



## USA: GasBuddy, Koupon Media partner to drive retail sales

**GasBuddy is partnering with Koupon Media to deliver targeted, personalized mobile coupons to GasBuddy's community.**

Koupon Media, a leading mobile offer platform and retail network in the industry, and GasBuddy, the technology company changing the way consumers find, purchase and save money on gasoline, have partnered to allow consumers to have access to discounts and offers from their favourite brands and retailers right in the GasBuddy app.

"Marrying fuel discounts and offers with location targeting provides the ultimate platform for brands and retailers to drive sales while helping customers save money," said Bill Ogle, CEO of Koupon.

GasBuddy will integrate Koupon's mobile platform directly into its app via a new "coupon" section where consumers can search for additional discounts and deals at nearby convenience store locations based on where they fill up their gas tanks.

The convenience store foodservice is a \$61 billion industry, making it the second largest retail host foodservice category behind supermarkets," said Walt Doyle, CEO of GasBuddy.

According to the 2015 Retail Fuels Report from NACS, just 35 percent of consumers go in-store after purchasing gas at the same location, making this partnership a huge opportunity for both convenience stores and brand marketers.