

WE HELPED LIFT WEBSITE VISITATION FOR CELEBRITY CRUISES

When Celebrity Cruises wanted to evaluate the impact of its multi-operator out of home campaign in its hometown of Miami, the brand turned to OUTFRONT. With the help of our independent, third-party measurement partner Reveal Mobile, we evaluated the impact the campaign made on visitation to the brand's website and to two specific, key pages within it: the Homepage and the Cruise Itinerary page.

STRATEGY & EXECUTION

- **Market:** Miami
- **Media Used:** Digital Bulletins, Wallscapes, Digital Kiosks*
- **Campaign duration:** Eight weeks (April 29-June 30, 2024), staggered start/end dates
- **Methodology:** Control vs. Exposed

OUTCOMES

- Across the board, **those exposed to the ads saw increased website visitation** over the course of the campaign while **visitation declined among those not exposed.**
- **Overall website visitation grew 32.4%** among those exposed, who were **40.8% more likely to visit** the website than those not exposed.
- **Homepage visitation increased 37.1%** among those exposed, who were **42.3% more likely to visit** the homepage than the control group.
- **Cruise Itinerary page visitation lifted 30%** among those exposed, who were **35.6% more likely to visit** the page than non-exposed.



* INDICATES NON-OUTFRONT ASSETS

SOURCE: REVEAL MOBILE
DISCLAIMER: OF COURSE, THE RESULT OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY (CLICK-THROUGH OR SECONDARY-ACTION RATES), OR



OUTFRONT



RESULTS

+32.4%
WEBSITE VISITATION LIFT

40.8%
MORE LIKELY TO VISIT WEBSITE

35.6%
MORE LIKELY TO VISIT CRUISE ITINERARY PAGE

