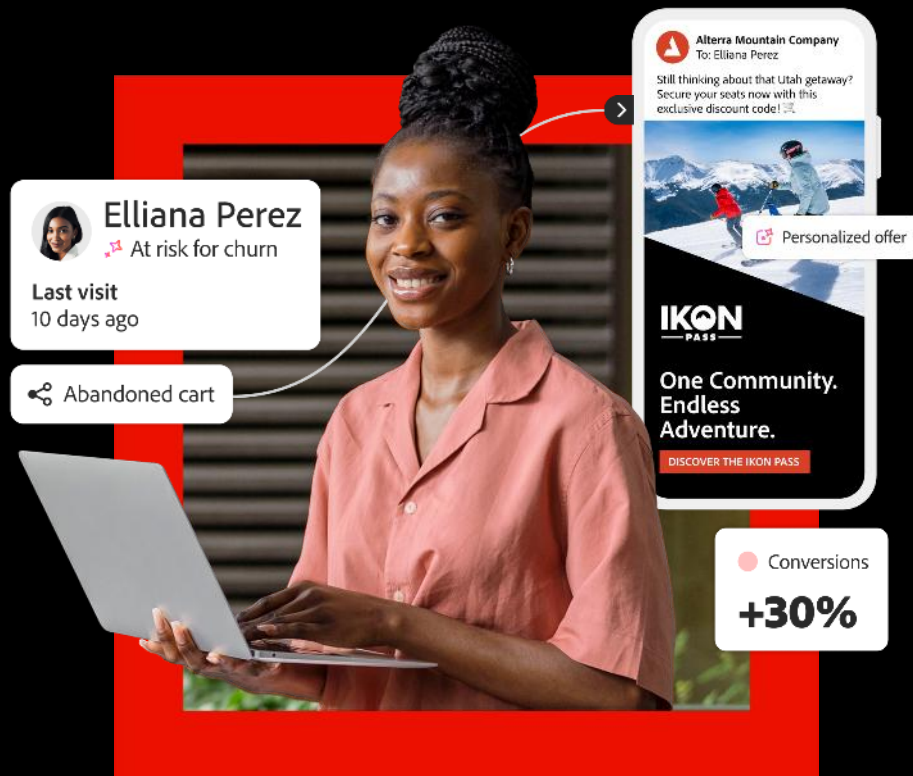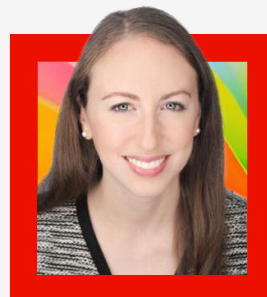# How Alterra Drove 30% More Conversions with Adobe's CDP and Data Collaboration

Adobe

Today's speakers and agenda

- Adopting technology that differentiates

- Building an operational model for long term success

- A deconstruction of Alterra's approach to full funnel marketing

- Q&A

Nina Caruso
Senior Manager, Product Marketing, Adobe

Erin Vorhies
Vice President, Digital Growth and Engagement,
Alterra Mountain Company

Kevin Day
Associate Director of Digital Solutions, 85SIXTY

Adobe

Adopting technology that differentiates

Audience insights

luma

40%
Loyalty members

33%
All shoppers

Conversion rate increase

22%

Enriched profile

Elliana Perez

Address
Elliana@bodea.com

Audience
Fashion enthusiasts

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Adobe Real-Time CDP:

Harmonize data, technology, and teams. Power real-time, full-funnel customer experiences.

