IN MARKET ALMANAC

An inside look at foot traffic, dwell time, and consumer loyalty

Big Box

Q1 2020-Q3 2020



Introduction

InMarket's Consumer Almanac Series draws wisdom from our first-party, permission-based data collected from InMarket's SDK platform of Comscore-verified monthly active users in the U.S. to guide marketers on how to better understand evolving consumer trends. Additionally, our data helps determine the best times to reach shoppers, properly evaluate strategies, and increase ROI. In this series, we've taken an in-depth look at how shopping behaviors have trended this year to not only analyze how consumers have adapted during such an unprecedented year, but also to give insight into how brands can anticipate consumer needs as we enter 2021.

Focused on the biggest household retailers across 12 verticals, this series identifies key patterns during important shopping holidays and events to create clear, actionable steps to optimize ROI.

Within each category of this series, we'll be covering three metrics that provide insight into a chain's overall business health:

01

Foot Traffic

The percent of all visits seen at a location during that time frame.

02

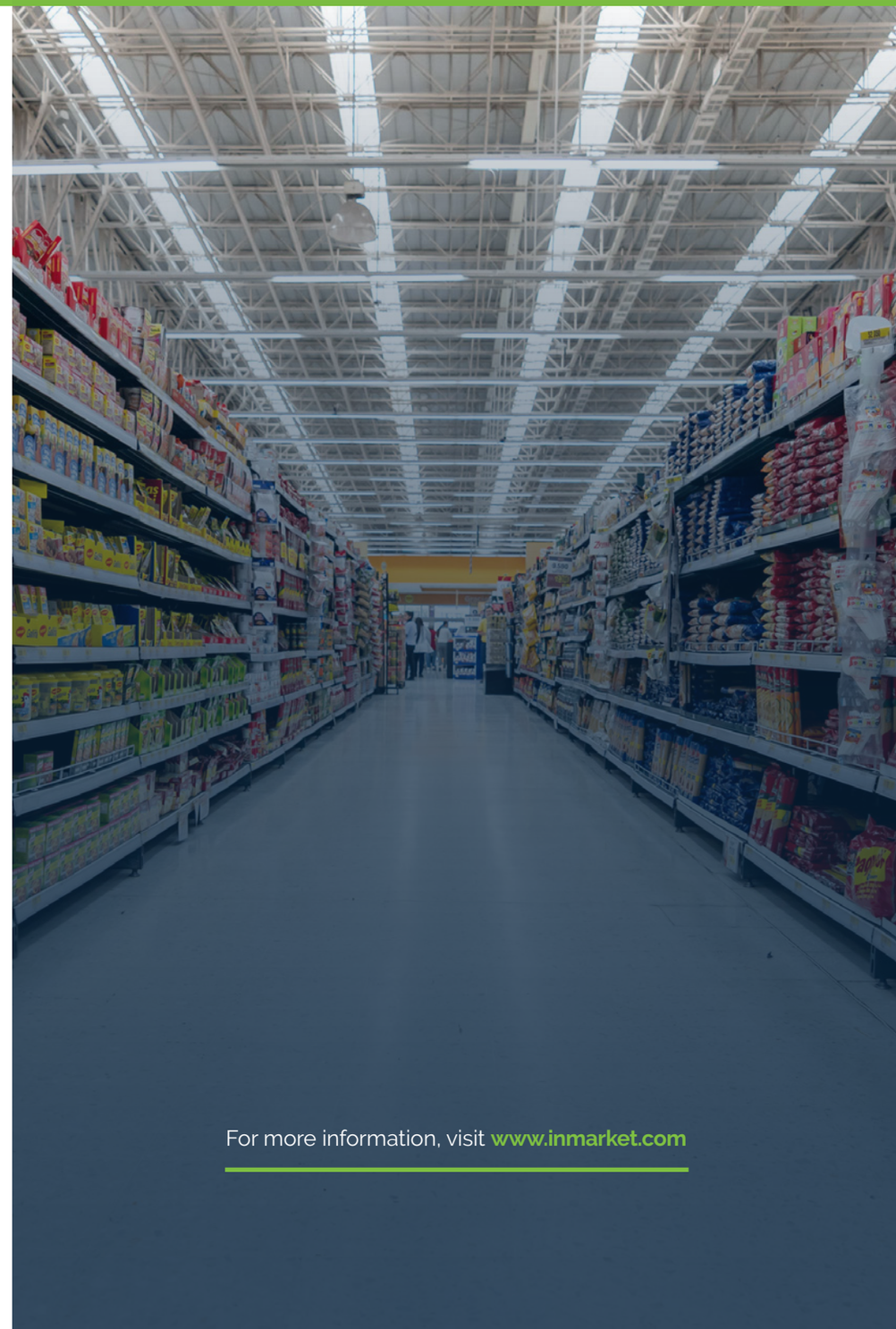
Dwell Time

The average length of time a consumer spends at a location during a visit.

