

# Luxury MAU Quarterly Email Performance Review (Oct – Dec 2022)

January 26, 2023

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# Quarterly Meeting Agenda:

- Quarterly Engagement Trends
- Testing & Optimizations
- Recommendations and Next Steps
- January Email Performance



# Quarterly Engagement Trends





# Quarterly Performance Dashboard

(Oct – Dec 2022)

## Engagement Summary:

- CTR increased 0.1 pts. QoQ with December having second highest CTR in 2022
- Delivered volume had increase of 9.2% QoQ; should remain consistent going into Q1
- Low unsub. rate of 0.06% continued into Q4

## Quarterly Impacts:

- Q4 2022 marked first full quarter YoY trending available
- Core MAU control group suppression lifted in September driving an increase in deliveries QoQ
- Offers featured in Q4 included: TRC Reconnect, JW Reserve Package, St. Regis Bermuda Suite, EDITION Madrid, E2L, JW São Paulo Perfect Package

## Q4 Engagement Metrics

QoQ Comparisons

Deliveries:

**6.5 M** (+9.2%)

Unique Clicks:

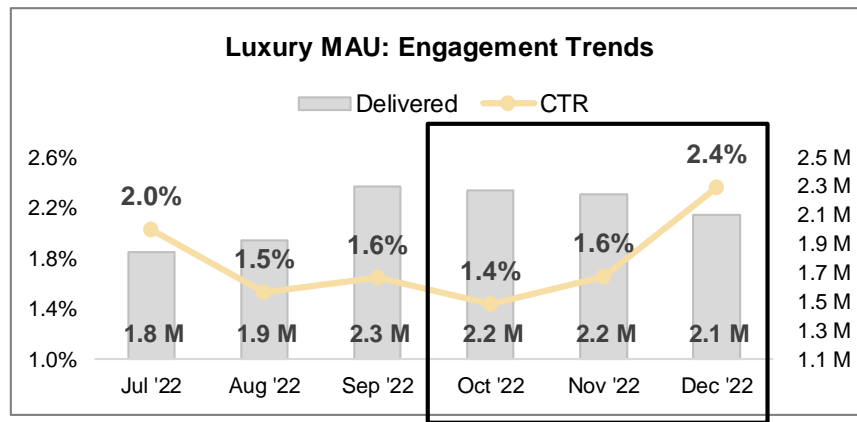
**117.4 K** (+14.2%)

CTR:

**1.8%** (+0.1 pts.)

Unsub. Rate:

**0.06%** (+0.00 pts.)



## Top Performing Content

6-across brand hero (Oct/Nov), Maldives (Dec), and Account box (all). Also featured Yacht and F1 content

## 2022 Performance Metrics

**1.8% | 0.06%**  
CTR | Unsub.



**22.9 M**  
Emails Delivered

**412.5 K**  
Unique Clicks

**3.6 K**  
Bookings\*  
**\$2.3M**  
Revenue\*

**15% | 34%**  
**Lux Contribution**  
Bookings | Revenue

**\$0.10**  
Rev/Delivered\*

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

# Performance Summary: Q4 2022

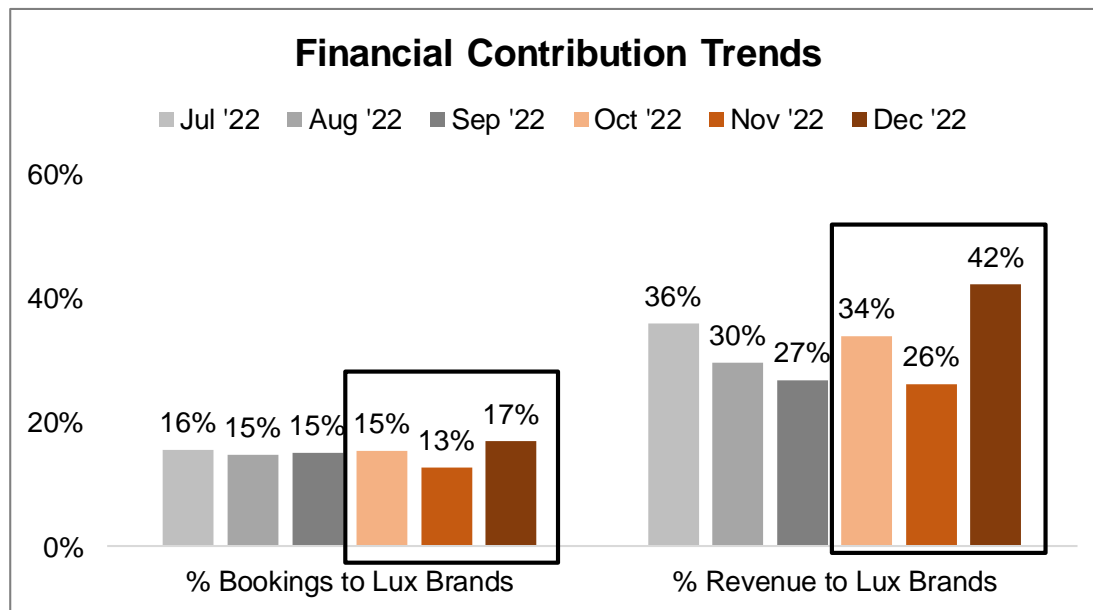
- Total audience reach has increased 27% YoY and 9% QoQ with control group suppression lifted and full luxury audience now receiving Lux MAU as of September
- CTR saw an increase of 0.3 pts. YoY and saw a slight uptick of 0.1 pts. QoQ
  - In 2021 the TRC Reconnect offer was featured in December with October and November not having offers
  - Q4 of 2022 had six offers overall which could be contributing to a higher CTR YoY
  - Q3 had five offers in comparison to six featured in Q4
- Unsub rate remains very low at 0.06%; showing a continuously engaged luxury audience
- Note: Since July '22 financials were impacted by Adobe email tracking issues. CX team investigating as it pertains to all emails

	Q4 '22	QoQ	YoY
<b>Delivered</b>	<b>6.5 M</b>	9.2% (+548.6 K)	27.1% (+1.4 M)
<b>Clicks</b>	<b>117.4 K</b>	14.2% (+14.6 K)	51.2% (+39.8 K)
<b>CTR</b>	<b>1.8%</b>	+0.1 pts.	+0.3 pts.
<b>Unsub Rate</b>	<b>0.06%</b>	-0.00 pts.	-0.01 pts.
<b>Bookings</b>	<b>583</b>	-27.8%	-23.1%
<b>Revenue</b>	<b>\$355.7 K</b>	-33.2%	-12.3%

Financial data source: Omniture 7-day cookie

# Luxury Brand Contribution

- Revenue contribution to luxury brands was slightly higher QoQ; +2.6 pts
- Booking contribution saw slight decrease of 0.5pts. in comparison to Q3
- December was a top performing month for both click engagement and luxury brand contribution



**Booking Contribution**  
-0.5pts. QoQ

**Revenue Contribution**  
+2.6pts. QoQ

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

# Luxury Segment Campaign Performance

- Lux MAU remains strongest in comparison to other luxury mailings when looking at click activity and bookings
- Luxury brand contribution stronger for Ritz and Luxury Escapes this quarter
- Unsub rates remain healthy across all luxury segment mailings

