



GasBuddy Loyalty Connect

Extend consumer access for your loyalty program

Every day 40,000,000 consumers purchase fuel, but over 80% of North American fuel sales occur outside of a loyalty program. If nearly all consumers rank “price” as their primary decision point for fuel, how do you get your brand in front of the unaddressed majority of consumers?

The GasBuddy app is the industry’s premier tool for finding the best gas price available. Over 90 million consumers have downloaded the GasBuddy app, compiling almost 1 billion searches for the best price available.

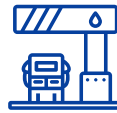
GasBuddy Loyalty Connect gives your brand instant access to those consumers by integrating your loyalty program seamlessly into the GasBuddy app. Consumers can join your program directly from the GasBuddy app and enjoy all of your loyalty benefits from a single mobile experience—dynamic pricing, in-store offers, mobile payments, and more.



Market
Majority



Frictionless
Enrollment



Brand
Activation



Personalized
Pricing



Loyalty is an outcome, not a product

Struggling to get consumers to download your proprietary loyalty app? Partner with GasBuddy—the **#1 travel app in North America**—and reach consumers where they already are.



Gain **targeted access to the unaddressed majority** while simultaneously reducing enrollment friction and increasing usage through a full-partner integration.

Personalized loyalty experience

- Personalized in-app pricing increases market share
- Automatic integration helps ensure accurate, up-to-date fuel price offerings
- Targeted consumer discounts, including stacked discounts, directly influence buyer behavior
- In-store offers drive inside traffic



Stacked Discounts



In-store Promotions

