



THE RITZ-CARLTON

February 2022 Email Review

March 15, 2022



THE RITZ-CARLTON SHANGHAI, PUDONG, CHINA



February 5th Newsletter

Theme: Romantic Getaways

Subject Line (Used PCIQ Optimization):

- (Direct) **INSIDE THE RITZ-CARLTON: Romantic Retreats Around the World**
- (Authority) **INSIDE THE RITZ-CARLTON: Your Guide to Romantic Destinations**
- (How To) **INSIDE THE RITZ-CARLTON: How to Plan the Perfect Romantic Getaway**
- (List) **INSIDE THE RITZ-CARLTON: 5 Destinations Designed for Romance**
- (Intrigue) **INSIDE THE RITZ-CARLTON: Romance and Intrigue**

Pre-Header:

Plus, the re-opening of Grand Cayman, spectacular suites, and a special offer



ROMANTIC RETREATS AROUND THE WORLD

Whether you're celebrating a milestone anniversary or just wanting an inspirational vacation getaway, The Ritz-Carlton offers unforgettable experiences from intimate getaways to elegant indulgence.

EXPLORE THE POSSIBILITIES

THE RITZ-CARLTON, ST. THOMAS

For the ultimate in tropical romance, enjoy private dining on the beach or a sunset sail aboard a luxury motorboat.

REDISCOVER THE RITZ-CARLTON, GRAND CAYMAN

Set along the world-famous Seven Mile Beach, The Ritz-Carlton, Grand Cayman recently completed a grand reinvigoration, bringing guests to experience the island's rich heritage in a whole new way.

DISCOVER GRAND CAYMAN

OUR JOURNEY

NORTH AMERICA'S MOST SPECTACULAR SUITES

A hotel should be so much more than simply a place to lay your head at night. From private fitness rooms to grand views of scenic sights, these suites offer some of the most unique experiences.

SEE US

ROMANTIC GETAWAYS AT SEA

Whether you want to soak horizon-lined on a private water-side beach or just stay to look in a breathtaking view, The Ritz-Carlton Yacht Collection helps you create memories that will never fade away.

SEE US

SAVOR TIME WITH THOSE WHO BRING YOU JOY

Experience a meal of personal service that is among the finest in the world with a package that includes overnight accommodations, resort credit, and complimentary breakfast.

RESERVE EXCLUSIVELY THROUGH

REDISCOVER THE RITZ-CARLTON, GRAND CAYMAN

Set along the world-famous Seven Mile Beach, The Ritz-Carlton, Grand Cayman recently completed a grand reinvigoration, bringing guests to experience the island's rich heritage in a whole new way.

DISCOVER GRAND CAYMAN

STORIES FROM OUR ARTISANS

Our local Michelin-recognized chef's passion for creating, innovation from an early age, and the preservation of his art of dining with his heart means a commitment to family. A Michelin-starred chef at The Ritz-Carlton, Grand Cayman, shares his love of cooking, his unique style, and the joy of creating memories and lasting time with family and friends.

DISCOVER STAY

A PERFECTLY UNEXPECTED WEDDING

After wanting that a couple staying at the hotel had their wedding plans cancelled, the team at The Ritz-Carlton Grand Cayman, Grand Cayman, invited to plan a wedding ceremony, anticipated to make the couple's wish to marrying true.

READ THE WEDDING STORY

Creative: U.S. Version

A CALL TO FLAVOR

Each afternoon at Grace Bay Beach, the call of the ocean can be heard from the beachfront, beckoning beachgoers to a table of locally inspired bites, which include selections on the featured list card.

