift	Mar '22 Lift	Apr '22 Lift
CTR	-1.1%	-0.7 pts.	-0.0 pts.
Unsub. Rate	+0.02 pts.	+0.02 pts.	+0.03 pts.
Revenue	+213.4%	+128.4%	+255.3%
Rev/Delivered	-28.8%	-48.2%	-27.8%
Rev Share to Lux Brands	+10.6 pts.	+25.8 pts.	+37.0 pts.
Bookings	+240.7%	+93.1%	+120.0%
Bookings Share to Lux Brands	+6.2 pts.	+5.7 pts.	+10.8 pts.

May '22 Lux MAU A/B Test Results:

Segment Level Performance

Metrics	Test Group (Lux MAU)	Control Group (Core MAU)	Lift
Delivered	1,797,079	181,149	
CTR	1.79%	1.72%	+0.08pts.
Unsub Rate	0.06%	0.04%	+0.02pts.
Revenue	\$138,530	\$19,431	
Rev/Delivered	\$0.08	\$0.11	-28.1%
Rev to Lux Brands	18.0%	35.9%	-17.8pts.
Total Bookings	273	47	
Bkgs. to Lux Brands	11.7%	19.1%	-7.4pts.

Hypothesis:

Sending a more tailored, relevant email to a targeted luxury audience will increase engagement

- Positive lift in CTR for Lux MAU versus Core for the first time since launch; slight difference in unsubscribe rate, but still below Bonvoy benchmark average of 0.20%
- Monthly financials impacted by recent data issues that may be understating Omniture tracking

June '22 Lux MAU A/B Test Results:

Segment Level Performance

Metrics	Test Group (Lux MAU)	Control Group (Core MAU)	Lift
Delivered	1,802,316	178,595	
CTR	1.6%	7.93%	-6.3 pts.
Unsub Rate	0.07%	0.03%	+0.03 pts.
Revenue*	\$175,935	\$37,491	
Rev/Delivered	\$0.10	\$0.21	-53.5%
Rev to Lux Brands	26.2%	43.7%	-17.5 pts.
Total Bookings*	336	51	
Bkgs. to Lux Brands	11.3%	15.7%	-4.4 pts.

Hypothesis:

Sending a more tailored, relevant email to a targeted luxury audience will increase engagement

- CTR was stronger for Core MAU in June; points promotion (Spin wheel) impacting above average CTR
 - Consider offering promotion to L2B and L3 to drive lift in click engagement
- Unsub rates remain low for both Lux MAU and Core MAU indicating strong audience health
- Bookings and revenue is up overall for Lux MAU with the % to luxury brands stronger for Core MAU in the month of June

*L1/L2A missing Financial data for June. Waiting on update from data team

July '22 Lux MAU A/B Test Results:

Segment Level Performance

Metrics	Test Group (Lux MAU)	Control Group (Core MAU)	Lift
Delivered	1,814,577	174,506	
CTR	2.0%	1.4%	+0.6 pts.
Unsub Rate	0.06%	0.02%	+0.04 pts.
Revenue	\$194,143	\$13,230	
Rev/Delivered	\$0.11	\$0.08	+41.1%
Rev to Lux Brands	51.0%	11.9%	+39.1 pts.
Total Bookings	302	28	
Bkgs. to Lux Brands	19.0%	10.7%	+8.3 pts.

Hypothesis:

Sending a more tailored, relevant email to a targeted luxury audience will increase engagement

- CTR saw lift in comparison to control; .6pts higher in July
- Stronger booking and revenue contributions compared to control group receiving Core MAU on the same day
- Moving forward continue to trend Revenue/Delivered in order to evaluate performance and optimize future mailings

Lux MAU A/B Test Results:

Quarterly Performance Results

- For CTR, both May and July saw a lift in engagement in comparison to control
- CTR was very strong for Core MAU in June; points promotion (Spin wheel) impacting above average CTR
 - Consider offering promotion to L2B and L3 to drive lift in click engagement
- In July, Core MAU drove less Rev/Delivered, featuring Luxury hero and Curiosity by Ted Moments promotion
- With conclusion of A/B test continue to trend Rev/Delivered in order to optimize monthly communication and drive incremental revenue

Hypothesis:

Sending a more tailored, relevant email to a targeted luxury audience will increase engagement

Approach:

Conducted member-only A/B test; Lux MAU as test group & Core MAU as control; non-members only received Lux MAU

Monthly Lifts: Lux MAU (test) vs. Core MAU (control)

Metrics	May '22 Lift	Jun '22 Lift	Jul '22 Lift
CTR	+0.08pts.	-6.3 pts.	+0.6pts.
Unsub. Rate	+0.02pts.	+0.03 pts.	+0.04pts.
Rev/Delivered	-28.1%	-53.5%	+41.1%
Rev Share to Lux Brands	-17.8pts.	-17.5 pts.	+39.1 pts.
Bookings Share to Lux Brands	-7.4pts.	-4.4 pts.	+8.3 pts.

