

THE ART OF SKINCARE TREASURES SHARED THROUGH DIGITAL EXCELLENCE

With you today:



Emanuela Gris

Merkle

Senior Account Manager



Sibel Kaplan

La Prairie

Marketing Automation
Product Owner

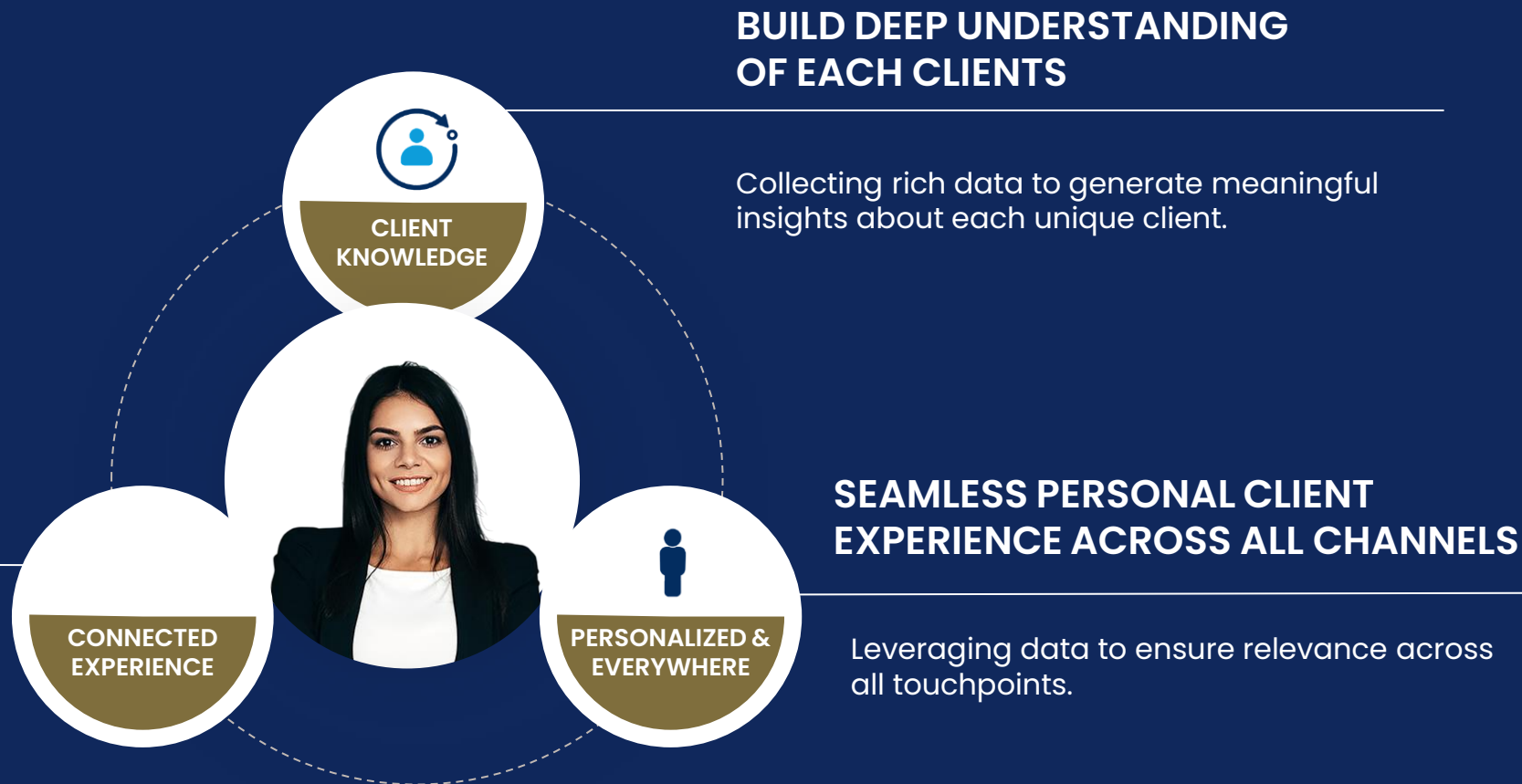


Gaelle Da Silva Esa

Salesforce

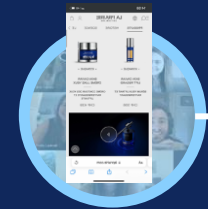
Solution Consultant
Data & Digital Marketing

Elevating the Client Beauty Experience



Building a deep understanding of your clients with ***Rich Data***

salesforce



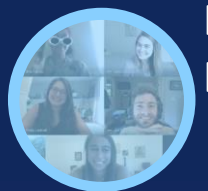
Website



Social
Engagement



Boutique Visits



Emails, Transactions,
Events ...



