IN MARKET ALMANAC

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

Fast Casual Restaurants

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

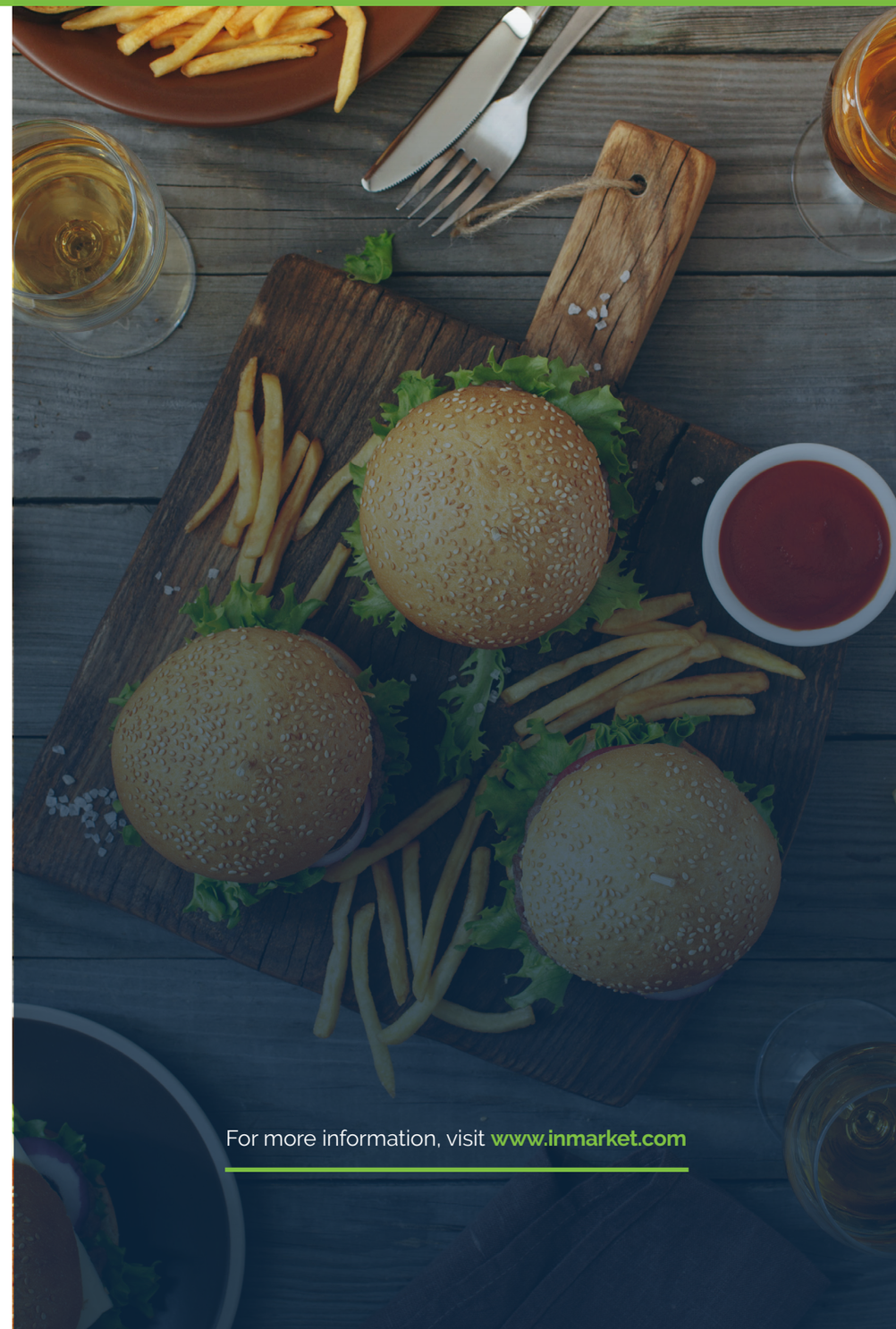
Dwell Time

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**

Fast Casual Restaurants

Q1 2020

Valentine's Day (2/14) sees a higher than usual spike in foot traffic volume.

Foot traffic is relatively flat until mid-February, where it sees a spike. Foot traffic then drops off mid-March due to COVID-19 stay-at-home mandates and limitations while running as essential business.