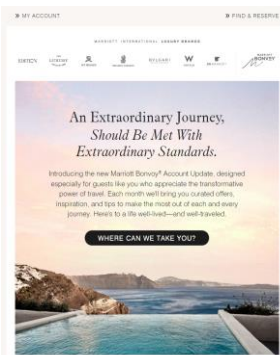
Appendix

Lux MAU Heatmaps

MODULE	August '21 8/14 (Introduction)	September '21 9/9 (Weekend Getaways)	October '21 10/14 (Resorts & Indulgent Getaways)	November '21 11/11 (Holiday Travel Planning & Local Holiday Experiences)	December '21 12/9 (New Years Bucket List)	January '22 1/14 (Wellness Getaways)	February '22 2/10 (Romantic Escapes)	March '22 3/10 (Road Trips + Spring Travel)	April '22 4/14 (Family & Spring Getaways)	May '22 5/12 (Long Weekends & Culinary Experiences)	June '22 6/9 (Summer Planning/Best Outdoor Spaces)	July '22 7/14 (Summer Travel/ Breathtaking Beaches)
Header	5.7%	8.2%	8.9%	7.8%	9.8%	11.2%	7.8%	13.1%	5.7%	6.8%	11.5%	8.2%
Hero	17.5%	21.3%	37.2%	24.7%	12.6%	26.3%	38.0%	18.6%	40.5%	18.1%	34.1%	35.5%
Account Box	34.0%	35.8%	12.4%	33.2%	25.3%	26.3%	21.7%	20.1%	27.5%	31.4%	35.7%	24.3%
Resorts	--	--	28.3%	--	25.2%	--	--	--	--	--	--	--
Loyalty	6.8%	--	--	--	7.7%	--	--	2.0%	--	--	--	--
Offers	16.1%	--	--	3.5%	2.1%	3.9%	18.3%	10.0%	--	18.9%	7.1%	10.3%
Moments	--	3.2%	1.0%	1.5%	--	2.2%	--	0.9%	--	5.5%	--	--
Brand Inspiration	7.4%	13.1%	1.3%	6.1%	1.8%	11.1%	7.4%	6.3%	1.5%	12.9%	1.9%	7.4%
Hotel Spotlight	8.9%	6.9%	5.6%	--	10.1%	--	4.2%	24.0%	20.0%	--	--	3.8%
Culinary	0.7%	1.4%	1.2%	0.9%	--	0.6%	1.1%	1.2%	0.3%	1.5%	--	0.9%
Yacht	--	--	--	9.7%	--	--	--	--	--	--	--	6.0%
Boutiques	--	--	--	1.9%	1.5%	1.0%	--	--	--	--	--	--
New Hotel Opening	--	--	--	4.7%	--	9.7%	--	1.1%	1.3%	1.7%	4.4%	--
Hotel Spotlight 2	--	--	--	--	--	--	0.6%	--	--	--	1.5%	--
Instagram	1.0%	6.1%	0.7%	2.7%	0.7%	4.1%	0.5%	0.4%	1.6%	1.2%	1.2%	1.8%
Footer	1.9%	4.0%	3.5%	3.4%	3.3%	3.8%	0.5%	2.5%	1.6%	1.9%	2.6%	1.8%
MODULE	August '22 8/11 (Last of Summer/ Spectacular Pools)	September '22 9/8 (Weekend Getaways)	October '22 10/13 (Fall Travel & Long Weekends)	November '22 11/10 (Relaxing Holiday Escapes)	December '22 12/8 (Winter/Holiday/ Family Travel)	January '23	February '23	March '23	April '23	May '23	June '23	July '23
Header	17.2%	11.0%	12.4%	10.2%	7.5%							
Hero	18.9%	22.6%	28.4%	27.3%	35.6%							
Account Box	23.8%	30.2%	37.0%	40.9%	27.1%							
Resorts	--	--	--	--	--							
Loyalty	--	--	--	--	--							
Offers	5.2%	12.2%	5.3%	6.4%	6.3%							
Moments	2.4%	5.8%	2.8%	1.6%	0.5%							
Brand Inspiration	2.4%	8.4%	3.1%	1.3%	--							
Hotel Spotlight	23.2%	--	1.0%	4.9%	7.0%							
Culinary	1.1%	0.9%	--	--	1.5%							
Yacht	--	--	--	--	4.6%							
Boutiques	0.7%	1.3%	--	4.3%	2.2%							
New Hotel Opening	2.3%	2.8%	1.0%	--	--							
Hotel Spotlight 2	--	--	1.3%	--	4.6%							
F1	--	--	2.0%	--	--							
Instagram	0.7%	2.2%	2.2%	0.6%	1.2%							
Footer	2.2%	2.7%	3.6%	2.4%	1.9%							

