



INMARKET INSIGHTS

## Q4 2020 Snapshots



PATH TO  
PURCHASE  
INSTITUTE

powered by INMARKET

# Overview

Understanding consumer behavior is crucial to engaging with your audience in a meaningful way, and also driving huge ROI—which is why Path to Purchase Institute has partnered with location data company, [InMarket](#), to analyze consumer visitation patterns every quarter for the top retailers in the United States. Shoppers show their demand for particular chains with their feet, and by observing these data patterns, industry analysts are able to accurately predict macro trends about purchase behavior at scale.

For more information, please visit the [Market Positions](#) section on [p2pi.org](#).

## About InMarket

Winner of the IAB Mixx Award for Geo-Targeting, InMarket is the leader in digital advertising for the physical world. At InMarket, we've analyzed first-party, permission-based SDK location data from our Comscore-verified data set of monthly active users to understand real-world trends. These hyper-accurate SDK integrations with the world's most popular apps also enable one-to-one brand engagement at precise moments that drive industry-leading campaign results. Founded in 2010, the company has offices in New York, Chicago, Bentonville, and is headquartered in Culver City, California.

For more information, visit [inmarket.com](#) or follow us on [Twitter](#) and [LinkedIn](#).

## Methodology

InMarket analyzed real-time location data from our Comscore-verified direct SDK integrated users, and then ranked them based on customer loyalty and dwell time. This data is useful for predicting business performance based on location and store foot traffic over time, and for understanding the effectiveness of customer retention strategies.



### Loyalty Score

We ranked these chains by customer loyalty score from October through December 2020. Each retailer is assigned a loyalty score, which is determined by repeat device visitation and is normalized for comparability. For example, a retailer with 1,000,000 total visits from 500,000 unique devices would have a loyalty score of 2, whereas a retailer with 10,000 total visits from 4,000 unique devices would have a loyalty score of 2.5.



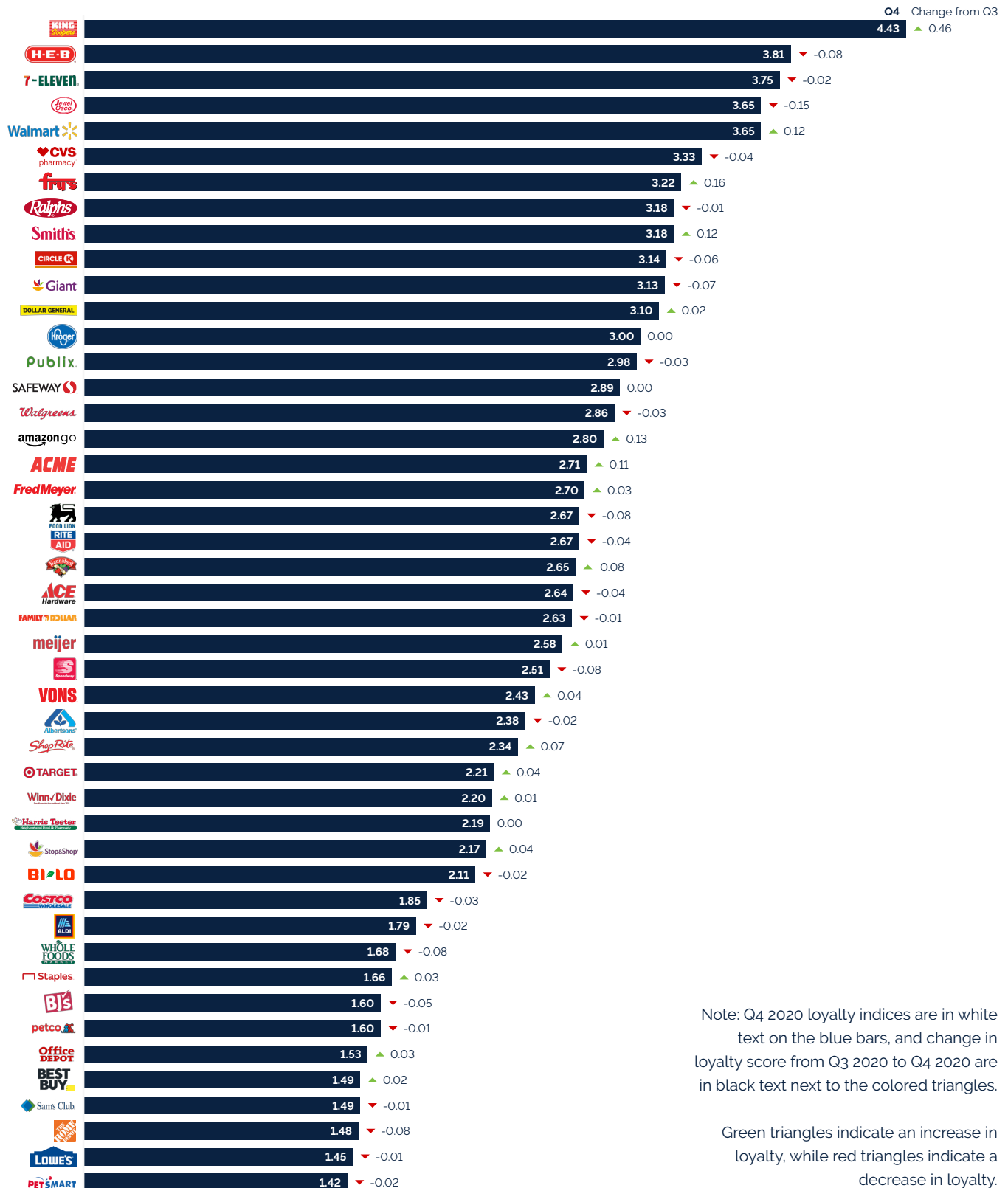
### Dwell Time

We ranked these chains based on the average length of time consumers stay while visiting store locations.

# Loyalty Score

Retailers ranked from highest to lowest loyalty score during Q4 2020

Based on first-party, permission-based SDK location data from our Comscore-verified data set of monthly active users



# Dwell Time

Retailers ranked from highest to lowest dwell time during Q4 2020

Based on first-party, permission-based SDK location data from our Comscore-verified data set of monthly active users

