

# Luxury MAU Email Review

November 3, 2021

MARRIOTT  
**BONVOY**



EDITION

THE  
LUXURY  
COLLECTION

  
ST REGIS

  
THE RITZ-CARLTON

  
HOTELS

  
JW MARRIOTT

AL BUSTAN PALACE, A RITZ-CARLTON HOTEL

# Luxury MAU – New Program Launch

- New luxury monthly account update sent to luxury segmented members and non-members
- Contains thoughtfully curated inspirational content showcasing Marriott's portfolio of luxury hotels, destinations, and brands
- Content strategy evolving as we learn more about the four luxury segments
- Thoughtful diversity of brands and markets in each communication

[MY ACCOUNT](#)
[FIND & RESERVE](#)

[HOLIDAYS](#)
[WEDDINGS](#)
[REUNIONS](#)
[WEEKENDS](#)
[WINE](#)
[FAMILY](#)

[SPECIALTY](#)
[WEDDINGS](#)
[REUNIONS](#)
[WINE](#)
[FAMILY](#)

# An Extraordinary Journey, Should Be Met With Extraordinary Standards.

Introducing the new Marriott Bonvoy® Account Update, designed especially for guests like you who appreciate the transformative power of travel. Each month we'll bring you curated offers, inspiration, and tips to make the most out of each and every journey. Here's to a life well-lived—and well-traveled.

WHERE CAN WE TAKE YOU?

Kathlin Seger

Member | 19 POINTS | 7 NIGHTS

VIEW ACTIVITY | SEE BENEFITS

## Member-Exclusive Experiences

Your Marriott Bonvoy® status is the key to unlocking exclusive member benefits.

### Adventure Awaits

Purchase points today and discover how many more you will earn. A rewarding experience could be closer than you think.

BUY POINTS

### Savor the Moment

Use your points to redeem for exceptional experiences that can transform, enrich and excite.

SEE ALL MOMENTS

## Curated Especially for You

Explore these special offers, available for a limited time.

### Last-Minute Getaways

Get out of your head, and away from it all, with an impromptu weekend getaway to our hotels and resorts around the world.

[MY ACCOUNT](#)
[FIND & RESERVE](#)

[HERBERT](#)
[INTERNATIONAL LIBRARY BRANCH](#)

[EASTON](#)
[ST. HENRY TRUST](#)
[BANK OF AMERICA](#)
[WELLS FARGO](#)
[CHASE](#)
[AMERICAN EXPRESS](#)
[JPMORGAN CHASE BANK](#)

## Experience the World of St. Regis *Where Indulgence Meets Sophistication*

Welcome to the best address around the world with St. Regis. Where a relaxing retreat offers the opportunity to indulge in exquisite experiences, exclusive spa rituals and signature Butler Service.

**EXPLORE ST. REGIS**

*Janet Yungwirth*

TITANIUM ELITE | 137,600 POINTS | 74 NIGHTS

VIEW ACTIVITY SEE BENEFITS

## Exploration Awaits

*Find inspiration for your next escape.*

### "OUR JOURNEY"

#### 5 Destinations for a Getaway With Friends

From exclusive waterfront retreats to exhilarating outdoor adventures, find inspiration for your next group getaway at The Ritz-Carlton® hotels.

[SEE ALL 5](#)

THE RITZ-CARLTON, MIAMI BEACH LUXURY

### A Love Letter to Miami

[MY ACCOUNT](#)
[FIND & RESERVE](#)

[DISCOVERY](#)
[INTERNATIONAL](#)
[LUXURY RESORTS](#)

[SERVICES](#)
[TRAVEL TRUST](#)
[TRAVEL](#)
[TRAVEL](#)
[W](#)
[WORLD](#)
[WORLDWIDE](#)

[DISCOVERY](#)

## Experience Two Remarkable Resorts in Santorini

The Luxury Collection hotels offer discerning guests the choice of two exclusive resorts that celebrate the very best of the Greek Isles. At *Vassilissa*, enjoy a private wine tasting in the historic 400-year-old stone wine cave. Or head to *Mastichora*, where the captain of your own private catamaran prepares the freshest seafood straight from the Aegean Sea.

**EXPLORE THE LUXURY COLLECTION**

## Discover More Extraordinary Resorts

*Experience the healing, restorative powers of the sea.*

### Endless Sunshine in Mauritius

Relax along the white sandy beach or venture to One Day Beach for kitesurfing adventures in this newly opened resort.

**EXPLORE JW MARRIOTT**

### Your Sanctuary in Miami

Drawing both inspiration and energy from the ocean, this resort offers an oasis of calm in one of the world's most exciting cities.

**EXPLORE THE RITZ-CARLTON**

### Live Exquisitely in Puerto Rico

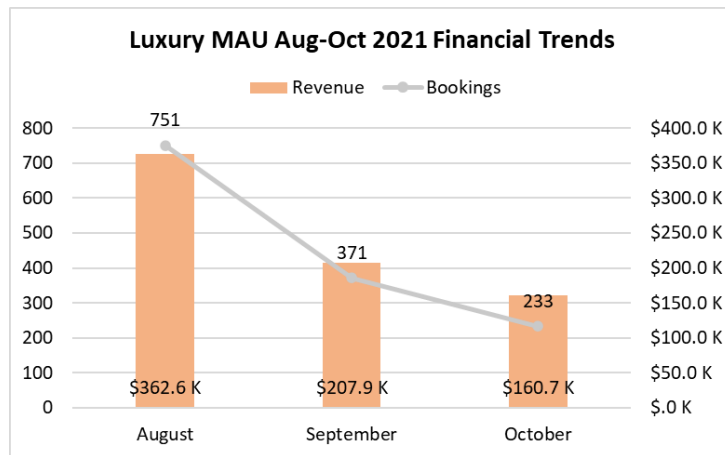
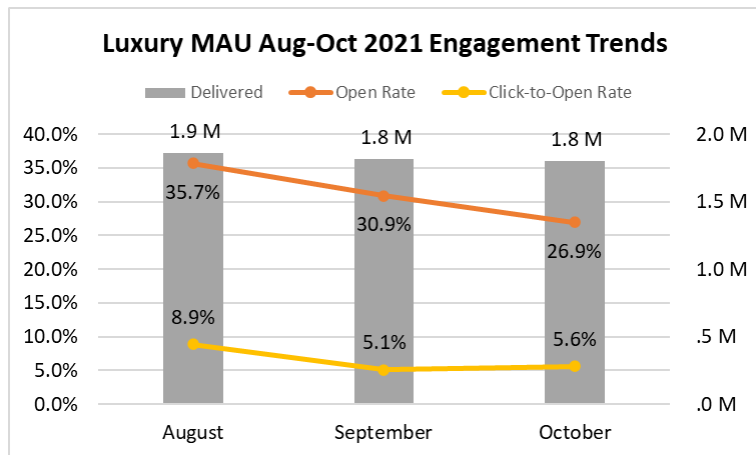
Embrace the curative qualities of water at this ultra-luxurious perched

