

**Luxury MAU  
Q2 Email  
Performance Review**  
(Apr – Jun 2023)

July 7<sup>th</sup>, 2023

MARRIOTT  
**BONVOY**<sup>®</sup>



# Quarterly Meeting Agenda:

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



# Quarterly Engagement Trends

EDITION

THE  
LUXURY  
COLLECTION



ST REGIS



THE RITZ-CARLTON



HOTELS



JW MARRIOTT

# Lux MAU: Q2 2023 Sample Creative

## April 2023 Long Weekends

RECENTLY OPENED | LUXURY BRANDS

6 Spectacular Destinations  
For a Long Weekend Retreat

Considered, a three-day weekend is all you need to refresh and recharge. Build your next mini escape around these extraordinary locations brimming with future festivals, endless entertainment, and more.

*Dominican Republic*

June 2023

TITANIUM ELITE | 157,000 POINTS | 7% BENEFITS  
VIEW ACTIVITY SEE BENEFITS

An Elevated Escape

Access exhilarating experiences at the most inspiring destinations with an up to \$500 (\$200 credit toward dining, spa, golf and more — via travel credit) bonus.

EXPLORE OFFER

### Experience Somewhere New

The St. Regis Kansas Resort, Riviera Maya

Passing a pioneering review from each of its 24 guest rooms, suites, and restaurants, this property promises a glamorous experience.

RESERVE NOW

JW Marriott Hotel Madrid

Take in incredible views of Madrid, discover traditional culture, or relax at the magnificent hotel.

VISIT MADRID

JW Marriott Goa

Go to stunning views of Goa's lush tropical greenery from the beautiful balcony of one of this property's 161 rooms and suites.

REDISCOVER GOA

## May 2023 New Hotels

RECENTLY OPENED | LUXURY BRANDS

Explore Exciting New Hotel Openings  
In the Most Memorable Destinations.

Be among the first to experience these extraordinary, new and recently acquired properties in some of the most beautiful places in the world. Unwind and recharge while discovering something new.

*Riviera Maya*

Katlin Brady

PLATINUM ELITE | 4 POINTS | 100%  
VIEW ACTIVITY SEE BENEFITS

### 7 Undiscovered Hotels Await Uncover phenomenal new properties around the world.

Upgrade Your Stay in Riviera Maya

Enjoy a complimentary room upgrade to a discounted suite at this phenomenal property located on a mangrove reserve in the Riviera Maya's best address.

SEE OFFER

Connect With Nature in Jeju

At this resort located on the island of Jeju, you'll find the most serene and scenic views of the island's volcanic springs.

VISIT SOUTH KOREA

Stay in Australia's Tallest Hotel

Set above the city skyline, this property combines ancient stories and vibrant culture through its signature elegant service and experiences.

VISIT AUSTRALIA

## June 2023 Summer Destinations

RECENTLY OPENED | LUXURY BRANDS

6 Unexpected Summer Destinations  
That Are Off the Beaten Path.

Whether it's a bustling weekend in the city or a tranquil coastal retreat, this inspiring travel experience allows you to forge deeper connections and experiences. Discover why these six unique destinations are worth adding to your summer wishlist.

*Aspen*

June 2023

TITANIUM ELITE | 157,000 POINTS | 7% BENEFITS  
VIEW ACTIVITY SEE BENEFITS

Exclusively for You

Relax and Reconnect

Experience the finest level of personal service with The Ritz-Carlton Reconnect package, which offers exceptional overnight accommodations, a resort or city credit, complimentary breakfast, and more.

RESERVE PACKAGE

Discover the Mediterranean by Sea

Set into hidden harbors and immerse yourself in the stunning romantic beauty of the Mediterranean on an all-inclusive voyage with The Ritz-Carlton Yacht Collection.

FIND YOUR VOYAGE

# Quarterly Performance Dashboard

(Apr – Jun 2023)

## Engagement Summary:

- CTR increased 0.1 pts. QoQ with strong performance in Q2
- Similar performance YoY with Apr' 22 Reserve announcement and May '23 New Hotel openings driving most engagement
- Delivered volume saw slight decrease of 0.9% QoQ
- Unsub rate seeing increase across all campaign types beginning in May

## Quarterly Impacts:

- Luxury segment rescoring driving slight variances in delivered volume QoQ
- Newly introduced theme in May focused solely on New hotel openings impacting quarterly engagement patterns
- Luxury version testing for L1/L2A driving varied engagement and revenue totals

## Q1 Engagement Metrics

QoQ Comparisons

Deliveries:

**6.9 M** (-0.9%)

Unique Clicks:

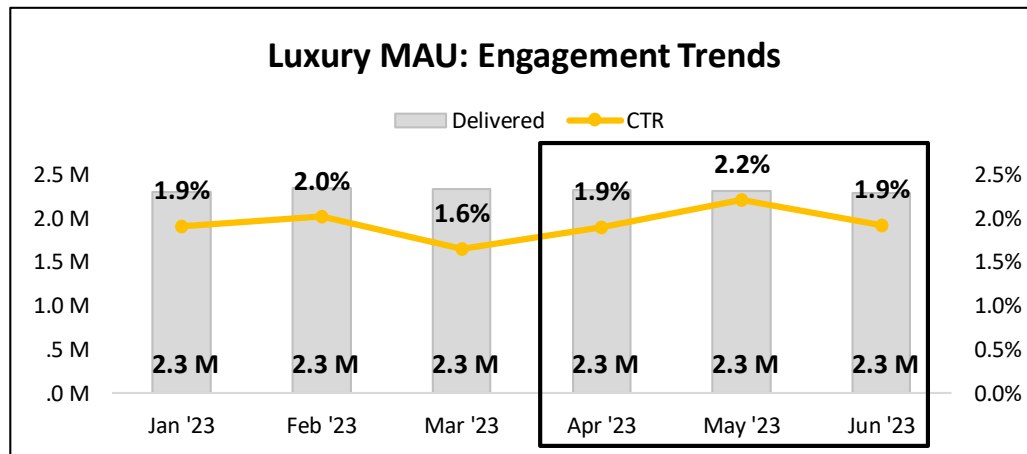
**138.9 K** (+7.1%)

CTR:

**2.0%** (+0.1 pts.)

Unsub. Rate:

**0.12%** (+0.06 pts.)



## Top Performing Content

- 6-across brand hero featured throughout Q2 with June hero generating 45.7% of clicks and May New Hotel hero feature driving 42.5% of clicks
- JW Marriott Clearwater Beach Resort & Spa June
- The St. Regis Kanai Resort offer May

# Performance Summary: Q2 2023

- 6.9 M delivered in Q2 which was 28.4% higher than last year; contributed to various factors including monthly rescoring and control group suppression lift
  - 138.9 K clicks, 26.9% higher in comparison to Q2 2022, impacted by higher delivered volumes
- Strong performance for Q2 in both 2023 and 2022 with CTR both at 2.0%
  - Q2 2022 April Reserve announcement and 2023 May New Hotels theme drove significant interest driving higher engagement levels for each quarter
- 0.12% unsub rate was higher than average, which was an outlier from normal engagement trends; rate was still below Bonvoy benchmark of 0.20%. Other campaigns including Core MAU saw a similar trend beginning in May
- Recommend continuing to build on Q2 key learnings in which overall Lux MAU audience is very interested in learning about new hotels and announcements finding additional ways to optimize and introduce new monthly themes as warranted

	Q2 '23	QoQ	YoY
Delivered	6.9 M	-0.9% (-61.1 K)	+28.4% (+1.5 M)
Clicks	138.9 K	+7.1% (+9.2 K)	+26.9% (+29.5 K)
CTR	2.0%	+0.1 pts.	+0.0 pts.
Unsub Rate	0.12%	+0.06 pts.	+0.06 pts.