03

Consumer Loyalty

The average frequency of visits per device detected at a particular retailer each quarter.



For more information, visit **www.inmarket.com**

Big Box

Q1 2020

From March on, there's a decline in foot traffic due to COVID-19 stay at home restrictions in place.

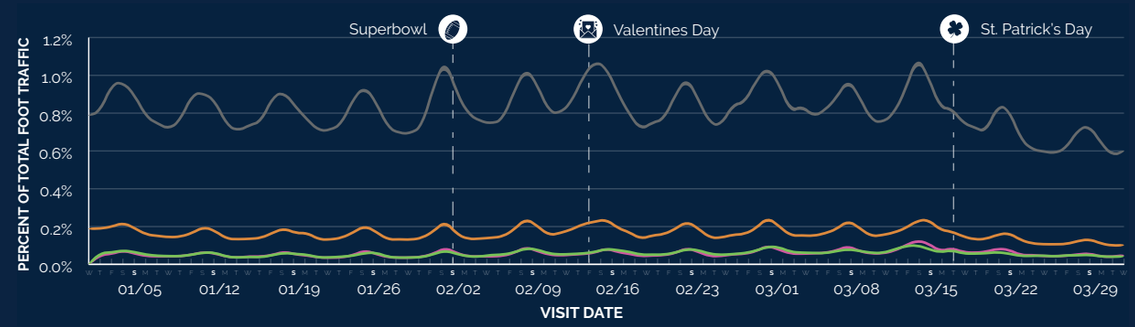
The days leading up to St. Patrick's Day (3/17) are some of the busiest in terms of foot traffic, followed by the days leading up to Valentine's Day (2/14), then followed by the days leading up to the Superbowl (2/2).

Dwell time averages remain fairly flat through-out the quarter, ranging between 25-29 minutes on average.

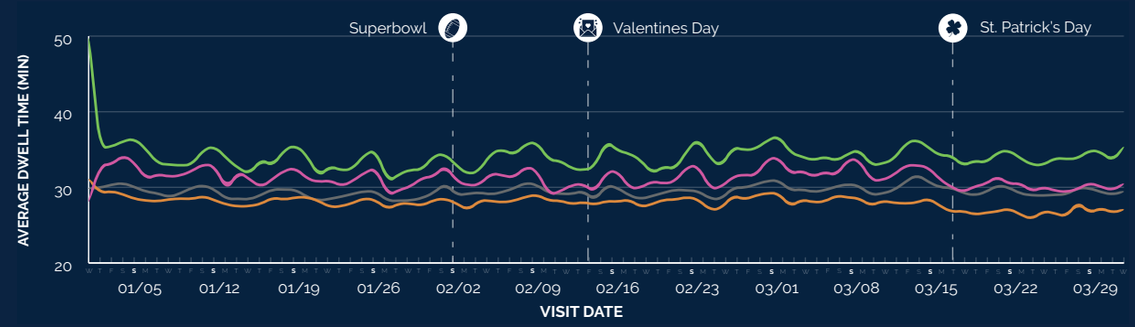
Costco has the longest overall average dwell time, while Target has the shortest.

Walmart (15.64) maintains the highest consumer loyalty share by a large margin.

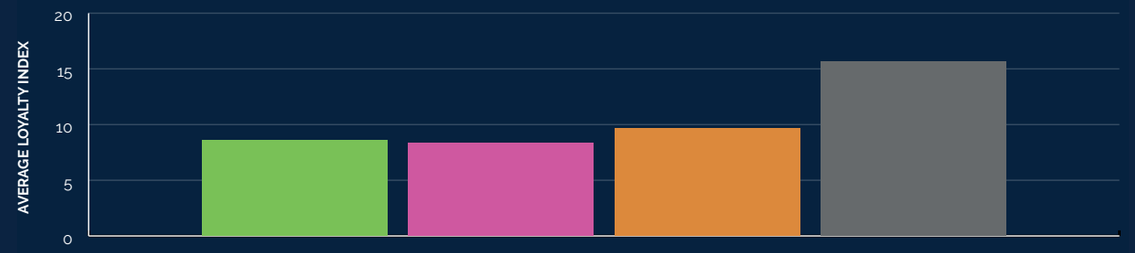
Foot Traffic



Dwell Time



Consumer Loyalty



COSTCO WHOLESALE · Sam's Club · TARGET · Walmart

Big Box

Q2 2020

From 4/11/2020 until 5/9/2020, there's a noticeable increase in foot traffic.

