



# August 2020 Newsletter:

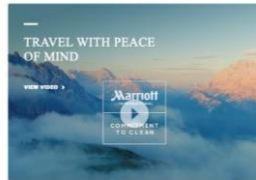
## Preliminary Email Review

September 15, 2020

THE RITZ-CARLTON | data axle

# AUGUST 29<sup>TH</sup> NEWSLETTER

**Subject Line:** INSIDE THE RITZ-CARLTON: We are Ready to Welcome You, Bill  
**Pre-Header:** Plus, 7 City Parks To Find Inner Peace and Some of Our Favorite Beach Resorts



We are committed to providing you with the highest level of service at each and every hotel and resort. Travel confidently with our **extended cancellation policy**, **guaranteed to cleanliness** and **trusted** the service—which allows you to use your mobile device to check in, access your room, and request room service.

Parks are designed to provide an escape into nature, but in the world's busiest metropolises, it can be hard to carve out a **quiet spot to relax and recharge**. Here are seven places to find peace in the urban jungle.



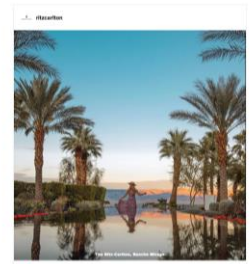
Calculate the warm sunshine and cool waves with a **perfect beachside escape**. Dive on inside-traveler cuisine, indulge in local spa treatments under a canopy of palm trees, or discover the true meaning of "island time" from your own private cabana.



A Ritz-Carlton Reserve is chosen for its remote location, highlighted by its lush, unspoiled landscape. **Dorado Beach, A Ritz-Carlton Reserve** is no exception. Rich with history, this secluded escape offers boutique residences to connect with the natural surroundings and create lifelong memories.



Dreaming of traveling afar? The Ritz-Carlton, Nikko, hidden in Japan's northern Kanto region, breathes tranquility. Throughout the resort, local elements enhance Japan's beautiful landscape, and the wellness experience is highlighted by an onsen, or hot spring, the only of its kind for The Ritz-Carlton.



#RCMEMORIES  
Experience The Ritz-Carlton through the eyes of fellow travelers and share unforgettable moments from your own stay.  
[SEE MORE #RCMEMORIES](#)

## Performance Summary: August 2020

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- Re-launching the newsletter engaged readers and generated above average email performance compared to pre-pandemic months (March 2019 – Feb 2020).
- 20.2% open rate was the highest rate since March 2019.
- Above average click rates and low unsubscribe rate suggests that the content resonated with readers.
- Over 60% of the bookings came from hero clicks; overall bookings in the 40's suggesting that some readers are still not ready to travel.
- Top 3 articles: Hero (We Are Ready To Welcome You), Travel by Interest (Beach Resorts), and Journey (7 City Parks To Find Your Inner Peace).
- Journey site visits increased 122% MoM and email returned to the #1 traffic source channel.

# August Engagement Was Above Pre-Pandemic Rates

- August email was designed to focus more on driving revenue vs. the editorial approach used in previous months
- Overall engagement rates were above previous periods with open rates reaching the highest since March 2019, but readers are still slow to book (bookings and revenue were below average)
- Consider sending at least one Solo before year-end to help lift both engagement and financial metrics; targeted Solos generated above average open rates and revenue in 2019

August 2020 vs. Rolling 12-Month Average (March 2019 – Feb 2020)

Engagement	<b>1.9 M</b>	<b>386.5 K</b>	<b>20.2%</b>	<b>32.1 K</b>	<b>1.7%</b>	<b>8.3%</b>	<b>0.13%</b>
	Emails Delivered -21.7% (-530.2 K)	Opens -9.1% (-38.8 K)	Open Rate +2.8 pts.	Clicks +6.1% (+1.9 K)	CTR +0.4 pts.	CTOR +1.2 pts.	Unsubscribe Rate -0.04 pts.
Financials	<b>43</b>	<b>108</b>	<b>\$34.1 K</b>	<b>\$0.02</b>	<b>0.13%</b>		
	Bookings -82.7% (-205)	Room Nights -81.3% (-468)	Revenue -73.3% (-93.3 K)	Revenue/Delivered -65.8%	Conversion -0.7 pts		

# Top Performing 2019 Solos: Highest Engagement & Revenue

SL: Set the stage for unforgettable summer memories

PH: Discover the ideal backdrop for your next adventure.

Theme: **Summer Travel**  
(direct mail support)

Send Date: **05/24/19**

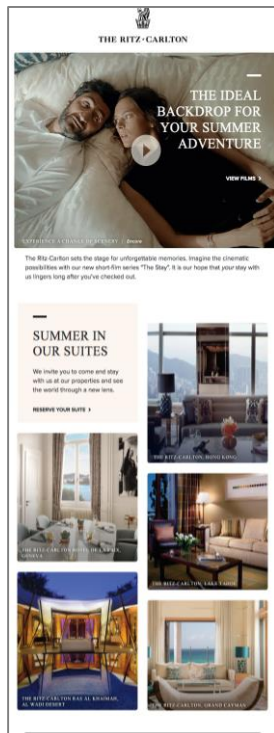
Delivered: **2.5 M**

Open Rate: **20%**

CTOR: **2.9%**

Bookings: **237**

Revenue: **\$141.1 K**



SL: A New Year's Message for You

PH: : We look forward to welcoming you to our newest properties in 2020.

