IN MARKET ALMANAC

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

Dollar 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

01

Foot Traffic

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

02

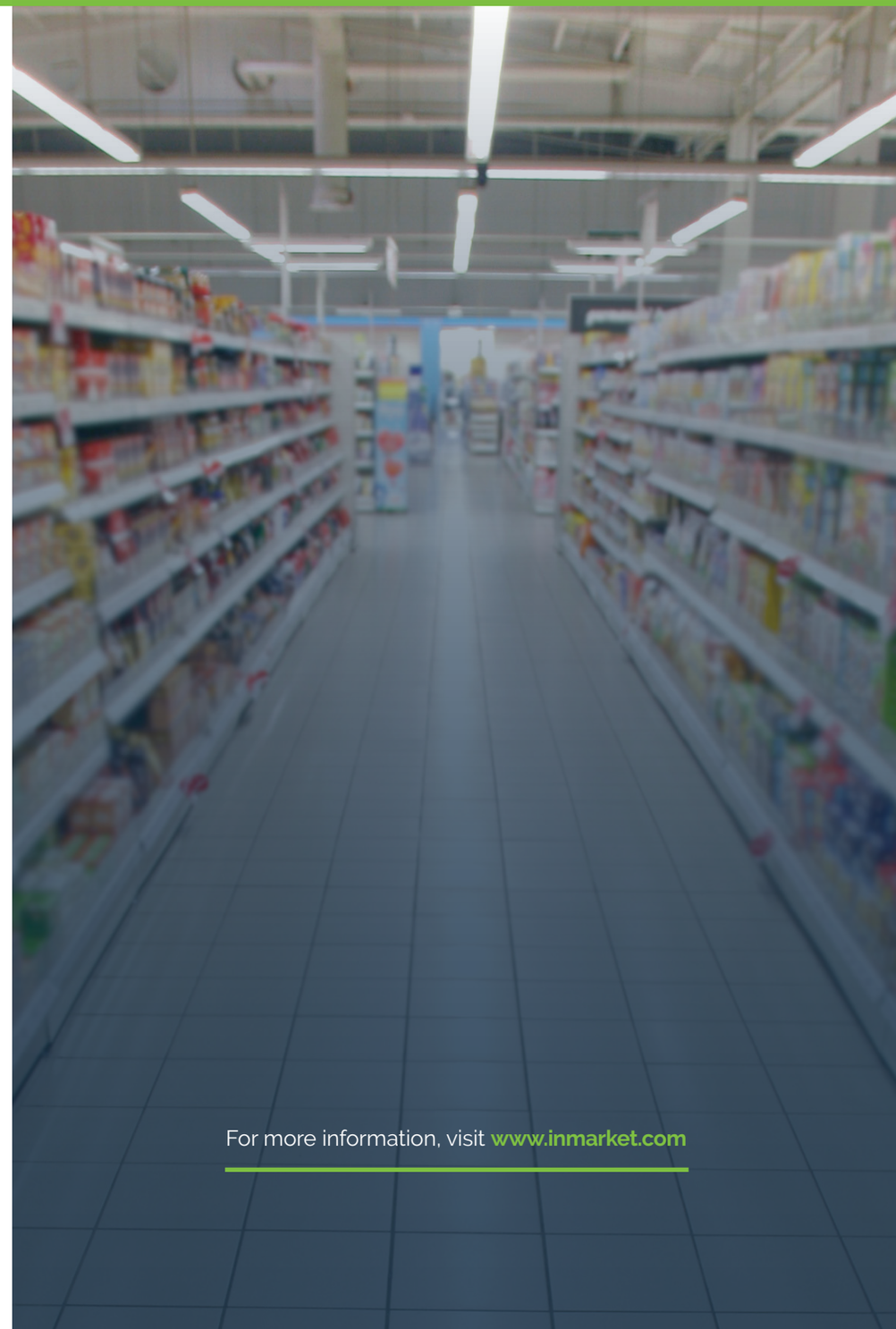
Dwell Time

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**

Dollar Stores

Q1 2020

Foot traffic sees a higher than usual bump the day before the Superbowl (2/2).

There's a slight increase in foot traffic the day before and the day of Valentine's Day (2/14).

