

Gas Station & Convenience Retail

Fueling Rewards That Convert: How a Regional Gas Station & C-Store Chain Turned Impressions into Loyalty Members

Objective: Increase Fuel Rewards program participation among local consumers by generating measurable enrollment intent and customer engagement.



63+

Verified Sign-Up
Conversations



\$39

CPA for Fuel
Rewards



100%

Closed-Loop
Attribution



Scalable

Custom Acquisition

The Challenge

The prior partner ran impressions. That was the campaign. No conversion tracking, no enrollment visibility, no way to connect spend to Fuel Rewards membership growth. This retailer needed a partner that treated sign-ups as the goal, not reach.

The Solution

PULSE implemented a data-driven customer acquisition strategy designed to increase Fuel Rewards participation while creating full visibility into enrollment activity.

Key components included:

- Deterministic audience targeting focused on fuel buyers, convenience shoppers, and grocery customers within a 25–30-mile radius
- Omnichannel activation across Meta, Online Video, and Retargeting to engage consumers at multiple touchpoints throughout their decision journey
- Separate prospecting and retargeting strategies to attract new consumers while re-engaging those who had already expressed interest
- Closed-loop conversion tracking through first-party pixel deployment, connecting every sign-up action back to the campaign that influenced it
- Ongoing optimization focused on increasing sign-up volume and improving acquisition efficiency across all active channels

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The Results

- **63 Verified Sign-Ups.** Every conversion is tied to an audience, channel, and campaign. The prior partner had no tracking.
- **Impressions up 3.4x.** 72,311 to 246,659, all local, all qualified.
- **CTR up 29x.** 0.03% to 0.87%.
- **VCR up 2x+ vs. benchmark.** 58% view rate against a 15–25% category average.
- **CPC down 97%.** \$55.07 to \$1.70. 2,142 clicks as the program scaled.
- **100% Closed-Loop Attribution.** Every enrollment is traced. Every dollar is accountable.

The Impact

PULSE took a campaign that was running on impressions alone and rebuilt it around conversion. The result was not just more activity. It was better activity, with every channel, audience, and dollar accountable to Fuel Rewards membership growth.

CTR grew 29x between phase one and the expanded program. Impressions scaled 3.4x while CPC dropped from \$55.07 to \$1.70. And 63 Fuel Rewards members joined because of a campaign that could prove it. This client now has a scalable acquisition framework that can grow with the program and keep delivering accountability at every stage.

Key Takeaways

The campaign worked because PULSE refused to let impressions substitute for results. With precision targeting, omnichannel execution, and full-funnel attribution, we made every outcome verifiable.

- Pivoted from an impression-only model to a full acquisition strategy with Fuel Rewards enrollment as the only metric that counted
- Expanded from a single-channel effort to a coordinated omnichannel program designed to engage consumers throughout the decision journey
- Built a closed-loop attribution from the ground up, giving the business visibility that never existed under the previous partner
- Delivered 63 verified Fuel Rewards sign-up conversions with a \$57.81 CPA, a CTR that grew 29x, and a cost-per-click that dropped from \$55.07 to \$1.70 as the program scaled
- Left the client with a scalable acquisition framework built to grow Fuel Rewards membership and keep proving return on every campaign dollar

Ready to get started?

Contact Now

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