Engagement Data for Luxury Segments Only

<b>Engagement</b>	<b>Lux MAU</b> (Oct '22- Dec '22)	<b>Ritz eNews</b> (Oct '22- Dec '22)	<b>Luxury Escapes</b> (Oct '22- Dec '22)
Delivered	6.5 M	6.0 M	4.9 M
Clicks	117.4 K	60.4 K	38.2 K
<b>CTR</b>	<b>1.8%</b>	<b>1.0%</b>	<b>0.8%</b>
<b>Unsub. Rate</b>	<b>0.06%</b>	<b>0.19%</b>	<b>0.05%</b>
Bookings	583	19	343
Revenue	\$355.7 K	\$41.7 K	\$267.8 K
Rev/Del	\$0.05	\$0.01	\$0.05
% Bkgs. to Lux	15%	59%	31%
% Rev to Lux	34%	91%	57%

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



# Lux MAU: Top Performing Content

- December hero had strongest engagement, followed by October and November that were also top performers compared to secondary content modules
  - 6-Across Nav bar continues to be a top performing hero module in comparison to both Q4 of last year and Q3 of this year
  - Varied engagement across luxury segment levels for properties featured in 6-across; Dubai, Bali and Abu Dhabi drove more interest for L1/L2A in comparison to other luxury segments
- Member Module continues to draw significant click activity each month
- Offer content drove engagement across all segment levels in Q4
  - TRC Reconnect Offer in December drove most engagement followed by JW Reserve Package in November and Bermuda Suite offer in October
  - Continue to evaluate and optimize offer content at each luxury segment level
- Maldives and Yacht content continue to drive interest from readers

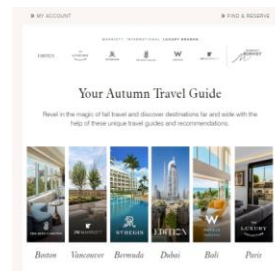
*Janet Yungwirth*

TITANIUM ELITE | 137,000 POINTS | 74 NIGHTS

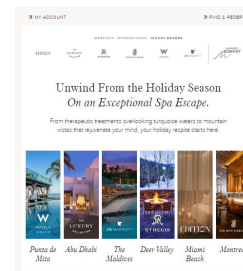
» VIEW ACTIVITY » SEE BENEFITS

Member Module	Oct-22	Nov-22	Dec-22
	37.0%	40.9%	27.1%

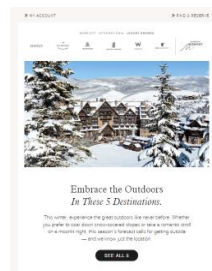
**Oct: 28.4%**  
Fall Travel



**Nov: 27.3%**  
Holiday Escapes



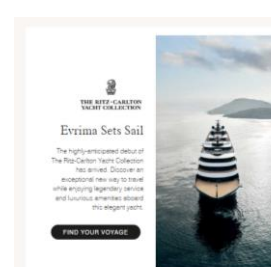
**Dec: 35.6%**  
Holiday Travel



## Top Offers (Oct/Nov/Dec)



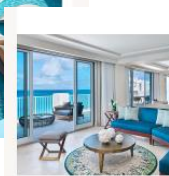
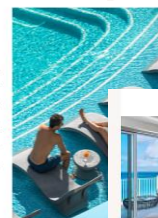
**CTR: 0.07%**



**CTR: 0.13%**

**CTR: 0.19%**

**CTR: 0.14%**

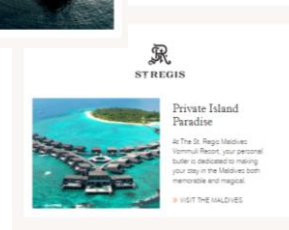


**CTR: 0.06%**

## December Inspiration and Yacht

**CTR: 0.13%**

**CTR: 0.19%**



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# Hero Performance: % of Clicks (YoY)

Aug '21: 17.5%

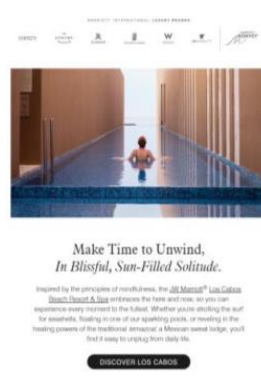
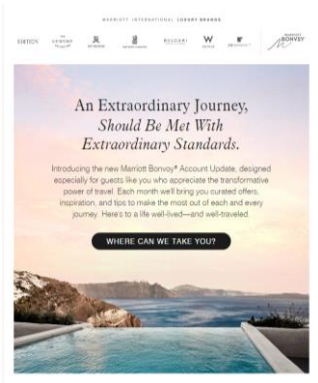
Sep '21: 21.3%

Oct '21: 37.2%

Nov '21: 24.7%

Dec '21: 12.6%

Jan '22: 26.3%



Aug '22: 18.9%

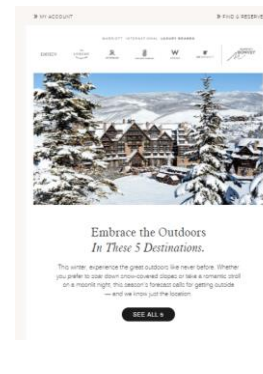
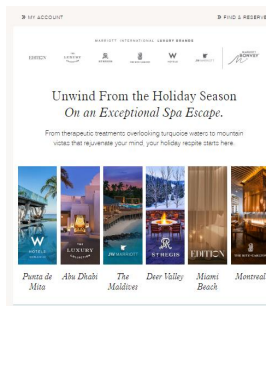
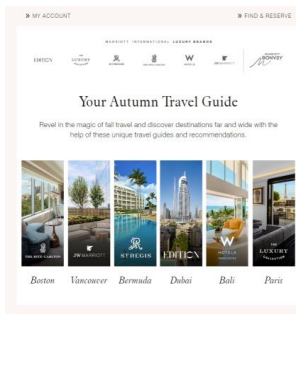
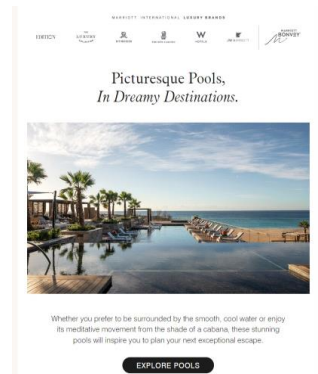
Sep '22: 22.6%

