



**“Leveraging Adobe Advertising Cloud for our paid search activity has enabled us to unlock the potential in Microsoft Advertising and drive greater volumes of qualified traffic to our site cost efficiently.”**

**Em North,**  
Search Marketing Manager, P&O Cruises



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P&O Cruises expanded its paid reach during peak season

**89%**

more clicks while maintaining stable CPC



Paid reach grew even more efficiently after peak season

**36%**

decrease in brand CPC on 183% spend increase



**“The fantastic working relationship we have with our Microsoft Advertising account manager has been pivotal in our successful collaboration.”**

**Em North,**  
Search Marketing Manager, P&O Cruises

## P&O Cruises efficiently scaled paid reach with Microsoft Advertising

Britain’s most popular cruise line, P&O Cruises, visits over 200 destinations worldwide. They offer their guests discovery, relaxation and exceptional service catered to British tastes. As they expand their fleet of world-renowned ships, they turn to Microsoft Advertising and partner Adobe Advertising Cloud to help them expand their reach.

### Reaching more customers during peak season

With the goal of expanding their paid reach without increasing cost per click (CPC), P&O Cruises integrated with Adobe Advertising Cloud during their peak season in December of 2018. With Adobe, they merged their media, content and data to deliver a seamless experience across all channels while also uncovering new ways to leverage Microsoft Advertising.

With the help of Adobe data integration, P&O Cruises was able to tap into the value offered by Microsoft Advertising. They nearly doubled their reach while maintaining a stable CPC with 89% increase in clicks on 93% increase in spend.

The efficiency of this massive scaling effort during peak season would not have been possible without collaboration between Adobe, Microsoft Advertising, and P&O Cruises. They regularly held joint meetings to discuss campaign strategies and were able to determine the right budgets for maximum efficiency down to the day.

After the peak season, the scaling results continued to get better. In July of 2019 they saw a 36% decrease in brand CPC despite increasing spend by 183%. With the help of Adobe and Microsoft Advertising, P&O Cruises met their goal of efficiently scaling paid reach during the peak season and beyond.

P&O Cruises Internal Data, 2018–2019.

