IN MARKET ALMANAC

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

Department 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

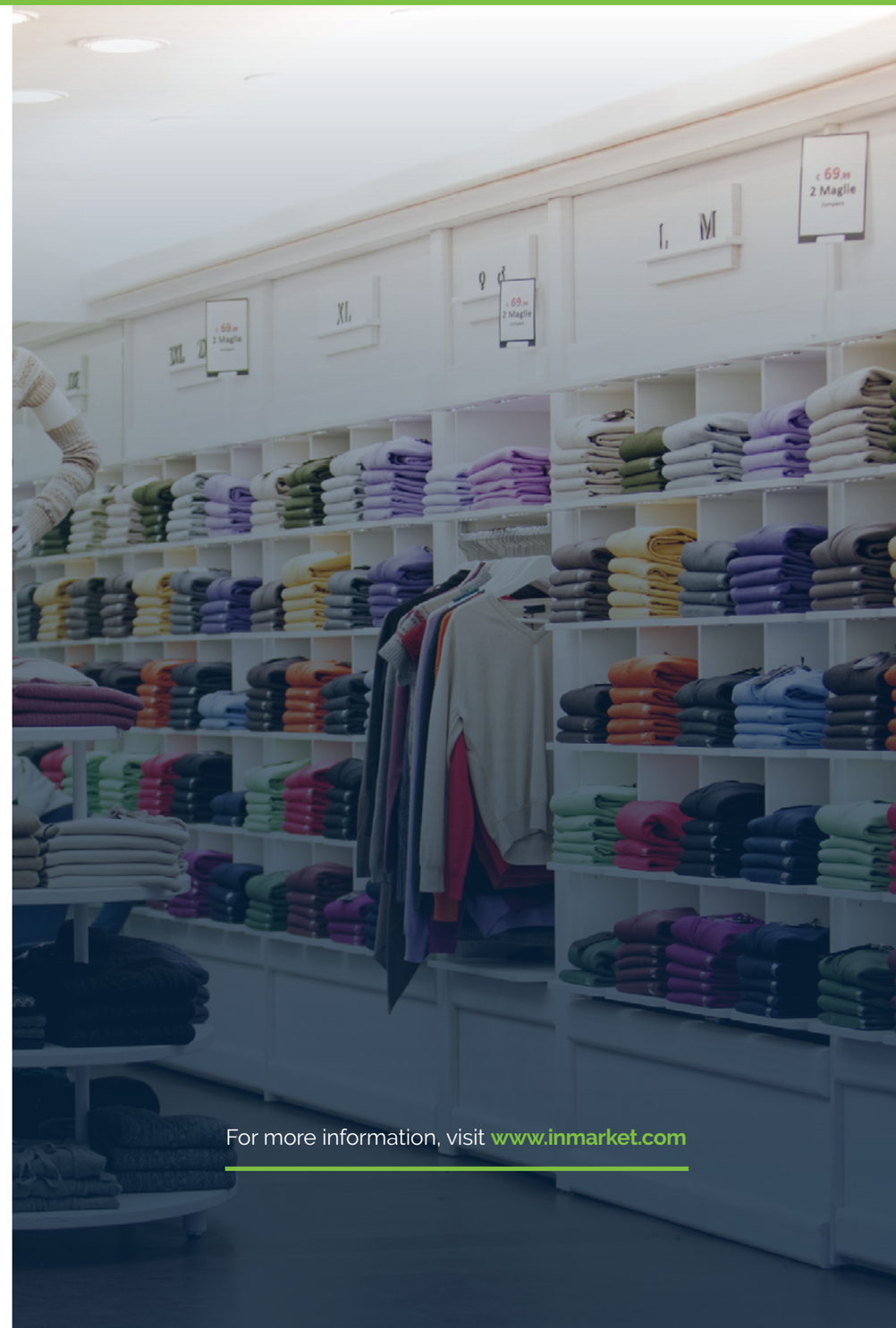
Dwell Time

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.



Department Stores

Q1 2020

Department Stores see a significant spike in foot traffic at the beginning of the year, likely due to post-holiday shopping and gift returns.

