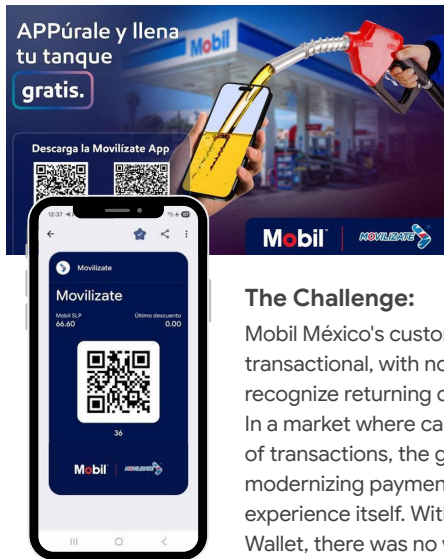


Mobil México modernizes gas stations engagement and drives customer retention with Google Wallet



The Company:

Mobil operates 600 gas stations across Mexico, offering fuel, convenience products, and car services. Committed to delivering a modern experience at every station, the company is currently rolling out their loyalty program called Mobilize Pass across its locations.

The Challenge:

Mobil México's customer interactions were entirely transactional, with no structured engagement program to recognize returning customers or deliver personalized offers. In a market where card-based payments represent only 50% of transactions, the group also faced the challenge of modernizing payment behavior alongside the station experience itself. Without a digital touchpoint, such as Google Wallet, there was no way for the company build a lasting customer relationships at scale.



The Solution:

Partnering with SwitchSales, Mobil México launched Mobilize Pass — a loyalty program fully integrated with Google Wallet. The pass reflects Mobil's brand identity, creating a cohesive experience across all participating gas stations. Key features include:

- **Branded Mobilize Pass** - a fully customized Google Wallet pass carrying Mobil SLP's visual identity
- **E-receipts** confirming transaction details, discounts and benefits earned after each visit, reinforcing the habit of return stops
- **Offers** - exclusive offers triggered at the moment of pass activation and throughout the customer engagement cycle
- **Products and Price Display** - A digital storefront showcasing all products available at the point of sale, allowing customers to conveniently check prices and special purchase conditions directly from the pass.



"In an environment where technology is transforming the way we connect with our customers, we found in SwitchSales a strategic ally to bring innovation to the customer experience. Through the use of artificial intelligence and data analysis, we have been able to evolve toward a smarter, more personalized rewards and loyalty program — one truly focused on creating value for our customers. We thank the SwitchSales team for accompanying us through this process of innovation and digital evolution."

Roberto Díaz de León

President of Cambured Group, Mobil Mexico SLP

The Results:

Following Phase 1 rollout across 30+ Mobil gas stations, Mobilize Pass exceeded initial KPI projections, with steady month-over-month growth across:

- Customer base > 55%
- Recurring customers > 129%
- Pass usage > 64%
- Credited discounts > 70%
- Purchase activity > 58%

67%
User adoption