

Using Mobile to Track (and Influence) Foot Traffic to C-Stores.

By Bill Carmody, CEO of Trepoint



Bill Carmody

CEO, TREPOINT

The purpose of my life is to be an inspirational leader who solves problems and creates breakthroughs in myself and others.

The purpose of Trepoint is to deliver breakthrough marketing and innovation that is as powerful as the clients we serve.



inMarket

**Featured
Press**

WSJ

[WSJ: Lidl Stores Gain Little Traction in U.S. Debut](#)



**CNBC: One Month Later,
inMarket Location Data Reveals
Foot Traffic Trends at Amazon's
Whole Foods**

Bloomberg

**Bloomberg: inMarket Location
Data Suggests Lidl Hasn't Taken
Shoppers by Storm**

MarketWatch

**MarketWatch: Whole Foods can
kick its overpriced reputation
with Amazon's help**

**USA
TODAY**

**USA Today: inMarket Location
Data Reveals Top Restaurants
for Customer Loyalty**



Bottom 10 Retailers based on Customer Loyalty

These retailers started in
Spring 2017, based on

loyalty in

 |
 
loyalty in

SMALL BUSINESS SURVEY

CONSUMER
RETAIL
AUTOS
FOOD AND BEVERAGE
RESTAURANTS
FASHION
GOOD

Retailer

NINE WEST

CROCS

ToysRUs

KITCHEN

Disney

wet seal

bebe

GAP

H.M

AMERICAN EAGLE

Loyalty data suggest Nine West may be the next to close stores

- New data from inMarket's spring loyalty report suggests Nine West may be the next to close stores or lay off employees.
- Retail store closings are on track to hit a record high this year.

Courtney Reagan | @CourtReagan
Published 2:37 PM ET Wed, 7 June 2017



Retail store closings are on track to hit a record high this year with retailers from department stores **Sears**, **Macy's** and **J.C. Penney** to specialty players like BeBe and Rue21 and footwear retailers **Crocs** and Payless shuttering locations.

While some of the closings are a result of bankruptcy filings, others are companies right-sizing store footprints after expanding beyond what is now necessary in an increasingly online shopping world.

It begs the question, who's next?

New data from inMarket's spring loyalty report suggest Nine West may be the next to close stores or lay off employees.

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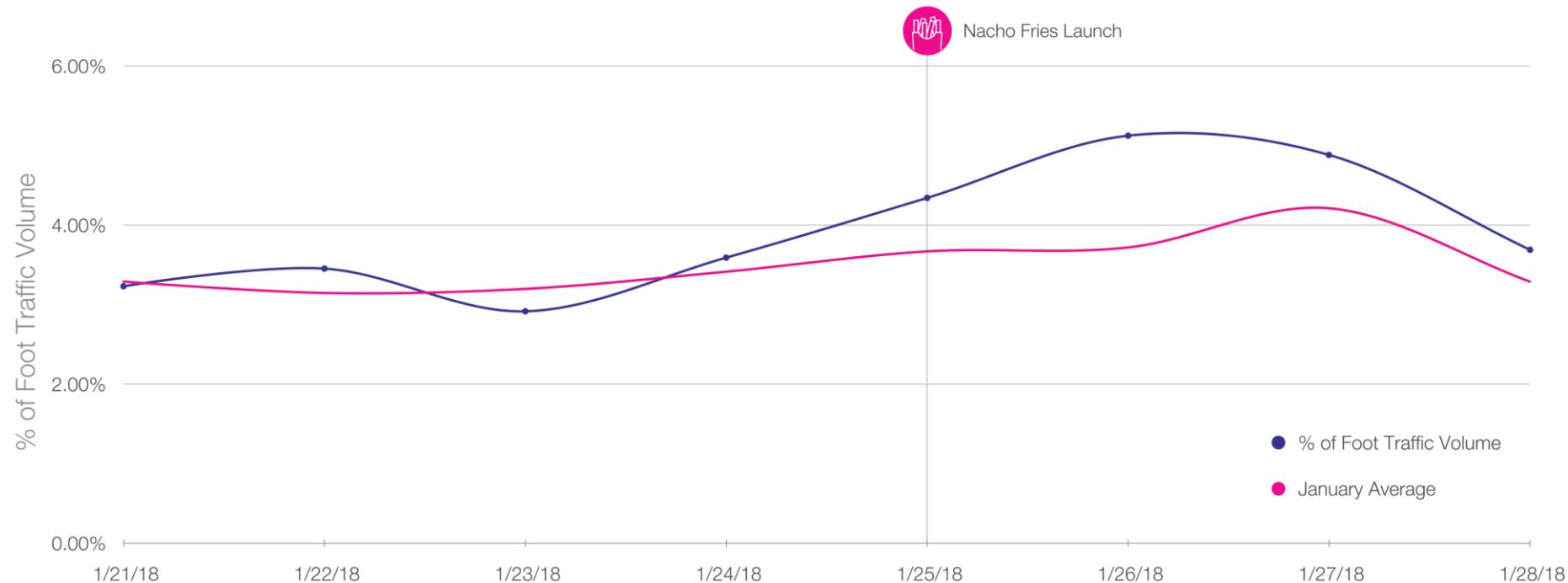


