

Holiday Trends & CAMPAIGN SPIKES

RETAIL & RESTAURANT FOOT TRAFFIC ANALYSIS

THE ANALYSIS

In this data study, Reveal Mobile analyzed foot traffic in two completely different scenarios. The first data set evaluates audiences seen across the holiday shopping season for major retailers, with an additional focus on Black Friday shoppers.

The second data set looks at three separate advertising campaigns that took place at various different times during 2017 for three different quick service restaurant groups. The end goal was to determine what impact these campaigns had on foot traffic against their competitors.

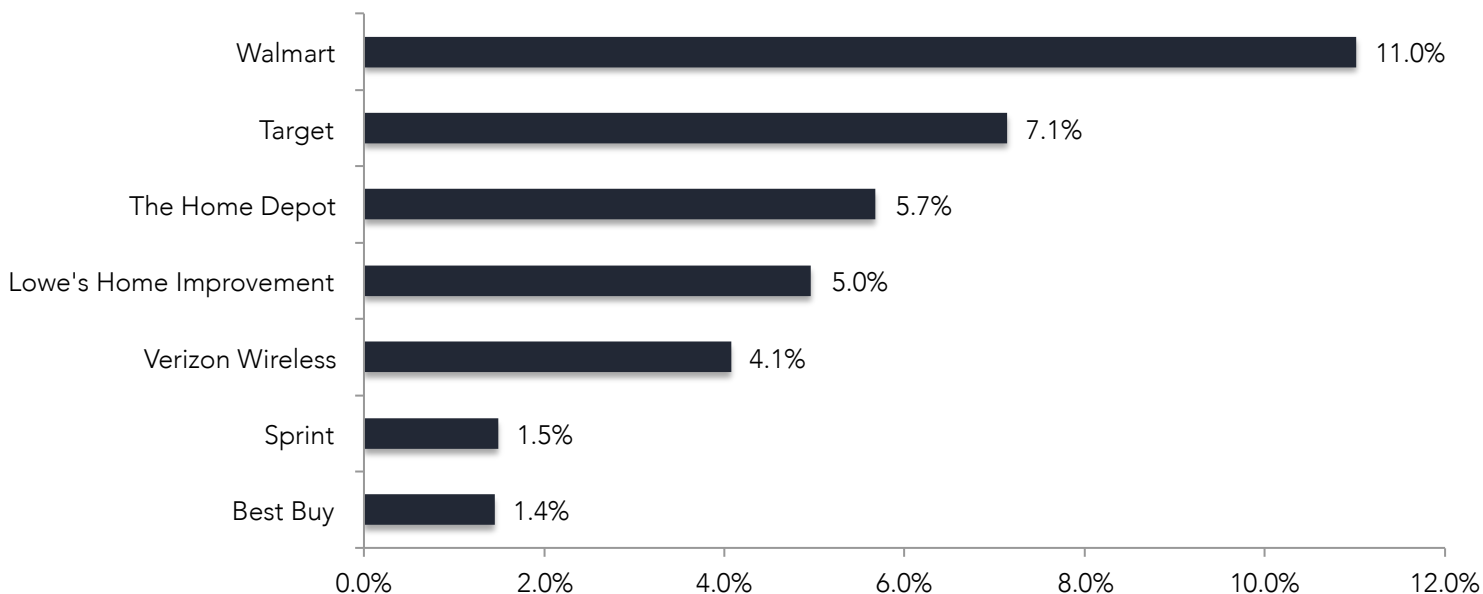
ABOUT REVEAL MOBILE

Reveal Mobile converts opted-in mobile location signals into audience segments and foot traffic analysis, empowering app publishers, brands, retailers, and business intelligence firms to make more informed decisions across advertising, product, content, and research. Our privacy compliant approach has earned certification from the EU-US Privacy Shield and the Network Advertising Initiative, the leading non-profit dedicated to responsible data collection and its use for digital advertising.

HOLIDAY SHOPPING 2017

When we look at which retail locations saw the most foot traffic on Black Friday, the big boxes lead the way, with Walmart and Target taking over 17% of all retail foot traffic that day. We also saw higher volumes at Home Depot and Lowes. They also offer compelling Black Friday discounts on high priced items.

