



# Be Their Choice at Every Turn



**Join the NEXT EVOLUTION** in loyalty marketing with a c-store solution that works with any make and model of POS, can increase sales from ALL your customers, and can turn your stores into a community hub. Highly targeted and highly effective—no other solution offers this much power to grow your business.

- Increase sales from ALL customers - including non-loyalty members
- Communicate targeted messages to ALL customers
- Engage ALL groups in your community
- Connect seamlessly with ALL major POS models
- FREE manufacturer sponsored rewards and coupons
- FREE loyalty equipment



OUTSITE NETWORKS

# WIN with TOTAL LOYALTY

## The Most Powerful C-Store Loyalty Solution.

TOTAL Loyalty is the ONLY c-store loyalty solution that delivers TOTAL reach across your customer base and throughout your community. It combines the most advanced, automated c-store loyalty program with the power to incentivize and increase sales from ALL customers crossing your threshold. It also ties fellow retailers, media, and any other organization in your community to your loyalty program — locking up the market and locking out your competition. Finally, TOTAL Loyalty gives you the option of including CPG company sponsored rewards — a new way to further increase loyalty margins. TOTAL Loyalty sets a new standard for high performance loyalty.

### All the Best Loyalty Features:

- Non-Member Rewards
- Price Roll-Back\*
- Stored Value\*
- Cents Back
- Points Rewards
- Point-Level Rewards
- Frequency Clubs
- Random Rewards
- FREE CPG Rewards (opt.)
- Sweepstakes
- Pump Audio (opt.)
- In-Store Audio
- MOP Rewards
- Transaction Rewards
- Group Rewards
- Frequency Rewards
- Monthly Spend Rewards
- Monthly Gallons Rewards
- Stealth Clubs
- Scheduled Rewards
- New Member Rewards
- Fuel-Only Rewards
- Targeted Coupon Mail
- Targeted Audio

\* requires loyalty port

### Precision Marketing

Outside Networks tracks the spending of each loyalty member. Plus, we can record their preferences, groups they belong to, and even charities they prefer! You have the ability to use this information to target rewards, special offers, and communications. The result: increased consumer spending, increased visitation, and program that no competitor can de-code and imitate.

### TOTAL Reach

Lock up your market and lock out the competition by expanding your loyalty program into the community with our Community Partner TouchPoint™. Turn your brand into a community hub by forming partnerships with local media, other retailers, businesses, churches, fraternal organizations, school clubs, and more! It's the ultimate in audience sharing, where everyone wins.

### Target Messages to ALL Your Customers



Audio Dispenser Touchpoint

#### At the Pump

The optional Audio Dispenser TouchPoint plays Mp3 messages to recruit, build brand, promote specials, and even deliver targeted messages.

#### At the Register

The All-in-One TouchPoint can also play brief audio messages and print rewards, highly targeted offers, and targeted COUPON MAIL messages.



All-in-One Touchpoint

#### In the Community

The Community Partner TouchPoint identifies visits to a partner event or location. When they return to your locations, the All-in-One TouchPoint provides them a coupon.

### Valuable Insights & Guidance

FlashPoint Reports show you how your program is performing and reveals opportunities to grow sales. Compare your program to our network benchmarks. Even compare your loyalty to non-loyalty sales. Receive insights from our team of leading experts on c-store loyalty. It's the perfect combination of reporting and guidance to ensure your success.

### Proven Success

With over 4.5 million members, 1,500 locations, and more than 100 retailers, we've had plenty of opportunity to learn what works and to refine our program for success. We introduced loyalty to the c-store market and remain the leaders in c-store loyalty today. Partner with us and boost your business with the most powerful loyalty solution available.



*"We've been on the rewards program three full years and in each of the three full years we have had double digit growth."*

John Winter, VP Planning  
Q Mart/Quality State Oil

*"If we did not have this program in place at this time we would be hurting in terms of profits. We have been up 7% in inside sales and fuel volumes."*

Jim Anholzer, General Manager  
Express Convenience Centers,  
U.S. Oil Company

*"Our new Mobile Unit was an AWESOME success!"*

Rick Pung  
Blodgett Oil Company



OUTSIDE NETWORKS

**Getting started is EASY!**  
**Equipment is FREE!**

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