

Providing effective solutions to your consumer data problems

Viking is the World's leading river cruise company selling river cruises on their own extensive fleet of ships operating in Europe, Russia and China. Their river cruises focus on luxury with itineraries that always include cultural sightseeing and educational talks.

The Challenge

- Viking had mainly sold via travel agents but wanted to rapidly build their direct market share in UK.
- The ticketing data was held at the head office in US, some 'fragmented' marketing data was held at the UK office.
- Viking firstly had to understand more about its UK customers before embarking on any acquisition campaigns.

Our Solution

- The assimilation of ticketing data, marketing data and enquirer information formed basis of the UK customer and enquirer SCV.
- The addition of core lifestyle and demographic information allowed our analytical partner to undertake intuitive customer analysis.
- Actionable information which helped Viking undertake a programme of above the line campaigns targeting likely prospects.

The Result

- Since the SCV was built Viking has more than trebled its number of direct customers.
- Repeat booking rates have increased substantially and continues to grow YonY.
- The marketing communication strategy developed in UK is now being replicated in other European countries.