kroozin PLUS+

REAL NUMBERS · ONE STORE · 12 WEEKS

A LOYALTY APP YOUR CUSTOMERS ACTUALLY USE

2,013 members in three weeks. 16% of in-store sales through the app by week three.

Kroozin 2218 in Rosenberg, TX turned its text club into an app on September 20, 2026. Every figure on this sheet is read straight off that store's own register receipts, not a survey or an estimate from a vendor.

2,013

members on the app

from 28 on Sept 12 to 2,013 on Oct 11 — out of 6,882 customers on file

16%

of in-store sales ran through the app last week

$6,461 of $40,281 in-store sales, week of Oct 4–10. Four weeks earlier: 0%

9.9%

of fuel gallons scanned with the app last week

5,087 of 51,509 gallons — fuel buyers rarely scan anywhere, and this is week three

One week, 1,987 members: what they did

Week of October 4–10, 2026 · read off the register, not self-reported



7 in 10 members opened or scanned the app within one week. 4 in 10 bought something with it. 1 in 4 came back for a second purchase in the same week.

The free coffee pays for itself

2,882 free-item visits by 1,064 members, Jul 19 – Oct 10

47¢

the store's cost of a free coffee, donut or bag of ice per visit

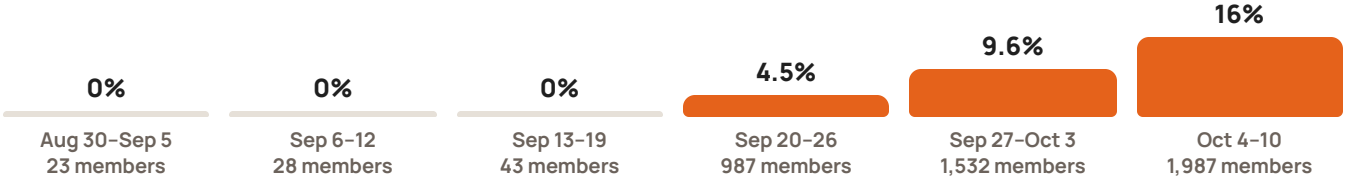
$15.08

of other purchases in the same basket, on average

Before the app the "free item" was a text shown to the cashier: forwardable, uncounted, impossible to limit to one a day. The scan enforces one per member per day and records the basket with it.

Share of in-store sales scanned through the app, week by week

Members on the app at the end of each week in grey · the store announced the app to its text club on September 20



Source: Kroozin 2218 register receipts (Gilbarco Passport) read by Kroozin Plus, measured July 19 – October 10, 2026 (12 finished weeks); members and weekly funnel as of October 11, 2026. "In-store sales" = merchandise, food and drink departments; fuel, tobacco and lottery are counted separately. The $15.08 "same basket" figure counts only visits whose receipt was matched (2,882 visits; unmatched visits are left out, not counted as zero). Share figures compare app-scanned sales with the store's total in-store sales for the same days.

What the store saw, and what you get

Built by a store owner for a convenience store with fuel. It runs beside the back office and the register you already have.

What your customers get

- **Free items every day** — coffee, a donut, a bag of ice — released by a scan at the register, once per member per day.
- **Points on every purchase**, 100 points = $1, weighted by your margin (food and drink earn most; lottery earns none).
- **Streaks, Freebie Friday, a weekly leaderboard and a must-be-won jackpot** that bring people back on a schedule.
- **Rewards that come off the ticket automatically** at the register — no code for the cashier to type.
- **Refer a friend** (100 points each side), a gift card that pays at the pump register, English and Spanish.

What you get

- **Every reward is measured.** Who scanned, what they bought alongside, what it cost — on a receipt-by-receipt basis.
- **Guardrails built in.** Rewards never pay for tobacco, alcohol or lottery; fuel credits are capped against your gallon margin.
- **Works with Gilbarco Passport** as a loyalty provider. The cashier scans a QR; the free item and credit come off the ticket.
- **A back office that ties to the register to the penny** — sales, fuel profit, daily entries, invoices — on a phone or desktop.
- **Pushes, texts, a store TV and a register greeter** that runs itself. Spanish versions written for you.

Members who were already customers: before vs after joining

Per member per month, the 60 days before they joined vs after. Early read on 15 members with a phone on file before the app; the non-member trend for the same days has been taken off.

Visits a month	In-store spend a month	Gallons a month
2.7 → 6.0	$11 → $24	1.4 → 13.0

What the program cost the store

July 19 – October 10, 2026 · 12 weeks · at cost

Free items (coffee, donut, ice)	$1,362
Wallet credits and rewards used	$1,497
Freebie Friday prizes	$91
Launch texts	$529
Total — about $290 a week	**$3,479**

Against it: **$12,336** of in-store sales and **9,243 gallons** scanned through the app, worth about **$5,242** in margin. And **1,180 members** who had never given a phone at the register before are now on the books with every purchase.

Programs — pick what you need

Back office — POS Live, sales, price book, daily entries, reports, the phone app	**Core**
Loyalty app & marketing	**Add-on**
Fuel & lottery · Payroll · Bank · Scan-data rebates	**Add-ons**

Each program adds on to the core. Call for pricing: 281-801-8715

See it live at the counter

Stop by Kroozin 2218, 2717 FM 2218, Rosenberg, TX — scan the app at the register and watch the free coffee come off the ticket.

kroozinplus.net

All figures are from one store over its first weeks on the app and are estimates in the ordinary sense: margin on app sales uses 35% on in-store merchandise and 10¢ a gallon on fuel; not every sale through the app is a sale the store would otherwise have lost. The before/after read is on 15 members and will firm up as more join. Kroozin Plus is built and operated by Kroozin 2218 Management LLC.