

World Travel Holdings delivers new cruise offers, sets sail to higher bookings with AdWords remarketing lists for search ads



About World Travel Holdings

Founded in 2005, WTH is a top national travel distributor. Its CruisesOnly brand develops products, services, and technologies that meet the demands of savvy travelers.

For more information, visit
www.CruisesOnly.com

At a Glance

Goals

- Boost bookings
- Improve ROI
- Remarket to high-value customers

Approach

- Launched RLSA campaigns to mirror existing high-priority campaigns and remarket to brand-aware searchers

Results

- Improved CTR by 145%
- Increased conversion rate by 315%
- Increased ROAS by 250%

CruisesOnly, known as “America’s Largest Cruise Agency,” is the premier cruise brand of World Travel Holdings (WTH), a multi-brand travel distributor. The Massachusetts-based agency was founded by experts who have arranged cruise vacations with the world’s top lines for more than 20 years. Its cruise experts are available around the clock at CruisesOnly.com.

WTH wanted to increase bookings and improve its return on investment (ROI) by reaching high-value customers who were already engaged with the company through prior visits. It found the ideal solution in AdWords remarketing lists for search ads (RLSA) from Google.

Maximum visibility to comparison shoppers

The cruise industry is intensely competitive, and travelers often comparison shop before making their final cruise choices. Working with iProspect, a global digital-marketing agency, WTH saw RLSAs as a way to maximize its visibility with potential customers searching multiple times on Google.com for information about cruise vacations.

This Google ad program allows advertisers to reach customers who have previously visited a site, didn’t convert, yet continue to search for similar products. RLSAs allows advertisers to apply audience lists to campaigns targeting Google search, and customize bids, keywords, and ads for the selected audience.

Through its RLSA campaigns, WTH identified which cruises were of most interest to particular customers, and prioritized these customers with increased bids. WTH also shared tailored ad text with specific sales messages aimed at those customers. This kept the company top-of-mind for customers, and ultimately helped close sales.

“Results were immediate and impactful. We saw a 145 percent increase in CTR versus our original campaigns.”

—Willie Fernandez, vice president of marketing, World Travel Holdings

Immediate, measurable results

“Knowing that our audience list was composed of users familiar with our site and interested in cruises, we increased bids by 50 percent to help our ads rise to the top of the results page, where they would be most visible,” says Willie Fernandez, WTH vice president of marketing.

“Results were immediate and impactful,” Fernandez says. “We saw a 145 percent increase in the click-through rate (CTR) versus our original campaigns. As we expected, our RLSA campaigns also converted better than our original campaigns as a whole. We saw a 315 percent higher conversion rate from our audience list, and a 250 percent higher return on ad spend (ROAS).”

About Remarketing Lists for Search Ads

With AdWords remarketing lists for search ads (RLSAs), you reach customers who have visited your site, didn't convert, and continue searching for your products. RLSAs help you build loyalty with customers who've already made a purchase and are back searching for other goods and services that you offer. They also limit your ad from showing to visitors who are less likely to convert.

About Google AdWords

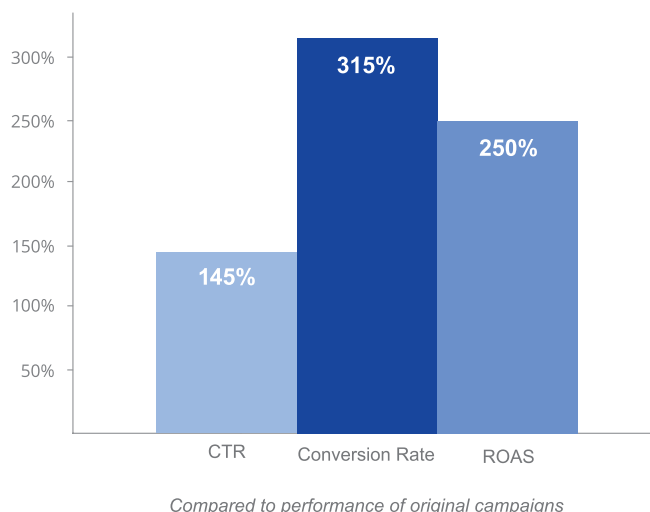
Google AdWords is a performance-based advertising program that enables businesses large and small to advertise on Google and its network of partner websites. Hundreds of thousands of businesses worldwide use AdWords for text, image, and video ads priced on a cost-per-click (CPC) and cost-per-impression (CPM) basis. Built on an auction-based system, AdWords is a highly quantifiable and cost-effective way to reach potential customers.

For more information, visit
<http://adwords.google.com>

"We saw a 315 percent higher conversion rate from our audience list and a 250 percent higher return on ad spend."

*—Willie Fernandez, vice president of marketing,
World Travel Holdings*

RLSA Campaign Performance



The attention-grabbing numbers left WTH with no doubt about the power of remarketing lists for search ads.

"We're very happy with our experience with RLSA, and we're glad we were one of the first to test the feature," Fernandez says. "AdWords remarketing lists for search ads gave us more clicks from search users familiar with our site, which led to great ROAS and additional incremental profit for World Travel Holdings."

