



Murphy USA

Increases Lottery Sales by 4.5 Percent through Play at the Pump™ Technology

Murphy USA is one of the largest independent retailers of gasoline products and convenience store merchandise. With more than 1,300 locations in 24 states across the southern and midwestern United States, Murphy USA remains committed to providing the savings its customers need to enjoy the things in life they hold dear.

Always looking for ways to attract new customers and grow its revenue, Murphy USA has historically relied on promotions and initiatives to boost bottom lines. However, thanks to an innovative new technology from Linq3, Murphy USA retailers may have finally found a better way when it comes to lottery sales.

Linq3 provides Murphy USA retailers a new and convenient way for their customers to play the lottery right from the gas pump, without even setting foot in the convenience store. With approximately 70 percent of fueling customers never coming inside the convenience store, Linq3's Play at the Pump technology taps into a brand new market for lottery sales.

"At Murphy USA, we serve about 1.65 million customers per day at our fueling islands. When you consider that 65 percent to 72 percent of these customers never come inside the store, that's 1 million customers who never come into our locations," said Steven Desautels, senior category manager for Murphy USA.

Recognizing that its customers are busy and often feel like they don't have time to buy lottery tickets, Murphy USA is using Linq3 to provide a faster, more convenient and secure way to play and win on the go. Linq3's technology creates an immediate playing experience that engages the consumer instantly when they swipe their card while they pump gas.

Where other technologies fall short, Linq3's technology easily integrates with pre-existing fuel terminals, creating a seamless experience for the retailer and consumer. The software is easily activated through a simple POS update, allowing Murphy USA to conveniently and rapidly implement the technology from site to site.

With all technology concerns addressed, budget was the last item the Murphy USA team had remaining to evaluate, and it was an easy hurdle to overcome. Because Linq3 covers all technical deployment costs, Murphy USA experienced no capital outlay associated with Play at the Pump implementation.

Since implementation, participating sites have seen draw lottery sales at the pump contribute a 4.5 percent lift in overall lottery sales. "Normally, you'd have to run a variety of promotions and initiatives to grow your sales by 5 percent," said Desautels.

"We grew lottery sales by 4.5 percent simply by adding a new technology."

Play at the Pump excels in part due to its emphasis on convenience for the consumer. As part of a standard fuel transaction, customers have the opportunity to purchase quick-pick lottery numbers, akin to adding a car wash.

After purchase, the player's numbers are printed on the receipt and sent via text message directly to their mobile phone, along with alerts if the player wins. If the winnings are below \$600, then the funds are automatically deposited to the card used to make the purchase. This also simplifies the activity for Murphy USA clerks, as clerks no longer have to empty their cash drawers for lottery winnings earned at the fuel pump.

Along with the increase in sales, customer feedback has further validated the choice to implement Play at the Pump.

According to Desautels, "We get a lot of favorable comments from customers on the convenience afforded by this offering and there's no doubt we are reaching a new type of player; someone who wouldn't otherwise play lottery."

Murphy USA intends to expand its number of participating Play at the Pump sites as Linq3 grows its partnerships with state lotteries.

Murphy USA

<http://corporate.murphyusa.com>

Headquartered in El Dorado, Ark.
More than 1200 stores across 23 U.S. states
Standalone company since 2014

Challenge

- Murphy USA is always seeking new ways to drive revenue
- Most convenience store customers fuel-and-go without any additional purchases
- Any technology must be easy to implement due to Murphy USA's multi-state presence

Solution

- Linq3 Play at the Pump technology allows fuel-and-go customers to play lottery at the pump
- Retailers have an additional source of incremental revenue by being able to sell quick-pick numbers on the forecourt
- Software specific to the retailer's fuel pumps allows rapid implementation from store to store

Results

- Stores experience a 4.5 percent lift in overall lottery sales
- Winnings automatically deposited to customer's card, eliminating empty cash drawer issues
- Lottery players love the new, convenient lottery experience

For more information, please visit www.linq3.com.



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ABOUT LINQ3

Today's busy consumers often feel they don't have time to buy lottery tickets. That's why Linq3 provides a faster, more convenient and secure way to play and win on the go. Our innovative technology creates an immediate playing experience that engages the consumer – instantly when they swipe their card. Lotteries reach more players, and retailers realize more revenue. Linq3: More players. More opportunity. For more information, please visit www.linq3.com.