IN MARKET ALMANAC

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

Discount 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**

Discount Stores

Q1 2020

The day before the Super Bowl (2/2) sees a higher than usual spike.

Interestingly, the day after Valentine's Day (2/14) sees a higher than usual spike at most stores (except Ross).

Discount Stores see a gradual increase in foot traffic throughout the quarter before dropping to zero mid-March due to COVID-19 stay-at-home mandates and store closures.

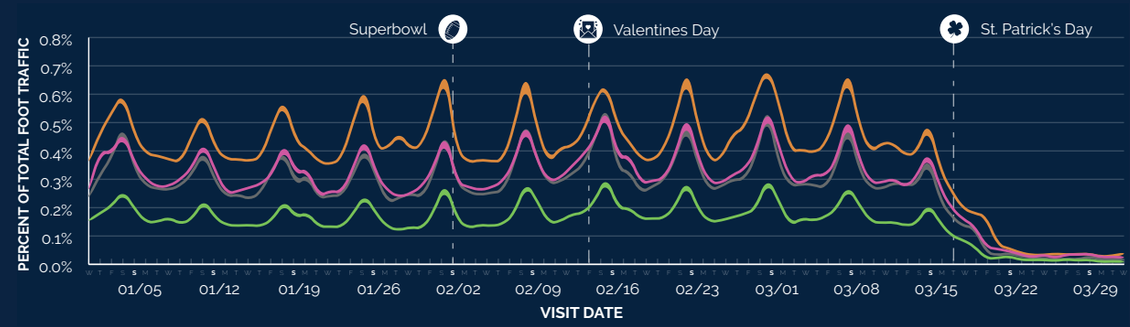
The average dwell times range from 20-37 minutes.

Average dwell time remains fairly steady until dropping mid-March when COVID-19 stay-at-home mandates and store closures are enacted.

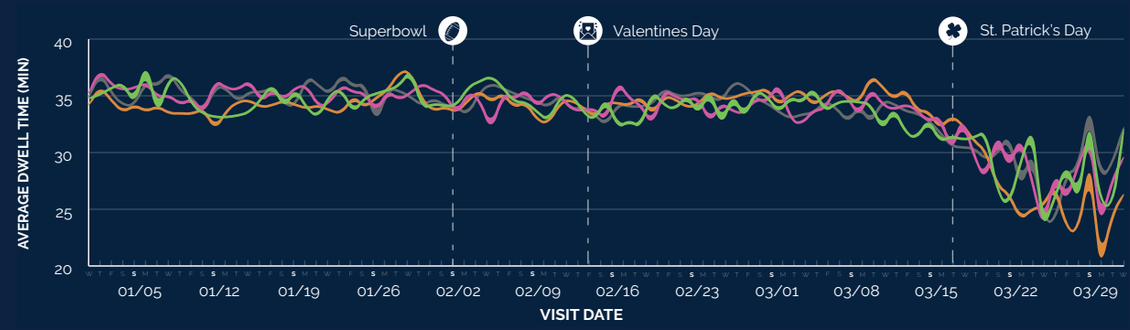
Ross (6.28) just edges Marshalls (6.12) and T.J. Maxx (6.02) for highest consumer loyalty.

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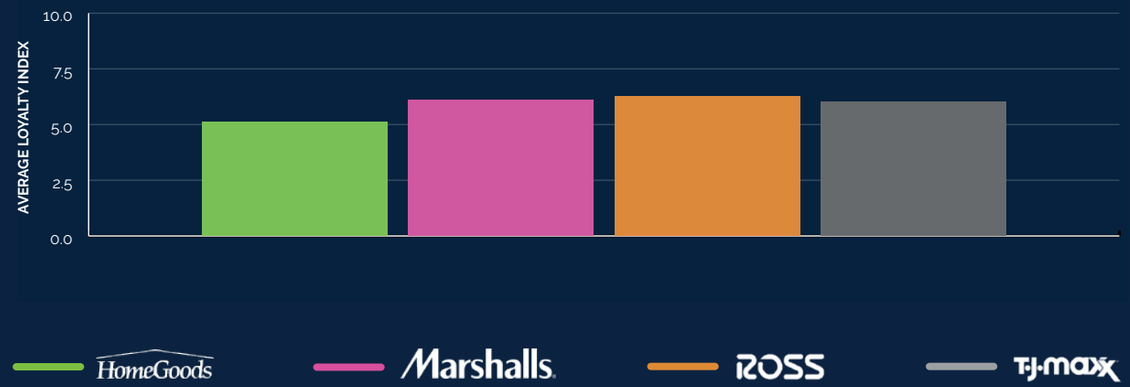
Foot Traffic



Dwell Time



Consumer Loyalty



Discount Stores

Q2 2020

The first half of the quarter sees extremely low foot traffic due to COVID-19 stay-at-home mandates and store closures.

