



Grand Massif

Omni-channel Acquisition

## Grand Massif

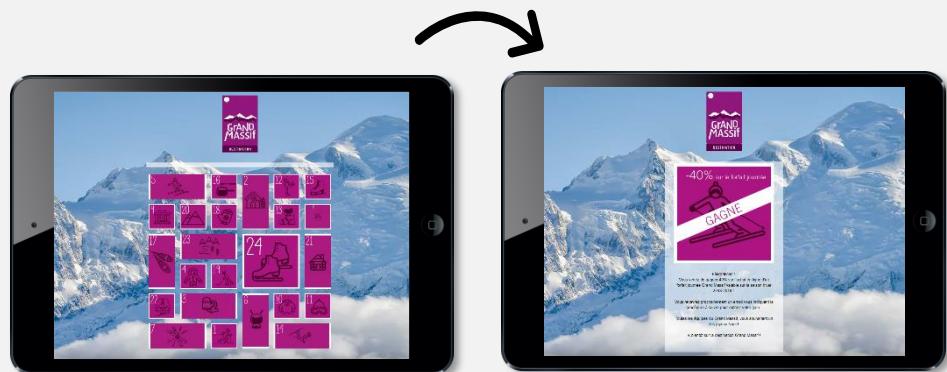
The Grand Massif Ski Area is among the largest landscaped areas of the French Alps, featuring a wide variety of tracks to allow everyone to enjoy the pleasures of skiing, sledding, Nordic skiing and showshoeing. The Grand Massif ski area is made up 5 resorts: Flaine, Les Carroz, Morillon, Samoens and Sixt Fer à Cheval.

## CHALLENGE

Grand Massif was looking for an innovative and fun way to capture data as they struggled to grow the number of contacts and customer information in their CRM database. The resort also wanted to drive awareness of the brand, especially around their newly acquired Green Globe certification.

## KEY OBJECTIVES

In order for Grand Massif to capture new data and incentivize customers, a few simple approaches from Odicci were employed to engage customers during the 2017-2018 season. By using an omni-channel approach, the Grand Massif team hoped to drive brand engagement and retention, gain new custom insights, and use real time reporting to monitor the campaign's success. Odicci integrated with Dolist for these three experiences to push the data to their platform to be used for segment creation and email marketing.



## SOLUTION

### Advent Calendar – Christmas Campaign

- 24 days of prizes
- Prize: Packages at 10-40% off

### Tap to Reveal – Easter Campaign

- Tap the egg to reveal a prize
- Prize: 10 day package

### Social Quiz – Green Globe Campaign

- 10 question quiz, weekly for 6 weeks
- Weekly prizes + 1 package stay at the end of the campaign

### Key Developments

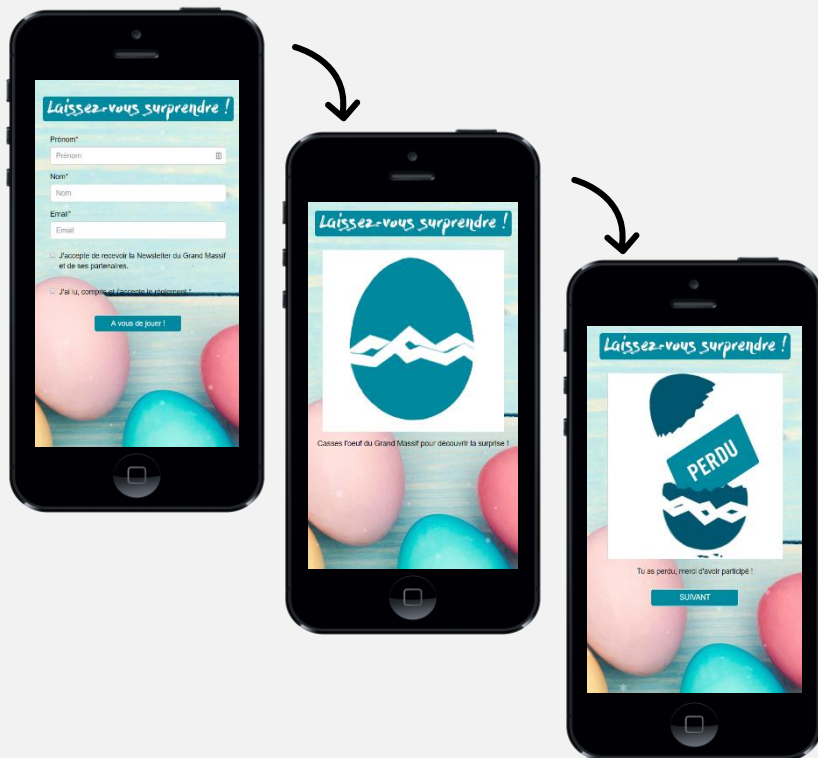
- Facebook Integration
- Dolist integration for email marketing solutions
- Multi-lingual (French & English)

### Details to be captured:

- Email address
- Name
- Postal code
- Email communication preferences
- Psychographic data



## RESULTS



### About odicci

Odicci's content platform enables users to build interactive experiences to drive customer engagement. Users can create, test, and measure programs with zero development skills required. The insight generated from campaigns can then be used to better target target customers. For more information, please visit [www.odicci.com](http://www.odicci.com).

View all our customer success stories at [www.odicci.com](http://www.odicci.com)

\*opt-in % was not tracked for Track the Egg experience.