

Driving Excellence through Local Site Activation

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Agenda

01

earnify & Amazon

How this partnership drove loyalty in 2025

02

2026 Plans

What we're planning on doing this year

03

Regional Activation

Ways you can use assets to drive business at your sites

04

Where to Find

How will I know when these assets launch?





Amazon Prime & earnify™

National Scale Wins Attention. Local Activation Wins Traffic.

Amazon Prime promotions through earnify™ aren't just national programs; they are proven demand drivers that perform best when national scale is paired with regional activation.



2025 RESULTS & IMPACT

8.3M

UNIQUE CONSUMERS
IN PROGRAM

>1.0M

MONTHLY ACTIVE
MEMBERS
150% increase
from 2024

880K

MONTHLY REPEAT
TRANSACTORS
88% of consumers

1.3M

UNIQUE CONSUMERS
HAVE TRANSACTED

7%

LOYALTY FUEL
PENETRATION RATE

8.1%

C-STORE
CONVERSION RATE
2x since launch

~\$55M

REWARDS DELIVERED
TO CONSUMERS

415M+

GALLONS FILLED

\$1.28B+

FUEL SALES VOLUME

9.4M

C-STORE TRANSACTIONS

2.2%

LOYALTY C-STORE
PENETRATION RATE

\$136M

C-STORE LOYALTY
SALES





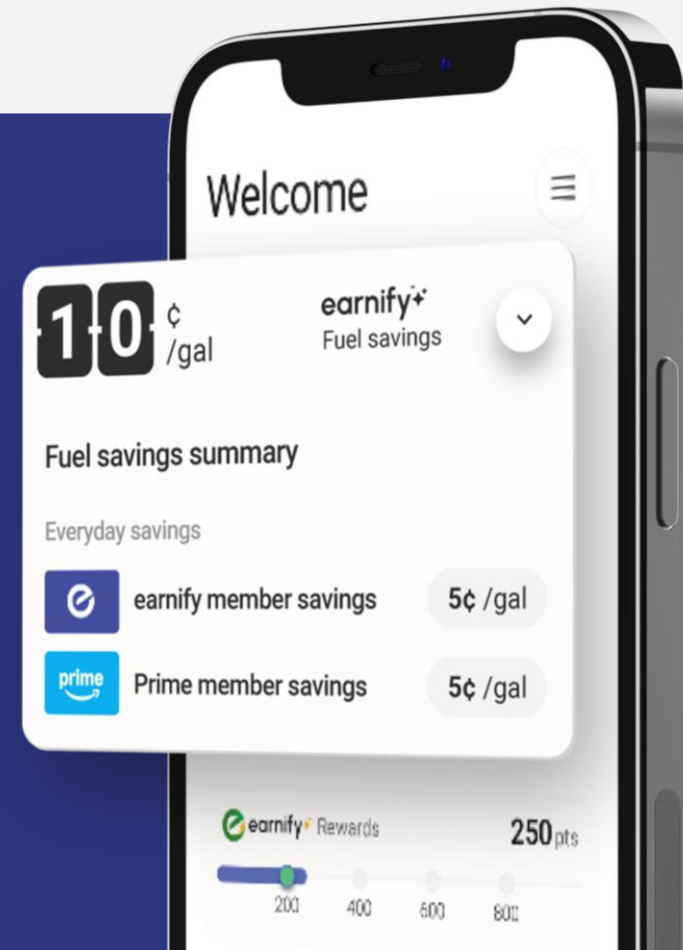
2.4M members to earnify™

88% are new to earnify™

360k monthly active consumers

\$13M in rewards value delivered

114M gallons filled thru 2025

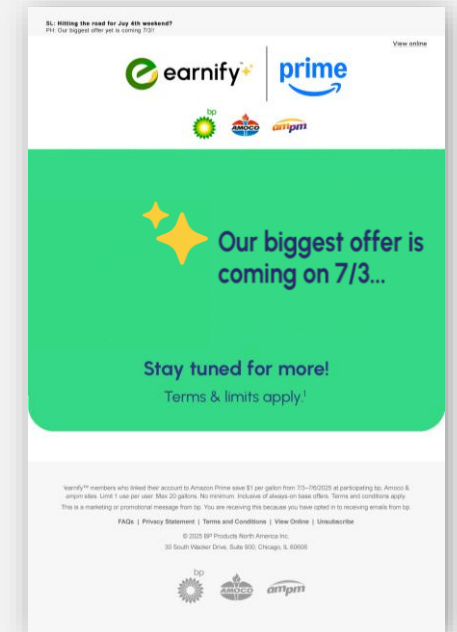
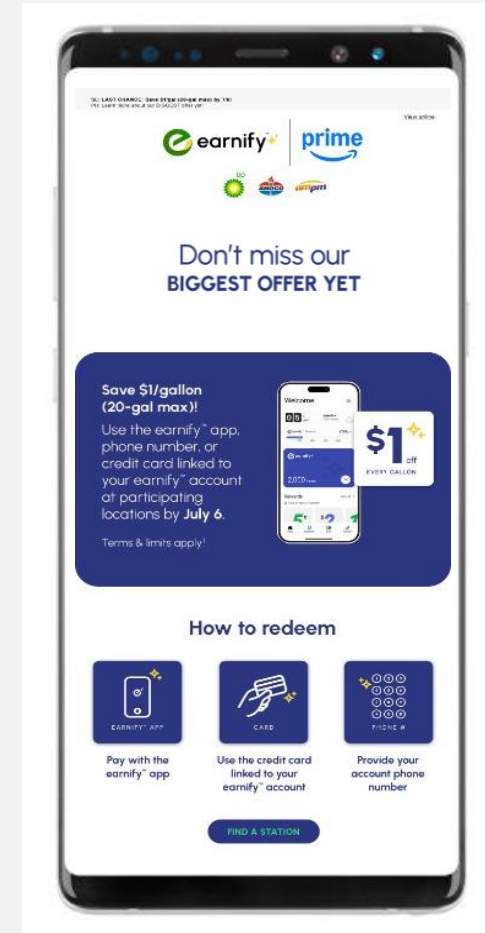


CRM Engagement Highlights

Active members saw a **58%** redemption rate during Fuel Up Fridays

