VAIL RESORTS POWER REACH INITIATIVE:

END OF CAMPAIGN REVIEW

Agenda
Today's conversation

- Email / SMS Marketing Plan Review
  - Objectives and Strategy

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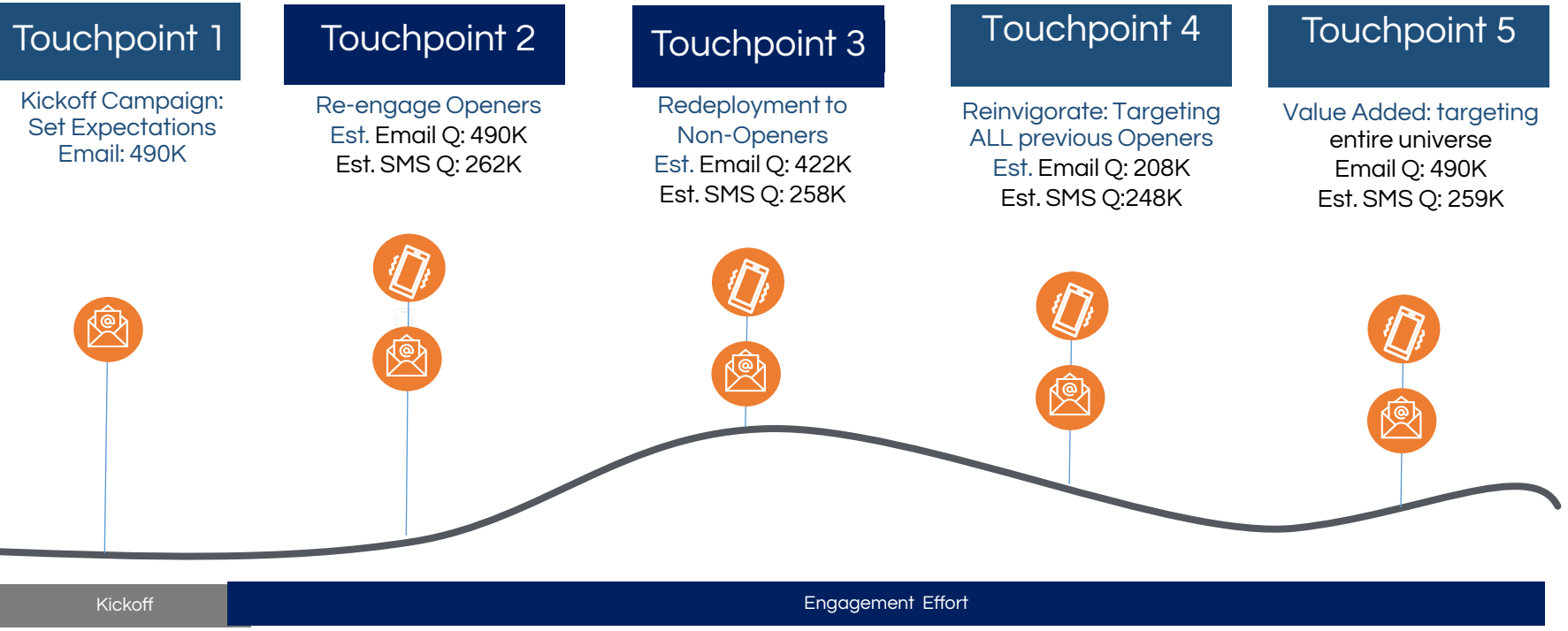
- Key Learnings and Next Steps

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 College Night / Ski Pass through email and SMS

- # Strategy:

  - Identify potential consumers

  - Send relevant offer to these potential consumers

  - Measure results of email / SMS through opens and CTR

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

Touchpoint 1	Touchpoint 2	Touchpoint 3	Touchpoint 4	Touchpoint 5
Kickoff Campaign: Set Expectations Email: 490K	Re-engage Openers Est. Email Q: 490K Est. SMS Q: 262K	Redeployment to Non-Openers Est. Email Q: 422K Est. SMS Q: 258K	Reinvigorate: Targeting ALL previous Openers Est. Email Q: 208K Est. SMS Q:248K	Value Added: targeting entire universe Email Q: 490K Est. SMS Q: 259K

