

With you today



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Merkle

Senior Account Manager



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La Prairie

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Product Owner



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Data & Digital Marketing

Elevating the Client Beauty Experience



BUILD DEEP UNDERSTANDING OF EACH CLIENTS

Collecting rich data to generate meaningful insights about each unique client.

CONNECTED CLIENT EXPERIENCE ONLINE & OFFLINE

Empowering beauty advisors with key clients insights.

SEAMLESS PERSONAL CLIENT EXPERIENCE ACROSS ALL CHANNELS

Leveraging data to ensure relevance across all touchpoints.

Building a deep understanding of your clients with Rich Data



Denis Smith

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Social Activities

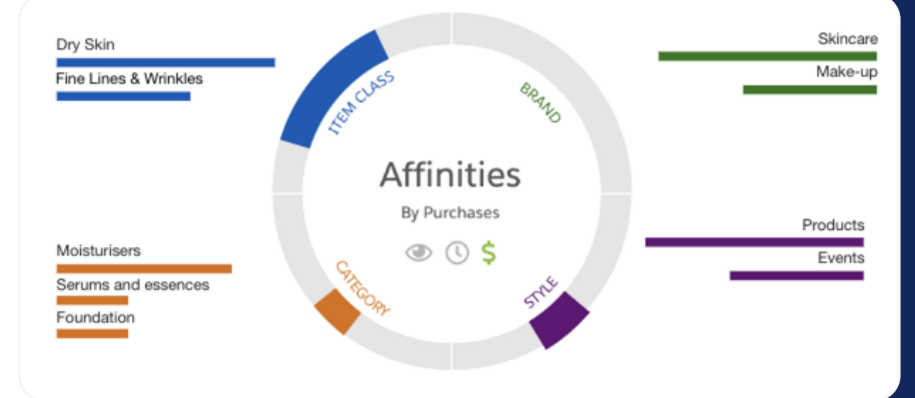
Instagram Ad Engagement
Tiktok Mentions

Activities

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

Preferences & Interests

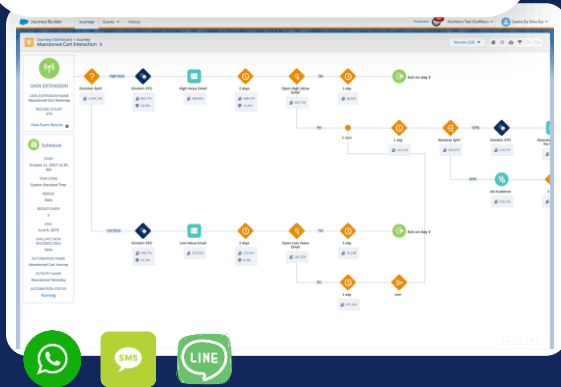
Channel: Email
Interests: Anti-Aging Serums
Segments: Art Lover, Active potential Client



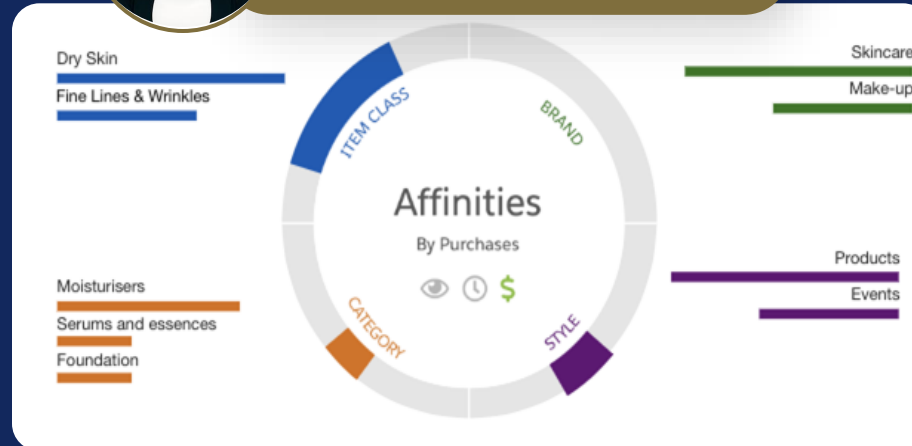
... Activating data to create a seamless client experience



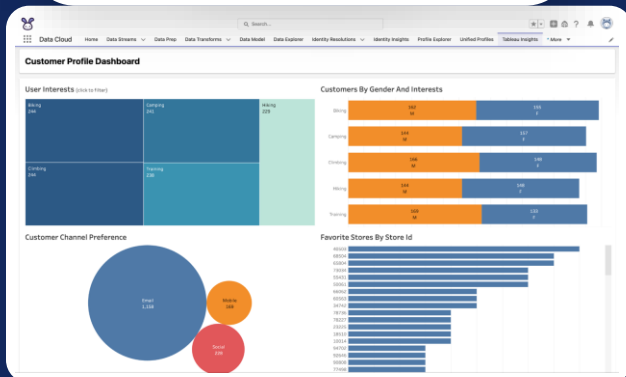
Digital Client Journeys



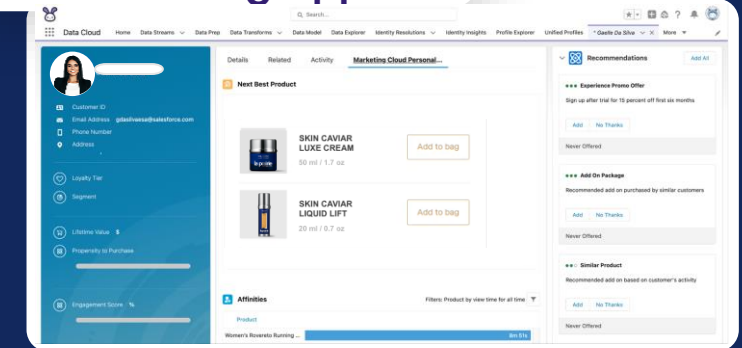
Client Profile & Affinity Data



Client Insights & Analytics



Client Service & Clienteling App



Advertising



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