

Now You Have a Current, Timely, and Reliable Resource for Market Share Data

Market Share Business Intelligence by PriceAdvantage is a cloud-based solution that provides critical market share data, including your stores' and your competitors' visit counts. Now you can make better decisions for your entire convenience store business – including fuel pricing strategies, loyalty programs, and marketing promotions – based on reliable data.

Learn strategic market information, such as:

- Your market share and outlet share relative to the competition.
- Who are your true competitors.
- What impact does a new store opening have in the market.

The pre-configured data analysis helps you quickly discover how market variables, including promotions, pricing, and seasonal trends, impact customer behavior. The visitor data can be easily exported and leveraged in other Business Intelligence (BI) tools, such as Tableau.

Identify Your True Competitors

- Every business owner thinks they have a pretty good idea of who their biggest competitors are in a given market. But, how can you be sure?
- Market Share Business Intelligence uses accurate, verifiable visit count data that can be used to identify competitors and explore the competitive landscape in a given market.
- Measure your brand strength against competitors in the same market to determine if you should lead or follow with your pricing strategies.

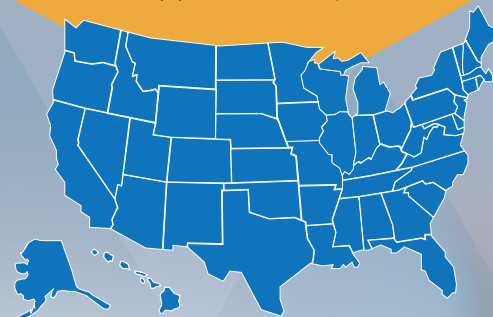
Detailed Competitive Intelligence

- Historical year-over-year, month-over-month, week-over-week trend reports compare your store traffic seasonality to the competition.
- Drill down from state to county to city to zip code and compare market foot traffic by brand or specific address.
- Highly adjustable filters allow you to view data in specific detail or zoom out for a bird's-eye vantage point.

Site Performance

- Benchmark both market share and outlet share for a store brand's ability to capture the addressable market.
- Discover patterns in peak visitation by day of week, month or season.
- Measure the impact of new product offerings, specials and fuel pricing strategies.

Drill down into the number of stores per selected market, city or county, store brands, how many visits each brand receives as well as market share. Review specific brands, and even a single store address, to identify your true competitors.

**150K****Convenience Stores
in United States****600****Convenience Stores
in Connecticut****35****Convenience Stores
in Bridgeport****9%****Gulf Oil Market Share
in Bridgeport****6%****Gulf Oil Outlet Share
in Bridgeport**

- **Subscribe as a stand-alone resource for your entire business line.**
- **Use alongside your existing fuel pricing software - or combine with PriceAdvantage Fuel Pricing Software for even more insight.**
- **Offered as a SaaS solution - no IT resources required.**

Software to Fuel Your Pricing Strategy™**866.961.4084 ext. 3 | [PriceAdvantage.com](https://www.PriceAdvantage.com)**

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