



PRESS INFORMATION FOR IMMEDIATE RELEASE

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PDI Announces Offer Network Reaching Over 30,000 Convenience Retail Locations

National offer network brings incremental CPG brand dollars to retailers while connecting CPG brands to millions of consumers

ATLANTA – October 1, 2019 – PDI (www.pdisoftware.com), a global software company with cloud, data and insights solutions serving convenience retailers and petroleum wholesalers, announces the PDI Offer Network. PDI Marketing Cloud Solutions is expanding its Elevate service that provides convenience retailers the ability to optimize CPG trade funds. With over 30,000 locations, the Offer Network includes chains, independents, and single-store operators across the U.S. unlocking promotional and analytical tools previously not available to retailers or accessible to CPGs.

The PDI Offer Network allows retailers to take advantage of incremental and hard-to-reach brand dollars unavailable to chains without a national, geographic footprint. CPG brands gain unprecedented customer and product insights by accessing quality data from large retail chains and single-store-operators. The recent acquisition of CStorePro brings transactional data from over 4,500 single-store-operator sites, making the PDI Offer Network unique in the industry.

Additionally, PDI Marketing Cloud Solutions has the industry's leading loyalty and marketing automation platform. This allows retailers to convert local trade dollars into loyalty promotions seamlessly. The platform makes the entire process seamless from site selection, offer creation, thoughtfully designed point-of-purchase materials, and publishing to digital channels like mobile apps. With the PDI Marketing Cloud Platform, operators and CPG brands gain enhanced targeting, segmenting and customer engagement tools that bring even more value. Detailed analytics and improved visibility empower CPG companies with deeper insights and the ability to monitor the performance and profitability of their promotions.

"We have a powerful industry solution that brings trade and national brand dollars together in a single, seamless solution," said Jamie Hudson, senior vice president, and general manager, Offers and Insights, at PDI. "Opening the PDI Offer Network up to CPG brands and providing them tools to leverage consumer and store data is a winning combination."

Busy consumers expect convenience when it comes to fueling up, getting a drink or a bite to eat or grabbing a few essentials. PDI's [2019 C-Store Shopper Report](#) reinforced what most c-stores already know; loyalty program members stop more often and spend more. According to the report, 57 percent of members purchase gas and visit the store, a significant increase over nonmembers at 33 percent. CPG brands can reach millions of on-the-go consumers with targeted mobile app offers, push notifications, email offers, and point-of-purchase marketing. PDI makes it easy for CPG partners to join and start promoting products.

“Loyalty program adoption in convenience retail has reached a tipping point. We must provide solutions that help the ecosystem operate successful programs and thrive,” said Brandon Logsdon, president and general manager, Marketing Cloud Solutions at PDI. “CPG brands are used to a level of transactional visibility that hasn’t been accessible in convenience retail until now. We’ve unlocked immense potential for our retail and CPG customers with the PDI Offer Network.”

PDI is exhibiting at the [2019 NACS Show](#) located in booth #4031. For more information and to participate in the PDI Offer Network, contact offernetwork@pdisoftware.com.

About PDI

PDI helps convenience retailers and petroleum wholesalers thrive through digital transformation and enterprise software that enables them to grow topline revenue, optimize operations and unify their business across the entire value chain. Over 1,500 customers in more than 200,000 locations worldwide count on our leading ERP, logistics, fuel pricing and marketing cloud solutions to provide insights that increase volume, margin and customer loyalty. PDI owns and operates the Fuel Rewards® loyalty program that is consistently ranked as a top-performing fuel savings program year after year. For more than 35 years, our comprehensive suite of solutions and unmatched expertise have helped customers of any size reimagine their enterprise and deliver exceptional customer experiences. For more information about PDI, visit www.pdisoftware.com.

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