



Your One Solution To Make Retail Intelligent



Powered by Trillions of Proprietary External Intelligence, Data Science, Vision AI, Conversation AI, Gen AI

Six of the World's 10 Largest Convenience Retail Chains Use PriceEasy



200% YoY Growth

From 2021 to Present



30,000 Retail Locations

Manage operations using PriceEasy

The Only Solution Integrated with **Trillions** of External Data

1. **Mobility Data:** Anonymized cell phone ping data
2. **Fuel Pricing Data:** Reliable competitor pricing data
3. **Area Fuel Margin:** Trade area margin estimates
4. **Location Intel:** EVs, restaurants, malls, gas stations, convenience stores
5. **Car Registration:** Number of cars in a micro area
6. **Average Daily Car Count:** Number of cars on a street or highway
7. **Weather Forecasts:** Predicts volume and behavior impact due to weather
8. **Customer Income Data:** Income distribution of visiting customers
9. **Customer Demographics:** Age groups, ethnicity of visiting customers
10. **Customer Spend Profile:** Distribution of share of wallet of visiting customers



Evolution of Convenience Fuel Pricing

2005



Gen 1 Pricing
Basic Pricing
Manual Updates

Fuel

- Manual price survey
- Calculate price every day
- Call required to send prices to POS.
- Try to keep up with the market

Store

- Price surveys on paper
- Cost plus
- Extremely tedious

2015



Gen 2 Pricing
POS Automation,
Rules, Analytics

Fuel

- Competitor data available
- Create dynamic pricing rules
- Software directly sends to POS
- Analytics to evaluate strategy
- Alerts to review strategy

Store

- Price surveys through app
- Pricebook with rules
- Software directly sends to POS

2025



Gen 3 Pricing
Deep External Intel, AI
Integrated Fuel-Store


Fuel

- AI price data validation > Auto pricing
- Trillions of External Data Points
- Which competitor pulls my volume?
- How competitors react to market?
- Customer demographics at site
- Conversion, relation fuel and store
- Prescriptive AI, elasticity, impact on Store

Store

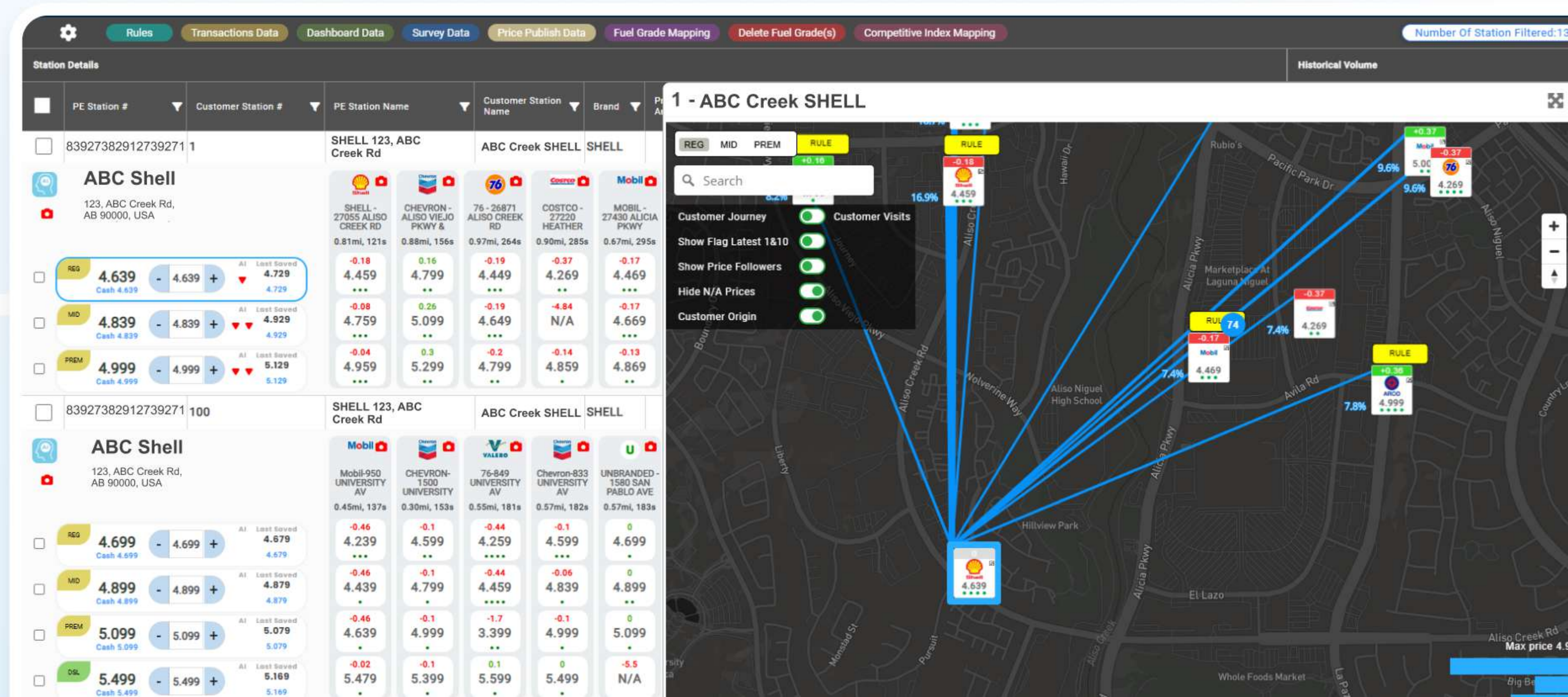
- Vision AI for price survey
- Trade area price benchmarks
- Optimal pricing zone using AI
- Price perception drivers

Times have changed. Companies that want to stay relevant have to leverage external data instead of intuition, to strategize price – the most important aspect of retail. That's why several brands moved to **PriceEasy, the only Gen 3 pricing solution.**

Fuel Pricing & Analytics

World's most advanced fuel pricing platform — powered by deep insights into customer journeys and competitor strategies.