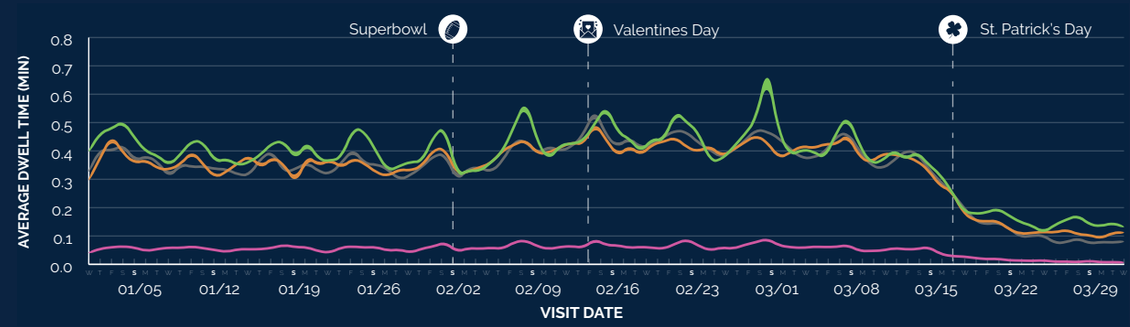
The average dwell times range from 15-44 minutes, indicating a range of visits from quick pick-ups to dining in.

Starting mid-March, average dwell times become increasingly inconsistent.

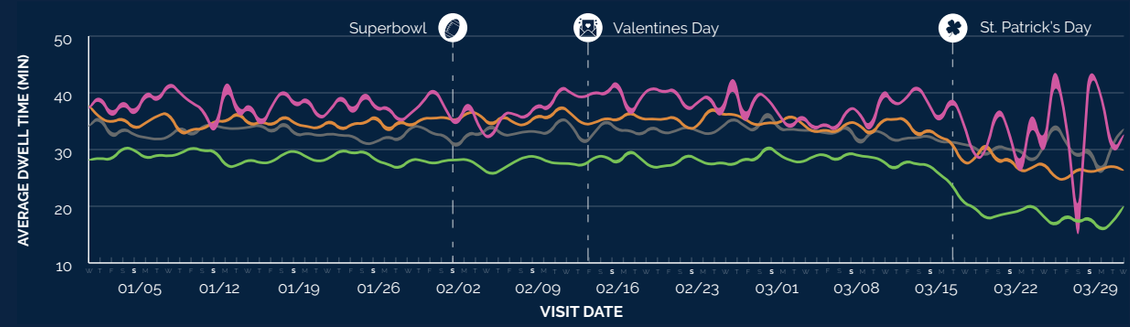
Chipotle (6.48) and Panera (6.47) are nearly identical in terms of highest consumer loyalty.

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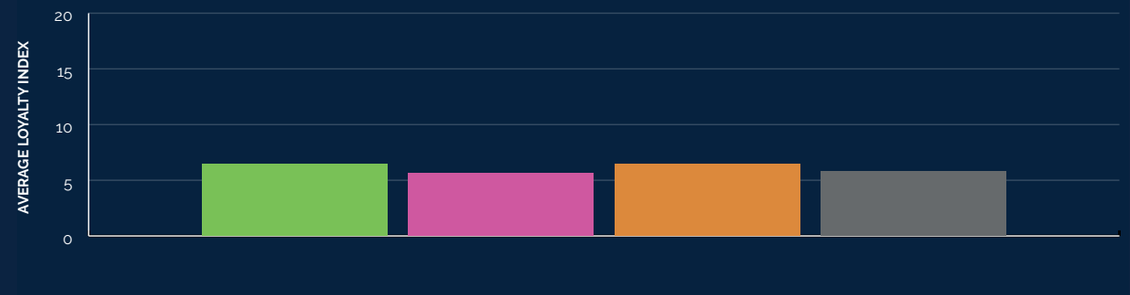
Foot Traffic



Dwell Time



Consumer Loyalty



Fast Casual Restaurants

Q2 2020

Easter (4/12) sees the lowest foot traffic day in the quarter.