The busiest foot traffic day of the quarter is the day before Mother's Day (5/10), followed by the day before Father's Day (6/21).

The day before Easter (4/12) also sees a higher than usual spike in foot traffic.

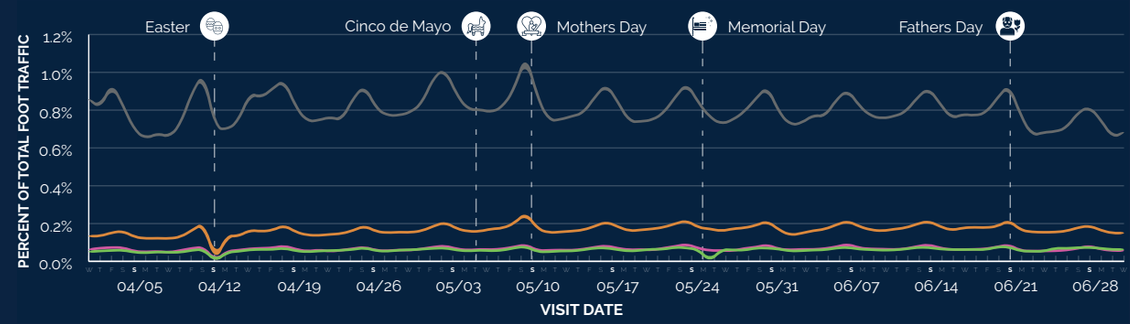
Average dwell times see a steady decrease throughout the quarter with Costco seeing some of the longest dwell times, and Target seeing some of the shortest dwell times.

Excluding dwell times of 0 minutes (due to chain closures), dwell times range from 26-38 minutes.

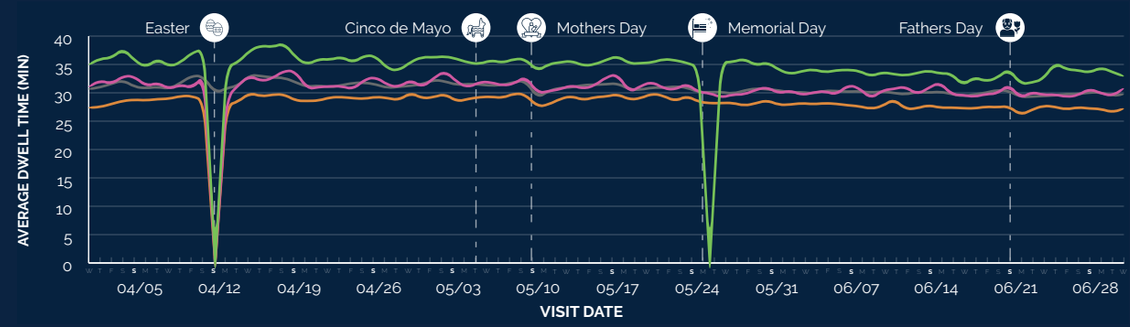
Walmart (15.86) has the highest consumer loyalty by a large margin.

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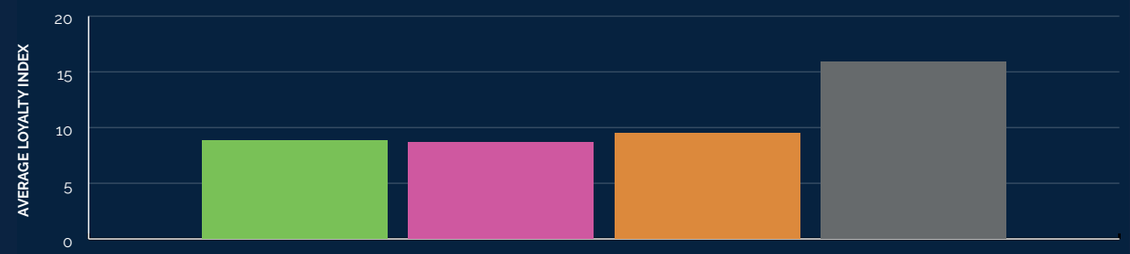
Foot Traffic



Dwell Time



Consumer Loyalty



COSTCO WHOLESALE Sam's Club TARGET Walmart

Big Box

Q3 2020

The busiest day of the quarter is the day before Independence Day (7/4).

In general, there's an uptick in foot traffic leading up to Labor Day (9/7).

