



Mt. Hood Meadows Personalizes Guest Experience Using Audience Segmentation



Mt. Hood Meadows is a popular mountain resort located in Mt. Hood National Forest that serves the community of Northwestern Oregon and its guests. Their mountain welcomes skiers and snowboarders of all levels and offers summer activities such as hiking, music events, brew fests, weddings, and more. When they needed a more sophisticated guest recognition and customer data platform to help them drive more revenue, build segmented audiences, and help with data compliance & privacy, they turned to Ascent360.

KEY STATS

Generated \$600K in revenue from a segmented Pass Renewal campaign

Click-through rates for event-based emails increased to 50%+

Increased event registrations by 50%-75% following a targeted announcement email

CHALLENGE

Before switching to Ascent360, Mt. Hood Meadows struggled to communicate with their guests in a personalized and meaningful way. They were using an insufficient tool to send “batch and blast” emails that were irrelevant to many of their guests and lacked visibility into valuable data such as buying behavior and past purchases.

Because Mt. Hood Meadows offers a wide variety of services to their guests, disjointed data made it impossible to deliver critical information to each segment, such as season pass holders, out of town visitors, rental purchasers, etc. Without the ability to create hyper-targeted segments (i.e., people who attended an event in the summer), they were unable to personalize their marketing and communicate with their guests in an impactful way.

SOLUTION

After implementing the Ascent360 customer data platform into their tech stack, Mt. Hood Meadows gained instant access to cleansed, unified data and the ability to quickly build targeted audiences for social ads, as well as segments for automated pre-arrival campaigns, closures and delays, daily snow reports, and events. Communicating key updates has been incredibly helpful in optimizing the overall guest experience. One of their most high-impact segments is season pass holders – in fact, they generated \$600K in revenue from a single segmented Pass Renewal campaign.

Mt. Hood Meadows now also has access to comprehensive reporting, where they can track key metrics such as open rates, click throughs, and engagement. Since switching to Ascent360, they have seen click-through rates for event-based emails rise to 50%+. Mt. Hood Meadows can use these metrics and indicators to determine how emails perform differently in summer versus winter and improve future communications. This powerful combination of targeted, automated marketing has resulted in increased guest retention, loyalty, and satisfaction.



We highly recommend working with Ascent360 to amplify your data and use it to better communicate with your guests. Plus, their client success team is amazing!