

Esso Nectar Customer Segmentation Handbook



Handbook Overview

This customer segmentation handbook contains our new and enhanced RFM segmentation, which splits out the Esso Nectar customer base in to 11 distinct customer groups. Within this we can further split in to high value and low value customer segments.

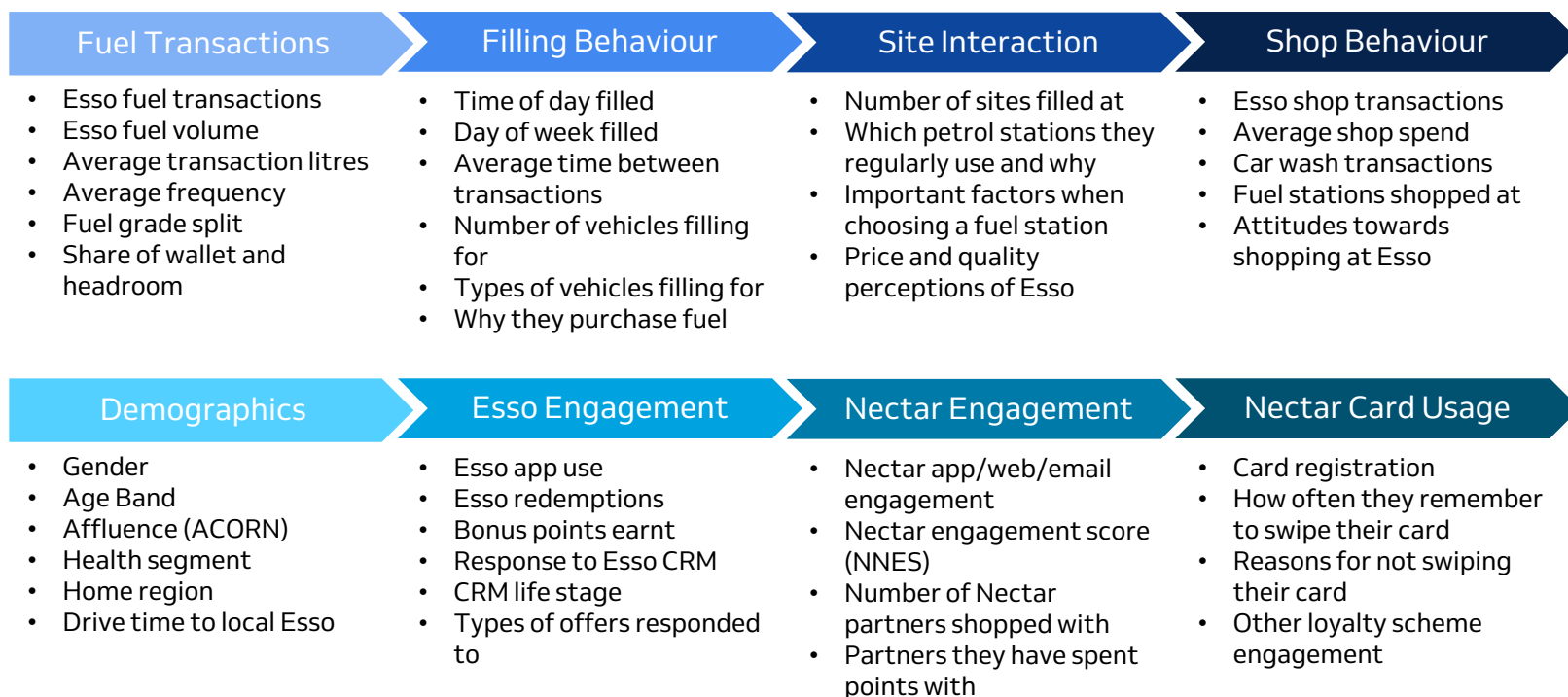
By utilising a large range of data inputs, this has given us a greater understanding of the Esso customer, their fuel behaviours, and how we can best meet their individual needs.

By developing an in depth understanding of the different customers segments, this will enable us to better target and personalise their customer journey to maximise loyalty and spend with Esso.

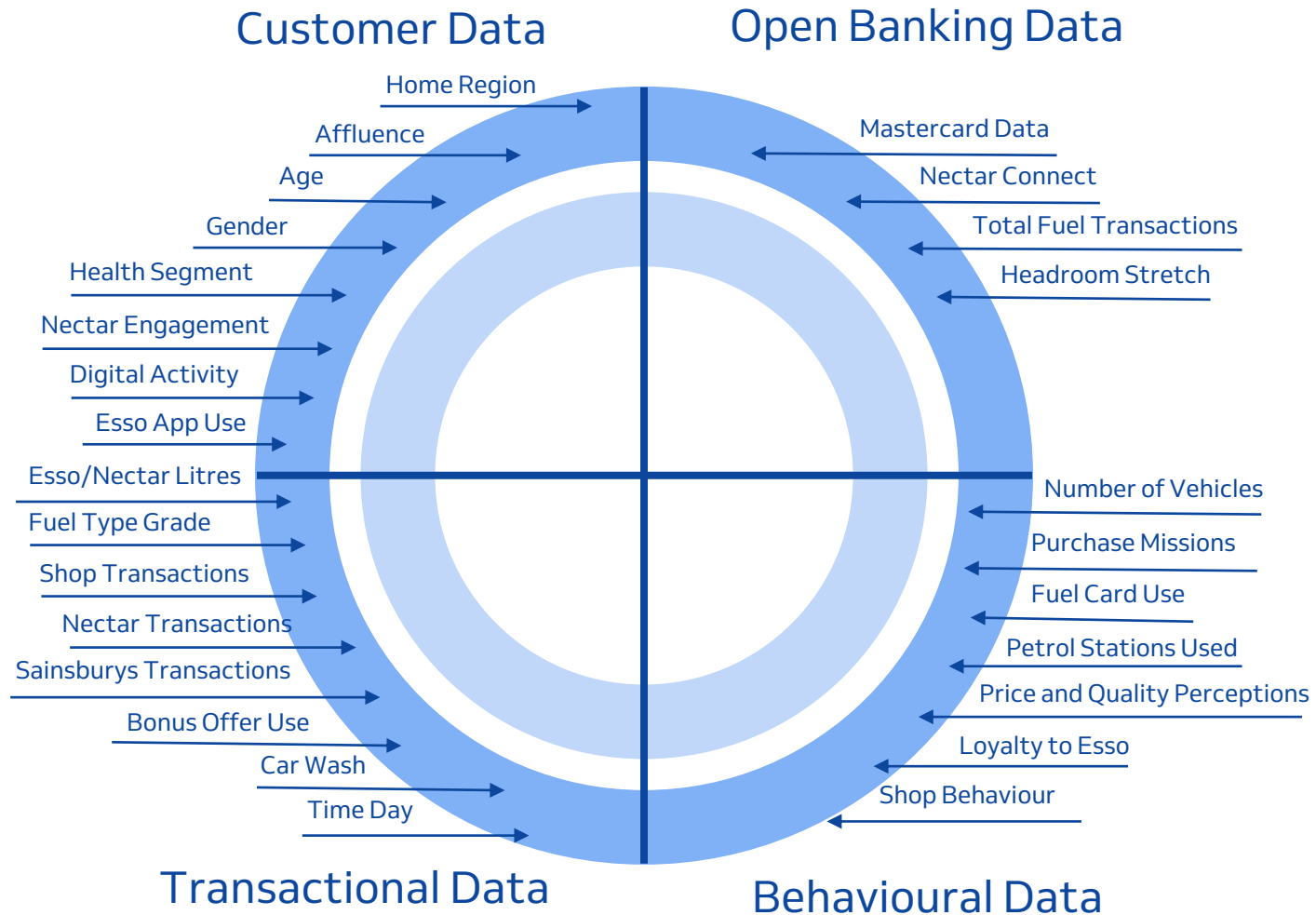


Understanding the customer

We have gathered a number of key data points to gain a thorough understanding of Esso's customer segments