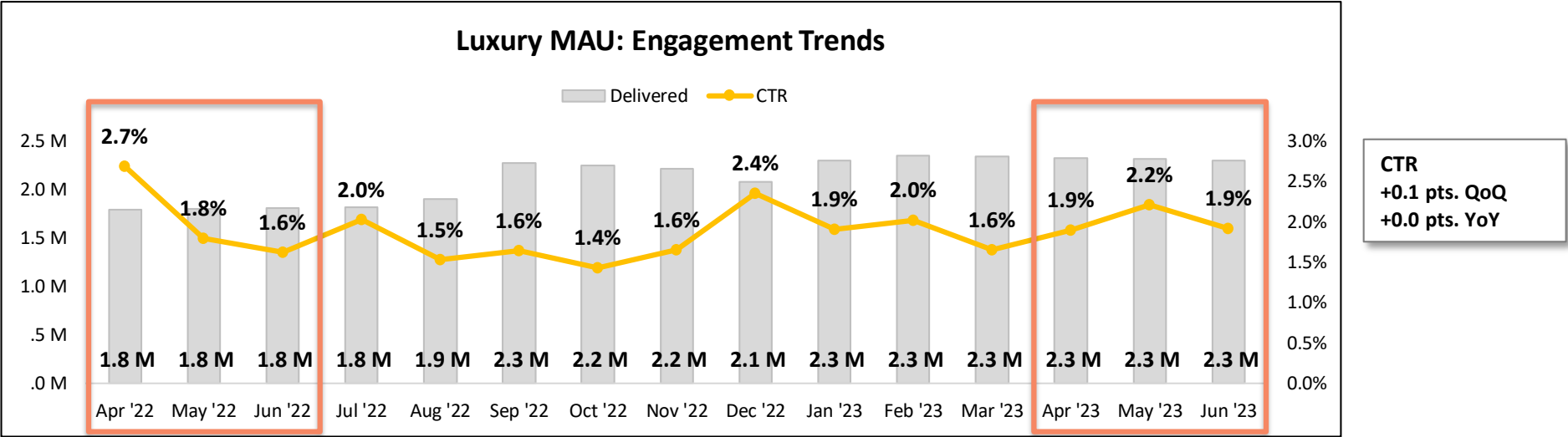
For comparison - Ritz eNews Q2:

- CTR: 1.1%
- Unsub Rate: 0.20%



# Performance Summary: Q2 2023









- Q2 performed very well with a CTR of 2.0% which was 0.1 pts. stronger than Q1 and on par with 2022
  - Q2 2022 April Reserve announcement with exclusive member benefits callout in April drove highest engagement for the quarter contributing to strong overall performance for 2022
  - May and June saw stronger performance in comparison to last year driving similar performance overall for CTR YoY



THEMES (2022/2023)														
Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
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	Bucket List Travel	Romantic Escapes	Family Getaways	Long Weekends	New Hotels	Summer Destinations

# Luxury Segment Level Engagement Trends

- Segment level engagement trends continue to remain consistent into Q2 for all segments with L2B/L3 having higher engagement levels
- L1/L2A testing continued in April concluding in June to assess if a shortened condensed version drives incrementality for engagement and revenue
  - Post-analysis to follow June testing
- Testing to shift to Max ADR Suite Upsell in July for L1 and L2A segments

		Jan '23 – Jun '23			
		Apr '23	May '23	Jun '23	Engagement Trends
L1	Del.	593.1 K	587.8 K	580.7 K	MoM -1.2% (-7.1 K)
	CTR	0.9%	1.0%	0.7%	
	Unsub Rate	0.11%	0.17%	0.14%	
L2A	Del.	261.6 K	260.2 K	258.2 K	MoM -0.8% (-2.0 K)
	CTR	1.5%	1.7%	1.4%	
	Unsub Rate	0.06%	0.13%	0.13%	
L2B	Del.	1.2 M	1.2 M	1.1 M	MoM -0.5% (-5.9 K)
	CTR	2.3%	2.7%	2.4%	
	Unsub Rate	0.02%	0.14%	0.21%	
L3	Del.	309.2 K	308.1 K	306.5 K	MoM -0.5% (-1.5 K)
	CTR	2.8%	3.2%	2.9%	
	Unsub Rate	0.02%	0.14%	0.20%	



# Regional Engagement Trends

- Canada continues to have higher engagement levels with a CTR of 2.8% for June, followed by Europe, CALA and U.S.
- Unsub rate trends varied across regions with U.S., MEA and APAC having lowest unsub rates
- Delivered volumes remain consistent throughout Q2

## YTD Averages

Jan '23 – Jun '23

Avg. Monthly Deliveries: **2.3 M**

Avg. Monthly Unique Clicks: **44.7 K**

CTR: **1.9%**

Unsub Rate: **0.10%**

Jan '23 – Jun '23					
		Apr '23	May '23	Jun '23	Engagement Trends
US	Del.	1.6 M	1.6 M	1.6 M	MoM -0.6% (-10.0 K)
	CTR	2.0%	2.3%	2.1%	
	Unsub Rate	0.04%	0.13%	0.18%	
Canada	Del.	61.4 K	61.3 K	60.8 K	MoM -0.7% (-445)
	CTR	3.5%	3.8%	2.8%	
	Unsub Rate	0.06%	0.23%	0.29%	
CALA	Del.	17.1 K	16.9 K	16.8 K	MoM -0.7% (-119)
	CTR	2.8%	3.2%	2.1%	
	Unsub Rate	0.12%	0.25%	0.31%	

Jan '23 – Jun '23					
		Apr '23	May '23	Jun '23	Engagement Trends
Europe	Del.	96.8 K	96.4 K	95.7 K	MoM -0.7% (-629)
	CTR	2.5%	3.3%	2.2%	
	Unsub Rate	0.10%	0.29%	0.31%	
MEA	Del.	168.3 K	166.9 K	165.2 K	MoM -1.0% (-1.6 K)
	CTR	1.0%	1.3%	0.9%	
	Unsub Rate	0.10%	0.16%	0.14%	
APAC	Del.	375.6 K	372.7 K	369.0 K	MoM -1.0% (-3.7 K)
	CTR	1.3%	1.8%	1.2%	
	Unsub Rate	0.07%	0.17%	0.15%	

# Member Level Engagement Trends

- Delivered volumes remain stable MoM in Q1
- Upper elites remain the most engaged audience with Silver through Ambassador all having CTR of 2.0% or more
- Continue to trend and evaluate engagement and unsub trends going into Q3

Jan '23 – Jun '23

		Apr '23	May '23	Jun '23	Engagement Trends
NON-MEMBER	Del.	147.0 K	145.6 K	143.4 K	MoM -1.5% (-2.1 K)
	CTR	0.2%	0.4%	0.3%	
	Unsub Rate	0.15%	0.20%	0.14%	
BASIC	Del.	1.0 M	1.0 M	1.0 M	MoM -1.4% (-13.4 K)
	CTR	1.2%	1.3%	1.0%	
	Unsub Rate	0.07%	0.13%	0.13%	
SILVER	Del.	253.5 K	252.3 K	251.1 K	MoM -0.5% (-1.2 K)
	CTR	2.3%	2.3%	2.1%	
	Unsub Rate	0.02%	0.13%	0.17%	
GOLD	Del.	428.6 K	428.8 K	428.7 K	MoM +0.0% (-83)
	CTR	2.4%	2.7%	2.5%	
	Unsub Rate	0.02%	0.12%	0.19%	