Denis Smith

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Zurich, Switzerland

Social Activities

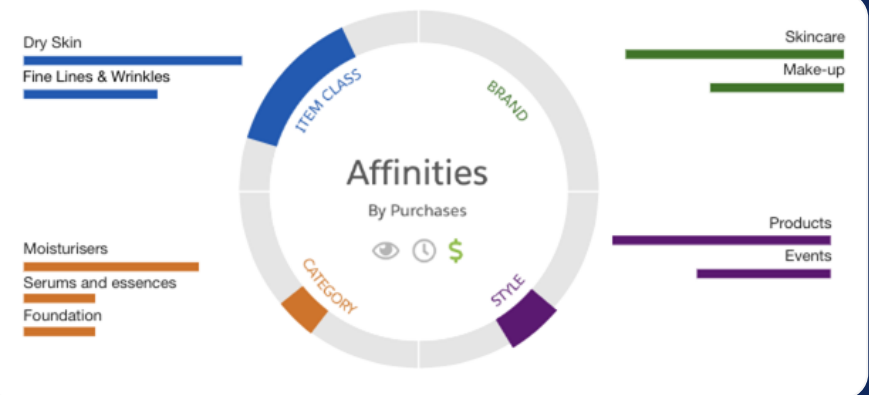
Instagram Ad Engagement
Tiktok Mentions

Activities

Site Last Visited: 16 days
Email Open Rate: 36%
Abandoned Cart Rate: 17%

Preferences & Interests

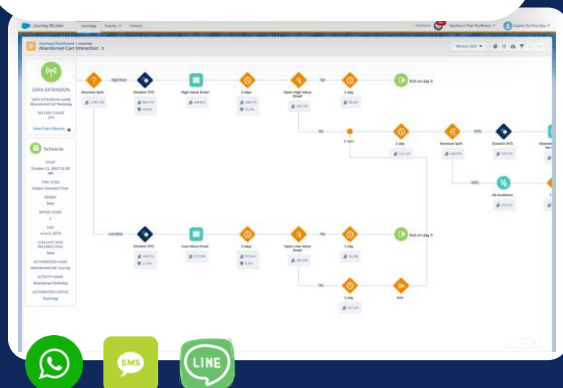
Channel: Email
Interests: Anti-Aging Serums
Segments: Art Lover, Active potential Client



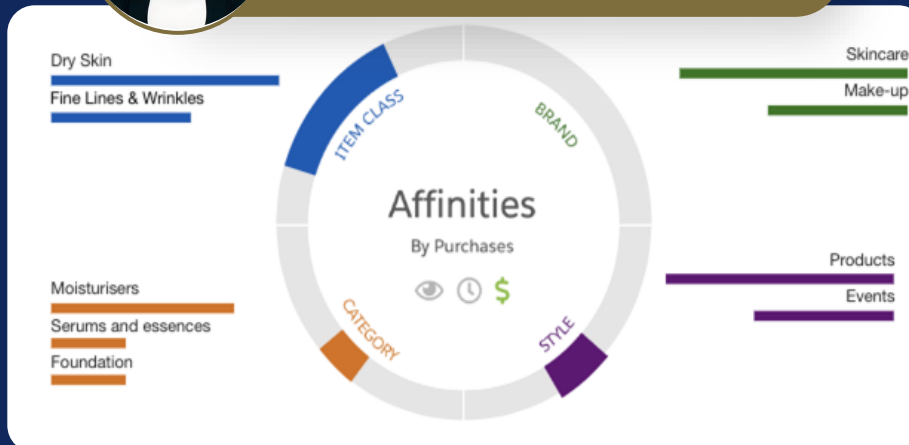
...Activating data to create a seamless client experience