Oct '22: 28.4%

Nov '22: 27.3%

Dec '22: 35.6%

Jan '23: 38.0%



# Testing & Optimizations

# 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"> <li>Geo-targeting Hero/Nav Bar</li> <li>3<sup>rd</sup> Party Data</li> <li>Segment Level Versioning</li> </ul>	<ul style="list-style-type: none"> <li>3<sup>rd</sup> Party Data</li> <li>Geo-targeting Hero/Nav Bar</li> <li>Segment Level Versioning</li> </ul>	<ul style="list-style-type: none"> <li>3<sup>rd</sup> Party Data</li> <li>Geo-targeting Hero/Nav Bar</li> <li>Segment Level Versioning</li> </ul>	<ul style="list-style-type: none"> <li>3<sup>rd</sup> Party Data</li> <li>Geo-targeting Hero/Nav Bar</li> <li>Segment Level Versioning</li> </ul>
Creative/ Content	<ul style="list-style-type: none"> <li>Account Box Placement/Creative Test</li> <li>Offer Placement/Creative</li> <li>Offer Type</li> <li>Headline Test</li> <li>Lux Segment Content Testing</li> </ul>	<ul style="list-style-type: none"> <li>Offer Placement/Creative</li> <li>Offer Type</li> <li>Lux Segment Content Testing</li> </ul>	<ul style="list-style-type: none"> <li>Offer Placement/Creative</li> <li>Offer Type</li> <li>Lux Segment Content Testing</li> </ul>	<ul style="list-style-type: none"> <li>Offer Placement/Creative</li> <li>Offer Type</li> <li>Lux Segment Content Testing</li> </ul>
Technology	<ul style="list-style-type: none"> <li>PCIQ Preheader Test</li> <li>PCIQ Content</li> <li>Send Time Optimization (STO)</li> </ul>	<ul style="list-style-type: none"> <li>PCIQ Preheader Test</li> <li>PCIQ Content</li> <li>Send Time Optimization (STO)</li> </ul>	<ul style="list-style-type: none"> <li>PCIQ Preheader Test</li> <li>PCIQ Content</li> <li>Send Time Optimization (STO)</li> </ul>	<ul style="list-style-type: none"> <li>PCIQ Preheader Test</li> <li>PCIQ Content</li> <li>Send Time Optimization (STO)</li> </ul>

# Preheader PCIQ

- Began Preheader PCIQ testing in November. This replaced SL PCIQ testing now that the top performing SL has been established and is being used moving forward for members ([FN] [Your] Account Update)
- Authority and Action-Oriented had similar performance in November outperforming Direct
- Direct moved into top placement in December with Authority remaining in top 2
- Evaluate preheader performance into Q2 and determine opportunity to test new tags and sunset lower performing tags

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%



# Actions Taken This Quarter

- Moved towards calendar year for quarterly reviews and updated test roadmap to align
- Built out learning library that contains test performance from August 2021 through December 2022
- Performed holistic luxury segment level heat map content analysis and devised content matrix to determine which content should remain “always on” and which should be optimized monthly
- Identified first month to test a version for L1/L2A segments (March)
- Revisited options for control group approach and methodology
- Launched STO in October for Lux MAU
- Began Preheader testing in November
- Continued to focused on Offer Optimization across all segment levels to gain insights and drive incremental engagement
- Scoped and identified use cases to target high ADR audiences for upsell starting with targeting Suite content to this audience beginning in January

# Recommendations and Next Steps

## Recommendations

- Continue to plan and optimize both editorial and offer content against each luxury segment level
- Evaluate preheader performance into Q2 and determine opportunity to test new tags and sunset lower performing tags
- Identify opportunity to expand regional relevancy through geo-targeting
- Continue to develop and finalize use cases for Max ADR attribute to increase personalization

## Next Steps

- Continue PCIQ preheader testing throughout Q1
- Begin testing a new luxury segment version for L1 and L2A in March; recommend testing for 3-month period
- Finalize plan for Escape to Luxury test in Q2 in conjunction with Lux MAU

# January 2023 Engagement

# Lux MAU: January 11<sup>th</sup>, 2023

Theme: Bucket List Travel

## Subject Line:

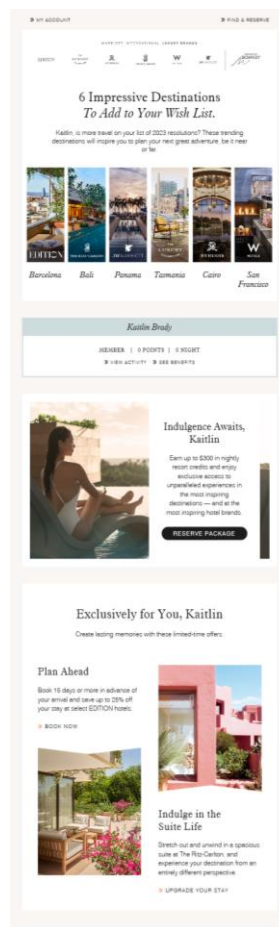
- Kaitlin's [Your] Account Update

## Pre-Header (PCIQ):

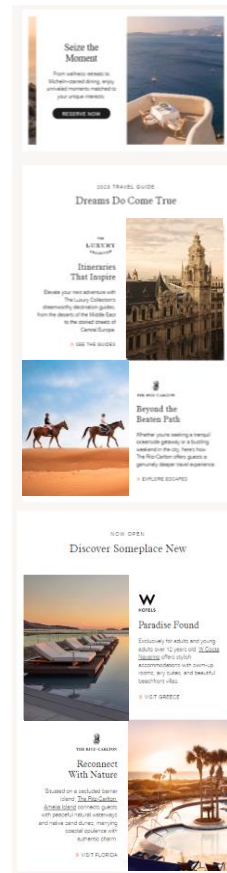
- PH 1 (Direct): Discover trending destinations, inspiring itineraries, and exclusive offers
- PH 2 (Authority): Your guide to inspiring itineraries to enjoy in the new year
- PH 3 (Listicle): 6 Extraordinary Destinations to Discover in the New Year

## Non-Member:

- SL: 6 Trending Destinations to Discover in 2023
- PH: Plus, enjoy exclusive offers, wellness cocktails, and more



Creative: Member Version



# Performance Summary: January 2023

- CTR saw an increase of 0.4 pts. YoY and was 0.1 pts. higher than the rolling 12-month average
  - Varied content and offer mix contributing to increases
- Unsub rate saw slight decline of 0.01 pts. YoY

	Jan-23	MoM	YoY	vs. Avg.
<b>Delivered</b>	<b>2.3 M</b>	10.7% (+222.0 K)	52.8% (+792.9 K)	20.3% (+387.9 K)
<b>Clicks</b>	<b>43.8 K</b>	-10.2% (-5.0 K)	88.3% (+20.5 K)	27.4% (+9.4 K)
<b>CTR</b>	<b>1.9%</b>	-0.4 pts.	+0.4 pts.	+0.1 pts.
<b>Unsub Rate</b>	<b>0.08%</b>	+0.02 pts.	-0.01 pts.	+0.02 pts.
<b>Bookings</b>	<b>282</b>	145.2%	-24.6%	-7.3%
<b>Revenue</b>	<b>\$168.3 K</b>	88.6%	-43.4%	-13.0%

