




[home \(/\)](#) » [resources \(/resources\)](#) » [case studies \(/resources/case-studies\)](#)

- [Case Studies \(/resources/case-studies\)](#)
- [Automotive \(/resources/content\\_category/study/9/326\)](#)
- [B2B \(/resources/content\\_category/study/9/327\)](#)
- [Chat/Social Communities \(/resources/content\\_category/study/9/328\)](#)
- [Consumer Packaged Goods \(/resources/content\\_category/study/9/329\)](#)
- [Fundraising/Non-profit \(/resources/content\\_category/study/9/332\)](#)
- [General \(/resources/content\\_category/study/9/337\)](#)
- [Information Services \(/resources/content\\_category/study/9/330\)](#)
- [Leisure/Travel \(/resources/content\\_category/study/9/339\)](#)
- [Media & Entertainment \(/resources/content\\_category/study/9/338\)](#)
- [Pharmaceutical/Healthcare \(/resources/content\\_category/study/9/336\)](#)
- [Publishing \(/resources/content\\_category/study/9/333\)](#)
- [Retail \(/resources/content\\_category/study/9/334\)](#)
- [Sports \(/resources/content\\_category/study/9/335\)](#)
- [Submit a Case Study \(/node/add/study\)](#)

## Mobile Marketing Case Study: Gunstock Mountain Resort (JitterGram)

Submitted by Katie York on Wed, 05/06/2009 - 08:32



**Objective:** Gunstock Mountain Resort is New Hampshire's "Four Season Playground". As the closest major ski area to Boston, Gunstock provides the ideal atmosphere; close to everything in the Lakes Region, yet away from the crowds. Gunstock wanted to implement a promotional text message strategy to promote on-mountain specials, increasing the resort's incremental revenue.

**Solution:** Loyal Gunstock customers were asked to text in "JitterGram 1091" to short code, "878787" for up to 4 on-mountain deals per day (e.g. lunch and happy hour specials, discounted tickets, apparel and more). Signs were displayed containing instructions for subscribing in the lodges, ski shops, and around the ski lifts. Gunstock also notified their staff; even the bus drivers were letting customers know about the "Text to Save" club.

**Outcome:** Gunstock sent out text message promotions to their subscriber base during the last 4 months of the 2009 ski season. One of their most successful JitterGrams was their "Show the Phone at a ticket window for 2 ski tickets for the price of 1. Tomorrow only." promotion. With a 19% redemption rate, Gunstock generated incremental revenue of almost \$1000 through a single JitterGram.

If these visitors chose a different ski location or chose not to ski at all, Gunstock would have had that lost revenue opportunity. JitterGram allowed Gunstock to motivate their customers to ski that day at their location. Gunstock's response when asked for their advice to other businesses exploring mobile marketing? "Do it. It works. It's cheap and easy." Well said.

**About JitterGram:** Founded in 2008, JitterGram enables businesses and organizations to send coupons, promotions and notifications to their customers' mobile phones and timed to prompt an immediate action such as where to have dinner that evening. These 'Just-in-Time' promotions allow merchants to 'Drive Demand, On Demand'. Subscribers simply 'Show the Phone' to redeem the offer, eliminating the need for clipping and carrying coupons. For more information, please visit <https://www.jittergram.com/> (<https://www.jittergram.com/>)



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