Dollar Store chains see a noticeable dip in foot traffic volume mid-March when COVID-19 stay-at-home mandates are enacted. However, since they are considered an essential service, stores remain open but limited.

Despite a decreasing trend in foot traffic, the day before St. Patrick's Day (3/17) sees a bump.

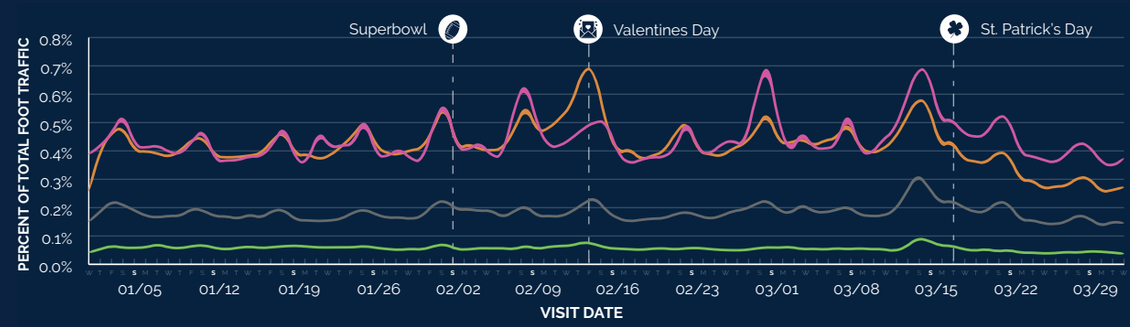
The average dwell times range from 16-27 minutes.

Dwell times maintain fairly regular cycles until a dip in mid-March when COVID-19 stay-at-home mandates begin.

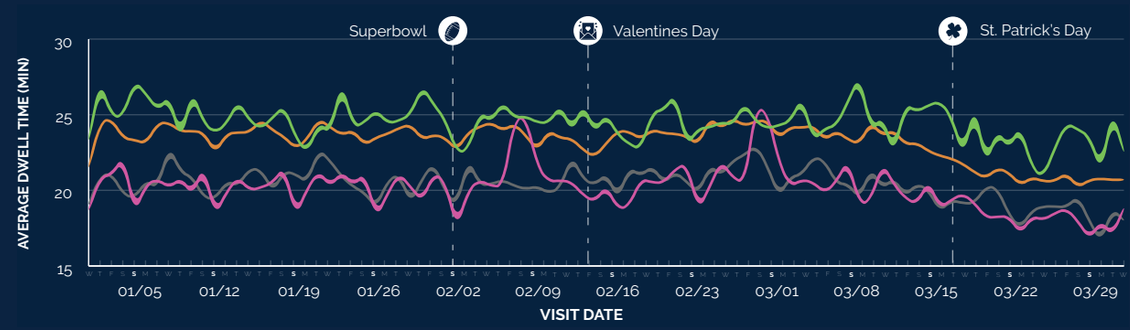
Dollar General (8.41) leads in consumer loyalty with close competition from 99 Cents Only Stores (7.91).

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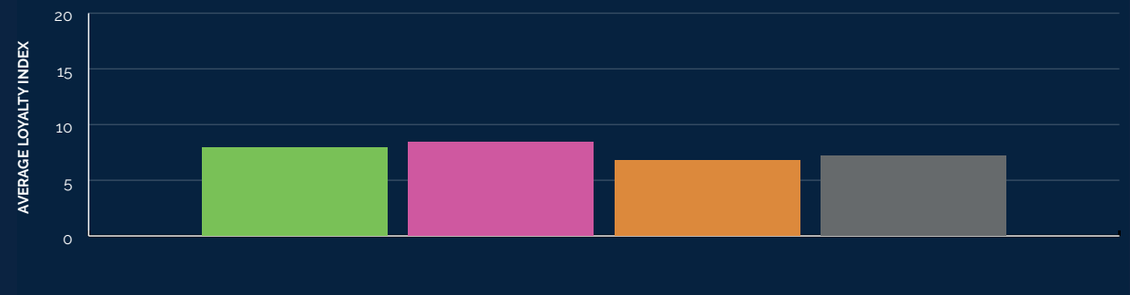
Foot Traffic



Dwell Time



Consumer Loyalty



Dollar Stores

Q2 2020

While the day before Easter (4/12) sees a jump in foot traffic volume, the day of the holiday sees one of the lowest foot traffic days of the quarter.

