

Call-To-Action CTA Newsletter



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June 24, 2025

Featured Topics

NEW Shell Fuels and Loyalty Campaign POP Kits Shipping in July

Get MORE with Shell!

Shell is excited to announce the Fuels and Loyalty Campaign POP refresh that will be live at sites on August 4, 2025. This campaign is focused on giving Shell customers MORE. MORE performance and MORE mileage for their vehicles by filling up with Shell Gasoline, and MORE savings at the pump for Fuel Rewards® members.

The national Shell Fuels and Loyalty Campaign will be supported with:

- Free POP kits – shipped mid-July 2025
- Media Advertising (display, video, audio, social media)
- Earned media amplification
- Search engine marketing
- Website and app content
- Email marketing

Site staff can prepare to support customer interactions by:

- Posting the Shell Fuels and Loyalty Campaign POP materials on Monday, August 4, 2025. Kits will arrive by Thursday, July 31, 2025.
- Reviewing the Site Staff Training Guide and Cashier Script within the POP kit.

Digital copies of the Super Pump Topper, Pole Sign, and Change Mat Insert are now available on the [Advertising MarketHub Page](#). Copies of the Site Staff Training Guide, Cashier Script, and Planogram will be available on MarketHub by early July 2025. Your store profile and exemption status determine the materials you will receive. If you do not receive certain POP materials, you may contact Pointsmith at 800-762-5213 or shellmailorders@pointsmith.com, or you may need to update your store profile or exemption status.

MOBILITY ACADEMY

July Session: Network Transformations

[Click here](#) to join us on July 1 at 11 AM CST for the Shell Mobility Academy Webinar.

We are excited to kick off the exciting changes coming to Shell MarketHub 2.0 to better support your business! During this session, we will walk through important updates, new features and highlight what you need to do prior to the launch date!

Additionally, join this call to hear more about the latest and exciting MORE from EDGEPro with Shell updates available for your Shell locations!



The Power of Loyalty

In-Store Rewards – July Offers

Help drive consumer awareness and increase your c-store sales by printing the POP and displaying the In-Store Rewards products near the register. As a reminder, members with Platinum Status earn 2x on all In-Store Rewards offers.

- **Power Deal - Buy 2 Reese's/Hershey's/KitKat Std., earn 5¢/gal**
- Buy 2 Airheads 5 Bar Packs, earn 5¢/gal
- Buy 2 Sparkling Ice Caffeine 12-16oz, earn 5¢/gal
- Buy 2 Hershey's Family King Size, earn 5¢/gal
- Buy 2 100% Natural Spring Water 1L, earn 5¢/gal
- Buy 1 100% Natural Spring Water Case Pack 24/16.9oz., earn 5¢/gal
- Buy 2 Snapple® any size, earn 5¢/gal
- Buy 2 Large Jolly Rancher, Twizzlers, or SHAQ-A-LICIOUS 5.3-7oz, earn 5¢/gal
- Buy 2 Select Mars-Wrigley Gum, earn 5¢/gal
- Buy 1 Splash Refresher™ Sparkling Water 16oz., earn 5¢/gal

[Click here](#) to view the reference materials including high resolution artwork, POP templates for local printing, flyer with UPCs, change mat inserts and Wayne Anthem dispenser slides. Check the Fuel Rewards® or Shell App regularly to view additional short-term digital only offers.

If you have any questions, please contact mark.dyer@shell.com

Drive More C-Store Sales with Fuel Rewards® Retailer Programs

Fuel Rewards® Retailer Programs (previously known as 360 Convenience) is a complete, end-to-end suite of c-store loyalty solutions tailored to the unique needs of retailers. These solutions are fully integrated with the Fuel Rewards® program, providing a seamless experience for both retailers and customers. Rewards earned through Fuel Rewards® Retailer Programs stack with other Fuel Rewards® savings, so members can save even more. PDI offers three options of programs to choose from, so you can select the one that fits your business best.

Tobacco Loyalty: The tobacco category represents a significant portion of c-store sales. The tobacco companies are offering programs that give customers discounts on tobacco products, along with multiple incentive programs to help c-stores maximize revenue. The Fuel Rewards® program enables participants to access all funds made available by the tobacco companies, including scan data, loyalty, age verification and personalization (P+ is coming later this year).

Classic: The Classic program makes promoting your c-store easier and more effective. It includes quarterly vendor-funded offers, custom POP design and fulfillment, performance reporting with dashboards, easy reimbursement and settlement through Fuel Rewards®, and a dedicated point of contact at PDI to support your day-to-day program needs. Sites participating in the Classic program can also participate in Tobacco Loyalty, at no additional charge.

Branded: A comprehensive, possibility-rich, custom loyalty program that puts your c-store brand front and center. With a branded mobile app, targeted email communications, and the capability to build your own branded c-store loyalty member database, you'll be able to connect directly with your customers, grow your audience, and build lasting brand loyalty. Moreover, your branded c-store rewards stack with Fuel Rewards® savings, maximizing value for your customers and creating a seamless and easy member experience. Sites participating in a branded app can also participate in Classic and Tobacco Loyalty, at no additional charge.

