

Cruising for Customers

Driving Marketing Strategies through Audience Segmentation

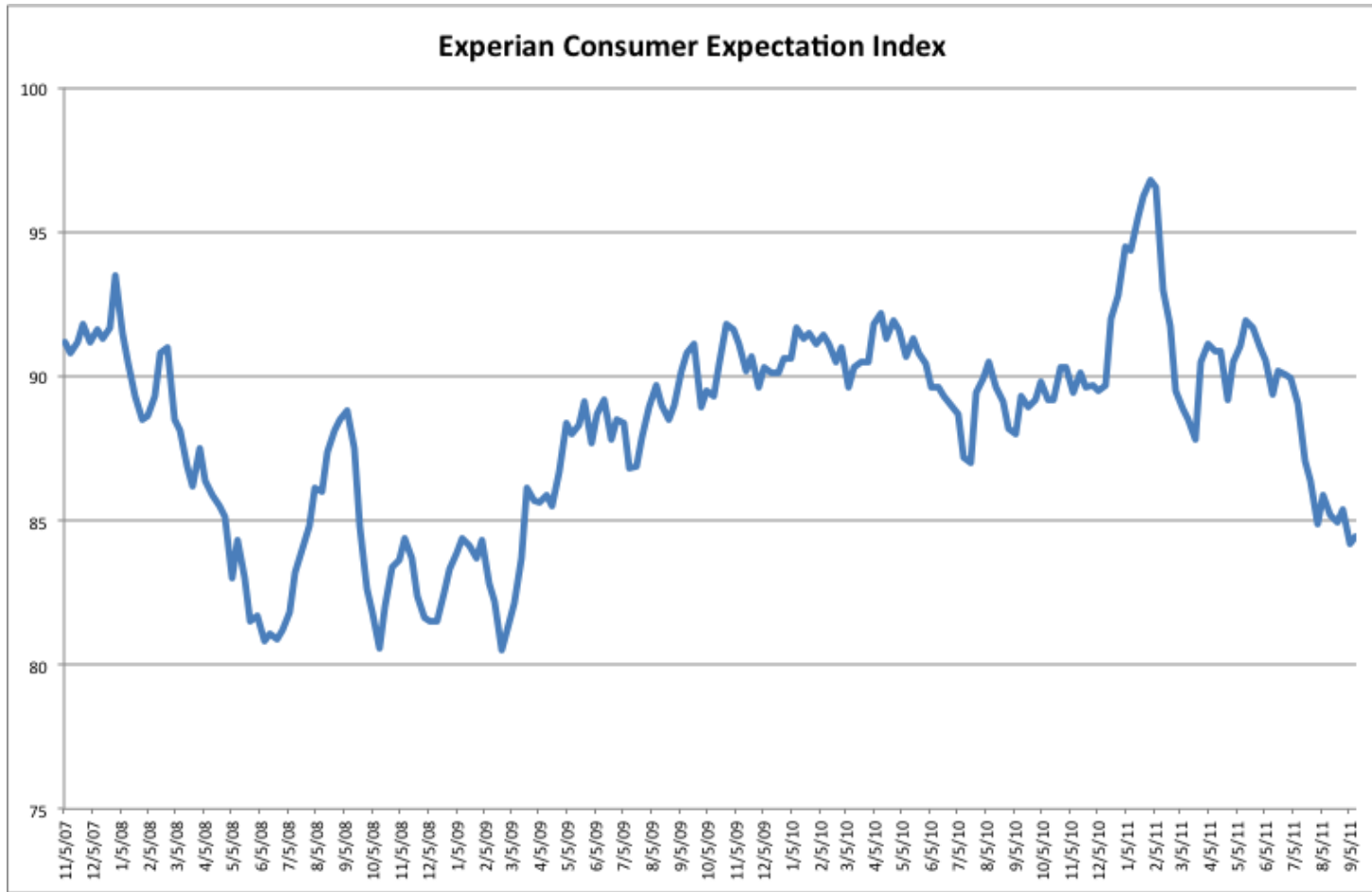


Today's Discussion

- Driving Strategies Through Audience Segmentation
 - ◆ Behavioral Audience Segmentation
 - ◆ Mosaic & Psychographic Segmentation
 - ◆ Identifying Social Opportunities

