IN MARKET ALMANAC

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

Convenience Stores

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

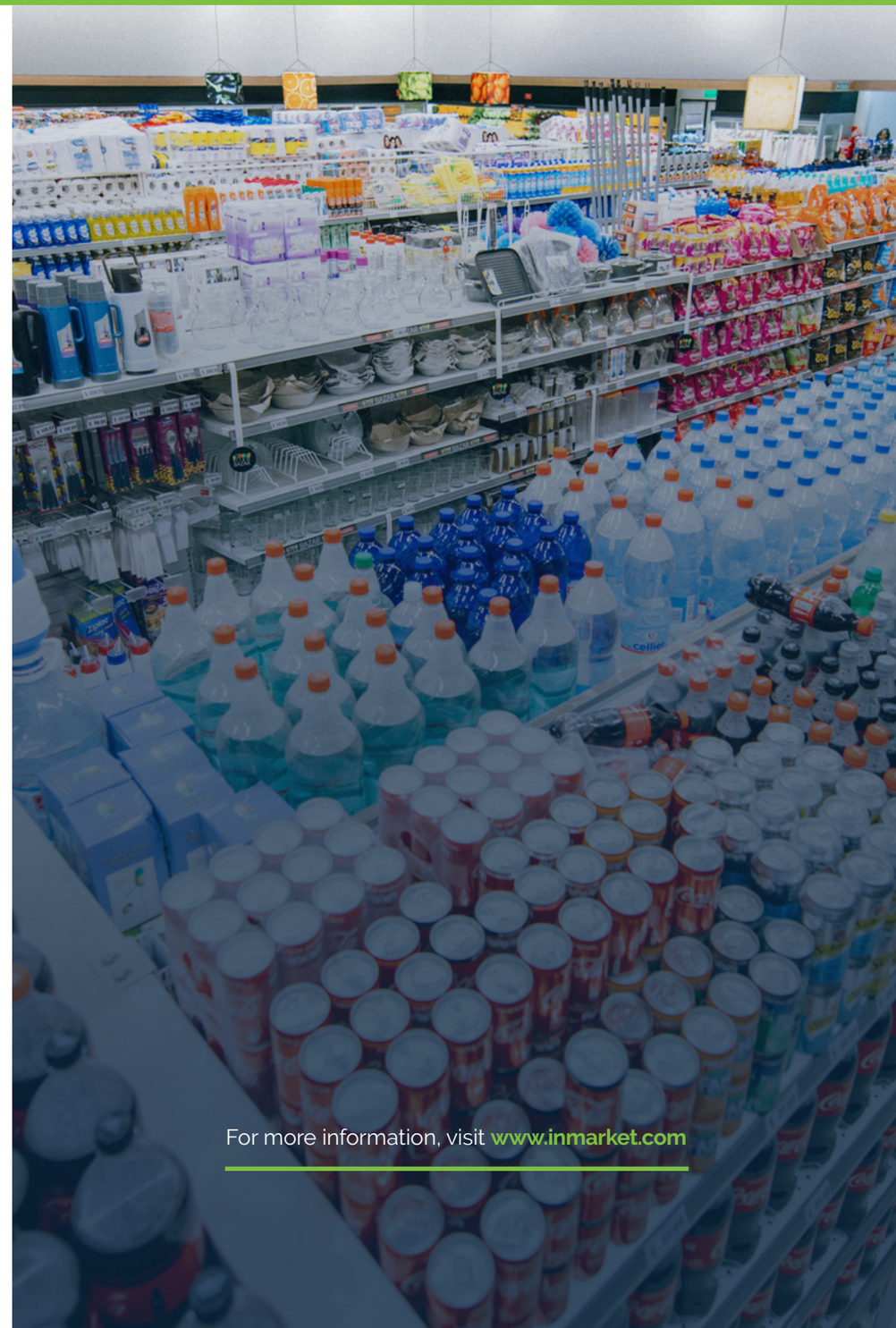
Dwell Time

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**

Convenience Stores

Q1 2020

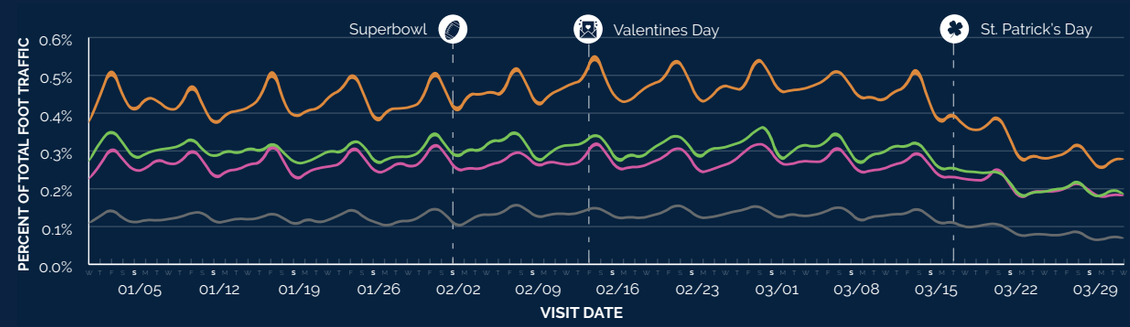
Convenience Store foot traffic sees a gradual increase until Valentine's Day (2/14). Soon after St. Patrick's Day (3/17), foot traffic declines significantly.

