



# Kickstart Customer- Obsessed CRM – Without Starting Over

June 11, 11:30AM

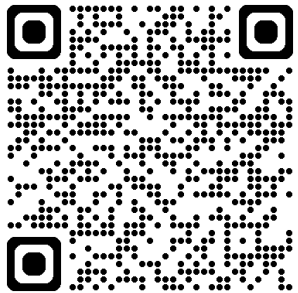


## Christi Lazar

### Head of The Lab

Internal Agency &  
Center of Excellence

Primo Brands



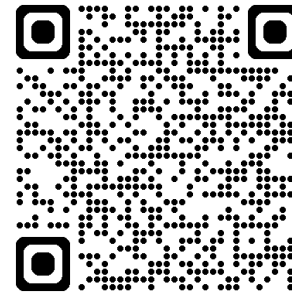
Connect on LinkedIn



## Kristine Elliot

### SVP, Senior Client Partner

Merkle



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# A connected experience ecosystem will enable the Primo Vision

Experiences are **ALL** connected in the eyes of the customer.



# 15+ Years of Adapting & Innovating

## Primo & Merkle Partnership

2010	2015	2020
<b>Establish partnership</b> to develop connected customer experiences across digital touchpoints.	<b>SEPT</b> <b>Salesforce Marketing Cloud</b> instance set up to manage digital messaging.	<b>COVID strikes!</b> Paused messaging but continued to use SFMC to support micro-sites and landing pages.





**If you build it...**



**they will come.**







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# 15+ Years of Adapting & Innovating

## Primo & Merkle Partnership

### 2022 - 2023

**Loyalty build begins!**

**Brand site development begins.**

**MAR '23**

**Rewards Drop integrated into Marketing Cloud.**

**API programs developed**

for transitional communications.

**Automations created**

to ingest data from the Loyalty platform which were posted on the Marketing Cloud SFTP and passed data to the correct brand.

**OCT 2023**

**Brand CRM comms emails resumed**

### 2024 - Present

**NOV 2024**

**Rewards Drop launches 2.0 experience**

**LATE 2024**

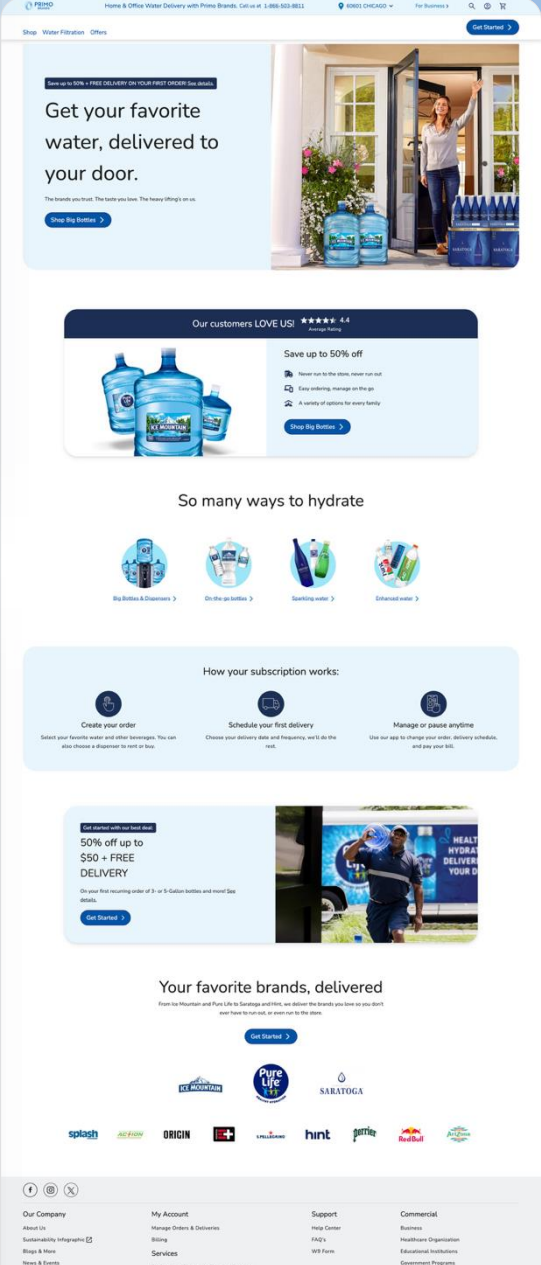
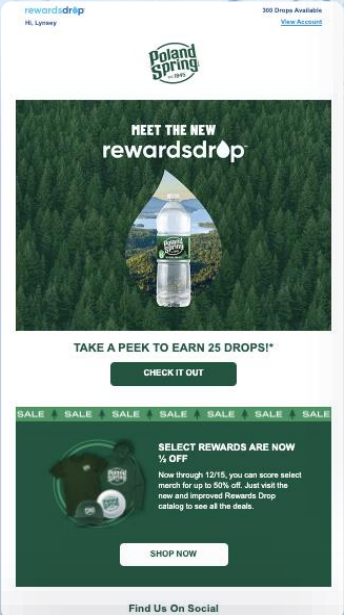
**BTB and Primo Waters merged**