# Performance Summary: August – October 2021

- The launch of the monthly Luxury MAU newsletter generated higher engagement rates compared to the Bonvoy 12-month average
- Luxury MAU revenue was significantly higher than other Luxury emails
- Luxury MAU click rates were similar or higher than other Luxury emails
- Readers engaged with account information, hero content, offers, and brand inspiration; animated content drove interest and clicks when included

# Luxury MAU: Aug-Oct 2021 Engagement

- Overall, August saw highest engagement and bookings. Influences include: first communication, seasonality, offer inclusion
- Over \$731k in bookings were attributed to this new email with August driving almost half of the total revenue



Metrics	Aug-Oct 2021
Delivered	5.5 M
Open	1.7 M
Open Rate	31.2%
Click	114.8 K
CTR	2.1%
CTOR	6.7%
Unsub. Rate	0.11%
Bookings	1.4 K
Revenue	\$731.2 K

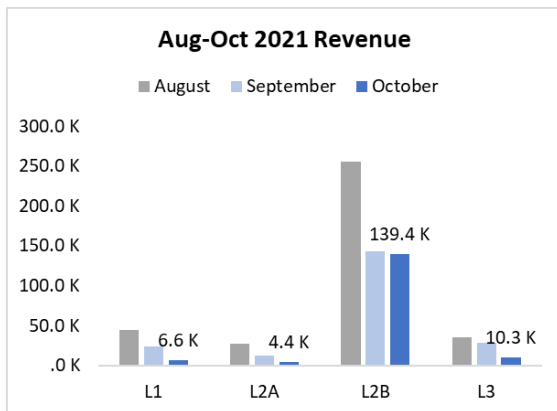
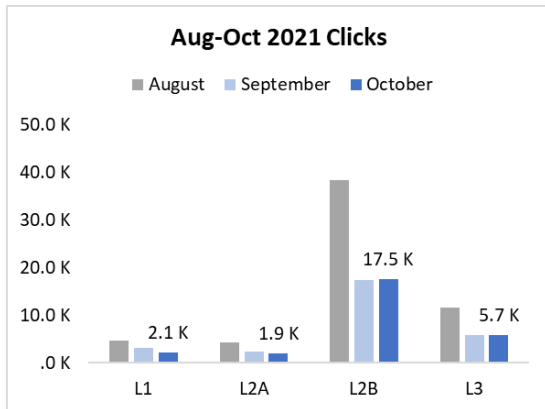
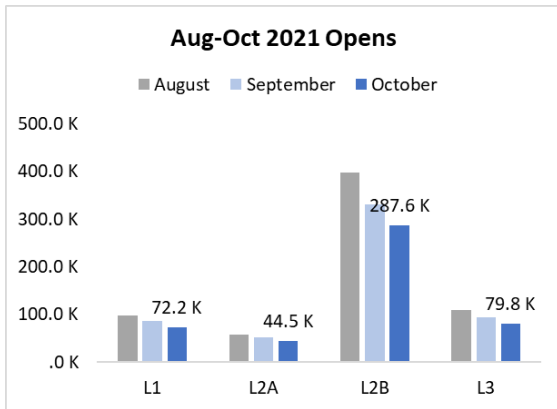
# Luxury MAU Performance versus Other Luxury Emails

- Lux MAU has a smaller audience than the other luxury emails, however it drove significantly more bookings and revenue during same time period
- Lux MAU open rate was higher, but overall click engagement performance was similar to that of the established, ongoing luxury emails
- Q3 CTR for Bonvoy was 1.4% so we are seeing a 50% higher rate for Lux

Metrics	Lux MAU Aug-Oct	Ritz eNews Aug-Oct	Luxury Escapes Aug-Oct
Delivered	5.5 M	8.5 M	6.3 M
Opens	1.7 M	2.2 M	1.8 M
Open Rate	31.2%	25.4%	28.7%
Clicks	114.8 K	181.6 K	75.1 K
CTR	2.1%	2.1%	1.2%
CTOR	6.7%	8.4%	4.2%
Unsub Rate	0.11%	0.14%	0.08%
Bookings	1.4 K	100	860
Revenue	\$731.2 K	\$155.2 K	\$662.4 K
Rev/Del	\$0.13	\$0.02	\$0.11
% Rev to Lux	36.7%	---	34.7%

# Engagement by Luxury Segment

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



- August drove the highest opens and clicks across all segments
- August L2B was the biggest revenue and bookings driver
- Keep in mind audience sizes for each segment – L2B makes up over 50% of Lux audience

