IN MARKET ALMANAC

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

Gyms

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

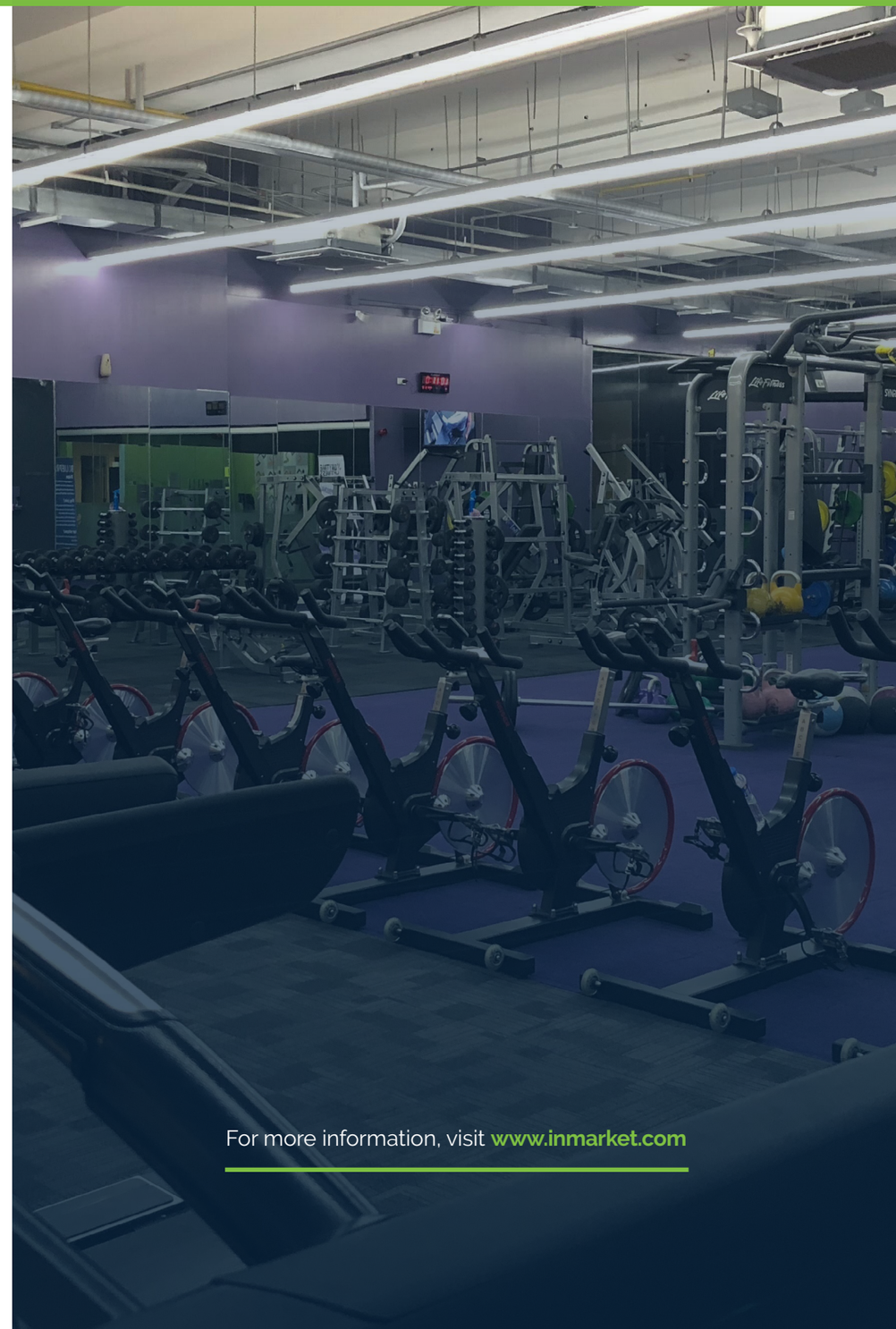
Dwell Time

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**

Gyms

Q1 2020

With consumers trying to stick to their New Years resolutions, gyms see an expected gradual increase in foot traffic until peaking on Valentine's Day (2/14).