Theme: **New Year's**

Send Date: **12/31/19**

Delivered: **2.5 M**

Open Rate: **24.4%**

CTOR: **7.4%**

Bookings: **319**

Revenue: **\$143.3 K**

Consider mailing a similar campaign in Dec. 2020

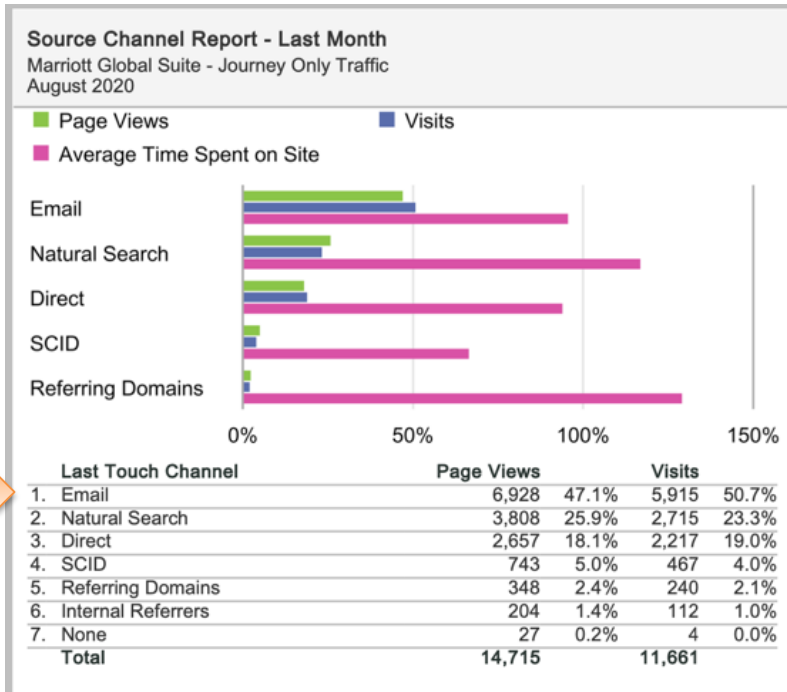




# Journey Website: Email Returns To #1 Traffic Source

With the re-launch of a monthly newsletter, site visits increased 122% MoM

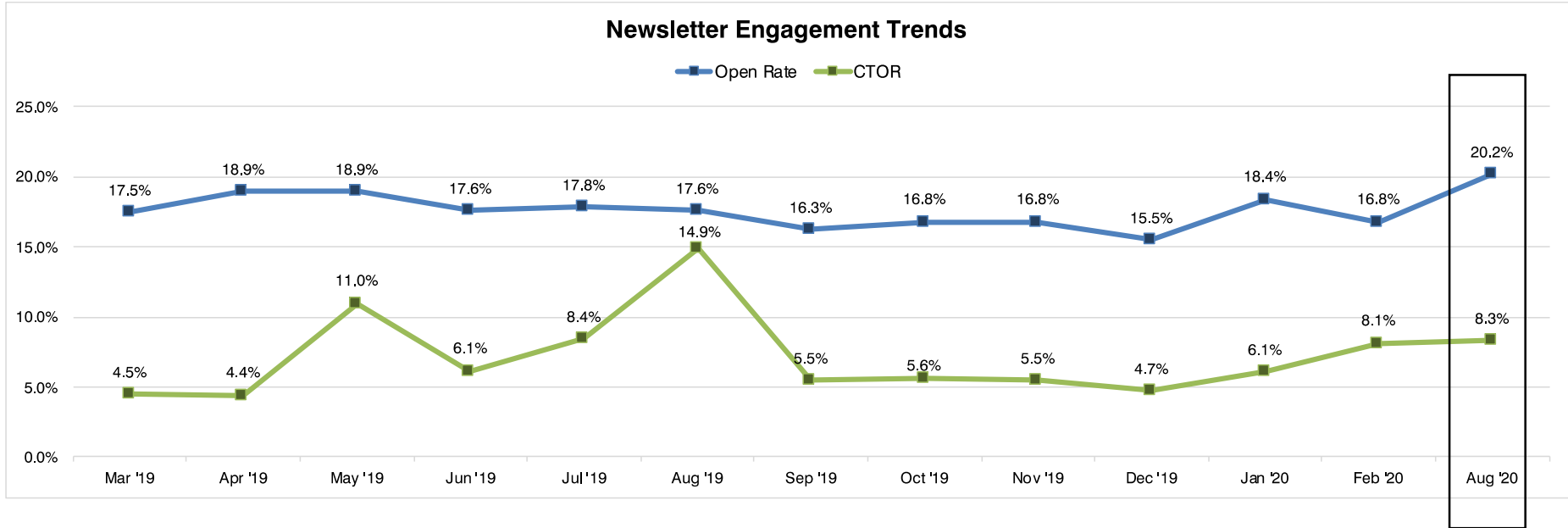
Report dates: Sept 6, 2020



# Readers Responded Favorably, Even With Shift to Booking Focused Email

Open rates were the highest since March 2019; CTORs were also among the highest to-date