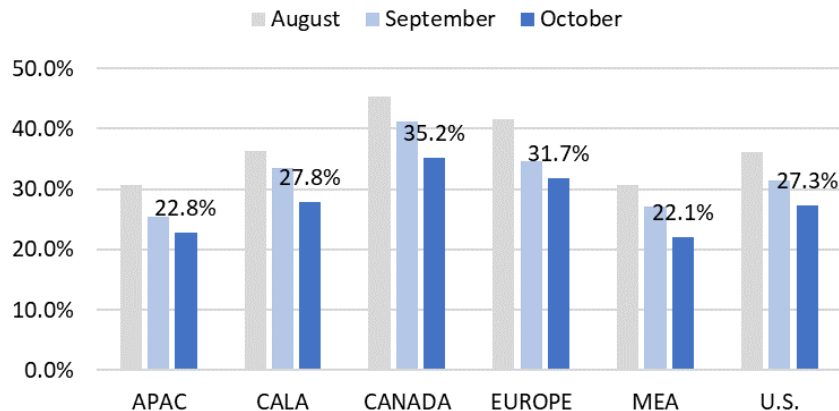


# MAU Luxury Regional Breakdown

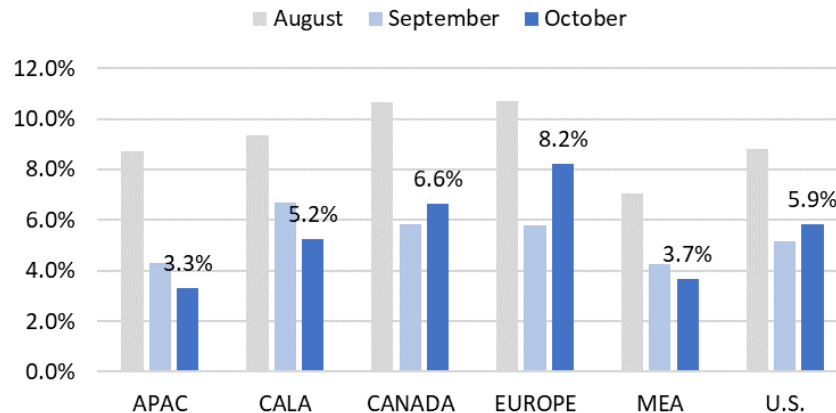
- In October, Canada saw the highest open rate, followed by Europe
- Open rates consistently declined over the quarter across all countries
- Strong August subject line combined with travel trends and shift in content strategy impacted decline
- Canada, Europe and US saw increases in CTOR rates in October versus the other regions

Region	L1	L2A	L2B	L3	Total
APAC	24.44%	18.08%	8.09%	4.66%	12.33%
CALA	1.19%	1.04%	0.64%	0.40%	0.77%
CANADA	2.22%	2.97%	2.75%	3.09%	2.70%
EUROPE	4.47%	4.84%	2.81%	2.17%	3.31%
MEA	10.03%	6.81%	1.67%	0.89%	3.96%
US	57.37%	66.10%	84.01%	88.78%	76.83%
N/A	0.26%	0.17%	0.03%	0.01%	0.09%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

Open Rate by Region: MoM Engagement



CTOR by Region: MoM Engagement





# Engagement by Member Level

- Observations:

- Higher tiers engaged as we might expect with Members showing higher performance than Non-Members
  - Elite Members had highest engagement across all KPIs
  - Titanium had slightly higher CTOR than Platinum and Ambassador members

- Recommendations:

- Continue to focus on Luxury MAU segments for personalization efforts

		Aug '21	Sep '21	Oct '21	Engagement Trends	Total Aug-Oct '21
Non-Member	Deliv.	128.0 K	129.8 K	111.2 K	MoM -14.4% (-18.7 K) 	369.0 K
	Open%	22.1%	21.4%	19.3%		21.0%
	CTOR	1.8%	1.5%	1.8%		1.7%
Basic	Deliv.	746.4 K	703.7 K	704.9 K	MoM +0.2% (1.2 K) 	2.2 M
	Open%	25.5%	23.2%	19.9%		22.9%
	CTOR	6.3%	4.5%	3.8%		5.0%
Silver	Deliv.	218.5 K	215.6 K	214.0 K	MoM -0.8% (-1.6 K) 	648.1 K
	Open%	34.4%	29.5%	25.8%		29.9%
	CTOR	8.6%	5.4%	5.2%		6.6%
Gold	Deliv.	379.1 K	376.7 K	374.2 K	MoM -0.7% (-2.5 K) 	1.1 M
	Open%	42.6%	36.0%	31.2%		36.6%
	CTOR	9.4%	5.5%	6.2%		7.2%
Platinum	Deliv.	158.1 K	158.6 K	158.3 K	MoM -0.2% (-271 K) 	475.0 K
	Open%	50.8%	41.7%	36.4%		43.0%
	CTOR	11.4%	5.8%	7.4%		8.5%
Titanium	Deliv.	194.9 K	196.8 K	199.5 K	MoM +1.4% (+2.7 K) 	591.1 K
	Open%	55.0%	44.7%	38.9%		46.2%
	CTOR	12.2%	6.1%	7.8%		9.0%
Ambassador	Deliv.	35.5 K	36.7 K	37.9 K	MoM +3.4% (+1.3 K) 	110.1 K
	Open%	58.8%	46.1%	40.1%		48.1%
	CTOR	11.6%	4.7%	7.3%		8.2%

# Top Performing Modules by CTR

- Hero and Account Box, not surprisingly, in top for all segments
- Offer content in top 10 for all, but significantly higher CTR for L2B and L3
- Still looking for that silver bullet to engage L1 and L2A at higher rates

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

L1		
Month	Module	CTR
All	Account Box	0.40%
October	Resorts	0.21%
All	Hero	0.20%
August	Offers	0.16%
All	Brand Inspiration	0.07%
All	Hotel Spotlight	0.07%
Aug, Sep	Loyalty	0.04%
All	Instagram	0.03%
All	Culinary	0.01%
October	Moments	0.01%

L2A		
Month	Module	CTR
All	Account Box	0.83%
All	Hero	0.41%
August	Offers	0.32%
October	Resorts	0.31%
All	Hotel Spotlight	0.14%
All	Brand Inspiration	0.14%
Aug, Sep	Loyalty	0.08%
All	Instagram	0.07%
All	Culinary	0.03%
October	Moments	0.01%

L2B		
Month	Module	CTR
August	Offers	0.78%
October	Resorts	0.63%
Aug, Sep	Loyalty	0.20%
All	Account Box	0.17%
All	Brand Inspiration	0.08%
All	Culinary	0.03%
All	Hero	0.03%
October	Moments	0.02%
All	Hotel Spotlight	0.01%
All	Instagram	0.01%

L3		
Month	Module	CTR
August	Offers	1.07%
October	Resorts	0.83%
All	Account Box	0.70%
All	Brand Inspiration	0.35%
Aug, Sep	Loyalty	0.30%
All	Culinary	0.12%
All	Hero	0.12%
All	Hotel Spotlight	0.06%
October	Moments	0.03%
All	Instagram	0.02%

