

# Luxury MAU September 2022 Email Performance Review

September 28, 2022



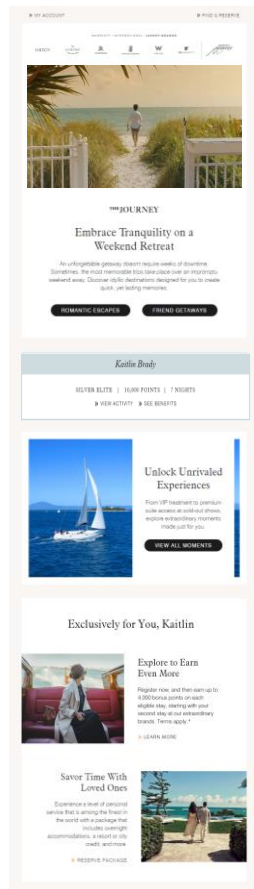
# Lux MAU: September 8, 2022

## Subject Line:

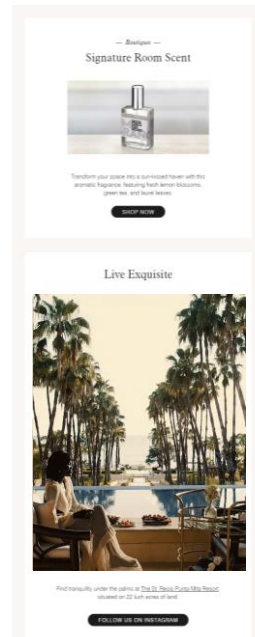
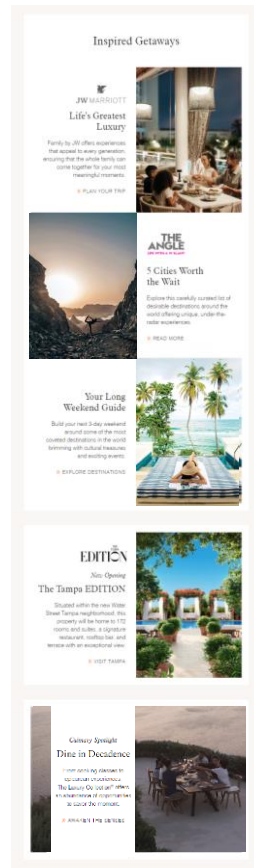
- SL 1: [Fname's ][Your ]Account Update
- SL2: [Fname's ][Your ]Account Update: Weekend Getaways
- SL 3: [Fname's ][Your ]Account Update: Weekend Getaways for Every Type of Traveler and more

## Pre-Header:

Plus, discover elevated culinary experiences, new openings, and an exceptional offer



Creative: Member Version



# Performance Summary: September 2022

- Total audience reach has increased 20% MoM with control group suppression no longer in use and full luxury audience now receiving Lux MAU; 2.3M delivered in September
  - Rescoring of luxury segments in August also contributing to increase
- Lux MAU continues to outperform other luxury communications in September
  - 1.6% CTR was .3pts. to .5pts. higher than Luxury Escapes and Ritz eNews
  - Revenue per delivered was \$0.08 followed by Luxury Escapes at \$0.02
- L1 and L2A only segments to see slight uptick in revenue/delivered with differentiated offer strategy for September
- First time leveraging multiple CTAs in Hero section. Hero drove moderate engagement in comparison to last six months (19%) with high performing GloPro offer driving significant engagement this month
  - Ritz leveraged two CTAs in May which showed to be the strongest performing hero first half of 2022; hero image was not clickable

# Performance Summary: September 2022

- Total audience reach has increased 20% MoM with control group suppression no longer in use and full luxury audience now receiving Lux MAU
- Luxury segment rescoring in August also impacting shifts in delivery volume
- CTR remains strong at 1.6% increasing .1pts. MoM and YoY; outperforming other luxury communications
- Click volume has increased 20%- 30% MoM, YoY and in comparison, to the rolling 12-month average
- Unsub rate has decreased .09 pts. YoY impacted by majority of luxury audience having now received communication for 12+ months
- Revenue increased 32% MoM. Please note financial tracking validity currently being reviewed

	Sep-22	MoM	YoY	vs. Avg.
<b>Delivered</b>	<b>2.3 M</b>	+19.8% (+375.2 K)	+24.9% (+452.9 K)	+29.5% (+517.0 M)
<b>Clicks</b>	<b>37.2 K</b>	+28.6% (+8.3 K)	+29.9% (+8.6 K)	+22.6% (+6.9 K)
<b>CTR</b>	<b>1.6%</b>	+0.1 pts.	+0.1 pts.	-0.1 pts.
<b>Unsub Rate</b>	<b>0.06%</b>	+0.01 pts.	-0.09 pts.	-0.01 pts.
<b>Bookings</b>	<b>277</b>	+21.0%	-25.3%	-15.2%
<b>Room Nights</b>	<b>774</b>	+33.4%	-4.8%	+2.6%
<b>Revenue</b>	<b>\$192.1 K</b>	+31.7%	-7.6%	-3.3%
<b>Revenue/ Delivered</b>	<b>\$0.08</b>	+9.9%	-26.0%	-25.3%

