IN MARKET ALMANAC

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

Grocery

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

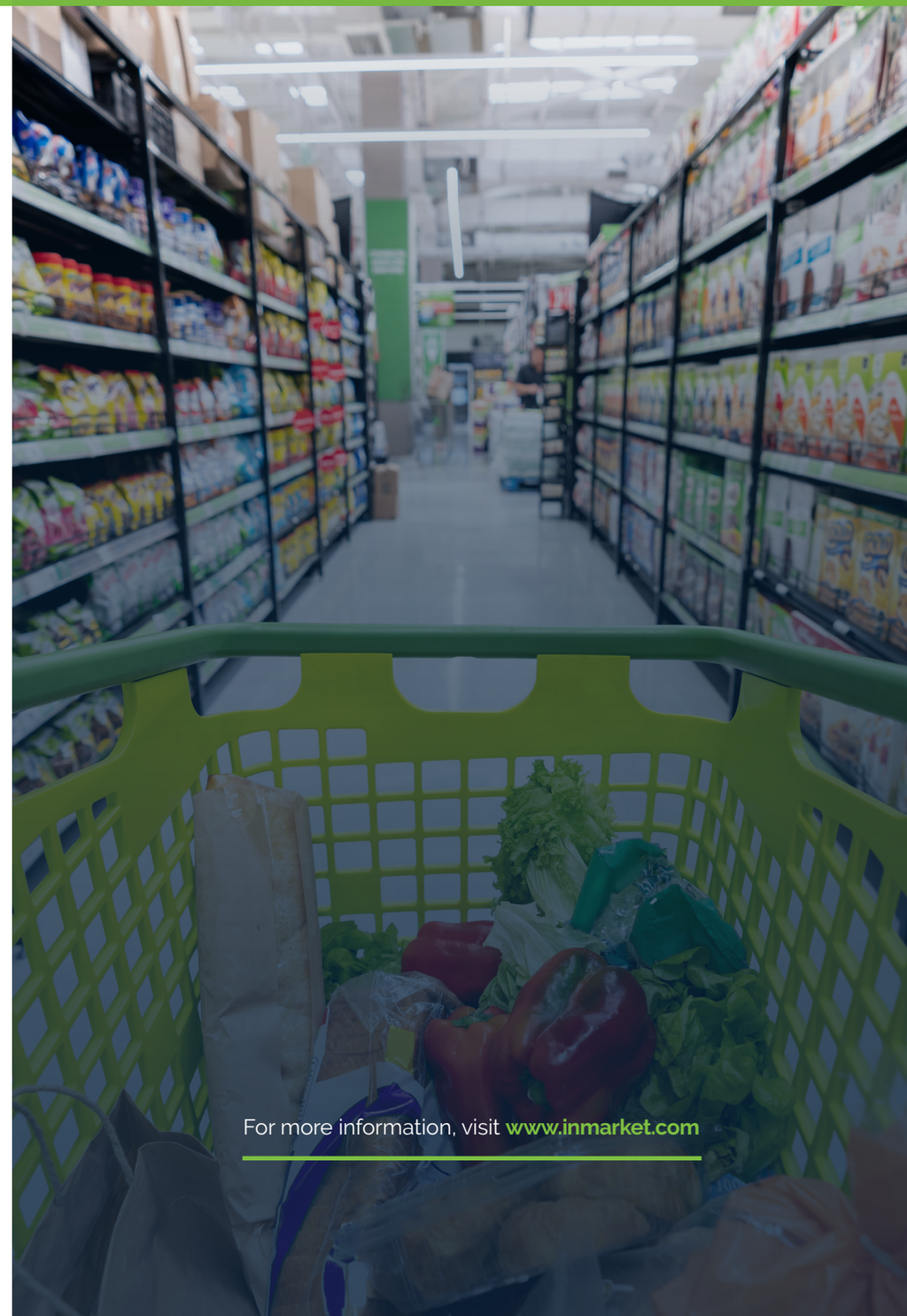
Dwell Time

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.



Grocery

Q1 2020

Super Bowl Sunday (2/2) sees a higher than usual spike in foot traffic than previous weeks.

Grocery Store foot traffic sees a steady increase until peaking on Valentine's Day (2/14).

The busiest foot traffic day of the quarter is 3/13, around the time many states began declaring state of emergency status, and implementing lockdown measures.

