



## Chevron adds Upside across retail network in California

**A total of 300 locations have added the service to attract new customers by leveraging the platform's reach through its app.**

A total of 300 Chevron-operated stations in California have been added to Upside's platform. The addition will help the company in attracting new and infrequent customers on-site by leveraging the service's reach to 30 million users who use its mobile app and partner apps.

After identifying new and infrequent customers based on historical spend on-site, the app changes customer behavior through its approach to offer generation and delivery. Its machine-learning offer generation engine was developed using in-market research and analyzing consumer behavior through hundreds of millions of transactions.

"Upside's digital marketplace helps Chevron reach consumers who are not shopping with us today. The addition of our stations will help us meet consumers digitally, where they are increasingly making purchases," said Brennan Beatty, Chevron's Merchandising and Operations Manager.

Since its launch in 2016, Upside has grown to over 50,000 nationwide gas stations, convenience stores, grocery stores, and restaurants. Only 30% of stations in a given area can participate in the program, and more than 40% of all areas are already at capacity and using a waitlist for new members.