IN MARKET ALMANAC

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

Drug 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**

Drug Stores

Q1 2020

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

Foot traffic increases until Valentine's Day (2/14) before slightly declining.

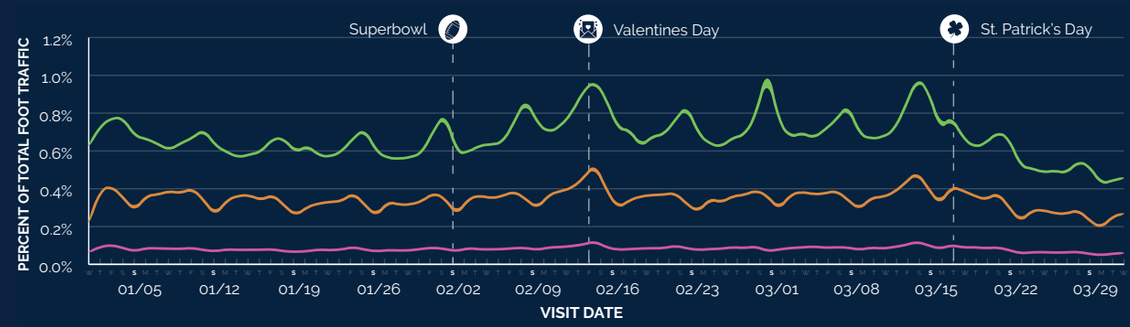
The day before St. Patrick's Day (3/17) also sees an increase in foot traffic. Foot traffic declines significantly thereafter due to COVID-19 stay-at-home orders.

The average dwell times range from 15-28 minutes.

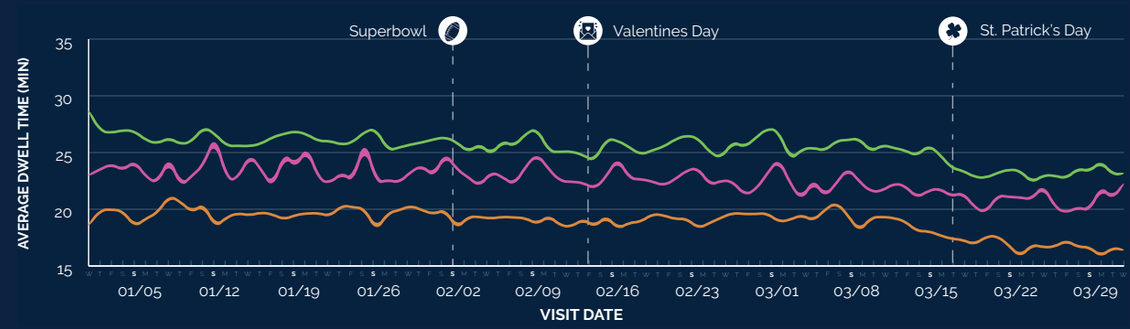
Average dwell times begin to decline in mid-March.

CVS (7.99) just beats Walgreens (7.89) for highest consumer loyalty.

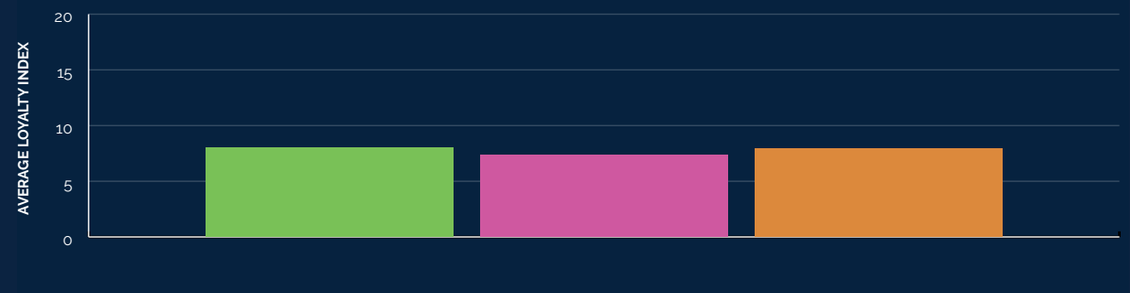
Foot Traffic



Dwell Time



Consumer Loyalty



CVS pharmacy RITE AID Walgreens

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Drug Stores

Q2 2020

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

Foot traffic steadily increases until peaking the day before Mother's Day (5/10), the busiest day of the quarter.

