



**Industry:** Gas & convenience stores  
**Locations:** 600+ stores  
**Founded:** 1928  
**Employees:** 8,000+  
**Head office:** Bloomington, MN, USA  
**Website:** [holidaystationstores.com](http://holidaystationstores.com)

## Revionics Case Study

# Holiday Stationstores' collaborative journey to proactive pricing and ongoing ROI

## Revionics drives profits and data-driven strategy with science-based pricing optimization

Dedicated to offering friendly service and unparalleled convenience, Holiday Stationstores has established a unique position for themselves in the gasoline and convenience store industry. Eager to drive more growth and better cater to their customers, Holiday sought to improve their pricing strategy and processes. The team turned to a pricing optimization solution that would fuel profits, enhance their competitive edge and personalize prices for their consumers' needs.

### Outgrowing existing processes

A quickly growing leader in their sector, Holiday Stationstores services travelers and locals throughout 10 states in the northern United States. Known for providing a large product selection and wide, open aisles, Holiday has set the bar for the convenience store shopping experience. The company attributes much of its success to its long-term relationships with its customers,

partners and team members, in addition to a committed focus on continuous improvement and efficiency.

As a part of that commitment to progress, the team at Holiday identified an opportunity to enhance their pricing approach. At the time, Holiday Stationstores did not have a dedicated pricing team. Instead, pricing was handled by category managers, who typically used market intelligence, margin goals and manufacturer

recommendations to set prices. While this method was effective, it was time consuming, difficult to maintain and even more difficult to measure. As the company continued to grow, this current pricing practice would no longer be sustainable. They needed a strategic solution that leveraged business rules, science and data to simplify the process and increase store profitability.



## Finding a solution to fuel success

Holiday Stationstores' current pricing strategy offered little insight into the impact of potential price changes. They wanted an optimization solution that could provide more clear and consistent pricing for their customers, as well as accurately forecast the effect on consumer demand. They also looked for a solution that would enable them to make science-based pricing decisions across all stages of the product lifecycle, including promotions and markdowns, as well as optimize prices by category. Another requirement was the ability to incorporate the tiered pricing structure that was fundamental to their promotional business model. For example, a certain item costs \$1.69, but customers could buy two for \$3.00.

When looking at Revionics, Holiday saw a solution that checked many of the necessary boxes. The advanced pricing system used modern architecture that was customizable and easy to learn and use. It provided optimization at all points of the product lifecycle, plus offered robust sales forecasting. The Holiday team felt confident in Revionics' functionality and commitment to their success.

It was just extremely easy to understand why the price change recommendation was being made," said Dean Solyntjes, Director of Pricing and Business Support at Holiday Stationstores. "Just as important, we felt very comfortable with the organization and the Revionics people we were partnering with."



**What we really appreciated about Revionics was the transparency of the price recommendations.**

**Dean Solyntjes**, Director of Pricing & Business Support, Holiday Stationstores

## Empowering the pricing team

In order to accommodate Holiday's promotional pricing structure, the Revionics team had to develop the capability of modeling and predicting outcomes with tiered price items. With the combined flexibility of the Revionics solution and the skillful expertise of their team, they enhanced the system to identify current tiered pricing items, as well as those for future tiered pricing consideration. Now recommendations can be optimized at both the single price and the multiples price. Enabled by Revionics' data science and pricing tools, Holiday Stationstores created a dedicated pricing team and implemented a streamlined process for executing price changes. With science-backed recommendations, the company's pricing workflow has

## Sustainable value and ROI

With Revionics, Holiday Stationstores now has visibility into competitive price positions, cost changes, seasonality and other relevant data points used to influence profitability, competitiveness and demand. They have achieved deeper understanding of how to price their Key Value Items, along with leveraging margin enhancements of less sensitive items. They also have the ability to compare and analyze outcomes of different pricing strategies and allow for what-if scenarios.



## We believe that Revionics effectively merges the science of price optimization with the art of category management.

**Dean Solyntjes**, Director of Pricing & Business Support, Holiday Stationstores

vastly improved in efficiency and effectiveness. "We talk about how Revionics has really brought discipline to our pricing processes," said Solyntjes. "While the previous process was somewhat reactive, these days pricing decisions are made based on facts and not just on intuition.

Holiday Stationstores was also one of the first Revionics customers to implement a zone pricing strategy in the platform. In order to really enhance

their competitive pricing strategy and better engage their customers, Holiday drives different price optimization strategies per zone, informed by the Revionics data and models. This also enables the convenience store company to use Revionics across all of its franchise locations as well as the corporate stores. Franchise owners determine their own store zone assignments, helping to align them with the overall company pricing strategy.



## We routinely measure, and we have recouped the cost of our investment several times over. We are definitely getting value from Revionics.

**Dean Solyntjes**,

Director of Pricing & Business Support, Holiday Stationstores

### Challenge:

Innovate pricing processes for a more sustainable and profitable approach

### Approach:

Leverage data science to inform strategic pricing decisions and optimize prices at the zone and category level

### Results:

- Achieved goal of 1.25% gross profit gross in the first year
- Increased pricing process efficiencies
- Recognized YoY profit increase



## Deliver the Right Prices with Confidence

Revionics guides retailers on the lifecycle pricing journey with leading AI solutions for pricing, promotions, markdowns and competitive insights. As a trusted partner, we provide our customers with clarity and confidence to make optimal pricing decisions for powerful results.

Revionics is an Aptos company and plays a key role in their suite of unified retail solutions.

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TALK WITH A PRICING EXPERT

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