March Client Webinar

Cait Kooistra

24 March 2026

Introduction/Kickoff

- Your Host
  - Cait Kooistra
    - VP of CX & Operations

- Reminders
  - Everyone but the host is muted
  - Please place Q's in chat
  - Recording will be posted to our Help Center

Today's Agenda

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

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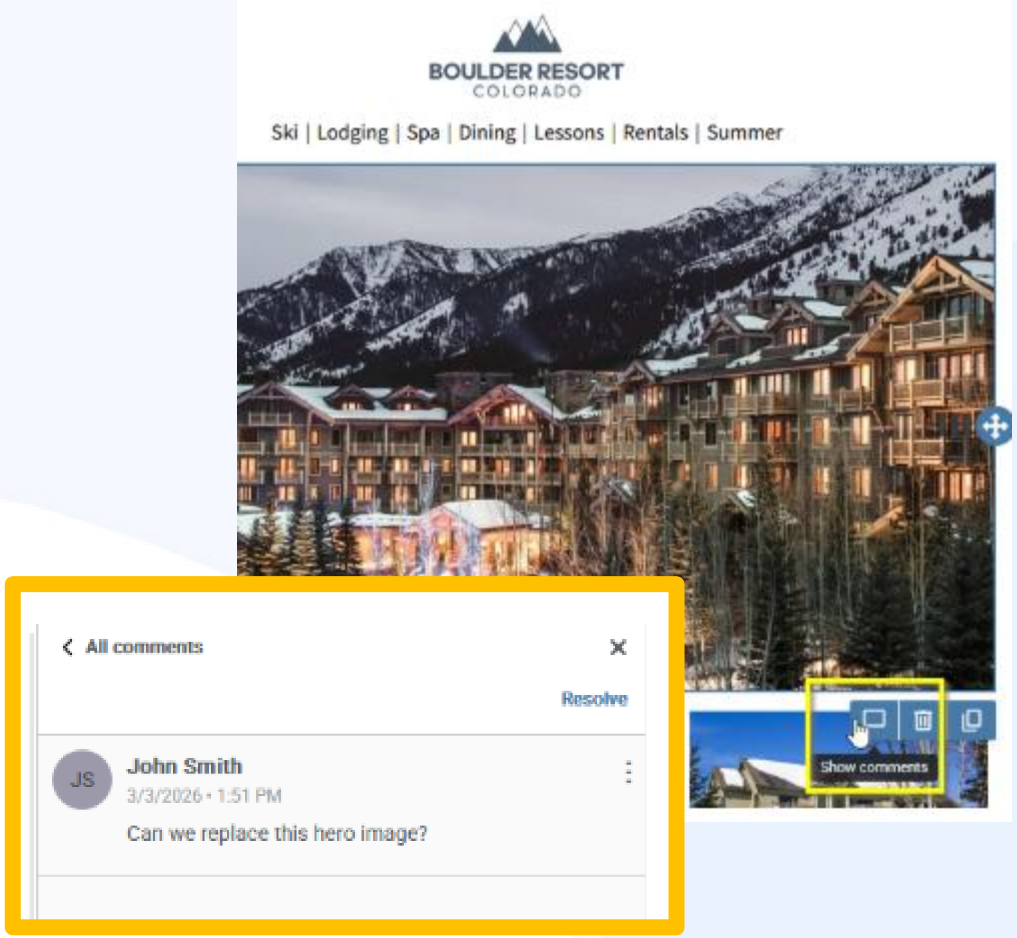
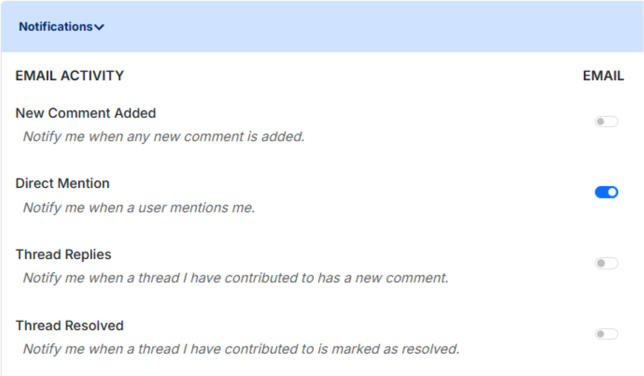
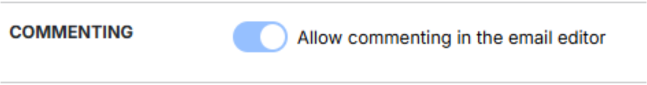
Recently Released Enhancements

Commenting in the Email Editor

- Add comments to rows or content blocks in the ESP editor
  - @ other users
  - Thread replies
  - Track open Q’s
- Enable commenting in Settings > Email
- Manage notification preferences
  - Settings > My Account



