

INTRODUCING Mr Gas CASH PLUS

Earn Cash Back Rewards on Fuel,
Store Merchandise and Car Washes



IT NOW PAYS TO FILL UP

Mr. Gas Case Study: Road to Revenue and Rewards with Ackroo

In 1972 Mr. Gas Limited was among the first independent gasoline retail companies to compete in the Ottawa market. Mr. Gas Limited was established by Louis Philippe Gagnon and his two sons, Andre and Phil. Up until this time the Ottawa market had been dominated by major oil companies and their off-brand marketers. In 1973 the company established their head office in Orleans, Ontario and has been there ever since. Now over 40 years old with 24 locations and growing, Mr. Gas Limited is solidly established in the communities it serves throughout Eastern and Northern Ontario, as well as Western Quebec.

CHALLENGES & OBJECTIVES: Mr. Gas had 3 challenges they wanted Ackroo to assist them with:

1. To improve the current gift card program in place to:
 - increase the volume purchased
 - better support their growing marketing needs
 - reduce the overall cost to operate
2. To add a rewards program in order to:
 - Compete and differentiate with major and independent gasoline retailers
 - Drive more repeat visits
 - Increase the value spent per customer visit
 - Drive behaviors and gain valuable insight into their customers
 - Incent at least 25% of customers that come 80% of the time to visit 100% of the time.
 - Attract new customers to increase overall customer base and revenues
3. Find a solution that fully integrates to their Infonet Point of Sale solution for operational, reporting and settlement purposes.

“ If we can incent 25% of our customers that come 80% of the time to visit 100% of the time we anticipate an increase of 5% of our total revenues ”

SOLUTION:

Via Ackroo's API their solution integrates directly with Mr. Gas' Infonet POS solution providing one platform to manage gift card, loyalty and time based promotions.

Ackroo provided a Mr. Gas branded web interface for customers to log onto the Mr. Gas website to check, transfer and reload their gift card and rewards balances.

Ackroo provided a program console that allows Mr. Gas to:

- Access real-time reporting data for marketing and reconciliation purposes
- Make program admin changes
- Modify rewards schemes and timing on the fly
- Void and correct transactions
- Set future reward campaigns
- View a dashboard of important analytics on all aspects of their programs

RESULTS:

In the first 90 days after implementing Ackroo's gift card and loyalty solution, Mr. Gas has achieved significant benefits in terms of the customer experience and bottom line results:

- **Sales increased YOY by 11.48% in gas, 11.87% in the C-store and 34.14% in the car wash**
- **Average basket size for loyalty customers is \$17 more than non-loyalty customers (59% lift)**
- **Average monthly visits increased by .54 transactions for loyalty customers from April - July**
- **Total transactions increased by 23,462 in July vs. April (7 % increase)**
- **10% of all transactions were from loyalty customers**

MR. GAS QUOTE:

“We are extremely pleased with the evolution of our Loyalty program after only 3 short months” said Sylvain Lacroix, Accounting and IT Manager at Mr. Gas. “Processing Loyalty under Ackroo is affordable and easy to use compared to other Loyalty processors and the fact that it is integrated to our InfoNet Point of Sale solution makes it easy to control. Our initial target was to increase our gasoline sales by 5%, but after 3 months, we more than surpassed that target. We now have a better knowledge of who our customers are, how often they visit our locations and how best to reward and incent them. The program also allows us to create a promotion for members only which enables us to target specific customers as the promo is not offered to everyone. In all its been a great value add for our current customers as well as help drive new customers to want to fill up, sign up and start saving.”

For more information go to: www.mrgasltd.ca

PROGRAM DETAILS – From launch May 4th 2015 to August 6th 2015

Radio/advertising budget May/2015:	\$50,000
Cards in circulation as of Aug 6/2015:	17,253
Cards Registered as of Aug 6/2015:	2,611

Program:

.005/L	Regular Gasoline/Diesel Fuel
0.01/L	Mid-Grade Gasoline
0.015/L	Premium Gasoline
2.50%	Convenience items (except Lottery and Tobacco)
10%	Car Wash

- No Purchase limits
- No Redemption limits
- Members accumulate Cash rewards and are able to redeem their rewards once their card has been registered.
- Program Promotions: 3X Cash rewards for May and 2X Cash rewards for June

Sales Comparison 2014 VS 2015			
Month	May	June	July
Gasoline	11.86%	10.32%	12.27%
C-Store	12.31%	7.85%	15.45%
Car Wash	48.04%	-18.59%	72.97%
% of Sales with Loyalty			
Month	May	June	July
Gasoline	18.86%	21.09%	19.01%
C-Store	5.13%	5.24%	4.66%
Car Wash	34.10%	35.60%	26.90%
Transactions			
Month	May	June	July
Non Loyalty customers	308,100	301,151	325,425
Loyalty customers	24,772	28,619	30,909
Average basket size			
Month	May	June	July
Non Loyalty customers	\$28.58	\$29.19	\$29.33
Loyalty customers	\$44.16	\$45.71	\$48.21
Avg Monthly transactions			
Per Loyalty Customer	2.72	2.93	3.26
Reward Totals			
	May	June	July
Total \$\$\$ Rewarded	\$18,887	\$ 14,050	\$ 15,678
Total \$\$\$ Redeemed	\$ 242	\$777	\$1,336