



Fueling Loyalty

How Shell's Loyalty Programme
Drives Brand Connections

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**Shell
GO+**

About Me: the brands I am loyal to

Stamps at my cheese shop



Hot sails Maui: best sails & people



Stamps at my local bakery



Zooplus: Subscriptions & points



Bonus: discount at AH



Ikea: cheap hotdogs



Praxis: 20% discount



Decathlon: Don't know why





Why loyalty?





Shell's Loyalty Journey

From Airmiles to Ownership

?

Define Key Challenges,
Questions & Topics

3x

Focus groups

5x

Asset testing

Daily

Revise & learn

AI tools used to create
creatives and get feedback

Meet our customers



Skip the marketing!
What is in it for me?



You don't have fresh
sandwiches!



I never knew Shell
had loyalty?



Air Miles? that is
for old people,
right?



Air Miles exist for a
long time, must be
something



Shell Fuel is great,
cleans my engine!

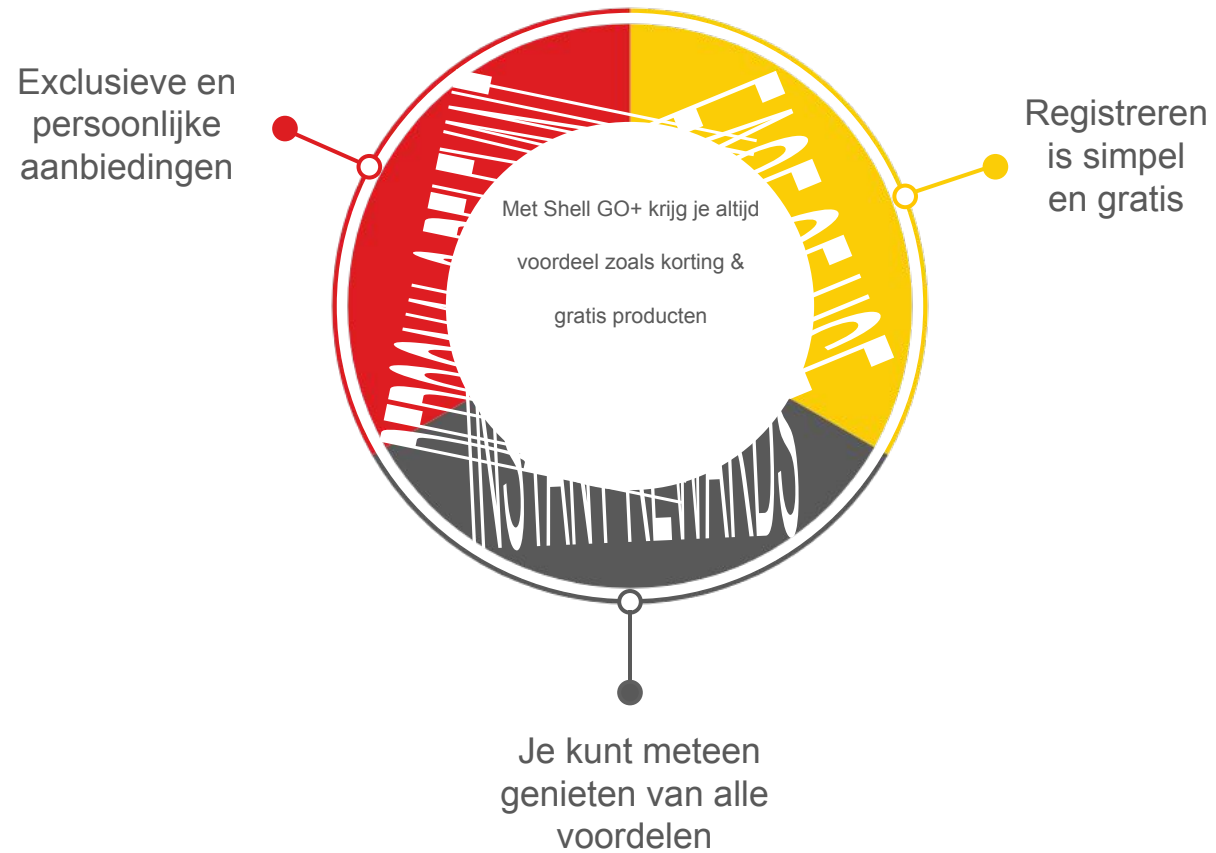


I like your coffee!



Do I get fuel
discount?

