



Mirror Lake Inn Drives Direct Revenue and Guest Retention with Ascent360



KEY STATS

Drove **\$200K in revenue** from a single promotional guest retention campaign

Saw a **76% open rate and 31% click rate** from a 7-day pre-arrival campaign

Generated over **\$15K in revenue** from a single lapsed purchase campaign

Mirror Lake Inn is a family-owned luxury resort and spa that has been serving the community of Lake Placid, New York and its guests since 1924. When they needed a next-generation guest recognition and customer data platform, they ditched their basic email tool and turned to Ascent360. Now they can seamlessly automate their processes and personalize their marketing campaigns.

CHALLENGE

Before switching to Ascent360, the lack of segmentation and automation capabilities in Mirror Lake Inn's existing tool was a primary issue. They found it was impossible to share real-time information with their guests because they lacked visibility into their data and didn't have the ability to segment their marketing based on factors like guest interests, purchase history or demographics.

Mirror Lake Inn also needed a way to integrate with their Property Management System, which their existing tool couldn't provide. Without the ability to integrate and share data between systems, they couldn't easily examine their guests' behavior and determine their needs prior to, during, and after their stay. The lack of access to unified data also kept them from being able to personalize their marketing, which is critical for a resort and spa that offers a variety of services to a diverse group of guests.

SOLUTION

As first-time users of a customer data platform (CDP) like Ascent360, Mirror Lake Inn is now able to personalize their guests' experiences through targeted, automated campaigns that create maximum impact. Access to all their data has been instrumental in their success, allowing them to send real-time information about events, pre-stay details, and post-purchase follow-ups. By creating custom segments, they are also able to communicate with their most high value guests based on room type and lifetime spend.

Since the pandemic, buying trends have shifted and guests want to be in control of their own buying experience. Thanks to Ascent360, Mirror Lake Inn is able to meet their guests where they are and service them in a more meaningful way.

Mirror Lake Inn has found incredible success through various hyper-targeted, automated campaigns. Their post-purchase, lapsed guest, high-value guest, and pre-stay campaigns have generated significant revenue, including one promotional guest retention campaign that drove \$200,000.

Mirror Lake Inn is looking forward to continuing to find new and innovative ways to meet their guests where they are using the expansive capabilities of the Ascent360 CDP.



The experience with Ascent360 has been seamless, from the integration with our PMS to data hygiene to segmenting and automating our marketing campaigns.