

IN MARKET ALMANAC

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

Home

Improvement 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.

Home Improvement Stores

Q1 2020



One of the busiest foot traffic days of the quarter falls on 3/14, around the time that state of emergency announcements are made, and consumers flock to stores to “panic buy.”



Foot traffic sees a healthy increase throughout the quarter, but sees a very slight dip mid-March due to COVID-19. However, since Home Improvement Stores are deemed essential business, they do not face closures.



The average dwell times range from 17-33 minutes.

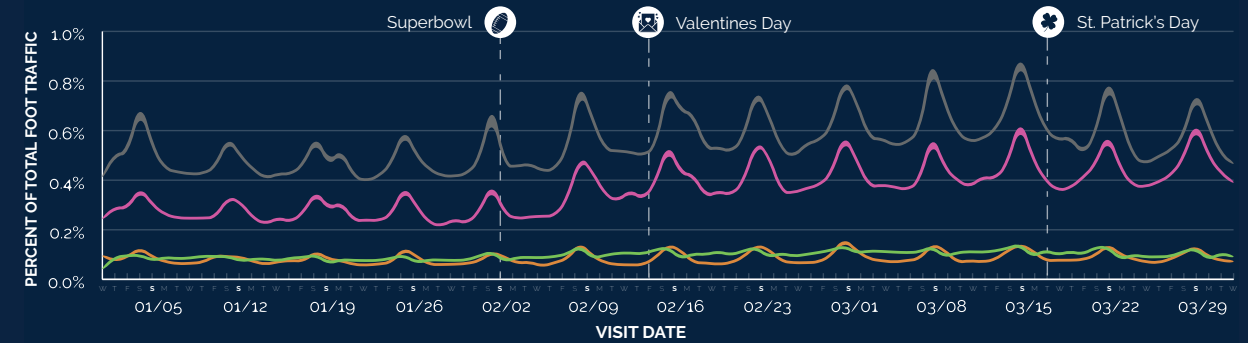


The average dwell times remain relatively stable throughout the quarter. Only Ace Hardware sees a noticeable decrease starting mid-March.

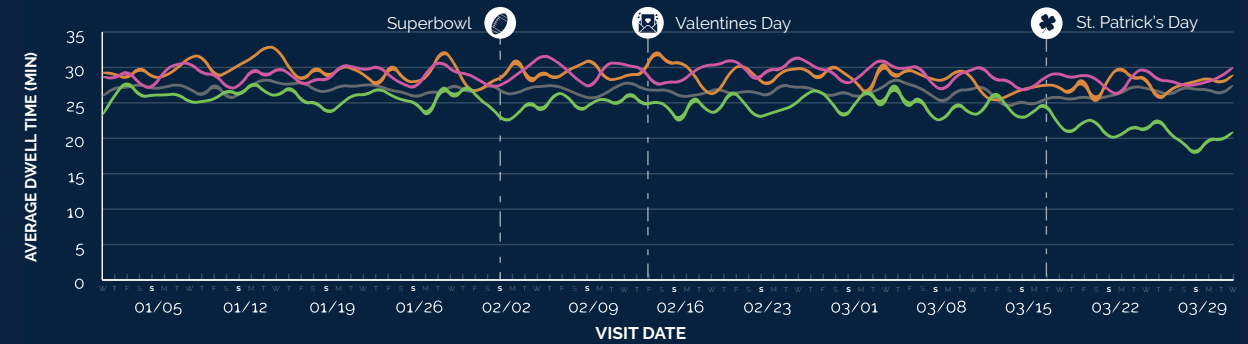


The Home Depot (8.22) has the highest consumer loyalty, just edging above Lowe's (7.99).

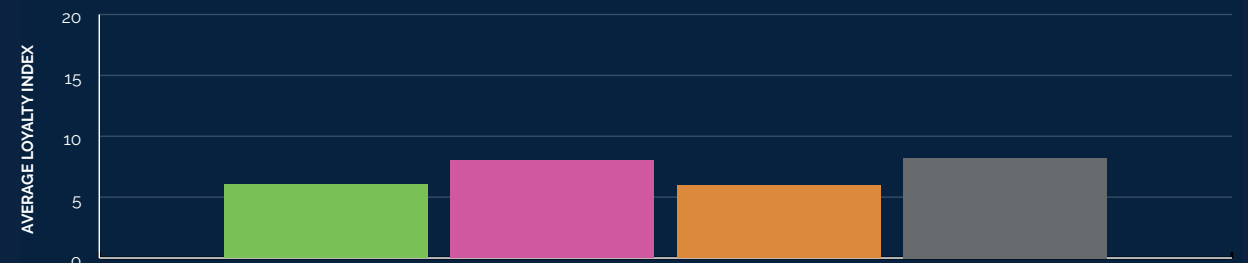
Foot Traffic



Dwell Time



Consumer Loyalty



Home Improvement Stores

Q2 2020



Easter (4/12) sees the lowest foot traffic drop of the quarter.



