



in|market insights

Q1 Retail Foot Traffic Report

Overview

As the holiday hangover sets in and many Americans focus on their credit card bills, it becomes even more critical for brands to reach customers at precisely the right moments in the path-to-purchase. The key is to know when those opportunities occur and to engage with value before the competition does.

Through first-party location data and powerful advertising algorithms, inMarket has identified those critical moments so that brands can engage with purpose. Using our proprietary store visit information and looking at historical data from Q1 2017, we've discerned key timeframes for marketers to drive sales in Q1 2018. This knowledge helps our partners influence behavior and drive efficient return on marketing spend.

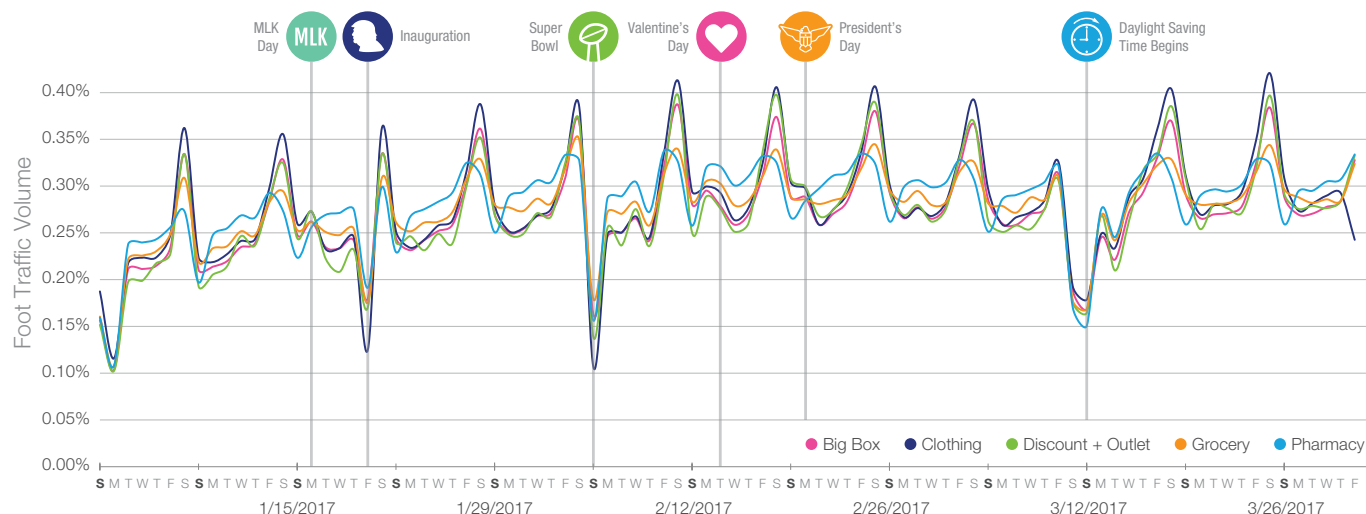
In this Q1 Retail Foot Traffic Report, we're using first-party location data from 50 million monthly smartphone owners to map retail visitation across Big Box, Grocery and Clothing retailers. Through the lens of our massive first party data set, we've identified the most important shopping dates based on heaviest foot traffic in each category, and we're predicting what this will look like in 2018.

Q1 Retail Foot Traffic: Visualized

inMarket Q1 2018 Retail Foot Traffic Projection



Based on inMarket Location Data from 50 Million Verified Consumers



Key Takeaways:



New Year's Eve appears to cause a retail hangover in addition to any actual hangovers suffered by revelers. The first Monday of the year represents a low point for all major retail categories in this data set, and the first two weeks of the year are a bit sluggish compared to the rest of the quarter.



Store visits across all categories ebb and flow into the weekend — with Saturdays representing the busiest day of the week across all categories. The grocery channel is a bit steadier and experiences shallower dips during the week compared to other categories — as grocery shopping is a short-cycle behavior and a core part of our routines.