Real-Time Data: Impact of Nacho Fries Launch on Taco Bell Restaurant Traffic



Taco Bell Foot Traffic — January 2018

Based on inMarket Location Data from 50 Million Verified Consumers



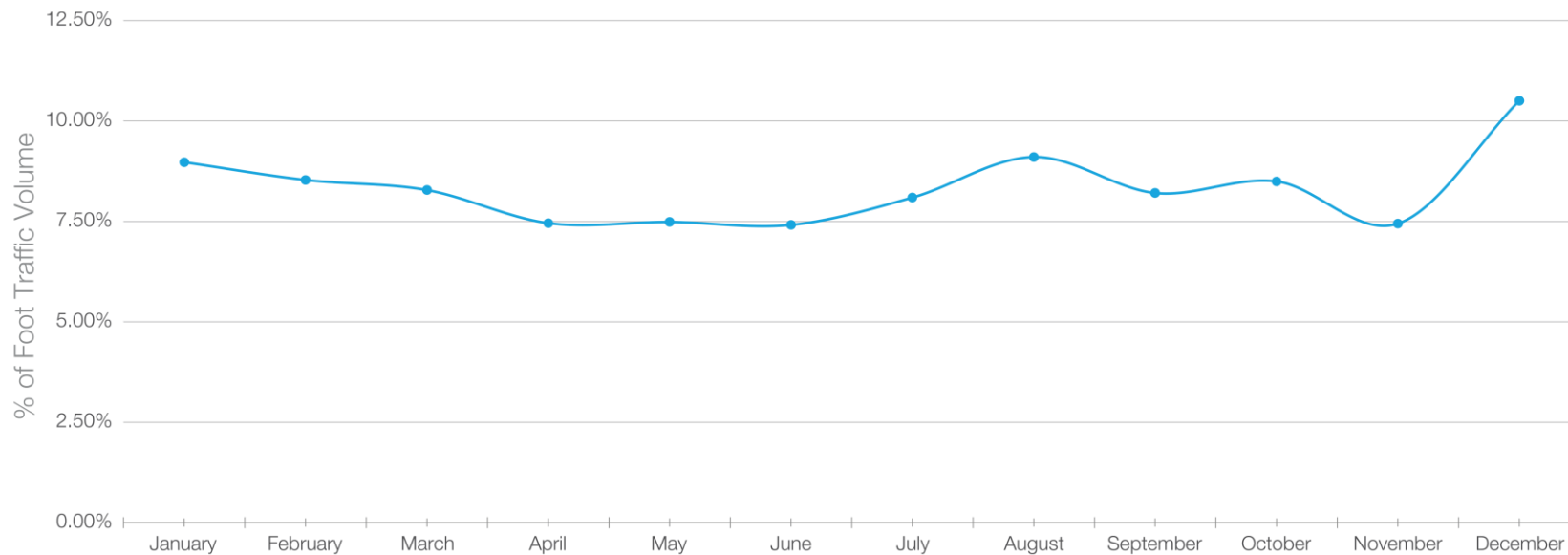


C-Stores: 2018 Foot Traffic Projections

C-Store Foot Traffic Volume by Month — 2017



Based on inMarket Location Data from 50 Million Verified Consumers



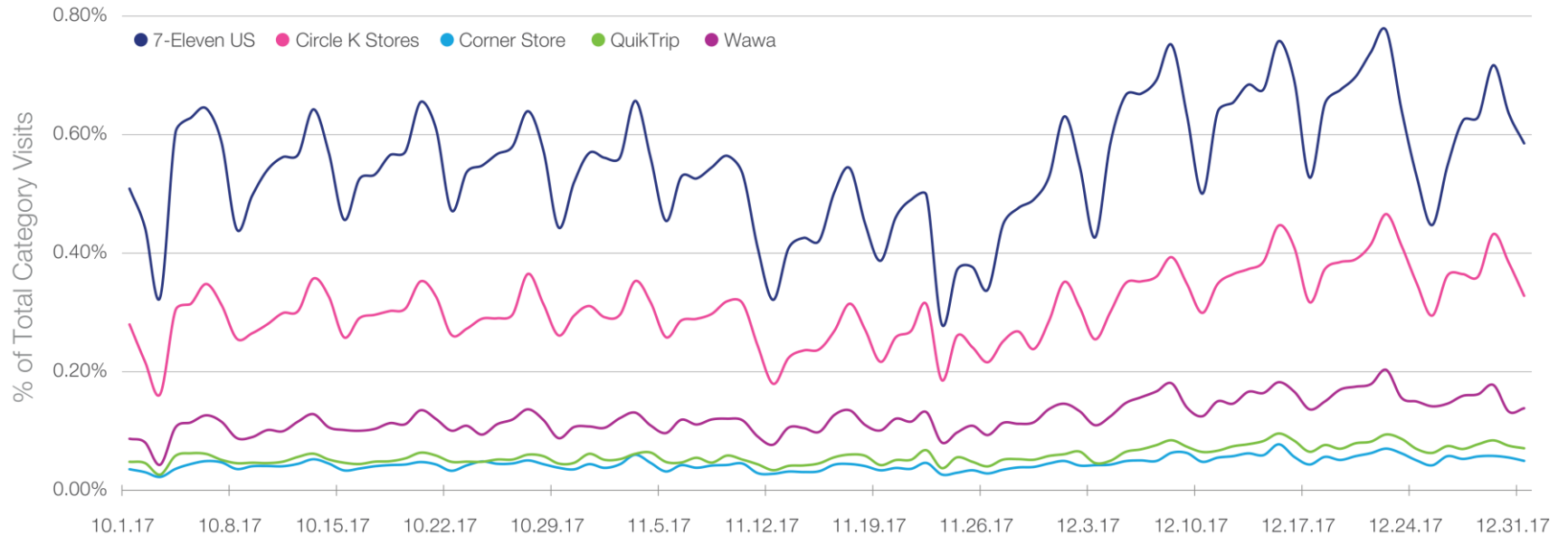


C-Stores: 2018 Foot Traffic Projections

C-Store Share of Visits, Q4 2017



Based on inMarket Location Data from 50 Million Verified Consumers





C-Stores: 2018 Foot Traffic Projections

- Contrary to many retail categories (like grocery, big box and clothing), Fridays are clearly the busiest day of the week for C-Stores, while Sundays appear to be the lightest day for C-Store traffic.
- Black Friday is a non-factor for C-Stores, and actually registers lower than the typical Friday in Q4.
- Fridays in December are the busiest C-Store days of the quarter, and present a huge opportunity for brands and retailers to engage shoppers via mobile to drive incremental purchasing.