Foot traffic spikes on the days leading up to Valentine's Day and Leap Day (2/29).

Foot traffic drops to zero in mid-March as COVID-19 stay-at-home mandates and store closures take effect.

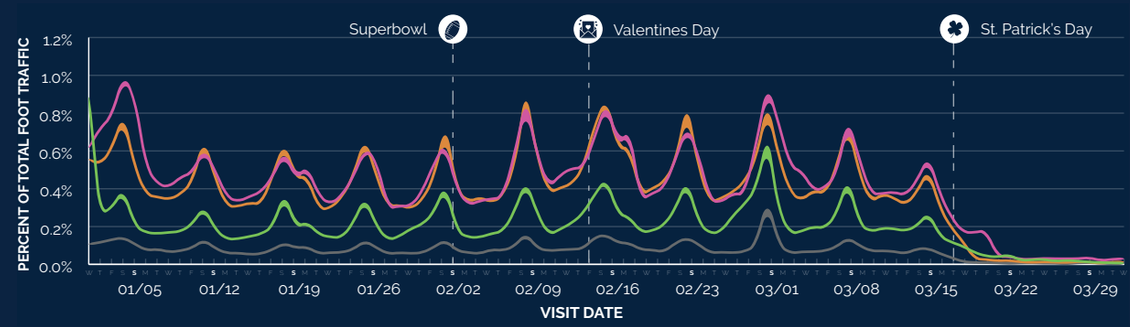
Average dwell times remain fairly static until mid-March, where most chains see erratic highs and lows throughout the remainder of the quarter.

The average dwell times range from 21-55 minutes.

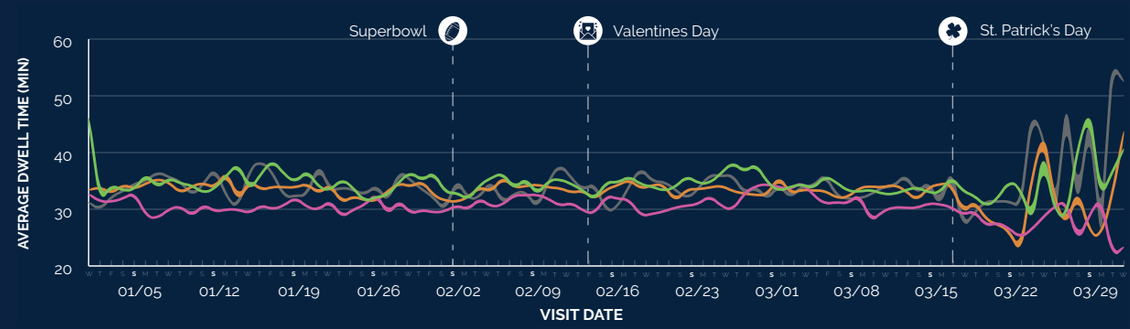
Nordstrom (7.87) just edges Macy's (7.74) for top consumer loyalty.

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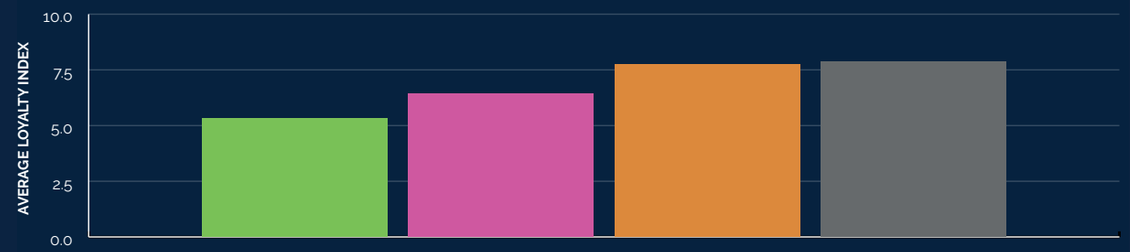
Foot Traffic



Dwell Time



Consumer Loyalty



Dillard's KOHL'S macy's NORDSTROM

Department Stores

Q2 2020

Foot traffic remains near zero for the first half of the quarter because of COVID-19 stay-at-home mandates.