Experian Consumer Expectation Index

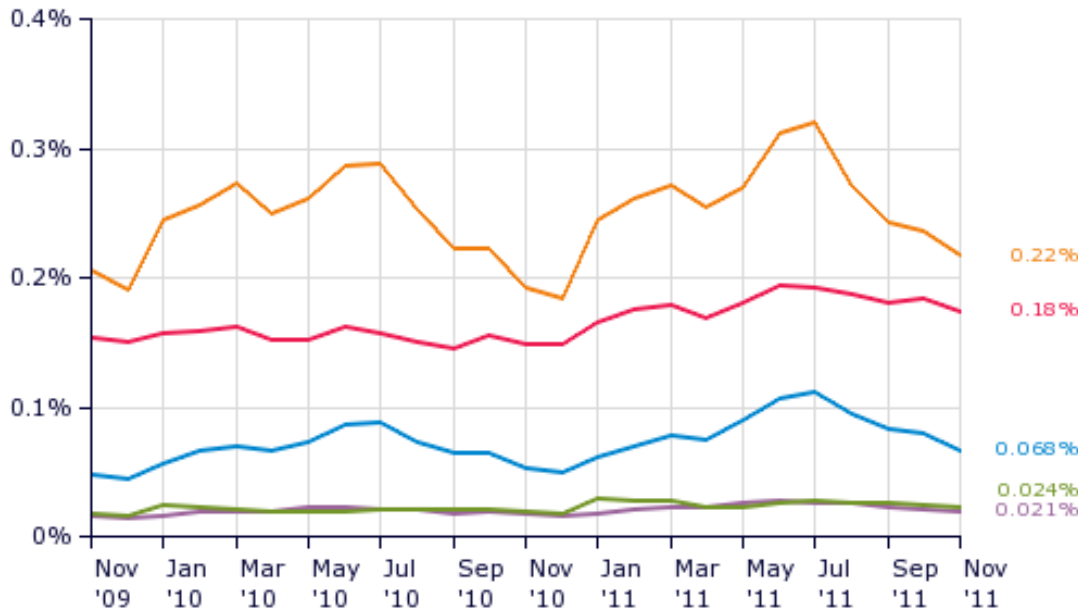
Continued decline in consumer confidence



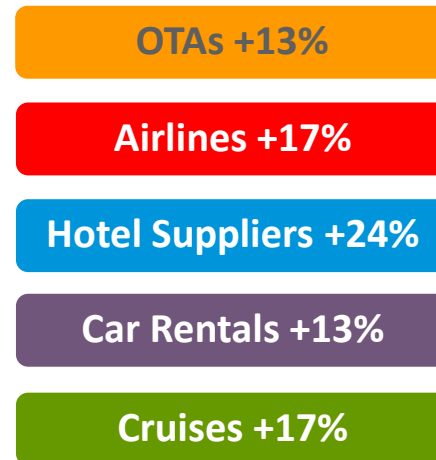
Market Share of Visits to Travel Segments

Visits to Travel websites increased despite uncertainty

Monthly Market Share of Visits to Travel Websites



YoY Growth



■ Accommodations (Cust. Cat.) ■ Airlines (Cust. Cat.) ■ Car Rentals (Cust. Cat.)
 ■ Cruises (Cust. Cat.) ■ OTAs (Cust. Cat.)

Monthly market share in 'All Categories', measured by visits, based on US usage.

Created: 12/15/2011. © Copyright 1998-2011 Hitwise Pty. Ltd. Source: Experian Hitwise US

Top Generic Travel Search Terms

Growth for last minute & all inclusive packages

1. airline tickets
 2. cheap airline tickets
 3. rental cars
 4. car rental
 5. flights
 6. hotels
 7. cruises
 8. cheap hotels
 9. airlines
 10. car rentals
- last minute travel
 - last minute cruises
 - all inclusive resorts
 - cheap vacation packages
 - cruise deals
 - all inclusive vacations
 - vacation rentals

