Driving Trips and Doubling Penetration: How Coen Markets Transformed Loyalty into a Growth Engine

The Overview

Coen Markets, a staple of the Pennsylvania convenience store landscape, knew that loyalty was more than just offering discounts—it was an investment in the future. But by 2024, their existing program had hit a wall. While they were collecting valuable customer data, they lacked the tools to actually talk back.

By partnering with Paytronix, Coen Markets overhauled its Club Coen Rewards program, turning a silent database into a high-octane marketing engine. The results? In just two years, loyalty penetration rates didn't just grow—they soared past industry benchmarks.

54
LOCATIONS

FOUNDED IN 1923

The Challenge

Before the switch, Coen Markets faced a common retail dilemma: they had a loyalty program, but they didn't have a relationship. Their previous provider lacked an integrated Customer Relationship Management (CRM) system, leaving the marketing team unable to leverage the information they were collecting to communicate or engage customers. "What's the point of having a loyalty program if you're not actually communicating with your customers?" asks Andrea Neurohr, VP of Marketing at Coen Markets. "We were collecting information, but I felt like we were only giving and not getting. We weren't future-proofing ourselves."

Coen Markets needed a platform that combined world-class data analytics with the ability to execute personalized, multi-channel outreach.

The Solution: A Unified Experience Platform

In 2024, Coen Markets deployed the Paytronix Customer Experience Platform. The goal was to make earning and redeeming rewards seamless while giving the marketing team the keys to their own data.

The Strategy Included:

- ✔ **Instant Gratification:** $0.03 off per gallon (no limits) and $0.99 any-size fountain drinks, coffee, or slushies.
- ✔ **Self-Service Data**: Real-time access to store-level penetration and guest behavior dashboards.
- ✔ **Frictionless Communication:** Using push notifications and monthly emails to alert members of "fuel days," celebrity NIL events, and exclusive deals.
- ✔ **Proactive Retention:** Implementing "win-back" campaigns to identify at-risk customers and re-engage them before they churned.

Results: Breaking the Industry Ceiling

The transition to Paytronix catalyzed a period of unprecedented growth for Club Coen. By moving beyond "everyday perks" and focusing on engagement, Coen Markets achieved metrics that redefined success for the brand.

1. Doubling Down on Penetration

In just two years, Coen Markets saw loyalty penetration **nearly double**. In many locations, penetration rates have climbed to **30% or higher**—a figure two to three times the industry average.

2. High-Velocity Acquisition

Even without aggressive "grand opening" pushes, the program remains a magnet for new users. Coen Markets consistently adds **2,500 new members per month**, maintaining a steady growth trajectory that never drops off.

3. Bigger Baskets, Higher Value

The financial data revealed a shocker for the team: loyalty members don't just visit more; they spend more.

- **Loyalty baskets average nearly $2.00 more** than non-loyalty baskets.
- The actual value is estimated at **double that amount**, as the $2.00 lead does not even account for transactions where members use "Rewards Cash" to pay for their items.

While the initial success has been transformative, Coen Markets views this as only the beginning of how they can leverage the data and customer engagement of its loyalty program. The Brand is looking toward subscriptions—specifically for its pizza program—to drive even more frequent trips.

"The ultimate goal of loyalty is a trip. If they're not coming to you, they're going to somebody else, With Paytronix, we've proven that you get the visits, you get people to choose you, and you get the data to keep them coming back."

ANDREA NEUROHR | VP of MARKETING | COEN MARKETS