StrataVision
AI Insights, Real Life Impact

STRATA SOLUTIONS

Gas Station Retail Intelligence

Transform Your Gas Station Into A Destination

Enhance your gas station retail operations with StrataVision's cutting-edge computer vision analytics. Using AI-powered technology, StrataVision revolutionizes retail analytics by providing precise insights on shopper behavior, forecourt (EV) to store conversion rates, and checkout experiences. Our platform equips you with powerful tools to optimize every aspect of your gas station's performance.

Solution Objectives

- Enhance Customer Experience
- Optimize Retail Performance
- Strengthen Brand Partnerships
- Increase Forecourt-to-Store Conversion

Key Features

Cost-efficient Innovation

Leverage your existing infrastructure for real-time customer journey tracking. Our platform identifies high-engagement areas and analyzes dwell times across your property, maximizing ROI.

Real-time, Accurate Insights

Our adaptable algorithms provide real-time insights on customer behavior, store layout optimization, product performance, staffing efficiency, and marketing effectiveness, based on demographics and behavioral data.

Who We Are

StrataVision's AI powered, computer vision platform revolutionizes on-site analytics, enabling businesses across geographies to unlock actionable insights for enhanced decision-making, operational efficiency, and exceptional customer experiences. With unparalleled accuracy, speed and simplicity, StrataVision equips businesses with the tools and insights they need to excel in today's ever-evolving market landscape.

Our solutions are fully GDPR and CCPA-compliant, developed to maintain the highest standards of anonymization.

Benefits

Enhance Customer Experience

- Track customer journeys
- Optimize store layout and product placement
- Refine promotions for greater impact
- Improve checkout speed

Increase Forecourt-to-Store Conversion

- Monitor customer movement across zones, including EV stations
- Measure cross conversions rates
- Boost marketing effectiveness
- Analyze vehicle space occupancy and zone utilization

Enhance Brand Partnerships

- Increase merchandising effectiveness
- Gain insights into dwell time, engagement, and shopping baskets
- Strengthen partner strategies and agreements

Higher Sales and Revenue

- Boost customer engagement and product performance
- Enhance marketing campaigns
- Improve staff allocation and operational efficiency

Get Started

Contact StrataVision today for a free consultation and discover how our AI solutions can transform your gas station retail operations and maximize your investment.

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