

Results that will float your boat.

70%

increase in call volume

Challenge:

Already a leader in the luxury cruise market, Crystal Cruises wanted to increase sales to new segments of guests, while lowering costs per guest acquisition.

Solution:

We began with a redesign of Crystal's Web site and online presence. This was supported with acquisition email campaigns, online partnerships and web-based travel agent resources. Existing customer loyalty was addressed with a new online and offline custom publication, *Crystal Cruises' Passport*.

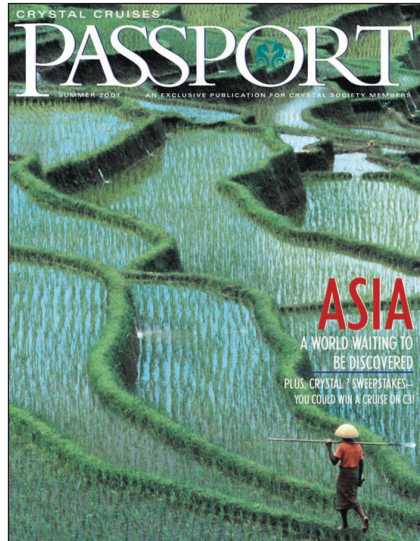
Results:

A significant increase in Web traffic, increased repeat passenger bookings plus significant acquisition of new leads. In addition, the new Web site won a prestigious "Webby" award for excellence two years in a row.

Advertising Promotions Direct Response



Luxury on the high seas.



Custom Media

Interactive

