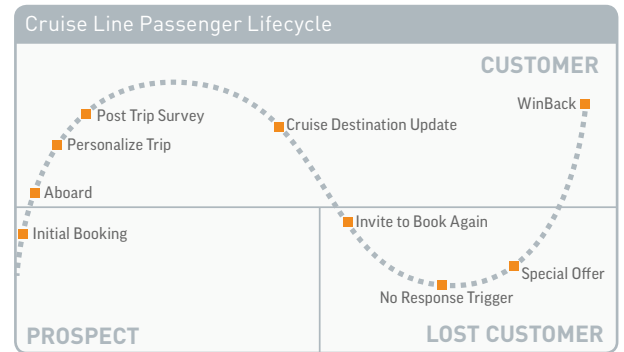


## Cruise Lines

Cruise Line companies seeking to partner with an interactive relationship marketing services provider should consider ClickSquared. We will help you understand who your passengers are, how best to communicate with them and ultimately use that knowledge to positively impact the growth of your business by maximizing sales from past customers.



### ClickSquared Solution:

- ▶ 360 Degree Customer View
- ▶ Low On-going Costs
- ▶ Multichannel Capabilities
- ▶ Vertical Expertise
- ▶ Quick Implementation
- ▶ Web 2.0 Integration
- ▶ Custom Reports & Dashboards
- ▶ Software as a Service
- ▶ Customer Preference Center

ClickSquared is retained by many of the world's best known brands in the hotel, resort, casino, transportation and entertainment industries. Securing loyal, profitable passengers is an ever growing challenge. With so much competition, passengers are demanding a more personalized experience in researching, planning, booking and customizing their cruise vacation. ClickSquared provides marketing solutions through data analytics and cutting edge technologies to communicate and build profitable relationships. We give our clients a 360 degree view of their customers by collecting and linking all available data from reservation systems, web data, call centers, travel agents, preference centers and onboard and shore activities. Customer data is further enriched through surveys, data appending, and online user-generated content. Your customer data can be updated on a daily basis or as frequently as you need it.

Our expert analytics and marketing help you better understand the characteristics, behavior and preferences of your past passengers to better manage available capacity and maximize revenue per passenger. We then deploy highly-personalized, relevant communications through multiple channels (email, direct mail, text messaging, etc.) to engage customers at precisely the right time with the right message.

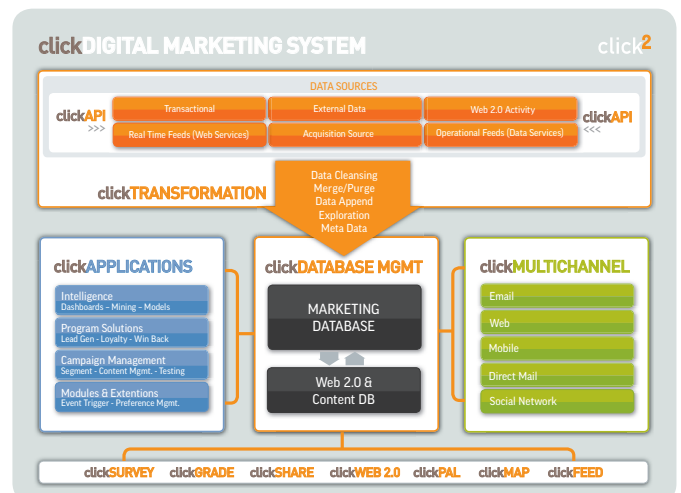
ClickSquared provides a "best of both worlds" solution, combining the benefits of an in-house relationship marketing team with an outsourced marketing services firm.

The **clickDIGITAL MARKETING SYSTEM** has been designed with a focus on delivering enterprise-level flexibility and capability without requiring a costly investment to license and configure a solution.

## ClickSquared's Core Competencies

ClickSquared can work with you to:

- Develop ROI-driven relationship marketing strategies through analysis and interpretation of customer and market data
- Manage customer information through the click Digital Marketing System
- Develop, implement, and manage interactive relationship marketing campaigns through mail, email, web, phone and personal service campaigns
- Measure the effectiveness of marketing campaigns
- Automate tasks, procedures, and marketing programs where possible, to optimize efficiencies and increase effectiveness



click<sup>2</sup>

Engaging & Retaining Customers