



Foursquare Insights: Black Friday 2021 Recap

Last Updated
December 2021

FOURSQUARE

Leverage location data to understand
how consumers shopped during
Black Friday this year.

Overview & Methodology

What retail trends are most prominent amongst holiday shoppers this year? How do in-store foot traffic patterns during Black Friday weekend compare to 2020?

In this report, we take a closer look at behavioral trends and audience demographics of Black Friday shoppers to help brands and marketers prepare for the remainder of the holiday season.

Foursquare analyzes consumer behavior based on foot traffic data from the 13M+ Americans that make up our always-on panel.

All data is anonymized, aggregated and normalized against U.S. Census data to remove any age, gender or geographical bias.

For this analysis, Foursquare looked at foot traffic to various retailers during Black Friday weekend **this year** (November 26-28 2021), compared to Black Friday weekend **last year** (November 27-29 2020).



Definitions

Penetration is calculated as the % of Black Friday shoppers (based on 1+ visit to a retail store during Black Friday weekend) who visited a given category or chain during Black Friday weekend.

Retail Stores is defined to include the following categories: shopping malls, department stores, big box stores, clothing stores, jewelry stores, women's stores, men's stores, kids stores, baby stores, shoe stores, cosmetics stores, electronics stores, sporting goods stores, outdoor supply stores, accessories stores, warehouse stores, discount stores, kitchen supply stores, home/furniture stores, hardware stores, big box stores, office supply stores, toy/game stores.

Off-Price Retailers is defined to include the following retailers: T.J. Maxx, HomeGoods, Marshalls, Ross Dress For Less and Burlington stores.



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Key Learnings & Trends



Holiday shoppers are braving crowded shops & malls again.

Shopping malls saw a notable increase in penetration and median dwell time during Black Friday weekend this year compared to 2020, indicating that holiday shoppers are more willing to brave crowded malls in search of deals & stocked products.



Big box retailers continue to win big with Black Friday shoppers.

Over 1/2 of Black Friday shoppers visited a Big Box retailer this year (slightly up from 2020). Walmart continues to lead the pack. Roughly **42%** of Black Friday shoppers visited a **Walmart** store.



Upticks for electronics stores & a return to pre-pandemic normalcy for home improvement retailers.

Electronics stores saw significant growth in foot traffic and penetration amongst Black Friday shoppers this year vs. 2020, while visits to **hardware & home stores** remain relatively lower this year compared to last Black Friday.



Retail stores are seeing the most traffic from holiday shoppers in the Midwest & Northeast.

In fact, major cities such as **Chicago**, **St. Louis** and **New York City** all saw an **+18%** lift in foot traffic during Black Friday weekend.



Older holiday shoppers may be more incentivized by in-store deals.

Foot traffic to retail stores has continued to pick up most amongst **older shoppers, ages 55+** since early August. In fact, retailers saw an increase in share of visits amongst this audience during Black Friday weekend YoY.



Black Friday shoppers are getting an early start for the best deals.

Shoppers are visiting stores even earlier on Black Friday compared to the rest of the weekend. What's more, shoppers are spending slightly more time in retail stores on Black Friday compared to Saturday & Sunday.

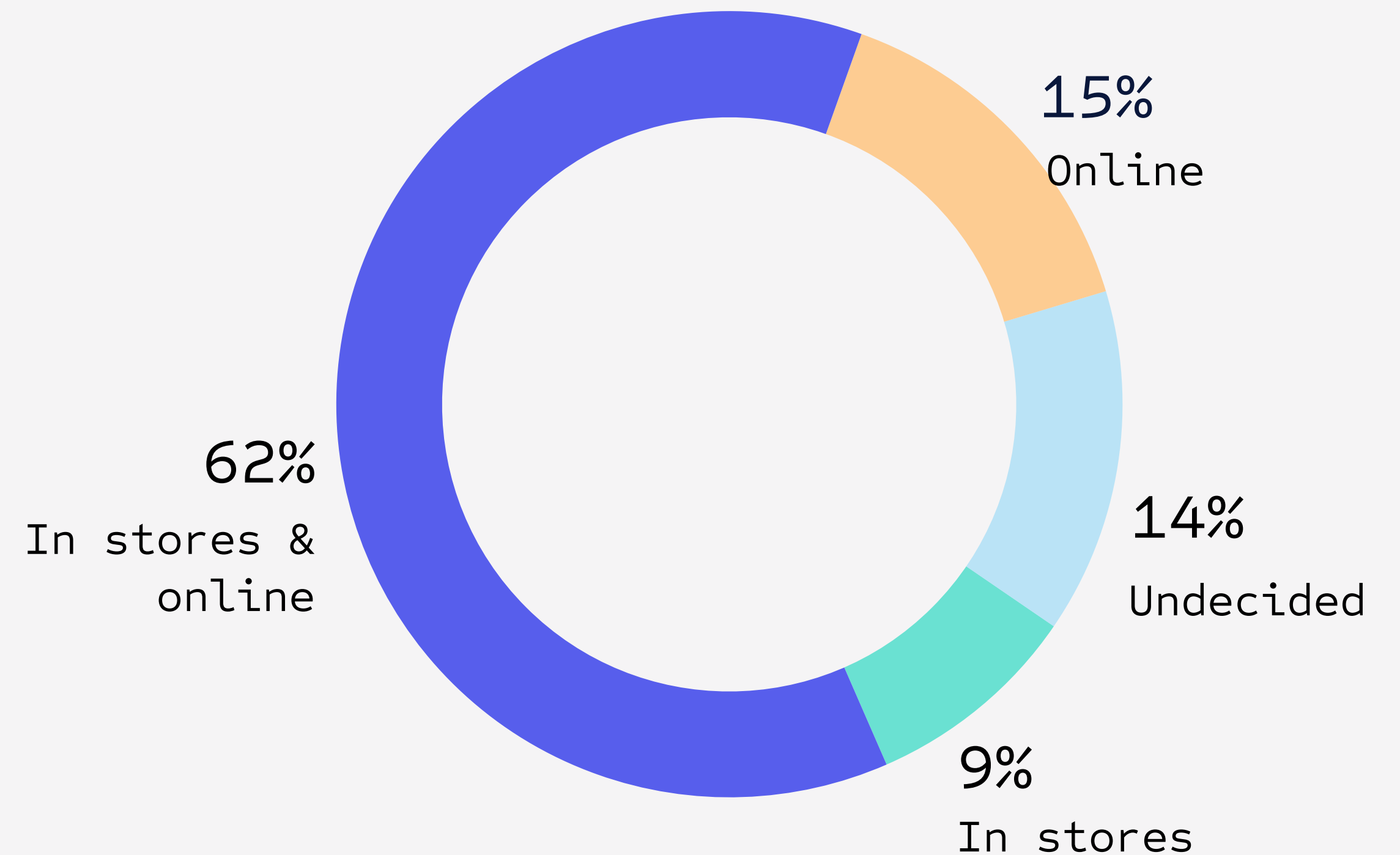
Tracking in store visitation patterns is more important than ever in today's omnichannel world, and location technology enables retailers to capitalize on the latest behavioral trends.

