



March Client Webinar

Cait Kooistra

24 March 2026



Introduction/Kickoff

- Your Host

- **Cait Kooistra**

- VP of CX & Operations



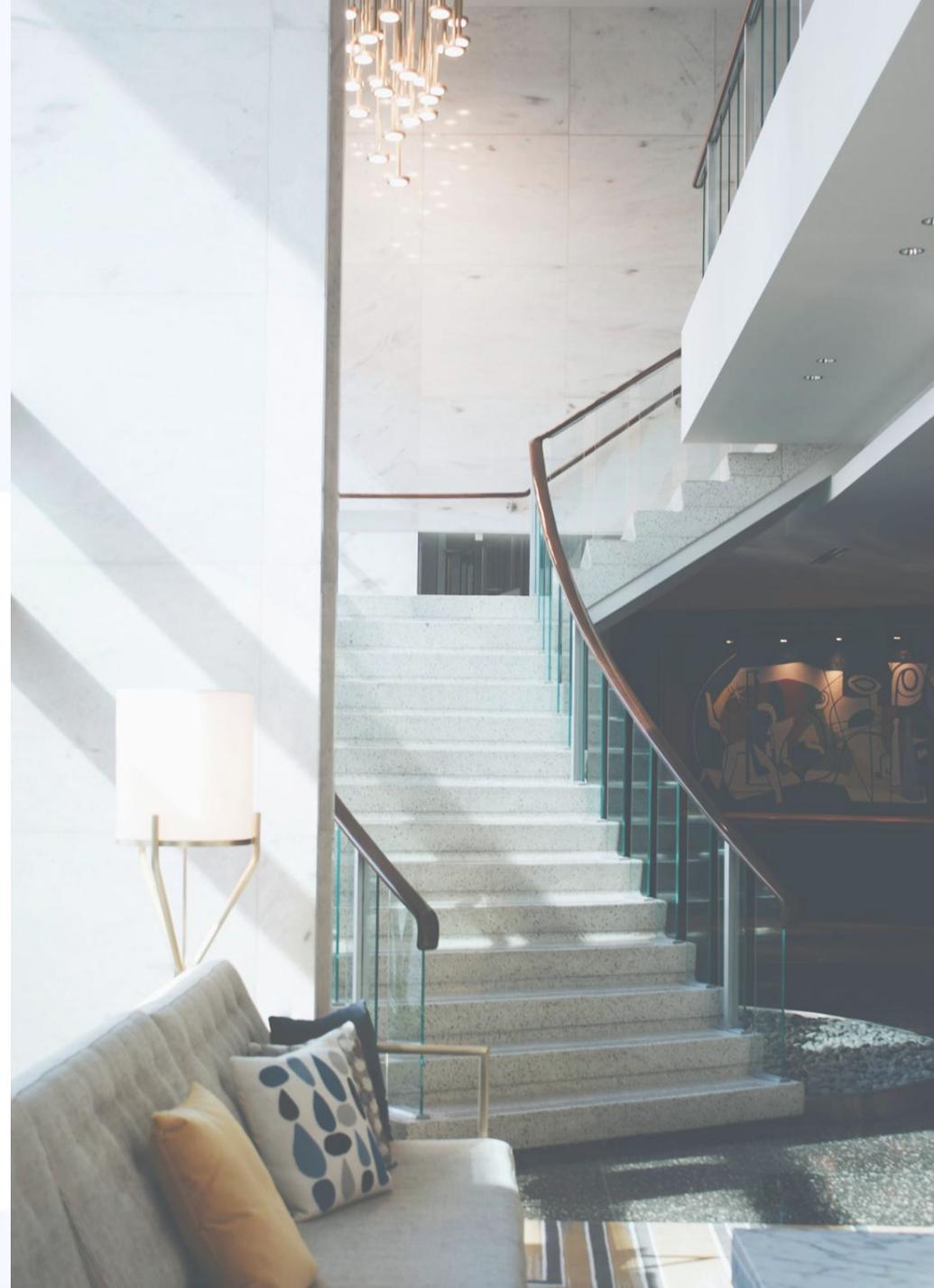
- Reminders

