VAIL RESORTS POWER REACH INITIATIVE:

END OF CAMPAIGN REVIEW

Agenda
Today's conversation

- Email / MMS Marketing Plan Review
  - Objectives and Strategy

- Response Analysis
  - Overall Campaign Results
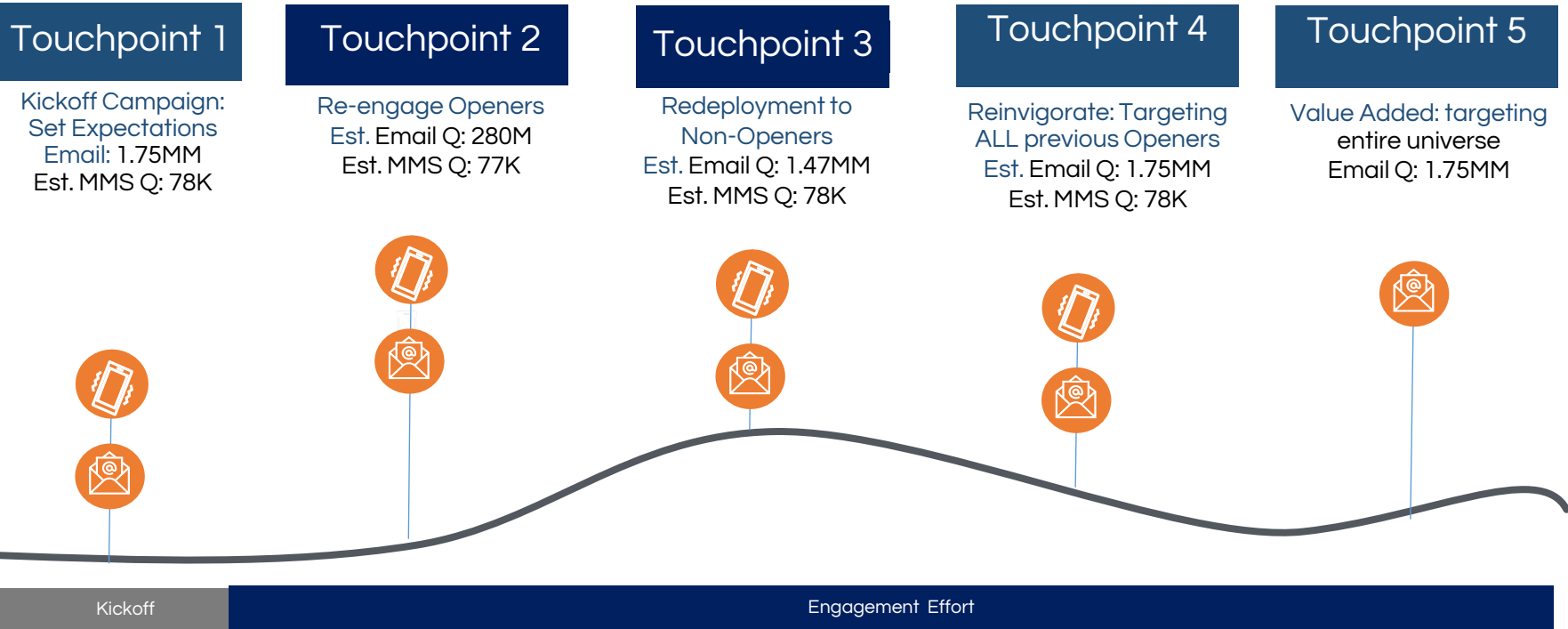
- Key Learnings and Next Steps

Power Reach Initiative
Email Marketing Plan Review

- # Objectives for Campaign Review:

    - Test viability of UMP's email database for Vail Resort's target audience

    - Market Epic Pass through email and MMS

- # Strategy:

    - Identify potential consumers

    - Send relevant offer to these potential consumers

    - Measure results of email / MMS through opens and CTR

Targeted Power Reach Roadmap: <u>Master View</u>
Leverage Engagement Using a Multi-Touch / Multi-Channel Approach

Touchpoint 1

Kickoff Campaign: Set Expectations
Email: 1.75MM
Est. MMS Q: 78K

Touchpoint 2

Re-engage Openers
Est. Email Q: 280M
Est. MMS Q: 77K

Touchpoint 3

Redeployment to Non-Openers
Est. Email Q: 1.47MM
Est. MMS Q: 78K

Touchpoint 4

Reinvigorate: Targeting ALL previous Openers
Est. Email Q: 1.75MM
Est. MMS Q: 78K