\*Lux MAU rolling 12-month avg. includes Jan '22 – Dec '22

Financial data source: Omniture 7-day cookie

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



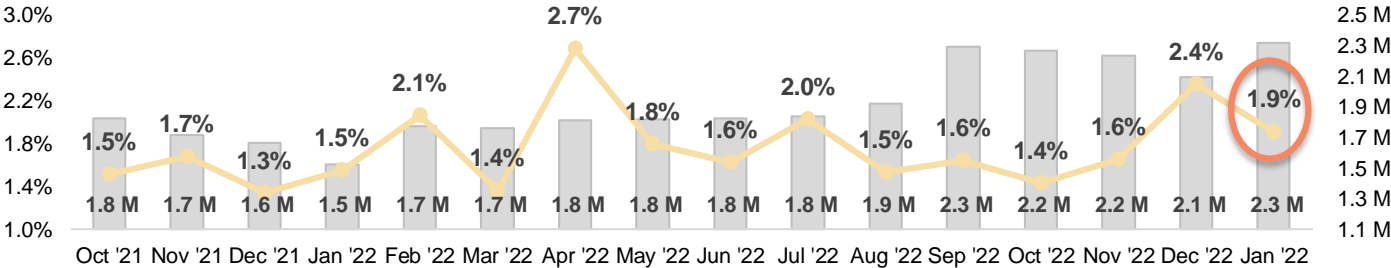
# Performance Summary: January 2023

CTR  
-0.4pts. MoM

Revenue/Delivered  
+\$0.03 MoM

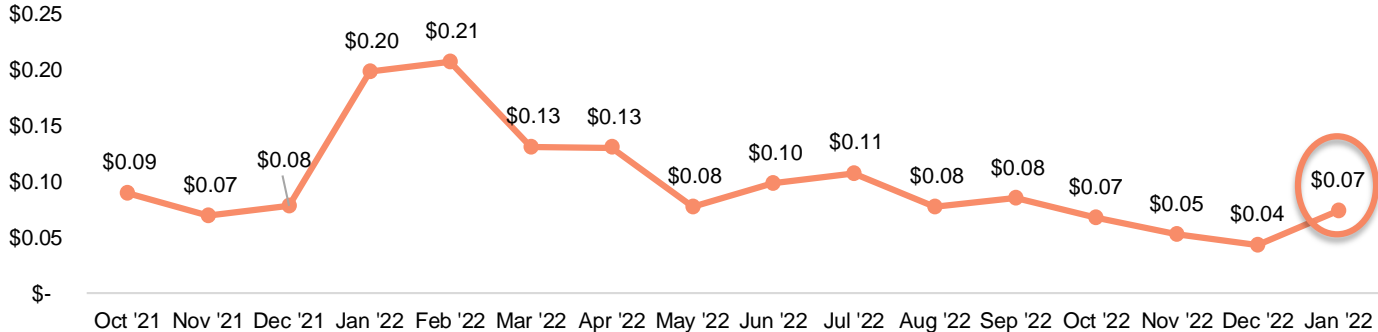
Luxury MAU: Engagement Trends

Delivered CTR



- January CTR very strong; 2<sup>nd</sup> highest last six months
- Revenue/delivered also saw an uptick MoM of \$0.03
- Since July '22 Financials still impacted by Adobe email tracking issues. CX team investigating as it pertains to all emails

Luxury MAU: Rev/Delivered Trends



Financial data source: Omniture 7-day cookie

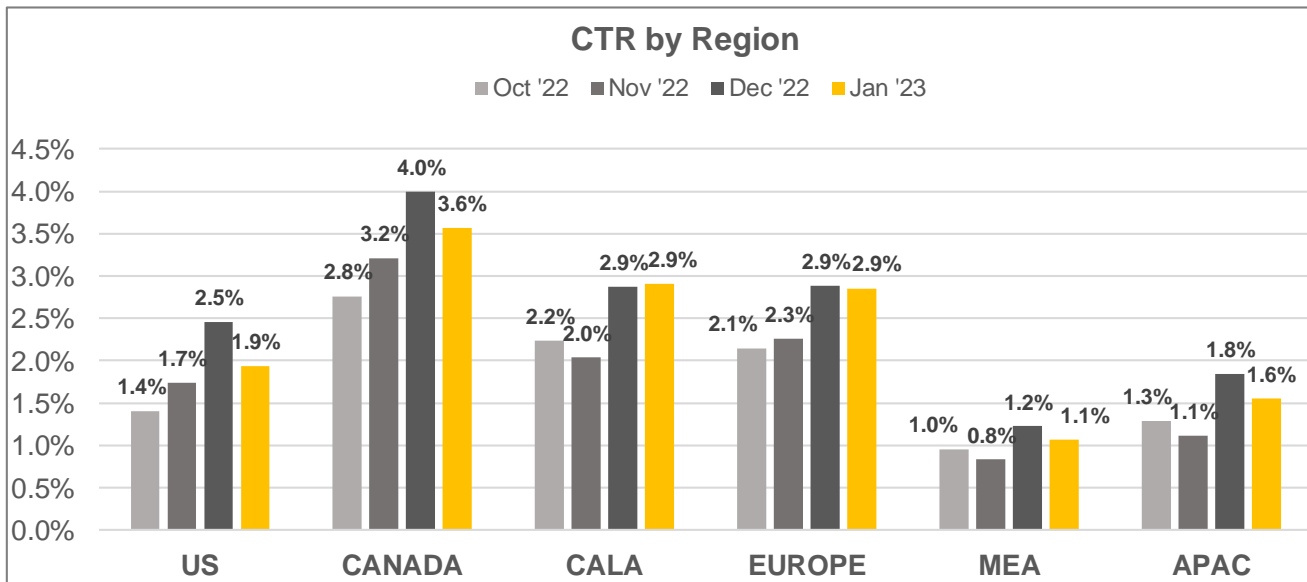
# Luxury Segment Level Engagement Trends

- L1 had highest engagement in December with click engagement remaining fairly consistent MoM
- L2A continues to be the second least engaged luxury segment but had very strong engagement in both December and January; CTR 1.8% and 1.6%
- L2B and L3 remain most engaged with L3 having a CTR of 3.6% in December
- Unsub rates remain low across all luxury segment levels below the Bonvoy historical benchmark of 0.2%

		Aug '22 – Jan '23				Engagement Trends
		Oct '22	Nov '22	Dec '22	Jan '23	
L1	Del.	573.2 K	559.5 K	485.5 K	592.5 K	MoM +22.0% (+107.0 K)
	CTR	0.8%	0.8%	1.0%	0.9%	
	Unsub Rate	0.18%	0.13%	0.13%	0.17%	
	Rev/Deliv	\$0.01	\$0.01	\$0.00	\$0.01	
L2A	Del.	245.1 K	241.1 K	235.0 K	256.7 K	MoM +9.3% (+21.7 K)
	CTR	1.3%	1.3%	1.8%	1.6%	
	Unsub Rate	0.08%	0.06%	0.07%	0.10%	
	Rev/Deliv	\$0.07	\$0.01	\$0.02	\$0.05	
L2B	Del.	1.1 M	1.1 M	1.1 M	1.1 M	MoM +6.9% (+73.8 K)
	CTR	1.6%	2.0%	2.7%	2.2%	
	Unsub Rate	0.03%	0.02%	0.03%	0.04%	
	Rev/Deliv	\$0.10	\$0.07	\$0.08	\$0.11	
L3	Del.	307.4 K	305.5 K	289.6 K	309.1 K	MoM +6.7% (+19.5 K)
	CTR	2.0%	2.4%	3.6%	2.8%	
	Unsub Rate	0.03%	0.02%	0.03%	0.04%	
	Rev/Deliv	\$0.06	\$0.10	\$0.01	\$0.09	

# Regional Engagement Trends

- Canada remains the most engaged Region followed by CALA and Europe. U.S. follows as 3<sup>rd</sup> most engaged
- Identify opportunity to expand regional relevancy through geo-targeting and personalization



DELIVERED	Dec '22	Jan '23	MoM
US	1.5 M	1.6 M	9.6%
CANADA	57.6 K	62.2 K	7.9%
CALA	16.3 K	17.4 K	7.2%
EUROPE	89.4 K	97.6 K	9.1%
MEA	149.0 K	174.8 K	17.3%
APAC	275.5 K	314.9 K	14.3%

# Member Level Engagement Trends

- Platinum through Ambassador remain most engaged member audiences with CTR at or above 2.0%
- Increase in click engagement across all levels QoQ
- Gold and Silver continue to exhibit similar engagement behavior with Basic and Non-Member showing to be least engaged audiences

