

Save Every Mile Loyalty Program Marketer Overview



Monthly Offers!
Find monthly **Save Every Mile** offers on the Home Page of the **Save Every Mile** app.



Bonus Points!
Apply for and use the **Clark Crown Mastercard** for an additional **1650 Save Every Mile BONUS POINTS!**

- Plus **1.5% off** every Clark Crown purchase
- **1% off** all other purchases

Welcome to the Save Every Mile program!

This exciting program is intended to strengthen customer loyalty and drive more traffic to your sites. **Save Every Mile** lets customers receive cents off per gallon and earn points inside the store – all with a simple-to-use app on their mobile device.

Store Benefits

- Drives more traffic and sales at your stores
- Low-cost participation
- Free POP materials
- New product promotional offers every month to promote inside sales

Customer Benefits

- No cost to participate
- No additional cards to carry
- Option to save on fuel or in-store purchases
- Easy redemption and points management



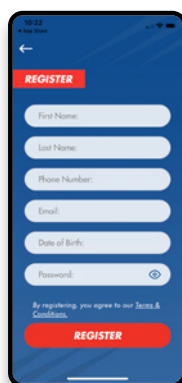
**SCAN CODE
TO GET
APP**

The Save Every Mile Mobile App

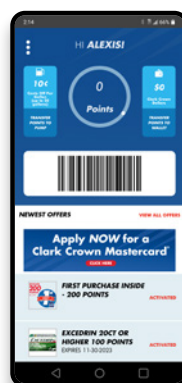
Customers download the app, create an account, and start saving! App available at **SaveEveryMile.com**, by scanning the QR code on site, or through the App Store and Google Play on your smart phone.



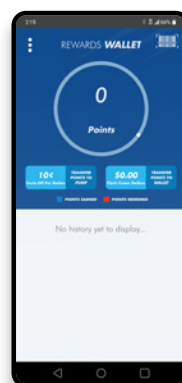
Get App
Scan or download to install.



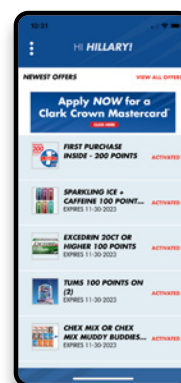
Create Account
Enter information and create a password.



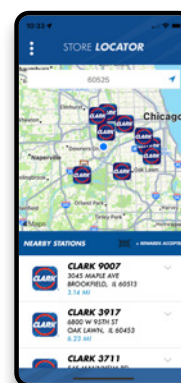
Home Page
Manage points, bar code, monthly promotional offers.



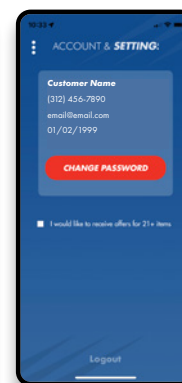
Rewards Wallet
Points details, manage points.



Offers
Shows monthly **Save Every Mile** offer details.



Store Locator
Find a store near you.



Account Settings
Update your account settings.

INTRODUCTORY OFFER

For all new customer enrollees.

At the pump

10¢ off 1st fuel purchase

10¢ off 3rd fuel purchase

15¢ off 5th fuel purchase

In the store

200 Bonus Points

for 1st in-store purchase*



Saving at the Pump

Customers enjoy instant savings at the pump and easy redemption through the **Save Every Mile** app.

Introductory offer:

- **10¢ off** 1st fuel purchase
- **10¢ off** 3rd fuel purchase
- **15¢ off** 5th fuel purchase

Ongoing:

- **3¢ per gallon** rollback on every fuel purchase

Maximum 20 gallons per visit.



Earning Points in the Store

Points add up fast and are easily managed and redeemed through the **Save Every Mile** app.

- Earn points for every purchase of **Save Every Mile** offers
- Points earned-per-product vary
- **200 bonus points** earned for first in-store purchase*
- When making purchase, cashier scans customer Mobile ID (bar code) in the **Save Every Mile** app, or customer manually enters ALT ID (phone number) into pin pad, points are added to Rewards Wallet, customer converts points to Clark Crown Dollars
- **110 points = \$1 Clark Crown Dollar off purchases in the store**
- **220 points = \$2 Clark Crown Dollars off purchases in the store**



*Clark Crown Dollars may not be applied to the purchase of alcoholic beverages, tobacco and nicotine products, lottery tickets and cards, video gambling machine services, and financial products including gift cards and phone cards.

Clark Crown Dollars not authorized for fuel purchased.

Points expire after one year.



Stack Points for bigger savings!

Points earned in store can be stacked onto everyday **3¢ per gallon savings!**

Stackable Earnings

Points earned in the store can be transferred to savings at the pump and stacked onto the ongoing everyday 3¢ per gallon savings for even bigger savings!

- **110 points = 5¢ off per gallon at the pump**
(3¢ + 5¢ = 8¢ off per gallon)
- **220 points = 10¢ off per gallon at the pump**
(3¢ + 10¢ = 13¢ off per gallon)

Program Enrollment

New to Clark/Crown

Email or call Regional Sales Manager or Client Services Representative

Existing Locations

Email or call to provide the following:

- Store #
- DBA
- Primary Contact Information (name, email, phone #)
- Contact responsible for Loyalty Program (name, email, phone #)

What to Expect

Training & Incentives

Each location receives comprehensive training materials and training incentive for both the trainer and employee to assist in program implementation. Trainers receive 1,000 bonus points and employees receive 500 bonus points. Reward points credit to the trainer and employee's **Save Every Mile** app after training is complete. Points are limited to one phone #/email for employees. Additional rules apply.

Complimentary POP (\$500 Value!)

Included in this kit is a variety of components to help you promote the program:

ForeCourt Marketing

- Pump Toppers
- Dispenser Decals
- Hose Squawkers
- Bollard Sleeve

Building Marketing

- Large Window/Door Sign
- Small Window Sign

Inside the Store

- Loyalty Quick Reference Guide
- Marketing Ad Slicks
- Acrylic Counter Display w/Take Ones
- Counter Mat
- Cooler Signs

For additional components, replacement components or other questions, call Clark Crown Client Services at **877-462-5275 Ext. 9**, or call the Regional Sales Manager.

Monthly Offers

Promotional product offers are generated by the back end program administrator, Velocity Logic. New offers go live on the 1st of every month. Stores will receive offers by the 15th of the month prior for testing, stocking product, etc.

Billing, Statements, & Reports

- The monthly program fee will show on the Daily Adjustment Report on the 8th of the month.
- Fuel credits, Clark \$, and merchandise discounts will be credited on the **Save Every Mile** Earnings Statement on the 15th of the month.
- Earnings are shown as an adjustment on the Settlement Report.

Costs

FREE! Clark has made substantial investments in the **Save Every Mile** App development, program administration, and provides the **Save Every Mile** POP kit free of charge.

Clark reimburses for:

- Any gas discount over 3¢ per gallon
- All Clark Crown Dollars spent inside the store
- Any discounted price product offering

Marketer/Dealer pays:

- Minimum monthly fee per location to participate
- Everyday 3¢ per gallon fuel price rollback
- Tech visit to load **Save Every Mile** onto POS
- 2D scanner
- Loyalty Module installed (only for Passport stores)

