IN MARKET ALMANAC

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

# Casual Dining 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**

# Casual Dining Restaurants

## Q1 2020

The busiest day of the quarter, based on foot traffic, falls on Valentine's Day (2/14).

Foot traffic sees a gradual increase throughout the quarter until it drops mid-March, due to COVID-19 social distancing measures being enacted.

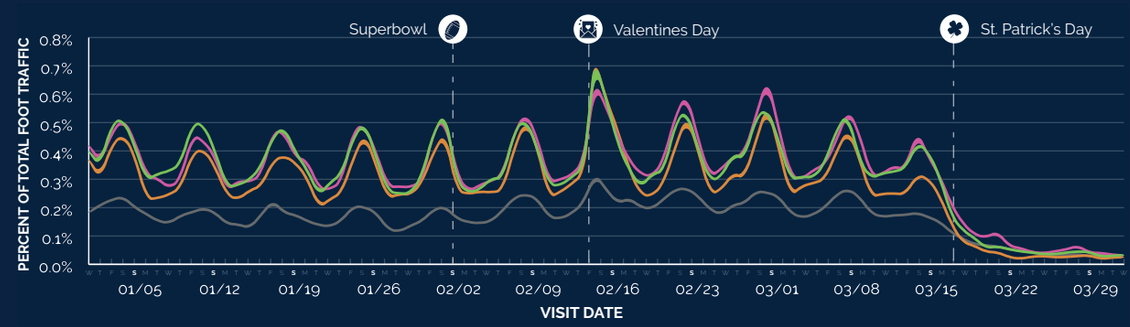
The average dwell times range from 18-60 minutes, with Olive Garden having some of the longest dwell times and TGI Fridays having some of the shortest.

Average dwell times remain fairly consistent until a drop in mid-March, due to COVID-19.

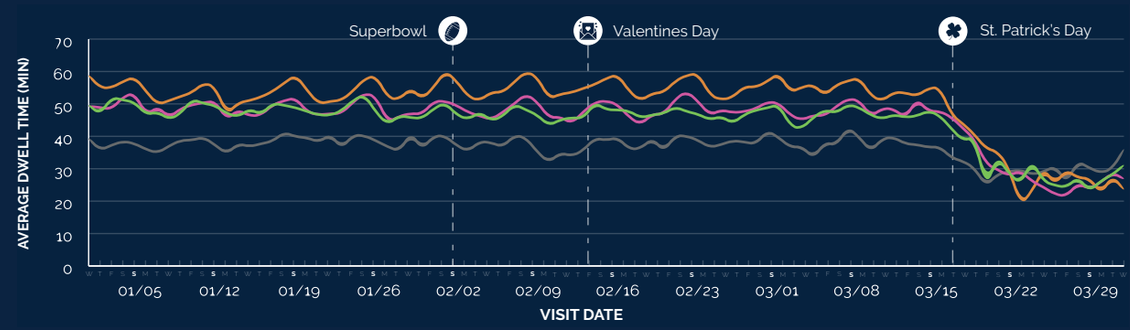
Chili's (5.75) just edges out Applebee's (5.70) for highest consumer loyalty.

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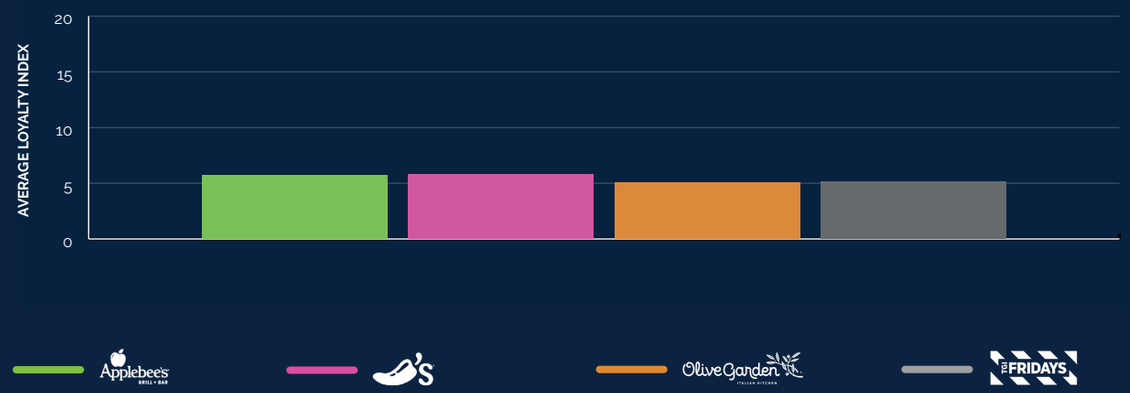
## Foot Traffic




## Dwell Time




## Consumer Loyalty



# Casual Dining Restaurants

## Q2 2020

Mother's Day (5/10) sees a higher than usual spike in foot traffic.

