Case Studies

Segmentation

Engaging more customers through segmentation and personalised messages

passengers repeat book and spend more

1 Challenge

Our client, a leading specialist cruise company, wanted to communicate with prospective customers more effectively to drive increased engagement and, ultimately, increased bookings and ROI.

2 Solution

The client enlisted the help of Webalytix who embarked on developing a Customer Segmentation to create an effective means of communicating with customers and prospective customers. The Webalytix consumer database was appended to the client's customer base and analysis was conducted to determine drivers of future behaviour. Segments were then created, grouping like-minded individuals based on their demographic and behavioural profiles. Several key segments were identified including family passengers who travel with children; experienced passengers who enjoy luxury cruise brands and facilities with high household income and large savings; older passengers with average income who travel on standard cruise types.

Key Customer Segments

Family passengers who travel with children

Experienced passengers who enjoy luxury cruise brands and cabins

Older passengers with average income who travel on standard cruise types

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Segmentation

webalytix

OLDER CRUISERS

Target Audience

Pen Portrait

Married, over 65
Low affluence
No children at home
Own their houses/bungalows
Retired
Shop at M&S and Morrisons
Spend under £75/week

Pen portraits for each of the segments has helped to integrate the segmentation into the marketing program, providing the client with an understanding of customer motivations and the most appropriate form of communication, both channel and tone.

The audience segmentation has been used to drive the client's marketing activity, introducing segment-based targeting for different cruise lines and ships. The segmentation has also enabled the client to tailor their marketing offers for each segment.

Additionally, Webalytix provided the client with a pool of prospects to help them with their ongoing new acquisition marketing strategy.

Key demographics

3 Results

- Improved passenger engagement
- Continued improvements to marketing comms – personalised content, tailored offers, optimised messaging and timing for each segment

15% Increase
In repeat bookings

Increase **20%**
In cross-sell

12% Increase
in up-sell to existing passengers

Gender	Members %	NAS base %	index
Male	55	50%	111
Female	44	45%	98

Age	Members %	NAS base %	index
18-35	0.4	28	1
35-55	3	34	10
55+	96	38	256

HH Income	Members %	NAS base %	index
<£20k	60	30	199
£20-£50k	35	43	82
£50k+	6	28	21