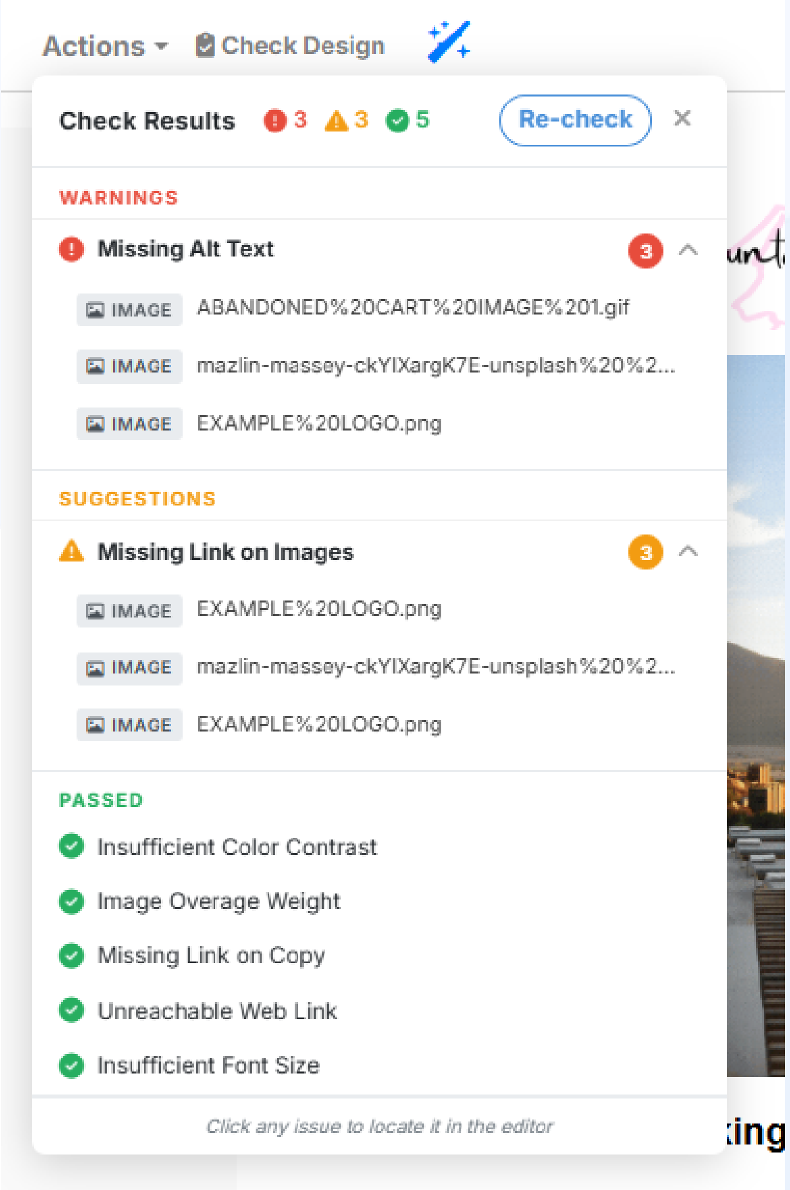




Link to ‘Commenting in ESP’ article

Check Design — Email QC Feature

- New built-in Check Design tool that guides you through a structured pre-send quality review
- Covers all critical elements before scheduling — including subject line, preview header, hero image, body copy, merge tags, CTAs, display conditions, hyperlinks, and unsubscribe links
- Helps catch errors early and ensures every email goes out on-brand & recipient-ready
- Supports both desktop and mobile preview validation



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[Link to "Check Design" article](#)

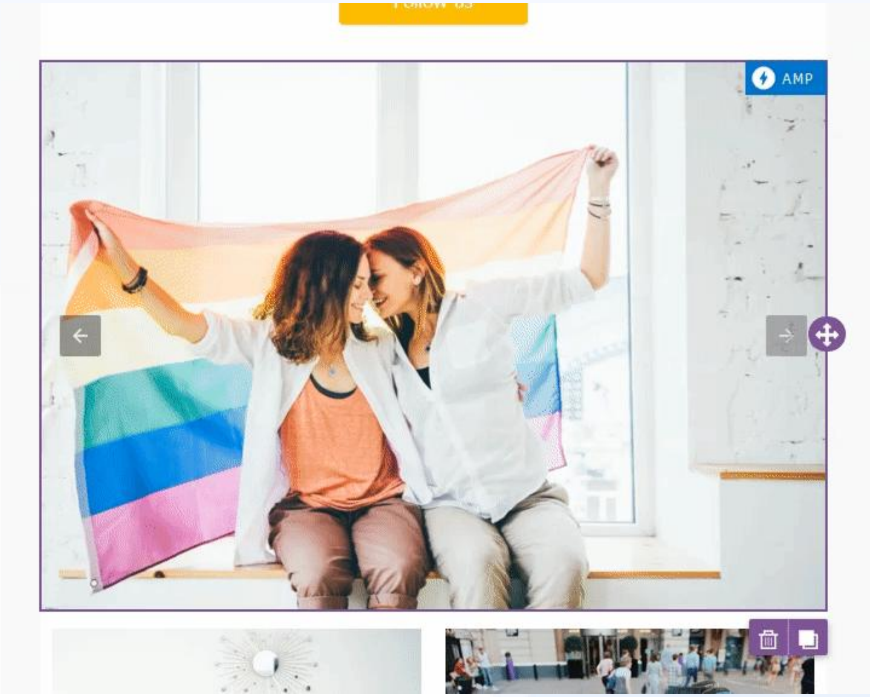
⚠️ Important: Image Size & Check Design

- Check Design is powered by BEE – some built-in limitations are outside of our control
- Check Design will not flag images or GIFs that exceed 1 MB (1,000 KB)
- Always optimize and size-check your assets before uploading to protect deliverability and load time

