



**Press Contact**

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**APT's Software Suite Continues to Fuel Thorntons' Innovation**

**Washington, D.C., June 7, 2016** – Applied Predictive Technologies (APT) announced today that Thorntons, a leading convenience store chain that operates 180 stores across 6 states, has renewed its license of APT's Test & Learn® for Sites, Test & Learn® for Customers, and Market Basket Analyzer software.

Thorntons joins industry leaders, including Wawa, Sunoco, Maverik, and United Dairy Farmers, in leveraging APT's Test & Learn® software to design and analyze in-market business experiments. Test & Learn® provides companies with a highly accurate, advanced, and intuitive software capability to understand if a new program works, where it works best, and where there are opportunities to tailor it to maximize profitability.

Tony Harris, President of Thorntons, commented, "We have used APT's Test & Learn for Sites software to evaluate and refine a range of initiatives, including our fuel pricing strategy, remodels, foodservice offering, alternative fuel introductions and more. Since we initially licensed Test & Learn in 2012, it has touched nearly every facet of our business, and we continue to use test results to guide multi-million dollar investments across marketing, merchandising, labor, and capital expenditure projects."

Harris continued, "Recently, we have also leveraged APT's Test & Learn for Customers software to optimize our Refreshing Rewards program. By analyzing each of our loyalty initiatives in Test & Learn, we are able to better understand which products we should offer to which guests at what time. Additionally, aggregating learnings in the software's Loyalty Dashboard allows us to gain a more holistic picture of how Refreshing Rewards is performing, while fostering a rapid, high-volume testing culture within our organization."

In addition to Test & Learn®, Thorntons has renewed its license of APT's Market Basket Analyzer software. APT Market Basket Analyzer is a fast, flexible software platform that puts basket-level insights at the fingertips of decision-makers. Using transaction-level data, APT Market Basket Analyzer produces a wide variety of insights to help target marketing and merchandising decisions at strategic and tactical levels.

"Having the ability to link Market Basket Analyzer to Test & Learn analyses gives us a deeper understanding of test results. For example, we can understand what else people are buying with promoted items, which types of guests are redeeming each offer, and more," Harris commented.

Dean de la Peña, Vice President at APT, commented on the relationship, “It has been a pleasure working with Thorntons, a leader in the convenience retail space, to institutionalize Test & Learn over the past four years. We are excited that Thorntons will continue to leverage APT’s product suite to fuel their data-driven decision-making.”

### **About Thorntons Inc.**

Founded by James Thornton in 1971, the company has been recognized as one of the top independent convenience store chains in the nation. Based in Louisville, Kentucky, Thorntons currently operates 180 stores that provide fresh foods, high quality beverages and fuel in six states: Kentucky, Illinois, Indiana, Ohio, Tennessee and Florida. Thorntons’ mission is not only to provide top of the line food and beverages, but makes giving back a top priority in every market. Learn more about Thorntons by visiting [www.thorntonsinc.com](http://www.thorntonsinc.com). Follow them on Facebook at [www.facebook.com/thorntonsinc](http://www.facebook.com/thorntonsinc) and Twitter at [www.twitter.com/thorntonsinc](http://www.twitter.com/thorntonsinc).

### **About Refreshing Rewards®:**

Launched in 2014, Refreshing Rewards® is a loyalty program that provides guests with discounts on gas and rewards based on the number of visits, not the dollar amount spent. More than 1.6 million guests are already registered. Learn more about Refreshing Rewards at [www.refreshingrewards.com](http://www.refreshingrewards.com).

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### **About APT**

APT, a MasterCard company, is a leading cloud-based analytics software company that enables organizations to rapidly and precisely measure cause-and-effect relationships between business initiatives and outcomes to generate economic value. Our intuitive and proprietary Test & Learn® software utilizes sophisticated algorithms to analyze large amounts of data, enabling business leaders to conduct experiments and allowing them to make optimal decisions and implement business initiatives at scale. APT also offers products that support decision-making for specific business needs including transaction analysis, space planning, promotion design, category management and location selection. APT’s client portfolio features some of the world’s best known brands, including Walmart, Starbucks, Coca-Cola, Victoria’s Secret, American Family, Hilton Worldwide, SUBWAY, TD Bank, T-Mobile, and others. APT has offices in Washington, D.C., San Francisco, London, Bentonville, Taipei, Tokyo, Sydney, and Chicago. Visit [www.predictivetechologies.com](http://www.predictivetechologies.com) to learn more.