The majority of consumers intend to shop **in-stores & online** during the holidays this year

According to a survey of consumers in Foursquare's always-on panel in November 2021

62%

of survey respondents intend to shop in stores & online during the holidays this year, while **less than 15%** (14.9%) of consumers intend to shop exclusively online



More than 1/2 of Americans **shopped in stores** during Black Friday weekend this year

In fact, retailers saw a notable increase in visits during Black Friday weekend this year compared to 2020 (up +10 % points), indicating that holiday shoppers are eager to hit the malls again.



% of Americans that visited a **retail store** at least 1x during Black Friday weekend:

59%

Black Friday weekend 2021
(November 26-28)

49%

Black Friday weekend 2020
(November 27-29)

Holiday shoppers were **visiting more stores** than usual during Black Friday weekend this year

Black Friday shoppers were visiting even more during Black Friday weekend this year compared to 2020, perhaps indicating that supply chain issues are driving holiday shoppers to make more stops than usual to find in-stock items.



2.3

Average number of retail stores visited amongst shoppers during Black Friday weekend this year.

Foursquare data reveals a **13%** uptick in the average number of stores visited amongst Black Friday shoppers this year compared to 2020.

Let's take a closer look at foot traffic to retailers during Black Friday weekend this year compared to last year.

Retailers saw a notable uptick in traffic during **Black Friday** weekend this year as holidays shoppers search for in-store deals

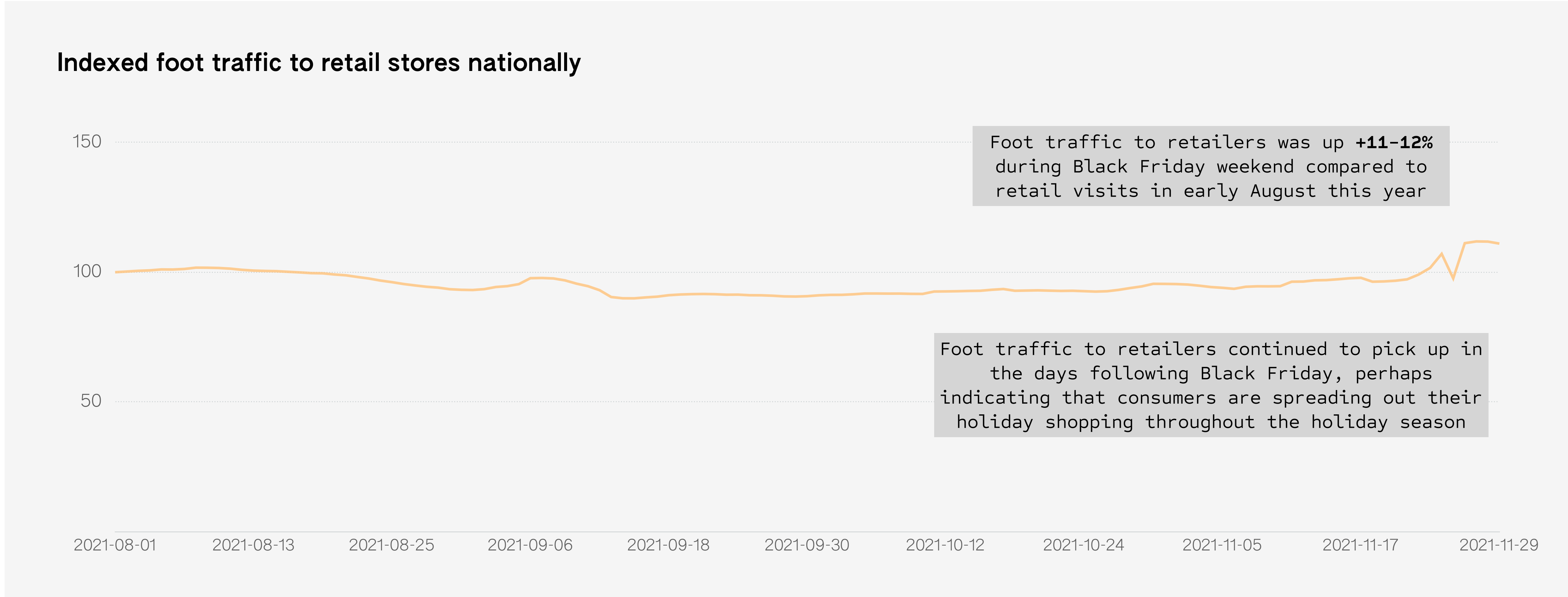


Chart illustrates indexed foot traffic to retail stores, where visits on August 1, 2021 is 100. We've used rolling 7 day averages to account for fluctuations by day of the week.

