PromoPulse

Unlocking New Frontiers : Bridging the Gap

FUELING THE
CONVERSAT ON

DOVER®
FUELING SOLUTIONS
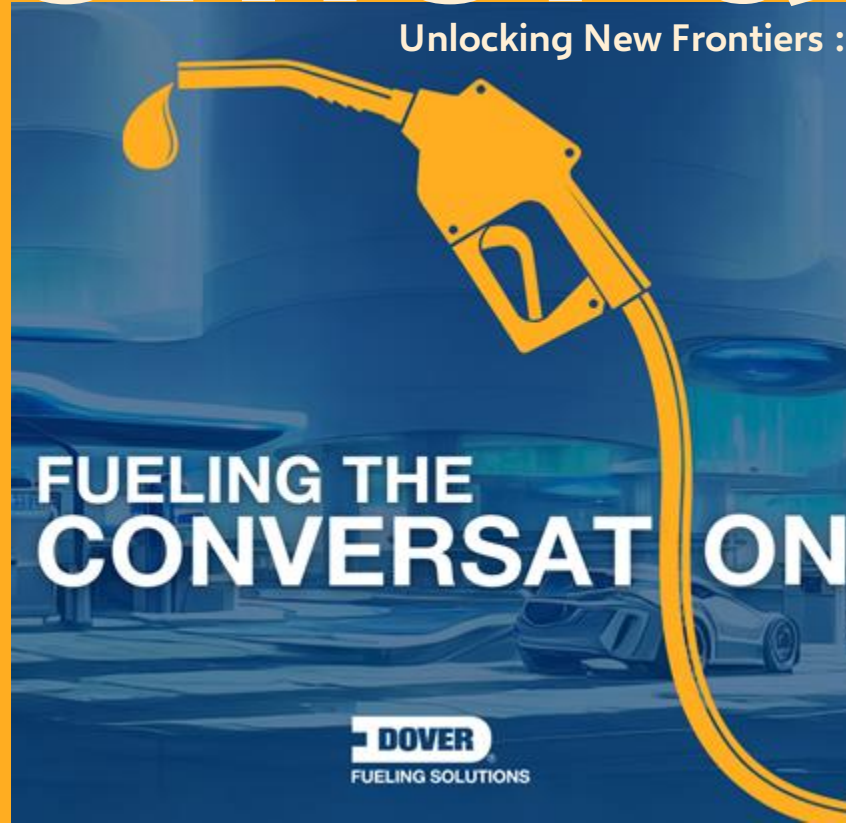
- Arbitrary 5

Arbitrary 5

Manideep Telukuntla
Dinesh Bandaru
Vaishnavi Ganesh
Santosh Ramkumar
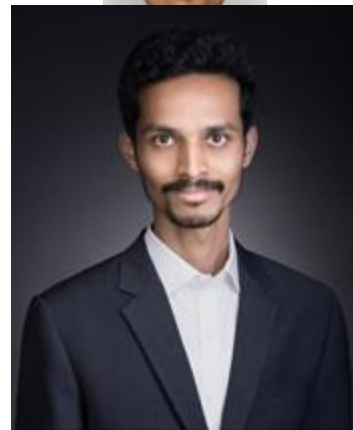Kapish Krishna

Arbitrary 5

Santosh Ramkumar
Kapish Krishna
Manideep Telukuntla
Dinesh Bandaru
Vaishnavi Ganesh

Arbitrary 5

Dinesh Bandaru

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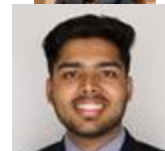**Vaishnavi Ganesh**
Santosh Ramkumar

Arbitrary 5

Vaishnavi Ganesh
Santosh Ramkumar
Kapish Krishna
Manideep Telukuntla
Dinesh Bandaru

Opportunity Identification – Enticing the Mom & Pops

- **Reversing a four-year decline**, 2023 and 2024 saw an increase in the C-store by ~1.5% (~2K stores)

- **Food-focused C-stores gain traction** as 2024 industry growth was fuelled by a 1.7K increase in single-store operators (**77% of total growth**)

- Currently, **60% of the C-stores are mom and pops** and they **don't have adequate access** to inventory management, or digital advertising capabilities to improve their retail sales to match the branded stores

U.S. Convenience Store Count (As per NACS/NIQ)
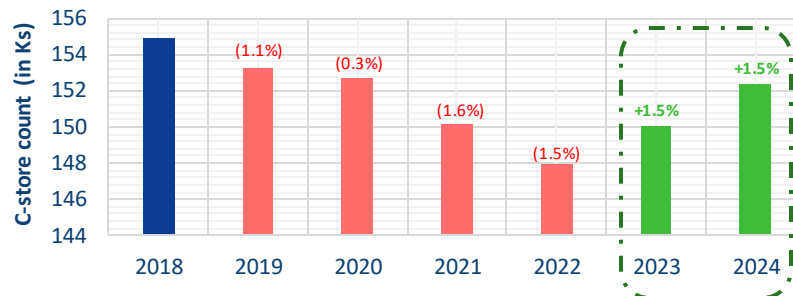
Who are the major growth-enablers?

