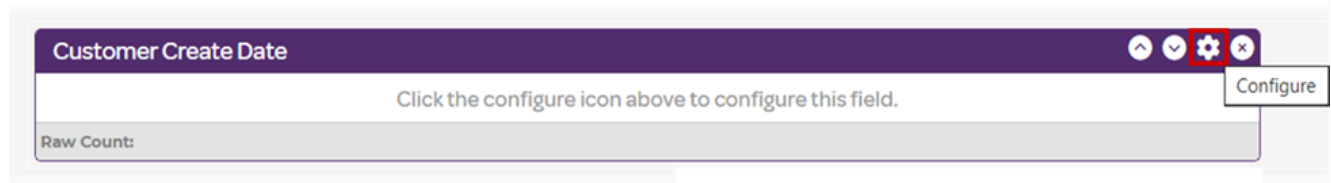


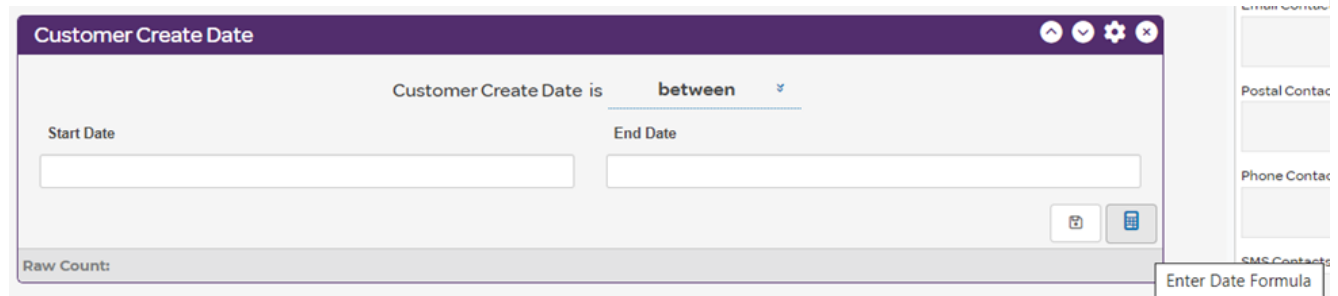
A date-triggered email campaign is your key to increasing advanced purchase, maximizing ancillary spend on-site and creating the best guest experience. Use the capabilities of Audience Builder to target guests based on their progress through the customer journey, from planning to arrival. Once pre-arrival communication strategy is complete and the recurring mailings are active, you can simply sit back and rest assured your guests are prepared for their visit.

## Date Triggered Audiences

Using the “Enter Date Formula” function on CDP date fields allows us to automate an email campaign based on purchaser milestones. Apply a “Date Formula” to any date field in Audience Builder, by first clicking “Configure”:



Then selecting the calculator icon to “Enter Date Formula”:



Watch this video to learn more about Date Formula and some typical pre-arrival use cases.

Your browser does not support HTML5 video.

## Pre-Arrival Strategy

The time between when a customer confirms their upcoming visit and when they arrive to their destination is vital to their experience on site. Recurring pre-arrival email campaigns can resolve anxieties guests might experience leading up to their visit by presenting relevant information and CTAs. Consider the following factors that may be applicable to your business when determining the details of pre-arrival strategy:

- Booking window: utilize customer data to determine the booking window for your products/lodging and curate an email cadence around that

- Advanced purchase discount deadlines
- Limited product inventory/availability
- Operational communication, like activity location, mandatory forms, check-in procedures, etc.

## **Other Campaigns based on a Date Formula**

- Welcome new subscribers using Individual Create Date
- Send targeted post-stay emails based on Departure Date

Gather inspiration for your next date triggered campaign by exploring [Hospitality Pre-Arrival Campaigns](#) and [Product Pre-Arrival Campaigns](#).