Kickoff

Engagement Effort

Drop No.	Order ID	Unique ID	Campaign Name	Date	Quantity	Total Opens	Total Clicks	Total Opens%	Total Click%	Clickthrough%
1	5627	UNK-5627-Vail-Resort-Drop-1	Vail Resort Drop 1	1/3/2024	490258	79050	16378	16.12%	3.34%	20.72%
2	5634	UNK-5634-Vail-Resort-Drop-2	Vail Resort Drop 2	1/10/2024	490258	67955	15151	13.86%	3.09%	22.30%
3	5635	UNK-5635-Vail-Resort-Drop-3	Vail Resort Drop 3	1/17/2024	422303	61208	13416	14.49%	3.18%	21.92%
4	5636	UNK-5636-Vail-Resort-Drop-4	Vail Resort Drop 4	1/24/2024	208213	30114	6509	14.46%	3.13%	21.61%
5	5683	UNK-5683-Vail-Resort-Drop-5---Added-Value-EMAIL	Vail Resort Drop 5 - Added Value EMAIL	1/31/2024	490258	71469	15561	14.58%	3.17%	21.77%

Power Reach Initiative
Email Marketing Plan Review

- With 2,101,290 records mailed, the campaigns are resonating with the target audience. This claim is based on:

    - High open rates: for all campaigns, the average open rate is 14.74%

    - High CTR / CTOR: for all campaigns, the average CTR is 3.19% and

    - The average CTOR is 21.63%

    - 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 1) with 490258 records out- performed all other deployments with over a 16% 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% CTOR.

Power Reach Initiative
Email Marketing Plan Review

Campaign Summary

Subject Line: Grab your crew, skiing & riding is in session! 🏂 ❄️
Friendly From: Vail Resorts
Demographics: Liberty
78 Country Club Trail Carroll Valley, PA 17320
Roundtop   925 Roundtop Rd Lewisberry, PA 17339...
Geographics: Liberty
78 Country Club Trail Carroll Valley, PA 17320
Roundtop   925 Roundtop Rd Lewisberry, PA 17339...
Broadcast Date: 01/03/2024 10:00 AM
**Quantity:** 490,258
Opens: 79,050
Percent Opens: 16.12%
Clicks: 16,378
Percent Clicks: 3.34%
Clicks to Opens: 20.72%

Most opens & clicks
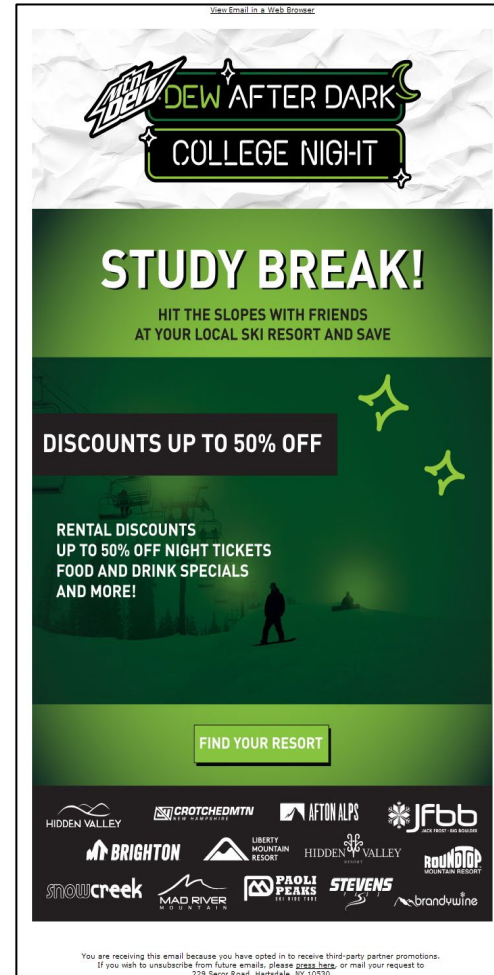
Power Reach Initiative
Email Marketing Plan Review

Campaign Summary

Subject Line: Take the ultimate study break & ski under the stars⭐

Friendly From: Vail Resorts

Demographics: Target Openers, Creative 2: 73,538 email (assumes 15% open rate, but note past performance suggests ...

Geographics: Liberty

78 Country Club Trail Carroll Valley, PA 17320

Roundtop   925 Roundtop Rd Lewisberry, PA 17339...

