



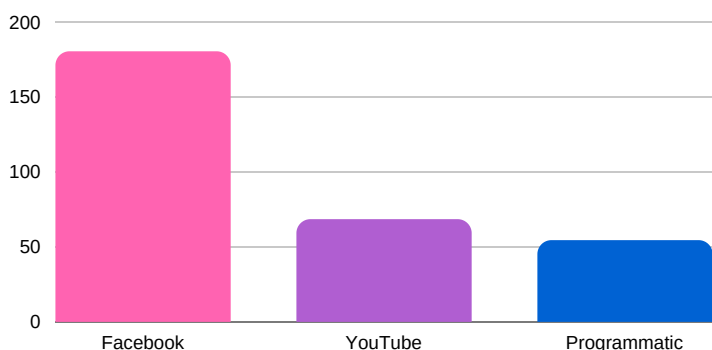
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FUEL CASE STUDY

130% FREQUENCY UPLIFT

- 5th Jul 2020 to 5th Aug 2020
- 3,500 panel
- 127 verified with bank data
- Over £186,500 transactions analysed



- Facebook drove over 180% increase in visit frequency for loyal shoppers making convenience purchases.
- The campaign drove a visit rate uplift of 87% for new customers (that hadn't shopped with the brand in last 90 days) making fuel purchases

1 CHALLENGE

An automotive fuel retailer wanted to measure fuel top-ups as well as separate convenience purchases driven by a digital media campaign

2 SOLUTION

They chose to use Rippl's transaction verified measurement solution which retargets the exposed audience with an instant cashback page to verify the conversion spend seen in store and online.

3 OUTCOME

By separating purchases under £12.50 that were non-fuel related, Rippl were able to show that the frequency of convenience visits increased amongst those that were already fuel customers. Also new customer visits increased when compared to the control group so the campaign positively affected both new and loyal customers.