Positioning Shell GO+





Shell GO+
campaign

Shell GO+ event with all site managers





Shell GO+ 2025



Shell GO+ Campaign





**BUT THE REAL IMPACT IS MADE BY OUR SITE
STAFF ☐**



Data ownership



Deep Insights

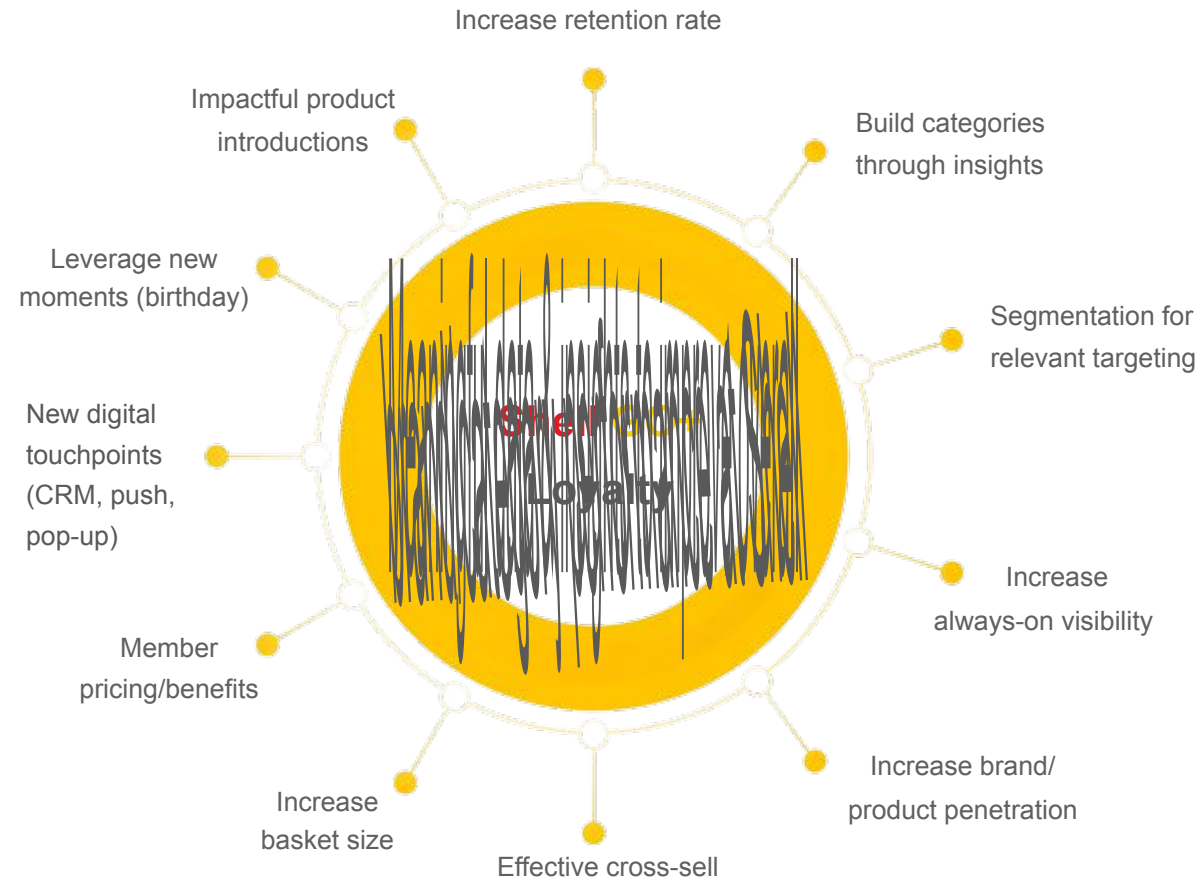


Personalization

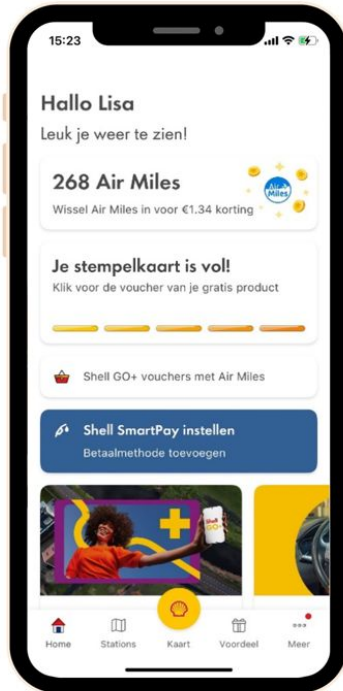


Emotional connection

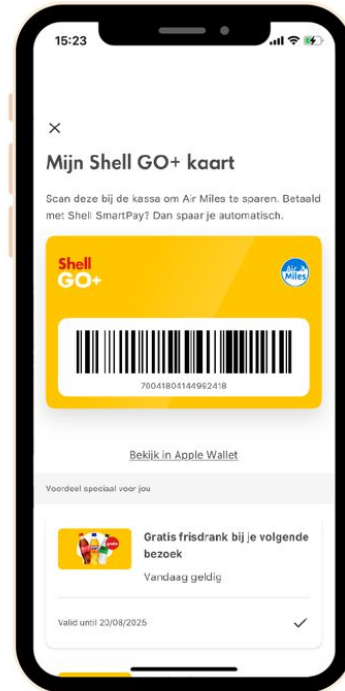
Loyalty as a strategic engine, powering total customer value through actionable data and deep insights