Leveraged winning branded subject line while testing 3 relatable messages to help lift rates; test plans are ongoing



Metrics	Mar '19	Apr '19	May '19	Jun '19	Jul '19	Aug '19	Sep '19	Oct '19	Nov '19	Dec '19	Jan '20	Feb '20	Aug '20
Delivered	1.8 M	2.5 M	2.5 M	2.5 M	2.5 M	2.3 M	2.5 M	2.6 M	2.5 M	2.5 M	2.5 M	2.4 M	1.9 M

# Engagement Was Consistent Across Most CRM Segments

Look for ways to personalize content that speaks to the current mindset of each segment and encourages them to travel again, especially since some segments will not be traveling for business or group celebrations as much as before

	OTHER		WTE		SS		CEL		OCC EX		ASP		ALL SEGMENTS	
	August	vs. R12	August	vs. R12	August	vs. R12	August	vs. R12	August	vs. R12	August	vs. R12	August	vs. R12
DELIVERED	1.62 M	-20.8%	73.0 K	-25.9%	66.2 K	-24.1%	69.0 K	-16.5%	50.3 K	-37.8%	28.1 K	-31.8%	1.91 M	-21.7%
OPENS	311.5 K	-8.1%	19.8 K	-11.1%	19.2 K	-10.2%	18.5 K	-2.9%	11.7 K	-28.4%	5.8 K	-21.8%	386.5 K	-9.1%
OPEN%	19.2%	+2.7 pts.	27.1%	+4.5 pts.	29.1%	+4.5 pts.	26.7%	+3.8 pts.	23.3%	+3.0 pts.	20.6%	+2.6 pts.	20.2%	+2.8 pts.
CLICKS	24.3 K	+7.3%	1.9 K	+0.2%	2.3 K	+2.1%	2.0 K	+12.5%	1.1 K	-4.2%	465	-5.8%	32.1 K	+6.1%
CTR	1.5%	+0.4 pts.	2.6%	+0.7 pts.	3.5%	+0.9 pts.	2.9%	+0.8 pts.	2.3%	+0.8 pts.	1.7%	+0.5 pts.	1.7%	+0.4 pts.
CTOR	7.8%	+1.1 pts.	9.6%	+1.1 pts.	12.0%	+1.4 pts.	10.9%	+1.5 pts.	9.7%	+2.5 pts.	8.0%	+1.4 pts.	8.3%	+1.2 pts.
UNSUB%	0.14%	-0.04 pts.	0.09%	-0.03 pts.	0.08%	-0.05 pts.	0.08%	-0.03 pts.	0.13%	-0.02 pts.	0.14%	-0.02 pts.	0.13%	-0.04 pts.
BOOKINGS	38	-80.5%	1	-94.0%	1	-93.3%	2	-82.9%	1	-85.5%	0	---	43	-82.7%
RMNTS	96	-78.0%	2	-95.2%	2	-95.2%	5	-85.5%	3	-80.0%	0	---	108	-81.3%
REV/DEL	\$30.7 K	-64.5%	958	-91.5%	508	-95.9%	216	-97.9%	\$1.6 K	-64.8%	\$0.00	---	\$34.1 K	-73.3%
REVENUE	\$0.02	-55.2%	\$0.01	-88.5%	\$0.01	-94.6%	\$0.00	-97.5%	\$0.03	-43.4%	\$0.00	---	\$0.02	-65.8%