Foot traffic, while recovering from Q1 levels, is still extremely inconsistent. Increases in foot traffic may be in part due to consumers coming in for pick-up/curbside orders.

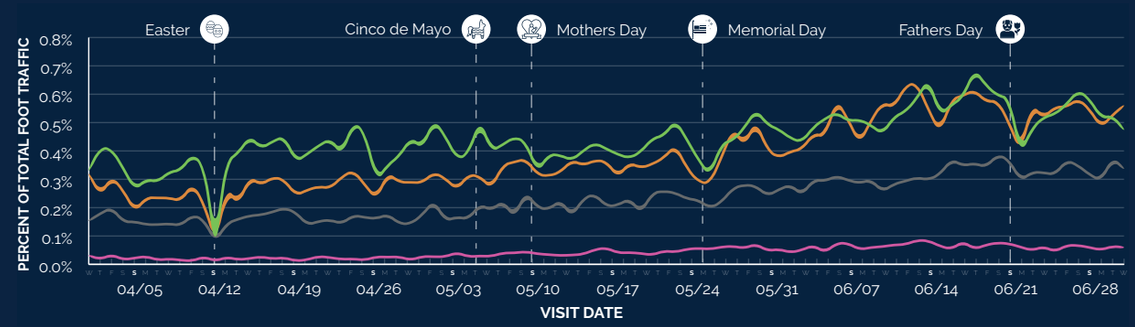
The average dwell times range from 11-52 minutes.

Average dwell times in the first half of the quarter see extreme highs and lows, but regain regularity halfway through the second half of the quarter as COVID restrictions begin to ease.

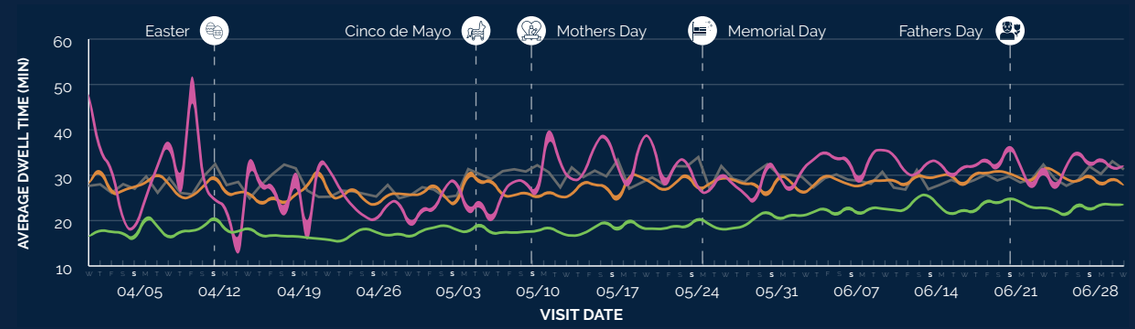
Chipotle (6.99) and Panera Bread (6.58) have increased their consumer loyalty from the previous quarter, while Jason's Deli (5.55) and Qdoba (5.64) have decreased.

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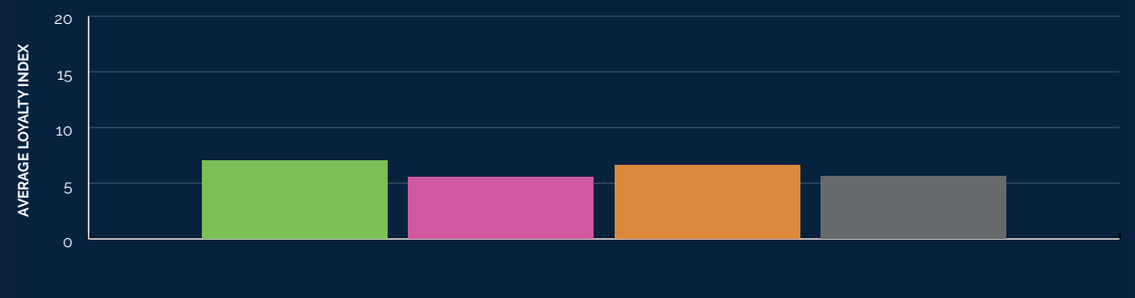
Foot Traffic



Dwell Time



Consumer Loyalty



CHIPOTLE MEXICAN GRILL · Jason's deli · Panera BREAD · QDOBA MEXICAN EATS

Fast Casual Restaurants

Q3 2020

Foot traffic drops significantly on Independence Day (7/4).