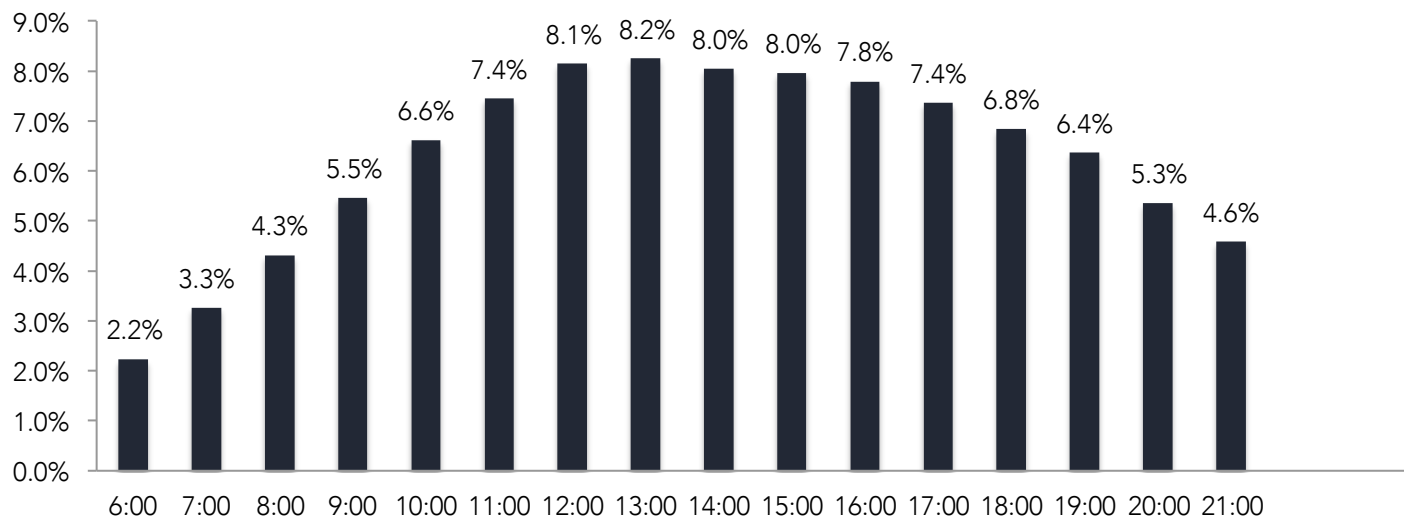
Share of Overall Retail Foot Traffic – Black Friday 2017



Source: Reveal Mobile, Dec 2017

We next looked at aggregated foot traffic statistics over the Black Friday shopping hours from 6am through 9pm, normalized by US time zone. Looking at retail visits by hour on Black Friday show a bell curve distribution of shopping behaviors. Despite all of the fuss around “door busting” specials at the wee hours of the morning, most people preferred to do their Black Friday shopping mid day.