Year	#C-Store (Inc. from prev. year)	Single-store operators	Contribution to growth
2024	152.4K (+2.2K)	91.9K (+1.7K)	77% ↑
2023	150.2K (+2.1K)	90.2K (+1.1K)	50%

The 'Anthem' effect & a quick look into the future

A few days back

Today

Customized advertising through DX Promote® saw sizable growth in sales after installing at Keystops sites in 2021

➢ 22% increase in breakfast sales

➢ 29% increase in fountain drink

➢ 33% increase in donut sales

➢ 101% increase in pizza sales

➢ DFS acquires Bulloch Technologies, enhancing POS solutions

➢ Acquisition streamlines operations, boosts innovation and customer satisfaction.

➢ Integration offers efficiency, rapid tech implementation, improved user experience.
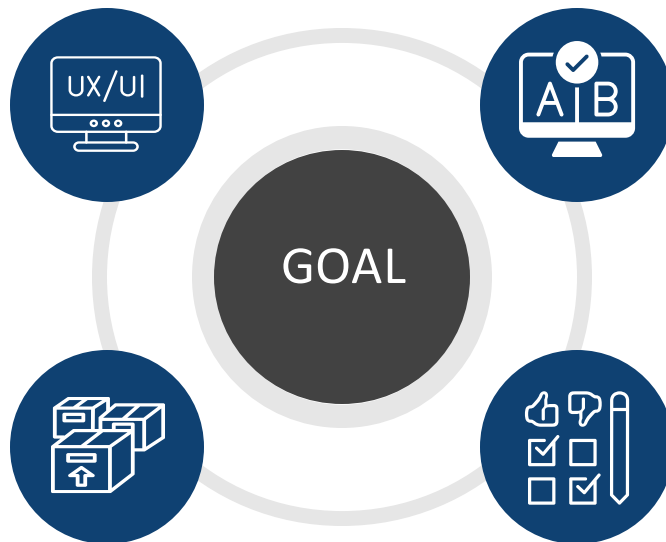
Tomorrow

Key business goals

AI-Driven advertisements

Build a predictive model to identify content that has high conversion potential

Dynamic UX implementation

Scale the advertisement size based on predicted probability to drive conversion

Solving overstocking problems

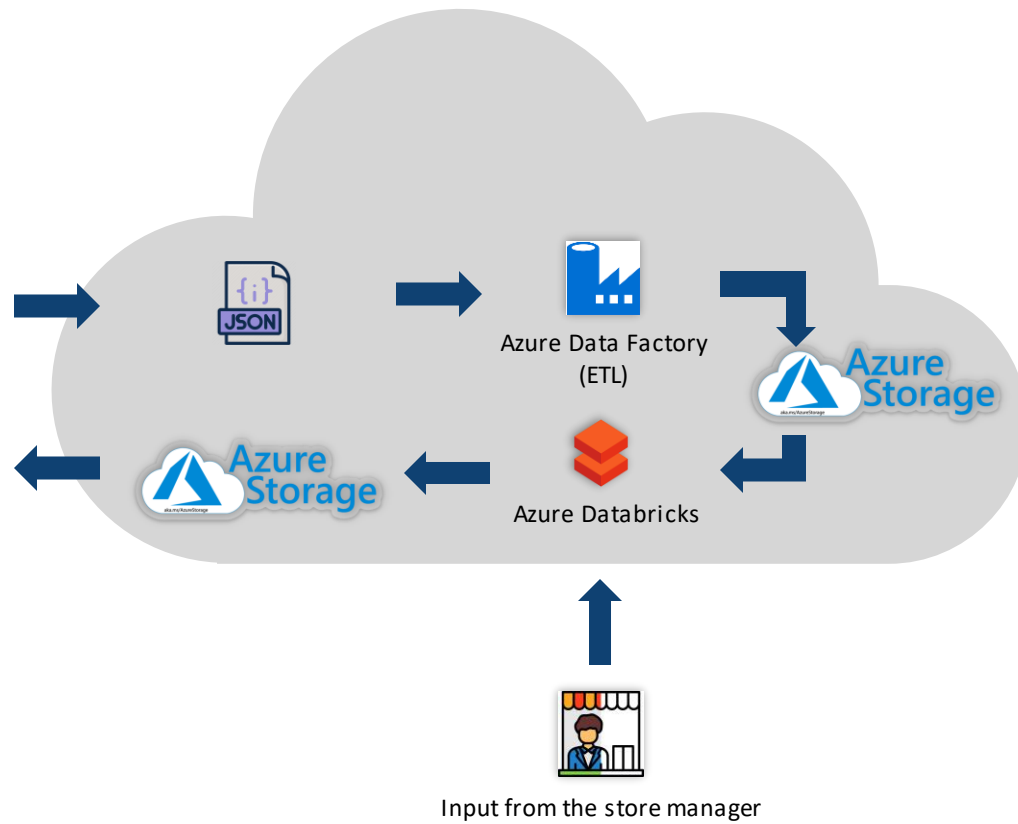Deploy a system for the C-store manager to flag overstocked items for targeted promotion.

Build a feedback system

Conduct mini-surveys to gauge UX implementations

UX/UI

A B

GOAL

Prototype

Azure Data Factory (ETL)

Azure Storage

Azure Databricks

Azure Storage

Input from the store manager