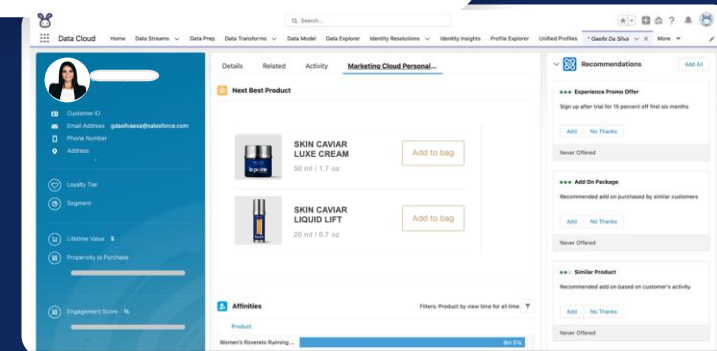
Digital Client Journeys



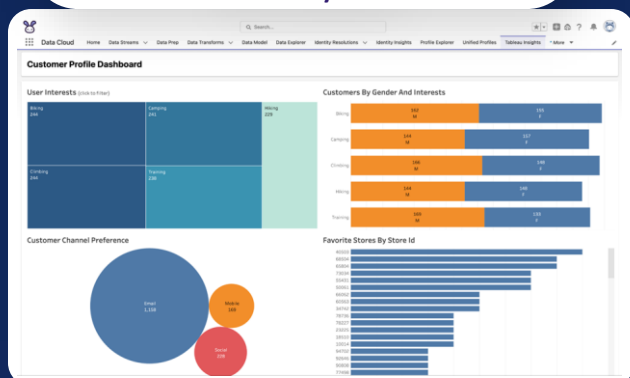
Client Profile & Affinity Data



Client Service & Clienteling App



Client Insights & Analytics



Advertising



... Connecting digital & in-person experiences

salesforce

Empowering Beauty Advisors

Website
Visit

Appointment
booked

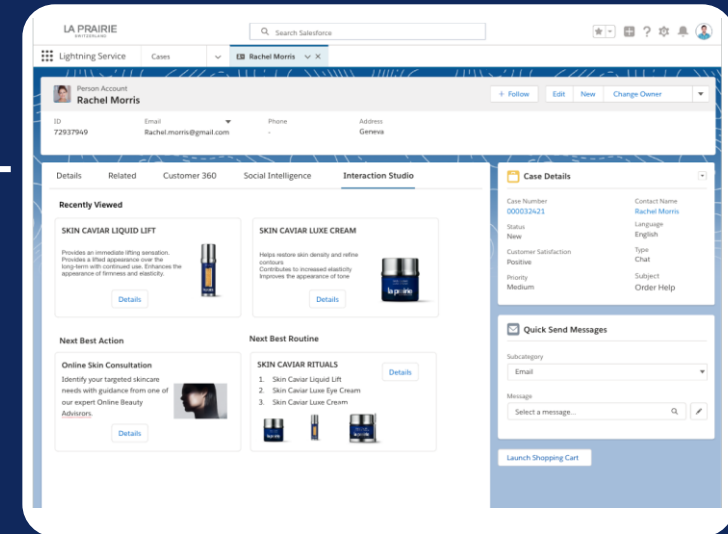
1:1 Advisory
Consultation

Exclusive
Event
Invitation

Targeted
Ad

Appointment
Reminders

Personalised
Recommendations



THE ART OF SKINCARE TREASURES SHARED THROUGH DIGITAL EXCELLENCE





A story of treasures

Precious treatment for special Customers – strongly structured

La Prairie path with Salesforce for solid, global digital marketing

Key solutions in Customer Lifecycle

A story of treasures

Swiss heritage at the root of La Prairie

LA PRAIRIE
SWITZERLAND

“BORN TO BREAK THE RULES”



*It's not only about adding years to life,
but **adding life to years***

Dr Paul Niehans

A story of treasures

We foster beauty through rejuvenation

LA PRAIRIE
SWITZERLAND



Exclusive Cellular Complex™

A **secret formulation** is at the heart
of our icons.

A story of treasures

Audacity, aesthetics and timelessness – art at the core

LA PRAIRIE
SWITZERLAND



*Timeless beauty
through the prism of **art**
to go beyond
the limits of possibility*

Precious treatment for special Customers

LA PRAIRIE
SWITZERLAND

The way we look at our special Customers ...

