in▶market insights

Spring 2017
Loyalty Report:
Retail

Overview

At inMarket, we analyze location trends from over 50 million mobile devices per month. This first-party data powers our suite of location-based ad products that segment, retarget and recover customers for our partners. It's also very useful for predicting business performance based on location/store foot traffic over time -- and for understanding customer retention.

In this Spring 2017 Loyalty Report, we're ranking non-grocery retailers based on customer loyalty from January through May, 2017. Each retailer is assigned a loyalty score, which is determined by repeat device visitation and is normalized for comparability. For example, a retailer with 1,000,000 visits from 500,000 devices would have a loyalty score of 2, whereas a retailer with 10,000 visits from 4,000 devices would have a loyalty score of 2.5. Note: The average loyalty score for all non-grocery retailers in Spring 2017 was 1.45.
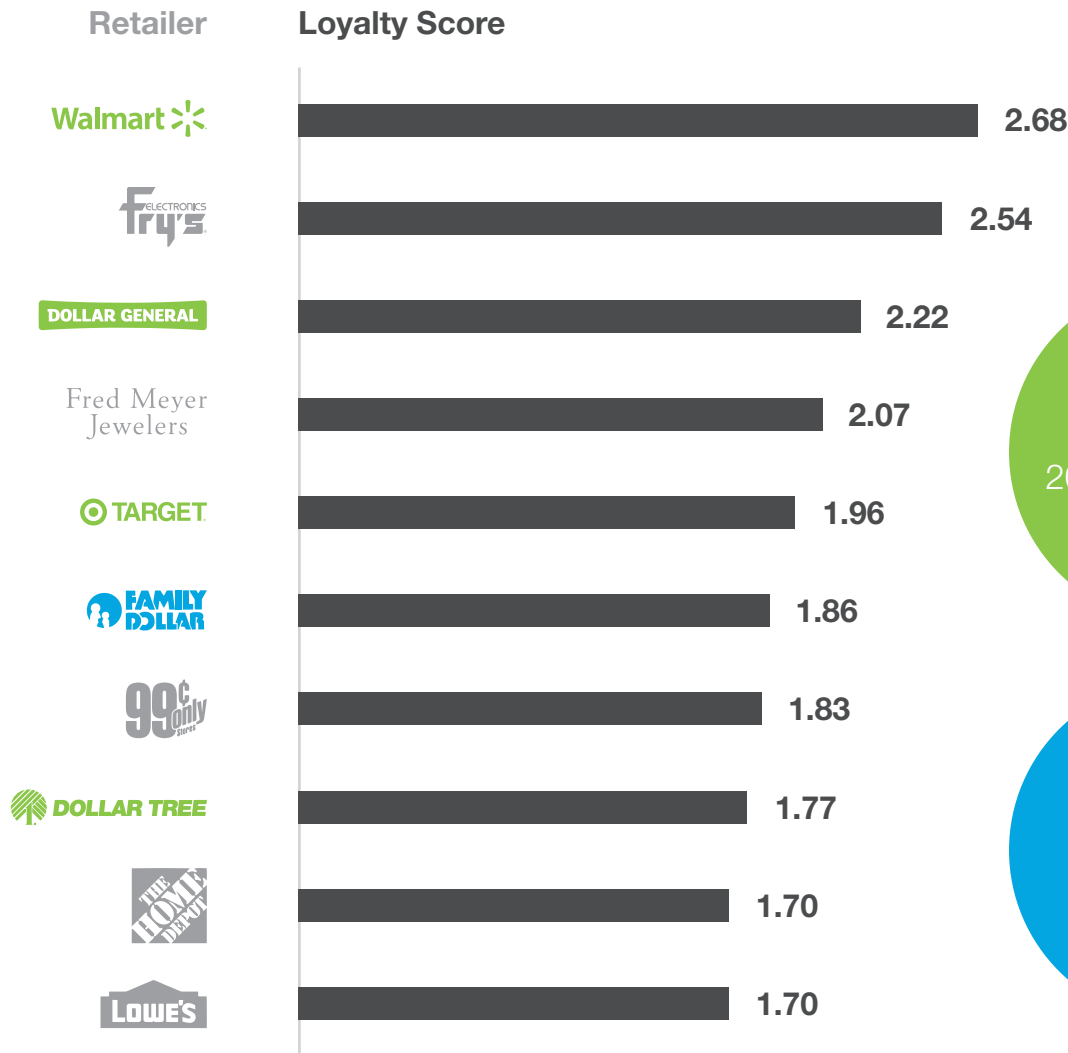
From a marketing standpoint, customer retention is cheaper and potentially more lucrative than new customer acquisition. Businesses with high loyalty scores will be healthier and more efficient than their low-scoring counterparts. If you're interested in how these loyalty scores shake out across other business categories (like grocery, restaurants or fitness), please check out our dedicated inMarket inSights page.

 If you have any questions about the Spring 2017 Loyalty Rankings for Retail, or would like to learn your business's loyalty score, please contact us today.

Top 10 Retailers based on Customer Loyalty

These retailers had the most loyal customers in Spring 2017, based on inMarket location data.

Retailer	Loyalty Score
Walmart	2.68
Fry's Electronics	2.54
Dollar General	2.22
Fred Meyer Jewelers	2.07
Target	1.96
Family Dollar	1.86
99¢ only stores	1.83
Dollar Tree	1.77
The Home Depot	1.70
Lowe's	1.70

Plans to open new stores in 2017, per multiple sources.

Major renovations and store expansions planned.

Is 2017 the year the retail bubble burst? Not for these stores, who enjoyed above-average customer loyalty in Q2. In fact, four of these chains are performing well enough to expand in the face of retail disaster. Based on the Spring 2017 foot traffic data, we wouldn't be surprised to learn about store expansions from Fry's Electronics or Fred Meyer Jewelers before the end of the year.

Bottom 10 Retailers based on Customer Loyalty

These retailers struggled to retain customers and suffered from below-average customer loyalty in Spring 2017, based on inMarket location data.

Retailer	Loyalty Score
NINE WEST	1.23
crocs	1.24
TOYS R US	1.26
KITCHEN COLLECTION	1.28
Disney STORE	1.29
Wet Seal	1.30
bebe	1.30
GAP	1.33
H&M	1.34
AMERICAN EAGLE OUTFITTERS	1.37

Closing stores or halting growth in 2017, per multiple sources.

Major layoffs in 2017.

Eight out of the bottom 10 retailers for customer loyalty are either closing stores, halting expansion or laying off employees in 2017.

While Nine West hasn't announced any store closures yet, their financial woes have been widely reported. Based on the Spring 2017 data, we predict Nine West will announce store closures before the end of 2017.

For more information on inMarket inSights and the Spring 2017 Loyalty Report, contact us today. To view additional Loyalty Reports, please visit inMarket inSights.