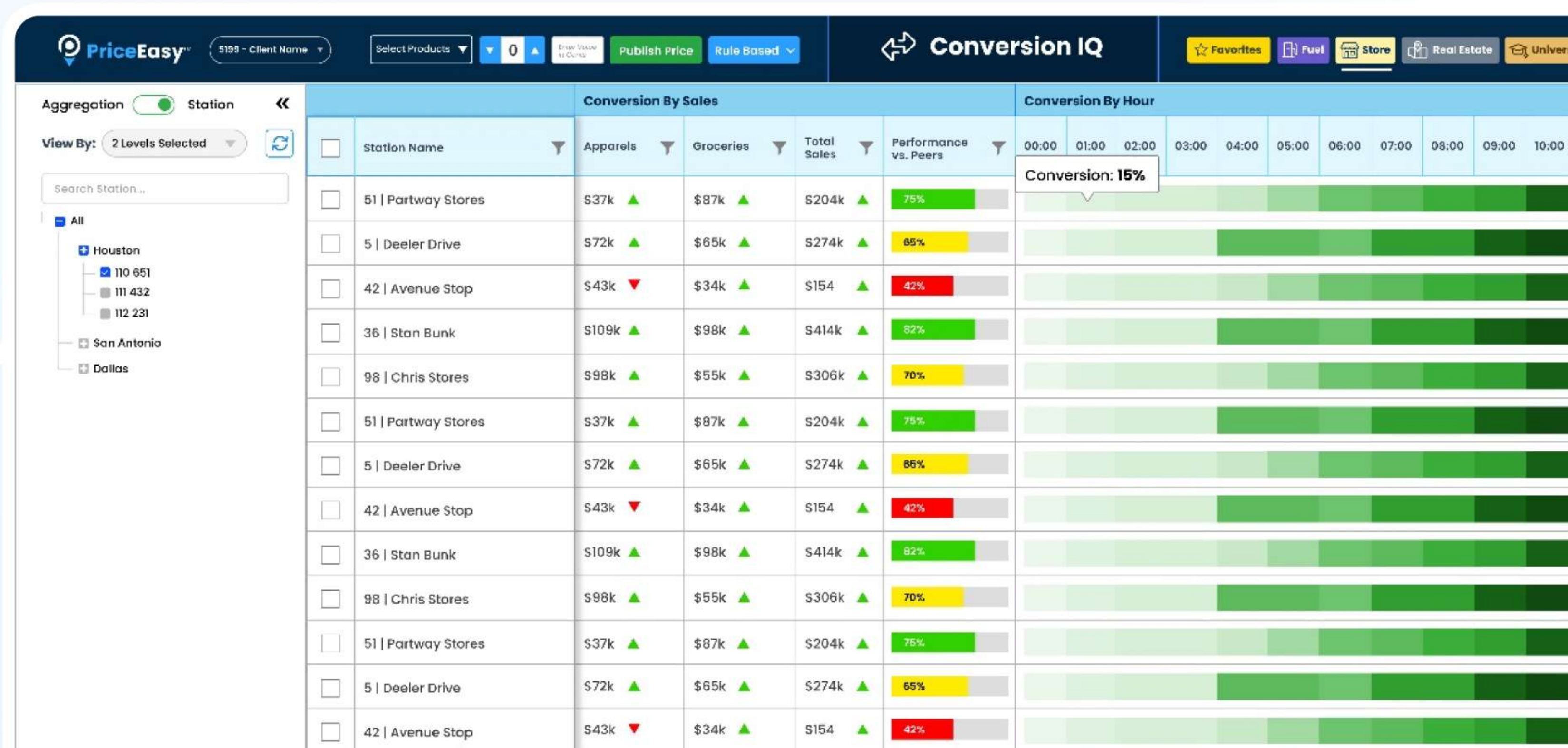
- ✓ Reliable competitor prices
- ✓ Which competitors your customers shop
- ✓ Who your competitors are pricing against
- ✓ Dynamic rules with volume, margin optimization
- ✓ Price publish to POS. Manage prices centrally
- ✓ AI value lift detection to optimize strategies
- ✓ Fuel to Store conversion insights



Conversion IQ

Identify fuel to store conversion drivers by the time of day. Create targeted promotions and dynamic fuel pricing to boost conversion.

