

Ragnar Uses Ascent360 Customer Data Platform (CDP) to Increase Personalization and Loyalty



RAGNAR

Results

- **41%**
Increase in average revenue/email campaign
- **82%**
Increase in open rates
- **84%**
Increase in click to open rate

Ascent360 seamlessly integrates multiple data sources to create a comprehensive, 360-degree customer view allowing marketers to easily create and automate highly targeted, revenue-generating campaigns.

Challenge

From a single 188 mile, 24+ hour run, the Ragnar Relay Series has grown to be the largest overnight relay with over 50 races in the US, Canada and Europe. Ragnar wanted to solve for over-sending multiple emails to their sizeable database because they didn't know the runner's profile. They wanted to customize messages to better drive race registrations and build greater loyalty.

Solution

The Ascent360 CDP provides a clean, 360° view of each prospect and customer. Together with their dedicated Client Success Manager, Ragnar switched to dynamic content and built a program, where the CDP looked at the previous races run, proximity to a race, etc. to score each race by runner.

Once the database is scored, segmented audiences are automatically sent to Ragnar's email service provider. With the information from the CDP, a single template with multiple dynamic pieces is populated for each person. Now, runners receive personalized marketing, which cut down on the overall volume, but also opened the door to endless opportunities Ragnar didn't have previously. Ragnar President and Co-Founder, Tanner Bell, said "Ascent360 has been integral to growing our business. Their software helps us better understand our customers and grow our races. Their team has become critical to our success."

If you are a B2C company looking to turn your customer data into insights and impact, we can get you there! Visit us at www.ascent360.com or contact us at hello@ascent360.com.