Behavioral Audience Segmentation

Audience Segmentation

Creation of the customized target segment

Identified users that searched for 'cruise-related' terms



- Websites
- Search Terms
- Demographics
- Lifestage & Psychographics



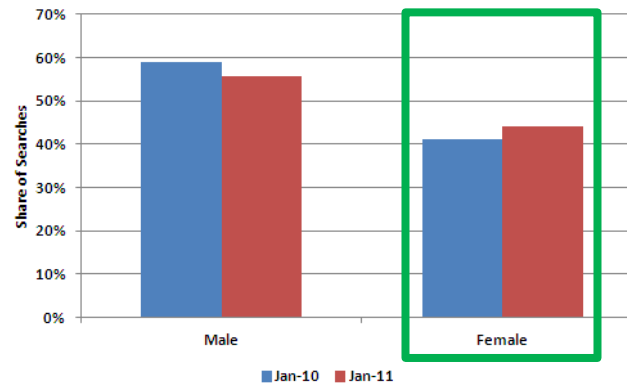
Demographics of Cruise Searchers

Shifts in age & income during peak months

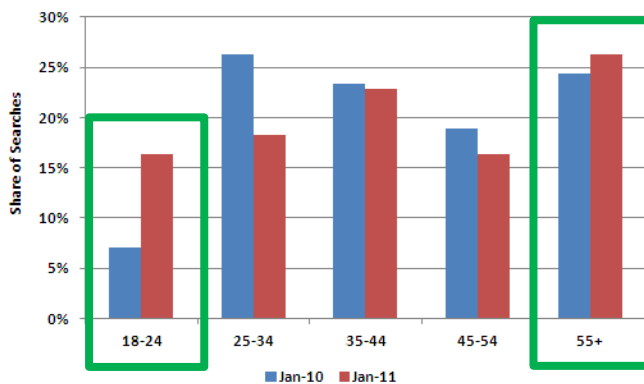
HH Income of Cruise Searcher Segment,
Jan 2010 vs 2011



Gender of Cruise Searcher Segment,
Jan 2010 vs 2011



Age of Cruise Searcher Segment,
Jan 2010 vs 2011



Ads - Why these ads?

[Spring Break Cruises | NCL.com](#)
www.ncl.com | Party In The Sun Over **Spring Break** On Norwegian **Cruise** Line. Book Now!
Special Offers - Destinations - New To Cruising? - Norwegian Ships

[Spring Break Cruises | SpringBreak Cruises.com](#)
springbreak.cruises.com | Wide Selection of Discount 2011 **Spring Break Cruise** Deals. Book Now

[7 night cruises from \\$329 | SmartCruiser.com](#)
www.smartcruiser.com | Our discount **cruise** prices can't be beat. Generous onboard credit.
Caribbean Discount Cruises - Alaska Discount Cruises - World Discount Cruises

[Spring Break Cruises - Cruise Critic](#)
www.cruisecritic.com > Cruise Styles | Feeling the winter blues? There's still time to plan a **spring break cruise**. We'll help you pick the ship and trip that fits you best.

[Spring Break 2012 Trips & Packages - All Inclusive Student Vacation ...](#)
www.ststravel.com/ | **Spring Break** Package Deals to Cancun, Punta Cana, Jamaica, Bahamas, Punta Cana, **Cruises** and Florida. Book your **Spring Break 2012** Package online or ...
[Spring Break Dates - Spring Break With STS - Spring ... - Become an sts rep - Hotels](#)

Source: Experian Hitwise Custom Analysis

Top Websites Visited by Cruise Searchers

Under-indexing for Facebook visitation

Websites	Market Share - All	Market Share - Cruises Searcher Segment	Index
www.google.com	7.83%	8.98%	114
www.facebook.com	10.88%	7.65%	70
mail.yahoo.com	3.27%	3.16%	61
www.yahoo.com	2.53%	3.15%	101
search.yahoo.com	1.51%	2.07%	37
www.bing.com	1.58%	1.81%	75
www.msn.com	0.95%	1.34%	108
mail.live.com	1.09%	1.06%	40
mail.aol.com	0.75%	0.84%	123
news.yahoo.com	0.57%	0.79%	277
www.gmail.com	1.05%	0.77%	106
www.ebay.com	0.76%	0.72%	110
www.aol.com	0.52%	0.72%	131
www.wikipedia.org	0.51%	0.60%	170
www.amazon.com	0.46%	0.56%	112
www.myspace.com	0.38%	0.23%	52
www.twitter.com	0.17%	0.18%	
www.tagged.com	0.16%	0.06%	
www.mylife.com	0.07%	0.05%	
www.hubpages.com	0.03%	0.04%	
www.myearbook.com	0.08%	0.03%	
www.spoeko.com	0.02%	0.03%	
m.facebook.com	0.01%	0.03%	
groups.yahoo.com	0.02%	0.03%	
www.answerbag.com	0.02%	0.02%	
www.gaiaonline.com	0.01%	0.02%	
www.meetup.com	0.01%	0.02%	
www.fixya.com	0.01%	0.02%	
www.classmates.com	0.03%	0.02%	

Mosaic & Psychographic Segmentation

Experian Mosaic

What is Mosaic?