Foot traffic seems to remain fairly flat throughout the quarter.

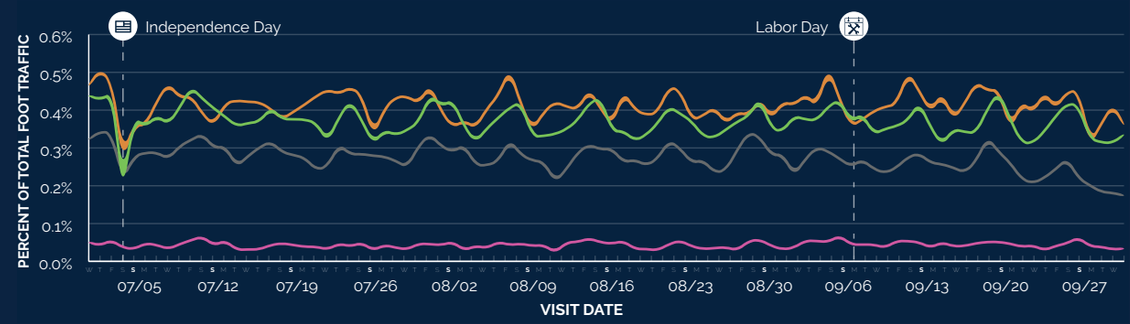
The average dwell times range from 20-43 minutes.

The shortest visit has increased from the previous quarter by 9 minutes.

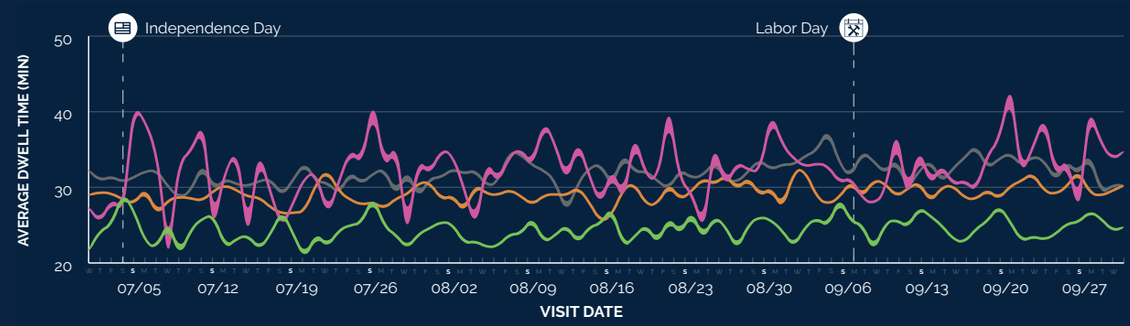
Chipotle (6.62) and Jason's Deli (5.45) have seen decreases in consumer loyalty from the previous quarter, but Panera Bread (6.71) and Qdoba (5.70) have seen increases.

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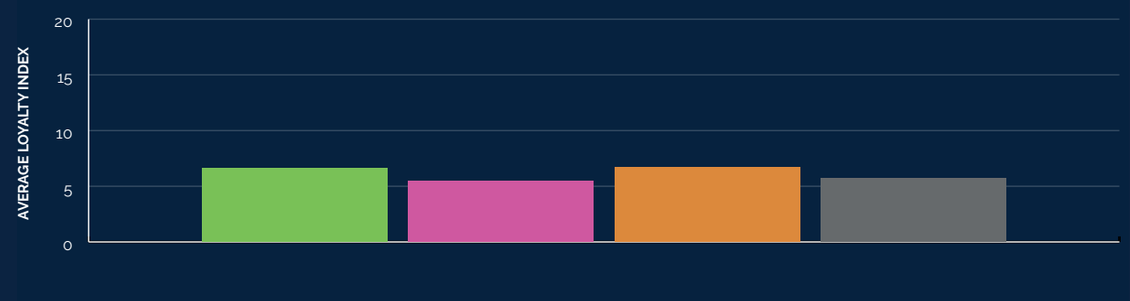
Foot Traffic



