



in|market insights

Q4 2019

Foot Traffic Predictions

Overview

As a recognized leader in consumer location data and its ability to predict trends and optimize media spend, inMarket's quarterly foot traffic reports have become an essential tool for media buyers throughout the country. Consumers show their demand for specific retail categories with their feet, and by observing their patterns, brands are able to time their media spend to connect with consumers at the peak of their receptivity and therefore maximize the ROI from their campaigns.

At inMarket, we're constantly analyzing the retail visitation and purchase patterns of millions of opted-in U.S. consumers. This accurate and actionable data provides powerful digital advertising capabilities for our partner brands, while also revealing macro trends about purchase behavior at scale. In this Q4 2019 report, we're using first-party location data from 50 million monthly smartphone owners to map the months during winter. We've surfaced key opportunities for brands from October to December.

Through the lens of our massive historical data sets, we've identified the most important shopping dates based on the heaviest foot traffic in each retail category. From these insights, many partner brands are initiating conversations that engage shoppers and drive huge ROI.

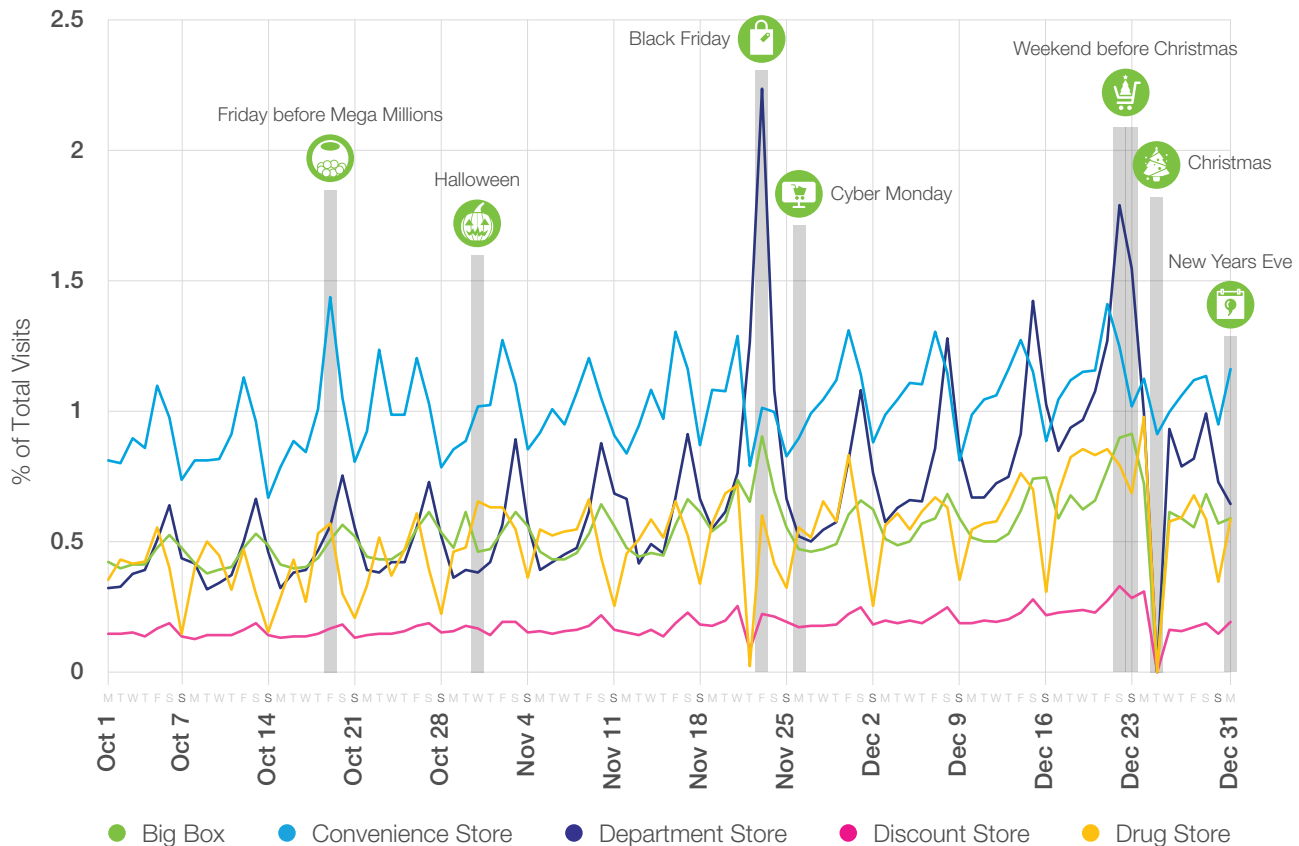


Foot Traffic at Retail: Visualized

Here's a look at store visit patterns from Q4 2018 across Big Box, Convenience, Department, Discount, and Drug Store categories:

2018 U.S. Shopping Trip Volume by Category

Based on inMarket Location Data from 50 Million Verified Consumers



Holiday Shopping Days



Busiest Days

Convenience: 10/19
Department: 11/23
Big Box: 12/23
Drug Store: 12/24
Discount: 12/22



Least Busy Days

Convenience: 12/9
Department: 12/3
Big Box: 12/4
Drug Store: 12/9
Discount: 12/4



Although Black Friday is touted as the biggest shopping day of the season, holiday shopping still reigns supreme. Only Department stores see its highest spike on this price-slashing day, while Big Box, Drug Stores, and Discount chains see its highest foot traffic the days leading up to Christmas.



Cyber Monday sees fairly lower than average foot traffic, confirming that consumers are where this shopping day states -- online.



While spikes in weekend foot traffic are expected, many shoppers are still in the habit of procrastinating. Brands looking to connect with the highest number of shoppers have a great opportunity to advertise on the Friday, Saturday and Sunday before Christmas.



The days after Christmas see a dip, but sustain a higher than average pre-holiday foot traffic levels. This is likely due to shoppers going to stores to return unwanted gifts or cashing out gift cards. Interestingly, Discount stores don't see as high an increase post-Christmas, likely because some Discount stores don't offer gift cards or don't accept returns for items.



Convenience chains saw their highest foot traffic day in Q4 2018 during the Friday before the Mega Millions winner announcement. Many shoppers visited convenience stores with their fingers crossed to buy the winning ticket. The days leading up to large-figure lottery drawings are great times to connect with C-store shoppers.

At inMarket, we analyze location data from a Comscore verified 50 million device integrations to understand real world trends, and to power one-to-one marketing with consumers at every point during the shopping cycle. We are the only location intelligence company with 3rd party verified reach, and our one-to-one relationship with 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. 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.