The day before Mother's Day (5/9) sees one of the highest jumps in foot traffic in the quarter.

The day before Father's Day (6/21) sees a higher than average increase in foot traffic, which then gradually declines throughout the end of the quarter.

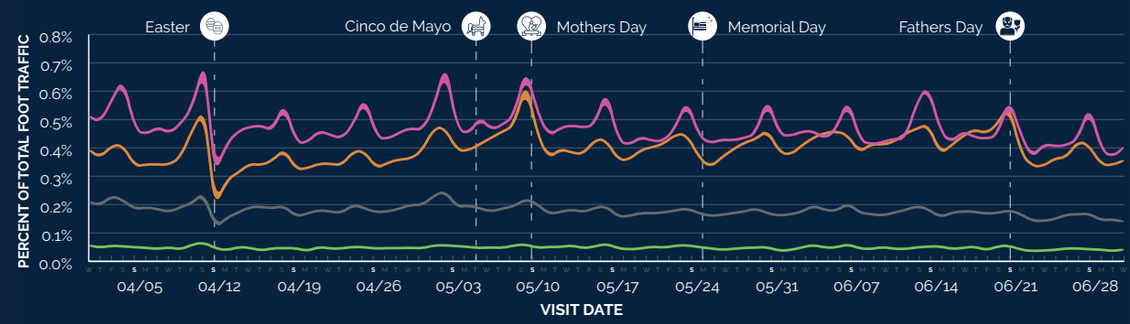
The average dwell times range from 16-29 minutes.

Despite COVID-19's impact, dwell times remain largely unchanged.

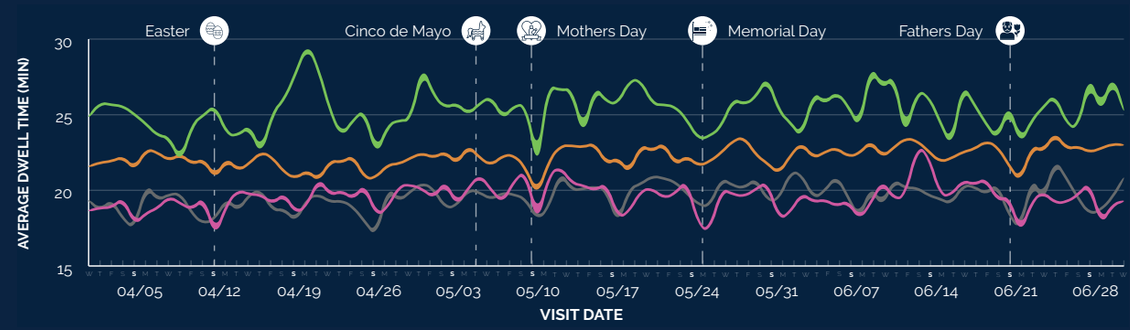
Consumer loyalty has increased from the previous quarter for all four chains, but the order of rank is unchanged.

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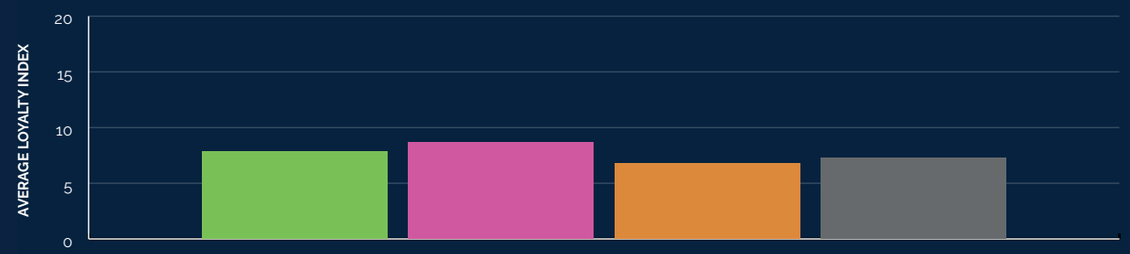
Foot Traffic



Dwell Time



Consumer Loyalty



99¢ only STORES. DOLLAR GENERAL DOLLAR TREE FAMILY DOLLAR my family, my family dollar.