Creating Primo Brands, so we are preparing to integrate more of Primo portfolio in 2026.

# The Customer Experience Vision

We are transforming our digital ecosystem *(including Brands and ReadyRefresh)* to enable personalized experiences and healthy hydration.

We are focused on growing our first-party data asset to deliver best-in-class experiences and rewards, growing market share, and building brand advocacy.





# What They Want and Why

With a longitudinal view of the consumer and how they are responding to market trends, we started to layer in areas of opportunity to help shape the relationship that our consumers have with their preferred water brand.

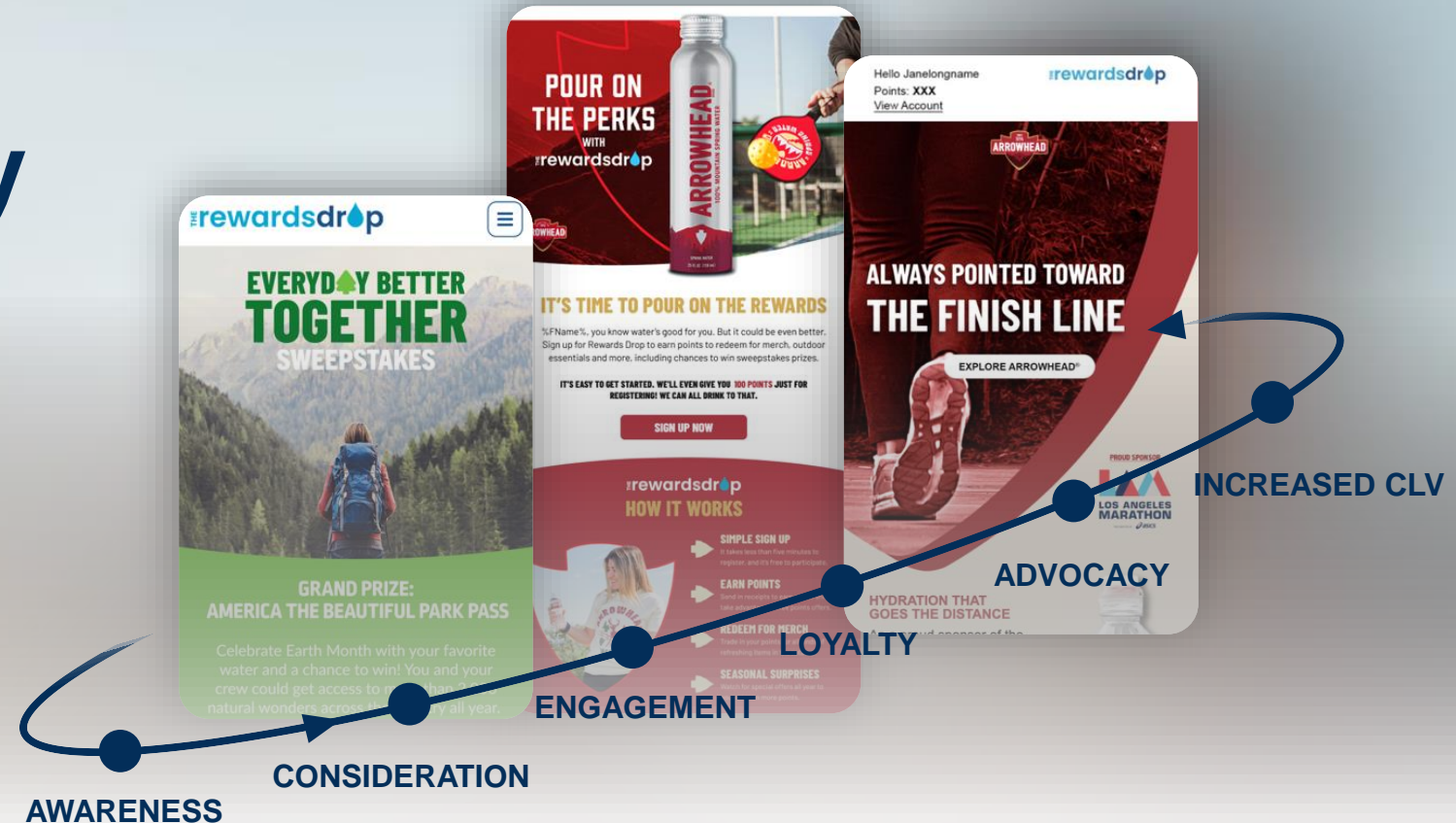
From driving rich content on web to engaging members through personalized email experiences to turning them into brand advocates, we are layering industry insights into program decisions to understand each consumer's "why".