Image size best practices

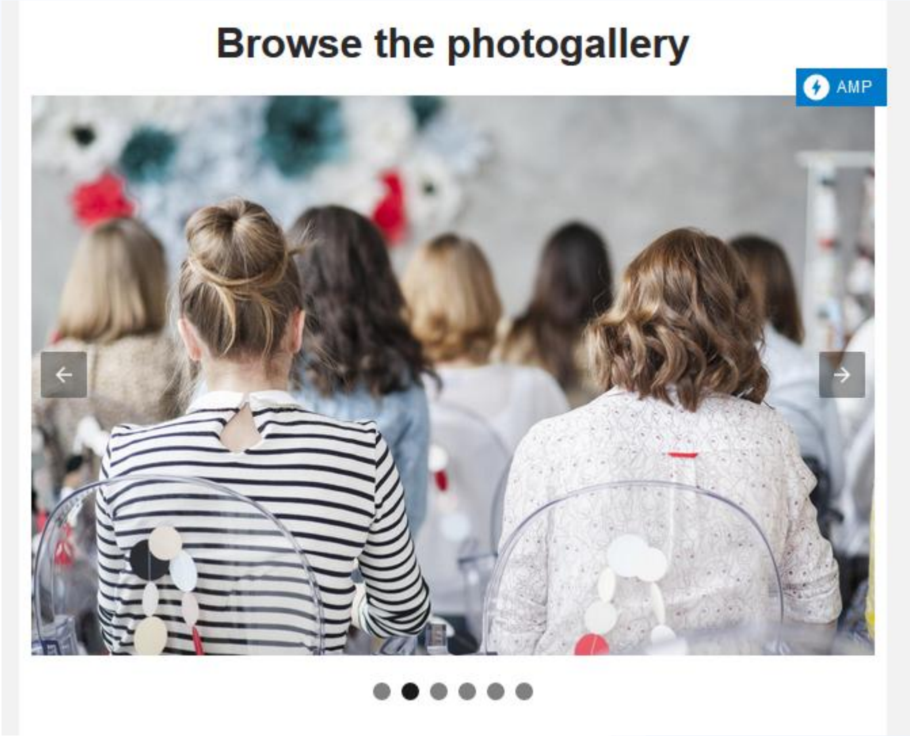
AMP for Email: What Is It?

- AMP = Accelerated Mobile Pages
- AMP powers the Image Carousel — a multi-slide, animated image block recipients can interact with directly in their email
- Supported by:
  - Gmail
  - Yahoo Mail
  - Mail.ru
- (Other ISP recipients see standard version w/ no AMP content) — no broken experience



AMP for Email: Why Use It?

- Creates a more engaging, app-like inbox experience without recipients ever leaving their email
- Perfect for showcasing seasonal promotions, lodging, activities, or packages in a single, scrollable block
- Ascent360 automatically generates an HTML fallback — so every recipient sees a great email, regardless of their email client



AMP for Email: How to Get Started

- Enable AMP in Settings > Email Settings and toggle AMP to ‘ON’
- Complete a one-time Authorized Sender registration with Gmail, Yahoo, and/or Mail.ru before sending — this is required for AMP content to render for recipients
- Once registered, the Image Carousel block is ready to use directly in the Email Editor

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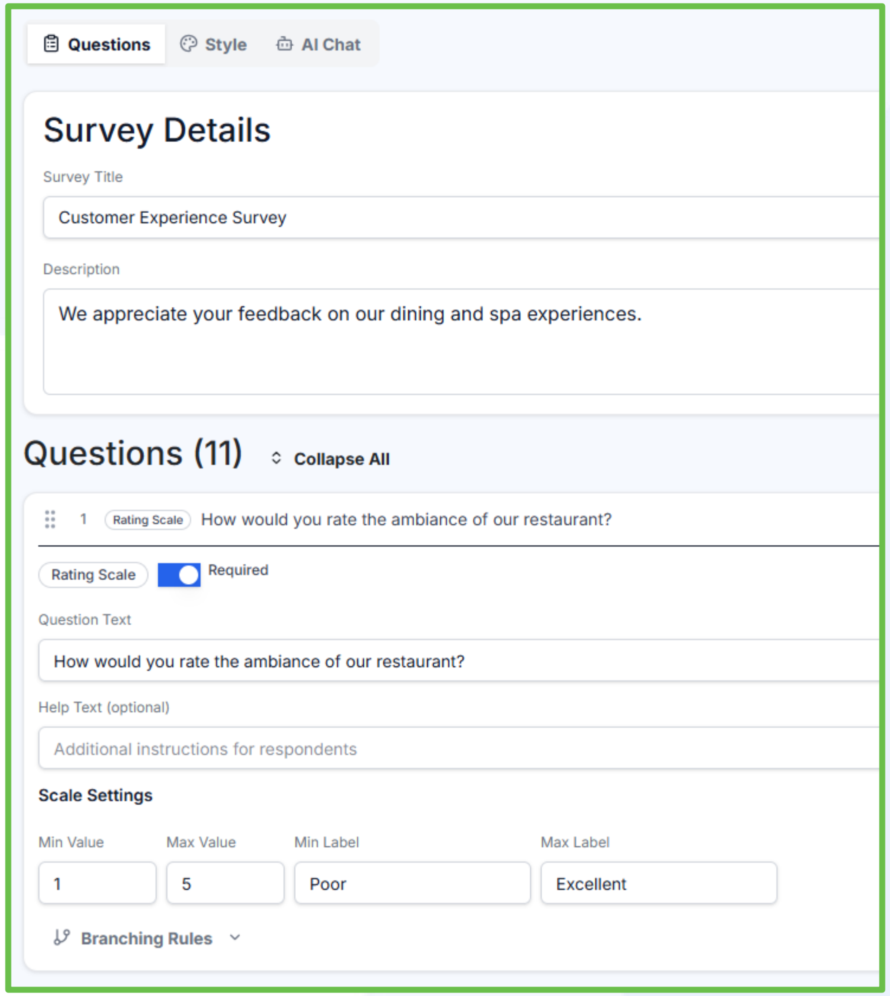
Sneak Peek: Upcoming Enhancements

Coming Soon!

