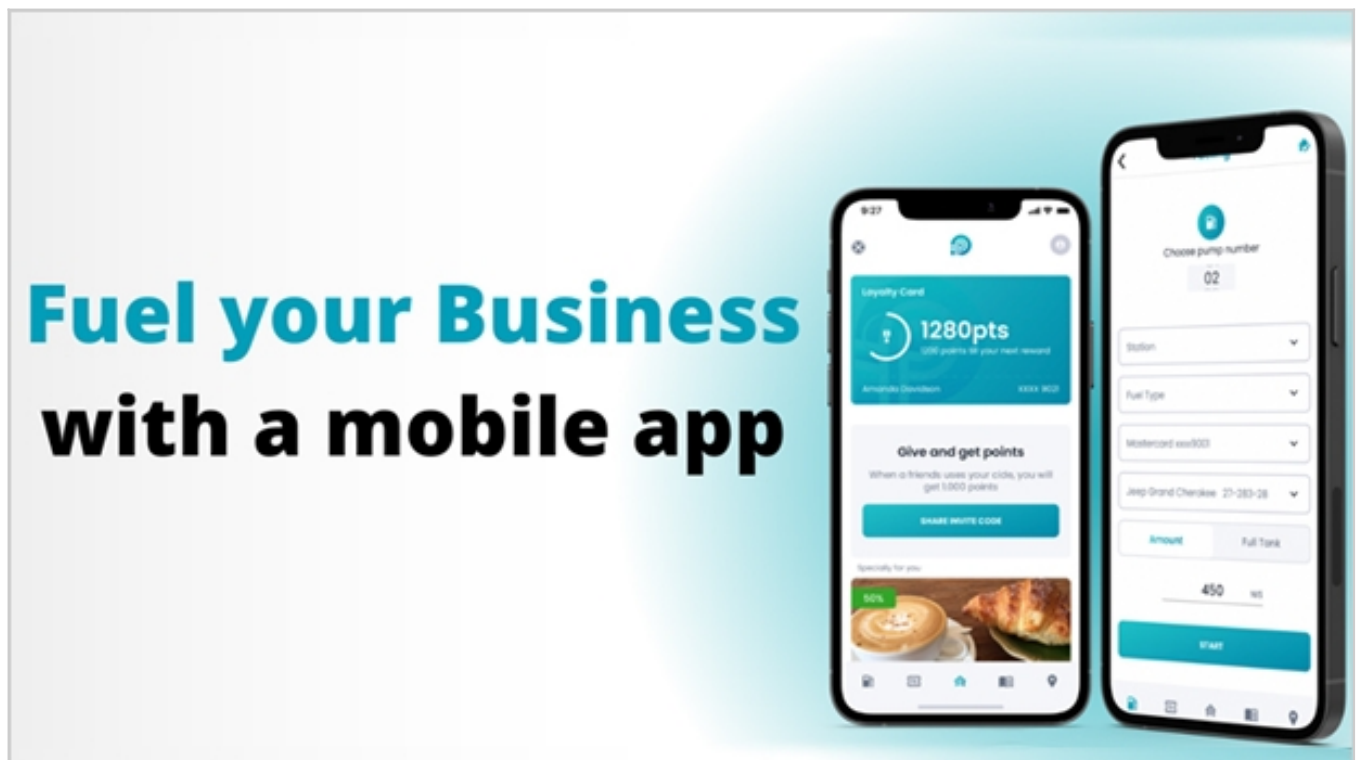


# Mobility Plaza®

## From real-time analysis to action: Picafuel's empowerment of energy retailers

**Unlocking the potential of energy retailers with Picafuel's real-time analysis and engagement solutions, delivering data-driven interactions that drive loyalty and sales in a customer-centric era.**

In an era where customer expectations are soaring, merely meeting their needs isn't enough. Fuel retailers must anticipate, engage, and consistently deliver value. With Picafuel's cutting-edge marketing solution, energy retailers are equipped to do just that — creating meaningful, data-driven interactions that foster loyalty and drive sales.



### **Boost engagement with data-driven marketing**

Modern consumers are discerning, making it imperative for brands to stand out with personalized communications. With Picafuel's platform, energy retailers harness the prowess of data segmentation,

enabling them to cater to individual preferences and behaviors. Whether it's the roll-out of a new promotion or the evaluation of an existing campaign via A/B testing, Picafuel offers insights and tools that help refine outreach strategies. The outcome? Enhanced engagement rates and an optimized marketing ROI.

### **Elevate rewards, cultivate loyalty, boost sales**

A single purchase can spark a long-term relationship when handled right. Picafuel's solution transforms every transaction into a rewarding experience. Through its gamified points systems, customers feel valued at every touchpoint. Be it points-for-discounts or tiered loyalty schemes such as silver, gold, or platinum, retailers can craft rewards that resonate with their clientele. This not only nurtures loyalty but also ensures repeat visits and heightened sales.

### **Profit from every tap with a white-labeled app**

In today's digital-first world, a tailored mobile experience is essential. Picafuel's white-labeled app offers energy retailers an interface that aligns with their brand and supports their marketing initiatives. Each refuel, each in-app purchase becomes a treasure trove of insights, helping retailers understand and cater to customer preferences. Using this data, personalized campaigns can be crafted, ensuring every offer hits the mark.

Elevating the customer experience while boosting sales and fostering loyalty is the new imperative for fuel retailers. With its suite of tools and insights, Picafuel stands at the forefront, guiding energy retailers towards unparalleled customer satisfaction and business success.



Ready to elevate your customer engagement? **Book a Picafuel demo** and see the difference.

## Contact information

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