

# Cruise Line Increases Bookings at Lower Cost



## The Roundup

**\$25→\$10** COST PER BOOKING

**2,800** BOOKINGS IN TWO MONTHS

## The Challenge

A major cruise line sought to drive bookings on their website featuring a direct response campaign on Facebook. The Kinetic team was tasked with driving their cost per booking down, previously at \$25.

## The Strategy

Kinetic worked closely with this new client on campaign strategy, encouraging them to shift spend from Facebook Exchange (FBX) to the Website Custom Audiences (WCA) solution on Facebook. This solution (WCA) allows marketers to better leverage Facebook data and move away from traditional cookie-based targeting.

As the campaign progressed, we tested different creative executions against custom audience segments to find the best matches.

In addition, conversion pixels were placed on the cruise line's website on each of the different vacation offerings in various geographic areas. These factors enabled driving the cost per booking from \$25 to \$10; translating to a total of 2,800 bookings in two months.

