



Crystal Mountain Ski, Golf & Spa Resort Unifies Their Guest Data and Grows Their Database



KEY STATS

Over \$400K in revenue generated from a single pre-arrival campaign

Generated \$315K in revenue after just 5 days from a targeted campaign promoting their various golf packages

Increased click-through rates by an average of 35%+ across all segmented, automated campaigns

Crystal Mountain is a family-owned luxury resort & spa that has been serving the community of Thompsonville, MI, and out-of-town visitors since 1960. They offer skiing and snowboarding in the winter as well as golf, spa & wellness, weddings & events, and other year-round activities. When they needed an all-in-one guest data & marketing automation platform to unify their data across various systems and build custom audiences to segment their marketing, they turned to Ascent360.

CHALLENGE

Before partnering with Ascent360, Crystal Mountain's guest database was separate from their various marketing tools, making it difficult for them to gain a true understanding of their guests and be able to segment their audience. Having a non-centralized database caused them to have to rely on "batch and blast" marketing, which made their messaging far less effective in getting guests to visit their resort.

Crystal Mountain has a wide variety of guests considering all the different amenities they offer. Without a comprehensive platform that could aggregate data across the entire property and enable them to segment their audience and automate their campaigns, there was no clear way for them to speak to every type of guest in a meaningful, impactful way. Not only did it create more work for Crystal Mountain, but it also resulted in high unsubscribe rates and lack of engagement.

SOLUTION

Once Crystal Mountain switched to the all-in-one Ascent360 platform, guest data became crystal clear and readily available in one comprehensive dashboard. Taking advantage of Ascent360's direct integrations with their core systems (i.e. Springer Miller Systems, Siriusware and Book4Time) to unify data and create golden records of their guests has been instrumental in their success. They can now rely on their guest data to identify purchase history, past stays, behavioral data, and demographics to tailor their messaging directly to each of their unique segments. Plus, thanks to the Ascent360 hygiene engine that cleanses, enriches and de-dups their data every day, they trust that it is always as accurate and up-to-date as possible.

When it comes to email marketing, Crystal Mountain is hyper-focused on the deliverability rate, which has increased significantly after switching to Ascent360. This is largely due to them now having access to enriched data as well as peace of mind knowing the Ascent360 platform ensures they remain compliant with every major Spam Law Authority (i.e. CASL, CAN-SPAM, GDPR, etc.). Additionally, they generated ~\$315K in revenue in just five days from a targeted, automated campaign that promoted their various golf packages. They've also found great success in using their audience segments for their direct mail and social media retargeting ad campaigns.

Crystal Mountain is looking forward to continuing to use the Ascent360 Guest Data and Marketing Automation Platform to grow loyalty & retention among their existing guests, as well as find more first-time visitors through hyper-personalized & automated omnichannel marketing.



Working with Ascent360 has enabled us to house all of our guest interactions under one roof, allowing for simple segmentation of unique customer audiences for a variety of marketing communication channels.