experian™

Products and services

Experian Catalist can help you improve your business results today

Experian Catalist is a leading provider of petrol forecourt information. Our detailed knowledge and understanding of the retail petroleum industry helps organisations to improve their business results.

Fuel price

Experian Catalist's unique Fuel Price service allows clients to view price changes on forecourts the day after they occur, facilitating a clearer understanding of price competition around a site. The displayed prices for each grade of fuel are obtained from fuel card transactions made on the forecourt the day before. Prices per litre are provided for the following grades:

- Unleaded
- Diesel
- Super Unleaded
- Super Diesel
- LPG (limited)

PriceViewer reports

Experian Catalist's service for independent dealers in the UK that is designed to help monitor competitors' prices on a daily basis enabling them to manage their site's pricing more effectively. The system is entirely web-based and easy-to-use, so you can use current, accurate information to make pricing decisions.

Experian Catalist site reports

Experian's Catalist Site Reports provide an immediate overview of where a forecourt's strengths lie in terms of both fuel and shop retailing, and how it performs in relation to competitors in its trade area. The report includes:

- Map showing all sites in the trade area
- Fuel and shop retailing site scores for facility, location and operation attributes
- Trade Area Report listing competitors and their scores
- Quadrant Analysis Charts
- Photographs of the main site and its competitors

Having accurate data in-house means that the data is already analysed and ready to go, so that reports can be delivered within 48 hours of an order being received.

Selected site data

The availability of information on the facilities at petrol stations is a key component for informed commercial decisions and Experian Catalist has an extensive database of forecourt data for both the UK and Republic of Ireland. The information is continuously monitored and maintained to ensure that it is consistent and current at all times. Data can be filtered by any feature or geography to provide customised data outputs which can be used for research, marketing or insight purposes.

- Typical examples of how data can be filtered include:
- Location attributes
- Brand
- Ownership (company or dealer)
- Estimated fuel and shop sales
- Shop type (C-store, standard or kiosk)
- Car wash, ATM or catering