# Heat Map by Content Module

- Hero Image and Account Box saw high engagement across the quarter
  - October positioned Account Box under secondary content which may have impacted
- Limited Time Offers in August generated the third highest click rate
  - Last Minute Getaways
  - Reconnect in Paradise
- September Brand Inspiration and Instagram out-performed the other months
  - 5 Destinations with Friends and Love Letter to Miami
  - St. Regis Maldives animated image with resort name and Instagram logo within image

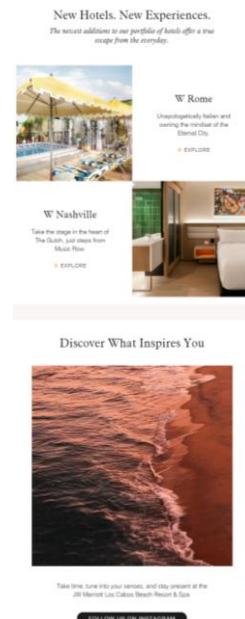
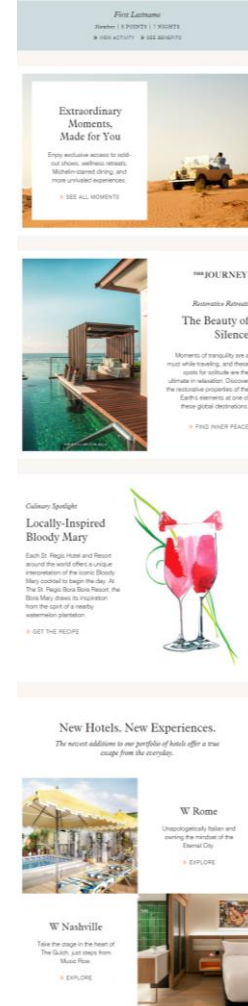
Module	Aug-21		Sep-21		Oct-21	
	Clicks	% Clicks	Clicks	% Clicks	Clicks	% Clicks
Header	4.1 K	5.7%	3.0 K	8.2%	3.0 K	8.9%
Hero	12.5 K	17.5%	7.7 K	21.3%	12.5 K	37.2%
Account Box	24.4 K	34.0%	12.9 K	35.8%	4.2 K	12.4%
Resorts	---	---	---	---	9.5 K	28.3%
Loyalty	4.9 K	6.8%	1.1 K	3.2%	---	---
Offers	11.6 K	16.1%	---	---	---	---
Moments	---	---	---	---	322	1.0%
Brand Inspiration	5.3 K	7.4%	4.7 K	13.1%	447	1.3%
Hotel Spotlight	6.4 K	8.9%	2.5 K	6.9%	1.9 K	5.6%
Culinary	492	0.7%	.5 K	1.4%	393	1.2%
Instagram	702	1.0%	2.2 K	6.1%	241	0.7%
Footer	1.4 K	1.9%	1.4 K	4.0%	1.2 K	3.5%

# October Engagement

# Luxury MAU:

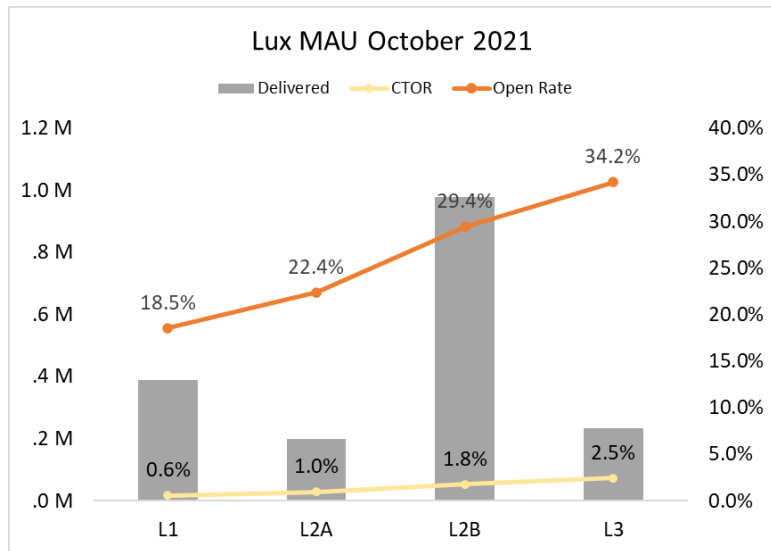
## October 14, 2021

- Subject Line:
  - Your Account Update: 7 Exclusive Resort Getaways
- Pre-Header:
  - Plus, discover 2 new hotels in Rome & Nashville for a truly memorable experience



# October 2021 Engagement Statistics by Luxury Segment

- Observations:
  - Open rate dropped 4 points MoM, while CTOR increased by 0.5 points
  - CTR fairly steady MoM, and should be the primary KPI we look at given Apple iOS changes
  - L3 segment saw highest overall engagement
- Recommendation:
  - Continue to develop content strategies by Luxury MAU segment to align with varying Luxury booking behaviors



	October	September	MoM
<b>Delivered</b>	1.8 M	1.8 M	-1.0%
<b>Opens</b>	484.2 K	561.5 K	-13.8%
<b>Open Rate</b>	26.9%	30.9%	-4.0 pts.
<b>Clicks</b>	27.2 K	28.7 K	-4.9%
<b>CTR</b>	1.5%	1.6%	-0.1 pts.
<b>CTOR</b>	5.6%	5.1%	+0.5 pts.
<b>Unsub Rate</b>	0.09%	0.15%	-0.06 pts.
<b>Revenue</b>	160.7 K	\$207.9 K	-22.7%

# Revenue by Brand – October 2021

- October Lux MAU saw the highest percent of revenue given to luxury brands, but total revenue followed the Luxury Escapes campaign
- While Luxury Escapes generated the highest total revenue, it drove the lowest percent of revenue given to luxury brands

Campaign	Total Revenue	% to Luxury Brands
<b>Lux MAU</b>	\$160,666	<b>41%</b>
Luxury Escapes	\$211,661	22%
Ritz-Carlton	\$66,212	32%

\*Data includes Luxury segmentation only




# Heat Map:


- Readers engaged in content from top to bottom with a tick up for New Hotels
- Animated hero image drove the highest clicks with the header driving the highest percent of bookings
- Account box saw a decrease in clicks MoM – possibly contributed to the increase in activity within the hero and header sections along with lower placement in the email for October
- Continue to assess revenue impact and performance when including animated hero images in email