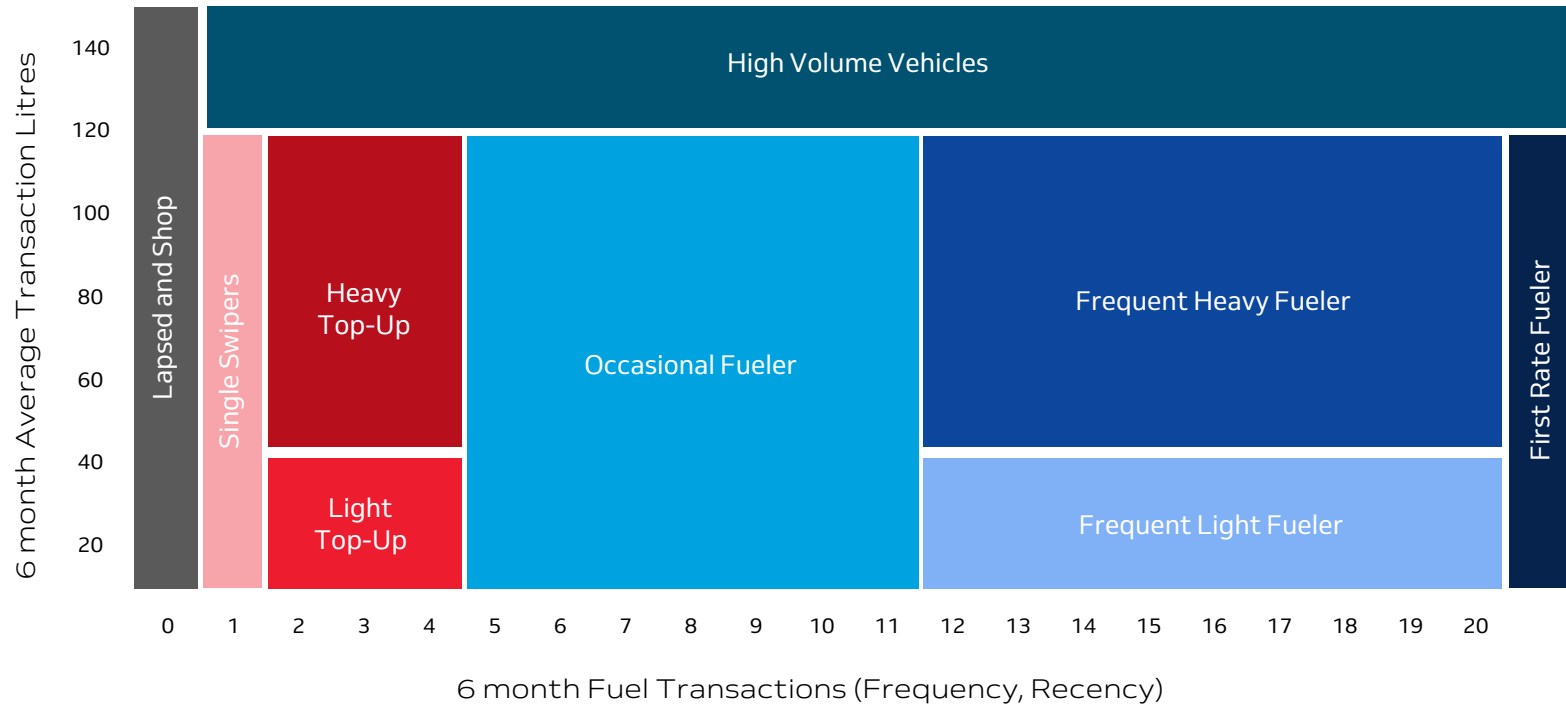


Data Inputs



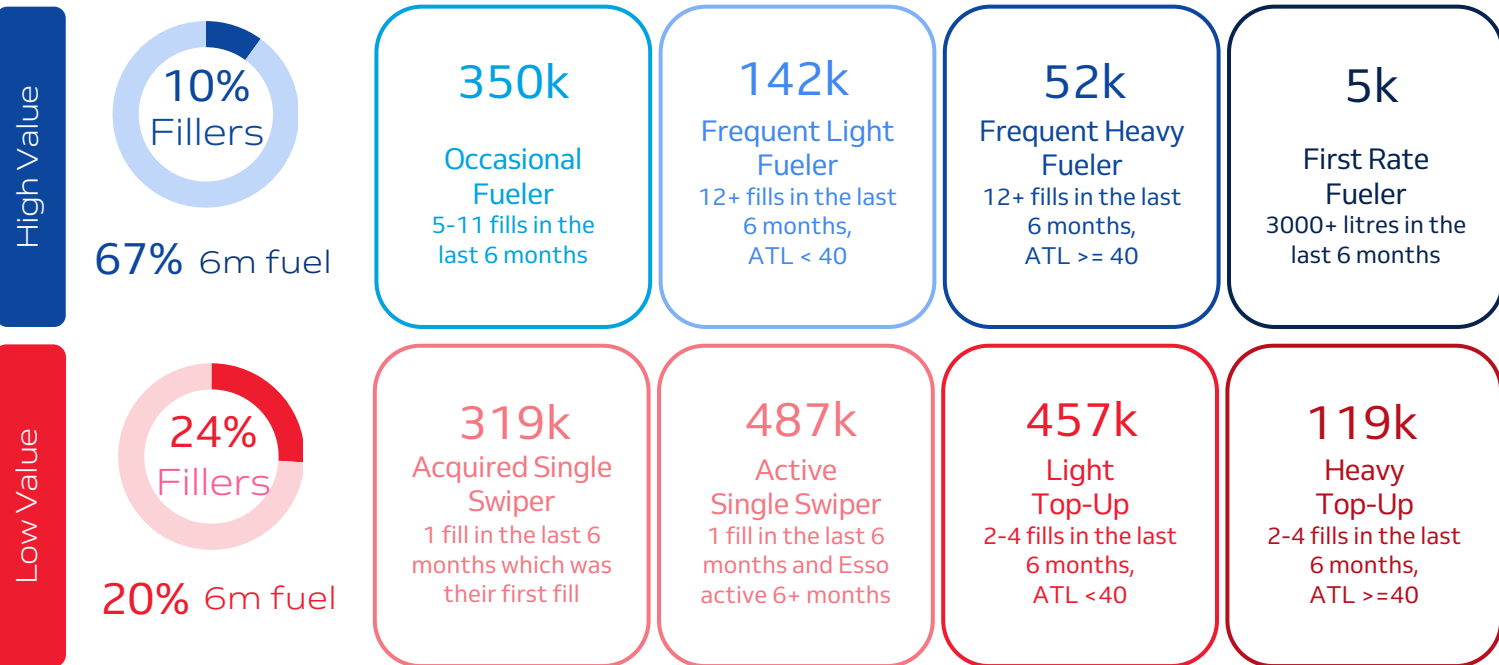
About the Segmentation

Esso customer's have been segmented using an RFM segmentation which allows us to categorise customers on three main variables:
(1) Recency (2) Frequency (3) Monetary



Segmentation Overview

High Volume Vehicles ATL 120+, at least 1 fill in the last 6 months **10k**



Shop 0 fills historically, but at least 1 shop transaction

172k

Lapsed 0 fills in the last 6 months but at least 1 historically

3.2m

60%



Meet the customer



Meet our Customer Groups

First Rate Fuelers



I always fill at Esso, buying fuel for my **work vehicle** and my **personal car**. I travel across the country and **fill up frequently** at lots of different sites. As well as being able to use my fuel card, the **quality of fuel** at Esso is great and **I can collect Nectar points**. I often need items on the go, so grab anything I need in the Esso shop.



Frequent Heavy Fueler



Esso is my favourite place to get fuel. I usually go first thing in the morning to fill up for work. They have **good quality fuel** and **I love being rewarded** for filling with Esso. I collect lots of points, that I save up and spend at Esso or Sainsbury's.



High Volume Vehicles



I have a fuel card so always fill up at Esso for work, but outside of work, I fill elsewhere. I like getting rewards, but **Nectar points aren't worth much**. I shop at fuel stations regularly, but not often at Esso.



Frequent Light Fueler



Esso is my go-to place to fill up and shop. It's easy as it's my local petrol station. **I fill at Esso regularly**, making sure I use any offers available. I **treat my car** now and then to premium fuel and a car wash. I also **spend my points at Esso** to get 5p off a litre.



Meet our Customer Groups

Occasional Fueler

“

I like filling at Esso as it's **close to my house** and its good quality fuel. **I fill for my day-to-day life**, so sometimes I **go elsewhere if it's easier**. I **treat my car** regularly **to premium fuel**.

”

Heavy Top-Up

“

I regularly fill at different stations; I normally wait until **my tank is low on fuel** and choose wherever is closest. I don't plan my fills, so **I'm less likely to use Esso's offers**. I top up my car with premium fuel as a treat.

”

Light Top-Up

“

I fill wherever is **cheapest or convenient** and top my car up at the weekend when **I'm doing my food shop** at Sainsbury's or Tesco. I use both Nectar and Clubcard to collect loyalty points.

”



Meet our Customer Groups

Active Single Swiper

“

I do my food shopping at Sainsbury's and fill on the way to the supermarket, not always with Sainsbury's fuel. The **price of the fuel is important to me.** If I fill at an Esso, I often forget to swipe my card.

”

Acquired Single Swiper

“

I shop and fill at Sainsbury's petrol stations as it's cheap fuel. I don't really use Esso, BP or Shell. I'm new to loyalty schemes and I'm learning what they can offer me.

”

Lapsed

“

I don't use loyalty schemes and I'm not really sure where to use loyalty cards. **I fill on my way to food shopping,** which could be at either Sainsburys, Tesco or Asda. **I don't have an Esso near me,** so don't fill there.

”

Shop

“

I pick up a few items in the Esso shop. I don't fill my car, I fill it when I do my food shopping at the supermarket. I'm not sure what offers I could get with Nectar, but I regularly swipe my card when I shop at Sainsbury's.

”



A one page guide to targeting

First-Rate Fuelers	- Upsell with premium fuel offers - Migrate to using Esso's mobile payment app - Reward at key milestones with car wash - Stretch frequency of shop visits at Esso	Light Top-Up	- Serve redemption offers - Encourage them to shop local at Esso - Engage non-digitally active with coupons - Alternate standard fuel offers with premium
High Volume Vehicles	- Drive awareness of value of Nectar - Engage with personalised offers - Drive shop visits through relevant shop offers	Heavy Top-Up	- Stretch spend using frequency drivers - Utilise redemption offers - Engage non-digitally active with coupons - Alternate standard fuel offers with premium
Frequent Heavy Fueler	- Regularly reward at key milestones - Ensure we are serving them personalised offers - Promote using Esso's mobile payment app - Get them to regularly shop at Esso	Active Single Swipers	- Spread awareness of Nectar and Esso - Engage with redemption offers - Target during the holidays and busy periods
Frequent Light Fueler	- Reward with premium fuel and car wash offers - Ensure we are serving them personalised offers - Stretch their basket spend in the shop - Ensure redeeming is a part of their journey	Acquired Single Swipers	- Spread awareness of Nectar and Esso - Engage non digitally active with coupons - Target during the holidays and busy periods
Occasional Fueler	- Stretch share of wallet using frequency drivers - Ensure redeeming is a part of their journey - Upsell with premium fuel offers - Promote shopping locally at Esso	Lapsed	- Spread awareness of Nectar and Esso - Understand who is worth targeting - Engage non-digitally active with coupons - Target during the holidays and busy periods
		Shop	- Communicate with targeted coupons when they shop at Sainsbury's - Serve with relevant Esso shop offers



First-Rate Fueler

First-Rate Fueler 3000+ litres in the last 6 months

High Value

Why they come to Esso

The First-Rate Fueler fills at Esso for business using their fuel card. They also fill their personal vehicle. They're a small segment, but they spend a lot each month, transacting on average every 2 days.