7-Eleven has significantly longer average dwell times, while Speedway has some of the shortest.

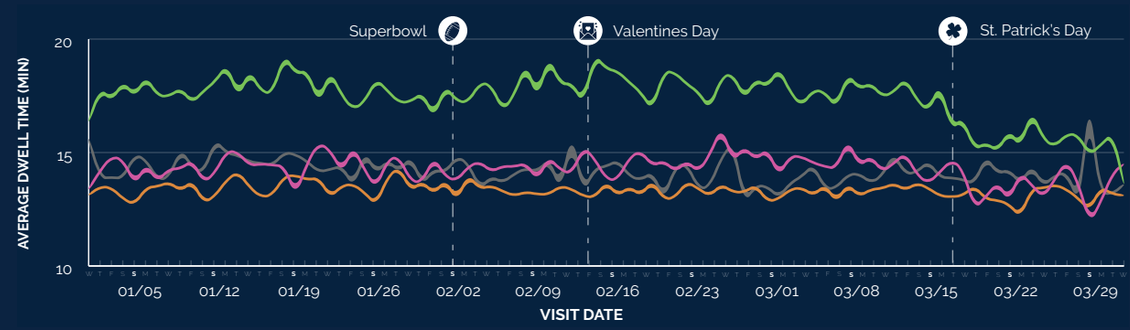
The average dwell times range from 11-19 minutes.

Wawa (11.35) has the highest consumer loyalty by a significant margin, while Circle K (5.37) has the lowest.

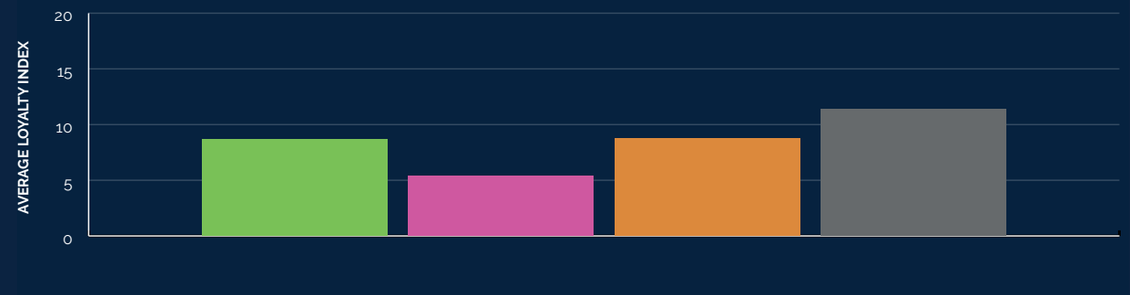
Foot Traffic



Dwell Time



Consumer Loyalty



Convenience Stores

Q2 2020

The days leading up to Cinco de Mayo (5/5) see a slight increase in foot traffic.