40% of active consumers had **repeat transactions week over week**

- Email open rates exceeded **30%** across Prime Day sends
- **6.1%** of the inactive base reactivated and participated in Prime Day offer
- **45%** of users who opened an email redeemed the offer, showing strong conversion from engagement to action



earnify x Prime: Hitting the road for the 4th of July weekend? Our biggest offer is dropping 7/3. Stay tuned for more! Text STOP to opt out. Text HELP for Help

Hitting the road for July 4th weekend?
Our biggest offer yet is coming on 7/3!! Stay tuned for more!



Announcing our next Prime Limited-Time Offer featuring NBA Star Giannis Antetokounmpo



SLAM DUNK SAVINGS FOR EARNIFY™ X PRIME MEMBERS

Score 20¢ off per gallon every Friday

Use the earnify™ app, phone number,
or credit card linked to your earnify™
account at participating locations
April 3 – May 29, 2026*

Link your accounts to get going!
amazon.com/fuelup

*earnify™ members who link their account to Amazon Prime save 20¢ off per gallon (cpg) from 04/03/2026–05/29/2026 at bp, Amoco, and participating Thorntons and ampm sites. Limit 1 use per user every Friday. Inclusive of always-on base offers. Terms and conditions apply. App content is subject to change.



Fuel Up Friday returns this spring!

- April 3rd - May 29th

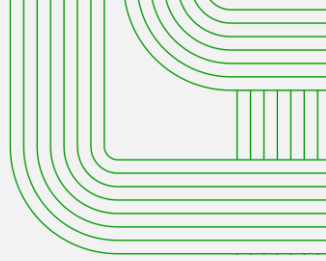


Save the date for more offers in 2026

- Fourth of July Weekend
- Fall Fuel Up Friday

Why Does Local Activation Matter?

