



Adthena  
competitive intelligence for search

# Cruise Market Ad Copy Insights



## Executive Summary

Using data from the UK we set out to identify the top ad copy trends for the online cruise market.

Below we outline our findings in terms of the industry trends and opportunities for testing new ad text themes.

Most used Value Proposition messaging related to **'New'** and **'2017'** demonstrating a focus on the New Year as well quality targeted 5\*, Exclusive and Luxury messaging.

Value Proposition messages for suggested testing are **'Low Price'** as well as Audience targeting such as **'Family'** and **'Adult'**.

**'Book'**, **'Save'**, **'Call'** and **'Find'** were the most used Call to Actions.

Options for Call to Action testing include **'Buy'**, **'Book Before (i.e. 5th December)'**, **'Browse'**, **'See the World'** and **'Treat Yourself'**.

**40% of impressions** in this market came from Ads with **'Deal'** messaging highlighting a dominant incentive trend.

Top Destination Ad Copy focussed on popular areas or Oceans such as **'Caribbean'**, **'Mediterranean'**, **'Baltic'**, **'Europe'**, **'South America'** and **'Asia'**.

## Introduction

Using data collected online from the UK cruise industry we set out to identify the trends and gaps in Ad Copy messaging to demonstrate best practice for using Adthena data to maximise insights for testing creative.

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*We analysed data from **90 different advertisers** in the online UK cruise market. From these advertisers campaigns we identified **4 164 relevant search** terms to define the online UK cruise market. This equated to **3 486 unique ads** and more than **60 million estimated impressions**.*

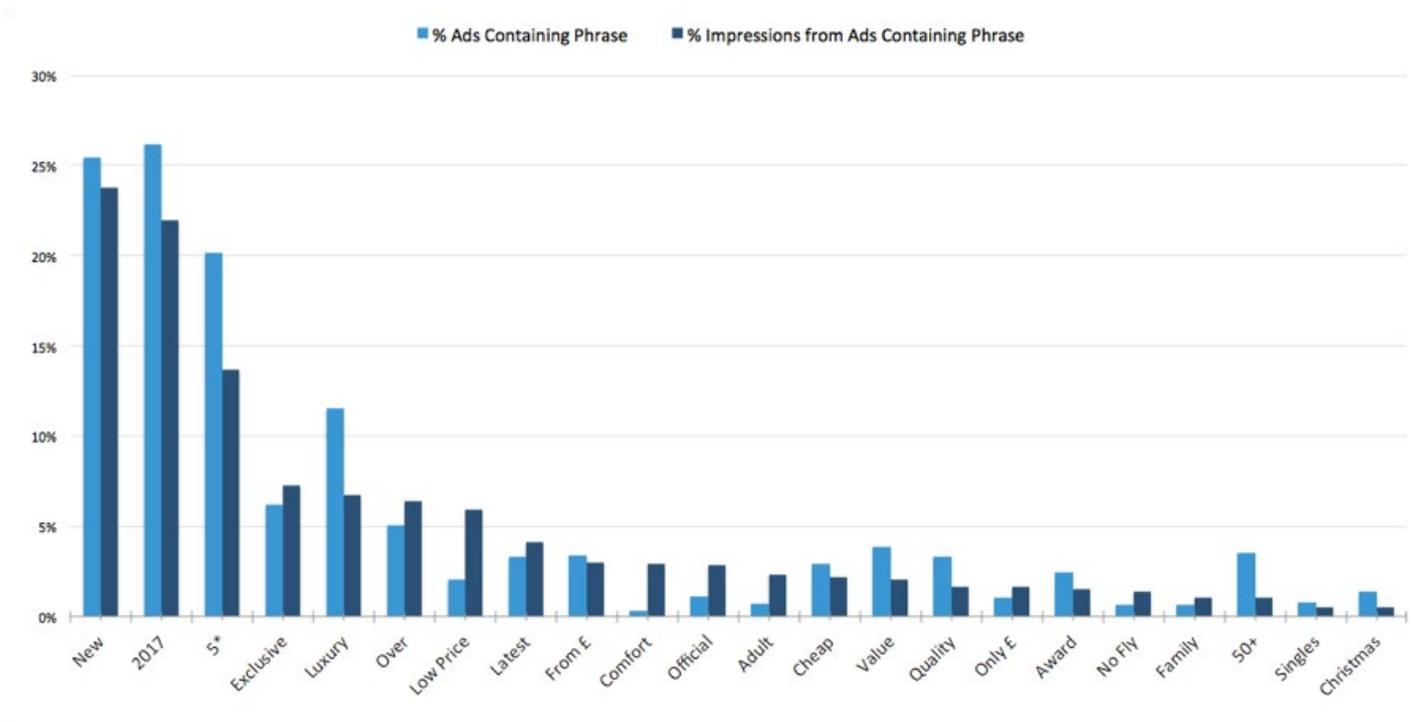
Data was exported from the Adthena cruise market top ads report. We then categorized the ads messaging into categories of phrases or themes. These themes were then measured according to 4 different topics (value proposition/USP, call to action, top destinations and incentives).