Jan '23 – Jun '23

		Apr '23	May '23	Jun '23	Engagement Trends
PLATINUM	Del.	254.8 K	254.9 K	254.0 K	MoM -0.3% (-868)
	CTR	2.9%	3.7%	3.3%	
	Unsub Rate	0.01%	0.16%	0.25%	
TITANIUM	Del.	208.2 K	208.8 K	209.9 K	MoM +0.5% (+1.0 K)
	CTR	3.3%	4.4%	3.8%	
	Unsub Rate	0.02%	0.20%	0.32%	
AMBASSADOR	Del.	27.1 K	27.5 K	27.6 K	MoM +0.3% (+70)
	CTR	3.9%	5.8%	4.6%	
	Unsub Rate	0.03%	0.27%	0.42%	
MEMBER	Del.	2.2 M	2.2 M	2.1 M	MoM -0.7% (-14.4 K)
	CTR	2.0%	2.3%	2.0%	
	Unsub Rate	0.04%	0.14%	0.18%	

# Lux MAU: Top Performing Content

- 6-Across hero treatment continues to drive strong engagement with June and May having 2<sup>nd</sup>/3<sup>rd</sup> most engagement for hero section in the last 12 months
- Account box (member module) continue to draw interest
- For secondary content JW Marriott Clearwater Beach Resort & Spa and The St. Regis Kanai Resort, Riviera Maya offer were two of the most clicked modules in June and May
- Yacht when featured in June drove interest along with Escape to Luxury offer when featured in April

**Apr: 30.8%**  
Long Weekends

**May: 42.5%**  
New Hotels

**Jun: 45.7%**  
Summer Destinations



6 Spectacular Destinations  
For a Long Weekend Retreat

Sometimes, a three-day weekend is all you need to refresh and recharge. Build your next mini escape around these extraordinary locations brimming with culture, treasures, endless entertainment, and more.



Dominican Republic Abu Dhabi Houston Miami Amsterdam Kyoto



Explore Exciting New Hotel Openings  
In the Most Mesmerizing Destinations.

Be among the first to experience these extraordinary new and recently reopened properties in some of the most beautiful locations around the world. Unwind and recharge while discovering something new.



Riviera Maya South Korea Melbourne Rome Almadah Costa Rica



6 Unexpected Summer Destinations  
That Are Off the Beaten Path.

Whether it's a bustling weekend in the city or a tranquil seaside retreat, fully revealing travel experiences allow you to forge deeper connections and experiences. Discover why these six unique destinations are worth adding to your summer wishlist.



Aspen Reykjavik Clearwater Beach Puntac Cape Nîmke

## Top Offers (May/Apr)



Upgrade Your Stay in  
Riviera Maya

Enjoy a complimentary room upgrade or a discounted suite at this phenomenal property located on a mangrove reserve in the Mayan Riviera's best address.

SEE OFFER

THE ST. REGIS KANAI RESORT, RIVIERA MAYA



An Elevated Escape

Access exhilarating experiences in the most inspiring destinations, with an up to \$300 credit toward dining, spa, golf and more - now through Sunday.

EXPLORE OFFER

CTR: 0.18%

CTR: 0.15%

## May/June New Hotels and June Yacht

Janet Yungwirth

TITANIUM ELITE | 137,000 POINTS | 74 NIGHTS

VIEW ACTIVITY SEE BENEFITS

Member Module	Apr-23	May-23	Jun-23
	30.3%	26.9%	31.0%

JW Marriott Clearwater Beach Resort & Spa

Located along a secluded stretch of powdery sand that is consistently named "America's Best Beach," this luxurious new beachside resort offers an oasis of harmony and coastal elegance.

VISIT CLEARWATER



CTR: 0.14%



Discover the  
Mediterranean by Sea

Sail into hidden harbors and immerse yourself in the stunning, historic beauty of the Mediterranean on an exclusive voyage with The Sea Collection Yacht Collection.

FIND YOUR VOYAGE

CTR: 0.12%



Experience a  
Spectacular Safari

Featuring 20 expansive en-suite tents, all with private decks overlooking the reserve, this all-inclusive lodge marks the first luxury safari lodge in the brand's portfolio.

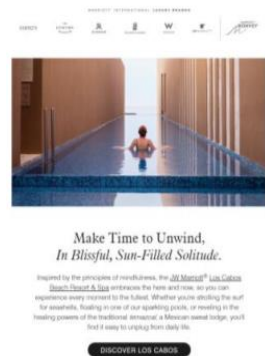
VISIT KENYA

CTR: 0.10%

MARRIOTT  
BONVOY

# Hero Performance: % of Clicks (YoY)

Jan '22: 26.3%



Feb '22: 37.0%

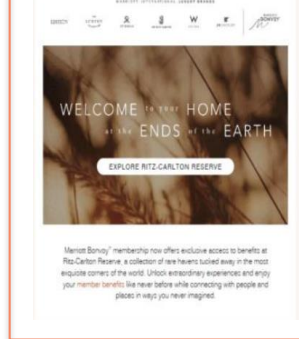


First time using 6-across Nav bar as hero treatment

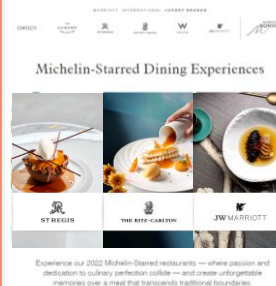
Mar '22: 18.6%



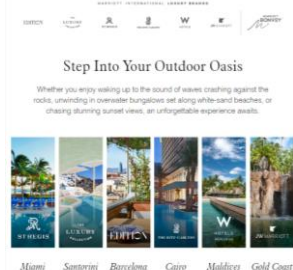
Apr '22: 40.5%



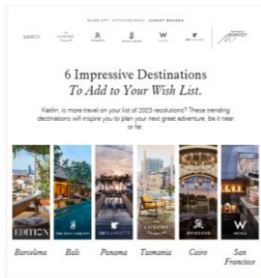
May '22: 18.1%



Jun '22: 34.1%



Jan '23: 38.0%



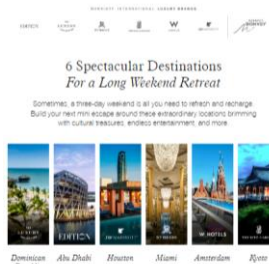
Feb '23: 50.9%



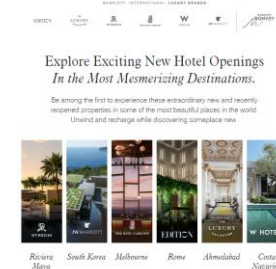
Mar '23: 35.2%



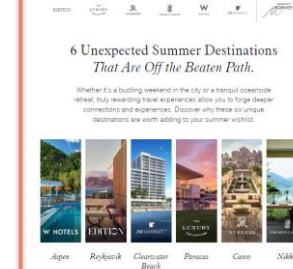
Apr '23: 30.8%



May '23: 42.5%



Jun '23: 45.7%



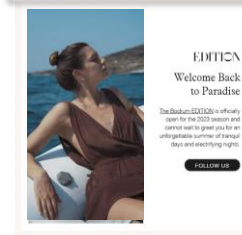
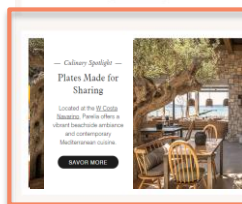
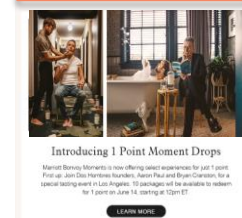
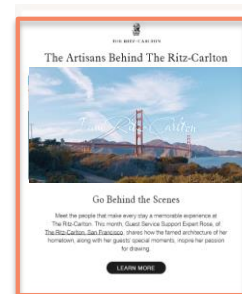
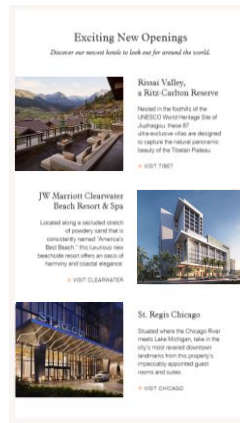
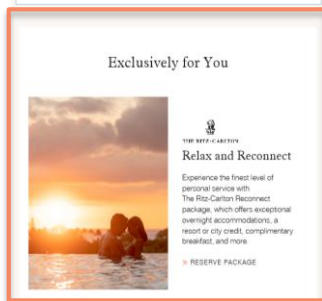
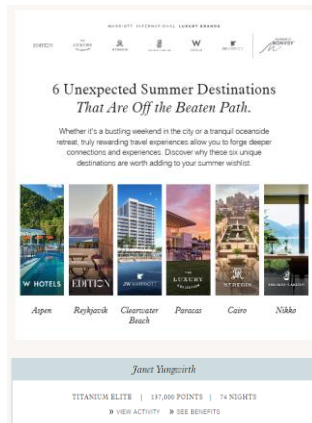
# Testing & Optimizations