Father's Day (6/21) also sees a higher than normal increase in foot traffic.

Foot traffic remains relatively low until May, and then sees a gradual recovery until peaking on 6/13.

The average dwell times range from 18-55 minutes.

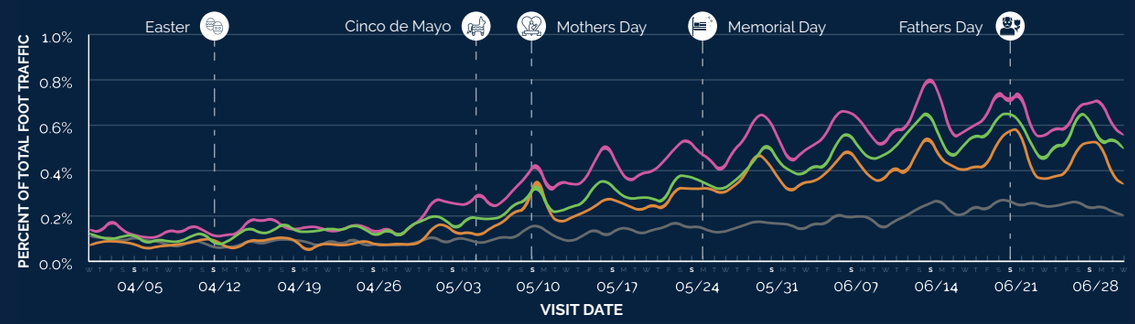
Average dwell times are generally shorter and see erratic patterns until May, then continuously increase until the end of the quarter.

Consumer loyalty is up for all chains from the previous quarter.

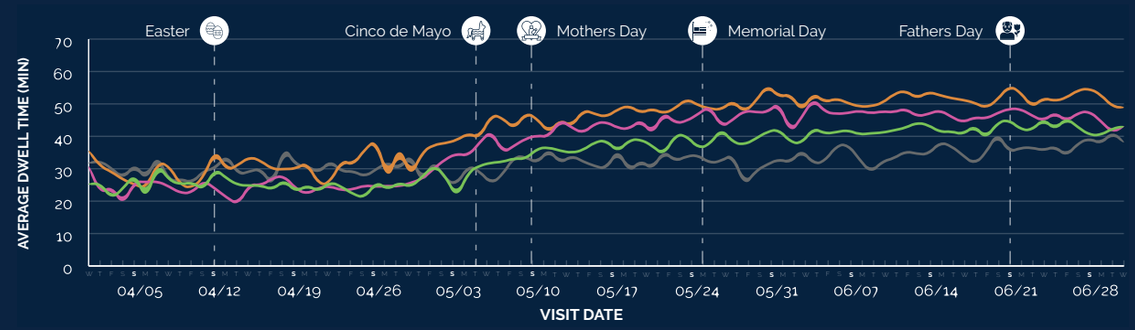
Applebee's (5.70), Olive Garden (5.10), and TGI Fridays (5.25) see their highest consumer loyalty in Q2.

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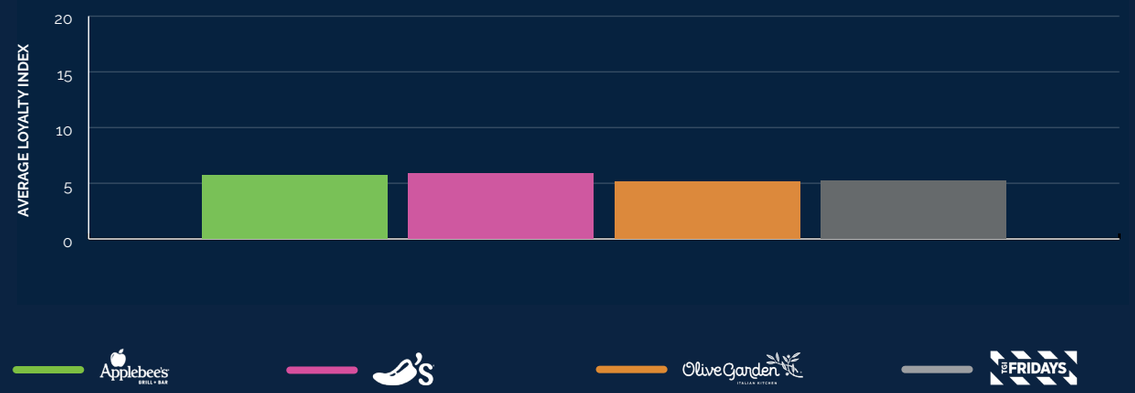
## Foot Traffic




