

**453 Influencers
Identified**

**Key Results:
210% Click Through Rate**

**146,000 People
Reached**

HOLLAND AMERICA'S MARKETING GOALS

Luxury cruise line Holland America carries its passengers to 400+ ports in over 100 countries across the world. Following an internal business needs meeting, Holland America's social team was tasked with developing a strategy to help boost awareness of the cruise line's Panama Canal voyages.

To increase interest and awareness of this unique cruise destination, Holland America partnered with Insightpool to identify and engage a hyper-targeted influencer audience. With Insightpool's advanced Universal Search engine, Holland America was able to identify key influencer prospects with an interest in travel and, for this particular destination, history.

SOLUTION: UNIVERSAL SEARCH

Insightpool's Universal Search allows users to access a database of over 750 million influencers with intelligent search filters. What used to take days of navigating social networks for influencer partners now only takes minutes. Holland America used a combination of filters tied to location, reach, influential topics and interests to hyper-target the travel and history-related audience. They then applied Insightpool's proprietary algorithm to uncover the most influential people in that category.

SUCCESS AND MOVING FORWARD

Through an innovative, strategic and creative outreach method, Holland America discovered and engaged 453 of the most well-informed history and travel influencers. Out of that number, 84 influencers opted in to learn more about the brand and its priorities. By starting a conversation about history and travel, Holland America was able to leverage these relationships to raise awareness about the Panama Canal destination.

By working with Insightpool, we were able to drive interest in our Panama Canal voyages. The platform allowed us to talk with influencers about their interests in a meaningful way, and we were able to make real connections.

Megan Fisher, Senior Social Media Specialist, Holland America Line

The Panama Canal initiative is just one piece of a much broader strategy focused on improving Holland America's influencer network. The campaign allowed Holland America to focus on fostering relationships with a new influencer demographic while also driving their business objectives.