



M/RAVAL

CUSTOMER SUCCESS STORY

MIRAVAL RESORTS

Cendyn's eInsight CRM & Digital Marketing

“Miraval started off 2020 incredibly strong. We saw great performance in January and February, and not just for digital marketing, but from an overall revenue perspective. We had just hit some of our best months ever, the Austin location was just opening up and we were preparing for Lenox to open that March. We had also spent months working on a robust digital marketing plan to support each location, and then everything just came to a standstill and everything we planned for had to change. Cendyn's eInsight CRM and digital marketing team were pivotal in helping us get through the last year and end up in a very strong position.”

- Heather David, Director of Digital Marketing, Miraval Resorts

THE RESORT

Miraval Resorts operate luxury, wellness destination resorts and spas in three locations, including two new properties in Austin, Texas and Lenox, Massachusetts. Miraval is more than a typical upscale resort, offering a wide variety of wellness activities – yoga, fitness classes, culinary experiences, and outdoor adventures from challenge courses to hiking and biking excursions. Miraval's brand and mission centers on a strong belief in mindfulness.

All resort offerings are based on mindful choices and wellness intentions, which includes equipping guests with the tools and knowledge they need to continue their journey once they leave the resort and are back in their daily lives.



THE CHALLENGE

After experiencing record highs of engagement going into the first two months of 2020, Miraval, like many resorts, faced a wave of new challenges brought on by the global pandemic. In addition to the issues facing their popular Arizona resort, Miraval was also in the process of launching two new locations in Austin, Texas and Lenox, Massachusetts. Miraval needed a way to keep engaging with previous guests while travel was on hold as well as come up with a strategic plan for re-entering the market, including when to launch new initiatives, which audiences to focus on and what messaging to send.

THE SOLUTION

During the height of the COVID pandemic, Miraval had to temporarily black out their digital marketing campaigns while still keeping guests engaged and informed about the status of each resort location. With the help of Cendyn's Elnsight CRM, Miraval was able to use their data to clearly communicate with guests regarding overall brand messaging, property status, health and safety protocols and other important information.

Once digital marketing was back on the table, the Cendyn Digital Marketing team closely worked with Miraval to create dynamic, audience-targeted campaigns to drive distinct demand to each of the resort's three destinations without cannibalizing any single location or "stealing" market share from one another.

"Going into the role of DM Director, my goal was to improve user experience across all channels from web and CRM. We have so much information to convey to our guests and website users, it can be hard to distill that down into a clear and simple message. We needed a way to more efficiently get that information to our guests. Potential guests want to get the information they need from their phone or desktop without having to call the resort or dig too far into the website. We had to cut to the core of our brand and focus on how we differentiate ourselves as an experiential destination that is not only safe but can enhance your wellbeing."

- Heather David, Director of Digital Marketing, Miraval Resorts

WHY WORK WITH CENDYN?

"Cendyn's integrated approach to marketing includes various products and services that all work together and are all available under one roof."

"Real, tangible results – while we've seen significant financial results so far, we are always interested in testing new strategies and looking for ways to really pushing things forward. Cendyn is always open to those suggestions, regularly comes up with recommendations we wouldn't have thought of, and the result is a very positive and collaborative relationship."

"Great team members and account managers who are supportive and really understand the brand and the mission. "





THE RESULTS

“Miraval Austin is a success story in itself. As a new resort there are always challenges at the beginning, including construction delays and other issues that did initially impact the guest experience. With our CRM and Digital Marketing efforts, we’ve had a very quick recovery and recently had our best performing month ever. That’s a great milestone for a resort that is less than two years old and had to close and reopen during the pandemic.”

- Heather David, Director of Digital Marketing, Miraval Resorts

BOTTOM LINE RESULTS IN 2020

Impressions
58.3M+

Clicks
753K+

Revenue generated
\$12.65M+

Return on Advertising Spend
12.05X

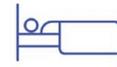
Database growth
59%

Since the beginning of Miraval's partnership with Cendyn in 2014, the resort has accomplished the following results using Cendyn's elsight CRM and digital marketing services:



156M+

Guests Reached



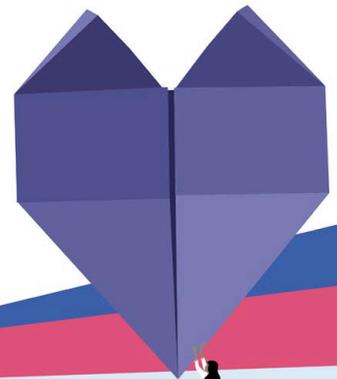
23.6K+

Bookings Generated



\$70M+

Revenue



CONTACT CENDYN

To learn more about Cendyn's elsight CRM and digital marketing services, contact us today at info@cendyn.com, or

VISIT CENDYN.COM