



CASE STUDY: **MOUNTAIN CAPITAL PARTNERS**

WORKHORSE

OVERVIEW

Mountain Capital Partners (MCP) owns and operates some of the nations most well-known ski resorts including Purgatory Resort, Arizona Snowbowl and Sipapu Resort.

In this highly competitive market, they need a sustainable and efficient way to acquire new guests while building frequency and lifetime value with existing guests.





GOALS, STRATEGIES AND OBJECTIVES

Mountain Capital Partner's resorts maintain seasonal goals focused on acquiring new guests and increasing purchase frequency of existing guests.

Leveraging knowledge built during our long-standing relationship along with researching new strategies and tactics, we worked with MCP to develop a branding, marketing and advertising approach that engaged more customers and increased their level of engagement.

Strategies and activities have included:

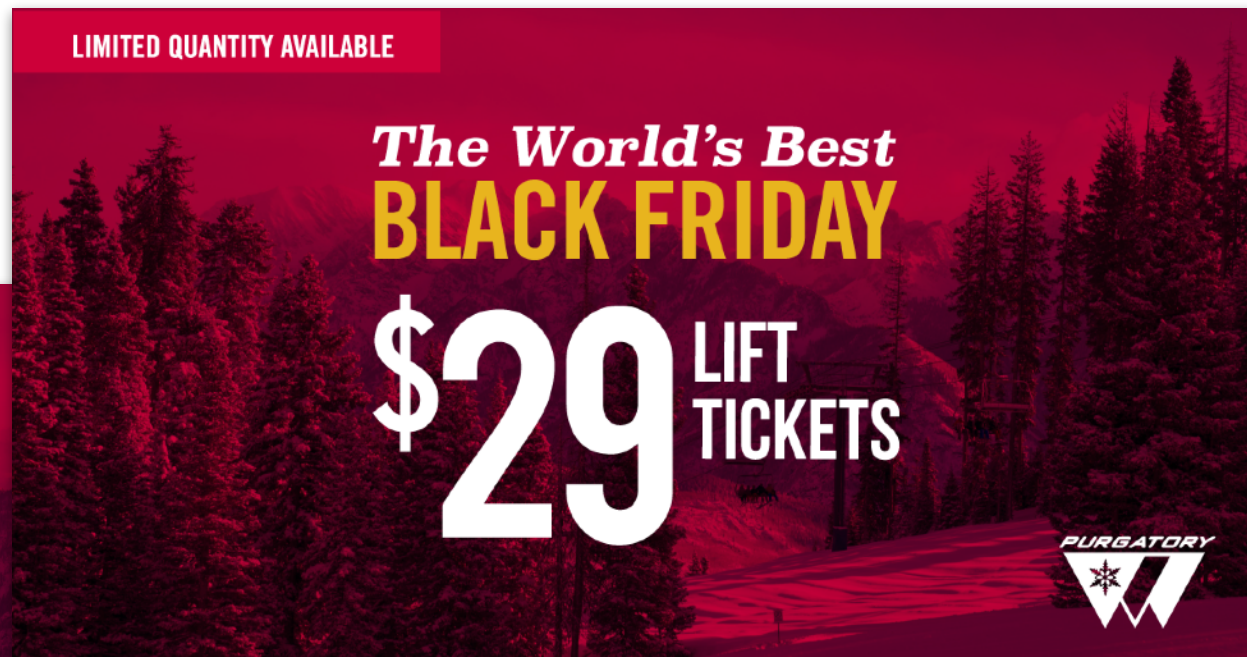
Marketing and Advertising Strategy
Digital Advertising Management
Google Search Advertising
Google Display Advertising
Trip Advisor Display
Adroll Retargeting

Social Advertising
Search Engine Optimization
Conversion Optimization
Website Design, Development and
Maintenance
Email Marketing



