



**CUSTOMER
SUCCESS**

ALPINRESORTS.COM

BEST SKI RENTAL ON EARTH



ALPINRESORTS.COM INCREASES CUSTOMER ENGAGEMENT WITH MITTO'S SMS API AND EMARSYS INTEGRATION

Operated and published by 2beGROUP, www.ALPINRESORTS.com is one of the largest independent international organizations in the digital ski-hire industry. Their online marketplace helps travelers find the best ski/snowboard rentals and online classes in the Alps for their needs and ability levels at the best prices possible. Founded in 2006, ALPINRESORTS.com directly partners with over 1,150 ski shops throughout the Alps. The company is headquartered in Bratislava, Slovakia.

USE CASE

Marketing Campaigns

PRODUCT

SMS API
Emarsys Integrations

CHALLENGE

ALPINRESORTS.com leverages advanced technology and efficient inquiry processes to deliver superior experiences to users and business partners. The company believes stellar communication is at the heart of solid brand-consumer relationships. As such, they needed a reliable marketing channel to engage customers internationally at scale.

Additionally, ALPINRESORTS.com wanted a partner that offered API solutions that could seamlessly integrate into their existing customer relationship management (CRM) platform, Emarsys. Transparent reporting was also imperative to ALPINRESORTS.com. The brand wanted to delight customers with personalized messaging while closely monitoring campaign performance and ROI.

SOLUTION

Though they had never partnered with an SMS API communications vendor, ALPINRESORTS.com saw immediate value in the product. SMS has a **98% open rate** and an almost **10% higher click-through rate** than any other digital channel. Additionally, SMS is globally ubiquitous, with a reach of 7.4 billion active users worldwide.

ALPINRESORTS.com knew that the success of their SMS campaigns hinged on delivery reliability. They turned to Mitto because of our exclusive partnerships with global carrier networks and pioneering **proprietary AI-routing platform**. Mitto helps brands of all sizes engage customers worldwide with personalized, prompt SMS messages that are delivered on time, every time. That's because our advanced platform is rigorously tested and monitored in real-time, and analyzes and prioritizes traffic to guarantee the fastest speeds at the lowest prices.

ALPINRESORTS.com was matched with a dedicated customer success manager, who developed a deep understanding of the company's complex needs. Together, they developed a customized strategy that best supported ALPINRESORTS.com's objectives and pain points, including comprehensive campaign reports and ensuring specific SID requirements in each target market (especially in the UK and France).

Mitto's **integration with Emarsys** allowed ALPINRESORTS.com to quickly leverage our SMS capabilities within their existing tech stack. This seamless integration process enabled them to start sending customized SMS messages right away, optimizing their campaigns without any technical hurdles. Mitto is integrated with many CRM applications, and Emarsys was just one example where our solutions provided immediate value.



MITTO WAS ALWAYS EFFICIENT AND HELPFUL, AND THE COMMUNICATION WAS EASY AND WITH NO STRUGGLE. IT WAS REALLY PLEASANT WORKING WITH THEM. THOSE ARE SOFT SKILLS THAT SOMETIMES ARE NOT APPRECIATED.

PABLO PARDO CHOVER
CRM MANAGER
ALPINRESORTS.com

KEY RESULTS

Since implementing Mitto's SMS API product, ALPINRESORTS.com has efficiently engaged 140,000 customers that were not in their forecast, directly contributing to revenue growth.



www.mitto.ch

Mitto is a leading provider of global, omnichannel communications solutions, supporting business growth with advanced customer engagement technology and next-generation business messaging, and end-to-end phone number management. Mitto's platform ensures the world's largest brands and MNOs ready for what's next.

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