



SOLUTIONS AND INSIGHTS TO FUEL YOUR BUSINESS



Award-winning technology for the fuel and convenience industry

1 Solution Overview: Listings

THE PROBLEM

Many retailers have inaccurate or missing information on the leading navigation apps

- Having a good location matters, but so does being listed
- Location-based searches like “gas stations near me” are growing as consumers rely on this convenience
- There is no single search platform. Consumers rely on apps, search engines, car navigation systems, and more—meaning retailers have to manage many individual listings

\$10.3 Billion
potential annual sales are lost because of
WRONG, MISSING, or INCOMPLETE local business information.
(screenwerk.com)



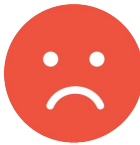
70%

Of all listings
information
is wrong



90%

Of people use
navigation
technology

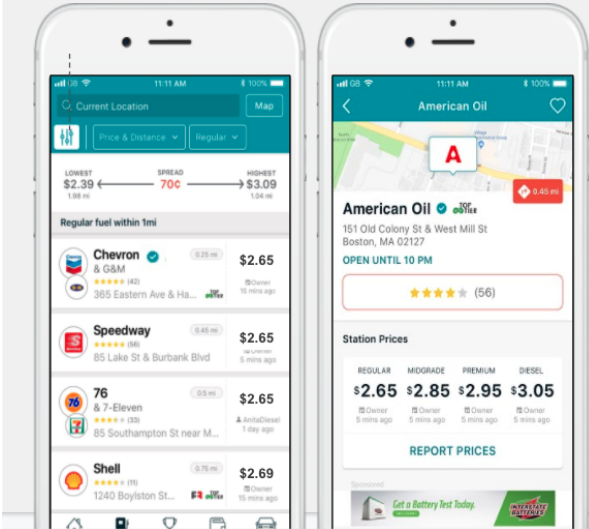


50%

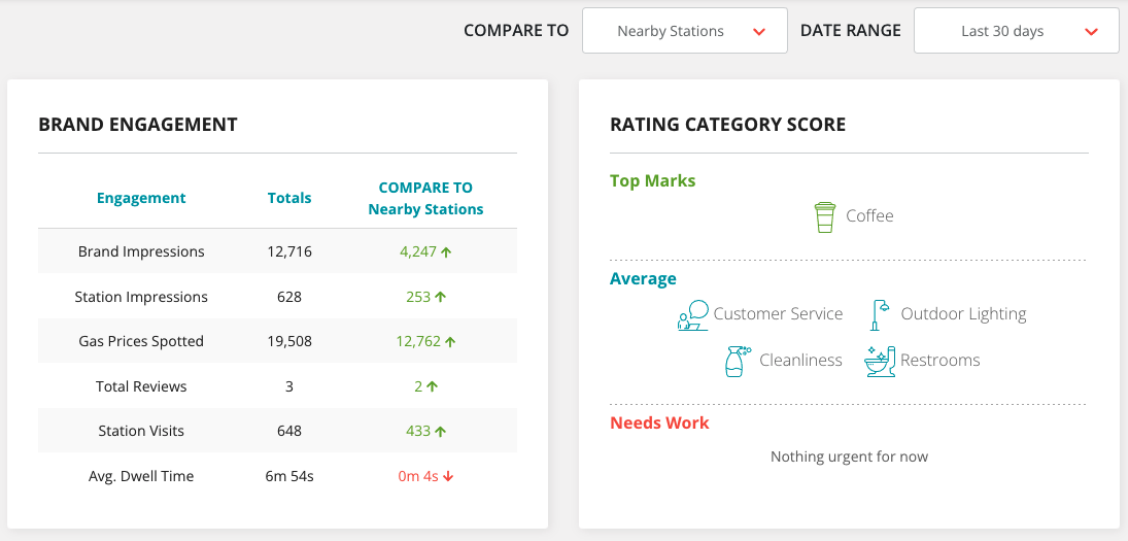
Of consumers lose
trust when listings
are wrong

