

Frequently Asked Questions

General Information

What is an incremental transaction and/or incremental gallons?

Incremental transactions and gallons are from a new, lapsed or infrequent customer at a site. A new customer is a GetUpside user that has not made a debit or credit card purchase at a site in the last 12 months. We compare every GetUpside user with a set of non-GetUpside card IDs that exhibit statistically equivalent purchase behavior. Comparing the GetUpside user's purchase with this control group allows GetUpside to track which transaction and gallon is incremental.

When do a GetUpside user's incremental transactions or gallons stop being incremental?

For each GetUpside user, GetUpside works to find the best possible price point for your goods and services that would entice a user to influence their buying behavior. To accomplish this, GetUpside generates promotions that are personalized for each user based on a machine learning model powered by a tremendous amount of data. Key data sources include your margin by grade, the historical purchase behavior of each GetUpside user at your site, a user's location, and how a user interacts with the app--what offers they accept and do not accept.

If the personalized promotion GetUpside's offers does not entice the user to change their buying behavior, data shows they will revert back to their previous purchasing habits. In one study, 85% of the incremental gallons driven to the sites by GetUpside left the site within 30 days once the personalized promotions stopped. As long as a GetUpside user exceeds their site baseline, their transactions are counted as incremental.

How does GetUpside decide exclusivity circles?

Based on US census data, stations are categorized into Urban (.5mi), Rural (.75mi) or Suburban (1.5mi) classifications.

Why can only a certain % of sites participate?

GetUpside uses personalized promotions to shift demand from the 70% of non-GetUpside stations to the 30% of stations on GetUpside in a given geographic area. This is how GetUpside delivers your site incremental volume. We're attracting drivers that had previously frequented your competitors

How does GetUpside work for consumers who pay cash?

GetUpside cannot determine if a customer's transactions and gallons are incremental if they use cash. GetUpside users must use a debit or credit card to earn cash back.

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Who pays for the consumer discount?

The Merchant pays for the consumer discount on proven incremental gallons. The discount provided to the consumer is what gets the consumer to buy incremental gallons from the station.

Are personalized promotions site specific?

Yes

Does GetUpside redirect the customer from site to site, cannibalizing volume?

No, GetUpside is specifically designed to not do this. The vast majority of consumers buy gas when they need it and only in areas that are convenient for them. This is typically near their home or work. Consumers aren't willing to travel outside this routine--even for gas discounts. GetUpside doesn't change this habit. It simply works to consolidate their purchases, in the areas where users are already buying gas, into the station in that area on GetUpside. GetUpside utilizes geographic exclusivity around each station to ensure the app is directing new business to your stations and not just redirecting volume.

When a GetUpside user opens their app the default view is their immediate surroundings. 95% of GetUpside users transact in this default area. Said another way, 95% of users do not scroll out, view their entire city, and plan their day with the goal of finding the best gas deal! The 5% of GetUpside users who do vary their purchase locations throughout a city and are more likely to deal shop are professional drivers, like Uber drivers. These drivers are already searching a city for the lowest price for gas. For this set of users, GetUpside enables stations without the lowest price, who wouldn't have gotten this volume, a chance to attract this user's business profitably (without lowering sign price for all the site's full price paying customers).

Finally, GetUpside is constantly monitoring app user behaviors to ensure it is driving profitable incremental gallons to each of its merchant partners. If you are in an area where you believe that app users will behave differently, please don't hesitate to contact us at businesshelp@getupside.com.

My site has invested heavily in loyalty programs. Will GetUpside drive these loyal customers away?

No. If your loyal user starts using GetUpside and we can't increase their purchases at your site, via fuel and c-store purchases, it means that they won't exceed their baseline. As such, their offers will go to zero. While we hate to lose a user, we are willing to do so if the customer is already buying all their purchases from your business.

How do you know Credit Card (cc) data for a customer who has never been to our sites?

The absence of CC data at a site across all of a user's credit and debit cards suggests they have

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never been to that station and therefore would be a brand new consumer.

If I'm a site and I opt in, can I offer promotions for C-Store too?

Yes, if you are not already on our fuel + c-store program and would like to be, please contact us at businesshelp@getupside.com.

Site and margin information

How does GetUpside calculate margins at each station?

