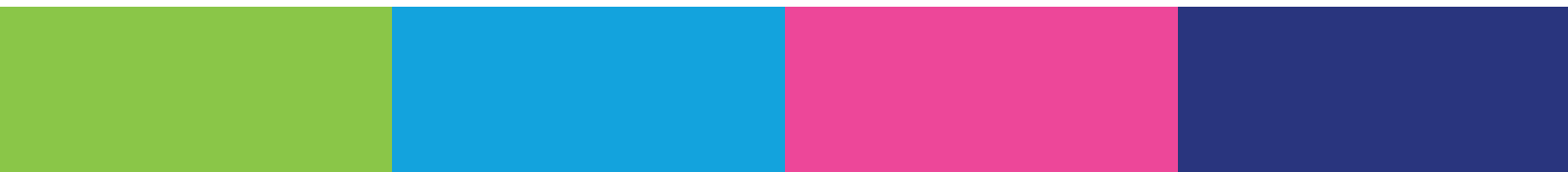




in|market insights

Q1 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 Q1 2019 report, we're using first-party location data from 50 million monthly smartphone owners to map the first three months of the year. We've surfaced key opportunities for brands from January to March.

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

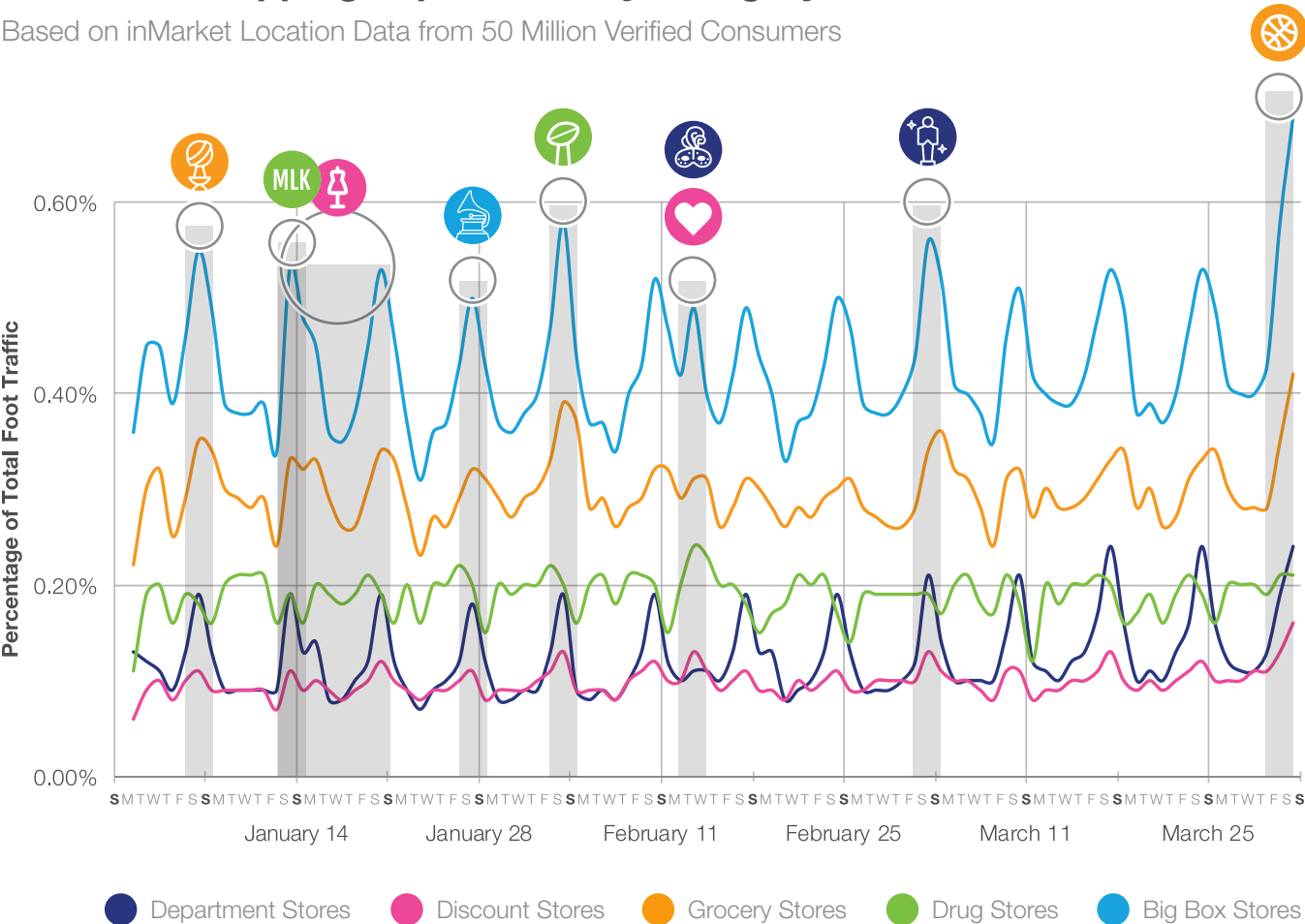



Foot Traffic at Retail: Visualized

Here's a look at store visit patterns from Q1 2018, across the Department, Dollar, Grocery, Pharmacy, and Big Box categories:


2018 U.S. Shopping Trip Volume by Category


Based on inMarket Location Data from 50 Million Verified Consumers




 Day before 76th Golden Globe Awards

 Saturday before MLK Jr's Birthday


 Paris Fashion Week


 Day before 60th Annual Grammy Awards

 Day before Super Bowl LII

 Mardi Gras

 Day before Valentine's Day

 Day before 90th Academy Awards

 March Madness, Final 4 round before national title finals



Sports Spike

On days with huge sporting events like Super Bowl LII or March Madness, fans were gathering supplies to make game day epic. But before the big game, there was a big rush to get all the essentials for Superbowl Sunday or Final 4 — like food, drinks, jerseys, and other party favors — at one stop shop big box stores. Although there is small spike in foot traffic at grocery stores and department stores, the convenience of big box stores make them game day champions.



And the Award Goes To...

Winter is award season, and viewers love to host viewing parties. Similar to the sports rush, consumers also visit big box stores in higher numbers the day before red carpet award shows to pick up glitzy decorations, party favors, cocktail ingredients, and more. It's an optimal time for brands to jump into the purchasing decision process during the customer dash to pick up themed items.



Weekend Warrior

With the holidays in the rearview mirror, consumers' visits to department stores in the beginning of the new year are trumped by trips to big box stores with traffic peaking on Saturdays and Sundays. Brands can use this opportunity to target consumers with relevant, exciting mobile content as they visit stores on the weekend.



Big Box Means Big Wins

For big box stores, foot traffic dominated all other categories from January to March. Big box stores have many moments to engage with consumers as they shop for essentials.

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 still drive sales with inMarket in Q1 2019, contact us today.

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