Campaign and Creative Assets

1080 X 1080
HTML5 Banner



1200 X 628
HTML5 Banner

300 X 250
HTML5 Banners



**STILL PLANNING YOUR
VACATION?**



**BUY TWO LIFT TICKETS
STAY FREE**



Discover more ways to ski and stay
FREE at Arizona Snowbowl

BOOK NOW

300 X 250
HTML5 Banners



PURGATORY

Still planning your
SKI TRIP?
STAY FREE AT PURGATORY



PURGATORY

Purchase a lift ticket
STAY FREE
AVAILABLE NEARLY EVERY DAY



PURGATORY



Book Your Vacation
TODAY

BOOK NOW

\$50 Down Social Graphics



Spring Break 2018



up to
40% OFF
lodging

kids
ski
FREE



up to
40% OFF
lodging

kids
ski
FREE

SPRING BREAK
at Purgatory
up to **40% OFF** lodging

**SPRING
BREAK**
at Purgatory

lift tickets
starting at
\$49



**BOOK
NOW**

BOOK NOW

Summer Retargeting

**MUST DO
ADVENTURE**



**SAVE UP TO
\$40 NOW**

PURGATORY



PURGATORY



**MUST DO
ADVENTURE**



**SAVE UP TO
\$40 NOW**

PURGATORY



**MUST DO
ADVENTURE**

**SAVE UP TO
\$40 NOW**

PURGATORY

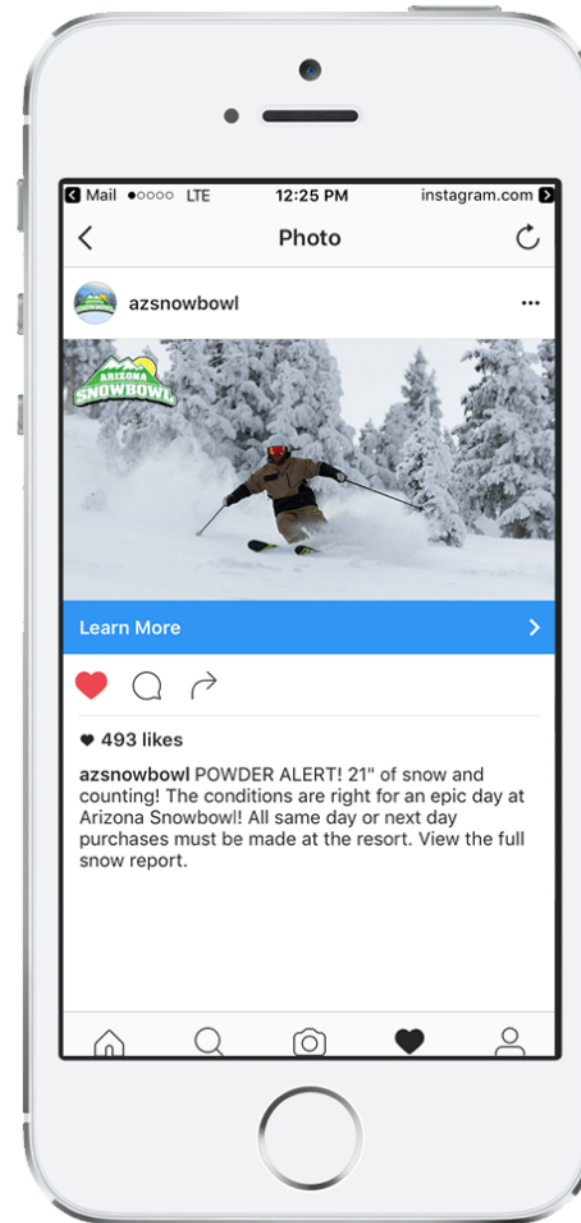
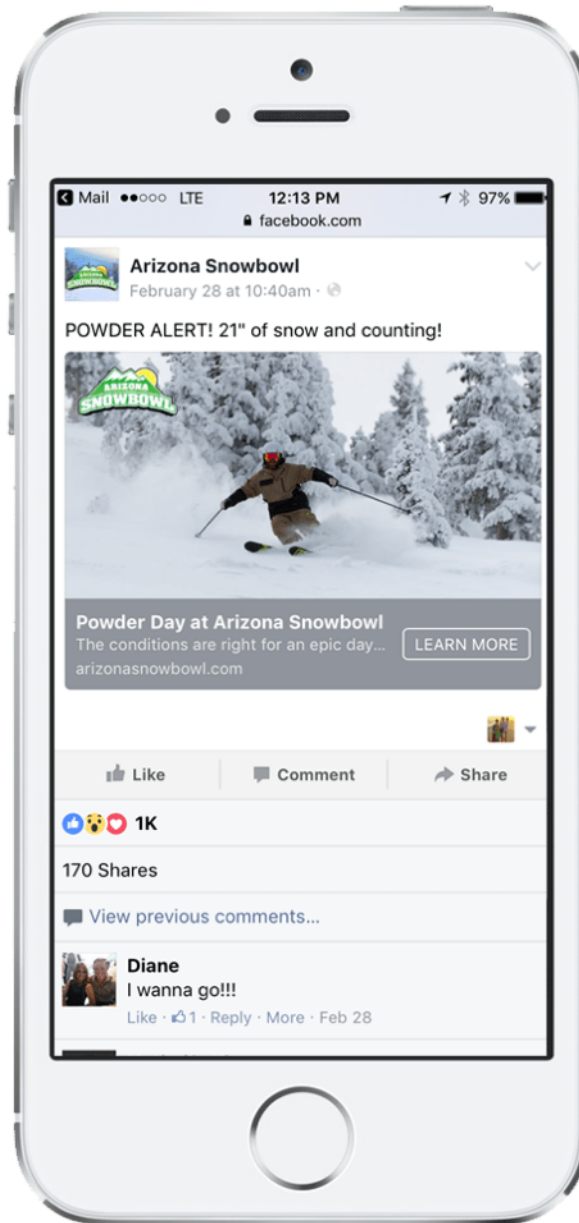


