



Nebraska's Pump & Pantry Gains Over 20,000 New Loyalty Members in One Year Thanks to Paytronix



CATEGORY: Launch of the Year

"EVERYTHING YOU NEED TO PUMP UP YOUR DAY"

Established in 1975 with

45 LOCATIONS

in Nebraska



FUEL, GROCERIES, COFFEE, SNACKS

At Pump & Pantry, drivers and truckers have everything they need. Fuel, diesel, groceries, coffee, ice cream, donuts—and now, a new loyalty program that saves them money at the pump. In 2021, the Nebraska-based company worked with Paytronix to develop a brand new, "Pumped Up Rewards" program to keep customers coming back. And what followed was the launch of a lifetime.

With the help of Paytronix, Pump & Pantry created a new loyalty program that gained over 20,000 new customers just the first year. Timing was perfect. The program launch coincided with a 50-year anniversary sweepstakes, with the grand prizes being a trip to Disney World, and a vintage 1971 Volkswagen Karmann Ghia.

The "Pumped Up Rewards" program launch then opened the door to additional campaigns and promos, including an Elvis-themed TV spot. The Paytronix platform enabled customers to monitor their rewards and track their savings in one place. By the end of 2021, the c-store chain had seen an increase in virtually every metric: visits, spend, spend per visits, frequency, and more. Not so bad for the company's 50th year.

20,000 NEW CUSTOMERS IN THE FIRST YEAR!





Structuring a Seamless Rewards Program

A three-tiered system of membership, based on visits, earned guests varying cents-off their gallon of gas. Paytronix technology enabled seamless integration.



POINTS ARE EARNED BY PURCHASING FOOD OR GAS

Members can apply 200 points for 1 cent off a gallon

"Our new program allowed us to not only gain, but retain customers with fuel rewards for visit frequency and dollars purchased."

PAUL DURBAN, SENIOR BRAND MANAGER
BOSSELMAN ENTERPRISES