## The Ritz-Carlton Segmentation-At-A-Glance

	SUNSEEKERS	WELL-TRAVELED EXECS	CELEBRATORS	THE ASPIRERS	OCCASIONAL EXPLORERS
<i>Goal #1</i>	Increase leisure stays at The Ritz-Carlton by prompting them to return to previously visited properties and introducing Sun Seeker resort properties they have not frequented	Increase frequency of business stays and share of leisure luxury stays	Increase stays for known celebrations and obtain new stays for unknown celebrations	Increase frequency of business stays and share of leisure stays	Increase stays for leisure getaways (1-3 days)
<i>Goal #2</i>	Encourage Sun Seekers to take advantage of The Ritz-Carlton for celebrations and shorter (2-3 day) stays	Increase revenue per stay by encouraging guests to make use of club level and increase non-room revenue: dining, in-room dining, spa	Encourage guests to add a day or two before or after booking	Increase revenue per stay by encouraging guests to avail themselves of dining, in-room dining and spa	Increase vacation stays (4+ days)
<i>Interests</i>	Beach activities, historic sites/museums, spend quality time with family, spa treatments, natural sites, national parks, snorkel, scuba dive, golf	Restuarants, Fitness Center, in-room dining, pool, lobby lounge, club level	Dining, spa treatments, beach activities, shopping, visit historical sites/monuments, spend quality time with family, golf	Golf, sporting events, passionate about travel and fine dining	Visiting local and historic sites, nature. They enjoy resting, and seek a calming getaway. Not as likely to be physically active
	Travel, fine dining, wine, health/fitness, reading	Travel, fine dining, wine, health/fitness, cooking	Travel, fine dining, health/fitness, wine		Enjoy the spa
<i>Do</i>	Make local destination interesting; highlight consistently excellent service and attention, feature spa and fine dining	Encourage technology use, help connect to local museums and sites, promote TR-C Rewards	Stress beauty and comfort; help connect to local activities: include children -- often travel with kids who tend to be older; stress fitness and health	Highlight TR-C's sense of design and service - be modern, hip and more on the cutting edge -- this is a younger audience that demands service and quality - be forward facing and highlight technology	Provide "packages" that highlight local sites, tours, place to discover and explore. Encourage spa use as well fine dining at TR-C

Segment Notes:	The Celebrators and Sun Seekers are virtually the same people, just exhibiting different behaviors
	Aspirers are a younger version of Well-Traveled Executives, but with more millennial sensibilities
	Occasional Explorers are similar to The Celebrators, but travel less frequently

# Noticeable Engagement Highs For All Levels

Open rates for all member levels were the highest since Aug 2019 and second highest for non-members; CTORs were also above previous months for all levels (third highest for Elites)

Aug 2019 – Aug 2020

Aug 2019 – Aug 2020

	August '20		Engagement Trends
NON-MEMBER	Del.	192.9 K	MoM -44% (-149.0 K)
	Open%	13.5%	
	CTOR	7.7%	
BASIC	Del.	799.8 K	MoM -21% (-206.6 K)
	Open%	16.7%	
	CTOR	8.0%	
SILVER	Del.	209.4 K	MoM -11% (-25.5 K)
	Open%	20.9%	
	CTOR	8.0%	

	August '20		Engagement Trends
GOLD	Del.	353.8 K	MoM -6% (-23.1 K)
	Open%	24.9%	
	CTOR	8.4%	
PLATINUM	Del.	144.3 K	MoM -19% (-32.9 K)
	Open%	26.4%	
	CTOR	9.0%	
TITANIUM	Del.	180.6 K	MoM -29% (-11.7 K)
	Open%	27.1%	
	CTOR	8.9%	
AMBASSADOR	Del.	30.1 K	MoM -33% (-14.7 K)
	Open%	27.5%	
	CTOR	8.9%	

# Subject Line Test Results

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- Winning subject line was timely and personal with a supportive tone; had a lift of +1.7 pts.
- Retest the “Reserve Your Staycation” approach in a future email since initial testing did not reach significance
- Continue testing subject line options and pre-headers that are authentic and align with the mindset of readers

Subject Lines	Winner vs. Alt. SLs	Description of Winner
• <b>INSIDE THE RITZ-CARLTON: We are Ready to Welcome You</b>	<b>Winner</b>	<b>Supportive, personal, timely</b>
• INSIDE THE RITZ-CARLTON: Travel With Peace of Mind	-1.7 pts.	<i>Results were statistically significant</i>
• INSIDE THE RITZ-CARLTON: Reserve Your Staycation	-0.2 pts.	<i>Not statistically significant</i>

*Pre-header: Plus, 7 City Parks To Find Inner Peace and Some of Our Favorite Beach Resorts*

- *Industry examples that reflect the current mindset of travelers:*
  - “Start Planning for Future Travel With These Epic Itineraries” [nice way to promote Travel by Interest content]
  - “How to Transport Yourself to Scenic Sweden From Home” [great for video content]
  - “Plan for Future Travel With These Amazing Itineraries” [could be used in a New Year’s message for 2021 travel]

# August 2020 Heat Map

- Booking focused hero attracted readers who were ready to book, as it generated 30% of email clicks and 63% of email bookings; the click engagement was lower than previous months and other modules received more activity than before
- Modules under the hero received more activity this month; most likely a result of less content and those who aren't ready to book
  - Compared to Feb 2020 email, Journey article clicks +6.9 pts.; Travel By Interest clicks +10.5 pts.; Promo Content clicks +4.9 pts.; Instagram clicks +4.7 pts.
- Consider personalizing subject lines and/or content by CRM segments to lift engagement; highlight contactless service to WTE & ASP; wedding content and/or flexible cancellation to SS & CEL; most would engage with geo-targeted staycation/local activities

Header  
4.4% Clks



The Ritz-Carlton has been so excited to welcome you back to The Ritz-Carlton. Explore our trails and resorts near you for a glimpse of activities, dining and spa experiences all waiting to welcome you back to wherever you are ready to travel again. This section made

Hero  
30.1% Clks

Travel By Interest:  
Beach  
17.8% Clks



Colorado the warm sunshine and cool waters with a perfect beachside setting. Discover the most beautiful coastal settings in our resort portfolio. Consider a variety of path lines, or discover the true meaning of "beach life" from your own private balcony.

