

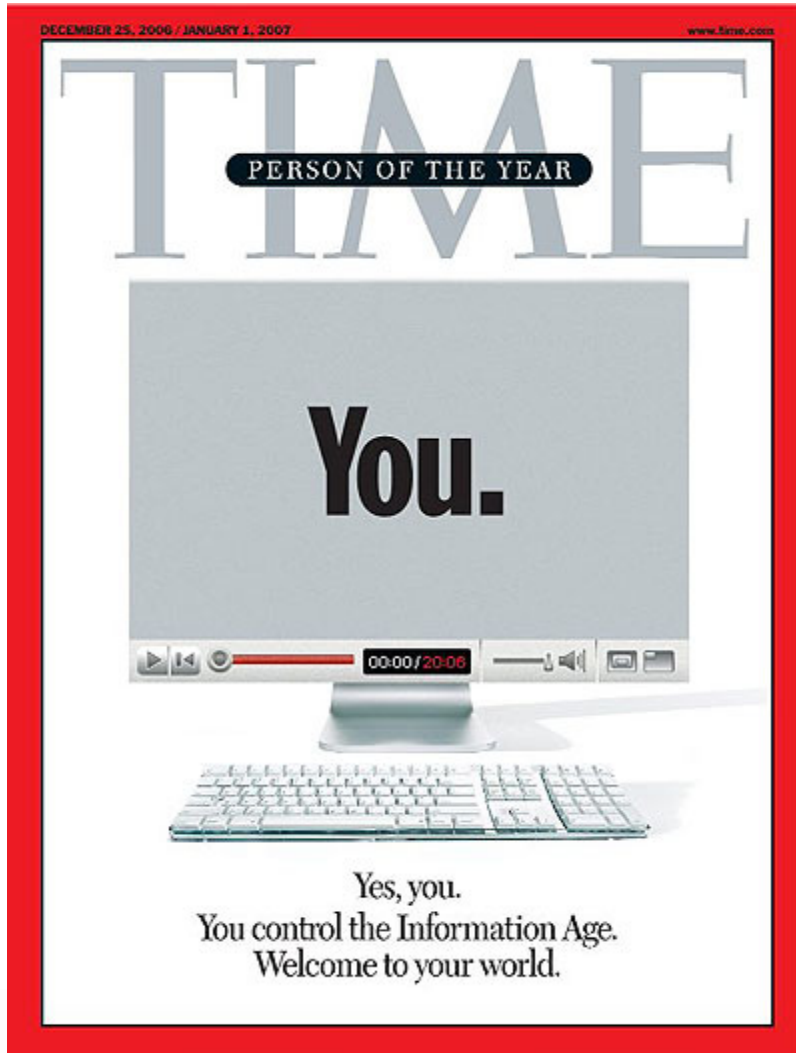
# Carnival Cruises Along with the Power of Customer Analytics

October 29, 2008

# Customer Centricity

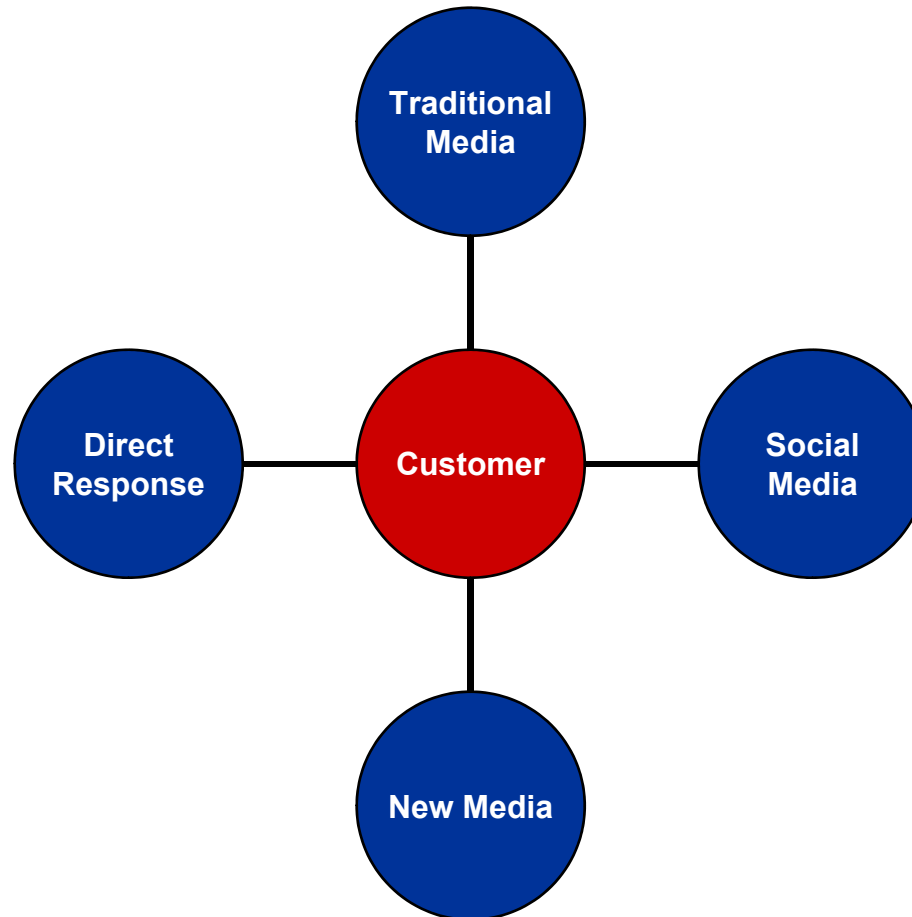
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# Customer-centric marketing



