Sizmek Dynamic Creative Hoists P&O Cruises Australia Click-through Rate by 60%.
Individualized ads with up-to-date information lead to shipshape response rates.

Case Study

Carnival Corporation is the world’s largest cruise holiday group, and within this, P&O Cruises is Australasia’s largest and longest serving cruise operator. Because travel is such a personal and emotional purchase, P&O Cruises’ goal is to ensure that all its marketing messages are highly personalized and relevant to each consumer.

Although the cruise operator already had a robust retargeting strategy in place, it wanted to boost ad performance by retargeting consumers with content that was particularly relevant to them based on their previous actions on the website.

With more than 200 cruises departing from various ports and visiting over 85 destinations in the region, P&O Cruises Australia has something for everyone. But the challenge was finding a way to map out a complex retargeting strategy showing which message should go to which user—and ensuring the information was up to date.

Sizmek worked closely with MediaCom and the marketing team at P&O Cruises on a strategy that would drive more sales and ultimately increase return visits to the P&O Cruises website.

The Sizmek visual workflow tool made it easy to display the different message and creative options that various audience groups would receive. Using a combination of dynamic retargeting and an XML real-time data feed, consumers would now always be shown the most up-to-date information on cruises they’d previously viewed on the brand’s website.

Sizmek Tag Manager made tagging setup simple and straightforward. The team was able to build distinct retargeting pools with ease based on home ports, destinations, holiday types, and other criteria. Further Tag Manager tracking allowed MediaCom to measure additional actions on the website, giving the P&O Cruises marketing team a much better indication of consumers’ interests and preferences.

GOAL
Increase click-through rate during busiest season

SOLUTION
Retarget consumers using Sizmek Dynamic Creative’s individualized ads
Retargeting according to consumer interests paid off for P&O Cruises. Typically, January to February is the busiest sales period for P&O Cruises. Using dynamic creative retargeting generated a staggering 60% higher CTR, increasing from 2015’s 0.05% (a static campaign) to 0.08% in 2016.

“The success of this dynamic campaign shows the importance of adaptive messaging throughout the customer journey based on consumers’ previous actions and ad exposure, not just site retargeting. We look forward to working with Sizmek on more dynamic campaigns to continue to drive improved performance.”

MADELINE WONG,
DIGITAL MARKETING EXECUTIVE
CARNIVAL AUSTRALIA

About Sizmek

Sizmek Open Ad Management brings freedom of choice to end-to-end advertising. With a single point of access to the best technology, data, and strategic guidance – and the flexibility to choose solutions that fit their strategies – more than 42,000 advertisers, agencies, publishers, and trading desks create inspiring, seamless advertising campaigns that connect them to their customers around the world easily and effectively. Open and independent, Sizmek’s wide range of technology and data is bolstered by integrations with more than 100 partners, providing leading solutions for attribution, data management, audience measurement, search engine marketing, creative authoring, and more. Sizmek operates in more than 70 countries, with local offices providing acclaimed service throughout North America, EMEA, LATAM, and APAC.

Find out how Sizmek can help you achieve outstanding results by contacting your sales representative or emailing info@sizmek.com.