

Learn the “why” behind site performance with advanced data insight into customer behavior

Identify your retail station's true competitors based on shared visitors, customer demographics, loyalty rates, seasonality and more



Understand station performance in each market at the site level

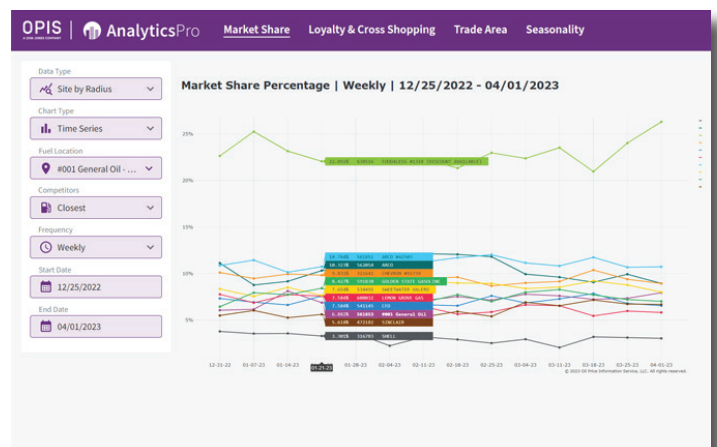
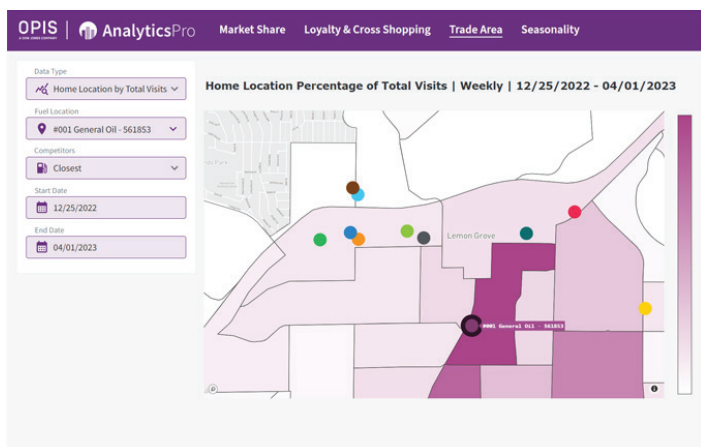


Get next-generation data analytics of cross-shopping, customer demographics, trade area, customer loyalty rates, and seasonality

The retail fuel market is always competitive, but never more so than now, in the era of rollercoaster oil prices and fluctuating consumer demand. Relevant data on competitors and customers is essential for success but challenging to acquire. Even when raw data is available, it's fragmented and difficult to customize for specific markets and locations.

OPIS AnalyticsPro meets this business need. It's an online platform that uses sophisticated location-based technology and cell phone pings to help you analyze site-level market share for your location vs. your 10 closest or most highly-correlated competitors based on shared customers. Use time-series or point-in-time analysis with data dating back to 2020.

OPIS is the industry's most comprehensive provider of retail fuel intelligence. We track nearly 130,000 fuel stations in the United States. So our visit counts — captured by geofencing and compiled weekly — represent the best-in-class proxy for fuel market share.



