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IDLE PUMPS, LOST PROFITS: HOW TO CAPTURE MORE GALLONS WITHOUT SITE GROWTH

STUDY GROUPS

Idle Pumps, Lost Profits

How to capture more gallons
without adding sites

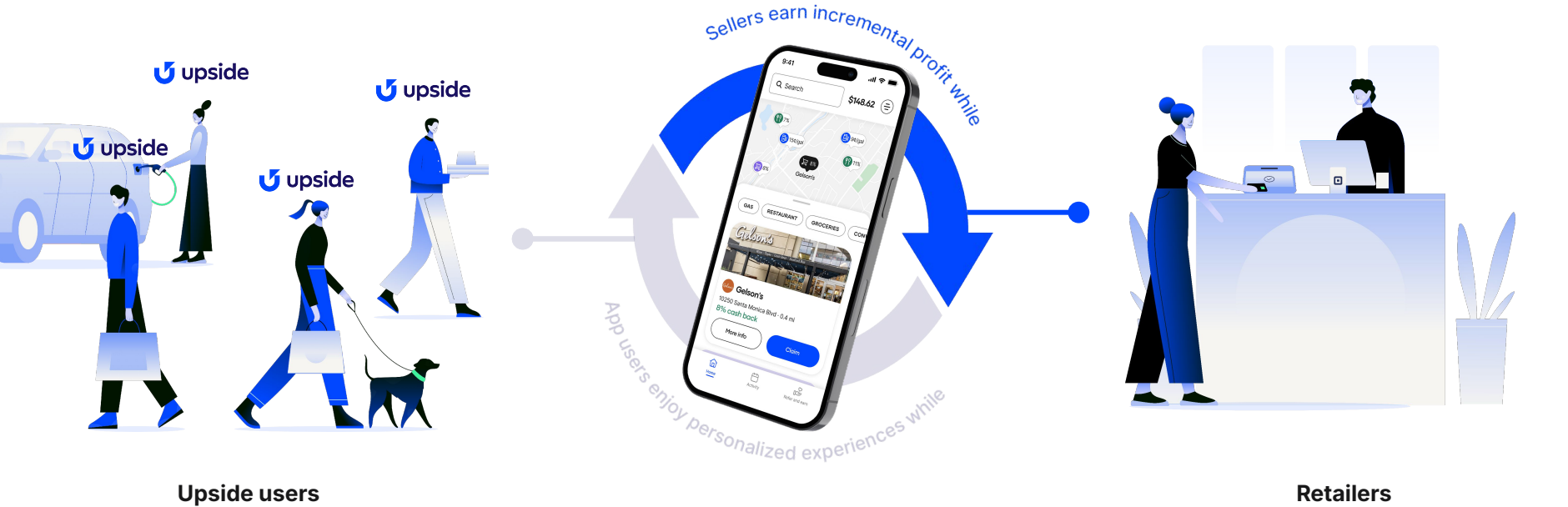


Presented by

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Upside Strategic Account Executive, Fuel