# Unification of the Customer Journey Has Begun

- ✓ Better Targeting
- ✓ More Seamless Journey
- ✓ Continued Engagement
- ✓ Emotional Connection



# We like to stay in touch!

Regular emails engage existing members along with people who have subscribed to receive messages but have not signed up for Rewards Drop™. These messages are the perfect opportunity to deliver seasonal content, promotions, offers, coupons, and more.





**HYDRATING HAS NEVER BEEN SO REWARDING**

**MAKE EVERY SIP COUNT**

(FName), you know water's good for you. But it could be even better with Rewards Drop™. Sign up now to earn Drops to redeem for cool merch and more!


It's easy to get started. We'll even give you **100 Drops** just for registering! We can all drink to that.

[SIGN UP NOW](#)



**HOW IT WORKS**



- SIMPLE SIGN-UP**  
It takes less than five minutes to register, and it's free to participate.
- EARN DROPS**  
Upload receipts to earn Drops and take advantage of free Drops offers.
- REDEEM FOR MERCH**  
Trade in your Drops for all kinds of refreshing items in the catalog.
- SEASONAL SURPRISES**  
Watch for special offers all year to pour on even more Drops.



**HAPPY VALENTINE'S DAY**





**WHY WE LOVE OUR GIRLS:**

- ✓ Free (slightly misguided) therapy
- ✓ Always likes my posts
- ✓ Speaks fluent emoji
- ✓ Jokes that make my sides hurt
- ✓ Never ever boring

Time to celebrate the BFFs who always show up. So, grab your fave Splash Refresher™ flavor, raise a bottle to your ride-or-die and get rewarded for it. That's love!



[BOTTOMS UP](#)






**WHAT MAKES GIRL TIME BETTER? GETTING REWARDED FOR IT.**



Sign up for Rewards Drop™ now to start earning Drops you can redeem on exclusive merch, coupons and more. It's easy to join and a great way to turn your bestie bonding into perks.

[SIGN UP NOW](#)



**ENDS**


[View Account](#)



**SUMMER KAYAK SWEEPSTAKES\***


**HERE'S YOUR CHANCE TO GET OUT ON THE WATER**

Gear up for some epic outdoor fun with the Arrowhead® Summer Kayak Sweepstakes. From August 1 to September 30, you can enter for your chance to win this awesome Arrowhead® kayaking package, which includes:




**CUSTOM ARROWHEAD® RED KAYAK**

So you can drink in the views.



