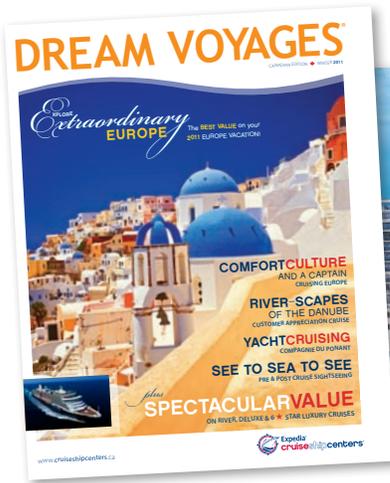


Expedia CruiseShipCenters

Leading cruise and vacation specialist enjoys higher response rates and sales by including the Addressed Admail™ service as part of a multi-channel strategy.



“We were delighted by the results. The multi-channel campaign yielded a 167.27 per cent higher phone call response rate and an additional 126 per cent increase in bookings—resulting in a 174 per cent lift in sales.”

Christina Peerless
Marketing Manager
Expedia CruiseShipCenters



Challenge

Expedia CruiseShipCenters offers such an extensive range of products that appeal to so many different markets that the company was finding it increasingly difficult to target the right customers with the right media and the right messaging. To appeal more to the growing number of Canadians going online, the company also thought it was time to combine their direct marketing efforts with an ‘e’ component.

To encourage repeat business, the company sends its *Dream Voyages* magazine to loyalty members three times a year using the Addressed Admail service from Canada Post. “We’ve always been pleased with the Addressed Admail service for its timely delivery and good return on investment, and were curious to see how it would work as part of a multi-channel strategy,” says Christina Peerless, Marketing Manager, Expedia CruiseShipCenters.

CLIENT: Expedia CruiseShipCenters

SECTOR: Travel and Leisure

GOAL: Boost response rates and sales

SOLUTION: The Addressed Admail™ service from Canada Post



Solution

To test how a multi-channel strategy combining direct mail and email would compare against direct mail alone, Expedia CruiseShipCenters divided the mailing of its *Dream Voyages* magazine into two groups:

- Group A received the magazine with a personal follow-up email.
- Group B received the magazine without follow-up email.

Mailings to each group had unique and trackable phone numbers and URLs.

“Franchise partners trust us to make sound decisions on the use of the marketing budget,” says Peerless. “The proliferation of new media and audience fragmentation continue to challenge us to ensure we track results. We need to know that we are realizing a good return on investment for our campaigns and we rely on Canada Post’s expertise to help us do this.”



Results

The results of the campaign demonstrated that direct mail and email are a powerful and effective combination that delivers increased response rates.

“We were delighted by the results,” says Peerless. “The multi-channel campaign yielded a 167.27 per cent higher phone call response rate and an additional 126 per cent increase in bookings—resulting in a 174 per cent lift in sales.”

For Expedia CruiseShipCenters there’s another key benefit that’s equally as important—strengthening customer loyalty. “Our entire system is built on personalization from travel agent to customer,” says Peerless. “Using email after a successful direct-mail campaign reminds clients about the magazine they received in the mail, and lets them know that the travel agent is thinking about them and that they matter. It’s the extra personal touch that helps build customers for life.”

Addressed Admail™ is a trademark of Canada Post Corporation.

For more information about the Addressed Admail service, please visit canadapost.ca.



From anywhere... to anyone



About Expedia CruiseShipCenters

With more than \$25 billion in buying power, the strength of the most recognized brand in travel and a team of more than 3,500 cruise and vacation specialists, Expedia CruiseShipCenters is in an ideal position to provide clients with the best value for their vacations. Expedia CruiseShipCenters has a wide range of customers and offers cruise and vacation packages to fit every taste and budget.

The company is also in the business of making dreams come true—for clients searching for the perfect vacation and for franchise partners and cruise consultants who want to run their own businesses. With 130 retail locations and one of the industry's most comprehensive websites, Expedia CruiseShipCenters' customers can buy with confidence whether they click, call or drop by in person.



Direct mail and email: a winning combination that gets results

Leverage the strengths of both channels to maximize your reach, lift response rates and drive sales.

Drive higher response

Electronic media, including email, has the power to surprise, intrigue and drive a quick response. Direct mail cuts through the clutter and gets noticed—making it an effective way to build one-to-one relationships with customers.

Take advantage of unparalleled reach

Mail is an affordable, reliable and personal way to reach every address in Canada—15 million addresses to be exact. Email is a convenient and instantaneous way to reach anyone with an Internet connection.

Cater to your customers' preferences

Although most Canadians are web-connected, research shows that more than 60 per cent still prefer to receive invoices, financial statements and general business correspondence by mail. More than 50 per cent prefer to receive advertising and solicitation for charitable donations by mail.¹



¹ Canadian Behaviour at the Post Office and Preferences for Receiving Correspondence, Greeting Cards, Gift Cards. CPC 10-300, December 2010.