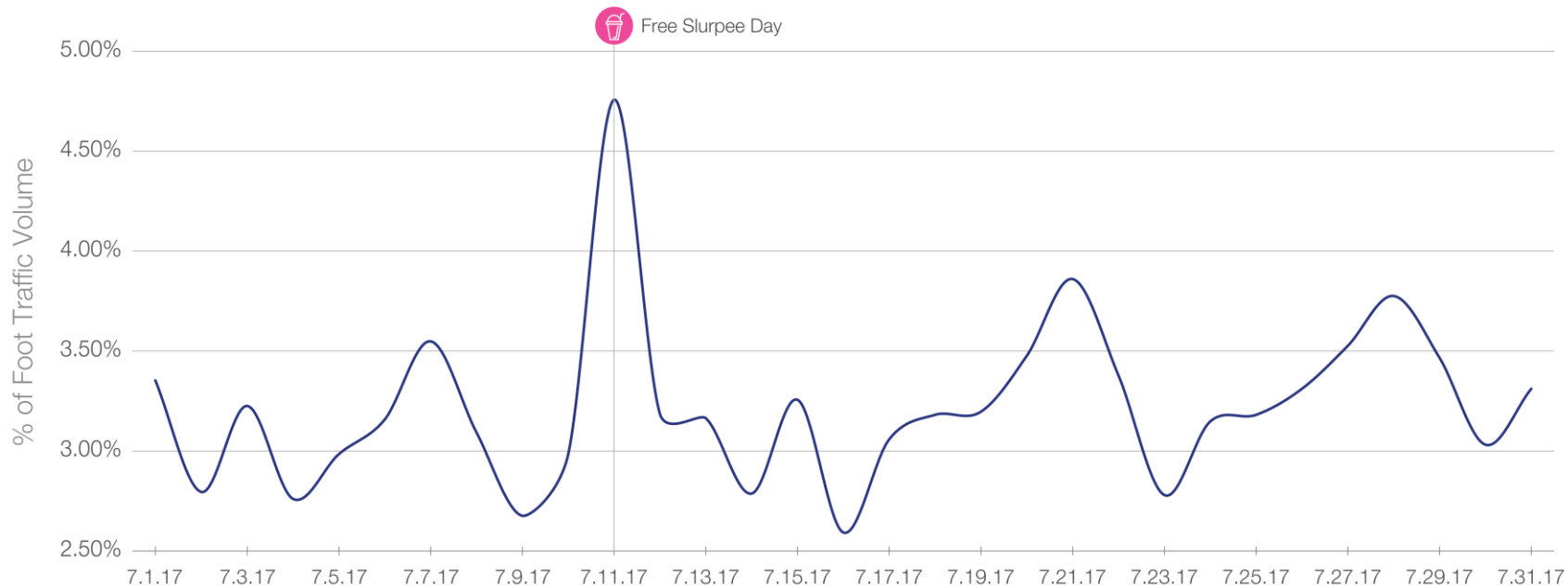


C-Stores: 2018 Foot Traffic Projections

7-Eleven Foot Traffic — July 2017



Based on inMarket Location Data from 50 Million Verified Consumers





Ranking C-Stores by Percent of Millennial Foot Traffic



49.3%



48.98%



47.7%



44.7%



42.5%



5 Powerful Digital Strategies for Brick-and-Mortar, Made Possible by Location Data

1. Create serendipitous mobile experiences in-store.
2. Segment audiences and deliver relevant content across their digital world.
3. Predict when consumers are "due" for a visit, and engage in the lead-up.
4. Conquest from competition in real-time.
5. Reactivate lapsed shoppers.

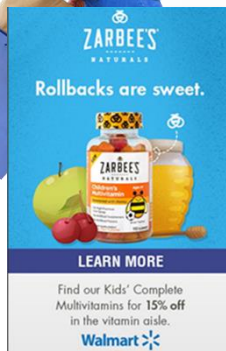


MOMENTS

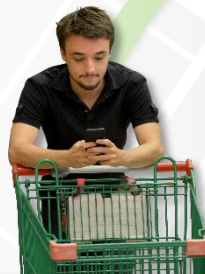


Own the path to purchase, from the front door to the checkout aisle.

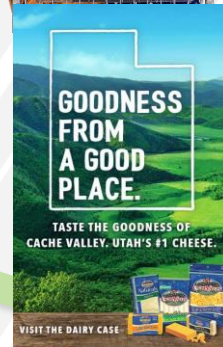
Successful brands deliver full screen engagements to consumers at the key points in their journey – for example, at the pump to drive traffic inside the store.



inPath – About to start shopping



inStore – Engaged at a store



inHand – Holding your product



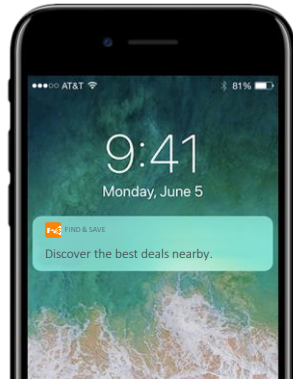
Moments

Inspire shoppers when it matters most – as they enter the store ready to make purchase decisions.



