

Folk Oil Co.

Executive Overview

Industry:Convenience RetailSize:35 StoresSolution:PDI Marketing Cloud Solutions, PDI Enterprise

Solution Overview

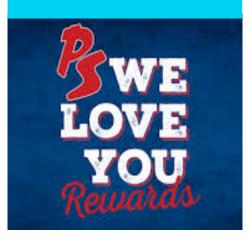
PDI Enterprise provides convenience retailers and petroleum marketers the tools to drive efficiency and time-saving automation into every part of their operation. PDI Marketing Cloud Solutions is a complete, end-to-end solution that allows marketers and operators to attract new customers, retain existing ones, and drive higher revenues and profits.

Business Challenges

- Needed an ERP solution that could unify entire operation
- · Needed better business reporting and insights
- · Needed an integrated platform for all promotions and programs
- Needed to increase value of in-store purchase and attract new and younger members
- · Needed to defend against competitive fuel discounts and rewards

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Increased in-store loyalty member spend by 21% in one year





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Improved transparency from the back office to the home office

Customer Results



Increased operational visibility and access to timely data



Reduced manual processes and increased efficiency with automation



Increased forecourt and backcourt loyalty member spend by 10% in one year



Over 125,000 new members joined loyalty program

[With PDI] you will be able to run your business from top to bottom, everything in one complete package.

> - Amber Beattie, Folk Oil Co.