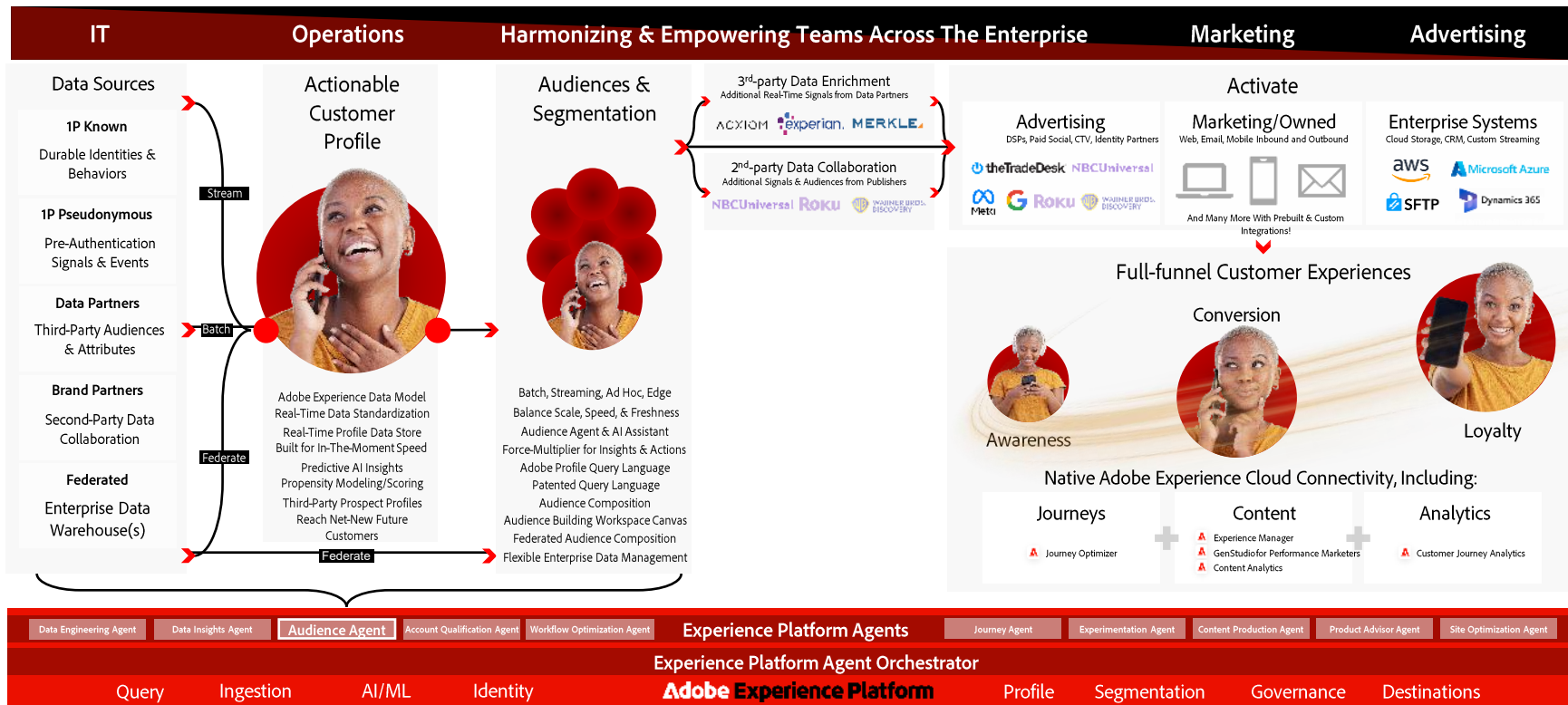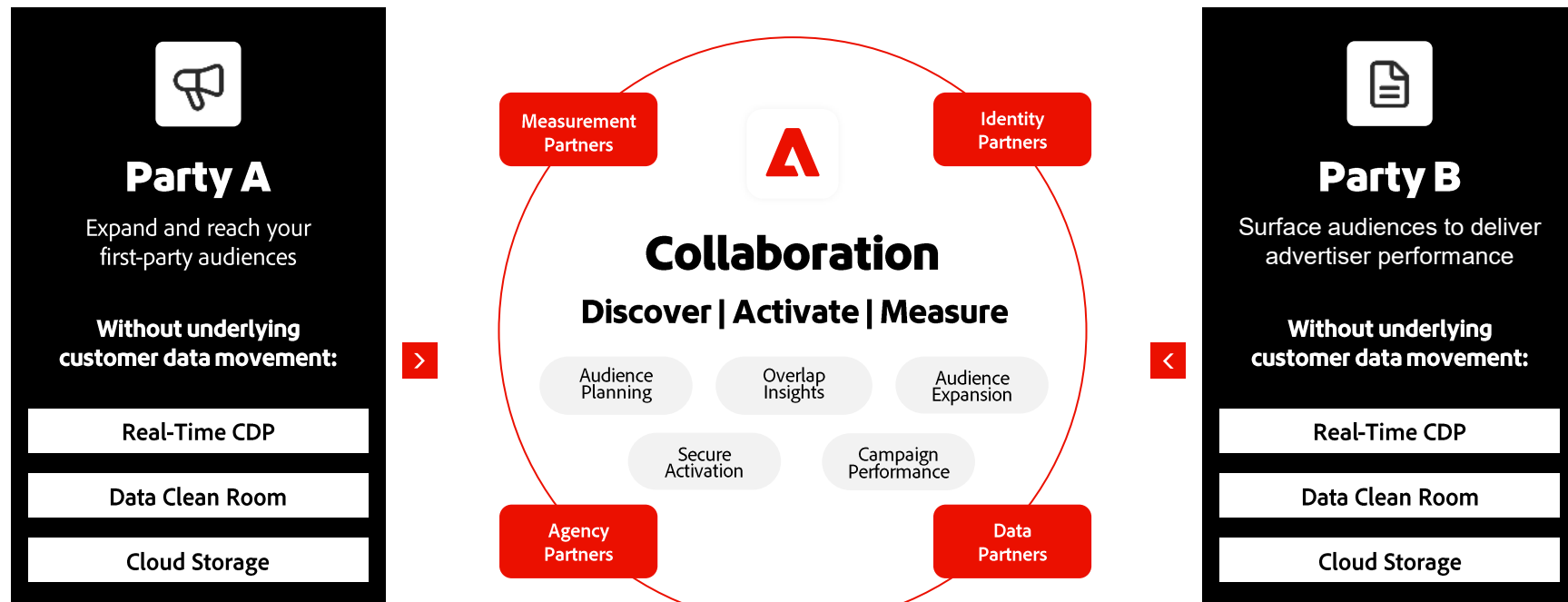|	Powered by purpose-built AI to deliver value for your teams and your customers:
Harmonize 1ST, 2ND, & 3RD Data For Activation	Enable intelligent activation with embedded AI modeling for data-driven decision making
+	
Empower Teams Through Technology	Built natively on Adobe Experience Platform, and embedded with AI Assistant & Audience Agent as force-multipliers for productivity, democratization, and outcomes
+	
Revolutionize Full-Funnel Experiences	Seamless automation, adaptation, and execution to deliver personalized experiences from acquisition through loyalty