Instagram  
5.8% Clks



MEMORIES  
Experience The Ritz-Carlton through the eyes of brides and bridesmaids celebrating their special day.  
SEE MORE MEMORIES >

Video: Travel With Peace  
Of Mind  
5.0% Clks



We are committed to providing you with the highest level of service at each and every hotel and resort. These courtesies will be supported regardless of your location. We are committed to providing you with the highest level of service at each and every hotel and resort. These courtesies will be supported regardless of your location. We are committed to providing you with the highest level of service at each and every hotel and resort. These courtesies will be supported regardless of your location.

Promo: Dorado Beach  
9.8% Clks



A Ritz-Carlton Reserve is where life is more leisure, uninterrupted by its own, unspoken invitation. Dorado Beach, A Ritz-Carlton Reserve is no exception. With its lush, the resort's design offers a unique experience to connect with the island's architecture and create lasting memories.

Footer  
6.9% Clks

Journey: 7 City Parks  
13.8% Clks



Peace is designed to provide an escape into nature, but in this search for tranquility, it can be hard to come out again and re-enter the world. These are some ways to find peace in a complex world.




New Opening: Nikko  
6.2% Clks



Opening of traveling after? The Ritz-Carlton, Nikko, offers a unique experience. From the moment you arrive, the staff will ensure you have a memorable experience. The staff will ensure you have a memorable experience. The staff will ensure you have a memorable experience.

## Top 10 Articles: August 2020

- Readers responded favorably to Peace of Mind video (clicks +2 pts. vs. Feb 2020); continue reassurance content each month, but change messages to keep content fresh
- Linking body copy continues to capture clicks for the hero module and below; consistently appears on the top 10 list

	Module	Article Name or Linked Text	Clicks	CTR
1	Hero	We Are Ready To Welcome You	10.2 K	0.53%
2	Travel by Interest	Travel By Interest: Beach Resorts	5.3 K	0.28%
3	Journey 7 Parks	Journey: 7 City Parks To Find Your Inner Peace	5.2 K	0.27%
4	Promo	Dorado Beach, A Ritz-Carlton Reserve	2.5 K	0.13%
5	New Opening	Now Open: The Ritz-Carlton, Nikko	2.2 K	0.12%
6	Hero	Staycation Of Extraordinary Comfort (Body Copy) 	1.7 K	0.09%
7	Travel by Interest	Perfect Beachside Retreat (Body Copy) 	1.7 K	0.09%
8	Video	Travel With Peace Of Mind	1.5 K	0.08%
9	Promo	Dorado Beach, A Ritz-Carlton Reserve (Body Copy) 	1.4 K	0.07%
10	Instagram Image	Instagram Rancho Mirage	1.2 K	0.06%

# LEARNING & OPTIMIZATON PLANS



# Let's Continue 2019 Learnings

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- Including consistent themed messages with content threads throughout email to maintain KPIs
- Broader article topics or destinations in locations that are sunny or beachy
- Incorporating beach content; placement doesn't seem to matter
- Using energy moments to drive engagement during key travel periods
- Hyperlinking body copy to capture additional module clicks
- Personalized CRM content that encourages continued engagement & email opens
- Targeting Residence owners with relevant content; look for more opportunities in other modules
- Testing subject lines that really highlight the benefit of opening; expanding on this approach can increase relevancy and lift open rates
  - For example, use contact history to personalize pre-header; call out video content for past clickers, or TRC Yacht Collection golf content
  - The first article mentioned in the pre-header can be dynamic...
    - "Plus, [**7 City Parks To Find Inner Peace**] and Some of Our Favorite Beach Resorts

# 2020 Optimization Ideas

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**Continue** with subject line and pre-header optimization that provides a strong reason to open

**Select at least one** other optimization idea to test in October and/or November:

- Increase revenue generating content (i.e. offers page)
- Headline test in hero
- CTA test phase 2; use previous test learnings to plan next test phase
- Navigation bar test (content, location/placement, text vs. imagery)
- Expanding personalization in key modules and reminding readers of their memorable moments
  - Using CRM content to personalize subject lines or pre-headers
  - Test adding lifecycle & past stay messages as content: birthday, anniversary/special occasion, leisure stay
  - Target Instagram and feature locations based on past stays

# ACTIONABLE INSIGHTS

# Actionable Insights

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- Consider sending at least one Solo before year-end to help lift both engagement and financial metrics; targeted Solos generated above average open rates and revenue in 2019
- Look for ways to personalize content that speaks to the current mindset of each segment and encourages them to travel again, especially since some segments will not be traveling for business or group celebrations as much as before
- Retest the “Reserve Your Staycation” subject line approach in a future email since initial testing did not reach significance; continue testing subject line options and pre-headers that are authentic and align with the mindset of readers
- Consider personalizing subject lines and/or content by CRM segments to lift engagement; highlight contactless service to WTE & ASP; wedding content and/or flexible cancellation to SS & CEL; most would engage with geo-targeted staycation/local activities
- Continue reassurance content each month, but change messages to keep content fresh
- Leverage previous learnings and develop a test plan for the rest of 2020 to lift engagement higher.