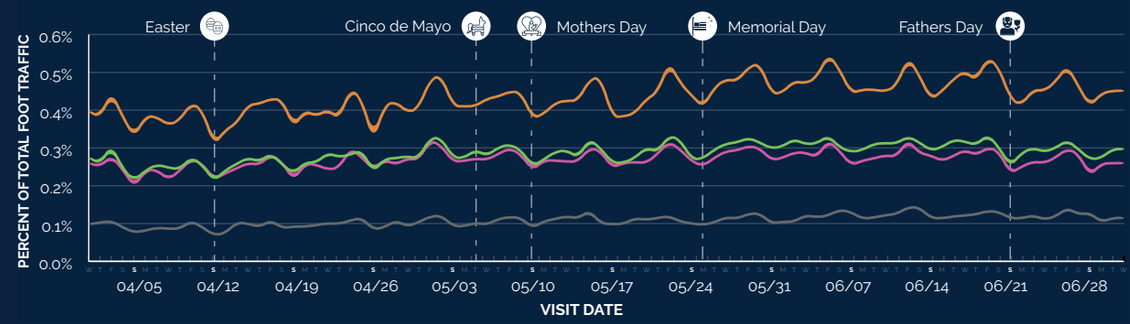
Convenience Store foot traffic trends positively until the days leading up to Father's Day (6/21), where it stabilizes through the end of the quarter.

7-Eleven has some of the longest average dwell times, while Speedway has some of the shortest.

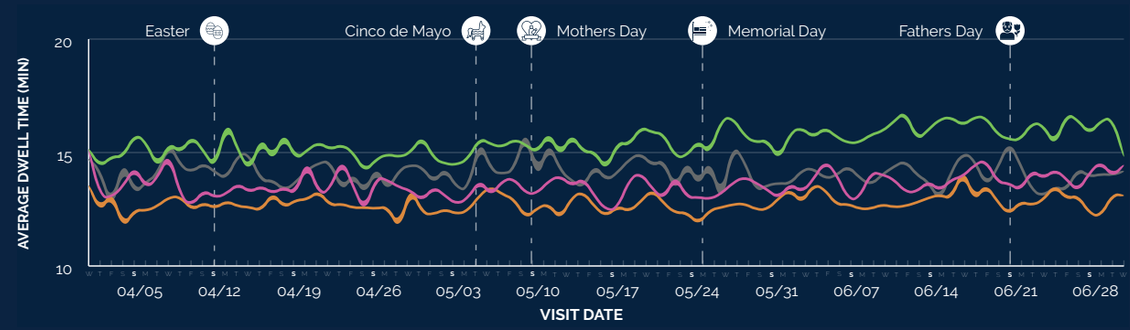
The average dwell times range from 11-16 minutes.

Wawa (10.96) has the highest consumer loyalty by a significant margin, while Circle K (5.58) has the lowest.

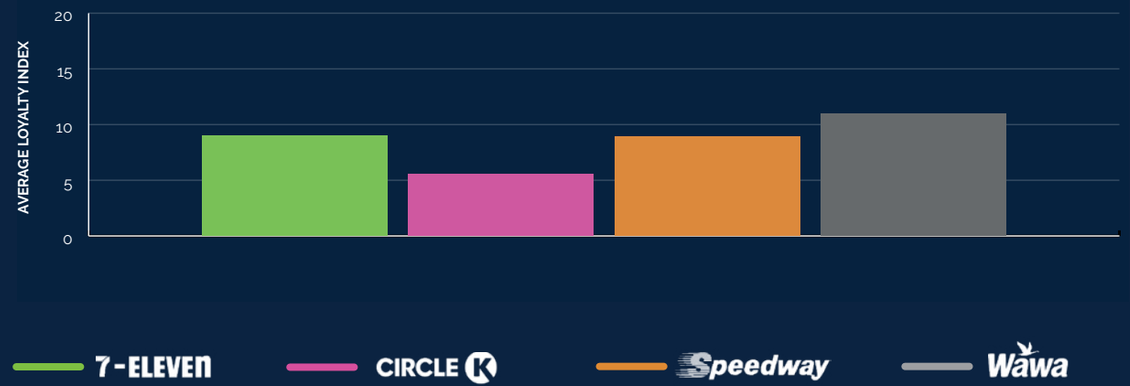
Foot Traffic



Dwell Time



Consumer Loyalty



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Q3 2020

Convenience Store foot traffic sees a gradual decline throughout the quarter, with an unusual spike shortly before Labor Day (9/7).

