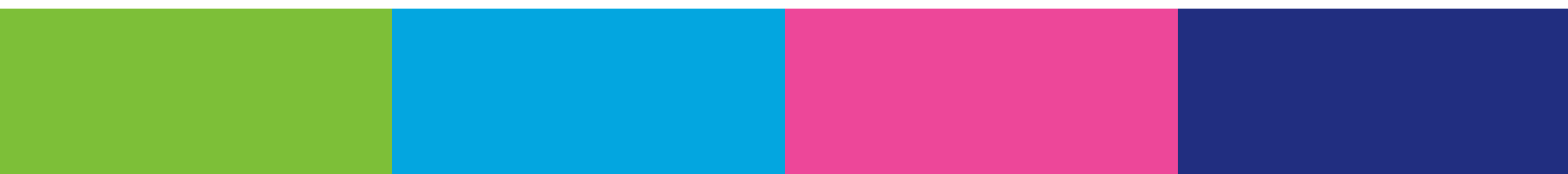




**in|market insights**

# Q4 2018 Foot Traffic Predictions for CPG Brands





# 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. 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 CPG purchase behavior at scale. In this Q4 2018 report, we're using first-party location data from 50 million monthly smartphone owners to map the entire holiday season. We've surfaced key opportunities for brands throughout November and December that normally go unnoticed.

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.

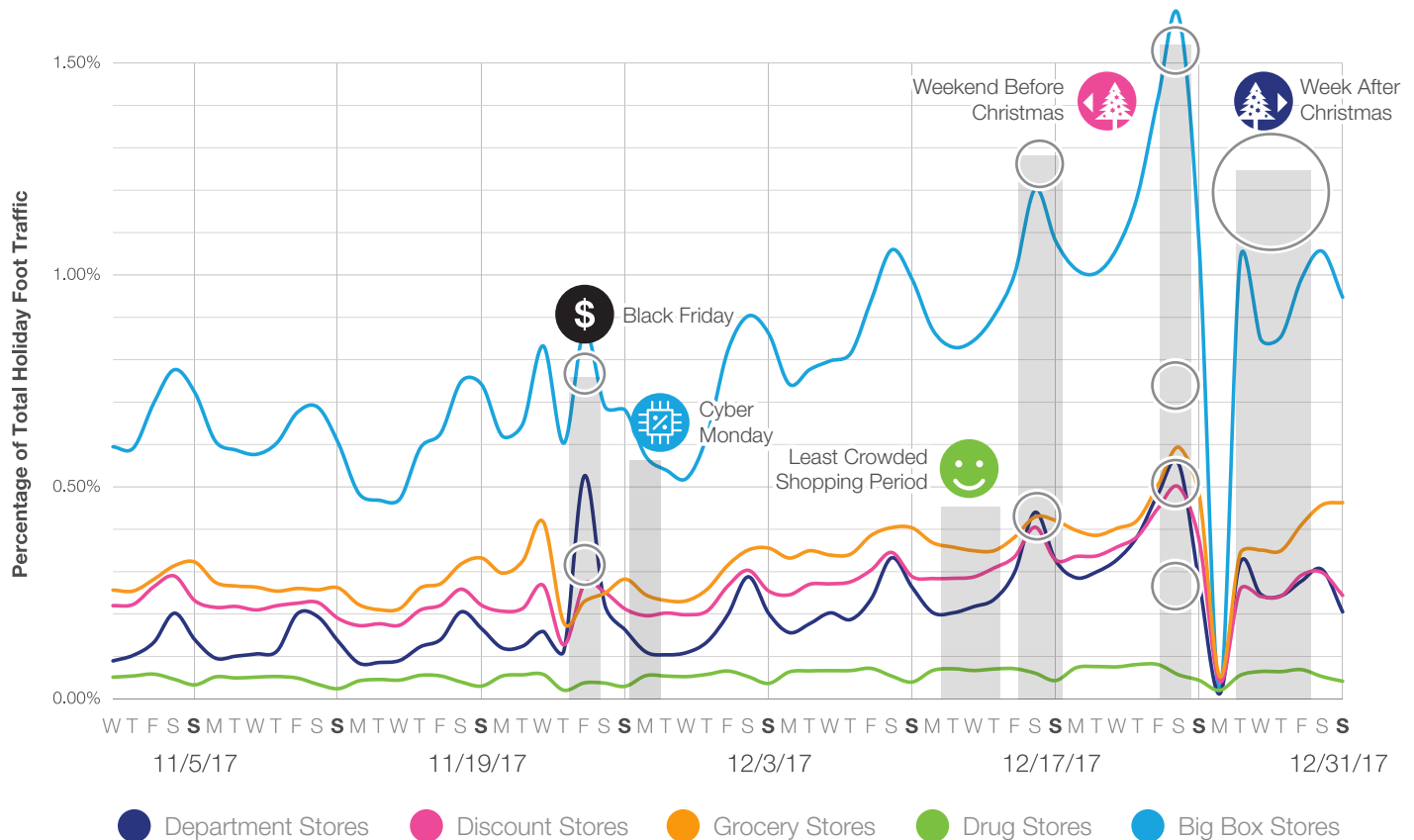


# Holiday Foot Traffic at Retail: Visualized

Here's a look at store visit patterns from the 2017 holiday season, across the Department, Dollar, Grocery, Pharmacy and Big Box categories:

## 2017 U.S. Holiday Shopping Trip Volume by Category

Based on inMarket Location Data from 50 Million Verified Consumers



Despite is unrelenting press coverage, Black Friday isn't the busiest shopping day of the season. While there is a clear spike for big box retailers and department stores, it's not nearly as significant for the grocery channel. Savvy grocery brands have an opportunity to heavy up on marketing to reach houses stuffed with family and home meals who shopped grocery a lot the week up until Christmas.



More significantly, we see December being the most important day in the dollar store category, with all of the busiest days occurring in the last month of the year. For brands who are targeting these, the two Saturdays leading up to Christmas present the clearest foot traffic spike for the category and could lead to highest returns on investment — and there is still time to launch mobile programs that drive sales this quarter.





Heavy consumer foot traffic does not end after Christmas. For big box and department stores, December 26 offers a huge opportunity to reach shoppers who are back for more. This spike is particularly pronounced in the department store category, as shoppers go back to the retail giants in order to return gifts they thanked their loved ones for so convincingly. “Love that sweater Gramma, and thanks for the fruit cake!” Contrarily, the December 26th spike does not apply to dollar, grocery or pharmacy stores, as the items they offer are less financially attractive to exchange.

As consumers rely on their mobile devices more than ever inside stores, a natural window is created for brand marketers to engage and influence them precisely during the moments of heightened receptivity that occur near the point-of-purchase. Specialized, hyper-relevant creative (for example, about returning an unwanted gift) delivered proactively inside a store via mobile could lead to huge ROI for savvy brands.



Cyber Monday is a slow day for department and big box stores, while remaining relatively flat for grocery and pharmacy. This demonstrates just how powerful a force e-commerce is becoming on those categories — which unlike grocery and pharmacy, aren't part of a consumer's weekly routine. The onus is on department and big box stores to work harder at attracting people into the store — through e-commerce style innovations like in-store pickup, price matching and predictive targeting.



December 12-14th was the calm “eye of the storm” during the week when early birds have shopped, but procrastinators are not in full swing. It's a great time for shoppers looking for better parking spaces and elbow room, this is the optimal shopping window. From a brand perspective, one smart move would be scale back media blitzes during the trough. Predictive visit technology like inMarket's Preceptivity, can focus on shoppers most likely to visit the store within the next 48 hours.

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 Q4 2018, [contact us today.](#)