

# 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.
- **Homepage visitation increased 37.1%** among those exposed, who were **42.3% more likely to visit** the homepage.
- **Cruise Itinerary page visitation lifted 30%** among those exposed, who were **35.6% more likely to visit** the page.



\* 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



## RESULTS

**+32.4%**

WEBSITE VISITATION LIFT

**40.8%**

MORE LIKELY TO VISIT WEBSITE

**35.6%**

MORE LIKELY TO VISIT CRUISE ITINERARY PAGE