80%
Transact with a fuel card
59%
Transactions on the fuel card
as filling personally too

They're much less price sensitive. They have a high brand loyalty to Esso, perceiving the fuel as high quality which is important to these customers.

What differentiates this group?

They drive to work and fill their personal car. They're extremely loyal to Esso, using their fuel card, but also very savvy when it comes to using Nectar at Esso.

As they travel often, they visit a higher variety of sites versus the other segments, shopping and filling much more regularly.

85
Transactions
every 6
months

60L)
Average
Transaction
Litreage

0.1%
Esso/Nectar
customer
Base

7.8%
6 month
Esso/Nectar
Fuel Volume

“ I always fill at Esso, buying fuel for my **work vehicle** and my **personal car**. I travel across the country and **fill up frequently** at lots of different sites. As well as being able to use my fuel card, the **quality of fuel** at Esso is great and **I can collect Nectar points**. I often need items on the go, so grab anything I need in the Esso shop. ”



Esso's #1 Fan



Filling Behaviours

When they fill at Esso



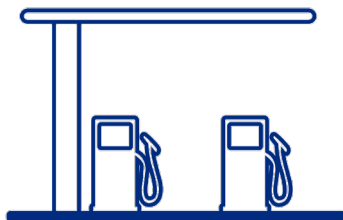
on average every
2 days



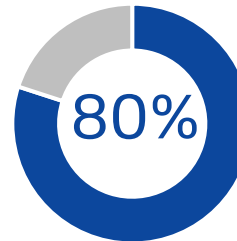
Time of fill

53% of transactions
before midday. Least
likely to fill in the
evening.

89% of their fills are during their 'working week' Tuesday - Saturday



They fill up at a
variety of petrol
stations, filling on
average at 8 different
sites in 6 months.



of customers agree **they fill at Esso regularly** and Esso is their top choice to purchase fuel from.



We likely have most this groups share of wallet. They're extremely loyal to Esso.



Due to work, this group don't buy Premium Fuel, however there is appetite for it

First-Rate fuelers are the least likely to be purchasing premium fuel, with only 2.5% of fuel purchased being premium in the last 6 months.

42% purchasing premium only once in the last 6 months.

71% of customers agree that Esso has good quality fuel.



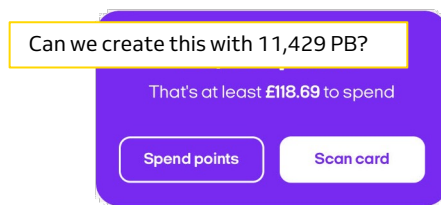
Engagement with Nectar

This group are regularly swiping their Nectar card

First-Rate Fuelers are the least likely segment to forget to scan their card. 57% agree the reason they don't swipe is because they have forgot to bring their card – highest of all segments.



59% they have high points balances, are very engaged and shop often with many partners



Highest Average Points Balance

Most likely to be spending their points at



Highest of all segments

Less likely to spend their points at Esso versus the other frequent filling groups

This is likely due to their fuel card usage



Highly digitally engaged with Nectar and Esso



57%

app active in the last 8 weeks

Highest of all segments



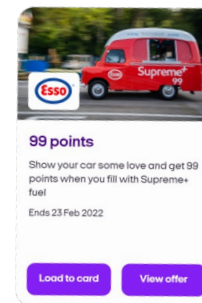
34%

email active in the last 8 weeks

Highest of all segments

Despite their Nectar app engagement, only 3% are using Esso's app

Low vs other frequent segments



First-Rate Fuelers are responsive to bonus offers.

31% have responded to CRM offers

11% have responded to a premium fuel offers 52wk

Highest of all segments

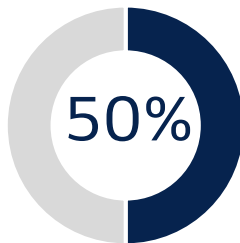
Lifestyle and Attitudes

This segment are likely male, middle-aged, living in the Midlands and Wales. They're the least affluent segment on average.



76% male
highest of all segments

Over index living in Wales
and West Midlands
Under index in London



Age 35 to 54
In line with our other heavy
filling groups



The lowest affluence
group
49% are Financially Stretched
and Urban Adverse ACORN



51%

within the Casual Lifestyle
health segment when
shopping at Sainsbury's

Casual Lifestyle = Frequently eat
take-away's and have relaxed view on
health



Most likely to buy
tabloid newspapers
The Sun and Daily Star



The shop is important to this
group when filling at Esso

49% visit shops at petrol stations more than once per week. Brand and size of the shop are important factors when filling. Alongside perceiving Esso fuel as high quality, they also agree that the shop has good quality products.

£7.50 average shop transaction spend



4% washed their car at an Esso
station in the past 6 months
Highest after Frequent Light Fueler

How we target First Rate Fuelers

Whilst small, this segment fill regularly and contribute a high amount of fuel and revenue at Esso, so it is important we [continue to engage and retain](#).

They're not solely filling with their fuel card, additionally filling a personal car- they're [loyal to Esso](#) and have a [positive perception of the brand](#).



Upsell with premium fuel offers

They fill their work vehicles with diesel but there is appetite to purchase premium fuel. They respond to premium offers and are more likely to have made 1 supreme+ transaction. We can [reward this customer group with a premium fuel bonus offer](#) to promote upsell opportunities.



Reward at key milestones with car wash

They spend a lot of time at Esso fuel stations, and as a result are the most likely to wash their car. [Car wash offers](#) could be a way to [reward this group for their loyalty](#) to Esso and ensure a personalised experience.



Migrate to using Esso's mobile payment app

Very digitally engaged with Nectar, however have a [low proportion using Esso's mobile payment app](#). The app will benefit them due to the amount of times they fill personally.



Stretch frequency of shopping at Esso

A high proportion of this group shop when they fill. The type and size of shop are important factors when considering a fuel station. To stretch spend further we can target them with [personalised shop offers](#).

High Volume Vehicle

High Volume Vehicle

2-4 fills in the last 6 months, ATL >= 40

Why they come to Esso

The High Volume Vehicle fills their work lorry at Esso, using their fuel card once a week. They're making an additional fill elsewhere each week, which is likely for their personal car.



75%
Transact with a fuel card
76%
Transactions on the fuel card

Despite being frequent, this group are less loyal to Esso. They have a lower quality perception of Esso's fuel on average and view Nectar points as low value. They are less inclined to respond to Esso offers, despite actively using the Nectar app.

What differentiates this group?

They drive to work and use Esso because of their fuel card. Unlike First-Rate Fuelers, they are less of an Esso fan and less engaged with the Nectar offers available.

High Value

24
Transactions
every 6
months

185L
Average
Transaction
Litreeage

0.2%
Esso/Nectar
customer
Base

12.5%
6 month
Esso/Nectar
Fuel Volume

“ I have a fuel card so always fill up at Esso for work, but outside of work, I fill elsewhere. I like getting rewards, but **Nectar points aren't worth much.** I shop at fuel stations regularly, but not often at Esso. ”



Filling Behaviours

When they fill at Esso

91% of their fills are during their 'working week' Tuesday - Saturday



Fill at Esso on average every
7 days



Time of fill

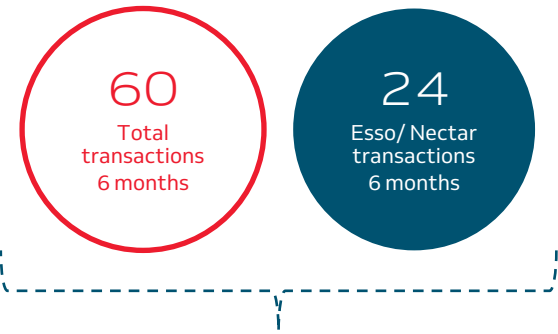
54% of transactions before midday. Least likely to fill in the evening.



As they are filling at Esso for their work vehicle, they **don't buy premium fuel.**
0.6% Premium fuel penetration



Where they fill:



We're likely only capturing their work and fuel card litres.

Only 52% say they use Esso regularly
Lower than the other frequent segments

Price and house proximity less important. The ability to **pay with a fuel card and collect loyalty points are important factors** when choosing where to fill.

19% are signed up to:

BPme
rewards a
n



Highest after Frequent Heavy Fueler

Engagement with Nectar

Despite their frequency, they're not very engaged with Esso Nectar offers.



9%

base to bonus
point ratio



16%

earnt bonus
points in 6m



17%

responded to
CRM offers

Lower than the other high value/frequent segments



31%

agree that points being low value
when swiping at Esso is the reason for
not swiping.

Only 4% have redeemed at Esso in
the last 6 months

This is likely due to their fuel card,
however they have a **high points
balance** (average 8.4k)



Despite their lack of Esso offer engagement this group are relatively digitally active.