Adobe

Adobe Real-Time CDP:

Harmonize data, technology, and teams. Power real-time, full-funnel customer experiences.

IT	Operations	Harmonizing & Empowering Teams Across The Enterprise	Marketing	Advertising

Data Sources

1P Known
Durable Identities & Behaviors

1P Pseudonymous
Pre-Authentication Signals & Events

Data Partners
Third-Party Audiences & Attributes

Brand Partners
Second-Party Data Collaboration

Federated
Enterprise Data Warehouse(s)

Stream

Batch

Federate

Federate

Actionable Customer Profile

Adobe Experience Data Model
Real-Time Data Standardization
Real-Time Profile Data Store Built for In-The-Moment Speed
Predictive AI Insights Propensity Modeling/Scoring
Third-Party Prospect Profiles Reach Net-New Future Customers

Audiences & Segmentation

Batch, Streaming, Ad Hoc, Edge
Balance Scale, Speed, & Freshness
Audience Agent & AI Assistant
Force-Multiplier for Insights & Actions
Adobe Profile Query Language
Patented Query Language
Audience Composition
Audience Building Workspace Canvas
Federated Audience Composition
Flexible Enterprise Data Management

3rd-party Data Enrichment
Additional Real-Time Signals from Data Partners

ACXIOM experian. MERKLE.

2nd-party Data Collaboration
Additional Signals & Audiences from Publishers

NBCUniversal Roku WARNER BROS. DISCOVERY

Activate

Advertising
DSPs, Paid Social, CTV, Identity Partners

theTradeDesk NBCUniversal
Meta G Roku WARNER BROS. DISCOVERY

Marketing/Owned
Web, Email, Mobile Inbound and Outbound

And Many More With Prebuilt & Custom Integrations!

Enterprise Systems
Cloud Storage, CRM, Custom Streaming

aws Microsoft Azure
SFTP Dynamics 365

Full-funnel Customer Experiences

Awareness

Conversion

Loyalty

Native Adobe Experience Cloud Connectivity, Including:

Journeys
Journey Optimizer

Content
Experience Manager
GenStudio for Performance Marketers
Content Analytics

Analytics
Customer Journey Analytics

Experience Platform Agents

| Data Engineering Agent | Data Insights Agent | Audience Agent | Account Qualification Agent | Workflow Optimization Agent | | Journey Agent | Experimentation Agent | Content Production Agent | Product Advisor Agent | Site Optimization Agent |

Experience Platform Agent Orchestrator

| Query | Ingestion | AI/ML | Identity | **Adobe Experience Platform** | Profile | Segmentation | Governance | Destinations |

