

Carnival's Seas the Spring

Campaign



MULTI-CHANNEL MARKETING STRATEGY
CREATED BY JILLIAN BALL



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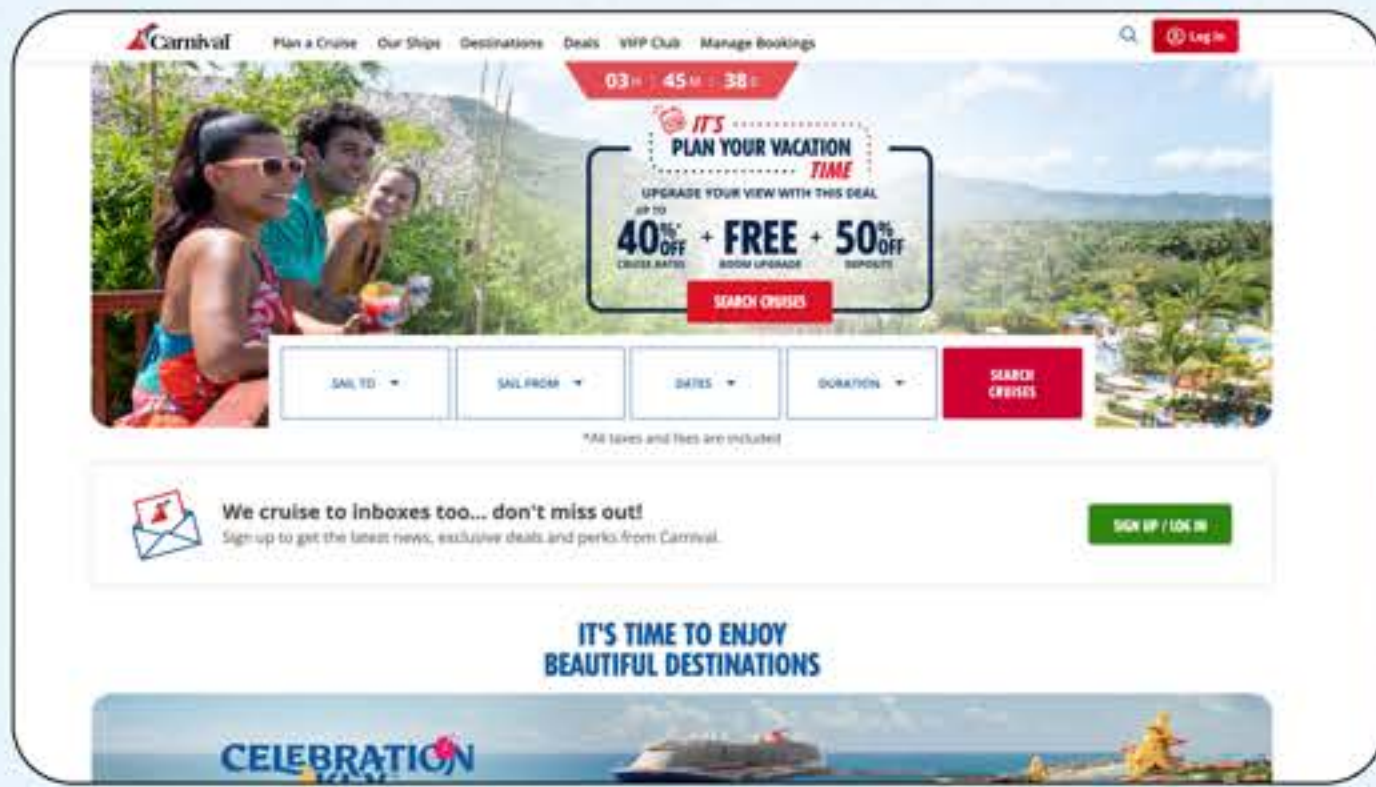
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A large cruise ship is sailing on a body of water, with a city skyline visible in the background. The ship is white with multiple decks and has a red funnel. The text "Part 1:" is overlaid on a red rounded rectangle in the upper center of the image.

Part 1:

Measurement Strategy



The Carnival Company



THE COMPANY

Carnival Cruise Line is known for its **budget-friendly, adventurous** cruises for all ages. They sail across North America and Europe among 27 ships for as short as two nights or up to 29.



THE WEBSITE

The website houses all of the information needed to browse and **book a trip** through the company. No travel agent needed! You can narrow down options by dates, destinations, ships, and more. They also share special trip deals and packages.



THIS CAMPAIGN

The purpose of this campaign is to show Carnival the benefit of a **measurement strategy**. Understanding how their audience interacts can provide vital insight into pushing more people to the conversion points quicker.

Carnival Audiences

- Middle-class families who value **affordable**, worthwhile vacations with something for everyone of **all ages** to enjoy
- United States residents who have completed a college degree and value **quality time** with others
- **Women** are the primary planners and purchasers
- The longer the cruise, the older the cruisers
- **Young adults** and **kids** are more likely to cruise during the warmer school breaks

**FAMILIES
WITH
YOUNG
KIDS**

**YOUNG
ADULTS
AGES
18-24**

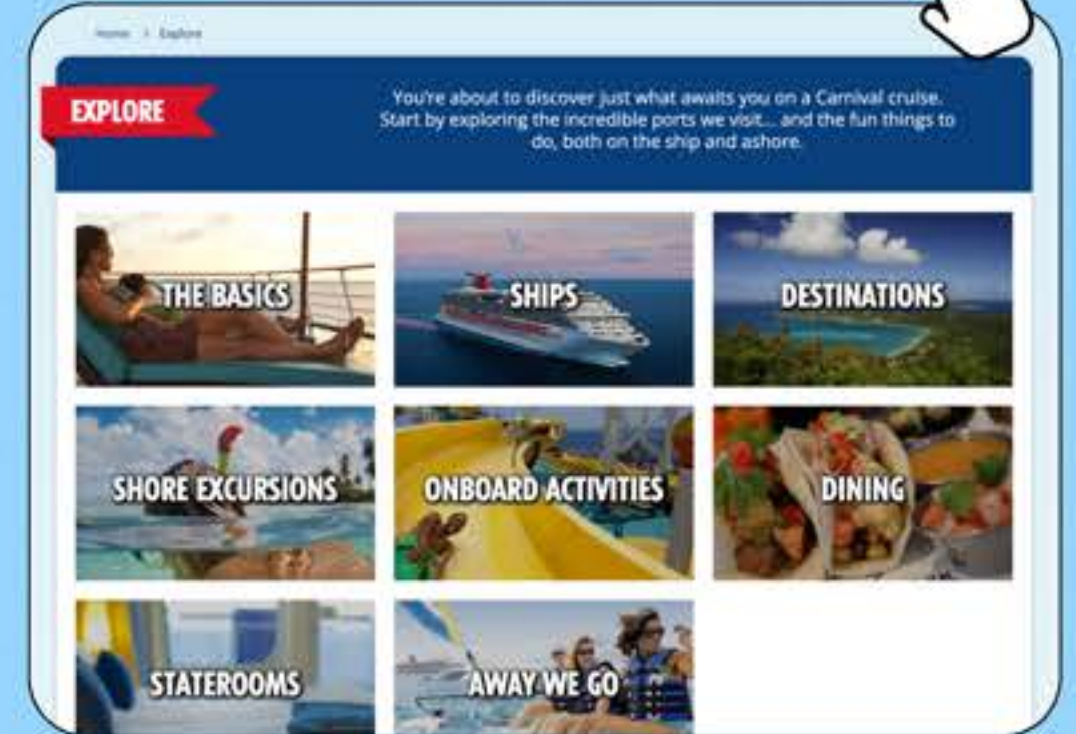
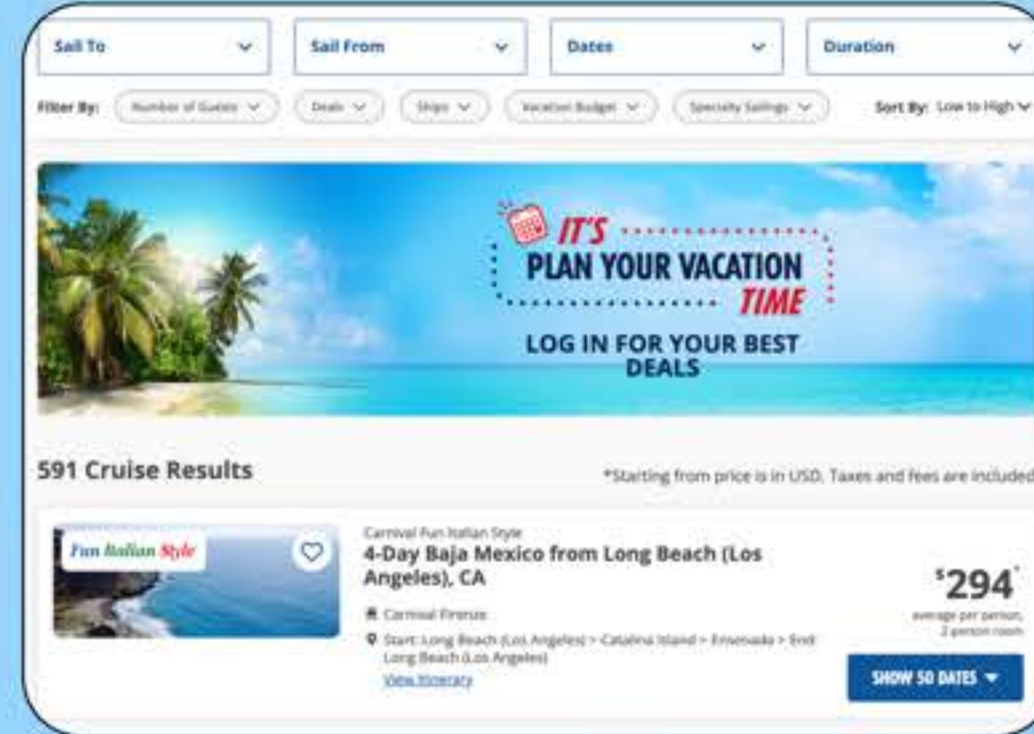
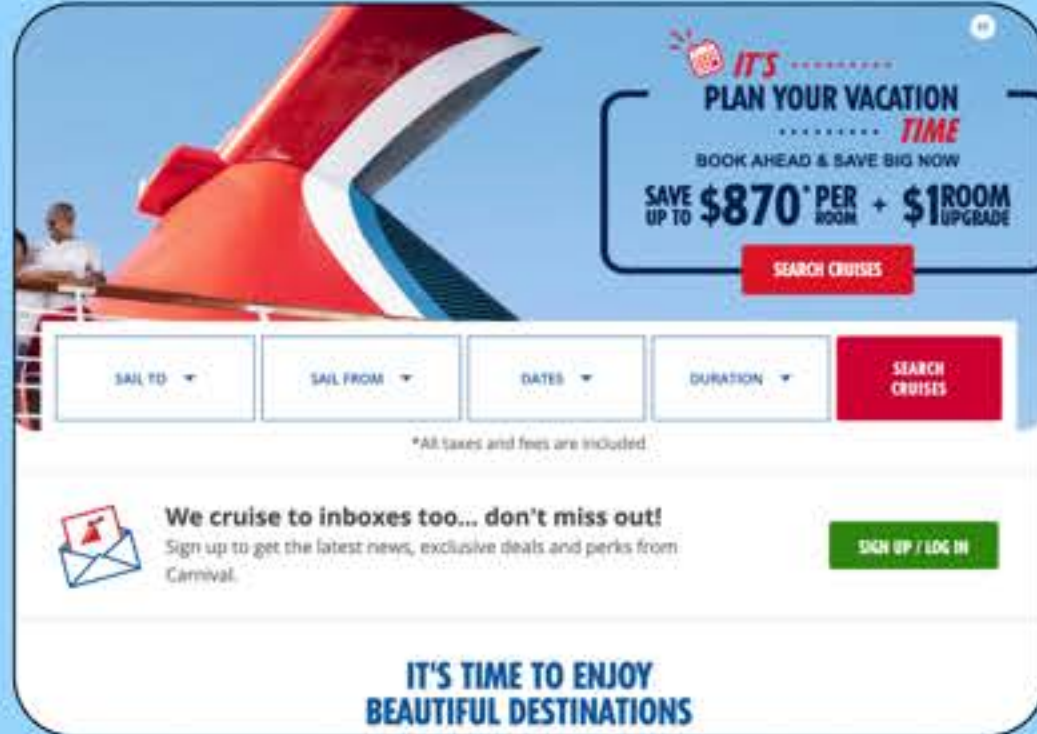
**KIDLESS
COUPLES
AGES
35-54**

