

SUCCESS STORIES:

Global Cruise Line Improves Bookings 20% with Performance-Based CPA Model



Challenge



After struggling through the 2020 pandemic year, the cruise industry -- like so many other travel and hospitality brands -- needed ways to recover quickly and bounce back revenue. In early 2021, this global cruise line came to Matterkind for recommendations on audience engagement tactics, ad formats and platforms to drive site bookings.

Solution



Matterkind joined two teams (PRG, SEM) into one in order to resolve campaign overlap and frequency issues within the client's programmatic-first approach. Working closely with the agency of record (Initiative), Matterkind built a pay-for-performance approach to Dynamic Creative Optimization activation, fully supported with dashboards, insights and partner inventory.

Results



Matterkind identified placements that would increase booking volume plus conducted cross-channel analysis to strike an investment balance between display and search:

- ▲ For Display, unique product offerings from 5 different DSPs provided more incremental unique convertors than a single DSP. Travel network partners provided proprietary inventory to adjust frequency.
- ▲ For Search, the team leveraged Google and Bing to capture consumers in the consideration stage. Matterkind Search performed optimizations and launched imagery ads while new audiences were constantly tested based on data signals.

The entire campaign was performed for a low risk, fixed cost per booking model. By de-duping actual business results, this global cruise line was able to pay a single CPOB (Cost Per Online Booking) with no additional cost between partners in the same channel instead of a separate CPM for display and CPC for search.

In Q4, Matterkind bridged upper funnel exposure with lower funnel conversions using ACR technology and future linear TV commercials. Results were extremely powerful -- booking volume surged 20% from Q3 to Q4, and media investment grew 2x in the following quarters.

Let Matterkind help you build a specialized plan to achieve your performance marketing goals.

Learn more at www.matterkind.com/outcome-navigator.