**Header:**  
8.9% clks.  
41.2% bkg.

**Hero:**  
37.2% clks.  
21.9% bkg.




**Resorts:**  
28.2% clks.  
14.2% bkg.



**Account Box:**  
12.4% clks.  
16.3% bkg.

**Moments:**  
13.1% clks.  
1.1% bkg.



**Live Exquisitely in Puerto Rico**  
Explore the unique qualities of water at this location nestled at the foot of a natural reserve with lush tropical landscape.  
EXPLORE ST. PIERRE

**Let it Glow in the Maldives**  
Delight in glow-in-the-dark alfresco and luminous plantation that can be spotted on the shores of this private island resort.  
EXPLORE W HOTELS

**Infinite Views of the Aegean Sea**  
Discover tranquility in Turkey at this exceptional resort with an infinity pool overlooking the sea, private villas, and a Turkish hamam.  
EXPLORE EDITION

**Brand Inspiration:**  
1.3% clks.  
0.0% bkg.

**THE JOURNEY**  
Rejuvenate Retreat  
The Beauty of Silence  
Moments of tranquility are as much about traveling, and these spaces for solitude are the ultimate in relaxation. Discover the serene atmosphere of the Earth's elements as one of these global destinations.  
EXPLORE RIVER PEACE

**Culinary:**  
1.2% clks.  
0.0% bkg.

**Culinary Spotlight**  
Locally-Inspired Bloody Mary  
Each St. Regis Hotel and Resort around the world offers a unique interpretation of the iconic Bloody Mary cocktail to begin the day. At the St. Regis Bora Bora Resort, the Bora Bora Bloody Mary is inspired from the spirit of a nearby watermelon plantation.  
EXPLORE THE RESORT



**New Hotels:**  
5.6% clks.  
6.4% bkg.


**New Hotels. New Experiences.**  
The newest additions to our portfolio of hotels offer a true escape from the everyday.

**1**  
W Rome  
Unapologetically Italian and setting the standard of the Eternal City.  
EXPLORE

**2**  
W Nashville  
Take the stage in the heart of The Gulch, just steps from Music Row.  
EXPLORE

**Instagram:**  
0.7% clks.  
0.0% bkg.

**Discover What Inspires You**



Take time, turn into your camera, and snap away at the 30th Street Los Cabos Beach Resort & Spa.  
EXPLORE LOS CABOS BEACH RESORT & SPA

**Footer (not shown):**  
3.5% clks. 0.0% bkg.

## Heat Maps by Segment October 2021

- Account box activity remains high for all segments, with L2A the highest
- Hero and Resorts were top for all segments
- New Hotels also drove interest among secondary content across all segments

% of Clicks by Segment

Modules	L1	L2A	L2B	L3
<b>Header</b>	<b>11.56%</b>	<b>12.12%</b>	<b>8.50%</b>	<b>7.63%</b>
<b>Hero</b>	<b>23.86%</b>	<b>31.28%</b>	<b>38.82%</b>	<b>41.30%</b>
<b>Resorts</b>	<b>23.52%</b>	<b>25.04%</b>	<b>29.24%</b>	<b>28.95%</b>
Endless Sunshine in Mauritius	5.96%	5.56%	7.52%	7.48%
Infinite Views of the Aegean Sea	2.53%	2.94%	3.50%	3.18%
Let it Glow in the Maldives	5.48%	5.76%	6.08%	6.03%
Live Exquisitely in Puerto Rico	4.26%	4.39%	5.66%	5.67%
Your Sanctuary in Miami	5.28%	6.40%	6.47%	6.59%
<b>Account Box</b>	<b>14.20%</b>	<b>15.90%</b>	<b>11.94%</b>	<b>11.43%</b>
<b>Moments</b>	<b>0.88%</b>	<b>0.76%</b>	<b>1.02%</b>	<b>0.88%</b>
<b>Brand Inspiration</b>	<b>1.53%</b>	<b>1.13%</b>	<b>1.33%</b>	<b>1.29%</b>
<b>Culinary</b>	<b>1.05%</b>	<b>1.09%</b>	<b>1.11%</b>	<b>1.44%</b>
<b>New Hotels</b>	<b>5.14%</b>	<b>5.03%</b>	<b>5.78%</b>	<b>5.34%</b>
W Nashville	2.39%	2.09%	3.05%	2.75%
W Rome	2.75%	2.94%	2.73%	2.59%
<b>Instagram</b>	<b>1.51%</b>	<b>0.68%</b>	<b>0.61%</b>	<b>0.65%</b>
<b>Footer</b>	<b>16.76%</b>	<b>6.96%</b>	<b>1.67%</b>	<b>1.07%</b>
<b>TOTAL</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>

# Recommendations

- Continue to monitor Lux holdout group performance in Core MAU
- Test various content modules in order to drive additional engagement and bookings within each of the four Luxury Segments (L1, L2A, L2B and L3)
- Consider regionally targeted content similar to Ritz
- Consider polling L1 and L2A audiences to ask what they want to see
- Consider adding more personalized content including recent and upcoming stay
- Continue to include animated content to drive interest and clicks
- For high-performing modules identified in first three months continue to assess engagement and performance

