



# Engage With Your Guests to Grow Your Revenue: Driving Results by Using Your Data

19 January 2022

**Matt McGahran**



A Program of/Une programme de:



# Today's Team / L'équipe d'aujourd'hui



## CSC Host

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Paul Pinchbeck (he/him/il)

Canadian Ski Council

Conseil canadien du ski



## E-Facilitator

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Jane Osler (she/her/elle)

PJ Osler & Associates



## Researcher

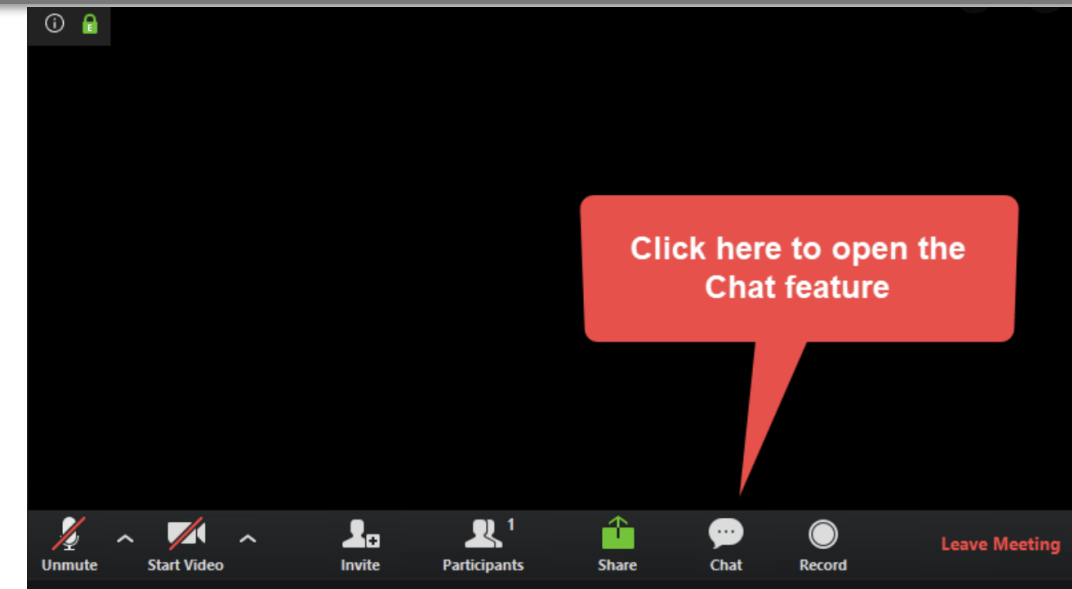
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Nancy Arsenault (she/her/elle)

Tourism Café Canada

## RECORDING

- \* Internal use only
- \* Not posted to Internet

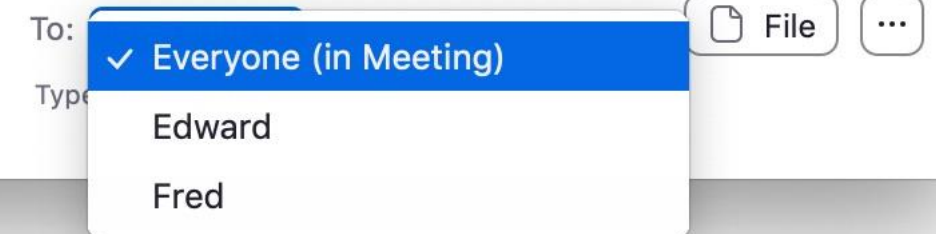


From Edward to Everyone:  
Welcome to today

From Edward to Everyone:  
Welcome to today

From Me to Everyone:  
Looking forward to today's tutorial!

From Edward to Everyone:  
How did everyone find the seminar last week?



# Today's Presenter



**Matt McGahran, MRM Insights**

**MRM Insights**

*Insights, Actions & Results*

*Driving better decisions with data*

# Can we talk?

- Do you have the express consent to send an electronic message?
  - Your contacts have agreed to receive commercial messages from you.
  - Your contacts have been given a clear and concise reason to give consent and know what communications they will receive.
- If not, did your contacts buy something from you?
  - Implied consent is granted for up to 24 months from the sale date.



# Permission Marketing Best Practices

- Convert implied consent to express consent.
- Ask for consent to the full breadth of your marketing communications.
- Give them a reason to receive your communications.
- Make it easy to customize the communications that they may want to receive.
- Offer the ability to opt-down, not just opt out.

