IN MARKET ALMANAC

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

Quick Service 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 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**

QSR

Q1 2020

Visits to QSRs remain fairly flat until a spike on Leap Day (2/29).

Foot traffic sees a significant decline mid-March due to COVID-19.

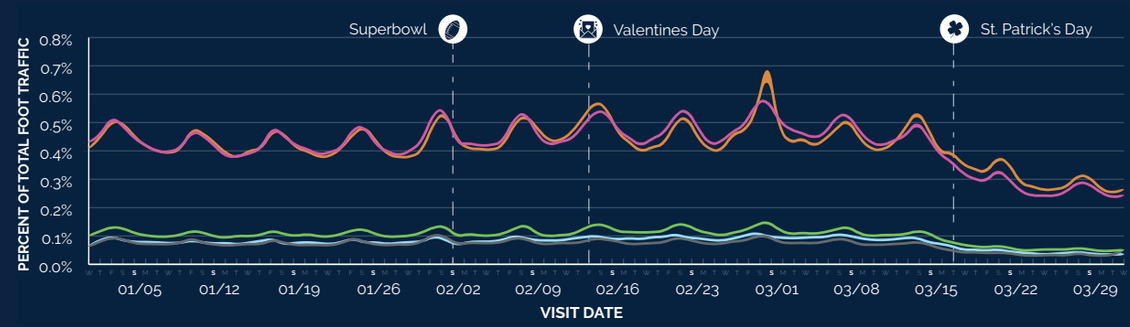
The average dwell times range from 16-32 minutes. Dwell times appear to drop mid-March.

Subway has some of the longest dwell times, while Taco Bell has some of the shortest.

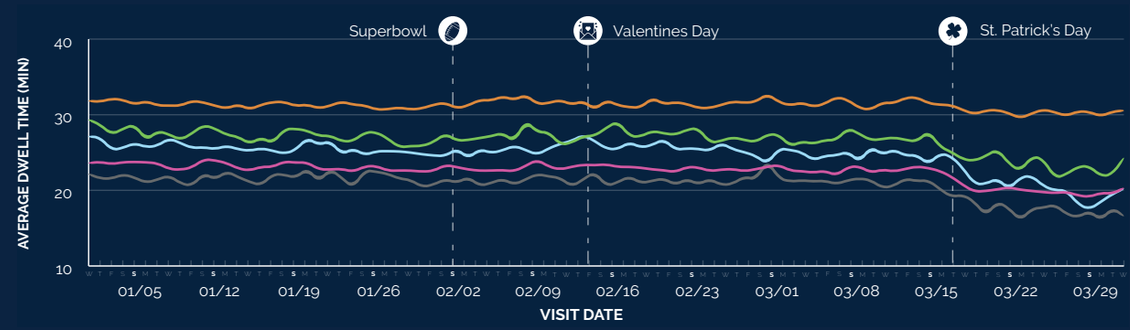
McDonald's (10.44) has significantly higher consumer loyalty than that of its competitors.

Subway (6.95) sees its highest consumer loyalty of the year in Q1.

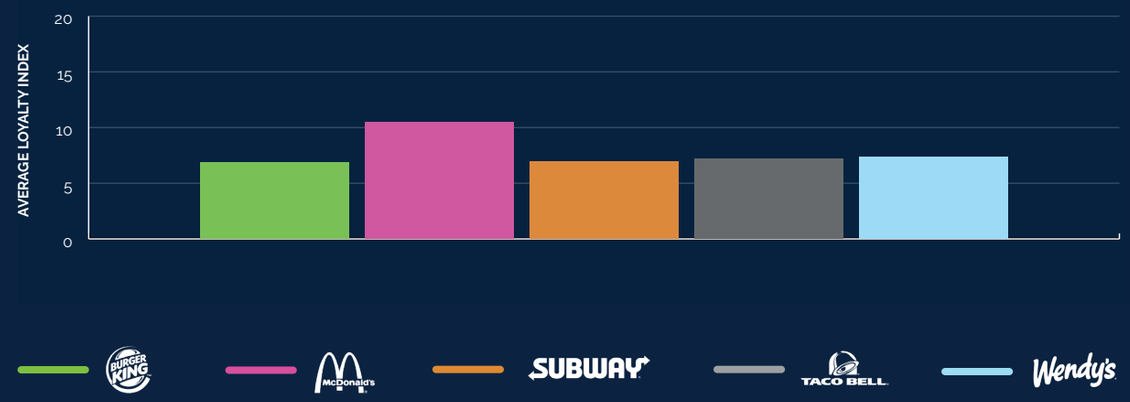
Foot Traffic



Dwell Time



Consumer Loyalty



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QSR

Q2 2020

Foot traffic sees just a slight dip due to COVID-19, but otherwise appears to be normal.