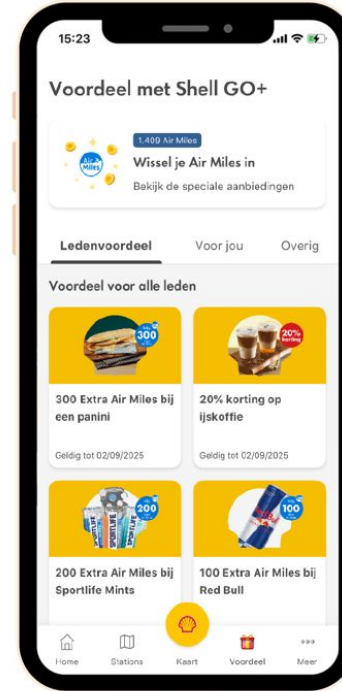
New functionalities with Shell GO+



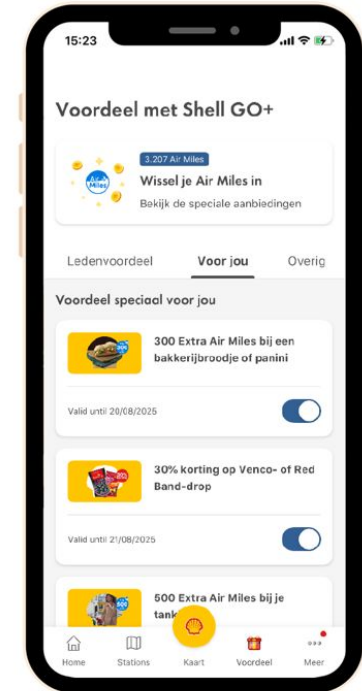
Real time balance



Digital loyalty
card

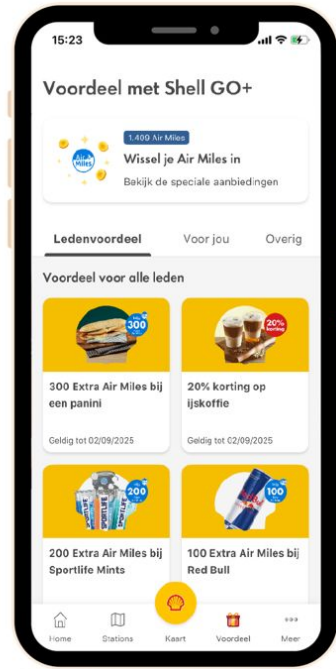


Member benefits

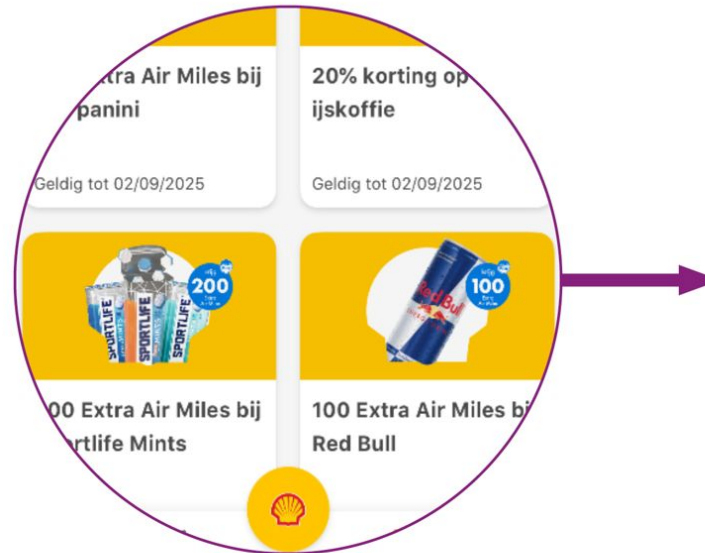


Personal benefits

Member benefits reach a big audience and trigger the personal offers as an always-on later to increase repeated sales