- 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

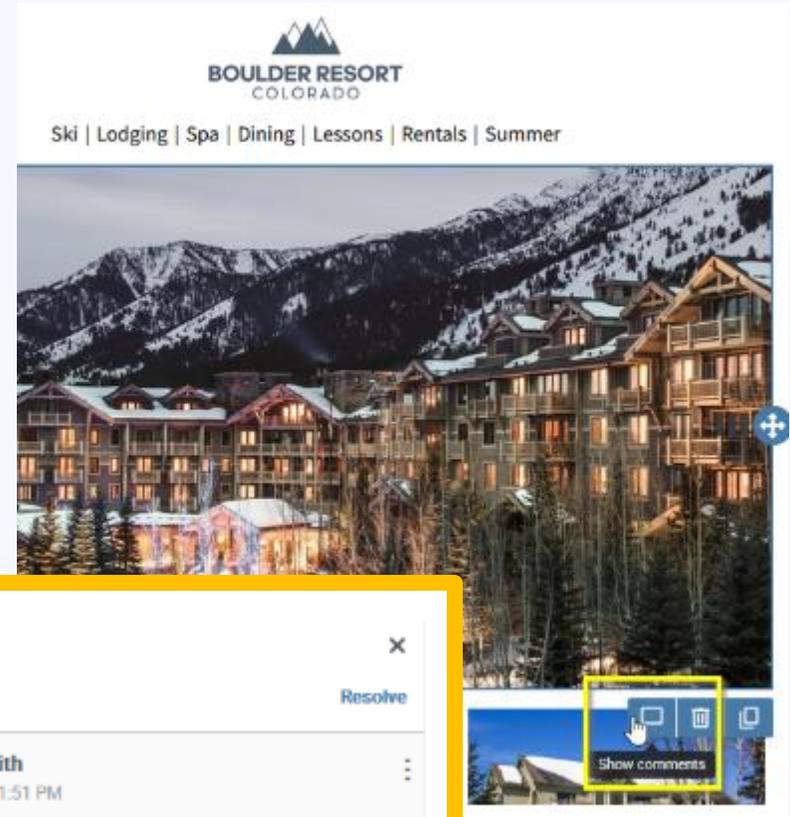
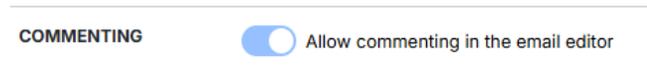
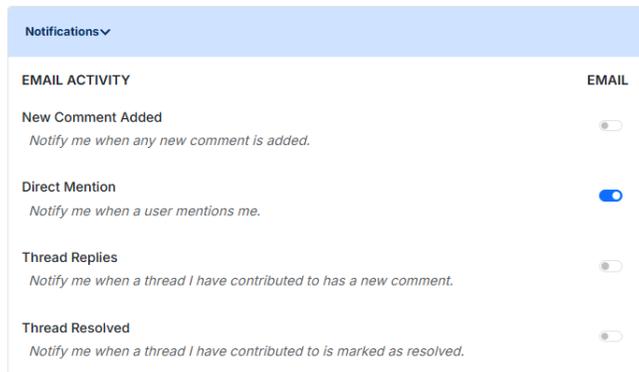




