

Yatco Launches Next-Generation Mobile App to Drive Digital Engagement

New app provides enhanced flexibility, personalization, and differentiates the brand amidst rapid growth in a competitive landscape.

Marlborough, MA (September 25, 2024) — Yatco, a rising leader in the New England fuel and convenience market, is proud to announce the launch of its new and improved mobile app. Designed to deliver the next generation of personalized and dynamic content, the revamped Yatco Rewards app meets the evolving expectations of today's consumers and lays a strong foundation for digital engagement amidst Yatco's rapid growth.

"Today's announcement marks a significant milestone for Yatco," says Hussein Yatim, Vice President at Yatco Energy. "As we expand rapidly in one of the nation's most competitive markets, enhancing our digital engagement is crucial for increasing brand recognition. This new mobile app enables us to compete effectively with larger regional players and offers the personalized, meaningful interactions that our customers expect."

After nearly three years operating a previous white-labeled app, Yatco recognized the need for greater flexibility and customization. Choosing Rovi as a strategic partner, the team developed a next-generation app experience to differentiate its digital experience. This new app not only enhances the existing Yatco Rewards loyalty program, powered by Paytronix, but also expands opportunities for CPG-funded offers, personalized engagement, and discounts on age-restricted products.

Founded in 1993, Yatco is rapidly growing within the competitive New England fuel and convenience market. As the company continues to expand, the flexibility of the new app platform will allow Yatco to evolve and enhance its app as needed. An upcoming feature, the Employee Hub, will soon make it easier for staff to access perks. This feature will also serve as a direct line of communication, helping to build corporate culture, disseminate timely news, and alerting staff to opportunities for continued advancement within the company.

"The landscape in convenience retailing has evolved over the past few years. Whether in-store or digitally, it's essential to be nimble and flexible on all fronts," says Yatim. "For a company of our size, possessing such sophisticated digital engagement and loyalty capabilities sets us apart. I am proud of the work that our team has accomplished, and I am confident that our customers will appreciate these enhancements as well."

For more information, visit www.yatcoenergy.com.

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[About Yatco Energy](#)

Founded in 1993 by Tarek Yatim and headquartered in Marlborough, MA, Yatco Energy has quickly become a prominent force in the New England fuel and convenience industry. Known for its commitment to amazing customer service and a winning spirit, Yatco believes a company is only as successful as its team and the customers that support it. Yatco currently operates 17 convenience stores and supplies branded and unbranded fuel to hundreds of operators throughout New England. Learn more at www.yatcoenergy.com.

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