For each topic the themes were measured in terms of how frequently they were used in the text ads. This data was then compared to the number of impressions associated with ads containing those same themes. This comparison is shown in the graphs which follow.



## Value Propositions / USPs

Below are the results of our value proposition analysis showing the percentage of ads containing each theme as well as the percentage of available impressions associated with Ads containing each of the themes.



The most commonly used value proposition messaging was related to **'New'** and **'2017'** cruises, demonstrating a focus on booking cruises for the new year. Other frequent messaging included **'5 star'**, **'Exclusive'** and **'Luxury'** phrases which highlights the use of quality over price as a USP.

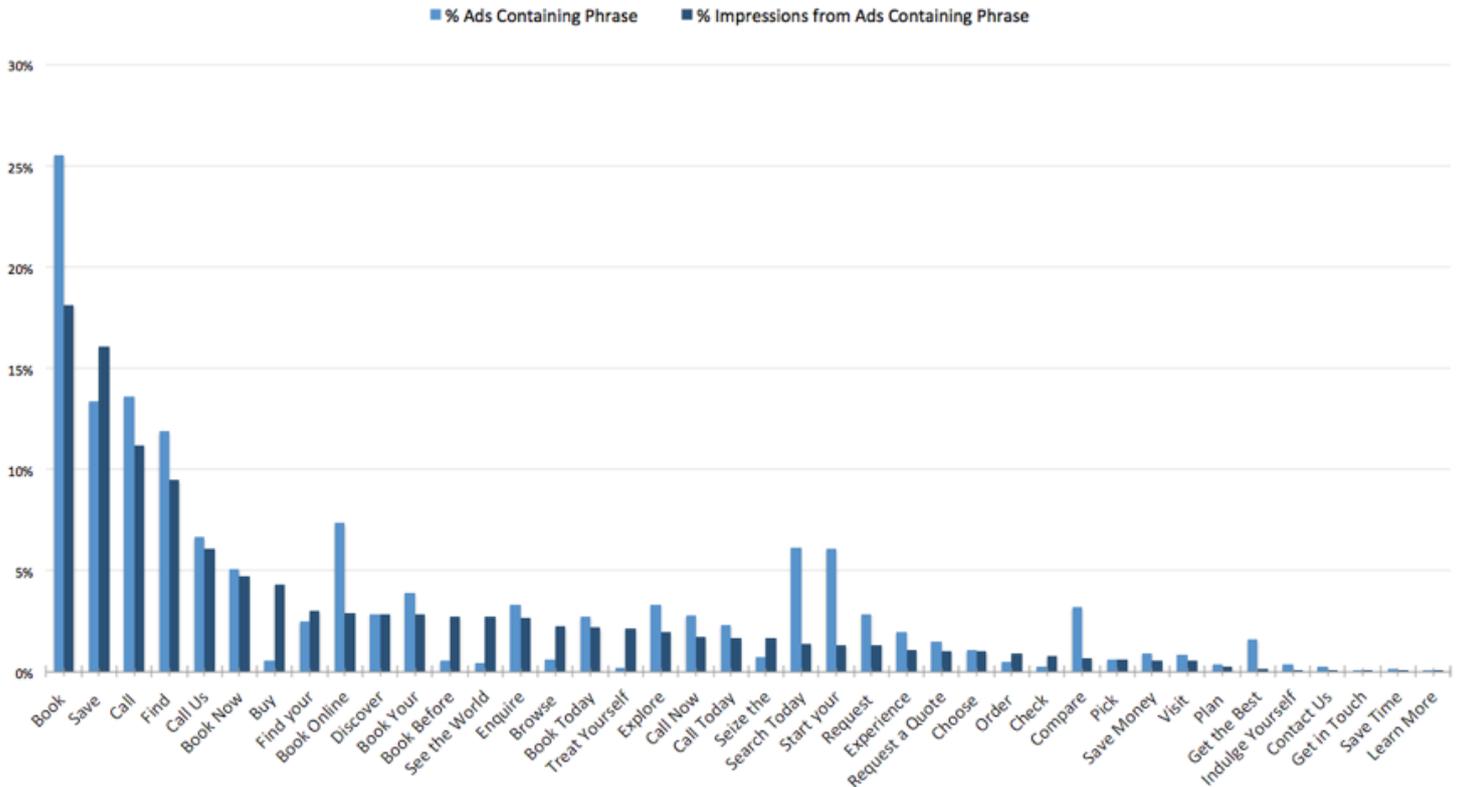
*Low price messaging was only used in 2% of ads, but ads that did use it accounted for 6% of the impressions, suggesting that this is a strong value proposition to test if relevant to an advertiser's USP.*

Audience targeted messaging which includes such phrases as **'Adult'** and **'Family'** were used in less than **2% of ads**. However these phrases could be used to help improve the relevancy of ads when used for appropriate search queries.



