

## Powder Mountain Turns Complex Data into Smart Multi-Channel Marketing



**POWDER  
MOUNTAIN**

### KEY STATS

**Steadily increased database size by 8% after just 6 months**

**Grew SMS audience by 500+ subscribers in just one week following a targeted email campaign**

**Automated Abandoned Browse campaign produced a 14% CTR**

Powder Mountain, an award-winning ski resort located in Eden, Utah and named one of TIME's 'World's Greatest Places', is known for its laid-back vibe, community-centric spirit, and commitment to preserving the soul of skiing. With a guest experience rooted in authenticity and adventure, Powder Mountain needed a marketing solution that would enable them to provide that same hyper-personalized touch to every type of guest.



### NEEDS

As one of North America's most coveted resort destinations, Powder Mountain needed a way to unify complex guest data across their various systems (Ticketing, PMS, etc.) into one comprehensive platform.

With guest journeys ranging from first-time visitors to returning families, they sought a solution that could enrich their data and streamline efficiency through automation, while also enabling them to build hyper-targeted guest segments, create & automate email and SMS campaigns, and track performance. After 6+ months of evaluating different platforms, Powder Mountain selected Ascent360—not just for the intuitive platform, but also because they saw a true partner. Through white glove client support, Ascent360 operates as an extension of their team, focused on helping drive revenue and deliver hyper-personalized guest experiences that set Powder Mountain apart.



### FINDINGS

Since implementing the Ascent360 Customer Data Platform, Powder Mountain has transformed the way it connects with guests. Clean, deduplicated data has enabled smarter, more impactful segmentation—targeting groups like pass purchasers, families vs. non-families, those who submitted a form or browsed a web page but didn't purchase. In fact, their automated Abandoned Browse campaign produced an impressive 70% open rate and 14% CTR, helping to drive incremental revenue.

With integrations into their key operational systems, Powder Mountain benefits from seamless data flow, powering more personalized, better-timed marketing campaigns. These segments also feed into their advertising channels automatically, like Meta and Google, making their retargeting campaigns even more effective.

Powder Mountain is able to track campaign performance, including engagement rates and revenue attribution within the CDP. As an example, when looking at their targeted season pass renewal campaign, they have seen a notable increase in pass sales immediately following sends. Their recent adoption of Ascent360 SMS resulted in over 500 opt-ins in just one week, and the team is excited to scale their SMS strategy using the CDP's intuitive tools.

Looking ahead, Powder Mountain plans to deepen its data analysis, continue to expand its database, build on its SMS marketing strategy and create even more segmented, automated cross-channel campaigns with the help of their dedicated client success manager.



Ascent360 isn't just a software provider—they're true partners. They make complex work feel easy and are always right there with us, helping develop new ideas and push our strategy forward. We genuinely love working with them.