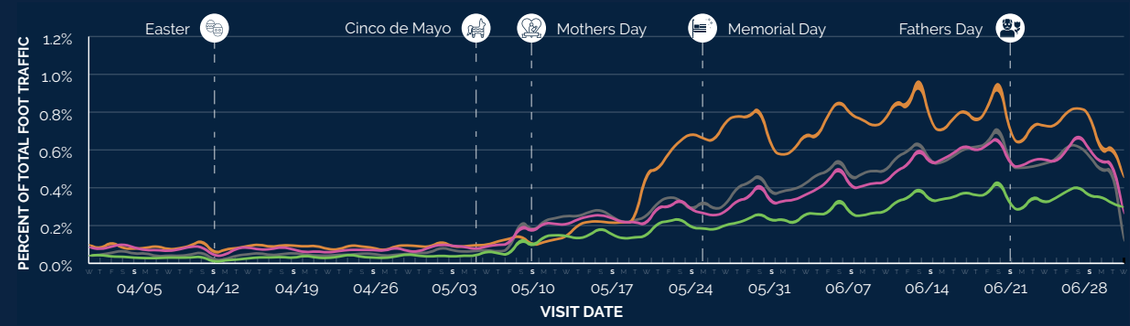
Interestingly, after reopening, many stores see foot traffic volume spikes that beat the previous quarter's pre-pandemic volume.

The average dwell times range from 17-47 minutes.

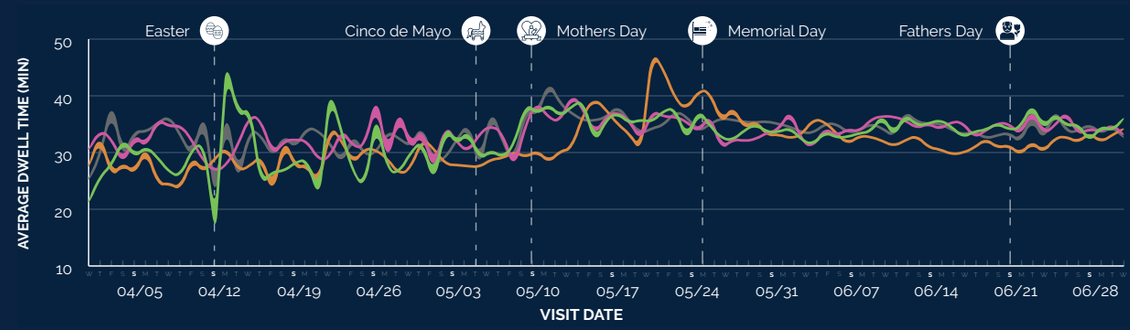
Average dwell times see extreme highs and lows up until mid-May.

Consumer loyalty in general has dropped significantly from the previous quarter, but Ross (5.37) still retains its place at the top.

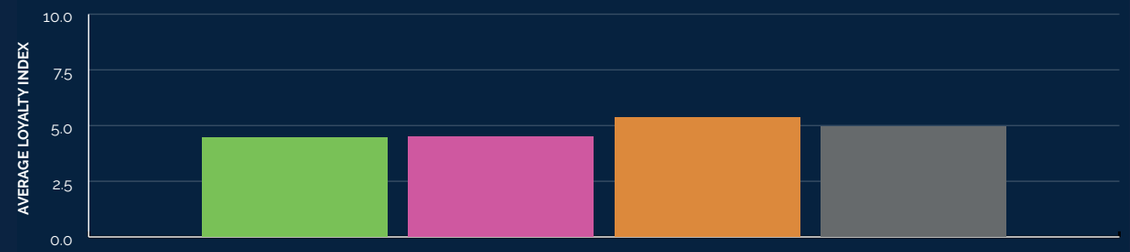
Foot Traffic



Dwell Time



Consumer Loyalty



HomeGoods Marshalls ROSS TJ.maxx

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Discount Stores

Q3 2020

Discount Store foot traffic mostly regains its regular shopping cycle. Foot traffic appears to slightly dip until mid-August before increasing during the second half of the quarter.

