



## OPIS MarketSharePro

**Increase the power of your retail fuel brand with exclusive market share intelligence**

OPIS MarketSharePro is a web-based way to compare brand volume and price differential against competitors.

### WHO WE HELP

Retailers

Wholesalers & Jobbers

Traders

Financial Institutions

### COMMODITIES

Gasoline

### MARKET SEGMENT

Retail

### Market Challenge

It's very difficult for fuel retailers to discern market share in specific geographic areas.

This lack of visibility creates uncertainty and has a negative effect on pricing strategy: station operators are never sure if their efforts to capture more market share are successful or if they're undercutting potential profits with no upside.

### How We Help

By tracking market share, outlet share, efficiency and localized price differentials in real time, OPIS MarketShare enables fuel retailers to measure performance and optimize pricing and sales in local markets. Retailers can identify competitors selling the most fuel and adjust pricing strategy to steal market share.

### Benefits

- Determine brand performance by region
- Know which brands sell the most fuel and price the most aggressively
- Understand market dynamics to tailor pricing for increased volume and profit
- Analyze markets that are ripe for expansion or acquisition
- Part of the OPIS RetailSuite and integrated with four other tools for increasing retail fuel profitability