Touchpoint 5

Value Added: targeting entire universe
Email Q: 1.75MM

Kickoff

Engagement Effort

Order ID	UMP EMAIL ID	Campaign Name	Date	Quantity	Total Opens	Total Clicks	Total Opens%	Total Click%	Clickthrough%
5903	UMP-5903-UMP-Vail-Resorts-EMAIL---Drop1	UMP-Vail Resorts EMAIL - Drop1	9/18/2024	1,751,500	280,464	59,136	16.01%	3.38%	21.09%
5904	UMP-5904-UMP-Vail-Resorts-EMAIL---Drop2	UMP-Vail Resorts EMAIL - Drop2	9/24/2024	280,470	39,630	8,901	14.13%	3.17%	22.46%
5905	UMP-5905-UMP-Vail-Resorts-EMAIL---Drop3	UMP-Vail Resorts EMAIL - Drop3	10/1/2024	1,471,030	216,232	46,473	14.70%	3.16%	21.49%
5906	UMP-5906-UMP-Vail-Resorts-EMAIL---Drop4	UMP-Vail Resorts EMAIL - Drop4	10/8/2024	1,751,500	245,949	54,523	14.04%	3.11%	22.17%
5907	UMP-5907-UMP-Vail-Resorts-EMAIL---Drop5	UMP-Vail Resorts EMAIL - Drop5	11/12/2024	1,751,500	291,547	55,772	16.65%	3.18%	19.13%

Power Reach Initiative
Email Marketing Review

- With 7,006,000 records mailed, the campaigns are resonating with the target audience. This claim is based on:

  - High open rates: for all campaigns, the overall average open rate is a really strong 15.33%

  - For all campaigns, the average CTR is 3.21% and

  - The average CTOR is 20.94%

  - For comparative purposes, the average open rate is between 11-13%, the average click rate is between 2-2.5% and the average CTR is 20-22%.

- As you see, the largest of all deployments (drop 5) with 1,751,500 records out- performed all other deployments with over a 16.65% open rate. This, however, might be due to the amount of time that the campaign has spent in the marketplace or to the freshness of the message. The best performing, in terms of CTOR, is campaign #2, with over a 22.46% CTOR.

Campaign Summary

Subject Line: 🎓 🎿 Study Hard, Ski Easy – Get a Pass for less.
Friendly From: Epic Pass
Demographics: •   Target Audience Selects: Demographics
•   SKIING-SKI ENTHUSIAST, OUTDOOR ACTIVITIES, CURRENT COLLEGE…
Geographics: PENNSYLVANIA, VERMONT, NEW YORK, MASSACHUSETTS, COLORADO:
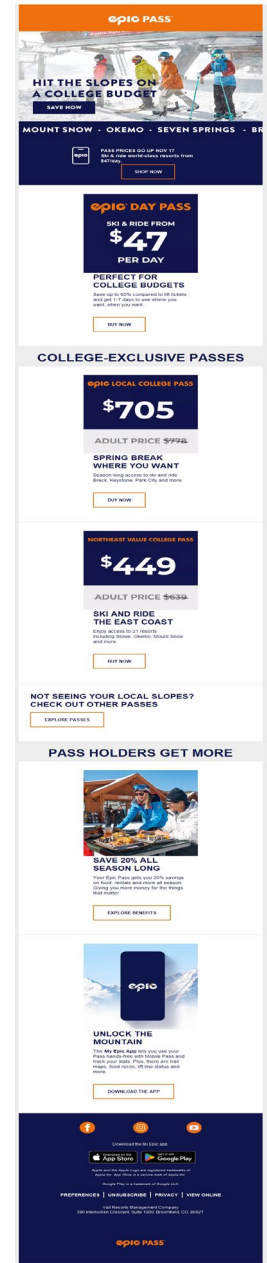**Broadcast Date:** 11/12/2024 11:00 AM
Quantity: 1,751,500
Opens: 291,547
Percent Opens: 16.65%
Clicks: 55,772
Percent Clicks: 3.18%
Clicks to Opens: 19.13%