54%

app active in the last 8 weeks
Highest minus First-Rate Fueller



Over index as savvy
and expert
They have high points
balances and are very
engaged.

Over index having a cross
sponsor rate of 1, which
indicates **a proportion are only
using Nectar for Esso.**

Additionally, they're the **least
likely to shop at Sainsbury's**
with only 63% swiping in the
last 6 months.



Lifestyle and Attitudes

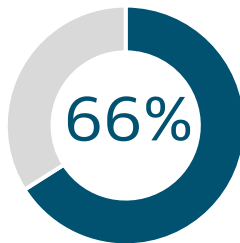
This segment are likely male, younger, living in the Midlands and Wales. They're the least affluent segment on average.



76% male
highest of all segments



Over index living in East Midlands and Scotland
Under index in London and the South



Age 25 to 54
In line with our other heavy filling groups



Less affluent on average
46% are Financially Stretched and Urban Adverse ACORN



47%

within the **Casual Lifestyle** health segment when shopping at Sainsbury's

Casual Lifestyle = Frequently eat take-away's and have relaxed view on health



Over index's reading tabloid newspapers
The Sun and Daily Star



Make 1 shop transaction at Esso on average in 6 months

lower versus other frequent groups



33% go to convenience stores at fuel stations once a week or more. They over index in shopping at BP sites.

Despite shopping at Esso infrequently, when they do they spend more than the other segments.

£8.40 average shop transaction spend



How we target High Volume Vehicles

This segment fills a lot at Esso for work, largely using their fuel card, so it is important we **drive retention**. Versus the other frequent segments, this group are not very engaged with Esso offers. We should be reinforcing the value of Nectar and **engaging this segment with personalised offers and promote personal filling**.



Drive awareness of the value of Nectar

This group are digitally active on the Nectar app and emails, however less responsive to Esso offers and CRM. It is important that they understand the value of collecting Nectar points to **promote loyalty and personal filling behaviours**.



Ensure we're engaging with personalised offers

This segment has a **low value perception of Nectar points**. As they are filling such a high amount, we need to ensure we acknowledge this and **reward them in a personalised way**.



Serve them with relevant shop offers

A high proportion of this group are shopping regularly at convenience stores in fuel stations. Despite this, they are **not shopping frequently at Esso**. When they do shop at Esso, they spend more than the other segments, so there is potential to **stretch their shop spend**.

Frequent Heavy Fueler

Frequent Heavy Fueler

12+ fills in the last 6 months, ATL >= 40

Why they come to Esso

The Frequent Heavy Fueler regularly fills at Esso for both their work van and personal car. Within this group we have some use of fuel card- with 53% of customers having a fuel card. This segment are big Esso and Nectar fans



56%

Say Esso is their top choice fuel station

One of their main drivers for filling at Esso is the access to good fuel offers through Nectar and ability to be rewarded for filling.

What differentiates this group?

High Value

23
Transactions
every 6
months

52L
Average
Transaction
Litres

0.9%
Esso/Nectar
customer
Base

17.5%
6 month
Esso/Nectar
Fuel Volume

“Esso is my favourite place to get fuel. I usually go first thing in the morning to fill up for work. They have **good quality fuel** and I **love being rewarded** for filling with Esso. I collect lots of points, that I save up and spend at Esso or Sainsbury's.”



Filling Behaviours

When they fill at Esso

56% say Esso is their top choice fuel station
84% say they use Esso regularly
Highest of all segments



Less likely to be filling at supermarkets
and least likely a part of Tesco Clubcard



Fill on the way to/from work



Fill at Esso on
average every
9 days



Time of fill
46% of transactions are
between **6am – 12pm.**
Highest of all segments



As this segment are **highly loyal to Esso**, we're capturing a high amount of their share of wallet



Fuel quality is important

38% chose a petrol station
because of the quality of fuel

74% agree that **Esso has good
quality fuel** Highest of all segments

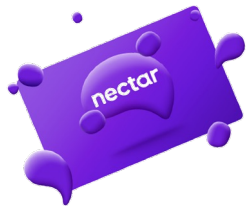


5.5% of fuel is supreme+
**High potential to promote
premium fuel.** 23% have bought it
once in 6 months and 22% haven't
purchased it in the last 6 months
but have historically.



Engagement with Nectar

This group value Nectar, which is a key part of their loyalty to Esso.



95%

Say ability to collect loyalty points is important when choosing a fuel station

Highest of all segments

Most likely to agree that Esso has good fuel offers



24%

Responded to CRM offers



8%

Responded to premium fuel offer

Regularly earning and redeeming at Esso

Can we create this with 7,792 PB?

That's at least £118.69 to spend

Spend points

Scan card

High Average Points Balance

31% spent points at

Sainsbury's

16% spent points at



Last 6 months

Digitally engaged with Nectar and Esso



43%

app active in the last 8 weeks

Highest of all segments



34%

email active in the last 8 weeks

Highest of all segments



5%

use Esso's app to transact

Highest with Frequent Light Fueler



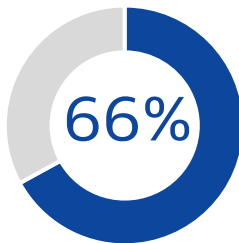
Lifestyle and Attitudes

This segment are likely male, younger, living in Scotland and Wales. They are less affluent on average



70% male
Over index

Over index living in
Scotland and Wales
Under index in London



Age 25 to 54
In line with our other heavy
filling groups



This segment are less
affluent on average
Over index Financially
Stretched and Urban Adverse
ACORN



Over index as being in the
Casual Lifestyle health
segment when shopping at
Sainsbury's

Casual Lifestyle = Frequently eat
take-away's and have relaxed view on
health



Over index reading
The Sun



on average 2 shop transactions
at Esso in 6 months



41% go to convenience stores at fuel
stations once a week or more, potential
to stretch this.

£6.40 average shop transaction spend



How we target Frequent Heavy Fuelers

This segment are already highly engaged with Esso and Nectar, regularly filling and seeking fuel offers. It is important that we ensure we are **rewarding this group** for their loyalty, and keeping them **engaged with personalised communications**.



Regularly reward at key milestones

Value fuel offers and being **rewarded for their loyalty to Esso**. It's key that we acknowledge that we're capturing a high proportion of their fuel spend, and switch from stretching their fuel spend to retaining them.



Promote using Esso's mobile payment app

A higher proportion of this segment are already using Esso's app. We know they enjoy fuel offers, so should communicate the **ease and benefits of using Esso's app** to access offers.



Ensure we are engaging with personalised offers

As this group are engaged with Esso offers, it's important we ensure that these are **varied and personalised to maximise customer experience**.



Get them to regularly shop at Esso

Currently, this group are not shopping regularly at Esso. This might be due to lack of shop offers available. A good way to **further stretch spend** from this group is through **regular shop offers**.

Frequent Light Fueler

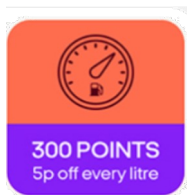
Frequent Light Fueler

12+ fills in the last 6 months, ATL < 40

High Value

Why they come to Esso

The Frequent Light Fueler is a big fan of Nectar and Esso. They regularly fill at Esso, capturing a high proportion of their total fuel spend. They're savvy with Esso offers.



20%

have redeemed in the last 6 months

Most likely segment to **buy premium fuel** and **wash their car at Esso**.

What differentiates this group?

All rounder Esso and Nectar fans. They fill, shop, redeem, utilise offers and wash their car, making them valuable customers. Whilst they fill less frequently, Esso are capturing a large proportion of their fuel spend.

23
Transactions
every 6
months

23L)
Average
Transaction
Litreage

2.5%
Esso/Nectar
customer
Base

20.2%
6 month
Esso/Nectar
Fuel Volume

“Esso is my go-to place to fill up and shop. It's easy as it's my local petrol station. **I fill at Esso regularly**, making sure I use any offers available. **I treat my car** now and then to premium fuel and a car wash. I also **spend my points at Esso** to get 5p off a litre.”



Filling Behaviours

When they fill at Esso

Loyal to Esso

82% say they use Esso regularly
Highest of all segments



Least likely to be regularly filling at
Sainsbury's Fuel



51% fill at Esso because it's close
to home

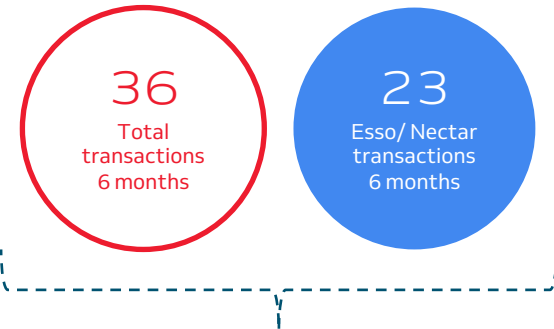
They don't drive around as much,
so are filling on average at 2
Esso sites



24% live within 5 minutes of
an Esso
highest of all segments



81% of their fuel
transactions occur between
6am-6pm



As this segment are **highly loyal to Esso**, we're capturing a high amount
of their share of wallet.

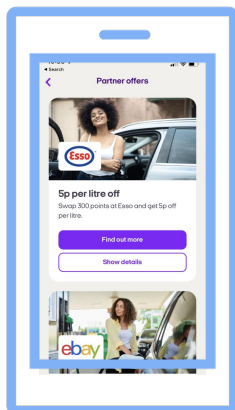


#1 premium fuel fanatics

8.8% of the fuel they **purchase is supreme+** - highest of all
segments

14% **filling premium fuel regularly** (2+ times in 6 months)
– highest of all segments

Engagement with Nectar



The Nectar and Esso super fan, they're the most engaged with Esso's offers.