**RETIRED
SENIORS
AGES
65+**



Carnival Cruise Line's

Website



THE HOMEPAGE

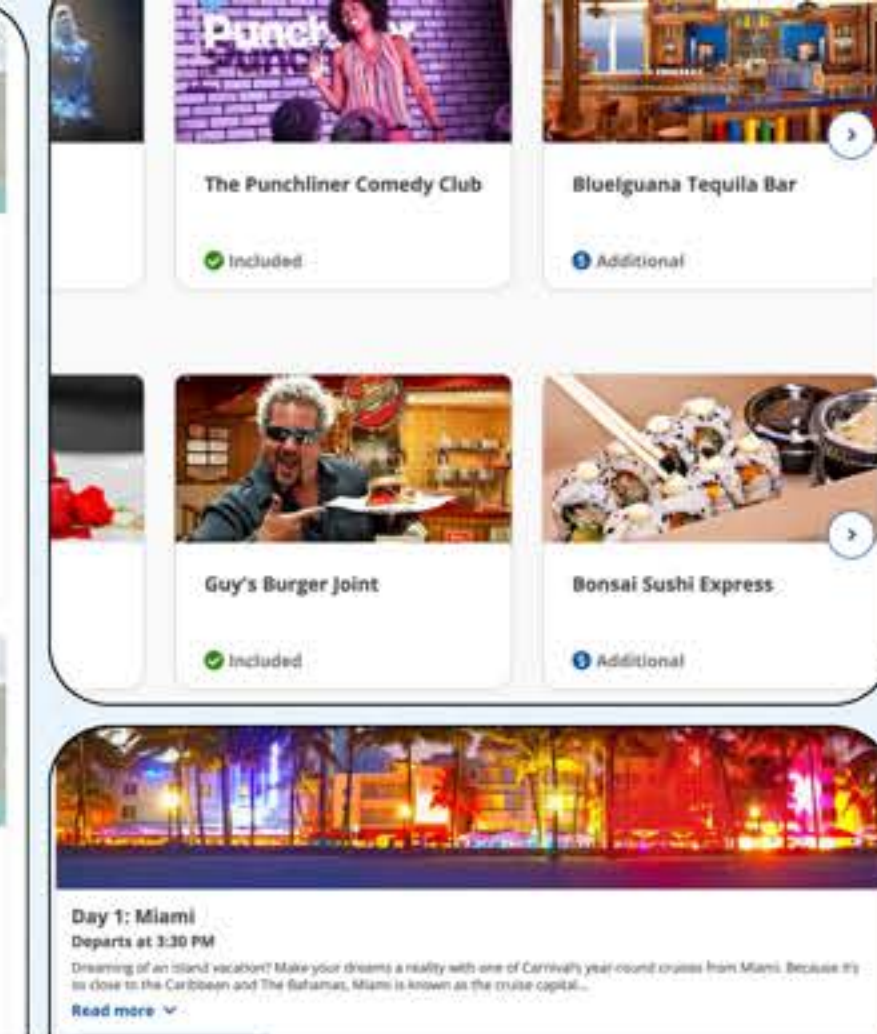
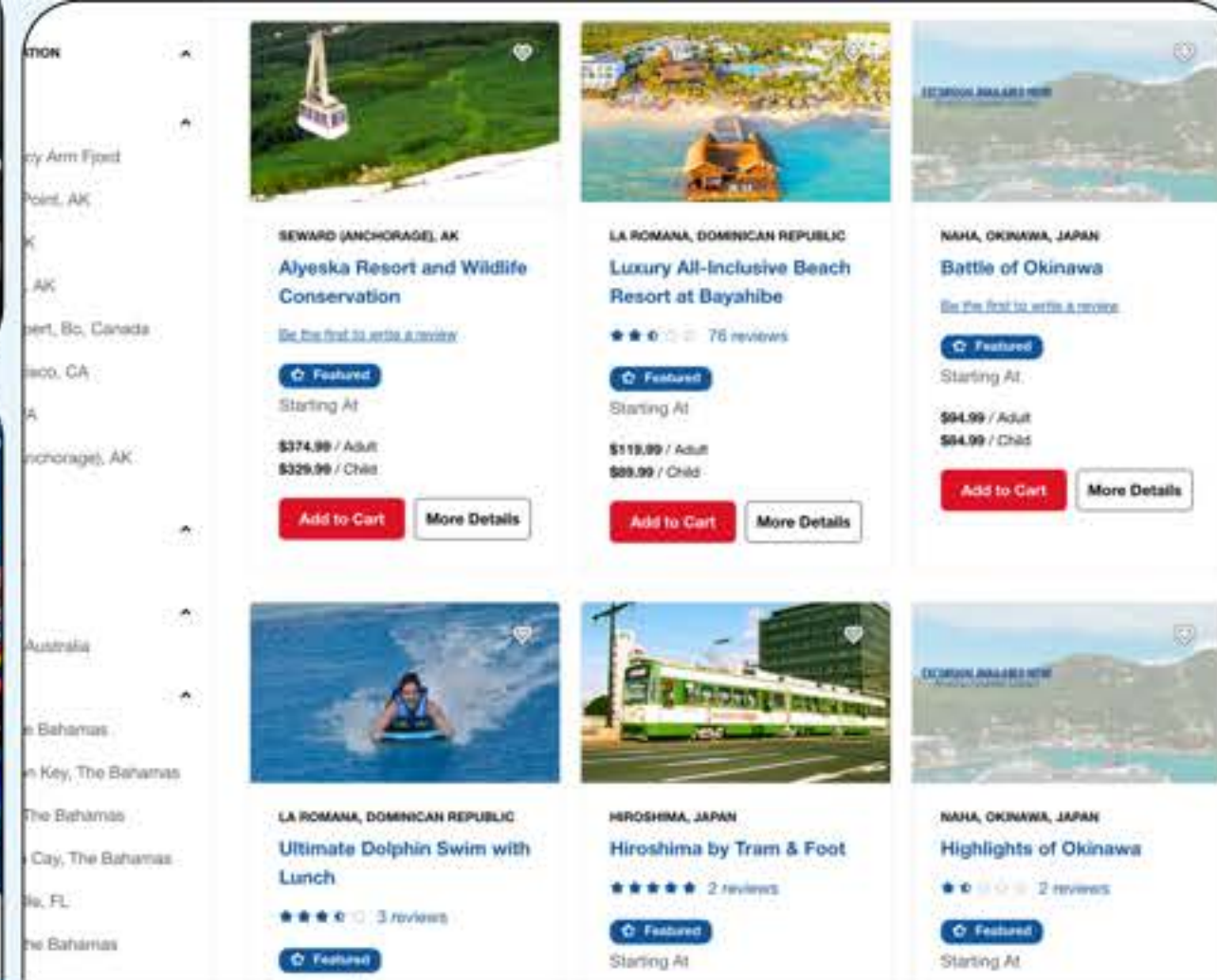
- The homepage allows customers to **narrow** down their search immediately, but it also pushes all of the **deals**. Carnival always displays current savings at the top and pitches newer, low-priced trips available. Each page also has a call-to-action to sign up for the email list.

CRUISE SEARCH

- This page automatically lists cruises from low-to-high and allows prospects to **narrow** down their search even more by budget or specialty sailings. Another note with each listing is that the price includes taxes and fees, so there are **no surprises** at checkout.

EXPLORE

- For those who may not know what they're looking for, the explore page dives deeper into different **options**. Maybe prospects are looking for certain activities on board or at destinations. They also may want to consider room types and dining.



The Core Functionality



**SIGN UP FOR
VIP EMAILS**



**PICK A
ROOM**



**CHOOSE
DEALS**



**BOOK
ACTIVITIES**



**SELECT
THE
CRUISE**



The Macro Goal

LAND ON HOMEPAGE

Visit the Carnival webpage with the intent to view trips and options.

SEARCH OPTIONS

Input the trip details including dates and destination and explore options.

START BOOKING

Select the desired trip and move forward in the booking process by selecting room.

SIGN UP

Create an account via the checkout process and opt-in to emails.

CHECK OUT

Confirm the details and complete payment.



Room 1: Balcony
[Change Room](#)
[Select an Accessible Room](#)
Section: To Be Assigned
Deck: To Be Assigned
Room: To Be Assigned
Guests: 4 [Add/Remove Guests](#)
SUPER SAVER
What You Get
✓ Carnival chooses your stateroom.



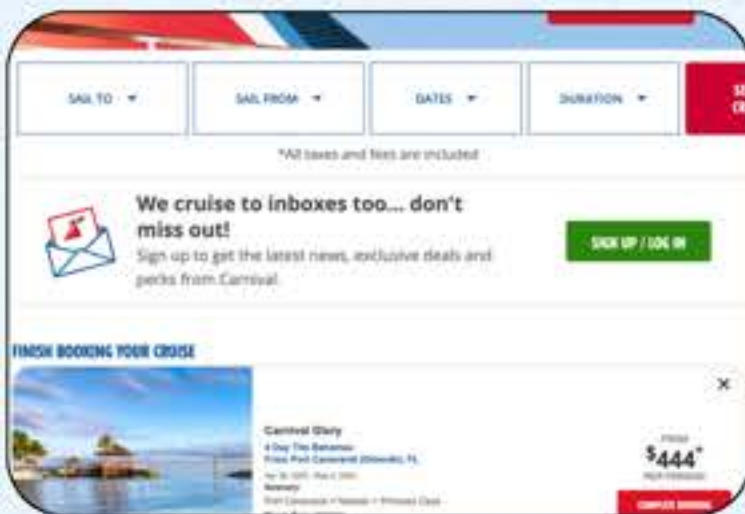
Cruise Summary
Itinerary: 4-Day The Bahamas from Port Canaveral (Orlando), FL
Mon Apr 28, 2025 - Fri May 2, 2025
Ship: Carnival Glory
1 Room 4 Guests [Change](#)
Room 1: Balcony **\$1,886.00**
SUPER SAVER
[Show Details](#) ▾

TRAVELER INFORMATION

Have a Carnival account? [LOG IN](#)

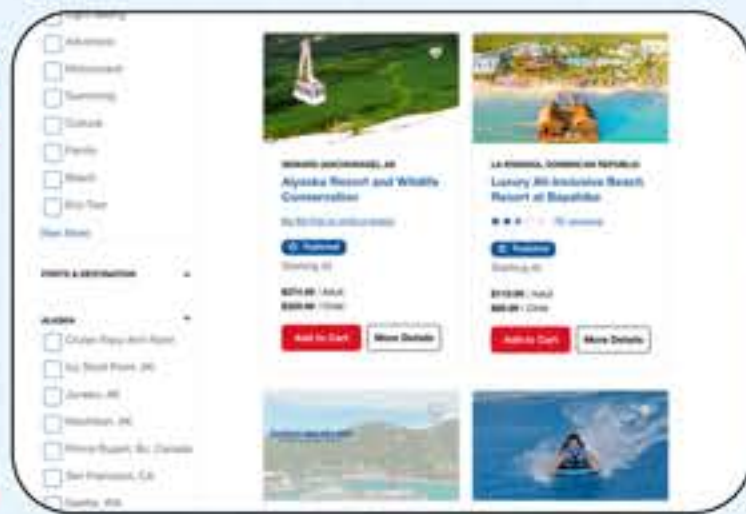
Create Account
Enter primary guest information. Password will be emailed to you. Additional information can be entered after completing your booking.

Micro Conversions



SIGN UP FOR EMAILS ↗

The website pushes email sign-ups on each page for news, deals, and perks.