Most opens

Power Reach Initiative
Email Marketing Plan Review

Campaign Summary

Subject Line: ⏰ Pass prices go up TOMORROW!
Friendly From: Epic Pass
Demographics: •   Target Audience Selects: Demographics
•   SKIING-SKI ENTHUSIAST, OUTDOOR ACTIVITIES, CURRENT COLLEGE...
Geographics: PENNSYLVANIA, VERMONT, NEW YORK, MASSACHUSETTS, COLORADO:
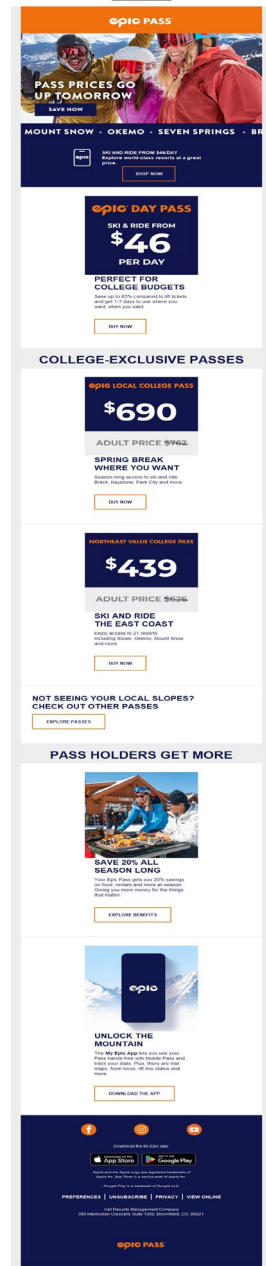**Broadcast Date:** 10/08/2024 11:00 AM
Quantity: 1,751,500
Opens: 245,951
Percent Opens: 14.04%
Clicks: 54,523
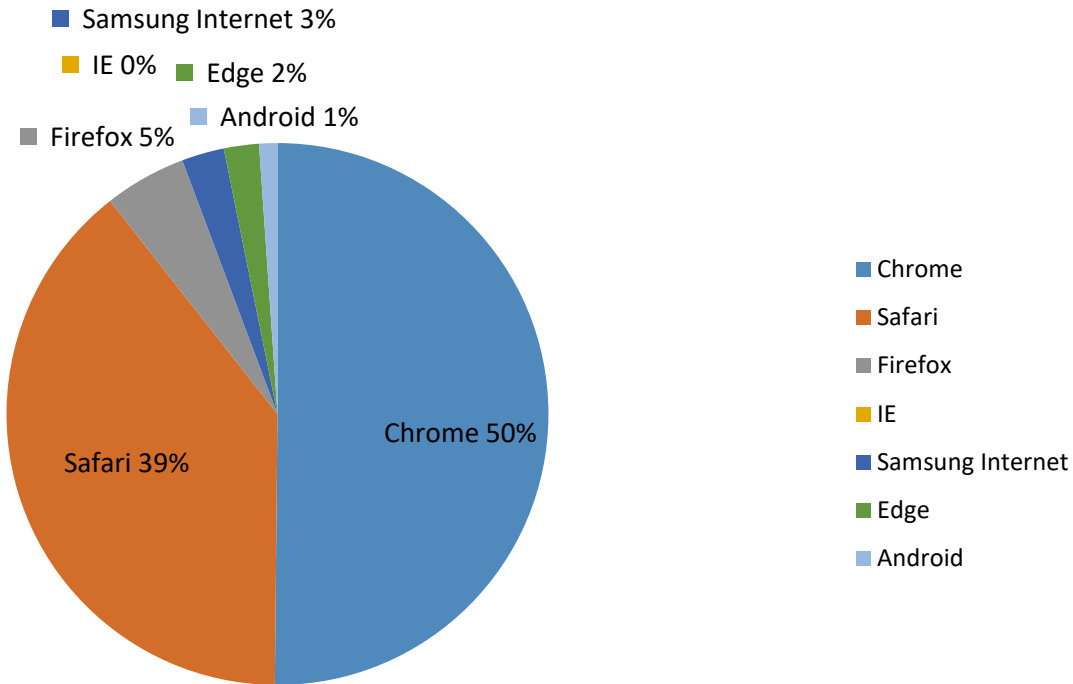**Percent Clicks:** 3.11%
Clicks to Opens: 22.17%