- Survey tool & inbox management – Add On $
- Self-serve data loader tool
- Custom reporting dashboards

Coming Soon: Survey Tool

- Build & manage surveys directly within Ascent360 — intuitive design experience similar to SurveyMonkey, with support for branching logic
- No more sending guests elsewhere — survey data lives inside your CDP, keeping everything in one place
- Key results like NPS scores are automatically saved to each guest's profile, enriching your data over time
- Built-in reporting on scores and responses — no external tool needed

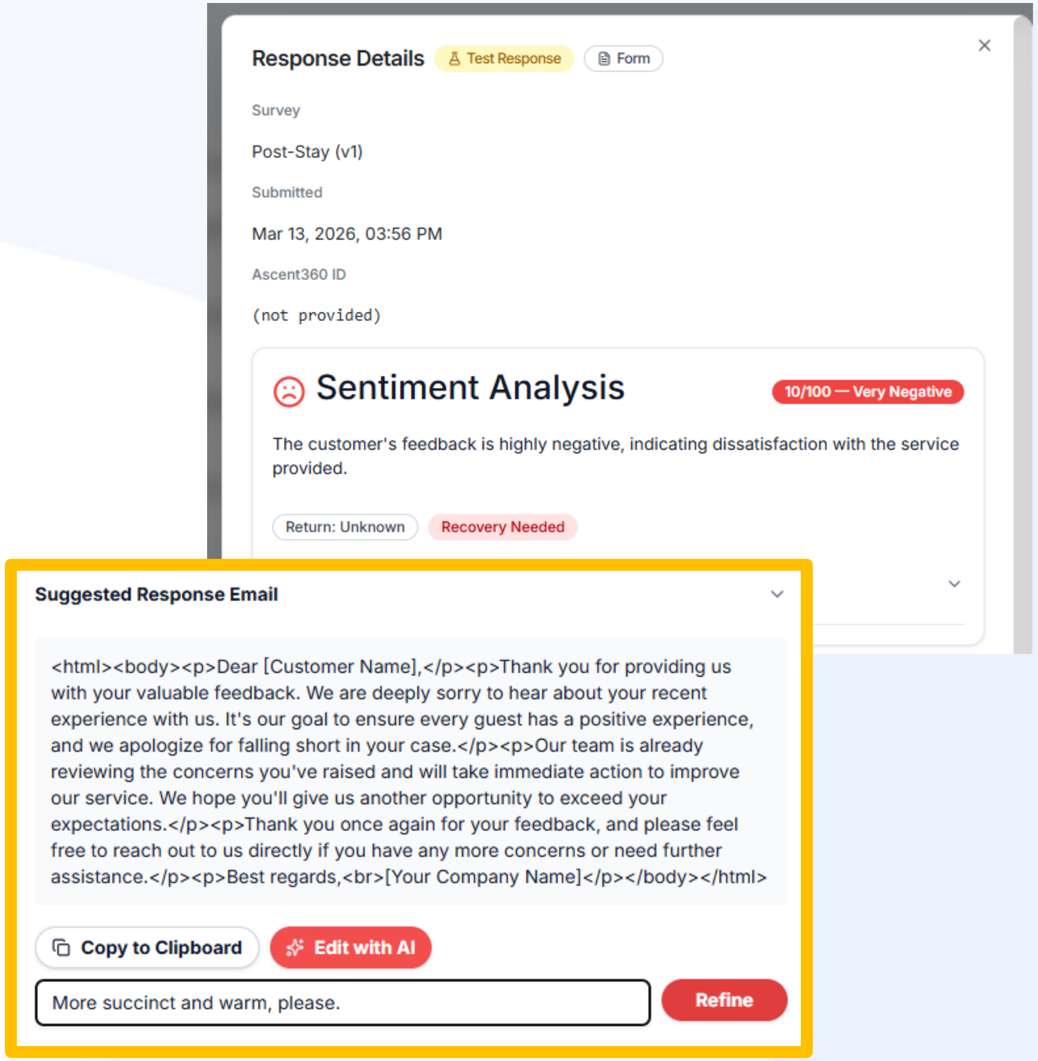


🔔 This is an Add-On feature available at an incremental cost.
Interested in learning more? Reach out to your CSM.

Coming Soon: Survey Inbox Management

- Monitor guest sentiment scores directly in the platform – negative responses are automatically flagged for your team
- Guest services staff can review feedback and reply directly to the guest in Ascent360
- Craft email responses in-platform with AI-assisted drafting – generate a response and add your personal touch before sending.

- 🔔 This is an Add-On feature available at an incremental cost. Interested in learning more? Reach out to your CSM.