\*Lux MAU rolling 12-month avg. includes Sep '21 – Aug '22

Financial data source: Omniture 7-day cookie

# Fall/Holiday Travel Trends Forecast

## Travel Pulse: Fall Travel Trends Highlight How and Where Americans Will Spend

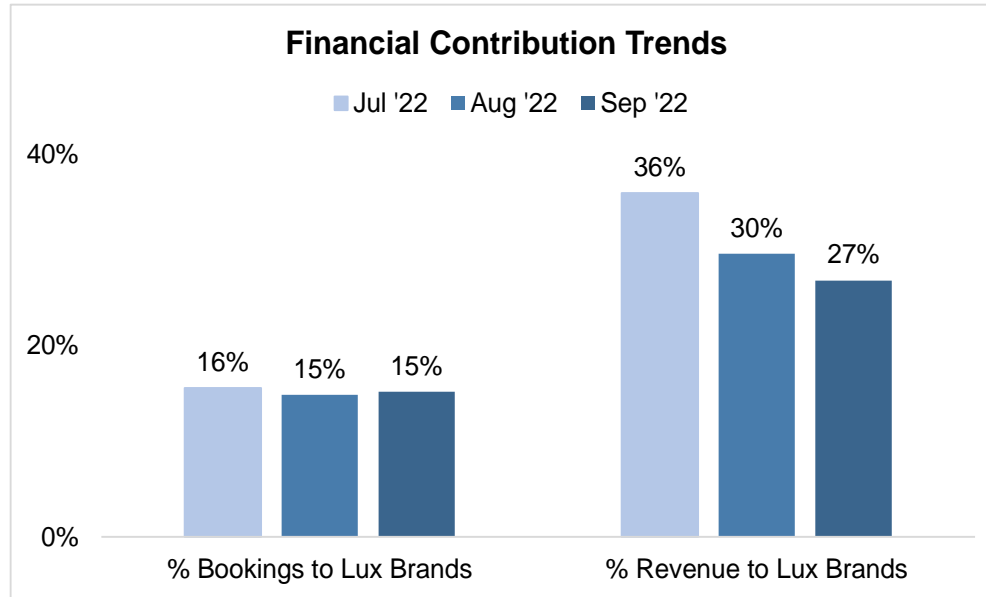
- “While autumn trips are still on the books, the cost-of-living crisis is having an impact on Americans’ choices. Nearly half (45 percent) of U.S. travelers said that ‘Price’ influenced their chosen travel dates and two-thirds (66 percent) consider ‘Cost/Affordability’ the main criteria in their trip planning process.”
- “So, although skyrocketing costs won’t deter Americans from traveling this fall season, many have had to adjust their plans a bit. Thirty-five percent of respondents said they’ll likely take trips of shorter duration, while nearly one-quarter (24 percent) indicated they’ll likely choose a destination that’s closer to home than originally planned.”
- <https://www.travelpulse.com/news/features/fall-travel-trends-highlight-how-and-where-americans-will-spend.html>

## Luxury Travel Magazine: Luxury Travelers’ Preferences and Top Destinations for Autumn/Winter 2022

- **“Islands and beaches are topping travelers’ lists for holiday travel**, followed by trips with a wellness component, and ocean cruises, 62% will travel to multiple destinations, while 38% will travel to a single destination. Notably, wellness-focused trips were the only category to see a year-on-year increase: 2021 (13%) vs. 2022 (24%).”
- <https://www.luxurytravelmagazine.com/news-articles/luxury-travelers-preferences-and-top-destinations-for-autumn-winter-2022>

# Financial Contribution Trends: September 2022

- % of bookings remains fairly consistent MoM ; % of revenue within 3pts. of August seeing gradual decline MoM
- Continue to evaluate trend into Q4 to determine economic impact of rising travel costs on booking behavior
- Please note financial tracking validity currently being reviewed