The day before Independence Day (7/4) sees a higher than usual volume of foot traffic.

The day of Labor Day (9/7) sees a higher than usual spike in foot traffic.

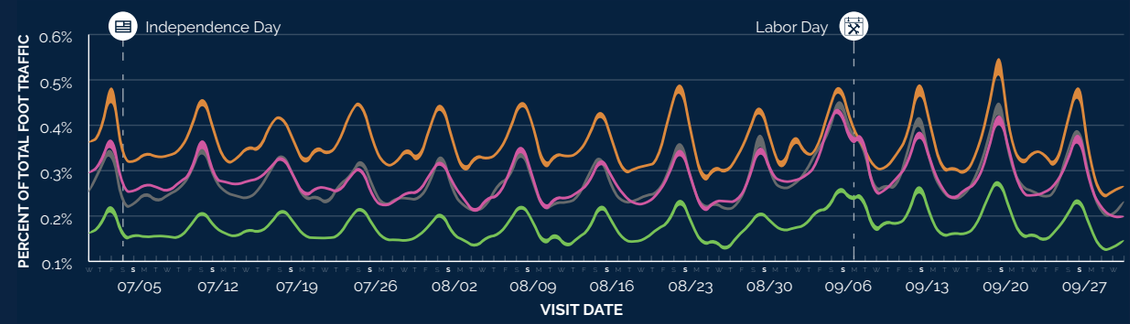
The average dwell times range from 28-36 minutes.

Average dwell times become less sporadic, regaining regularity comparable to pre-pandemic levels. However, the shortest dwell time increases by about 8 minutes.

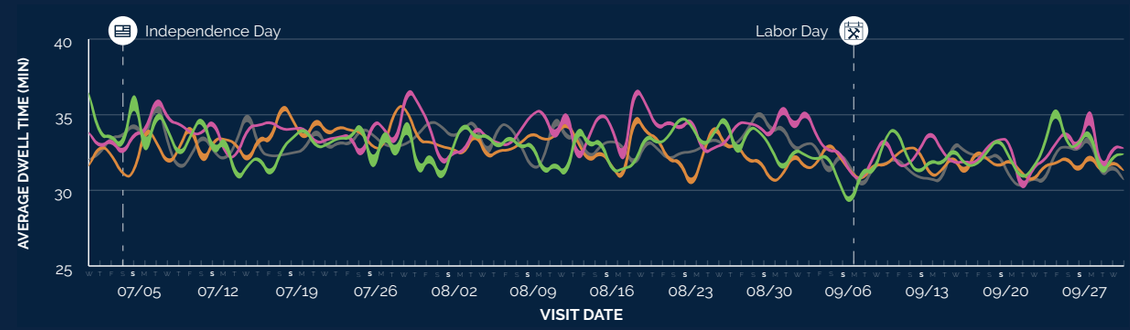
Consumer loyalty recovers to pre-pandemic levels with Ross (6.45) outpacing its competitors for the third quarter in a row.

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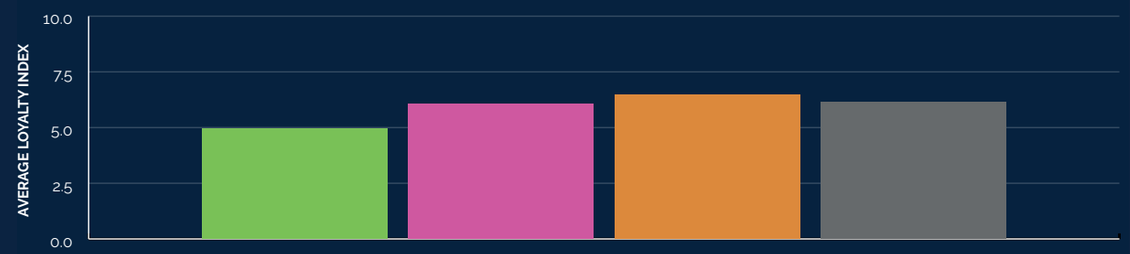
Foot Traffic



