



Drive Customer Engagement with Picafuel

Boost your sales by providing a digitalized and data-driven Customer experience



Forging a Convenience Hub

As customer behavior changes and customers place value on digitalization and fuel stations with complementary products and services, fuel retailers are struggling to grab customer attention and make up for slimming profit margins from fuel sales. In 2014, fuel sales were worth approximately 90% of the energy retail market. In 2019 the percentage dropped to 50%, with 50% belonging to adjacent services. In the future, adjacent services are expected to reach 80% of energy retail revenue!

Fuel retailers that want to acquire new customers, retain them, and maintain a competitive advantage should optimize their offerings. Modern technologies improve sales by providing customers with a frictionless, data-driven, and personalized digital experience.

Picafuel's digital customer engagement solution provides fuel retailers with full digitalization of the customer journey. With Picafuel, they can run personalized and real-time campaigns and loyalty programs to enhance the customer experience, which will boost sales and traffic. Data-driven insights on the platform help modify and optimize these targeted marketing campaigns to build brand retention and increase the bottom line. Picafuel leverages data, digitalization and the cloud to provide fuel retailers with the most cutting-edge digital solution for future-proofing their business.

Picafuel's Benefits



End-to-end customer journey digitalization



Enhancement and personalization of the customer experience



Helps boost traffic and sales



Provides data-driven insights



A modern solution for future-proofing the business

OUR SOLUTIONS

Campaign Management

Harness the power of data to deliver personalized customer engagement that drives results

Connect your marketing teams directly with your customers across multiple channels with Picafuel's campaign management platform. Easily ensure your marketing campaigns are always up-to-date with your company goals and changing customer behavior. Create personalized and adjustable campaigns based on evolving customer preferences, conduct A/B tests and easily make changes across channels at the click of a button based on real performance.

Main Features



Customer Communication

Connect with your customers via SMS, push notifications and email.



User Segmentation

Effortlessly build, track and manage various user segments.



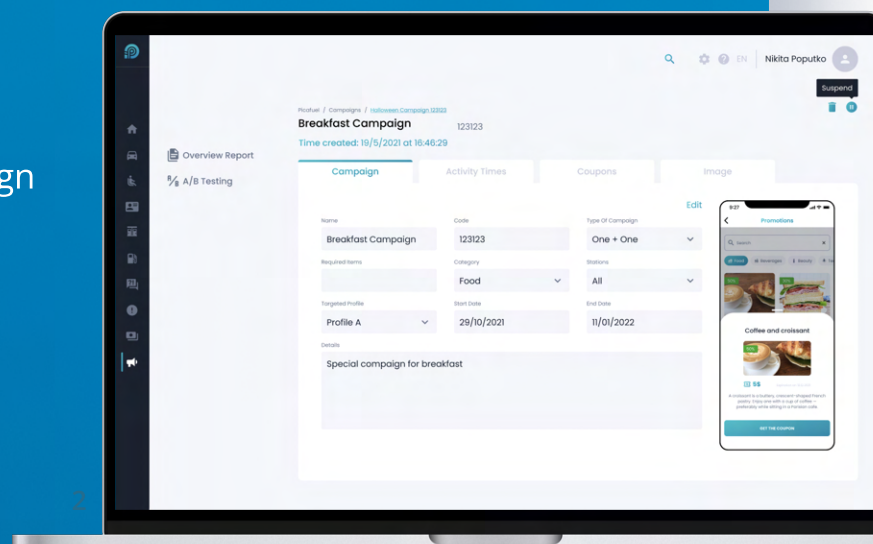
Campaign Targeting

Focus your campaigns - deliver the right message to the right user at the right time.



Data and Performance Analysis

Track and monitor campaign performance and user behavior to derive insights and make data-driven decisions that are right for you and your customers.



OUR SOLUTIONS

Loyalty Program Management

Forge meaningful connections with shoppers and convert them into frequent customers

Stand out from the crowd with Picafuel's loyalty program management tool. Our well-designed loyalty program management is a powerful tool that aids customer retention and can increase sales. Provide your customers with a convenient way to collect and redeem benefits and create a satisfying customer experience, which in turn builds brand affinity

Main Features



Redemption and Accrual of Benefits

Make shopping fun and rewarding. Enable customers to easily and digitally collect and redeem benefits at all network facilities.



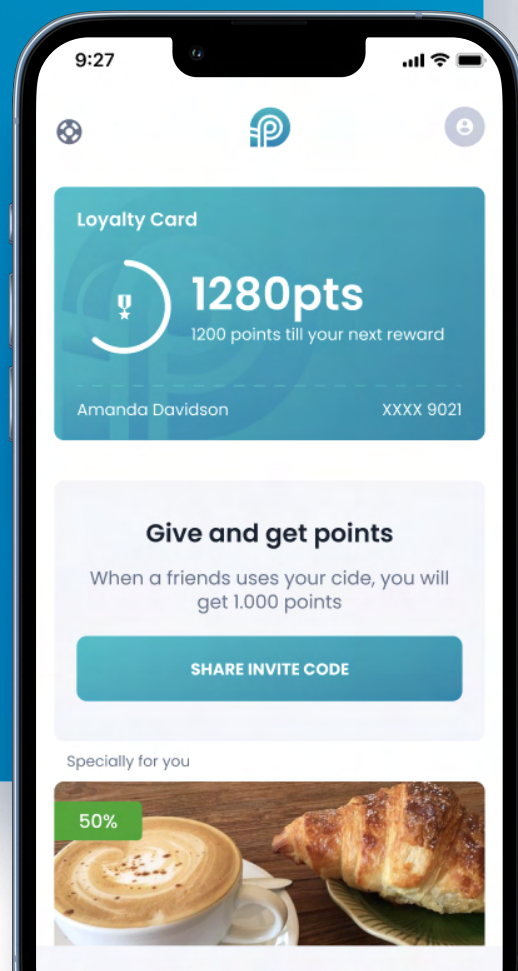
Dynamic and Flexible Tools

Personalize and adjust programs by applying a variety of loyalty rules based on account type, campaign, product selection and more.



