

success story



Mirror Lake Inn
RESORT & SPA



More Revenue, Data & Reviews

How Mirror Lake Inn Generated Over \$200K in Estimated Revenue,
Through a Single Multi-Step Email Campaign, Enhanced Data Quality
& Boosted Operational Efficiency

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131 Rooms | Honored with the AAA Four-Diamond, "Exceptional" Award for 40 years and prestigious member of Small Luxury Hotels of the World | Spa & Wellness

Overview

Mirror Lake Inn replaced manual guest feedback and data processes with dailypoint™, enabling automation, better insights, and targeted marketing that drove over \$200K in revenue.

Why it matters

Manual processes limited the hotel's ability to leverage guest data effectively, impacting both operational efficiency and revenue potential through a single multi-step email campaign.

dailypoint™ centralizes guest data, automates feedback collection, and enables segmentation and personalized marketing through a unified profile system.



"High-quality data is the foundation for delivering exceptional guest experiences. With dailypoint™, we now have a level of clarity and consistency that allows us to make smarter decisions across the entire organization. Before dailypoint™, our data was spread across different silos and we weren't leveraging the full picture of our guests - from spa to rooms to restaurants. With dailypoint™, we now have a centralized hub that enables us to create personalized campaigns for every guest, at scale."

Andrew Weibrecht
Owner Mirror Lake Inn



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Objectives

Summary

Mirror Lake Inn aimed to modernize its operations and unlock the full value of its guest data by focusing on:

Automate Feedback

Replace manual guest feedback collection via comment cards with an automated, scalable quality management system to reduce workload and improve data usability.

Unify Guest Data

Create a centralized and accurate guest database by integrating systems and improving data cleansing to support better decision-making.

Increase Revenue

Leverage guest data for targeted marketing campaigns and personalized communication to drive higher engagement and incremental revenue.

Results

Summary

Mirror Lake Inn significantly improved operational efficiency, data quality, and marketing performance - generating over \$200,000 in revenue while enhancing guest satisfaction and reputation through a single multi-step email campaign.



Results

- Generated over \$200,000 USD in revenue through a single multi-step email campaign
- Achieved 70%+ guest feedback response rates
- Eliminated manual data entry, reducing operational costs
- Improved data accuracy through automated cleansing and centralized profiles
- Enabled real-time segmentation and personalized guest experiences
- Achieved #1 ranking in Lake Placid on TripAdvisor
- Strengthened online reputation with integrated review generation

