

How to Leverage Behavioral Insights to Drive **Pump-to-Store Conversions**

VideoMining leverages proprietary AI technology and behavioral science expertise to unlock shopper behavior insights from real shoppers, on real trips, in real stores, giving retailers complete visibility to the behavioral insights traditionally hidden in the four walls of retail.

Background:

Leading U.S. convenience store retailers often seek to better understand fuel buyer behaviors to identify tactics to drive incremental in-store sales from fuel buyers. These Clients benchmark their shopper behavior and pump-to-store performance against the convenience Behavior Panel™, identify opportunities for improvement, test new at-pump stimuli and track shopper behavioral responses to establish best practices. Here, we offer an example of the project scope and potential findings.



AI Sensor Installation

VideoMining's proprietary AI sensors were installed in select Client stores, covering total store interior and total forecourt. The sensors capture environmental and behavioral data every 1/10 of a second - at the pump, and throughout the entire store.



Data Capture and Benchmarking

Authentic and unprompted shopper behavior was analyzed. VideoMining's AI analysis tools compared performance metrics from the Client's stores against the total Behavior Panel™ for concrete benchmarking and best practice identification.



Behavior Test Implemented

Select Client stores were assigned as "Lab Stores", and provided with specific test stimuli to execute.

Stimuli tested included:

Pump Toppers and Digital Screen Content at Pump messaging, creative, promotional offer, category(s) featured



Insights Delivered

VideoMining provided Client a robust analysis of pump-to-store conversion, and the winning attributes of at-pump messaging to drive incremental in-store sales.

Through small-scale Behavior Test, best practices were identified that delivered **+8% pump-to-store conversions**.

The VideoMining Advantage:

360

Degree
Visibility

VideoMining's proprietary AI platform captures every inch of the retail environment - from the pump, to the aisles, beer caves, and beyond.

1.60B+

Trips Captured
Annually

Behavior Panel™ data provides complete benchmarking for c-store operators.

20k+

Moments
Captured

A single c-store shopper journey captures over 20k micro-moments of behavioral data - every product glance, u-turn, and more.

50+

Patents
Awarded

VideoMining has over a decade of experience pioneering the unique AI application to shopper behavioral science - and we've got the patents to show for it

Unlocking Pump-to-Store Intelligence:

VideoMining guided the Client through an initial benchmarking study, followed by A/B testing different at-pump and front end signage to measure conversions to foodservice and hot beverages.

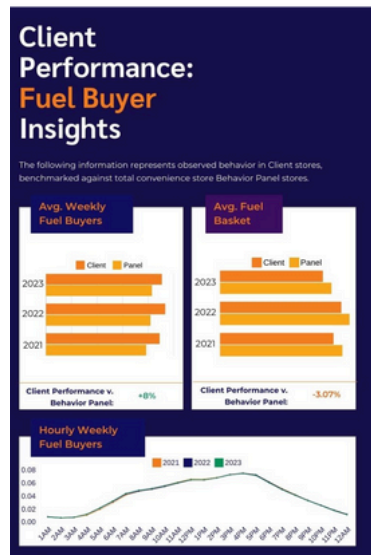


Benchmarking

- The Client leveraged VideoMining's Convenience Behavior Panel™ data to measure the Client's performance relative to the industry average.
- Key insights were delivered around general fuel shopper patterns - across dayparts, demographics, and trip types - to contextualize future pump topper signage / messaging options.
- The Client also benchmarked their chain's fuel activity and established baseline of pump-to-store behaviors which they sought to improve in the next phase.

Metrics Tracked Include:

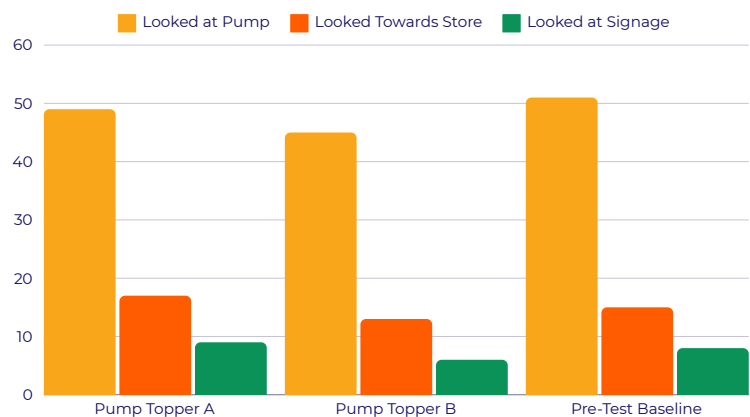
- Avg. Fuel Buyer Traffic
- Avg. Fuel Baskets
- Hourly Weekly Fuel Buyers
- Fuel Buyer Year-Over-Year Performance
- Trip Type and Forecourt Activity
- Fuel Buyer Patterns by Daypart / Weekday v. Weekend
- Fuel Usage by Pump Zone



