Ascent360

Client Webinar: December 2025

16 December 2025

Introductions

Presenters

Cait Kooistra

CX and Operations

Housekeeping Items

- **Mics are muted**—so no surprise background concerts today.

- **Questions?** Pop them in the chat; we're all ears (virtually).

- **Don't stress about notes:** The recording will land in your inbox soon.

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Topics We'll Cover Today

- Upcoming Enhancements

- Abandoned Cart
  - Why it Matters
  - Eligibility & Cost
  - How it Works
  - Getting Started
  - Demo

- Tips & Tricks

- Open Q&A

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Upcoming Enhancements

Coming Soon

- **Multi-Column List Loads**
  - ETA: End of Jan. 2026
  - Offers the ability to load a file and use data in the file as merge tags in the email


- **More "UI Improvements"**

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Abandoned Cart: Why It Matters

- Guests who abandon booking = **lost revenue**
  - **These guests are high intent**—they were ready to book
  - Booking abandonment rate: 80-84% ([Source](#))

- Recovering even a *fraction* **boosts ROI significantly**

- Automated emails = easy win for conversions

- More stats ✨
  - Recovery emails get 55–70% open rates—far above average
  - ~10% CTR means guests often return to complete bookings ([Source](#))

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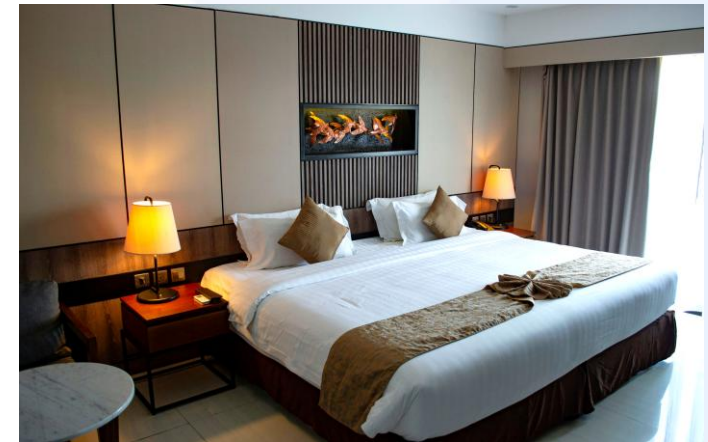
Abandoned Cart: Eligibility

- **Hospitality** clients only (to start)
- Works best with SynXis booking engine
  - Others coming soon
- Client participation required for testing
- Must sign SOW before implementation
- Ensure email capture during checkout
  - Highlight field if needed

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Abandoned Cart: Cost

- $3–$4 **per key** per month
- Setup may use support hours (usually <5 hrs)
  - Additional hours billed if contract doesn't cover setup
- Requires **signed SOW** if not in original agreement

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Abandoned Cart: How it Works

- **IN A NUTSHELL:** You design the email > automate as "Webhook-Triggered" > abandoned cart data flows to A360 > once criteria are met, the messages send.

- **Triggered**
  - Defined as: when a guest leaves checkout or is inactive for 30+ minutes
  - Via pixel tracking

- **Requires an email address at minimum**

- **Other details typically captured:**
  - Room Rate
  - Total Stay Amount
  - Arrival & Departure Dates

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Abandoned Cart: How it Works

- **Example Email**

- **Process:**
    - Sends on your desired cadence
        - e.g. 1 hr, 24 hrs, 72 hrs
    - Stops if booking is completed; continues if still abandoned
    - Ability to insert UNIQUE Cart URL for easy "return to booking"

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Abandoned Cart: Getting Started

- Contact your CSM to kick off

- Sign SOW and confirm billing

- Setup takes a few weeks
  - May depend on sprint schedule & client-side availability

- Install the web tracking pixel

- Extensively test the flow

- Once "live"
  - Monitor campaign performance weekly
  - Test images & messaging for better conversions
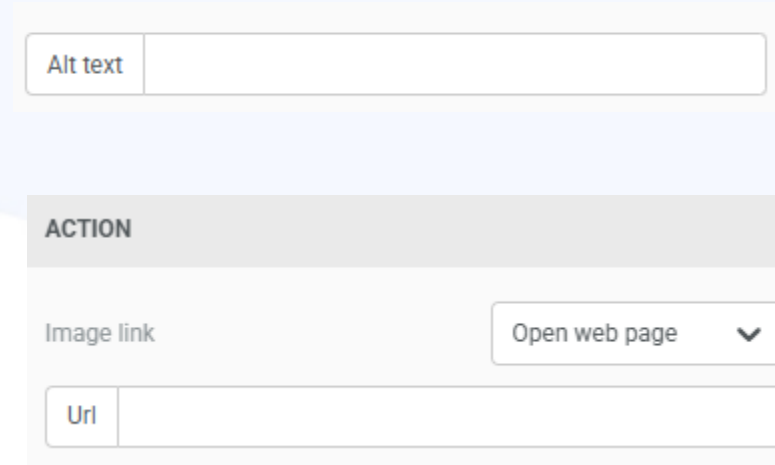 - Work with your CSM to optimize continuously

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Abandoned Cart: Quick Demo

- In-platform demonstration

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Tips & Tricks

Tip 1: Best Practices for Email Images

- Ensure all your images are tagged with "Alt Text"
- Ensure all your images have an 'action' hyperlink
- Recommended file type: JPEG/JPG unless need for transparent background or moving image (PNG or GIF are ok)
- File size: **Do not exceed 1MB**
  - Loading times, email cutoff

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Tip 2: Periodic Housekeeping

- Test your email signup flow
- Keep content refreshed
  - Even "evergreen" content needs a refresh!
- Purge old audiences
- Review your email suite for branding consistency

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Open Q&A Time (~5 mins, Time-Permitting)

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Thank you!

Feedback? Questions?

Email support@ascent360.com