THE SOLUTION

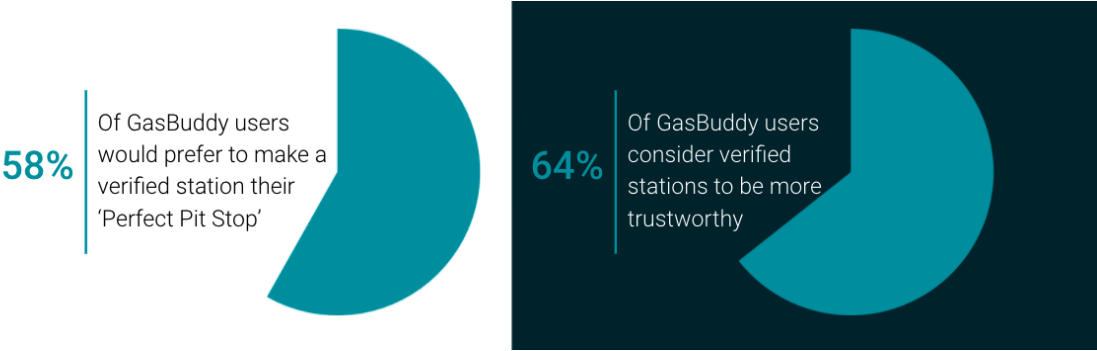
Control what you can control.
Manage and maintain your business listings across GasBuddy and set your sites apart from the competition.

	Listings Management	
Verified partnership badge	✓	
Preferred ranking on GasBuddy list screen	✓	
Update gas prices remotely as 'Owner'	✓	
Manage location details, hours & amenities	✓	
Site engagement analytics and comparisons	✓	
Add site branding	✓	
Access to Client Success Team	✓	
Exportable station reports	✓	

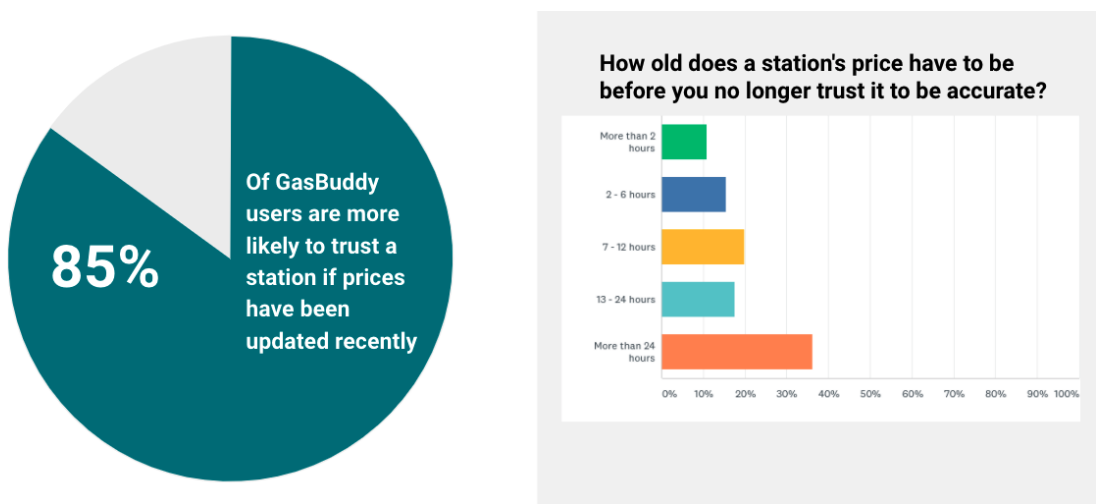
SITE LEVEL INSIGHTS



THE BENEFITS OF VERIFICATION



REGULAR PRICE UPDATES ARE CRUCIAL



Take control of your locations to ensure GasBuddy users find the correct site information and prices when they are searching for their perfect pitstop.

THE PROBLEM

Bad ratings hurt your reputation—and revenue—when ignored

- Consumers use reviews to decide where to go for their fuel and convenience needs
- Poor experiences at a single station affect the reputation of your entire brand and harm consumer loyalty
- Location data shows that low-rated stations see less visits than higher-rated competitors

pinballbob2017
Apr 26 7:37 pm

American Oil - #105171
11 MO-W, Foristell, MO

“ Restrooms needed attention. Counter girl was friendly. ”



quigleymom
Apr 27 11:20 am

American Oil - #105171
11 MO-W, Foristell, MO

“ Truly hate this station's condition. ”



