

MAILER:

Costa Cruises

OBJECTIVE:

Costa Cruises faced the challenge of generating new bookings for featured spring and summer Mediterranean cruises.

SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign segmenting an audience of avid cruisers ages 45-70 with a mid to upper household income in four key states that represent strong visitation and bookings for Costa's European voyages. The offer was designed to introduce the special seasonal savings on spring and summer voyages with features such as a reduced deposit, instant upgrade, onboard credit and exceptional savings on the overall vacation. The offer also served to educate active travelers of all that Italy has to offer as a premier destination, along with other Mediterranean ports of call, as well as remind prospects that the strength of the US dollar against the Euro at the time of the promotion leads to an exceptional time to visit Europe on board Costa Cruises. eTargetMedia strategically selected among many specialized cruise lists including the Active International Cruise Enthusiasts file as well as the American Family Cruise Enthusiasts list to present the offer in front of the most responsive audience of in-market active cruisers.

OUTCOME:

The email campaign resulted in tremendous brand awareness, increased traffic to the client site, increased leads and ultimately an increase in bookings for the spring and summer voyages of focus during the promotional offer, which exceeded industry averages as well as exceeded campaign goals for the eTargetMedia Costa Cruises initiative.



Costa

"Now and Then Savings Sale"
Save Now or Then.

How do you say "The Sweet Life" in Italian? *la dolce vita*

Everyone needs a taste of La Dolce Vita every now and then. Introducing Costa's "Now and Then Savings Sale." With the Euro on par with the US Dollar and with Costa's incredible offers, NOW is the best time to make your dream vacation a reality. Superb value and "Italy's Finest" cruise experience, joined with Europe's history, culture and art...a vacation that is not to be missed. That is La Dolce Vita!

Visit Europe with exceptional Savings. Book today during Costa's "Now and Then Savings Sale." Save Now or Then!

How do you say "Holiday" in Italian? Costa

NOW: Spring Special	THEN: Summer Special
1) From only \$349pp*	1) Exceptional Rates from \$649 per person*
2) Instant Upgrade† this Spring. Book the Inside rate, get a Balcony cabin at the same rate.	2) 50% Reduced Deposit**
3) Up to 88% Savings.	3) Up to \$400 Onboard Credit*** to use as you like.

Exciting Favorites!
7-Night Western Mediterranean
Costa Diadema
Departing from Savona

Sailing dates: Jun. 13, 20, 27; Jul. 4, 11, 18, 25; Aug. 1, 8, 15

From less than \$82 pp per day*

Savings up to 71% [Find out more](#)

For reservations, more information on Costa's other unique destinations, contact your travel agent, visit costacruises.com or call us at 1-800-GO-COSTA (1-800-462-6782).
Monday-Friday 9am-7pm ET

Millions of memories | Facebook | YouTube | LinkedIn

Costa Cruise Lines Inc., 200 South Park Rd., Ste. 200, Hollywood, FL 33021

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