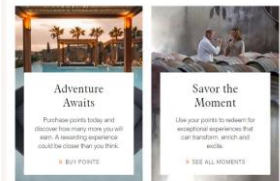
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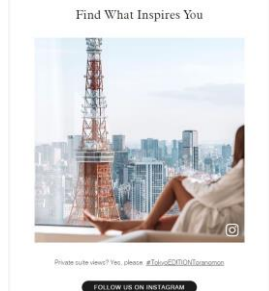
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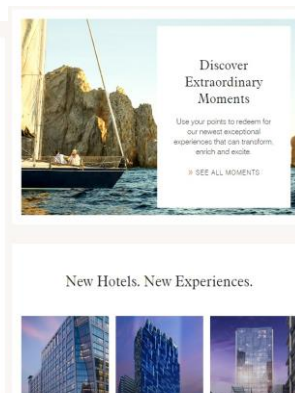


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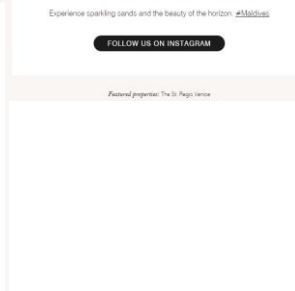


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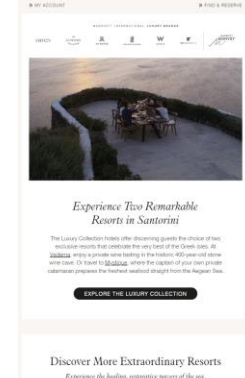
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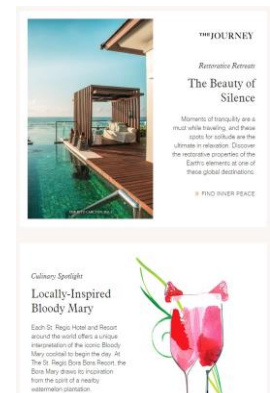
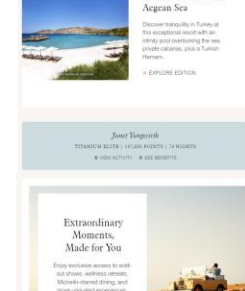
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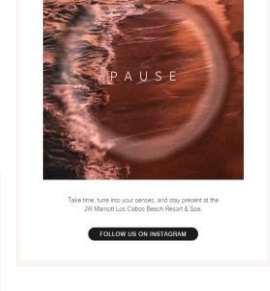
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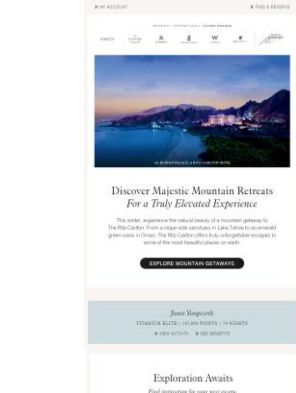
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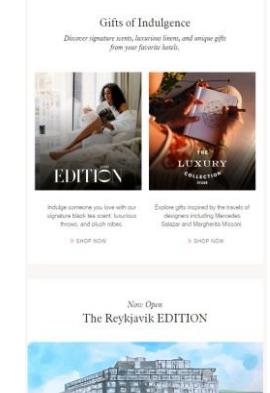
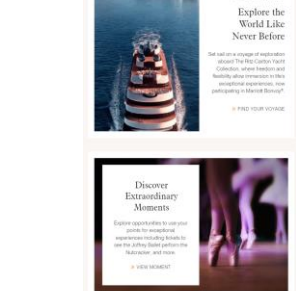


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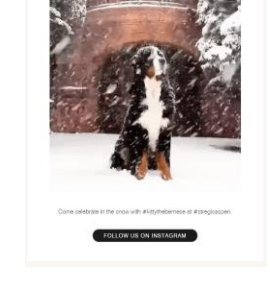


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New Twists on Classic Takes

With classic flavors used by Daniel Boulud and the jazz trio Zucchetti & Pappalardo, our new chefs are bringing a fresh spin to familiar food scenes.