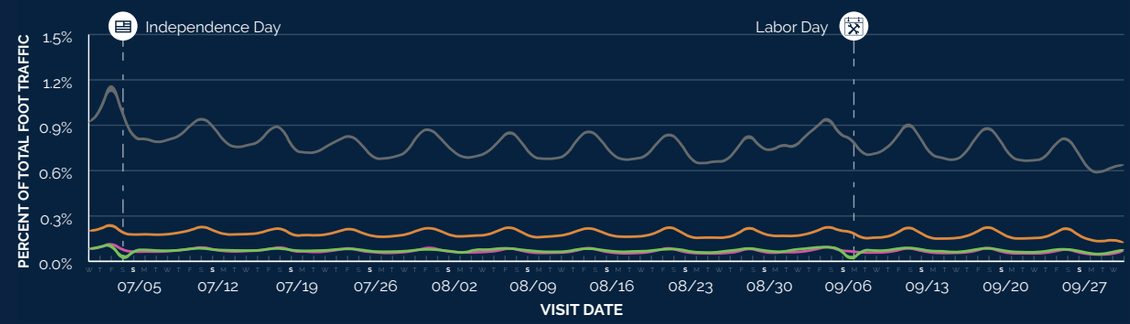
Excluding dwell times of 0 minutes (due to chain closures), dwell times range from 26-35 minutes.

Average dwell times begin increasing at the start of summer until August, likely due to back to school shopping.

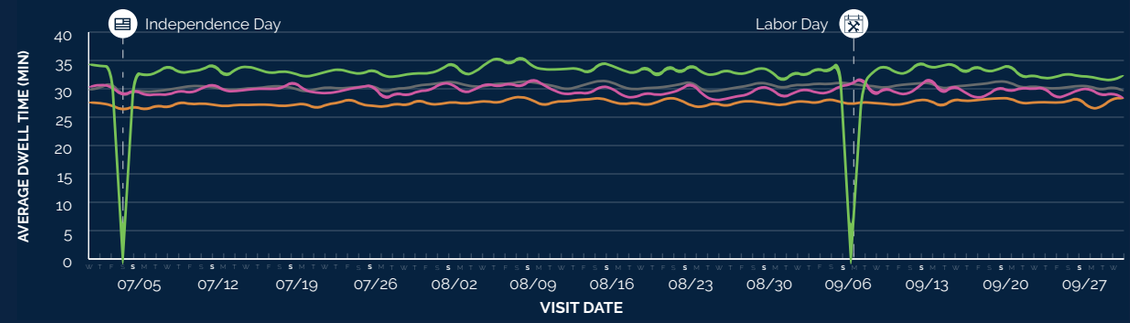
Walmart (15.79) has the highest consumer loyalty by a large margin.

Interestingly, while Costco has had the lowest loyalty in Q2 at 8.85, it has surpassed Sam's Club's (9.10) consumer loyalty in Q3 at 9.91.

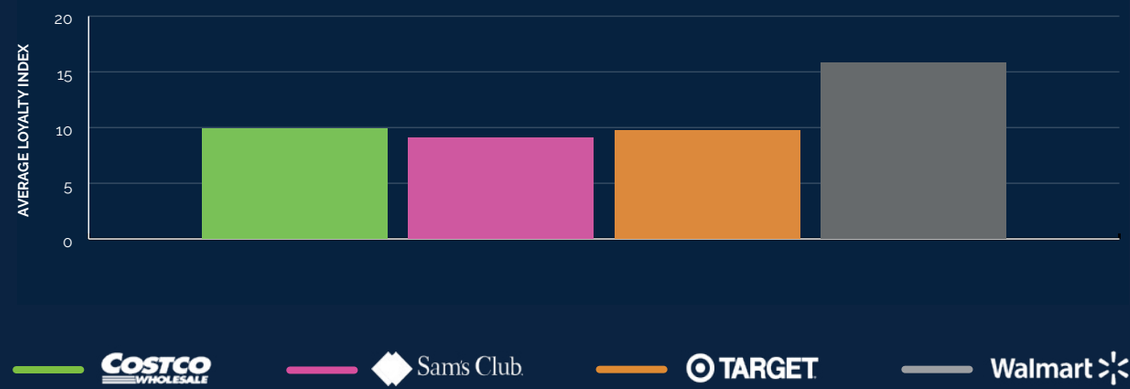
Foot Traffic



Dwell Time



Consumer Loyalty



Conclusion

InMarket's real-time consumer data is vital for not only observing changing consumer habits, but for seeing how events impact demand over time. This has been especially true this year during COVID-19 as consumer habits changed rapidly and unpredictably. By understanding consumer shopping cycles and identifying key patterns, marketers can optimize marketing strategies and create clear, actionable steps.