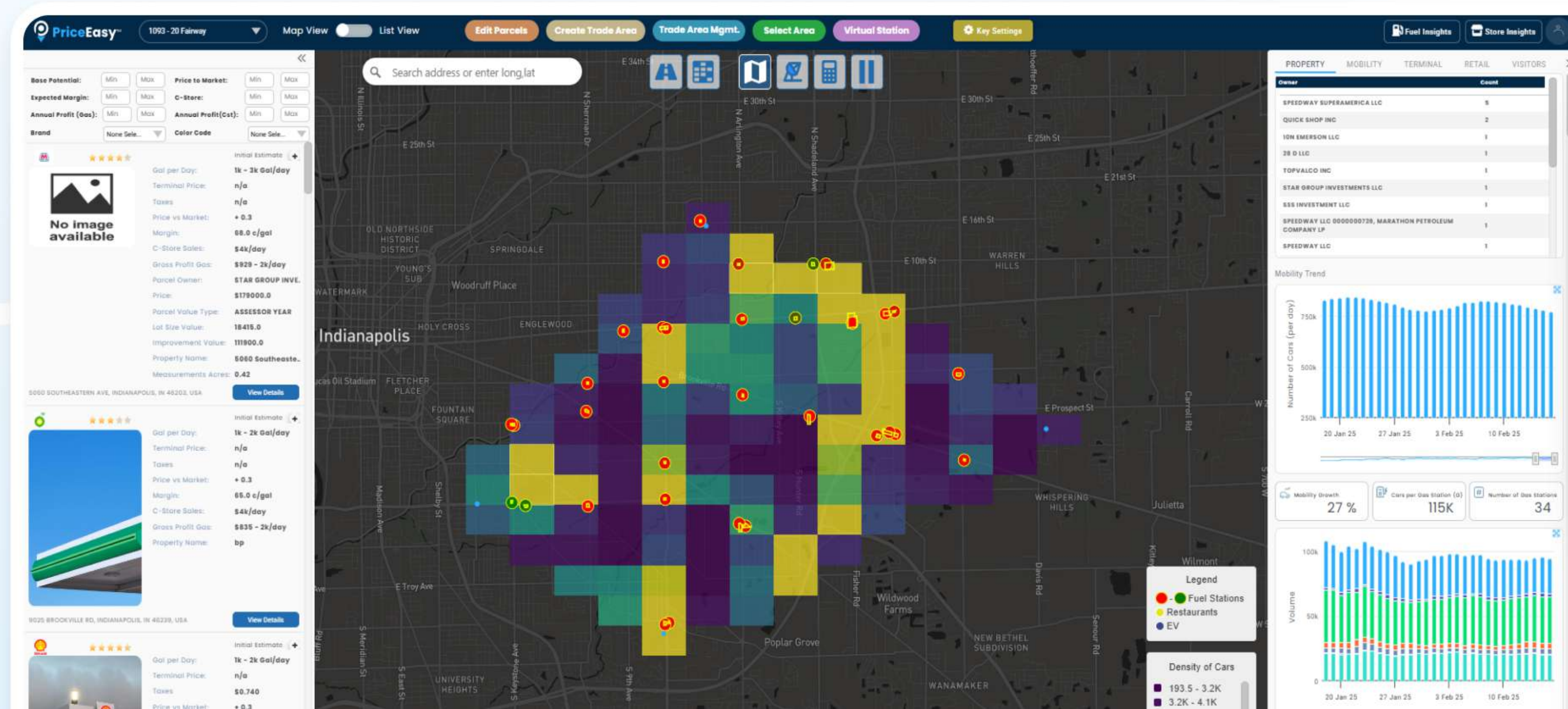
- ✓ Analyze conversion from fuel to store station by the hour.
- ✓ Identify top-performing hours and what's driving conversion.
- ✓ Understand how promotions and pricing impact fuel & store.
- ✓ When does fuel vs store attract your customers.
- ✓ AI analyzes the price optimization boost both profitability.



Location Intelligence

PriceEasy Location Intelligence helps you **identify the best sites** to invest by analyzing traffic trends, trade areas, demographics, mobility, competitors, and daily market share.