[Explore in Rome](#)

The ANGLE




MY JOURNEY
Meet Chef
Steven Wan

Quality and good food has been more in common than you think in the **Five Continents** Lifestyle Group.

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Celebrate Fine French Cuisine



Perkman points to experience an evening of decadent dining and impeccable service at Chef Thomas Perkman's famed three Michelin Starred restaurant, The French Laundry. Enjoy a meticulous tasting menu and a behind the scenes for a tour of the kitchen with Marriott Luxury Moments™.

» EXPLORE

Explore Like Never Before



Hotel Clio, a Luxury Collection Hotel, Deaver Cherry Creek


Discover endless opportunities for travelers seeking a refined and inspirational stay or for locals to experience the institution that is The Latin Kitchen & Lounge (restaurant).

» DISCOVER DESIGNER


JW Marriott São Paulo

Unwind with intelligent spa treatments, unwind in our modern swimming pool, or treat yourself to international cuisine at Natio Restaurant.

» EXPLORE SÃO PAULO



Discover What Inspires You



Kick off rooftop sessions at **The Beach House** with Pisco cocktails from Diego Muñoz's new restaurant, Oruga.

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Whether you enjoy waking up to the sound of waves crashing against the rocks, unwinding in overwater bungalows set along white-sand beaches, or chasing stunning sunset views, an unforgettable experience awaits.

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Juste Yungirch

TITANIC ELITE	137,000 POINTS	74 NIGHTS
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Exclusively for You[, Fname]

Savor Time With Those Who Bring You Joy

Experience a level of personal service that is among the finest in the world with a package that includes overnight accommodations, resort credit, and complimentary breakfast.

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Get Inspired for Your Next Getaway

Your guide to uncovering the world's greatest destinations.

Escape to a New Rhythm

Join us for an intimate music experience at W Angire, our newest Glissade on the Southern Portuguese coast, featuring global sounds and more for the body and mind.


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THE JOURNEY

Plan the Perfect Family Getaway

Discover Ritz Carlton hotels designed for families with experiences that turn time together and activities that encourage kids to explore with their peers.

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Sipponese Ritual


Steeped in Enchanting Tradition


Every St. Regis offers its own interpretation of Italian cuisine, giving guests the opportunity to savor, sip, and socialize.

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Venture Someplace New





The Bodrum EDITION

This boutique hotel featuring 108 guest rooms, suites, and villas — just off the shores of the Aegean Sea — has quickly become the Turkish Riviera's favorite luxury escape.


[» EXPLORE TURKEY](#)

The Ritz-Carlton New York, NoMad

Set within an ever-changing and dynamic neighborhood, this new hotel is a gathering place for the social, and an escape for the sophisticated.

[» EXPLORE NEW YORK](#)

Discover Where Dreams Come True



Our Dutchland retreat, the *St. Regis Albany*, never loses a gift of the exquisite.

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Situated in some of the most exotic corners of the globe, St. Regis resorts offer an unparalleled perspective, giving vibrant wonder and exquisite experiences.

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Jenica Tan

SILVER SUITE	1000+ POINTS	7 NIGHTS
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Explore the Mediterranean Like Never Before

From the French Riviera to the Greek Isles, renew your sense of wonder on a series of newly released Mediterranean escapes in SDDX, only with The Ritz-Carlton Viceroy Collection.

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Maximize Every Travel Moment

Escape to Luxury

Enjoy exclusive access to luxury experiences in some of the most inspiring destinations around the world.

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JW Marriott Los Cabos Beach Resort & Spa

Create your summer escape or simply explore your destination from an entirely different perspective with our suite offer.

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Get Inspired To See The World

"MY JOURNEY"

Breathtaking Beach Retreats

Discover endless ways to experience a sun-soaked summer.

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Embrace Tranquility on a Weekend Retreat

An unforgettable getaway doesn't require weeks of downtime. Sometimes, the most memorable trips take place over an impromptu, weekend away. Discover idyllic destinations designed for you to create quick, yet lasting memories.