# Asking the right way

KEEP UP TO DATE WITH THE BEST DEALS AND THE LATEST NEWS FROM TREMBLANT

## EMAIL SIGNUP

I want to receive the latest news and information, offers and deals from Tremblant. I can unsubscribe at any time.

First Name\*

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Last Name

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Email\*

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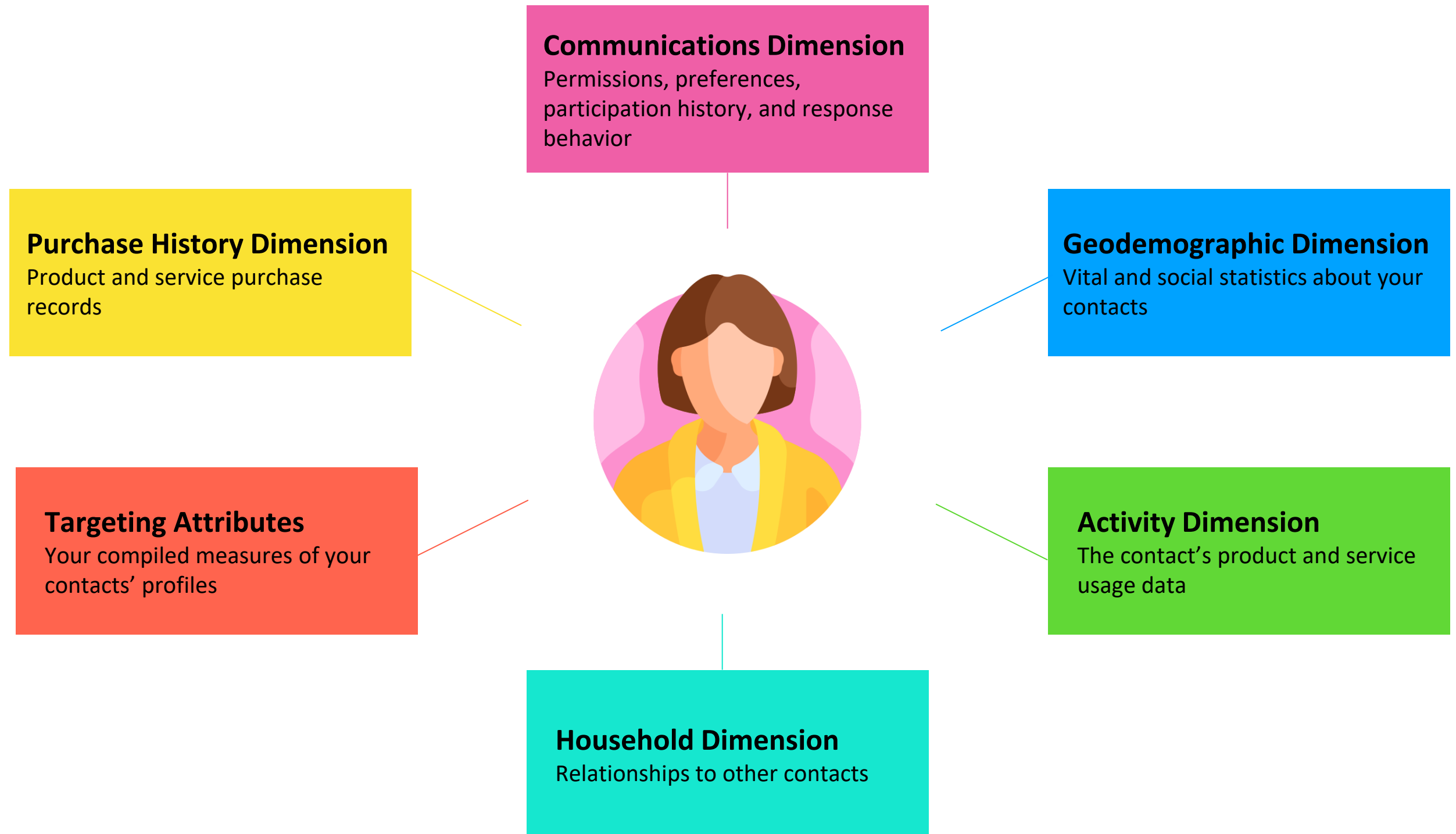
Postal Code\*

