SEMCASTING

With over 500% Return on Investment (ROI), Semcasting Targeting Strategies Perform for a Vacation Cruise Line.

▶ **SEMCASTING ON-DEMAND MODELING**

▶ **DIRECT MAIL**

Semcasting and a leading Vacation Cruise Line successfully find the life-time value of a customer with a direct marketing campaign.

Situation

A leading Vacation Cruise Line was looking for ways to improve the results on their existing direct mail marketing program. The client had heavily focused on mailing to their existing customers and their qualified hand-raiser prospects (individuals that inquired about cruise vacations).

The cruise line had not been investing in any new acquisitions, but they realized they needed to invest in increasing their customer base and start attracting a younger mix of customers. The key metric was life-time value of a customer.

Solution

Semcasting approached the challenge with their proprietary patented modeling technology.

Utilizing automation and machine learning, Semcasting created a series of 15 custom predictive models associated with select destinations and vacation packages. The system also generated an overall "cruise vacationer" model. Each model generated a score for every household in the US assigning a score from 1 to 100. Those who scored 100 indicated the highest propensity to travel to a select destination and align with existing customers.

Initially the client ran a test campaign targeting 50,000 new acquisition records falling into decile 1 of the general "cruise vacationer" model. The 50,000 selected people only had one marketing touch point – a direct mail piece.

Results

As a result, the revenue generated represented an over 500% Return on Investment; with a total of 93 households responding to a mailer and 75 of those households booked a trip.

Direct Marketing by the Numbers

▶ **50,000**
Number of pieces mailed

▶ **$0.45**
Cost of direct marketing per piece (list, postage + printing)

▶ **$22,500**
Total cost of direct marketing campaign

▶ **$139,936**
Total revenue

▶ **522%**
ROI

Looking to talk?

Semcasting supports marketers with control of first-party customer data, enhancement, activation and performance measurement across the entire digital ecosystem.

Get in touch at info@semcasting.com.