# Thank You!

MARRIOTT  
BONVOY®

ZADUN, A RITZ-CARLTON RESERVE, LOS CABOS, MEXICO

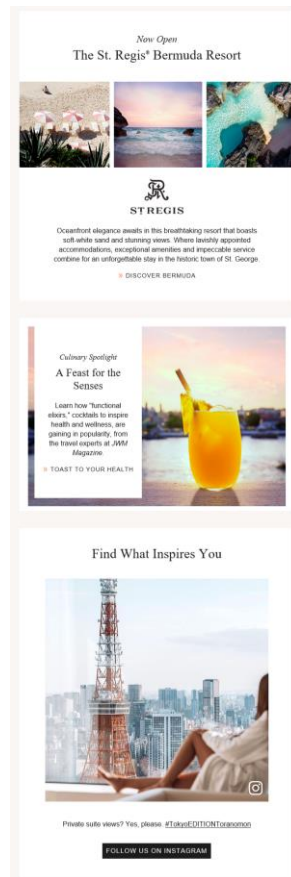
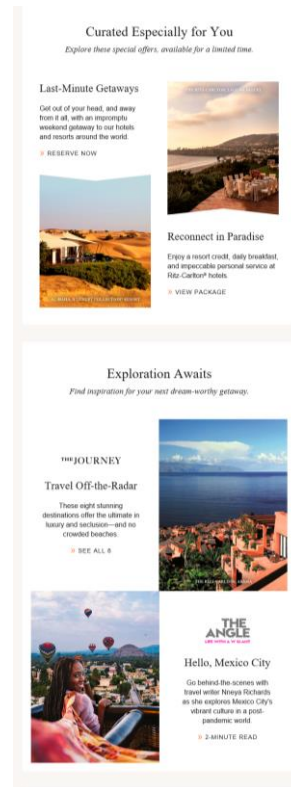
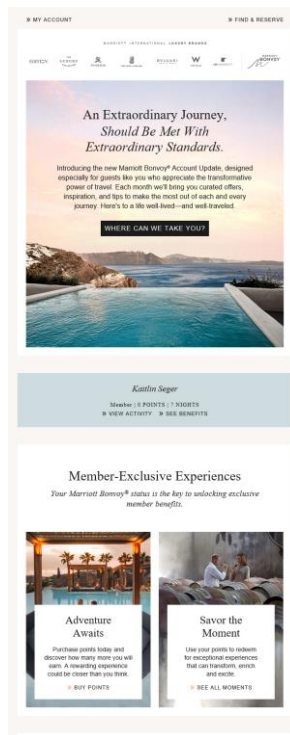
## Luxury MAU: August 14, 2021

**Subject Line:**

Your NEW Member Account Update:  
Welcome to Extraordinary, Cindy

**Pre-Header:**

## INSIDE: New Bermuda Hotel Opening, 25% Off Last-Minute Getaways, Plus Mexico City in a Post-Pandemic World



Creative: Member Version



# Heat Map August 2021

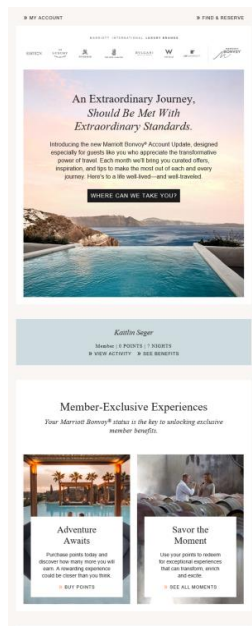
- Top 3 most clicked modules: **Account Box**, **Hero**, and **Offers**
- Readers engaged with Hotel Spotlight placed lower in the email; strong clicks and bookings
- Continue including offers to help lift engagement and bookings
- Geo-targeting luxury offers and property features can help lift click activity; a proven personalization tactic

**Header:**  
5.7% clks.  
28.5% bkg.

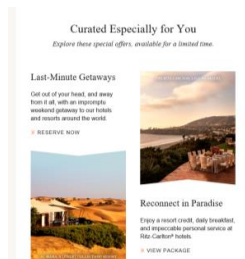
**Hero:**  
17.5% clks.  
27.6% bkg.

**Account Box:**  
34.0% clks.  
30.9% bkg.

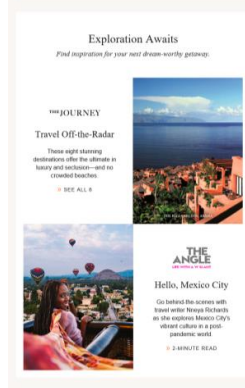
**Loyalty:**  
6.8% clks.  
0.53% bkg.



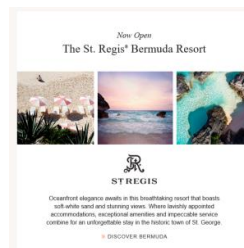
**Offers:**  
16.1% clks.  
3.6% bkg.



**Brand Inspiration:**  
7.37% clks.  
0.67% bkg.



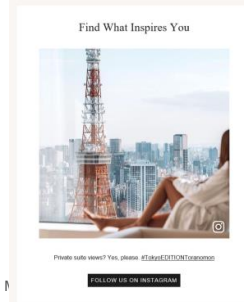
**Hotel Spotlight:**  
8.9% clks.  
7.7% bkg.



**Culinary:**  
0.69% clks.  
0.13% bkg.



**Instagram:**  
0.98% clks.  
0.0% bkg.



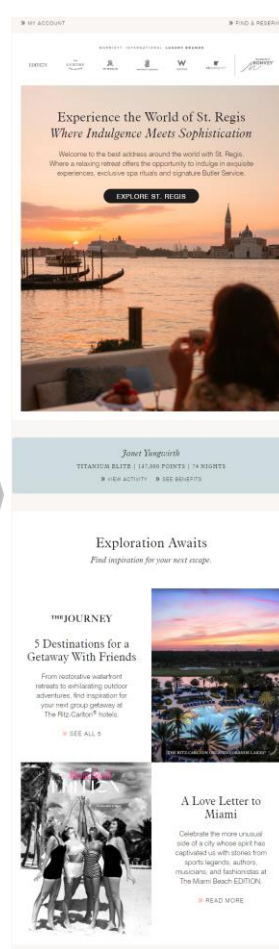
# Luxury MAU: September 9, 2021

## Subject Line:

Your Account Update: Relaxing Retreats,  
Friend Getaways & More (test winner)

## Pre-Header:

Plus, 3 NEW hotels for the perfect  
weekend escape.



Creative: Member Version



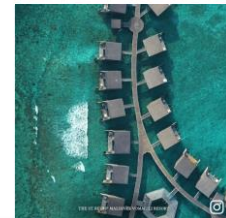
From cooking classes taught by esteemed chefs to epicurean experiences that celebrate the locale, The Luxury Collection offers an abundance of opportunities to savor the moment.

VIEW VIDEO



Whether you're planning a getaway with friends, a romantic retreat, or time to reconnect with family, our newest hotels in these iconic destinations make the perfect starting point for your weekend adventure.