Visits see a huge spike from May to June likely due to many consumers adopting home improvement projects while staying at home, and as the seasons warm.



The average dwell times range from 18-32 minutes, with the exception of Easter (0 minutes).

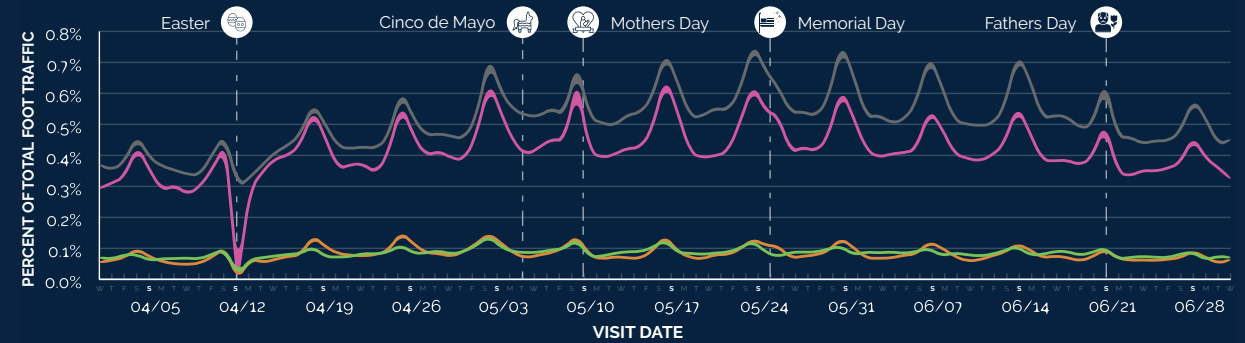


Ace Hardware sees some of the shortest dwell times throughout the quarter.

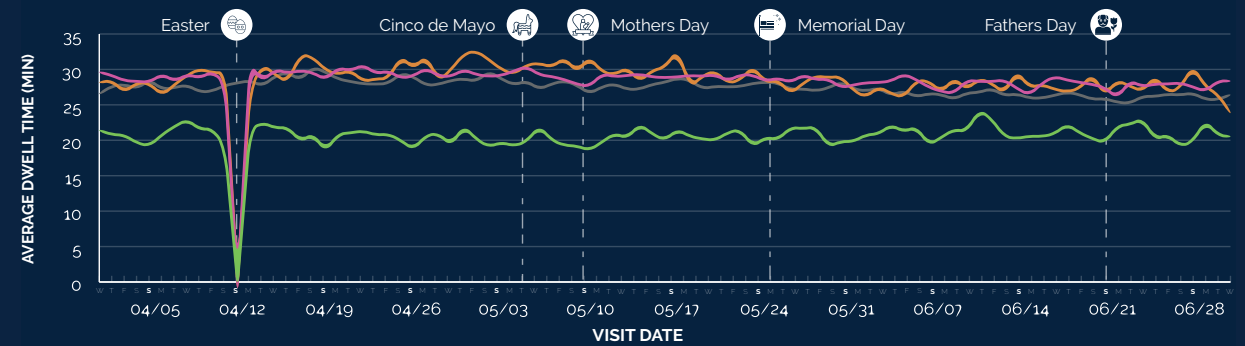


All chains see an increase in consumer loyalty from the previous quarter (also, Q2 has the highest loyalty of any quarter analyzed for this category).

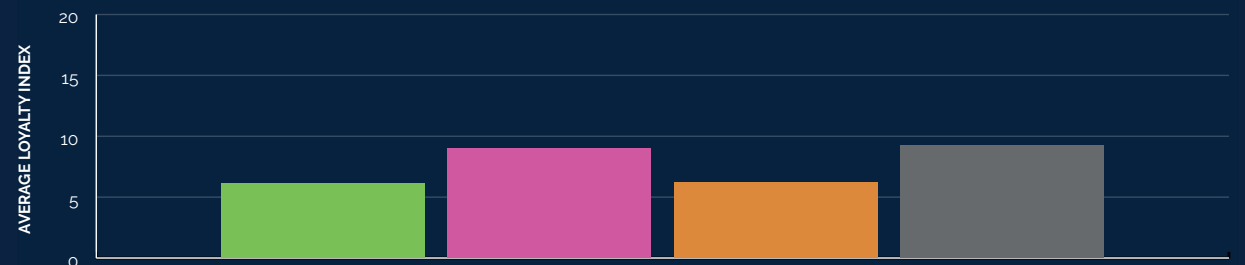
Foot Traffic



Dwell Time



Consumer Loyalty



Home Improvement Stores

Q3 2020



The day before Independence Day (7/4) sees one of its busiest foot traffic days.



