

PEOPLE TODAY EXPECT BRILLIANT EXPERIENCES FROM CRUISE LINES

CONNECTED SPACES

CRUISE LINES

There are abundant opportunities to cater to these expectations if you transform your cruise into a truly connected, engaging experience.

Give your experience strategies a leg up with Connected Spaces. Our solution combines Adobe's world-leading customer experience technology and Acxiom's ability to connect marketing technology and processes at the data layer, to better identify, understand and engage guests, delivering greater satisfaction and incremental revenue.

KEY BENEFITS

Create a brilliant customer experience at all times, adding value where it counts:



Build relationships with your guests at every stage – pre-cruise, on board and post cruise – with ongoing communications.



Make it easier for families, groups of friends or couples to plan their onboarding and onshore activities in advance.



Deliver real-time information on social activities, restaurants and childcare.



Surprise guests with customised offers from spas, casinos, shore excursions and preferred shops or entertainment areas.



Encourage social sharing and send photos of memorable moments to drive repeat bookings.



HOW CONNECTED SPACES WORKS

Connected Spaces is a fully scalable, rapidly deployed solution allowing you to get up and running with 1:1 personalised communications in a matter of weeks.

Our solution comes 'out of the box' with a set of standard data ingestion APIs, and connectors to a wide range of existing technologies, allowing signals from your customers' interactions with your existing IT architecture to be rapidly available to marketers. Additionally it has a series of optional add-ons from both Acxiom and Adobe which seamlessly integrate with the technology to expand with you as your requirements change to realise your vision.



ACTIVATE

Acxiom deploys a cloud-based database component, installs Adobe Campaign and configures and installs a number of real-time data ingestion points (e.g. Wi-Fi provider, ticket provider, event app, POS system, e-commerce platform, geofence signals) and campaign workflow templates for real-time and time-based communications to get you started quickly.



INGEST

Data is ingested and stored in the database to build a rich portrait of every customer enabling decisions to be made on the best offers or experiences to promote.



EXECUTE

Once set up, Adobe Campaign is used for all cross-channel campaign orchestration and automation.

WHY ADOBE & ACXIOM



SPEED – Acxiom and Adobe have partnered to ensure the solution is set up and integrated in a matter of weeks – much faster than a typical marketing system – creating results and payback faster.



FLEXIBILITY – Our solution has the core of what you need to deliver great customer journeys but also understands that there are legacy technologies, data feeds and complementary solutions to integrate with seamlessly. The solution is optimised to do exactly this.



REACH – A global solution designed for multiple connected spaces wherever they may be.



PROVEN – Acxiom and Adobe, together, have delivered this solution to arguably Europe's biggest retail site in the shape of Heathrow resulting in +23% uplift in spend per visit.



COMPLETENESS OF VISION – Acxiom and Adobe's solution features a complete core offering, primed and ready to make a massive difference even before layering in the optional additional services Acxiom can bring, or investments you may make with Adobe Experience Cloud.

The best of Adobe technology with Acxiom inside.

ABOUT ACXIOM

Omnichannel Integrations

We enable a true omnichannel ecosystem to bring together digital and offline, adtech and martech, as well as data services and technology.

Ethical Data Use

We can deploy data environment architectures that provide the security protocols and processes you need to protect omnichannel data completely.

Best in Class Identity Resolution

We recognise consumers across channels and devices with high levels of accuracy using our AbiliTec proprietary technology.

For more information about our Connected Spaces solution email connectedspaces@acxiom.com or visit acxiom.co.uk/connected-spaces

