



**in|market insights**

Q3 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 Q3 2019 report, we're using first-party location data from 50 million monthly smartphone owners to map the months during summer. We've surfaced key opportunities for brands from July to September.

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.

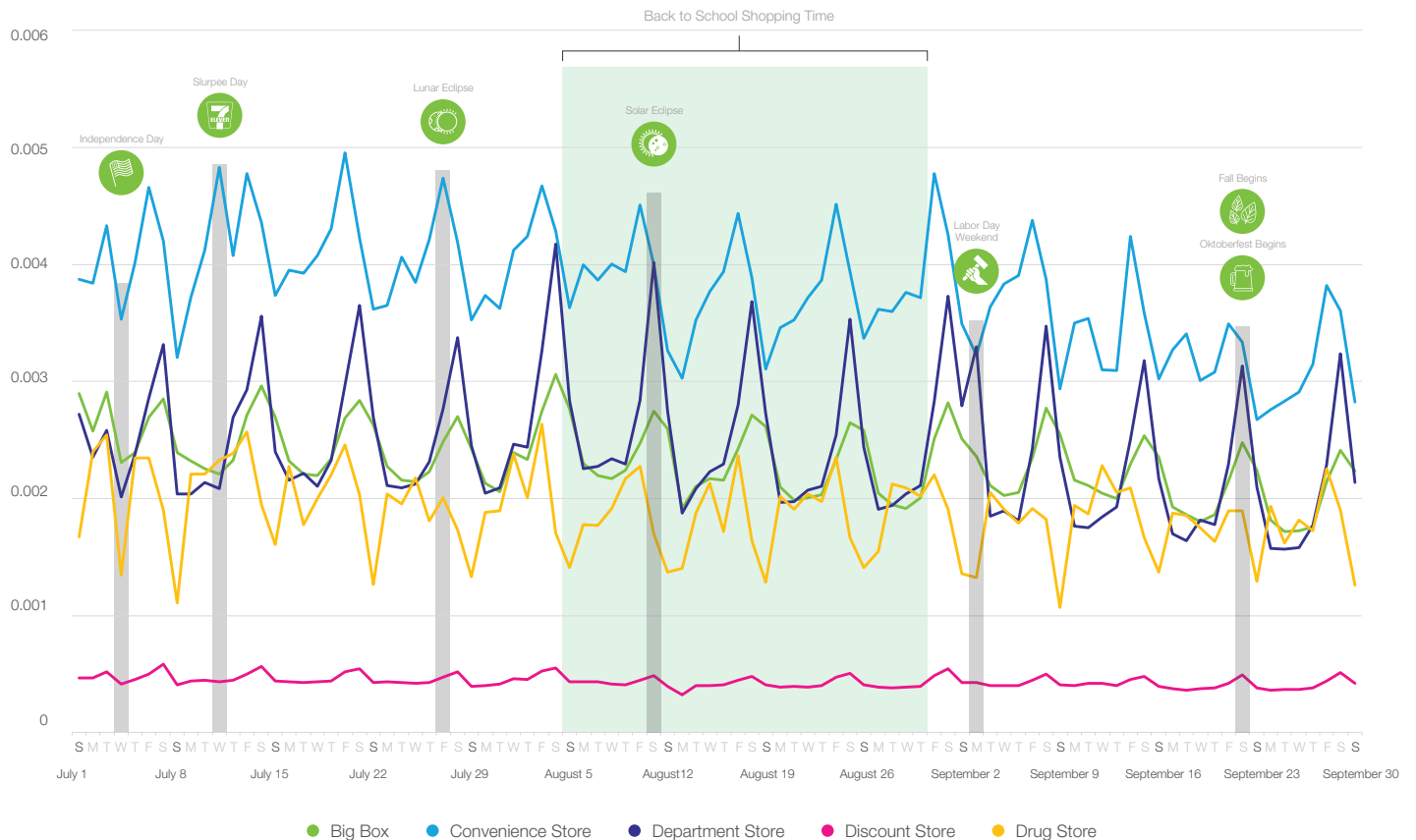


# Foot Traffic at Retail: Visualized

Here's a look at store visit patterns from Q3 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



### Busiest Days

Convenience: July 20  
Department: August 4  
Big Box: August 4  
Drug Store: August 3  
Discount: July 7



### Least Busy Days

Convenience: September 23  
Department: September 26  
Big Box: September 25  
Drug Store: July 8  
Discount: August 13



It's clear the US population loves to reap the fruits of their hard work by spending their hard-earned cash on **Labor Day Weekend** -- department stores are busiest on Saturday during the long weekend before to score sweet deals and sales. However, general foot traffic drops significantly on Monday, the day of the holiday. Marketers should focus on advertising on the days leading up to the holiday, as folks are most likely to get their shopping out of the way early and relax on the actual holiday.



**Slurpee Day**, which is celebrated every year on July 11th (7/11), is the 2nd busiest time during the summer months for convenience stores. 7-Eleven's massively popular annual free giveaway of their frosty treats may be the reason for revitalizing this category while other retail categories were down. Brands have a unique opportunity to reach consumers at convenience chains in particular on Thursday, 7/11/2019.



The **Lunar Eclipse** and **Solar Eclipse** in 2018 see spikes for all categories except drug stores. However, the Lunar Eclipse has higher foot traffic at convenience stores while the Solar Eclipse has the 2nd busiest day for the department category. Future astrological milestones are unique and understated opportunities for marketers to connect with consumers as they gear up to observe the skies -- plan around the lunar eclipse on 7/16/2019. Marketers will unfortunately have to wait until 2024 for the next solar eclipse visible in the U.S.



inMarket

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 Q3 2019, [contact us today](#).