



U.S. Oil



Executive Overview

HQ: Appleton, WI since 1951
Industry: Wholesale
Solution: PDI Marketing Cloud Solutions, Elevate CR

Business Challenges

- Need to evolve loyalty strategy to retain dealers
- Desire to increase gallons purchased
- Modernize existing Open Roads Rewards loyalty program to meet increased competition
- Upgrade from base-level CPG program to a comprehensive, feature-rich loyalty solution

A fully-branded mobile app that provides a direct connection to each customer, keeping them engaged both in the loyalty program and to the dealers' brand



Configurable offer management system that allows dealers to assess and tailor offers, discounts and promotions to each customer, based on shopper behaviors and preferences

Customer Results



Deeper customer engagement through revamped loyalty program



Created incentives for customers to fill up more



Increased repeat visits and foot traffic



Increased revenue at US Oil retail operations.



Over the past seven years, the Open Road Rewards loyalty program has seen great success and we knew PDI's loyalty technology and marketing services would not only benefit our dealers but would ultimately drive revenue growth for our business as more gallons are being purchased across our network."

- Paul Williams,
Marketing Manager at U.S. Oil