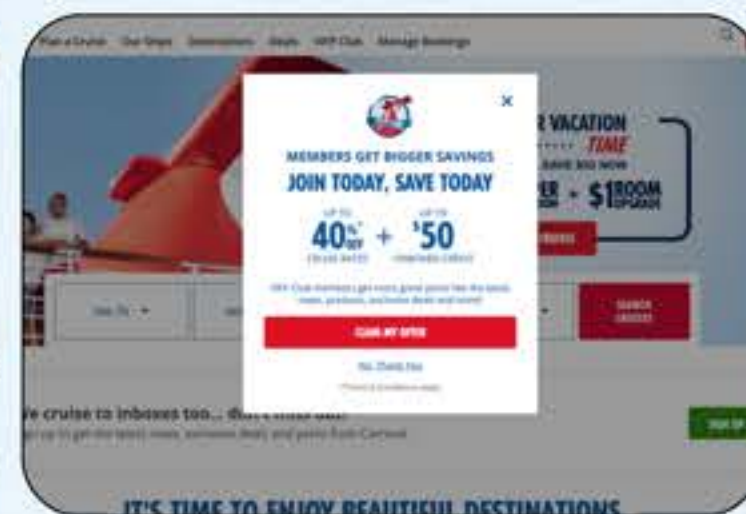
BOOK EXCURSIONS ↗

On-shore activities are a separate item that must be added to the cart.



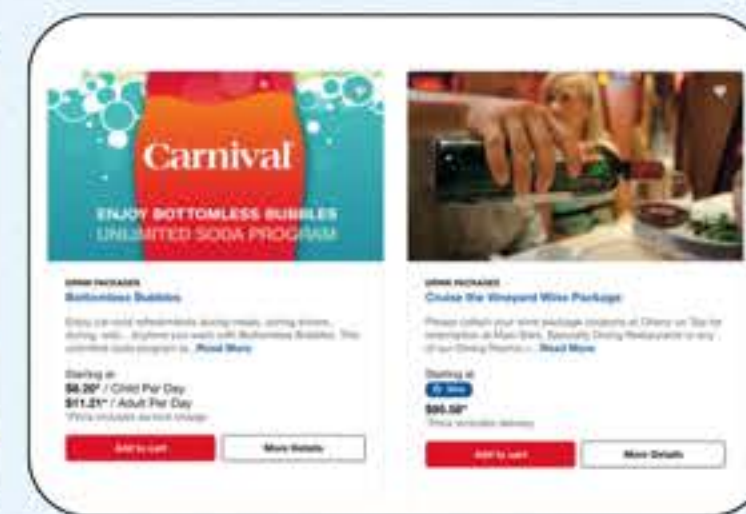
CONTACT A TRAVEL AGENT ↗

Prospects can schedule a meeting with an agent for guidance and ideas.



CLAIM YOUR OFFER ↗

Pop ups around the site also push prospects to claim deals and sign up to secure.



PURCHASE PACKAGES ↗

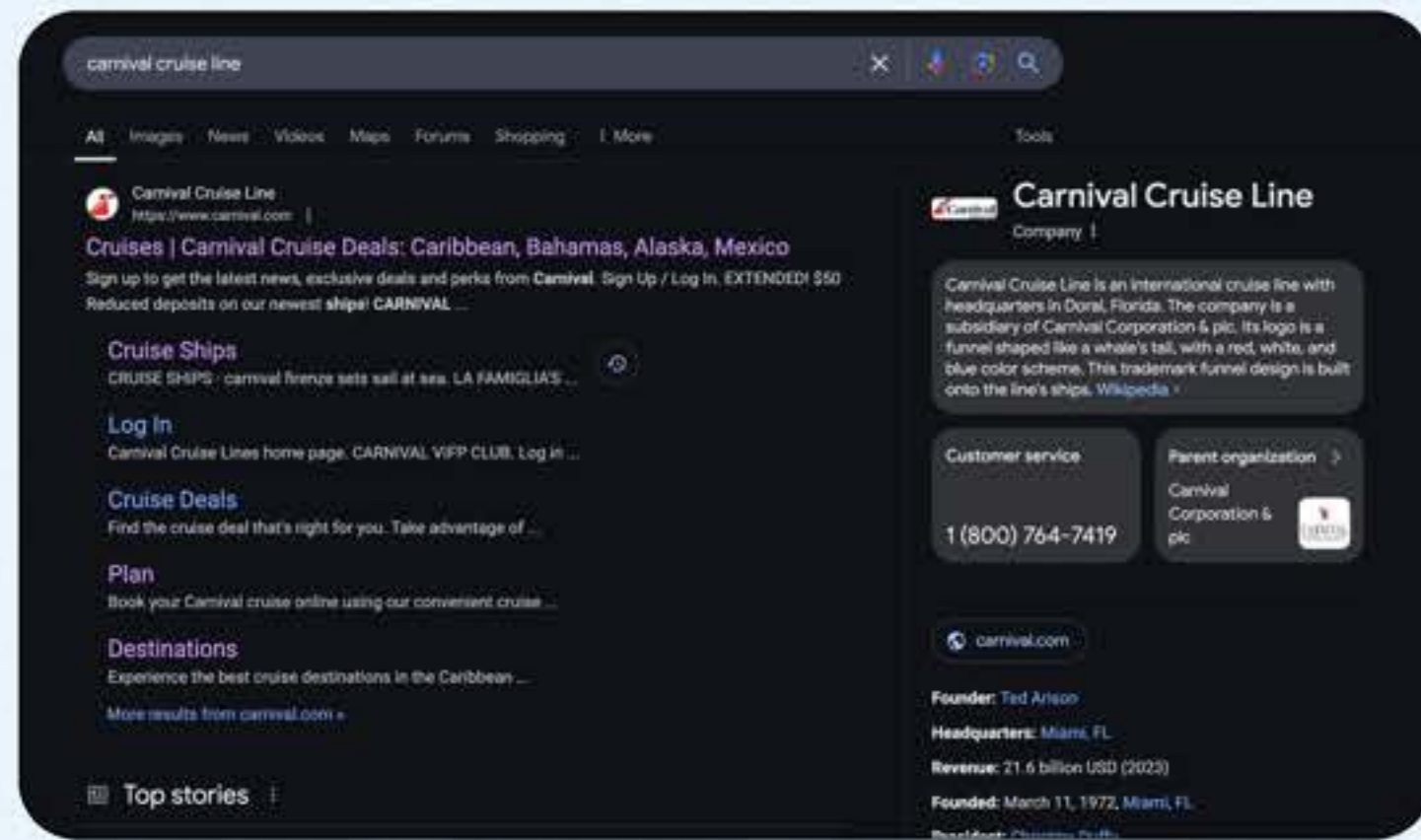
Package add-ons such as drinks can also be added separately to the cart.



Google Signals

Enabling Google Signals will give Carnival insight into how their different **audiences** are acting across platforms. Knowing this allows for ad personalization, where Carnival can recognize key places to push deals or certain trips. It can also recognize a sole user's interactions across different devices and other websites. The needs and wants of the different Carnival audiences will yield different strategies and content to grab their attention.





Google Product Integrations



SEARCH CONSOLE

Google Search Console is a **huge** player in optimizing the SEO for a site. It reveals the key searches that bring up the site or specific pages as well as the interactions.



ANALYTICS

Google Analytics will support the understanding of different Carnival audiences. Exploring users demographics and **journeys** to/among the site can produce vital information about where and how to target each.



SEARCH ADS

Google Search Ads meets the prospects where they're at. It can **customize** the ad messages based on the user and show up subtly in areas that naturally guide them to where you want them to be to increase conversions.

Campaign Proposal

LAUNCHING A
SEAS THE SPRING
LANDING PAGE

**GOOGLE
SEARCH ADS**



META



**CONNECTED
TELEVISION**



The Campaign Audience



SENIOR YEAR STELLA

Stella is in her final year of college and planning her friend group's spring break trip for their final hurrah. They want to get out of their SEC college town for a few days but can't **afford** to spend hundreds on flights across the country and hotels every night.



CORPORATE JOB CONNOR

Connor is in his mid-20s and has been living the corporate life since he graduated college. He has enough PTO to take a week off and wants to get out of the city. He wants to be in a fun atmosphere to meet new people and go somewhere more **adventurous** than just a panhandle beach.



SUPER MOM SARAH

Sarah is a married mom of two boys and wants their spring break week to be **relaxing** for the adults and **fun** for the kids. She loves spas, and her husband loves sports games, and they want their kids to also stay fully entertained. However, a luxury resort with areas for all is not in their budget.

Considering the Segments

REMARKETING TO PROSPECTS

Understanding where the issue lies in getting prospects to checkout can help make changes and special deals to push them through.

ATTRACTING REPEAT CUSTOMERS

Targeting former customers and giving them incentives to purchase again can push them further into the loyalty category.

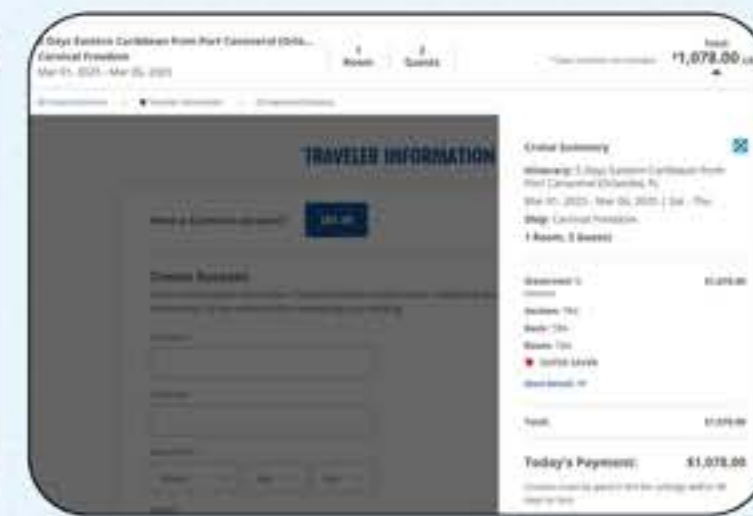
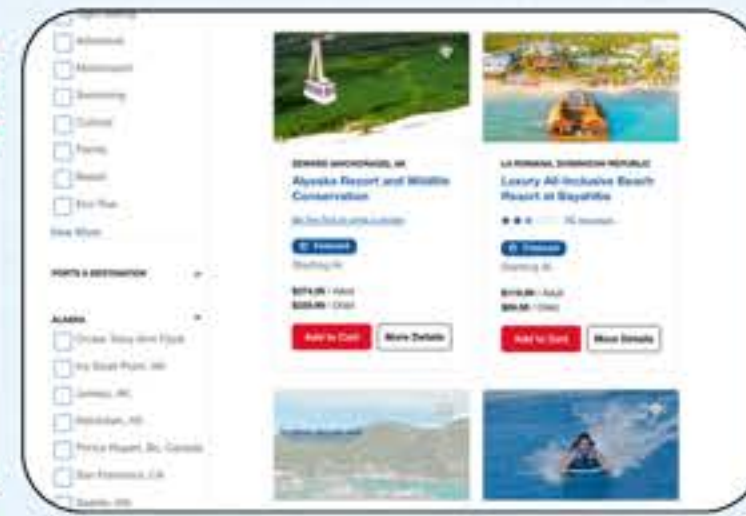
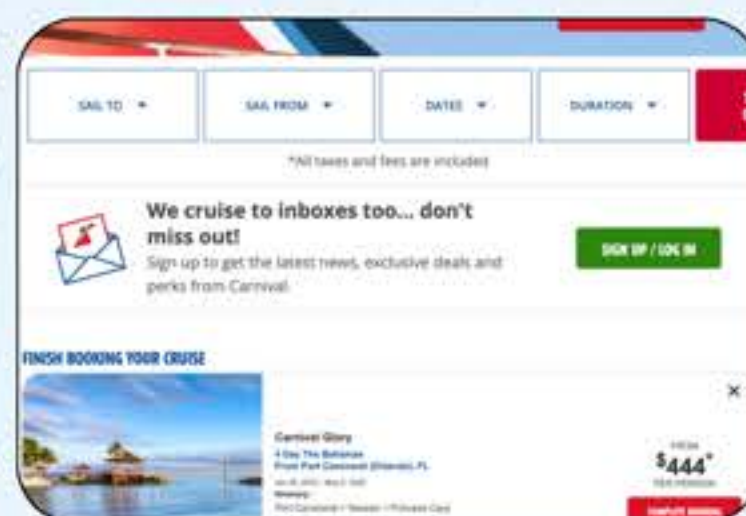
IMPRESSING LOYAL CUSTOMERS

By offering exclusive deals and personalized messages, making loyal customers feel valued and seen with further increase their trust in and purchases with Carnival.



