

Loyalty Text At The Pump

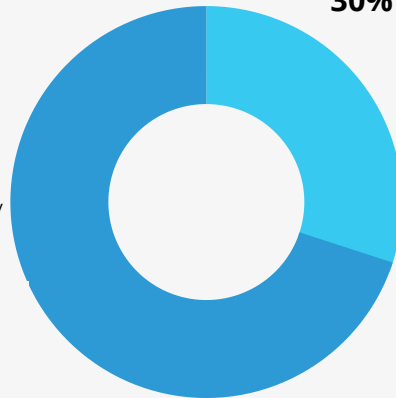
How to drive inside sales
with automatic personal
loyalty incentives at the
pump



CONSUMERS WHO ARE PUMP ONLY CUSTOMERS



Pump Only Customer
70%



Inside Store Customer
30%



Step 1: They've successfully enrolled in the loyalty program, but after awhile they stop coming inside as much.

Step 2: Bring them back with Automated Texts At the Pump



HOW IT WORKS

01

IDENTIFY LOYALTY

Loyalty Customer identifies themselves as a "Rewards Member" at the pump and begins to pump gas

02

AUTOMATIC TEXT

Customer immediately receives a text inviting them to come inside the store for a reward discount

03

PERSONAL BUYING HABITS

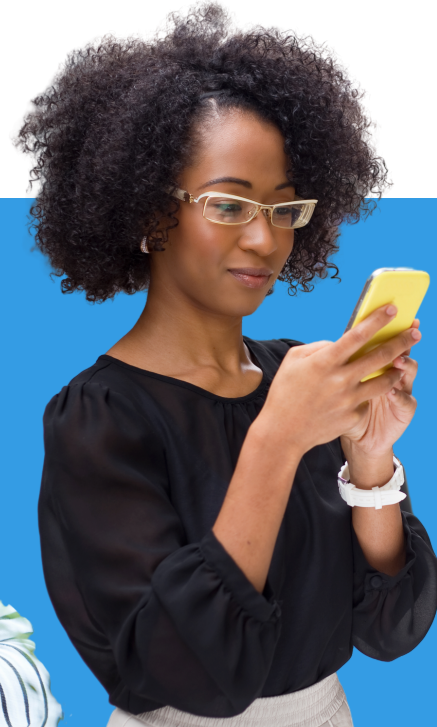
Customer's personal buying habits are automatically factored into the text, so their reward discount is personal to them

04

INCREASE SALES

Customers come inside more. Inside Store sales increase and more Pump-to-Store customers are created

AUTOMATIC PERSONALIZED TEXTS BASED ON PURCHASE HISTORY



INCREASE INSIDE SALES

**INCREASE LOYALTY
PARTICIPATION**

**MAKE CUSTOMERS FEEL
SPECIAL AND APPRECIATED**