

RETAIL HAS *CHANGED*, AND TRAFFIC IS HARDER TO WIN. STAY AHEAD OF THE COMPETITION WITH THRIVR.



Consumers decide faster than ever, online visibility now drives physical traffic, and inside sales matter more than fuel alone.



TODAY'S CONSUMERS DECIDE WHERE TO STOP BEFORE THEY EVER GET TO A LOCATION.



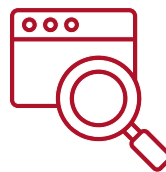
98%

of consumers read online reviews for local business



88%

of consumers are likely to use a business if they can see the business owner respond to all reviews



126%

more traffic goes to businesses ranked 1-3 in search results than to those ranked lower.



88%

of consumers who execute a local search on their smartphone engage with a store within 24 hours

THRIVR: YOUR DIGITAL VISIBILITY ENGINE.

THRIVR is a digital listings, reputation, and social management platform built to increase online visibility and simplify back-end management. THRIVR ensures locations shows up accurately and competitively everywhere customers search.

With THRIVR, you can:

- Update store hours, amenities, and location details across major search and map platforms in bulk
- Sync information across Google, Apple Maps, Yelp, Facebook and 100+ more online directories
- Monitor and respond to reviews in bulk using AI assistance
- Access ready-to-use social content and publishing tools
- Reduce manual updates and eliminate inconsistent listings

'Near me' searches for local services surged by **400%** over two years

HOW THRIVR DRIVES TRAFFIC

Complete and accurate listings increase visibility in high intent searches such as gas near me, diesel fuel, or coffee near me. Search engines prioritize businesses with accurate information, categories, and consistent details.

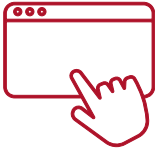
Increased visibility leads to measurable engagement:

- Website clicks reflect high intent customer interest
- Direction requests are a strong indicator of physical store visits
- Higher impressions expand your presence in relevant searches

Adding photos to Google profiles leads to **42%** more requests for directions

When customers can find you easily and trust the information they see, they are more likely to choose your location.

PROVEN DIGITAL LIFT | Locations participating in THRIVR saw measurable growth year over year:



Website clicks increased

8.3%



Direction requests increased

20.2%



Total impressions increased

17.3%

Website clicks represent high intent customer engagement. Direction requests are one of the strongest digital indicators of store visit intent. This growth reflects improved visibility across search and maps, leading to more opportunities to win the stop.

MULTIPLE LISTINGS. MORE SEARCH COVERAGE.

Top performing convenience locations leverage multiple Google Business Profiles to reflect different offerings.

- Fuel listing captures searches related to gasoline and diesel
- Store listing captures searches related to food, beverage, coffee, and convenience
- Separate listings allow accurate operating hours for pumps and store

Optimized listings allow your location to appear in more of these relevant searches without competing against yourself. The goal is not shifting traffic. The goal is expanding visibility tied to real customer intent.

WHAT THRIVR DOES FOR YOUR LOCATION

THRIVR strengthens and protects your digital presence across fuel and convenience searches.

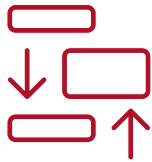
With one platform, you can:

- Keep store hours, amenities, and details accurate across major search platforms
- Ensure both fuel and store listings reflect the correct categories and offerings
- Monitor and respond to customer reviews
- Publish consistent social content
- Eliminate inconsistent or outdated information

Accurate listings help ensure your location appears in searches tied to what you actually offer.

WHY IT MATTERS | Search engines prioritize complete, accurate, and actively managed profiles.

When your information is consistent and optimized:



You rank more competitively



You appear in more relevant searches



Customers have confidence in your location



You increase opportunities for both fuel and inside sales

THRIVR ensures your location shows up accurately wherever customers are making decisions.

QUESTIONS?

Visit Cenex Hub for more details on THRIVR. Contact your Cenex representative or refinedfuelsmarketing@chsinc.com.