As Department Stores begin to reopen, foot traffic begins to recover — peaking the day before Father's Day (6/21).

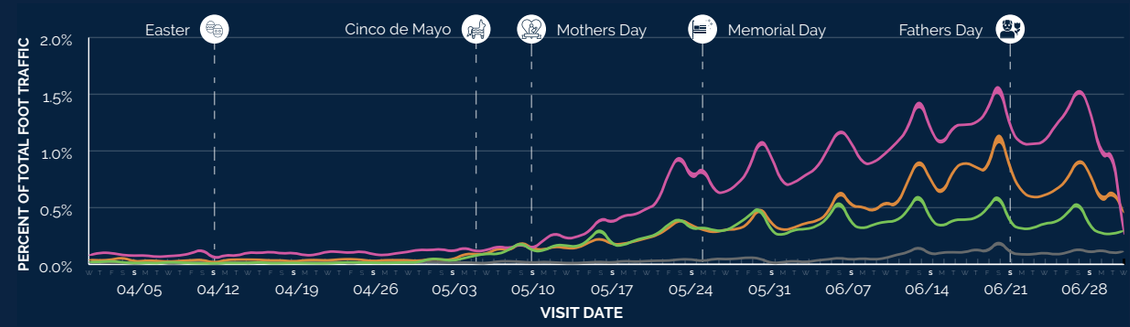
Average dwell times fluctuate inconsistently throughout the quarter as COVID-19 disrupts supply chains.

The average dwell times range from 16-49 minutes.

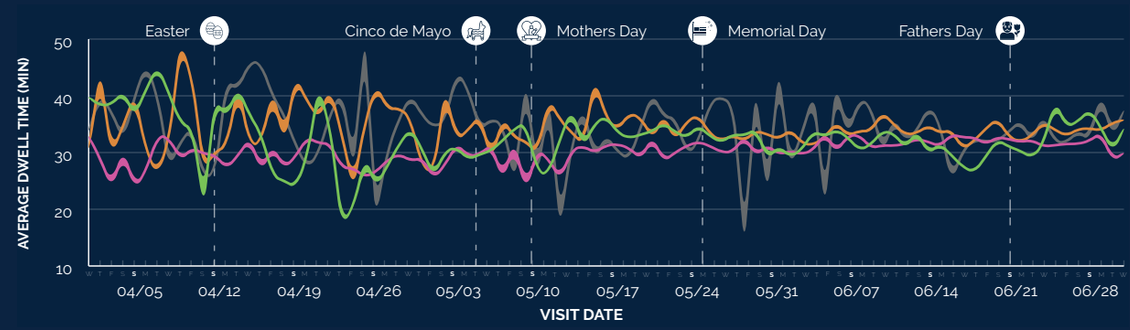
Nordstrom (7.84) has the highest consumer loyalty of all Department Store chains. Macy's, which had nearly identical loyalty (7.74) to Nordstrom (7.87) in the first quarter, sees a drop.

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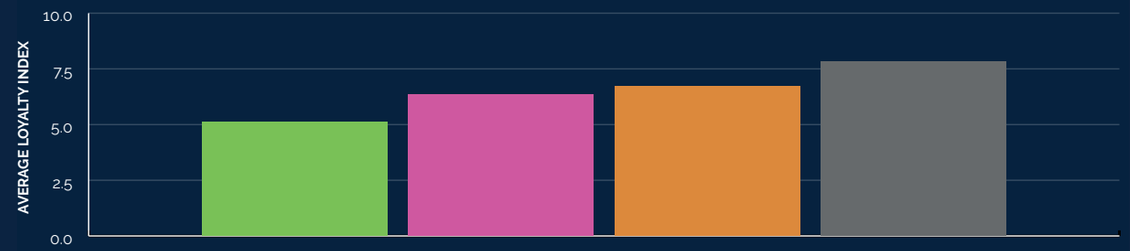
Foot Traffic



Dwell Time



Consumer Loyalty



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Department Stores

Q3 2020

With Department Stores reopened, foot traffic returns to pre-pandemic levels.