Broadcast Date: 01/10/2024 10:00 AM

Quantity: 490,258

Opens: 67,955

Percent Opens: 13.86%

Clicks: 15,151

Percent Clicks: 3.09%

Clicks to Opens: 22.30% - highest CTOR
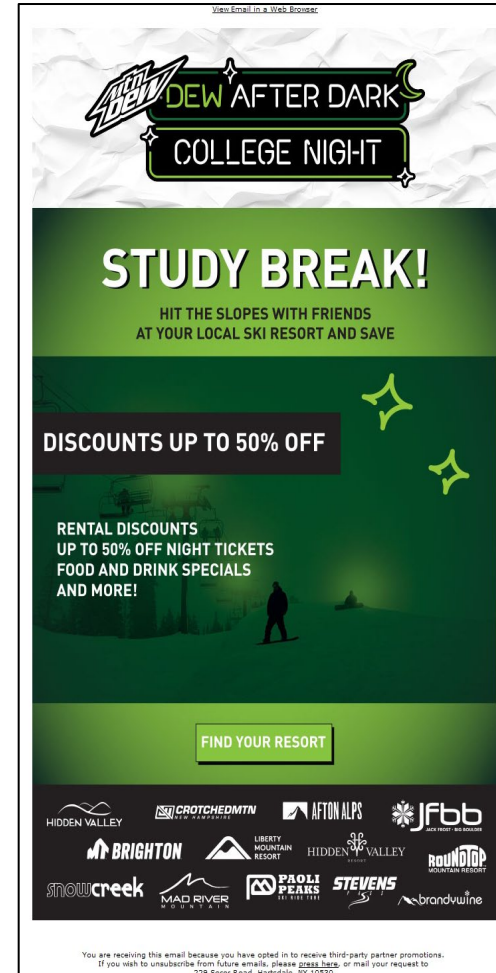
Power Reach Initiative
Email Marketing Plan Review

Campaign Summary

Subject Line: Drop the books. Grab your crew. Hit the slopes 🏂 ⛷️
Friendly From: Vail Resorts
Demographics: Target Non-Openers in Drop 3, Creative 3: 416,719 email
Geographics: Liberty
78 Country Club Trail Carroll Valley, PA 17320
Roundtop   925 Roundtop Rd Lewisberry, PA 17339...
**Broadcast Date:** 01/17/2024 10:00 AM
Quantity: 422,303
Opens: 61,208
Percent Opens: 14.49%
Clicks: 13,416
Percent Clicks: 3.18%
Clicks to Opens: 21.92%

![University Marketing & Promotions logo]

Power Reach Initiative
Email Marketing Plan Review

Campaign Summary

Subject Line: LAST CHANCE! Ski the deals 🏂 🔥
Friendly From: Vail Resorts
Demographics: All Previous Openers, Creative 4. Anticipated quantity: 62,507 Email
Geographics: Liberty
78 Country Club Trail Carroll Valley, PA 17320
Roundtop   925 Roundtop Rd Lewisberry, PA 17339...
Broadcast Date: 01/24/2024 10:00 AM
Quantity: 208,213
Opens: 30,114
Percent Opens: 14.46%
Clicks: 6,509
Percent Clicks: 3.13%
Clicks to Opens: 21.61%
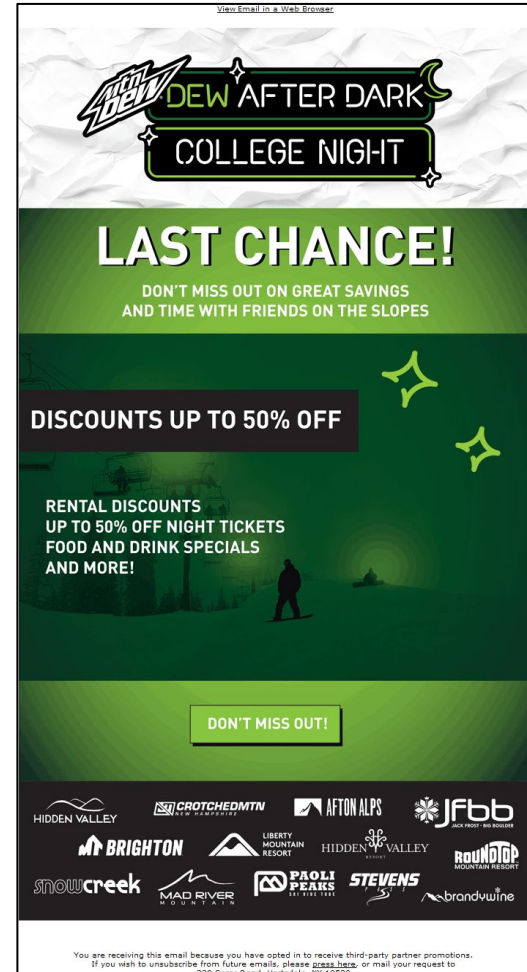
Campaign Summary

Subject Line: Slopeside Savings during College ID Nights 🏂 ⛷️
Friendly From: Vail Resorts
Demographics: • Target Audience Selects: GEO
• Northeastern United States
• Please See Special Instructions Below ...
Geographics: • Target Audience Selects: Demographics
• Current college students, grad students, Ski Enthusiast

