

# SALOMON



## Disrupting Loyalty: unlocking the full value of the customer through Salomon Pass

### Salomon:

"What fascinates me the most is what I'm going to invent tomorrow" - this guiding principle from its founder underpins everything Salomon does. Salomon creates the innovations that shape the future of sport, making the gear that transforms sports, experiences, and culture.

### The Challenge:

To align loyalty with modern customer expectations, Salomon made a strategic pivot to digitalize the loyalty card and increase convenience, while also building engagement to boost sales

### The Approach:

Salomon digitized the entire loyal customer journey with the "Salomon Pass" saved to Google Wallet. It serves as an easily accessible loyalty card, provides seamless registration for events, and creates a channel for direct client engagement. By not stopping at the first step and optimizing the Google Wallet integration by leveraging push notifications, Salomon proved the ROI of a long-term Wallet focus.

### Partnering with Captain Wallet by Brevo:

Captain Wallet was critical for the sustained success of our Google Wallet integration, offering vital expertise, efficiency, and latest Wallet innovations.



### The Results:

Salomon experienced significant growth in visits, revenue, orders, and units per transaction following the adoption of Google Wallet Loyalty integration and by leveraging push notifications to engage their loyal customers.

**In 2024, Salomon's Google Wallet campaigns with push notifications achieved exceptional results**

The average number of items per order increased by over **54%**

Revenue increased by **3X**

*comparing the time period Sept-Dec 2023 and Sept-Dec 2024*

**"I strongly recommend the wallet! Its value is undeniable, both for our business and our customers."**



**Kevin Aymar,**  
EMEA CRM at Salomon