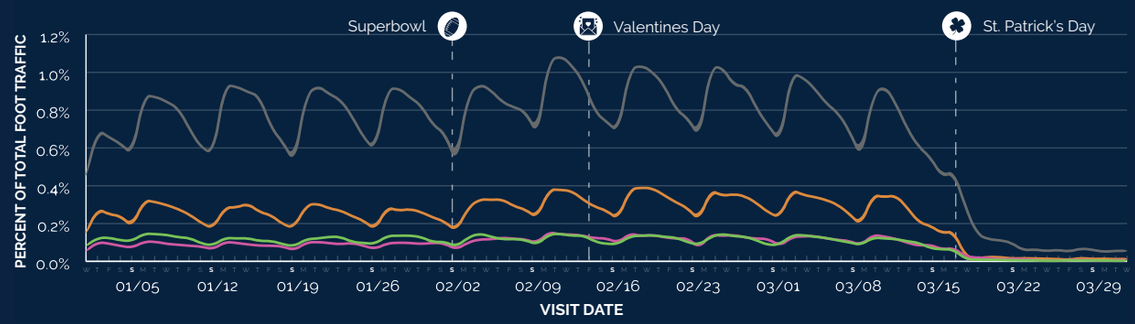
Gym foot traffic sees a massive drop off mid-March due to COVID-19 stay-at-home measures and closures of non-essential business.

The average dwell times range from 23-60 minutes.

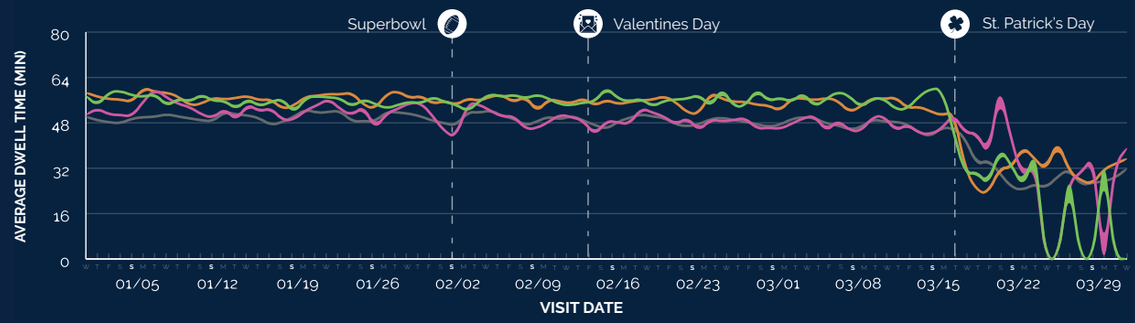
Average dwell times remain stable until mid-March when states begin to declare a state of emergency, and dwell times see drop off.

LA Fitness (14.56) barely edges out 24 Hour Fitness (14.36) for highest consumer loyalty.

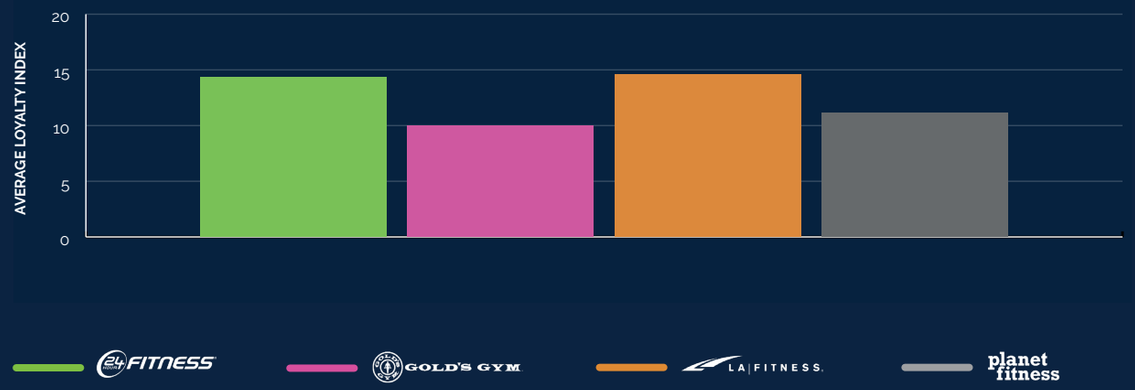
Foot Traffic



Dwell Time



Consumer Loyalty



Gyms

Q2 2020

Most of the quarter sees low foot traffic due to mandated closures or limited openings. Behaviors are also likely impacted by state-specific COVID-19 regulations.