Mosaic USA is a household-based consumer **lifestyle segmentation** system that classifies all U.S. households and neighborhoods into **unique segments** and overarching groups, providing a 360⁰ view of consumers' choices, preferences and habits to **enhance the understanding** of households' lifestyles.

- **71 Segments and 19 Groups**

- ◆ Complete insights into online & offline behaviors, preferences of households



Mosaic Type – Digital Dependents

Online channel provides key marketing opportunity

Type O51: Digital Dependents

Mix of Generation Y and X singles who live digital-driven, urban lifestyles

Key Traits

- Eco-minded
- Outdoor activities
- Gamers and bloggers
- Digital trendsetters
- Risk takers
- Ubiquitous internet use
- Generation X and Y
- Active social lives
- Appearances are important
- Artistic



Travel

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Mosaic Segments – Previous Cruise Customers

Power Elite & Booming with Confidence are key segments

Have taken a cruise ship vacation in last 3 years



Mosaic Segments – Previous Cruise Customers

Using segmentation to identify specific interests

Have taken a cruise ship vacation in last 3 years

Rank	Name
1	C12 - Golf Carts and Gourmets
2	C13 - Silver Sophisticates
3	A05 - Couples with Clout
4	Q63 - Footloose and Family Free
5	A01 - American Royalty
6	B07 - Generational Soup
7	C11 - Aging of Aquarius
8	A06 - Jet Set Urbanites
9	B10 - Asian Achievers
10	H27 - Birkenstocks and Beemers

Type C12: Golf Carts and Gourmets

Upscale retirees and empty-nesters in comfortable communities

Key Traits

- Grandparents
- Condo-dwellers
- Resort sports
- Foodies
- Brand-conscious
- Loyal shoppers
- Television watchers
- Beach communities
- Upscale
- Active retirement

Travel



Type A05: Couples with Clout

Middle-aged, childless couples living in affluent metro areas

Key Traits

- Prosperous
- Upscale
- Global travelers
- Luxury
- Fitness-minded
- Extreme sports
- Foodies
- Risk takers
- Online receptivity
- Financially secure

Travel



Source: Experian Simmons & Hitwise

Using Segmentation to Identify Social Opportunities

Facebook.com

Usage largely mirrors overall population



- 1 in 10 of all Internet visits
- 22% of all page views
- 20 minutes per average visit

Source: Experian Hitwise, excludes mobile traffic

Top Social Networking Websites

New entrants like Google+ and Pinterest captured visits

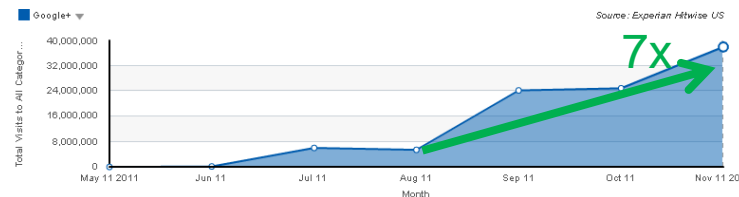
Most Popular Websites in Computers and Internet - Social Networking and Forums