*Experience Platform Agent Orchestrator and Experience Platform Agents Coming Soon
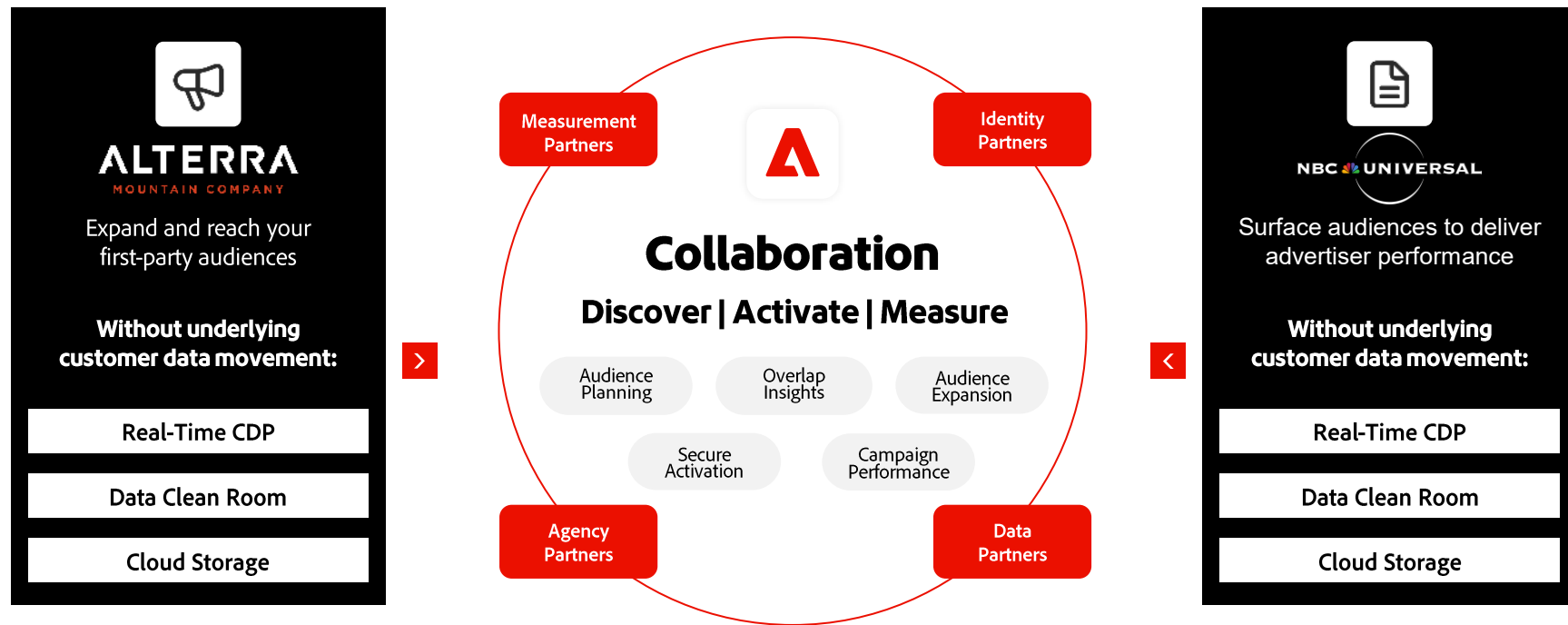
Adobe Real-Time CDP Collaboration

Radically simple, interoperable, and privacy-centric data collaboration

Party A

Expand and reach your first-party audiences

Without underlying customer data movement:

Real-Time CDP

Data Clean Room

Cloud Storage

Collaboration

Discover | Activate | Measure

Measurement Partners

Identity Partners

Agency Partners

Data Partners

Audience Planning

Overlap Insights

Audience Expansion

Secure Activation

Campaign Performance

Party B

Surface audiences to deliver advertiser performance

Without underlying customer data movement:

Real-Time CDP

Data Clean Room

Cloud Storage

Power full-funnel marketing and monetization with the power of trusted second and third-party data

Adobe Real-Time CDP Collaboration

Radically simple, interoperable, and privacy-centric data collaboration

ALTERRA
MOUNTAIN COMPANY

Expand and reach your
first-party audiences

**Without underlying
customer data movement:**

Real-Time CDP

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Discover | Activate | Measure

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Campaign Performance

NBC UNIVERSAL

Surface audiences to deliver
advertiser performance

**Without underlying
customer data movement:**

Real-Time CDP

Data Clean Room

Cloud Storage

Power full-funnel marketing and monetization with the power of trusted second and third-party data

Customer Digital Strategy

By optimizing insights across all segments, Alterra unlocked new ways to identify and engage untapped audiences.