Retailers in the **Midwest** & **Northeast** saw a more notable uptick in Black Friday foot traffic compared to retailers in other regions

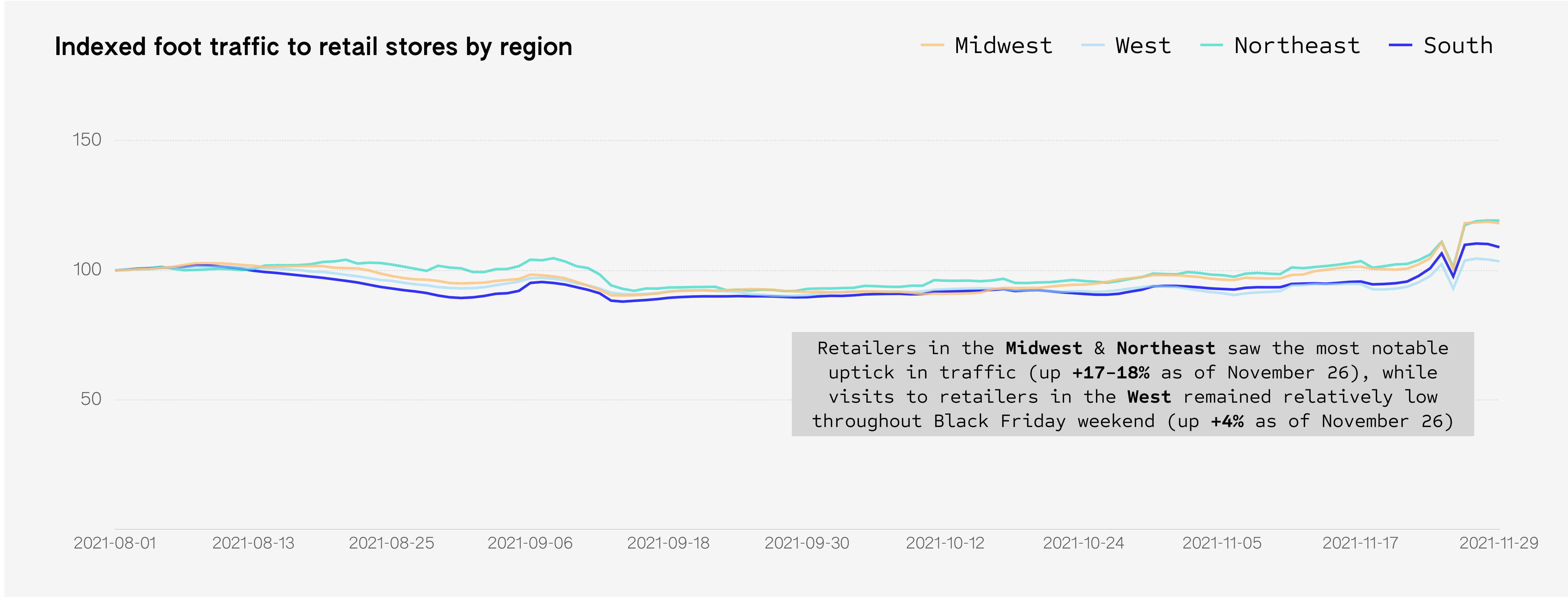


Chart illustrates indexed foot traffic to retail stores by region, where visits on August 1, 2021 is 100. We've used rolling 7 day averages to account for fluctuations by day of the week.

Retailers in **Chicago** & **St. Louis** saw the most notable uptick in Black Friday foot traffic compared to other major cities