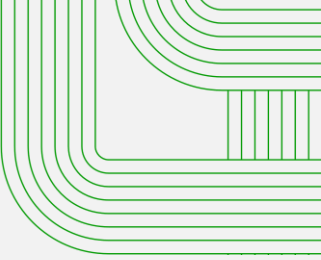
- Local activation addresses market-level differences that are not fully captured through national execution alone.
 - National messaging may establish the brand, but customer behavior and competitive conditions vary by market
 - Fuel retailers that prioritize localized, data-driven promotions consistently report materially higher effectiveness than broad, national campaigns*
 - **51% of consumers** notice ads at or near the pump, and nearly **1 in 3** say those ads influenced an in-store visit.*
 - Regional assets are not supplemental; they help translate national intent into local results
 - Adaptable to local market conditions
 - Targetable in dense or competitive markets
 - Cost-effective relative to broad national tactics



What can you expect?

A practical overview of how regional assets can be applied to support local market needs.





Social Media

Activation

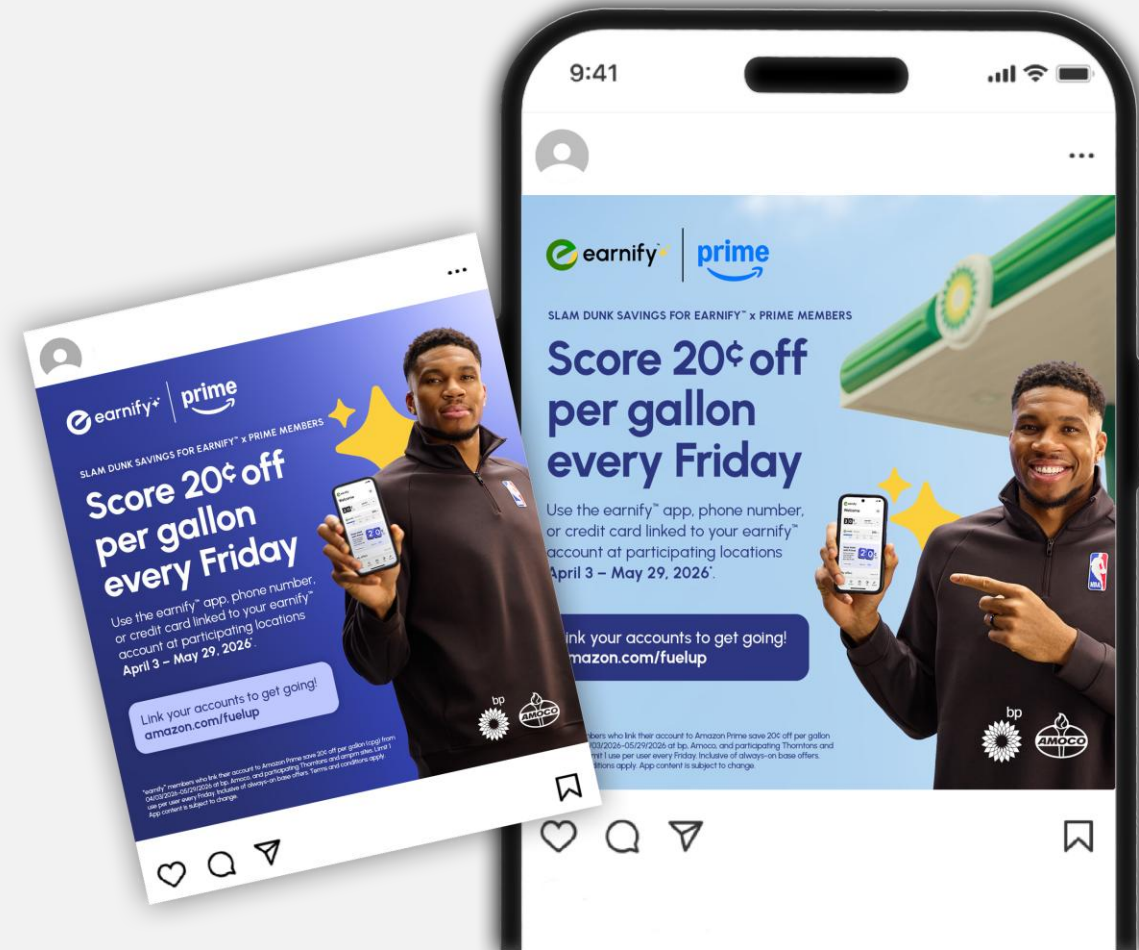
- Awareness- 7-10 days before launch
- Reinforce- 3-5 days before launch
- Capture - Day of /during LTO

