

# Pass Renewal Dashboard

As an Inntopia Marketing Cloud user, you may have heard us talk about the connection between pass days scanned and pass renewal rates. In fact, we conducted a broad, industry-wide analysis detailing our findings that essentially showed that the more days a pass is scanned, the higher the likelihood that the pass holder will renew their pass the following year. [You can read about that here.](#)

This concept makes sense...the more one uses a product, the more likely they are to buy it again. The article describing our initial analysis got the wheels turning for many of our partners and they started asking some very poignant question related to their own guest behavior:

- How many pass-scan days makes someone more likely than not to renew? We refer to this number as the Tipping Point.
- Besides the Tipping Point, what are some other key inflection points that show a significant impact on renewal rate?
- Do different products behave differently?
- How are we pacing this year and how might that predict our renewal rate for our next pass season?
- How can I best take advantage of all this info?

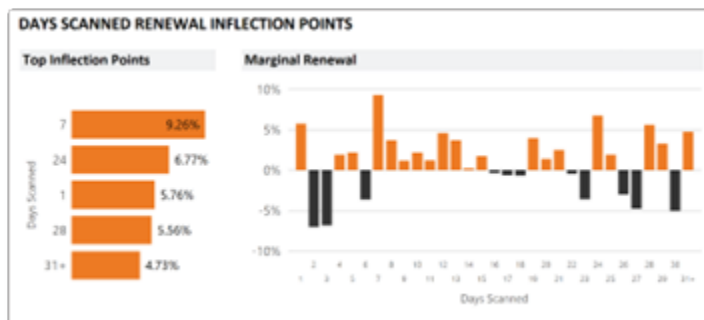
With a particularly challenging snow year looming over much of ski country, we decided to dive into the deep end so you don't have to crunch the numbers yourself – enter the new *Pass Renewal Dashboard*.

## Discover Historic Baseline Behavior



- Determine the renewal rate by days scanned for any product.
- Select the baseline year to account for big/light snow years, pandemic, or other anomalies.
- Choose different pass types to see how behavior changes.

## Find Key Inflection Points



- Determine additional days throughout the season that have an over-sized impact on renewal rates.
- Use these points to create automated triggers for marketing campaigns to get guests to the next key milestone and improve overall chances for renewal.

## See How Things Are Shaping Up This Year



- What are the average scans for pass holders as of this week? How does that number compare to last week and this week last year?
- How many pass holders are above the tipping point?
- If the season ended today, what's our baseline renewal rate?
- Is a particular inflection point lagging? Can we add an extra incentive exactly where it matters?
- Should our pricing strategy for next year consider renewal forecasts?

## How Can You Use the Data?

Deciphering this data can be complicated and tricky; therefore, we've boiled this info down into a simpler, easy-to-read format. The following steps should help you get started with a few actionable marketing tactics to effectively drive renewal rates:

1. Establish your historical baseline ***Tipping Point***.
2. Find other ***key inflection points*** throughout the season to help pass holders progress through their journey to renewal.
3. Create an ***automated campaign*** that incentivizes the pass holder to get to the next inflection point in their renewal journey.
4. Keep track of how things are pacing this year and ***adjust incentives*** if individuals are lagging behind key stages of their journey.

## Not Sure Where to Start?

Contact your trusted Inntopia Account Manager today to help sift through the data and craft an automated, multi-step pass holder journey to drive those renewal rates through the roof.