Sign Price from customer receipts

- OPIS Rack Terminal Price for the site's brand*
- Credit Card Fees (2% x the Sign Price)
- Federal Taxes
- State Taxes
- Transportation + Supply Agreement Costs (Commission/Rack Fees) * (Daily Margin By Grade)

** set for each site by Wholesaler or dealer in dashboard*

How does GetUpside's app stay current with sign price changes?

GetUpside keeps sign price current via the receipts it receives from app users, app user inputs into the app, and data feeds it receives from its wholesaler and refiner partners.

Where does GetUpside receive its terminal pricing?

GetUpside uses the branded rack price for your brand from the terminal you select.

How do you know the terminal information when a customer is between two different terminals when there is arbitrage?

GetUpside asks the wholesaler or station owner to designate their most frequented terminal when establishing their location on GetUpside. The wholesaler is able to update the terminal for a specific location at any point in time via the GetUpside dashboard if they change where they are pulling their volume from.

Can my refiner see my rack pricing and margin information once I input into GetUpside?

No! Your refiner can never see or access the rack pricing or the margin information you provide GetUpside.

Can the Jobber or site go back into their account and change their margin configurations?

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Yes, at any time customers have the right to go into their GetUpside account portal and adjust their site settings.

GetUpside uses a 2.1% credit card fee, but in some cases our credit card fees are higher.

To determine your per grade margins, GetUpside subtracts the fees you pay on all debit and credit card transactions. It does this by multiplying your per grade sign price by 2%. Please note, this 2% represents the average fees you pay across all debit and credit card transactions combined. There may be credit cards that are charging you more than 2%. However, you are oftentimes charged 0.5% or less for debit card transactions. Across more than 6,500 fuel merchants of all brands, we have found that 2% provides more than enough cushion for these fees. If you believe your site's fees are higher due to the card mix seen at your site, please contact us at businesshelp@getupside.com.

Attracting app users

How do consumers know about and use the app?

GetUpside uses digital ads geo targeted around your site and referrals to help app usage grow in your local area. A significant factor in GetUpside's consumer growth has been our viral referral program, which is used to help spread the word about the app, encourage user engagement and help retain our users. Referrals account for 40-45 percent of total new signups each week. Users tend to refer new users early on, typically just after they sign up for GetUpside themselves. GetUpside sends users a variety of communications and bonuses to encourage referrals on a regular basis.

GetUpside is always looking for new ways to bring you new customers and more gallons when you need it most. GetUpside partners with other platforms, like GasBuddy, to bring you profitable incremental gallons. Partnerships with Doordash and Instacart drive delivery drivers, an extraordinarily high-value potential customer segment, to your station.

If you are in a radio eligible market and at least 20% of stations in the market are enrolled, GetUpside will get DJs to use the app and talk about it during drive times.

Program performance tracking

How can sites track their incremental gallons and profit?

Merchants can visit the GetUpside dashboard to see the results of the program at any time.

How many profitable incremental gallons is the GetUpside program delivering?

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GetUpside account holders can access this information in the email reports that are sent weekly and monthly. The alternative way to find this information is to log into the GetUpside Dashboard and use the Reports tab to check incremental gallons delivered in a specific period.

Monthly Reports • 2021 • October

October Export to Excel

Overview Locations Summary

Program Performance

Total gallons	486,712
New customer transactions	17,189
Lapsed and infrequent customer transactions	21,501
Total revenue	\$1,558,686.31
Incremental revenue	\$14,38,162.58
Merchant Promotions	\$53,151.40
GetUpside fees	\$25,313.33
Net profit	\$37,696.08
Return on Investment (ROI)	48%

Fuel Sales Breakdown

	Incremental Gallons	Total Gallons
Regular	364,541	395,673
Midgrade	23,529	25,291
Premium	39,477	42,781
Diesel	21,505	22,966

How much have I earned vs paid over any given timeframe?

Log into your GetUpside Dashboard and visit the Statements tab. Select the months you want to analyze. Here you can see the incremental gallons and profit delivered by GetUpside and how much you paid for them.

Statements

Filter by July 2021 October 2021
Uses the 1st of the month Uses the end of the month

What are Statements?
 Statements provide a summary of accounting information and key program results across all of your sites for a given calendar month.

Month	Incremental Gallons	Incremental Profit	Payments	Total Charges	Download Statement
2021-09	3,176,352	\$981,835.87	\$701,554.00	(\$687,343.55)	PDF Excel
2021-08	3,352,437	\$1,018,222.88	\$862,508.79	(\$678,696.07)	PDF Excel
2021-07	3,198,324	\$855,826.50	\$269,951.58	(\$576,346.24)	PDF Excel

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How to contact GetUpside

Where should Jobberships and sites go with questions about GetUpside?

