

Case Study: Migration to Klaviyo marketing software

Trinity Insight migrated our partner to an extensive, automated email marketing solution.

TRINITY INSIGHT



Elk Springs Resort

Industry: Tourism
Location: Gatlinburg, TN
Size: 121 Cabin Rentals

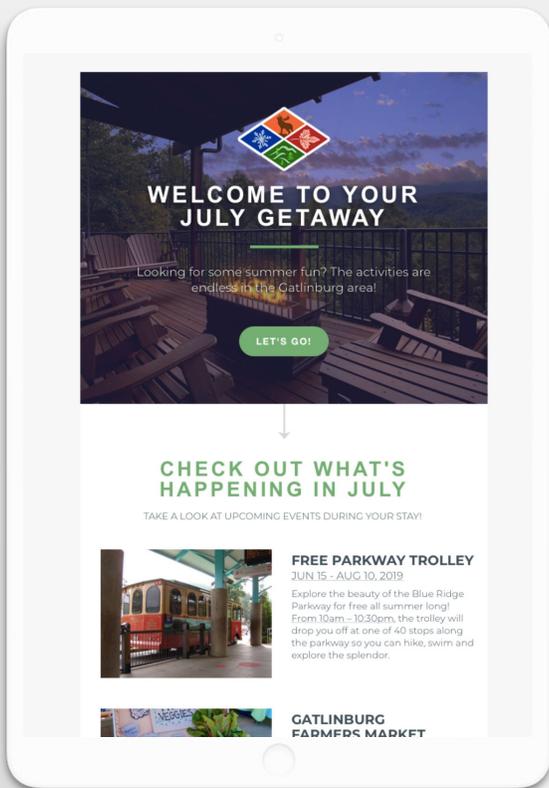
Overview

Trinity Insight migrated Elk Springs Resort to an extensive email marketing solution that provided a better brand experience.

Problem

Limited Email Capabilities

Elk Springs Resort lacked the ability to deliver personalized emails to their customers and subscribers. They were using disparate email solutions for delivering limited, text based messaging.



Solution

Migration to Klaviyo Email Platform

Trinity Insight migrated Elk Springs Resort to Klaviyo, a robust email platform. In doing so, Trinity drove the following email enhancements and solutions:

- Extensive automation and personalization features
- Design and build custom on-brand email templates
- Provided account setup and data strategies to allow for advanced personalization and segmentation

Results



- + Cohesive brand experience and messaging from site to inbox
- + Ability to deliver personalized emails to their customers and subscribers
- + Leverage website behavioral data for countless targeting possibilities
- + Powerful automated email flows
- + A/B testing email campaigns and triggered flows

Trinity Email Platform Support

Klaviyo

An elite email marketing program is no longer out of reach. Klaviyo is a cloud-based ecommerce marketing automation platform for personalized 1:1 email that drives results.

KLAVIYO // ADVISOR
SILVER PARTNER

Salesforce Marketing Cloud

Salesforce Marketing Cloud is a platform for delivering relevant, personalized journeys across channels and devices — enabling marketers to deliver the right message at the right time throughout all phases of the relationship. Marketing Cloud includes integrated solutions for customer journey management, email, mobile, social, web personalization, advertising, content creation and management, and data analysis.



What Our Other Partners are Saying

"Trinity Insight and Sure Fit have partnered over the last 5 years, helping us better understand our customers and improve their experience on our site. Their group of dedicated analysts, designers, and engineers have been agile and responsive to our team's needs, and have always been willing to 'go the extra mile' for us. We value our relationship as an extension of our team and look forward to continuing growing our business together."

-Brian Barth | **Sure Fit**

SUREFIT

About Partner

Elk Springs Resort

With breathtaking views of the Great Smoky Mountains, Elk Springs Resort features 121 cabin rental sites on 68 acres. With the objective of preserving the natural beauty of the property, the roads and cabin rental sites have been carefully integrated into the environment while maximizing the views of the Smoky Mountains.



About Trinity Insight

Trinity Insight works as an extension of your business, using data and our human capital to drive optimization and growth processes. Trinity is an authorized Google Analytics Partner, Google AdWords partner, and Bing Advertising Partner. Trinity is an INC 5000 company since 2014.

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