Most Clicks

Power Reach Initiative
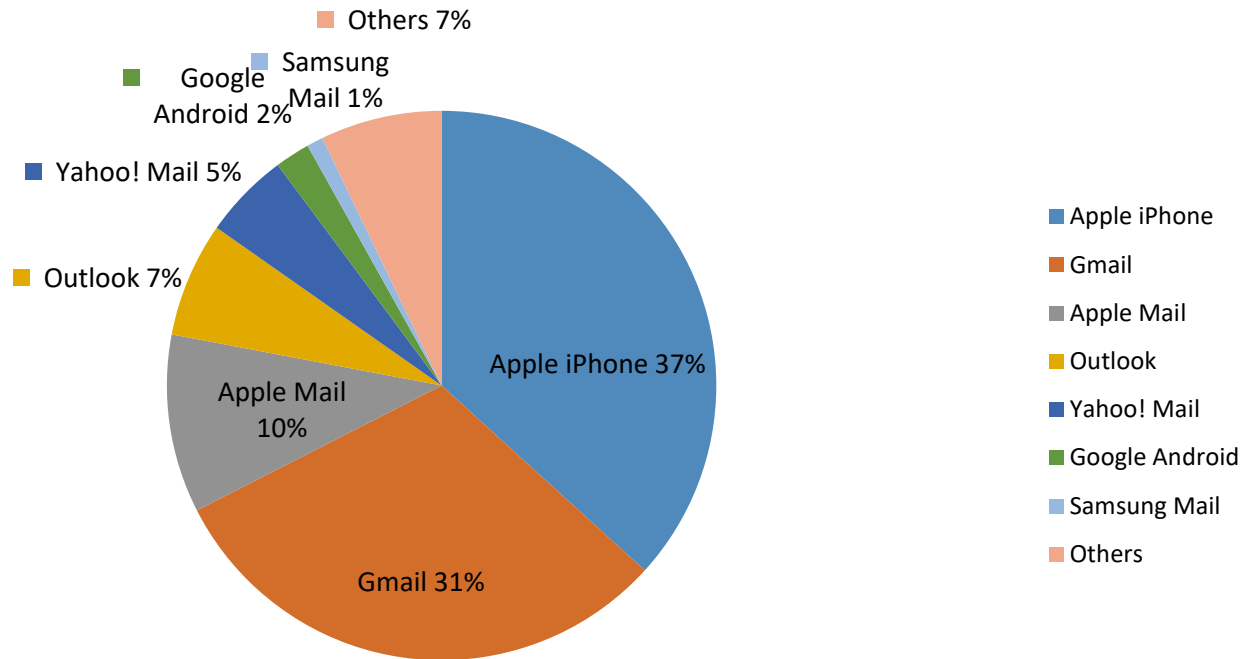**Email Marketing Plan Review**

Browsers Used By Openers
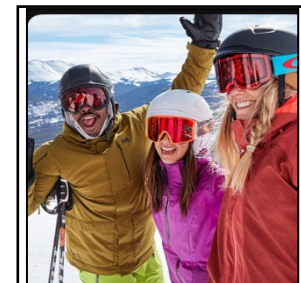
Order ID	UMP MMS ID	Campaign Name	Date	Quantity	Total Opens	Total Opens%	Total Clicks	Total Click%	Clickthrough%
5911	UMP-5911-MMS---Vail-Resorts-DROP-1	MMS - Vail Resorts DROP 1	9/19/24 11:00 AM	78,818	77,352	98,14%	35,801	45.42%	46.28%
5914	UMP-5914-MMS---Vail-Resorts-DROP-2	MMS - Vail Resorts DROP 2	9/25/24 11:00 AM	77,352	73,647	95.21%	23,841	30.82%	32.37%
5917	UMP-5917-MMS---Vail-Resorts-DROP-3	MMS - Vail Resorts DROP 3	10/2/24 11:00 AM	78,805	71,886	91.22%	21,911	27.80%	30.48%
5921	UMP-5921-MMS---Vail-Resorts-DROP-4	MMS - Vail Resorts DROP 4	10/9/24 11:00 AM	78,818	71,023	90.11%	30,451	38.63%	42.87%

Power Reach Initiative
MMS Marketing Plan Review

- We deployed a total of 313,793 MMS messages

  - High open rates: for all campaigns, the average open rate is 98.14%

  - High CTR / CTOR: for all campaigns, the average CTR is 45.42% and

  - The average CTOR is 46.28%

epic PASS

PASS PRICES GO UP AT MIDNIGHT

Hurry, lock in your Pass before prices go up at midnight! Hit the slopes this winter for an incredible value. https://bit.ly/3Zi79ko Text X to Stop

Key Learnings
And Next Steps

Key Learnings - Campaign Review:

- Larger deployments work better (based on rates)

- Email and MMS = viable channels

- Evident through opens, clicks, low unsubscribe rates

- What we've accomplished so far has been a success!

Suggested Next Steps:

- Build out new creative to include video. Typically, video resonates with potential responders, especially with a younger target audience like Vail Resorts'

- Test multiple creatives in head-to-head comparison for additional key learnings by audience

- Consider adding a student testimonial as either an element or as a "hero" of new creative (see next slides for expansion on this point)

Next Steps
Next Steps Discussion: How do we extend and evolve?

Maintain Audience Testing / New Audience Testing:

- Consider revising creative for greater differentiation between sends according to audience
- Consider targeting a general audience of ski enthusiast and test that demographic against existing demographics

New Creative Testing:
- Consider including video on the .html;
- Streamline / trim body copy and visuals for reduced "scrolling"

Multi-Channel Integration:

- Email, Social (Facebook Retargeting), Direct Mail
- Maintain consistency across messaging / look & feel

Capitalize on momentum and leverage key learnings for next campaign.