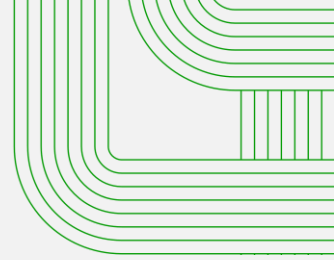
Effectiveness

- Facebook/Instagram are ideal for local activation
- Location tagging is build-in to connect users with nearby locations

Accessibility

- No added cost
- Leverage platforms and tools marketers already use
- Can be activated quickly with minimal lead time





Out-of-Home (OOH)

Activation

- Planning- 2-4 weeks before go-live
- Creative- 7-10 days before posting
- Installation – Digital 1-3 days; Static 3-7 days
- Total Lead Time: 3-6 weeks

Effectiveness

- Reaches consumers while they are already on the road and near retail locations
- High visibility in proximity to fueling and convenience decisions

Accessibility

- Uses established OOH formats already in market
- Scalable by region or market density
- Effective for sustained presence with minimal message complexity





Direct Mail

Activation

- Planning- 1-2 weeks before go-live
- Creative- 3-5 days before sending
- Printing – 3-7 days
- Total Lead Time: 2-4 weeks

Effectiveness

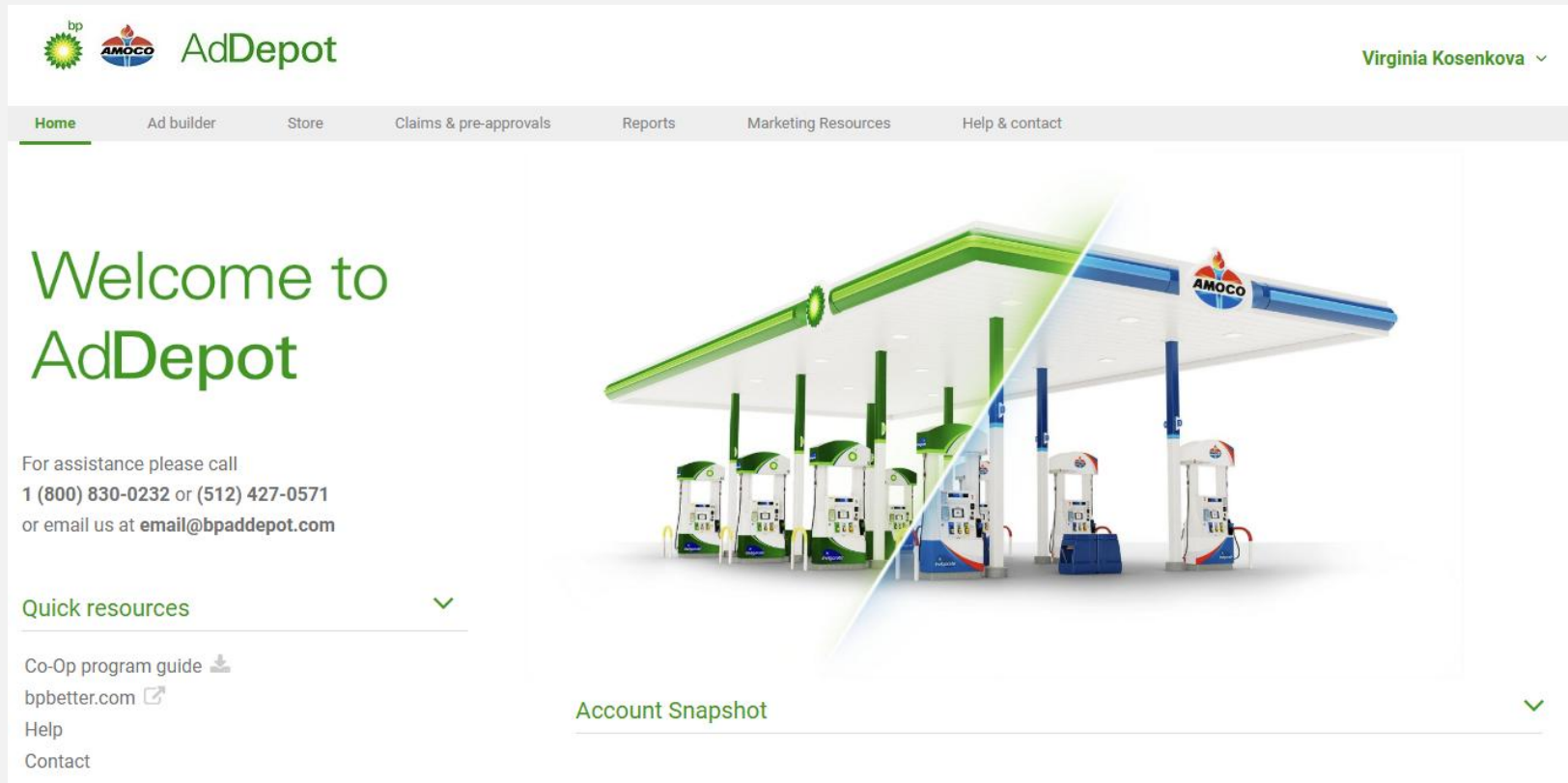
- Market penetration in a digital world
- Trackable effectiveness with QR codes
- Customizable with specific site information (can focus on small regions)