Foot traffic continues to rise until a second smaller spike, the day before Father's Day (6/21).

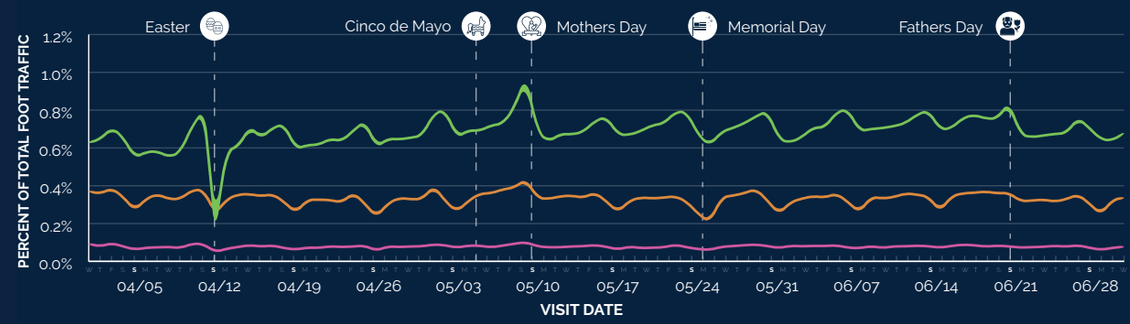
The average dwell times range from 15-27 minutes.

Average dwell time on Easter (4/12) dips significantly.

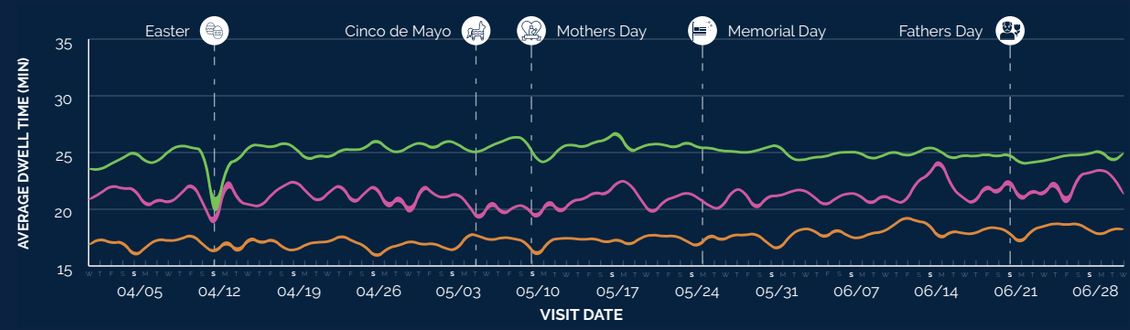
All chains see a slight decline in consumer loyalty, but the rank from Q2 remains unchanged.

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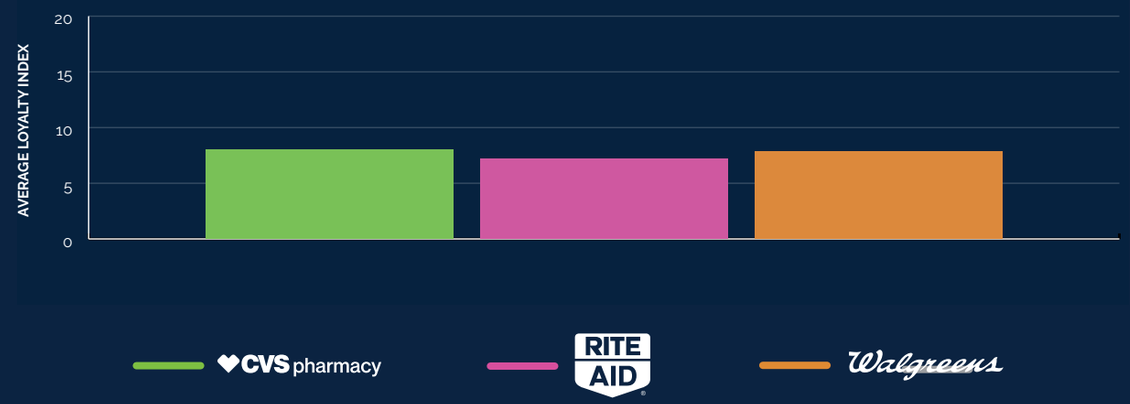
Foot Traffic



Dwell Time



Consumer Loyalty



Drug Stores

Q3 2020

There is a spike in foot traffic the day before Independence Day (7/4).