# Luxury MAU:

## Summer Destinations

June 8<sup>th</sup>, 2023

- 50% of L1 and L2A audience receive shorter condensed version with 50% receiving BAU (longer version)



Creative: Version A – Longer Non-Boundless cardmembers

Additional modules shown to those who received longer version

# L1: April Long vs Short Version Test Results (June)

- CTR was within 0.01 pts. for the short and long version for L1 in June
- Unsub rate did a see slight decrease of 0.03 pts. for the long version
- Overall engagement metrics for the three tests remain similar in comparison to long versus short; no clear test winner when looking at engagement

	March (Initial test)		April (Test 2 of 3)		June (Test 3 of 3)	
Metrics	L1 Short	L1 Long	L1 Short	L1 Long	L1 Short	L1 Long
Delivered	300.7 K	300.5 K	296.6 K	296.5 K	290.4 K	290.3 K
Clicks	2.1 K	2.0 K	2.5 K	2.5 K	2.1 K	2.1 K
CTR	0.71%	0.67%	0.85%	0.85%	0.73%	0.74%
Unsub Rate	0.10%	0.11%	0.12%	0.10%	0.15%	0.12%
Revenue	\$7,565	\$12,983	--	--	--	--
Rev/Del	\$0.03	\$0.04	--	--	--	--

Engagement results not showing to be statistically significant



## L2A: April Long vs Short Version Test Results (June)

- CTR was 0.08 pts. higher for the long version for L2A in June
- Unsub rate did a see slight decrease of 0.01 pts. for the short version
- Long version shows to drive slightly higher click activity in comparison to short version when looking at engagement; for June longer version did outperform short with the highest variance in CTR

	March (Initial test)		April (Test 2 of 3)		June (Test 3 of 3)	
Metrics	L2A Short	L2A Long	L2A Short	L2A Long	L2A Short	L2A Long
Delivered	131.7 K	131.8 K	130.8 K	130.8 K	129.2 K	129.1 K
Clicks	1.6 K	1.7 K	2.0 K	2.0 K	1.8 K	1.9 K
CTR	1.22%	1.26%	1.51%	1.54%	1.37%	1.45%
Unsub Rate	0.07%	0.06%	0.07%	0.06%	0.12%	0.13%
Revenue	\$9,324	\$30,487	--	--	--	--
Rev/Del	\$0.07	\$0.23	--	--	--	--

Engagement results show long version will perform better than short with a 90% confidence interval

# L1/L2A: June Long and Short Heatmaps

- L1 and L2A segments do show to be engaged with both the long and short version engaging throughout the email to the bottom
- New Openings continues to be a top performer for both versions followed by Yacht and Hotel Spotlights
- Instagram had higher engagement with the shorter version showing readers do engage with content through the end

MODULE	L1 Short	L1 Long	L2A Short	L2A Long
<b>Header</b>	<b>9.63%</b>	<b>8.77%</b>	<b>8.12%</b>	<b>7.90%</b>
<b>Hero</b>	<b>33.60%</b>	<b>35.29%</b>	<b>38.48%</b>	<b>36.16%</b>
Aspen	5.96%	6.37%	5.01%	5.33%
Reykjavik	5.36%	5.28%	6.63%	5.00%
Clearwater Beach	7.02%	<b>7.48%</b>	8.39%	<b>8.99%</b>
Paracas	3.46%	<b>4.40%</b>	<b>4.87%</b>	4.54%
Cairo	5.89%	5.35%	5.91%	5.08%
Nikko	5.92%	<b>6.40%</b>	<b>7.67%</b>	7.22%
<b>Account Box</b>	<b>32.37%</b>	<b>29.66%</b>	<b>32.75%</b>	<b>31.04%</b>
View Activity	17.28%	15.58%	17.14%	17.47%
See Benefits	15.09%	14.09%	15.61%	13.57%
<b>TRC Reconnect Pkg.</b>	--	<b>4.13%</b>	--	<b>3.91%</b>
<b>Yacht</b>	<b>5.85%</b>	<b>4.67%</b>	<b>4.83%</b>	<b>4.62%</b>
<b>New Openings</b>	<b>5.99%</b>	<b>5.59%</b>	<b>7.71%</b>	<b>7.31%</b>
Rissai Valley, a RCR	1.45%	1.66%	1.94%	1.68%
JW Marriott Clearwater Beach Resort & Spa	3.31%	2.95%	3.88%	3.86%
St. Regis Chicago	1.23%	0.98%	1.89%	1.76%
<b>Hotel Spotlights</b>	<b>2.86%</b>	<b>2.71%</b>	<b>2.80%</b>	<b>3.02%</b>
Santo Mauro, a Luxury Collection Hotel, Madrid	1.20%	1.15%	1.26%	1.43%
JW Marriott Mauritius Resort	1.66%	1.56%	1.53%	1.60%
<b>I am Ritz-Carlton</b>	--	<b>0.98%</b>	--	<b>0.80%</b>
The Artisans Behind TRC	--	0.88%	--	0.59%
TRC San Francisco	--	0.10%	--	0.21%
<b>1-Point Moments</b>	<b>0.95%</b>	<b>0.41%</b>	<b>1.53%</b>	<b>0.80%</b>
<b>Culinary</b>	--	<b>0.51%</b>	--	<b>0.88%</b>
<b>Cobrand (Boundless cardmembers only)</b>	<b>0.07%</b>	<b>0.03%</b>	<b>0.36%</b>	<b>0.13%</b>
<b>Instagram</b>	<b>1.23%</b>	<b>0.95%</b>	<b>1.44%</b>	<b>0.76%</b>
<b>Footer</b>	<b>7.44%</b>	<b>6.30%</b>	<b>1.98%</b>	<b>2.69%</b>

# 2023 Testing and Optimization 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 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> <li>Max ADR Suite Upsell</li> <li>Hotel Finder module</li> </ul>	<ul style="list-style-type: none"> <li>Offer Placement/Creative</li> <li>Offer Type</li> <li>Lux Segment Content Testing</li> <li>Max ADR Suite Upsell</li> <li>Hotel Finder module</li> </ul>
Technology	<ul style="list-style-type: none"> <li>PCIQ Preheader Test</li> <li>Send Time Optimization (STO)</li> </ul>	<ul style="list-style-type: none"> <li>PCIQ Preheader Test</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>

# Actions Taken This Quarter

## Testing

- PCIQ Preheader Testing- continued to optimize this content to drive an increase in engagement
- STO (Ongoing)
- Finalized use case planning for initial Max ADR test including landing page optimization
- Versioning Lux MAU for L1/L2A to assess if it drives an increase in engagement focusing on high performing content types from 2021/2022
  - Launched 2<sup>nd</sup> and 3<sup>rd</sup> test in April and June

## Ongoing Optimization

- Offer assessment in L1/L2A short versus long test
- Geo-targeting content where warranted to increase regional engagement

## Other

- Tested new theme designated to new hotel openings in May
- Introduced 1-point drop for Moments in June. Join Dos Hombres founders, Aaron Paul and Bryan Cranston, for a special tasting event in Los Angeles
- Cobrand module inclusion in June targeted to existing Boundless cardmembers only