Customer outreach

Having a clear line of sight on audience segmentation and messaging strategy enables successful outreach throughout the guest journey.
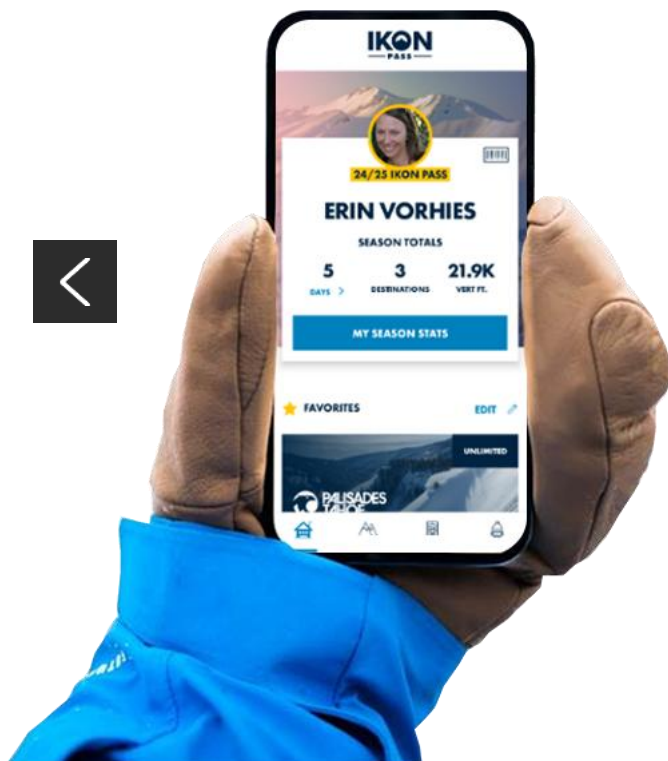
Customer conversion

Detecting customer behavior as a user moves from marketing channels to the website allows curated personalization to inspire conversion.

Adobe

Building an operational model for long term success

Influential factors

	First class ticket buyers	
	Los Angeles	
	New York	

Alterra Mountain Company's Rapid Rise to Success

2017 — Alterra Mountain Company is formed; and the investment in enterprise-level Adobe Marketing Cloud begins.

2021 — The growth of 3P cookie blocking spurs the implementation of AEP to preserve media revenue streams.

2022 — Alterra successfully deploys first use cases leveraging AEP in time for Ikon Pass spring sales.

2023 — Alterra presents at Adobe Summit 2023 to share success of implementation and adoption of AEP and further unlocks possibilities with AEP RT-CDP Collaboration.

2024 — Alterra connects with NBCUniversal to explore partnership opportunities, and implements AJO for app push messaging and SMS text messaging.

2025 — Alterra and NBCUniversal partner together via RT-CDP Collaboration tool to grow digital media success in CTV advertising; the teams present at Adobe Summit 2025.
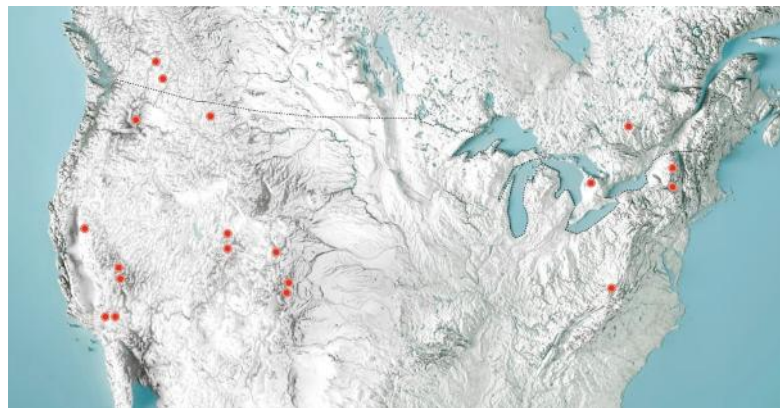
Every skier carves their own path down the mountain, but from a distance, they can all look the same—just like audiences across digital channels.

Real-Time CDP is the Epicenter of Alterra's Digital Marketing Ecosystem

What we get

Unified customer profile across Alterra's global destinations to understand a 360-view of the user across touchpoints, resorts, and interactions.

How we leverage it

Create seamless, personalized customer experiences across all marketing channels to drive revenue, improve guest experience, and create operational efficiencies.