Testing

- With precise benchmarking data in hand and clear project KPIs assigned, the Client executed a small-scale test of various marketing messages targeted to Fuel Buyers.
- Test Elements included:
 - Pump Toppers / Pump TVs
 - Categories Featured
 - ex: hot coffee and donuts v. roller grill and fountain beverage
 - Visuals Shown / Product Attributes Highlighted
 - Promotional Offer

At-Pump Behaviors Exhibited:

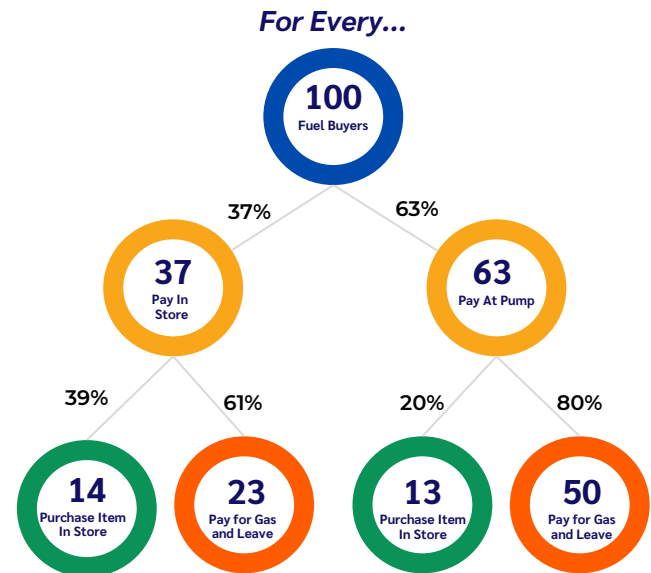


Measuring

- VideoMining's in-store behavior measurement platform tracked each individual store visitor across the entire trip, identifying trends in shopping behaviors and trip sequences.
- With proprietary Fuel Tree metrics, VideoMining set benchmark of fuel buyer activity based on method/location of fuel payment.
- The Fuel Tree metrics were compared for each round of stimuli testing to quantify impact of at-pump signage on fuel-to-store conversions

Metrics Tracked:

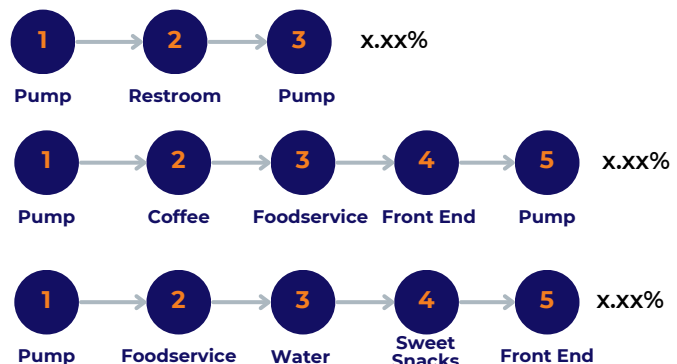
- Fuel Traffic
- In-Store Traffic
- Payment Activity
- In-Store Conversions
- Trip Mapping



Tracking

- For fuel buyers who entered the store, VideoMining tracked every step of their experience, including:
 - Trip Sequencing
 - Stimuli Exposure
 - Time in Store
 - Glance Rates and Engagement Rates
 - Basket Units and \$ Sales
 - Category and Brand Conversions
 - Use of Store Facilities / Restroom
 - Interaction with Foodservice Items & other key categories

Sample: Most Dominant Purchase Sequence: Weekday Morning At-Pump Fuel Buyers:



Impact

- Identified most successful pump topper messaging to increase conversion rate of fuel buyers to in-store foodservice buyers
- Performed iterative testing with minimal investment to identify +22% improvement in shopper engagement
- Identified trip dynamics of fuel shoppers by demographic, including in-store journey and category affinities to support future campaigns
- Established best practices for at-pump signage and digital displays, including creative, photography, messaging, and promotional offers
- Built evidence-based attribution model for pump-to-store conversions



VideoMining pioneers behavioral insights for winning in-store through proprietary Behavior Sensing Technology™ and AI-Powered Data Decoding Systems. We own and operate a nationwide Behavior Panel™ in partnership with leading chain retailers to provide ongoing fact-based industry and shopper trends, along with a network of Behavior Labs™ for accelerating innovation through "testing and learning" in real stores with real shopper input.

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