

Mobility Plaza®

PDI Technologies releases ultimate Loyalty Playbook for convenience and fuel retailers



With loyalty program members typically having a 30% higher average basket price than other shoppers, what c-store couldn't use a better plan for attracting that type of customer? The free **PDI Loyalty Playbook** details globally applicable best practices learned from running some of the most successful loyalty programs in the US. A well-managed program can bring in new customers while incentivizing more visits per customer and spend per trip.

PDI's goal is to help you better understand your customers to drive deeper relationships through personalized experiences. This comprehensive guide provides actionable insights to manage your loyalty strategy and operations, debunks common misconceptions in loyalty marketing, and offers practical examples of ROI calculations for loyalty promotions.



Download the playbook to gain exciting new insights on how to:



- Increase customer engagement
- Calculate potential loyalty ROI
- Easily implement offer strategies
- Measure your results to ensure success

Remember, loyalty is not a program — it's an outcome. And it's a great way to build relationships with consumers and increase your wallet share.

Contact information



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