



WINDSTAR[®]
CRUISES

How Windstar Cruises drove
\$20 million in bookings with
Experian and MMGY

About Windstar

Windstar Cruises is a luxury small-ship cruise line known for its intimate and unique itineraries. With a focus on delivering exceptional travel experiences, Windstar sought to optimize its marketing efforts to ensure digital advertising directly translated into confirmed bookings. Windstar Cruises' mission is to imagine and deliver personalized and immersive experiences 180° from ordinary with the vision to enrich people's perspective through inspired travel.



For more information, please visit www.windstarcruises.com

About MMGY

MMGY is a leading integrated marketing company dedicated to the travel, tourism, and hospitality industries. With deep expertise spanning research, brand strategy, media planning, and creative execution, MMGY helps global travel brands forge meaningful connections with consumers. By utilizing data-driven insights, cutting-edge technology, and decades of experience, MMGY delivers strategic programs that capture attention and drive measurable results for its clients—ensuring that every marketing investment is tied to clear business outcomes.



For more information, please visit www.mmgyc.com



The challenge

For travel and hospitality brands, proving that marketing efforts lead to actual bookings is crucial. Windstar Cruises had many top-of-funnel metrics—impressions, clicks, website sessions, and cruise quote requests—but struggled to connect these to confirmed reservations. This made it difficult to identify valuable audience segments and measure return on ad spend (ROAS). Traditional attribution methods and limited booking system data left Windstar uncertain about which media channels and strategies were driving revenue. Without clear attribution, they risked wasting ad spend and missing opportunities to engage with high-value travelers.

Windstar's goals



Establish closed-loop attribution to directly link digital engagement with confirmed bookings.



Refine audience segmentation to identify and reach high-value travelers more effectively.



Optimize media spend to maximize ROAS and reduce cost per booking.



The solution

Experian and MMGY built a seamless marketing measurement strategy that connected digital campaigns with actual reservations. They deployed pixel tags across Windstar's digital media placements to capture event-level data like clicks, site visits, and exposures which were then matched back to future bookings. Using Experian's identity graph, Experian linked Windstar's reservation data with Experian's extensive consumer database, providing a clear view of how digital interactions led to real-world sales.

Additionally, MMGY utilized its Terminal audience modeling platform, integrating:

- MMGY's Travel Intelligence performance and intent data
- Experian's consumer intent data
- Windstar's first-party data

This allowed them to create custom audience segments, identifying travelers most likely to engage with Windstar's unique offerings.



Results

With this identity-driven strategy, Windstar:

- ❑ Allocated budget to the highest-performing channels.
- ❑ Refined messaging based on audience behaviors.
- ❑ Adjusted campaign tactics in real time to improve engagement.

By combining data connectivity, advanced audience segmentation, and precise attribution, Windstar Cruises saw significant business impact:

- ❑ 6,500+ bookings attributed to digital efforts, totaling over \$20 million in revenue.
- ❑ 13:1 ROAS on \$1.48M in ad spend
- ❑ \$236 cost per booking, enabling greater efficiency in acquisition strategies.
- ❑ 28:1 ROAS for Terminal Audiences, proving the power of advanced segmentation.



By combining identity resolution with custom audience modeling, we were able to pinpoint the highest-value travelers for Windstar. This wasn't just about measuring results—it was about optimizing every marketing dollar to bring in more qualified passengers at a lower cost.”

Jessica Schultz

EVP of Media and Analytics, MMGY

Summary

Driving bookings by connecting media performance to real customer behavior.

Challenge

Windstar Cruises had strong digital metrics but struggled to link them to actual reservations due to inadequate audience segments and limited booking data. They wanted to establish closed-loop attribution to directly link digital engagement with confirmed bookings, refine audience segmentation to identify and reach high-value travelers, and optimize media spend to maximize ROAS and reduce cost per booking.

Solution

MMGY and Experian deployed pixels across Windstar's digital media placements to match interactions to future bookings. Using Experian's identity graph, Experian matched Windstar's reservation data to their consumer database, showing how digital interactions led to sales. MMGY used its Terminal audience modeling platform to identify travelers most likely to engage with Windstar's offerings.

Results

With these solutions, Windstar saw significant business impact:

- ✓ 6,500+ bookings attributed to digital efforts
- ✓ 13:1 ROAS on \$1.48 million in ad spend
- ✓ \$236 cost per booking, lowering customer acquisition costs
- ✓ 28:1 ROAS for Terminal Audiences



Ready to transform your digital ad campaigns into real revenue? Learn how Experian's data and identity solutions can maximize your impact.

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