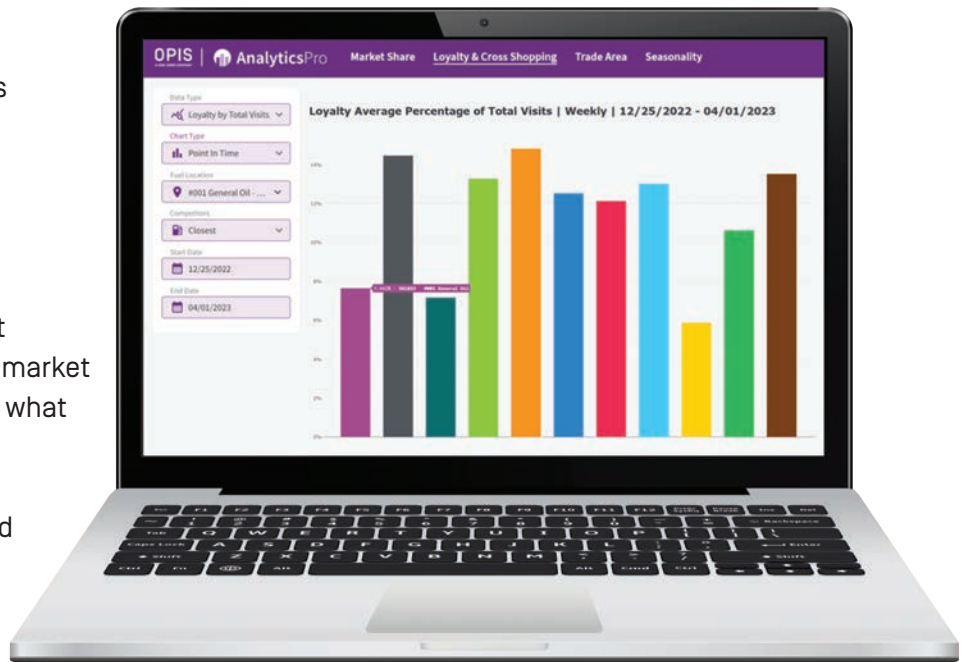
Your closest competitors are not always your biggest ones

For the first time ever, you can compile lists of true competitors for each of your stations

By revealing cross-shopping data, AnalyticsPro will show you the specific competitor locations that share visitors with your sites. Knowing where your customers are shopping besides your stores is critical to the success of your pricing strategies.

Is it pricing or some other anomaly that needs researching causing you to lose market share? Gain a clearer understanding of what needs to be fixed.

Adjust pricing to maximize volumes and profits in your unique competitive environment. Evaluate market growth by aggregating individual site data for your brand.



Benefits:

Identify your most serious competitors, not just those geographically closest

Map the most optimal locations for new sites

Learn when competitors are most vulnerable based on traffic flows for specific days and times

See shifts in market share and adjust pricing and merchandising strategy

Use demographic profiles for your stores and competitors to understand who your "average" customer is.

Understand customer loyalty rates for your stores and your competition

Access "point & click" historical data to discern performance trends

Import secure, cloud-based data into your own systems via API

Create demographic profiles of your customers

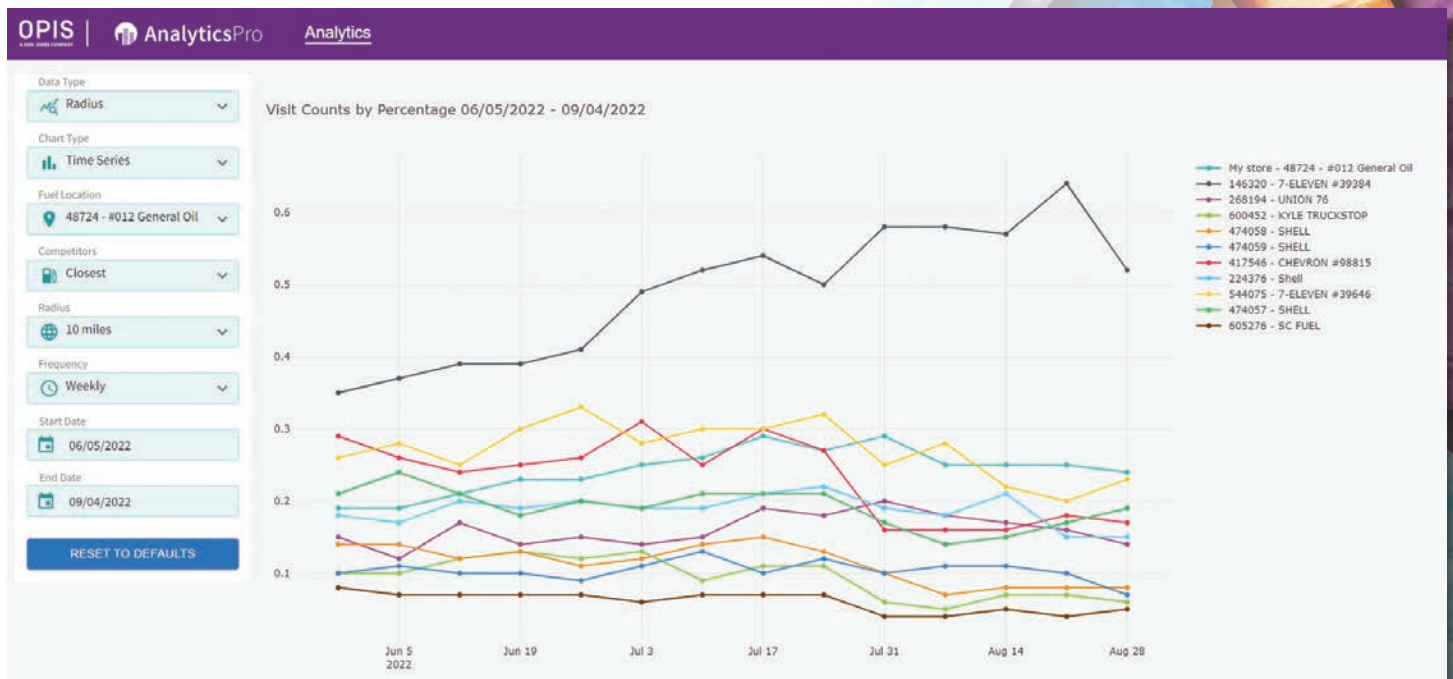
Census data and trade area analysis let you know who your customers are and where they live