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SIGN UP



# Who are you?





# Say what?

## Determine your business goals

*Upsell prior season lift ticket purchasers to a multi-day lift ticket package.*



## Select your target audience

- *Prior season customers who purchased tickets for 3 to 10 days*
- *Head of Household*
- *Live within 150km*
- *No ticket or pass purchase this season*
- *Has not received promotional email in last 2 weeks*



## Create your message

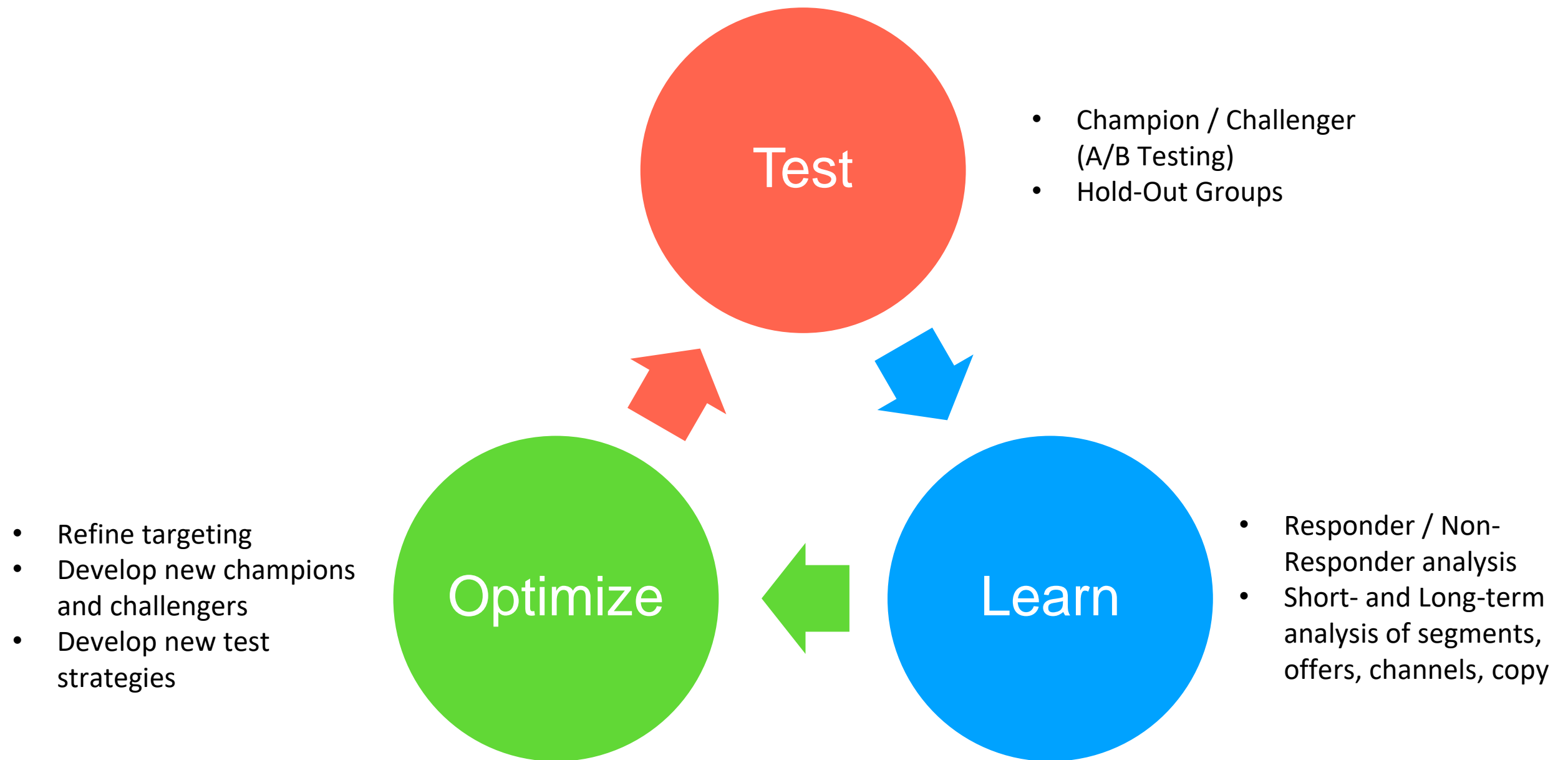
*We're excited to welcome you back this winter with some great savings off our daily lift ticket prices. Buy an 8-Pack by December 20 for just \$400, a savings of \$10 per ticket. Enter promo code SUNRISE and get a free breakfast on us each time you use an 8-Pack ticket. BUY NOW*