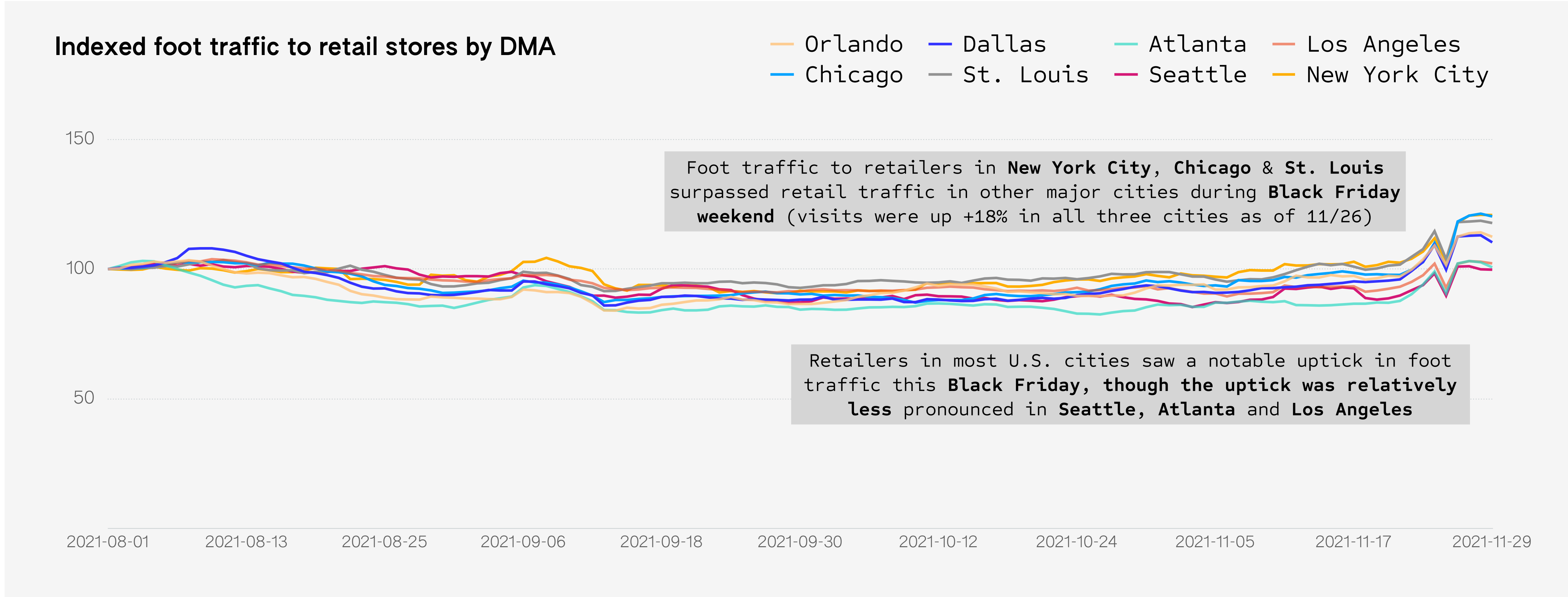


Chart illustrates indexed foot traffic to retail stores by DMA, where visits on August 1, 2021 is 100. We've used rolling 7 day averages to account for fluctuations by day of the week.

Foot traffic to retailers picked up more notably amongst **male shoppers** during Black Friday weekend this year

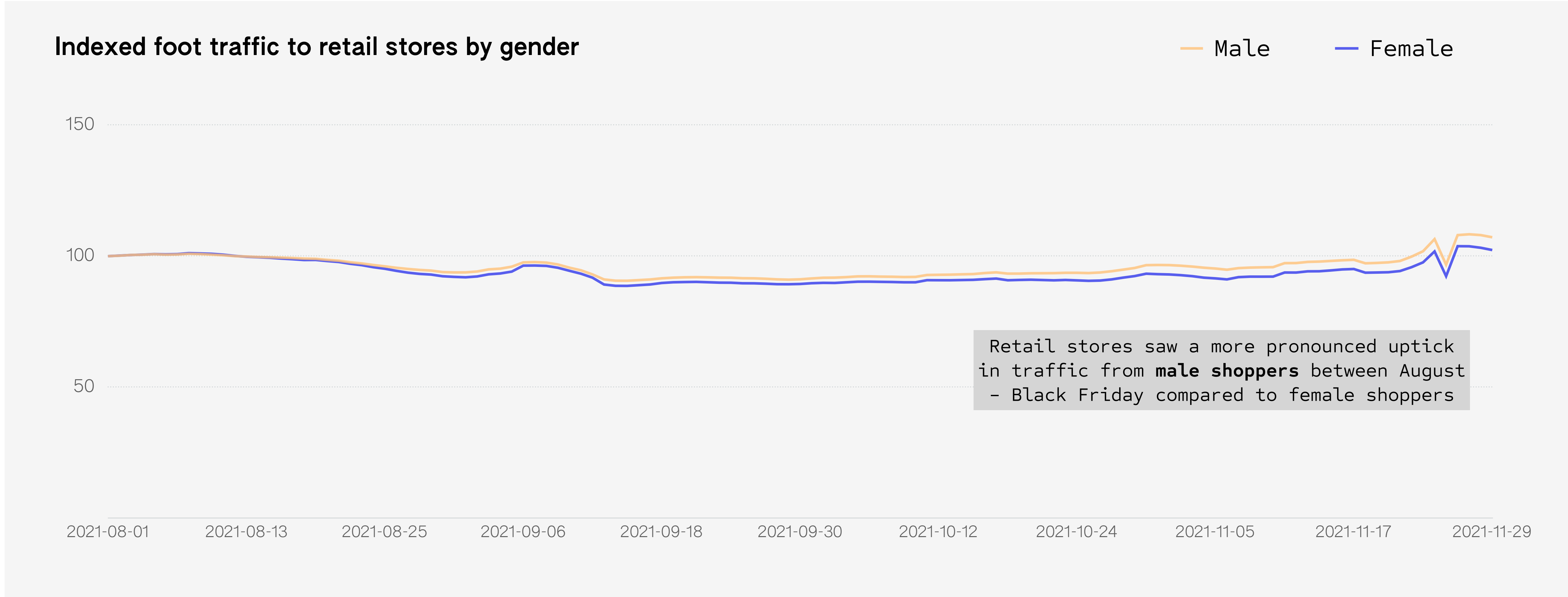


Chart illustrates indexed foot traffic to retail stores by gender, where visits on August 1, 2021 is 100. We've used rolling 7 day averages to account for fluctuations by day of the week.

Retail traffic picked up most amongst **older shoppers, ages 55+** during Black Friday weekend this year