## Dwell Time




## Consumer Loyalty



# Casual Dining Restaurants

## Q3 2020

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

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

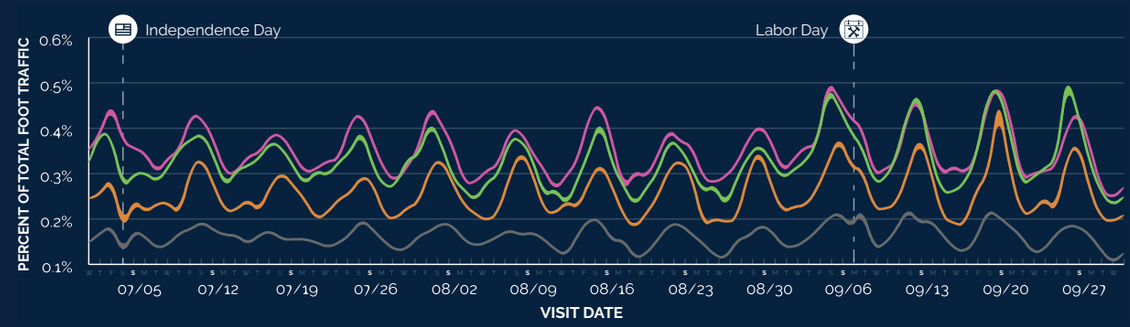
Foot traffic resumes a regular visit cycle in Q3, seeing some of its busiest days in September.

The average dwell times range from 31-56 minutes, with most restaurants seeing some of their longest dwell times in Q3.

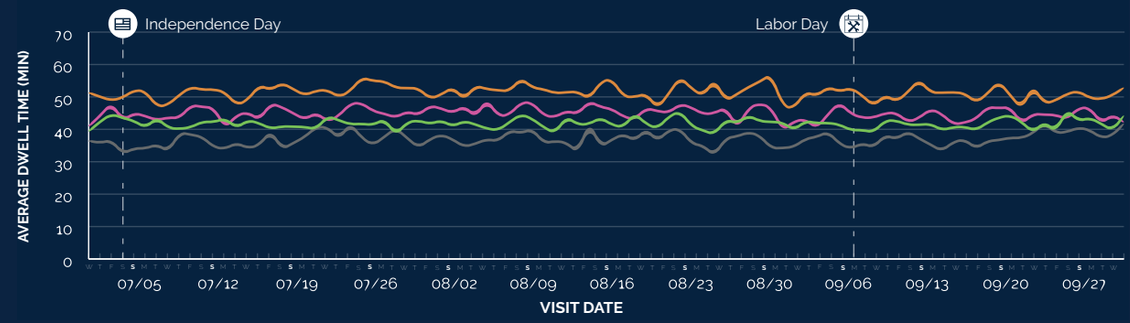
Average dwell times maintain semi-consistent cycles.

Chili's (6.13) sees its highest consumer loyalty during Q3.