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Unlock Unrivaled Experiences

From VIP treatment to premium suite access at golf-out shows, exclusive extraordinary moments await just for you.

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Register now, and the earn up to 4,000 bonus points on each flight mile, starting with your second stay at our extraordinary brands. Terms apply.

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Experience a level of personal service that is among the finest in the world with a package that includes overnight accommodations, a resort or city credit, and more.

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Inspired Getaways

THE ANGLE

5 Cities Worth the Wait

Explore this carefully curated list of desirable destinations around the world offering unique, unlike the rest experiences.

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Your Long Weekend Guide

Build your next 3-day weekend around some of the most coveted destinations in the world, featuring with cultural treasures and exciting events.

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EDITION

New Opening

The Tampa Edition

Situated within the new Dale Street Tampa neighborhood, this property will be home to 172 rooms and suites, a signature restaurant, rooftop bar, and terrace with an exceptional view.

[VISIT TAMPA](#)

— Classic Splendor —

Dine in Decadence

From cozying up to retirement experiences, The Luxury Collection® offers an abundance of opportunities to savor the moment.

[AWAKEN THE DESIRE](#)

— Boutique —

Signature Room Scent

Transform your space into a well-lit haven with this essential fragrance. Featuring fresh, warm blossoms, green tea, and sandalwood.

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Live Exquisite

Find tranquility under the palms at The St. Regis Punta Mita Resort, situated on 22 lush acres of land.

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UNWIND | RECHARGE | RESTORE YOUR ENERGY | UNLEASH YOURSELF

UNWIND
RECHARGE
RESTORE YOUR ENERGY
UNLEASH YOURSELF

Unwind From the Holiday Season On an Exceptional Spa Escape.

From therapeutic treatments challenging holistic visitors to mountain vistas that rejuvenate your mind, your holiday escape starts here.

Punta de Mita Aloha Disini The Millstone Dear Valley Mount Seneca Montreal

Katana Body

SILVER ELITE | 10 AM POINTS | 7 NIGHTS

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Expand Your Experience

Your unforgettable holiday memories this year by securing unwinded moments matched to your interests.

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Exclusively for You[. Fname]

A Mindful Escape

The JW Marriot Escherson ICE District is yours. Located at you, indulge in relaxing treatment and reflect techniques to get centered in the peaceful forest meditation space.

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EDITION

Unwinding in Madrid


Plan a winter getaway at The Edition EDOTM and enjoy complimentary daily food credit for two plus a \$100 wine spa treatment.

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— Boutique Shop —

As Seen in Elle Decor


Make holiday shopping even easier by gifting exclusive gifts from your favorite brands.




The St. Regis Children's Pile Set




Lexus Forms X The Lexus Collection Personal Set



The Ritz-Carlton Ledge Bed



The Luxury Collection Laptop by Guze-Nor



The Ritz-Carlton Turkish Press


2019 JOURNEY

Celebrate the Season in Style


Extraordinary Holiday Getaways

Looking to do the holidays differently this year? Plan a private drive-in at a mountain retreat, take a winter stroll along a river, or beach bachelorette.

SEE INSPIRED



Be Among the First to Explore




— Unforgettable Retreat —

The Ritzkirk EDITION

Located in the heart of Aspen, The Ritzkirk is the perfect jumping off point for discovering the renowned Blue Ridge and the Northern Lights while during the winter season.

SEE HOTEL




— Mind Sprinkle —

The Ritz-Carlton, Bachelor Gulch

Experience the natural beauty of this recently renovated hotel, a haven for winter sports enthusiasts where you'll find original mountain, signature spa services, and championship resort.

SEE HOTEL



Discover Downtown Cleveland

From historic landmarks and downtown details to cocktails infused with cherry, create — even the city's best kept in The Ritz-Carlton, Cleveland.


THE RITZ-CARLTON, CLEVELAND


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WINEY HAY RECIPES

1 oz. Blackberry Basilio-Basilio
1 oz. Cognac
1 oz. Lemon
1 oz. Peach
1 oz. Raspberry
1 oz. Strawberry
1 oz. Vodka
1 oz. White Wine


December 2022






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
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
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




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




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


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Culinary Spotlight

Unwind in Music City

Situated inside the Nashville PROOF rooftop bar and lounge, features 270° views over the city, literary open design, eye-catching art, a bespoke cocktail menu, and lively dancing on the weekend.


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