Email, Direct Mail, Shared

Offline Customer Database Golden Record

Call Center

Paid Media

Real-time CDP built on Adobe Experience Platform

Adobe Analytics

Adobe Journey Optimizer

Websites, eCommerce & Mobile Apps

Adobe Target

Adobe
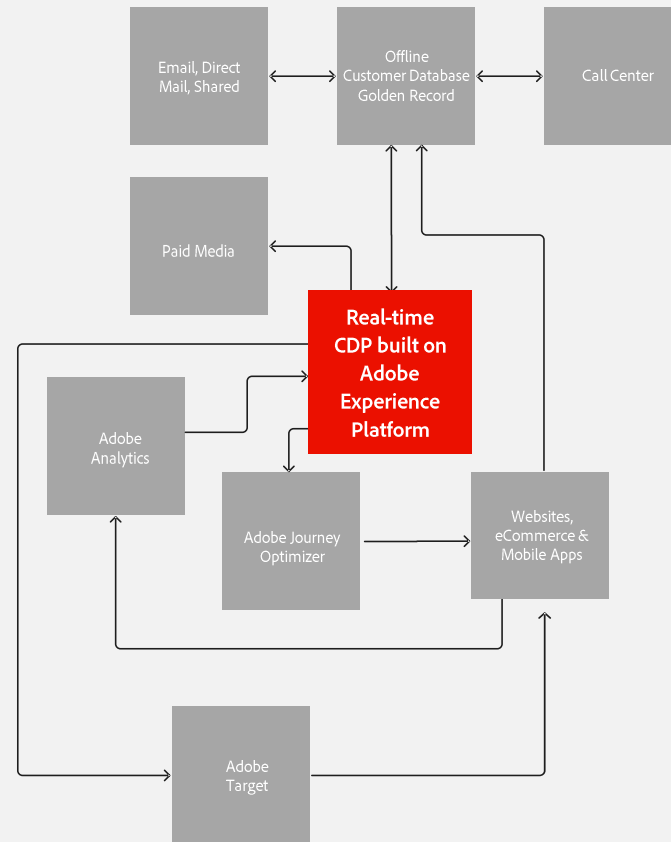
Alterra's approach is to blaze trails, not follow them

A growth mindset to grow results:

Understand your use cases end to end

Work backward from what success looks like. Always be asking "so what?"

Break through the status quo

Be open to challenging your assumptions, don't limit yourself to what you already know.

Adobe

Prioritizing Growth Opportunities

Criteria for Use Cases that Drive Results

🔍	**Controlled beta**	Get traction before expansion / implementation of additional
📅	**Commit to dates**	Align to a key campaign date for immediate insights on performance
📊	**Simplicity**	Keep use case straightforward to prove value from Real-Time CDP
⚛	**Test functionality**	Test ability to unlock capabilities that didn't exist before Real-Time CDP
⚙	**Learn & iterate**	Leverage learnings to roll out implementation and audience building to field destinations