- Today's Customer is tech savvy and in control
- Right message, right person, right time is now governed by customer's needs and wants

# Customer-centric marketing




# Enablers of customer centricity

- Data Foundation
- Targeting and Marketing
- Measurement
- Marketing Performance Management

# Data Foundation

# Foundation: Data

- Technology has enabled organizations to access and organize innumerable data points and sources
- Data provides the foundation to:
  - Better Target
  - Better Measure
  - Better Optimize ROI

 More “better” marketing strategies

# Data types: Enabling insight driven marketing

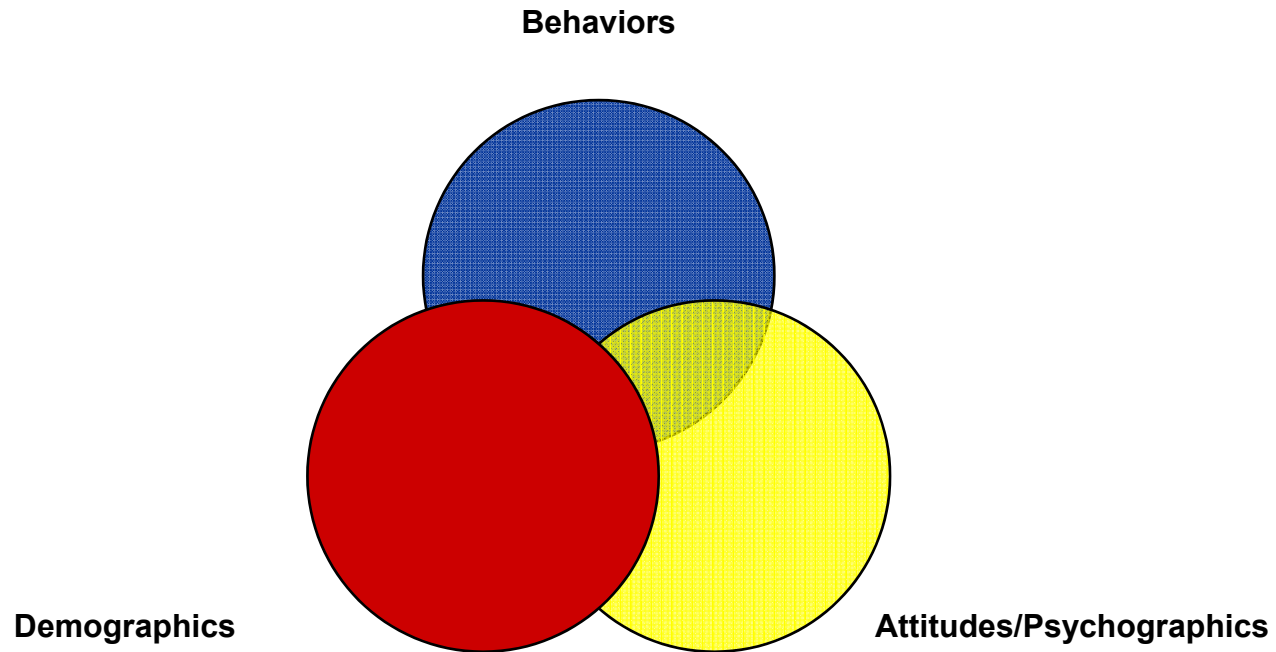
- External Data
  - Purchased from 3<sup>rd</sup> parties
- Operational Data
  - Relevant behavioral data reflecting the customers' interaction with your organization
- Enriched Data
  - Information derived from profiling, calculations and models