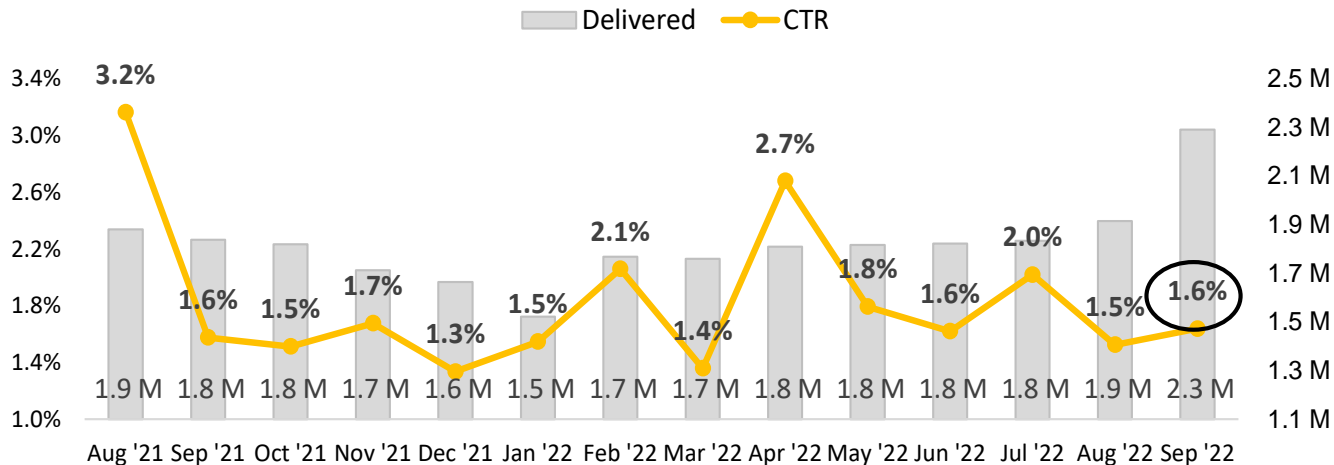
\*Financial data source: Omniture 7-day cookie



# Engagement Trends: September 2022

- CTR slightly up both MoM and YoY
- Strong performance given control group luxury audience now receiving Lux MAU versus Core showing to still be engaged with monthly account update email even with shift in what they are receiving

## Luxury MAU: Engagement Trends



### 12- Month Rolling Averages

Sep '21 – Aug '22

Total Deliveries: **21.0 M**

Avg. Monthly Deliveries: **1.8 M**

Total Unique Clicks: **364.1 K**

Avg. Monthly Unique Clicks: **30.3 K**

CTR: **1.7%**

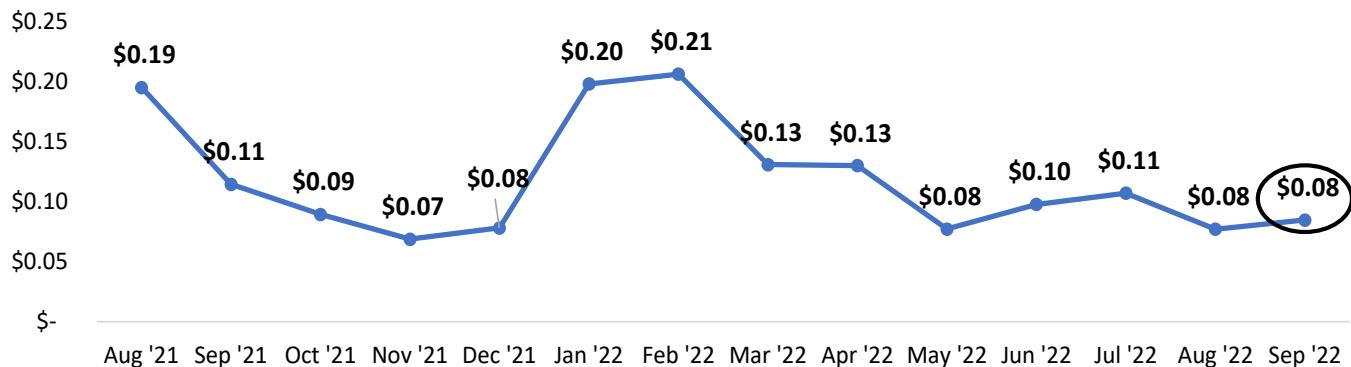
Unsub Rate: **0.07%**

Rev/Delivered: **\$0.11**

# Financial Trends: September 2022

- Rev/delivered slightly up MoM; GloPro offer drove significant level of interest from readers
- Rev/delivered was higher than other luxury communications in September
- Continue to identify content opportunities and offer strategies at the luxury segment level to drive incremental revenue; L1 key focus for Q4