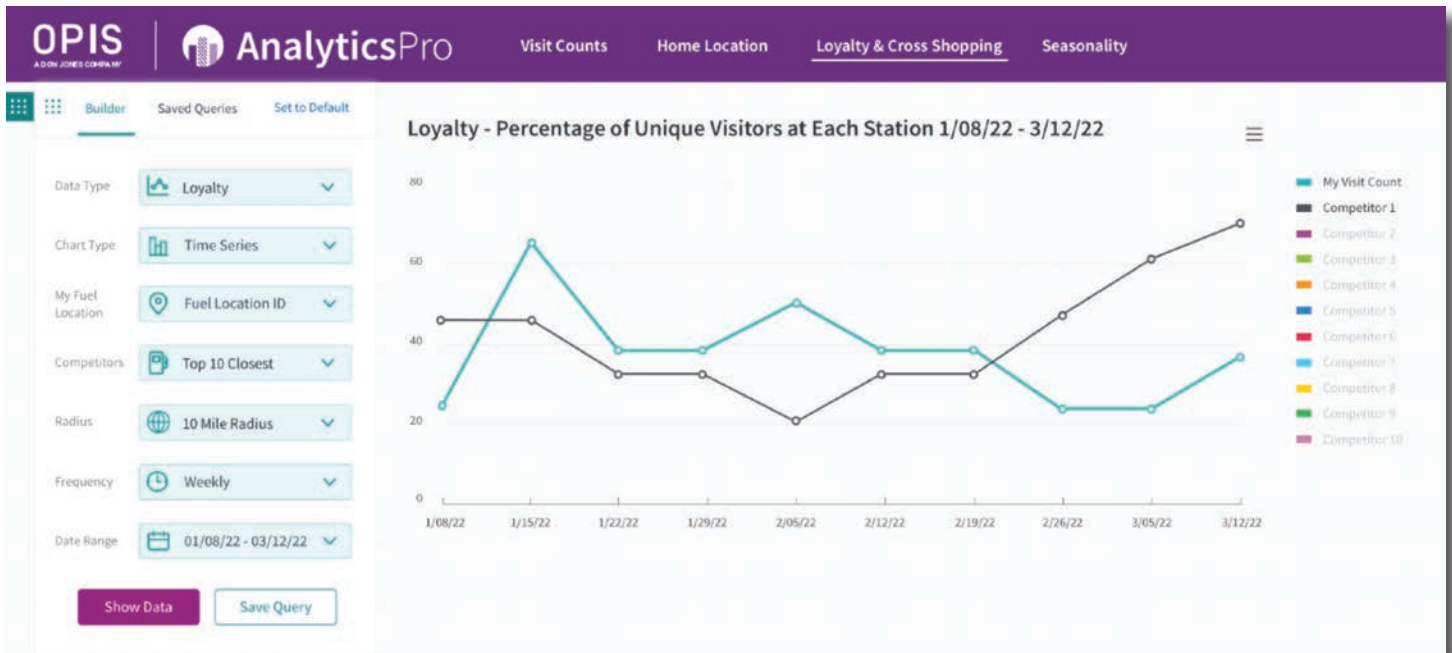
Extracting data from the 2020 U.S. Census, AnalyticsPro enables you to create customer demographic profiles, including population, income, age and education.

