



Product Release Roundup – January 2026

Bryan Roberts & Cait Kooistra
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Webinar Agenda

- Recent Product Release Updates
- Upcoming Enhancements
- Tips & Tricks
- Questions
- Closing



Recent Product Release Updates

NEW: Multi-Column List Sends

- Send a **one-time, immediate email** to a CSV-based list without using a CDP Audience, allowing you to contact people who aren't yet in the database or who can't be targeted through normal Audience Builder logic.
- Include **custom merge tags** sourced directly from your uploaded file, enabling personalized content using fields that may not exist in the CDP.

Use Cases:

- Distribute unique promo codes
- Provide waiver links or pre-arrival information
- Send same-day messaging to contacts



DEMO: Multi-Column List Sends

2026/27 Passes on Sale Now!

New year goal: more turns year at year-round destinations

{{{fname}}}, 26/27 season passes are on sale now! Get our lowest price of the season & start enjoying next year's pass benefits on the mountain this season.

- ✓ Keep the good times rolling - you've already logged {{{uniquePassDays}}} this season!
- ✓ Act now - prices increase {{{priceIncreaseDate}}}

{{{CTA}}}

Mapping the fields in 2526guests.csv

[Cancel](#) [Save and Close](#)

For each column in your file, select the corresponding merge tag from the drop-down.
Column [emailaddress] is already mapped to Recipient Email Address (80% valid)

3 / 15 columns mapped

Map Status	File Column	Preview	Mapped To
	emailaddress	broberts@ascent360.com example_0@ascent360.com example_1@ascent360.com example_2@ascent360.com example_3@ascent360.com	Recipient Email Address
	firstname	Bryan Jane Jane Jane Alex	Select...
	lastname	Roberts Taylor Doe Taylor Johnson	Select...



Sneak Peek: Upcoming Enhancements

Coming Soon: Display Conditions via Webhook Triggered Emails

- Additional layer of **email customization** for emails that are triggered through a webhook.
- Show/Hide rows in the email based on data in the webhook payload.





Tips & Tricks

Prospect Conversion using Ascent360

- What is a prospect?



Prospect Conversion using Ascent360

- **Where do they come from?**
- Common sources feeding prospect-level signals into the CDP:
 - **Primary:**
 - Event registrations (concerts, festivals, summer activities)
 - Newsletter sign-ups (pop-up form or embedded)
 - Other Webform submissions: contact us inquiries, planning tools, etc.
 - Abandoned carts
 - **Secondary:**
 - WiFi sign-ons or guest network emails
 - Lead lists from partners or third-party channels
 - Account creation or profile completion



How This Works in Your CDP

The basics:

- As soon as a new **individual record** hits the CDP, it's automatically classified as a Prospect or a Customer.
- This is based on any **matching transactional data**.
- Using this classification, you can design **prospect-only journeys** to begin automatically and pause the moment they purchase.



Name: John Waverly
Status: Prospect
Date of Acquisition: 01/28/2026

Start Nurturing on Day 1

Why Nurture Early?

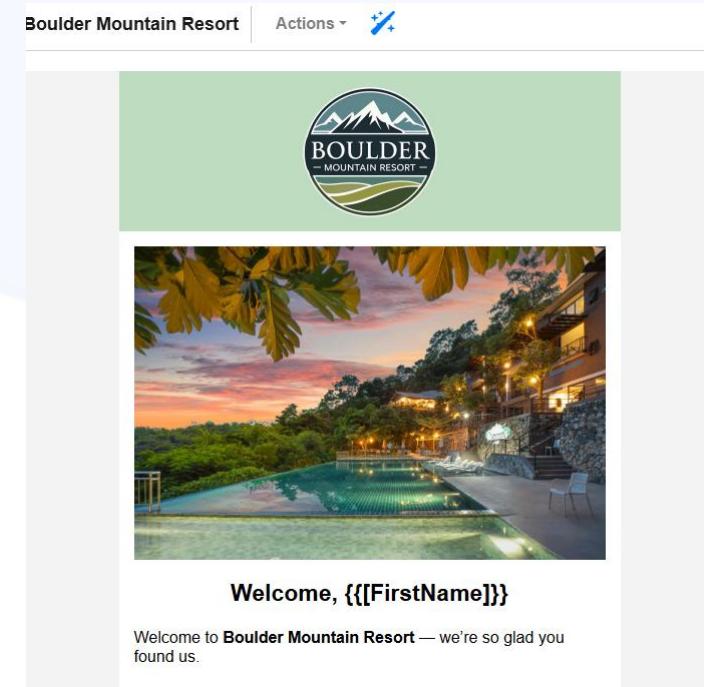
- Day 1 = peak attention
- Your welcome email is the *handshake*...
 - Nurturing is the **ongoing conversation that converts**.
- Relevant, automated touchpoints build trust
- **GOAL:** Increase revenue and/or OTA bookings
 - **Method:** by staying top-of-mind during the prospect's research/planning phase



