



MISSION RIDGE

2017 CONVERSION CUP WINNER

USING TRIGGERED CAMPAIGNS TO CONVERT BEGINNERS TO PASSHOLDERS

? CHALLENGE FOR CLIENT

Mission Ridge desired to address the major factors as to why people don't ski or snowboard. One, it's too expensive; two, they don't know how; three, they're afraid – they think it's unsafe – or, four, the gear's a limitation. Knowing these factors, the Freedom Pass was born to combat them. Though the Freedom Pass existed the year before they became a client of Ascent360, Mission Ridge realized they had a huge desire to track the program's progress and automate personalized emails so they could continue to innovate. Additionally, they desired to provide an opportunity and experience that wasn't just a piece of bait, but one that got guests excited about all kinds of winter activities offered.

🔍 CLIENT OVERVIEW

Independently owned and operated, you can find light powder, tons of sun, amazing views, and a terrain that fits everyone in the family. 12 miles from Wenatchee, the ski area is built into a 2,000-acre basin on the eastern side of the Cascade Mountains. It's a little higher, a little drier, and quite a bit "sunshinier" (300 days annually, in fact) than the other mountains in the area. Located in Wenatchee, Washington, Mission Ridge has more than 36 designated runs spread over 2,000 spectacular acres of trails, chutes, screamers and bowls, with a 2,250-foot vertical drop. Ski School Director Jodi Taggart is in the midst of launching and scaling a learn-to-ski program called the Freedom Pass, and she's using her Customer Data Platform, Ascent360, to target the right skiers and snowboarders at the right time.

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THE SOLUTION

Using Ascent360, Mission Ridge has been able to implement email campaigns designed to deliver triggered information to guests. The goal of the Freedom Pass is to get new skiers and snowboarders to fall in love with winter sports “for a lifetime,” which means the value of each converted guest is high. The Freedom Pass is a package that includes unlimited beginner group lessons, unlimited beginner lift access, Pika Peak Rope Tow & Chair 1, and unlimited gear rental as well as available upgrades.

Passholders tend to be previous customers who have a good idea of what the ski resort represents, and as a result, marketing to these guests is most effective when it’s done in a direct and personal way. The data that Ascent360 can collect through the campaigns is utilized to analyze, identify and separate out similar groups of guests to have direct communication with, expressing information about what they need, want, and what is of interest to them.

“There is an even higher degree of accountability for promptness of communication and content of message,” says Ski School Director, Jodi Taggart. Now, Mission Ridge has a program in the Freedom Pass that delivers on that roadmap, but the new challenge has become creating awareness and exposure around the program.

By utilizing the Ascent360 platform, Mission Ridge focused primarily on the communication aspect of the marketing

strategy, and created automated triggered campaigns. This allowed them to remind participants in the Freedom Pass program when they had unlocked new upgrades and discounts, as well as much more comprehensive segmentation and understanding of the ski resort’s audiences.

Ascent360 integrated with the ski area’s existing systems, including MailChimp, along with its POS system, Siriusware, to foster customer relationships and drive conversions.

Using a customer data platform made it possible to take the “next step” in marketing. The platform continues to be a crucial piece of Mission Ridge’s overarching marketing strategy to better connect with skiers and riders in the right manner, at the right time, and with right message. With targeted campaigns in place, the ski area has also been able to scale back on the one-off campaigns they’d been running previously, along with traditional mass marketing tactics on radio, social media, and print.

“Really it is about knowing your audience and segmenting that audience so that you can send out as specific messaging as possible to them,” Director of Marketing, Tony Hickok says. “You have to deliver them value. Once you are delivering the value then you can effectively communicate the info that they didn’t know they wanted to know, as well as important info you want them to know.”



Increase in the Freedom Pass
Conversion Rate

THE RESULTS

2017

Conversion Cup Winner!



Ability to easily track revenue to
make smarter marketing decisions



At Ascent360, our mission is simple; to help companies realize greater value from their customer data leading to increased revenue. We are a cloud based customer data platform that enables highly targeted, omni-channel marketing strategies direct to customers and prospects. We work with over 100 different brands, retailers, and resorts to integrate all data sources, giving a full view of their customer, allowing for needle moving marketing campaigns. We are a seasoned team of technology & marketing

experts with an average of 10+ years of experience. Our team has worked with industry leading clients to analyze, plan and execute marketing campaigns through digital and direct channels such as email, direct mail, social, and text. Ascent360 helps you know your customer and execute relevant marketing campaigns that turn data into revenue.

Learn more at: www.Ascent360.com