

Independent Convenience Retailers Are Using Scan Data to Succeed



Boost Revenue

Todd's Station saw increased sales that more than covered their monthly Skupos costs

Build a Competitive Advantage

The Skupos platform allowed Todd's Station to enroll in programs that allowed them to compete with national chains

Easy to Use

Skupos' streamlined, remote setup process had Todd's Station up and running within 30 minutes

About Todd's Station

 One location in Rock Rapids, IA

 Established in 2001

 Joined Skupos January 2019

For convenience retailer Arlys Hilbrands, offering multi-pack discounts through major tobacco loyalty programs is essential to her Iowa store's success. Arlys and her husband have been running an independent location for 17 years, but as Iowa's local tobacco excise taxes have continued to rise, so has the pressure for single site operators to advance technologically. Like many convenience retailers, the challenge for Arlys lies in getting approved for incentive programs with industry giants like Altria, RJ Reynolds, and ITG whose requirements often cater to the abilities of costly business intelligence software or in-house IT teams.

Skupos, the market's leading scan data technology platform currently serves thousands of c-stores nationwide, over 60% of which are independently owned. Skupos enrolls retailers in powerful scan data incentive programs with fully automated reporting in order to help stores drive volume and increase overall revenue. Before Skupos, Arlys' store was not scanning, meaning each discount was being rung up at the register which resulted in human error. "We were funding

[the discounts] out of our own pockets," she reports, "but now it's nice to get reimbursed by using this software."

Since signing up with Skupos in January 2019, Arlys says her store has already received its first reimbursement check which more than covers the monthly cost of her Skupos software.

"Signing up for a scan data program was something I felt like I had to in order to keep up with competitors, but it was near impossible to execute. Skupos allowed me to easily enroll and start earning additional revenue, they have really been a life saver."

As a good business owner, Arlys knew what she needed to do in order to compete. And although she was hoping for an increase in revenue, she wasn't expecting Skupos' ease-of-use and streamlined, remote setup process. Today, Arlys and her husband operate one of the only independent stores in the area to offer many of the same multi-pack discounts as national chains. The pair expects to save thousands with scan data incentives in 2019.

About Skupos

Skupos drives revenue growth and operational efficiency across all segments of the retail industry through the collection of billions of transactions every year. Over 13,000 customers across the United States rely on Skupos' platform to provide actionable insights that enable brands, distributors and retailers to increase sales volume and employee productivity.