# Recommendations and Next Steps

## Recommendations

- Recommend continuing to build on Q2 key learnings in which overall Lux MAU audience is very interested in learning about new hotels and announcements, finding additional ways to optimize and introduce new monthly themes as warranted
  - Consider leveraging May's approach for Lux MAU 2x/year, focused solely on new/recently reopened hotel properties. This includes the opportunity to newly design the communication for the next launch
- Continue to develop new approaches to Pre-Header testing in Q3 including new tags
- Consider testing for Upper Elites placing member level status in Subject Line

## Next Steps

- Launching the Max ADR Suite upsell test in July
  - Non-clickers of the Suite module will receive a refreshed Suite module again in August
- Begin tracking opportunity segments (travel segments and switchability) in August in order to identify content opportunities
- Test hotel finder located above footer to see if this drives incremental engagement and bookings

# Subject Line and Preheader Opportunity

- For Silver plus consider leveraging the member level directly in the SL or PH

From: Emerald Club <[EmeraldClub@email.emeraldclub.com](mailto:EmeraldClub@email.emeraldclub.com)>

Date: June 15, 2023 at 12:07:28 PM CDT

To: [erin.gade@gmail.com](mailto:erin.gade@gmail.com)

**Subject: Account notification: we're pleased to present your Emerald Club eStatement**

Reply-To: Emerald Club <[reply-8531430-1931151\\_HTML-545725812-10814923-8009@email.nationalcar.com](mailto:reply-8531430-1931151_HTML-545725812-10814923-8009@email.nationalcar.com)>

Take advantage of your Emerald Club membership benefits.

[View in Browser](#)



RESERVE

SPECIALS

LOG IN

## June Statement

CURRENT  
STATUS  
EMERALD  
CLUB

# June 2023 Engagement

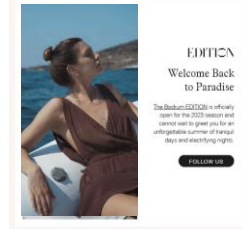
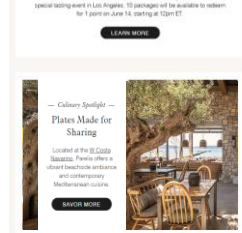
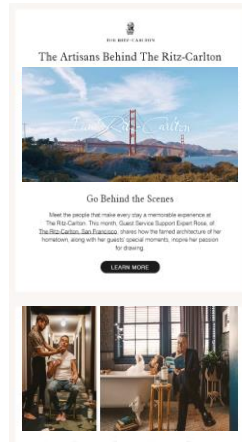
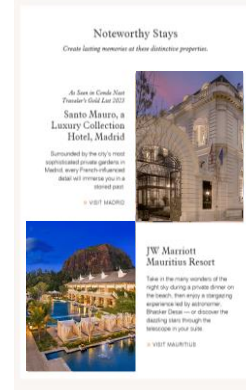
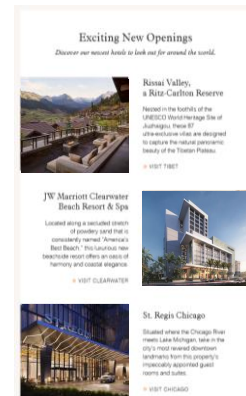
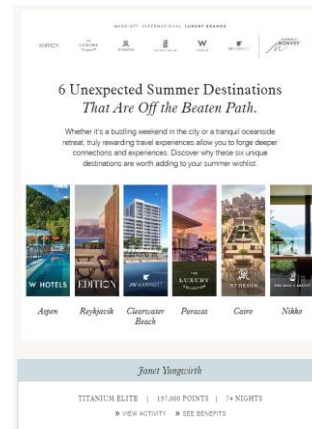


# Luxury MAU:

## Summer Destinations

June 8<sup>th</sup>, 2023

- Subject Line:
  - Member (Personalization, Short): Kaitlin's [Your] Account Update
  - Non-Member: 6 Unique Destinations to Escape to This Summer
- Pre-Header:
  - Member (Intrigue): Explore the unexpected this summer
  - Authority: Your guide to unique summer travel and experiences
  - Listicle: 3 new hotels from The Ritz-Carlton, St. Regis, and JW Marriott
  - Non-Member: It's time to explore the unexpected



Creative: Version A – Longer  
Non-Boundless cardmembers

## Performance Summary: June 2023

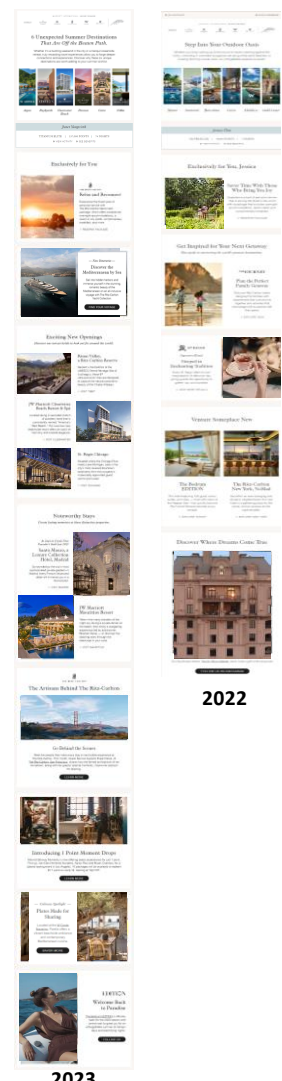
- 2.3 M delivered in June which was 27.2% higher than last year; contributed to various factors including monthly rescoring and control group suppression lift
- 43.9 K clicks, a strong increase of 50.4% compared to June 2022, with CTR up 0.3 pts. YoY
  - In looking at content mix YoY June had more hotel specific content this year which we know drives interest along with additional Yacht and Moments based content
- 0.18% unsub rate was higher than average in June as we saw in May, which was an outlier from normal engagement trends; rate was still below Bonvoy benchmark of 0.20%. Other campaigns are experiencing similar increases beginning in May

	Jun-23	MoM	YoY	vs. Avg.
Delivered	2.3 M	-0.7% (-16.6 K)	+27.2% (+489.5 K)	+6.1% (+131.6 K)
Clicks	43.9 K	-13.8% (-7.0 K)	+50.4% (+14.7 K)	+11.2% (+4.4 K)
CTR	1.9%	-0.3 pts.	+0.3 pts.	+0.1 pts.
Unsub Rate	0.18%	+0.03 pts.	+0.11 pts.	+0.11 pts.

Rolling 12-month average: June '22 – May '23

*For comparison - Ritz eNews June '23:*

- CTR: 1.0%
- Unsub Rate: 0.19%



# Lux MAU Segment Heat Maps: June 2023

- Hero saw strong engagement with 2<sup>nd</sup> highest % of clicks in the last 12 months; 45.7% of clicks
  - Clearwater Beach drove the most significant interest in the hero section with 14% of clicks
  - Reykjavik and Nikko followed with 7-8% of clicks
- For secondary content the JW Marriott Clearwater Beach Resort & Spa drove the most engagement, nearly 6% of clicks, located in the New Openings section, showing continued interest in this content
- Yacht continues to drive interest in June; 5% of clicks
- First month featuring 1-Point Moments driving moderate engagement with lower placement in the email
  - As done with Moments in the past there may be an opportunity to further educate on 1-Point moments