Broadcast Date: 01/31/2024 10:00 AM
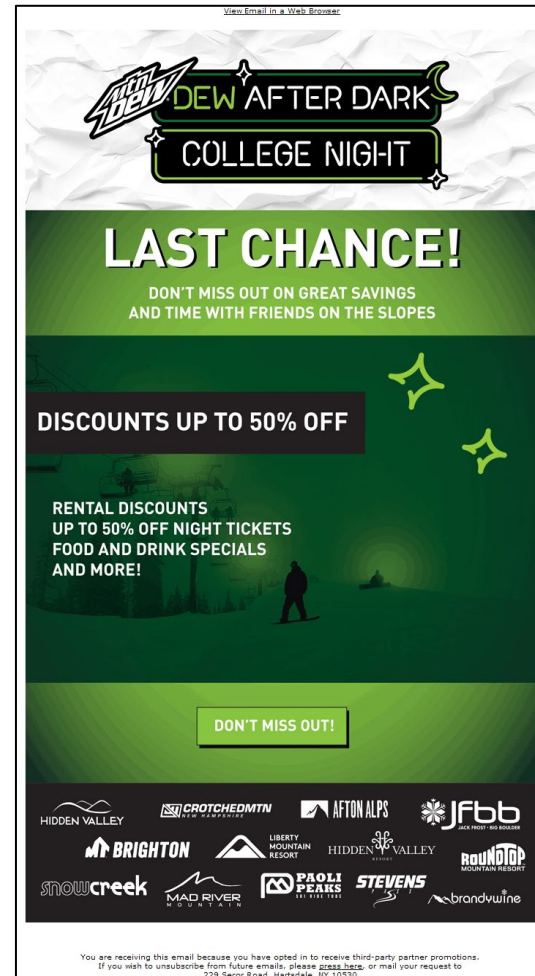**Quantity:** 490,258
Opens: 71,469
Percent Opens: 14.58% Second highest rate
Clicks: 15,561
Percent Clicks: 3.17%
Clicks to Opens: 21.77%