# Targeting & Modeling

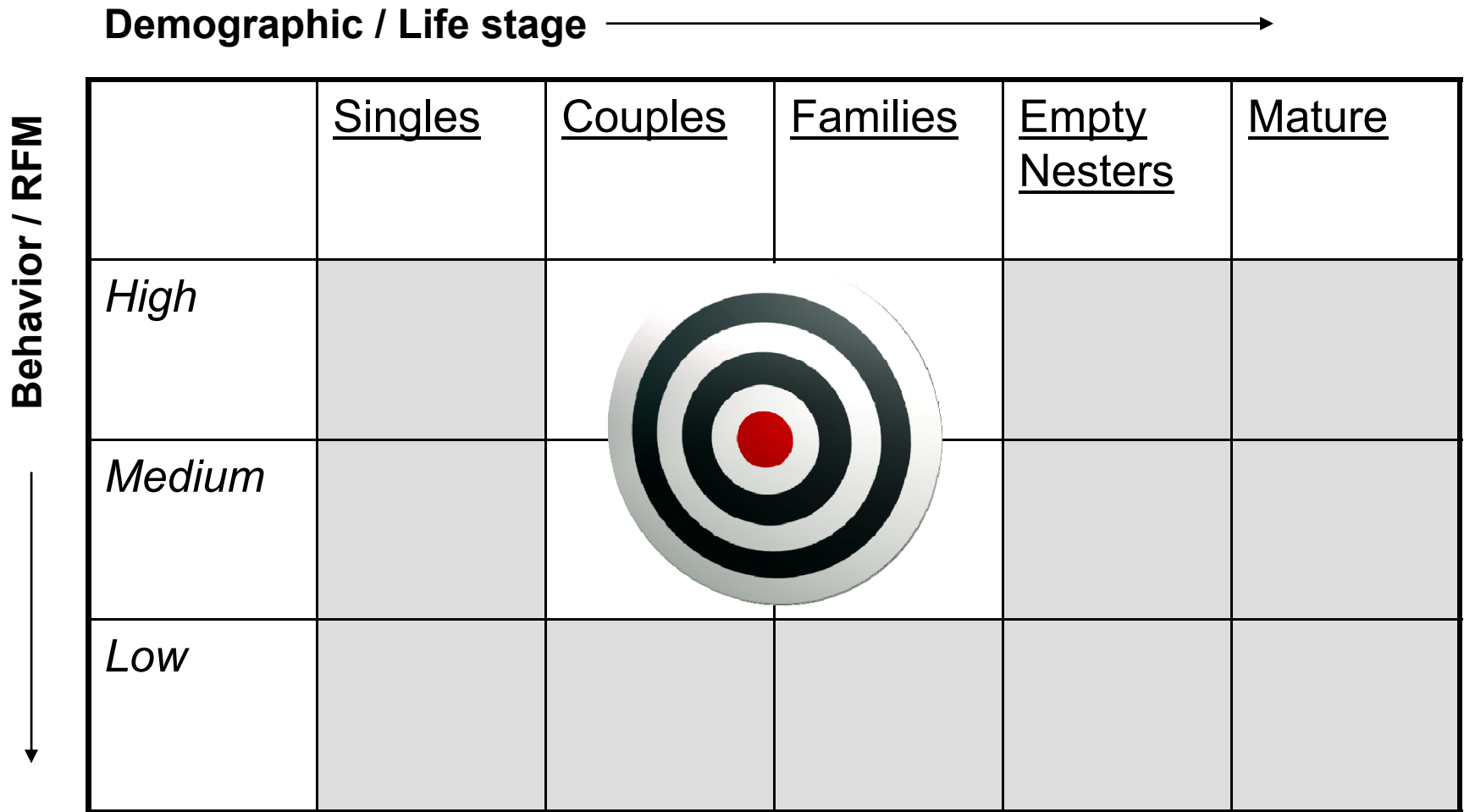
# Targeting: Intuition vs. Modeling

- Mass Media targets at the segment level
  - Segmentation can be intuitively or statistically derived
- Addressable media allows for targeting at the individual customer level
  - Response or Repurchase
  - Next purchase value
  - Product Propensity
  - Retention
  - Clone