Recently Released Enhancements

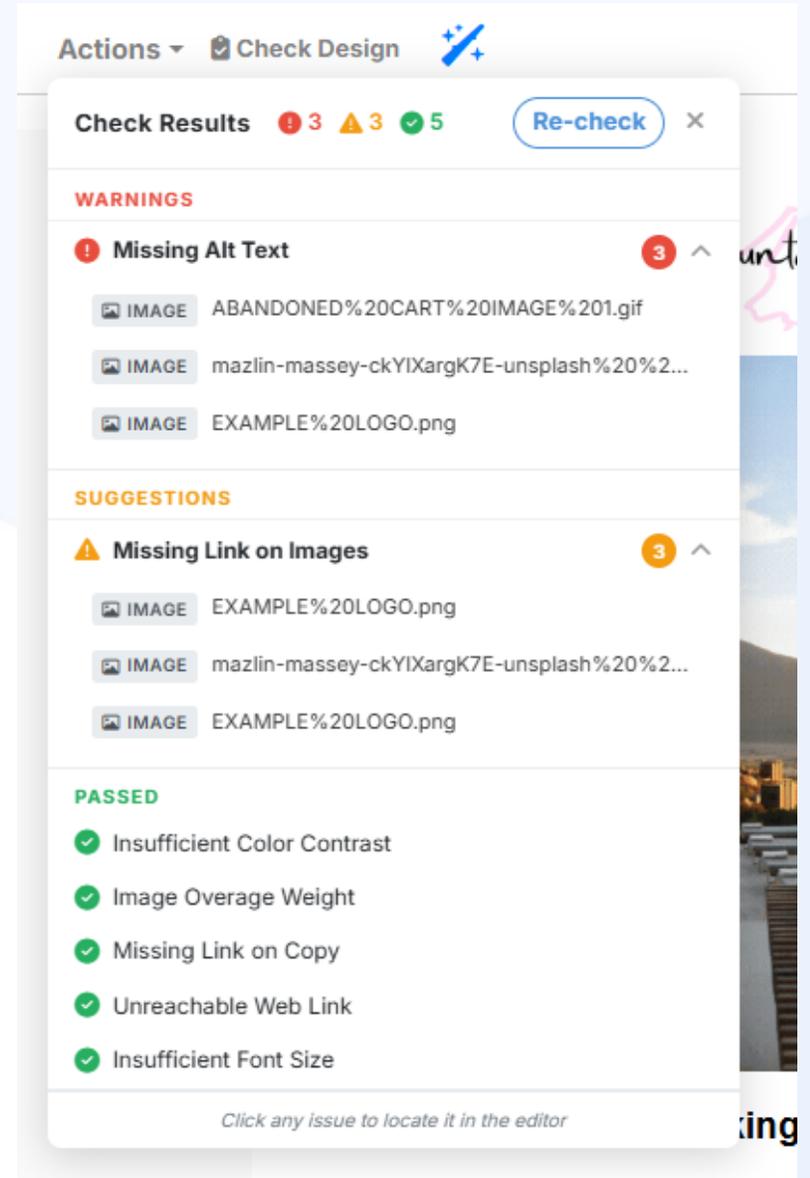
Commenting in the Email Editor

- 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



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



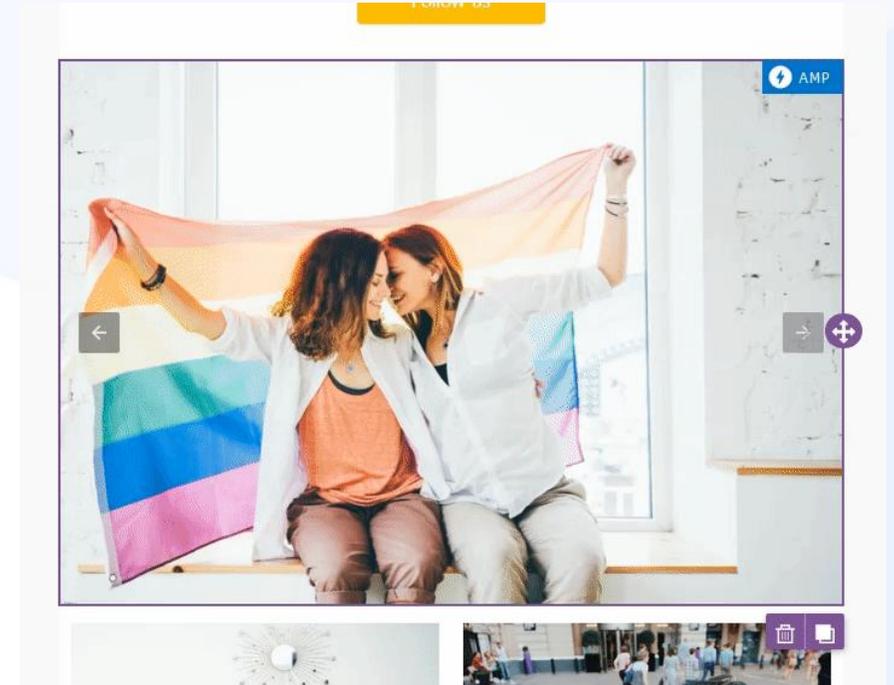
⚠ Important: Image Size & Check Design

- 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



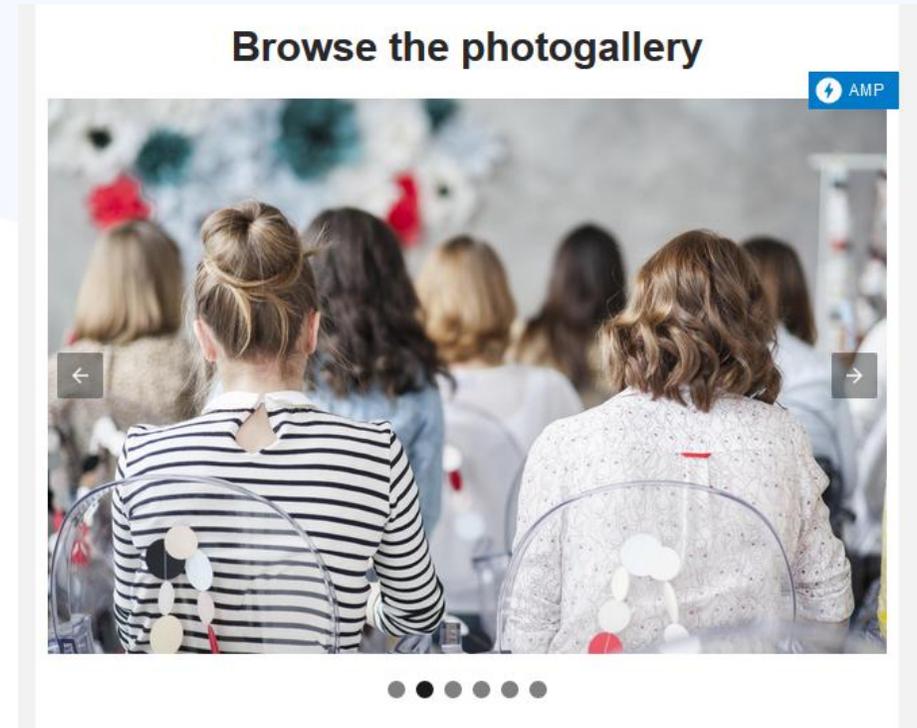
AMP for Email: What Is It?

- 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



Enable AMP Carousel



Sneak Peek: Upcoming Enhancements

