

Excentus Taps agileEMAIL To Pump Up Loyalty and Reward Programs



About Excentus

Excentus has spent more than fifteen years developing technology that makes it easy for consumers to save money on gasoline, and convenient for businesses to build loyalty and create value for their customers. Their growing Fuel Rewards Network™ program provides members with the opportunity to earn free gas simply by purchasing the things they normally would from more than 1,400 retail locations, nearly 700 online merchants, and 10,000+ restaurants. To date, Excentus has helped more than 25 million consumers save hundreds of millions of dollars on fuel.

Coleman Easley, Email Marketing Manager at Excentus sat down with us to share how they are using Movable Ink to achieve their goals and deliver highly relevant and engaging campaigns at scale.

Key Goals For Excentus

- Improve Subscriber Engagement
- Facilitate More Immediate and Sustained Reward Program Participation
- Use Dynamic and Personalized Content To Improve Email Performance



94% increase in Fuel Rewards Earned

24% increase in click-through rates

21% increase in high value traffic

Selecting a Proven Partner - Why Movable Ink?

Welcome Email Success Improves Lifetime

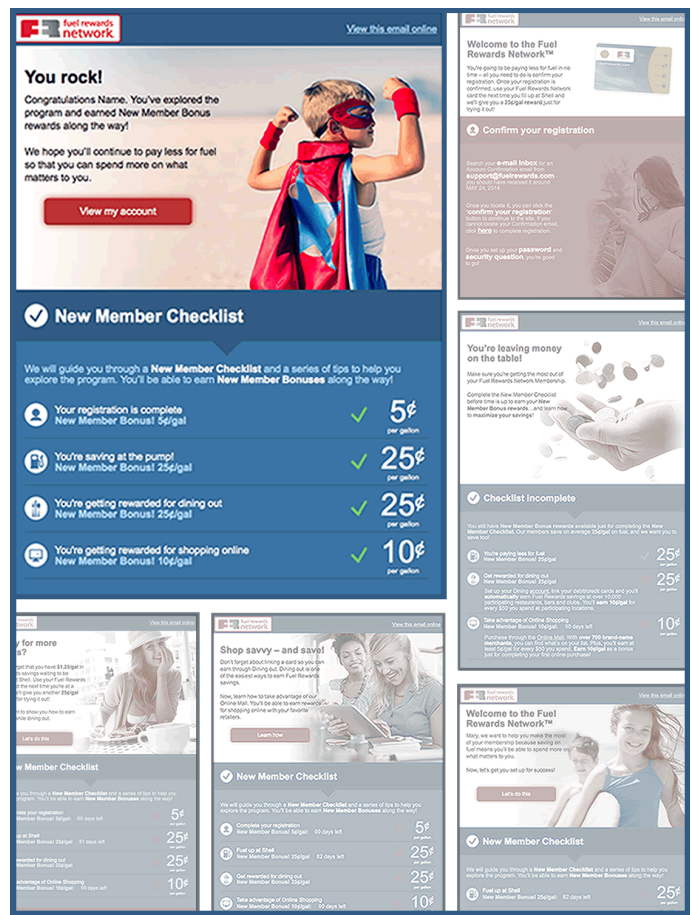
Engagement: We had low participation in our Fuel Rewards Network™ program across the member lifecycle. After digging in we attributed it to a lack of understanding of how the program works; after all it's free gas, it should market itself. In April, we changed our "all at once and good luck" welcome email to a new series utilizing agileEMAIL to power five focused, digestible, highly personalized emails that educate members and reward their participation in the Fuel Rewards Network™ program. It worked. Fuel Rewards earned in the first month increased 94%, and another 68% in the next month!

Real-Time Targeting Drives Quality Traffic:

With Movable Ink, we can localize and personalize message content for every member when they open an email instead of trying to do it before we send. Now we can show nearby locations where members can earn rewards and alter the message content and calls to action based on the device they used and rewards available to them. These capabilities helped increase high value traffic, traffic that is likely to convert, by 21% and our click-through rate by 24%.

Working with Movable Ink: Working with Movable Ink has been great so far. The Client Experience Team is always available, and quick to respond. They share ideas with us, are efficient, timely, and do great work with our team. We appreciate their help for sure.

Future Plans for agileEMAIL: Right now we are generally sending out one size fits all campaigns. Over the next six months, we are going to incorporate agileEMAIL into other campaigns, especially win-back emails to wake up dormant members. We need to get to a more 1:1 relationship with our members. Customizing the communications over the customer journey is a big deal and we plan on using agileEMAIL to help us achieve that.



Excentus powered their new welcome email series (pictured above) with agileEMAIL and increased participation in their Fuel Rewards Network™ program by 94% in the first month, and an additional 68% during the second month of the campaign.

"We partnered with Movable Ink to make email more valuable to our members, to communicate more efficiently, more clearly, and in a more personalized fashion. I know that sounds generic but seriously that's what agileEMAIL is doing for us."

*– Coleman Easley,
Excentus Email Marketing Manager*

ABOUT MOVABLE INK

What happens in the moment influences how we act, and how we remember it. Shouldn't marketing do the same thing? Movable Ink's mission is to enable brands to market in the moment with real-time digital content delivered at scale. Hundreds of innovative brands, such as American Eagle Outfitters, Time Inc., Bass Pro Shops, and Finish Line, use agileEMAIL, by Movable Ink, to increase email engagement, conversions, and ROI. Movable Ink's agile marketing solution makes it easy to plan, create, and execute email campaigns that adapt to each individual consumer the instant they engage. For more information, please visit movableink.com.



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