Discover What Inspires You



FOLLOW US ON INSTAGRAM





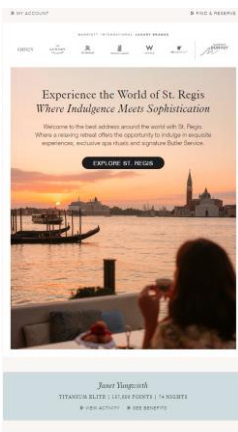
# Heat Map: September 2021

- Readers engaged in content from top to bottom
- Engaging Instagram module pulled clicks from other content; click activity +5.2 pts MoM
- Header and account box continue to drive bookings – over 80%
- Consider geo-targeting content like hotel spotlight will increase relevancy for non-U.S. audiences

**Header:**  
8.3% clks.  
45.3% bkg.

**Hero:**  
21.3% clks.  
8.4% bkg.

**Account Box:**  
35.8% clks.  
35.3% bkg.



**Brand Inspiration:**  
13.1% clks.  
1.1% bkg.



**Culinary:**  
1.4% clks.  
2.2% bkg.



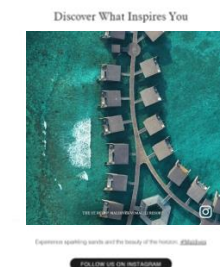
**Loyalty:**  
3.2% clks.  
0.27% bkg.



**Hotel Spotlight:**  
6.9% clks.  
7.3% bkg.



**Instagram:**  
6.1% clks.  
0.0% bkg.



**Footer (not shown):**  
4.0% clks. 0.27% bkg.

# Top Performing Aug-Oct (Clicks): L1 Segment

- The majority of Engagement and Bookings was driven from similar content across all months. Account Box and Hero image were the most clicked modules. With these members only staying at luxury properties, ease of allowing members to view activity resonates with this audience
- Within the secondary content modules, Brand Inspiration and Offers saw highest clicks while Maldives Resort module drove the only additional booking

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

L1						
Month	Module	Article	Clicks	CTR	Bookings	Revenue
August	Account Box	View Activity & See Benefits	2.7 K	0.62%	20	\$24.8 K
September	Account Box	View Activity & See Benefits	1.8 K	0.44%	10	\$4.5 K
August	Hero	Hero	880	0.20%	9	\$2.0 K
September	Hero	Hero	762	0.19%	4	\$3.0 K
October	Hero	Hero	715	0.18%	0	\$0
October	Account Box	View Activity & See Benefits	492	0.13%	1	\$54
September	Brand Inspiration	5 Destinations for a Getaway With Friends	374	0.09%	0	\$0
August	Offers	Last-Minute Getaways	357	0.08%	0	\$0
August	Offers	Reconnect in Paradise	329	0.08%	0	\$0
August	Hotel Spotlight	Bermuda	283	0.07%	0	\$0
October	Resorts	Endless Sunshine in Mauritius	210	0.05%	0	0
September	Instagram	Instagram	207	0.05%	0	0
August	Brand Inspiration	Travel Off-the-Radar	203	0.05%	0	0
October	Resorts	Let it Glow in the Maldives	193	0.05%	1	\$1.6 K
October	Resorts	Your Sanctuary in Miami	186	0.05%	0	0
September	Brand Inspiration	A Love Letter to Miami	177	0.04%	0	0

# Top Performing Aug-Oct (Clicks): L2A Segment

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

- Engagement and Bookings mirrored the L1 segment with similar content across all months coming from the Account Box and Hero. With over 50% of stays at Luxury properties, these members closely resemble the behavior of the L1 segment
- Within the secondary content modules, the August MAU led the way with additional Clicks, but only one incremental booking from the Last-Minute Getaways module was made

L2A						
Month	Module	Article	Clicks	CTR	Bookings	Revenue
August	Account Box	View Activity & See Benefits	2.5 K	1.21%	18	\$9.6 K
September	Account Box	View Activity & See Benefits	1.4 K	0.72%	11	\$3.2 K
August	Hero	Hero	771	0.38%	9	\$5.0 K
October	Hero	Hero	693	0.35%	2	\$467
September	Hero	Hero	525	0.26%	1	\$988
October	Account Box	View Activity & See Benefits	394	0.20%	3	\$877
August	Hotel Spotlight	Bermuda	367	0.18%	0	\$0
August	Offers	Last-Minute Getaways	340	0.17%	1	\$1.8 K
August	Offers	Reconnect in Paradise	303	0.15%	0	\$0
September	Brand Inspiration	5 Destinations for a Getaway With Friends	219	0.11%	0	\$0
August	Brand Inspiration	Travel Off-the-Radar	194	0.10%	0	\$0
October	Resorts	Your Sanctuary in Miami	159	0.08%	0	\$0
October	Resorts	Let it Glow in the Maldives	143	0.07%	0	\$0
October	Resorts	Endless Sunshine in Mauritius	138	0.07%	0	\$0
August	Loyalty	Adventure Awaits	134	0.07%	0	\$0
August	Loyalty	Savor the Moment	121	0.06%	0	\$0

# Top Performing Aug-Oct (Clicks): L2B Segment

- Engagement for this segment was higher than L1 and L2A segment within the Account Box and Hero. Revenue was the highest among this segment with almost all content driving bookings and revenue
- Within the secondary content modules, August Offers and Hotel Spotlight led click engagement. August Hotel Spotlight Bermuda and October Resorts Mauritius modules contributed a large number of bookings and revenue

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

L2B						
Month	Module	Article	Clicks	CTR	Bookings	Revenue
August	Account Box	View Activity & See Benefits	15.1 K	1.53%	161	\$78.9 K
August	Hero	Hero	8.4 K	0.85%	147	\$63.8 K
September	Account Box	View Activity & See Benefits	7.5 K	0.77%	77	\$51.2 K
October	Hero	Hero	7.0 K	0.71%	27	\$43.9 K
September	Hero	Hero	4.8 K	0.49%	22	\$37.3 K
August	Offers	Last-Minute Getaways	4.4 K	0.45%	18	\$8.2 K
August	Hotel Spotlight	Bermuda	4.2 K	0.42%	48	\$46.5 K
August	Offers	Reconnect in Paradise	3.3 K	0.34%	4	\$3.0 K
August	Brand Inspiration	Travel Off-the-Radar	3.0 K	0.30%	3	\$3.9 K
October	Account Box	View Activity & See Benefits	2.5 K	0.26%	25	\$5.8 K
September	Brand Inspiration	5 Destinations for a Getaway With Friends	2179	0.22%	3	\$649
August	Loyalty	Savor the Moment	1928	0.20%	3	\$1.4 K
October	Resorts	Endless Sunshine in Mauritius	1575	0.16%	23	\$31.7 K
August	Loyalty	Adventure Awaits	1375	0.14%	0	\$0
October	Resorts	Your Sanctuary in Miami	1355	0.14%	0	\$0
October	Resorts	Let it Glow in the Maldives	1273	0.13%	5	\$9.1 K

