

Celebrity Cruises' First-Class Email Treatment Raises Revenues

Celebrity Cruises is renowned for its commitment to excellence. In 2016, it was voted "Best Premium Cruise Line" in Travel Weekly's Annual Globe Awards, just one of a host of awards the company has received over the years. From exploring the world's best destinations, to serving up exceptional culinary experiences, crafting impeccably designed ships, and offering the "world at your service," Celebrity Cruises opens up the world for its guests.

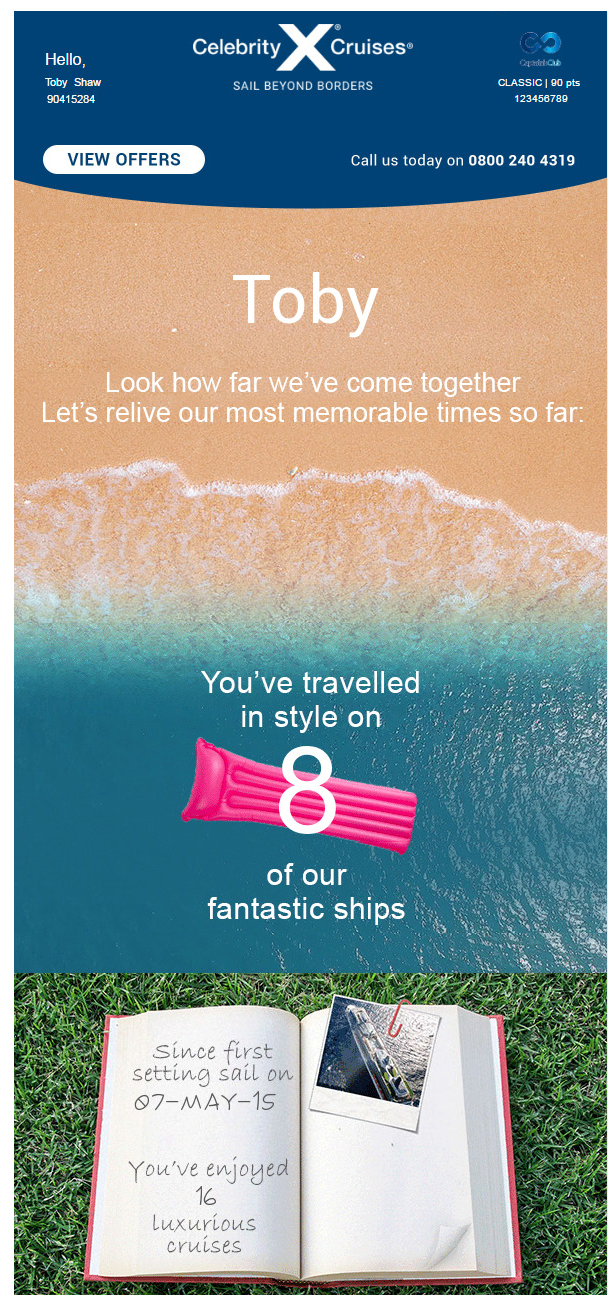
Loyalty is Key

Marketing in the cruise business is highly experience-based and, unfortunately, often dependent upon promotions. For example, it is common in the industry to pair rich destination imagery and video with time-sensitive offers designed to ensure ships sail at full capacity.

Because the industry relies on promotional messaging more often than many other industries, it is especially important to personalize messages when communicating with loyal guests, the most profitable customer segment. Email is an important vehicle to achieve such goals, due to its ability to reach guests and prospective guests immediately, its personalization potential and low cost of delivery.

Fast Time to Market

Celebrity Cruises' UK-based marketing team realized it needed to 'up' its personalization game with this important customer segment. It was also seeking ways to raise the click-through and engagement rates for its email program, so it turned to Liveclicker to help improve the email experience presented to its loyal guests. Because the cruise business is highly seasonal, the UK team was looking for ways to drive results while getting to market quickly as it exited the peak selling season in January and February. Fortunately, Celebrity Cruises' Miami-based US marketing team had prior experience working with Liveclicker and had given



Top-third of message

the company's RealTime Email platform their stamp of approval for its ease-of-use. So the UK-based team quickly determined that it would be able to get to market fast by using the tool.

Advanced Personalization, in Real Time

Celebrity Cruises approached Liveclicker with a challenge: deliver a highly personalized email that relived a past guest's journey with the brand. Such an email would need to feature a past guest's sail history, making each message completely unique to each guest. Because Liveclicker is able to creatively pull and render the dynamic data fields in the messages, the Celebrity Cruises team forged ahead.

The message needed to feature personalized content based on the following data:

- The past guest's first name, rendered as a stylized image at open-time
- The number of ships on which the guest had previously sailed
- The date the guest first sailed with Celebrity Cruises
- The number of cruises the guest had taken
- The number of nights the guest had cruised
- The type of accommodation the guest had stayed in most frequently
- The destination of the guest's most recent cruise, ranging from the Mediterranean Sea, Arabian Gulf, Asia, Alaska, Canada, Australia/New Zealand, Northern Europe, The Bahamas, Galapagos and the Caribbean
- The guest's hometown
- Three suggested regions to visit based on propensity modeled data

High performance

This campaign proved to be incredibly successful. In fact, it received the highest engagement rates of any of Celebrity Cruises' UK campaigns deployed in 2017, and it generated nearly 3X the revenue as compared to the company's standard "business as usual emails."



Middle-third of message



Results

- £282,044 in revenue produced, a 3X revenue improvement
- 22.04% of the audience engaged with the email, an increase of 7%
- 7.35% unique click-through rate, a 3% improvement

“In addition to the metrics improvements, the Marketing Director and Managing Director were extremely pleased with the experience delivered to past guests in this message. There was a lot of positive internal feedback which had a ‘halo’ effect around the email program in general. Finally, the Liveclicker support and account management teams were extremely helpful with fast turnaround to questions and responsive feedback to ensure an on-time launch.”

- Hannah Jag-Nathan, *Email Marketing Executive UK & Ireland*, Celebrity Cruises

About RealTime Email

Leading brands choose Liveclicker’s RealTime Email solution to drive message engagement, conversions and sales. The intuitive platform leverages real-time data from multiple sources so that marketers can deliver truly personalized content, simply and at scale. Liveclicker’s flexible integration architecture, rich partner ecosystem and extensive email expertise help clients execute highly relevant email marketing programs that respond to each recipient’s constantly changing personal context.

Where will your wanderlust take you next?

We’ve handpicked some holiday hotspots especially for you. With over 280 destinations across 7 continents to choose from, why not change **Guilford** for something different this year?



Breathtaking Alaska

Welcome to Alaska: an alpine frontier, where jagged peaks descend into clear waters. Rare wildlife and glaciers are the highlights of this stunning American state.

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discover your sense of adventure Down Under. Australia and New Zealand are famous for their stunning beaches, wondrous nature and buzzing cities.


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Vibrant Europe

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- 1) Book an eligible Ocean View stateroom or above on selected 2017-19 sailings before 3 May*
- 1) We’ll give you a complimentary **Classic Drinks Package** for two
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*Promotion benefits apply to the first two adult guests making a new booking of an eligible Oceanview stateroom and above between the 01st March 2017 and 03rd May 2017 on selected 2017/18/19 sailings (“Eligible Bookings”). Guarantee stateroom bookings in classes Z, Y, X, XC, XA & W are excluded. Eligible Bookings must be made in either GBP or Euro currency via UK and Irish travel agents, the Celebrity Cruises UK sales office or via

Bottom-third of message