

ZOOX · AN AMAZON COMPANY

Renee G. Balgobin · Lifecycle Marketing Manager · crafted-by-rgb.com

Building a CRM Operation from Zero to Scale Across Two Launch Markets

Lifecycle Marketing Manager · Contract · April 2025 – Present · Foster City, CA

Platform: Salesforce Marketing Cloud

Scope: 2 Launch Markets + 418K Waitlist

THE PROBLEM

Zoox had no lifecycle marketing infrastructure when I joined — no CRM playbooks, no automation, no benchmarks. The mandate: build a full operation capable of driving customer adoption across two launch markets while simultaneously growing a waitlist into an engaged rider community.

WHAT I DID

01 ARCHITECTED A COMPLETE MULTI-CHANNEL CRM ECOSYSTEM

Built a complete CRM ecosystem in Salesforce Marketing Cloud — integrating email, in-app push, SMS, and web messaging — with behavioral triggers, location-based personalization, and real-time journey branching. Designed a multi-year roadmap (Q2 2025–H2 2026) with KPI frameworks across five business goals.

02 REDESIGNED AN UNDERPERFORMING MARKET JOURNEY

Redesigned the underperforming Vegas market journey from a 1–2 email transactional approach into a four-email behavioral education series. Built the full operational foundation — playbooks, QA protocols, RAPID governance model, and Asana intake — while absorbing the workload of a departing three-person external consulting team.

03 DROVE PARTNERSHIP STRATEGY TO FUEL ORGANIC APP GROWTH

Drove partnership strategy with Tartine and Fontainebleau to fuel organic app growth, generating 8,809 app downloads. Delivered 1.27M sends at 97% delivery (+100% YoY) while supporting a 418K global waitlist across the 2-city expansion.

IMPACT

645%

Database growth 66K →
492K users

58%

Email open rate

18%

Prospect-to-customer
conversion

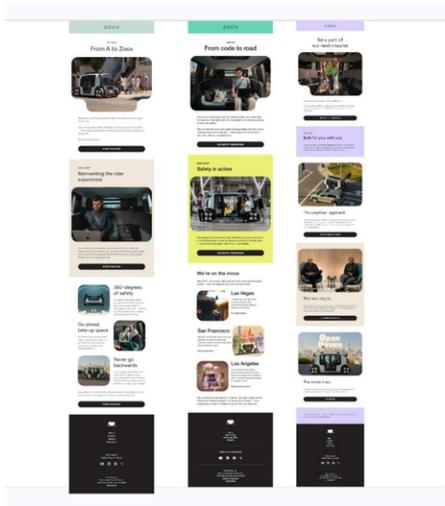
8,809

App downloads via
partnerships

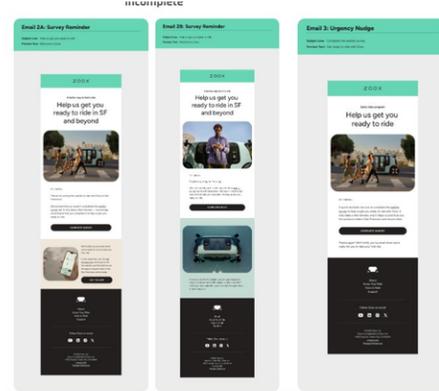
- Generated 678+ Zoox Pass activations and 695+ completed rides through lifecycle campaigns.
- Absorbed the workload of a departing three-person external consulting team.

CAMPAIGN SAMPLES

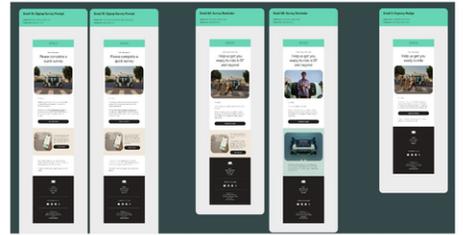
Welcome Newsletter



Crew Referral



Waitlist Comms



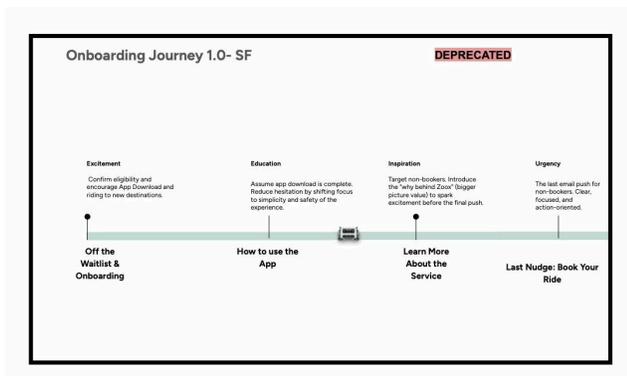
Onboarding Journey Transformation

How strategic guidance evolved a 4-email linear flow into a behavioral, multichannel conversion system