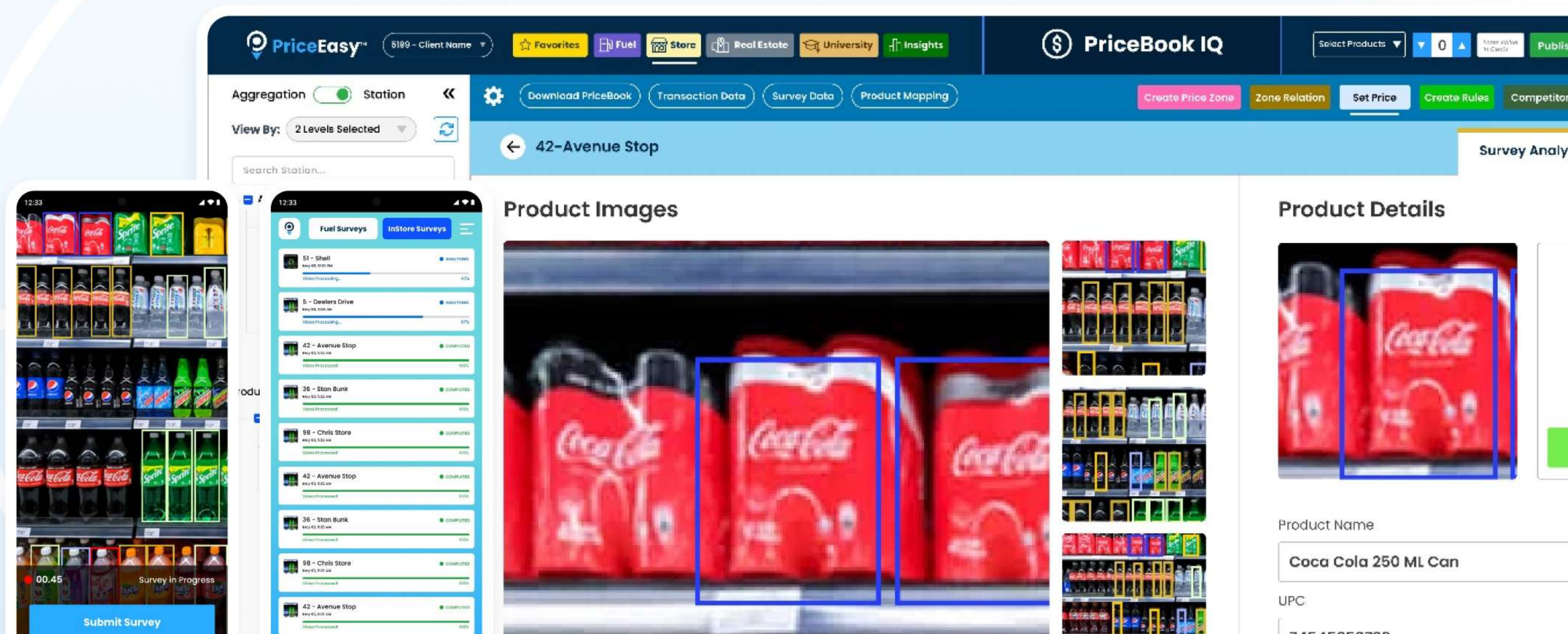
- ✓ Discover optimal locations to grow your next offering
- ✓ Daily market share of each site
- ✓ Traffic and street conversion by vehicle and consumer type
- ✓ Consumer profile at your site – income, age, demographics
- ✓ Customer journey and buying behavior
- ✓ Performance monitoring of your trade areas
- ✓ AI for creating optimal trade areas, using trillions of data



Survey IQ

With Survey IQ, you can easily run in-store price checks using your phone, verify the results online, and use that data to stay ahead of the competition with smarter pricing decisions.

- ✓ Know how your product prices compare to nearby competitors
- ✓ Uncover pricing gaps that could be costing you sales
- ✓ Make smarter pricing decisions with verified market data
- ✓ Respond faster to market shifts with live competitive intel
- ✓ Gather store-level insights in real time via mobile surveys



The image displays the PriceEasy Survey IQ interface, which includes a mobile app and a web dashboard. The mobile app shows a list of survey locations with status indicators (e.g., "COMPLETED", "Video Processing...") and a "Submit Survey" button. The web dashboard features a navigation bar with tabs for "Favorites", "Fuel", "Store", "Real Estate", "University", and "Insights". The main content area shows a list of survey results for "42-Avenue Stop", including product images and details. The "Product Images" section shows a grid of images with blue bounding boxes highlighting specific products. The "Product Details" section shows the product name "Coca Cola 250 ML Can" and the UPC "74545058788".

PriceEasy 5189 - Client Name

Aggregation ☒ Station

View By: 2 Levels Selected

Search Station...

Download PriceBook Transaction Data Survey Data Product Mapping

PriceBook IQ

Select Products 0

Create Price Zone Zone Relation Set Price Create Rules Competitor

42-Avenue Stop

Survey Analy

Product Images

Product Details

Product Name

Coca Cola 250 ML Can

UPC

74545058788

Pricebook, Promotions

PriceBook IQ gives you full control over in-store pricing by letting you manage thousands of SKUs, automate rules, **create optimal price zones** and create precise promotions and combos across all your stores from one central platform.

- ✓ AI for optimal price zones leveraging trillions of external data
- ✓ Automate pricing with smart rules and zone relationships
- ✓ Apply prices to thousands of SKUs in just a few clicks
- ✓ Get reliable competitor prices and create market strategies
- ✓ Roll out pricing strategies across store groups instantly
- ✓ Run promotions, discounts and combos for products.
- ✓ Understand what drive customers from fuel to store

