



# FROM **BRICK & MORTAR**



# TO **MOBILE ORDERING**

## FOOD: QUIKTRIP

### CREATING A HABITUAL EXPERIENCE

#### CHALLENGE

With more than 800 stores, QuikTrip is the largest chain of gas stations in the North American Midwest. In 2015, as they began to introduce QT Kitchens, they did not have a digital means for consumers to schedule, order, pickup and incentivize food purchases.

#### SOLUTION

Using the app, customers can place a QT Kitchen order so it's ready when they arrive. They can find and view gas pricing at nearby and favorite locations, and receive coupons and promotions to drive them in-store.

Due to specific DMAs across the Southern U.S., all of our marketing, acquisition and engagement have a strong location focus to ensure we're targeting and providing utility appropriately.

**65%**

Retention after  
30 days

**40%**

Larger basket  
size v. in-store

**85%**

Opt-in to account  
creation