Luxury MAU: Rev/Delivered Trends



## 12- Month Rolling Averages

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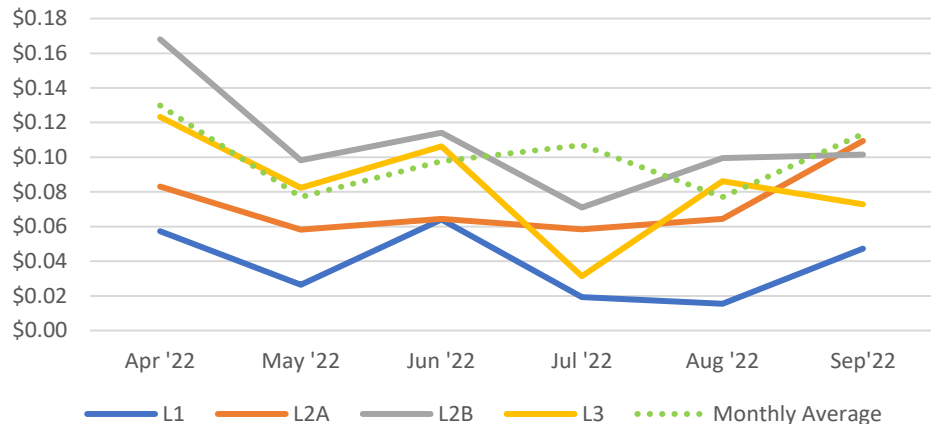
# Luxury Segment Level Engagement Trends: September 2022

- Rev/delivered saw uptick for L1/L2A; offers optimized at segment level beginning in August (July A/B offer test)
- L2B and L3 had strongest engagement levels with rev/delivered flat or slightly down MoM