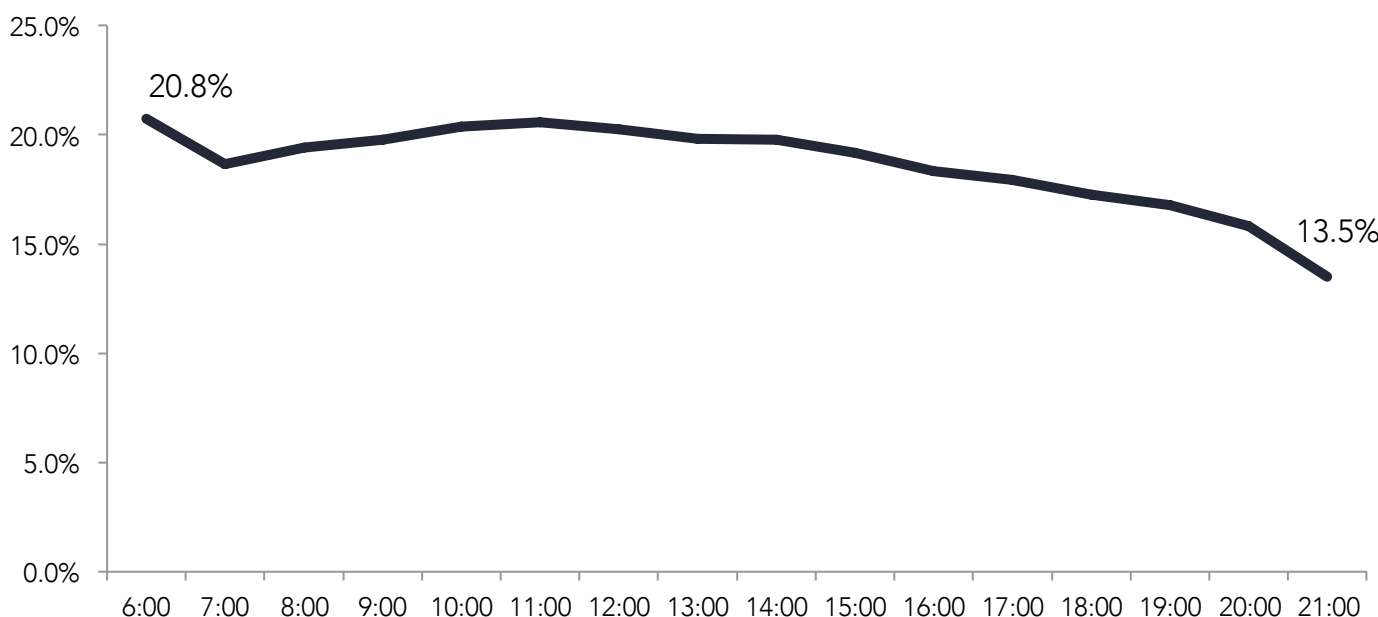
Total retail visits by hour of day



Source: Reveal Mobile, Dec 2017

While the overall trend on Black Friday was for people to visit retail locations during mid-day, at the top 7 visited locations the trend was definitely to arrive early for Black Friday specials. Of the people that visited a retail location at 6am, the top 7 visited locations saw 20.8% of those visits. If you're a big box retailer, you get the bulk of your Black Friday traffic in the morning.

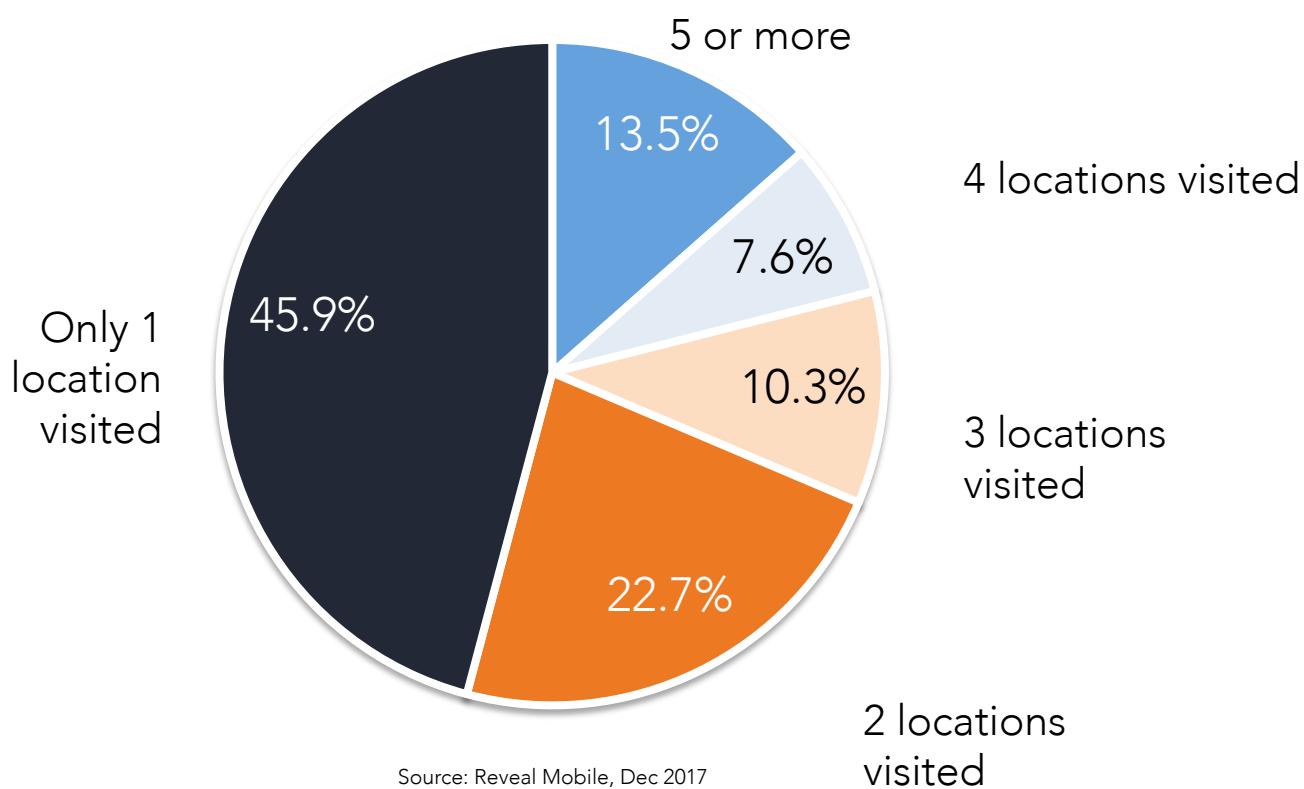
Top 7 Combined Share of Retail Foot Traffic