For more information or to get started, contact sfr@pditechnologies.com

Fuel Rewards® Site-Funded Offers

Retailers can also set up a variety of site-funded offers and reward types. These offers are set up within the Fuel Rewards® program, stack with other Fuel Rewards® savings and will be displayed in the Fuel Rewards® app. Site-funded offers and reward types include:

Offer Types	Reward Types	Examples
Multi-Visit Basket Offer	Cents per Gallon (CPG)	Earn 5¢/gal for each \$25 spent in store
Single-Visit Basket Offer	Cents per Gallon (CPG)	Earn 10¢/gal for each \$10 spent now in store
Single-Visit Department Basket Offer	Cents per Gallon (CPG)	Earn 10¢/gal for each \$10 spent now in Deli
Single-Visit Product Offer	Cents per Gallon (CPG)	Buy 2 coffees now, earn 5¢/gal
	Percent Off (%)	Buy 2 coffees now, get 50% off
	Amount Off (\$)	Buy 2 coffees now, get 75¢ off 2 nd coffee
	Target Price	○ Buy 2 coffees now for \$1.00
Multi-Visit Product Offer	Cents per Gallon (CPG)	Buy 5 coffees, earn 5¢/gal
	Percent Off (%)	Buy 5 coffees, get 6 th for free (100% off)
	Amount Off (\$)	Buy 5 coffees, get 75¢ off 6 th coffee
	Target Price	Buy 5 coffees, get 6 th for 25¢
Event Based Offer	Cents per Gallon (CPG)	Get an additional 5¢/gal every time you fill up or when filling up on a specific day or time

For more information or to get started, contact sfr@pditechnologies.com

Shell Program Updates

PMTDR

PMTDR Top 10%

Congratulations to the PMTDR sites that placed in the top 10% of their regions in Period 1! Wholesalers receive \$150 comprised of six \$25 Visa gift cards to present to their winning frontline teams! Regional ranks can be in the ["Ranking" section of the PMTDR MarketHub Page](#):

- Gulf Coast – Sales Manager Mitch Beerbower
- Northeast – Sales Manager Larisa Drozdova
- Midwest – Sales Manager Ethan Edwards
- West – Sales Manager Michael Kipper

Sort spreadsheet by Company Operated or Dealer Operated to see the top 10% for each platform.

For the PMTDR 2025 scorecard, [click here](#).

PMTDR WOW Nominations!

Do you have a frontline individual or team where you think WOW – they do a great job! Here's an opportunity to nominate them for recognition! The WOW competition recognizes those that go above and beyond in customer experience delivery and exhibit behaviors/actions that are: guest focused, empathetic and caring, warm and friendly and genuine. Individuals are eligible to win \$250 and site teams are eligible to win \$500. The WOW Competition is running throughout 2025, and winner selections are made quarterly.

- WOW Individual Nomination form, [click here](#)
- WOW Team Nomination form, [click here](#)

Coming in July

Highlights from the Smiling Stars 2025 Toronto trip!

New Look for the Shell Recharge MarketHub Page!

We're excited to unveil the refreshed Shell Recharge page on MarketHub – your one-stop destination for everything related to Shell's EV charging network in the U.S.!

Shell Recharge, Shell's convenient and reliable¹ EV charging network, has a dedicated MarketHub page where you can explore:

- A business overview and key stats about the US network
- Charger types and product information for what's installed at on-the-go sites
- A quick guide to using the EV mode in the Shell App
- Details about our roaming network
- HSSE recommendations to help keep site operations safe and secure

Whether you're new to Shell Recharge or looking for the latest updates, this page is packed with valuable resources to support you. Visit the [Shell Recharge Page](#) now to explore the new look and discover what's new!



¹ Shell measures reliability on charger "up-time," defined as charging point signaling as on or in-use. Shell does not account for network issues or delivery of electricity to network. Shell cannot account for vehicle acceptance of charging session. Locations include select Shell gas stations and other popular retail and destination locations. Please use the Shell App or Station Locator on our website to find your nearest location. Charger speeds vary by location. Charging results may vary; no guarantees provided. Charging speed depends on several factors including temperature outside, type of car, size of battery and battery condition. Please check with your vehicle manufacturer for compatibility and further information. Shell only permits the use of adapters supplied by the manufacturer of the electric vehicle to be charged. The use of third-party adapters is not permitted on the Shell Recharge network.

PDI's Next Gen Firewall

Enhance Retail Site Technologies with PDI's Next Gen Firewall

Emerging technologies like self-checkout, video surveillance, and high-definition pump media are putting new demands on retail site infrastructure. On July 16, Shell wholesalers are invited to a 30-minute webinar that explores how a firewall and switch bundle can help sites stay ahead of performance, visibility, and compliance needs—while reducing network risk and operational costs. [Reserve your spot today.](#)

More Information

As data consumption in convenience stores continues to surge—driven by IoT, mobile payments, and digital services—Shell retailers must ensure their network infrastructure can keep up. PDI Technologies introduces its Next-Generation Firewall as a Service (FWaaS), a robust solution designed to replace the aging Cybera SCA-325 firewall.

This new firewall platform, powered by Cradlepoint E3000, delivers significantly enhanced performance, including up to 2 Gbps firewall throughput, 1.5 Gbps security processing, and cloud-based management for real-time visibility and control. It supports a wide array of modern applications such as self-checkout, video surveillance, digital menus, and guest Wi-Fi, while remaining fully compatible with Shell's core systems like Fuel Rewards, Mobile Pay, and OEMV.

Retailers who upgrade by July 31, 2025, will receive three months free on the upgrade fee, along with access to bundled and promotional pricing. PDI also offers full support for compliance, licensing, hardware fulfillment, and implementation—ensuring a smooth and seamless transition.

To get started, visit the Shell MarketHub, contact your PDI Account Manager, or email SecuritySolutionsAMS@pditechnologies.com.