

The logo for Como, featuring the word "como" in a lowercase, sans-serif font with a blue swoosh underneath.

DELEK MENTA Success Story



 www.menta.delek.co.il

 Gas station/convenience store

 247 locations

 Israel

Delek Menta's Summer Promotion Boosts Traffic from the Pump to the Store by 43%

Delek Menta, a successful chain of gas stations and convenience stores, was pinning its hopes for significant sales growth on a mobile app to generate loyalty and repeat visits, especially to the convenience stores. They chose Como Sense for its off-the-shelf SaaS platform, backed up by proven expertise in loyalty programs and data collection.

Goal

Build a Loyalty Program to Pull Gas Customers into the Convenience Store

The company was in search of just the right campaign that would increase profits by enticing gas customers to enter the convenience store as well. And as enrollment grew, they needed a fast, agile way to communicate new offers and deals

that would keep up interest in the store for the long term. They wanted smart technology to identify customers at the pump, all the while building up a valuable customer database.



+43%

traffic from pump to store vs. previous month



92%

of members who redeemed a drink came back to buy another



+218%

new members during campaign vs. previous period

Solution

A Free Joining Gift that Hit the Spot

The company decided on a free joining gift campaign: new members could choose from 10 blended iced coffee and fruit drinks—especially attractive in the three hot summer months. They promoted the loyalty program with prominent signs in the gas station, on radio, and on social media.

Beyond the campaign, the company used Como Sense technology to identify members at the pump's POS and sending them personalized push notifications per time of day, such as "Had your morning coffee yet? Come on in!"

Loyalty Program Highlights



PUNCH CARDS

For coffee, summer drinks, winter drinks and soups



EXCLUSIVE MEMBERSHIP DEALS

One item for 25 cents with purchase over \$5



TAGGING

Automatic tagging of driver types (bus, truck, private car) to send relevant promotions

Success

Free Summer Drinks Bring in New Members and Store Traffic

The campaign succeeded with flying colors. During its three months, it brought a 218% jump in new members and 43% more traffic from the pump to the convenience store.

For the long term, the loyalty program is steadily increasing customer loyalty over time: while members who gas up enter the store an average of 33-40% of the time overall, those with a membership age of 10 months or longer do so 50-60% of the time.

“

We're very pleased with the fast time-to-launch of our Menta app, and how easy it is to use and adjust. That really helped us create the perfect summer campaign with the right gift at the right time, giving our customers a 'magic moment.' The Como team was always available and working toward our success.”



Anat Attias Liberman
Marketing Director, Delek Menta



Contact us to find out how Como Sense can work for your business.

✉ comosense@como.com

🌐 www.como.com

915 Broadway Suite 1307
New York, NY 10010

179 Great Portland St.
London, W1W 5PL, UK

2 Ilan Ramon Street
Ness Ziona, 7403635, Israel

como®

©2017 Como. All Rights Reserved.