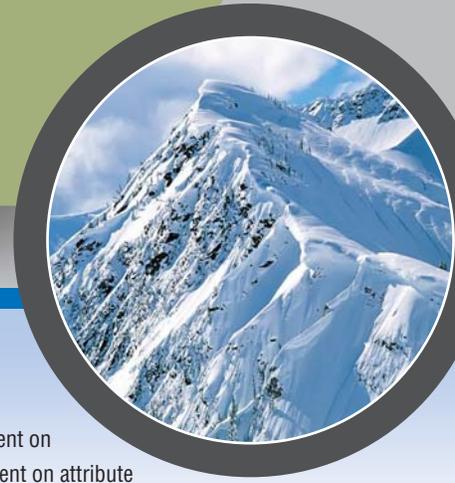




# CASE STUDY

## Customer Database Marketing: IT Challenge Becomes Marketing Solution for Established Resort



### THE CHALLENGE

A resort organization with multiple locations had recently updated their operational system to make the data more manageable and useful to IT for reporting and to Marketing for appropriate guest communications. It was a huge win for IT to have a centralized system to record with more meaningful historical data, but in short order, it became extra work for the IT team to serve the data asks of Marketing.

IT was sitting on a trove of important behavioral data that Marketing had been starved for. In the competitive landscape of hospitality, travelers have many options and this resort needed to stand out. Marketing was eager to *dig into this data*, identify their repeat guests and engage with them, as well as mine the one-offs so that they could convert them to returning customers.

The IT department became swarmed with requests, "It was overwhelming! Marketing was so hungry for information, they were regularly interrupting the

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normal course of IT business with ad hoc requests to serve their team," explains the IT Project Manager.

Now this 70 year old resort company faced a new challenge: they needed to give Marketing easy access to the customer data and to establish processes that would ensure their data was always up-to-date, clean and ready-to-use for marketing. It took only 6 months after they implemented their new operations system to realize they needed a marketing database tool.

### THE SOLUTION

In a collaborative effort, Marketing and IT began a search to find a company to build and maintain their marketing database. They talked to six companies before selecting Dovetail. "We felt comfortable that Dovetail was a good, solid company. But not so big we were going to get shuffled off to some small group far away from the real intelligence of Dovetail," says the IT Project Manager as he talks about their search for a company to build and maintain their marketing database.

Working together with the IT department on data feeds and the marketing department on attribute requirements, Dovetail developed a single-source repository for all marketing data and an interface, built specifically for Marketers, to easily access their data. With the Dovetail Application, the marketing team finally had the ability to build segments and campaigns around robust, behavioral attributes that allowed them to engage more quickly, and in a more meaningful way with their guests.

### KUDOS FOR DOVETAIL

Since their implementation of the Dovetail solution, this sports friendly resort organization has enjoyed the benefits of a modern marketing platform, with integrated data and an application that allows marketers' easy access to a tool to build ad hoc queries to learn more about their guests. The IT Project Manager explains, "Now we have all of our customers in the same system so we can see what percent of their dollars are spent in which area."

The Vice President of Marketing adds, "The interface is so intuitive. After spending twenty minutes with the Dovetail Account Support group, I was able to go in there and do a lot of things I thought were going to be a lot harder to do." She goes on to explain how they are using the Dovetail Application, "We began by just pulling names and now we are doing analyses on the database to understand the behaviors of our guests and are able to execute data-driven marketing campaigns based on those behaviors."

As marketing objectives shift and technologies change, the Dovetail team adapts. When the resort selected a new email vendor, Dovetail integrated the Dovetail Application with their new email service provider. This new functionality allows marketers to pull a list and export it directly into their email application. "Dovetail continually rolls out new technology and updates to their existing application, we feel their team is on the cutting edge of database build and maintenance. They also help us understand what's the latest and the most intuitive way to access our data," explains the VP of Marketing.

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