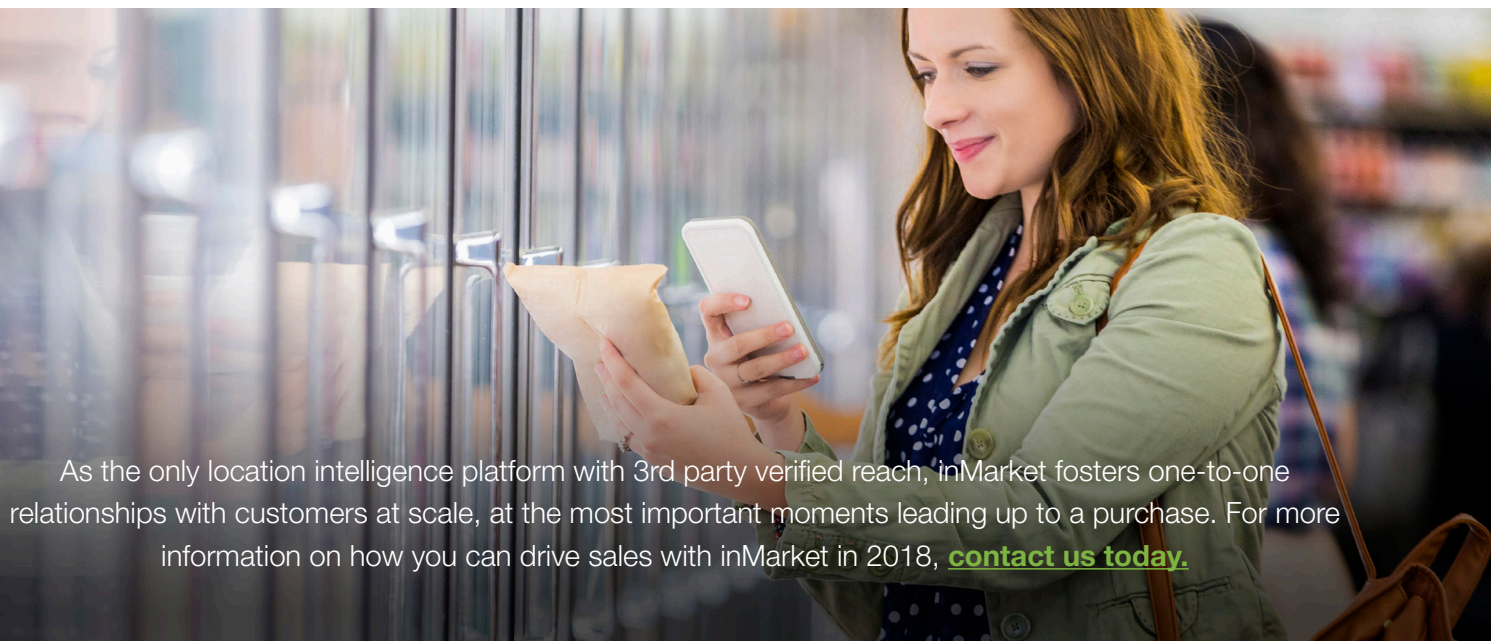
In 2017, the Presidential Inauguration on Friday, 1/20 depressed store visits across all categories, with clothing dropping the furthest. Given that there wasn't an inauguration in 2018, retailers effectively had an “extra Friday” of full consumer visitation and spending compared to last year.



The first weekend in February is a celebration of consumption — both food and media — as Americans prepare for the Super Bowl. Traffic is driven upward across all categories — from the obvious like grocery, to the not-so-obvious like clothing.



Interestingly, Daylight Saving Time has a negative impact on store traffic across all major retail categories — perhaps as shoppers are too tired from springing forward to take a trip.



As the only location intelligence platform with 3rd party verified reach, inMarket fosters one-to-one relationships with customers at scale, at the most important moments leading up to a purchase. For more information on how you can drive sales with inMarket in 2018, [contact us today.](#)