Month of November 2011, compared with November 2010

Report Details ▾

<input type="checkbox"/>	Websites (9,038 returned)	Visits Share November 2011	Visits Share November 2010	Relative Difference
<input type="checkbox"/>	Facebook	63.80%	61.73%	3.35%
<input type="checkbox"/>	YouTube	20.83%	19.28%	8.06%
<input type="checkbox"/>	Twitter	1.47%	0.95%	54.53%
<input type="checkbox"/>	Yahoo! Answers	0.99%	1.01%	-2.61%
<input type="checkbox"/>	Tagged	0.71%	0.76%	-5.77%
<input type="checkbox"/>	Linkedin	0.63%	0.28%	126.92%
<input type="checkbox"/>	MySpace	0.47%	4.07%	-88.33%
<input type="checkbox"/>	myYearbook	0.40%	0.54%	-26.61%
<input type="checkbox"/>	Google+	0.33%	0.00%	New
<input type="checkbox"/>	Yelp	0.30%	0.19%	58.68%
<input type="checkbox"/>	Pinterest.com	0.28%	0.00%	New
<input type="checkbox"/>	Meebo	0.28%	0.052%	434.99%
<input type="checkbox"/>	Tumblr	0.23%	0.11%	103.28%
<input type="checkbox"/>	Mylife	0.22%	0.39%	-43.75%
<input type="checkbox"/>	vWindows Live Home	0.20%	0.061%	221.03%

Google+ Share of Total Visits to All Categories



San Sebastian, Spain
12 repins



San Sebastian, Spain
6 repins

Pinterest

Downstream Traffic from Cruises

Social networks & email are a common destination

Downstream Industries visited after Cruises

Month of November 2011

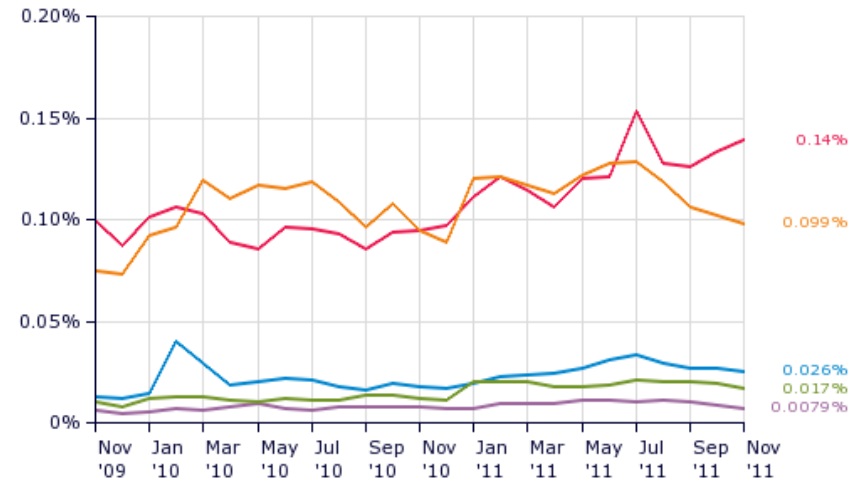
<input type="checkbox"/>	Industries (148 filtered results)	Clicks
<input type="checkbox"/>	1 Cruises (Travel)	18.58%
<input type="checkbox"/>	2 Destinations and Accommodation (Travel)	13.32%
<input type="checkbox"/>	3 Social Networking and Forums (Computers and Inter...)	9.98%
<input type="checkbox"/>	4 Search Engines (Computers and Internet)	9.12%
<input type="checkbox"/>	5 Agencies (Travel)	8.91%
<input type="checkbox"/>	6 Email Services (Computers and Internet)	5.13%

Downstream Websites visited after Cruises

Month of November 2011

<input type="checkbox"/>	Websites (1 of 4,295 selected)	Clicks
<input type="checkbox"/>	1 Facebook	7.33%
<input type="checkbox"/>	2 Google	6.05%
<input type="checkbox"/>	3 Yahoo! Mail	1.90%
<input type="checkbox"/>	4 Carnival Cruise Lines	1.76%
<input type="checkbox"/>	5 Yahoo!	1.74%
<input type="checkbox"/>	6 Royal Caribbean International	1.69%
<input type="checkbox"/>	7 Norwegian Cruise Line	1.31%
<input type="checkbox"/>	8 YouTube	1.27%
<input type="checkbox"/>	9 VacationsToGo.com	1.20%
<input type="checkbox"/>	10 Aol Mail	1.19%

Downstream Traffic from Social Networks



■ Accommodations (Cust. Cat.) ■ Airlines (Cust. Cat.) ■ Car Rentals (Cust. Cat.)
 ■ Cruises (Cust. Cat.) ■ OTAs (Cust. Cat.)

Monthly downstream % of 'Computers and Internet - Social Networking and Forums', based on US usage.