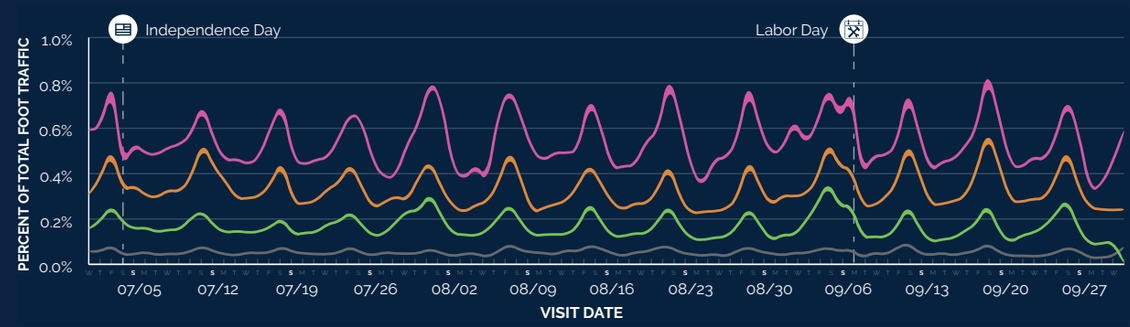
The day before Independence Day (7/4) has a spike in foot traffic, and the days leading up to Labor Day (9/7) also see a bump.

Average dwell times regain slight regularity compared to the previous quarter.

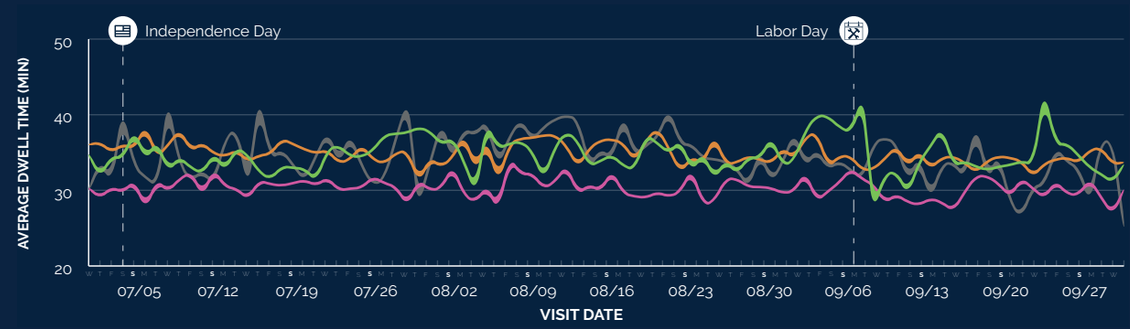
The average dwell times range from 25-42 minutes.

Nordstrom's consumer loyalty (7.35) drops slightly, but the retailer maintains the highest consumer loyalty.

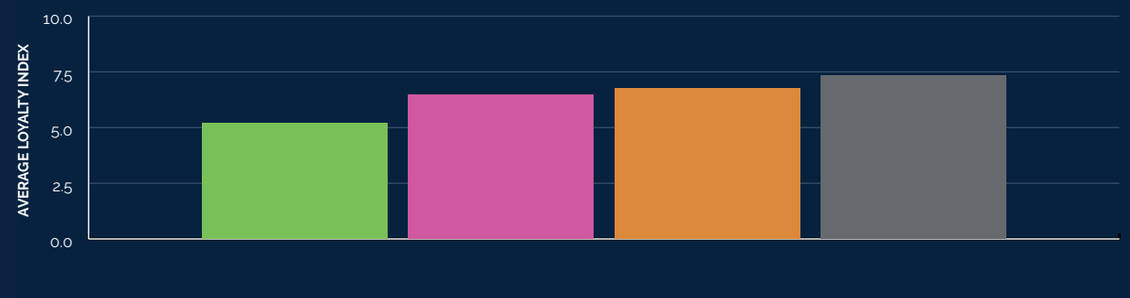
Foot Traffic



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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, Department Store 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