Coming Soon!

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



Coming Soon: Survey Tool

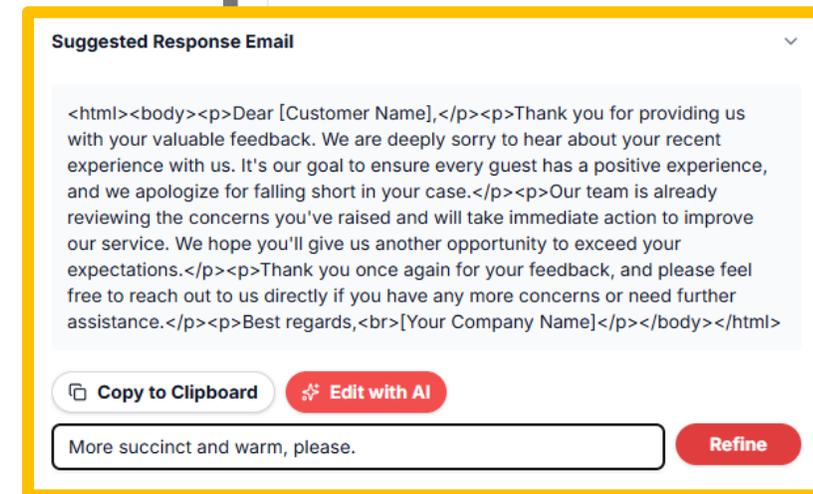
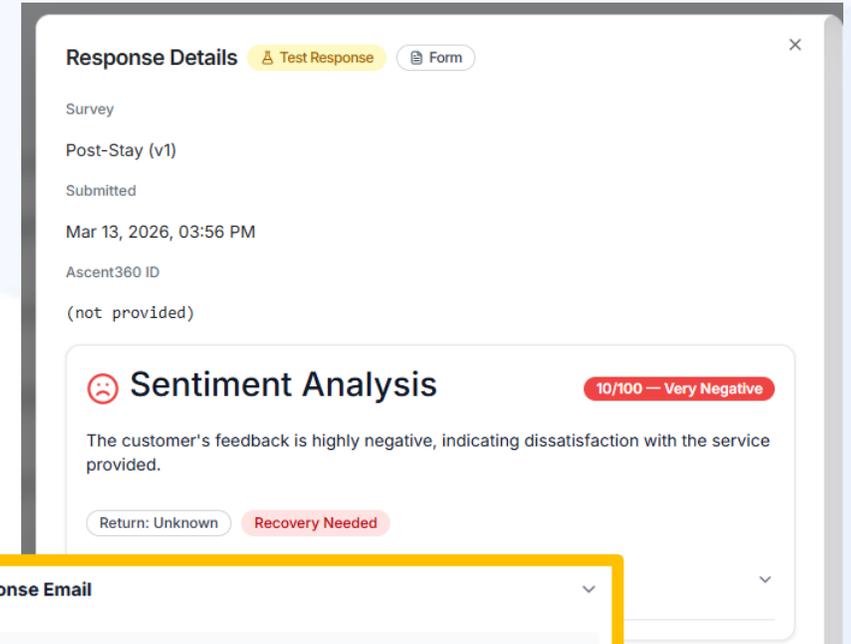
- Build & manage surveys **directly within Ascent360** – intuitive design experience similar to SurveyMonkey, with support for branching logic
- No more sending guests elsewhere – survey data lives inside your CDP, **keeping everything in one place**
- Key results like NPS scores are automatically saved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

