

A/B Testing

Methodology for Tactical Display Campaign

Cruise Line Tactical Display Ads A/B Testing Framework

- Propose a framework for testing creative developed specifically for each segment along the “customer journey” to optimize the timing of the message as well as the content based upon known data such as the number of previous visits, search queries, historical purchase history, etc.
- Final deliverable included a segment by segment methodology for evaluating creative for each stage along with specific recommendations for concepts and offers based upon the segment in question.

Cruise Line Tactical Display Ads A/B Testing Framework

FY15 Testing Framework



Agenda

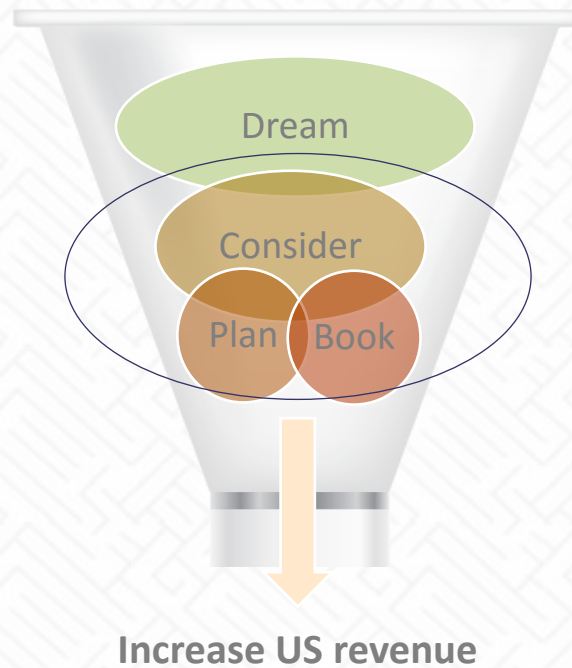
- Tactical Creative Testing Approach
- Proposed Testing Framework
- Next Steps & Timing

Tactical Creative Testing Approach



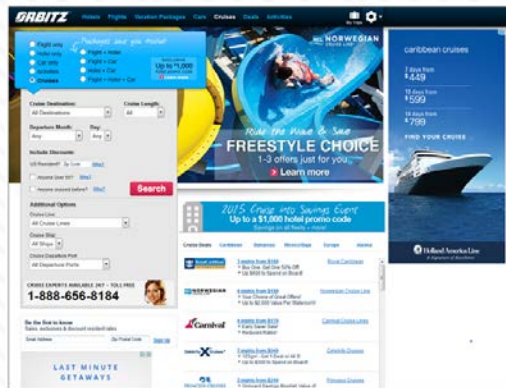
Purpose

- Develop and test creative to better address the customer at each stage of their journey and decision-making process



Overview of Testing Approach

- Organize testing framework by audience segmentation across Consider, Planning and Booking
- Identify both messaging, imagery and design considerations
- A/B test options using new base file to find drivers for increasing engagement



Dynamic Components Recap

Requires Creative

- Background images
- First frame text
- Second frame text

Dynamic in Flashtalking

- Offer logos in top right (note: first instance of new logo will go through Creative)
- Offer copy on frames 3-5
- Disclaimer (can be activated on any frame, shown here on 3-4)
- CTA
- Header on frame 5 (not shown)



Proposed Testing Framework



Segmentation – Current and Proposed

	Segmentation	Current	Proposed
consider	Contextually Targeted	Product Specific	Brand-focused message about Premium Cruise Experience with HAL
	First Time Visitors	Multi Product	
	Return Site Visitors		
planning	Known Users		Offer-based messaging
	Lookers	Product Specific	Itinerary-based messaging
	Booking Initiation - Step 1	Multi Product	Conversion-focused CTA
booking	Booking Initiation - Past Step 1	DWTS	Conversion-focused CTA
	Booked		Shore Excursions or Ship Activities/Services
	ALL	Special Promotions	Reduced imagery and copy
	ALL	Product Specific & MP	CTA design

#1 – Test brand creative for Consider segment

CONSIDER	PLANNING		BOOKING	
Contextually Targeted + First Time + Return Visitors	Known Users	Lookers	Booking Initiated	Booked

- Recommendation: Change imagery and copy to promote a premium cruise experience with HAL
- Considerations:
 - Messaging: Focus on exploring destination with HAL, promote 140+ year history, etc.
 - Imagery: Show cruise ship near port to signify destination

A



B



#2 – Test offer-based messaging for Planning segment

CONSIDER	PLANNING		BOOKING	
Contextually Targeted + First Time + Return Visitors	Known Users	Lookers	Booking Initiated	Booked

- Recommendation: Feature offer-based messaging that drives increased value for HAL
- Considerations:
 - Messaging: Focus on room upgrades, food & beverage credits, etc.