Sep: L1: No offers; L2A: 1 of 2 offers

Aug: L1/L2A: 1 of 2 offers

**Lux MAU: Revenue/Delivered**  
By Luxury Segment

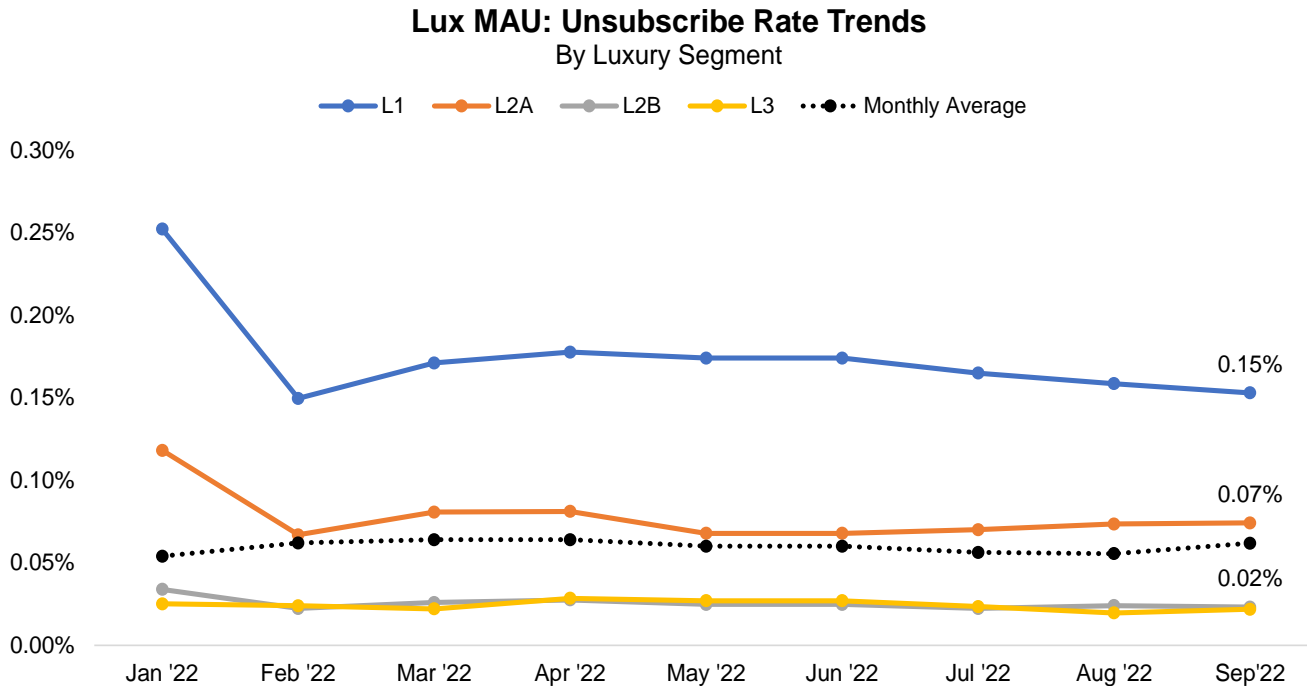


Apr '22 – Sep '22

		Aug '22	Sep '22	Engagement Trends
L1	Del.	381.5 K	582.4 K	MoM +52.6% (+200.8 K)
	CTR	0.7%	0.8%	
	Unsub Rate	0.16%	0.15%	
	Rev/Deliv	\$0.02	\$0.05	
L2A	Del.	195.8 K	248.2 K	MoM +26.7% (+52.3 K)
	CTR	1.1%	1.3%	
	Unsub Rate	0.07%	0.07%	
	Rev/Deliv	\$0.06	\$0.11	
L2B	Del.	1.0 M	1.1 M	MoM +9.8% (+100.7 K)
	CTR	1.7%	1.9%	
	Unsub Rate	0.02%	0.02%	
	Rev/Deliv	\$0.10	\$0.10	
L3	Del.	289.5 K	310.8 K	MoM +7.3% (+21.3 K)
	CTR	2.2%	2.5%	
	Unsub Rate	0.02%	0.02%	
	Rev/Deliv	\$0.09	\$0.07	

# Luxury Segment Level Unsubscribe Trends: September 2022

- Unsub rates continue to remain low into September; indicating very engaged luxury audience
- L1 seeing gradual decline beginning in July; continue to evaluate trend as we continue to personalize content















# Luxury Segment Level Engagement Trends: Lux MAU vs. Ritz

- L1 and L2A engaged at similar levels MoM for both Lux MAU and Ritz
- L2B and L3 engagement was similar for August while Ritz saw decrease in CTR and Lux MAU increase in September







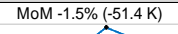



## Lux MAU

Apr '22 – Sep '22

		Aug '22	Sep '22	Engagement Trends
L1	Del.	381.5 K	582.4 K	MoM +52.6% (+200.8 K)
	CTR	0.7%	0.8%	
	Unsub Rate	0.16%	0.15%	
	Rev/Deliv	\$0.02	\$0.05	
L2A	Del.	195.8 K	248.2 K	MoM +26.7% (+52.3 K)
	CTR	1.1%	1.3%	
	Unsub Rate	0.07%	0.07%	
	Rev/Deliv	\$0.06	\$0.11	
L2B	Del.	1.0 M	1.1 M	MoM +9.8% (+100.7 K)
	CTR	1.7%	1.9%	
	Unsub Rate	0.02%	0.02%	
	Rev/Deliv	\$0.10	\$0.10	
L3	Del.	289.5 K	310.8 K	MoM +7.3% (+21.3 K)
	CTR	2.2%	2.5%	
	Unsub Rate	0.02%	0.02%	
	Rev/Deliv	\$0.09	\$0.07	

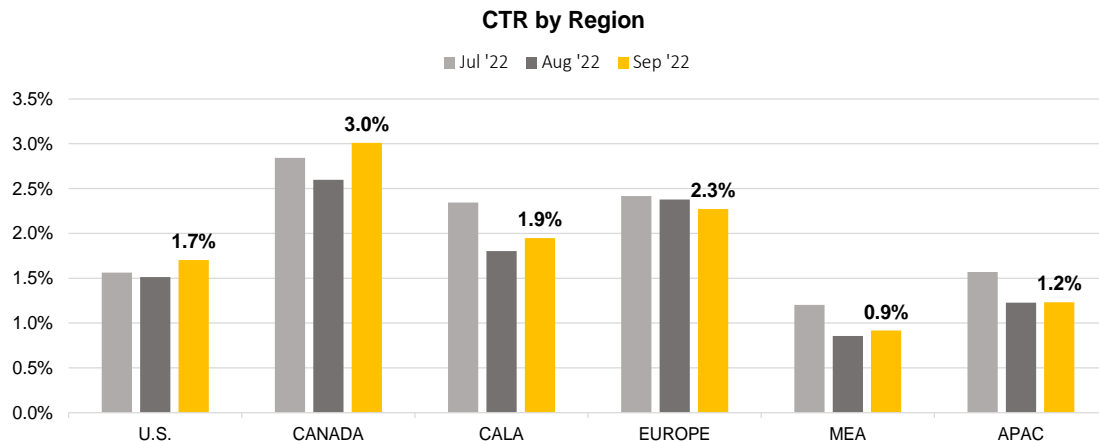
## Ritz

Apr '22 – Sep '22

		Aug '22	Sep '22	Engagement Trends
L1	Del.	520.0 K	513.0 K	MoM -1.3% (-7.0 K)
	CTR	1.0%	0.7%	
	Unsub Rate	0.20%	0.13%	
L2A	Del.	247.3 K	244.0 K	MoM -1.3% (-3.3 K)
	CTR	1.4%	1.1%	
	Unsub Rate	0.16%	0.11%	
L2B	Del.	1.2 M	1.2 M	MoM -1.5% (-18.3 K)
	CTR	1.7%	1.2%	
	Unsub Rate	0.16%	0.11%	
L3	Del.	322.4 K	317.7 K	MoM -1.5% (-4.7 K)
	CTR	1.9%	1.4%	
	Unsub Rate	0.17%	0.13%	
Everyone Else	Del.	3.4 M	3.3 M	MoM -1.5% (-51.4 K)
	CTR	1.7%	1.3%	
	Unsub Rate	0.24%	0.17%	

