Goals
• Personalize the customer journey by using various RealTime Email elements in marketing program
• Improve email engagement with customers and prospects while driving urgency to book
• Increase registrations for local events

Challenges
• Realize fast time-to-market without changing email sending infrastructure
• Daily “exciting deals” email was becoming uninspiring and needed new functionality to increase engagement
• Required a means to leverage videos inside email versus consumers going to YouTube

About Celebrity Cruises
Since its inception in 1989, Celebrity Cruises has held true to its original commitment of taking the very best aspects of classic, elegant cruising and updating them to reflect current lifestyles. In 1997, the company merged with Royal Caribbean International to form Royal Caribbean Cruises Ltd.

What sets Celebrity apart from other vacation choices today is the cruise line’s passionate dedication to providing guests with a cruise experience that embodies modern luxury. This has become the definition of Celebrity Cruises, and has set the worldwide standard for today’s expression of what first made cruising famous - high quality, superior design, spacious accommodations, grand style, attentive service and exceptional cuisine.

Celebrity’s attention to service carries over to its email marketing campaigns as well. It sent “exciting deals” emails daily which were becoming uninspiring to consumers and not driving the engagement that Celebrity was seeking. Celebrity also had a wealth of exciting videos it was creating and wanted to leverage that content inside of its emails to drive further engagement rather than consumers accessing those videos via YouTube. Finally, it wanted to achieve these things quickly, without changing its email sending infrastructure.
Celebrity believed that sharing real-time content with email subscribers would help to improve email engagement. It began using Liveclicker’s RealTime Email to personalize communications and make its emails more interactive and relevant by showing understanding of the real-world conditions of each opener. Celebrity is using RealTime Email and the real-time content it provides in a variety of ways.

Celebrity uses RealTime Email’s LiveMap functionality in its email invites for local events to include a map based on where the recipient is located when the email is opened. This makes the emails more engaging and ultimately makes it easier for target consumers to locate the event destination. Since using LiveMap, email open rates have almost doubled, and click-through rates have increased from 1.17 percent to 1.79 percent. Also, RSVPs from attendees have occurred at a faster rate than before.

Celebrity also uses RealTime Email’s Countdown Timer on time-sensitive promotions. It has found that the total open rate for these emails receive as much as a 50 percent lift.

“Our call center loves the use of the countdown timer in emails, as they see a spike in volume,” said Diane Cleveland, manager, direct marketing for Celebrity Cruises. “We see great future opportunity with live feeds with pricing and inventory availability as well on these kinds of promotions.”

In addition, Celebrity benets from RealTime Email’s LiveForecast capabilities to promote last-minute escapes and future vacations. Its “Escape Today” campaigns promoted current weather in Alaska to Floridians during the summertime heat.

The company also leverages RealTime Email's Video in Email when running email campaigns welcoming new subscribers. When Celebrity included video in its campaigns, the company achieved a 97.2 percent lift in click-through rates compared to previous welcome emails.

“RealTime Email elements have been leveraged in many ways on many points of our customers’ journeys – from new leads and winbacks to pre-cruise and post-cruise,” commented Cleveland. “The functionality supports our goal of improving email engagement, and creates collaboration and synergies with other teams within and outside of marketing as well.”

“Since we don’t know when someone may take their next cruise, if we aren’t using email to reach them, bolstered by the real-time content that RealTime Email provides, we could lose them to our competitor,” Cleveland concluded.

Using RealTime Email across different points in the customer journey, Celebrity has realized:

- Almost 100 percent increase in open rates, from 22.5 percent to 42.2 percent (LiveMap)
- 50 percent lift in open rates (Countdown Timer)
- 69 total impressions year to date, with emails achieving a 38 percent open rate (LiveForecast)
- 97.2 percent lift in click-through rates (Video in Email)