# Segmentation



# Segmentation across two dimensions



 Target Market

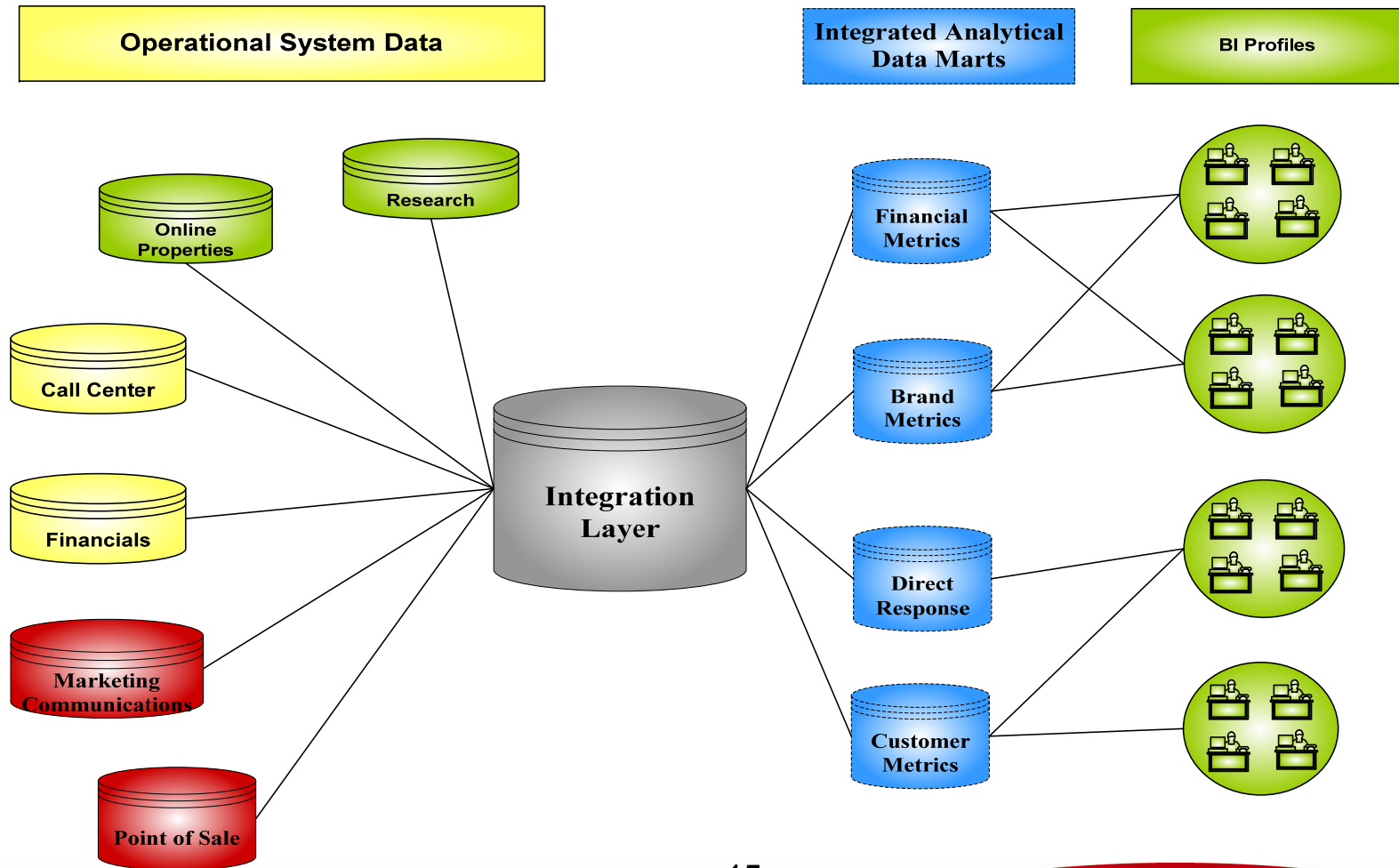
 Serve Opportunistically

# Targeting = Messaging

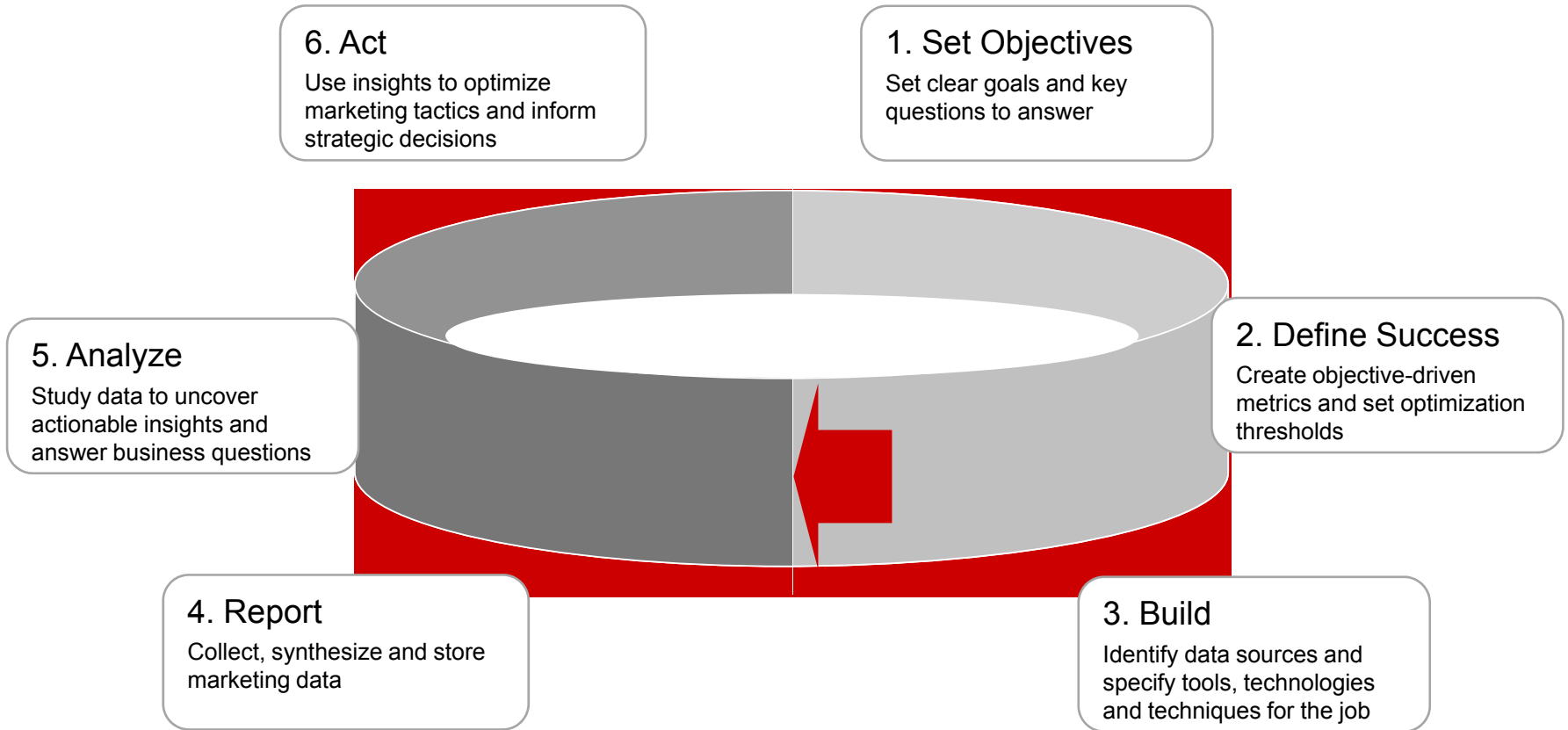
- Driven by customer preferences
  - What they want
  - When they want it
  - How they want it
- Dynamic in terms of channel, message and offer
- Integrated across channels