DISCOVER THE RITZ-CARLTON, TURKS & CAICOS

#RCMEMORIES

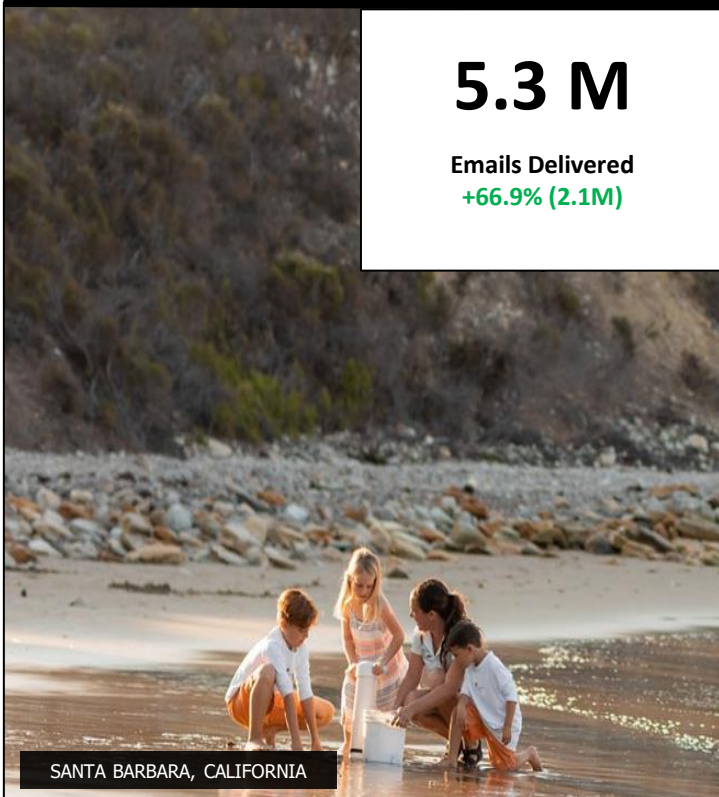
Afternoon on the beach, get an afternoon fresh as you feel more serene, surrounded by turquoise water with the iconic architecture of The Ritz-Carlton Turks & Caicos, Turks & Caicos.

SEE MORE MEMORIES

Performance Summary: February 2022

- Delivered count stabilized since significant increase in December with inclusion of all luxury segments
 - Over 1M more subscribers seeing newsletter as of December
- Click performance has increased as new audience continues to get more familiar with newsletter along with February moving away from Q4 seasonal lows
- Positive engagement trends for all luxury segments with L3 showing strongest MoM lift
- Hero saw significant decrease in click activity MoM with Journey, Hotel Spotlight and Hotel Feature driving the most interest from readers
 - Journey and Hotel Spotlight were both geo-targeted
 - Hotel Feature had animated content and the CTA supported driving interested there with mention of the re-opening along with calling out a special offer