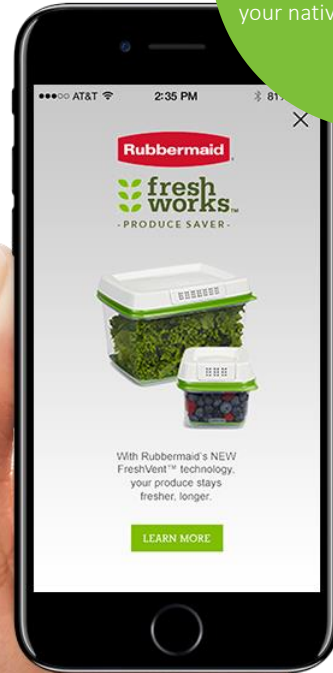
Enters Store

Shopper enters any store you target.
Detected via Beacon, WiFi, GPS



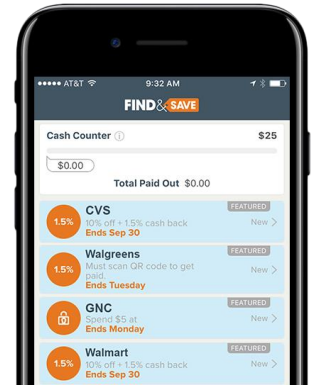
Push Notification

Shopper receives a helpful notification from their favorite shopping app



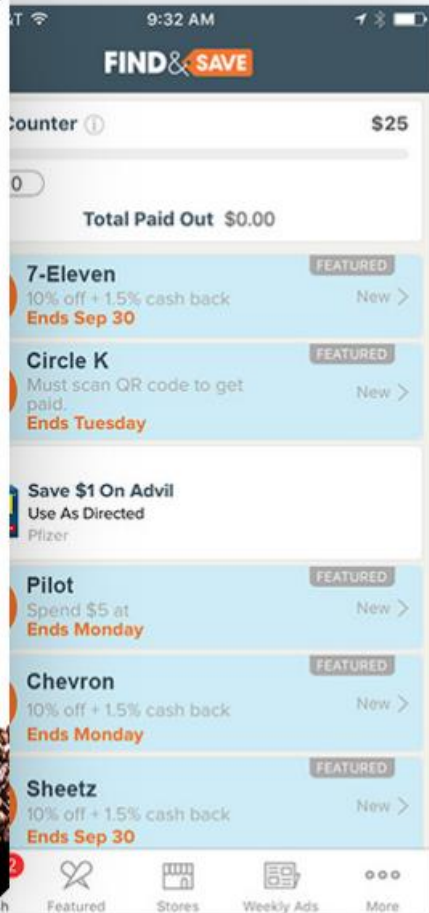
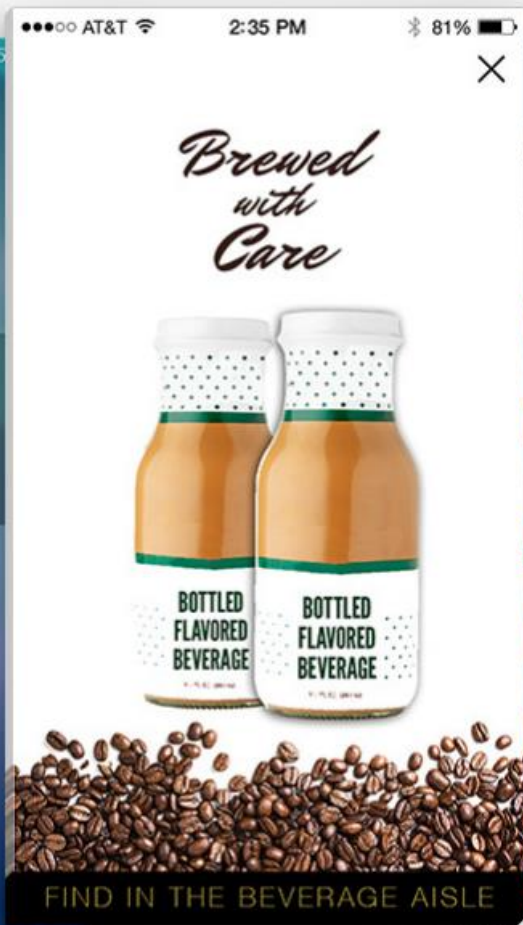
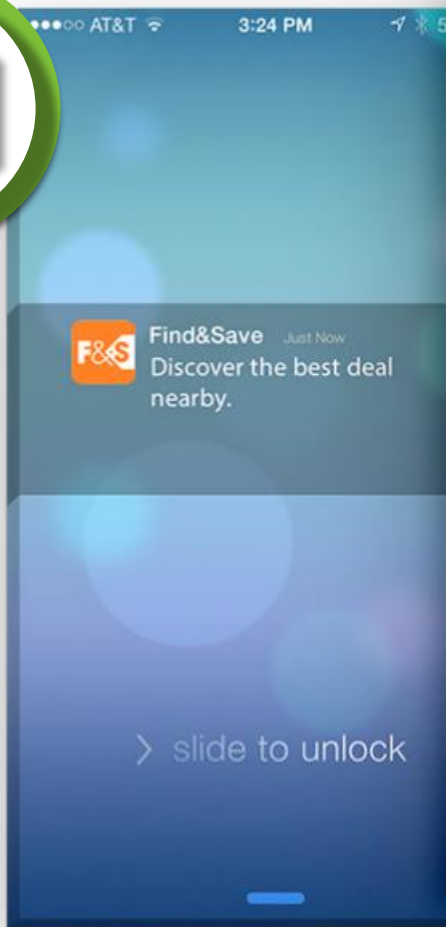
Brand Moment

