



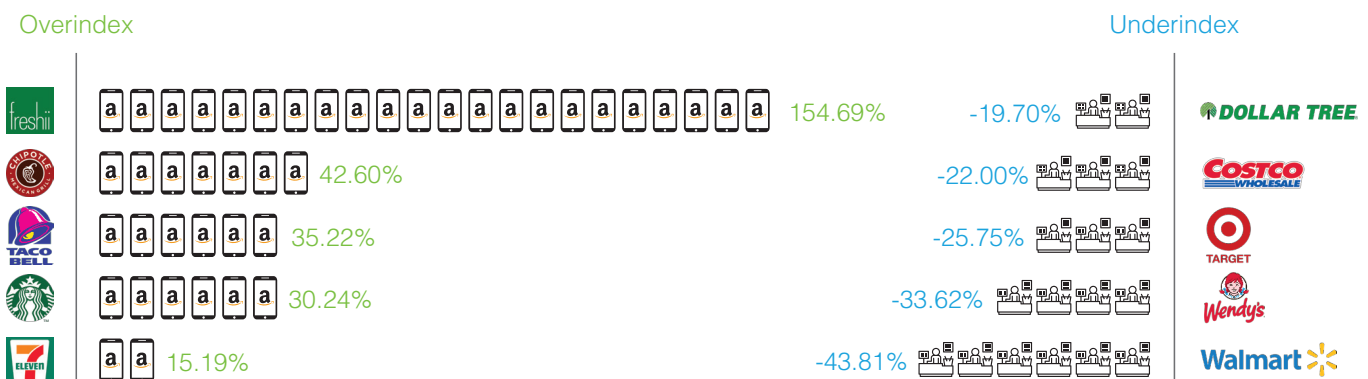
inMarket inSights Report Card: Amazon Goers vs. No-Goers

September 2018 was a monumental day for Amazon: **Amazon Go**, their brick-and-mortar store concept which has removed the checkout process, launched and received tons of interest from curious shoppers. But while the ecommerce mega brand has proven early on that people are receptive to this new shopping experience, the question remains as to which retail chains these Amazon Go shoppers regularly frequent. Identifying these chains could give valuable insight as to how Amazon Go will impact competitive businesses in the near future, once Amazon's projected rollout of over 500 stores begins to gobble up retail business nationwide.

inMarket previously analyzed shopper behavior and visitation trends at Amazon Go stores, but in this inMarket inSights Report Card, we've used first-party, SDK derived location data to rank the top five and bottom five retail chains shoppers frequent when they're not at Amazon Go stores. We've used inMarket's database of over 50 million comScore verified monthly users to identify who are Amazon Goers and Amazon No-Goers, and then analyzed their foot traffic patterns to see where else they shop.

Top 5 vs Bottom 5 -- Where Amazon Go Shoppers Go

Based on inMarket Location Data from 50 Million Verified consumers



*Note: Ranking based on % difference of Amazon Go shoppers more or less likely than non-Amazon Go shoppers visiting retail chains.

Key Takeaways

Top 5

- Fast casual restaurants with relatively healthy menus, such as Freshii and Chipotle Mexican Grill, are popular with Amazon Go shoppers because they can “grab and go” on their lunch hour or take home a preassembled meal for dinner.
- Several Freshii locations (in both Chicago and Seattle) offer similar food choice offerings as Amazon Go’s meal kits, which are popular amongst shoppers short on time.
- Amazon Go shoppers have a higher propensity to visit 7-Eleven, likely due to the fact that these convenience stores have Amazon lockers.

Bottom 5

- Amazon Go shoppers are less likely to shop at Target and Walmart, potentially because these big box retailers offer more variety of different product categories and have established advanced digital strategies to insulate them from Amazon’s advances.
- Discount stores — like Dollar Tree or Costco — are also insulated from potential conquest by Amazon Go. This data implies that the price tag isn’t a huge priority for Amazon Go shoppers.
- Amazon Go shoppers don’t visit Costco much, which is likely attributed to the fact that Amazon Go’s business model is focused on providing quick convenience for a smaller selection of carryout items while Costco is targeting an entirely different set of shoppers who prefer lower costs for a wider variety of wholesale items.

The inMarket logo is displayed in the center of the image. It features the word "in" in a green, lowercase, sans-serif font, followed by the word "market" in a white, lowercase, sans-serif font. The background of the entire slide is a dark, blurred photograph of an Amazon Go store interior, showing shelves and the "amazon go" logo in the background.

At inMarket, we analyze anonymous location data through direct publisher partnerships, reaching a comScore-verified 50 million devices to understand real world trends. These relationships also power one-to-one marketing with consumers at every point during the shopping cycle. inMarket is the only location intelligence company with 3rd party verified reach, and our one-to-one relationships with opted-in customers at scale allows us to speak directly to the right audience in the moments that matter.

To view additional Report Cards, please visit [inMarket inSights](https://inmarket.com/insights). For more information for inMarket inSights, or to learn about how inMarket’s advanced segmenting and one-to-one in-store and out-of-store advertising programs can help you drive business, please [contact us today](#).