Ascent360

CASE STUDY

Linchris Doubles Direct Booking Revenue

LINCHRIS

KEY STATS

2X email-attributed revenue from hyper-segmented, automated campaigns

21%+ increase in ROI in their first year using Ascent360

48%+ average open rate across their portfolio

Linchris is a leading hotel management company with 30+ properties across the U.S., including 16 independent hotels. Known for their commitment to genuine, relationship-driven hospitality, Linchris has built a portfolio of properties that prioritize the guest experience above all else. As their marketing scaled with their growing portfolio, so did the need for a smarter, more connected way to reach guests, and drive direct bookings.

NEEDS

Sixteen independent hotels. One lean marketing team. And a disconnected email tool that created hours of manual work just to send one email. Before Ascent360, executing Linchris's email marketing across their portfolio required building separate audience lists for each property from scratch, uploading them individually, and sending broad, unsegmented campaigns with no ability to exclude guests who already held reservations. The result was a batch-and-blast approach that created unnecessary friction for current guests and left significant revenue on the table.

Beyond the operational burden, Linchris sought a solution that could integrate directly with their booking systems, enable precise segmentation and suppression based on reservation status and guest attributes, and connect with their independent hotel websites to capture opt-in email signups. When evaluating their options, price and partnership were the two non-negotiables. Ascent360 was the only vendor that delivered on both, and unlike the other vendors, it could integrate with the systems already central to Linchris's operations.

FINDINGS

Since implementing Ascent360 — the AI-First Customer Data Platform built for hospitality — Linchris has fundamentally changed how its marketing team operates. Direct integrations with their varying property management systems, along with website opt-in capture, eliminated the manual list-building process and gave the team a single source of truth. What once took hours of repetitive tasks across properties can now be completed portfolio-wide in under an hour.

The ability to segment based on booking behavior, stay history, loyalty status, and geographic attributes has been significantly beneficial to the team. Campaigns now only reach the right people, protecting the guest experience and improving overall performance. When an unseasonably warm stretch hit the East Coast in April, Linchris built and deployed a geo-targeted campaign for their beach front property, Allegria Hotel in Long Beach, New York. By targeting guests in the tri-state area only with a timely, offer-free message, Linchris saw a measurable lift in direct bookings and revenue.

Beyond email, Linchris has used Ascent360's built-in hotel CRM capabilities, including the top customers feature, to identify their highest-value guests by revenue across properties. Those lists have become the foundation for VIP direct mail campaigns and on-property recognition programs, with hotels using the data to deliver personalized gifts to returning VIP guests.

After more than doubling their email-attributed revenue through smarter segmentation and automation, Linchris is just getting started. With a stronger foundation, a deeper understanding of their guests, and a true partner in Ascent360, the team is focused on finding new ways to innovate, personalize, and drive more direct bookings across their portfolio.

> The partnership is what sets Ascent360 apart. As hoteliers, we crave real relationships with our vendors. The level of segmentation that is possible opens doors to marketing that we never could have done before, and having a team that is right there with us makes all the difference.