The busiest foot traffic period in the quarter is the week before Father's Day (6/21).

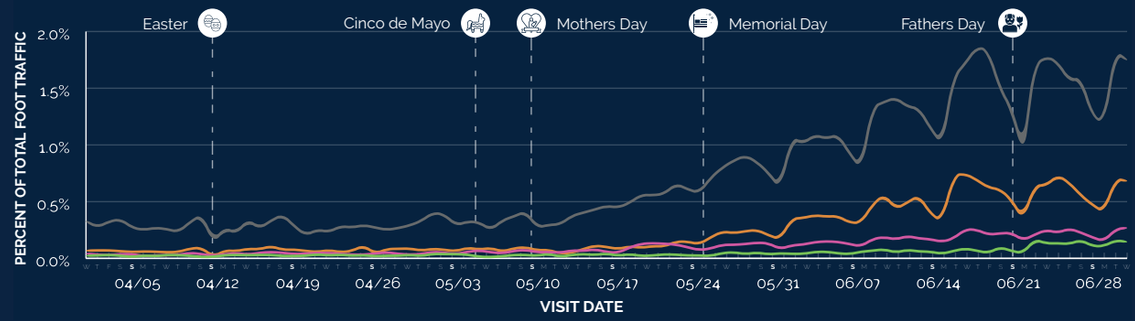
The average dwell times range from 14-56 minutes, a much shorter time range than the previous quarter.

Average dwell times see extreme highs and lows throughout the quarter, but begin to gradually increase in June.

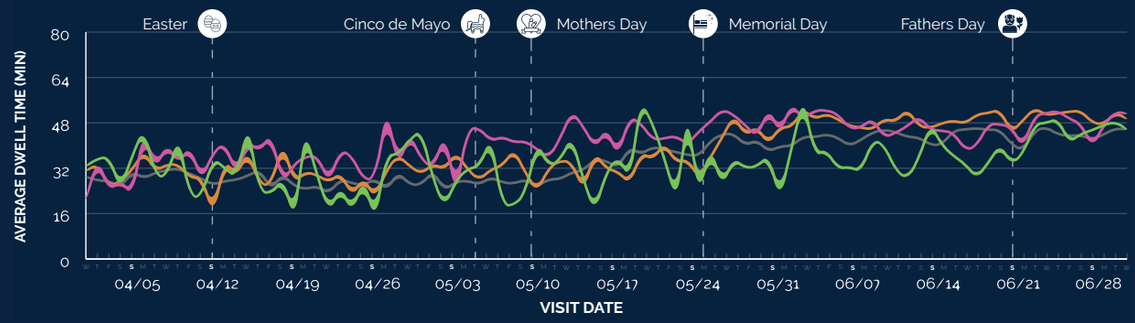
Consumer loyalty declines across all gyms. LA Fitness had the highest consumer loyalty in Q1 (14.56), but the lowest in Q2 (4.79).

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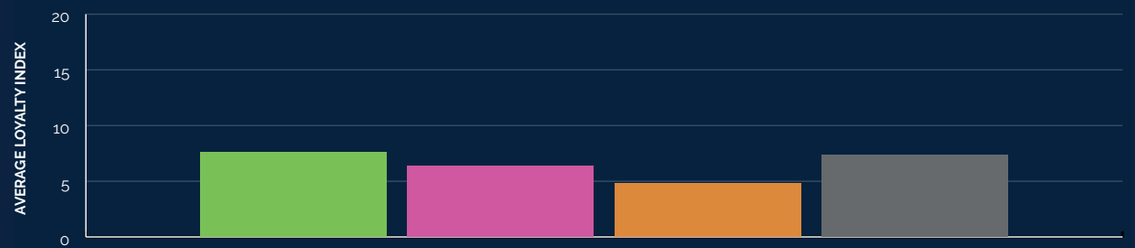
Foot Traffic



Dwell Time



Consumer Loyalty



24 FITNESS · GOLD'S GYM · LA FITNESS · planet fitness

Gyms

Q3 2020

Gym foot traffic regains a more regular foot traffic cycle. A spike in early September is sustained until the end of the quarter.

