

# Expedia CruiseShipCenters Gets Customers on Board with Lyris HQ

## ABOUT:

Expedia CruiseShipCenters is North America's leading seller of cruise vacations and services the communication needs between cruise travel businesses and their customers. The company boasts 110 retail locations, 2,500 professionally-trained cruise consultants and a searchable online database of more than 10,000 cruise vacations. The company prides themselves on delivering outstanding customer service for over 1,200 departures on the most popular cruises, departure dates and itineraries.

## BUSINESS CHALLENGE:

Growing exponentially, Expedia CruiseShipCenters needed a robust and scalable solution to help manage its online marketing campaigns, including sending out more than one and half million emails a month. In addition, Expedia CruiseShipCenters was looking for a solution that would provide integrated, best-of-breed online marketing tools all in one easy-to-use platform.

## SOLUTION:

Lyris HQ offered Expedia CruiseShipCenters the online marketing solution it needed to simplify its online marketing operations and improve ROI. With Lyris HQ the organization is able to manage email marketing campaigns from creation to delivery, with robust tools to create content, test campaigns, manage email deliverability and more. The built in Web analytics also provides the Expedia CruiseShipCenters with real-time insight into customer behavior and overall campaign results.

## BENEFITS:

Lyris HQ has enabled Expedia CruiseShipCenters to:

- Streamline email campaigns on one central dashboard to manage 5-6 simultaneous email marketing campaigns per month, reaching over 1.5 million contacts;
- Achieve an open rate of 24% and click-through rate of 6% (open rates are 9% higher than industry standard according to MarketingSherpa's Email Marketing Benchmark Guide 2009);
- Create customized campaigns in multiple languages optimized for maximum results, with sophisticated and easy to use A/B testing and segmentation capabilities;
- Easily track and measure email deliverability, click-through's and open rates in real-time;
- Use the Lyris' open API to easily integrate their in-house CRM system with their email database for more holistic insight into customer data;
- Reduce complexity from working with numerous toolsets, allowing a holistic view of campaigns and results.



“ Lyris HQ is the perfect tool to help us manage our high volume email campaigns and other online initiatives. With Lyris HQ's integrated functionality we have also been able to streamline campaigns to maximize ROI. ”

Dave Mossop,  
Interactive Media Specialist,  
Expedia CruiseShipCenters



Example of email program

Join conversations and make connections at:



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