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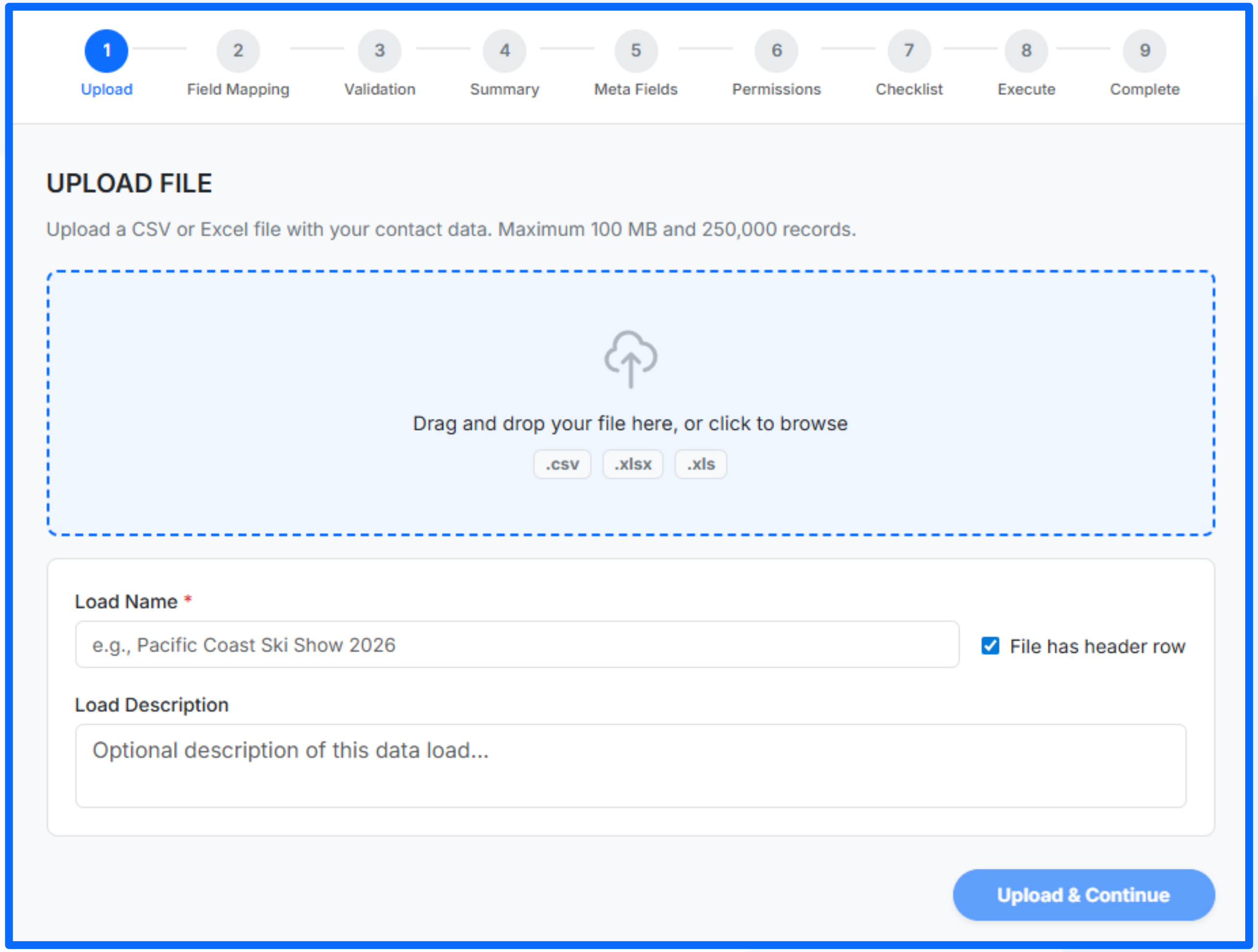
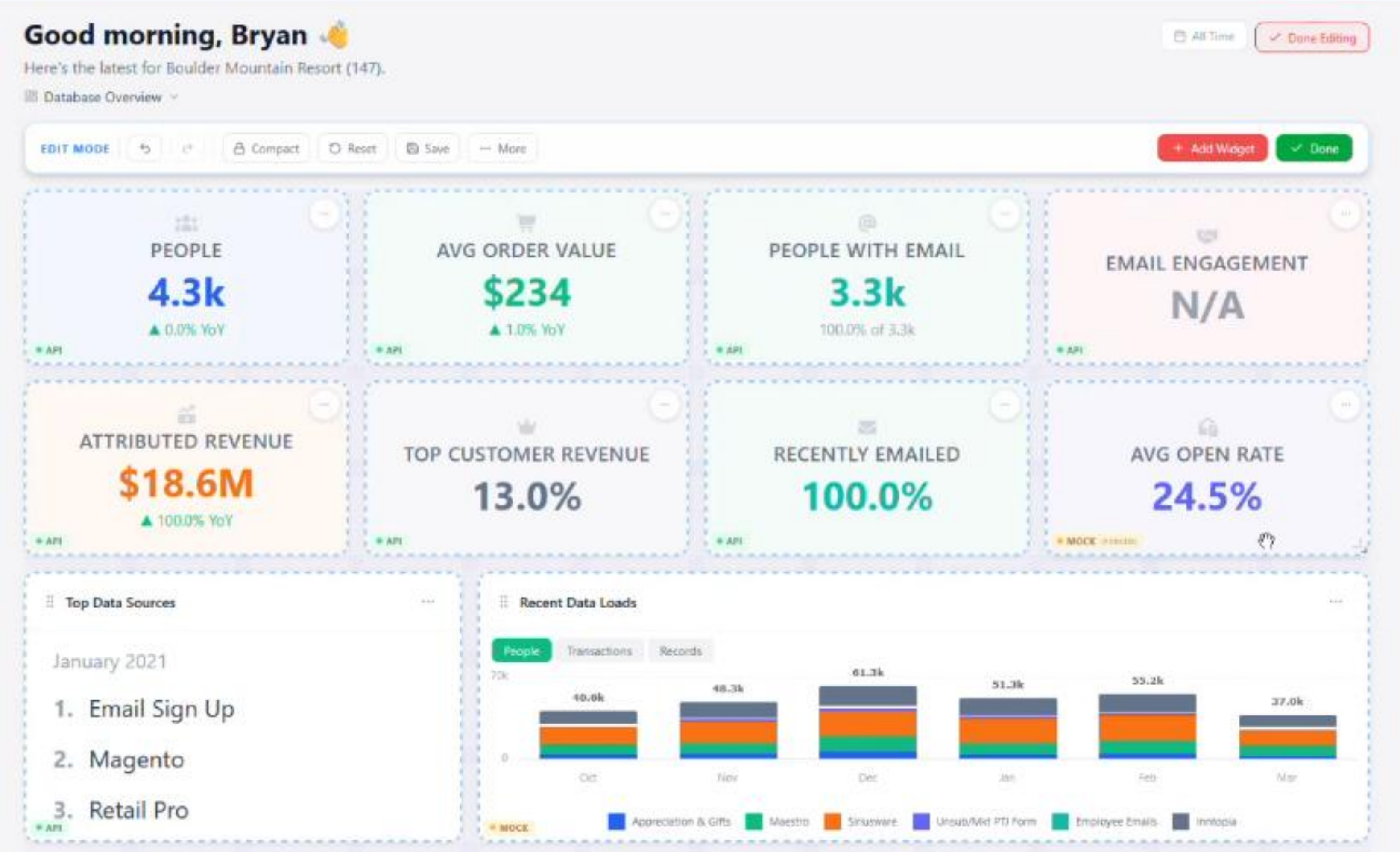
Coming Soon: Data Loader Tool