Main Events

The landing page will include 2 to 5 night trips from March through April out of Southern USA ports to warm Central American islands.



ARRIVE AT LANDING PAGE ↗

Tracking who arrives at the landing page will allow us to understand what is working best and for who.

SELECT A TRIP ↗

Seeing the most popular trips selected can reveal what specs are most attractive to these audiences.

CREATE AN ACCOUNT ↗

Prospects who create an account via the email pop-ups are likely very interested in Carnival and deal offers.

ADD A PACKAGE ↗

Package add-ons for deals like drinks give insight into the users' interests and their possible purchase stage.

SECURE A TRIP ↗

Seeing how many site users check out and pay for a trip from this page will be a large indicator of success.

Conclusion

Launching a “Seas the Spring” campaign for Spring Break months will **ease** the narrowing down and navigation needed on the customers’ end. By taking them straight to the **relevant** details, they can feel more confident in their trip choice which will speed up the check-out process. Implementing the Google products and measuring the key events can help Carnival better understand how exactly to go about that process. I recommend setting up Google Analytics and its partner products **immediately**, as the sooner they start collecting data, the more information there is to aid in decision-making. As students begin to crave their next break and adults are ready for a week off, getting this campaign off the ground immediately can mean more successful results.



A large cruise ship is sailing on the water, with a city skyline visible in the background. The ship is white with multiple decks and has a red funnel. The text "Part 2: Google Search Ads" is overlaid on the image.

Part 2: Google Search Ads

Carnival's Competition



ROYAL CARIBBEAN

Royal Caribbean is more upscale than Carnival. While it also leans on the affordable side, Carnival is still a lower cost. Carnival also offers a more **lively**, party-like experience. Carnival also offers more shorter duration cruises than Royal Caribbean.



CELEBRITY CRUISES

Celebrity Cruises are considered more sophisticated and upscale. Many of their activities target an **older** audience including wine tastings and jazz shows. Carnival offers a more family-friendly, summer vacation-like experience with more fun activities.

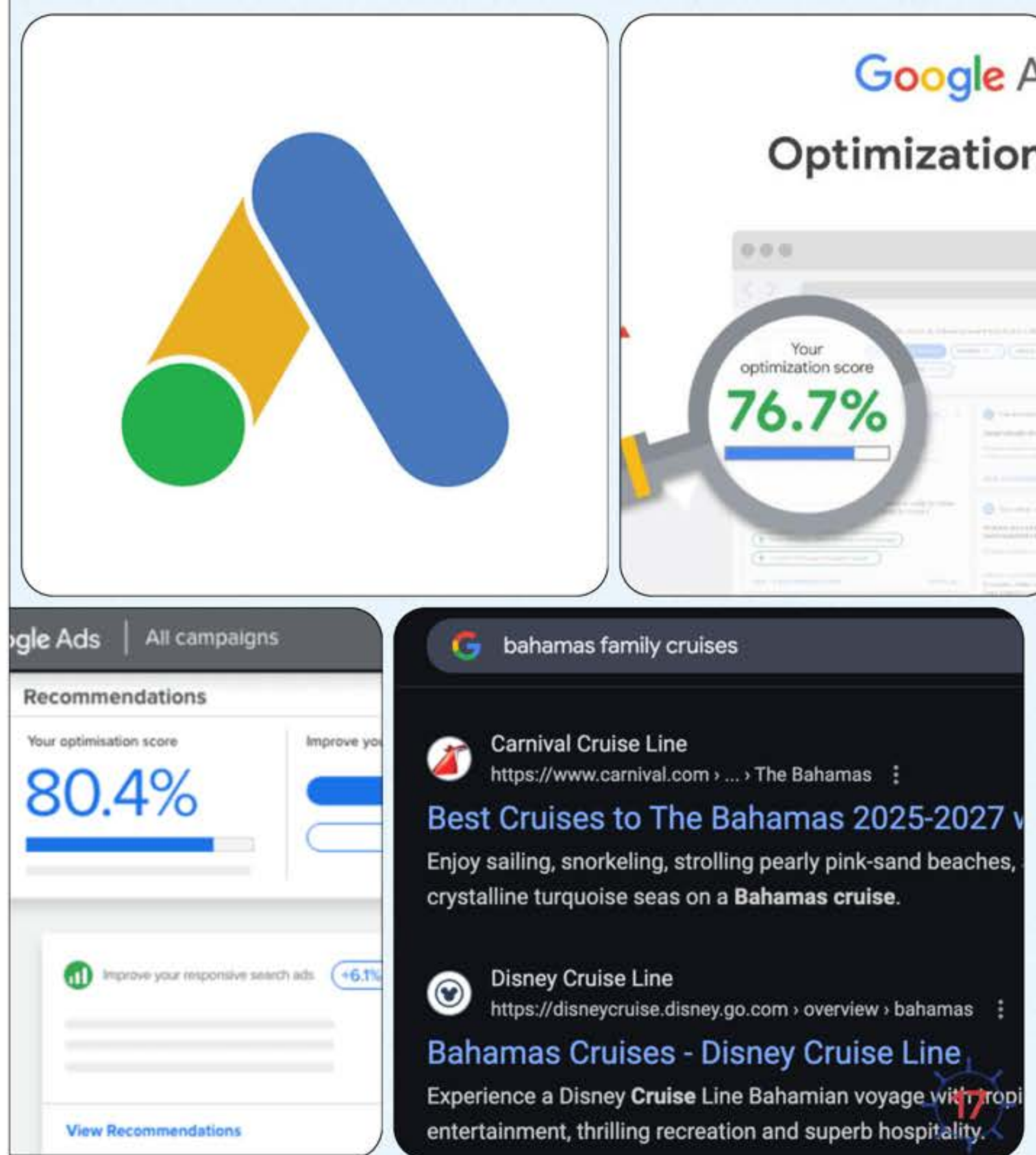


DISNEY CRUISE LINE

Disney Cruise Lines is known for its immersive, themed experiences but at a **much** higher cost. Bringing along numerous characters, it's more targeted towards families with younger kids. Disney cruisers tend to be in a higher tax bracket than Carnival cruises, and can afford the higher-priced activities on-shore as well.

Google Search Ads

Google Search Ads uses AI to optimize the **power** of your ads. Using automated bidding, it will adjust your ads in real-time to maximize the return on ad-spend. AI will also automatically optimize your keywords including broad match phrases and negative matches. It continuously monitors users search behaviors and demographics to narrow its focus. The primary goal of this campaign will be to **generate sales** from the targeted audiences.



Revisiting the Target

Audience



SENIOR YEAR STELLA

- 21-year-old Stella, a college student in Athens, GA, is the friend in the group tasked with planning the spring break trip. She uses her Mac **laptop** during her **morning** lectures to search for options in the slow periods. She wants this trip to yield some great Instagram photos and feel well-planned.



CORPORATE JOB CONNOR

- 25-year-old Connor is single and hasn't taken a trip since he started his post-grad job in Columbia, SC. He uses his HP **laptop** to browse trips during his mid-day hour-long **lunch** break. He's thinking about bringing a friend or two along, depending on the activity options. Regardless, he wants to get to meet new people.



SUPER MOM SARAH

- 42-year-old Sarah in Auburn, AL, has two boys, ages 6 and 8. They go on one trip each year, but usually to the beach or the mountains. She uses her HP **desktop** at **night** after dinner to plan a new trip that will keep her boys entertained, but also be enjoyable for her and her husband.

The Search

Campaign



CAMPAIGN GOAL

Drive targeted users searching for spring break options to the website and **convert** with trip sales and package add-ons.



BID STRATEGY

Utilizing Google Search ads, AI will optimize the bidding by **maximizing** conversions based on the set budget. Understanding the target audience and their preferences (device, time of day, etc.) allows it to target the ad based on the user without exceeding the maximum cost in the 97-day campaign.



Campaign Targeting

AD SCHEDULE

7 days a week
24 hours a day

LOCATION

Southeast USA
urban cities,
their suburban
outskirts, &
college towns
(Ex: Metro ATL)

DEVICE

Desktop &
Laptop

DATES

11/26/2025 -
03/03/2026

LANGUAGE

Primarily
English

BUDGET

\$39,000





ACCOUNT

Carnival Cruise Line



CAMPAIGN

Seas the Spring



AD GROUPS

College Groups

Childfree Millennials

Families



KEYWORDS

- spring break cruise party
- college spring break cruise

- young adults cruise
- singles cruise trips
- adventurous cruise activities

- family friendly cruise
- kids cruise deals
- all inclusive cruise trips

Account Structure



Keywords

COLLEGE GROUPS

Keywords: College student cruise deals, Spring break cruise packages, All-inclusive cruise student discounts, Friend group cruise packages, Last-minute cruise specials

CHILDFREE MILLENIALS

Keywords: Singles cruise spring, Spring break cruise 20s demographic, Adventure excursion cruises, Young adult cruise packages, Social cruises for young active adults

FAMILIES

Keywords: Family-friendly spring break cruises, Cruise ships with kids clubs AND adult spa, Affordable family cruise packages, Affordable cruise ships with childcare

Negative Keywords: luxury, premium, Alaska, seniors, adults only, upscale, exclusive, long duration

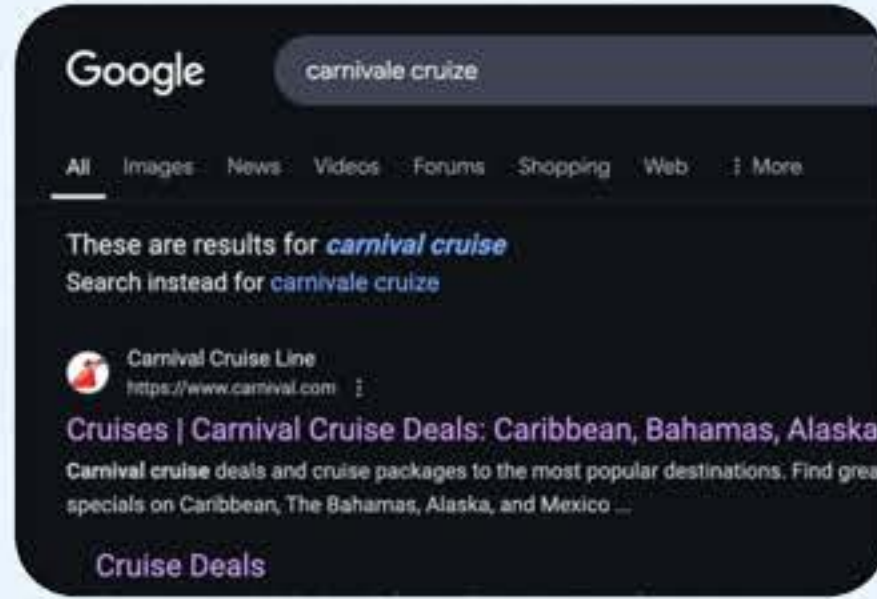


Keyword Strategy



SEMANTIC SEARCH ↗

Semantic search decodes user intent in to understand if their query words have similar meanings to campaign keywords.