With InMarket's findings, Big Box retailers can activate in-store consumers effectively, reduce marketing spend, and optimize ROI by:

Amplifying messaging in the days leading up to big shopping holidays

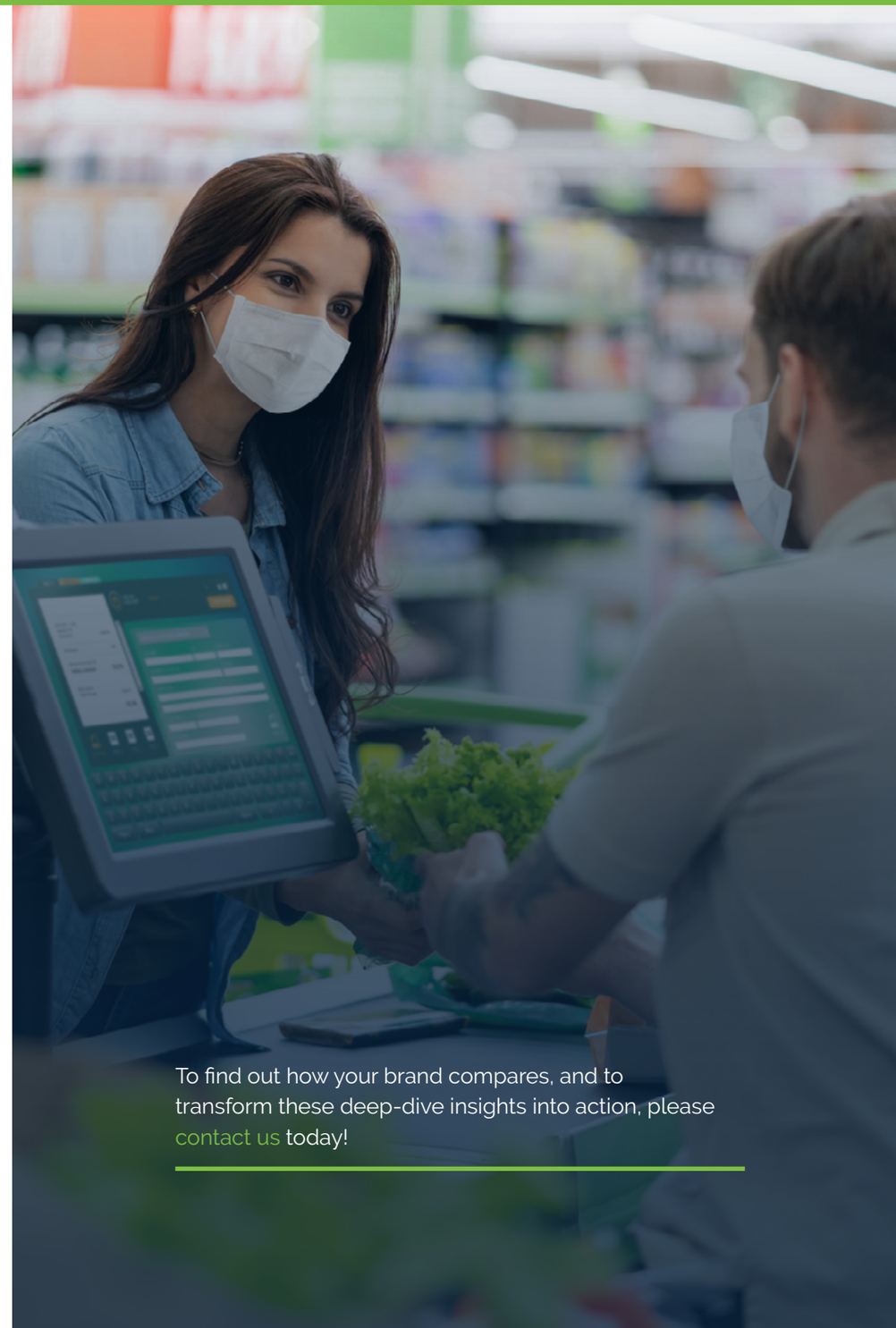
Planning cross-device messaging before shopping trips

Extending in-store messaging during trips with longer dwell time periods

InMarket can help Big Box chains leverage its location data to map key patterns of evolving consumer habits and create clear actionable steps to optimize strategy with engagements of up to 6.5x* higher than benchmark.

**Google Display Benchmarks for Mobile Media 2020*

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To find out how your brand compares, and to transform these deep-dive insights into action, please contact us today!