Increased Delivered Count Continues to Drive Above Average Clicks

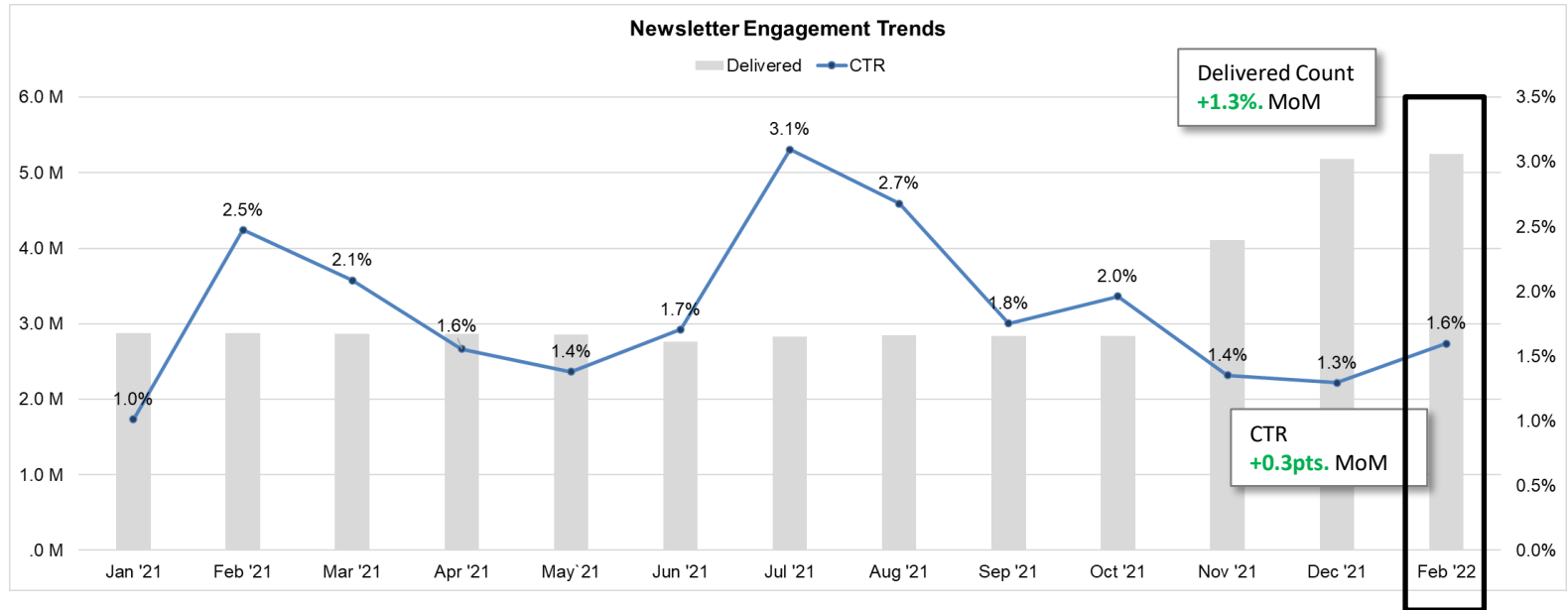
 <p>SANTA BARBARA, CALIFORNIA</p>	<p>5.3 M</p> <p>Emails Delivered +66.9% (2.1M)</p>	<p>83.8 K</p> <p>Clicks +47.3% (26.9K)</p>	<p>1.6%</p> <p>CTR -0.21 pts.</p>
		<p>0.38%</p> <p>Unsub Rate ---</p>	<p>856.9K*</p> <p>Opens +4.2% (34.8K)</p>
		<p>16.3%*</p> <p>Open Rate -9.81 pts.</p>	<p>9.8%*</p> <p>CTOR +2.86 pts.</p>

*Apple iOS 15 update and suppression of open data driving lower than avg. open rate & higher CTOR

February 2022 vs. Rolling 12-Month Average (January 2021 – December 2021)

Delivered Count Stabilized and CTR Increased Since December

- Delivery volume remained consistent since a significant increase in December with inclusion of additional luxury segments
- CTR saw an increase in February moving away from Q4 seasonal lows

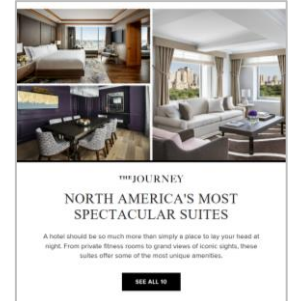
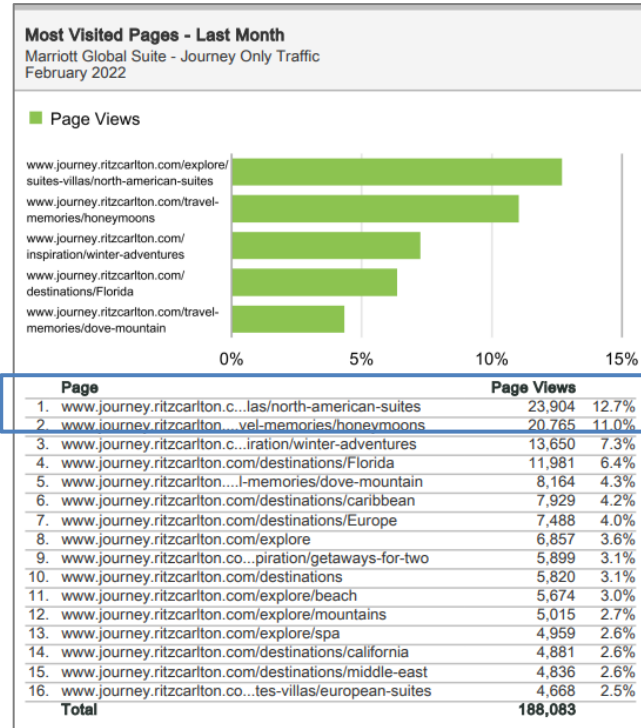