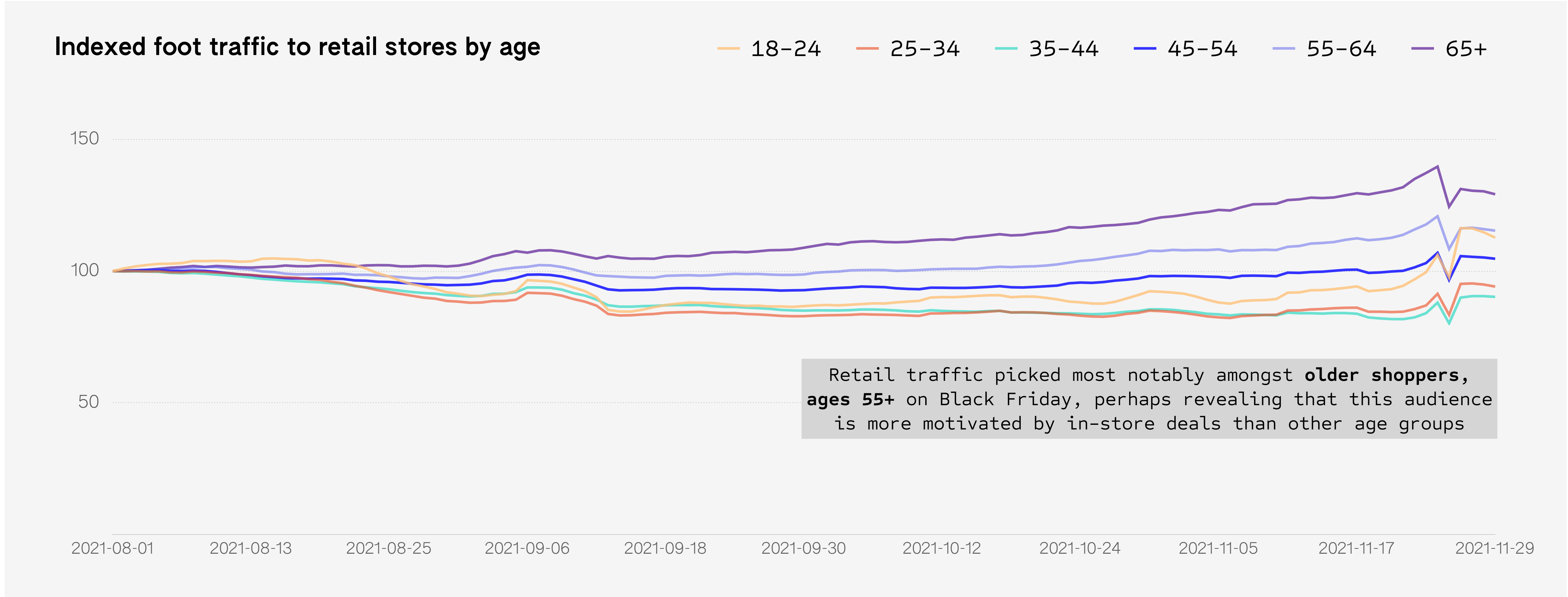


Chart illustrates indexed foot traffic to retail stores by age, where visits on August 1, 2021 is 100. We've used rolling 7 day averages to account for fluctuations by day of the week.

Most retailers saw a significant uptick in foot traffic between early August and late November last year; **Big box stores** saw the most notable uptick in traffic during **Black Friday 2020**

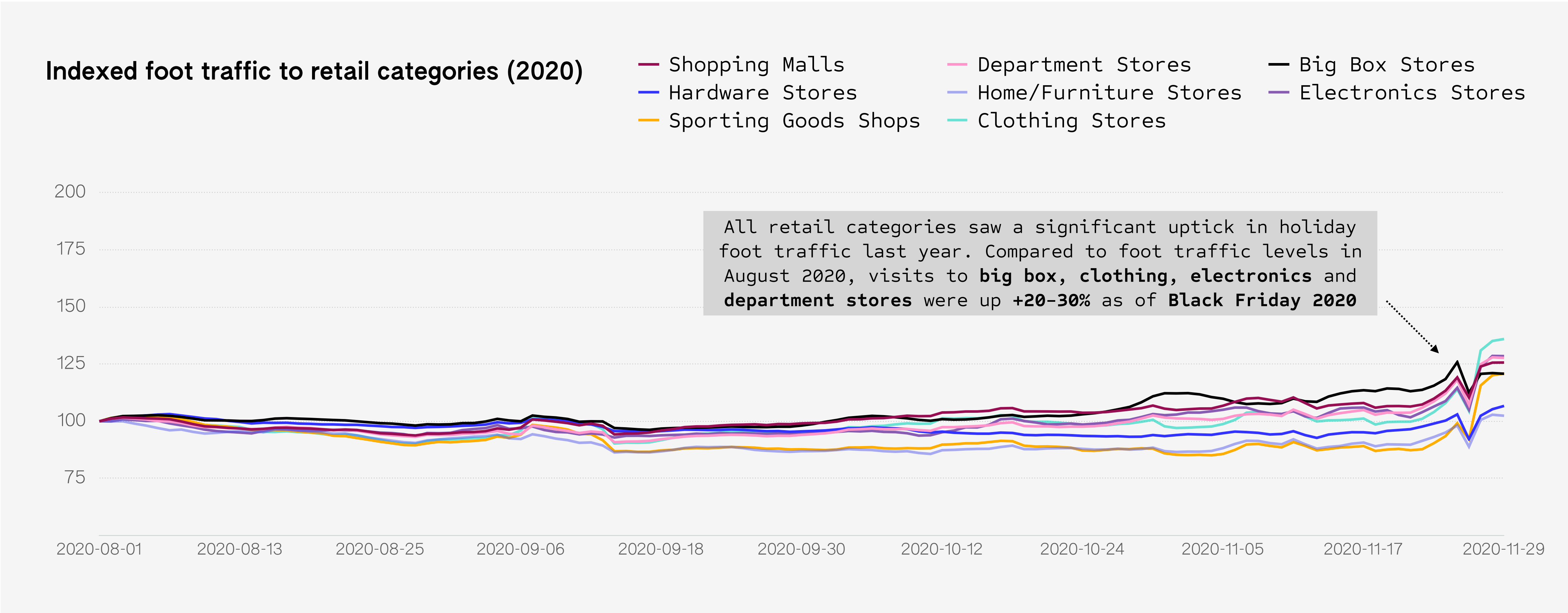


Chart illustrates indexed foot traffic to retail stores, where visits on August 1 2020 = 100. We've used rolling 7 day averages to account for fluctuations by day of the week.

