



Case Study

## Multinational Chain of Petrol Stations in Romania

The petrol business vertical player increased its market share among all Moneyback customers by 5 percentage points in just 6 months thanks to the use of card linked marketing. Based on the CLM campaign, sales increased in the range of 20-25% and the return on investment measured at the margin level exceeded 150%.



Market share growth by 5 percentage points on the whole base, reached just in 6 months



Sales growth in the range of 20 – 25%



ROI at gross margin level of more than 150%

## Challenge

Our partner is a top gas retailer in the market with a mature nationwide network. Increasing market share in a mature, competitive market became more and more difficult through traditional sales and marketing methods. Therefore, the partner decided to test CLM as a new marketing tool and address our user base with targeted cashback offers.

## Goal

To increase market share through both new customer acquisitions and upselling of existing customers.

## Solution

Partnership with Dateio, whose platform reaches more than 0,4 million clients who receive tailor-made discount offers directly into their mobile banking apps.

Dateio aggregates financial transactions from multiple partner banks. Its algorithms work with the most accurate dataset of customers' shopping behavior on the market. Not only did the petrol chain gain a new activation channel, but also completely new market insights. One of the basic metrics used in Dateio to determine campaign targeting is the **share of wallet**.

Based on this metric, the company decided to set up the first campaigns by dividing the target group into several segments, according to their average spending and loyalty.

## Results

For this merchant we managed to **increase their market share** among our partner bank's customers **by 5 percentage points!** The methodology to measure this was quite simple - we looked at the market share of this player in their vertical for the entire cohort of users joining our platform and can see a 5% uplift in market share, in the 6 month after joining.

Considering the baseline, this is a **~20-25% increase in sales** within the same shops' network and a **gross margin ROI higher than 150%**.