Despite foot traffic beginning to decrease as more limits are imposed on grocery stores, there is a spike in foot traffic the day before St. Patrick's Day (3/17).

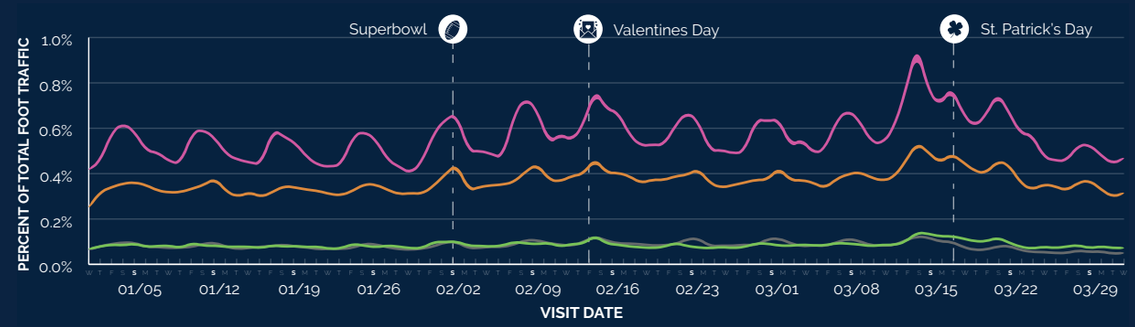
The average dwell times range from 20-31 minutes.

Average dwell time is flat until spiking on 3/13, the day foot traffic levels surge as lockdown measures are announced.

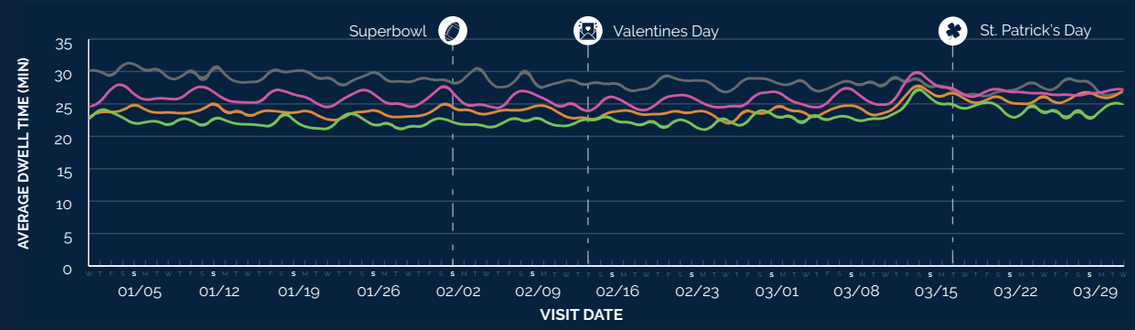
Publix (13.15) has the highest consumer loyalty for the quarter.

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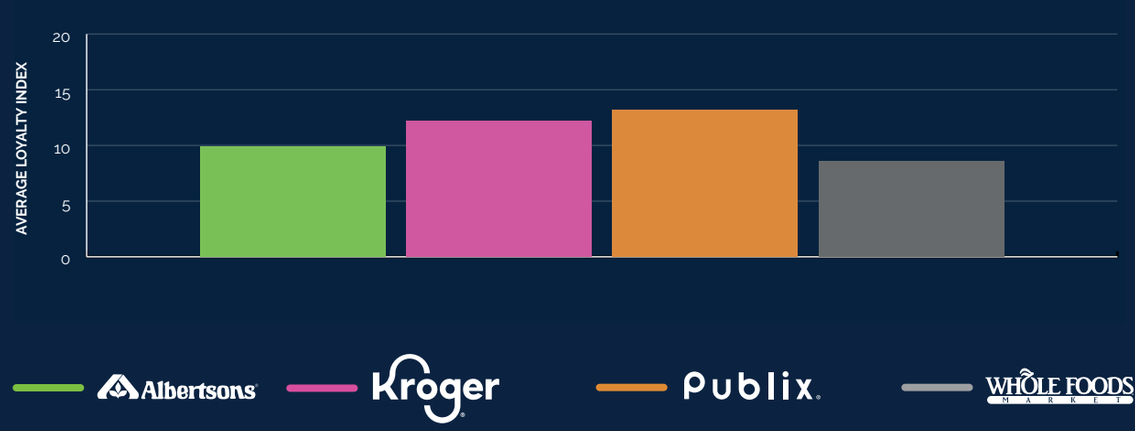
Foot Traffic



Dwell Time



Consumer Loyalty



Grocery

Q2 2020

Grocery chain foot traffic has not been as severely impacted by COVID-19 as other verticals.