21%

earnt bonus points in the last 6 months

20%

redeemed at Esso in the last 6 months

77% choose a petrol station because they can collect loyalty points

50% say ability to spend points is important

Highest of all segments



Alongside using Esso, they're also regularly swiping at

Argos Sainsbury's ebay



Digitally engaged with Nectar and Esso



36%

app active in the last 8 weeks

Highest of all segments



34%

email active in the last 8 weeks

Highest of all segments



6%

use Esso's app to transact

Highest of all segments



39%

of the responders to car wash offers are Frequent Light Fuelers

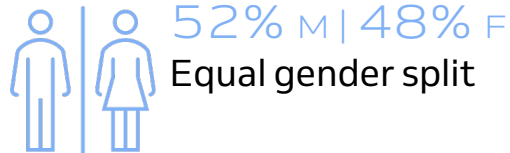


8%

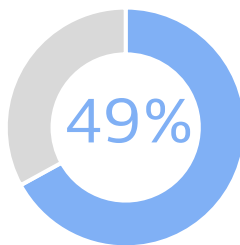
of all Frequent Light Fuelers have used a premium fuel offer in the last 6 months

Lifestyle and Attitudes

This segment are likely male, younger, living in the Midlands and Wales. They're the least affluent segment on average.



Over index living in the
North of England
Under index in London



Age 45 - 64
Over index



Less affluent on average
Over index Financially
Stretched and Urban Adverse
ACORN



Over index as being in the
Casual Lifestyle health
segment when shopping at
Sainsbury's

Casual Lifestyle = Frequently eat
take-away's and have relaxed view on
health



Most likely to buy
The Daily Express and Daily
Mirror



As this group are so engaged,
they also shop at Esso with
4 average shop transactions in the last
6 months



Higher than all segments as proportion of fills

£4.60 average shop transaction spend



5% washed their car at an Esso
station in the past 6 months
Highest of all segments



How we target Frequent Light Fuelers

This segment are already highly engaged with Esso and Nectar, regularly filling and seeking fuel offers. It is important that we ensure we are **rewarding this group** for their loyalty, and keeping them **engaged with personalised communications**.



Reward with premium fuel and car wash offers

This segment like to treat their car to premium fuel and car wash. To reward them for their loyalty, we should serve them with regular **reward based offers** which **promotes supreme+ and car wash**.



Stretch their spend in the shop

This segment are regularly shopping at Esso, however their basket value is under £5. We can use specific **spend stretch campaigns** in shop to **increase basket value**.



Ensure we're engaging with personalised offers

As this group are engaged with Esso offers, it's important we ensure that these are **varied and personalised to maximise customer experience**.



Ensure redemption is a part of their journey

A high proportion of this group are actively redeeming. Previously analysis highlights **the more a collector redeems, the more loyal they become**. We can use redemption to drive retention and loyalty.

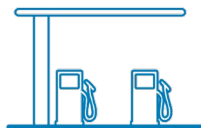
Occasional Fueler

Occasional Fueller 5-11 fills in the last 6 months

High Value

Why they come to Esso

The Occasional Fueller fills at Esso little and often, transacting on average every 20 days. Esso is their #1 choice fuel station.



72%
agree that they
regularly fill at Esso

What differentiates this group?

This group are filling for their day to day use. When filling their car, they value convenience - Esso is their local fuel station, with the nearest site on average a 9 minute drive from home.

Whilst they prefer Esso, as convenience of fill is a driver for these customers they will fill elsewhere when necessary.

8
Transactions
every 6
months

30L
Average
Transaction
Litreage

6.1%
Esso/Nectar
customer
Base

21.9%
6 month
Esso/Nectar
Fuel Volume

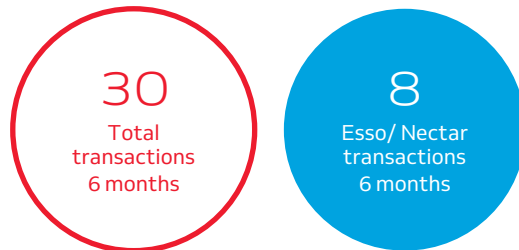


I like filling at Esso as it's **close to my house** and its good quality fuel. **I fill for my day-to-day life**, so sometimes I **go elsewhere if it's easier**. I **treat my car** regularly to **premium fuel**.



Filling Behaviours

When they fill at Esso



There are 22 transactions every 6 months where they **forgot to bring their card** or are **filling elsewhere**.



39% agree that forgetting to bring their card is the #1 reason for not swiping



Fill at Esso on average every
20 days

48% choose a petrol station as it is close to their house



This group values convenience. Their top reason for filling is on their journey to and from work.

As this group don't drive around as much, they're filling on average at **2 Esso sites**



8.4%
of their fuel is **supreme+**

Highest segment with Frequent Light Fueler

Quality of fuel is important to this segment. 39% agree they use a petrol station for it's fuel quality.

13% of the customers in this group are filling premium regularly (2+ premium fills in 6 months)



Engagement with Nectar



This group are regularly using Nectar across multiple partners. They are likely using Esso because of Nectar.

Sainsbury's



They are primarily a Sainsbury's shopper, 83% shopping at JS in the last 6 months, making on average 42 yearly transactions

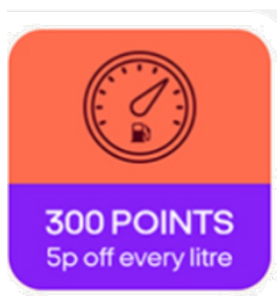
They also engage with the other partners in the scheme. 60% have a cross sponsor rate of 3+ Highest of all segments

ebay

28% swiped at Argos 6m

Argos

30% swiped at Argos 6m



Occasional Fuelers like to redeem their points at Esso. 18% have redeemed in the past 6 months – highest in line with Frequent Light Fuelers.

Digitally engaged with Nectar on average



30%

app active in the last 8 weeks
18% average



32%

email active in the last 8 weeks
23% average



Occasional Fuelers are the #1 responders to frequency campaigns

35% of all responders to frequency drivers are Occasional Fuelers

They're more likely to respond to either frequency driver or premium fuel campaigns



Lifestyle and Attitudes

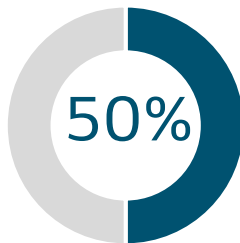
This segment are likely female, middle-aged, living in the South of England. They are mid-affluent.



55% female

Higher than other frequent segments

37% live in the South
In line with total



Age 45 to 74
In line with average



This segment over index
as mid- affluent
51% are Financially Stretched
and Comfortable Communities
ACORN



40%

within the **Casual Lifestyle**
health segment when
shopping at Sainsbury's

Casual Lifestyle = Frequently eat
take-away's and have relaxed view on
health



Most likely to buy
The Daily Mail



1/4 of their transactions
include shop
Higher than the other frequent
segments



When they shop, they spend a
lower amount £4.30 ATV

How we target Occasional Fuelers

Occasional Fuelers make up a sizeable chunk of our active base. This group fill regularly, but less frequently at Esso. Esso is their top choice fuel station, so we should be **driving retention and maximising share of wallet**.



Stretch spend using frequency drivers

This group fill regularly at Esso, but we're still not capturing even half of their total transactions. Previously, **frequency driver campaigns have resonated well** with this group so we should be utilising this mechanic to **stretch Esso's share of wallet**.



Upsell with Premium fuel offers

This group have one of the highest premium fuel penetrations, with a subset regularly purchasing premium fuel. For Occasional Fuelers we need to ensure we are **regularly reminding them of Esso's high quality fuel offering**.



Ensure redemption is a part of their journey

A high proportion of Occasional Fuelers have already redeemed at Esso. Previously analysis highlights **the more a collector redeems, the more loyal they become**. We can use redemption to drive retention and loyalty.



Promote shopping locally at Esso

A quarter of their transactions include shop, highlighting there is an **appetite to pick up items** when they fill. This group fill locally and value convenience, so can **promote both filling and shopping at their local Esso**.

Heavy Top-Up

Heavy Top-Up

2-4 fills in the last 6 months, ATL ≥ 40

Medium Value

Why they come to Esso

The Heavy Top-Up group fill at Esso when they are passing by and needing to fill up. They have no preference when it comes to filling at specific fuel stations and as a result Esso hold a lower proportion of their spend.

No brand preference when buying fuel



What differentiates this group?

Unlike the other low frequent groups, their reasoning for not filling at Esso is not because they are simply just filling at supermarkets. This group of customers are not loyal to any fuel in particular, also filling at Bp and Shell.

Unlike the other heavy fillers, this group are filling for personal daily use, but likely have a larger car, rather than a van. As a result they are more likely to buy premium fuel too.



3
Transactions
every 6
months

50L)
Average
Transaction
Litreage

2.1%
Esso/Nectar
customer
Base

4.7%
6 month
Esso/Nectar
Fuel Volume

“

I regularly fill at different stations; I normally wait until **my tank is low on fuel** and choose wherever is closest. I don't plan my fills, so **I'm less likely to use Esso's offers**. I top up my car with premium fuel as a treat.

”



Filling Behaviours

When they fill at Esso

Top reason for purchasing fuel is when their tank is empty
Fills are distributed evenly Monday – Sunday.