There is a decrease in foot traffic throughout the quarter up until a spike during Labor Day (9/7) weekend.



The average dwell times range from 17-31 minutes.

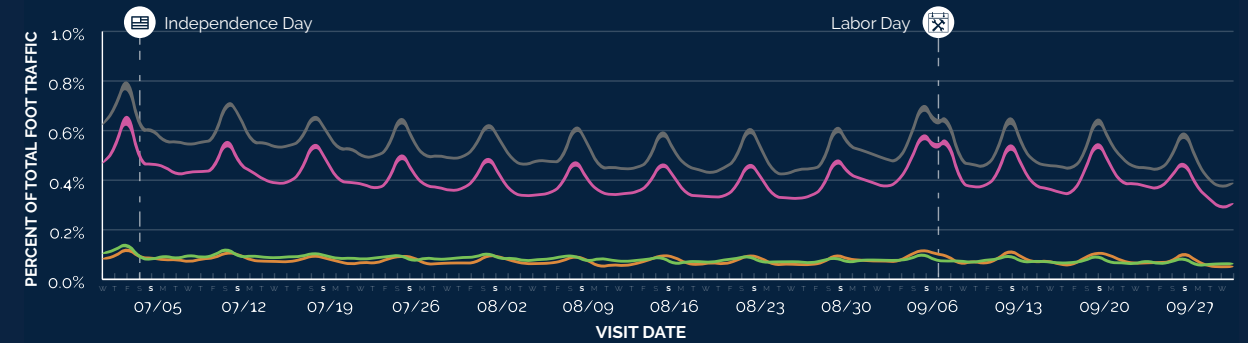


Ace Hardware continues to have some of the shortest dwell times throughout the quarter.

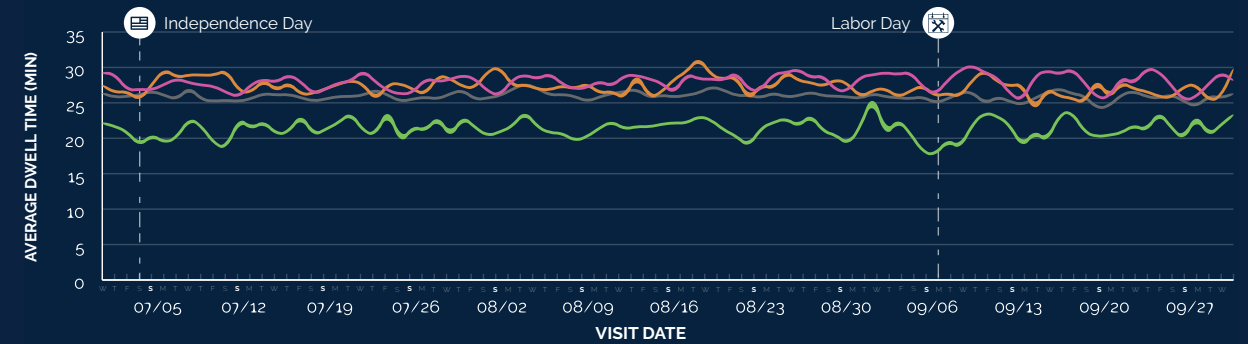


Consumer loyalty drops very slightly from the previous quarter, likely as consumers wrap up their home improvement projects.

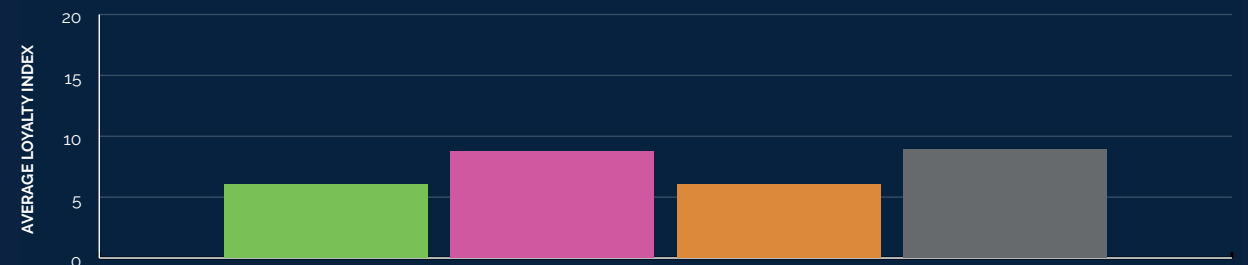
Foot Traffic



Dwell Time



Consumer Loyalty



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, Home Improvement 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