Adobe

Partnering Together to Drive Results

Measurement
+ Optimization

Empower MarTech
Investment

Media Strategy
+ Activation

Digital
Marketing
Growth +
Success

Prioritize
+ Operationalize

85SIXTY

ALTERRA MTN CO

Support Enablement
+ Adoption

Drive Vision
+ Objectives
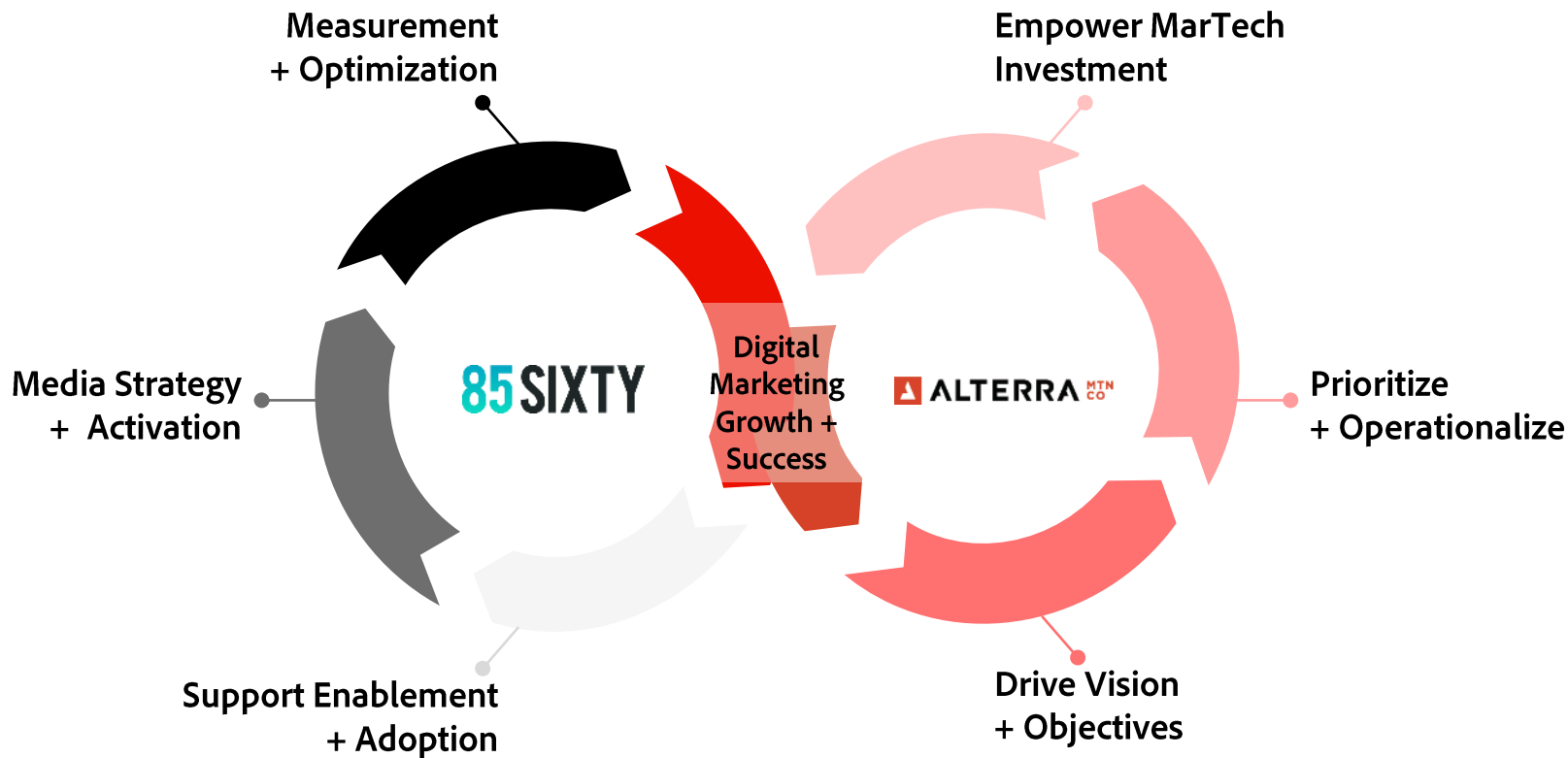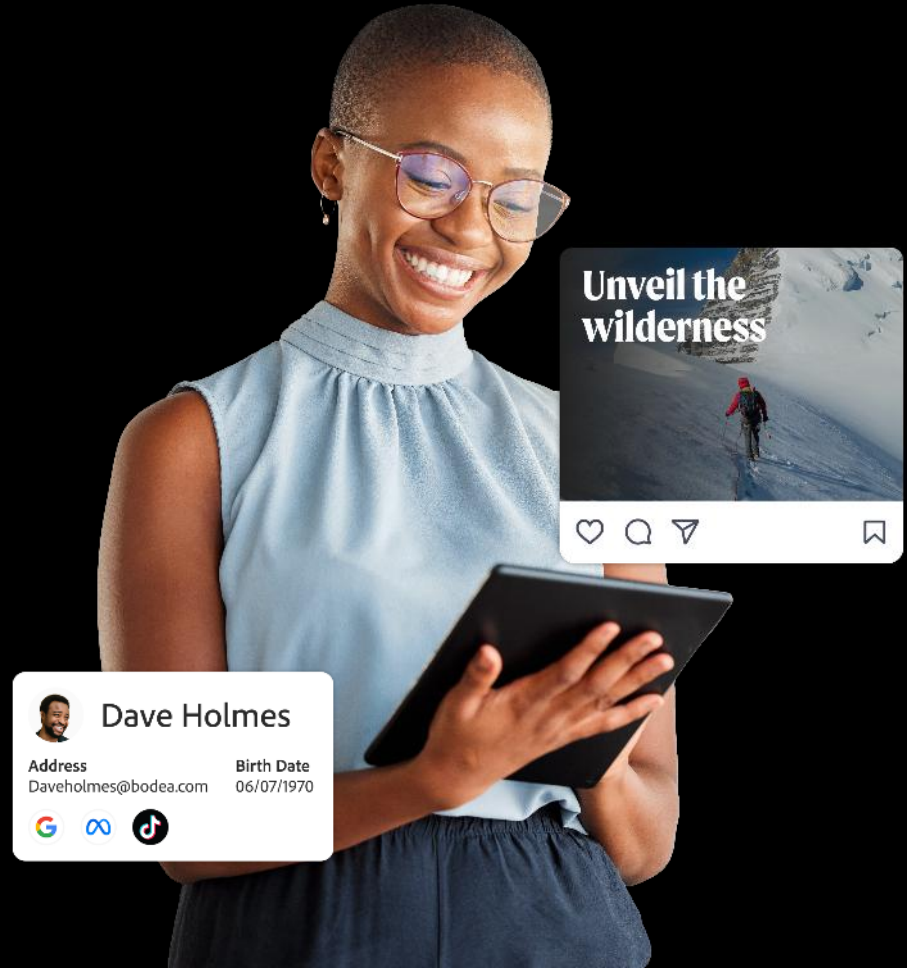
Balanced Media Strategy: Maximizing reach, efficiency, and performance

Traditional Media
Focus on broad reach, brand awareness, and strong local presence.