**THANK YOU!**

# Appendix



# AUGUST 2020 TRENDS BY SEGMENT

Aug 2019 – Aug 2020

	August '20	Engagement Trends
OTHER GUESTS	Del.	1.6 M MoM -21% (-419.8 K)
	Open%	19.2%
	CTOR	7.8%
WELL-TRAVELED EXECUTIVES	Del.	73.0 K MoM -26% (-25.9 K)
	Open%	27.1%
	CTOR	9.6%
SUN SEEKERS	Del.	66.2 K MoM -23% (-20.1 K)
	Open%	29.1%
	CTOR	12.0%

Aug 2019 – Aug 2020

	August '20	Engagement Trends
THE CELEBRATORS	Del.	69.0 K MoM -16% (-13.4 K)
	Open%	26.7%
	CTOR	10.9%
OCCASIONAL EXPLORERS	Del.	50.3 K MoM -38% (-30.6 K)
	Open%	23.3%
	CTOR	9.7%
THE ASPIRERS	Del.	28.1 K MoM -29% (-11.7 K)
	Open%	20.6%
	CTOR	8.0%

# 2019 LEARNING AGENDA

Category	Initiative / Business Objective	Key Questions	Actions Taken
Newsletter Performance	<ul style="list-style-type: none"> <li>Establish new baseline KPI's</li> <li>Increase email KPI's through targeting and content optimization</li> </ul>	<ul style="list-style-type: none"> <li>How do readers engage with content?</li> <li>Can we improve clicks by optimizing content with additional data assets?</li> <li>Is frequency/cadence optimal for engagement?</li> <li>Are there technologies that will help improve content performance, learnings, and overall email engagement?</li> </ul>	<ul style="list-style-type: none"> <li>Created 3-month newsletter engagement baselines</li> <li>Used Epsilon Test &amp; Roll technology to optimize subject lines</li> </ul>
Segmentation	<ul style="list-style-type: none"> <li>Optimize targeting to drive 1:1 relevancy and engagement</li> <li>Ongoing refinement of new reader targeting criteria</li> <li>Maintain/improve KPI's for key CRM segments</li> </ul>	<ul style="list-style-type: none"> <li>How are new readers engaging with content? Are there proven tactics we can use to increase engagement?</li> <li>How does content that is specifically tailored to key segments (Sun Seekers, Well-Traveled Exec and Celebrators) impact their engagement and booking behavior?</li> </ul>	<ul style="list-style-type: none"> <li>Expanded segmentation to include luxury stayers at other brand</li> <li>Expanded segmentation to Residence owners (6 inclusions per year)</li> </ul>

# 2019 LEARNING AGENDA

Category	Initiative / Business Objective	Key Questions	Actions Taken
Content	<ul style="list-style-type: none"> <li>• Increase monthly impressions with ongoing subject line optimization</li> <li>• Present content that drives valuable clicks</li> <li>• Measure the effectiveness of various types of content and modules</li> <li>• Optimize loyalty support tactics for win-win results</li> </ul>	<ul style="list-style-type: none"> <li>• Do some content types drive more engagement than others? (trip modules, local content, lists, animation, videos...)</li> <li>• Does geo-targeting content help lift engagement? Which tactics work better than others?</li> <li>• How does engagement differ when we send a longer message vs. a shorter one?</li> <li>• What type of images lift engagement more than others? (light vs. dark, animation vs. lifestyle, people vs. no people)</li> <li>• Are there any loyalty content engagement trends that can be leveraged to inform future newsletter content decisions?</li> </ul>	<ul style="list-style-type: none"> <li>• Updated creative approach to include lighter images where possible</li> <li>• Conducted CTA treatment test</li> <li>• Leveraged learnings from social media study</li> <li>• Linked key words in body copy to increase clicks</li> <li>• Creative enhancements: mosaic module treatment, video gif, and animation</li> </ul>
Personalization	<ul style="list-style-type: none"> <li>• Drive relevancy and engagement that aligns with brand experience</li> </ul>	<ul style="list-style-type: none"> <li>• What are the effects of personalization?</li> <li>• Could personalization drive an aggregate, cumulative effect on overall engagement?</li> <li>• What types of personalization tactics drive engagement the most? For key CRM segments? (name, type of content, imagery, data-driven/profile content like birthday or special occasion)</li> </ul>	<ul style="list-style-type: none"> <li>• Refreshing Farm-to-Table localized hotel content</li> <li>• Targeted content for Residence owners and CRM segments</li> </ul>

