Upside Raises the Bar for Performance Insights with New Dashboard

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WASHINGTON, D.C., January 10, 2024 – Upside, the digital marketplace dedicated to empowering individuals and businesses financially, proudly introduces the new Upside Dashboard. Developed based on extensive feedback from grocery, fuel and restaurant retailers, this product sets new standards for measurement and transparency from third-party platforms, providing retailers with greater access and detailed insights into top-to-bottom performance metrics.

“Despite claims by many third-party platforms to drive incremental sales, they often fail short in proving the extent of their impact,” explained Wayne Lin, co-founder & Chief Product Officer at Upside. “In an era of heightened competition, evolving consumer behavior, and rising costs, retailers not only deserve but need to understand the tangible impact third-party solutions are having on their bottom line. It’s the only way for brick and mortar commerce to thrive.”

While most third-party platforms claim to improve consumer awareness and engagement, this extended reach involves additional costs, and their measurement tools struggle to pinpoint their impact on profitability. In contrast, Upside doesn't impose charges for extended reach and can exactly isolate the program’s impact within the dashboard. This provides retailers with complete visibility into the expected and incremental (net-new) activity across all locations and across all customer segments.

Finally, many third-party solutions limit retailers’ control over data ownership, customization, and management. Upside's new dashboard stands out from competitors by offering enhanced data manipulation capabilities, empowering retailers to explore information according to their specific needs.

“Price Chopper partners with a handful of third-party services, and the Upside Dashboard is one of the nicer dashboards that we have available and use, both in terms of the availability of data – what we want to see and when we want to see it in there – and then in the responsiveness of Upside’s great analytics service team,” said Sean Weiss, Vice President Marketing at Price Chopper / Market 32. “The Upside Dashboard really helps me keep a pulse on what Upside is doing for our business and what incremental sales the program is driving – week in and week out. Our business moves very quickly, and we need to respond very quickly.”

Since its founding in 2016, Upside has generated $1.3 billion in profit for its retailer partners, returned $575 million in cash to its users, and allocated 1% of its revenue to support sustainability initiatives. Upside gives 30 million consumers access to its offers via its app and partner apps at over 100,000 grocery stores, restaurants, gas stations, convenience stores, and home improvement stores nationwide.

Visit our blog for an overview of the new dashboard and to read why Upside’s dashboard is setting a new standard for performance insights. To discover how Upside is propelling new customers and repeat visits to your business, visit upside.com/business.

ABOUT UPSIDE
Upside is a digital marketplace that connects millions of consumers with brick and mortar retailers nationwide. Since 2016, Upside's personalized offers have empowered individuals to gain greater purchasing power for their essential needs and helped businesses achieve measurable profits. Billions of dollars in commerce run through the Upside platform every year, and that value goes directly back to our retailers, the consumers they serve, and towards important sustainability initiatives. For more: www.upside.com.