Created: 12/15/2011. © Copyright 1998-2011 Hitwise Pty. Ltd. Source: Experian Hitwise US

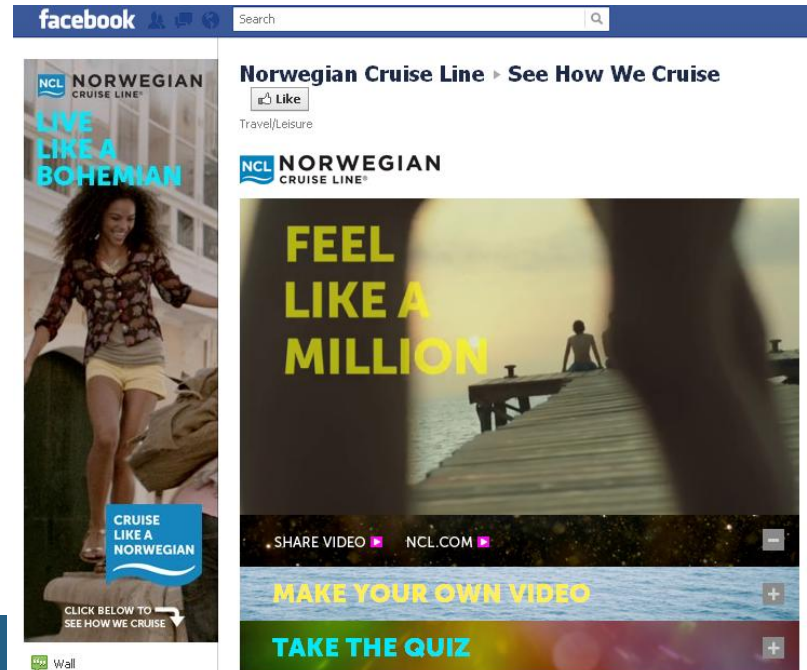
Upstream Websites to NCL's Facebook Page

Email & Norwegian website top referral sources

Upstream Websites visited before Facebook (Norwegian Cruise Line)

Month of October 2011

<input type="checkbox"/>	Websites (92 filtered results)	Clicks to Facebook (Norwegian Cruise Line) ▼
<input type="checkbox"/>	1 Yahoo! Mail	6.25%
<input type="checkbox"/>	2 AOL Mail	4.80%
<input type="checkbox"/>	3 Norwegian Cruise Line	4.73%
<input type="checkbox"/>	4 USA Today	2.55%
<input type="checkbox"/>	5 Weight Watchers	2.30%
<input type="checkbox"/>	6 Windows Live Mail	2.24%
<input type="checkbox"/>	7 Gmail	2.05%
<input type="checkbox"/>	8 QVC.com	2.00%
<input type="checkbox"/>	9 Google	1.49%
<input type="checkbox"/>	10 Examiner	1.25%



Source: Experian Hitwise Custom Analysis

Mosaic Segments – Visitors to Norwegian FB Page

Significant share from Family-oriented segments

Mosaic USA 2011 Group of visitors to Facebook (Norwegian Cruise Line)

12 Rolling Weeks ending December 10, 2011

<input type="checkbox"/>	Mosaic USA 2011 Group (19 returned)	Visits to Facebook (Norwegian Cruise Line) ▼
<input type="checkbox"/> 1	F Promising Families	16.07%
<input type="checkbox"/> 2	B Flourishing Families	11.76%
<input type="checkbox"/> 3	C Booming with Confidence	11.06%
<input type="checkbox"/> 4	O Singles and Starters	7.64%
<input type="checkbox"/> 5	L Blue Sky Boomers	7.47%
<input type="checkbox"/> 6	Q Golden Year Guardians	7.08%
<input type="checkbox"/> 7	J Autumn Years	6.16%
<input type="checkbox"/> 8	I Family Union	6.12%
<input type="checkbox"/> 9	E Thriving Boomers	5.24%
<input type="checkbox"/> 10	A Power Elite	4.46%
<input type="checkbox"/> 11	H Middle-class Melting Pot	3.70%
<input type="checkbox"/> 12	D Suburban Style	3.55%
<input type="checkbox"/> 13	G Young, City Solos	2.46%
<input type="checkbox"/> 14	M Families in Motion	2.14%
<input type="checkbox"/> 15	S Struggling Societies	1.69%
<input type="checkbox"/> 16	P Cultural Connections	1.39%
<input type="checkbox"/> 17	K Significant Singles	1.03%
<input type="checkbox"/> 18	N Pastoral Pride	0.98%