CRM and ERP Integration

Simplify loyalty program operations. Easily integrate with your existing loyalty programs and systems and manage multiple loyalty programs from one place.



OUR SOLUTIONS

Your Own Mobile App

Provide an end-to-end digitalized retail experience that make shopping a pleasure

Digitalize your customers' journey with a white-label mobile app backed up by Picafuel's heavy lifting an backend. By eliminating the need for complex integrations, retailers can enjoy a quick and easy app launch. Provide a modern and personalized experience based on ongoing customer engagement and data-driven decisions to gain customer attention and outdo your competitors.

Main Features



Amplified Marketing

Personalize the customer shopping experience and increase promotion visibility by presenting them with personalized coupons on their mobile device.



Purchase History

Provide your customers with visibility by letting them see their fuel and shopping transaction history.



Optimized Transactions

Digitalize the entire transaction process and enable customer-friendly contactless payments, both at the fuel station and in the shop.



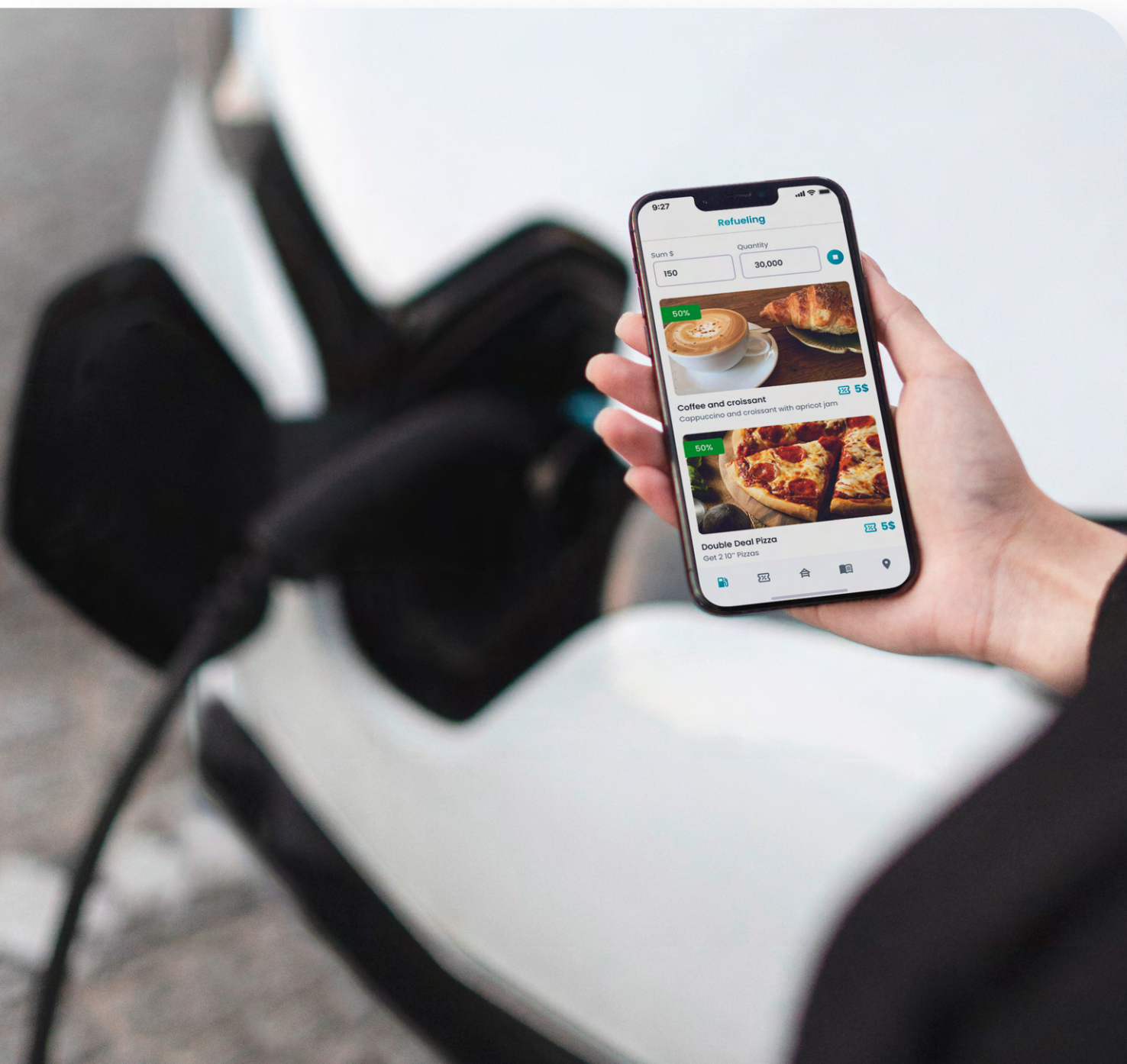
Navigation Tools

Help customers find the best station for their needs through real-time navigation assistance based on fuel prices, opening hours, loyalty benefits, facilities and more.



Customer Support

Instantly resolve customer queries with in-app support.



Discover What Modern
Fuel Retail Marketing Looks Like

[BOOK A FREE DEMO TODAY](#)