A



B



#3 – Test itinerary-based messaging for Planning segment

CONSIDER	PLANNING		BOOKING	
Contextually Targeted + First Time + Return Visitors	Known Users	Lookers	Booking Initiated	Booked

- Recommendation: Feature a single destination and copy to provide more information on cruise product
- Considerations:
 - Messaging: Focus on features of cruise, available sailings, port locations

A



B



#4 – Test CTA messages for Planning segment

CONSIDER	PLANNING		BOOKING	
Contextually Targeted + First Time + Return Visitors	Known Users	Lookers	Booking Initiated	Booked

- Recommendation: Present options to seek assistance with planning
- Considerations:
 - Messaging: Direct users to find a Travel Professional or chat with an Agent

A

Advertisement A features a background image of a cruise ship. It lists three offers: 'mediterranean cruises 11 days from \$649', 'northern europe cruises 12 days from \$799', and 'mediterranean cruises 12 days from \$799'. Below the offers is the text 'FIND YOUR CRUISE' and a small note '*select sailings; restrictions apply'. The Holland America Line logo and tagline 'A Signature of Excellence' are at the bottom.

B

Advertisement B features a background image of a cruise ship. It lists three offers with placeholder prices: 'mediterranean cruises xx days from \$XXX', 'northern europe cruises xx days from \$XXX', and 'mediterranean cruises xx days from \$XXX'. Below the offers is the text 'FIND A TRAVEL PROFESSIONAL'. The Holland America Line logo and tagline 'A Signature of Excellence' are at the bottom.

C

Advertisement C features a background image of a cruise ship. It lists three offers with placeholder prices: 'mediterranean cruises xx days from \$XXX', 'northern europe cruises xx days from \$XXX', and 'mediterranean cruises xx days from \$XXX'. Below the offers is the text 'CLICK TO CHAT WITH AN AGENT'. The Holland America Line logo and tagline 'A Signature of Excellence' are at the bottom.

#5 – Test CTA messages for Booking segment

CONSIDER	PLANNING		BOOKING	
Contextually Targeted + First Time + Return Visitors	Known Users	Lookers	Booking Initiated	Booked

- Recommendation: Find optimum message and method for conversion
- Considerations:
 - Messaging: Leverage more direct CTA or provide a number to call directly*

A

mediterranean cruises
11 days from
\$649

northern europe cruises
12 days from
\$799

mediterranean cruises
12 days from
\$799

FIND YOUR CRUISE

*select sailings; restrictions apply

Holland America Line
A Signature of Excellence

B

mediterranean cruises
xx days from
\$XXX

northern europe cruises
xx days from
\$XXX

mediterranean cruises
xx days from
\$XXX

BOOK YOUR CRUISE

Holland America Line
A Signature of Excellence

C

Contact a personal Cruise Consultant

mediterranean cruises
xx days from
\$XXX

northern europe cruises
xx days from
\$XXX

mediterranean cruises
xx days from
\$XXX

Call 1 877 XXX XXXX

Holland America Line
A Signature of Excellence

* Would need to use unique number we can track

#6 – Test CTA design across segments

CONSIDER	PLANNING		BOOKING	
Contextually Targeted + First Time + Return Visitors	Known Users	Lookers	Booking Initiated	Booked

- Recommendation: Test methods for focusing attention on the CTA button
- Considerations: Highlight CTA to look more like a button



#7 – Test more simplified promotional banners

CONSIDER	PLANNING		BOOKING	
Contextually Targeted + First Time + Return Visitors	Known Users	Lookers	Booking Initiated	Booked

- Recommendation: Test more simplified delivery of promotional offers
- Considerations: Fewer frames and images with key information to pique consumer interest

A

B

#8 – Develop and test post booking messaging

CONSIDER	PLANNING		BOOKING	
Contextually Targeted + First Time + Return Visitors	Known Users	Lookers	Booking Initiated	Booked

- Recommendation: Present options to drive post-booking revenue opportunities
- Considerations:
 - Messaging: Shore excursions, spa, etc.