Foot traffic sees a slow but noticeable decrease until the weekend of Labor Day (9/7). After the holiday, foot traffic spikes up significantly.

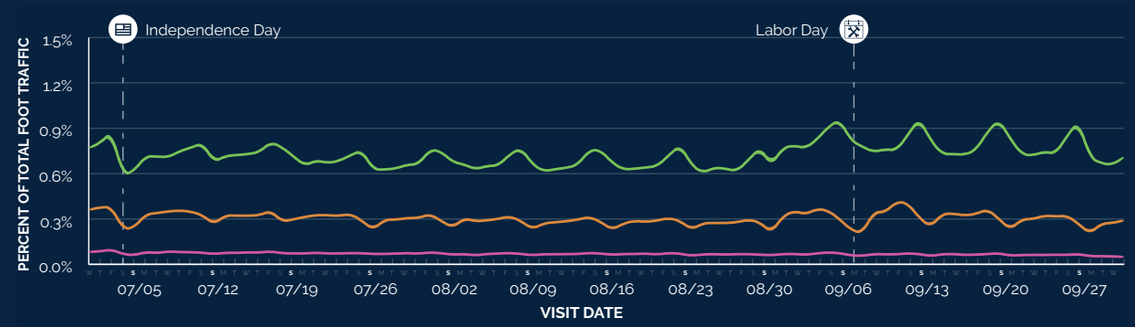
The average dwell times range from 17-26 minutes.

Average dwell time appears to increase ever so slightly the weekend of Labor Day (9/7).

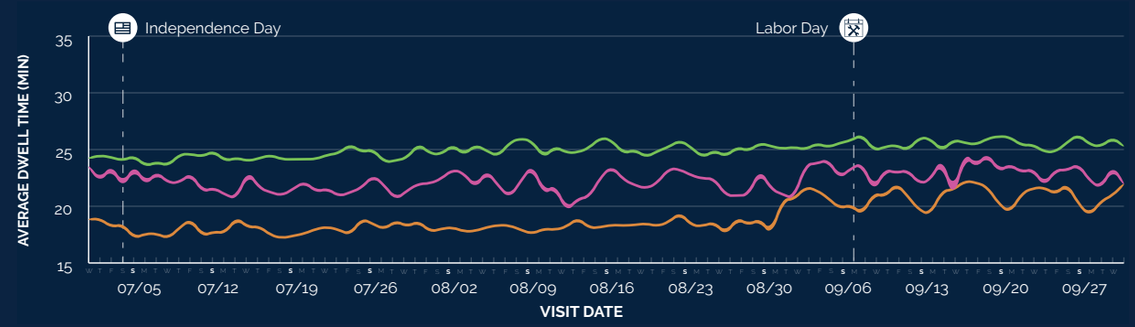
Consumer loyalty sees an increase from the previous quarter, but the rank of who has the highest loyalty remains unchanged.

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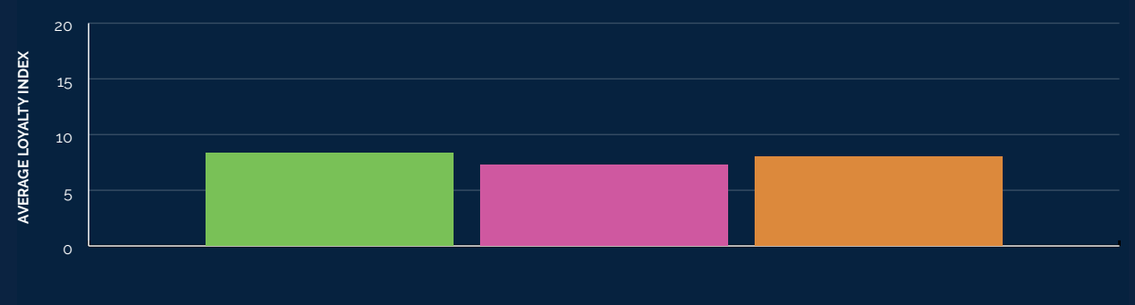
Foot Traffic