Highest Journey Engagement To-date

- Strong engagement bump after first 48-hours (69.4K views, 46.8K visits, 2.4 minutes/average time on site)
- Hero and secondary Journey module drove 23% of most visited pages in February

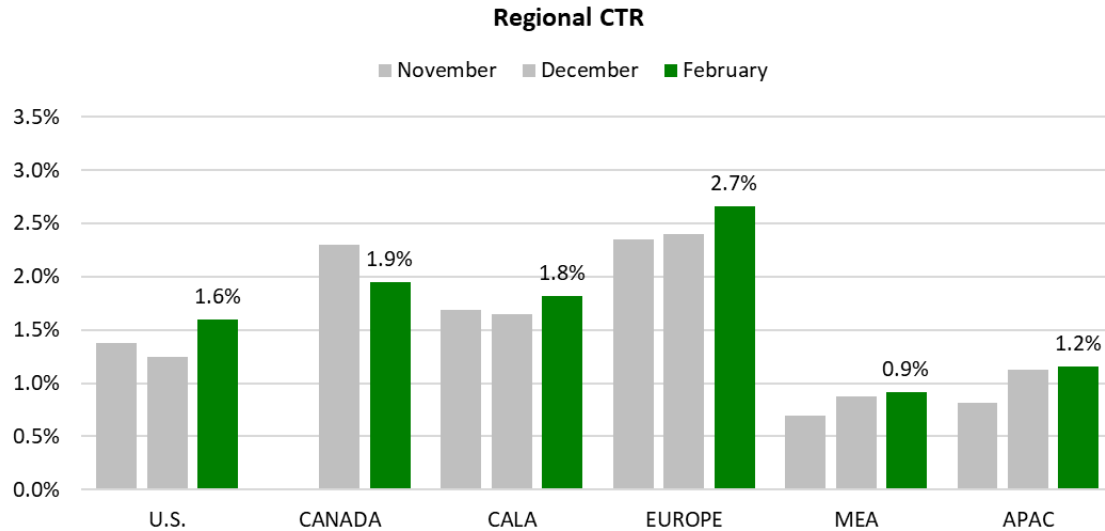
Page Views and Visits - Last Week
Marriott Global Suite - Journey Only Traffic

Date	Page Views	Visits	Average Time Spent on Site
Jan 30, 2022	3,696	1,988	1.67
Jan 31, 2022	3,680	2,159	1.66
Feb 1, 2022	3,821	2,230	1.61
Feb 2, 2022	4,036	2,450	1.53
Feb 3, 2022	4,199	2,410	1.96
Feb 4, 2022	3,897	2,176	1.73
Feb 5, 2022	53,691	36,557	2.55
Feb 6, 2022	15,725	10,295	2.32
Feb 7, 2022	8,614	5,493	2.05
Feb 8, 2022	5,434	3,250	1.96
Feb 9, 2022	4,380	2,727	1.75
Feb 10, 2022	6,669	4,468	1.62
Feb 11, 2022	3,782	2,455	1.65
Feb 12, 2022	3,815	2,272	1.79



Regional Engagement Increases For Majority of Segments MoM

- In line with MoM performance trends, CTR increased for most regions along with delivered counts remaining similar to December
- Canada saw a 31.6% increase in delivered counts MoM; first-time readers may be impacting CTR trend



Delivered Counts

	Feb	Dec	MoM
U.S.	4.4 M	4.3 M	+0.3%
CANADA	212.5 K	161.6 K	+31.6%
CALA	38.4 K	37.2 K	+3.2%
EUROPE	154.8 K	153.9 K	+0.6%
MEA	166.0 K	166.6 K	-0.4%
APAC	316.0 K	313.7 K	+0.7%

**Did not send a Jan '22 newsletter*

Positive Engagement Lifts for Luxury Segments

- Click counts and CTRs increased MoM for all luxury and non-luxury segments
- L3 had highest lift showing strong engagement in the content, even with slightly more deliveries MoM
- L1 continues to remain the least engaged audience in comparison to other luxury segments; continue to monitor engagement patterns

