

WELCOME TO THE CLARK CROWN SAVE EVERY MILE LOYALTY PROGRAM



Clark Crown offers a loyalty program enabling you to compete with confidence and turn customers into loyal repeat business. The Clark Crown loyalty program provides this industry essential benefit for both you and your customer.

DRIVE CUSTOMER CONNECTIONS

Our introductory savings offer incentivizes customers to connect to your store.

Engage with customers with a compelling introductory offer. New registrants using the Save Every Mile app receive discounts on their 1st, 3rd and 5th fill-up. 10¢/10¢/15¢ = 35¢ cents per gallon discount.

Clark value: You contribute 9¢ per transaction and Clark covers the remaining 26¢.

ACCELERATE REPEAT BUSINESS

Save Every Mile means customers will make a point to come back again and again.

3¢ cents per gallon discount for every fill-up, everyday for app members. A customer that feels like they got a value will always come back for more. Again and again!

POWER IN EXPANDED SALES

Customers appreciate feeling like they're getting a special deal. Our Save Every Mile program treats them right.

Monthly special offers and discounts on convenience products will motivate customers to treat themselves to something extra equating into more sales.

PERFORMANCE FROM VALUE

Conversion of earned points allows customers to further benefit from being loyal to your store.

Customers make purchase decisions based on value. Their ability to convert earned points to additional cents per gallon discounts or Clark Crown Dollars will create a valued loyal customer.

SaveEveryMile.com

75%
of consumers say they favor companies that offer rewards.
(SmartBizGenius)

36%
of consumers shop more frequently in stores where they can earn fuel rewards.
(Excentus)

79%
of consumers say loyalty programs make them more likely to continue doing business with brands.
(Bond)

