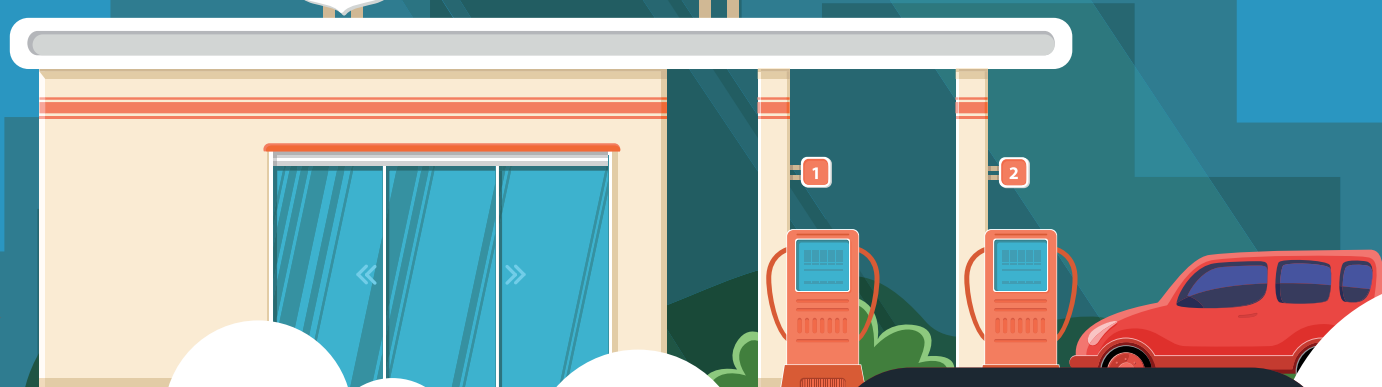


punchh®

THE C-STORE LOYALTY LANDSCAPE IS CHANGING



43%

of shoppers visit convenience stores because they belong to the retailer's loyalty program.

51%

of c-store shoppers admit to frequenting retailers more often if they belong to a loyalty program.



Forecourt Purchases

66%

of consumers belong to a program that offers fuel savings.

C-Stores with Loyalty programs boost revenues by an average revenue of

25% - 40%

with an additional 5% increase in retention.



shoppers report moving from the forecourt to the backcourt based on loyalty offerings.



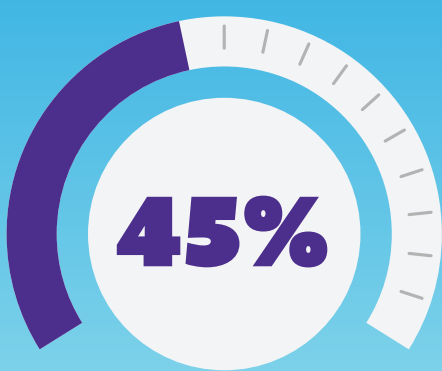
The Gender Divide

45% vs 37%

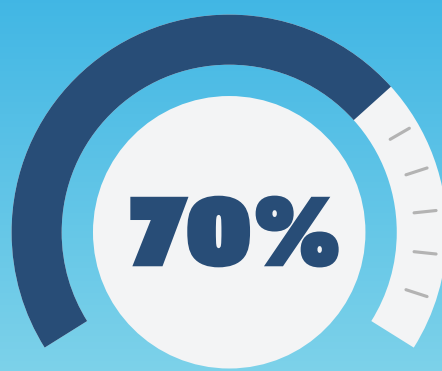


Females (45%) are more likely than males (37%) to be enrolled and actively use loyalty programs.

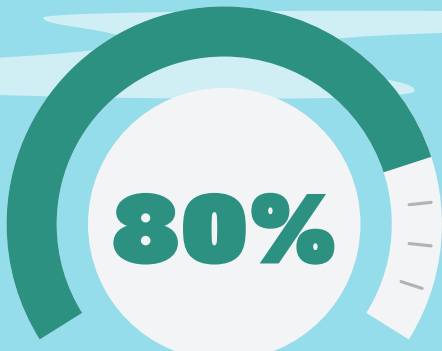
The Future is Near



of loyalty program active members use their store's loyalty program mobile app



of shoppers anticipate using convenience store delivery more in the future



growth in e-commerce alcohol sales



4 BILLION

estimated sales in 2022 for curbside pickup



Thanks to technological advances, more and more c-stores are seeking ways to engage customers through multiple platforms for a more personalized connection. To learn more about how Punchh can help you deliver the right engagement at the right time, contact us for a 1:1 demo of our platform.

Let's Make More Loyal Customers

Contact@Punchh.com • 650-781-7100



REQUEST A DEMO

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*https://spiegel.medill.northwestern.edu/_pdf/Loyalty%20Programs%20Whitepaper.pdf
<https://ccentral.ca/c-store-iq-loyalty-report>
<https://qz.com/2132628/why-grocery-curbside-pickup-will-outlast-delivery/>