**MUST DO
ADVENTURE**

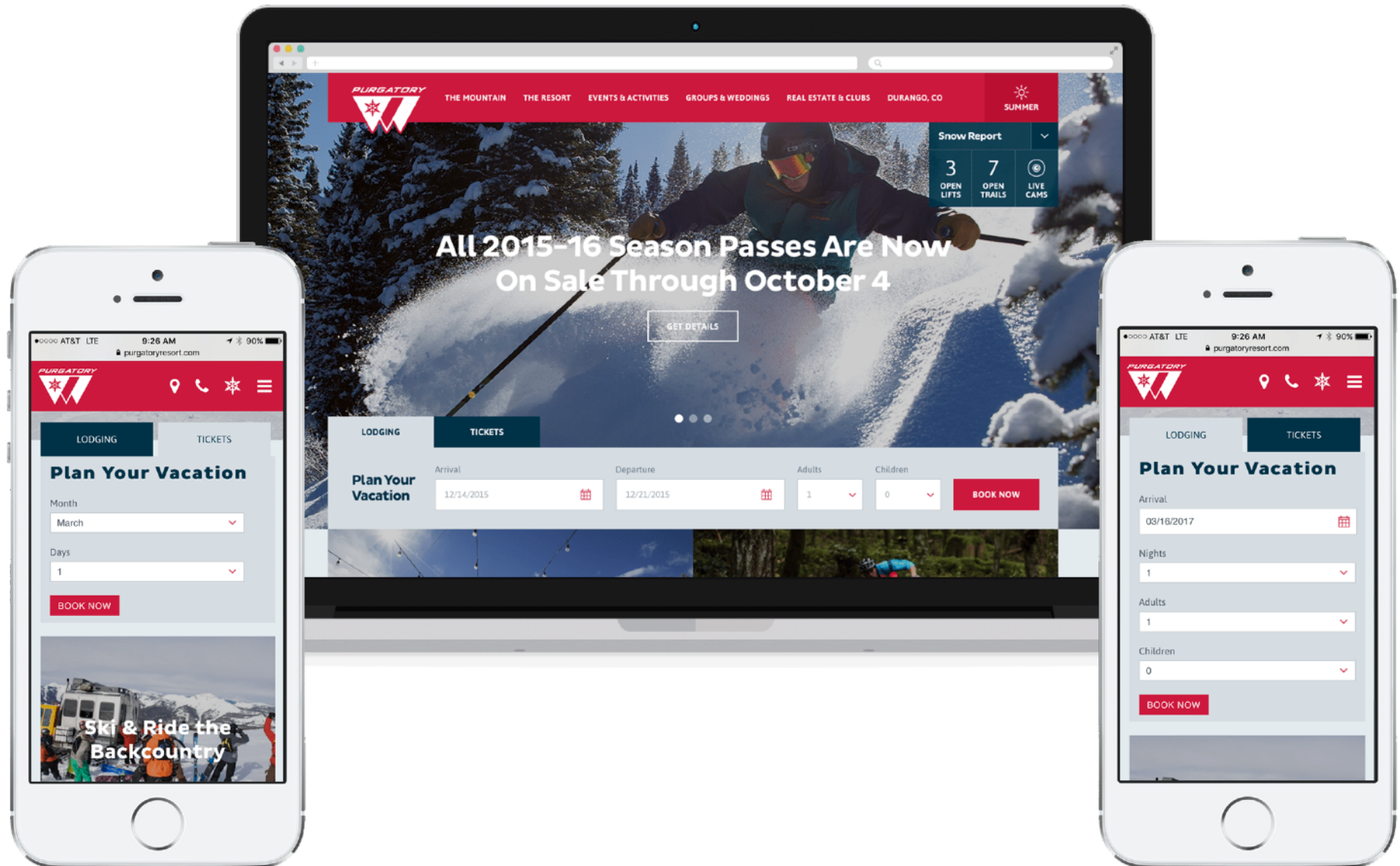
**SAVE UP TO
\$40 NOW**



Social Creative and Advertising



Website Platform Production



WORKHORSE



RESULTS

A 7-channel digital advertising approach combined with digital asset management has yielded between a 400-800% ROI for the different resorts (depending on channel).

WORKHORSE

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An abstract geometric pattern consisting of several dark blue circles of varying sizes connected by thin, light blue lines, creating a network-like structure across the bottom half of the image.

**Smarter Solutions
Accelerate Growth™**