



## Phillips 66 partners with GasBuddy for digital operation

**Phillips 66 to use GasBuddy Business Pages for a digital push across the company's 6,000 fuel and convenience stores.**

GasBuddy Business Pages is a business-to-business (B2B) software-as-a-service (SaaS) that enables marketers and operations personnel to manage customer information such as hours, prices and amenities; manage and maintain store performance with respect to customer service and experience; and directly market to GasBuddy consumers products such as loyalty programs and other incentives.

"GasBuddy Business Pages gives us the unique opportunity to tap into millions of consumer interactions each month to understand how we can compete more effectively," said Phillips 66 Branded Marketing Manager Greg Hart.

Headquartered in Boston, GasBuddy is a smartphone app with nearly 70 million downloads. It is the leading source for the most accurate, real-time fuel prices at more than 140,000 gas stations in the United States, Canada and Australia.