OPIS MarketSharePro

OPIS
A DOW JONES COMPANY

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

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

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 MarketSharePro 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

Who We Help

Retailers

Wholesalers & Jobbers

Traders

Financial Institutions

Commodities

Gasoline

Market Segment

Retail

Request a demo

888.301.2645 | 301.966.7270
energycs@opisnet.com

Data

Available back to 2009. Updates weekly.

Dashboard

Provides charts and rankings plus a live price ticker showing default brand choices. Change filters such as region, brand type and date period to update.

Live Ticker

A real-time look at how brands are pricing compared to immediate competition. "Change" column shows price differentials.

Table

Sortable with filters by any metric or based on region and brand type. See all brands in your selected geography.

Interactive Charts

Toggle and click selected data points. Chart Market Share, Outlet Share, Price Differential and Efficiency. Download data and export charts.

Heat Map

Chart market share in individual regions. Choose up to 10 brands and toggle between them.