# Appendix II: Previous Solos

# MAY 24th THE STAY SOLO

DIRECT MAIL SUPPORT | THEME: SUMMER TRAVEL

## PERFORMANCE:

- 2.5M Delivered
- 20% Open Rate
- 0.6% CTR
- 2.9% CTOR
- 237 Bookings\*
- 576 Room Nights\*
- \$141.1 K Revenue\*

## CONTENT OBSERVATIONS:

- 21% of clicks on Hero which showcased video series through animated images
  - Higher placement gave lift to engagement
  - Typically video content generates up to 5% of clicks
- Reserve CTA generated the same level of interest as Hero; 20% of email clicks
- The secondary module featuring hotel locations and reserve CTA generated a combined total of 45% of clicks

HEADER  
7.4% clks

HERO  
21.1% clks



The Ritz-Carlton sets the stage for unforgettable memories. Imagine the cinematic possibilities with our new short-film series "The Stay". It is our hope that your stay with us lingers long after you've checked out.

BOOK SUITES  
20.2% clks

SUMMER IN OUR SUITES

We invite you to come and stay with us at our properties and see the world through a new lens.

RESERVE YOUR SUITE >

GENEVA  
2.8% clks



THE RITZ-CARLTON GENEVA

AL WADI  
4.3% clks



THE RITZ-CARLTON AL WADI

HONG KONG  
3.1% clks



THE RITZ-CARLTON HONG KONG

LAKE TAHOE  
5.9% clks



THE RITZ-CARLTON LAKE TAHOE

GRAND CAYMAN  
8.5% clks



THE RITZ-CARLTON GRAND CAYMAN

Entire section =  
45% of clicks

SL: Set the stage for unforgettable summer memories.  
PH: Discover the ideal backdrop for your next adventure.

# F1 / CLUB LEVEL SOLO

SL: Get closer to the action and witness history.  
PH: The Ritz-Carlton and Mercedes-AMG Petronas Motorsport announce legendary partnership

SEGMENTS	DELIVERED	OPEN	OPEN%	CLICKS	CTR	CTOR	UNSUB	BKGS	RMNTS	REV/DEL	REVENUE
OTHER GUESTS	2.16 M	484.6 K	22.47%	14.5 K	0.67%	2.99%	0.24%	166	412	\$0.04	\$89.2 K
WELL-TRAVELED EXECUTIVES	102.3 K	32.3 K	31.56%	1.4 K	1.36%	4.32%	0.14%	22	83	\$0.18	\$18.9 K
SUN SEEKERS	88.9 K	28.6 K	32.21%	1.3 K	1.45%	4.50%	0.16%	10	26	\$0.11	\$9.7 K
THE CELEBRATORS	85.0 K	26.0 K	30.59%	1.1 K	1.30%	4.24%	0.13%	9	17	\$0.05	\$3.9 K
OCCASIONAL EXPLORERS	82.5 K	24.4 K	29.62%	.9 K	1.11%	3.74%	0.21%	10	14	\$0.04	\$3.7 K
THE ASPIRERS	41.5 K	10.8 K	26.00%	343	0.83%	3.18%	0.25%	3	10	\$0.05	\$2.1 K
<b>TOTAL</b>	<b>2.56 M</b>	<b>606.8 K</b>	<b>23.73%</b>	<b>19.5 K</b>	<b>0.76%</b>	<b>3.22%</b>	<b>0.23%</b>	<b>220</b>	<b>562</b>	<b>\$0.05</b>	<b>\$127.4 K</b>

\*Financial Data Source: Omniture 7-Day

## Performance Summary:

- Email was sent on Sep 9<sup>th</sup> to the same monthly newsletter audience
- Open rate of 23.7% was +6.5 pts. higher than Q3 '19 newsletter avg. and generated over 600K impressions
- 44% of the clicks went to the Elevate Your Stay content below the hero
  - Singapore and Budapest were the most clicked locations in this section
- Increase click KPIs by using different email tactics like animation or carousels in select modules that draw attention and engagement

**THE RITZ-CARLTON**

**HEADER**  
6.1% clicks

**HERO**  
28.0% clicks

**MIDDLE OFFERS**  
43.8% clicks

**ELEVATE YOUR STAY**  
15.1% clicks

**GRAND CANAL**  
5.5% clicks

**BAHRAIN**  
4.9% clicks

**SINGAPORE**  
7.6% clicks

**BUDAPEST**  
6.6% clicks

**SHANGHAI**  
4.2% clicks

**FOOTER**  
22.1% clicks

THE RITZ-CARLTON Privacy Policy Terms of Use Omniture



# WARM WEATHER SOLO: NOV 11<sup>TH</sup>

SL: Your Beach Retreat Awaits  
PH: Follow the sun to the Caribbean, Mexico or Florida this winter.