# Call to Action

Below are the results of our call to action (CTA) analysis showing the percentage of ads containing the different CTAs used as well as the percentage of available impressions associated with Ads containing each of those CTAs



**'Book', 'Save', 'Call' and 'Find'** were the most used Call to Action active verbs across the online cruise market.

The CTA **'Buy'** was used in less than **1% of ads**; however these Ads drove nearly **5% of impressions** overall highlighting an opportunity for testing or further analysis. There is a similar trend for the CTAs: **'Book Before (i.e. 5th December)', 'Browse', 'See the World'** and **'Treat Yourself'**.

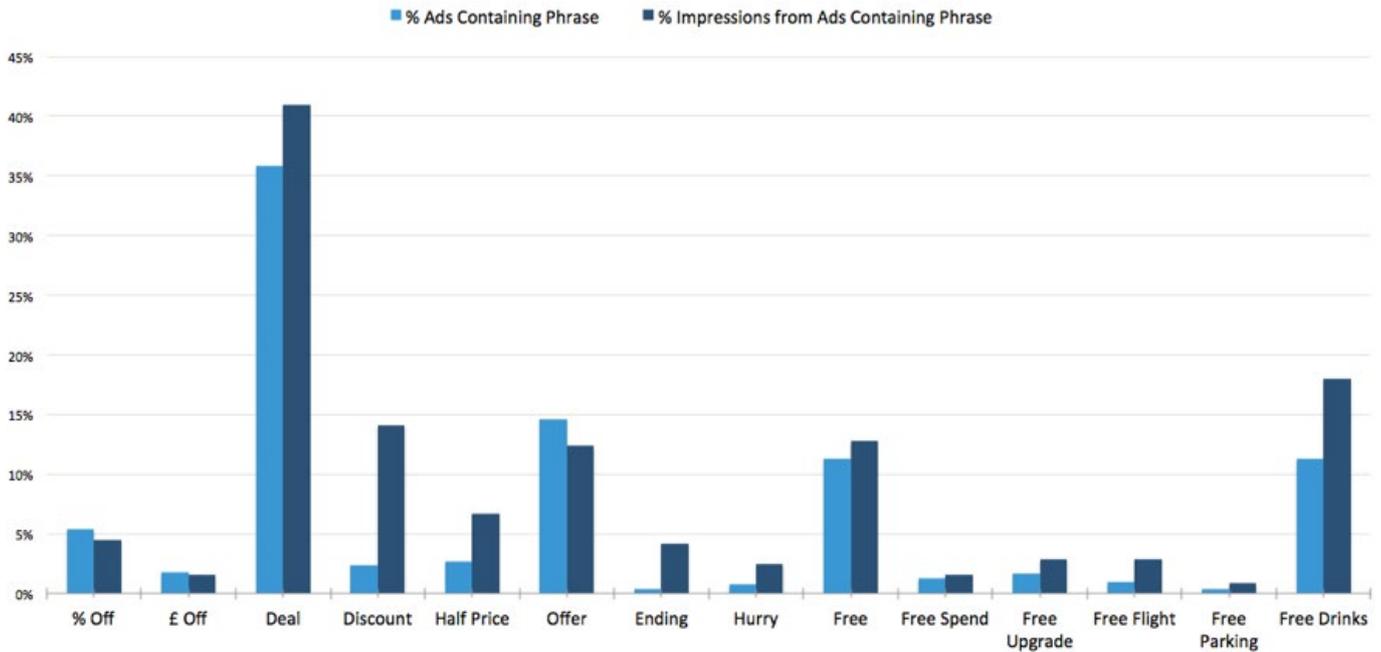
This high volume of impressions compared to the low number of ads suggests that these CTAs are having an effect on either click through rates, AdWords quality scores or both.

The dominance of **'Book'** as a CTA (used in more than **25% of the Ads**) highlights the opportunity to test other CTAs in your ad copy, in order to stand out from competitors.



## Incentives

Below are the results of our incentives analysis showing the percentage of ads containing the different incentives used to promote click-throughs from potential customers.