Source: Reveal Mobile, Dec 2017

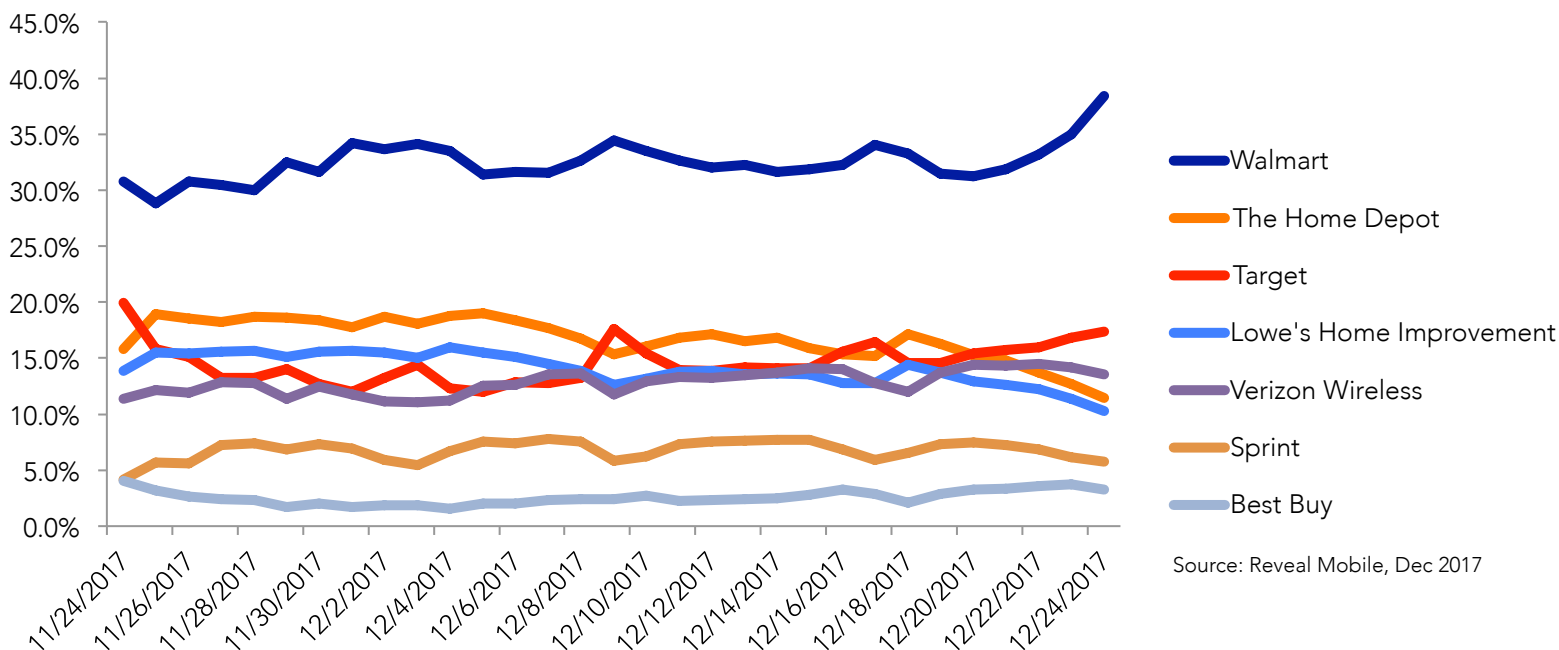
Across all retail traffic on Black Friday, 45.9% of shoppers visited a single location. This is the audience that goes for the exact item they know they want, they get it, and then they get out. This also means the 55% visit more than one location, so Black Friday is primarily not for one-stop shopping.