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

Segments	Nov 8 '21	Dec 4 '21	Feb 5 '22	MoM
L1				
Delivered	534.1 K	537.9 K	536.0 K	-0.3%
Clicks	5129	4231	5376	27%
CTR	0.96%	0.79%	1.00%	0.2 pts.
L2A				
Delivered	250.0 K	253.4 K	252.2 K	-0.5%
Clicks	3296	2844	3685	30%
CTR	1.32%	1.12%	1.46%	0.3 pts.
L2B				
Delivered	1200.8 K	1183.6 K	1182.9 K	-0.1%
Clicks	15318	14075	19502	39%
CTR	1.28%	1.19%	1.65%	0.5 pts.
L3				
Delivered	297.0 K	293.6 K	301.8 K	2.8%
Clicks	4198	3721	5324	43%
CTR	1.41%	1.27%	1.76%	0.5 pts.
Everyone Else				
Delivered	1823.0 K	2914.5 K	2975.8 K	2.1%
Clicks	27529	42145	49914	18%
CTR	1.51%	1.45%	1.68%	0.2 pts.

MoM Increase in CTR For All Bonvoy Levels

All levels saw an increase in CTRs MoM. Largest increase was for Ambassadors (+.7pts) whereas Basic saw the least significant increase (+.2pts)

Jun '21 – Feb '22

		Nov '21	Dec '21	Feb '22	Engagement Trends
NON-MEMBER	Del.	360.5 K	354.2 K	353.8 K	MoM -0.1% (-341)
	Open%	15.3%	9.3%	9.3%	
	CTR	0.8%	0.6%	0.9%	
BASIC	Del.	1.9 M	2.6 M	2.7 M	MoM +0.7% (+18.5K)
	Open%	21.2%	18.2%	16.7%	
	CTR	1.3%	1.3%	1.5%	
SILVER	Del.	472.3 K	594.8 K	603.4 K	MoM +1.4% (+8.6K)
	Open%	22.9%	17.4%	16.4%	
	CTR	1.3%	1.2%	1.6%	

Jun '21 – Feb '22

		Nov '21	Dec '21	Feb '22	Engagement Trends
GOLD	Del.	472.3 K	896.2 K	905.5 K	MoM +1.0% (+9.3K)
	Open%	22.9%	18.0%	17.0%	
	CTR	1.5%	1.4%	1.8%	
PLATINUM	Del.	267.7 K	294.7 K	302.4 K	MoM +2.6% (+7.8K)
	Open%	25.3%	17.8%	17.3%	
	CTR	1.6%	1.5%	2.0%	
TITANIUM	Del.	315.9 K	338.8 K	352.9 K	MoM +4.2% (+14.1K)
	Open%	25.1%	17.9%	17.3%	
	CTR	1.6%	1.5%	2.0%	
AMBASSADOR	Del.	53.7 K	57.8 K	65.5 K	MoM +13.4% (+7.7K)
	Open%	23.8%	17.2%	17.3%	
	CTR	1.4%	1.4%	2.1%	

February 2022 Heat Map (U.S. Version)

- Hero saw significant decrease in click activity MoM with Journey and Hotel Spotlight driving most interest
 - In December Hero generated 35.7% of clicks
 - Both Journey and Hotel Spotlight were geo-targeted in February driving a lift in engagement due to personalization
 - Hero imagery had different appeal in comparison to other images which may also be contributing to why interest was driven elsewhere
- Hotel Feature outperformed Hero and ranked 3rd for most clicked content
 - Preheader CTA driven around Grand Cayman re-opening along with animation and offer callout drove interest
- Scenography module had strong click performance even with lower placement in the email. Turks & Caicos content was appealing, plus continued use of animation

Header 2.71% Clks

THE RITZ-CARLTON

Hero 14.02% Clks

ROMANTIC RETREATS AROUND THE WORLD

Whether you're celebrating a milestone anniversary or just escaping on an anniversary weekend getaway, The Ritz-Carlton offers unforgettable experiences from intimate beachfront dining to desert stargazing and beyond.