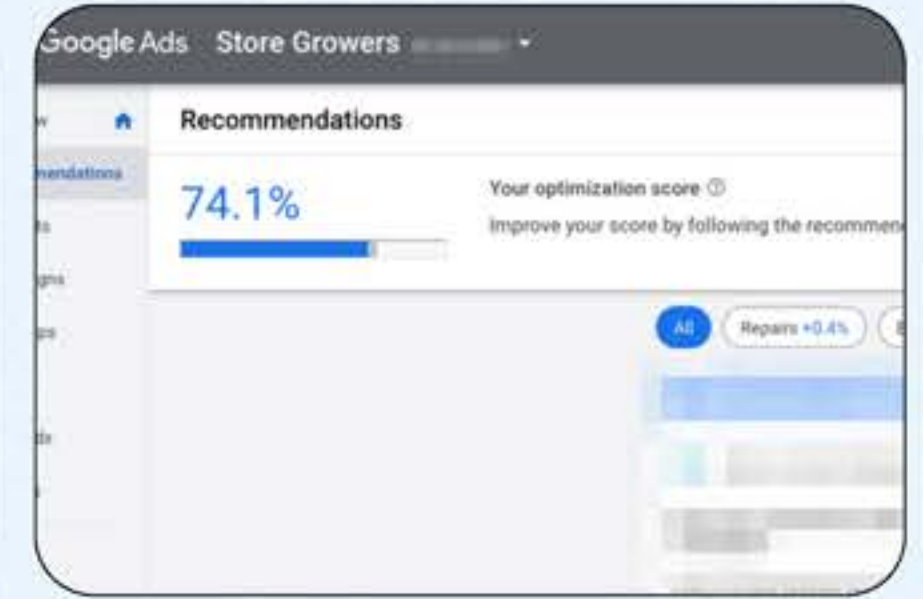
CLOSE VARIANTS ↗

Close variants considers a keyword in different forms such as misspelled, plural, or stemmings to secure all plausible prospects.



BROAD MATCH ↗

Google's AI produces a broad match list of keywords based on user intent so you don't need to manually create an exhaustive list.



OPTIMIZATION SCORE ↗

This score identifies ways to better target the audience such as adding new keywords or negative keywords. You should aim for a score >90%.

Ad Group Samples

COLLEGE GROUPS



college party cruise



Ad • <https://www.carnival.com/> ⋮

Sail Away on a Party With Your Best Friends

Ready for the best spring break trip? Sail away with your best friends to the Caribbean for a week full of adventure. Check out our drink packages and on-board activities including a casino and spa. Seas the Spring with some hot group deals!

[Explore Cruises](#) • [Party Package Add-ons](#) • [Group Cruise Deals](#)



cruise with fun activities



Ad • <https://www.carnival.com/> ⋮

Fun and Adventurous Caribbean Cruises

From casinos to waterslides you'll have a blast onboard as you Seas the Spring with Carnival. At your destinations, enjoy numerous activities including ziplining, swimming with dolphins, and ATVs!

[Explore Cruises](#) • [Party Package Add-ons](#) • [Onboard Activities](#)



CHILDFREE MILLENIALS



affordable kid friendly cruise



Ad • <https://www.carnival.com/> ⋮

Affordable Cruise Fun for the Whole Family

Sail away for spring break with adventures for everyone! From kids clubs to spas, we have activities for you and your whole family. Check out our affordable family deals and explore the onshore adventures!

[Explore Cruises](#) • [Onboard Kids Clubs](#) • [OnShore Adventures](#)

FAMILIES

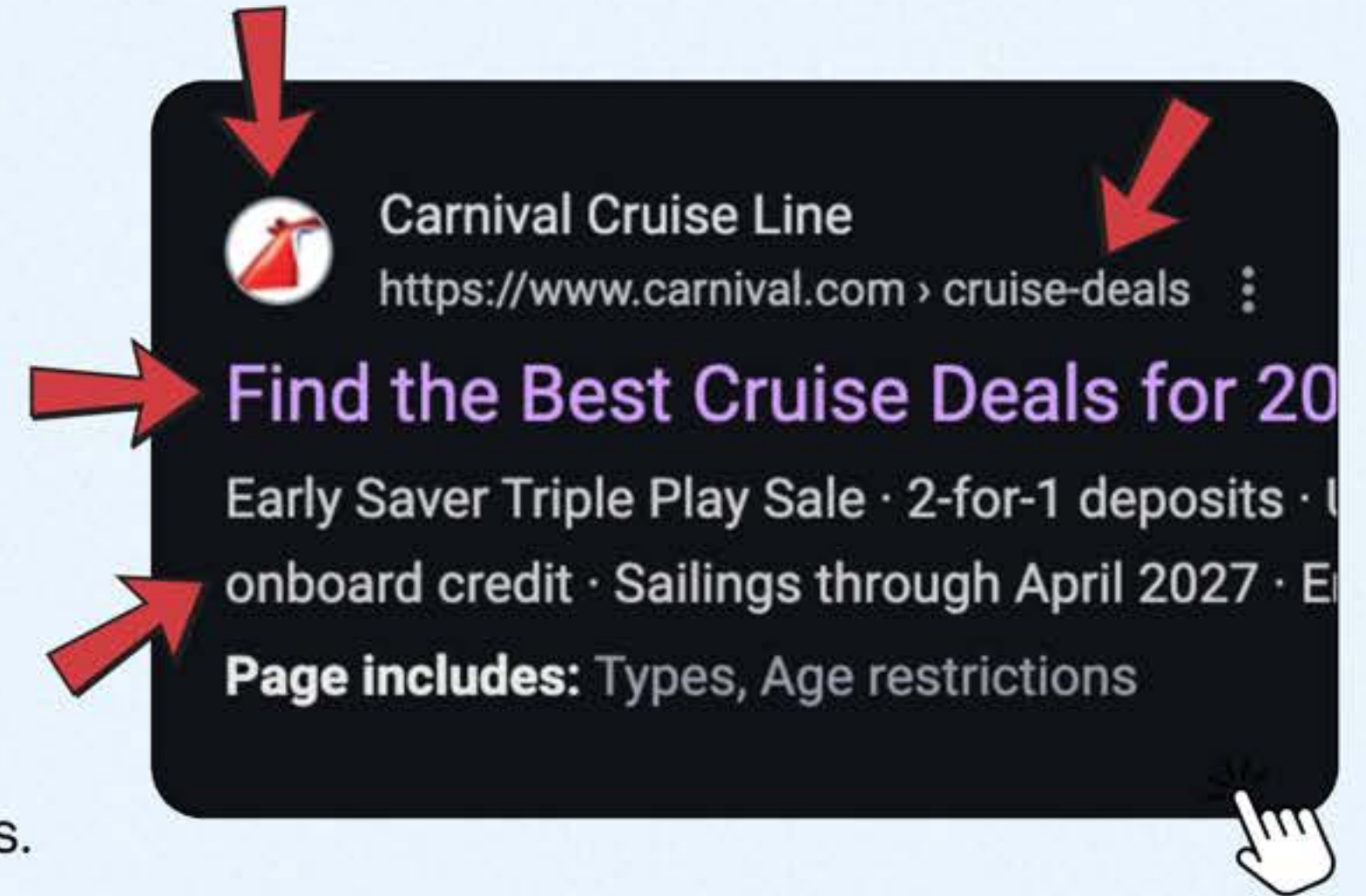


Using Assets



SEARCH AD ASSETS

Assets are details you provide Google used to generate to your Search Ads such as headlines, descriptions, images, and sitelinks.



RESPONSIVE SEARCH ADS

Utilizing AI, Google will create compelling advertisements based on the assets you provide. These responsive ads are designed to capture the targeted user by choosing the best headline and descriptor based on their real-time search. Opting into responsive search ads is a proven way to increase conversions.

The Search Ads Budget

PRIMARY GOAL

The primary Google Search Ads goal is to **maximize conversions**.

A projected click-through-rate of **2.9%** at an average cost-per-click of **\$0.38** should generate **3.6M** impressions, **104K** clicks to the site, and **2.6K** conversions.

BUDGET

\$39,000

Spread Evenly Across
97 Days

Your plan can get **2.6K conversions** for **\$39K** with a **\$400** average daily budget ⓘ

Conversion rate : 2.50%, Value per conversion : \$1K

Maximize clicks improves the probability of reaching these estimates by getting you the most clicks, even when budget constrained

[Edit](#) [Learn more](#)

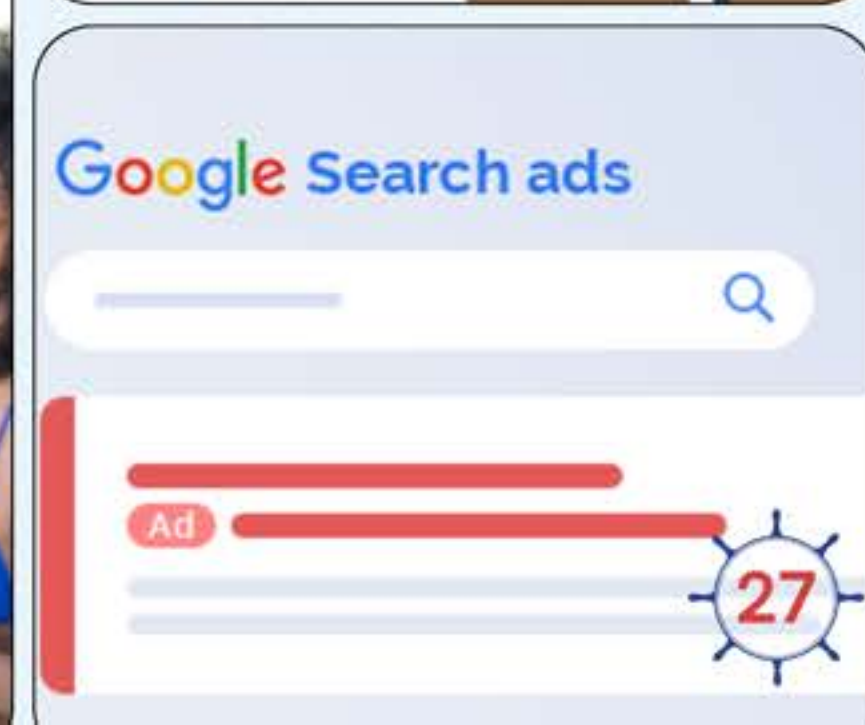
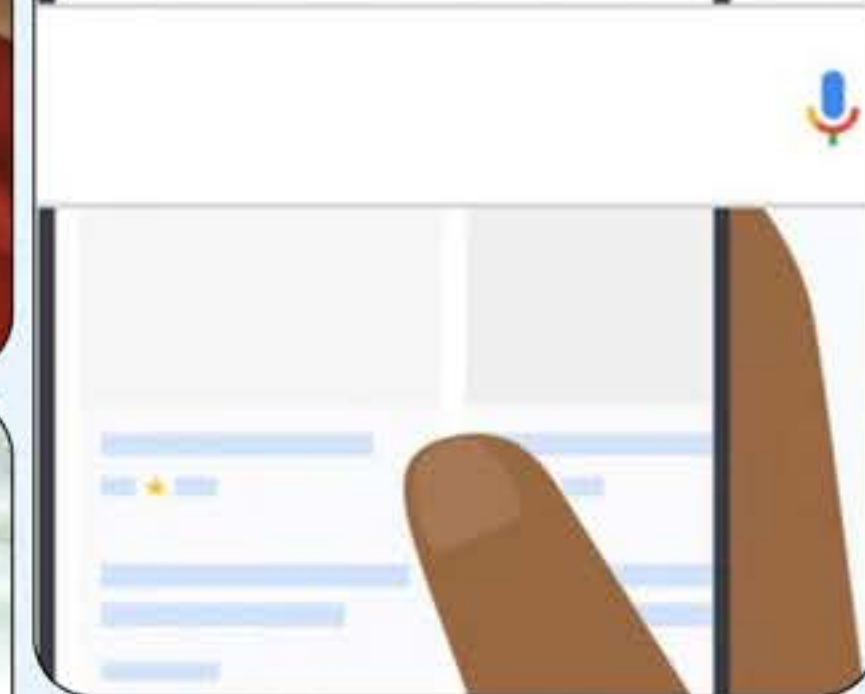
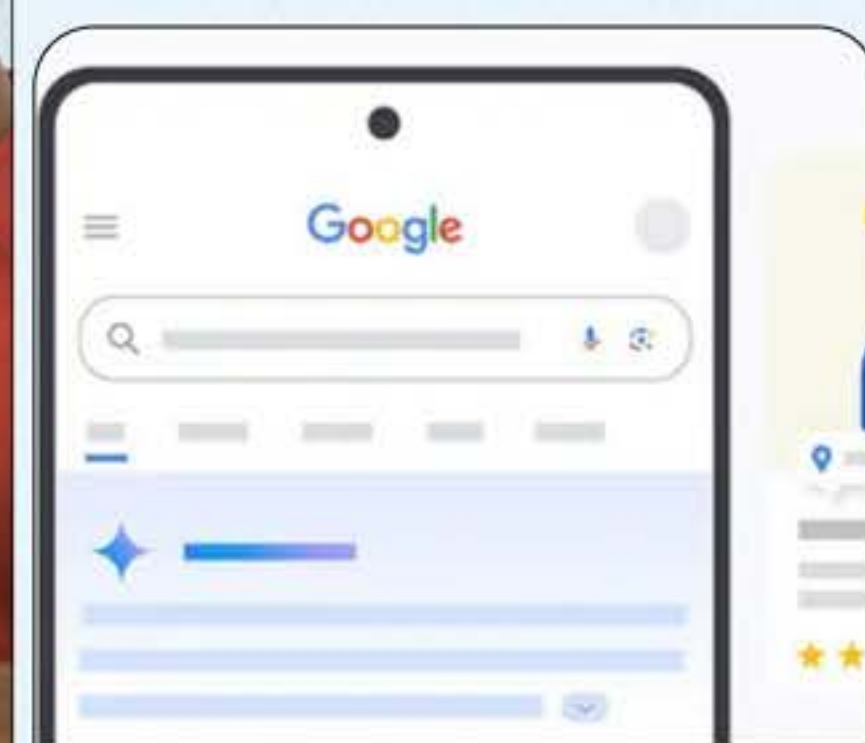
Conversions	Avg. CPA	Conversion value	ROAS	Clicks	Impressions	Cost	CTR	Avg. CPC
2.6K	\$15	\$2.6M	66	104K	3.6M	\$39K	2.9%	\$0.38

