

Google Wallet & Litecard drives **revenue & customer engagement** for Kiehl's

Global beauty leader seamlessly **converts CRM intent into faster in-store and online purchases** through **personalized offers and timely push notifications** on Google Wallet.

"Partnering and activating with Litecard has been one of the easiest projects I've been a part of, taking just minutes to setup a pass and seconds to send a notification."

Hayden Parkinson
CRM Specialist

The Results

- **Sales:** Achieved **115%** CRM channel target
- **CRM engagement:** **15%** click-through-rate on email and **65%** redemption rate

