



DRIVING FUEL SALES AMID COVID-19

KEY INSIGHTS HELP
RECOUP FUEL
PROFITS LOST TO
THE PANDEMIC.

During the COVID-19 pandemic, a number of factors have hurt convenience-store fuel profits, keeping consumers off the road even as gas prices have dropped; high unemployment, companies shifting to work-from-home models and nationwide restrictions as a whole.

For retailers looking to boost their fuel profits in the coming months, the challenging landscape serves as an impetus to continue to compete for consumers' dollars whilst maintaining a respectable margin to drive profitability. Retailers must recognize both the factors that are bringing consumers to the station and what that means for their bottom line.

EDGEPetrol

ON THE ROAD AGAIN

While fuel sales may have suffered as the result of the pandemic, they're still crucial to driving consumers into the c-store. According to Technomic's Q3 2020 C-Store Consumer Marketbrief, paying for gas is the main reason consumers enter the c-store, and fuel customer conversion is up from the previous quarter. This means that now, more than ever, pricing the fuel on the forecourt correctly is key to boosting overall profits at retailers' stores.

Fortunately, several factors indicate an improved outlook going forward. The same Technomic report found that the average consumer's financial outlook is now significantly more positive than it was in April, and that 60% of consumers who commuted before the pandemic are now traveling to and from work again—a 19% increase from earlier in the pandemic. In addition, recent news of a successful vaccine trial has boosted consumer confidence further.

The number of commuters will only increase as consumers continue returning to work in coming months, especially as they remain wary of public transportation and, when possible, opt to commute via car instead. In turn, a quality fueling experience can encourage consumers to choose driving as their main means of transportation, too—helping sustain fuel sales in the long run.

TOP SALES DRIVERS BOOST TRAFFIC

Fuel pricing is a metric that matters to customers and c-store retailers alike. Consumers either seek high value and fair prices, or they seek



great facilities with a clean and easy transaction.

There are a number of ways in which retailers can differentiate themselves from other sellers when it comes to fuel: Technomic's Q2 2020 C-Store Monitor recommends, for example, taking the same precautions that keep self-serve food and beverage offerings safe and applying them at the pump. As customers return to the road, they're seeking safer transactions, rigorous sanitation practices and contactless payment options.

However, with less volume likely to be available, retailers need solutions to maximize profits while maintaining a competitive edge. Fortunately, solutions from EdgePetro bring agility and precision to any retailer's fuel pricing strategy.

MAXIMIZE PROFITS WITH EDGEPETROL INSIGHTS

EdgePetro provides pricing software that has seen station owners and operators grow their fuel profitability

by as much as 18%. With no manual entry and accessible from anywhere, they replace spreadsheets with live, actionable insights to help retailers make better pricing decisions.

Remote connections to point-of-sale systems and underground storage tanks mean that retailers can receive data insights without the use of hardware and can see that on-site prices have been changed correctly without shouldering the high cost of pole sign hardware. Plus, EdgePetro brings clarity to the pricing process by showing how the current weighting of fuel in tanks informs cost and by identifying overhead costs from credit cards in real time, therefore distinguishing gross and net margins.

To learn more about how EdgePetro solutions can help c-store retailers optimize their profitability amid an otherwise challenging fuel market, visit edgepetrol.com.

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