Return on Ad Spend: **\$66:\$1** | Conversion Rate: **2.5%** | Avg Cost-Per-Acquisition: **\$15**

Search Ads Conclusion



We recommend high consideration in implementing the Search Ads Campaign. It will be a **key** component in drawing in prospective users and is expected to reign in **2.6K** conversions from the **\$39K** budget, with a conversion value of **\$2.6M**. Google's AI component in Search Ads will optimize the campaign to provide the maximum conversions possible within the budget.



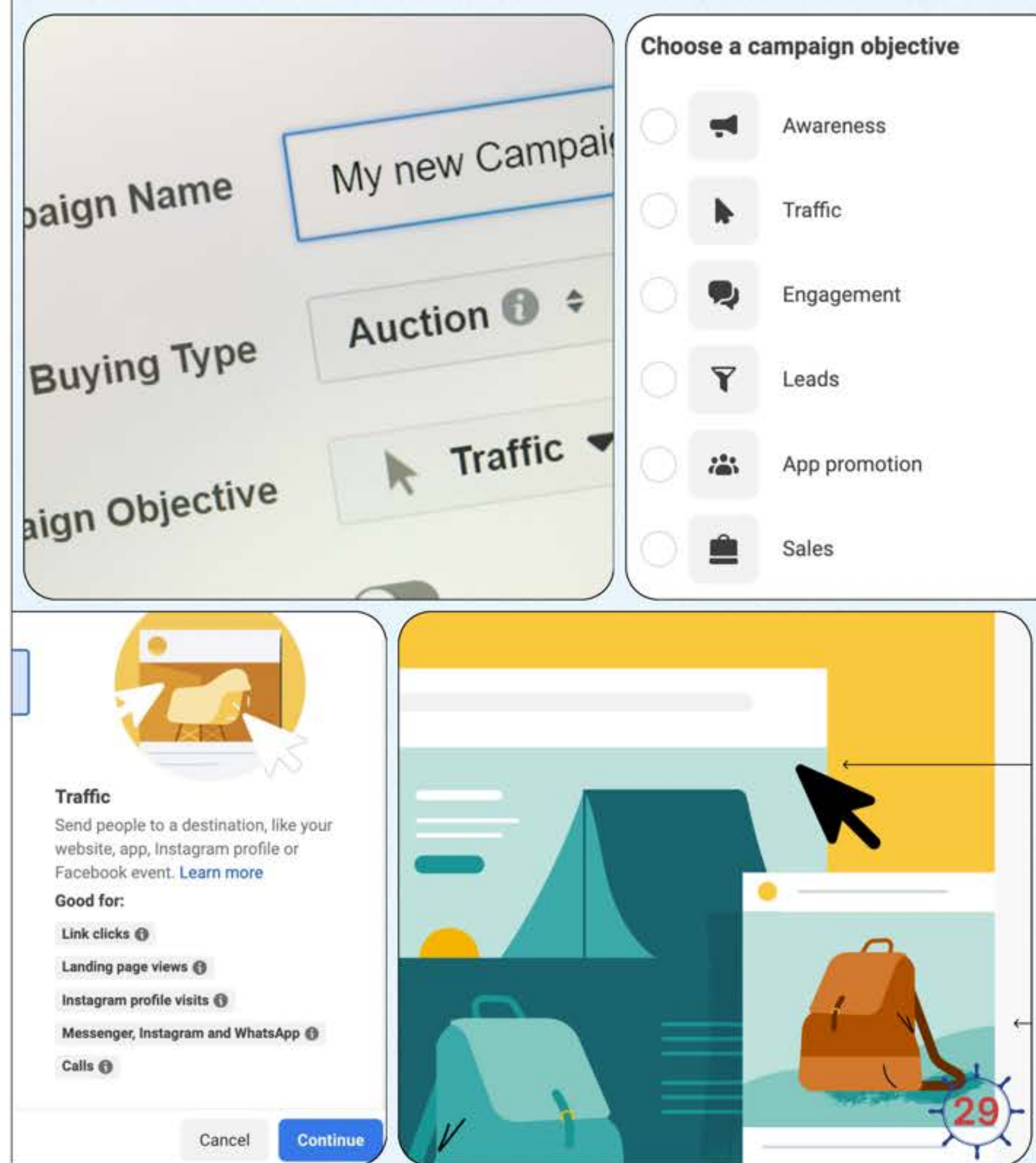
A large cruise ship is sailing on a body of water, with a city skyline visible in the background. The ship is white with orange accents and has multiple decks. The city skyline includes several tall buildings. The sky is overcast.

Part 3:

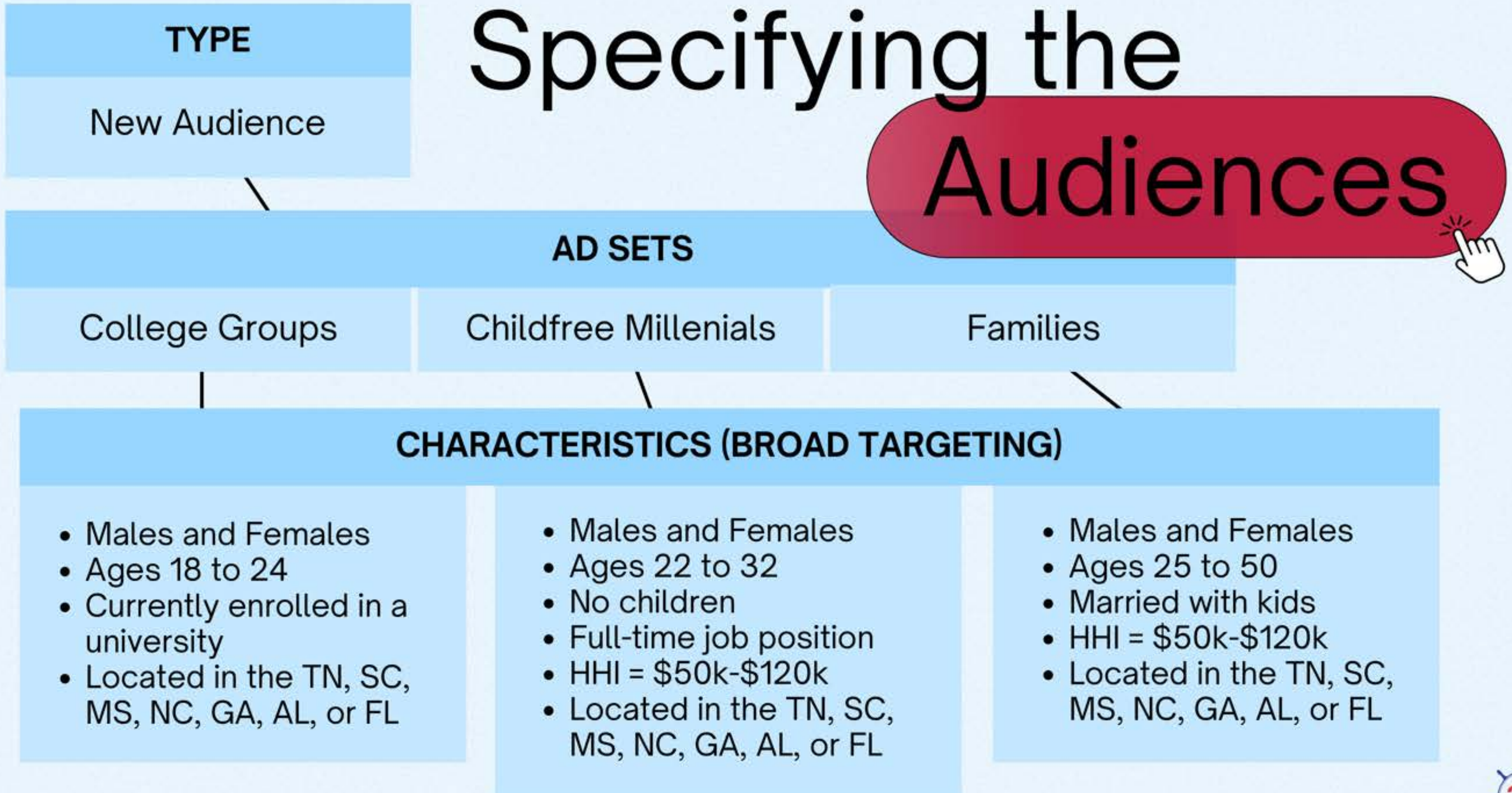
Meta Strategy

Meta Objective & Buying Type ∞

The objective of the Meta campaign is to **increase website traffic**. Hitting travelers in the “consideration” stage of their planning, the targeted ads will aim to send users to the “Seas the Spring” landing page. The optimizations for this objective will include clicks, impressions, and reach. For the buy type, the **auction buying** method will offer more efficiency and flexibility, showing the ads to the right people based on it’s quality and relevance to the user.



Specifying the Audiences





Meta

Placing & Formats



PLACING THE ADS

The ads will be shown across **Instagram** and **Facebook**, the applications that all of the audiences are likely to be across.