The screenshot displays the Ascent360 Survey Tool interface. At the top, there are tabs for 'Questions', 'Style', and 'AI Chat'. The main section is titled 'Survey Details' and includes a 'Survey Title' field with the text 'Customer Experience Survey' and a 'Description' field with the text 'We appreciate your feedback on our dining and spa experiences.' Below this, there is a section for 'Questions (11)' with a 'Collapse All' button. The first question is a 'Rating Scale' question: 'How would you rate the ambiance of our restaurant?'. The question is marked as 'Required'. The 'Question Text' field contains the same text as the question above. The 'Help Text (optional)' field contains 'Additional instructions for respondents'. The 'Scale Settings' section includes fields for 'Min Value' (1), 'Max Value' (5), 'Min Label' (Poor), and 'Max Label' (Excellent). At the bottom, there is a 'Branching Rules' dropdown menu.

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

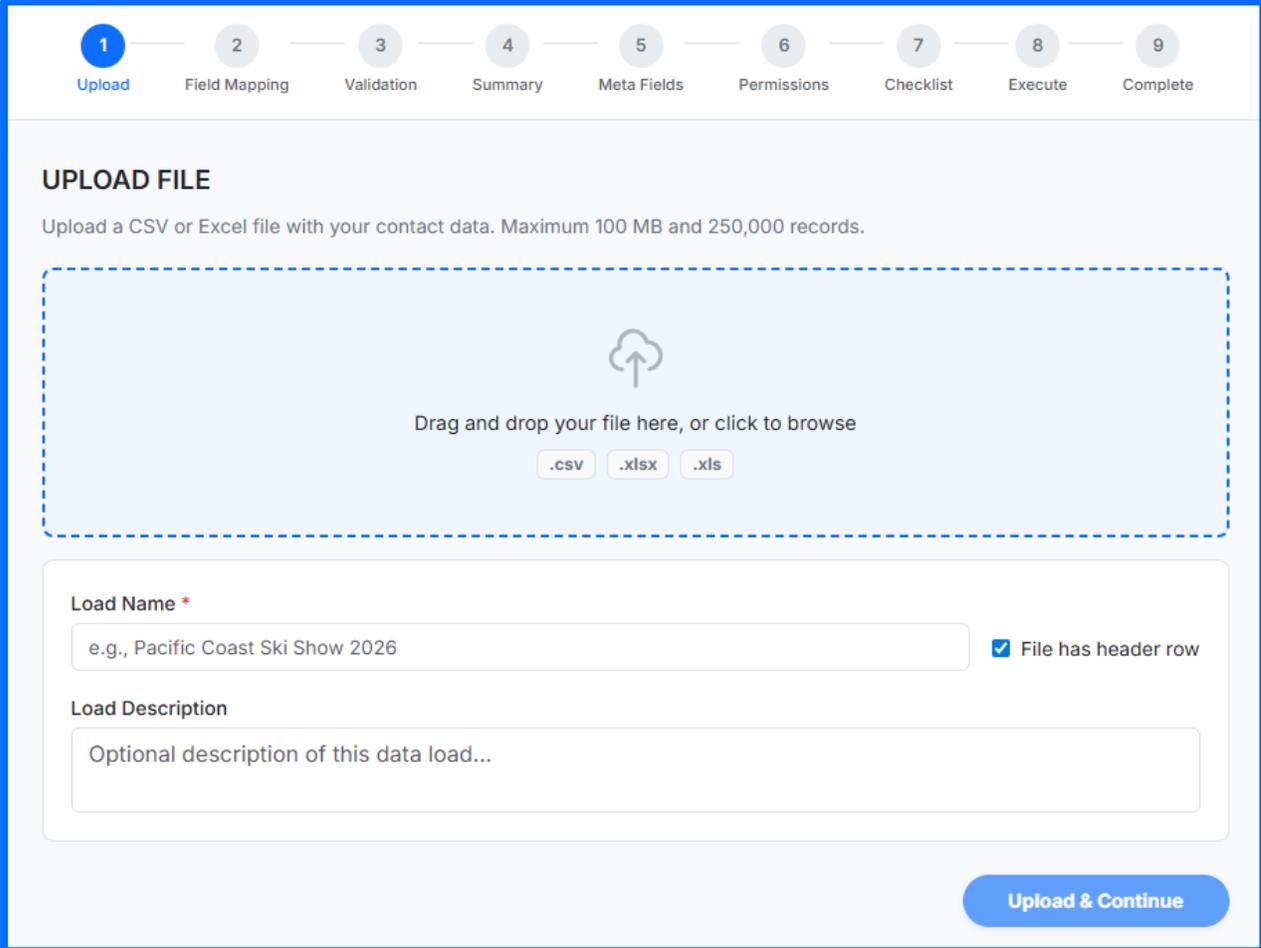
Coming Soon: Survey Inbox Management

- 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.