Understanding customer characteristics for your locations and those of your competitors will help improve pricing, marketing and merchandising decisions. Promote and sell items you know visitors will want to buy based on their preferences and budgets.

AnalyticsPro also provides trade area analysis. Based on visit counts and resting locations, you can discover where customers – both yours and your competitors – live at the granular level of a census block. Such insight informs smarter decisions on where to expand your competitive footprint and locate new stations.

Improve pricing, marketing and merchandising decisions for your stores and your competitors.





Are your customers loyal? If not, why not?

AnalyticsPro will help you evaluate the effectiveness of your loyalty programs

Because OPIS tracks visits to all fuel stations (nearly 130,000 in the U.S.), you can use AnalyticsPro to ascertain if a visitor is “loyal” to an individual site, i.e., the customer never visited another fuel location. Establish customer loyalty rates and determine the percentage of unique visitors at each location that visited ONLY that site over the prior month.

Understand how loyal customers are to your locations as well as the competition. Assess the effectiveness of loyalty programs, identify competitor locations vulnerable to losing customers, and anticipate the market impact of new players.



All from a single easy-to-use and easy-to-understand platform.

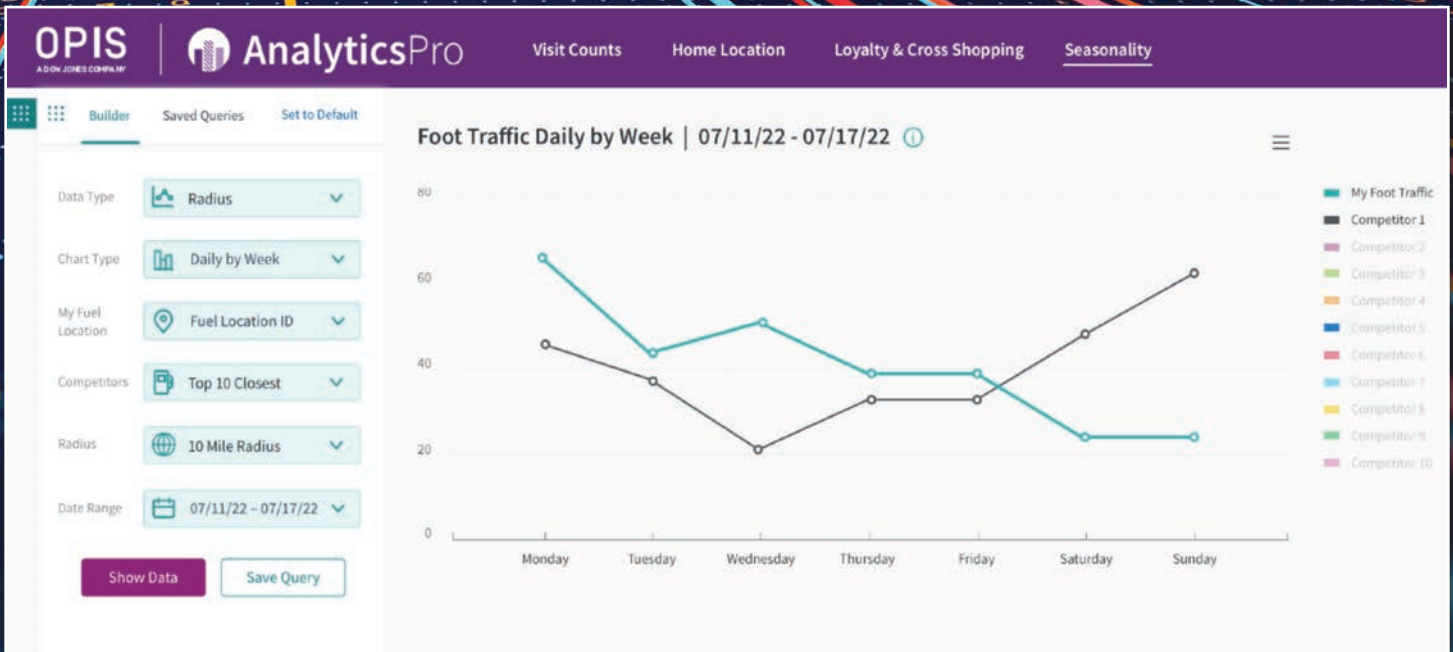
Know traffic flows and market share by day and time

