

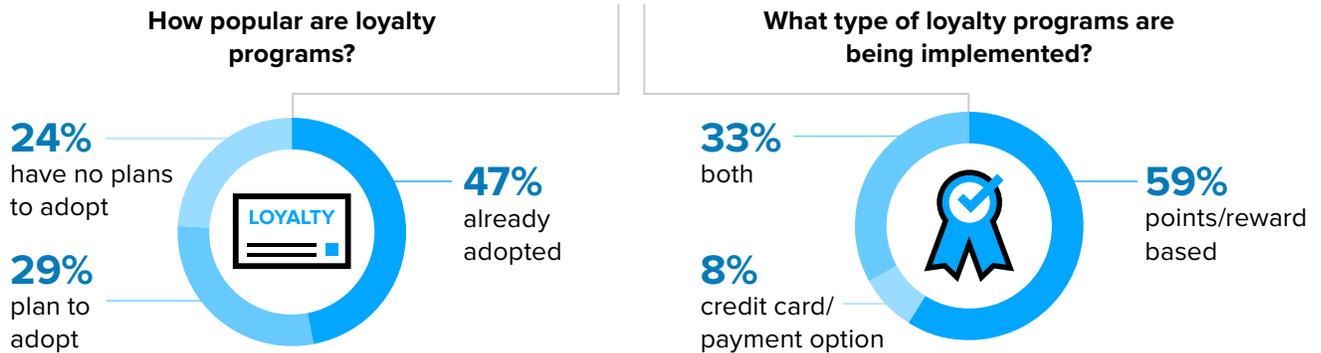
# Drive Revenue with Loyalty Programs

## A Look at the C-Store Landscape

Competition across convenience stores (c-stores) is high, and now more than ever, customers are looking for fast, safe and familiar options. To rise above the competition, digitized loyalty programs are rising in popularity — and for a good reason. They bring in new customers and keep them coming back for more, reigniting brand loyalty across locations. See how c-store execs are using digitized loyalty programs to improve the customer experience and drive revenue.



### Program Building Blocks



Loyalty programs are up 6% from last year

### Energizing Customers and Getting Results

#### Loyalty programs attract customers



22% of c-store shoppers visit a particular store because of its loyalty program's rewards, savings and offers



And are 42% more likely to visit the store when buying gas

#### Loyalty programs encourage spending



C-store loyalty members spend an average of \$11.17 per visit



Which is 29% more than a nonmember

#### Sources:

1. "2019 Convenience Store News Technology Study," Convenience Store News, 2019. | 2. "C-Store Shopper Report," PDI, 2019.

Integrate Zebra into your digitized loyalty program to attract new loyal customers and drive revenue

[Learn more about Zebra's solutions](#)

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