JOURNEY ARCHITECTURE

BEFORE · Onboarding 1.0 (DEPRECATED)

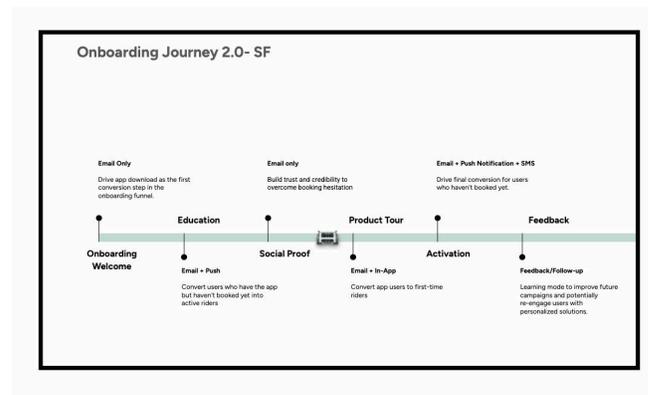
4 linear emails · Email channel only · No behavioral branching



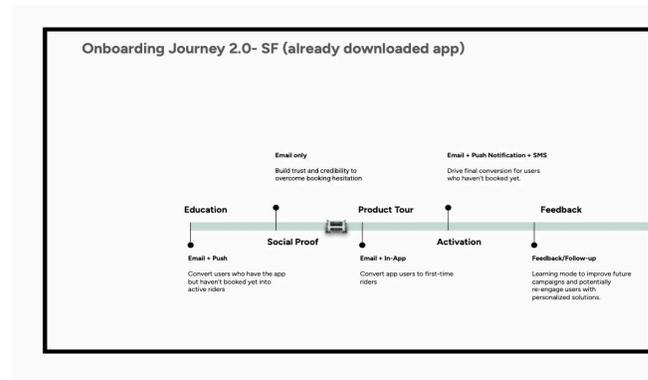
AFTER · Onboarding 2.0

6 touchpoints · Email + Push + SMS + In-App · A/B behavioral branching by user profile

Track A — New to App



Track B — App Already Downloaded



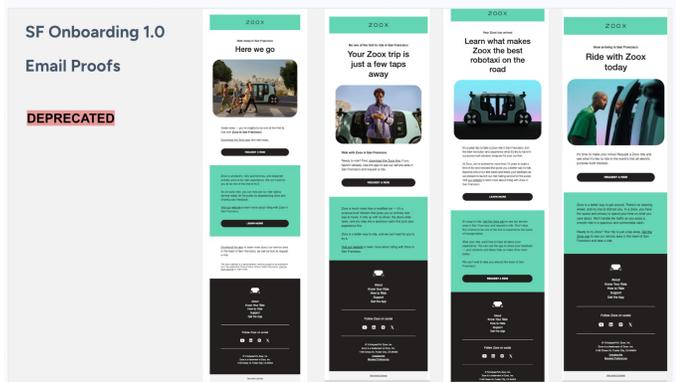
WHAT CHANGED

- 1–2 emails → 4-email behavioral series
- Email only → Email + Push + SMS + In-App multichannel
- Linear → A/B behavioral branching based on rider profile
- Generic copy → SF & LV market-specific messaging
- No suppression logic → behavioral entry triggers

EMAIL CREATIVES

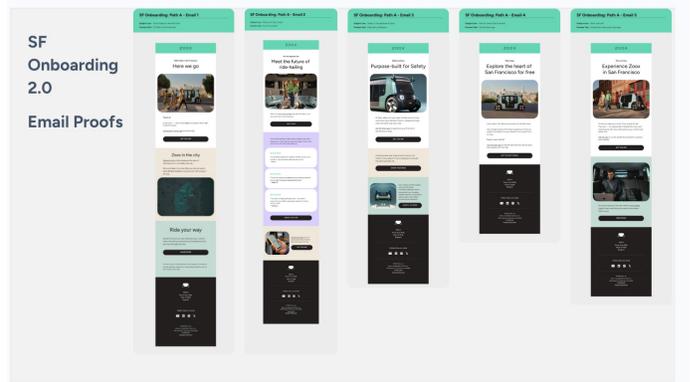
BEFORE · 1.0 Emails

Generic copy · Text-heavy · No market personalization



AFTER · 2.0 Emails — Rich, Behavioral, Market-Specific

Rich imagery · SF-specific · Social proof · Safety narrative · A/B variants



Result:

- 18% prospect-to-first-ride conversion
- 75.1% avg open rate vs. 22.5% industry benchmark
- 695+ completed rides driven by lifecycle

Waitlist Journey Transformation

How strategic guidance evolved a transactional survey-push into a behavioral, location-personalized nurture system

JOURNEY ARCHITECTURE

BEFORE · MVP Waitlist

- Channels: Email only
- Length: 1–2 Survey Prompt emails + 1 Confirmation
- Goal: Get users to complete the survey questionnaire
- Strategy: Transactional — single repeated "Survey Prompt" email with 24hr delay

Entry Points

Crew Referral · Web Sign Up · App Download

Email Flow

Survey Prompt Email (24 hrs after signup) →
Survey Reminder (+24 hrs, no response) →
Survey Confirmation (on completion)

AFTER · Optimized Waitlist Nurture 2.0

- Channels: Email · Maestro checks every 30 mins for branching
- Length: 4 Nurture Emails (to drive data) + 1 Final Confirmation Email
- Goal: Sustain excitement, prevent signup decay, capture demographics
- Strategy: Educational & persuasive — Welcome → Inside Zook → Experience SF → Urgency

SF Zip Code Track

Welcome → Inside Zook → Experience SF → Urgency

Non-SF Track

Welcome → Inside Zook → Coming Soon → Urgency

On Survey Completion

Survey Completed → Confirmation → Onboarding

WHAT CHANGED

- 3 emails → 5 emails (4 nurture + confirmation)
- Transactional → educational & persuasive content series
- Generic → SF zip-code track personalization
- Single survey goal → sustain excitement + capture demographics
- No branching → survey-completion behavioral trigger logic

EMAIL CREATIVES

BEFORE · Waitlist 1.0 — 3 Emails

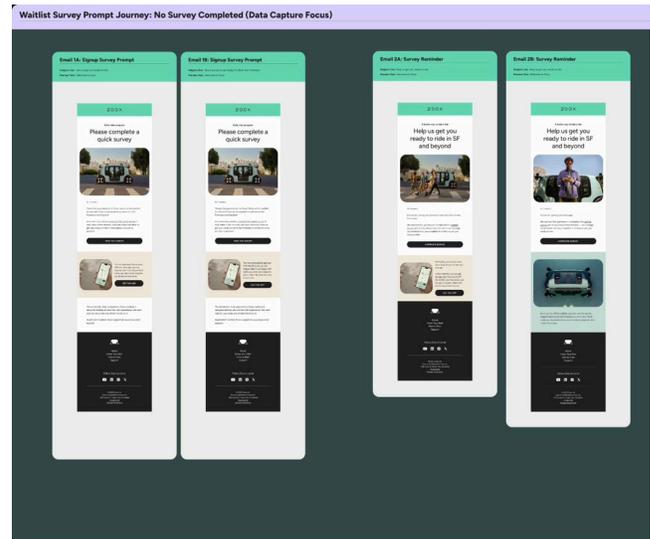
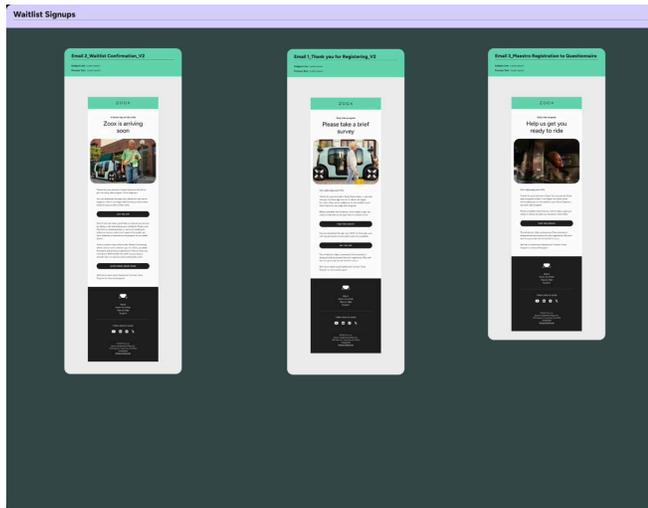
Waitlist confirmation · Survey prompt · "Help us get you ready to ride"

AFTER · Waitlist 2.0 — 5 Behavioral Emails (A/B)

1A/1B Signup prompt · 2A/2B Survey reminder · Urgency nudge · Rich imagery · Market-specific CTAs

ZOOX · AN AMAZON COMPANY

Renee G. Balgobin · Lifecycle Marketing Manager · crafted-by-rgb.com



Result:

- 75.1% avg open rate vs. 22.5% industry benchmark
- 62.36% click-to-open rate
- Scaled to 16K+ weekly sends across SF & LV waitlist