Number of Retail Locations Visited



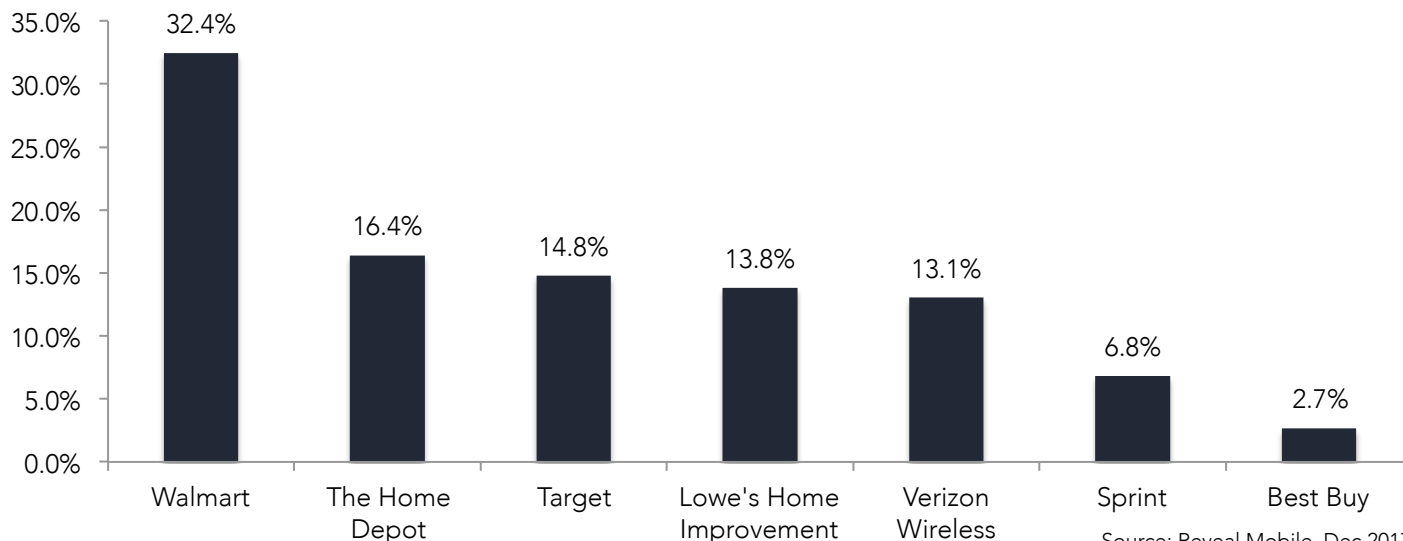
For the top 7 visited locations, Walmart took 30-38% of each day's foot traffic when measured against the other 6 retail chains. We believe that the late holiday surges at Walmart and Target are not solely a result of last minute gift shopping, but for food & pantry stocking as friends and family come to visit.

% of Foot Traffic Across Top 7 Locations



For the entire holiday shopping season, 32.4% of the people who went visited a Top 7 most visited location went to a Walmart. One reason for their outsized retail coverage is that they have more than twice the physical locations as their competitors.

% of Top 7 Shoppers Over Holiday Season



ADVERTISING'S IMPACT ON RESTAURANT FOOT TRAFFIC

In this next section, we cover how three different advertising campaigns affected foot traffic at Chick-fil-A, Wendy's, and McDonald's.