<div> ⚙️ Download PriceBook Transaction Data Survey Data Product Mapping Create Price Zone Zone Relation Set Price Create Rules Competitor Survey Missing Rules: 24 </div>												
Product Details							Zone 1			Zone 2		
<input type="checkbox"/>	UPC	Product Name	Category	Wtd Selling Price	Wtd Margin	Zone Logic	Credit		Cash	Credit	Cash	Loyalt
<input type="checkbox"/>	021251423354	+ Redbull Drink 05oz...	Beverages	\$9	\$9	ZONE_LOGIC_1	\$9	— \$9.3 +	Last Saved 9.159	\$10	\$2	\$9 \$5
<input type="checkbox"/>	0121425511015	+ Lays Cream & Onions...	Food & Snacks	\$5	\$5	ZONE_LOGIC_2	\$5	— \$5.3 +	Last Saved 5.159	\$10	\$2	\$9 \$5
<input type="checkbox"/>	04875484654	+ Levis Jacket X Seri...	Clothing	\$23	\$23	ZONE_LOGIC_3	\$23	— \$23.3 +	Last Saved 23.159	\$10	\$2	\$9 \$5
<input type="checkbox"/>	084475811225	Budweisser Magn...	Beverages	\$8	\$8	ZONE_LOGIC_1	\$8	— \$8.3 +	Last Saved 8.159	\$10	\$2	\$9 \$5
<input type="checkbox"/>	025153654875	Monster Energy Dri..	Beverages	\$7	\$7	ZONE_LOGIC_2	\$7	— \$7.3 +	Last Saved 7.159	\$10	\$2	\$9 \$5
<input type="checkbox"/>	021251423354	+ Redbull Drink 05oz...	Beverages	\$9	\$9	ZONE_LOGIC_3	\$9	— \$9.3 +	Last Saved 9.159	\$10	\$2	\$9 \$5
<input type="checkbox"/>	0121425511015	+ Lays Cream & Onions...	Food & Snacks	\$5	\$5	ZONE_LOGIC_1	\$5	— \$5.3 +	Last Saved 5.159	\$10	\$2	\$9 \$5
<input type="checkbox"/>	04875484654	Levis Jacket X Seri...	Clothing	\$23	\$23	ZONE_LOGIC_2	\$23	— \$23.3 +	Last Saved 23.159	\$10	\$2	\$9 \$5
<input type="checkbox"/>	084475811225	+ Budweisser Magn...	Beverages	\$8	\$8	ZONE_LOGIC_3	\$8	— \$8.3 +	Last Saved 8.159	\$10	\$2	\$9 \$5
<input type="checkbox"/>	025153654875	+ Monster Energy Dri..	Beverages	\$7	\$7	ZONE_LOGIC_1	\$7	— \$7.3 +	Last Saved 7.159	\$10	\$2	\$9 \$5
<input type="checkbox"/>	021251423354	+ Redbull Drink 05oz...	Beverages	\$9	\$9	ZONE_LOGIC_2	\$9	— \$9.3 +	Last Saved 9.159	\$10	\$2	\$9 \$5
<input type="checkbox"/>	0121425511015	Lays Cream & Onions...	Food & Snacks	\$5	\$5	ZONE_LOGIC_3	\$5	— \$5.3 +	Last Saved	\$10	\$2	\$9 \$5

Backoffice: Ordering & Receiving

Minimize shrinkage and streamline back-office operations with smart ordering, receiving, and Vision AI that reduces human error.

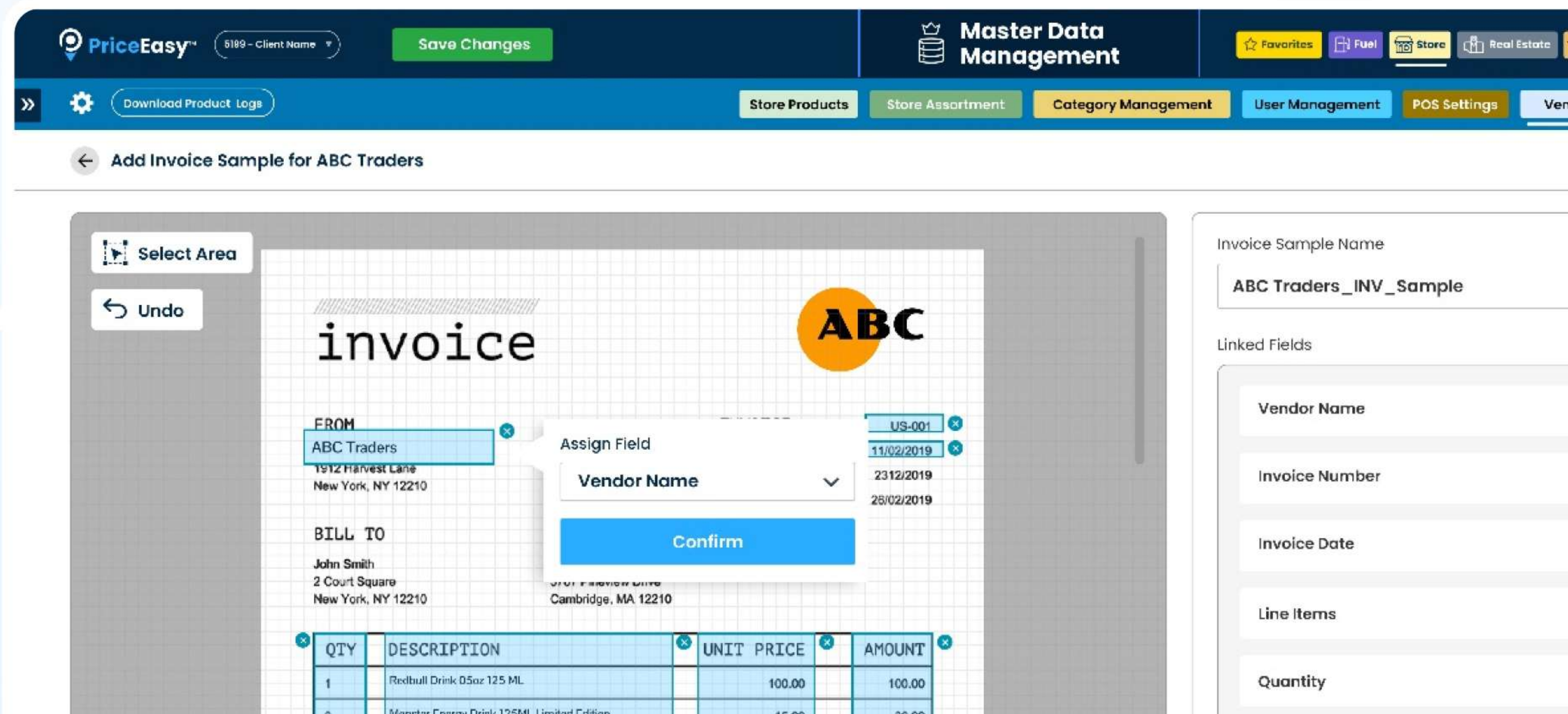
- ✓ Minimize shrinkage with Vision AI ordering and receiving
- ✓ Smart ordering. Minimize working capital with AI
- ✓ Scan paper invoices and reconcile using AI in seconds
- ✓ Auto-generate POs to restock effortlessly
- ✓ Efficient stock counting for accurate inventory