		Oct '22	Nov '22	Dec '22	Jan '23	Engagement Trends
NON-MEMBER	Del.	149.2 K	144.4 K	121.0 K	154.5 K	MoM +27.7% (+33.5 K)
	CTR	0.4%	0.3%	0.4%	0.3%	
	Unsub Rate	0.30%	0.22%	0.20%	0.28%	
	Rev/Deliv	\$0.00	\$0.01	\$0.00	\$0.00	
BASIC	Del.	872.6 K	849.9 K	791.0 K	889.4 K	MoM +12.4% (+98.4 K)
	CTR	1.0%	1.1%	1.4%	1.2%	
	Unsub Rate	0.10%	0.08%	0.09%	0.11%	
	Rev/Deliv	\$0.04	\$0.01	\$0.01	\$0.04	
SILVER	Del.	251.5 K	250.6 K	243.1 K	259.9 K	MoM +6.9% (+16.7 K)
	CTR	1.6%	1.9%	2.4%	2.0%	
	Unsub Rate	0.03%	0.03%	0.04%	0.05%	
	Rev/Deliv	\$0.04	\$0.06	\$0.09	\$0.07	
GOLD	Del.	440.4 K	437.1 K	418.7 K	444.5 K	MoM +6.1% (+25.7 K)
	CTR	1.7%	2.1%	2.8%	2.3%	
	Unsub Rate	0.03%	0.02%	0.03%	0.04%	
	Rev/Deliv	\$0.14	\$0.06	\$0.06	\$0.10	

		Oct '22	Nov '22	Dec '22	Jan '23	Engagement Trends
PLATINUM	Del.	219.8 K	220.5 K	205.1 K	220.6 K	MoM +7.6% (+15.6 K)
	CTR	2.2%	2.5%	3.8%	3.1%	
	Unsub Rate	0.02%	0.01%	0.02%	0.03%	
	Rev/Deliv	\$0.09	\$0.09	\$0.06	\$0.14	
TITANIUM	Del.	249.3 K	251.0 K	236.4 K	261.6 K	MoM +10.7% (+25.2 K)
	CTR	2.1%	2.5%	4.1%	3.2%	
	Unsub Rate	0.02%	0.01%	0.02%	0.03%	
	Rev/Deliv	\$0.09	\$0.10	\$0.02	\$0.10	
AMBASSADOR	Del.	59.4 K	60.6 K	58.2 K	65.1 K	MoM +11.8% (+6.8 K)
	CTR	1.9%	2.3%	3.8%	2.9%	
	Unsub Rate	0.03%	0.02%	0.02%	0.02%	
	Rev/Deliv	\$0.14	\$0.24	\$0.24	\$0.18	
MEMBER	Del.	2.1 M	2.1 M	2.0 M	2.1 M	MoM +9.7% (+188.5 K)
	CTR	1.5%	1.7%	2.5%	2.0%	
	Unsub Rate	0.06%	0.04%	0.05%	0.07%	
	Rev/Deliv	\$0.07	\$0.05	\$0.05	\$0.08	

# Lux MAU Segment Heat Maps: January 2023

- Account box and hero continue to drive highest percent of clicks
- L1/L2A engaged at higher rate with Barcelona, Bali and Tasmania in 6-across hero following similar pattern to what occurred in Q4. L2B/L3 showed significant interest in Panama
- Escape to Luxury offer had higher engagement than other offer content; 4.4% of clicks
- New Hotel Openings continue to drive interest from readers across all luxury segment levels

Module	Bookings	% to Total
<b>Header</b>	<b>144</b>	<b>51.1%</b>
<b>Hero</b>	<b>22</b>	<b>7.8%</b>
Barcelona		0.0%
Bali		0.0%
Panama	13	4.6%
Tasmania	2	0.7%
Cairo	1	0.4%
San Francisco	6	2.1%
<b>Account Box</b>	<b>90</b>	<b>31.9%</b>
<b>Escape to Luxury</b>	<b>8</b>	<b>2.8%</b>
<b>Stay Longer in Charlotte</b>	<b>7</b>	<b>2.5%</b>
<b>TLC Itineraries That Inspire</b>	<b>5</b>	<b>1.8%</b>
<b>W Costa Navarino</b>	<b>6</b>	<b>2.1%</b>
<b>Grand Total</b>	<b>282</b>	<b>100.0%</b>

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

Module	L1	L2A	L2B	L3	Total
<b>Header</b>	10.9%	11.0%	8.8%	8.4%	9.2%
<b>Hero</b>	35.1%	33.4%	38.7%	40.6%	38.0%
Barcelona	7.4%	7.7%	9.4%	11.5%	9.4%
Bali	9.7%	8.8%	8.8%	9.0%	9.0%
Panama	4.8%	4.8%	7.4%	7.2%	6.7%
Tasmania	5.1%	3.9%	4.5%	4.2%	4.5%
Cairo	4.2%	4.4%	4.3%	4.0%	4.3%
San Francisco	3.9%	3.9%	4.2%	4.6%	4.2%
<b>Account Box</b>	30.4%	37.2%	31.5%	29.1%	31.4%
<b>Escape to Luxury</b>	3.2%	3.6%	4.8%	4.6%	4.4%
<b>Offers</b>	3.8%	4.5%	5.7%	5.9%	5.4%
Edition Plan Ahead	2.4%	2.8%	3.4%	3.1%	3.1%
TRC Indulge in the Suite Life	1.4%	1.7%	--	--	0.4%
JW Stay Longer in Charlotte	--	--	2.3%	2.8%	1.9%
<b>Moments</b>	1.1%	1.1%	1.6%	1.7%	1.5%
<b>Brand Inspiration</b>	1.7%	2.0%	2.7%	3.2%	2.6%
Itineraries That Inspire	1.0%	1.3%	1.7%	2.1%	1.7%
Beyond the Beaten Path	0.8%	0.7%	1.0%	1.1%	0.9%
<b>New Openings</b>	2.6%	2.8%	4.1%	4.7%	3.9%
W Costa Navarino	1.6%	1.6%	2.5%	2.7%	2.3%
The Ritz-Carlton, Amelia Island	0.9%	1.2%	1.6%	2.0%	1.5%
<b>Instagram</b>	0.7%	0.8%	0.7%	0.6%	0.7%
<b>Footer</b>	10.4%	3.5%	1.5%	1.0%	2.9%
<b>Grand Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>