- Currently in testing!
- This feature will allow users to upload their own file for processing.
- This includes:
  - Field Mapping
  - Data quality summary
  - Permissions verification



Coming Soon: Custom Dashboards

- This will be a Q2 release
- Users can create their own reporting dashboards
- This will replace existing 'canned reports'
- Share-ability ☺



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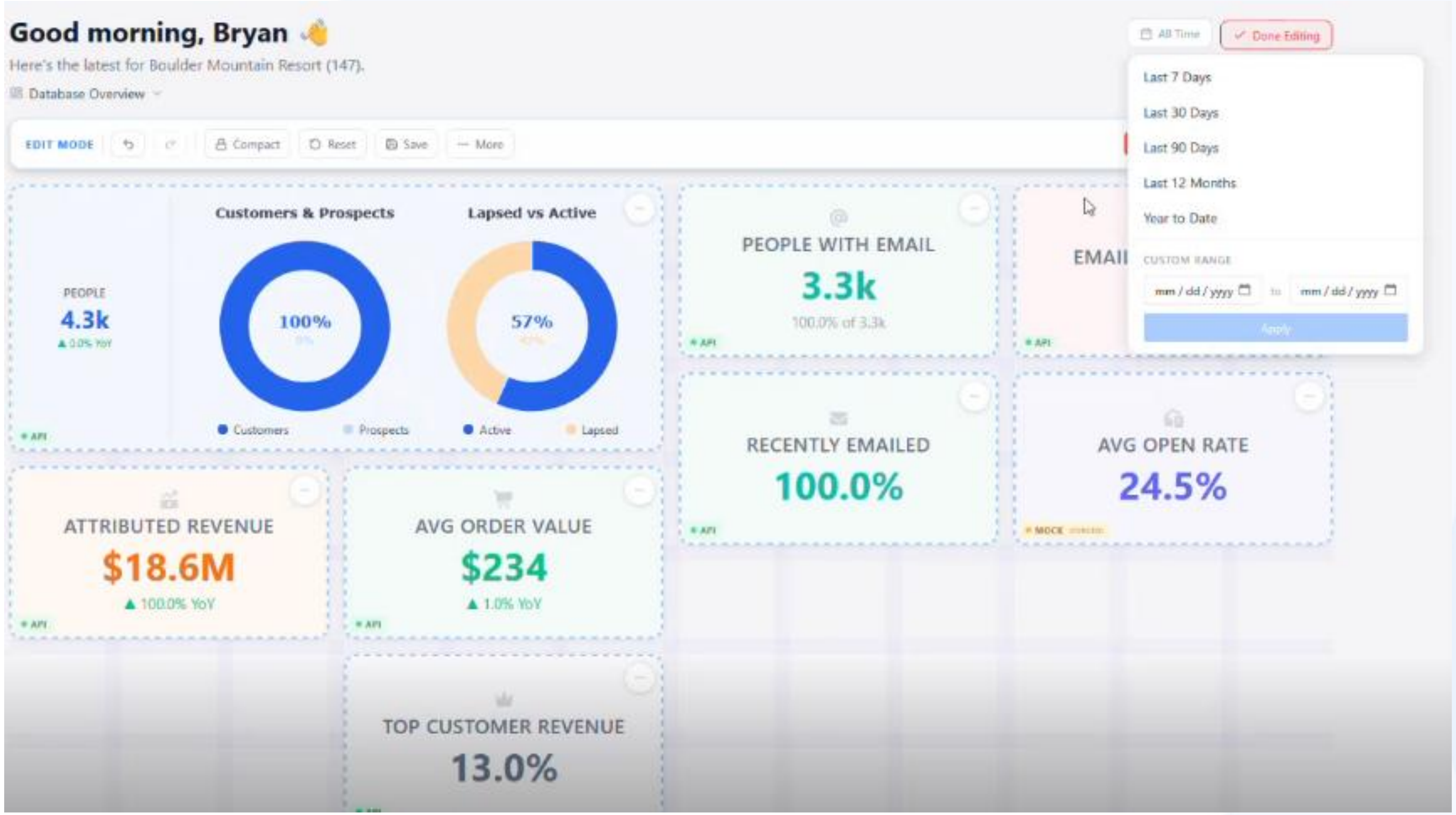

