



in|market insights

Q2 Retail Foot Traffic Report

Overview

Like spring itself, Q2 is full of celebrations and new beginnings. Easter, Mother's Day, Memorial Day and Father's Day — along with graduations, the start of grilling season and allergy season causing shoppers to get back out there and start spending. The key for brands, of course, is to understand exactly how these events impact store traffic, and how they can capitalize in reaching shoppers at the perfect moments in their cycles.

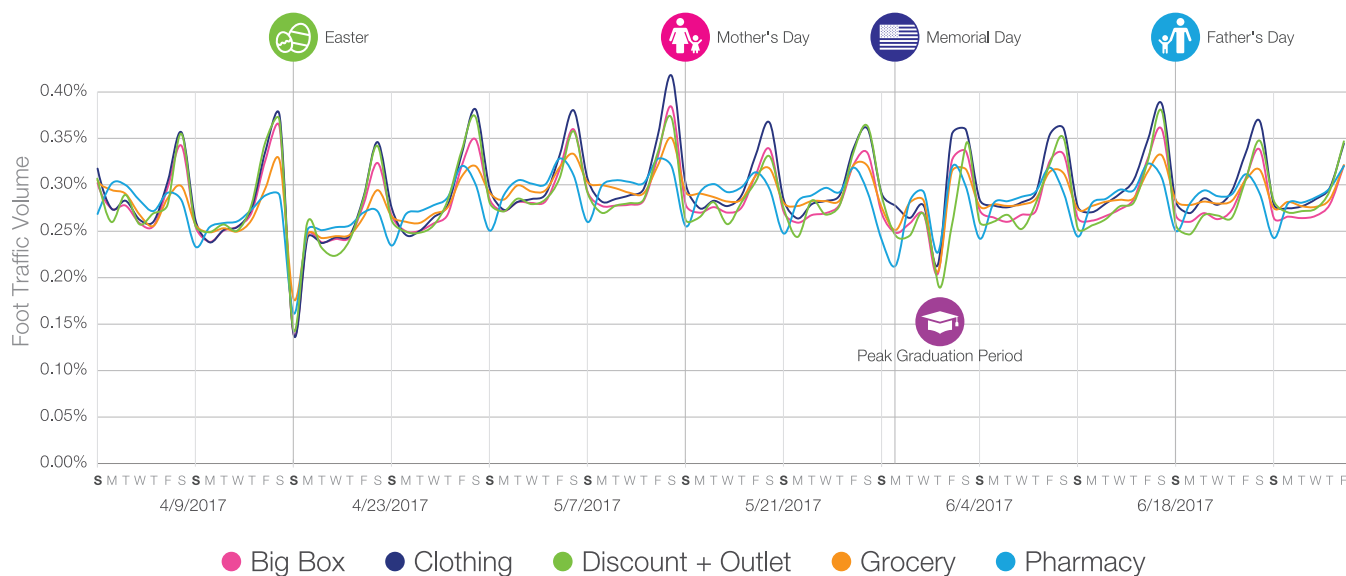
Through first-party location data and powerful advertising algorithms, inMarket has identified the most critical moments of Q2 so that brands can engage with purpose. Using our proprietary store visit information and looking at historical data from 2017, we've discerned key timeframes for marketers to drive sales in 2018. This knowledge helps our partners influence behavior and drive efficient return on marketing spend.

In this report, we're using first-party location data from 50 million monthly smartphone owners to map retail visitation across Big Box, Clothing, Discount/Outlet, Grocery and Pharmacy 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.

Q2 Retail Foot Traffic: Visualized

inMarket Q2 2018 Retail Foot Traffic Projection

Based on inMarket Location Data from 50 Million Verified Consumers



Key Takeaways:



There are four key holidays that drive traffic throughout Q2: Easter, Mother's Day, Memorial Day and Father's Day — with Easter Sunday causing an expected dip across all retail categories. Savvy brands can structure their in-store mobile campaigns to reach shoppers inside stores during these peak weekends to drive sales.



Discount, clothing and big box retailers follow a relatively similar traffic pattern — with one major exception. Clothing and big box break away for a traffic spike on the Saturday before Mother's Day, perhaps as shoppers rush out to get moms and wives the perfect gift.



Pharmacy traffic is regularly low on Sundays, but Memorial Day appears to cause a deeper trough in foot traffic to the category. OTC brands might be better served focusing on regular, ongoing programs that reach shoppers throughout the week.



Interestingly, the first Thursday and Friday in June create a traffic trough — which coincides with one of the heaviest school graduation periods of the year.



The start of Grilling Season presents brands with a key opportunity to reach shoppers in the grocery channel. Predictive messaging across digital before those regular weekend store visits occur can help to drive product trial and loyalty. Leveraging predictive, cross-digital media in the weeks leading up to these weekend spikes could be the difference-maker in which grilling-centric brands that shopper chooses to purchase.





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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.](#)