Connecting retailers and consumers



INTRODUCTION

Agenda

1

A changing industry

2

Why capacity utilization matters

3

How to improve capacity



A state of the industry

Declining fuel demand poses a threat to site-level growth



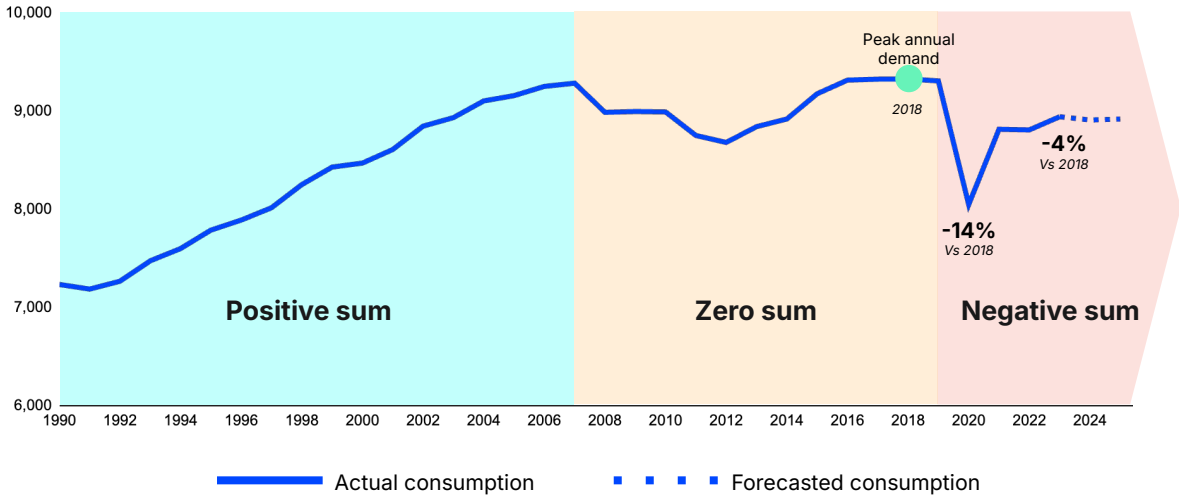
US drivers log 3.28 trillion miles in 2024, setting new record

By Reuters

March 5, 2025 1:21 PM EST · Updated 12 days ago

Declining fuel demand poses a threat to site-level growth

US product supplied of finished motor gasoline
(1990 - 2025, thousand barrels per day)