# Measurement

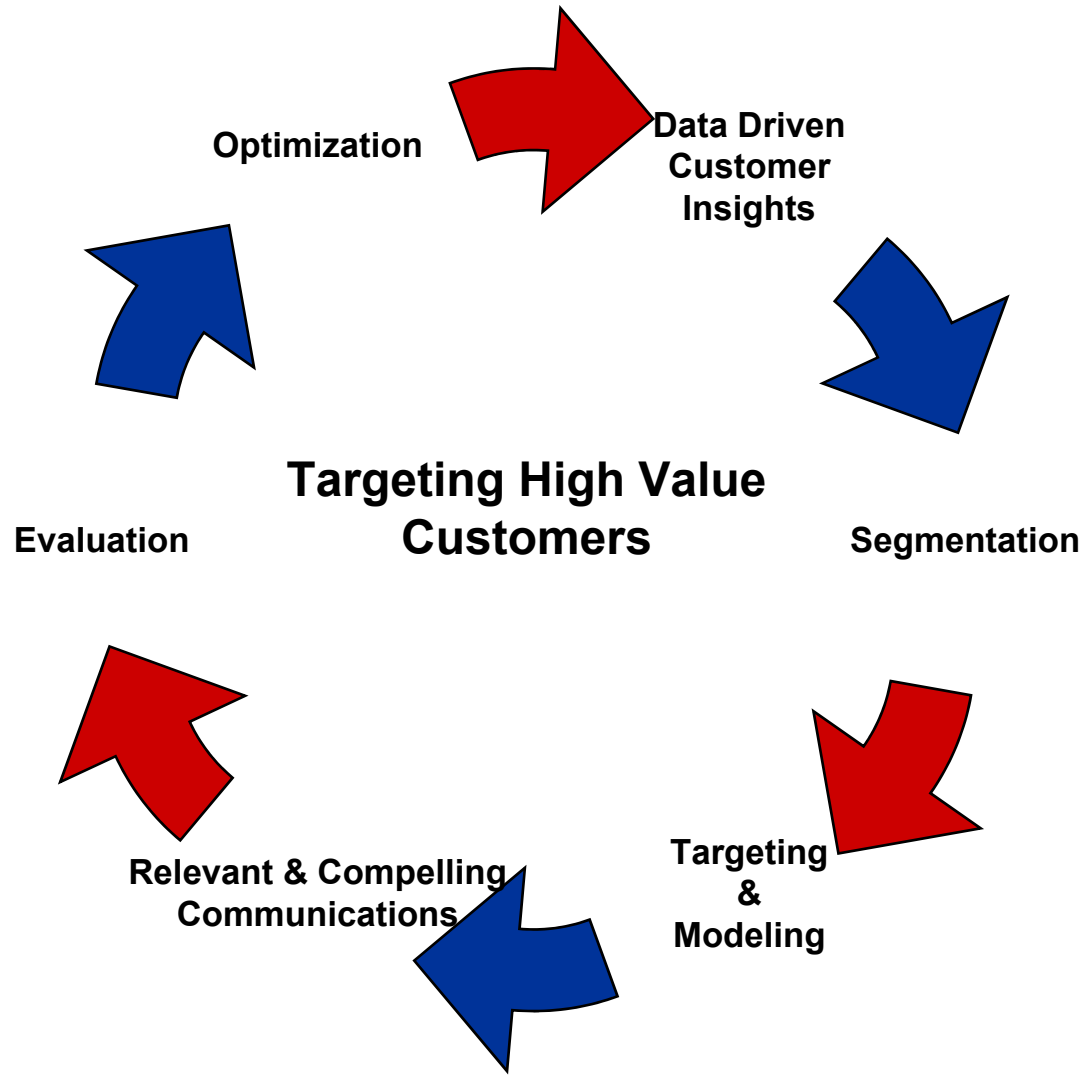
# Common integration & aggregation



