

CUNARD LINE

USED PERSONALISATION

TO PROMPT

REBOOKING



CUNARD



Royal Mail

MarketReach

BACKGROUND

Cunard Line knew that the best way to get customers to rebook was to capture them as soon after disembarkation as possible – while the memories of their cruise were still fresh.

They knew a lot about current cruisers from data gathered before and during their trip and wondered if they could use this insight to create a communications programme to encourage repeat booking.

SOLUTION

Instead of a one-size fits all mailing, Cunard developed a personalised 'Welcome Home' mailing for each returning customer. They knew from propensity modelling and previous cruise history which future cruises were most likely to be personally relevant. By combining this insight with existing customer information and the data collected on board during their most recent cruise, they sought to guide each customer to choose and book their next cruise.

The highly personalised 'Welcome Home' mailing was timed to land soon after they returned home. It cleverly used imagery from around the ship the customer had just cruised on to evoke fond memories of their cruise as well as remind them of the heritage, luxury and White Star service that can only be experienced with Cunard. Throughout the mailing, seeds were also planted as to where they could cruise to next, leading the customer to a choice of recommended cruises to consider and subsequently book.

Cunard defined six core audience behavioural segments combining the number of cruises taken (first timers, 2-4 cruises, 5+ cruises) and whether they had already booked another cruise. When combined with targeted messages from whichever of the three Cunards ships they'd just been on, this made 18 customer segments in total. Digital production across the entire campaign ensured complete personalisation by segment across the whole pack.

In order to measure the effectiveness of this personalised strategy, 10% of the database was ring-fenced. They did not receive the 'Welcome Home' mailing, but did receive BAU communications as a control.

RESULTS

The personalised 'Welcome Home' message clearly tapped into a deep well of warm memories of cruising with Cunard. The mailing increased bookings across the total mailed base generating a 5% uplift in incremental revenue vs the control.

Repeat bookings from first time cruisers increased by 10% over and above the control generating incremental revenue and an ROI of £43.15 for every £1 spent.