AD FORMATS

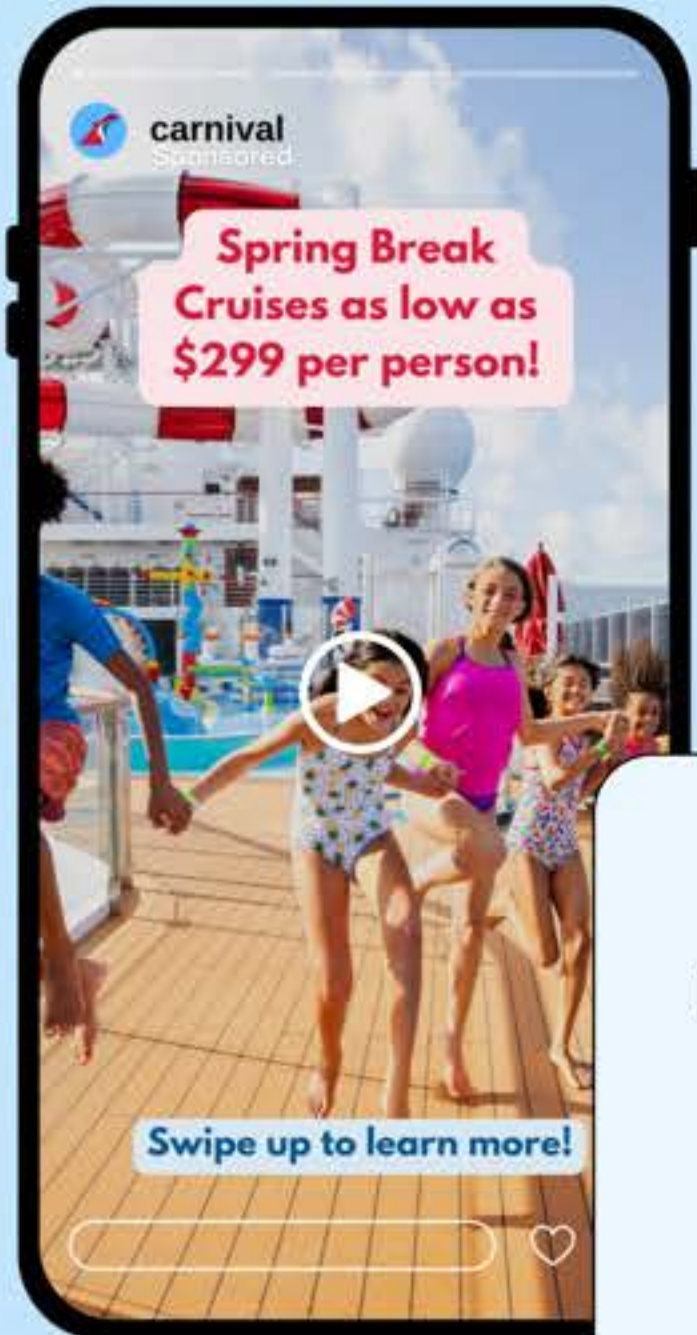
The ads will appear in the **feed** on Facebook and both the feed and **stories** on Instagram. For the feed, ads will be in **carousel** form and for stories, it will be a **video**.



SAFETY CONTROLS

Enabling brand safety will prevent your ads from appearing alongside other content or creators that aren't suitable for your brand's image and audience.

Samples



STORY VIDEOS

Instagram stories will be in video form, showing either kids playing, parents relaxing, or young adults hanging out on a pool deck depending on the user.



FEED CAROUSELS

Feed posts will be a carousel, sifting through photos relative to the user, similar to the videos.

The Budget

META BUDGET

\$45,000

BID STRATEGY

Highest volume will be the most efficient use of the budget, focused on maximizing impressions and conversions.

BUDGET STRATEGY

Lifetime budget offers the most flexible budget pacing, optimizing each ad bid over the life of the campaign while staying within maximum budget by the end.

Campaign Parameters

1. DELIVERY



To reach users at all times during the day, standard delivery is the most effective option. Meta will automatically identify the highest performing ad and serve that ad the most. No day parting will be scheduled as it limits our reach. The same goes for frequency caps.

2. PREDICTABILITY & PRICING



The auction buy type only offers predictability for the daily reach of the campaign. There is not a set CPM considering each ad bids in the auction, however, with the lifetime budget it is guaranteed to stretch the budget out efficiently while staying within it.

3. TARGETING



This campaign will be **broad** targeting based on demographics of the audience. We will avoid excluding any audiences. To avoid audience overlap (where our own ads bid against each other), it's imperative to be somewhat specific in the demographics of each ad set, ensuring no user could be apart of more than one.

Performance Goals & Estimations

GOALS



- Link Clicks = **70K**
- Site Visitor Value = **\$38**

ESTIMATES



- Impressions (at \$12.53 CPM)
= **3,591,381**
- Website Visitors (at 2% CTR)
= **71,828**
- Expected Revenue (at 4% CVR)= **\$2,873,000**
- Value per Visitor = **\$40**
- ROAS (at AOV \$1K) = **\$63.81:1**

The Learning Phase for Meta AI



PURPOSE OF AI

Meta utilizes AI to optimize your ad's performance while staying within budget. It can fluctuate the bid amount to show your ads to those most likely to convert.



LEARNING PHASE

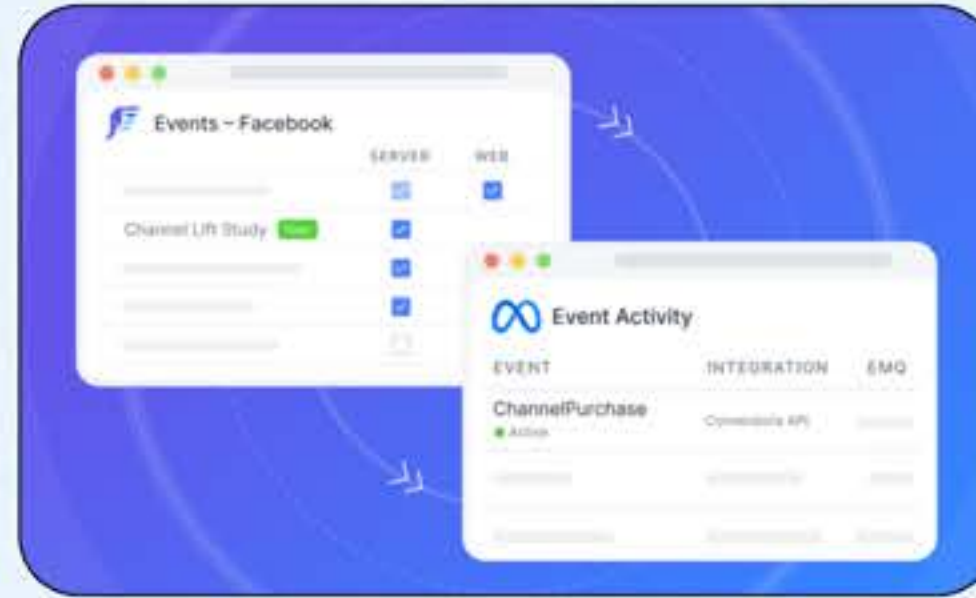
Every machine learning model needs time to learn before it can be optimized. Once you set up your campaign, it will take time for Meta to sift through ad sets and test them out in front of users before it understands what is working, what is not, and what it needs to do to optimize your campaign. It usually takes 50 events before it can reach this point, meaning performance will start off slow. Making significant edits can restart this phase.

Performance Optimization



META ADS REPORTING ↗

Reporting allows to create customized, scheduled reports based on your selected parameters. You can also export and share these results among a team in minutes.



CONVERSION LIFT ↗

Conversion lift can measure the ROI by evaluating the true business value and conversions associated with the total ad campaign. It will take a minimum ad spend of \$5k before it can take effect.



A/B TESTING ↗

A/B Testing will provide the variables for each randomized ad independently, allowing you to make any changes to optimize the best performing ad.

Data Sources



META PIXEL



Though our focus is on website traffic, adding this to the site's code will allow to track conversions (add to cart, payment details, etc.) related to the ads, better grasping the effectiveness.

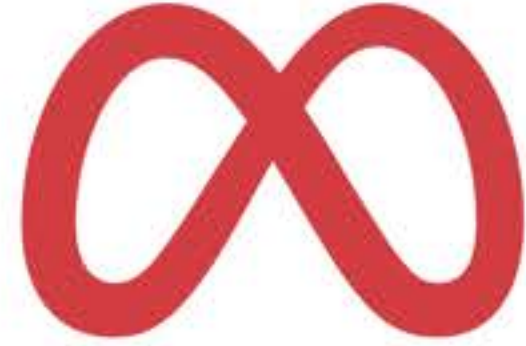


CONVERSIONS API



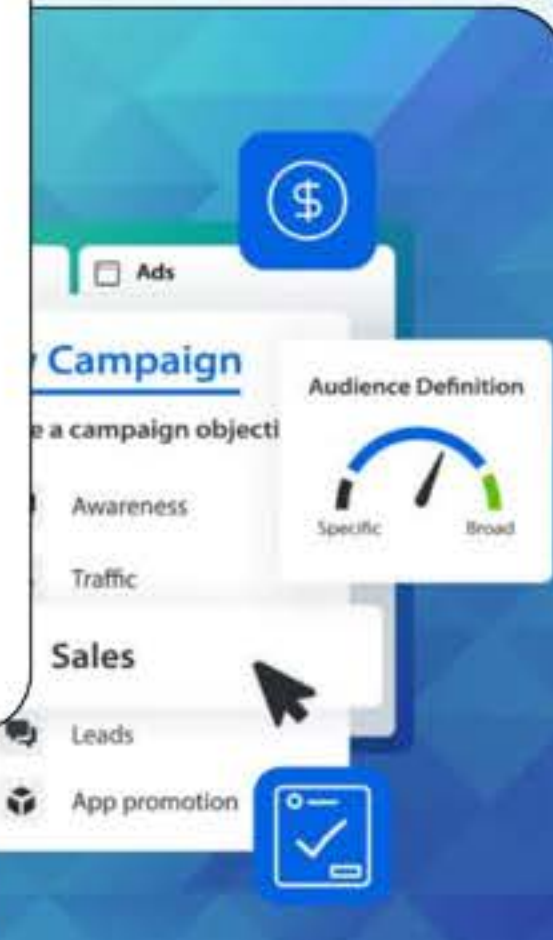
When combined with the Meta Pixel, this allows you to collect data directly from the servers to your CRM (rather than relying on cookies) to better measure and optimize ad targeting.

Meta Ads Conclusion

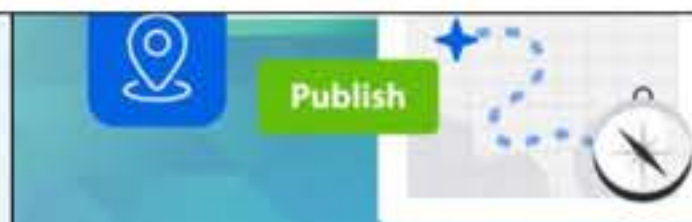
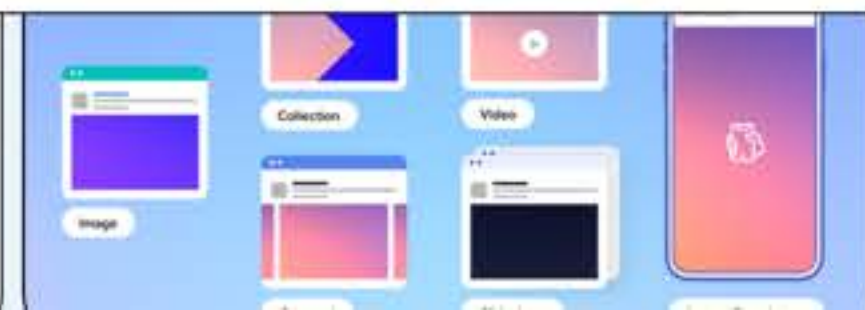


We highly recommend implementing the Meta Ads Campaign as social media is a **vital** way of reaching these audiences. With the **\$45,000** budget, we can estimate 3,591,381 impressions, resulting in 71,828 website visitors at a value of **\$40** per visitor, and a ROAS of **\$63.81:1**. Following the specific campaign suggested, along with Meta's AI, will be an important addition this campaign.

Meta



Meta



A large cruise ship is sailing on a body of water, with a city skyline visible in the background. The ship is white with multiple decks and has a red funnel. The text "Part 4:" is overlaid on a red rounded rectangle in the upper center of the image.

Part 4:

Connected TV Advertising

Benefits of CTV Advertising

Connected TV offers the services of traditional TV with the features of programmatic advertising. As more households cut the cord, CTV allows for increased reach and targeting across devices with advanced measurement and analytics. It's a cost-effective way to display relevant ads and significantly reduce the risk of ad fraud.





CTV Message Strategy



OBJECTIVE

The objective will use a **MOFU** strategy to reach consumers in the **consideration** stage. Consumers are aware of Carnival, but we need to guide them to use Carnival for their trip.



