

# Success Story

**Adphorus**  
a SOJERN company

## Celebrity Cruises inspires travelers to experience the Celebrity Revolution with a full-funnel strategy on Facebook

Celebrity Cruises is a premium cruise line, with 14 ships serving travel to over 100 countries. Celebrity Cruises has been driving experiences in cruise vacations for the past 30 years and has been activating travelers through Facebook for the past 2 years.

## Goal

Celebrity Cruises recently embarked on a journey to redefine modern luxury travel, investing millions in ground-breaking design and technology for their entire fleet. They officially kicked off the Celebrity Revolution this year with the launch of their newest cruise ship, "Celebrity Edge". Celebrity Cruises partnered with Sojern and Adphorus in July to unveil the Revolution on Facebook, tell their story, and share their new standards in cruising with travelers in the US.

## Challenge

Celebrity Cruises was interested in launching an inspirational campaign that would mirror the magnitude of the revolution. Their digital marketing team was looking to achieve multiple objectives with their Revolution campaign, which required a comprehensive full-funnel strategy to drive awareness, grow demand, and acquire new travelers.

## Solution

The Celebrity Cruise team decided to work with Adphorus on a managed service basis through Sojern. The 3 parties worked together to develop a 360-degree plan to tell the Celebrity Revolution story through initiatives at each stage of the marketing funnel. Four campaigns were set up with tailored targeting and relevant placements to serve each of their objectives.

1. **Brand Awareness:** The first step was increasing awareness of the Celebrity Revolution with a Video Views campaign, leveraging Trip Consideration to target potential travelers.

**2. Demand Generation:** We then targeted engaged users who viewed our Revolution video in order to drive quality traffic to the Revolution page with a Website Conversions campaign.

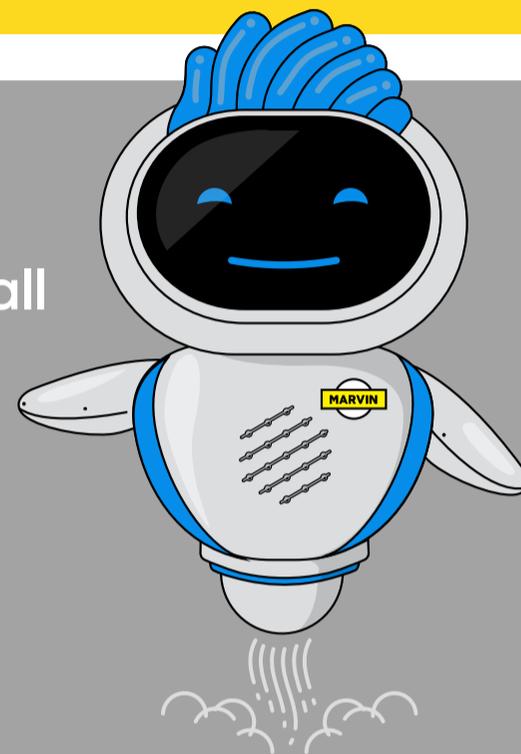
**3. Customer Acquisition:** Finally, we aimed to encourage travelers to get a taste of the experience by booking a cruise this year. Here, we retargeted users who visited the Revolution landing page.

Marvin was activated on all of the campaigns to automatically optimize for each of their objectives and meet KPIs at each stage.

## Optimization by Marvin

Automatically manages bids and budgets for all of your campaigns.

- **Bid Management:** Marvin determines the optimum bid for each ad set.
- **Budget Allocation:** Marvin distributes your campaign's budget among Ad Sets by prioritizing the better performing ones.



# Results

By executing a full funnel strategy for the Revolution Campaign, Celebrity Cruises was able to effectively tell their story and inspire the right travelers to consider booking a cruise. Sojern and Adphorus worked with Celebrity to create very targeted travel intent, engagement, retargeting, and lookalike audiences to drive travelers through consideration to purchase. Marvin optimized the campaigns to meet target KPIs for each objective and **reduced CPC by 23%** over the course of the campaign. Celebrity Cruises observed over **1 million video views** with their brand awareness campaign, driving thousands of unique visitors to the Revolution landing page on their website. Their acquisition campaign then successfully turned these visitors into bookings, ultimately resulting in **23x ROAS**.

**23x**

ROAS

**23%**

Lower CPC

**1M**

Video Views