

Smooth Sailing: Acquire More Passengers with Multichannel Marketing.

CRUISES: DATA-DRIVEN, AUDIENCE-CENTRIC SOLUTIONS



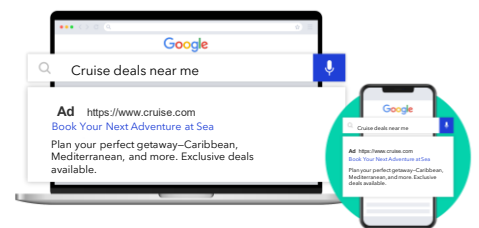
Our Approach:

- We prioritize what we know about your audience and goals to deliver full-funnel, data-driven marketing solutions.
- We harness the power of analytics to develop platform-agnostic media strategies that reach the right customers at the right time.



Activation Opportunities:

- **Drive awareness with Digital Display and Digital Out-Of-Home** to showcase luxury amenities, entertainment, and destinations to target audiences and geographies.
- **Inspire consideration with Connected TV ads**, using sight, sound, motion and emotion to engage more senses and increase intrigue.
- **Shared mail inserts** can cost-efficiently increase consideration by showcasing seasonal itineraries, dining plans, and enabling QR scans for virtual tours of onboard experiences.
- Use **paid social** to reach families, affluent retirees, or value-driven Gen Zs with tailored creative and messaging.
- Use **search engine marketing** to capture high-intent queries like "Caribbean cruise packages," or "family cruise vacation." Retarget with display ads and dynamic creative.

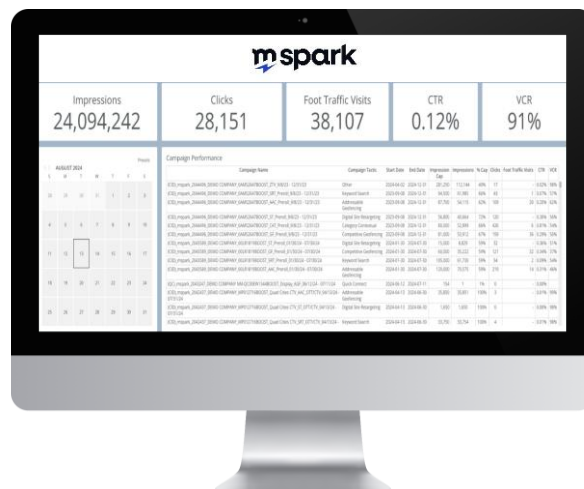


Let's Discuss the Audiences That Drive Your Results.

Get started today at mspark.com/contact



- 01. Continuous Improvement:** We analyze performance across media, audiences, and geographies to enhance it further.
- 02. Collaborative Data Sharing:** Sharing data, like CRM, store performance, or redemption data, helps us understand how your campaigns are performing.
- 03. Enriched Insights:** By allowing us to enrich your data with our resources, we uncover who's engaging with your campaigns, who isn't, and how to refine our strategies for greater impact.



Mspark is a results-driven media company that delivers measurable campaigns with guaranteed ROI.

We enable audience-based targeting through multichannel marketing with full-device attribution for precise insights. Our full-funnel approach ensures that our clients optimize their marketing budgets while driving profitable growth.

Founded in 1988, we've spent 38 years building audiences and customer relationships.

Audience data points for use in reaching and creating target audiences for your campaigns.

Targeted reach across
135 million households
through our digital and
mailbox solutions.

Over 3,000 clients trust us to build full-funnel campaigns and achieve their marketing goals.

MSPARK.COM

Ready to Set Sail?
Let's Get Started Today.