

4 WAYS

C-STORES CAN FUEL CUSTOMER ENGAGEMENT

One out of every 30.9 dollars spent in the US was spent at a convenience store in 2017. Additionally, 2017 marked the 15th straight year of record in-store sales. C-store sales are booming, but to keep this trend on the rise, c-stores must continue to prioritize customer engagement.

1

USE DATA TO KNOW WHO YOUR CUSTOMERS ARE AND UNDERSTAND THEIR BUYING HABITS

Who are c-store loyalty shoppers?

Most revenue came from households with incomes of less than \$70K

More men than women shop at c-stores

Only 28% of revenue came from households with incomes of \$70K or more

.....

Who are c-store loyalty program shoppers?

43% go because of a rewards program

43% are college educated

60% of males will make a purchase in addition to gas

49% are 18-34 years old

57% have children

41% are married



2

TIP

Customer engagement platforms provide robust behavioral data on more than 40 customer attributes including: spend, visit, frequency, lifetime value SKU level purchase information, locations visited, feedback, and NPS.

LEARN ABOUT C-STORE SHOPPER PURCHASING PATTERNS TO INFORM BUSINESS DECISIONS

Sales drivers THEN

20+ years ago, a majority of sales came from 3 products:

Gas, Cigarettes, and Coffee

Sales drivers NOW

85% of sales now come from 1 of 6 categories:

Cigarettes, Packaged beverages, Candy, Beer, Salty snacks, and Other tobacco

.....

Subcategories of today's sales drivers

More robust data provides insight into subcategories of sales drivers:

Enhanced water, Craft beer, RTE meals, E-cigarettes, Tools and housewares, and Sparkling wine



3

TIP

Customer engagement platforms help you track individual behavioral data about your c-store visitors. Use this data to engage and reward your best customers to increase revenue and positive ROI.

STAY ON TOP OF C-STORE CONSUMER TRENDS

Transparency

Sales of products with overt health and wellness claims are rising

Rewards

43% visit a c-store because of a rewards program

Prices

31% visit a particular c-store because of low gas prices

Health

70% are actively looking for fresh items

Convenience

44% shop at c-stores based on location



4

TIP

Trends can vary within consumer groups. A customer engagement platform with data capture capabilities will automate data capture, giving you unique insight into consumer trends for your shoppers.

OFFER PERSONALIZATION, SPEED, AND EXPERIENCES

How to personalize:

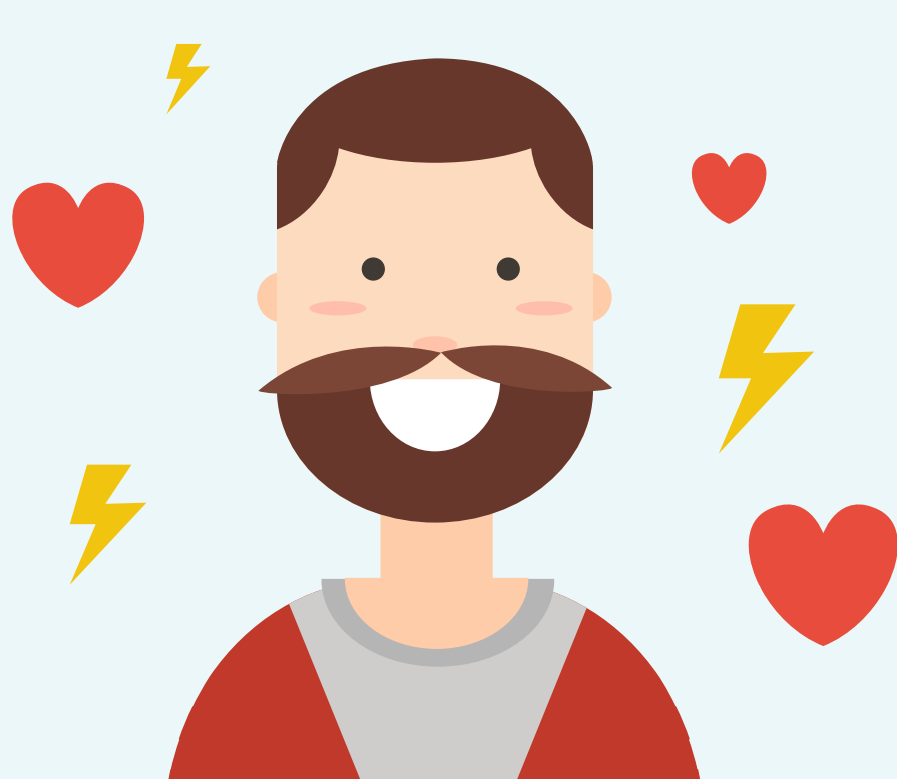
- Capture consumer behavioral data
- Offer products based on consumer demand
- Provide personalized messages and rewards based on consumer preferences

How to increase speed:

- Invest in new kitchen display systems
- Adopt self-checkout kiosks
- Use apps for preordering

How to provide excellent experiences:

- Provide discounts on popular products
- Build a smart loyalty program
- Use technology to make reward redemption easy



TIP

Adopting a customer engagement platform can help you quickly capture accurate consumer data, track purchasing behavior and consumer trends, engage your best customers and measure the results.

Put the power of Thanx to work to grow your business so you can focus on everything else.

Sources:

<https://excentus.com/wp-content/uploads/2018/04/2018-C-Store-Shopper-Profile.pdf>
<https://www.chainstoreage.com/finance-0/another-record-year-convenience-stores>
<http://www.convenience.org>
<https://cstoredecisions.com/2014/07/16/convenience-stores-last-25-years>
<http://www.nielsen.com/us/en/insights/news/2017/how-us-convenience-stores-can-stay-ahead-of-the-retail-pack.html>
<http://www.nielsen.com/content/dam/corporate/us/en/reports-downloads/2017-reports/health-wellness-report-feb-2017.pdf>

Thanx

©2018 THANX, INC. 180 REDWOOD STREET, SUITE 200 SAN FRANCISCO, CALIFORNIA 94102