



P&O Cruises raises sales with AI

The cruise line is making waves with its mold-breaking subject lines...

P&O Cruises is at the pinnacle of commercial cruising, offering holidays on some of the world's largest and most modern liners.

The company had a feeling that its brand language was working – but it was only a feeling, given that it was based on human instinct.

To raise customer engagement to the next level, P&O Cruises' marketing team wanted to validate - or else subvert - its instincts with hard data, freeing its process of human bias (including long-held assumptions like: "long subject lines can't possibly work!").

It felt that AI-generated brand language could make its communications more diverse and boundary-pushing, raising the company's engagement to its full potential.

Without further ado, Phrasee climbed aboard to help boost open rates and bring P&O Cruises closer to fully understanding its customers and the language they respond to.

With the help of Phrasee's Brand Language Optimization, P&O Cruises has been able to craft winning promotional and content-based emails grounded in data rather than gut feel. In a whopping 100% of cases, Phrasee's AI-powered copy has outperformed human-controlled lines – often with lengths and styles P&O Cruises' marketers had never imagined could work.

The results came as a surprise to P&O Cruises, but not to us: Phrasee's research on the relationship between linguistic features (like length or word choice) and performance shows that it isn't one feature in isolation that causes uplift – it's overall campaign language diversity.

Check out the results of a Phrasee vs. Human subject line from one of P&O Cruises' promotional campaigns:

Human control line:

Discover a ship with your name on it

34.4%

open rate

5.7%

click rate

26.0%

open uplift

26.6%

click uplift

Phrasee winner line:

A message worth opening - find the right ship for you

43.4%

open rate

7.2%

click rate

With Phrasee constantly testing fresh tones, styles, words and phrases against P&O Cruises' audience, the power of language variation is played to maximum effect. The proof is in the pudding: promotional campaigns with a 13% open rate uplift and a 18% click increase, meaning a whole lot more customers setting sail with P&O Cruises.



13%

open rate uplift



18%

click rate uplift

100%

Phrasee wins vs humans



£644k

projected incremental revenue over 12 months



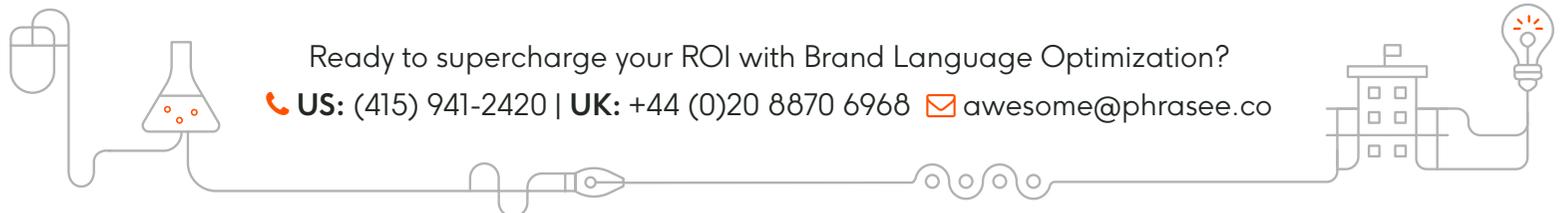
"It's endlessly fascinating how Phrasee manages to find patterns and trends that we just wouldn't know by ourselves. Each quarterly report shows that our performance has improved since we've started using Phrasee. That and the fact that Phrasee's copy always beats ours!"

Matthew Cooper, Email Marketing Manager

P&O Cruises

What's next?

Using Phrasee Engage to optimize email subject lines is just the beginning of this journey – P&O Cruises now intends to optimize trigger communications using [Phrasee React](#).



Ready to supercharge your ROI with Brand Language Optimization?

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