OPIS RetailSuite

OPIS
A DOW JONES COMPANY

Increase retail fuel profits with an all-in-one source of market and pricing intelligence.

OPIS RetailSuite provides an integrated set of online solutions for retail fuel management, enabling you to analyze, strategize and succeed in your local market.

PricePro
AnalyticsPro
DemandPro
MarginPro
MarketSharePro

Market Challenge

Retail fuel margins are razor-thin. To make a profit and stay in business, operators need to remain knowledgeable about wholesale fuel costs and continually aware of competitor price changes to avoid undercutting and protect margins. The slightest change in retail fuel prices can drastically affect gallons sold in competitive local markets.

How We Help

OPIS RetailSuite is a single-stop resource for retail fuel data, including pricing, margins, market share and volumes. With this collection of five easy-to-use web-based tools, you can optimize pricing strategy, discern market trends and measure results against the most reliable industry benchmarks to expand margins and maximize profits.

Benefits

Monitor and analyze your local market with greater precision

Track local competitor prices and margins

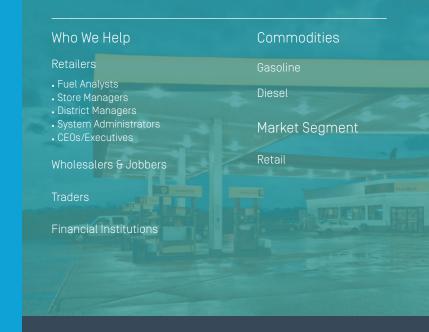Discover pricing and margin trends in your local area

Grade your profit performance against key

Identify new markets for potential acquisition

Understand localized sales trends including volume performance and profitability

See which brands are selling the most gallons in any geography

Unite your team with consolidated data that meets the needs of every business unit

Who We Help

Retailers
- Fuel Analysts
- Store Managers
- District Managers
- System Administrators
- CEOs/Executives

Wholesalers & Jobbers

Traders

Financial Institutions

Commodities

Gasoline

Diesel

Market Segment

Retail

Request a demo

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PricePro

Eliminate manual store surveys and track competitor prices and margins in real time from your desktop or handheld. Set rules for competitive monitoring and get instant alerts when rules are violated. Compare historical prices.

AnalyticsPro

Analyze the pricing trends of competitors over time via interactive charts. Compare locations one-to-one, one-to-many or many-to-many in a single view.

MarginPro

See margins over time for competing brands and price leaders. Adjust the margin cost-basis for a more accurate picture of profits. Identify the most- and least-promising markets for expansion.

DemandPro

Learn local gasoline sales volumes from all types of sites – including chains, new era marketers and branded retailers – at the state, regional and national levels.

MarketSharePro

Compare your brand's volume and price differential against your competitors. Determine brand performance by geographic region. See which brands price the most aggressively and sell the most fuel.