STRATEGY

The channel strategy will use **lookalike audiences** to reach those who are most likely to choose Carnival for their trip. With similar characteristics to past purchasers and awareness of Carnival, the goal is to get viewers to the website as the next step.



METRICS

The key measures of success will include **website visitors** and **time on site**. Those who travel to the website are interested in diving deeper, but the time they spend on the site will indicate how interested they actually are.

Creative Strategy

CTA: BOOK NOW

AD SPECS

- 15 secs, 30 secs
- 16:9 ratio
- 2 seperate HD ads

CREATIVE OBJECTIVE

The objective is to persuade the target audience to visit the website, in an effort to push them closer to booking a trip and understanding more about their trip preferences for future targeting.

CREATIVE METHODS

To grab the user's attention, we suggest using the "Seas the Spring" play-on-words across all ads. We want the ad to be exciting, but also create a sense of urgency by highlighting limited-time deals and rate.

Targeting Details

DEVICES

Netflix App across Set Top Boxes (STB), Smart TVs, and Gaming Consoles

AD SCHEDULE

7 days a
week
24 hours a
day

FREQUENCY CAP

Show ads a maximum
of 4x per household

LOOKALIKE AUDIENCES

Consumers that
have similar
behaviors and
characteristics
to past
purchasers

Targeted by
uploading first-
party data

Storyboard

Scene durations and voiceovers can vary based on total ad length (15 vs. 30 seconds). Use upbeat, fun music lightly in the background.

Scene 1

~3 seconds



Opens with a group of kids doing an onboard activity such as the sky walk

Scene 2

~3 seconds



Middle-aged man and woman lounging on daybeds in the sun with eyes closed and smiling

“Seas the Spring with a trip that has something for everyone.”

Storyboard

Scene 3

~3 seconds



Mid-teens dancing in the designated teens club space on board

Scene 4

~3 seconds



Young adults chatting with drinks in hand in the adults-only sections

“From numerous kids clubs to adult-only spas, Carnival Cruise Line has the perfect getaway for your Spring Break.”

Storyboard



Scene 5

~3 seconds



Group of young adults male and female laughing together while holding drinks

Scene 6

~3 seconds



Kids and adults doing one of the popular on-shore excursions

“Explore drink packages, onboard adventures, and destination deals that’ll make this the trip of the year for your crew.”

Storyboard



Scene 7

~3 seconds



Quick zoom out view of the Celebration Key Island

Scene 8

~3 seconds

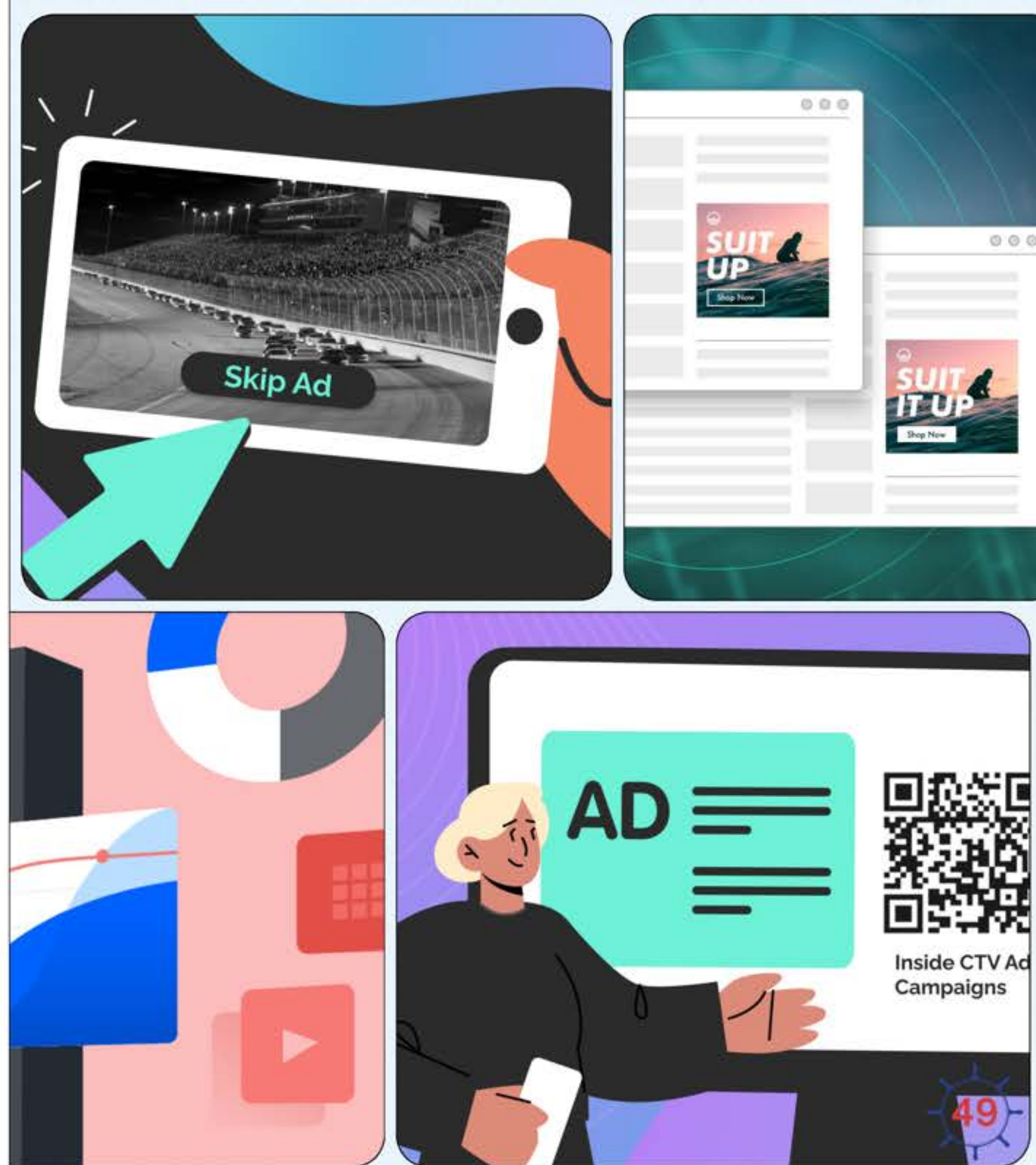


Cruisers of all ages playing games together, a QR code to landing page, and special deals.

“View our current specials and start planning your getaway at Carnival.com.”

A/B Testing

Consider launching a similar commercial, but changing the copy, call to action, and video scenes. Compare the analytics, such as CTR and video completion, to evaluate which ad performs better. Consider evaluating the performance of 15-second vs. 30-second ads. Switch to fully utilizing the better-performing advertisement and consider running more A/B tests by adjusting the length of each section as well.



The CTV Budget

BUDGET
\$300,000

PRODUCTION
\$50,000

This includes the fees to film, edit, and create the 15 and 30-second ad spots.

MEDIA BUY
\$250,000

Reach (freq = 4):

1,136,364 households

Website Visits (at CTR = 3%): **30,682**

\$55 CPM: The average for CTV ranges from \$35-\$65, and we believe \$55 will yield great results for lookalike audiences!

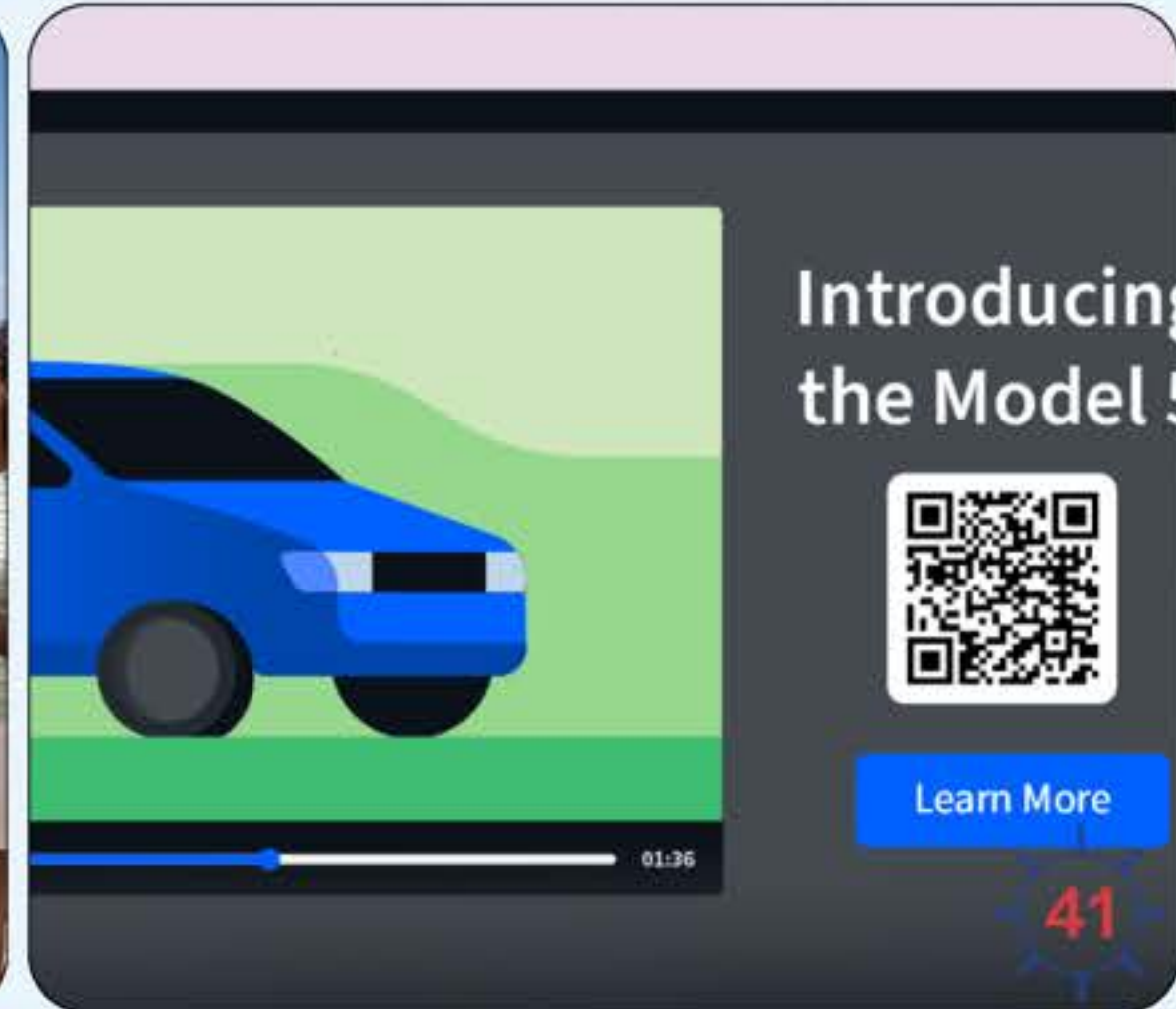
Video Completion (Avg 90%):
1,022,728



CTV Conclusion



As more households cut the cord, CTV has increasingly become a staple. Using lookalike audiences and ads that appeal to each age segment, we can predict reaching **1,136,364** households up to 4 times. With **1,022,728** video completions, we can also predict **30,682** visits to the site via the QR codes. CTV is an integral part of programmatic advertising.



A large cruise ship, likely a Carnival ship, is shown sailing on a body of water. The ship is white with a blue hull and has multiple decks visible. In the background, a city skyline is visible across the water. A large red rounded rectangle is overlaid on the ship, containing the word "Conclusion" in black text.

Conclusion

Carnival's Seas the Spring Campaign



This campaign will entail \$384,000 to launch across Google Search, Meta, and Connected TV. Google Search is expected to yield **2.6K** conversions from the **\$39K** budget, with a conversion value of **\$2.6M**. For Meta, we estimate **3,591,381** impressions, resulting in **71,828** website visitors at a value of **\$40** per visitor, and a ROAS of **\$63.81:1**. Finally, with CTV, we can expect to reach **1,136,364** households up to 4 times with **30,682** site visits. Let's Seas the Spring with a successful campaign that is sure to make a successful spring break season for Carnival!

Google Search ads



Ad

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