THE LEADER

In the quest for the
well-being



THE ADVENTUROUS

Going beyond the limit



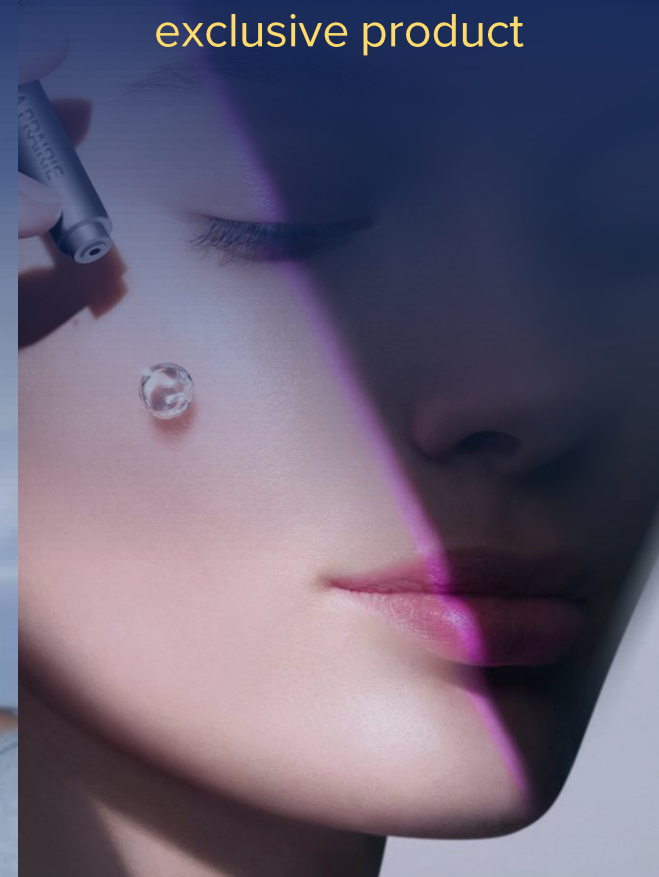
THE TREND-FOLLOWER

Exploring the latest
innovation



THE TREND-SETTER

Looking for the most
exclusive product



Precious treatment for special Customers

... drives how we globally structure our solutions ...

Corporate directions

| | |
|----------------------------------|----------------------------|
| Global business strategy | Global IT solutions |
| Shared ways of working and tools | |
| Simple, single enabler | LP Autonomy |
| Organization | Efficient processes |
| Global and local actions | Automation |
| | Native connectivity |
| | Data processing compliance |



82 countries

Needs for Customer relationship

| | |
|---|------------------------------|
| Single Customer View | Digital Marketing enablement |
| Consistent data | Consistent processes |
| Multichannel action | |
| Segmentation | |
| Personalized communication | |
| Targeted customer experience enablement | |
| | Always up to date |

