

# Discover the Best Turn-Key Loyalty



**Get the ONLY fully-automated** loyalty solution that works with all major POS models and can increase sales from ALL your customers. It's THE complete package, with ready to go rewards and a proven program developed and perfected by the pioneers that introduced loyalty to the c-store industry.

- Increase sales from ALL customers—including non-loyalty members
- Automatically recruit and reward members
- Easy to run and ready to go
- FREE manufacturer sponsored rewards & coupons
- FREE loyalty equipment

# Easy TURN-KEY LOYALTY

## The BEST Loyalty Solution of its Kind.

Get the ONLY turn-key loyalty solution that rewards ALL your customers—loyalty members and non-loyalty members alike! In addition, you'll have the option to include CPG company funded rewards and coupons. This fully automated solution includes powerful loyalty capabilities and a proven program developed and refined by over 100 c-store retailers across more than 4.5 million members. We've taken the very BEST and packaged it up to provide you with an easy, dependable loyalty solution that will make your customers happy and grow your business.

### Easy-to-Use, Ready-to-Go

You have a job to do. How can you add a loyalty program to all that's already on your plate? It's EASY! That's because this solution is fully turn-key. Choose the options you want for your program and the rest is our job. We'll even update your program promotions and POP signage automatically. We're there every step of the way. With an option to include FREE rewards and the ability to reward ALL customers, there's never been a better time to add loyalty to your business.

### Automatically Communicate with ALL Your Customers

The Outsite Networks automated communications drive consumer behavior by presenting messages and offers to consumers both at the pump and in the store. Our TURN-KEY Loyalty includes all the content for these communications, fully set-up and ready-to-go!



#### At the Pump

The optional Audio Dispenser TouchPoint plays Mp3 messages to recruit, build brand, promote specials, and drive impulse in-store sales.



Audio Dispenser Touchpoint

#### 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. Loyalty members can also check rewards status.



All-In-One Touchpoint

### 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
- Sweepstakes
- Pump Audio
- In-Store Audio

### Valuable Insights & Guidance

FlashPoint Reports show you how your program is performing and reveals opportunities to grow basket sizes, increase visits, and increase sales. Compare your program to our network benchmarks. Plus, we offer the ONLY solution that lets you compare loyalty and non-loyalty sales with any make or model POS.

More than reports, we provide insight from our team of 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 customers, 1,500 locations, and more than 100 retailers, we've had plenty of opportunity to learn what works and refine our program for success. The numbers prove it. Our loyalty members:

#### Spend more

- Increased store spend of \$12.00 to \$32.00 monthly
- Increased fuel gallons, from 10.5 to 34 gallons monthly

#### Visit inside more

- 78% of loyalty members buy both fuel and in-store items

#### Join in large numbers

- Over 2,000 customers per site on average



*"We've been on the rewards program 3 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

*"We're in our third year and are still excited about the program. ...We have never second-guessed our choice of partnering with Outsite Networks. The targeted audio at the pump has been a very important factor for us. It does a good job at pulling people off the street and creating loyalty growth among our members."*

Greg Lassus, VP  
Lassus Brothers Oil Company



OUTSITE NETWORKS

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

Call:  
757-853-3000

Email:  
Sales@outsitenetworks.com

Web:  
www.outsitenetworks.com