Dwell Time



Consumer Loyalty



HomeGoods Marshalls ROSS TJ.maxx

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, Discount 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

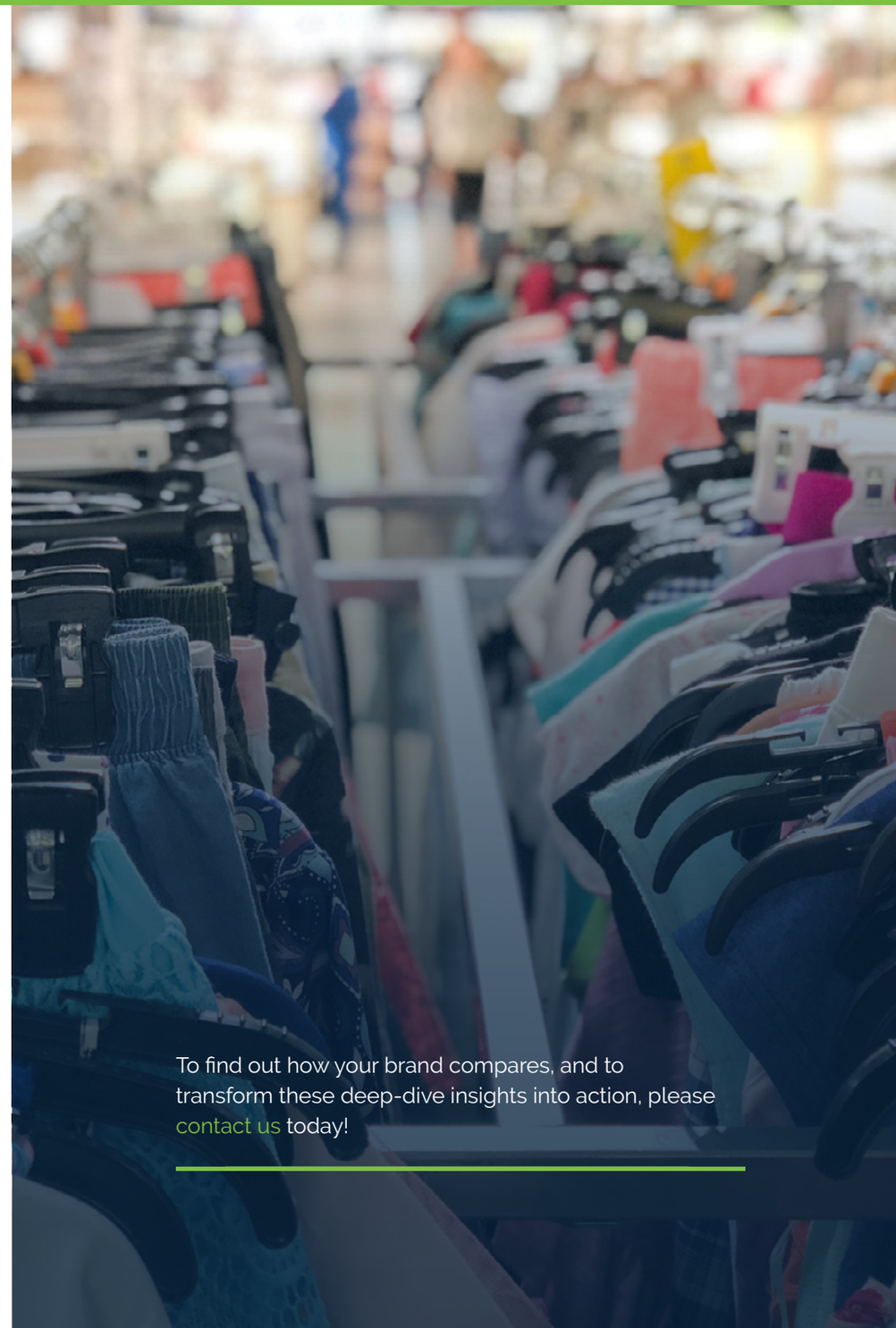
Planning cross-device messaging before shopping trips

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

InMarket can help Discount 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!