For the month of September, Chick-fil-A's mobile app users were treated to free breakfast if they ordered one of three available items through the app to pick-up in store. How did this advertising campaign impact foot traffic?



On April 5th, 2017, a Twitter user named Carter Wilkerson tweeted @Wendy's asking how many retweets he would need for a year supply of free Wendy's nuggets. Wendy's replied with 18 million retweets, and Carter set out try and meet that lofty goal. This social media event quickly went viral, with Carter racking up over 3 million retweets, and becoming the most retweeted tweet at that time. But did it result in increased foot traffic to Wendy's?

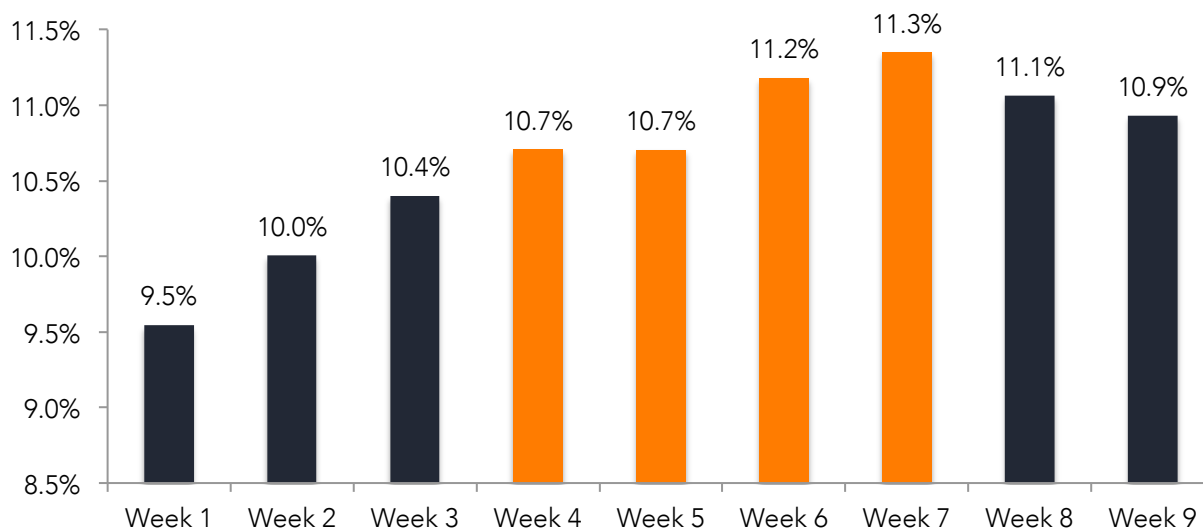


The McDonald's szechuan sauce was a dipping sauce released for a limited time in the summer of 1998 as a promotion to Disney's Mulan. On April 1st, 2017, the show Rick and Morty featured the sauce as a nostalgic McDonald's element they wish they could savor once again. Social media exploded with requests to have szechuan sauce make a comeback. On October 1st, 2017, McDonald's tweeted the sauce would return for one day in U.S. restaurants on October 7th, 2017. Did this impact foot traffic?

To build the analysis, we evaluated market share, measured by foot traffic against 10 quick service restaurant competitors.



