

# Getting New-to-File Customers

*onboard a major luxury cruise line*

A major luxury cruise line wanted to drive bookings without overlapping their efforts or wasting their marketing budget. Conversant was the only partner that could go full steam ahead.

## BY THE NUMBERS

# 75%

of past guests were matched to privacy-protected profiles

# 12%

new-to-brand bookers

# 50%

lower cost to acquire

## CHALLENGE

The cruise line needed a digital partner that could find new-to-brand guests and also reach past guests, site visitors and inquirers, and engage them with deeply personalized messages to drive bookings. And they needed full, transparent reporting to validate program success before committing to a long-term partnership.

## SOLUTION

By combining the cruise line's first-party data with Conversant's 200M+ advanced consumer profiles, they understood their customers and prospects across thousands of attributes, including purchases, destinations and what they read online. With this comprehensive, privacy-protected data, Conversant reached the right people with personalized messages throughout all stages of their brand journey, driving new-to-brand bookings and growing loyalty among past guests.

### To find new customers, we:

- Matched 75% of their buyer file to privacy-protected profiles
- Modeled past guests' behavior to recognize qualified prospects
- Suppressed past guests, site visitors and inquirers from new customer messaging
- Delivered relevant messages to drive new-to-brand bookings

### To reach past guests, site visitors and inquirers, we:

- Recognized them across all their devices
- Dynamically delivered digital messages tailored to each individual throughout the purchase funnel

Conversant's ability to recognize new-to-brand prospects and serve them different messages than past guests helped the cruise line reduce waste and get the most out of their acquisition budget.

## RESULTS

Through client-led analysis of the impression and conversion feeds we provided, the cruise line matched bookings to guests who received online ads. They confirmed that 22% of new bookings didn't receive direct mail or email prior to receiving digital messaging, and 44% received direct mail only, resulting in a 50% lower cost to acquire.

# 22%

of new bookings never received direct mail or email

# 44%

of new bookings received direct mail only