Easter (5/12) is the least busiest day of the quarter.

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

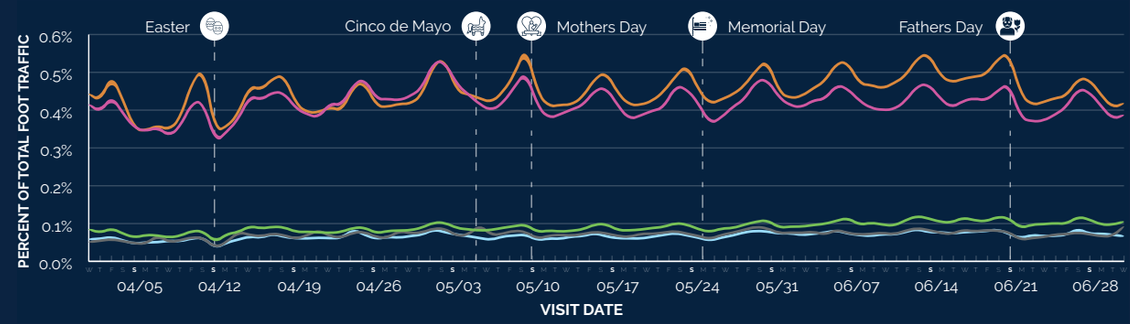
The average dwell times range from 14-33 minutes.

While Subway maintains some of the longest average dwell times, all other chains see theirs shortened.

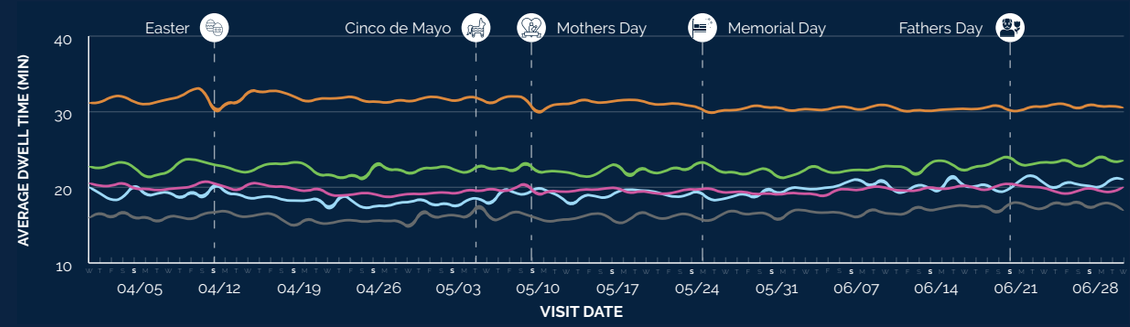
Taco Bell (7.51) and Wendy's (7.56) see their highest consumer loyalty of the year in Q2.

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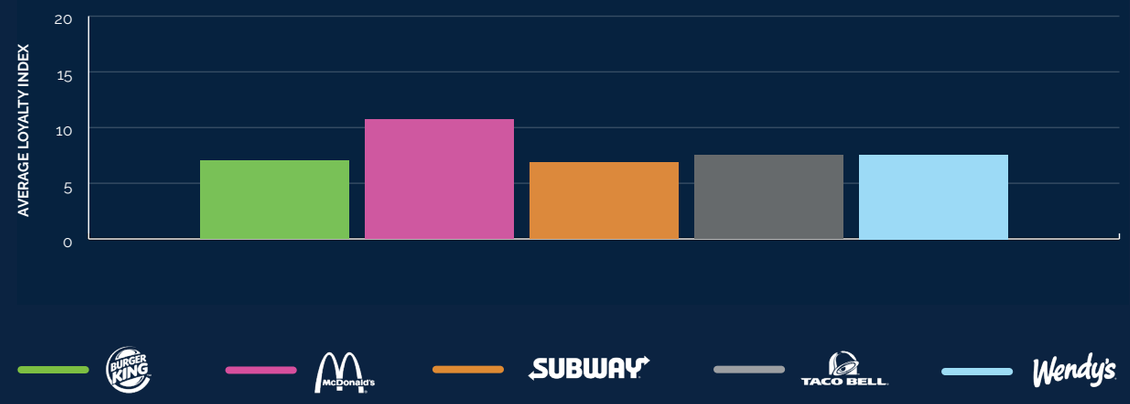
Foot Traffic



Dwell Time



Consumer Loyalty



QSR

Q3 2020

The day before Independence Day (7/4) sees a significant spike in foot traffic.