Less-bothered by proximity to home, but **price per litre is more important**

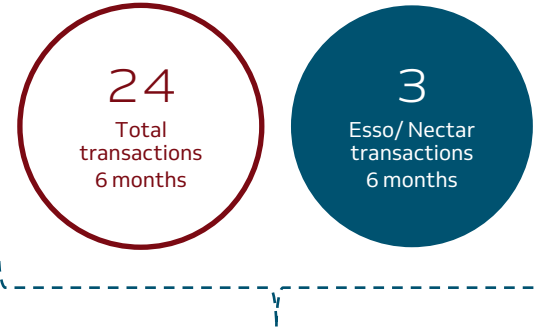


Brand and size of the shop are the **least important factors**
Highest of all segments



As this group are less likely to be primarily filling for a business vehicle, they have a higher premium fuel penetration.

Where they fill:



We're likely only capturing a small proportion of their spend.

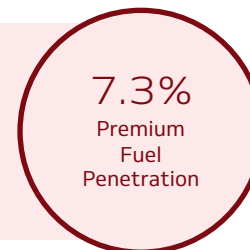


No preference
Was their most common answer when asked what brand they prefer to buy fuel from.

24% are regularly using



19% are regularly using



Engagement with Nectar

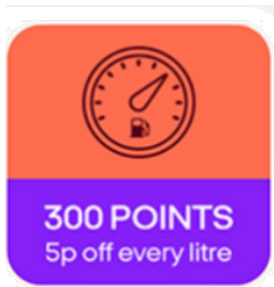
Less loyal to Esso, so less engaged with Esso offers.



7%
earnt bonus points in the last 6 months



7%
responded to CRM offers



Despite lower offer engagement **16% have redeemed at Esso in the last 6 months**
Higher than the other heavy fillers

There is some engagement with the Nectar scheme

Over index's earning at



Experienced Nectar engagement
More points on average, nearly half have 1+ card holder, they are more digitally engaged with Nectar on average.

Slightly lower digitally engaged than the other heavy fillers



26%
app active in the last 8 weeks



31%
email active in the last 8 weeks



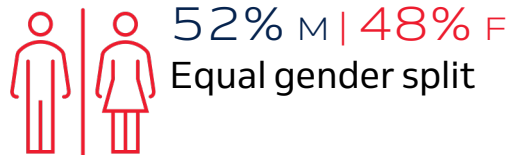
5%
are unregistered accounts

When they respond to Esso offers, they're most likely to respond premium fuel offers.

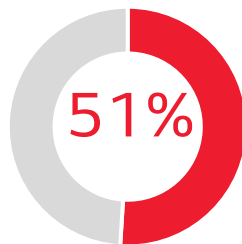


Lifestyle and Attitudes

This segment are an equal gender split, likely sharing their card with their partner. They're the most affluent and most likely from the South East.



Most likely to live in the South East
27% live in this region



Age 35 to 54
Over index in these age bands



Most likely to be affluent achievers – the most affluent group



Over index as having a **Balanced Lifestyle** health segment when shopping at Sainsbury's

Balanced Lifestyle groups eat a variety of fresh ingredients, buy healthy foods, occasionally exercise and try to lose weight.



As this group have a low proportion of fills at Esso, they are also less likely to shop with just 1 shop transactions at Esso in 6 months



Most likely to buy
The Times and Sunday Times



Most likely to have purchased
Sainsbury's Magazine

Sainsbury's



How we target Heavy Top-Up

This group are currently not loyal to any petrol station, making them a **good opportunity to migrate upwards to Occasional Fueller**. We should be prioritising this group of customers journey with Esso, to ensure we are **maximising share of wallet**.



Stretch spend using frequency drivers

Currently filling when their tank is empty, we need to get this group to **plan their journeys with Esso**. Frequency drivers with richer rewards at the end could help to drive behavioural change.



Utilise redemption offers to communicate the value of Esso

A higher amount of this group have redeemed at Esso and price per litre is one of the most important factors to Heavy top-up when filling. Redemption offers are a good way of **ensuring they are aware of the value of Nectar and Esso**.



Engage the non-digitally active with coupons

This group are less digitally engaged on average. When they are earning at Sainsbury's, we can **communicate with them via coupon** to ensure that **Esso remains in their repertoire of fuel brands**.



Alternate standard offers with premium fuel

This group are more likely than the other heavy fillers to **purchase premium fuel**. Their overall profile is also a lot more affluent, likely filling for a more expensive family car.

Light Top-Up

Light Top-Up

2-4 fills in the last 6 months, ATL < 40

Why they come to Esso

Because Esso is their local fuel station, it's convenient for them to fill there. Price is also an important factor for them when filling.

Top reason for filling is **Sainsbury's** going to the supermarket



Most likely segment to be a regular Sainsbury's shopper, and fill whilst doing their weekly shop. They have a negative price perception of Esso's fuel.

What differentiates this group?

This group are your loyal Sainsbury's shopper. They have no preference on fuel station, but will fill where is convenient (often when visiting the supermarket), and where it is cheaper.

Might be harder to convert to be a loyal Esso customer, due to prioritising price.

Medium Value

3
Transactions
every 6
months

24L)
Average
Transaction
Litreage

8%
Esso/Nectar
customer
Base

8.6%
6 month
Esso/Nectar
Fuel Volume

“ I fill wherever is **cheapest or convenient** and top my car up at the weekend when **I'm doing my food shop** at Sainsbury's or Tesco. I use both Nectar and Clubcard to collect loyalty points.

”



Filling Behaviours

When they fill at Esso

30% of their fills are at the weekend, likely filling on the way to their weekly shop.



Convenience is important
47% fill because it's close to their house



Light Top-Up are much more price sensitive

93% say price per litre is important when choosing a fuel station

This group also have a negative perception of prices at Esso.



In line with the Frequent Light Fuelers and Occasional Fuelers, this segment has a higher premium fuel penetration.

Where they fill:



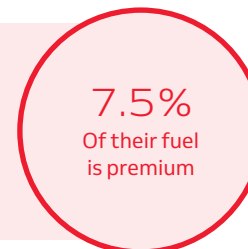
Likely only capturing a small proportion of spend.



No preference
Was the most common answer when asked which brand they like to buy fuel from most.

44% are regularly using **Sainsbury's**

33% are regularly using **TESCO**



Engagement with Nectar

Less loyal - so they're less engaged with Esso offers.



7%
earnt bonus points in the last 6 months



7%
responded to CRM offers

Sainsbury's



They are primarily a Sainsbury's shopper, 86% shopping at JS in the last 6 months, making on average 44 yearly transactions. Higher on average

Likely spending points at Sainsbury's

Sainsbury's

36% spent points at JS in the last 6 months



Only 9% spent points at Esso in the last 6 months

In line with Heavy Top-Up, this group are less digitally engaged.



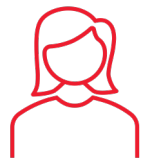
26%
app active in the last 8 weeks



30%
email active in the last 8 weeks

Lifestyle and Attitudes

Most likely female, affluent and from the South. Primarily a Sainsbury's shopper, when they shop they have a relaxed view on health.



61% female

Highest of all segments

38% live in the South
In line with total



18% live within 5 minutes of an Esso

Average drive time is 9 minutes



64% are Comfortable Communities and Affluent Achievers – more affluent groups



39%

Have a **Casual Lifestyle** health segment when shopping at Sainsbury's

Casual Lifestyle = Frequently eat take-away's and have relaxed view on health



As this group have a low proportion of fills at Esso, they are also less likely to shop, with **1 shop transaction at Esso** in 6 months



Over index's reading tabloid newspapers
The Daily Mail and Daily Express



How we target Light Top-Up

Same as heavy top-up, this group are currently not loyal to any petrol station, making them a **good opportunity**. They live local to an Esso, but **prioritise price as well as convenience**, so often fill at the supermarket where fuel is cheaper.



Serve with redemption offers

They're earning points frequently whilst shopping in Sainsbury's. As price is also important, by serving them with 5ppl discount offers, we might be able to alter behaviour to filling more at Esso.



Engage the non-digitally active with coupons

Less digitally engaged on average. When they're earning at Sainsbury's, we can **communicate with them via coupon** to ensure that **Esso remains in their repertoire of fuel brands**.



Encourage to shop local

Despite living local to an Esso, they are not shopping there. We could encourage this group to shop more frequent at Esso.



Alternate standard offers with premium fuel

This group are more likely than the other infrequent filling groups to **purchase premium fuel**.

Active Single Swiper

Active Single Swiper

1 fill in the last 6 months and Esso active 6+ months

Low Value

Why they come to Esso

They're a Sainsbury's shopper, primarily filling when they do their weekly food shop.

Top reason for filling is **Sainsbury's** going to the supermarket



They fill at Esso on a one off occasion when it is convenient. Often they forget they can earn Nectar points when they fill.

What differentiates this group?

They're loyal Sainsbury's shoppers, but not loyal to filling at a particular petrol station. Esso is not in their regular repertoire of brands and they have a low awareness of being able to collect Nectar points at Esso.

1
Transaction
every 6
months

30L)
Average
transaction
litreage

8.5%
Esso/Nectar
customer
Base

4.2%
6 month
Esso/Nectar
fuel volume

“ I do my food shopping at Sainsbury's and fill on the way to the supermarket, not always with Sainsbury's fuel. The **price of the fuel is important to me.** If I fill at an Esso, I often forget to swipe my card.