In-Platform Demo

- **What we'll review:**

1. How to **view your database counts** of Customers vs. Prospects
2. How to **create audiences** for:
 - All Prospects
 - Newly-acquired Prospects
3. Adding a **dynamic row** for Prospects in an email



In-Platform Demo

How to view your database counts of Customers vs. Prospects

1. From your account homepage, click “**Data Overview**” (bottom right)
2. On the “**People**” tile, click **VIEW DATA**
3. The first pie graph provides a breakdown of **Customers vs. Prospects**

The screenshot shows the Ascent360 platform homepage. At the top, a banner reads "WELCOME! Where would you like to get started? Select how you want to use the Ascent360 platform and utilize your data". Below this is a "Start the Campaign Wizard" button. The main content area features several tiles: "Build an Audience" (Build Audience →), "Create a Message" (Design Email →, Design Text →), "Manage Campaigns" (View Campaigns →), and "Measure Success" (Gain actionable insights from your data using intuitive charts and dashboards). A "Data Overview →" button is circled in red. Below this, a "Summary" section shows a purple box with "256.5K" and a "VIEW DATA" button, which is also circled in red. A red arrow points from this button to a pie chart titled "Customers and Prospects" showing 38% Customer and 62% Prospect.

WELCOME!

Where would you like to get started?

Select how you want to use the Ascent360 platform and utilize your data

Start the Campaign Wizard

Build an Audience

Build targeted customer segments based on purchase history, preferences, demographics, and more

Build Audience →

Create a Message

Create engaging and effective messages using pre-built templates and our easy-to-use editor