Invoice Processing

Train your system to read and extract invoice data automatically using smart template mapping. Upload vendor invoice templates, mark the key fields, and let the system handle the rest during order receiving.

- ✓ Upload and map invoice templates for each vendor
- ✓ Define exactly where and what data to extract
- ✓ Automate data entry during order receiving
- ✓ Minimize human errors and inconsistencies
- ✓ Save time and streamline your invoice workflow



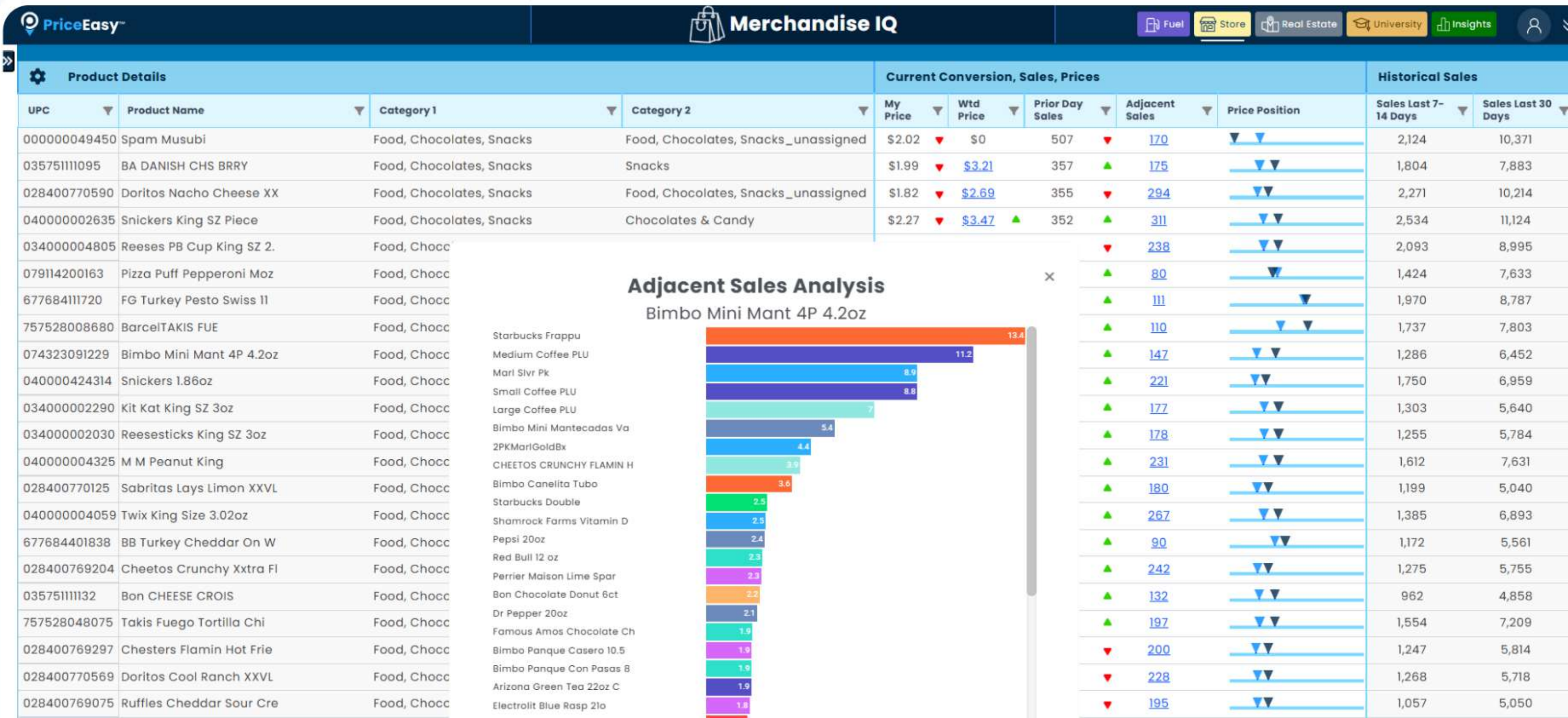
The screenshot displays the PriceEasy software interface. At the top, there's a navigation bar with the PriceEasy logo, a client name dropdown (5189 - Client Name), a 'Save Changes' button, and a 'Master Data Management' section with icons for Favorites, Fuel, Store, and Real Estate. Below this is a secondary navigation bar with buttons for 'Download Product Logs', 'Store Products', 'Store Assortment', 'Category Management', 'User Management', 'POS Settings', and 'Ven'. The main content area is titled 'Add Invoice Sample for ABC Traders'. It features a large grid where an invoice template is being mapped. The template includes fields for 'FROM' (ABC Traders, 1912 Harvest Lane, New York, NY 12210) and 'BILL TO' (John Smith, 2 Court Square, New York, NY 12210). An 'Assign Field' dialog box is open, showing a dropdown for 'Vendor Name' and a 'Confirm' button. To the right of the grid, there's a sidebar with 'Invoice Sample Name' (ABC Traders_INV_Sample) and 'Linked Fields' (Vendor Name, Invoice Number, Invoice Date, Line Items, Quantity). At the bottom of the grid, a table shows the following data:

QTY	DESCRIPTION	UNIT PRICE	AMOUNT
1	Redbull Drink 05oz 125 ML	100.00	100.00
2	Monster Energy Drink 125ML Limited Edition	45.00	90.00

Merchandise IQ

Analyze direct and adjacent sales to reveal the true ROI of each product. Optimize your assortment by factoring in sales impact, demurrage, and inventory costs.

- ✓ Identify adjacent sales each product is driving.
- ✓ Remove products that don't generate value.
- ✓ Understand how customer profiles influence product success.
- ✓ Determine the Return On Investment of each product





Lotto Management

Manage lottery sales from one powerful dashboard. From inventory and invoicing to daily lotto tracking. Stay organized and efficient across all locations.

- ✓ Add new lottery games to your system & start selling them
- ✓ Smartly manage the inventory of your game tickets
- ✓ Keep track of day to day lottery sales & get insights

PriceEasy™5199 - Client Name

FavoritesFuelStoreReal EstateUniversityInsights

Lotto Management

5199 - Client Name

Aggregation Station

View By: 2 Levels Selected

Search Station...

All

- Houston
 - 110 651
 - 111 432
 - 112 231
- San Antonio
- Dallas

Search Game

Business Date: 11/07/2025

Sales & Inventory Summary

Import POS End No.

Lotto Sales

Slot No.	Barcode	Game Number	Packet Number	Game Name	Store Name	Tickets Per Pack	Ticket Price	Start No.	End No.	POS End No.	Manual End No.	Tickets Sold	Total Sales
1	12254251240201	000251423514	1251425	Jumbo Jackpot Cashprize	51-Partway Stores	50	\$5	1	20	50	50	20	\$100
2	321452510332	000278457120	1256847	Break The Bank Lottery	5-Dealers Drive	30	\$3	1	30	30	30	15	\$75
3	875842020	00326511256	1258784	Commissioner Lottery Pot	42-Avenue Stop	30	\$3	1	30	30	30	15	\$75
4	12254251240201	000251423514	1251425	Jumbo Jackpot Cashprize	51-Partway Stores	50	\$5	1	50	50	50	20	\$100
5	321452510332	000278457120	1256847	Break The Bank Lottery	5-Dealers Drive	30	\$3	1	30	30	30	15	\$75
6	875842020	00326511256	1258784	Commissioner Lottery Pot	42-Avenue Stop	30	\$3	1	30	30	30	15	\$75
7	12254251240201	000251423514	1251425	Jumbo Jackpot Cashprize	51-Partway Stores	50	\$5	1	50	50	50	20	\$100
8	321452510332	000278457120	1256847	Break The Bank Lottery	5-Dealers Drive	30	\$3	1	30	30	30	15	\$75
9	875842020	00326511256	1258784	Commissioner Lottery Pot	42-Avenue Stop	30	\$3	1	30	30	30	15	\$75
10	12254251240201	000251423514	1251425	Jumbo Jackpot Cashprize	51-Partway Stores	50	\$5	1	50	50	50	20	\$100

Voice IQ

Conversation AI analyzes in-store interactions using NLP and Gen AI to **uncover missed upsell opportunities through your staff conversations.**