The day before Easter (4/12) has one of the highest foot traffic days of the quarter before dropping to the lowest levels the day of the holiday.

Cinco de Mayo (5/5) has a slight bump in foot traffic volume.

The busiest day of the quarter is the day before Mother's Day (5/10).

The day before Father's Day (6/21) sees a higher than usual spike in foot traffic.

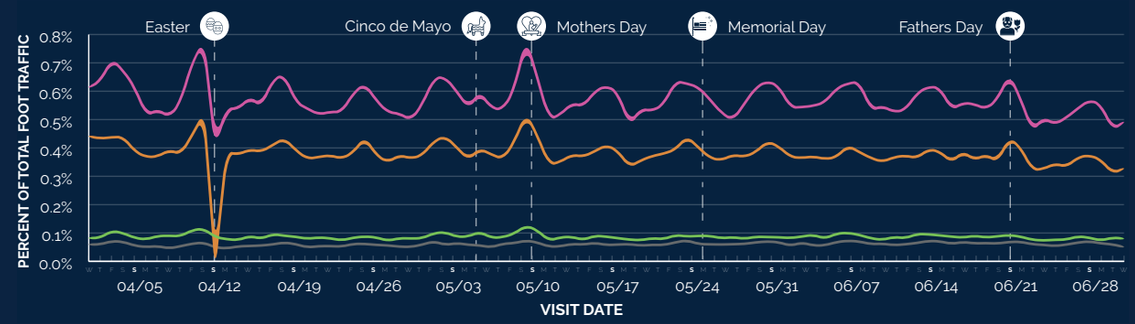
The average dwell times range from 20-32 minutes.

Aside from Mother's Day (5/10), which sees a shorter average dwell time, average dwell times remain fairly consistent throughout the quarter.

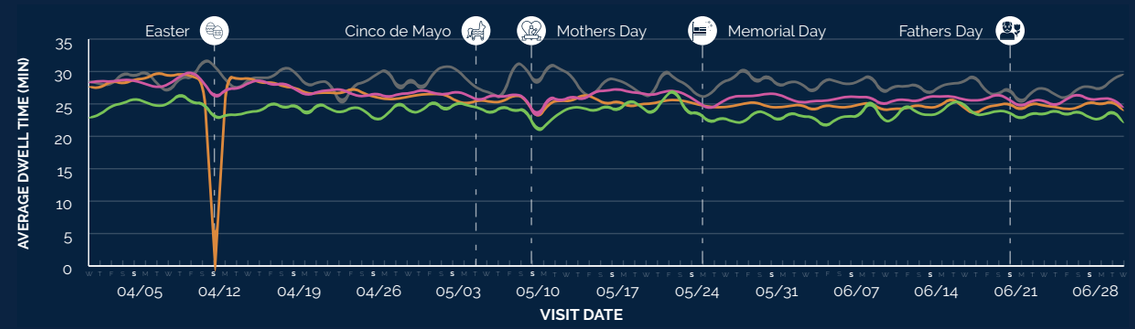
All chains (except Kroger) see an increase in consumer loyalty from the previous quarter.

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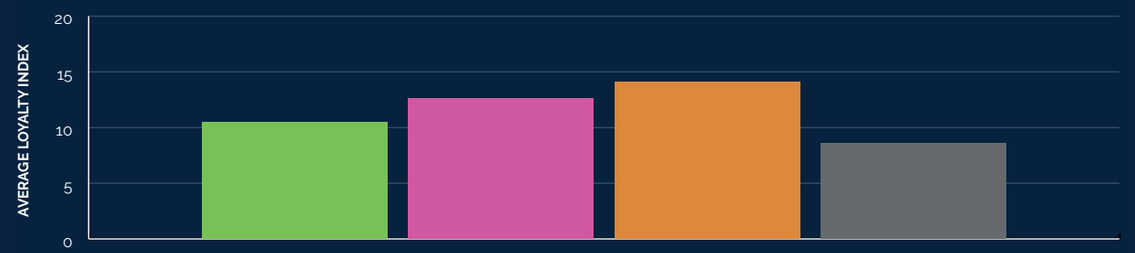
Foot Traffic



Dwell Time



Consumer Loyalty



Albertsons Kroger Publix Whole Foods Market

Grocery

Q3 2020

The day before Independence Day (7/4) has the highest foot traffic of the quarter.

