

Retailer achieved 5%+ lift in station volume with Upside

Upside connects over 30 million consumers to nearby gas stations, grocery stores, and restaurants – leveraging personalized promotions to motivate them to not only choose your business over your competitors', but also spend more, more often.

Stations on Upside see:

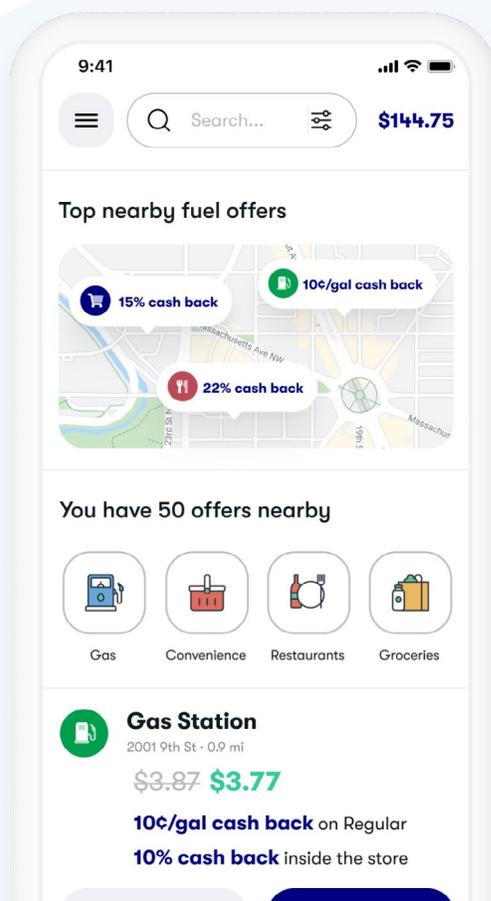
- **Proven incremental gallon lift** driven by personalized offers
- **Behind-the-scenes implementation** with no staff training, operational changes, or IT lift
- **Gallons shifted from competitors** by blocking them from joining the program
- **Performance-based pricing:** If you don't profit, you don't pay

The goal

This retailer was searching for a way to understand the impact Upside had on their network. To understand the impact of Upside, we compared the retailer's sites in the same market, with the same brand of fuel, similar operations, and the same performance pre-Upside. We found a set of sites in Tampa, Florida that met all these attributes and compared their performance after a group of 17 sites was launched on Upside.

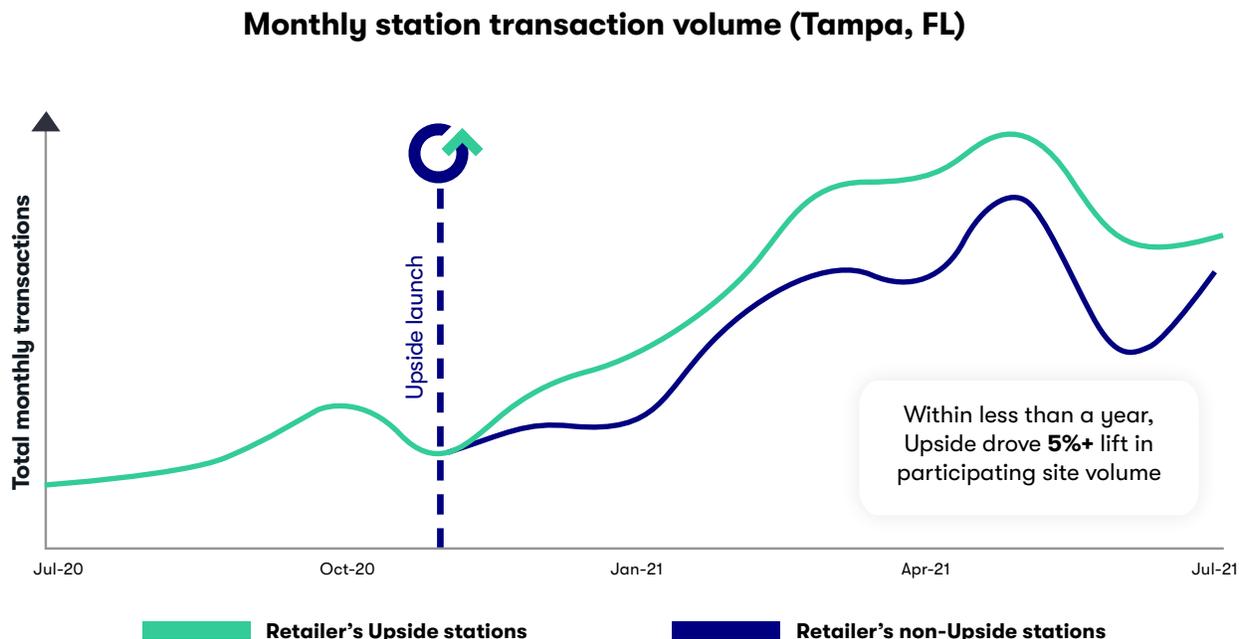
The retailer

- Convenience store and gas station retailer with over 3,000 locations across the East Coast and Midwest
- Partnered with Upside to reach more consumers and drive more gallons & profit to their stations
- Since joining the program in November 2019, retailer has launched over 900 sites across more than 30 markets



The results

After launch, the retailer's stations on Upside outperformed their non-Upside stations by over 5%, generating \$2.4M in incremental revenue



Before some of the retailer's sites launched on Upside in November 2020, it's clear that the monthly transaction volume at these sites was the same. After launch, the monthly transaction volume for sites on and off Upside quickly and clearly diverges, leading to a 5%+ lift in volume for stations on Upside.

Because these stations are in the same market, from the same merchant, and share the same performance before Upside, it is clear Upside's personalized promotions drove the changes in performance. Since the retailer joined the program in November 2019, Upside has been able to not only demonstrate clear impact, but also drive over \$26M in incremental profit in less than 3 years on the program.

550K

New customers driven by Upside

3x

Increase in visits from existing customers

53%

Program ROI

To learn more about how Upside can help your business reach new customers and drive profitable, incremental transactions to your locations, [visit us online](#).