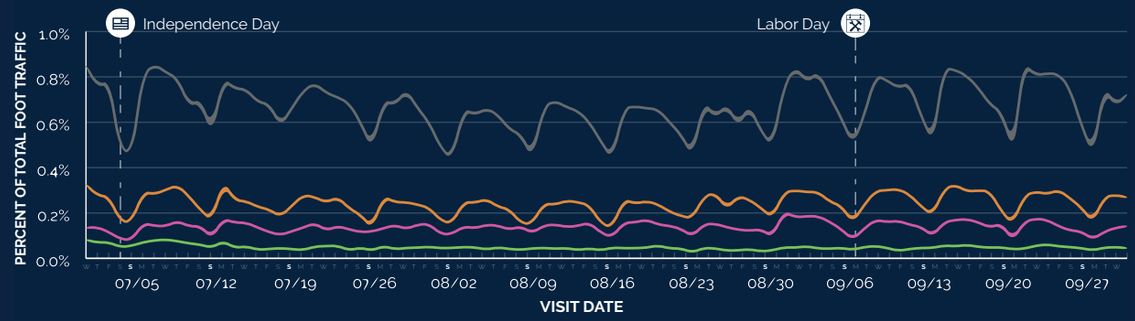
Foot traffic dips on Independence Day (7/4) and Labor Day (9/4).

The average dwell times range from 35-61 minutes.

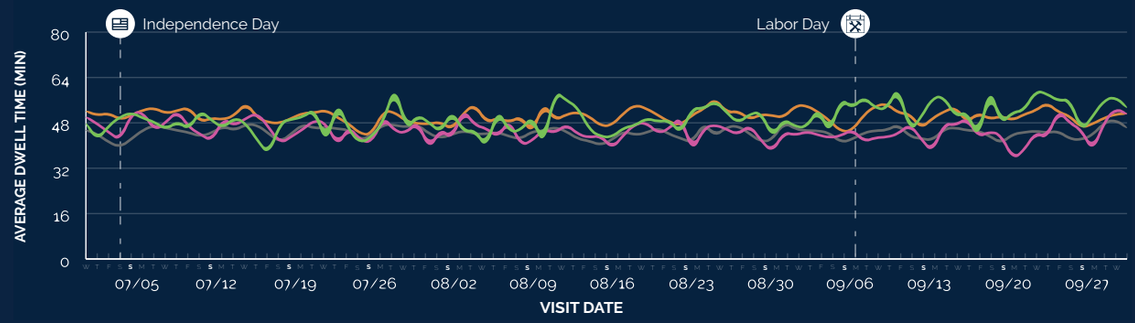
Average dwell times appear to have stabilized compared to the previous quarter.

All gyms see recovery of their consumer loyalty in Q3, but but do not exceed pre-pandemic levels.

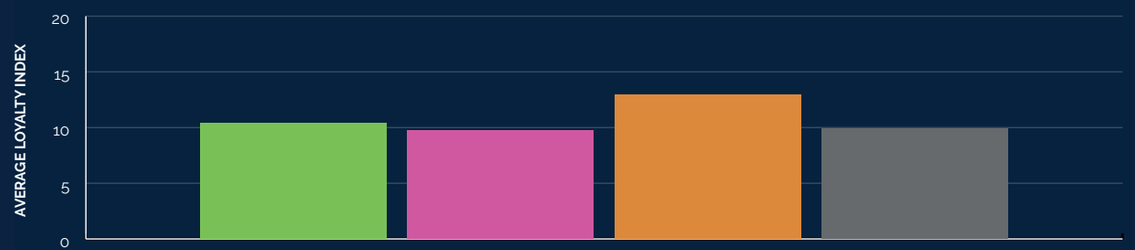
Foot Traffic



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

Amplifying messaging in the days following New Years and leading up to the summer