Labor Day (9/7) weekend sees a slight bump in foot traffic.

There is a slight decrease in foot traffic throughout the quarter.

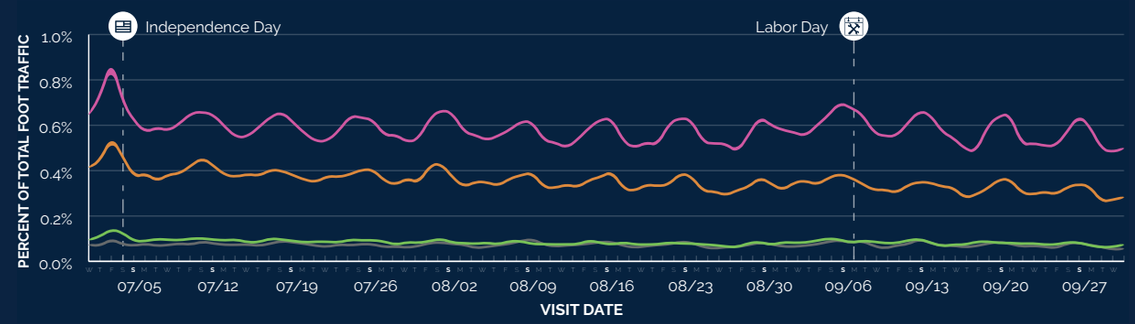
The average dwell times range from 20-30 minutes.

Average dwell times remain consistent throughout the quarter.

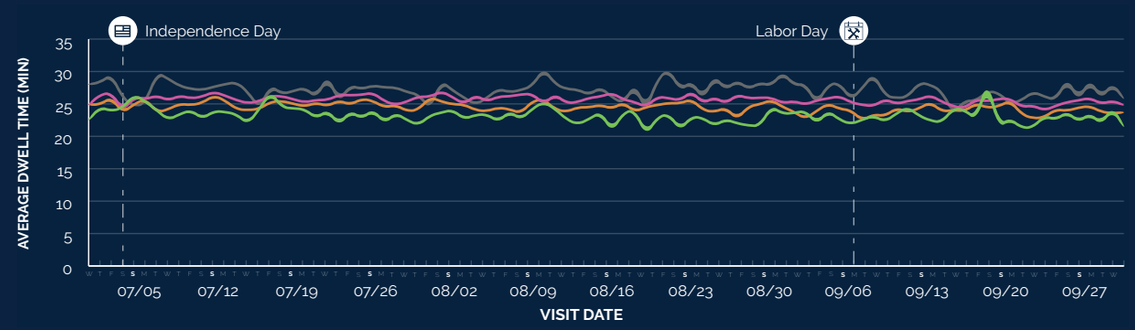
All chains see a decrease in consumer loyalty from the previous quarter.

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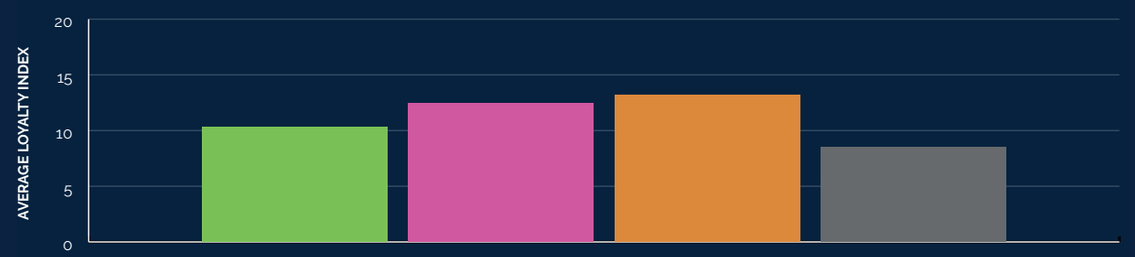
Foot Traffic



