

Sunstone Digital Marketing and Wherewolf announce strategic integration for tour operators using FareHarbor

Advanced, automated email marketing is no longer limited to just the person booking your tour. You can now automate additional revenue-generating campaigns to attendees, as well.

Atlanta, Oct 9, 2020 ([IssueWire.com](https://www.issuewire.com)) - Sunstone Digital Marketing, the creators of TourAdvantage™ and Wherewolf, the only electronic waiver solution built specifically for adventure tourism operators, is pleased to announce a new waiver-based data integration solution designed to bring the power of advanced, eCommerce email marketing to the experience provider industry.

Clients of TourAdvantage and Wherewolf who use FareHarbor as their on-line booking engine can now leverage the robust data created during the Wherewolf On-Line Waiver process to deliver personalized, in-the-moment digital marketing to a broader, more segmented audience.

Tour operators now have the ability to automate review request emails to adult attendees who complete a waiver.

These same participants can also receive advanced upsell and cross-sell emails, browse abandonment campaigns, social media check-in requests and more, previously limited only to the email address of the person booking the tour.

“With TourAdvantage’s email marketing, our clients are seeing significant gains in ticket sales and total revenue per customer, as well as increased numbers of reviews that help build their brand recognition and SEO standing. We’re thrilled to partner so closely with Wherewolf, allowing for even more growth opportunity for tour operators,” said Sunstone Owner, Daniel Peterson.

The integration is currently available to TourAdvantage/Wherewolf/FareHarbor customers at no additional charge. Contact info@sunstonedigitalmarketing.com for more information.

About Sunstone Digital Marketing. Sunstone Digital Marketing is the creator of TourAdvantage, an integrated, out-of-the-box framework helps small to mid-sized tour companies increase direct bookings and make more money via email marketing automation. Smart, affordable integration and automation mean professional marketing with consistent results, so you can focus on your day-to-day operations. <https://sunstonedigitalmarketing.com/touradvantage/>

About Wherewolf. Wherewolf provides simple and contactless waiver solutions for the tour and activity industry and is the global leader in electronic registrations taking care of over 4.5 million annual check-ins per year in over 26 countries around the world. <https://getwherewolf.com/>

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