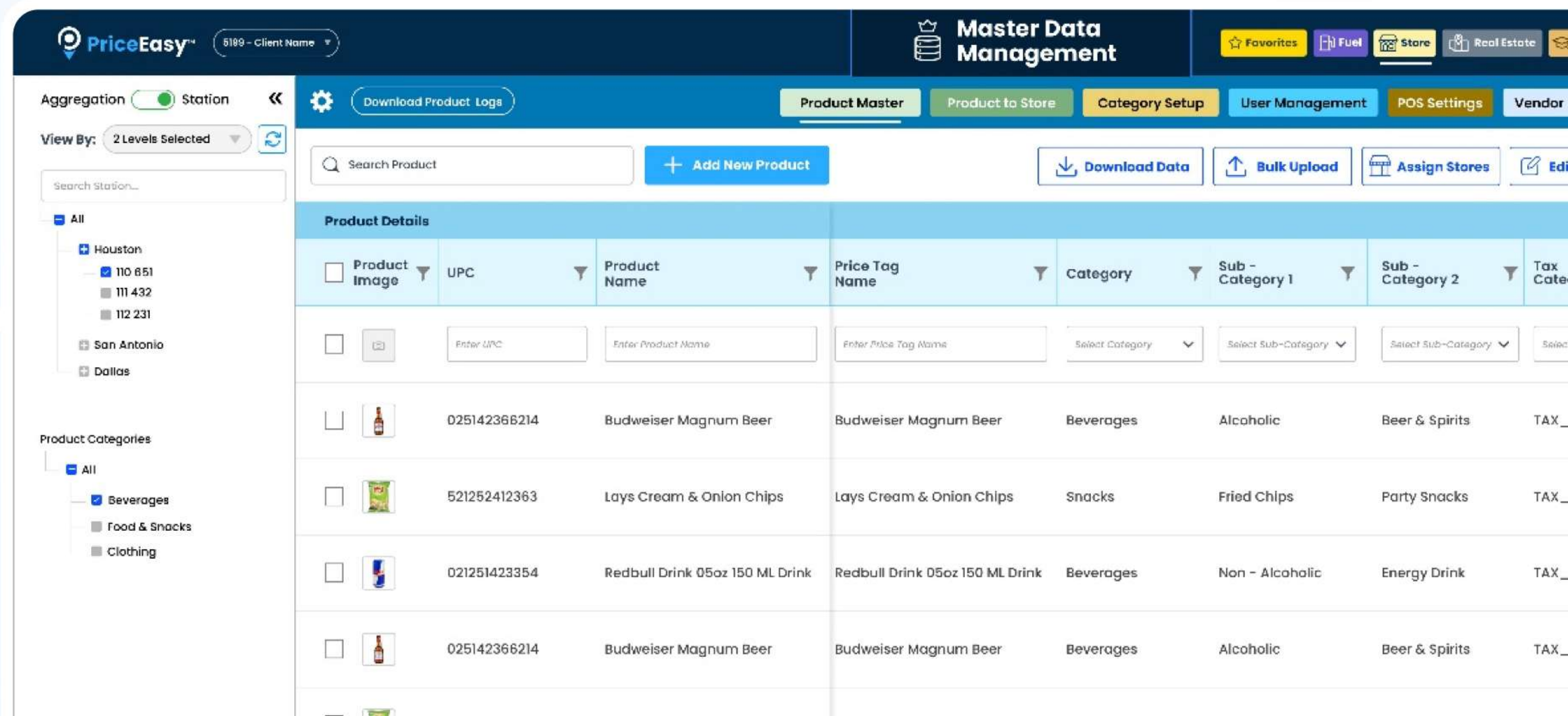
- ✓ Detect tone of your staff from spoken conversations
- ✓ Which of your staff members are upselling
- ✓ Which of your staff are talking about your loyalty program
- ✓ Get site-level insights on customer experience
- ✓ Boost customer retention with actionable recommendations



Master Data Management

Your central control panel for store operations—set up and manage everything from products and vendors to users, categories, and POS systems in one place. Stay organized, scalable, and fully synced across all your locations.

- ✓ Add and manage products across hundreds of stores
- ✓ Assign product lifecycles and track POS sync status
- ✓ Onboard vendors and manage their payment and tax info
- ✓ Create and manage product categories and subcategories
- ✓ Assign roles and privileges with user management
- ✓ Set up, activate, or deactivate POS systems across stores



The screenshot displays the PriceEasy Master Data Management interface. The top navigation bar includes the PriceEasy logo, a client name dropdown, and a 'Master Data Management' section with tabs for Favorites, Fuel, Store, Real Estate, and Vendor. Below this, a secondary navigation bar features tabs for Product Master, Product to Store, Category Setup, User Management, POS Settings, and Vendor. The main content area is divided into a left sidebar and a central table.

Left Sidebar:

- Aggregation:** Station (checked)
- View By:** 2 Levels Selected
- Search Station:** Search Station...
- Location List:**
 - All
 - Houston
 - 110 651
 - 111 432
 - 112 231
 - San Antonio
 - Dallas
- Product Categories:**
 - All
 - Beverages
 - Food & Snacks
 - Clothing

Central Table:

Search Product: [Search Product] [Add New Product]

[Download Data] [Bulk Upload] [Assign Stores] [Edit]

Product Details							
<input type="checkbox"/> Product Image	UPC	Product Name	Price Tag Name	Category	Sub - Category 1	Sub - Category 2	Tax Category
<input type="checkbox"/>	<input type="text" value="Enter UPC"/>	<input type="text" value="Enter Product Name"/>	<input type="text" value="Enter Price Tag Name"/>	<input type="text" value="Select Category"/>	<input type="text" value="Select Sub-Category"/>	<input type="text" value="Select Sub-Category"/>	<input type="text" value="Select Tax Category"/>
<input type="checkbox"/>	025142366214	Budweiser Magnum Beer	Budweiser Magnum Beer	Beverages	Alcoholic	Beer & Spirits	TAX_
<input type="checkbox"/>	521252412363	Lays Cream & Onion Chips	Lays Cream & Onion Chips	Snacks	Fried Chips	Party Snacks	TAX_
<input type="checkbox"/>	021251423354	Redbull Drink 05oz 150 ML Drink	Redbull Drink 05oz 150 ML Drink	Beverages	Non - Alcoholic	Energy Drink	TAX_
<input type="checkbox"/>	025142366214	Budweiser Magnum Beer	Budweiser Magnum Beer	Beverages	Alcoholic	Beer & Spirits	TAX_



Thank you.

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