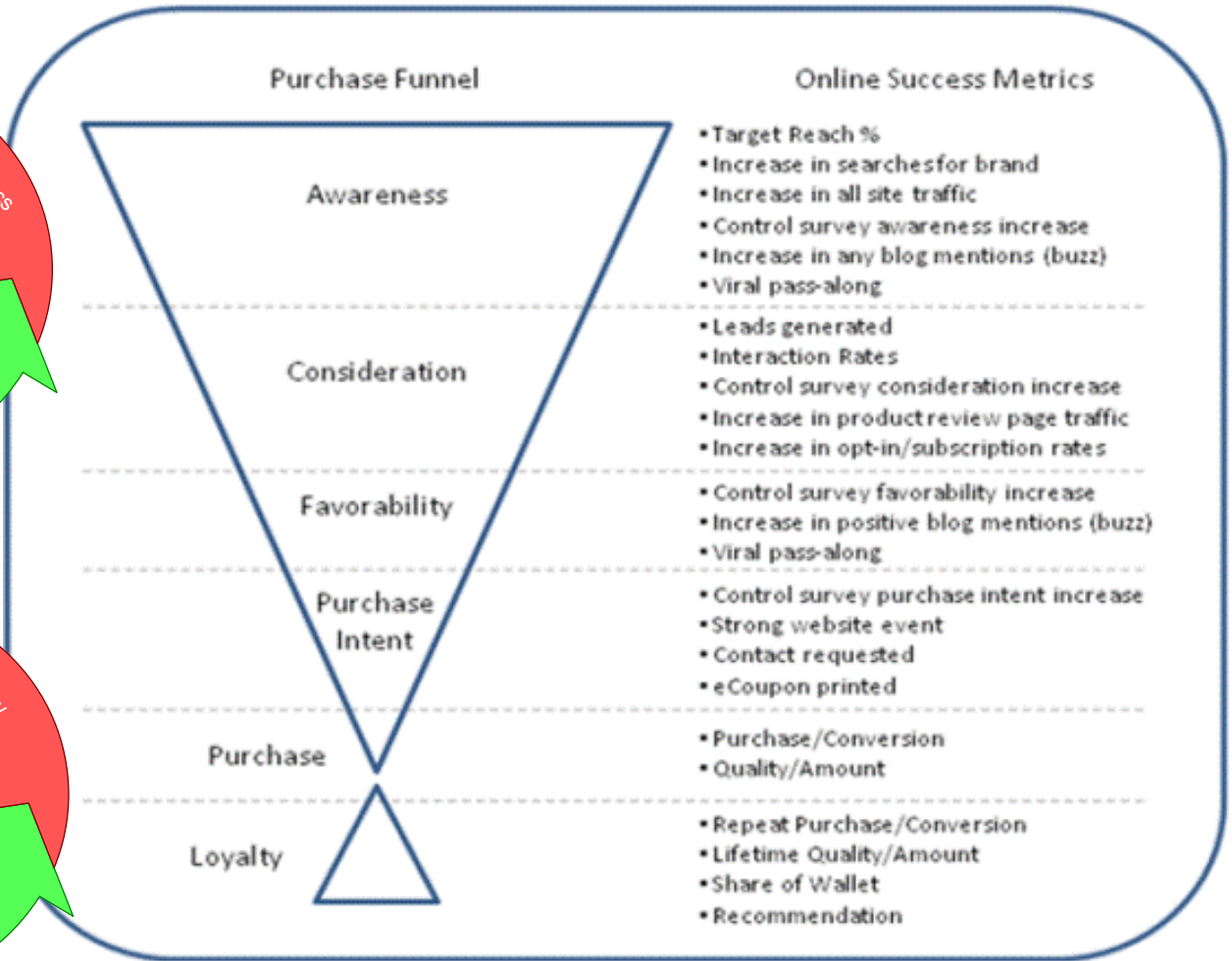
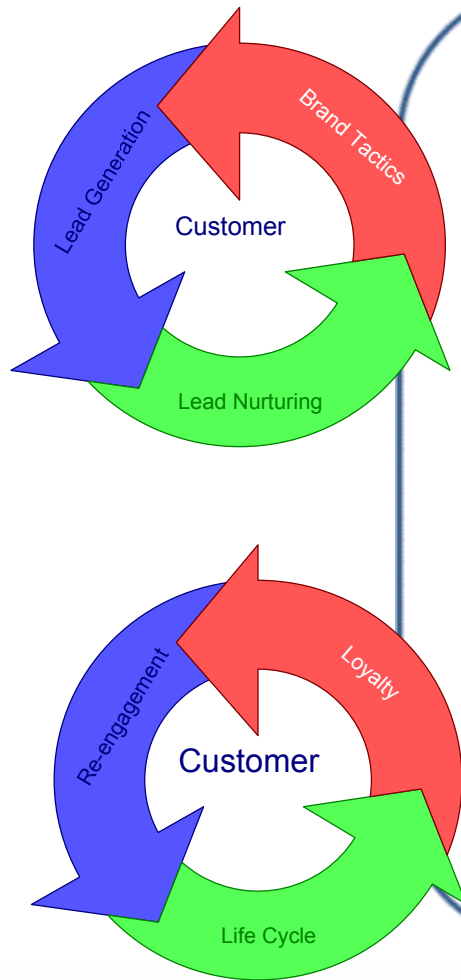
# Common sense measurement