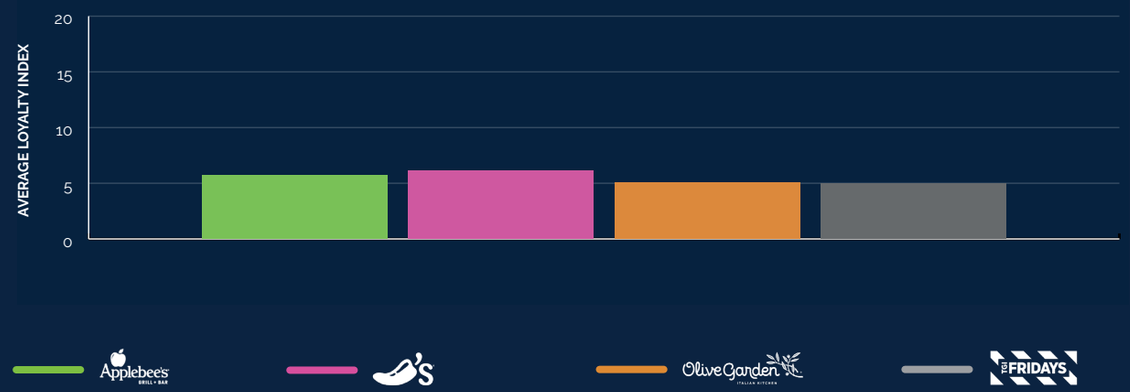
## Foot Traffic




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

Amplifying messaging in the days leading up to big holidays

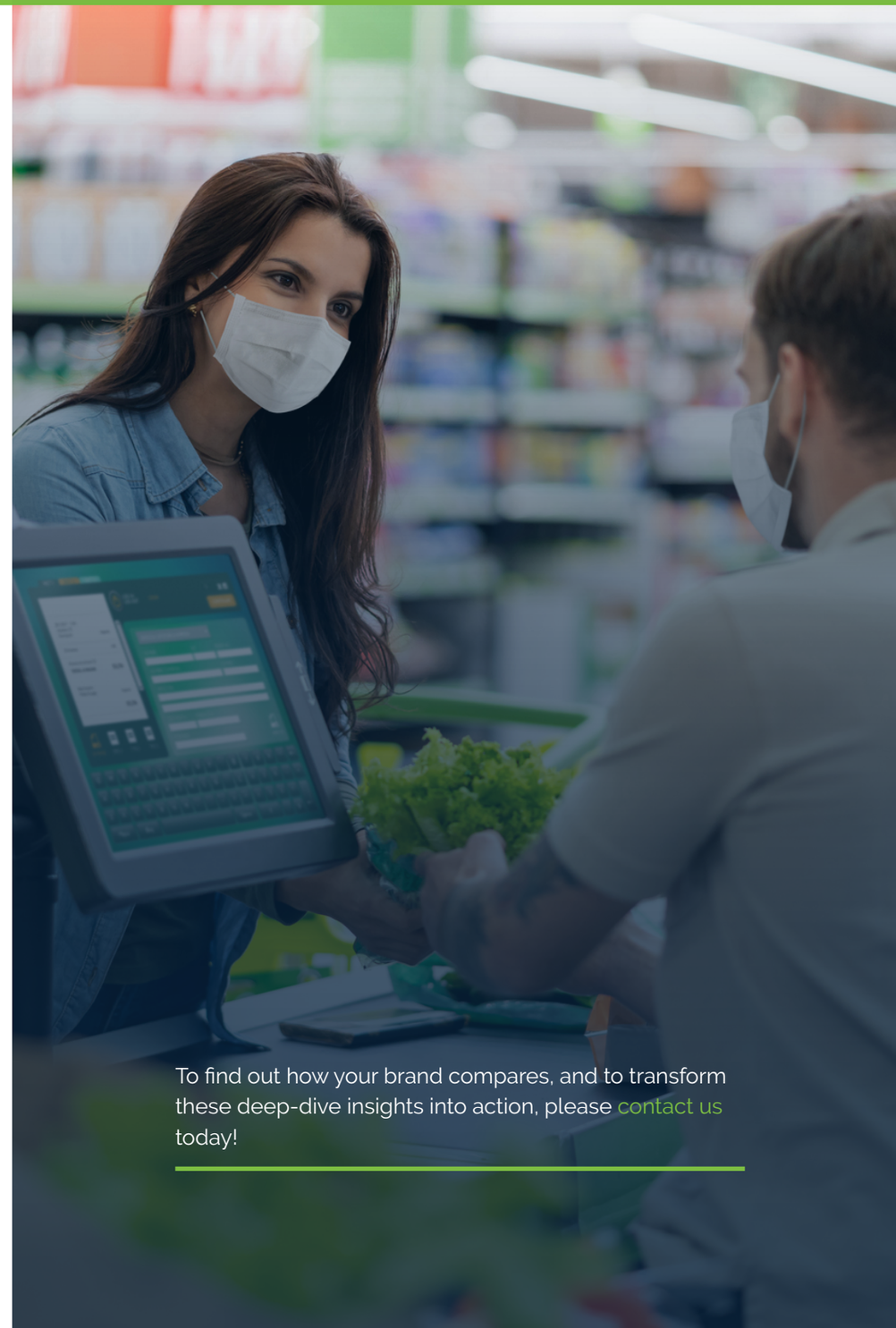
Planning cross-device messaging before trips

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

InMarket can help Casual Dining Restaurant 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!