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SKUPOS is an analytics solution for innovative brands, distributors, and c-stores to uncover and streamline business insights across the industry.

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Express Mart Selects SKUPOS Inc. for Scan Data Analytics Services

Data Analytics Company Continues to Experience Rapid Customer Growth

San Francisco, CA—Today, SKUPOS Inc., the leading provider of convenience store data analytics solutions in the country, announced it has been chosen by Express Mart Convenience Stores as their Tobacco Scan Data Reporting Service Provider. The program enrollment went live in 77 of their stores in February.

Petr-All Petroleum Consulting Corp. was established in 1975 in Dryden, NY and later opened the first Express Mart location in 1989. The family owned and operated business has since grown to over 85 corporate and franchise retail outlets throughout New York State.

SKUPOS Tobacco Scan Data Reporting Program enables Express Mart to now receive scan incentives from major tobacco companies, as well as offer tobacco products at cheaper prices with loyalty reporting and multi-pack discounts.

"SKUPOS allows us to be nimble and maintain our position as being the best in the industry and they have proven this since we started working together," said Mike Askwith, President of Marketing & Operations and Tim Gorman, IT Manager at Express Mart. "With Loyalty being a huge part of our future landscape, we are craving that data as well. Using this data we've been able to partner with vendors to meet or beat street prices of our competitors".

Recently, the industry has seen a huge push to leverage data to better understand their customers needs so they might increase basket size. Offering discounts on tobacco products have proven to not only drive fueling customers inside but build loyalty with previously non-repeat customers.

"We're incredibly excited to partner with a forward-looking organization like Express Mart," said Jake Bolling CEO and Co-Founder of SKUPOS. "Their team continues to view technology as a tool to help further their growth, and a driver in their ability to innovate for their customers. In the utilization of the SKUPOS platform, Express Mart will unlock

existing and future opportunities to meet evolving consumer demand in this dynamic market".

Express Mart is taking advantage of enrollment in three SKUPOS services: Tobacco Scan Data Reporting, Multi-Pack Discount Reporting, and Tobacco Scan Loyalty Reporting. The discount and loyalty reporting programs allow Express Mart to lower prices on tobacco and receive reimbursement for the discounts offered. Express Mart also uses the Tobacco Scan Data Reporting Program to get paid for most tobacco products scanned at the register.

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