



# CASE STUDY

TRAVEL &  
HOSPITALITY

**\$78%**  
DECREASED  
Cost Per Lead

**22%**  
INCREASED  
Call Conversions

**19:1**  
ROI

## A LUXURY CRUISE LINE

### BRAND:

A global cruise line based in Geneva, Switzerland with multiple international destinations.

### CHALLENGE:

Prior to working with Ai Media Group, this luxury cruise line faced challenges tracking phone call conversions, cross-campaign attribution and generating a positive Return on Ad Spend.

### RESULTS:

Ai Media Group implemented an advanced call tracking system, allowing the team to identify signals within calls and to optimize campaign performance. This tactic led to an increased number of call conversions and allowed us to achieve a call conversion rate of 22%. Additionally, efforts made through GDN, programmatic and remarketing campaigns, all led to an overall 19:1 return on investment.