Shopping around



Fuel economy continues to improve

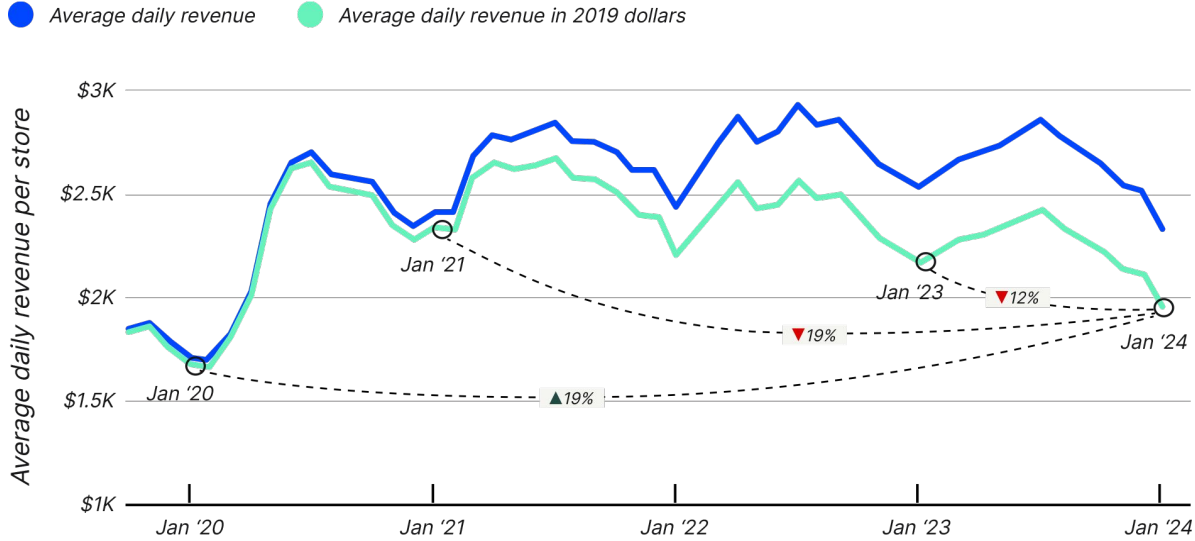


EV adoption is growing

+1.5%

Net site count growth
2024 vs. 2023

Same-store convenience sales stagnate as consumers spread out their spending





STATE OF THE INDUSTRY

Uncommitted customer

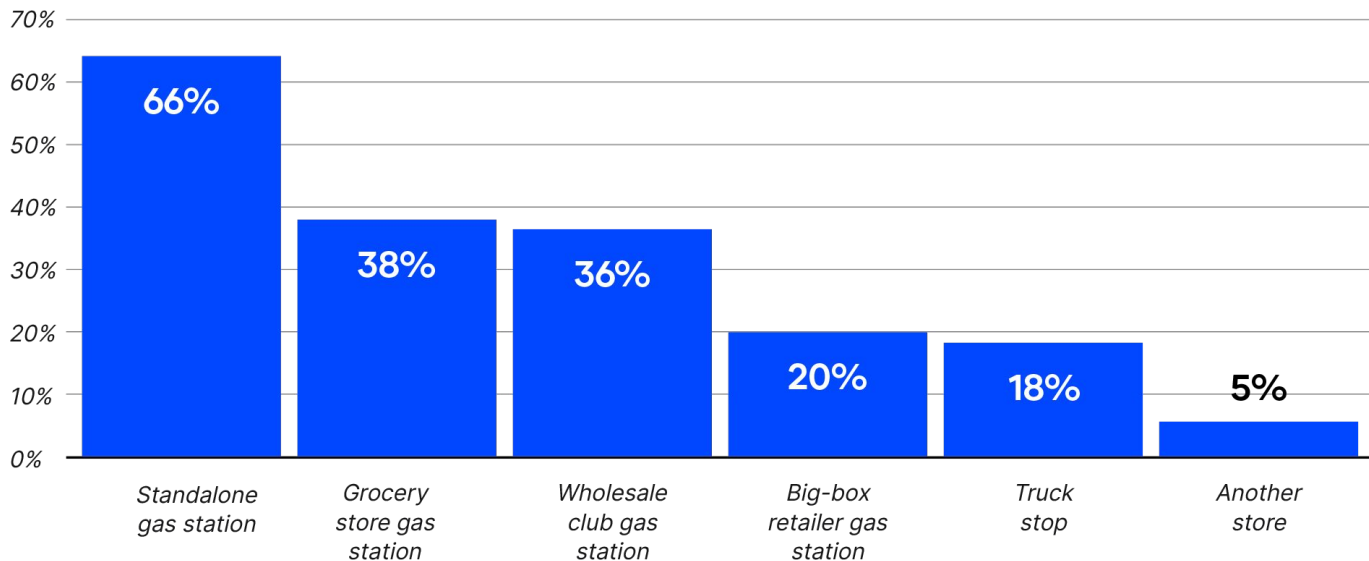
Uncommitted customer

[uhn-kuh-mit-id kuhs-tuh-mer]

noun

A consumer who shops across different locations and formats, **prioritizing their own needs over brand loyalty.**

The rise of cross-shopping & the uncommitted customer



Capacity utilization

Capacity utilization

Capacity utilization is the measurement of how many transactions occur during a specific time frame, compared to the transactions that could have occurred during the same time frame if resources were fully utilized.