% Total Visits vs. Competitors

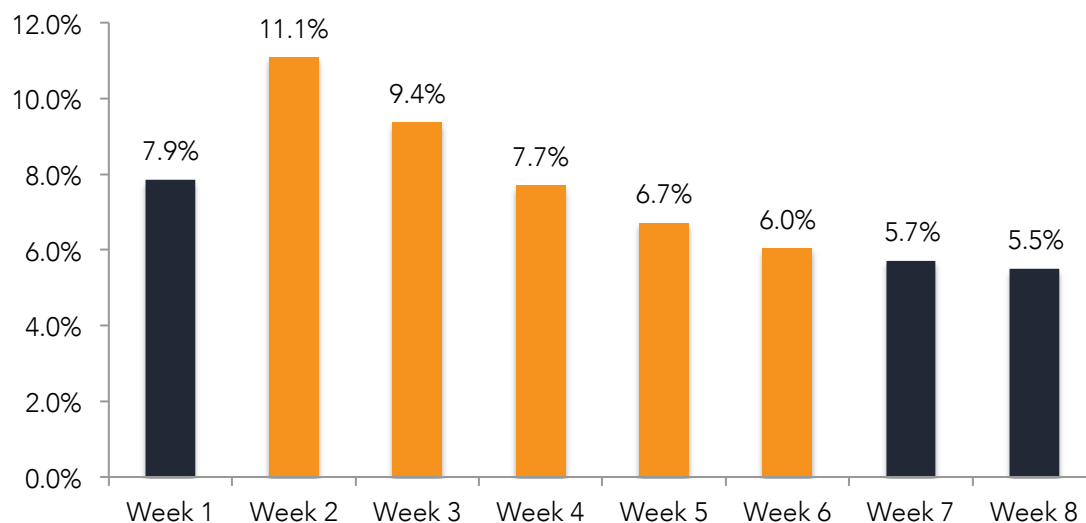


Source: Reveal Mobile, Dec 2017

The weeks highlighted in orange are the active weeks in the campaign, which ran from August 31st – September 30th. During this timeframe, Chick-fil-A did grow their foot traffic market share against their competitors. The promotion does look to have impacted foot traffic positively.