Coming Soon: Data Loader Tool

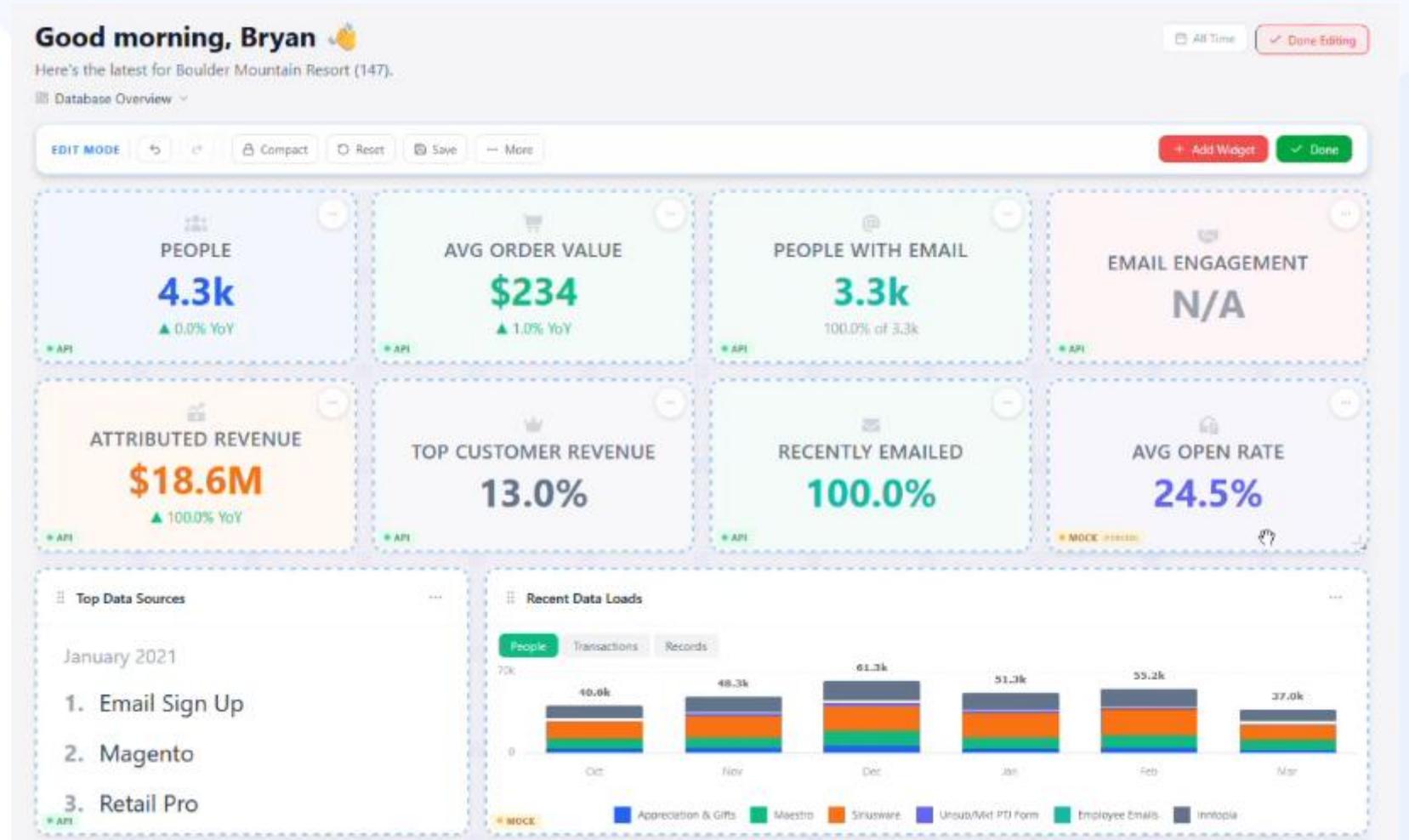
- Currently in testing!
- This feature will allow users to upload their own file for processing.
- This includes:
 - Field Mapping
 - Data quality summary
 - Permissions verification



