



Tobacco Scan Data

Patron Points® is a partner that can help you reach new heights

Patron Points® develops cutting-edge technology that enables you to get the highest level of reimbursement and offer the best tobacco deals available. We work with all big tobacco companies to offer scan data and loyalty.

Altria Tiers

Tier 3 Capabilities

- Responsible Branded Digital Advertising Requirements
- Deliver ATV 21+ Value to Specific LID's
- Digital Ads for ATOC in #1 Position

Unlocking Value of Tier 3

Enhanced Loyalty Discounts

EAIV Incentives

- One-time per location
- One for every new enrollment

Additional Incentives

- Per Tobacco Transaction
- Email Capabilities
- Tracking Digital Coupons

Exclusive Access

- Copenhagen/Skoal Club
- Personalized Offers (P+)

RJR Levels

Level 2 Capabilities

- Mobile App or PWA for Digital Coupon Access
- Age Verification and Single Sign On
- Digital Ads in #1 or #2 Position

Unlocking Value of Level 2

- Loyalty Discounts
- Access to Joint Business Funds (JBF) & Customer Support Funds (CSF)
- DPP Coupons
- Reporting to track funds to ensure you stay in budget

itgBRANDS
Scan and Loyalty

Information is Subject to Change

For reference only. Talk to your Rep to confirm eligibility and incentives.

Tom Harrington
tom@patronpoints.com

Terri Harrington
terrih@patronpoints.com

Ryan Murphy
ryanm@patronpoints.com

Steve Drier
stevendr@patronpoints.com



Tobacco Loyalty

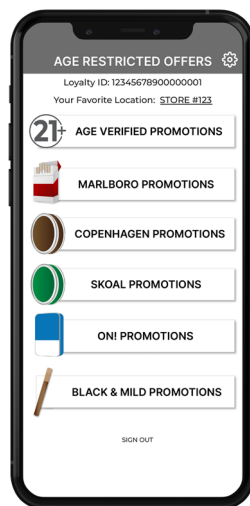
Increase loyalty and capture cross sale with tobacco loyalty

COUPON LINK-QR CODE

Links consumers to tobacco brands website for digital coupons



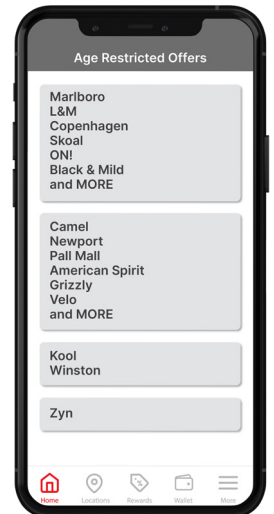
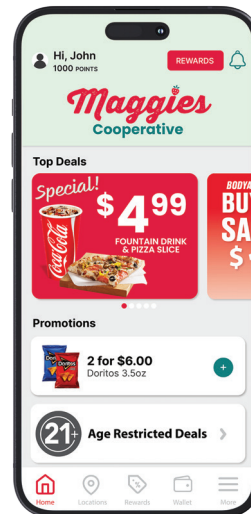
Supports Manufacturer Digital Programs



or

CUSTOMIZED MOBILE APP

Easy to use, secure, keeps consumer engaged



60%



Of adult smokers report that they would switch convenience stores and retailers for a better cigarette loyalty program offer

12%
more



Loyalty tobacco consumers spend 12% more per transaction than non-loyalty tobacco consumers.

44%
more



A tobacco consumer spends 44% more than a non-tobacco consumer.

Patron Points® unpublished internal data