Design Email →, Design Text →

Manage Campaigns

See a summary of all marketing campaigns in one simple view

View Campaigns →

Measure Success

Gain actionable insights from your data using intuitive charts and dashboards

Data Overview →

Summary

People
~10% vs last year

VIEW DATA

256.5K

Customers and Prospects

38% Customer, 62% Prospect

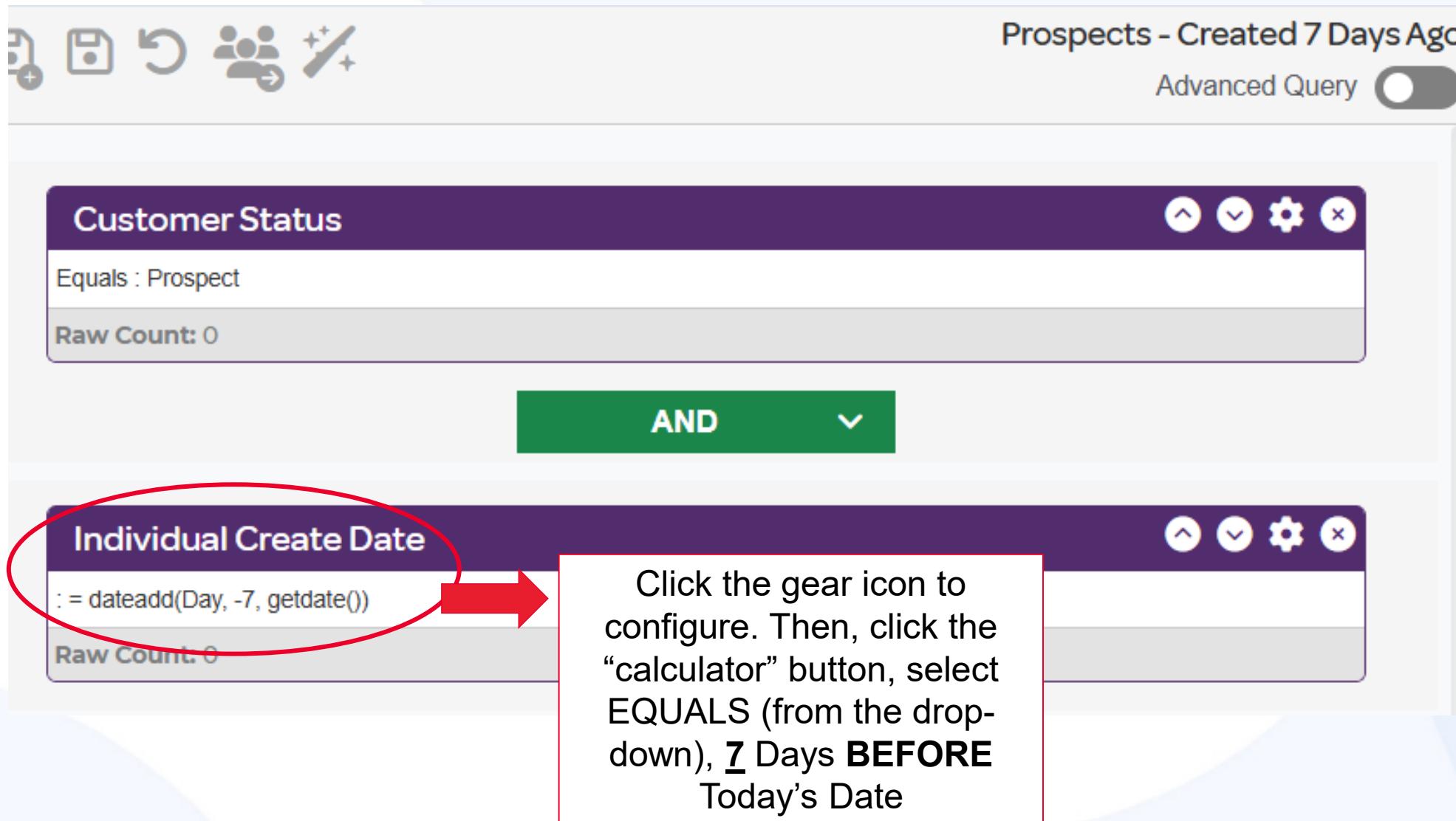
In-Platform Demo

How to create Prospect audiences

1. Navigate to Audience Builder
2. In the **Fields Library**, search for the term **“Status”**
3. Select **“Customer Status”** and drag & drop it into the middle canvas
4. Configure the field so **“Prospect”** is selected. **Save**. This gives you all prospects in your database.
5. To layer in **acquisition date**, select **“Individual Create Date”** and configure to be **X days before** today's date.
6. Save & use this audience for your prospect conversion email journey!

The screenshot shows the Audience Builder interface. At the top, a 'Fields Library' search bar is shown with the term 'status' entered. Below it, two results are listed: 'Customer Aggregates' and 'Customer Status'. The 'Customer Status' result is selected and highlighted in green. The main canvas area shows a query configuration. At the top right of the canvas, it says 'Prospects - Created 7 Days Ago' and has an 'Advanced Query' toggle switch. The query itself consists of two conditions connected by an 'AND' operator. The first condition is 'Customer Status Equals : Prospect' with a raw count of 0. The second condition is 'Individual Create Date : = dateadd(Day, -7, getdate())' with a raw count of 0. Both conditions have their respective configuration icons to the right.

A Bigger Screenshot of our Audience



Prospects - Created 7 Days Ago
Advanced Query

Customer Status
Equals : Prospect
Raw Count: 0

Individual Create Date
:= dateadd(Day, -7, getdate())
Raw Count: 0

AND

Click the gear icon to configure. Then, click the “calculator” button, select EQUALS (from the drop-down), **7 Days BEFORE** Today’s Date

Adding a dynamic row for Prospects in an email.

We didn't get to cover this during our live webinar, so here are the steps!

1. Navigate to an email design > editor
2. Create a row that contains info you'd like displayed onto to Prospects. (Perhaps it's a row in the initial Welcome Email to all new subscribers)
3. **Select the row, then on the right-hand panel, under DYNAMIC CONTENT, select "Manage Display Conditions"**

Nested in the heart of the mountains, Boulder Mountain Resort is a place to slow down, breathe deeper, and reconnect — whether that means reconnecting with nature, with loved ones, or simply with yourself. Guests come to us for the scenery, but they return for how it *feels* to be here.

Why Guests Love Us ★★★★★

Guests often tell us their stay felt effortless — welcoming service, peaceful surroundings, and thoughtful details that make everything feel just right. It's not about doing more; it's about enjoying more.

