

Case Study

P&O Cruises drives a 679% boost in revenue with video in email



P&O Cruises utilises Experian CheetahMail's Video Email Solution to drive engagement and ROI

“The ‘Grand Event’ video email campaign was the most effective video email campaign we’ve run. Delivered to deadline, the campaign resulted in high open and click through rates, which led to increased awareness and the highest number of bookings we have seen from an email.

It helped us to engage with our passengers in a way that brought one of the biggest events in our history to life.”

Andy Mould
P&O Cruises



Background

P&O Cruises has a proud heritage, bringing luxurious travel to its passengers since 1837. Now part of a group that carries nearly half of the world's cruise passengers,¹ it's not a company content to trade on its past, investing in a modern fleet that sets the industry standard.

P&O Cruises partnered with Experian Marketing Services to create and deliver an email campaign that increased awareness and drove engagement.

Challenge

The cruise industry is booming; it's a £20 billion a year business, however competition is fierce. Email plays a key role in P&O Cruises' marketing strategy to help to demonstrate the quality and diversity of the products and luxury on board, as well as the eclectic mix of destinations that can be explored.

In 2012 P&O Cruises announced that their fleet of seven ships would meet in Southampton for the first time, which also included a Royal Review from Her Royal Highness, Princess Anne, as part of their 'Grand Event'. The challenge was to create excitement surrounding the event and the P&O Cruises experience within email, to:

- raise awareness
- encourage bookings
- deliver a strong ROI.

Solution

Andy Mould, from P&O Cruises said “we wanted a way that brought the ‘Grand Event’ to life. Experian Marketing Services was able to help us to deliver a smart and innovative campaign that allowed our customers to get a real feel for the ‘Grand Event’ through a specially commissioned animation.”

Experian Marketing Services worked closely with the client to deploy the Experian CheetahMail Video Email Solution, creating the highest standard video in their emails.

Using clever coding, Experian CheetahMail video email technology ensures perfect playback every time, no matter what device, browser or email client is used. All customers have to do is open the email and then enjoy the video.

Videos in email are ideally suited to sharing via social media, such as Facebook, with the ability to go viral and extend messaging reach far beyond the original target audience.

Video in email allowed P&O Cruises to reach their customers with a form of media that brings an email to life – maximising interest, click through rates and sales.

¹ <http://www.cruisemarketwatch.com/market-share/>

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Results

Delivering ROI is a key performance indicator of campaign success and Experian Marketing Services has ensured that measurement of the campaign is integral to the solution.

It has allowed P&O Cruises to see the real impact of this video campaign, which resulted in:

- 11.4 % uplift in unique open rates
- 3.1 % increase in click through rates
- 950% increase in bookings
- 679% boost in revenue

NB. These figures are compared to a Grand Event email sent seven weeks earlier without embedded video technology (based on 30 days from send).

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“It helped us to engage with our passengers in a way that brought one of the biggest events in our history to life.”

Experian CheetahMail forms part of Experian Marketing Services. The wider group’s suite of products and services spans both digital and offline. Helping clients to really harness the profitability of their multi-channel marketing.

P&O CRUISES Discover a different world... TRACING OUR ROOTS BACK TO 175 YEARS

Find & Book **Our Ships** **Destinations** **P&O Cruises Experience** **Community**

Her Royal Highness **The Princess Royal** joins us for our **Grand Event, 3 July**

Visit www.pocruises.co.uk to see the full version

0:00 I CAN'T WAIT 0:42

Our **Grand Event** celebrations take place on **3 July** as we celebrate 175 years of heritage. We are pleased to announce some very special plans we have for the day.

In addition to the festivities that we have already published, we are delighted to announce that **Her Royal Highness The Princess Royal**, Master of the Corporation of Trinity House, will Take the Salute from the deck of **THV Patricia** in a **Fleet Review** of all seven P&O Cruises ships, as they pass Portsmouth on passage from Southampton.

✓ Fleet Review with HRH The Princess Royal
✓ Red Arrows Display
✓ Deck party & live music
✓ Unique atmosphere

Plus the Red Arrows

In addition, as the ships sail along the Solent, the world famous **RAF Red Arrow Display Team** will fly in formation overhead, adding to the sense of occasion and history in their unique way.

See the best locations to watch the P&O Cruises fleet

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