**ARROWHEAD® T-SHIRT**

For endless summer vibes.





**ARROWHEAD® BEACH TOWEL**

To soak up all the fun.

Redeem 25 Rewards Drop points each day for the best shot at the grand prize!

[ENTER NOW](#)

**TURN POINTS INTO PRIZES**



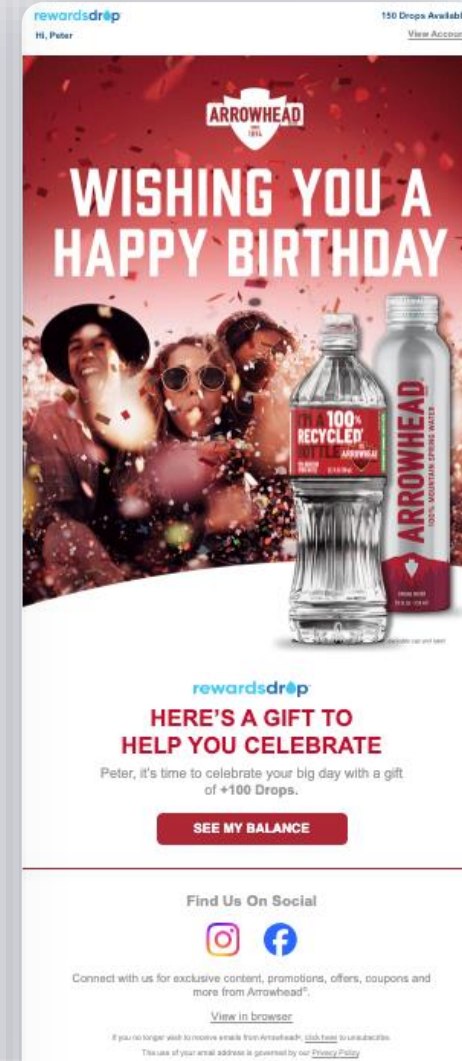
# Automated Sends Triggered on Behavior

## Welcome Emails

When someone opts into email for a brand, they receive a personalized welcome message. Each brand has its own welcome experience.

## Birthday Emails

Our loyalty program automatically sends personalized birthday messages to Rewards members.



## TECHNICAL DETAILS

### Welcome Email

- **Web Registration:** API Triggered Send
- **CloudPage sign-up forms:** Triggers email using AMP script after form submission

### Birthday

**Rewards member:**  
Event Definition  
Key set up in Journey Builder to trigger the email

### API

Event Definition Key set up in Journey Builder to trigger the email



# Dynamic Forms & Landing Pages

We create engaging, interactive forms and landing pages that adapt to each brand's personality while maintaining seamless user experiences.

These dynamic touchpoints capture valuable customer data and drive meaningful engagement across our portfolio.





# Key Achievements

**Refined the Consumer Digital Strategy**

**Drove Engagement Through Regular Messaging**

**1PD Growth**

**Built and Supported Brand Partnerships**



# What's Next, Our Evolution

# Make the most of our SFMC Capabilities

## CURRENT

Utilize Einstein to hyper-personalize messaging

Further utilize modules to support new data and content formats

## FUTURE

Explore opportunities with mobile engagement

Drive increased engagement and reduce unsubscribe rates with a custom CloudPage Preference Center

# Q&A

Scan and play now





# Connect with Merkle

We're excited to see you at Connections! Whether you want to learn more about CRM and loyalty, retail, or agentic AI, our experts are ready to help.

## HERE'S WHERE TO FIND US

### THEATER SESSION

**Watch us  
explore retail  
growth**

### ENGAGEMENT SESSION

**Rethinking  
loyalty,  
with Salesforce**

### RECEPTION

**Meet our team**  
Room 270  
3-5 PM

Connect with us at one of our above engagements to learn how to build lifelong customer relationships that drive business impact. If you want to dig deeper, schedule a meeting with us to discuss your individual business needs.



# Thank You