Hotel Spotlight 16.41% Clks

THE RITZ-CARLTON, ST. THOMAS
For the ultimate tropical vacation, enjoy dining along the beach in a sunset set against a luxury colonnade.


Journey 19.49% Clks

THE JOURNEY NORTH AMERICA'S MOST SPECTACULAR SUITES

A hotel should be so much more than simply a place to lay your head at night. From private fitness rooms to grand areas of scenic sight, these suites offer some of the most unique amenities.

Yacht 10.38% Clks

Whether you want to walk hand-in-hand on a private white-sand beach or just stop to soak in a breathtaking view, The Ritz-Carlton Yacht Collection helps you create memories that will never fade.




Offer 2.82% Clks

SAVOR TIME WITH THOSE WHO BRING YOU JOY

Experience a level of personal service that is among the finest in the world with a package that includes overnight accommodations, resort credit, and complimentary breakfast.

RESERVE RECONNECT PACKAGE



Hotel Feature 15.04% Clks

REDISCOVER THE RITZ-CARLTON, GRAND CAYMAN

Set along the world-famous Seven Mile Beach, The Ritz-Carlton, Grand Cayman recently completed a grand beautification process, enticing guests to experience the island's rich heritage in a whole new way.

DISCOVER GRAND CAYMAN




Ladies and Gentlemen 1.40% Clks

early age of his grandmother's table, is on full display with his recent menu creation for Savoir, a Mediterranean restaurant at The Ritz-Carlton, Grand Cayman. When Kavin is not working, he enjoys trying out different restaurants and spending time with family and friends.

DISCOVER SAVOIR

Let Us Stay with You 2.43% Clks




A PERFECTLY UNEXPECTED WEDDING

After learning that a couple staying at the hotel had their wedding plans canceled, the team at The Ritz-Carlton, Turks & Caicos, quickly devised a plan to assist the wedding ceremony extravaganza to mark the couple's love in Mahoning love.

READ THE WHOLE STORY

Scenography 4.60% Clks



A CALL TO FLAVOR

Each afternoon at Grace Bay Beach, the call of the queen cove can be heard across, beckoning beachfront guests to a taste of locally inspired bites, which include refreshments on the beloved sea trout.

DISCOVER THE RITZ-CARLTON, TURKS & CAICOS

Instagram 2.77% Clks



#MEMORIES

Afternoons on the lake get an afterglow from the sea and more artistic inspiration in European cities with @ritzcayman at The Ritz-Carlton Hotel in Paris, Geneva.

DISCOVER MEMORIES

Footer (not shown) 7.92% Clks

Top Performing Content: February 2022

- Journey, which was geo-targeted, drove the most engagement overall for February
- Hero and Hotel Feature followed with a similar CTR
- Hotel Spotlight also drove interest with it being another module that was geo-targeted

Module	Article	Clicks	CTR
Journey	North America Journey	35.5 K	0.82%
Hero	Hero image and CTA	25.5 K	0.59%
Hotel Feature	Rediscover the Ritz-Carlton, Grand Cayman	25.2 K	0.58%
Hotel Spotlight	U.S. East, Canada, CALA Hotel Spotlight	20.0 K	0.46%
Yacht	Romantic Getaways at Sea	18.9 K	0.43%
Hotel Spotlight	U.S. West Hotel Spotlight	9.9 K	0.23%
Scenography	A Call to Flavor	8.4 K	0.19%
Offer	Savor Time With Those Who Bring You Joy	5.1 K	0.12%
Let Us Stay	A Perfectly Unexpected Wedding	3.8 K	0.09%
Instagram	Instagram	3.7 K	0.09%
Hotel Feature	The Ritz-Carlton, Grand Cayman	2.1 K	0.05%

Recommendations

- Leverage click rate as key engagement metric to evaluate and identify content optimization opportunities
- For luxury segments that are less engaged, such as L1, determine if versioning messages and/or differentiated content strategies are warranted
- Continue to leverage direct CTAs in future preheaders to drive readers where you want them to go including re-opening of resorts as was done this month or other prioritized newsletter content
- Test geo-targeting in varied placement in newsletter to continue to keep content fresh and maintain engagement even for content modules that may have lower placement
- Continue to deliver animated content testing new stylistic approaches where possible

Thank you!

