



in|market insights

Q2 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 continuously 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 Q2 2019 report, we're using first-party location data from 50 million monthly smartphone owners to map the months of spring. We've surfaced key opportunities for brands to drive them to purchase via retail from April to June.

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.

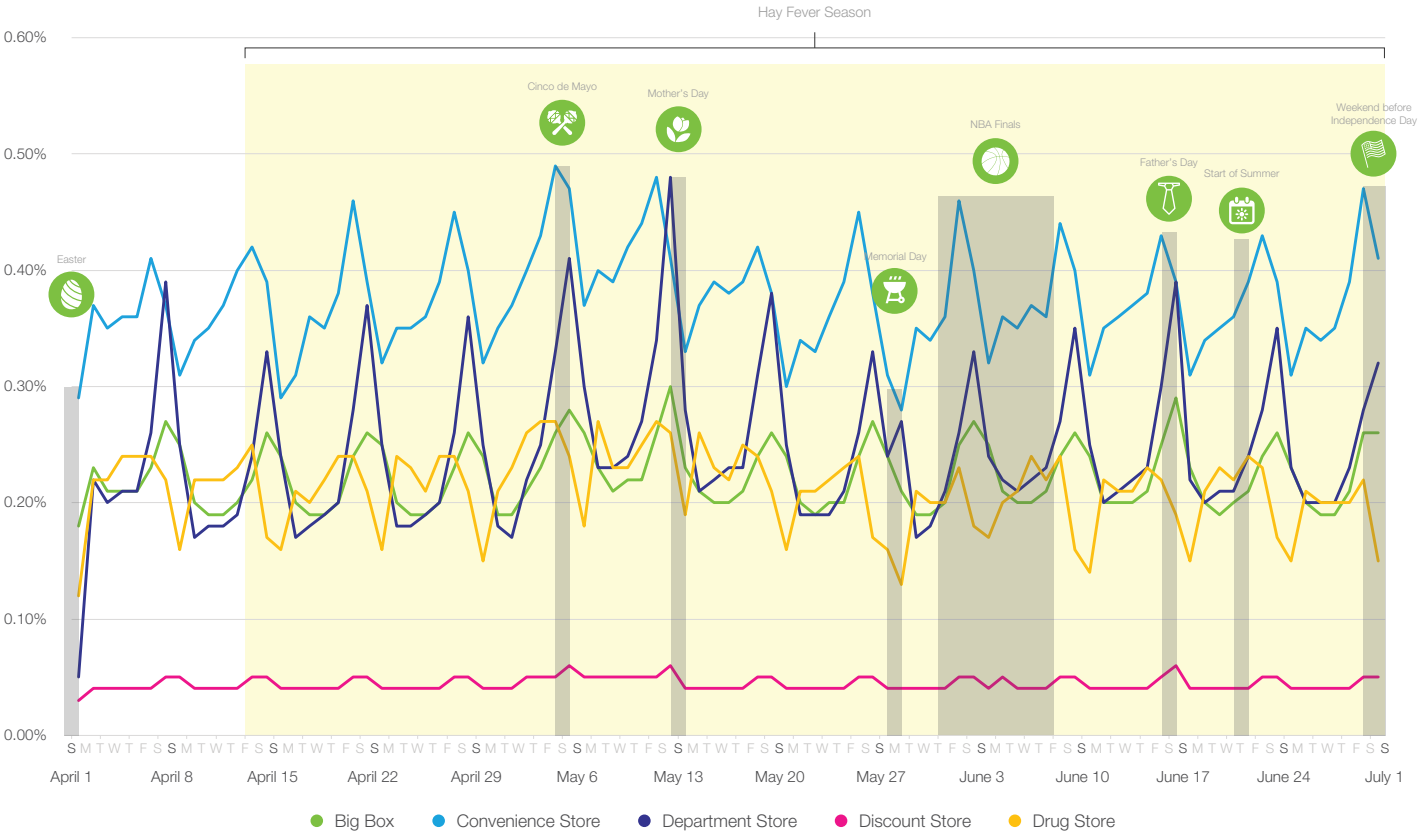


Foot Traffic at Retail: Visualized

Here's a look at store visit patterns from Q2 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





Dad Needs More Love

Sorry dads, but Mother's Day is a bigger shopping day than Father's Day across all categories. However, both parental holidays are among the busiest 3 shopping days for department stores and among the top 2 shopping days for big box chains during the spring.



Spring is in Full Swing

Spring means warm weather, new growth, outdoor events, concerts, and more. With the thaw in full effect, folks are finding more reasons to get outside. Weekends before or the days during large outdoor events have higher foot traffic across all categories.



Ah-CHOOse Drug Stores

Hay fever season, which typically starts at the tail end of March, was delayed until mid-April due to a colder than average winter. Drug store visitation is higher than the previous quarter -- this is an excellent time for connecting with consumers via mobile about allergy-relief products as they enter drugs store chains.



Cinco de Mayo

All categories see a brief spike in foot traffic right before or on the day of Cinco de Mayo. However, convenience stores were the most popular category during this fiesta.



Memorial Day

All categories, except drug stores, saw an increase in foot traffic before Memorial Day, but a decrease during the holiday itself. This shows planning for this holiday is prevalent throughout the country, and that the weekend of the holiday is spent doing other recreational activities besides shopping.



Convenience is King in the Spring

While department stores typically see similar foot traffic as convenience stores in the winter, convenience stores outperform other categories in the spring.



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 Q2 2019, [contact us today](#)