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Q3 Shopper Traffic Report for CPG Brands

Grocery | Pharmacy | Big Box
Discount | Clothing

Overview

Q3 is bookended by two major holidays — Independence Day and Labor Day. In between, the hot summer months play host to a ton of shopping — as families escape the heat for the cool confines of their local mall, or to refresh the wardrobe during back-to-school shopping.

Through first-party location data and powerful advertising algorithms, inMarket has identified the most critical moments of Q3 for brands to 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.

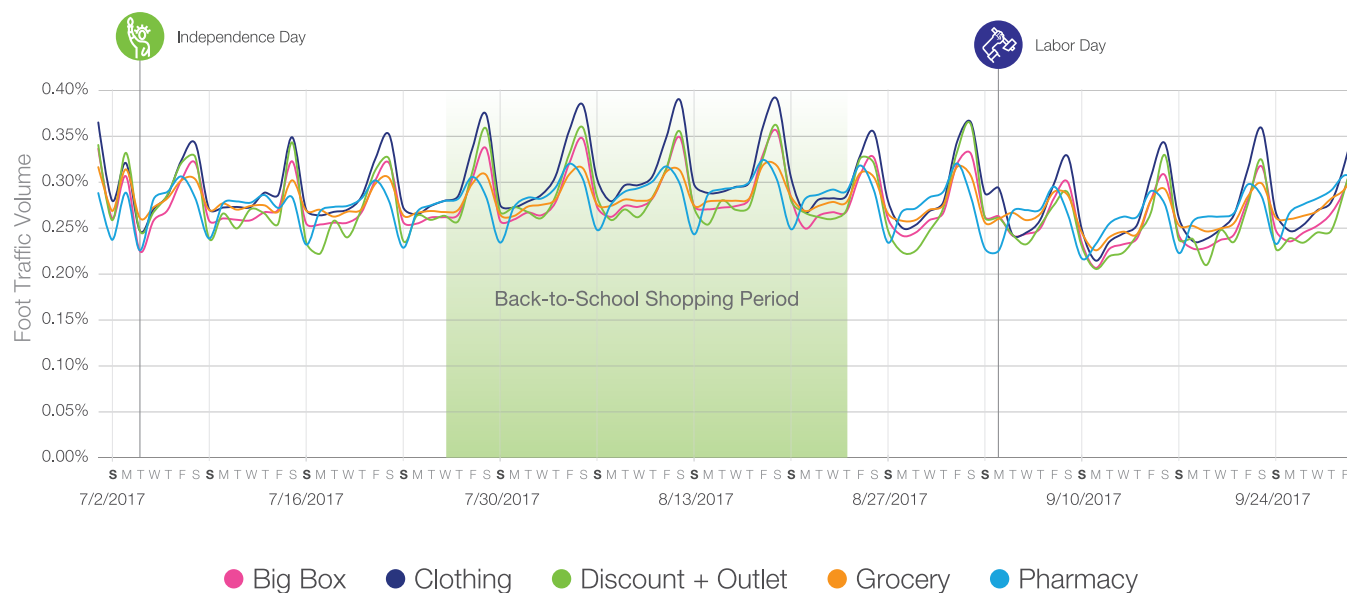
In this Q3 Shopper Traffic Report, we're using first-party location data from 50 million monthly smartphone owners to map retail visitation across Big Box, Clothing, Discount/Outlet, Grocery and Pharmacy and retailers. (For a closer look at 2017 back-to-school foot traffic by retailer, check out our Back-to-School Report at inmarket.com/insights.)

Q3 Shopper Traffic: Visualized

inMarket Q3 2018 Retail Foot Traffic Projection

Based on inMarket Location Data from 50 Million Verified Consumers

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Key Takeaways:



When does back to school shopping officially kick off? inMarket data points to the last weekend in July as the start of consistently-higher weekend shopping across all categories — specifically clothing, discount/outlet and big box. Grocery and pharmacy remain steady, as they're less impacted by the back-to-school influx.



The discount/outlet category appears to have more dramatic dips during the week — perhaps because outlet trips are more of a “destination shopping” experience at places like New York’s Woodbury Commons or the Fashion Outlets of Chicago, versus a quick trip to the mall. With shoppers at outlets en masse on summer weekends, there’s a powerful opportunity for brands to engage via exciting, interactive mobile creative that adds value to the store experience.



Pharmacy foot traffic dips deeper during the week after Labor Day — perhaps as consumers are back in their school/fall routines with less time to make a pharmacy stop during the week. Snappy, brief creative might work better for time-strapped shoppers in this category — versus the more involved activations that might work for outlet shoppers.



The third Saturday in August was the zenith of clothing and big box foot traffic in Q3 2017. While this could be a final push by back-to-school shoppers, the X-factor in 2017 was the Great American Eclipse, which took place on Monday, August 21st. Whether the eclipse drove people to grab some new gear for viewing parties remains to be seen — and we’ll examine 2018 data as soon as it’s available to determine the year-over-year impact. ([Subscribe](#) to inMarket inSights to receive updates before they go public.)



Labor Day creates a visible spike in the clothing category relative to other Mondays, while simultaneously causing the lowest traffic day of Q3 for pharmacies. Quirks like this in consumers’ usual foot traffic patterns can be easily adapted to by smart, location-based programs that reach people when they’re inside the store.



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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.](#)