Many retailers saw a significant uptick in foot traffic between early August and late November this year; **Electronic stores** saw the most notable uptick in traffic during **Black Friday 2021**

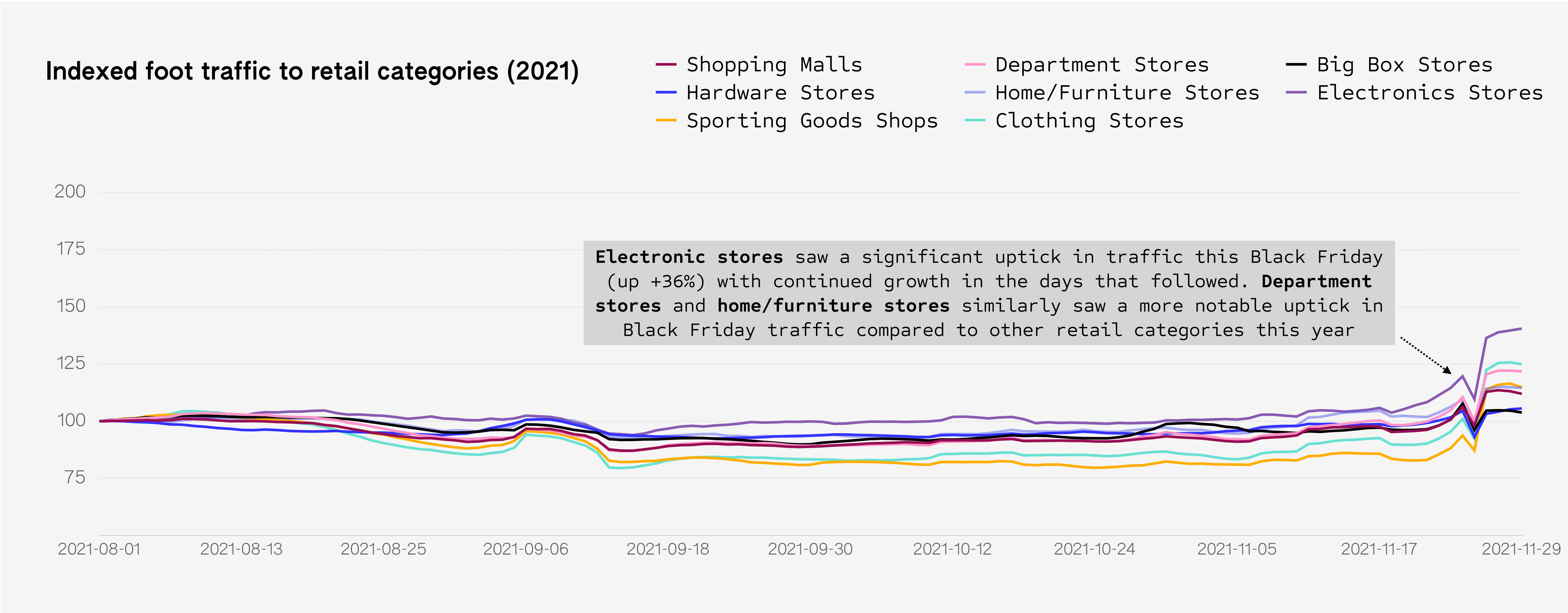


Chart illustrates indexed foot traffic to retail stores, where visits on August 1 2021 = 100. We've used rolling 7 day averages to account for fluctuations by day of the week.

Which retail categories & chains did 2021 Black Friday shoppers visit most compared to 2020 shoppers?

Most retail categories saw **even more shoppers** during Black Friday weekend this year

Foursquare data reveals the percentage of **holidays shoppers** that visited each retail category during Black Friday weekend this year compared to Black Friday weekend last year.

Key Insights:

Unlike most retail categories, **hardware & home/furniture stores** saw slightly fewer shoppers during this Black Friday weekend compared to 2020, perhaps indicating that consumers' affinity for home improvement projects is returning to pre-pandemic levels.