Precious treatment for special Customers

... for 1:1 communication with our Customers

LA PRAIRIE
SWITZERLAND

Retailer

Travel retail
boutiques

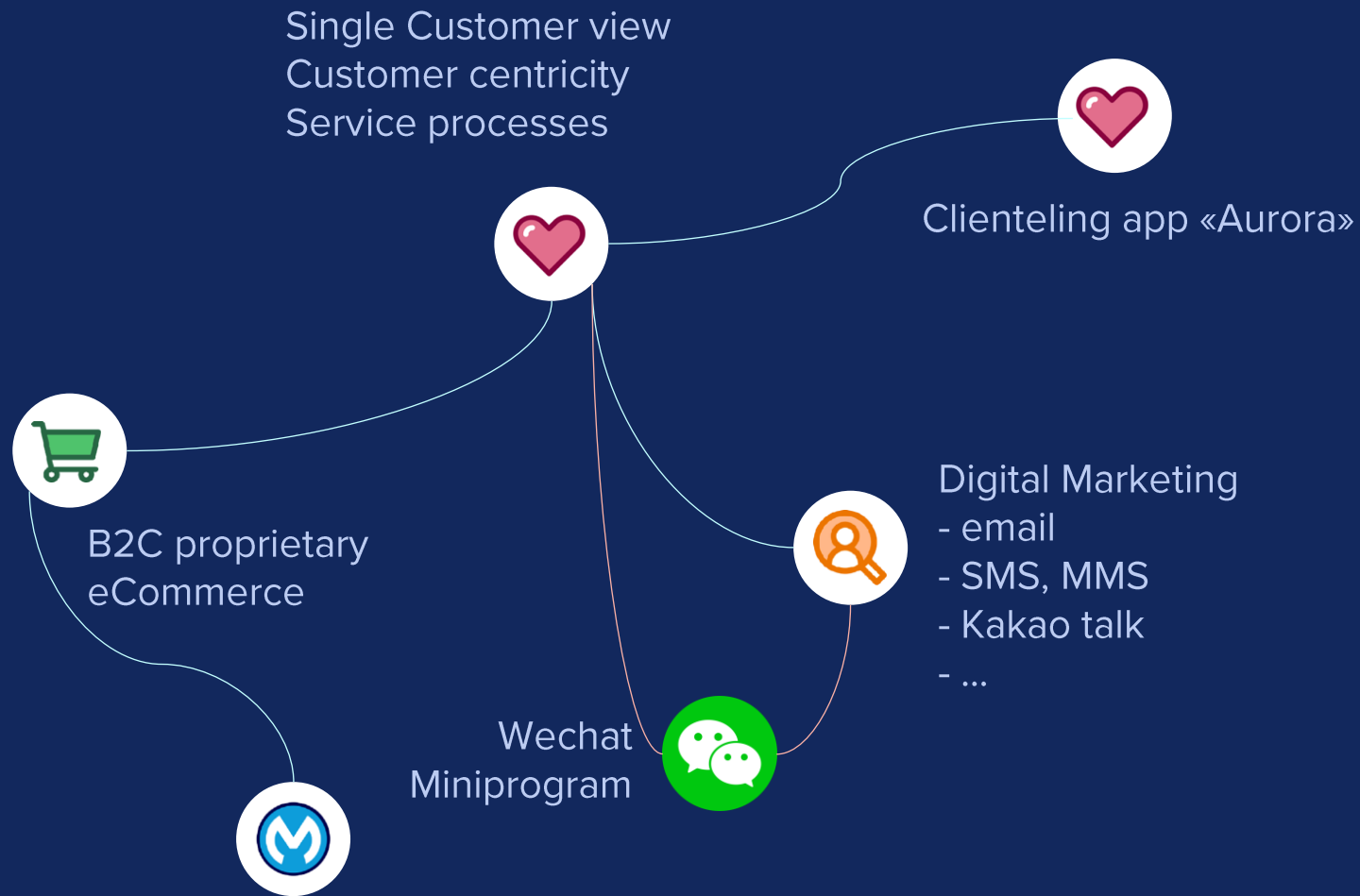
La Prairie
Maison

La Prairie
eCommerce

eRetailer



The path with Salesforce built solid ground for global digital marketing



Key solutions in Customer lifecycle

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SWITZERLAND

Digital Excellence is key in our Customer lifecycle





Capturing data in China



Key solutions in Customer lifecycle

Bonding with our Client



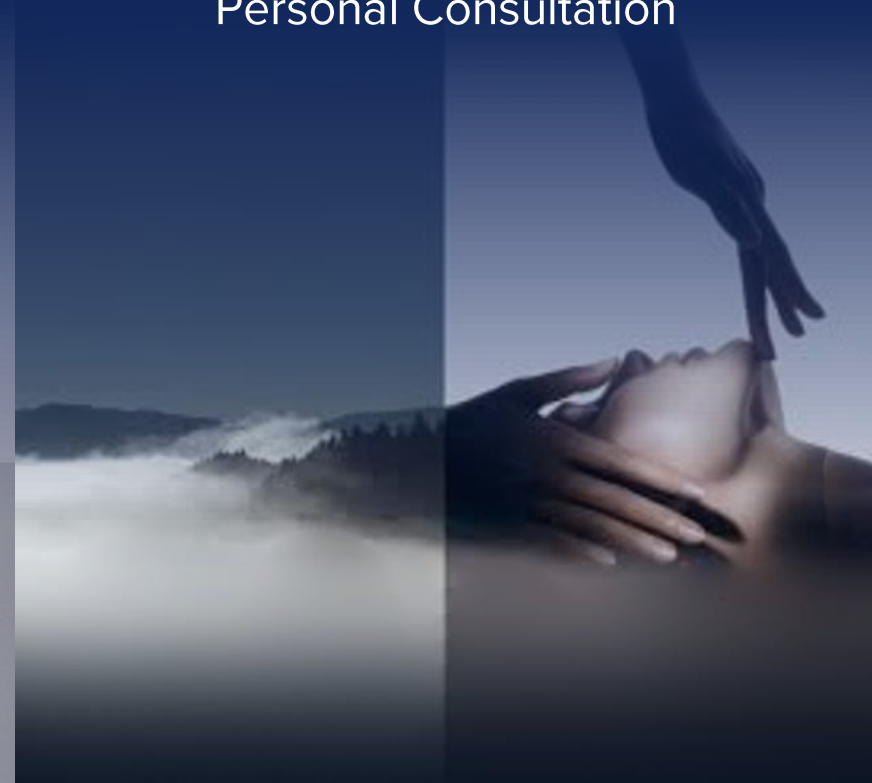
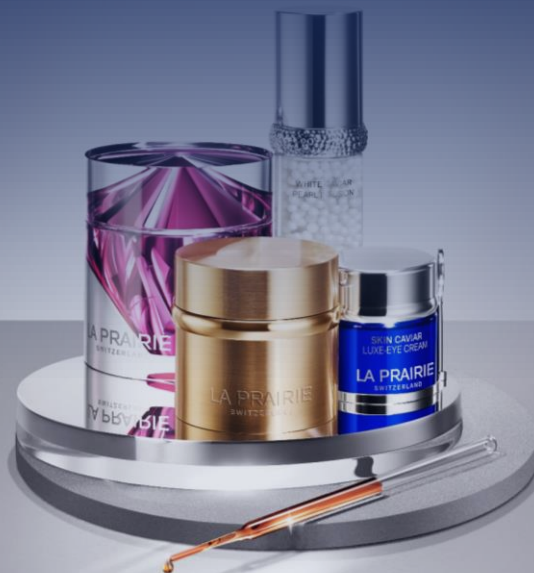
LA PRAIRIE
SWITZERLAND