After shopper swipes notification to enter the app, your native moment is shown.



App Content

After the brand moment, shopper continues to app content.



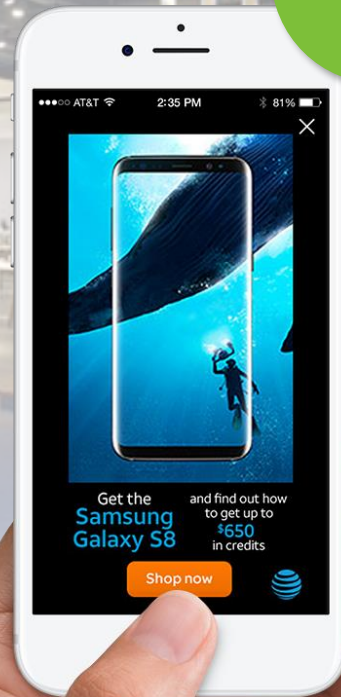


inStore – Decision Making

Inspire shoppers when it matters most—as they enter your store, ready to make purchase decisions.

- Increase Close %
- Increase Basket Size
- Highlight Seasonal Messages
- Initiate 1-to-1 Relationship

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AUDIENCES



The places and frequency with which people visit them are key indicators of who they truly are.

Successful brands reach the people who are most likely to visit their store – across mobile, desktop, social, and video. Don't waste impressions on consumers who don't frequent the category.



Pet Owners

Go to dog parks, pet stores, vets and hiking trails

Business Travelers

Go to airports, hotels, and car rental lots during the week

Beauty Shoppers

Go to nail salons, hair salons, and fashion boutiques



PRECEPTIVITY



People don't live their lives in points. They live them in patterns.

C-store visits are cyclical and frequent. Successful brands stay in front of customers when they are preparing their next trip.

- Jill
- John
- Jonathan
- Justine

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday





Preceptivity: Audience Segments + Time

- Observe a shopper's behavior and predict when the shopper is due for their next store visit
- Eliminate wasted impressions by only reaching them the 24-48 hours prior
- Expand reach via cross device delivery
- Target Audience: Customers who stop for fuel on Mondays and Thursdays



Jenny goes to the store every Friday afternoon.



She's least receptive after she leaves the store.



She becomes more receptive leading up to her next visit.





CONQUESTING

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When people are at your competitors' stores, it's the perfect time to tell them why your brand should be their clear choice.