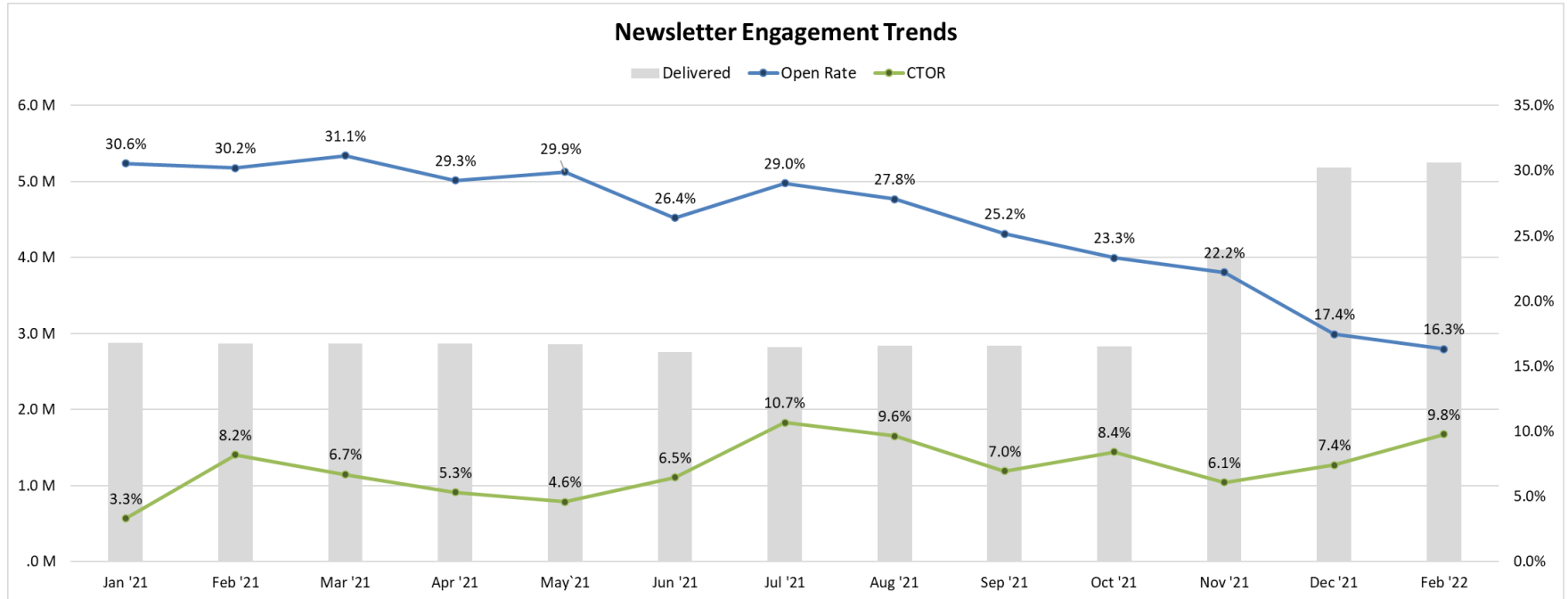
February 2022 Financial Engagement Comparisons

Metrics	February 2022	MoM	vs. 12-Month Average
Bookings	80	+196.3% (+53)	+183.2% (+52)
Room Nights	282	+243.9% (+200)	+202.1% (+189)
Revenue	\$141.8 K	+80.9% (+\$63.4 K)	+216.1% (+\$97.0 K)

Note:

- Rolling 12-Month Average (Jan 2021 – Dec 2021)
- Financial Data Source: Omniture 7-Day

Engagement Trends



Targeting Criteria 2021

- Include previous month email recipients
- Include all Luxury segments
- Include additional customers using the criteria below to reach the 3M deployment max:
 - Past luxury brand stayers (last 24 months) **OR**
 - Has HHI \$150K or more **OR**
 - Past email openers of RC Residences solos, St. Regis Residences solos, Quintessentially solo, RCYC solo **OR**
 - Amex Brilliant cardholders
- Note: include those with an English language preference