# Test, learn & grow cycle



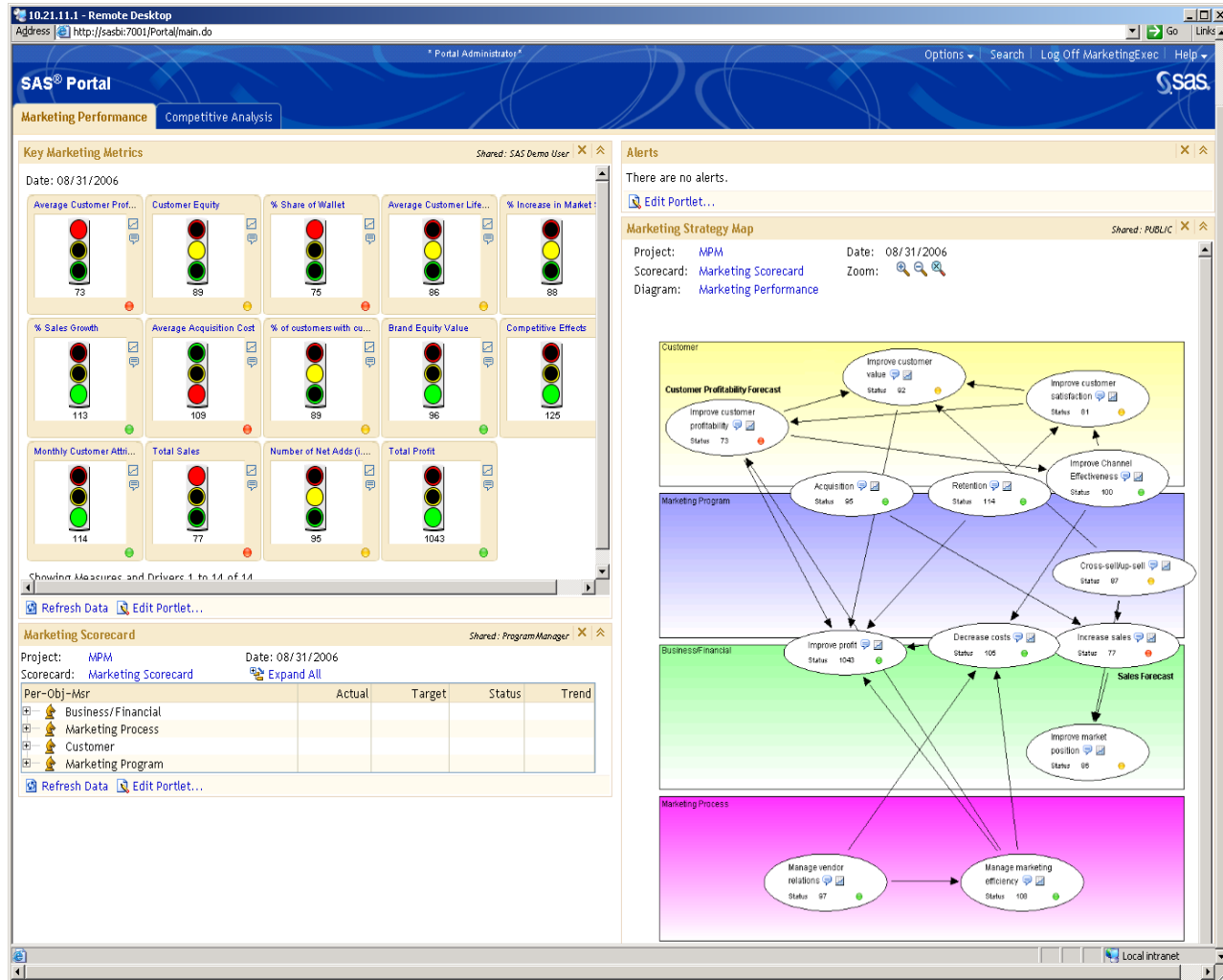
# Map key metrics to marketing tactics



# Marketing Performance Management

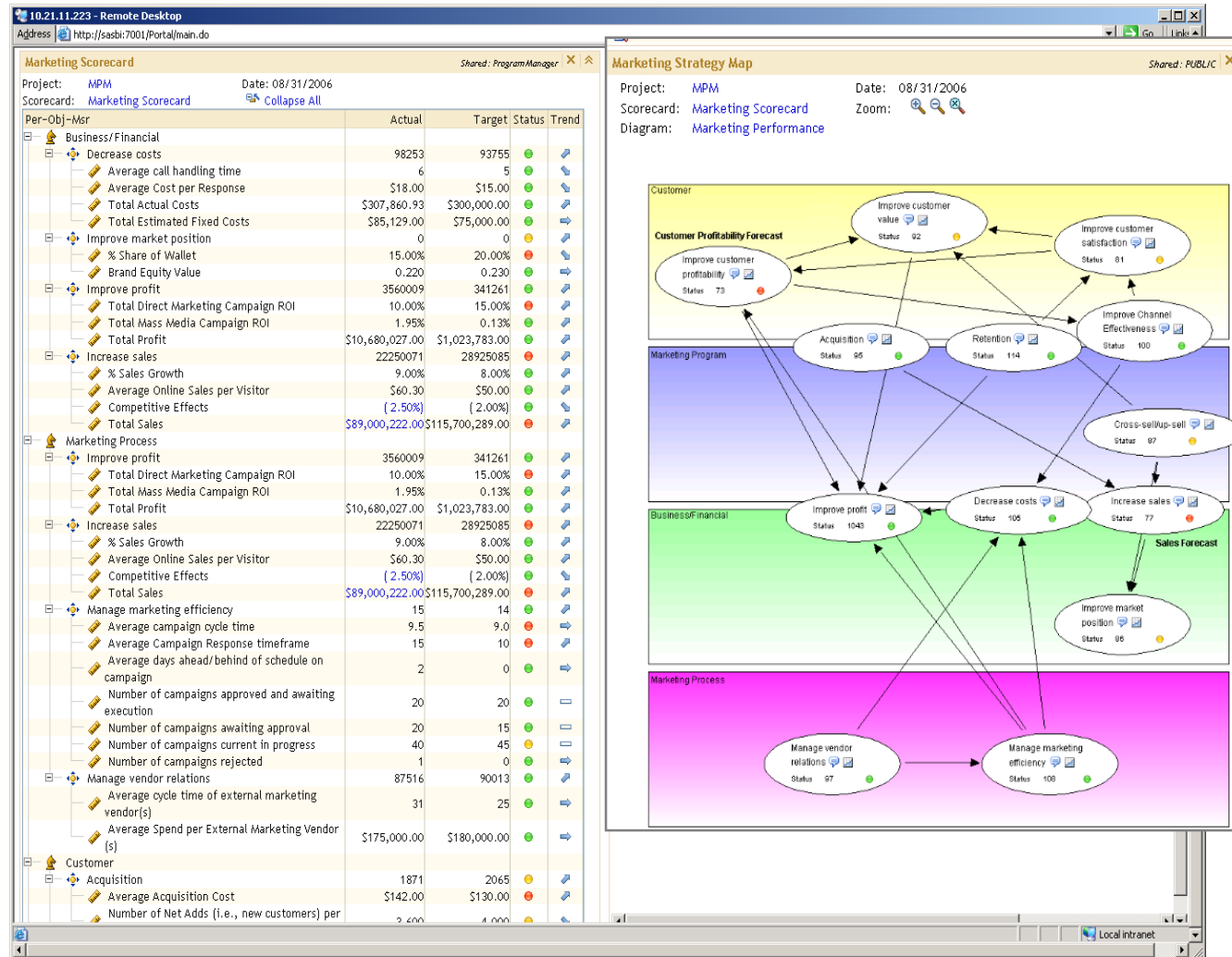
# Dashboard tools

- Timely visualization of metrics
- Drill-down ability for deeper exploration of issues



# Dashboard detail

- Benchmarking
- Trending
- Association of strategic objectives



# Marketing performance management leads to:

- Smarter marketing decisions
  - Consistent analysis across business divisions (or categories, brands, products, regions)
  - Empower business users and agency partners to “see” insights
- Faster “time-to-decision”
  - One-stop shopping for marketing metrics
  - All relevant marketing data points are in one place w/ drill capability
- Lower risk in marketing allocation

Thank you