## Create your offer strategy

*Free breakfast with purchase*

# Stay in the loop



# Test-and-Learn Example

Lift Ticket Purchase Days	ID	Offer Test	Segment Size	Conversions	Conversion Rate	Outcome
3 to 4 Days	A	Free Breakfast	500	25	5.0%	+B
	B	None	500	13	2.6%	
	C	Subtotal	1,000	38	3.8%	
5 to 7 Days	D	Free Breakfast	375	23	6.1%	
	E	None	375	19	5.1%	+B
	F	Subtotal	750	42	5.6%	
8 to 10 Days	G	None	500	35	7.0%	+B

## Key Learnings:

- *Free Breakfast* offer creates meaningful lift for the 3-4 ticket day segment only.
- No material difference in conversions between 5-7 day and 8-10 day segments.

# Do the right thing




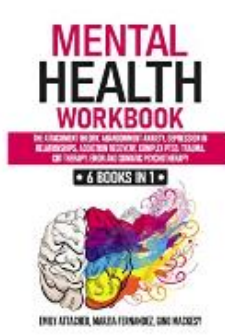



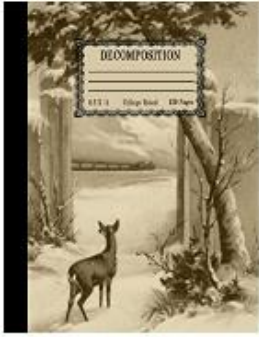
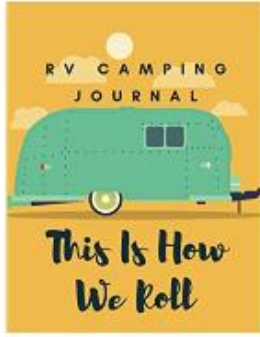

- The **Law of Large Numbers** is fundamental to determining what is working and what is not working within your campaign strategies
  - If you repeat an experiment independently a large number of times and average the result, what you obtain should be close to the expected value.
  - In practice, it means that you have to have a big enough sample size to determine if your test results are reliable.
- Beware of the **Law of Small Numbers** – a cognitive bias in which we have a tendency to draw broad conclusions from a small sample



# Do the right thing

Even the best of us fall victim to the Law of Small Numbers.

## Gift Ideas in Antitrust Law

<p>#1</p>  <p><b>The Curse of Bigness: Antitrust in the New...</b>          &gt; Tim Wu          ★★★★★ 245          Paperback          \$11.99</p>	<p>#2</p>  <p><b>Notebook ( Black Pages ): 100 Pages 8.5\"</b>          Regina Ray          ★★★★★ 570          Paperback          \$4.79</p>	<p>#3</p>  <p><b>Address Book: Large Print Address Book with...</b>          Irin Bala          ★★★★★ 39          Paperback          \$4.67</p>	<p>#4</p>  <p><b>Mental Health Workbook: 6 Books in 1: The...</b>          &gt; Emily Attached          ★★★★★ 1,048          Paperback          \$34.44</p>	<p>#6</p>  <p><b>What I Love About Nannie: Fill in The Blank...</b>          GM Gharib Press          ★★★★★ 1          Paperback          \$6.99</p>
<p>#10</p>  <p><b>Blockchain 2021: Learn Easily Everything...</b>          &gt; Nathan Real          ★★★★★ 55          Paperback          \$14.99</p>	<p>#16</p>  <p><b>Farting Faries &amp; Princesses Coloring Book: Th...</b>          Mounir Press          ★★★★★ 3          Paperback          \$5.99</p>	<p>#17</p>  <p><b>Decomposition Notebook: Nature Decomposition Book, Vintage Journal, Naturalist Notebook, 8.5 x 11, 120 Pages</b>          Mandalor Books          Paperback</p>	<p>#19</p>  <p><b>RV Camping Journal   This Is How We Roll: rv...</b>          Mounir Press          ★★★★★ 1          Paperback          \$5.99</p>	<p>#20</p>  <p><b>What I Love About GG: Fill in The Blank Book Gift Journal for GG ( Things I Love About GG ...</b>          GM Gharib Press          Paperback          \$6.99</p>



# Discussion Questions

- What key initiatives have you seen, or has your organization taken, to put the power of customer data to use?
- What insights (both the highlights and the challenges) have you learned as you've implemented new practices to take advantage of the new and growing amount of data you have about your customers?

# Thank you for participating Merci de votre participation



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