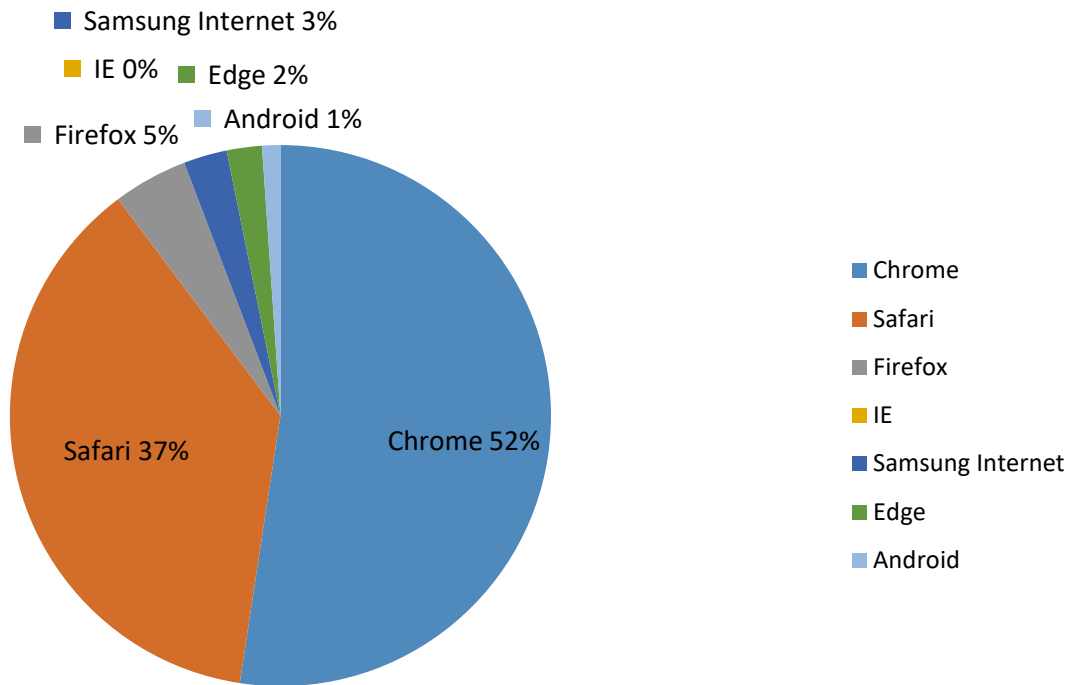Value -Add

Browsers Used By Openers

Drop No.	Order ID	Unique ID	Campaign Name	Date	Quantity	Total Opens	Total Opens%	Total Clicks	Total Click%	Clickthrough%
1	5633	UNK-5633-SMS---Vail-Resorts-DROP-1	SMS - Vail Resorts DROP	Jan 10, 10:00 am EST	262,146	258,843	98.74%	41,984	16.02%	16.22%
2	5637	UNK-5637-SMS---Vail-Resorts-DROP-2	SMS - Vail Resorts DROP	Jan 17, 10:00 am EST	258,843	248,799	96.12%	35,379	14.22%	15.05%
3	5638	UNK-5638-SMS---Vail-Resorts-DROP-3	SMS - Vail Resorts DROP	Jan 24, 10:00 am EST	248,799	238,225	95.75%	33,542	14.08%	14.97%
4	5639	UNK-5639-SMS---Vail-Resorts-DROP-4	SMS - Vail Resorts DROP	Jan 31, 10:00 am EST	258,851	233,509	90.21%	35,488	13.71%	15.20%
Total	N/A	UNK-5639-SMS---Vail-Resorts- TOTAL			1,028,639	979,376	95.21%	146,393	14.23%	14.95%

Power Reach Initiative
SMS Marketing Plan Review

- We deployed a total of 1,028,639 SMS messages

  - High open rates: for all campaigns, the average open rate is 95.21%

  - High CTR / CTOR: for all campaigns, the average CTR is 14.23% and
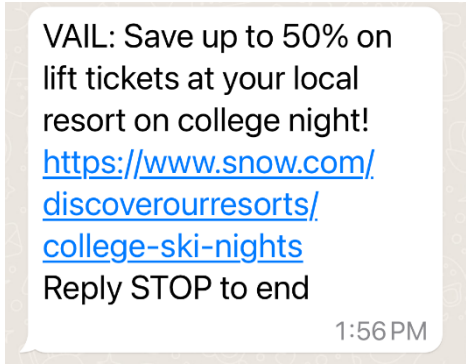
  - The average CTOR is 14.95%
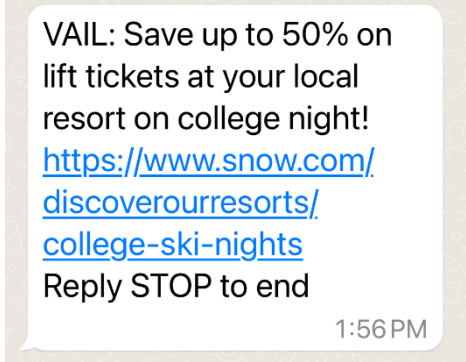
VAIL: Save up to 50% on lift tickets at your local resort on college night! https://www.snow.com/ discoverourresorts/ college-ski-nights Reply STOP to end

1:56 PM

Drop No.	Order ID	Unique ID	Campaign Name	Date	Quantity	Total Opens	Total Opens%	Total Clicks	Total Click%	Clickthrough%
1	5633	UNK-5633-SMS---Vail-Resorts-DROP-1	SMS - Vail Resorts DRC	Jan 10, 10:00 am EST	262,146	258,843	98.74%	41,984	16.02%	16.22%
2	5637	UNK-5637-SMS---Vail-Resorts-DROP-2	SMS - Vail Resorts DRC	Jan 17, 10:00 am EST	258,843	248,799	96.12%	35,379	14.22%	15.05%
3	5638	UNK-5638-SMS---Vail-Resorts-DROP-3	SMS - Vail Resorts DRC	Jan 24, 10:00 am EST	248,799	238,225	95.75%	33,542	14.08%	14.97%
4	5639	UNK-5639-SMS---Vail-Resorts-DROP-4	SMS - Vail Resorts DRC	Jan 31, 10:00 am EST	258,851	233,509	90.21%	35,488	13.71%	15.20%
Total	N/A	UNK-5639-SMS---Vail-Resorts- TOTAL			1,028,639	979,376	95.21%	146,393	14.23%	14.95%

Power Reach Initiative
SMS Marketing Plan Review

- For comparative purposes, the average open rate is between 90-95%, the average click rate is between 10-13% and the average CTR is 13.50%.

- As you see, the initial campaign performed best of all other deployments with both the highest number of opens and the highest number of clicks.

VAIL: Save up to 50% on lift tickets at your local resort on college night!
https://www.snow.com/discoverourresorts/college-ski-nights
Reply STOP to end

1:56 PM

Key Learnings
And Next Steps

Key Learnings - Campaign Review:

- Larger deployments work better (based on rates)

- Email and SMS = 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
- Consider enhancing reach through targeting alumni records and recent college graduates

New Creative Testing:

- Consider including video on the .html;
- Streamline / trim body copy and visuals

Multi-Channel Integration:

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