Digital Media
Ability to reach specific target audiences, drive engagement, and measure online performance.

Non-Traditional Media
Aim to reach audiences through innovative channels, fostering brand interaction and engagement.

Partnership vs Self Managed
- When does it make sense to go direct vs. programmatic
- How can we lean into 1PD when we go direct?

Value of CTV
- MMM says we should buy more CTV
- Is it a conversion driver, and if so for what type of audience?

Audience Alignment
- Do we have the right target?
- Is our media having an impact on our target audience?

Ikon Pass core segments | Driving nuance with precision

Renewals

Loyal guests who purchased an Ikon Pass last year qualify for a retention offer and are the most valuable but need to be targeted in a very short sales window.

Lapsed

Known guests who have purchased an Ikon Pass in the past, but not for a while (propensity modelled) and can be difficult to win back.

Prospects

Unknown potential customers (outside of database) or any guests who have yet to buy an Ikon Pass (within database).

With Alterra's core 1PD segments, leverage RTCDP Collaboration to partner with NBCU to determine effectiveness of our CTV to drive both customer retention and acquisition.

How Alterra partnered with NBCU to measure effectiveness

Tapped into first-party audiences in
Real-Time CDP, to surface in Collaboration

1

Measure

Discover

6

2

Used the insights to inform
optimizations and future investments

Connected with NBCU as a
publisher in Collaboration

ALTERRA
MTN CO

NBCUniversal

5

3

Received measurement of
incremental lift of each of the
campaign segments

Looked at the overlap of the core
Alterra segments Ikon Pass
Renewal, Ikon Pass Lapsed, and LAL
of Ikon Pass Purchasers

Activate

4

Activated a 1-month campaign through
NBCU, targeting the three Alterra segments

30% lift in conversion rate across each core audience segment

Adobe

Overall insights and takeaways

1 Ability to understand who was exposed to the campaign, closing the targeting and conversion loop across test groups.

2 Second campaign drove similar 35% lift in conversion rates with overall campaign ROAS of 5400%

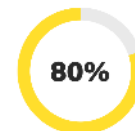**3** Achieved a 30% average match rate across all three audience segments
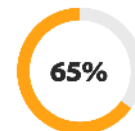
CTV plays a key role in the conversion journey for Ikon Pass

Adobe

Tips to take home with you
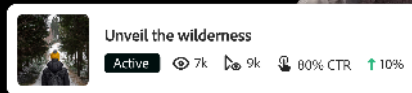
Adobe

A blueprint to build your own success:

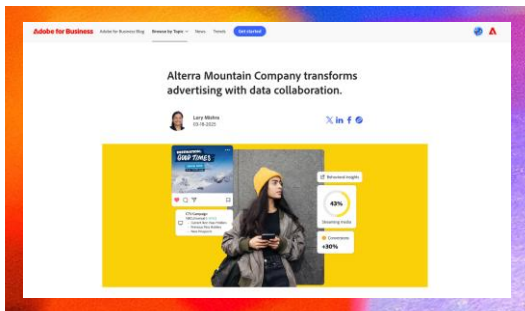Make future-proofed technology decisions based on business-critical issues.

Create a foundation for success, built on cross-functional collaboration and a test and learn mindset.

Uncover and utilize new ways to take advantage of your first party audiences.

Adobe

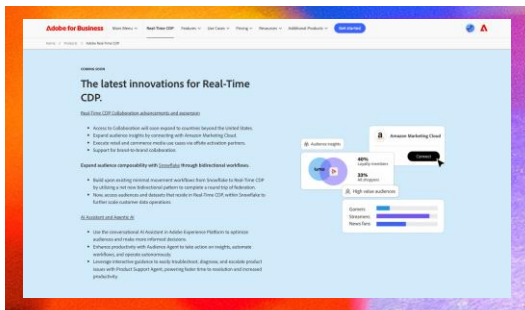# Related resources

Alterra Mountain Company's transformation with data collaboration
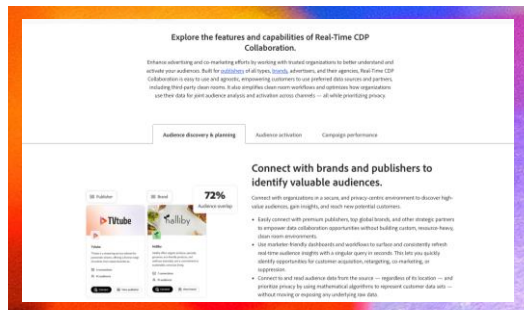

On-demand Summit session with Alterra and NBCUniversal

Learn more about Adobe Real-Time CDP

Learn more about privacy-centric data collaboration