If you've been dreaming of a getaway that feels both elevated and unpretentious, adventurous yet restorative, you'll feel right at home here.

[Discover Our Rooms & Suites](#)

You must click in the “outer bounds” of a row to have the Row Settings appear

Click out here

DYNAMIC CONTENT

Display condition
No display condition applied to this row

Manage Display Condition (button circled in red)

CARDS STYLE

Spacing

Cards rounded corners

All corners

Adding a dynamic row for Prospects in an email.

(Continued)

1. A pop-up box will appear.
2. Title your condition, then click “Add new”
3. Select “Match”

...then Customer Status equal to Prospect

Add New Condition

Name	Description
Prospects	

Contacts : Match the following conditions [+ Add new](#)

[-](#)

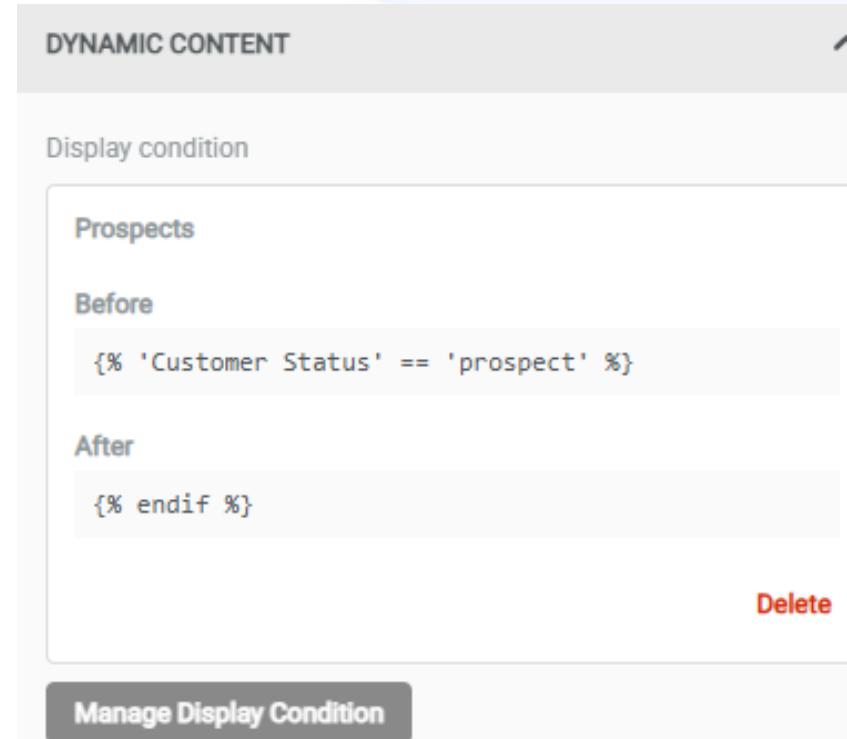
[Preview](#)

[Save](#) [Cancel](#)

Adding a dynamic row for Prospects in an email.

(Continued)

1. This row is now configured to show only to people who meet this condition



Action Items

- Understand your breakdown of prospects vs. customers
- Build an audience of All Prospects
 - Then layer in ***days since acquisition***
- Start building supporting emails for your desired "conversion journey"
- Test, test, test.
- Automate: **set it & let it run!**



Sample Prospect Nurture (Hospitality-Focused)

Email 1: Plan Your First Visit (Day 1)

- Introduce key resort experiences
- Share first-timer tips
- Light CTA: *Plan your visit*

Email 2: Insider Tips & What to Expect (Day 5)

- Best local recommendations
- Seasonal highlights (snow, summer, events)
- CTA: *See what's happening this season*

Email 3: Events & Offers That Drive Action (Day 10)

- Upcoming events or seasonal openings
- Lodging specials or limited-time offers
- CTA: *Book now*



***For All Emails: Use a Suppression Group of Purchasers or OTB



Questions

Questions We Covered During Q&A

- When doing "list sends" or multi-column list loads, will those people be **added to the database** automatically?
 - Answer: No, they won't. You'd need to request a data load from our helpdesk. If these people are already in your database (i.e. Passholders or Past Purchasers), you wouldn't need to request a data load.
- Will someone automatically get re-classified as a **Customer** once they make a purchase?
 - Answer: Yes, they will. Our calculated fields, aka "aggregates", are re-calculated every night based on new data.



Thank you!

Feedback? Email support@ascent360.com