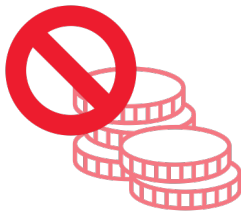
Filling Behaviours

We might be missing some Esso transactions for this group where they didn't swipe their Nectar card.

34% say they regularly fill at Esso



Over index, forgetting to bring their card is the #1 reason for not swiping.

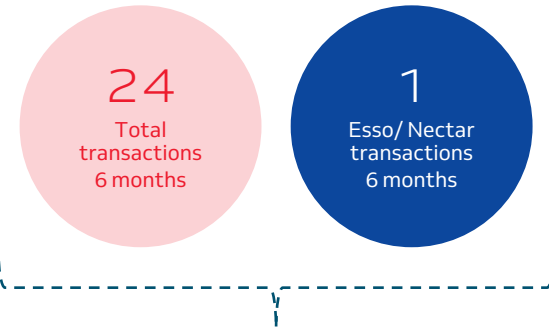


Alongside the other low value segments, this group has a low price perception when it comes to fuel at Esso.

Price per litre is important when choosing a fuel station

94% agree – highest of all segments

Where they fill:



Low share of wallet for this group

Filling when they visit the supermarket

However, only

26% are regularly using **Sainsbury's**

Lower than the other low value groups

But,

25% are regularly using

Highest of all segments



Engagement with Nectar

Less loyal to Esso, so less engaged with Esso offers.



2%
earnt bonus points in the last 6 months

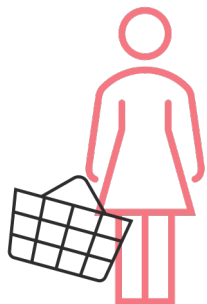


3%
responded to CRM offers



5%
redeemed in the last 6 months

Sainsbury's



Similar to Light Top-Up, this group are **core Sainsbury's customer**.

89% shopped at JS in the last 6 months, making on **average 44 yearly transactions**

Highest of all segments

Their Nectar engagement score over index's as Novice/Curious- **Infrequent shoppers, difficult to contact, low number of points earned each year.**



22%
app active in the last 8 weeks

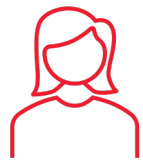


28%
email active in the last 8 weeks



Lifestyle and Attitudes

Most likely female, affluent and from the South and London . Primarily a Sainsbury's shopper.



60% female

52% live in the South and London
Higher on average



68%

Age 45+
Over index in these age bands



Over index as affluent achievers – the most affluent group



35% are naturally healthy and fall within the Health Enthusiasts segment when shopping at Sainsbury's

They look for organic, healthy foods and consume less calories and exercise frequently.



Over index's reading
The Times, Daily
Telegraph and The
Guardian



More likely to have purchased
Sainsbury's Magazine

Sainsbury's



How we target Active Single Swipers

Active Single Swipers, are filling at Esso on one off occasions when it is convenient to their journey. Outside of Esso, they are filling on the way to Sainsbury's. There seems to be lack of awareness of Esso and Nectar, and often this group will forget to swipe their Nectar card when they do fill, showing we need to **engage and spread awareness**.



Spread awareness of Nectar and Esso

This group need educating on both Nectar and Esso, and the value of the points they collect at Esso. By doing so, this should prompt them to swipe their Nectar card.



Engage through redemption offers

They're earning points regularly at Sainsbury's, and are price sensitive when it comes to fuel. A good way to sell in the value of Esso is through serving redemption offers where they can spend their points and get cheaper fuel.



Target during the holidays and busy periods

A large part of this segment don't live local to Esso, so it is unlikely they will swipe weekly. We might be able to capture spend-during holidays when they drive further afield.

Acquired Single Swiper

Acquired Single Swiper

Acquired Single Swiper

1 fill in the last 6 months which was their first Esso swipe

Low Value

Why they come to Esso

This group of customers are Sainsbury's shoppers, primarily filling at the supermarket.

Regularly filling at
Sainsbury's and Tesco



Low awareness of loyalty schemes and petrol stations, least likely to collect points at BP and Texaco. Few associate Esso with a loyalty scheme, highlighting potential lack of awareness of what's on offer. They have a Nectar card because of Sainsbury's, and fill at Esso on the odd occasion.

What differentiates this group?

Loyal Sainsbury's shoppers, filling up at the supermarket. They don't really use loyalty schemes for fuel. As they don't live near an Esso, Esso is not in their regular repertoire of brands.

1
Transactions
every 6
months

29L)
Average
Transaction
Litreage

5.6%
Esso/Nectar
customer
Base

2.7%
6 month
Esso/Nectar
Fuel Volume

“

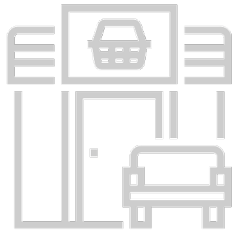
I shop and fill at Sainsbury's petrol stations as it's cheap fuel. I don't really use Esso, BP or Shell. I'm new to loyalty schemes and I'm learning what they can offer me.

”



Filling Behaviours

Where they fill:



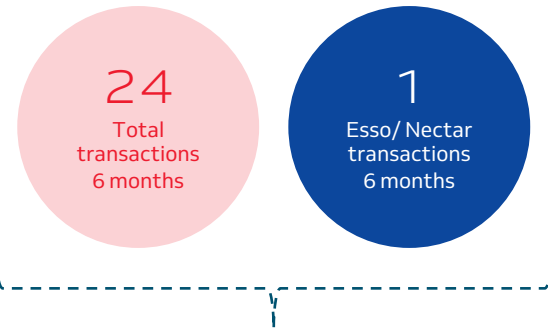
This group are most likely our core Supermarket filler

Their main reason for filling is when they visit the supermarket

57% regularly fill at **Sainsbury's**

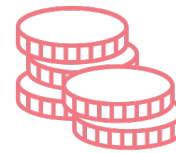
36% regularly fill at **TESCO**

35% say that Sainsbury's is their top choice to buy fuel
Highest of all segments



Low share of wallet for this group

This group prioritise price over loyalty points



94% say that price per litre is important when choosing a fuel station



This group are the least likely a part of BPme rewards and Texaco star. Only 19% say that Esso is linked to a loyalty scheme – potential lack of awareness of fuel loyalty schemes.

Engagement with Nectar

Starting to swipe at Esso, and have low engagement with offers available.



12% of Acquired Single Swipers are yet to register their cards.



1%
earnt bonus points in the last 6 months

The Acquired Single Swiper, was likely driven to use Nectar from shopping at Sainsbury's and is starting to explore the other partners.

Their Nectar engagement score over index's as Novice/Curious-Infrequent shoppers, difficult to contact, low number of points earnt each year.

Sainsbury's

80% earnt at Sainsbury's in the last 6 months



68% swiping at 2-3 partners in the scheme



23%
app active in the last 8 weeks



26%
email active in the last 8 weeks

As a large proportion are starting their journey using Nectar, their **average points balance is the lowest**

Average balance 4040 points



Lifestyle and Attitudes

Most likely female, younger, living in London and the South. Esso is not their local fuel station, likely filling on a one off journey.



60% female

47% live in the South and London
Higher on average



Only 10% live within 5 minutes of an Esso

19% age 18-34
Highest of all segments



Over index as rising prosperity
— Younger individuals enjoying the city lifestyle with lots of opportunities to socialise and spend.



35% are naturally healthy and sit within the Health Enthusiasts segment when shopping at Sainsbury's.

They look for organic, healthy foods and consume less calories and exercise frequently.



Over index's reading
The Times, Daily Telegraph and The Guardian



How we target Acquired Single Swipers

Acquired Single Swipers are just starting out their Nectar journey, beginning to swipe at the other partners. They have a low awareness of what is on offer. As they do not live near an Esso, it might be more **difficult to get a high share of wallet**, but we might be able to **stretch some spend**.



Spread awareness of Nectar and Esso

This group need educating on both Nectar and Esso, and the value of the points they collect at Esso. When we do communicate to this group, the value of using both long-term needs to be a priority to retain them.



Engage the non digitally active with Coupons

A large proportion of this group are inactive digitally with Nectar, but swill swiping at Sainsbury's. We can reach them via coupon channels when they shop instore.



Target during the holidays and busy periods

A large part of this segment don't live local to Esso, so it is unlikely they will swipe weekly. We might be able to capture spend from this group during the holidays when they drive further afield.

Lapsed

Lapsed

1 fill historically but 0 in the last 6 months

Why they come to Esso

A small proportion of this group are regularly filling at Esso, however when they do fill, they're not swiping their Nectar card. A larger proportion are no longer using Nectar or Esso, filling primarily at supermarkets.

This group values convenience and price over the ability to collect points



With lapsed customers, there seems to be a general lack of understanding of loyalty schemes. Most are unaware Esso is linked to a loyalty scheme, and the main reason for not swiping their card is not knowing which fuel stations they can.

What differentiates this group?

They're inactive at Esso. A proportion are not engaged with Nectar, making them much more difficult to engage. Whilst these are the biggest proportion of our base, there is only a subset of customers which we can likely engage to use Nectar and fill with Esso regularly.

Low Value

0

Transactions
every 6
months

63%

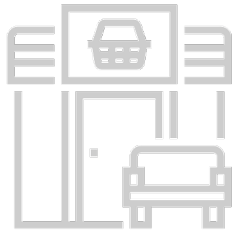
Esso/Nectar
customer
Base

I don't use loyalty schemes and I'm not really sure where to use loyalty cards. **I fill on my way to food shopping**, which could be at either Sainsburys, Tesco or Asda. **I don't have an Esso near me**, so don't fill there.