Mosaic USA 2011 Type of visitors to Facebook (Norwegian Cruise Line)

12 Rolling Weeks ending December 10, 2011


<input type="checkbox"/>	Mosaic USA 2011 Type (71 returned)	Visits to Facebook (Norwegian Cruise Line) ▼
<input type="checkbox"/> 1	F22 Fast Track Couples	13.90%
<input type="checkbox"/> 2	B08 Babies and Bliss	6.79%
<input type="checkbox"/> 3	O50 Full Steam Ahead	5.22%
<input type="checkbox"/> 4	C14 Boomers and Boomerangs	4.73%
<input type="checkbox"/> 5	C11 Aging of Aquarius	4.01%
<input type="checkbox"/> 6	J34 Aging in Place	3.82%
<input type="checkbox"/> 7	E21 Unspoiled Splendor	3.46%
<input type="checkbox"/> 8	L42 Rooted Flower Power	3.14%
<input type="checkbox"/> 9	I33 Hispanic Harmony	2.99%
<input type="checkbox"/> 10	B09 Family Fun-tastic	2.95%
<input type="checkbox"/> 11	Q64 Town Elders	2.93%
<input type="checkbox"/> 12	L41 Booming and Consuming	2.83%
<input type="checkbox"/> 13	D18 Soulful Spenders	2.45%
<input type="checkbox"/> 14	O51 Digital Dependents	2.41%
<input type="checkbox"/> 15	J36 Settled and Sensible	2.34%

Sources of Traffic to Social Networks

Efforts via email & social networks are complimentary


Upstream Industries visited before Social Networking and Forums

Month of October 2011

<input type="checkbox"/>	Industries (158 filtered results)	Clicks  ▼
<input type="checkbox"/>	1 Search Engines (Computers and Internet)	27.60%
<input type="checkbox"/>	2 Social Networking and Forums (Computers and Inter..)	16.60%
<input type="checkbox"/>	3 Email Services (Computers and Internet)	10.05%
<input type="checkbox"/>	4 Portal Frontpages (Computers and Internet)	8.08%
<input type="checkbox"/>	5 Multimedia (Entertainment)	4.80%


Upstream Industries visited before Facebook

Month of October 2011

<input type="checkbox"/>	Industries (158 filtered results)	Clicks  ▼
<input type="checkbox"/>	1 Search Engines (Computers and Internet)	25.46%
<input type="checkbox"/>	2 Email Services (Computers and Internet)	13.73%
<input type="checkbox"/>	3 Portal Frontpages (Computers and Internet)	12.32%
<input type="checkbox"/>	4 Social Networking and Forums (Computers and Inter..)	8.42%
<input type="checkbox"/>	5 Multimedia (Entertainment)	6.22%


Downstream Industries visited after Email Services

Month of October 2011

<input type="checkbox"/>	Industries (158 filtered results)	Clicks  ▼
<input type="checkbox"/>	1 Social Networking and Forums (Computers and Inter...)	17.81%
<input type="checkbox"/>	2 Portal Frontpages (Computers and Internet)	9.77%
<input type="checkbox"/>	3 Search Engines (Computers and Internet)	9.22%
<input type="checkbox"/>	4 Banks and Financial Institutions (Business and Fi...)	3.58%
<input type="checkbox"/>	5 Dating (Lifestyle)	3.39%

Downstream Websites visited after Email Services

Month of October 2011

<input type="checkbox"/>	Websites (50,000 of 286,255 returned)	Clicks  ▼
<input type="checkbox"/>	1 Facebook	12.93%
<input type="checkbox"/>	2 Yahoo!	5.96%
<input type="checkbox"/>	3 Google	5.60%
<input type="checkbox"/>	4 msn	1.74%
<input type="checkbox"/>	5 YouTube	1.60%