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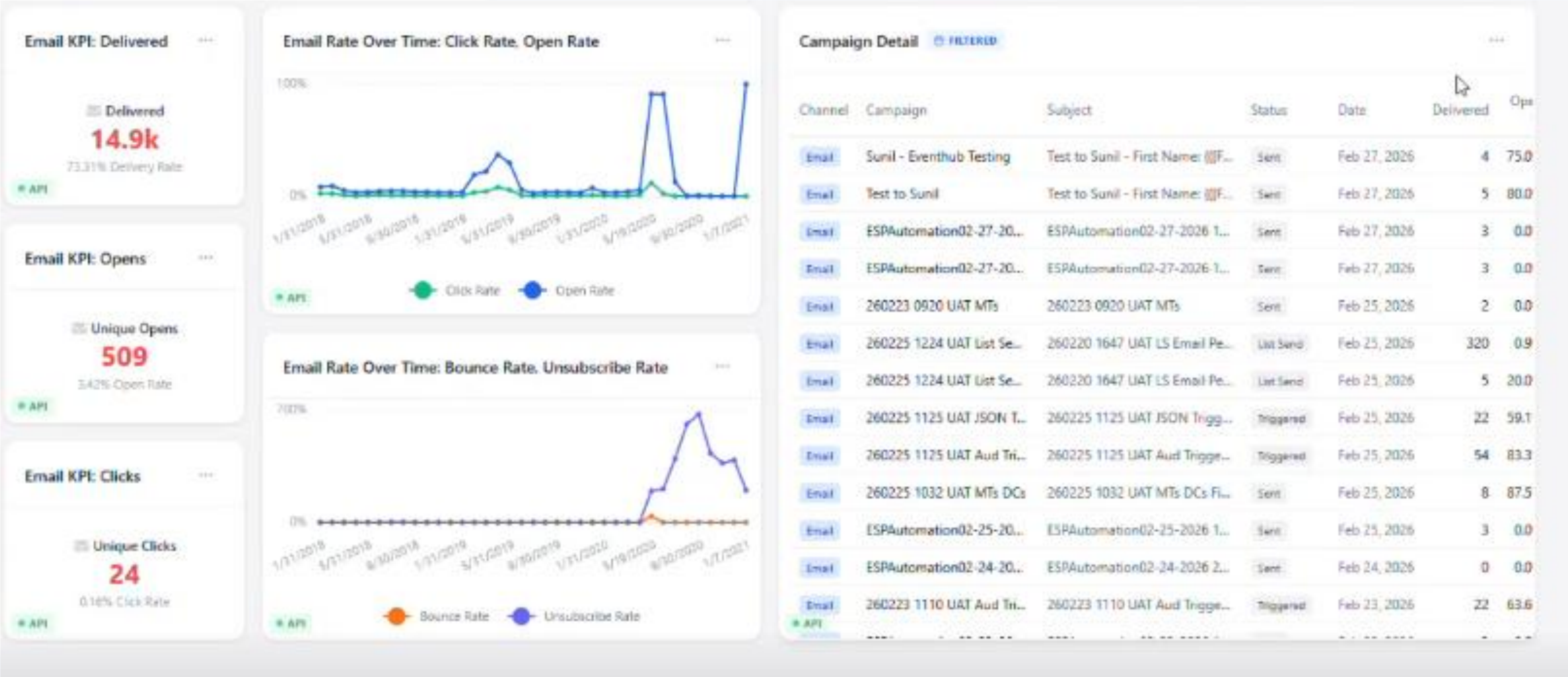

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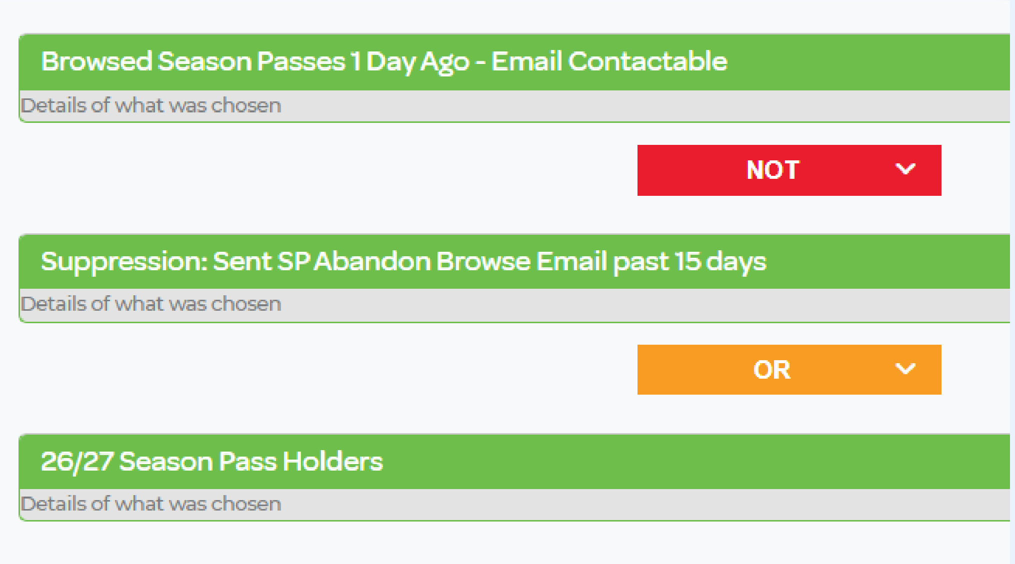
Tips & Tricks

Tip 1: Abandoned Browse Campaigns

- Target guests who **browsed a specific page or product but didn't purchase**
  - A highly effective way to re-target warm, high-intent visitors
- Especially powerful when promoting high-consideration purchases like **season passes, packages, or events** where guests often **browse multiple times** before committing