Dollar Stores

Q3 2020

The day before Independence Day (7/4) sees a significant bump in foot traffic.

There's a general decrease in foot traffic throughout the quarter until a spike on the weekend of Labor Day (9/7).

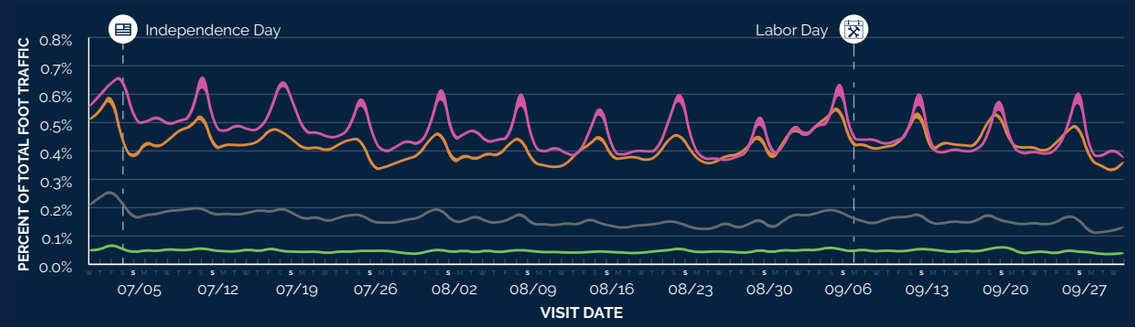
The average dwell times range from 16-29 minutes.

Average dwell times appear fairly regular throughout the quarter.

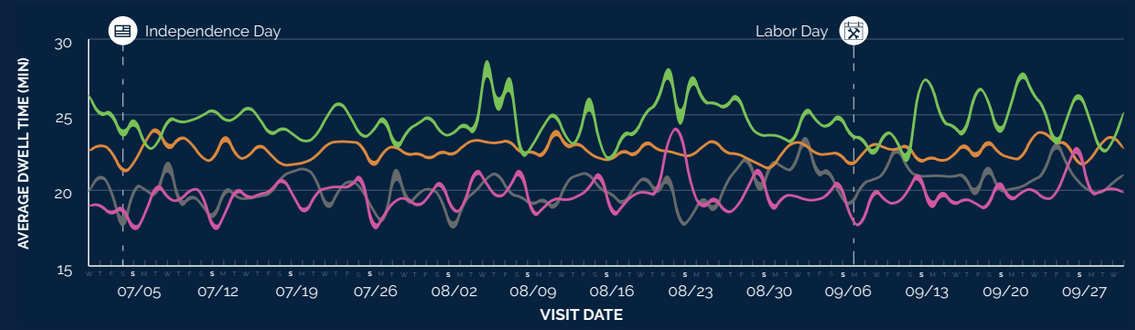
Dollar General (8.80) is the only brand to have its consumer loyalty increase from the previous quarter.

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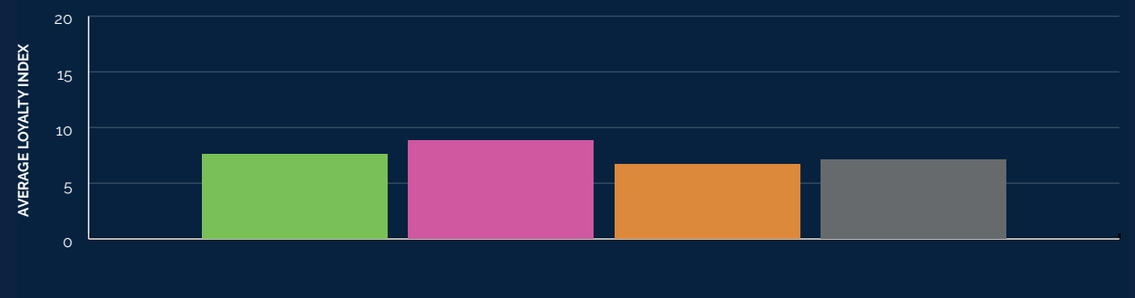
Foot Traffic



