



## CASE STUDY

### RECREATION & TRAVEL

# Destination Ski Resort Uses Customer Insights To Acquire New Customers

**challenge:** A destination ski resort was mailing over 1,000,000 marketing pieces annually and were dissatisfied with a <1% response rate. They engaged our team of experts to replace their ineffective mass direct marketing efforts with a more cost-effective program that would increase response and expand their market base while also increasing the frequency of repeat ski visits.

**solution:** The creation of a robust marketing database was central to the success of this engagement. Our data team started by profiling, segmenting and analyzing the existing customer database that was followed by the creation of new prospect lists. Creative teams developed new direct mail formats and segment-specific offers targeting high value prospects through series of test campaigns. Production economies were realized using gang runs and audience versioning.

### impact:

- Gained increased customer insight and identified high value groups.
- Elevated overall direct mail response from <1% to approximately 4%.
- Raised repeat skier visits through a variety of frequency programs.
- Increased revenues while lowering production and postage costs by 20%.



Elevated  
overall direct  
mail response from  
**<1%**  
to approximately  
**4%**