MODULE	L1	L2A	L2B	L3	TOTAL
<b>Header</b>	9.19%	8.00%	4.88%	4.92%	5.61%
<b>Hero</b>	34.46%	37.28%	<b>48.13%</b>	<b>47.73%</b>	<b>45.67%</b>
Aspen	6.17%	5.18%	6.08%	6.48%	6.09%
Reykjavik	5.32%	5.79%	<b>8.89%</b>	<b>9.22%</b>	8.31%
Clearwater Beach	<b>7.26%</b>	<b>8.70%</b>	<b>14.76%</b>	<b>15.33%</b>	<b>13.56%</b>
Paracas	3.94%	4.70%	<b>5.92%</b>	<b>5.41%</b>	5.50%
Cairo	<b>5.61%</b>	<b>5.48%</b>	4.96%	4.25%	4.93%
Nikko	6.17%	<b>7.44%</b>	<b>7.52%</b>	<b>7.05%</b>	<b>7.28%</b>
<b>Account Box</b>	30.99%	31.86%	21.89%	19.90%	23.31%
View Activity	16.41%	17.31%	13.36%	12.45%	13.84%
See Benefits	14.58%	14.55%	8.52%	7.46%	9.47%
<b>TRC Reconnect Pkg.</b>	2.11%	2.02%	<b>4.07%</b>	<b>4.08%</b>	3.69%
<b>Yacht</b>	5.25%	4.72%	4.70%	6.07%	<b>5.03%</b>
<b>New Openings</b>	5.79%	7.50%	9.39%	9.88%	8.94%
Rissai Valley, a RCR	1.55%	1.81%	1.44%	1.31%	1.46%
JW Marriott Clearwater Beach Resort & Spa	3.13%	3.87%	<b>6.29%</b>	<b>7.00%</b>	<b>5.89%</b>
St. Regis Chicago	1.11%	1.83%	1.66%	1.57%	1.60%
<b>Hotel Spotlights</b>	2.78%	2.91%	2.99%	3.26%	3.01%
Santo Mauro, a Luxury Collection Hotel, Madrid	1.17%	1.35%	1.04%	1.28%	1.13%
JW Marriott Mauritius Resort	1.61%	1.57%	1.95%	1.98%	1.88%
<b>I am Ritz-Carlton</b>	0.50%	0.41%	0.42%	0.30%	0.41%
The Artisans Behind TRC	0.45%	0.30%	0.37%	0.29%	0.36%
TRC San Francisco	0.05%	0.11%	0.05%	0.01%	0.05%
<b>1-Point Moments</b>	0.67%	1.15%	1.12%	<b>1.32%</b>	<b>1.12%</b>
<b>Culinary</b>	0.26%	0.46%	0.41%	0.50%	0.41%
<b>Cobrand (Boundless cardmembers only)</b>	0.05%	0.24%	0.34%	0.42%	0.31%
<b>Instagram</b>	1.09%	1.09%	0.74%	1.04%	0.87%
<b>Footer</b>	6.86%	2.35%	0.93%	0.59%	1.61%
<b>Grand Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>
Total Clicks	5,789	4,598	33,057	10,783	54,227

A modern living room interior. In the center, a fireplace with a black metal mesh screen contains a warm fire. Above the fireplace, the words "Thank You!" are written in a large, bold, black serif font. To the left, a crossword puzzle is mounted on the wall, with some words filled in, including "MARRIOTT", "BONVOY", and "CHICAGO". Below the puzzle, a small table holds a container of pens and pencils. To the right, a large, orange leather armchair is positioned, with a blue cushion and a brown jacket draped over it. In the foreground, there are several round ottomans in shades of orange and red. The overall atmosphere is cozy and sophisticated.

**Thank You!**

MARRIOTT  
**BONVOY**

MOXY CHICAGO DOWNTOWN, ILLINOIS, USA

**Thank You!**

MARRIOTT  
**BONVOY**

MOXY CHICAGO DOWNTOWN, ILLINOIS, USA

**Thank You!**

MARRIOTT  
**BONVOY**

MOXY CHICAGO DOWNTOWN, ILLINOIS, USA



# 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%	34.1%	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%
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 1/11 (Bucket List Travel)	February '23 2/8 (Romantic Escapes)	March '23 3/16 (Family Getaways)	April '23 4/19 (Long Weekends)	May '23  (New Hotels)	June '23  (Summer Destinations)	July '23
Header	17.2%	11.0%	12.4%	10.2%	7.5%	9.2%	9.7%	7.7%	9.5%	7.7%	5.6%	
Hero	18.9%	22.6%	28.4%	27.3%	35.6%	38.0%	50.9%	35.2%	30.8%	42.5%	45.7%	
Account Box	23.8%	30.2%	37.0%	40.9%	27.1%	31.4%	19.5%	32.0%	30.3%	26.9%	23.3%	
Escape to Luxury	--	--	--	--	--	4.4%	--	--	6.3%	--	--	
Loyalty	--	--	--	--	--	--	--	--	--	--	--	
Offers	5.2%	12.2%	5.3%	6.4%	6.3%	5.4%	9.1%	5.6%	--	--	4.0%	
Moments	2.4%	5.8%	2.8%	1.6%	0.5%	1.5%	0.8%	2.4%	2.8%	--	1.1%	
Brand Inspiration	2.4%	8.4%	3.1%	1.3%	--	2.6%	5.2%	1.5%	--	--	0.4%	
Hotel Spotlight	23.2%	--	1.0%	4.9%	7.0%	--	0.7%	3.4%	1.7%	--	3.0%	
Culinary	1.1%	0.9%	--	--	1.5%	--	--	--	0.4%	--	0.4%	
Yacht	--	--	--	--	4.6%	--	--	8.9%	--	--	5.0%	
Boutiques	0.7%	1.3%	--	4.3%	2.2%	--	--	--	--	--	--	
New Hotel Opening	2.3%	2.8%	1.0%	--	--	3.9%	--	--	11.7%	20.1%	8.9%	
Hotel Spotlight 2	--	--	1.3%	--	4.6%	--	--	--	--	--	--	
F1	--	--	2.0%	--	--	--	--	--	3.1%	--	--	
Instagram	0.7%	2.2%	2.2%	0.6%	1.2%	0.7%	1.8%	0.8%	1.5%	1.2%	0.9%	
Footer	2.2%	2.7%	3.6%	2.4%	1.9%	2.9%	2.3%	2.5%	1.7%	1.7%	1.6%	

# 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>

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

Theme: New Hotels

## Member Subject Line:

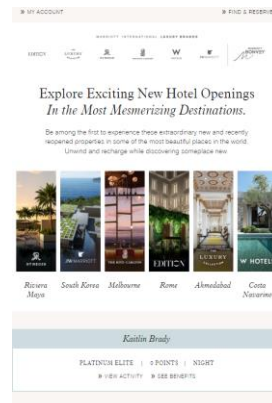
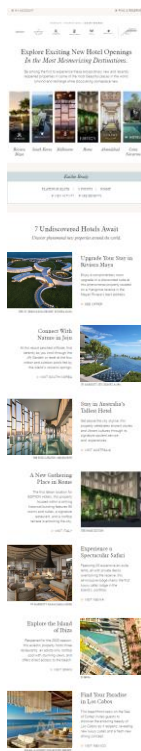
- Kaitlin's [Your] Account Update

## Pre-Header (PCIQ):

- PH 1 (Direct): These new hotel openings will make you want to plan your next getaway
- PH 2 (Authority): Your guide to new hotel openings in the most stunning destinations
- PH 3 (Listicle): 7 new hotel openings in the most beautiful places in the world

## Non-Member:

- SL: 7 New Hotel Openings in the Most Beautiful Places in the World
- PH: This email will make you want to plan your next getaway





# Lux MAU Segment Heat Maps: May 2023

- L1 and L2A had stronger engagement in the header and account box while L2B and L3 showed more engagement with the Hero
  - Riviera Maya, Rome and Costa Navarino were the most clicked overall in the Hero
  - The Rome EDITION generated strong and the most consistent engagement across the luxury segments followed by Costa Navarino
- New Hotels section generated more engagement with L2B and L3
  - The St. Regis Kanai Resort was the first property listed, driving the most engagement across all luxury segments
  - JW Marriott Masai Mara, W Hotels Ibiza and Solaz, A Luxury Collection Resort were additional properties included in New Hotels and not in the Hero