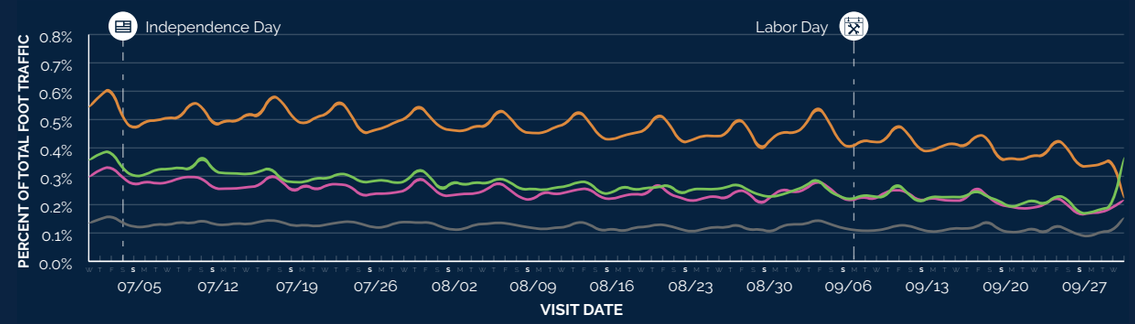
7-Eleven has some of the longest average dwell times, while Speedway has some of the shortest.

Average dwell times increase throughout the quarter.

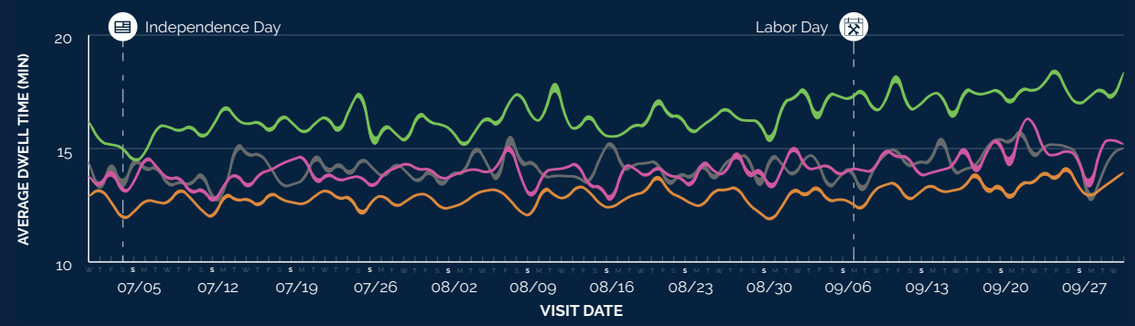
The average dwell times range from 11-18 minutes.

Wawa (10.20) has the highest consumer loyalty by a significant margin, while Circle K (5.70) has the lowest.

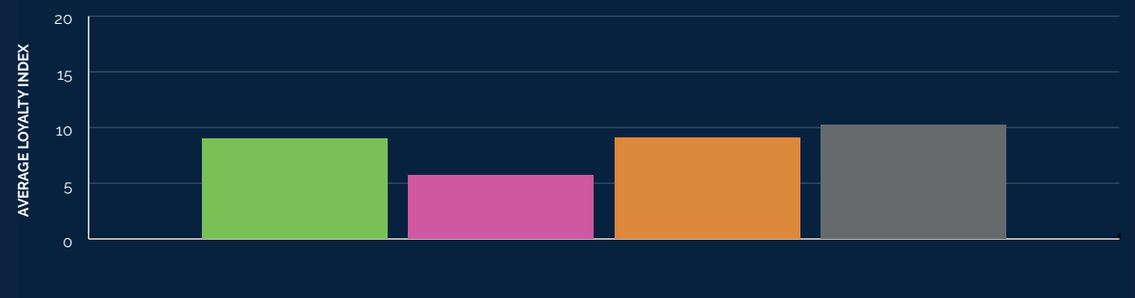
Foot Traffic



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, Convenience stores can activate in-store consumers effectively, reduce marketing spend, and optimize ROI by:

Amplifying messaging in the days leading up to big shopping holidays

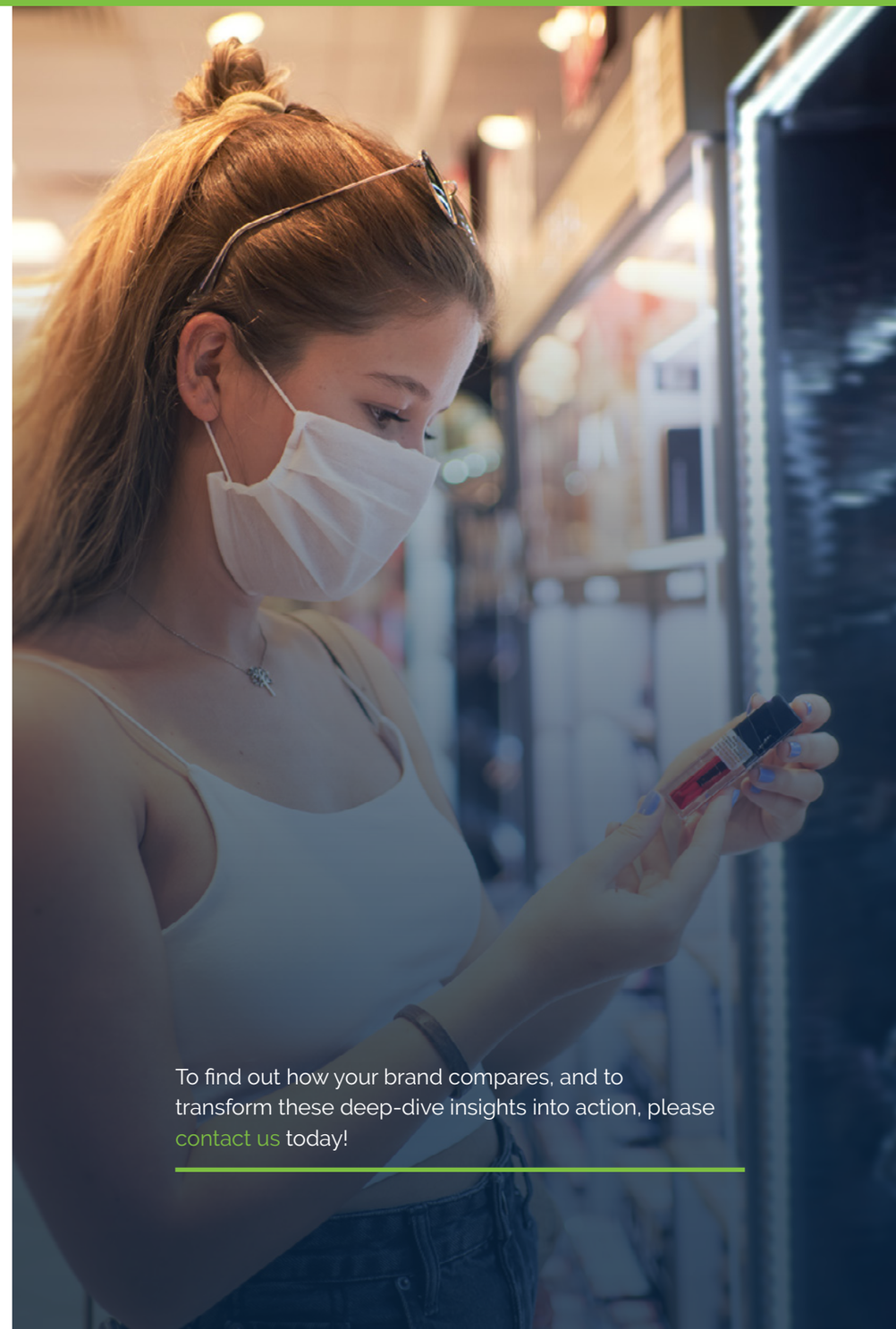
Planning cross-device messaging before shopping trips

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

InMarket can help Convenience 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!