# Regional Engagement Trends: September 2022

- All regions seeing uptick in delivery volume aligning with overall trends
- Canada and Europe showing higher engagement levels than other regions
- MEA and APAC remain to have lower than average CTR; comparable to Ritz CTR performance in the 1% range



Delivered	Aug '22	Sep '22	MoM
US	1.5 M	1.6 M	+4.3%
CANADA	59.6 K	62.3 K	+4.5%
CALA	13.9 K	16.8 K	+21.0%
EUROPE	56.8 K	95.9 K	+69.0%
MEA	78.8 K	176.7 K	+124.4%
APAC	144.5 K	311.2 K	+115.4%
<b>Grand Total</b>	<b>1.9 M</b>	<b>2.3 M</b>	<b>+19.8%</b>

# Member Level Engagement Trends: September 2022

- Platinum through Ambassador continue to show significant engagement levels and low unsub rates
- Gold and Platinum Rev/Delivered above 12-month average. Titanium/Ambassador booking behavior differentiated so continue to monitor CTR
- Gold and Silver exhibit similar engagement behavior with Basic and Non-Member having a CTR in the range of around 1% or less; non-members have above average unsub rates

Apr '22 – Sep '22

		Aug '22	Sep '22	Engagement Trends
NON-MEMBER	Del.	130.1 K	153.4 K	MoM +18.0% (+23.4 K)
	CTR	0.4%	0.4%	
	Unsub Rate	0.25%	0.28%	
	Rev/Deliv	\$0.01	\$0.01	
BASIC	Del.	646.0 K	890.8 K	MoM +37.9% (+244.9 K)
	CTR	1.0%	1.1%	
	Unsub Rate	0.08%	0.08%	
	Rev/Deliv	\$0.05	\$0.06	
SILVER	Del.	225.6 K	253.8 K	MoM +12.5% (+28.2 K)
	CTR	1.5%	1.7%	
	Unsub Rate	0.02%	0.02%	
	Rev/Deliv	\$0.05	\$0.11	
GOLD	Del.	427.5 K	465.9 K	MoM +9.0% (+38.4 K)
	CTR	1.8%	2.0%	
	Unsub Rate	0.02%	0.02%	
	Rev/Deliv	\$0.07	\$0.13	

Apr '22 – Sep '22

		Aug '22	Sep '22	Engagement Trends
PLATINUM	Del.	181.4 K	198.4 K	MoM +9.4% (+17.1 K)
	CTR	2.4%	2.6%	
	Unsub Rate	0.02%	0.02%	
	Rev/Deliv	\$0.11	\$0.14	
TITANIUM	Del.	231.0 K	249.3 K	MoM +7.9% (+18.2 K)
	CTR	2.4%	2.8%	
	Unsub Rate	0.02%	0.01%	
	Rev/Deliv	\$0.19	\$0.07	
AMBASSADOR	Del.	54.2 K	59.2 K	MoM +9.3% (+5.0 K)
	CTR	2.2%	2.5%	
	Unsub Rate	0.01%	0.01%	
	Rev/Deliv	\$0.08	\$0.01	
MEMBER	Del.	1.9 M	2.3 M	MoM +19.8% (+375.2 K)
	CTR	1.5%	1.6%	
	Unsub Rate	0.06%	0.06%	
	Rev/Deliv	\$0.08	\$0.08	

# Luxury Segment Campaign Performance: September 2022

- Lux MAU continues to outperform other luxury communications in September
  - CTR was .3pts. to .5pts. higher than Luxury Escapes and Ritz
  - Revenue per delivered was \$0.08 followed by Luxury Escapes with a rev/delivered of \$0.02
- Unsub rates low for all luxury mailings with Lux MAU and Luxury Escapes having lowest unsub rates

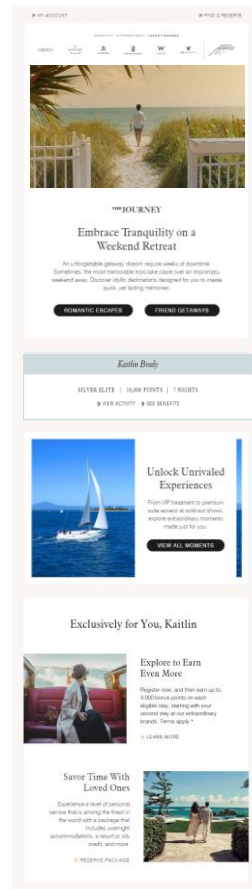
Engagement Data for Luxury Segments Only