Module	L1	L2A	L2B	L3	Total
<b>Header</b>	<b>11.46%</b>	<b>9.68%</b>	6.85%	6.95%	7.69%
<b>Hero</b>	35.47%	35.88%	<b>44.29%</b>	<b>44.54%</b>	42.49%
Riviera Maya	6.39%	7.19%	<b>9.98%</b>	<b>10.38%</b>	<b>9.36%</b>
South Korea	5.15%	5.14%	6.01%	5.92%	5.81%
Melbourne	4.06%	3.88%	3.17%	3.13%	3.34%
Rome	<b>7.23%</b>	<b>7.86%</b>	<b>9.64%</b>	<b>10.34%</b>	<b>9.31%</b>
Ahmedabad	5.32%	4.70%	5.62%	5.03%	5.38%
Costa Navarino	<b>7.32%</b>	<b>7.11%</b>	<b>9.89%</b>	<b>9.73%</b>	<b>9.29%</b>
<b>Account Box</b>	<b>32.47%</b>	<b>35.05%</b>	25.69%	23.05%	26.87%
<b>New Hotels</b>	12.16%	15.35%	<b>21.30%</b>	<b>23.83%</b>	20.12%
The St. Regis Kanai Resort	3.91%	4.72%	<b>7.04%</b>	<b>7.76%</b>	<b>6.58%</b>
JW Marriott Jeju Resort & Spa	1.24%	1.59%	1.75%	1.75%	1.67%
TRC Melbourne	1.25%	1.22%	1.42%	1.26%	1.35%
The Rome EDITION	<b>1.95%</b>	<b>2.96%</b>	<b>3.30%</b>	<b>3.94%</b>	<b>3.23%</b>
JW Marriott Masai Mara	<b>1.95%</b>	<b>2.30%</b>	<b>3.89%</b>	<b>4.48%</b>	<b>3.62%</b>
W Hotels Ibiza	0.85%	1.13%	1.45%	1.52%	1.36%
Solaz, a Luxury Collection Resort	1.00%	1.43%	2.45%	3.11%	2.30%
<b>Instagram</b>	1.35%	1.27%	1.11%	1.23%	1.18%
<b>Footer</b>	7.09%	2.77%	0.76%	0.41%	1.66%

# Lux MAU: April 19<sup>th</sup>, 2023

Theme: Long Weekends

## Member Subject Line:

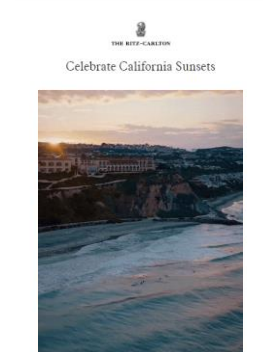
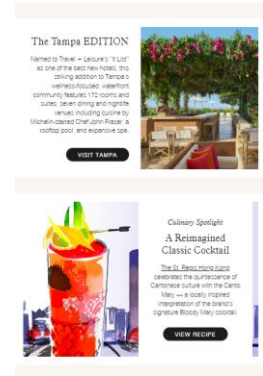
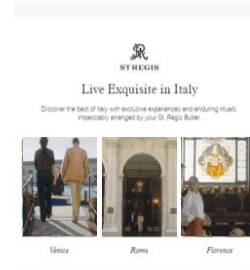
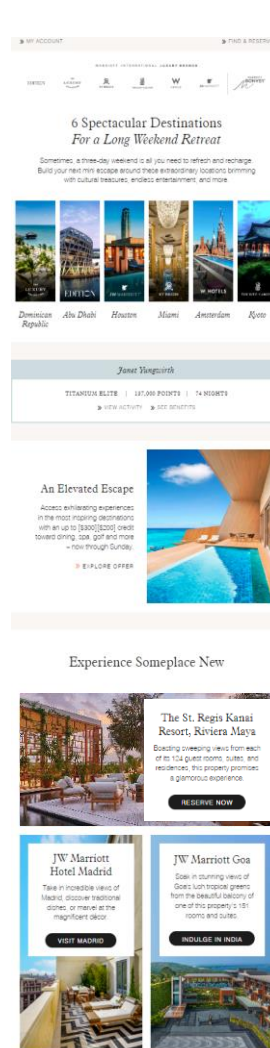
- Kaitlin's [Your] Account Update

## Pre-Header (PCIQ):

- PH 1 (Direct): Find the perfect destinations for long weekend trips
- PH 2 (Authority): Your guide to superb long weekend escapes
- PH 3 (Listicle): 6 unforgettable destinations for a long weekend retreat

## Non-Member:

- SL: Your Guide to Superb Long Weekend Escapes
- PH: Plus, discover 4 new hotel openings to add to your travel list



U.S. version

# Lux MAU Segment Heat Maps: April 2023

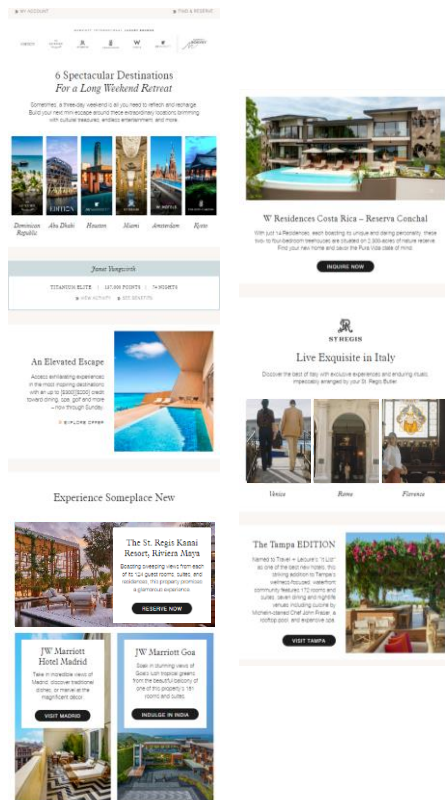
- L1 and L2A had stronger engagement in both the header and account box while L2B and L3 had more engagement with the Hero
  - The Luxury Collection Dominican Republic and The Ritz-Carlton Kyoto properties drove the most clicks in the Hero across all segments
- The Escape to Luxury offer had strong engagement across all segments, resonating most with L2B and L3
  - Note: April had Secondary Hero creative treatment
- Hotel Spotlight continues to drive higher performance for secondary content
  - Overall, the most clicked properties in this module were The St. Regis Kanai Resort
- F1/Moments content continued to have higher engagement for L2B and L3
- Instagram content geo-targeted with California Sunsets for U.S. and Maldives for Non-U.S.
  - Maldives generated 3.2% of clicks for this audience
  - California Sunsets had 0.9% of clicks