**Thank You!**

MARRIOTT  
**BONVOY**

# Lux MAU Heatmaps

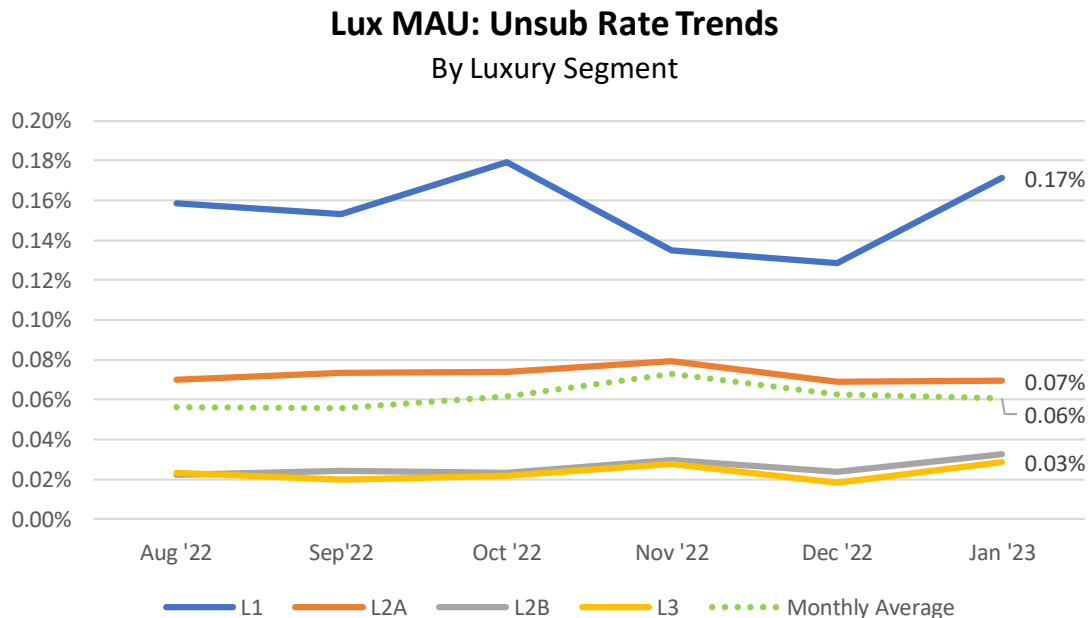
MODULE	August '21 8/14	September '21 9/9	October '21 10/14 (Resorts & Indulgent Getaways)	November '21 11/11 (Holiday Travel Planning & Local Holiday Experiences)	December '21 12/9 (New Years Bucket List)	January '22 1/14 (Wellness Getaways)	February '22 2/10 (Romantic Escapes)	March '22 3/10 (Road Trips + 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)
	(Introduction)	(Weekend Getaways)										
Header	5.7%	8.2%	28.3%	8.9%	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	--	--	--	--	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	September '22 9/8	October '22 10/13	November '22 11/10	December '22 12/8	January '23 1/11	February '23	March '23	April '23	May '23	June '23	July '23
	(Last of Summer/ Spectacular Pools)	(Weekend Getaways)	(Fall Travel & Long Weekends)	(Relaxing Holiday Escapes)	(Winter/Holiday/ Family Travel)	(Bucket List Travel)						
Header	17.2%	11.0%	12.4%	10.2%	7.5%	9.2%						
Hero	18.9%	22.6%	28.4%	27.3%	35.6%	38.0%						
Account Box	23.8%	30.2%	37.0%	40.9%	27.1%	31.4%						
Escape to Luxury	--	--	--	--	--	4.4%						
Loyalty	--	--	--	--	--	--						
Offers	5.2%	12.2%	5.3%	6.4%	6.3%	5.4%						
Moments	2.4%	5.8%	2.8%	1.6%	0.5%	1.5%						
Brand Inspiration	2.4%	8.4%	3.1%	1.3%	--	2.6%						
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%	--	--	3.9%						
Hotel Spotlight 2	--	--	1.3%	--	4.6%	--						
F1	--	--	2.0%	--	--	--						
Instagram	0.7%	2.2%	2.2%	0.6%	1.2%	0.7%						
Footer	2.2%	2.7%	3.6%	2.4%	1.9%	2.9%						

# 2023 Test and Learn Strategies

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

# Luxury Segment Level Unsubscribe Trends

- Unsub rates continue to remain low; indicating very engaged luxury audience
- YoY trend remains strong with 0.01pt. decrease in comparison

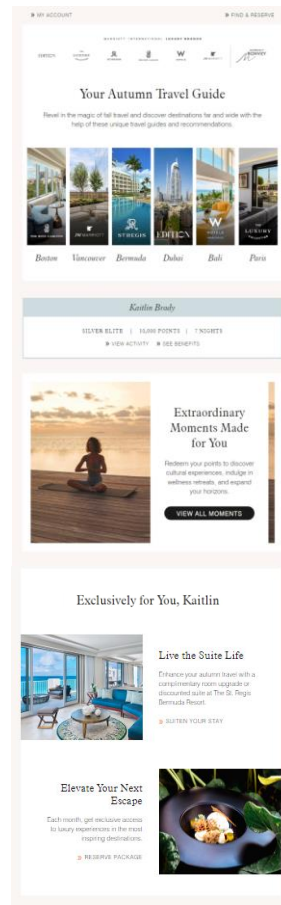


# Luxury MAU:

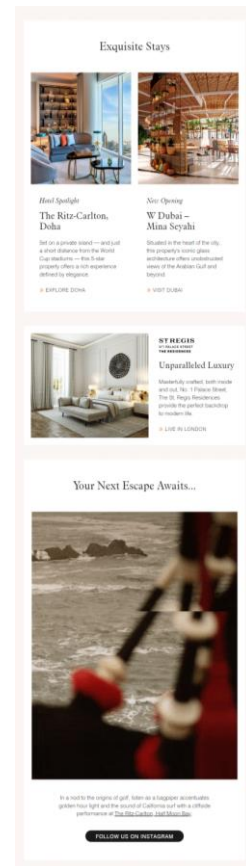
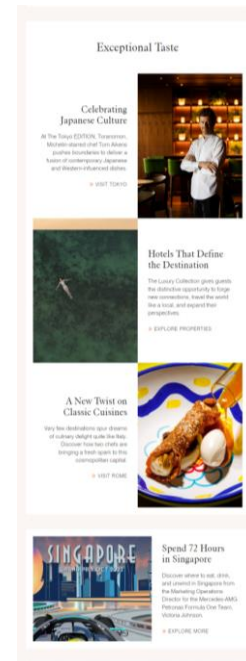
## Fall Travel/Long Weekends

October 13, 2022

- Subject Line:
  - SL 1: Melissa's Account Update
  - SL 2: Melissa's Account Update: Autumn Travel Guide
  - SL 3: Melissa's Account Update: 6 Autumn-Inspired Escapes
- Pre-Header:
  - Plus, discover culinary gems, unrivaled moments, and an exclusive offer



Creative: Member Version





# Lux MAU Segment Heat Maps: October 2022

- Account box and hero continue to drive highest percent of clicks
- Dubai content resonated with L1/L2A at a higher rate (hero/Hotel Spotlight)
- Boston, Vancouver and Bermuda drove more engagement with L2B/L3
- L2B/L3 also had higher engagement with Instagram module this month