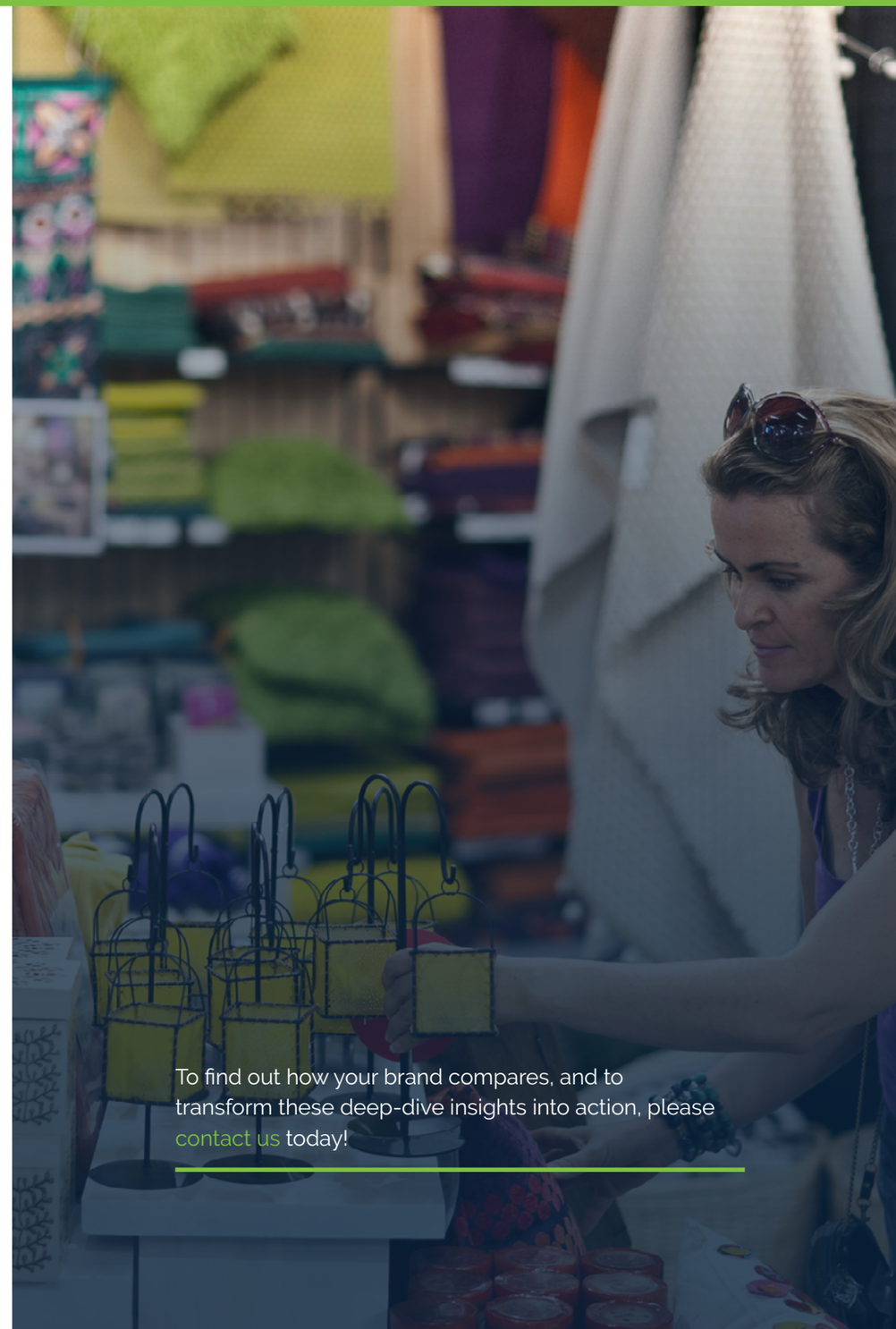
Planning cross-device messaging before shopping trips

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

InMarket can help Department Store 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!