Member buys a product from the member benefit section which is visible to all members



Personal offers are assigned based on buying behavior, customer profile, digital behavior, weather and triggers



Creating always-on visibility and stimulating repeated sales

Our journey to an emotional connection



**Ga jij
mee naar
Zandvoort?**



Maak elke week kans
Kijk voor de actievoorwaarden in de Shell App of op shell.nl/zandvoort



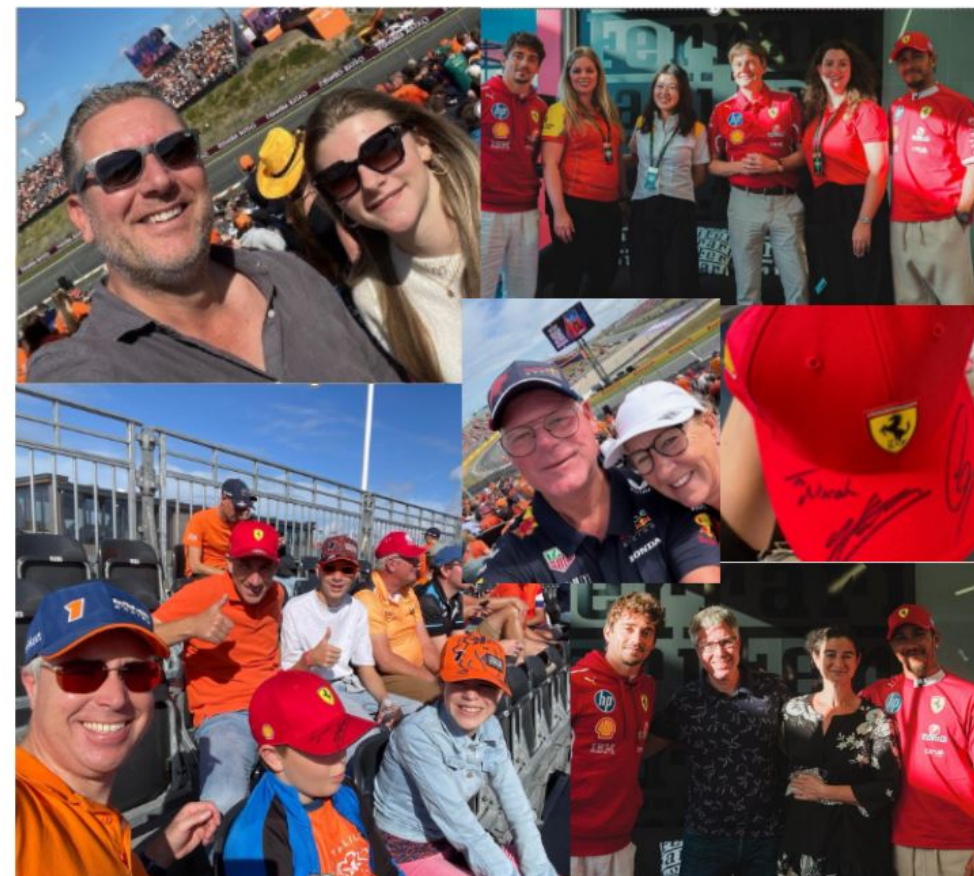
**Maak kans op
een VIP Experience
met Shell GO+**



Bekijk de actie ▶

Shell
GO+

500 zeer blije winnaars van tickets! Zes gasten wonnen een VIP-ervaring, inclusief een Meet & Greet met Lewis en Charles.



Our journey to an emotional connection



Connect on values, not just benefits

Connect on values

Quality fuels as part of a broader **lifestyle** of care for the car.

Food & drinks as a **personal reward** and allowing to choose better fresh food, not just a convenience.

Aspirational layers with loyalty: exclusive experiences and offers based on your interests

Storytelling across touchpoints

Use **customer journeys** to tell micro-stories

Highlight **real customer experiences** or aspirations



Use emotional triggers

Personalized messages reflecting values

Timing, personal relevance, and value-based

Hot day? Cool down with your favorite treat!





Lessons learned



Download the Shell App & become a member



Safe travels and see you at Shell



Shell
GO+