The screenshot displays the 'Upload File' step of a data loader tool. At the top, a progress bar shows nine steps: 1. Upload (active), 2. Field Mapping, 3. Validation, 4. Summary, 5. Meta Fields, 6. Permissions, 7. Checklist, 8. Execute, and 9. Complete. Below the progress bar, the 'UPLOAD FILE' section includes instructions: 'Upload a CSV or Excel file with your contact data. Maximum 100 MB and 250,000 records.' A large dashed blue box contains a cloud upload icon and the text 'Drag and drop your file here, or click to browse'. Below this are three buttons for file types: '.csv', '.xlsx', and '.xls'. The 'Load Name' field is required and contains the example text 'e.g., Pacific Coast Ski Show 2026'. A checkbox labeled 'File has header row' is checked. The 'Load Description' field contains the placeholder text 'Optional description of this data load...'. A blue 'Upload & Continue' button is located at the bottom right.

Coming Soon: Custom Dashboards

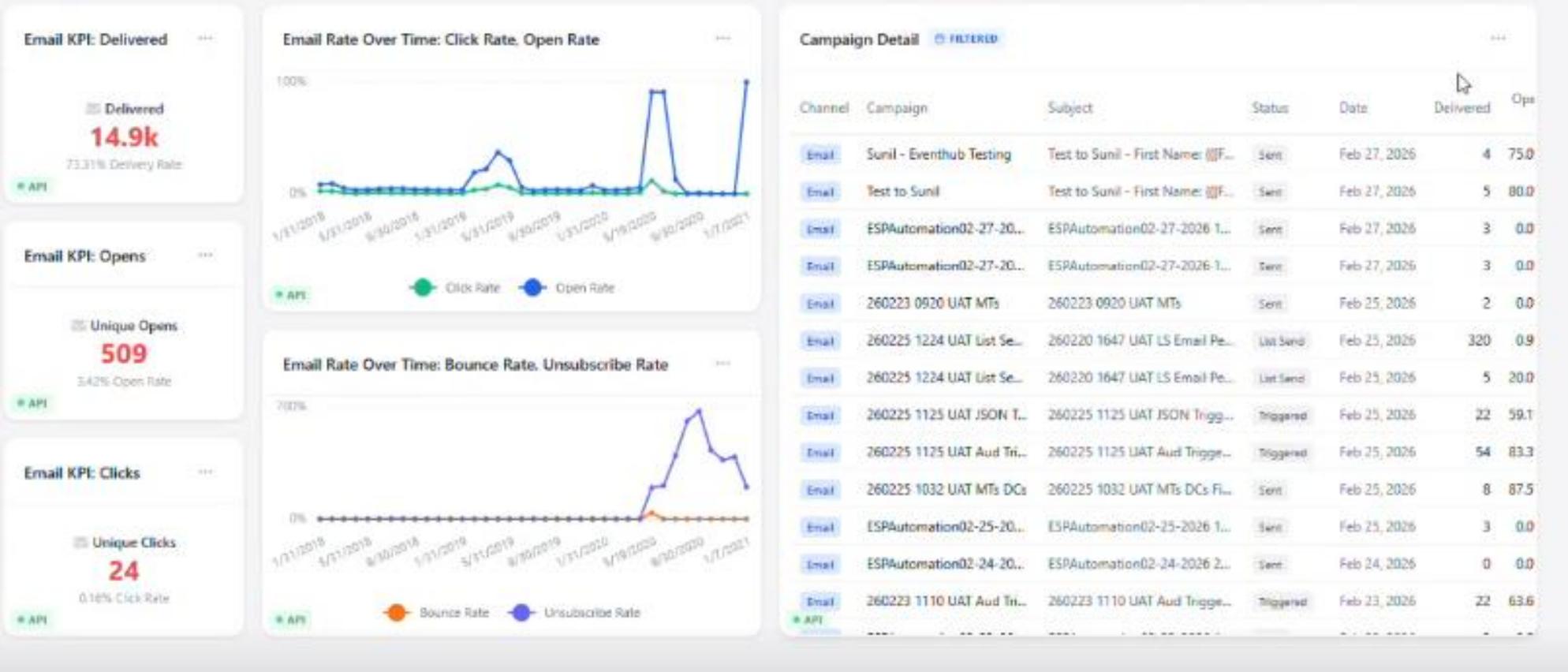
- This will be a Q2 release
- Users can create their own reporting dashboards
- This will replace existing 'canned reports'
- Share-ability 😊



Coming Soon: Custom Dashboards



Coming Soon: Custom Dashboards





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

The screenshot displays a list of audience segments in a marketing automation tool. Each segment is shown in a green header bar with a 'Details of what was chosen' link below it. The first segment is 'Browsed Season Passes 1 Day Ago - Email Contactable' with a red 'NOT' button and a dropdown arrow. The second segment is 'Suppression: Sent SP Abandon Browse Email past 15 days' with an orange 'OR' button and a dropdown arrow. The third segment is '26/27 Season Pass Holders'.