Dwell Time



Consumer Loyalty



Conclusion

IInMarket'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, Drug 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

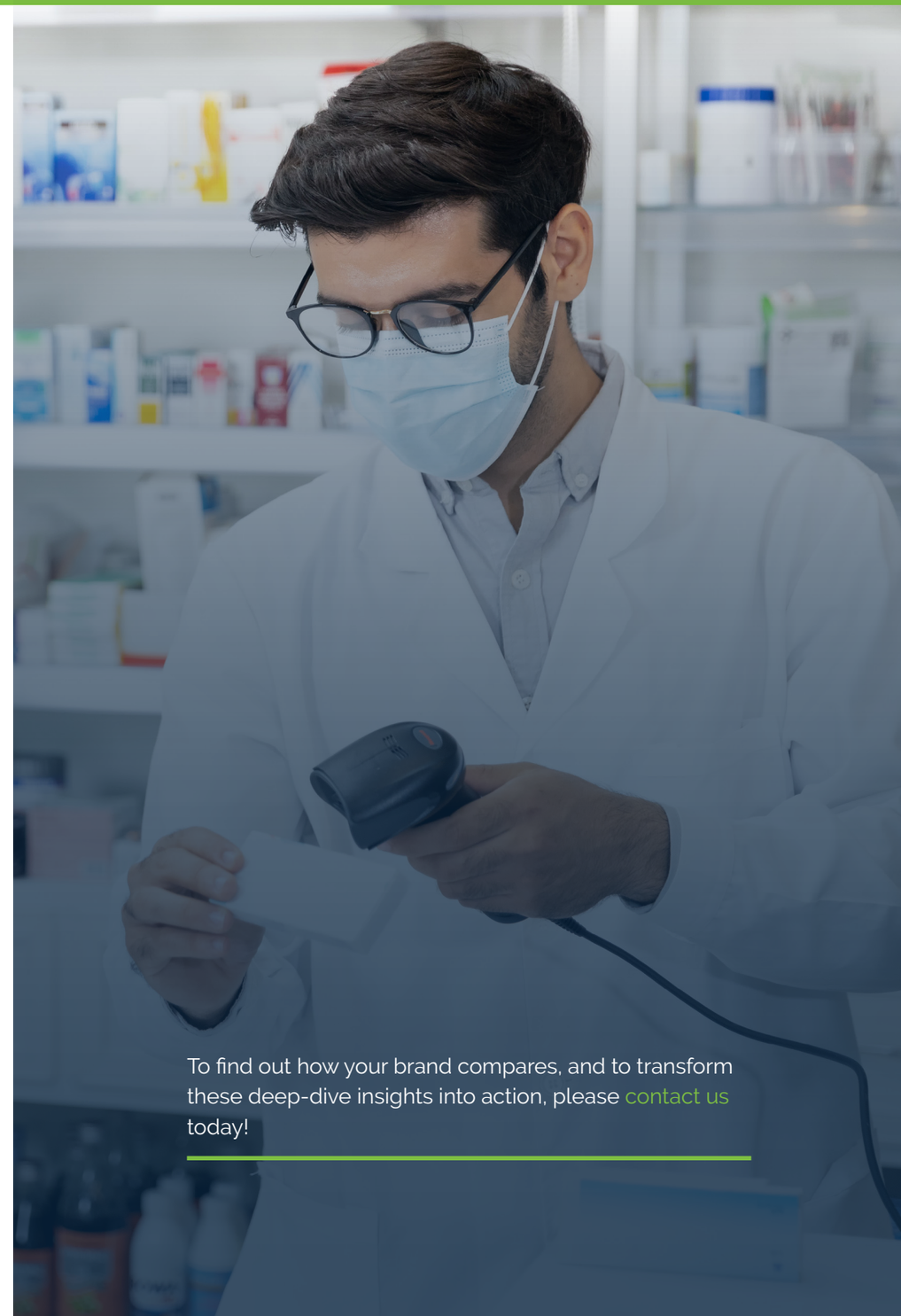
Planning cross-device messaging before shopping trips

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

InMarket can help Drug 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!