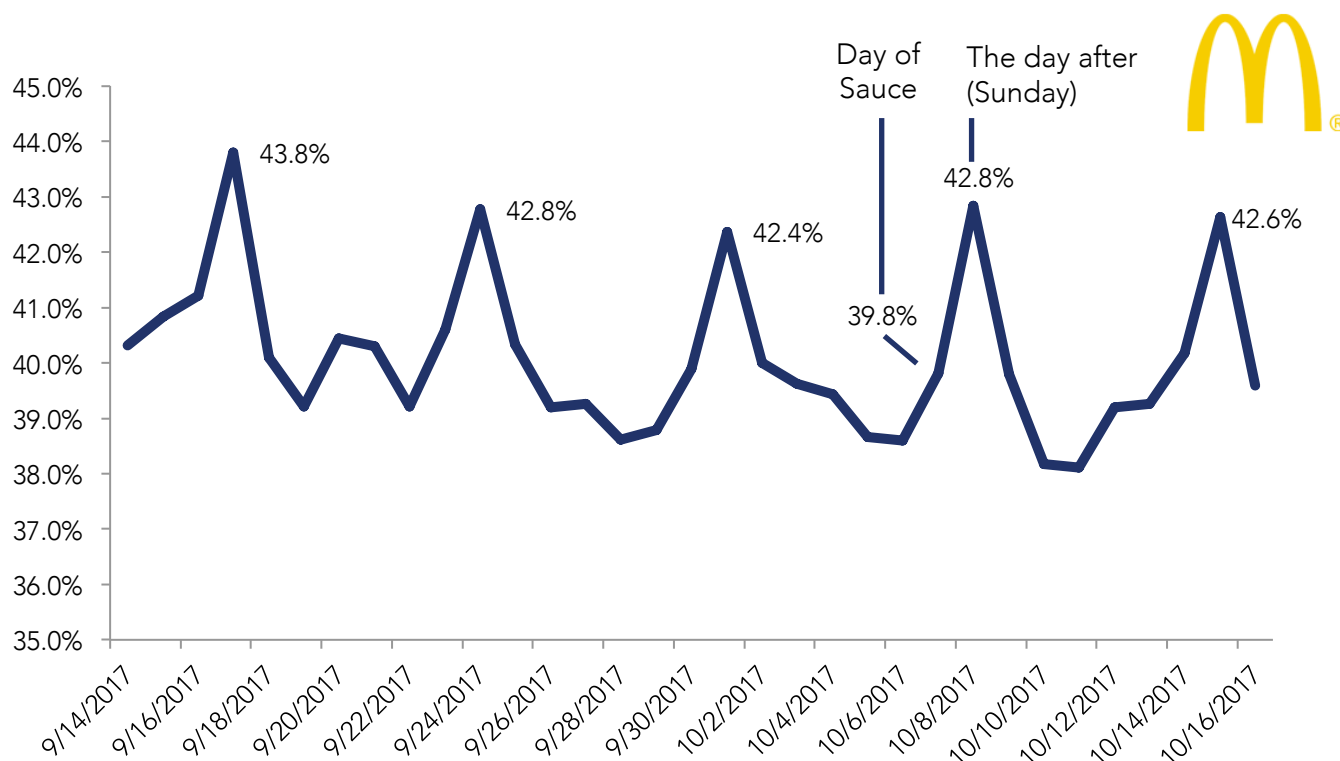


% Total Visits vs. Competitors



Source: Reveal Mobile, Dec 2017

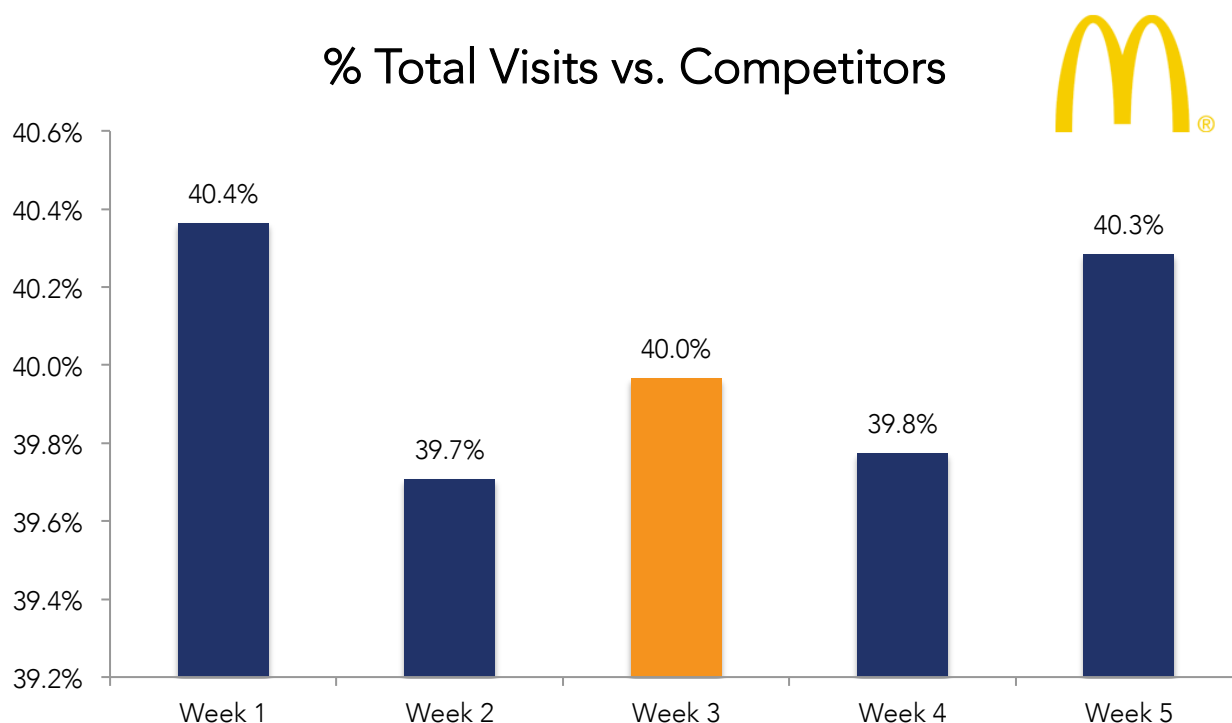
We also saw an interesting trend in foot traffic with Wendy's while this viral Twitter event took place. The columns in orange represent April through mid May, with "Week 2" being when the event began. Wendy's benefitted from a surge in new foot traffic against their competitors. Once the shine wore off, their foot traffic waned back to lower levels. This was a one-time, non-planned event, which is likely why it is less sustaining than Chick-fil-A's planned marketing campaign.



Source: Reveal Mobile, Dec 2017

The single day release of McDonald's szechuan sauce took place on Saturday, October 7th, 2017. When we evaluated the single day traffic, we did not see any significant gain against competitors for acquiring more market share (chart above). When we expand out and look at week over week trends, there doesn't appear any significant gain in foot traffic against competitors either. Despite the social media buzz, this appears to have had little impact on foot traffic.

% Total Visits vs. Competitors



Source: Reveal Mobile, Dec 2017