Segment Name	Action
Browsed Season Passes 1 Day Ago - Email Contactable	NOT
Suppression: Sent SP Abandon Browse Email past 15 days	OR
26/27 Season Pass Holders	

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

The screenshot displays an audience builder interface for a query titled "Lapsed Guest - for Social". The interface includes a top navigation bar with icons for save, refresh, and share, and a toggle for "Advanced Query". The main area shows three filter conditions stacked vertically, each with a green "AND" button below it:

- Days Since Last Purchase**: Filtered to be equal to 365. Raw Count: 52.
- Has Email**: Filtered to be equal to Yes. Raw Count: 3,759.
- Email Permission**: Filtered to be equal to No. Raw Count: 877.

On the right side, a "Contactability" summary panel shows the following data:

Contactability	Count	Subscribed	Unsubscribed
Contactability	12	0	12
Email Contacts	0	0	0
Postal Contacts	0	0	0
Phone Contacts	0	0	0
SMS Contacts	0	0	0

Action Items

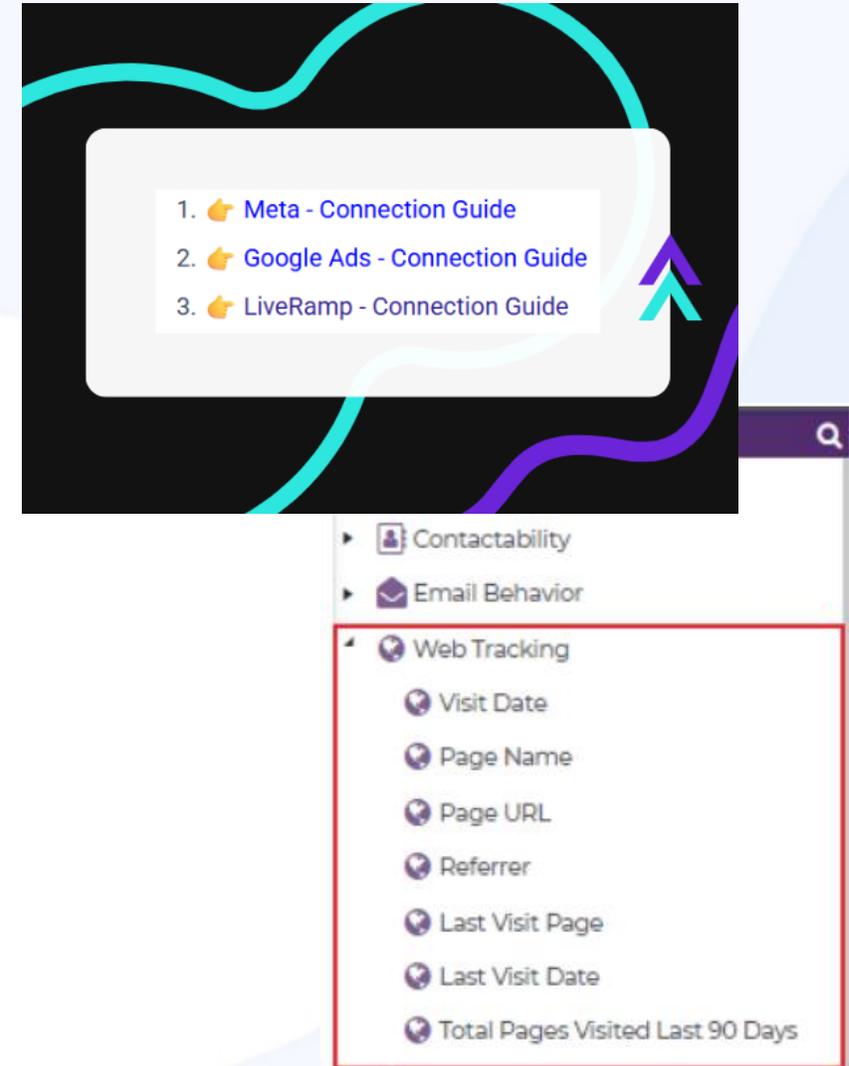
1. Connect to your Social Accounts!

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 DO have pixel data coming in
- If you don't see it... [here's how to get started.](#)





Thank you!

Email us with feedback or additional questions:

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