



Gulf Oil teams up with GasBuddy to reach 70 million drivers

Gulf Oil will now be able to connect to 70 million fuel and convenience store shoppers thanks to a partnership with smartphone application GasBuddy.

Gulf Oil is tapping GasBuddy Business Pages, a B2B Retailer Software-as-a-Service (SaaS), to get real-time feedback from consumers as well as communicate directly to them.

The solution will also enable Gulf distributors to compare their performance with nearby competitors, according to GasBuddy.

In addition, the partnership gives Gulf Oil access to GasBuddy "Tank Takeover" station events and other marketing channels that will drive more traffic to Gulf sites in the United States.

"Fuel marketers and convenience stores don't own their brands — the customer does. Every day the GasBuddy app receives an average of 3 million ratings, reviews, and gas price submissions from our community of users about their experience," said Greg Fox, the chief revenue officer at GasBuddy.