Mosaic Segments – Social Networks

Key cruising group Booming with Confidence also social

Mosaic USA 2011 Type of visitors to Social Networks

12 Rolling Weeks ending November 12, 2011

<input type="checkbox"/>	Mosaic USA 2011 Type (71 returned)	
<input type="checkbox"/>	M44	Red White and Bluegrass
<input type="checkbox"/>	Q64	Town Elders
<input type="checkbox"/>	C14	Boomers and Boomerangs
<input type="checkbox"/>	F23	Families Matter Most
<input type="checkbox"/>	B08	Babies and Bliss
<input type="checkbox"/>	D15	Sports Utility Families
<input type="checkbox"/>	E21	Unspoiled Splendor
<input type="checkbox"/>	L43	Homemade Happiness
<input type="checkbox"/>	C11	Aging of Aquarius
<input type="checkbox"/>	I30	Stockcars and State Parks

Most Popular Websites in Computers and Internet - Social Networking

Mosaic USA 2011 Group C: Booming with Confidence

4 Rolling Weeks ending November 12, 2011

<input type="checkbox"/>	Websites (1,000 filtered results)	Segmented Visits ▼	Segmented Rate
<input type="checkbox"/>	1 Facebook	58.32%	6.26%
<input type="checkbox"/>	2 YouTube	27.19%	9.22%
<input type="checkbox"/>	3 Twitter	1.09%	5.41%
<input type="checkbox"/>	4 LinkedIn	0.99%	10.57%
<input type="checkbox"/>	5 Yahoo! Answers	0.93%	6.42%
<input type="checkbox"/>	6 Pinterest.com ★	0.40%	12.88%
<input type="checkbox"/>	7 Yelp	0.40%	9.08%
<input type="checkbox"/>	8 MySpace	0.39%	5.34%
<input type="checkbox"/>	9 Tumblr ★	0.38%	12.50%
<input type="checkbox"/>	10 Tagged	0.37%	3.56%
<input type="checkbox"/>	11 Google+ ★	0.27%	8.28%

Mosaic Segments – Cruises & Social Networks

Identify additional groups to target via social platforms

Mosaic USA 2011 Type of visitors to Cruises

12 Rolling Weeks ending November 12, 2011, compared with "Mosaic USA 2011 Type of visitors to [Computers and Internet - Social Networking and Forums](#)"

<input type="checkbox"/>	Mosaic USA 2011 Type (71 returned)	Visits Share ▼ Cruises	Visits Share Social Networking and Forums	Representation
<input type="checkbox"/> 1	C11 Aging of Aquarius	5.12%	2.44%	210
<input type="checkbox"/> 2	Q64 Town Elders	4.62%	3.05%	151
<input type="checkbox"/> 3	J34 Aging in Place	4.11%	2.35%	175
<input type="checkbox"/> 4	Q63 Footloose and Family Free	3.70%	0.54%	690
<input type="checkbox"/> 5	C14 Boomers and Boomerangs	3.62%	3.03%	119
<input type="checkbox"/> 6	D15 Sports Utility Families	3.27%	2.57%	127
<input type="checkbox"/> 7	F22 Fast Track Couples	3.19%	1.82%	175
<input type="checkbox"/> 8	Q62 Reaping Rewards	3.16%	1.22%	259
<input type="checkbox"/> 9	E21 Unspoiled Splendor	2.83%	2.48%	114
<input type="checkbox"/> 10	A02 Platinum Prosperity	2.68%	1.06%	253
<input type="checkbox"/> 11	B09 Family Fun-tastic	2.57%	1.20%	214
<input type="checkbox"/> 12	L42 Rooted Flower Power	2.56%	2.30%	111
<input type="checkbox"/> 13	F23 Families Matter Most	2.37%	2.92%	81
<input type="checkbox"/> 14	B08 Babies and Bliss	2.33%	2.82%	83
<input type="checkbox"/> 15	I30 Stockcars and State Parks	2.24%	2.37%	95

Key Takeaways

- Consumer confidence has declined, however there are increased visits to Travel websites to suggest some demand & researching of potential trips. Consumers are seeking out last-minute travel deals and all-inclusive cruise & vacation packages.
- Use segmentation to understand additional behaviors beyond demographics around target customers. Booming with Confidence is a key segment for Cruises & are also reachable through social networks.
- Social networks & email are a common destination after visiting Cruise websites, offering opportunities to compliment marketing messages to reinforce the relationship with the customer.

Thanks!

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