

Mammoth Mountain Increases Revenue and Reduces Costs with the Ascent360 CDP



Results

- **1900%**
ROI
 - **400%**
ROI on each
redeemed
gift card
 - **35%**
Open rate
- AND**
- **19%**
Click to
open rate
 - Exceeded web
revenue goals
by an average of
150%

Ascent360 seamlessly integrates multiple data sources to create a comprehensive, 360-degree customer view allowing marketers to easily create and automate highly targeted, revenue-generating campaigns.

Challenge

Mammoth Mountain is California's highest four-season resort and playground. With 300 days of sunshine annually, the mountain offers extensive four-season recreation and scenic beauty all year. The marketing team at Mammoth Mountain wanted to optimize their marketing channels, drive more revenue from their efforts, be able to accurately attribute campaign revenue and show a return.

Solution

Ascent360 helped Mammoth Mountain switch to an ROI-based marketing strategy by implementing its CDP and guiding the team through the journey of focusing on the most valuable customers. The first step was to consolidate their data and identify Mammoth Mountain's best customers, those with a 555 Recency, Frequency and Monetary score. Next a series of campaigns directed toward those high value customers were developed and activated through the CDP: Personalized Booking Anniversary; In-Resort Gift Card incentives; Lodging and Lift Ticket Retargeting and Thank you/Come Back soon emails.

Results showed that revenues, return and effort were maximized by flipping the funnel. All campaigns were, and continue to be, big winners for the mountain.

If you are a B2C company looking to turn your customer data into insights and impact, visit us at www.ascent360.com or contact us at hello@ascent360.com.