September 2022	Lux MAU	Ritz eNews	Luxury Escapes
Delivered	2.3 M	2.2 M	1.7 M
Clicks	37.2 K	24.9 K	22.0 K
<b>CTR</b>	<b>1.64%</b>	<b>1.11%</b>	<b>1.33%</b>
<b>Unsub. Rate</b>	<b>0.06%</b>	<b>0.12%</b>	<b>0.06%</b>
Bookings	277	7	87
Revenue	\$192.1 K	\$5.5 K	\$39.4 K
Rev/Del	\$0.08	\$0.00	\$0.02
% Bkgs. to Lux	15.2%	57.1%	16.1%
% Rev to Lux	26.8%	85.6%	27.0%

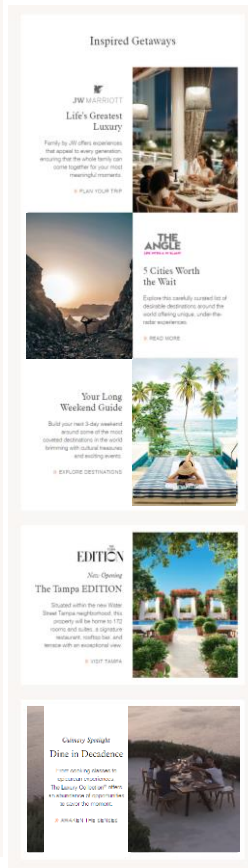
# Lux MAU Segment Heat Maps: September 2022

- Account box and hero continue to drive highest percent of clicks
- GloPro offer continues to be strong performer
- Inspiration section drove interest with L1 being more engaged than other luxury segments with Family by JW content. The Angle was top performer overall
- L1 showed most interest in Boutiques content which is featured lower in email

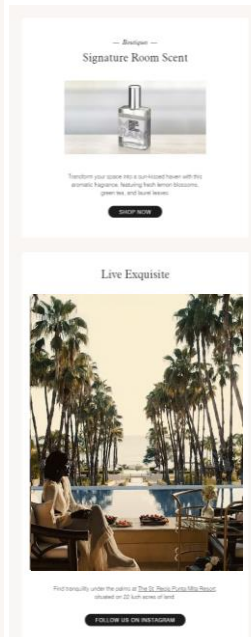
Module	L1	L2A	L2B	L3	Total
Header	13.9%	12.3%	10.4%	9.9%	11.0%
Hero	23.7%	20.2%	21.7%	25.5%	22.6%
Hero Image and Headline	6.9%	5.7%	5.2%	5.4%	5.5%
Romantic Escapes CTA	11.9%	9.9%	11.5%	13.6%	11.8%
Friend Getaways CTA	4.9%	4.6%	5.1%	6.5%	5.3%
Account Box	33.1%	42.4%	29.5%	24.5%	30.2%
View Activity CTA	18.5%	23.2%	18.1%	16.0%	18.2%
See Benefits CTA	14.6%	19.2%	11.4%	8.4%	11.9%
Moments	3.2%	3.8%	6.3%	7.2%	5.8%
Offers	--	4.0%	15.5%	15.5%	12.2%
Global Promotion	--	4.0%	13.0%	13.0%	10.4%
Reserve Package	--	--	2.5%	2.4%	1.9%
Inspiration	7.4%	7.3%	8.4%	9.7%	8.4%
Family by JW	2.6%	2.3%	2.0%	1.9%	2.1%
The Angle: 5 Cities	3.7%	3.7%	4.3%	5.1%	4.3%
Your Long Weekend Guide	1.1%	1.3%	2.1%	2.7%	2.0%
New Opening: The Tampa EDITION	2.4%	2.6%	2.9%	3.0%	2.8%
Culinary Spotlight	0.9%	0.7%	0.9%	0.9%	0.9%
Boutiques	1.9%	1.2%	1.1%	1.1%	1.3%
Instagram	2.3%	1.9%	2.2%	2.2%	2.2%
Footer	11.2%	3.5%	1.1%	0.7%	2.7%
Unsubscribe	9.3%	2.9%	0.6%	0.4%	2.0%
Other	1.8%	0.6%	0.4%	0.2%	0.6%
Grand Total	100.0%	100.0%	100.0%	100.0%	100.0%



Creative: Member Version



(U.S. Version)





# 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%

# Recommendations and Next Steps

- Devise content and communication strategy for L1 and Max ADR \$750+ segments
  - Continue heat map comparison analyses at the luxury segment level moving forward to help understand top content by segment to inform overarching strategies; including moving forward with historical analysis for Ritz
- Launch Account box test in November for minimum of a 3-month period
- Identify use case to leverage 750+ Max ADR attribute to personalize content across luxury communications
- Leverage multiple CTAs in a future communication when GloPro is not featured; consider testing where hero is clickable versus not clickable after Account box test period
- Continue offer personalization by luxury segment and compare to other luxury communication offer performance and impact on revenue/delivered
- Leverage 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