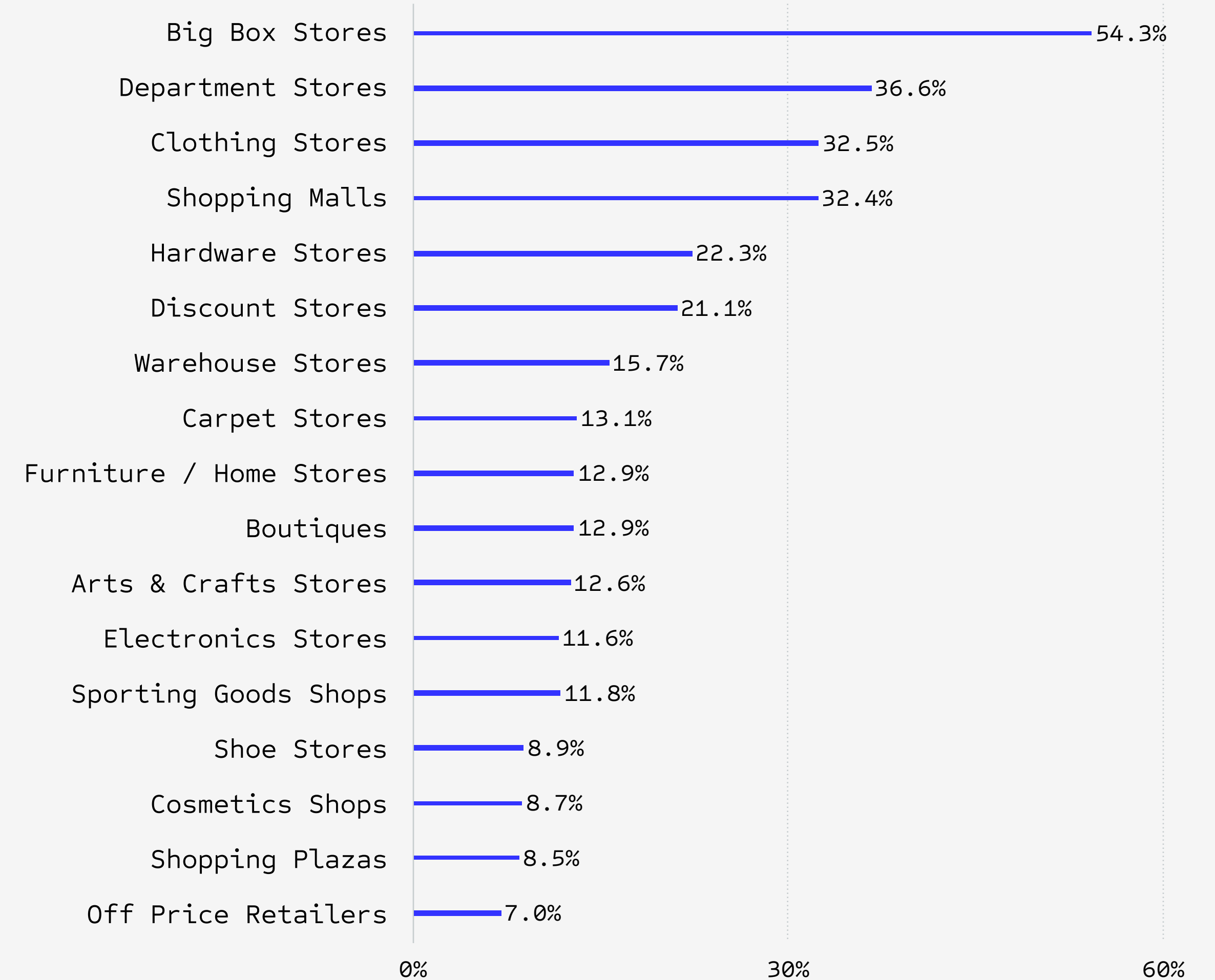
54.3%	BIG BOX STORES	↑	Up from 51.5% during BF 2020
36.6%	DEPARTMENT STORES	↑	Down from 34.3% during BF 2020
32.5%	CLOTHING STORES	↑	Up from 28.5% during BF 2020
32.4%	SHOPPING MALLS	↑	Down from 27.7% during BF 2020
22.3%	HARDWARE STORES	↓	Down from 22.6% during BF 2020
12.9%	HOME / FURNITURE STORES	↓	Up from 13.1% during BF 2020
11.8%	SPORTING GOODS	↑	Up from 10.5% during BF 2020
11.6%	ELECTRONICS STORES	↑	Up from 9.6% during BF 2020

Roughly 1/2 of holiday shoppers visited a **big box store** in person during Black Friday weekend this year

Key Insights:

Roughly **54%** of in-store holiday shoppers visited a **big box store** such as Target or Walmart during Black Friday weekend this year, while **less than 10%** of shoppers visited retailers that specialize in shoes, cosmetics, women's apparel or off-price brands.

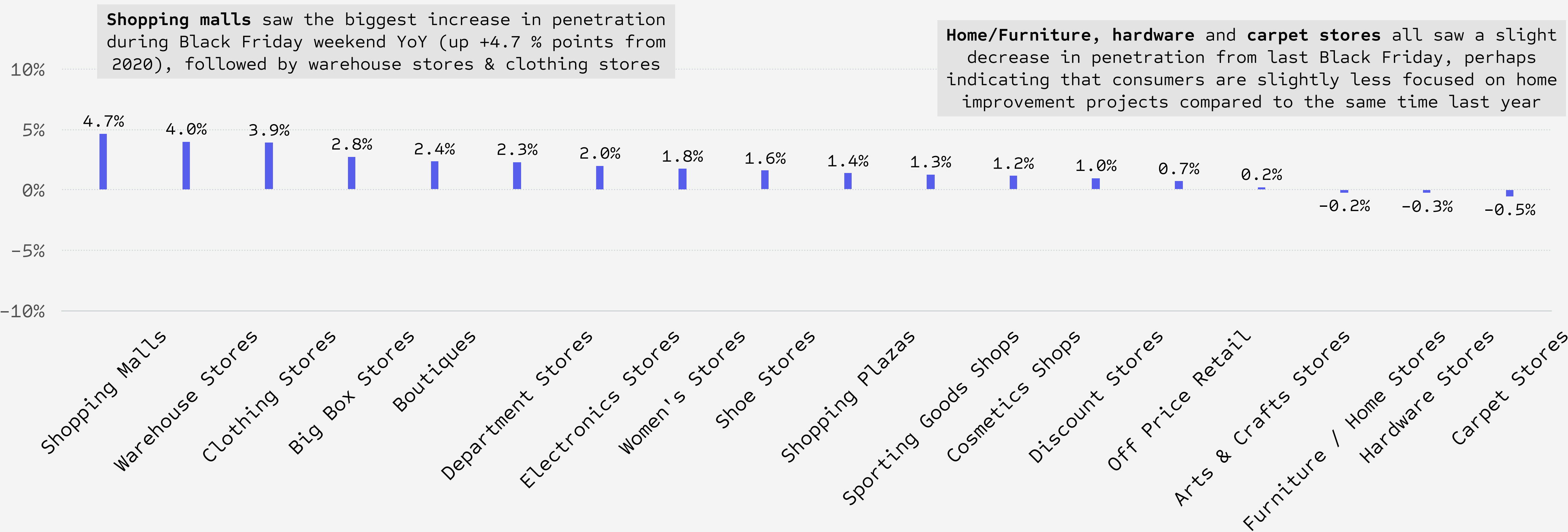
% of holiday shoppers who visited each retail category during Black Friday weekend 2021