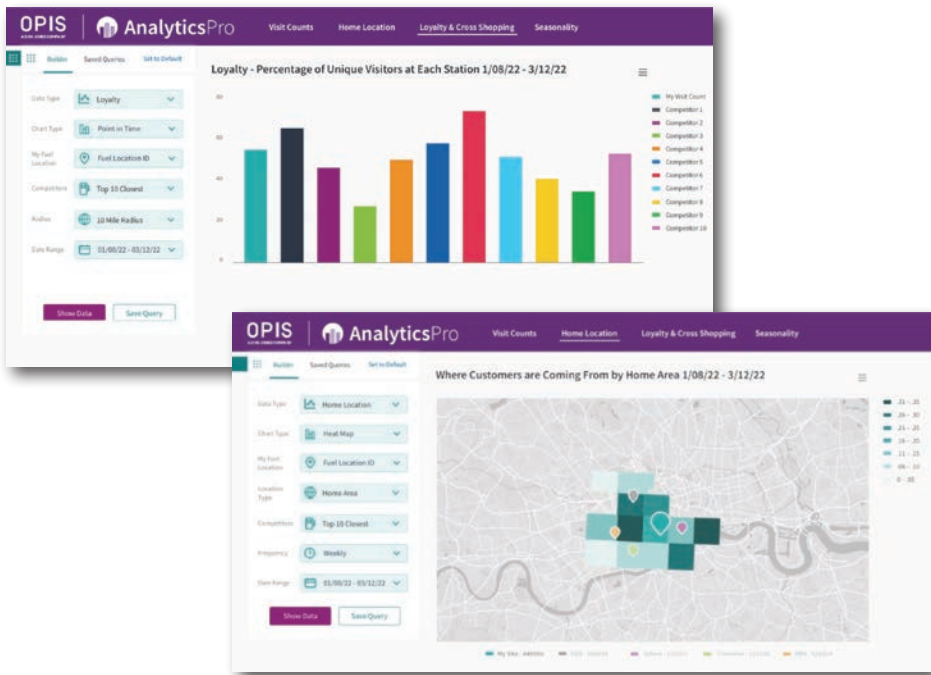
Track seasonality and get more granular with your fuel pricing strategy

AnalyticsPro provides Day-of-Week and Time-of-Day market share analysis. Using customized charting and graphing, see which stations have the most traffic on specific days, or specific times of day.

Establish when competitor stations are least busy and most vulnerable. Know when to maximize margins and when to compete for more volumes.

Know when competitor stations are most vulnerable and identify opportunities to capture more market share





Access accurate and secure data in the cloud

Combine data from AnalyticsPro with the OPIS RetailSuite or integrate into your own systems

Not only is the OPIS retail database the most comprehensive available, it's also the most accurate. Our QC team of more than a dozen analysts ensures that our retail database is always up to date and accurate.

We provide secure data storage in the cloud. For retailers with an in-house analytics team and/or platform already in place, the site and market share data in AnalyticsPro is also available via API for import into your own systems.

You can also complement AnalyticsPro with the real-time pricing, margin and demand data provided by the tools in our ground-breaking RetailSuite platform.

OPIS
RetailSuite



PricePro



AnalyticsPro



MarginPro



DemandPro



MarketSharePro

Obtain the multi-faceted perspective you need to optimize station operations and maximize volumes and profits.

retail.opisnet.com



OPIS

A DOW JONES COMPANY

About OPIS

OPIS, a Dow Jones company, provides price transparency across the global fuel supply chain, enabling stakeholders to buy and sell energy commodities with confidence from the refinery to the pump.

We do this via multi-platform access to accurate data, real-time news, powerful software and educational events. OPIS brands include Chemical Market Analytics, PetroChem Wire, McCloskey and Axxis.

Our commitment to reliability is reinforced by personalized customer service and constant innovation. OPIS listens to what energy stakeholders need and responds with flexible and easy-to-use products. Navigating world fuel markets is complex – OPIS makes it simpler.

Request a demo or FREE trial

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