richhill4455
May 01 11:20 am

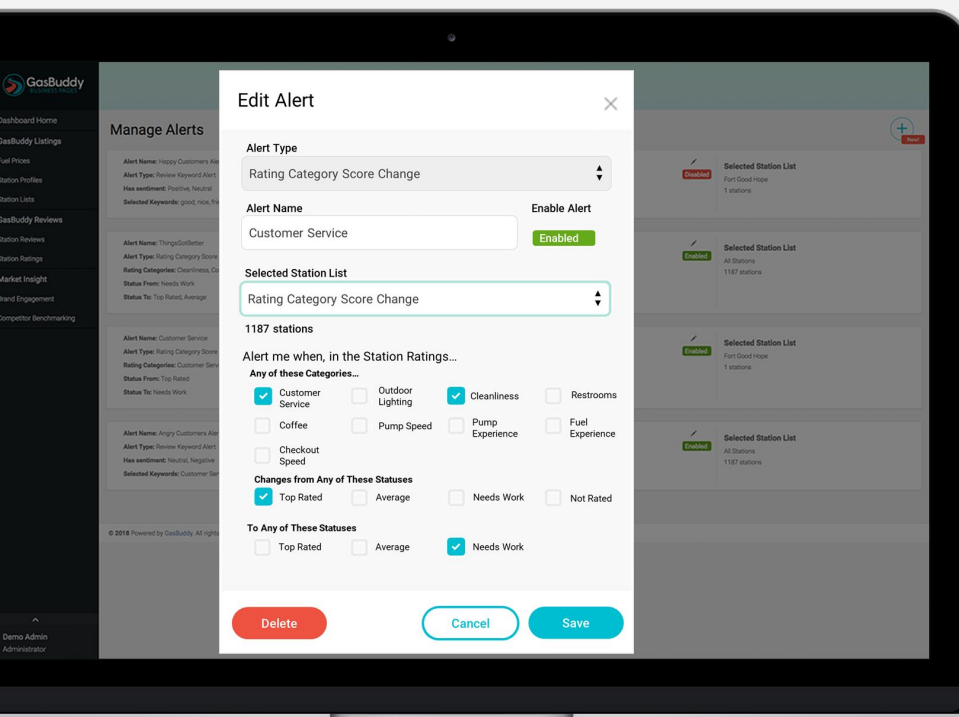
American Oil - #105171
11 MO-W, Foristell, MO

“ not clean at all. place looked like a tornado hit it. ”



THE SOLUTION

Monitor, engage, and respond with Reputation Management from GasBuddy Business Pages



Identify Poorly Rated Stations

- Use real-time feedback to make strategic investment decisions that improve station value and protect your brand's reputation

Respond to Reviews

- Engage consumers. Let them know that you take their feedback seriously and are working to address issues

Get Notified

- Set custom alerts to stay on top of key priorities and strategic initiatives

Station Quality Drives (or Deters) Consumer Visits

Consumers turn to online ratings and reviews when making decisions about where to shop. The fuel and c-store industry has also been impacted by this trend as the volume and frequency of online feedback has grown. A recent GasBuddy survey found that 43% of drivers plan to visit specific stations or brands before they get in the car, and ratings and reviews influence where they choose to go:



69%

would not visit a station if it has fewer than three stars.



3 out of 4

GasBuddies find online ratings and reviews valuable when choosing a station or c-store.



42%

only read 1 to 3 reviews before forming an opinion.

All consumers are impacted by poorly rated stations, not just the ones that read the reviews. They don't necessarily need to research a station ahead of time to know whether a location has good lighting or is clean—they will see that from the street, and it will affect their decision to pull in or drive elsewhere. GasBuddy analyzed more than 1.85M ratings in Q1 2018 and found that stations with below-average ratings can lose more than 20% of visits compared to stations with above-average ratings.

Today's consumers demand quality retail experiences whether refueling or purchasing a snack. If they perceive your stations as dirty, boring, or unexceptional, they're likely to go elsewhere.

