Clear Demand Introduces Price Intelligence for Convenience Stores

New solution accounts for unique characteristics of industry and can optimize the entire store experience from merchandise to food service.

Scottsdale, AZ – (March 28, 2018) – Clear Demand, the leading innovator in retail machine learning, announced that its core Pricing, Promotion, and Markdown solutions have been customized to meet the needs of convenience store retailers. The move marks a strong push that the company is making to be the industry's preferred pricing partner.

The update combines a powerful analytics engine with an intuitive user interface which makes it easy for pricing and merchandising teams to interpret, implement, and communicate their activities around pricing and promotions. The solution also includes an Analytics-as-a-Service model with its professional services team to augment the limited pricing resources of many companies through strategic or ad-hoc analysis. Clear Demand is also the only solution capable of fully leveraging Nielsen competitive data as a Connected Partner.

According to CEO Jim Sills, "Many C-Store retailers are not staffed to manage a pricing solution, so Clear Demand offers Analytics-as-a-Service in which we operate as the retailer's pricing team. Further, it is difficult for C-Store retailers to shop their competitor's prices due to the large number of stores in the convenience industry. We can also utilize Nielsen data as a surrogate for competitive data."

Bob Stein who formerly served as CEO of both Kalibrate and Dairy Mart Convenience Stores will be supporting Clear Demand as an advisor. His efforts have been instrumental in ensuring that the solution can thrive in providing value within the Foodservice, Tobacco, and Beer & Wine categories which are unique to the industry.

Ricker Oil, a leading Convenient Store retailer in Indiana, was one of first customers to successfully implement the updated solution. An initial test and control pilot yielded a significant increase in gross profit and they are now expanding the work across the rest of their merchandise categories. "Clear Demand has helped us transform our mountain of merchandise and promotional data into retail price changes that have yielded measurable gross profit increases," says Quinn Ricker, CEO.

Clear Demand will be attending the NACS State of the Industry Summit on April 10-12, 2018. Interested parties can reach out to marketing@cleardemand.com to schedule a product overview or obtain additional information.

About Clear Demand

Clear Demand is the first company to deliver an omni-channel lifecycle pricing solution for retailers that synchronizes prices, promotions and markdowns online and in-store to produce a consistent brand and shopping experience. Clear Demand uses its patented science that analyzes historical sales to understand shoppers' sensitivity to price and generate price and promotion strategies that account for pricing rules, cost changes and competitor prices to achieve profit and revenue goals. Architected on big data and delivered as a software-as-a-service (SaaS), Clear Demand's Intelligent Price Maintenance and Optimization (IPMO) solution can be administered from a public or private cloud.

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