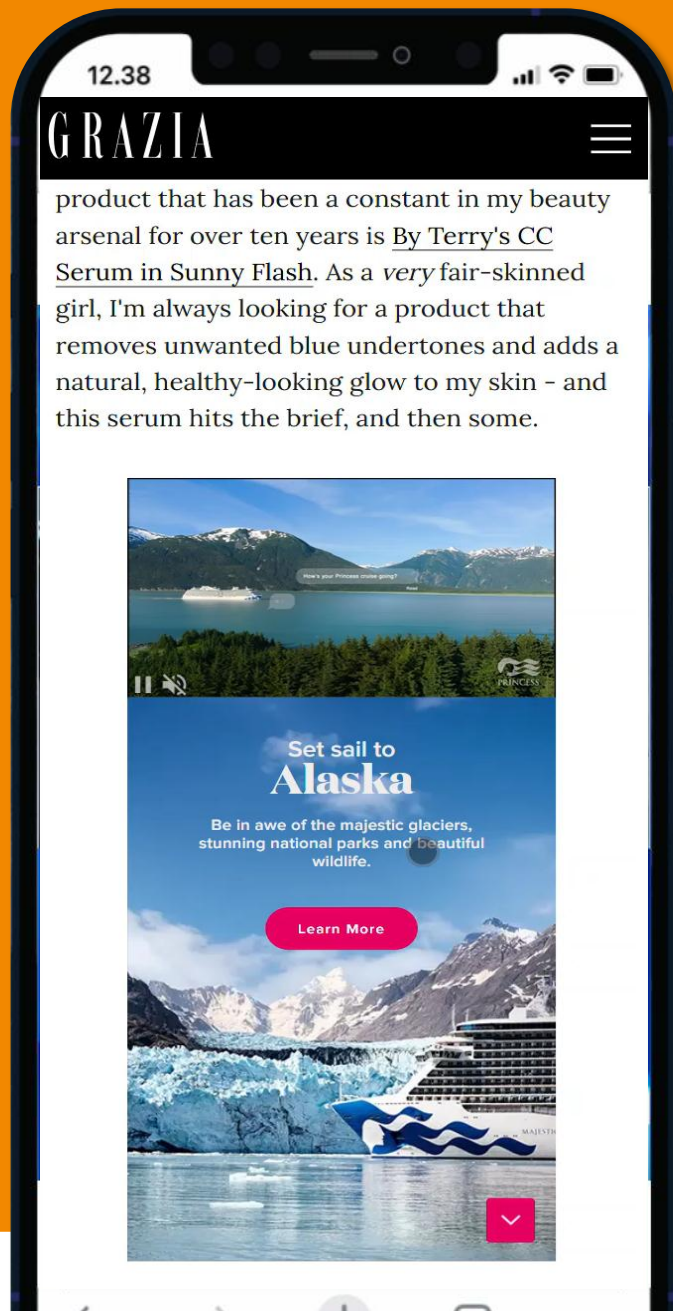




Princess Cruises Case Study

Connecting Princess Cruises
with affluent UK travelers at scale





The Challenge

Princess Cruises wanted to build brand awareness and consideration for the Q2 cruise season by reaching high-value UK travel audiences with premium display creative in trusted, brand-safe editorial environments. Rather than simply maximising reach, the objective was to connect with consumers already in a travel mindset through premium content they actively chose to engage with.

The Solution

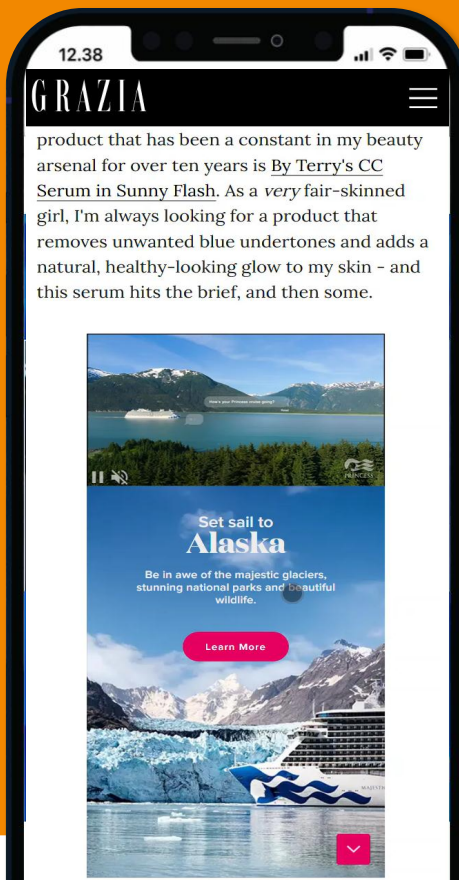
Delivered through Atria, the campaign combined the scale and quality of trusted editorial brands across Bauer, Future, Hearst UK, HELLO!, Immediate and Time Out. By activating publisher-owned first-party audiences, including Travel and ABC1 cohorts, Princess Cruises reached consumers already engaged with premium travel, lifestyle and culture content. The campaign strategy balanced scale with relevance by leveraging real engagement signals to optimise performance across trusted environments.

The Results

By harnessing the collective power of Atria's trusted editorial brands, the campaign reached 1.2 million unique users across premium publisher environments. Performance exceeded expectations, delivering a 40% higher CTR than Princess Cruises' typical upper-funnel activity, more than doubling the Permutive benchmark and achieving an impressive 8.9x ROAS. This campaign demonstrates how Atria combines the reach of multiple premium publishers with the quality, trust and attention that only trusted editorial environments can deliver.

“Our work with Atria for Princess Cruises enabled us to reach our target audience across premium, trusted environments at scale. The setup process was seamless, one deal ID that opened the doors to an effective activation across high-quality publisher inventory. The activity delivered a 40% stronger CTR than what we typically see from upper funnel display campaigns, pushing an engaged audience through the funnel to help deliver incremental sales for the client.”

*Emma Kirkby,
the7stars*



1.2m
Unique reach

+40%
CTR v's Princess upper
funnel BM

8.9x
ROAS

