



# Durhamtown Off Road Resort

Signpost not only created more business for us but also created more jobs for people in our community. Most importantly, our monthly sales have increased by 30% more than the last 10 years!

LAUREN CLIFTON,  
DURHAMTOWN OFF ROAD RESORT

## The Challenge

Durhamtown is America's largest Off Road Resort destination. With over 6,000 acres for premiere off road riding, Durhamtown also offers fishing, hunting and hooting ranges. While Durhamtown has seen explosive growth, they wanted to centralize their marketing efforts and increase reviews, referrals, testimonials, new customers and repeat business.

## Signpost Solution

Signpost was able to deliver on Durhamtown Off Road Resort's objectives due to its robust AI-driven CRM. Unlike other customer relationship management (CRM) platforms, Signpost automatically collects incoming phone and email information on-site to create detailed contact records. Signpost then uses these records and machine learning to generate reviews, NPS, feedback, and loyalty offers to the right prospects at the right time. This all-in-one solution ensures that brands are always in front of the right consumers and have their finger on the pulse of customer sentiment.

## The Results

**Reviews:** Signpost's Mia has generated [556 positive reviews](#) for Durhamtown, which not only improves their digital presence, but drives new customers.

**Feedback:** Mia's email automation has driven [8,161 feedback responses](#), providing the business with valuable and actionable insights on their customers.

**Offers:** Over [9,694 offers](#) have been claimed from Durhamtown's customer list. Automating this effort drives current customers back to the business.

**Customer Records:** Signpost has helped Durhamtown build and maintain over [99,108 profiles](#), allowing them to generate even more results across with best in class automated campaigns.

**SMS Marketing:** The [4,225 customers](#) opted-in to text message marketing receive messages [8x more](#) engaging than email.

Find out how Signpost can help grow your business. Visit [signpost.com](https://signpost.com) or call (855) 606-4900.

Get started