Our incentive analysis across the cruise market shows that there is a dominant trend for **'Deal'** ad messaging with more than **40% of impressions** in this market coming from ads with **'Deal'** messaging.

The theme **'Discount'** was only used in only **2.5% of ads** but was associated with nearly **15% of impressions**; highlighting an opportunity for testing to take advantage of a gap in the market.

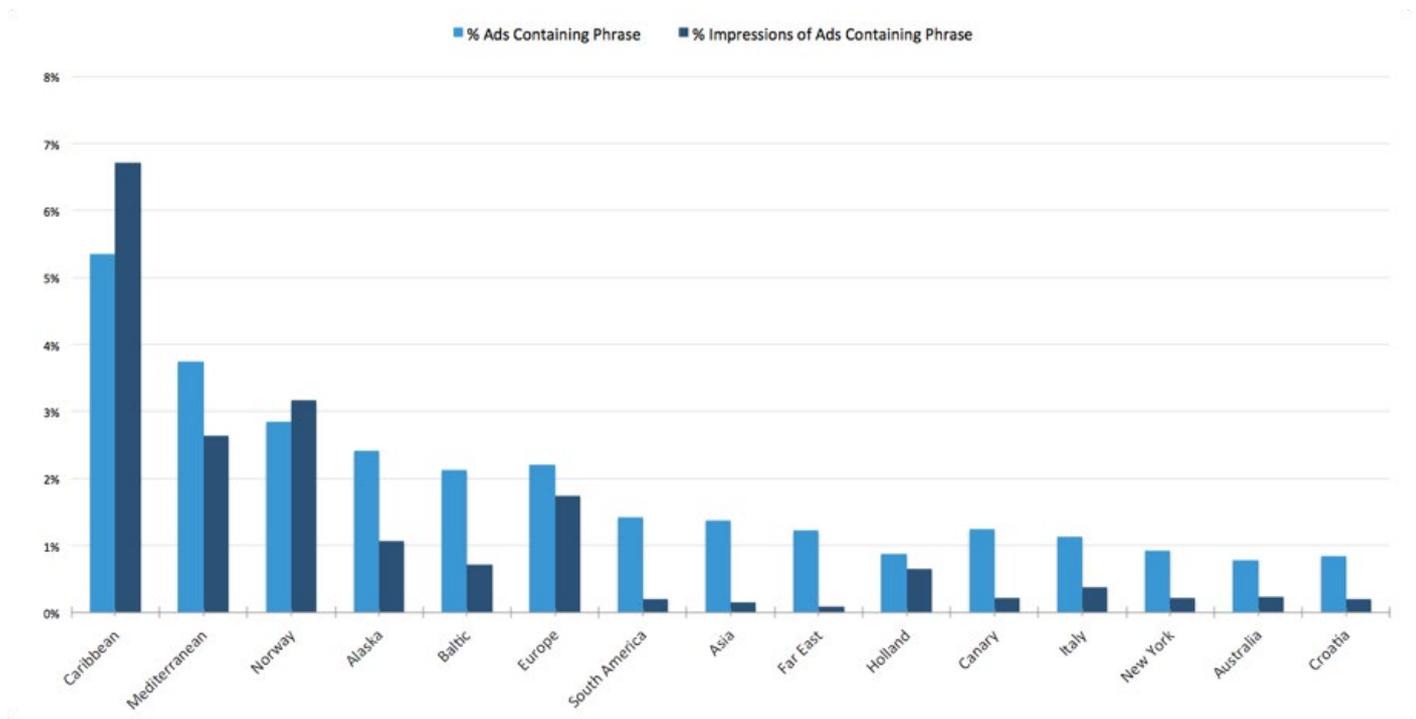
Of the many **'Free'** offerings across this market, **'Free Drinks'** was used the most and associated with highest impressions.

*Fear of missing out (FOMO) messaging such as 'Ending' and 'Hurry' were used very little (in less than 2% of ads) highlighting another gap in the market to test and capitalise on.*



## Top Destinations

Below are the results of our analysis of the most popular destination advertised in the UK cruise market.



Oceans rather than specific countries or cities, for instance: **'Caribbean'**, **'Mediterranean'**, **'Baltic'**, **'Europe'**, **'South America'**, **'Asia'**, **'Far East'** and **'Canary Islands'**.



The high frequency of ads and volume of impressions for **'Caribbean'** and **'Holland'** was influenced by use of brand terms within the ad copy from advertisers whose USP and brand focus on these destinations. **This could skew the data but it still indicates that those themes are appearing very commonly for individuals interested in the UK cruise market.**

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