Module	L1	L2A	L2B	L3	Total
<b>Header</b>	<b>12.95%</b>	<b>11.33%</b>	8.88%	8.35%	9.54%
<b>Hero</b>	27.85%	26.38%	<b>31.76%</b>	<b>31.96%</b>	30.78%
Dominican Republic	<b>6.47%</b>	<b>6.13%</b>	<b>9.40%</b>	<b>9.32%</b>	<b>8.70%</b>
Abu Dhabi	3.78%	3.05%	2.87%	2.86%	3.00%
Houston	2.87%	2.82%	3.78%	3.58%	3.53%
Miami	4.64%	<b>5.71%</b>	<b>5.58%</b>	<b>5.77%</b>	<b>5.51%</b>
Amsterdam	4.08%	3.59%	4.73%	<b>5.26%</b>	4.64%
Kyoto	<b>6.01%</b>	<b>5.08%</b>	<b>5.40%</b>	<b>5.18%</b>	<b>5.41%</b>
<b>Account Box</b>	<b>32.02%</b>	<b>37.71%</b>	29.55%	27.49%	30.25%
<b>Escape to Luxury Offer</b>	4.58%	5.50%	<b>6.65%</b>	<b>7.02%</b>	<b>6.34%</b>
<b>Hotel Spotlight</b>	7.41%	8.14%	<b>12.54%</b>	<b>13.90%</b>	<b>11.72%</b>
The St. Regis Kanai Resort	2.51%	3.05%	<b>4.77%</b>	<b>5.03%</b>	<b>4.37%</b>
JW Marriott Hotel Madrid	1.18%	1.77%	2.03%	2.07%	1.91%
JW Marriott Goa	1.71%	1.20%	1.45%	1.34%	1.44%
W Residences Costa Rica	2.01%	2.11%	<b>4.29%</b>	<b>5.46%</b>	<b>4.01%</b>
<b>F1</b>	1.26%	1.48%	<b>3.74%</b>	<b>3.28%</b>	3.12%
<b>Inspiration</b>	2.57%	2.86%	2.72%	3.09%	2.78%
<b>The Tampa EDITION</b>	1.18%	1.14%	1.65%	2.22%	1.65%
<b>Culinary Spotlight</b>	0.17%	0.28%	0.43%	0.62%	0.42%
<b>Instagram</b>	<b>2.44%</b>	<b>2.56%</b>	1.18%	1.50%	1.54%
<b>Footer</b>	7.56%	2.62%	0.90%	0.56%	1.86%

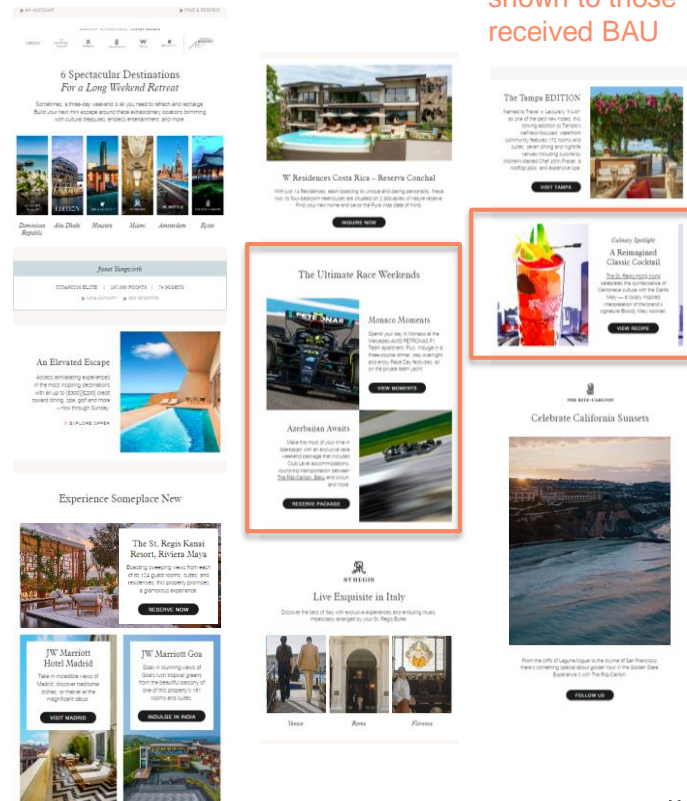
# L1/L2A: Short vs. Long Version

- 50% of L1 and L2A audience receive shorter condensed version with 50% receiving BAU (longer version)

## Short



## Long (BAU)



Additional modules shown to those who received BAU

# L1: April Long vs Short Version Test Results (April)

- L1 had the same CTR across both short and long versions for April
- Unsub rate did a see slight decrease of 0.02% for long version
- Stronger engagement overall for April due to seasonality

Metrics	March (Initial test)		April (Test 2 of 3)	
	L1 Short	L1 Long	L1 Short	L1 Long
Delivered	300.7 K	300.5 K	296.6 K	296.5 K
Clicks	2.1 K	2.0 K	2.5 K	2.5 K
CTR	0.71%	0.67%	0.85%	0.85%
Unsub Rate	0.10%	0.11%	0.12%	0.10%
Revenue	\$7,565	\$12,983	--	--
Rev/Del	\$0.03	\$0.04	--	--

## L2A: April Long vs Short Version Test Results (April)

- L2A had a slightly higher CTR (+0.03 pts.) for the long version
- Overall, in reviewing click performance, test results remain inconclusive for April for both segments
- 3rd test in market in June for the L1/L2A Shorter/Longer test to conclude testing and determine best approach moving forward with these segments
  - For post-analysis look at regional engagement and performance for L1/L2A Short vs. long

Metrics	March (Initial test)		April (Test 2 of 3)	
	L2A Short	L2A Long	L2A Short	L2A Long
Delivered	131.7 K	131.8 K	130.8 K	130.8 K
Clicks	1.6 K	1.7 K	2.0 K	2.0 K
CTR	1.22%	1.26%	1.51%	1.54%
Unsub Rate	0.07%	0.06%	0.07%	0.06%
Revenue	\$9,324	\$30,487	--	--
Rev/Del	\$0.07	\$0.23	--	--

# L1/L2A: April Long and Short Heatmaps

- Similar engagement levels for L1 and L2A across hero and hotel spotlight when looking at short versus long version
- L2A is traditionally the most engaged with the Account box with a 2 pt. increase in engagement for the Short version
  - Similar trend when looking at engagement for Escape to Luxury offer
- L1 engaged at a higher rate in the long version with St. Regis Italy inspiration content (+0.5 pts.)
- The Tampa EDITION and Instagram modules also generated more clicks when looking at the short version for both segments

Module	L1 Short	L1 Long	L2A Short	L2A Long
<b>Header</b>	<b>13.04%</b>	<b>12.85%</b>	<b>11.56%</b>	<b>11.11%</b>
<b>Hero</b>	<b>27.56%</b>	<b>28.15%</b>	<b>25.56%</b>	<b>27.17%</b>
Dominican Republic	6.25%	6.69%	5.98%	6.26%
Abu Dhabi	3.71%	3.85%	2.99%	3.11%
Houston	3.14%	2.60%	2.59%	3.04%
Miami	4.78%	4.50%	5.66%	5.76%
Amsterdam	3.79%	4.38%	3.44%	3.73%
Kyoto	5.89%	6.13%	4.89%	5.27%
<b>Account Box</b>	<b>31.95%</b>	<b>32.09%</b>	<b>38.74%</b>	<b>36.74%</b>
<b>Escape to Luxury Offer</b>	<b>4.58%</b>	<b>4.58%</b>	<b>6.11%</b>	<b>4.92%</b>
<b>Hotel Spotlight</b>	<b>7.30%</b>	<b>7.53%</b>	<b>7.89%</b>	<b>8.38%</b>
The St. Regis Kanai Resort	2.43%	2.60%	2.91%	3.19%
JW Marriott Hotel Madrid	1.10%	1.26%	1.78%	1.77%
JW Marriott Goa	1.84%	1.58%	1.25%	1.15%
W Residences Costa Rica	1.92%	2.10%	1.94%	2.27%
<b>F1</b>	<b>--</b>	<b>2.57%</b>	<b>--</b>	<b>2.88%</b>
<b>Inspiration</b>	<b>2.32%</b>	<b>2.83%</b>	<b>2.91%</b>	<b>2.81%</b>
<b>The Tampa EDITION</b>	<b>1.73%</b>	<b>0.61%</b>	<b>1.37%</b>	<b>0.92%</b>
<b>Culinary Spotlight</b>	<b>--</b>	<b>0.35%</b>	<b>--</b>	<b>0.54%</b>
<b>Instagram</b>	<b>2.94%</b>	<b>1.93%</b>	<b>3.23%</b>	<b>1.92%</b>
<b>Footer</b>	<b>8.57%</b>	<b>6.51%</b>	<b>2.63%</b>	<b>2.61%</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