SEGMENTS	DELIVERED	OPEN	OPEN%	CLICKS	CTR	CTOR	UNSUB	BKGS	RMNTS	REV/DEL	REVENUE
OTHER GUESTS	2.1 M	427.6 K	19.97%	20.2 K	0.94%	4.72%	0.16%	142	328	\$0.03	\$69.8 K
WELL-TRAVELED EXECUTIVES	102.7 K	27.7 K	26.96%	1.5 K	1.49%	5.53%	0.09%	9	29	\$0.13	\$13.3 K
SUN SEEKERS	90.2 K	27.1 K	30.11%	2.3 K	2.59%	8.61%	0.12%	15	37	\$0.18	\$15.8 K
THE CELEBRATORS	85.6 K	23.5 K	27.45%	1.7 K	2.02%	7.34%	0.09%	2	5	\$0.01	\$1.3 K
OCCASIONAL EXPLORERS	85.2 K	21.3 K	25.06%	1.1 K	1.24%	4.93%	0.15%	4	9	\$0.03	\$2.6 K
THE ASPIRERS	42.2 K	9.4 K	22.27%	436	1.03%	4.64%	0.16%	1	1	\$0.00	199
<b>TOTAL</b>	<b>2.6 M</b>	<b>536.7 K</b>	<b>21.07%</b>	<b>27.3 K</b>	<b>1.07%</b>	<b>5.08%</b>	<b>0.16%</b>	<b>173</b>	<b>409</b>	<b>\$0.04</b>	<b>\$102.9 K</b>

## Performance Summary:

Open rate was +4.3 pts. higher than Nov eNews, which was sent to the same audience 9 days later

CTOR was slightly below Nov eNews (0.4pts); Beach content in Hero received most of the engagement, 46% of clicks

Email generated \$103K in revenue and 33% went to Ritz-Carlton brand hotels

Brands	Revenue	% of Total
Ritz-Carlton	\$34.3 K	33%
Marriott Hotels & Resorts	\$17.2 K	17%
Autograph Collection	\$13.1 K	13%
Edition	\$5.5 K	5%
Residence Inn	\$4.7 K	5%
Courtyard	\$4.1 K	4%
W Hotels	\$3.9 K	4%
Aloft	\$3.3 K	3%
Fairfield Inn	\$2.7 K	3%
All Other Brands	\$14.2 K	14%

# NYE & NEW OPENINGS SOLO: DEC 31<sup>ST</sup>

SL: A New Year's Message for You

PH: We look forward to welcoming you to our newest properties in 2020

SEGMENTS	DELIVERED	OPEN	OPEN%	CLICKS	CTR	CTOR	UNSUB	BKGS	RMNTS	REV/DEL	REVENUE
OTHER GUESTS	2.10 M	484.4 K	23.04%	32.6 K	1.55%	6.73%	0.24%	245	484	\$0.04	\$92.5 K
WELL-TRAVELED EXECUTIVES	101.6 K	34.2 K	33.68%	3.5 K	3.48%	10.34%	0.16%	22	67	\$0.17	\$17.5 K
SUN SEEKERS	89.0 K	30.6 K	34.33%	3.6 K	4.07%	11.86%	0.14%	18	49	\$0.15	\$13.1 K
THE CELEBRATORS	84.5 K	27.7 K	32.76%	2.8 K	3.33%	10.15%	0.17%	20	40	\$0.12	\$10.2 K
OCCASIONAL EXPLORERS	84.0 K	23.6 K	28.12%	1.7 K	2.06%	7.32%	0.17%	10	23	\$0.10	\$8.4 K
THE ASPIRERS	41.6 K	10.5 K	25.18%	735	1.77%	7.02%	0.24%	4	7	\$0.04	\$1.5 K
<b>TOTAL</b>	<b>2.50 M</b>	<b>610.9 K</b>	<b>24.41%</b>	<b>45.0 K</b>	<b>1.80%</b>	<b>7.37%</b>	<b>0.23%</b>	<b>319</b>	<b>670</b>	<b>\$0.06</b>	<b>\$143.3 K</b>

## Performance Summary:

Higher KPIs than Dec eNews sent 11 days prior and to the same audience

Open rates were +8.9 pts. and CTOR was +2.7 pts. compared to Dec eNews

Generated \$143K in revenue and 15% went to Ritz-Carlton brand hotels

Same email approach is planned for 2020

Brands	Revenue	% of Total
Marriott Hotels & Resorts	\$27.9 K	19%
Ritz-Carlton	\$22.0 K	15%
Autograph Collection	\$19.3 K	13%
Edition	\$12.4 K	8%
Courtyard	\$9.9 K	7%
Residence Inn	\$7.4 K	5%
Westin	\$6.1 K	4%
St. Regis	\$5.4 K	4%
All Other Brands	\$39.2 K	26%

**HEADER**  
2.9% clks

**HERO**  
22.9% clks

**NEW OPENINGS**  
64.5% clks

**EXPLORE ALL**  
6.9% clks

**PUNE**  
5.7% clks

**PERTH**  
4.7% clks

**XI'AN**  
3.8% clks

**ZADUN**  
11.9% clks

**SOUTH BEACH**  
10.4% clks

**MEXICO CITY**  
4.0% clks

**ST. THOMAS**  
17.0% clks

**FOOTER**  
9.7% clks