

# Crystal Cruises Delivers a Website Experience that Matches its Luxury Brand with Sitefinity



Crystal customers have high expectations of their journey searching the Crystal Cruises website for the ultimate cruise vacation, and Crystal realized that the online experience had to exceed expectations for these customers.



COMPANY  
Crystal Cruises

INDUSTRY  
Travel and Leisure

PRODUCT  
Progress Sitefinity

COUNTRY  
United States

## CHALLENGE

Create a unique website to highlight the one-of-a-kind brand experiences and destinations Crystal is able to reach with its ships.

## SOLUTION



Sitefinity, to transform Crystal's website, exceeding expectations and performance showing an astonishing improvement



Sitefinity's custom widgets that put marketing in full control of the content and messaging



Sitefinity's powerful integrations that enhance the website experience, including MapBox for interactive maps of each itinerary

## RESULTS

158%  
shoppers



Engagement is up 158% among luxury shoppers, the most desired segment

251%  
website views



Website page views are up year-over-year by 251%

657%  
engagement



Time spent on the Voyage Finder onsite engagement experience is up 657%

"The website transformation has vastly exceeded everyone's expectations, with performance showing astonishing improvement in just a few months."

**JULIE FREEDMAN**

DIRECTOR OF DIGITAL MARKETING FOR CRYSTAL CRUISES

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