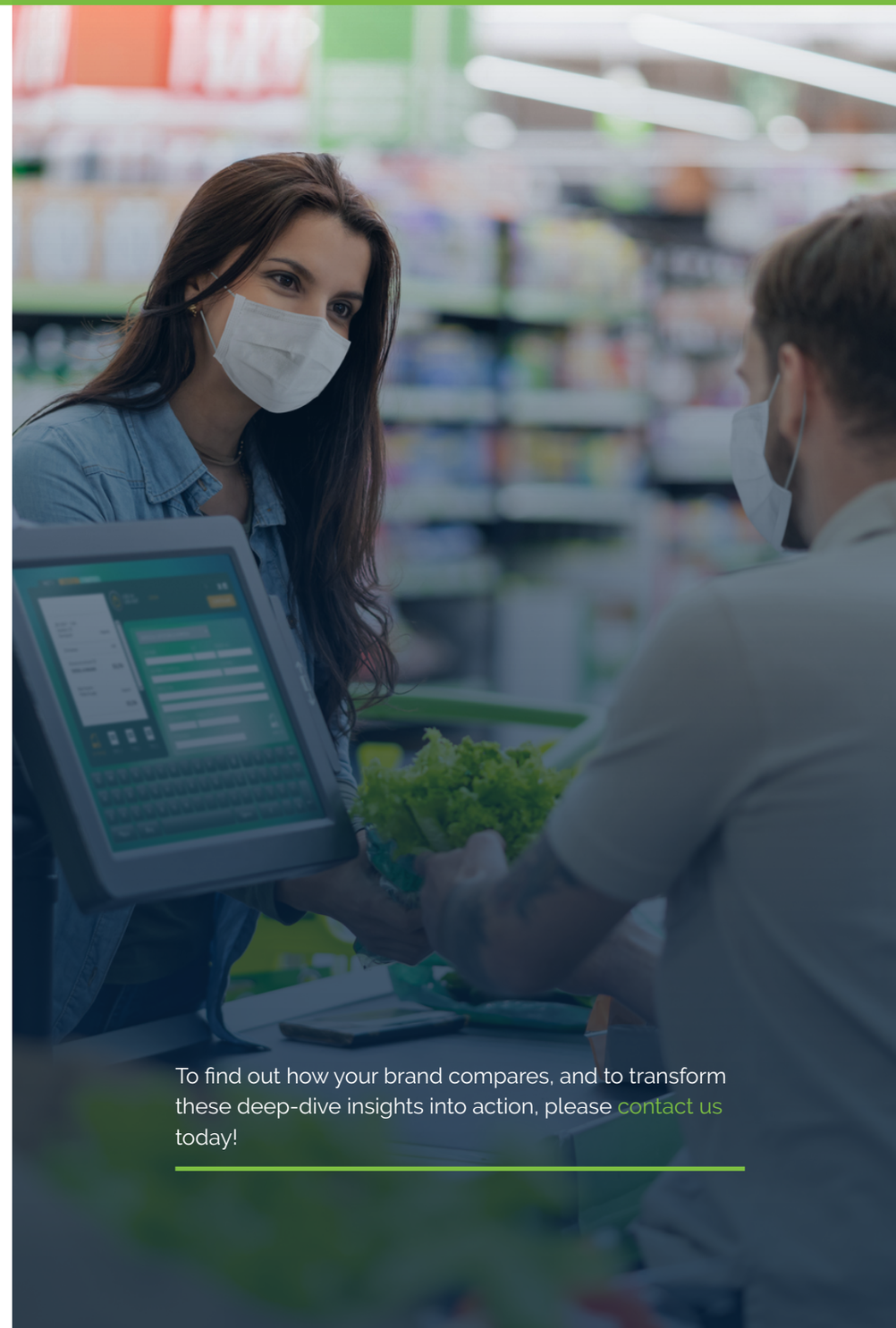
Planning cross-device messaging before trips to the gym

Extending Gym messaging during trips with longer dwell time periods

InMarket can help gym 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!