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CHIPOTLE MEXICAN GRILL · Jason's deli · Panera BREAD · QDOBA MEXICAN EATS

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, Fast Casual Restaurants can activate in-location consumers effectively, reduce marketing spend, and optimize ROI by:

Amplifying messaging in the days leading up to big holidays

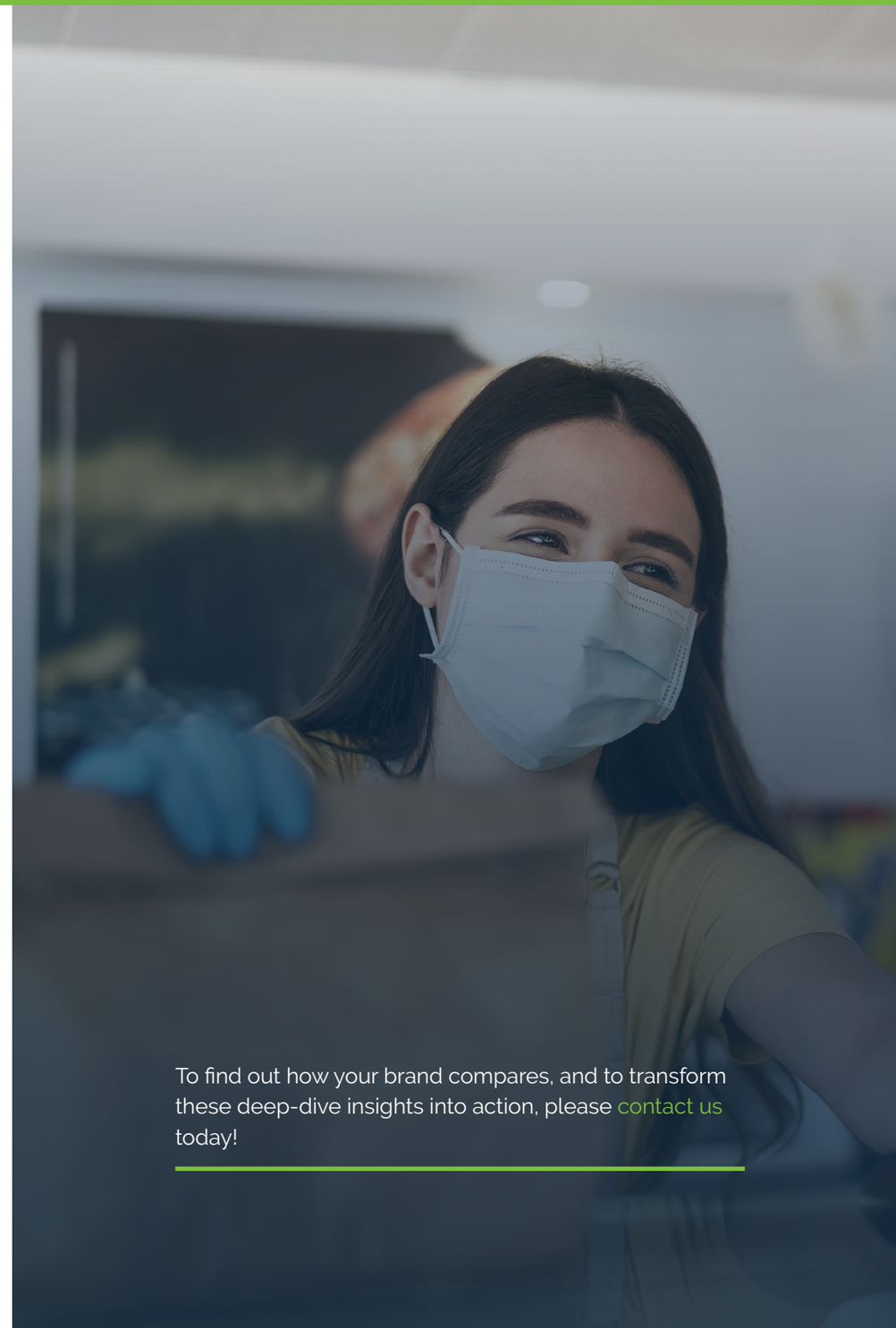
Planning cross-device messaging before trips

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

InMarket can help Fast Casual 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!