

# Royal Caribbean's Click-Through Rates Sail Higher with RealTime Email

Royal Caribbean International is an award-winning global cruise brand with a 48-year legacy of introducing “firsts” never before seen at sea. The cruise line’s 24 innovative ships have unmatched features and amenities only found on Royal Caribbean, including Broadway-style entertainment and industry-acclaimed programming that appeals to families and adventurous travelers alike. Royal Caribbean sails to popular destinations in Bermuda and the Caribbean, Europe, Canada and New England, Alaska, South America, Asia, and Australia and New Zealand; and has been voted “Best Cruise Line Overall” for 15 consecutive years in Travel Weekly’s Readers Choice Awards.

## Pricing and Promotion are Paramount

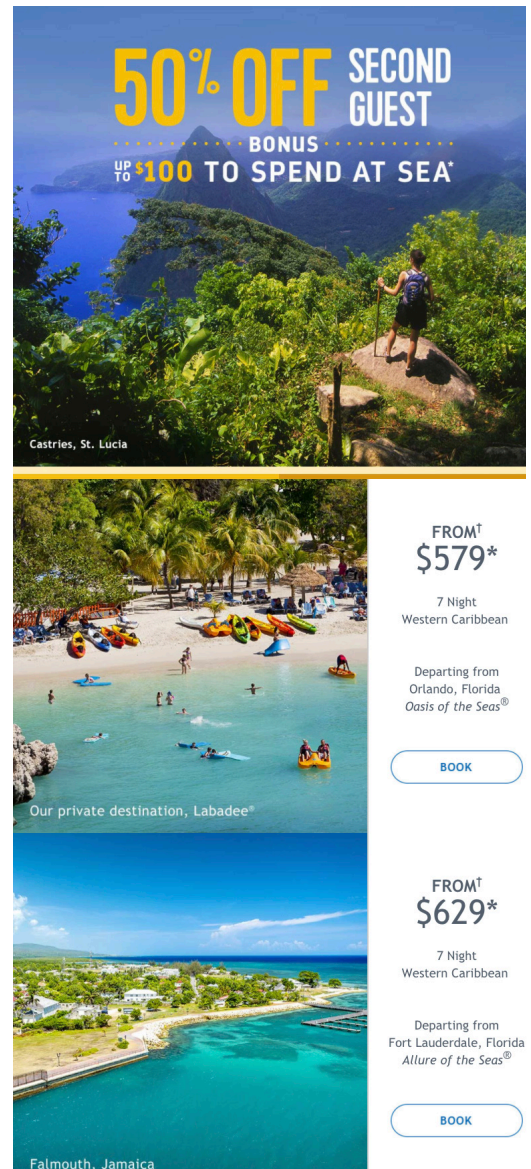
As marketers well know, pricing and promotion are essential product attributes that lead consumers to purchasing decisions. This is especially true in the travel industry where inventory and pricing change frequently and therefore, ensuring accuracy in merchandising and marketing vehicles can be challenging.

As most travel brands do, Royal Caribbean relies heavily on promotional messaging and email remains one of the most effective ways to target prospective customers at a low cost of delivery. However, the company regularly faced challenges with matching prices in their promotional emails with the prices displayed on their website, which fluctuates based on remaining inventory. Therefore, Royal Caribbean’s email deployments were often delayed because of last minute changes required to display accurate pricing in email – and even then, discrepancies could still occur.

Their goal was to dynamically populate pricing in email to ensure 100 percent accuracy in promotional messages, improve the customer experience, and increase engagement.

## A Positive Customer Experience All Around

In order to present the correct pricing in email anytime a recipient opens it, Royal Caribbean and Liveclicker implemented LiveFeed functionality into the cruise line’s “Buy One Guest, Get Second Guest 50% Off” email campaign. LiveFeed displays up-to-the-minute website content – in this case, pricing on cruise packages – in email marketing messages at the moment of open even if significant time has lapsed.



**50% OFF SECOND GUEST**  
BONUS  
UP TO \$100 TO SPEND AT SEA

Castries, St. Lucia

FROM<sup>†</sup> \$579\*  
7 Night Western Caribbean  
Departing from Orlando, Florida  
Oasis of the Seas®  
[BOOK](#)

Our private destination, Labadee®

FROM<sup>†</sup> \$629\*  
7 Night Western Caribbean  
Departing from Fort Lauderdale, Florida  
Allure of the Seas®  
[BOOK](#)

Falmouth, Jamaica

“Liveclicker was instrumental in helping develop a custom live pricing feed that pulls data from an outside source.” stated Vincent Yllanes, account executive, Email Marketing | Customer Marketing Royal Caribbean. “They understood the need and were able to combine different components from our emails, such as tile imagery, product details, and pricing, all into one single image that dynamically updates to the latest price via our Partner Pricing Feed. There were several dynamic components that at times hampered the project, but they worked diligently to see it through to completion.”

## Email Innovation Drives Engagement

Comparing unique click-through rates (CTR) for this campaign with previous “BOGO 50” campaigns, the results showed that subscribers engage much more frequently on the itinerary with dynamic pricing changes. The campaign delivered a **12% increase** in CTR.

“This shows how far we’ve come in email innovation to be able to dynamically update content with each open of the message. Customers are always looking for ingenuity in this channel and the more it catches their eye the bigger of an impression it will have on their purchasing habits. I see live content continuing to play an important role in our email programs going forward,” concluded Yllanes.



### Results

- 12% increase in CTR.
- Campaign displays current pricing anytime a recipient opens the email, ensuring accuracy, improving the customer experience, and increasing engagement.

## 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.