CRM automated & omnichannel programs

Welcome
to the world of
La Prairie

Present
Iconic Products &
Recommendations

Invite to
Personal Consultation



Key solutions in Customer lifecycle

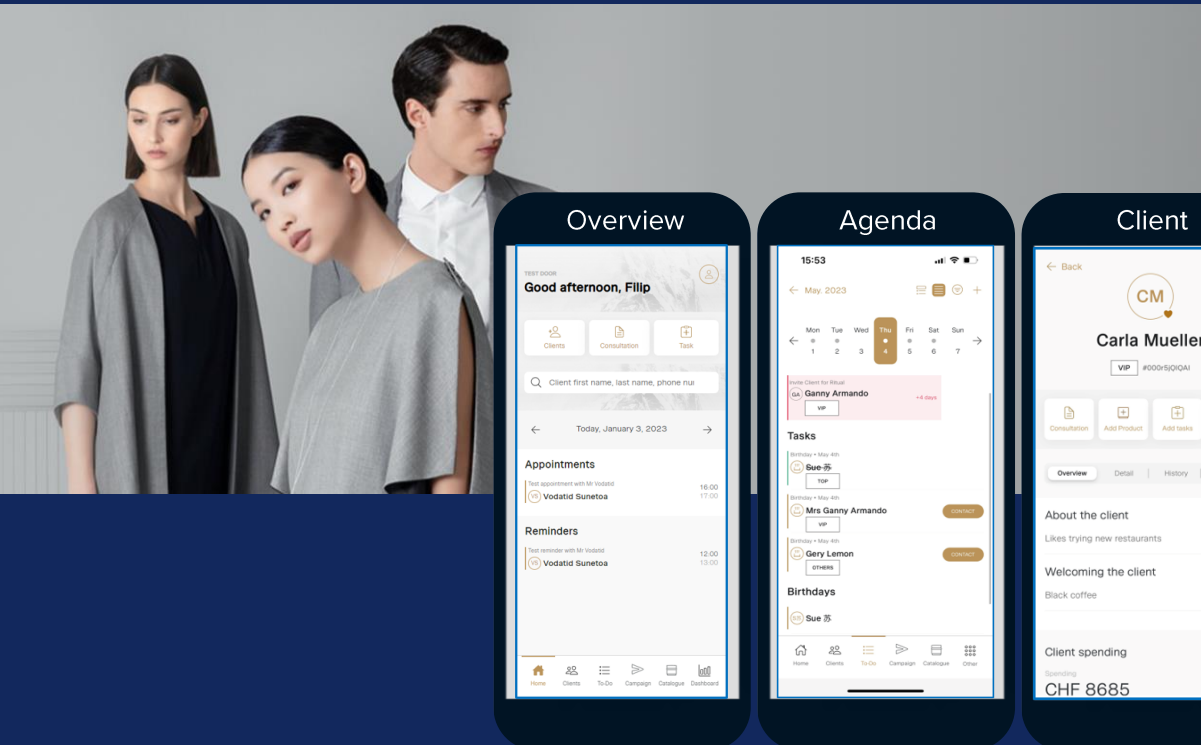
Nurture our clients

Empower Beauty Advisors
thanks to **data** and **automation**



LA PRAIRIE
SWITZERLAND

Delight our Customers
with **exclusive experiences**



.... The personalisation journey continues ...

Stay tuned for more!

LA PRAIRIE
SWITZERLAND

 ***DREAM***  ***DO***  ***DELIVER***

