



The Road to Revenue and Rewards with Ackroo

Mr. Gas was among the first independent gasoline retail companies to compete in the Ottawa market in the mid 70's. Now with over 40 years in the market with 22 locations and growing, Mr. Gas is solidly established in the communities it serves and are very proud to maintain their independent fuel retailer status.

OPPORTUNITY

As an independent fuel retailer, Mr. Gas recognized the need to differentiate themselves in order to compete with larger chain gas stations who were dominating the Ottawa market.

In order to differentiate themselves and drive success, Mr. Gas knew they had to;

- Increase fuel purchase volumes
- Drive more repeat visits
- Increase the value spent per customer visit
- Collect data in order to gain customer behaviour insights
- Provide customers with value-add incentives
- Attract new customers

SOLUTION

Introduce an improved gift card and loyalty program that fully integrates into their Infonet point of sale system for operational, reporting, redemption and reconciliation.

This is when Mr. Gas partnered with Ackroo to introduce a complete gift card and loyalty program that included;

- A branded web based platform for customers to check, transfer and reload their gift card and check loyalty rewards balances
- Access to real-time reporting and data for marketing campaign optimization
- Promotion building capabilities to create customer reward offers with the click of a few buttons
- An easy-to-use interface to manage transactions, update user admin settings and card settings
- Analytics dashboards to track and review program, marketing and rewards campaign performance

PROGRAM HIGHLIGHTS

Program Launch: May 2015

Number of Locations: 22

HOW THE PROGRAM WORKS:

Members accumulate Cash Rewards in their loyalty account and can redeem once their card has been registered.

2018 LOYALTY PROGRAM STATS:

- Loyalty cards in circulation: **119,610**
- # of registered members: **22,508**
- # of new enrollments: **9,166**
- Avg # of tx per member per year: **20.2**
- Avg # of member visits before loyalty is redeemed: **32.3**

2018 AVERAGE BASKET SIZE:

- Non-Loyalty Members: **\$28.53**
- Loyalty Members: **\$42.19**

2018 GIFT CARD RESULTS:

- Gift Cards in circulation: **16,134**
- **12%** YoY increase in GC Sales
- **1.24** redemption visits for every GC sold

IMPACT & RESULTS

Mr. Gas continues to experience great success with their Ackroo gift card and loyalty program.

Members visit 25% more now than when the program first launched. They also spend 48% more than non-members and make up 17.5% of all sales transactions.

% of sales with Loyalty				
YEAR	2015	2016	2017	2018
Gasoline	14.98%	22.82%	26.61%	27.33%
C-Store	4.03%	7.77%	10.45%	10.24%
Car Wash	11.99%	22.67%	31.48%	31.55%

Sales increase over previous year				
YEAR	2015	2016	2017	2018
Gasoline	11.46%	7.03%	1.13%	-0.14%
C-Store	15.28%	9.96%	6.93%	10.26%
Car Wash	12.25%	-14.25%	-6.16%	7.64%