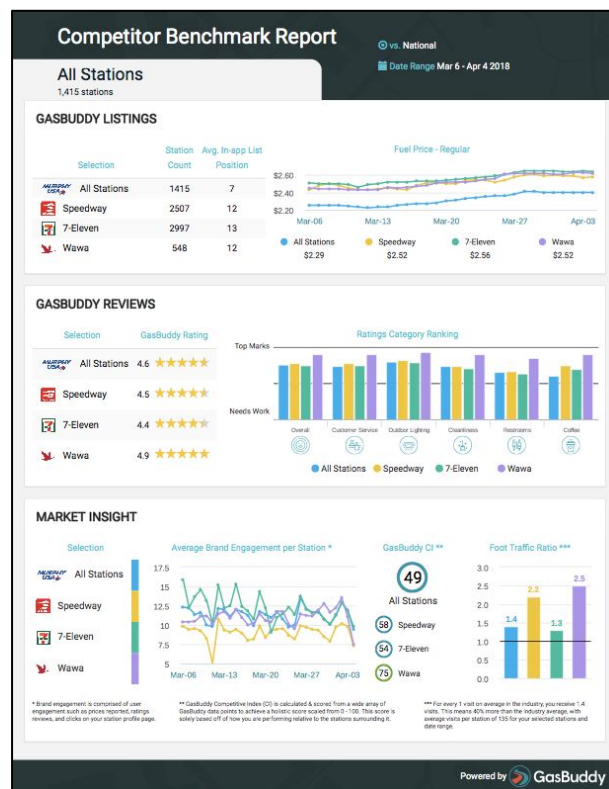
Visits Compared to Industry Average



THE PROBLEM

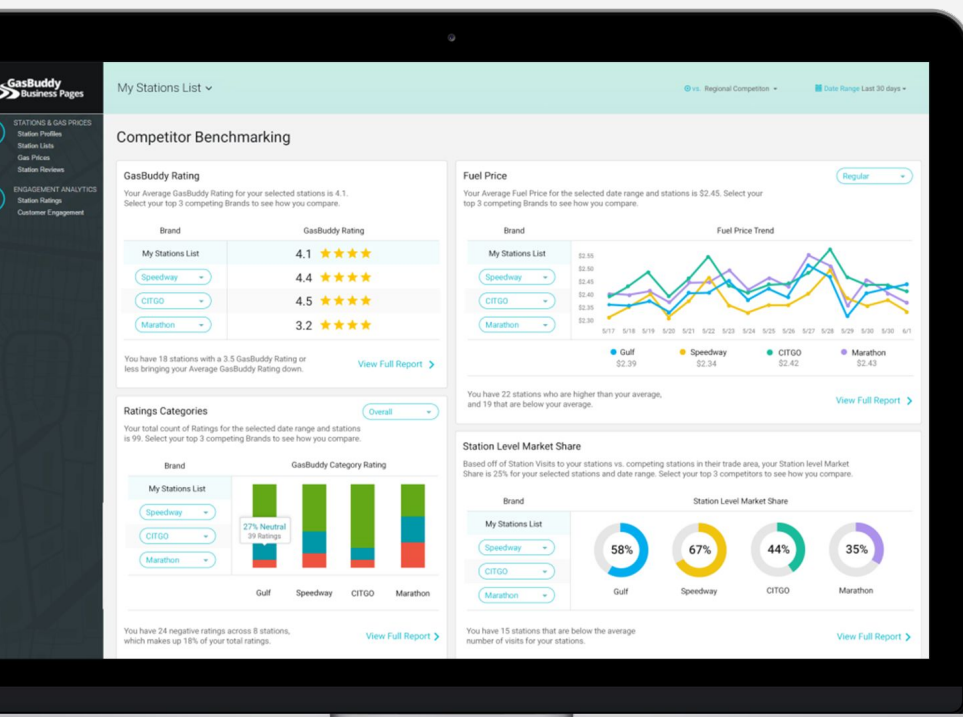
Performance is difficult to measure and understand, especially at the station level

- Investments can be large and risky, and it's difficult to gather information to increase confidence in your decisions
- There are several factors that cause revenue to increase or decrease, and the data to help identify root causes is numerous and scattered
- Competitive data can be tedious to collect and analyze, but it's necessary to understand business results in relation to the rest of the industry



THE SOLUTION

Obtain a holistic view of your performance across stations and in comparison to the industry with our Market Share Intelligence dashboard



Benchmark Performance

- Assess your stations' true performance by comparing your visits to top national and regional competitors

Identify Opportunities

- Analyze data of surrounding competitors to easily identify areas where you can confidently win market share through investment

Inform Strategy

- Get information on peak hours, dwell time, and foot traffic to make strategic decisions on how to drive more (or higher value) visits

