Angel Fire Resort Increases Revenue and Customer Loyalty with Ascent360

Angel Fire Resort is a four-season resort for families and outdoor enthusiasts that has been serving Northern New Mexico for 56 years. They attract a wide range of skiers and snowboarders, tubers, mountain bikers, golfers, fishers, boaters, and more. They also provide dining, lodging, and transportation as well as a yearly membership with additional perks.

When they needed a sophisticated email tool that was easy to use, they turned to Ascent360. Now Angel Fire can segment their wide variety of customers into targeted groups and create personalized automations that drive more engagement, brand loyalty, and sales.

KEY STATS

Increased email open rates to **35%-65%**

Generated $125K in revenue from a single campaign

Through segmentation and personalization, Angel Fire has increased their email open rates to 35%-65% as opposed to 12%-15% for generic "batch and blast" emails.

Segmenting Enables Unique Personalization

The Ascent360 marketing tool functions well with Angel Fire's country club business model in that they can easily differentiate between members and their general audience to deliver the right messages to the right people. Through sophisticated segmentation, Angel Fire can easily send pertinent reminders to their members as their renewal date approaches and remind them of important deadlines to drive urgency.

Automations Result in Back-End Time Savings

To best serve their current customers, Angel Fire has set up high-impact automations that drive an active response. For example, when a customer books a hotel, they automatically receive a pre-arrival email informing them that they can pre-book any rental gear they may need.

They were able to generate $125K in revenue from a single pre-arrival campaign, automated within the Ascent360 platform.

Ease of Tracking Campaign Revenue

One of the greatest benefits Angel Fire has experienced using Ascent360 is the ability to track their success. With just a few clicks, they have immediate insight into how each campaign is performing, how many of their customers are converting and can attribute how much revenue each campaign has generated.

This could be you! Contact us today to get started.

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