Jobberships with questions should reach out to businesshelp@getupside.com.

Where do consumers go if they have questions about GetUpside?

Please refer consumers back to the app. The consumer can get help by selecting the top left corner menu bar. Then select the last option on the menu bar "Help".

Program specifics

What if I own two sites next to each other? Can they both participate?

Sites owned by the same Jobber that are next to one another can have their transaction data combined so that for a transaction to be considered incremental, it must be incremental at both sites. If you have sites where you believe transaction data should be joined, please contact your GetUpside account manager or businesshelp@getupside.com.

What happens when the station's margin dips lower than what they put on the website?

The program thrives when margins are fat and may see a reduction in use when margins are low. Both GetUpside & merchants will feel this together due to the profit sharing agreement.

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Does GetUpside violate below cost selling laws?

No. The retail sale is completed at the posted sign price at the pump.

Will GetUpside users receive multiple offers for the same brand in the same city?

Yes. However, GetUpside ensures that this does not lead to more competition than already exists in the market between the sites on GetUpside. Please see Does GetUpside redirect the customer from site to site, cannibalizing volume...

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GasBuddy

What user information is shared between GetUpside and GasBuddy?

GasBuddy does not share its user information with GetUpside. GetUpside does not share its user information with GasBuddy. This includes historical transaction data, credit or debit card first six and last four numbers, and user offer histories. The offers shown to GasBuddy users are powered by GetUpside's APIs and not calculated by, or stored within, GasBuddy.

Accounting for GetUpside

The GetUpside platform is funded through your GetUpside account(s). For your business's accounting needs, the GetUpside Merchant Dashboard has a section that provides monthly statements with your account(s) details. The following questions address how GetUpside funding works for your business.

Why do I have an account(s) with GetUpside?

GetUpside funding accounts allow you to manage payment for the program, which includes in app promotions and incremental profit sharing fee. For details of the account(s) including current balance and deposits, see the Account page in the merchant dashboard.

How does GetUpside charge for transactions

Merchants are charged for the in-app promotion and the profit sharing fee on incremental transactions only. Transaction costs are posted after processing, which may be later than the date of the transaction.

What is the difference between "transaction date" and "processed date?"

Transaction date: The date when a GetUpside offer is claimed. This date is used for Dashboard reports, which provide the latest view of business performance.

Process date: The date(s) when GetUpside updates the status of a transaction after processing new data.

Processing includes:

- Determining incremental status
- Adjustments to expected revenue (e.g. after discovering a new card)
- Fraud sweeps

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The process date is typically 3-7 days after the transaction date; it's possible for adjustments to occur weeks later. The process date is used in GetUpside monthly statements, which provide incurred costs for the selected time period.

Why do I have multiple accounts in the Balance History section of the Dashboard and in my monthly statement?

GetUpside allows for flexibility in billing management. Some merchants may have one main account that is used to fund all locations enrolled in the program. Other merchants may have multiple accounts that fund individual locations as part of a brand program.

Why do the numbers vary between the monthly statement and other Dashboard reports or emails? How do they relate?

The monthly statement was developed to give accounting teams enough information to close their books for the period. Activity that is reflected in the monthly statement is based on the process date. On the other hand, the other pages in the Dashboard are meant to provide an up-to-date view of performance. These reports are based on the transaction date (i.e. when the purchase was made and an offer was claimed in the GetUpside app).

How do I read my monthly statements?

The monthly statement contains a line for each funding account you have with GetUpside. Some merchants may have one main account that is used to fund all locations enrolled in the program. Other merchants may have multiple accounts that fund individual locations as part of a program. In either case, here are some key definitions to remember:

- **Locations** — The address(es) of the locations on the GetUpside platform that are funded by the account.
- **Starting Balance** — The balance of the account at the beginning of the month.
- **Deposits** — All payments made throughout the month. Note that the deposit is reflected as of the time it reaches the GetUpside account; this may differ from when the initial payment process was initiated.
- **Promotions** — The net costs incurred to fund offers for consumers through the GetUpside app.
- **Fees** — The profit share costs for receiving incremental business driven by GetUpside.
- **Ending Balance** — The balance of the account at the end of the month.