



Folk Oil Co.

Executive Overview

Industry: Convenience Retail
Size: 35 Stores
Solution: 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

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

PS WE
LOVE
YOU
Rewards



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

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

- Amber Beattie,
Folk Oil Co.