Module	L1	L2A	L2B	L3	Total
<b>Header</b>	<b>14.2%</b>	<b>12.8%</b>	<b>12.2%</b>	<b>11.1%</b>	<b>12.4%</b>
<b>Hero</b>	<b>26.8%</b>	<b>26.3%</b>	<b>28.6%</b>	<b>30.5%</b>	<b>28.4%</b>
Boston: Ritz	3.3%	3.6%	4.3%	5.4%	4.3%
Vancouver: JW	2.8%	2.4%	3.1%	3.9%	3.2%
Bermuda: St. Regis	4.0%	5.1%	6.0%	7.3%	5.8%
Dubai: Edition	5.3%	4.6%	4.4%	3.3%	4.4%
Bali: W Hotels	5.7%	4.3%	4.0%	4.1%	4.4%
Paris: Luxury Collection	5.7%	6.2%	6.8%	6.5%	6.5%
<b>Moments</b>	<b>2.5%</b>	<b>2.1%</b>	<b>2.7%</b>	<b>3.5%</b>	<b>2.8%</b>
<b>Account Box</b>	<b>29.5%</b>	<b>42.5%</b>	<b>38.6%</b>	<b>36.9%</b>	<b>37.0%</b>
View Activity	16.3%	24.0%	24.3%	25.0%	22.9%
See Benefits	13.2%	18.5%	14.2%	11.9%	14.0%
<b>Offers</b>	<b>3.6%</b>	<b>3.3%</b>	<b>5.9%</b>	<b>6.3%</b>	<b>5.3%</b>
Escape to Luxury	3.6%	3.3%	1.5%	1.7%	2.1%
St. Regis Bermuda Suite	--	--	4.4%	4.6%	3.2%
<b>Inspiration</b>	<b>3.5%</b>	<b>3.3%</b>	<b>3.0%</b>	<b>3.1%</b>	<b>3.1%</b>
Tokyo EDITION, Toranomon	1.5%	1.2%	1.2%	1.0%	1.2%
The Luxury Collection	1.1%	1.1%	1.1%	1.2%	1.1%
Rome W Hotels	1.0%	0.9%	0.7%	0.9%	0.8%
<b>Loyalty/F1</b>	<b>2.0%</b>	<b>1.6%</b>	<b>2.0%</b>	<b>2.1%</b>	<b>2.0%</b>
<b>Hotel Spotlight</b>	<b>2.9%</b>	<b>1.9%</b>	<b>1.9%</b>	<b>1.6%</b>	<b>2.0%</b>
TRC Doha	1.2%	0.6%	1.0%	0.9%	1.0%
W Dubai Mina Seyahi	1.7%	1.3%	0.9%	0.7%	1.0%
<b>St. Regis Residences</b>	<b>1.5%</b>	<b>1.3%</b>	<b>1.3%</b>	<b>1.1%</b>	<b>1.3%</b>
<b>Instagram</b>	<b>1.9%</b>	<b>1.5%</b>	<b>2.3%</b>	<b>2.6%</b>	<b>2.2%</b>
<b>Footer</b>	<b>11.6%</b>	<b>3.4%</b>	<b>1.6%</b>	<b>1.1%</b>	<b>3.6%</b>
Unsubs	9.8%	3.1%	1.1%	0.7%	2.8%
Other	1.8%	0.3%	0.6%	0.4%	0.7%

# Lux MAU:

## November 10<sup>th</sup>, 2022

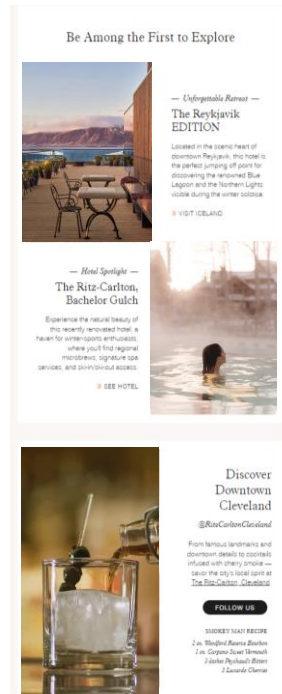
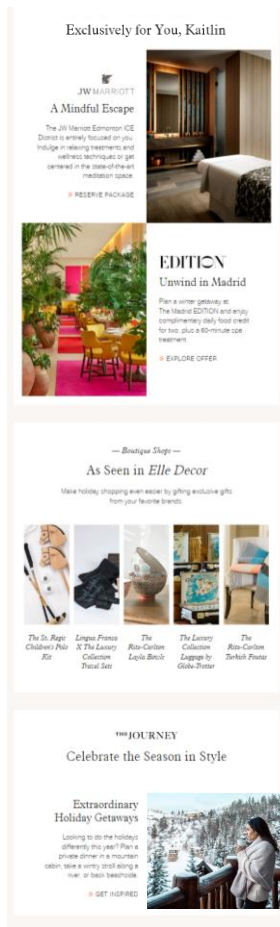
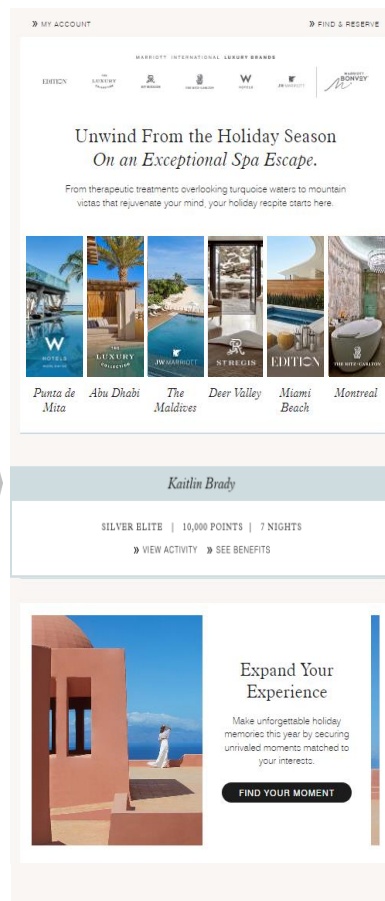
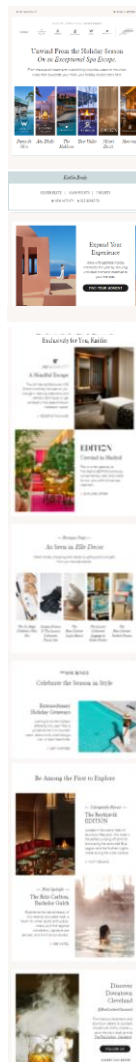
Theme: Relaxing Holiday Escapes/Spas/Treat Yourself

### Subject Line:

- Member: Kaitlin's [Your] Account Update
- Non-Member: 6 Relaxing Holiday Retreats

### Pre-Header (PCIQ):

- PH1 (Direct): Discover the perfect getaways and gifts for the holidays
- PH2 (Authority): Plus, your guide to the perfect gifts
- PH3 (Action-Oriented): Open to find gift inspiration, offers, and a classic cocktail recipe (only PH version non-member)



Creative: Member Version

# Lux MAU Segment Heat Maps: November 2022

- Account Box and Hero continue to drive most engagement across all luxury segments
- L2A had highest percent of clicks at 47% which is nearly 6pts. higher than next most engaged segment (L2B) for Account Box
- Strong engagement with offer content across all segments with L1, L2B and L3 all having over 6% of clicks
- Boutiques and Hotel Spotlight drove interest from readers even with lower placement; L2B and L3 were more engaged than L1 and L2A
- L1 showed more interest in Instagram module than other segments