Labor Day (9/7) and the day after have unusually high increases in foot traffic.

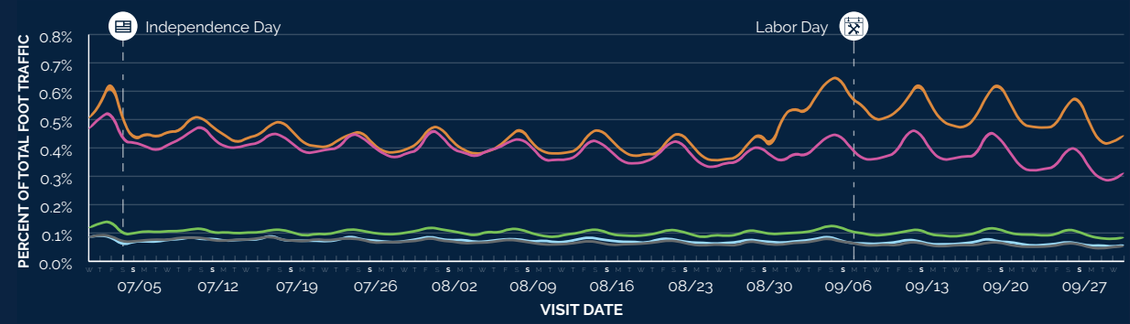
There's a gradual decline in visits to QSRs until a spike beginning in September.

The average dwell times range from 15-32 minutes.

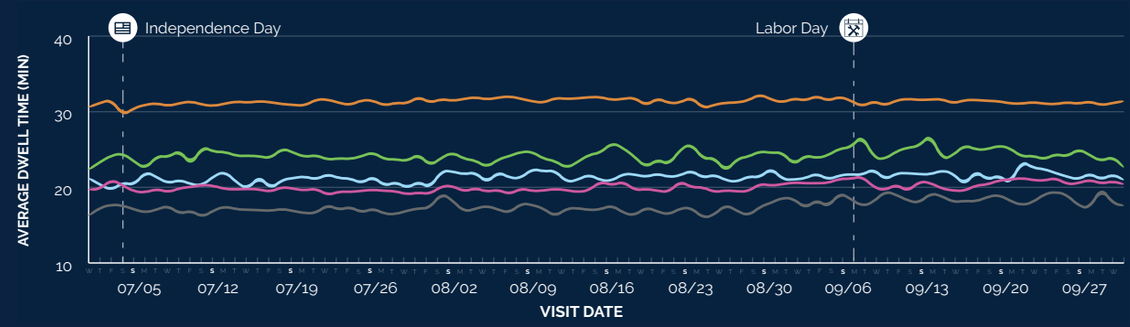
Subway has some of the longest dwell times, while Taco Bell continues to have some of the shortest.

Burger King (7.04), McDonald's (11.02), and Taco Bell (7.48) see their highest consumer loyalty of the year during Q3.

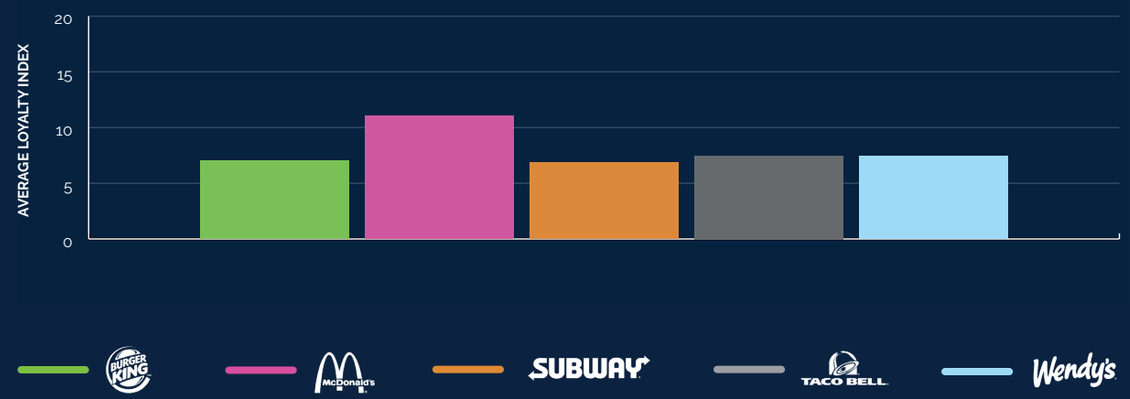
Foot Traffic



Dwell Time



Consumer Loyalty



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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, Quick Service Restaurants (QSR) can activate in-store consumers effectively, reduce marketing spend, and optimize ROI by:

Amplifying messaging in the days leading up to big holidays

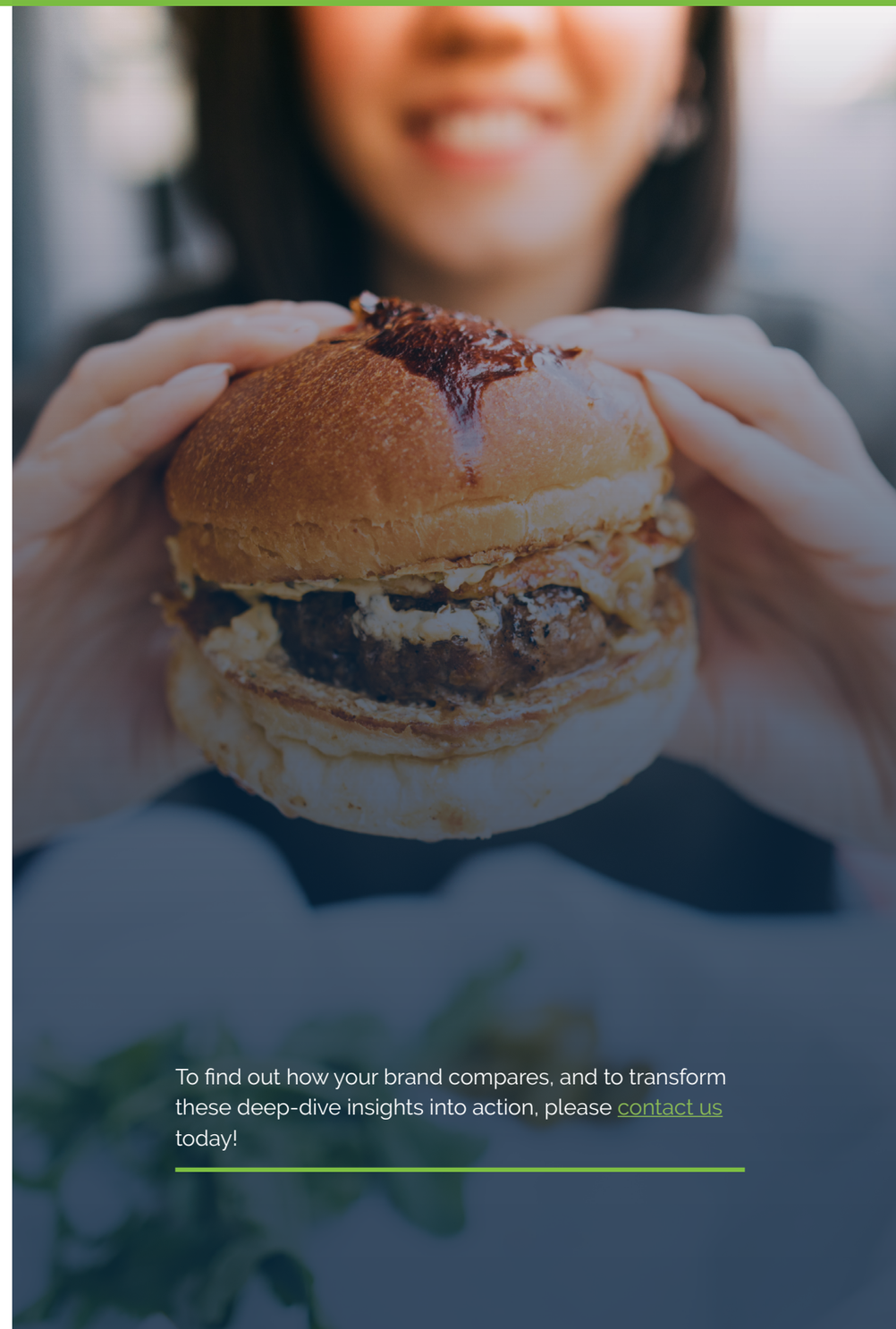
Planning cross-device messaging before trips

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

InMarket can help QSR 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!