# Top Performing Aug-Oct (Clicks): L3 Segment

- Overall engagement for this segment was highest across all segments. And similar to L2B, bookings and revenue were driven from majority of the content modules
- Within the secondary content modules, August Offers and Hotel Spotlight once again saw the most clicks and also drove the most bookings and revenue

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

L3						
Month	Module	Article	Clicks	CTR	Bookings	Revenue
August	Account Box	View Activity & See Benefits	4.1 K	1.75%	33	\$7.8 K
August	Hero	Hero	2.5 K	1.06%	42	\$14.1 K
October	Hero	Hero	2.5 K	1.05%	12	\$3.5 K
September	Account Box	View Activity & See Benefits	2.2 K	0.92%	33	\$7.6 K
September	Hero	Hero	1.6 K	0.67%	4	\$2.1 K
August	Hotel Spotlight	Bermuda	1.5 K	0.65%	10	\$5.6 K
August	Offers	Last-Minute Getaways	1.4 K	0.58%	3	\$2.2 K
August	Offers	Reconnect in Paradise	1.1 K	0.49%	1	\$330
August	Brand Inspiration	Travel Off-the-Radar	972	0.41%	0	\$0
September	Brand Inspiration	5 Destinations for a Getaway With Friends	837	0.35%	1	\$0
October	Account Box	View Activity & See Benefits	768	0.33%	9	\$1.5 K
August	Loyalty	Savor the Moment	677	0.29%	1	\$130
October	Resorts	Endless Sunshine in Mauritius	503	0.22%	2	\$288
October	Resorts	Your Sanctuary in Miami	443	0.19%	0	\$0
August	Loyalty	Adventure Awaits	433	0.18%	0	\$0
October	Resorts	Let it Glow in the Maldives	405	0.17%	0	\$0

# Performance Metrics: Luxury MAU, October 2021

Segment Code	Delivered	Opens	Open Rate	Clicks	CTR	CTOR	Unsub Rate	Bookings	Room Nts.	Revenue
LUXURY - L1 LUX ONLY	389.6 K	72.2 K	18.5%	2.1 K	0.6%	3.0%	0.18%	8	24	\$6.6 K
LUXURY - L2A HIGH USER	199.0 K	44.5 K	22.4%	1.9 K	1.0%	4.3%	0.12%	10	21	\$4.4 K
LUXURY - L2B LOW USER	978.1 K	287.6 K	29.4%	17.5 K	1.8%	6.1%	0.06%	171	424	\$139.4 K
LUXURY - L3 REDEEM ONLY	233.3 K	79.8 K	34.2%	5.7 K	2.5%	7.2%	0.05%	44	96	\$10.3 K
<b>Total</b>	<b>1.8 M</b>	<b>484.2 K</b>	<b>26.9%</b>	<b>27.2 K</b>	<b>1.5%</b>	<b>5.6%</b>	<b>0.09%</b>	<b>233</b>	<b>565</b>	<b>\$160.7 K</b>

# Luxury Escapes Performance: October XX, 2021



- Subject Line: Escape to Luxury
- Preheader: Get away with a credit of up to \$300 at select properties worldwide.

Segment Code	Delivered	Opens	Open Rate	Clicks	CTR	CTOR	Unsub Rate
L1 LUX ONLY	281.3 K	61.9 K	22.0%	1.4 K	0.5%	2.2%	0.2%
L2A HIGH USER	157.9 K	36.7 K	23.2%	1.1 K	0.7%	3.1%	0.1%
L2B LOW USER	1.0 M	257.8 K	25.0%	9.7 K	0.9%	3.8%	0.0%
L3 REDEEM ONLY	269.7 K	76.2 K	28.3%	3.3 K	1.2%	4.3%	0.0%
Everyone Else	362.0 K	90.0 K	24.9%	2.7 K	0.7%	3.0%	0.1%
<b>Total</b>	<b>2.1 M</b>	<b>522.5 K</b>	<b>24.9%</b>	<b>18.2 K</b>	<b>0.9%</b>	<b>3.5%</b>	<b>0.1%</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

# Luxury Newsletter Roadmap 2021-2022



**Goal:** Grow revenue contribution and overall engagement from luxury segmentation through thoughtful content curation and an elevated marketing experience

	Q3 2021			Q4 2021			Q1 2022		
	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	March
<b>Launch</b>	<ul style="list-style-type: none"> <li>- Define Lux MAU email strategy &amp; approach (July)</li> <li>- Document content &amp; creative strategies (July)</li> <li>- Create control groups for A/B test (July)</li> </ul>								
<b>Tracking &amp; Segmentation</b>	<ul style="list-style-type: none"> <li>- Set-up segmentation tracking (Sep)</li> <li>- Monitor &amp; track segment level engagement</li> </ul>			<ul style="list-style-type: none"> <li>- Establish email benchmarks (Dec)</li> </ul>			<ul style="list-style-type: none"> <li>- Look for opportunities to expand segmentation (refresh segments, leverage 3rd party data)</li> </ul>		
<b>Testing &amp; Optimization</b>	<ul style="list-style-type: none"> <li>- A/B Test Lux MAU &amp; BAU MAU (Aug.)</li> <li>- Start subject line / pre-header testing (Sep.)</li> </ul>			<ul style="list-style-type: none"> <li>- Ongoing subject line &amp; pre-header optimization</li> <li>- Test creative elements: images, CTAs, headlines</li> <li>- Test geo-targeting and versioning content</li> </ul>			<ul style="list-style-type: none"> <li>- Ongoing subject line &amp; pre-header optimization</li> <li>- Test creative elements: images, CTAs, headlines</li> <li>- Test geo-targeting and versioning content</li> </ul>		