**Thank You!**

MARRIOTT  
**BONVOY**

# September 3rd Newsletter

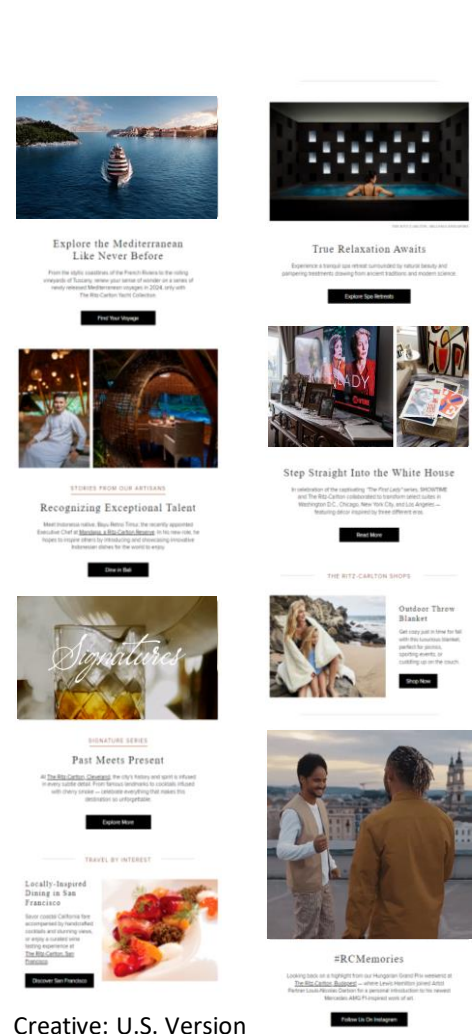
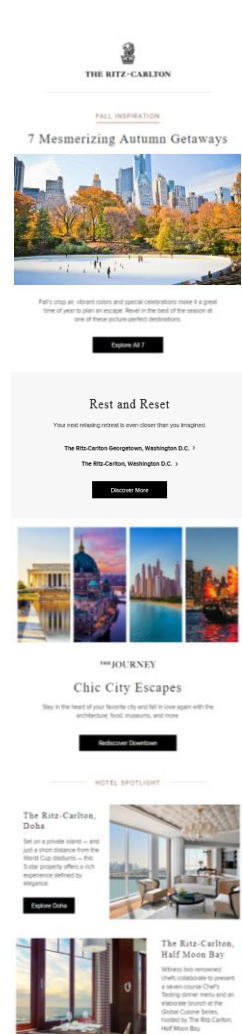
## Theme: Fall Getaways & Experiences

### Subject Line (Used PCIQ Optimization):

- (Direct) INSIDE THE RITZ-CARLTON: Celebrate Fall With an Unforgettable Escape
- (Authority) INSIDE THE RITZ-CARLTON: Your Guide to Exquisite Autumn Escapes
- (How To) INSIDE THE RITZ-CARLTON: How to Determine Your Next Fall Destination
- (Intrigue) INSIDE THE RITZ-CARLTON: Here's Where to Escape This Fall
- (Question) INSIDE THE RITZ-CARLTON: Venturing somewhere this fall?

### Pre-Header:

Inside: Discover rejuvenating offers, unique suites, and more!



Creative: U.S. Version



# Luxury Escapes: September 2022



MARRIOTT BONVOY  
ESCAPE TO LUXURY

» MY ACCOUNT  
» FIND & RESERVE

## Fall in Love With the City

Enjoy a Credit of up to \$300





STRATUS




EDITION



THE RITZ-CARLTON

Discover the extraordinary in the heart of it all. Find the perfect getaway by Sunday to receive your exclusive credit of up to \$300 toward hotel experiences including dining, rejuvenating spa services, and so much more.\*

RESERVE TODAY



## Add a Dash of the Iconic


Explore globally inspired and playful spins on the famed Bloody Mary, perfected at The St. Regis New York nearly 80 years ago.

» SHOP NOW

## Experience Global Cuisines

EDITION® hotels feature locally curated flavors from Michelin-starred chefs in diverse culinary destinations.


» SEE MORE




## THE JOURNEY

### Adventures Unlike Any Other


Explore autumn getaways, cities that come alive at night, and stunning suites around the globe. Plus, learn why whiskey is making a comeback in *The Journey from The Ritz-Carlton®*.




Colorful Wonderlands



Cosmopolitan Nightlife



Stunning Suites



Revered Spirits

# 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