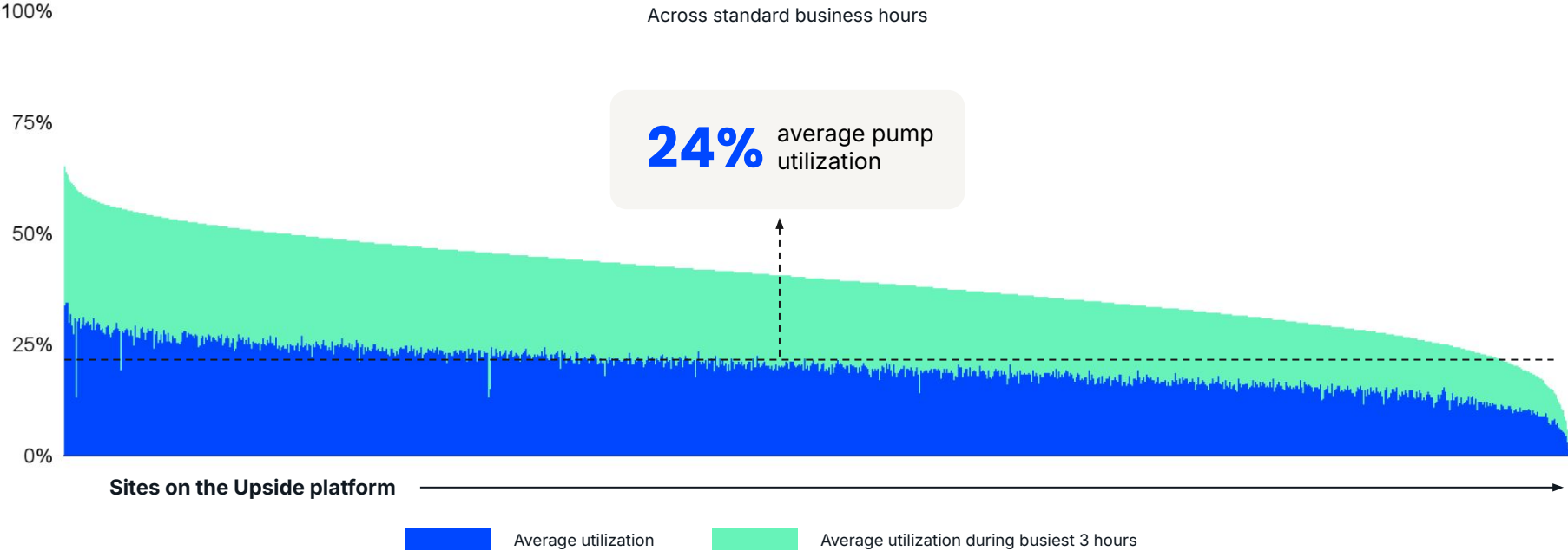
Capacity utilization in other industries

It's the same concept airlines use when tracking empty seats on a flight—once the plane takes off, that lost revenue is gone. For fuel stations, every unused pump is lost potential.



These industry headwinds are visible at the site level

Average pump utilization by Upside partner site
Across standard business hours



How do you improve capacity?

Moving beyond the bottom of the funnel

If you're waiting for them
to choose your store on their own,
you're already behind.

Top of funnel strategies



**Strengthen
your brand presence**



**Consider brand
partnerships & community
engagement**



**Expand your
reach digitally**

Strengthen your brand presence

If you don't already have a brand identity, it's time to build one. This doesn't mean expensive advertising campaigns—but it does mean defining what makes your store unique and making sure customers recognize it.

Ask yourself:



**What sets your
location apart?**



**Do you offer
high-quality hot food
or specialty items?**



**Are you known for great
service or a unique
in-store experience?**

Whatever it is, lean into that differentiation and **make it part of your messaging.**

Consider brand partnerships & community engagement

One way to build brand equity is through **strategic partnerships**—especially those that create meaningful connections in your community.

What could this look like for you?



Partnering with
local sports teams or
high school programs



Sponsoring community
events, marathons,
or charity drives



Leveraging influencers
or trusted local figures
to promote your store

By aligning with something people care about, you increase brand awareness **without competing purely on price.**

Expand your reach digitally

Even if your loyalty program is strong, it only works for **existing** customers. To reach new ones, you need to be present where they are—**online and on their phones**.

Instead of relying on customers to drive past and see your sign, think about digital ways to collapse that distance.



Location-based promotions

Target people near your store with a compelling reason to stop.



Mobile marketing & push notifications

Keep your brand top-of-mind when they need gas or a quick stop.



Social media engagement

Highlight in-store promotions or unique offerings to spark interest.



Marketplace

Platforms like Upside connect retailers with new customers.

Thank you!



NEWSLETTER

The Total

We break down industry trends, the data that supports them, and how they'll impact what's next.



By Upside
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SCAN ME



Fuel trends



Tracking retail fuel trends: February 2025

Demand picked up as warmer weather thawed much of America, but a refinery fire marred an otherwise encouraging month.



Tracking retail fuel trends: January 2025

Sanctions on Russia led to a rise in crude prices, while a cold snap suppressed fuel demand. Get your full trend update here.



Tracking retail fuel trends: December 2024

Cold weather and the holiday season brought expected declines in demand. Plus, we take a closer look at c-store metrics.

SCAN ME