Module	L1	L2A	L2B	L3	Total
<b>Header</b>	<b>11.15%</b>	<b>10.93%</b>	<b>9.94%</b>	<b>10.17%</b>	<b>10.24%</b>
<b>Hero</b>	<b>27.24%</b>	<b>23.41%</b>	<b>27.41%</b>	<b>28.86%</b>	<b>27.31%</b>
Punta de Mita	6.07%	4.46%	6.11%	6.62%	6.06%
Abu Dhabi	4.43%	3.55%	3.13%	2.62%	3.25%
The Maldives	6.64%	5.19%	6.91%	7.07%	6.75%
Deer Valley	4.28%	4.31%	4.97%	5.53%	4.93%
Miami Beach	3.41%	3.35%	3.62%	4.08%	3.66%
Montreal	2.41%	2.57%	2.66%	2.94%	2.67%
<b>Account Box</b>	<b>35.32%</b>	<b>47.46%</b>	<b>41.81%</b>	<b>38.96%</b>	<b>40.88%</b>
<b>Loyalty (Member)</b>	<b>1.30%</b>	<b>1.46%</b>	<b>1.67%</b>	<b>1.52%</b>	<b>1.57%</b>
<b>Loyalty (Non-Member)</b>	<b>0.15%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.02%</b>
<b>Offer</b>	<b>6.03%</b>	<b>4.88%</b>	<b>6.70%</b>	<b>6.69%</b>	<b>6.44%</b>
Reserve Package	3.69%	2.77%	3.33%	3.33%	3.33%
Edition Madrid	2.35%	2.11%	3.36%	3.36%	3.11%
<b>Boutiques</b>	<b>3.61%</b>	<b>3.68%</b>	<b>4.41%</b>	<b>4.85%</b>	<b>4.32%</b>
The St. Regis Children's Polo Kit	0.57%	0.58%	0.51%	0.49%	0.52%
Lingua Franca TLC Travel Sets	0.59%	0.65%	0.71%	0.67%	0.68%
TRC Layla Bowls	0.79%	0.96%	1.03%	1.25%	1.03%
TLC Luggage by Globe-Trotter	0.93%	0.86%	1.41%	1.44%	1.30%
TRC Turkish Foutas	0.72%	0.63%	0.75%	1.01%	0.78%
<b>Inspiration</b>	<b>1.31%</b>	<b>1.36%</b>	<b>1.32%</b>	<b>1.37%</b>	<b>1.33%</b>
<b>Hotel Spotlight</b>	<b>2.56%</b>	<b>3.15%</b>	<b>5.19%</b>	<b>6.46%</b>	<b>4.89%</b>
The Reykjavik EDITION	1.25%	1.49%	3.04%	3.51%	2.74%
TRC Bachelor Gulch	1.31%	1.66%	2.15%	2.95%	2.14%
<b>Instagram</b>	<b>1.05%</b>	<b>0.60%</b>	<b>0.54%</b>	<b>0.50%</b>	<b>0.61%</b>
<b>Footer</b>	<b>10.28%</b>	<b>3.07%</b>	<b>1.01%</b>	<b>0.62%</b>	<b>2.39%</b>
<b>Grand Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>



# Lux MAU: December 8<sup>th</sup>, 2022

Theme: Winter/Holiday/Family Travel

## Subject Line:

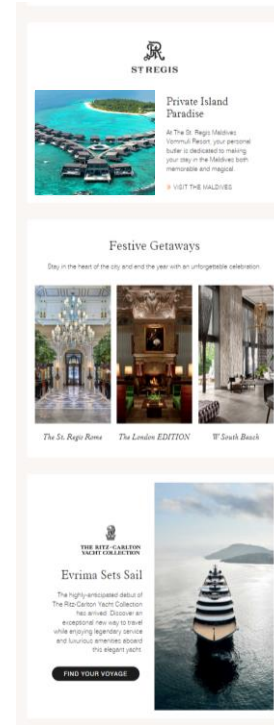
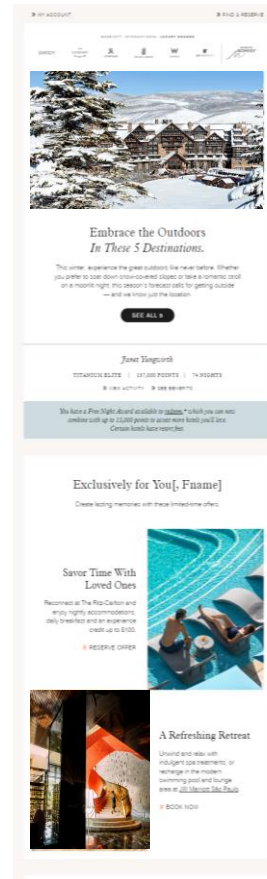
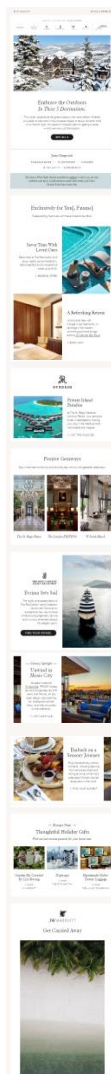
- Kaitlin's [Your] Account Update

## Pre-Header (PCIQ):

- PH 1 (Direct): Discover inspiring itineraries, luxury culinary experiences, and more
- PH 2 (Authority): Your guide to stunning outdoor destinations, festive getaways, and luxury culinary moments
- PH 3 (Listicle): Discover 5 breathtaking destinations to embrace the outdoors

## Non-Member:

- SL: 5 Breathtaking Destinations to Embrace the Outdoors
- PH: Plus, explore festive getaways, the ultimate culinary experiences, and more



# Lux MAU Segment Heat Maps: December 2022

- Account Box and Hero continue to drive most engagement across all luxury segments
- L2A had highest percent of clicks at 37% which is 8 pts. higher than next most engaged segment (L1) for Account Box
- Maldives content continues to inspire readers YoY with L2B and L3 showing slightly higher engagement
- Offers content drove strong engagement with TRC Reconnect Package leading in offer section for % clicks
- Yacht content continues to engage readers
- Moments and Culinary driving less engagement overall

Module	L1	L2A	L2B	L3	Total
<b>Header</b>	8.9%	8.8%	7.2%	6.7%	7.5%
<b>Hero</b>	31.3%	29.2%	36.5%	38.4%	35.6%
<b>Account Box</b>	29.0%	36.9%	26.8%	22.9%	27.1%
<b>Offers</b>	5.6%	5.4%	6.5%	6.6%	6.3%
TRC Reconnect	4.2%	4.5%	5.3%	5.5%	5.1%
JW Marriott São Paulo: The Perfect Pkg	1.4%	0.9%	1.2%	1.1%	1.2%
<b>Maldives St. Regis</b>	4.5%	4.6%	7.3%	8.4%	7.0%
<b>Brand Inspiration</b>	4.2%	4.4%	4.6%	4.7%	4.6%
The St. Regis Rome	1.7%	1.5%	1.7%	1.7%	1.7%
The London EDITION	1.1%	1.6%	1.5%	1.6%	1.5%
W South Beach	1.4%	1.4%	1.4%	1.4%	1.4%
<b>Yacht</b>	3.2%	3.5%	4.7%	5.8%	4.6%
<b>Culinary</b>	1.1%	0.9%	1.6%	1.9%	1.5%
<b>Moments</b>	0.5%	0.4%	0.4%	0.8%	0.5%
<b>Boutiques</b>	2.4%	2.1%	2.2%	2.0%	2.2%
Garden Kit Curated By Lily Kwong	0.5%	0.4%	0.4%	0.4%	0.4%
Diptyque	0.9%	1.1%	0.8%	0.6%	0.8%
Handmade Globe-Trotter Luggage	1.0%	0.7%	1.0%	1.0%	1.0%
<b>Instagram</b>	1.5%	1.0%	1.2%	1.1%	1.2%
<b>Footer</b>	7.9%	2.6%	1.0%	0.7%	1.9%
<b>Grand Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</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