

For Immediate Release

RaceTrac Automates Tasks for Store-Specific Marketing

AccuStore deployment supports in-store marketing efficiency in 580+ RaceTrac convenience stores

CLEARWATER, Fla., Jan. 7, 2025 – AccuStore, a GSP company, announced today that RaceTrac, with over 580 retail locations, has successfully deployed store-profile based marketing guides which leverage automation for accuracy and timeliness of store-level marketing plans.

For efficient marketing plan execution, AccuStore generates marketing planning documents specific to each store's footprint. Rather than overwhelm store managers and associates with voluminous store planning documents, each store receives an automatically generated store-specific, illustrated marketing planner. AccuStore uses each store's profile to tailor the information that appears in the store's planner. This execution confusion reduction supports RaceTrac's efforts to improve efficiency. Store specific guides reduce the errors in productivity that occur from deploying one large marketing document that serves stores but doesn't serve the managers and associates particularly well.

"At the store level, there can be more than 400 sign placement locations in each store, and to simplify instructions, we rendered all store areas for improved visual guidance," said Shane Delaney, Vice President of National Accounts at GSP.

GSP has worked with many convenience stores to develop store specific marketing guides, but each deployment requires minor adjustments to accommodate each retailer's processes. The first test run starts with a handful of stores, and then gradually expands until deployment across the entire store network.

"We selected AccuStore from GSP, based on their 40-plus years of experience in convenience store retail marketing," said Sadie Lewis, RaceTrac's Marketing Director of Promotions and Campaign Strategy. "The Store Specific Marketing Guides reduces the amount of time our associates spend on execution and improves execution placement."

"Store specific marketing guides present a unique opportunity for improved capacity and customer satisfaction by freeing up teams to focus on other key tasks," said Autumn Welch, AccuStore Vice President of Product. "AccuStore's automation capabilities improve the efficiency of marketing teams, and combined with store specific kits, it reduces costs even further."



About AccuStore

AccuStore is the result of more than 45 years of helping retailers gain store-level intelligence to enhance operations, marketing, facilities, management, loss prevention and human resources. Its enhanced store profiling technology makes it easy for consumer-facing businesses to access real-time information about every site. AccuStore customizes a database of site-level details and stores it securely on a cloud-based platform with a web interface and mobile 24/7 access. The mobile app enables managers to turn their strategic plans into store level results on the go. A GSP company, AccuStore is based in Clearwater, Fla. To find out more, visit accustore.com.

About RaceTrac

Headquartered in Atlanta, Georgia, family-owned RaceTrac is the 24th largest privately held company in the United States and has been serving guests since 1934. RaceTrac has more than 800 retail locations representing the RaceTrac[®] and RaceWay[®] brands in 14 states offering guests an affordable one-stop-shop featuring competitively priced fuel plus a wide selection of food and beverage favorites, including freshly brewed coffee. RaceTrac employs more than 10,500 team members across RaceTrac, RaceWay and affiliated companies Metroplex Energy, Energy Dispatch and Gulf Oil.

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