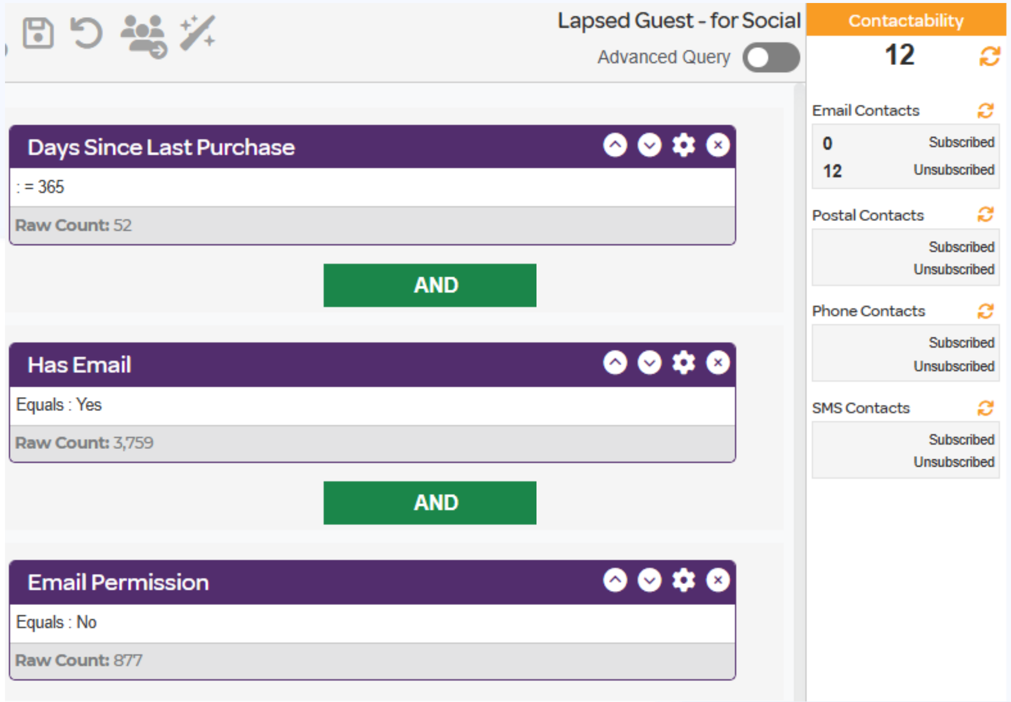


Abandoned Browse Campaigns: How to Execute

- In Complex Audience Builder, combine two criteria:
  - ✅ Guests who visited X page(s) in the past X days
  - ❌ Guests who purchased X product in the past X days
- Result: A clean audience of browsers who haven't converted yet
- Web tracking fields available include:
  - Visit Date
  - Page Name
  - Page URL
  - Last Visit Date (and more)
- 💡 Note: The pixel tracks users who have clicked a link from one of your emails — **your email list is your foundation**

Tip 2: Send into Social

- Are you effectively targeting your non-contactable guests/customers?
- Pre-req: Having LiveRamp or Meta connected
    - How to check? Audience builder > Export / Send Contacts
    - The drop-down will list outbound connections
- Simple audience 'tweak'
    - Has email = Yes
    - Email permission = No



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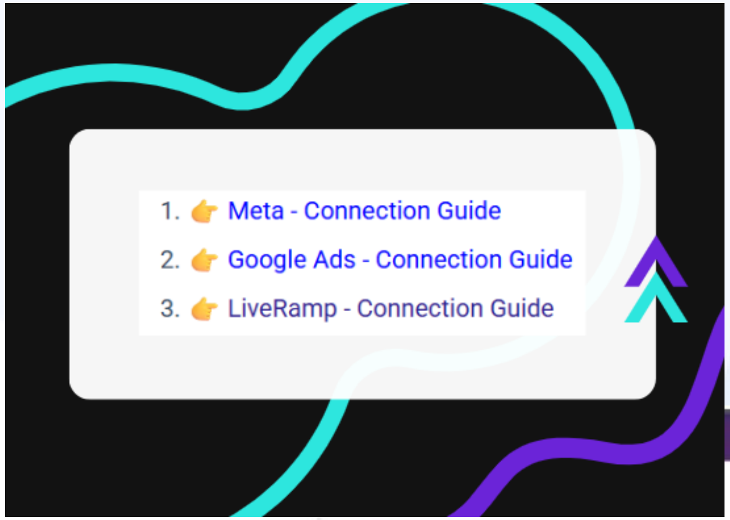
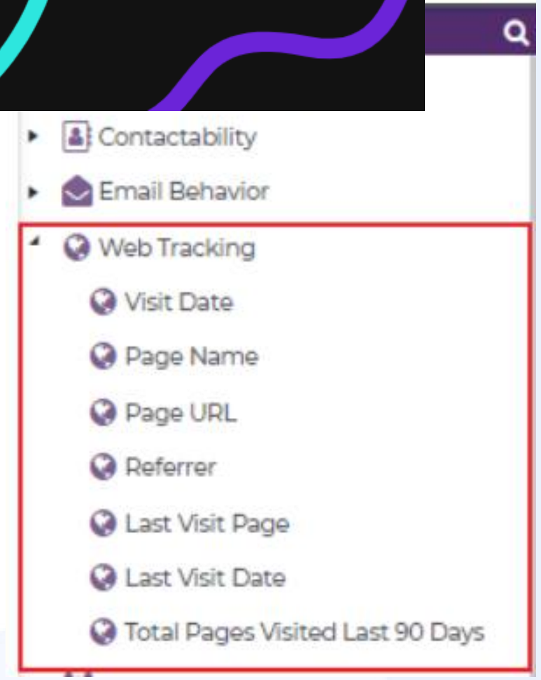
Action Items

1. **Connect to your Social Accounts! Instructions are HERE.**
   - Meta
   - LiveRamp
   - Google Ads

2. **Verify if you have the Ascent360 pixel installed on your site**
   - Check 'Audience Builder' (see screenshot →)
   - If you see 'Web Tracking' in the fields library, you <u>DO</u> have pixel data coming in
   - If you don't see it… here's how to get started.





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Thank you!

Email us with feedback or additional questions:

1. support@ascent360.com
2. ckooistra@ascent360.com