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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, Dollar 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

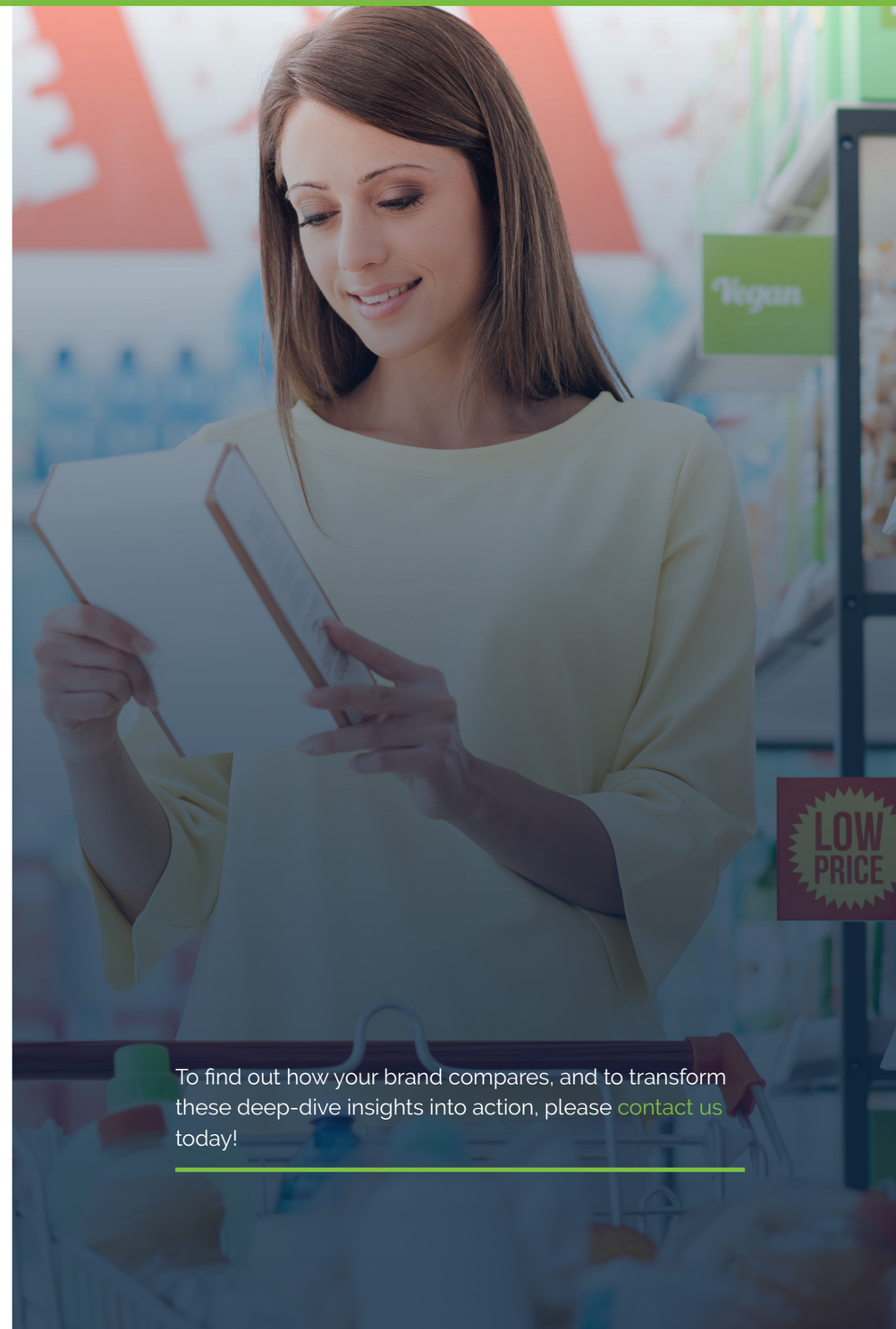
Planning cross-device messaging before shopping trips

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

InMarket can help Dollar 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!