Filling Behaviours

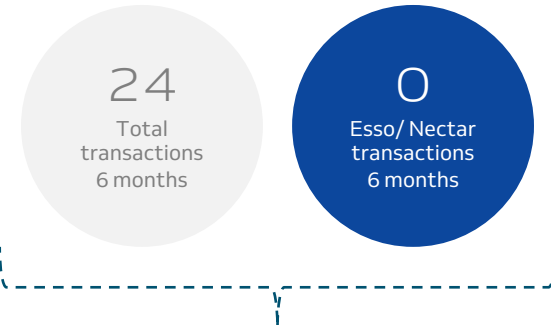
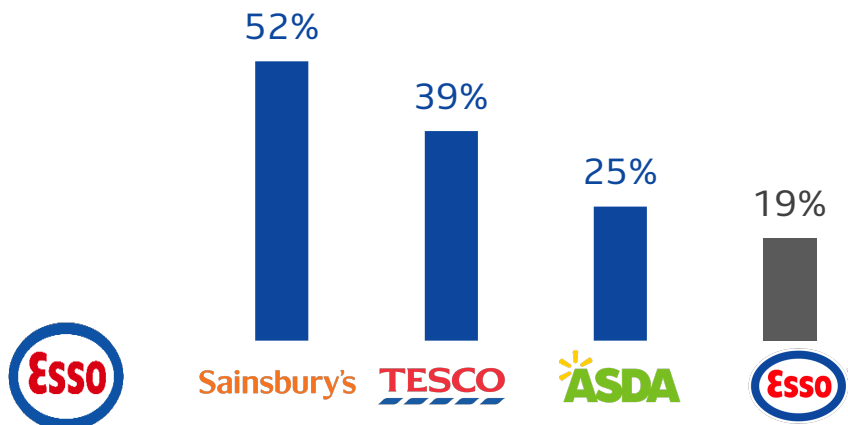
Where they fill:



42% fill when they visit the supermarket

Highest of all segments

% customers regularly filling at:



Low share of wallet for this group

Like the Acquired Single Swiper, this group prioritise price over loyalty points.



94% say that convenience is most important

Highest of all segments

They are least bothered about the ability to collect loyalty points.

Only 14% agree Esso is linked to a loyalty scheme, highlighting lack of awareness.

Engagement with Nectar

A large proportion of this group are not filling at Esso, because they're **no longer using Nectar**.



24% have been inactive with Nectar for 1+ years
Highest of all segments

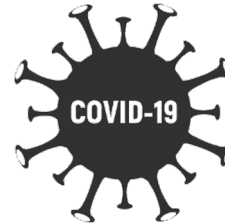
Sainsbury's

Only **56%** have swiped with JS in the last year
Lowest of all segments

A low amount are **digitally engaged with Nectar** which makes it difficult to re-engage these customers.



13% app active in the last 8 weeks
Lowest of all segments



The coronavirus pandemic caused a lot of customers to stop filling

52% have not made any Esso/Nectar fuel transactions since March 2020

23% made their last Esso/Nectar fuel transaction in the last year, highlighting a smaller pot of **opportunity to re-engage**



Educate when we communicate with this group due to lack of awareness and understanding of Nectar and loyalty schemes.



Their top reason for not swiping their Nectar card is because they're **not sure which fuel station to use it in.**



Lifestyle and Attitudes

Female, affluent and from the South. They are older on average, and don't live near an Esso site.

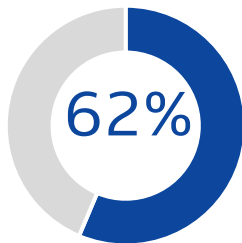


Only 9% live within 5 minutes of an Esso



61% female
Highest of all segments

49% live in London and South
In line with total



Age 45+
Over index in these age bands



This segment over index as affluent achievers – the most affluent group.



Over index as sitting within the Naturally Healthy health segment when shopping at Sainsbury's

Look for organic, healthy foods and consume less calories and exercise frequently.



Over index reading
The Times and The Guardian



More likely to have purchased
Sainsbury's Magazine

Sainsbury's



How we target Lapsed

The Lapsed base is a large amount of customers and growing. If we can re-engage even a small proportion of these customers, it will make a positive impact on our active base. It will be difficult to re-engage a number of these customers, however there is pockets of targeting opportunity



Spread awareness of Nectar and Esso

This group need educating on both Nectar and Esso, and the value of the points they collect at Esso. When we do communicate to this group, the value of using both long-term needs to be a priority to retain them.



Engage the non-digitally active with coupons

A large proportion of this group are inactive digitally with Nectar, but swill swiping at Sainsbury's. We can reach them via coupon channels when they shop instore.



Understand who is worth targeting

Further analytics should be used to ensure we are targeting selectively based on those we are more likely to re-engage.



Target during the holidays and busy periods

A large part of this segment don't live local to Esso, so it is unlikely they will swipe weekly. We might be able to capture spend from this group during the holidays when they drive further afield.

Shop

Shop

0 fills historically but at least 1 shop transaction

Why they come to Esso

Esso is one of their local shops, so sometimes will go to get their essentials. They are filling weekly, however this is never at an Esso.

Both convenience and price per litre are important factors when choosing where to fill.



They use Nectar regularly for Sainsbury's, but have a general lack of awareness around the offers available and the other partners. They have a poor perception of Esso's prices and offers.

What differentiates this group?

Unlike the other segments, this group have never purchased fuel at Esso. A small proportion don't own a car, but the majority are filling at a supermarket. Price and convenience are big drivers when filling, meaning Esso is not considered when they fill. This group will be much harder to communicate with due to lack of engagement and knowledge of both Nectar and Esso.

Low Value

0

Transactions
every 6
months

3%

Esso/Nectar
customer
Base

6%

Esso shop
spend last 6
months

I pick up a few items in the Esso shop. I don't fill my car there. I fill it when I do my food shopping at the supermarket. I'm not sure what offers I could get with Nectar, but I regularly swipe my card when I shop at Sainsbury's.



Filling Behaviours

This group are not filling at Esso, only shopping



On average, they make 4 fills per month elsewhere, meaning that Esso have 0 of their fuel share of wallet.

Where they fill:

Their top reason for filling is when they visit a supermarket

58% are regularly using **Sainsbury's**

34% are regularly using **TESCO**

24% are regularly using **ASDA**

24% are regularly using **Morrisons**

Both convenience and price per litre are important factors when choosing where to fill



Brand and size of the shop at a petrol station is important.

However, only 9% agree they are regularly shopping at Esso

They are regularly shopping at

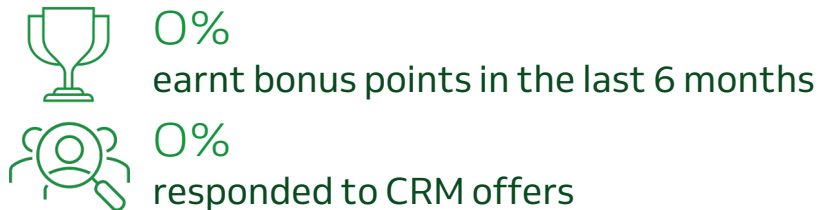
Sainsbury's a
n
d **TESCO**

Overall, the shop segment have a negative perception of Esso's prices and the offers available.

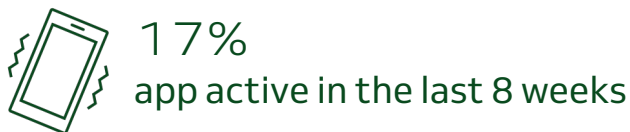


Engagement with Nectar

General lack of awareness of Nectar and the offers available within this segment.



Less digitally savvy and engaged with Nectar, potentially not exposed to the offers available to them.



Regularly swiping their Nectar card at Sainsbury's.

Sainsbury's 46 average JS transactions in the last year

Not spending these points anywhere.



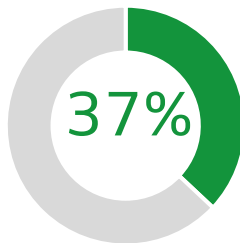
Lifestyle and Attitudes

Female, less affluent and from rural regions. They're younger on average, and likely a loyal Sainsbury's shopper.



60% female

Over index living in Wales and West Midlands



Age 18-44
Over index in these age bands



This segment over index as less affluent segments financially stretched and urban adverse



40% within the Casual Lifestyle health segment when shopping at Sainsbury's

Casual Lifestyle = Frequently eat take-away's and have relaxed view on health



Over index's reading
The Mail on Sunday



How we target Shop only

This group have very low engagement with Nectar and Esso, making them difficult to communicate with. We need to **educate them on what is available** with Esso and drive them to engage with offers.



Communicate with coupons when they shop at Sainsbury's

They do their weekly shop at Sainsbury's. We have a good opportunity to communicate to them through coupon at till.



Serve with relevant shop offers

As they only shop, they will likely not be receiving offers relevant to their behaviour. We should be stretching spend by encouraging them to shop locally, versus serving them with fuel offers.

Contact

To find out more please contact a member of Nectar 360:

Analytics

Danielle Orton

Analyst – Esso

Email: Danielle.Orton@nectar360.co.uk

Liam Ward

Analytics Manager – Fuel and Group

Email: Liam.Ward@nectar360.co.uk

Client Services

Frederik Klitvad

Partner Director - Esso

Email: Frederik.Klitvad@nectar360.co.uk

Michael Stovall

Partner Manager - Esso

Email: Michael.Stovall@nectar360.co.uk