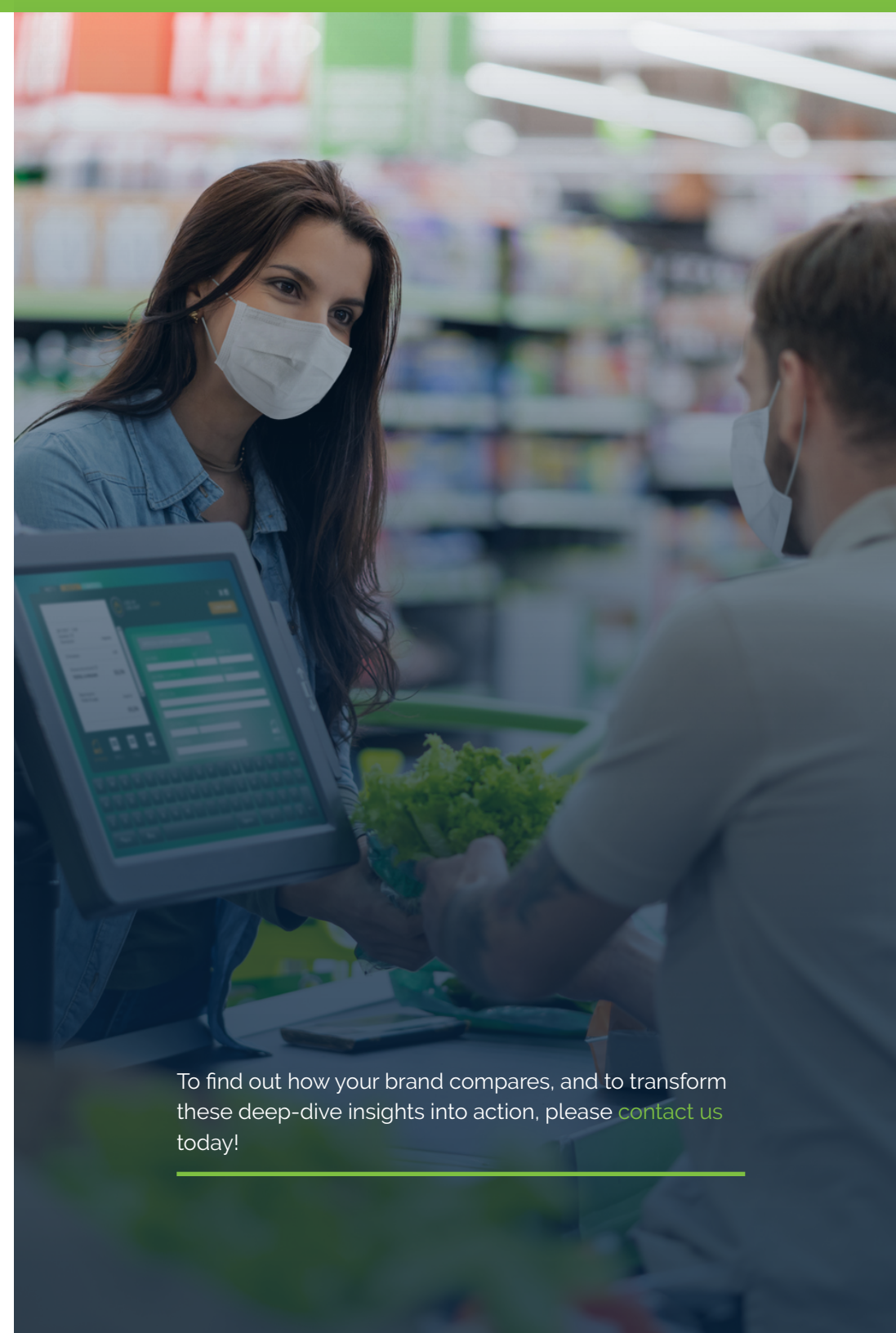
Planning cross-device messaging before shopping trips



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

InMarket can help Home Improvement 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



To find out how your brand compares, and to transform these deep-dive insights into action, please [contact us](#) today!