



## PPC delivers a 200% increase in online bookings while reducing CPA by 42% for MSC Cruises

### About

MSC Cruises is the world's largest privately-owned cruise line, carrying millions of passengers each year to 67+ countries around the world.

### Goal

Improve PPC performance to overcome increased competitor activity within a predefined budget.

### Approach

Working closely with the MSC Cruises team, Reef refreshed the PPC strategy to capture high-intent searchers and maintain top of page ad positions. Working to the brief, we carefully restructured campaigns, reallocated budgets, introduced new ad copy and tested bidding strategies in an effort to surpass our KPIs.

### Results

One in three ad interactions resulted in bookings, with a 42% reduction in CPA and 200% increase in online sales.



### KEY METRICS

In three months:



Online bookings increased by 200%



Enquiries increased by 272%



Cost-per-acquisition decreased by 42%



Paid search was the highest-converting in the channel mix