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Consumer Loyalty



Albertsons Kroger Publix Whole Foods Market

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, Grocery chains can activate in-store consumers effectively, reduce marketing spend, and optimize ROI by:

Amplifying messaging in the days leading up to big shopping holidays

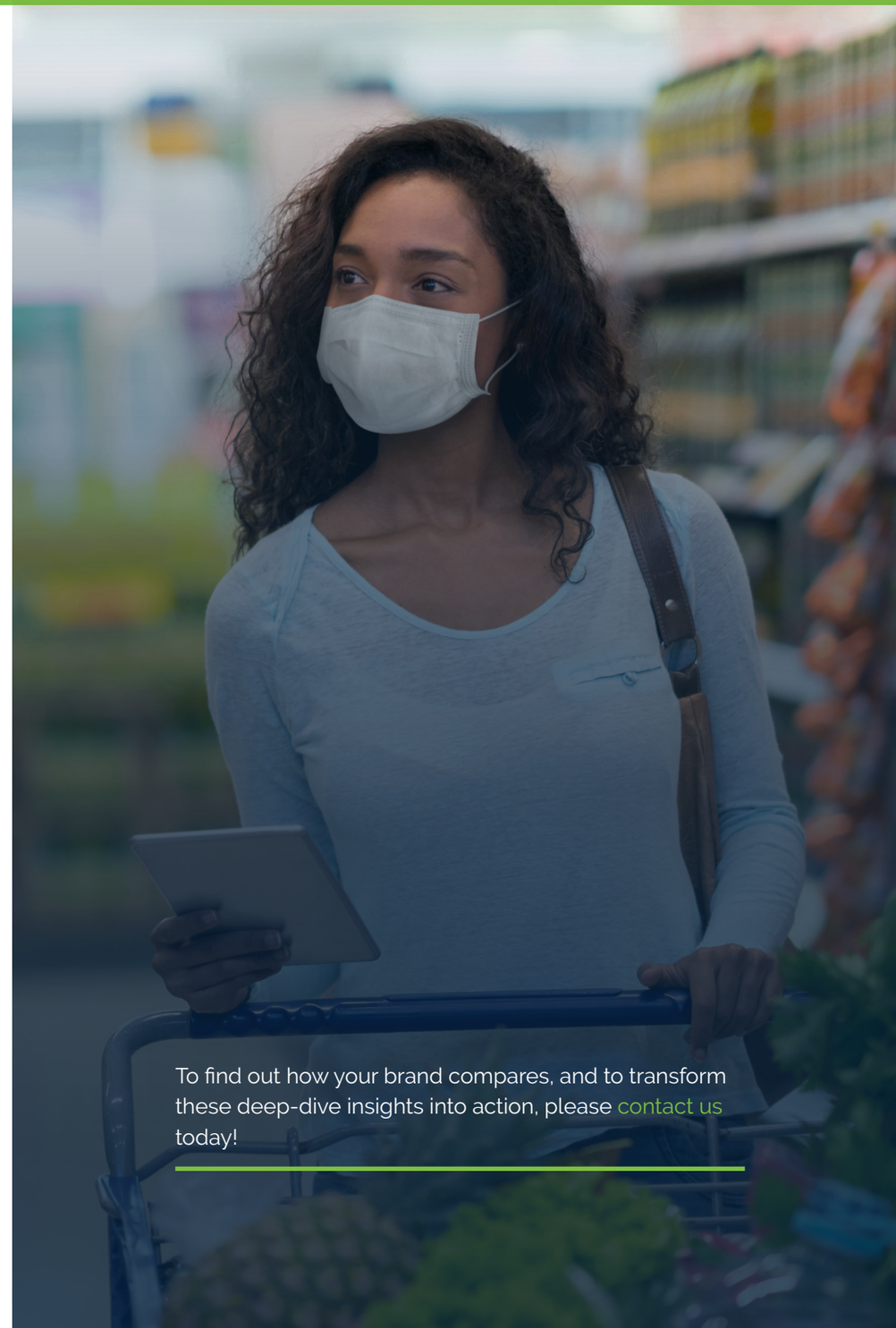
Planning cross-device messaging before shopping trips

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

InMarket can help Grocery 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!