



FOR IMMEDIATE RELEASE

Convenience & Energy Advisors Launches Ascental: A Modern Advertising Firm Transforming the Convenience Retail Landscape

St. Petersburg, Florida – October 23, 2024: Convenience and Energy Advisors (CEA), founded 2.5 years ago with a mission to redefine consulting by not just advising but actively implementing solutions, proudly announces the launch of Ascental. This innovative advertising firm is specifically created to address the distinct challenges of multi-channel retailers, offering tailored advertising strategies that deliver measurable results.

"We delve deep into the details," said Peter Rasmussen, CEO & Founder, who brings over two decades of retail experience to the table. "Having worked extensively in the industry, I understand the importance of driving sales, and enhancing overall profitability. For instance, launching a loyalty program isn't just about putting out a program or app; it's about being hands-on—selecting offers that drive program engagement, testing every offer behind the register relentlessly to ensure accuracy, and collaborating closely with dependent partners. That's just the beginning; we remain engaged to ensure our retail partners achieve consistent profitability."

Christal Fowler, Vice President of Marketing, adds, "I thrive on elevating store performance through our industry-leading platform, but what truly motivates me is implementing marketing and advertising technologies that breathe new life into even the most tired truck stops, retail, and convenience stores. Our team is passionate about the convenience sector, and we are absolutely relentless in our commitment to helping retailers succeed."

Ascental stands at the forefront of modern advertising, leveraging a diverse global workforce, cutting-edge AI, and a team that truly understands the convenience industry. By harnessing the art of loyalty and innovative marketing techniques, Ascental focuses on growing gallons, boosting sales, increasing transaction sizes, and enhancing profitability for retail stores, truck stops, and travel centers.

For more information about how Ascental can help transform your retail business, visit [Ascental](#) or [Convenience & Energy Advisors](#).