Accessibility

- Familiar, proven format for consumers or marketers
- Scalable by zip code with low print minimums
- Reusable templates reduce effort



How do I get access to these items?



The screenshot shows the AdDepot website interface. At the top left, there are logos for bp and AMOCO, followed by the text "AdDepot". On the top right, the user name "Virginia Kosenkova" is displayed with a dropdown arrow. Below the header is a navigation menu with the following items: Home (underlined), Ad builder, Store, Claims & pre-approvals, Reports, Marketing Resources, and Help & contact. The main content area features a large graphic of a gas station with a green and blue canopy and several fuel pumps. To the left of the graphic, the text "Welcome to AdDepot" is displayed in a large green font. Below this, contact information is provided: "For assistance please call 1 (800) 830-0232 or (512) 427-0571 or email us at email@bpaddepot.com". A "Quick resources" section is located below the contact information, with a dropdown arrow. Under this section, there are links for "Co-Op program guide" (with a download icon), "bpbetter.com" (with an external link icon), "Help", and "Contact". At the bottom of the main content area, the text "Account Snapshot" is displayed with a dropdown arrow.

AdDepot Quick Start Guide



YBUs for New Campaigns



Fuel Up Fridays

earnify™ members with Amazon Prime save 20¢/gallon every Friday in April & May!*

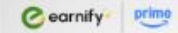
From April 3–May 29, 2025, Prime members who have linked their account with earnify™ are eligible for 20¢ off per gallon (cpg) on Fridays at bp, Amoco, and participating *ampm* sites.

bp is covering the cost of this increased offer.

Powering spring,
mile after mile

**20¢ per
gallon total**

Every Friday from
April 3–May 29



Fuel Up Fridays

April 3–May 29

Promote this offer

Share

Print

Next steps

Download ads directly to promote this offer to your consumers!

For more info on this program, visit bpbetter.com/earnify-prime and download the FAQs.

News

Need to catch up on Your bp Updates? [Click here](#) to see our most recent news.

Promote loyalty volume with these new ads!

Download the flyer, postcard and TV/digital graphics.

- 1 earnify™/Prime Flyer [Download](#)
- 2 earnify™/Prime Digital Ad [Download](#)
- 3 earnify™/Prime Digital Ad (TV) [Download](#)
- 4 earnify™/Prime Postcards [Download](#)



Fuel retailers that prioritize localized, data-driven promotions consistently report materially higher effectiveness than broad, national campaigns.



Takeaway 1
Localization improves
relevance



Takeaway 2
Efficiency over
scale



Takeaway 3
Improved visibility
helps incremental trips