- Targeted offers
- Competitive brand messaging
- Special incentives

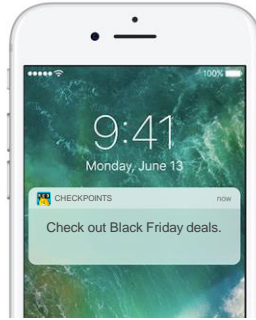


Conquesting: UX



Enters Competitive Store

Shopper enters any store you target.
Detected via Beacon, WiFi, GPS



Push Notification

Shopper receives a helpful notification from their favorite shopping app



Brand Moment


After shopper swipes notification to enter the app-your native moment is shown.




App Content

After the brand moment, shopper continues to app content.

LAPSED SHOPPER REACTIVATION PROCESS




This is Jack.
Jack is a regular customer at your retail location.




Jack returns to shopping at your location.
Jack is a happy shopper.

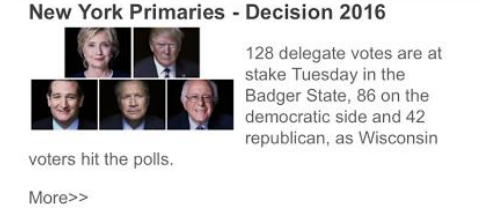
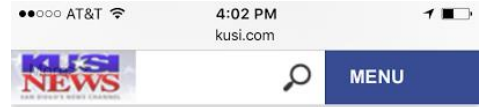
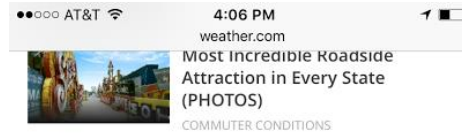
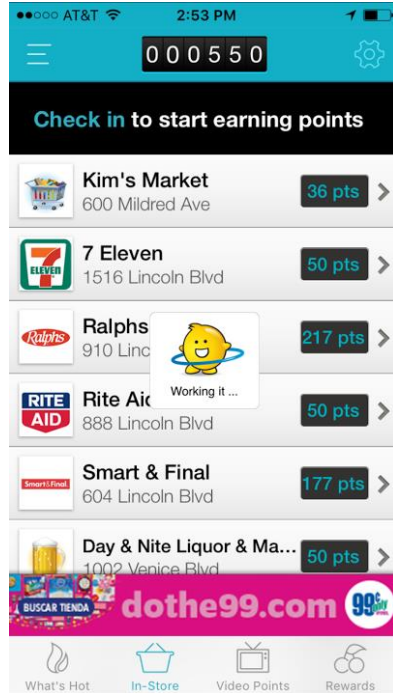


Jack changes his patterns and stops shopping at your location.

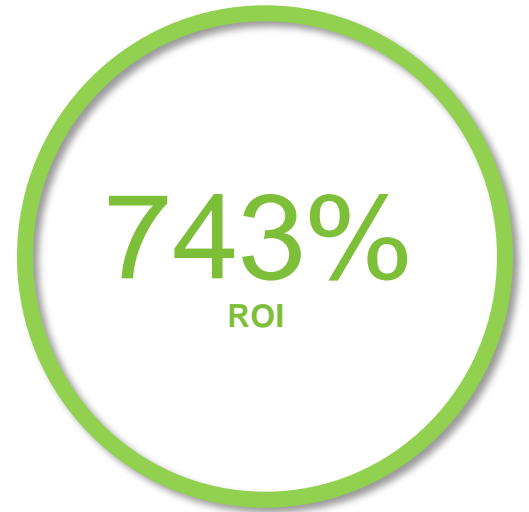


Jack is retargeted with ads for your location on his mobile phone, tablet and desktop.





LAPSED SHOPPER REACTIVATION SUCCESS



The above is a case study for a major national retailer. Details available by contacting inMarket.



inmarket

Delivering inspiration in the
moments that matter



Questions?

Thank You.



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Trepont delivers breakthrough marketing and innovation that is as powerful as the clients we serve. With a blend of CPG and B2B Enterprise clients, we have consistently cracked the code on our client's customer journey.

In doing so, we help you get discovered by your ideal customer, then engage with these customers in the ways that lead them to buy your products and ultimately become raving fans.

The purpose of business today is NOT to get customers. Today, the purpose of business is to get customers that get you more customers. We welcome the opportunity to work with you to deliver outstanding marketing programs that matter.