2021 Black Friday shoppers were even more likely to visit crowded **shopping malls** compared to 2020 shoppers

Black Friday weekend 2021 penetration change vs Black Friday weekend 2020

■ % point change



Foursquare data reveals common retail themes amongst Black Friday shoppers:



Personal Care & Fitness

8.7% of Black Friday shoppers visited a **cosmetics store**

9% of Black Friday shoppers visited a **gym or fitness studio** (perhaps taking advantage of deals on new memberships)

Top visited chains during Black Friday weekend 2021:

Bath & Body Works
ULTA Beauty
Dick's Sporting Goods
Planet Fitness



Clothing & Accessories

32% of Black Friday shoppers visited a **clothing store**

9% of Black Friday shoppers visited a **shoe store**

2-4% of Black Friday shoppers visited **jewelry & optical stores**

Top visited shops & malls:

Simon Malls
Macy's
JCPenney
Old Navy
Premium Outlets



Home Improvement, Furniture & Decor

22% of Black Friday shoppers visited a **hardware store**

13% of Black Friday shoppers visited **home/furniture stores** or **carpet stores** (respectively)

Top visited home & hardware store chains:

The Home Depot
Lowe's
Menards
Ace Hardware
Bed Bath & Beyond



Gadgets, Gear & Gifts

12.6% of Black Friday shoppers visited an **electronics store**

12% of Black Friday shoppers visited a **sporting goods shop**

2-4% of Black Friday shoppers visited stores that specialize in **cameras, toys/games or books**

Top visited gadget retailers:

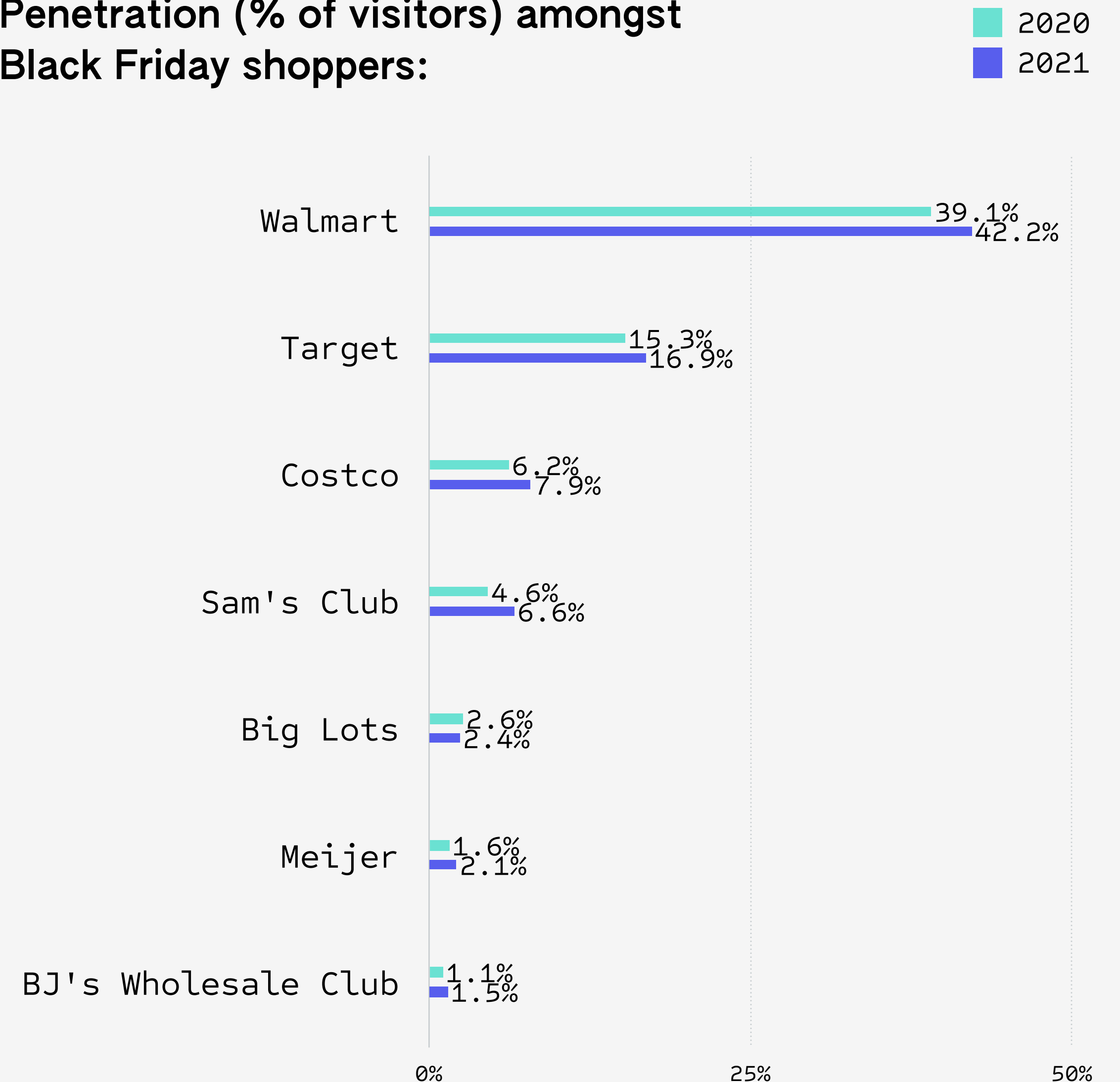
Target
Best Buy
Apple Store
GameStop

2021 Black Friday shoppers were shopping for holiday gifts all in one place

Key Insights:

Walmart continued to show the highest penetration amongst Black Friday shoppers this year, surpassing the % of shoppers in 2020 by roughly 3 % points. Target, Costco and Sam's Club also saw an increased number of shoppers on Black Friday this year compared to 2020.

Penetration (% of visitors) amongst Black Friday shoppers:



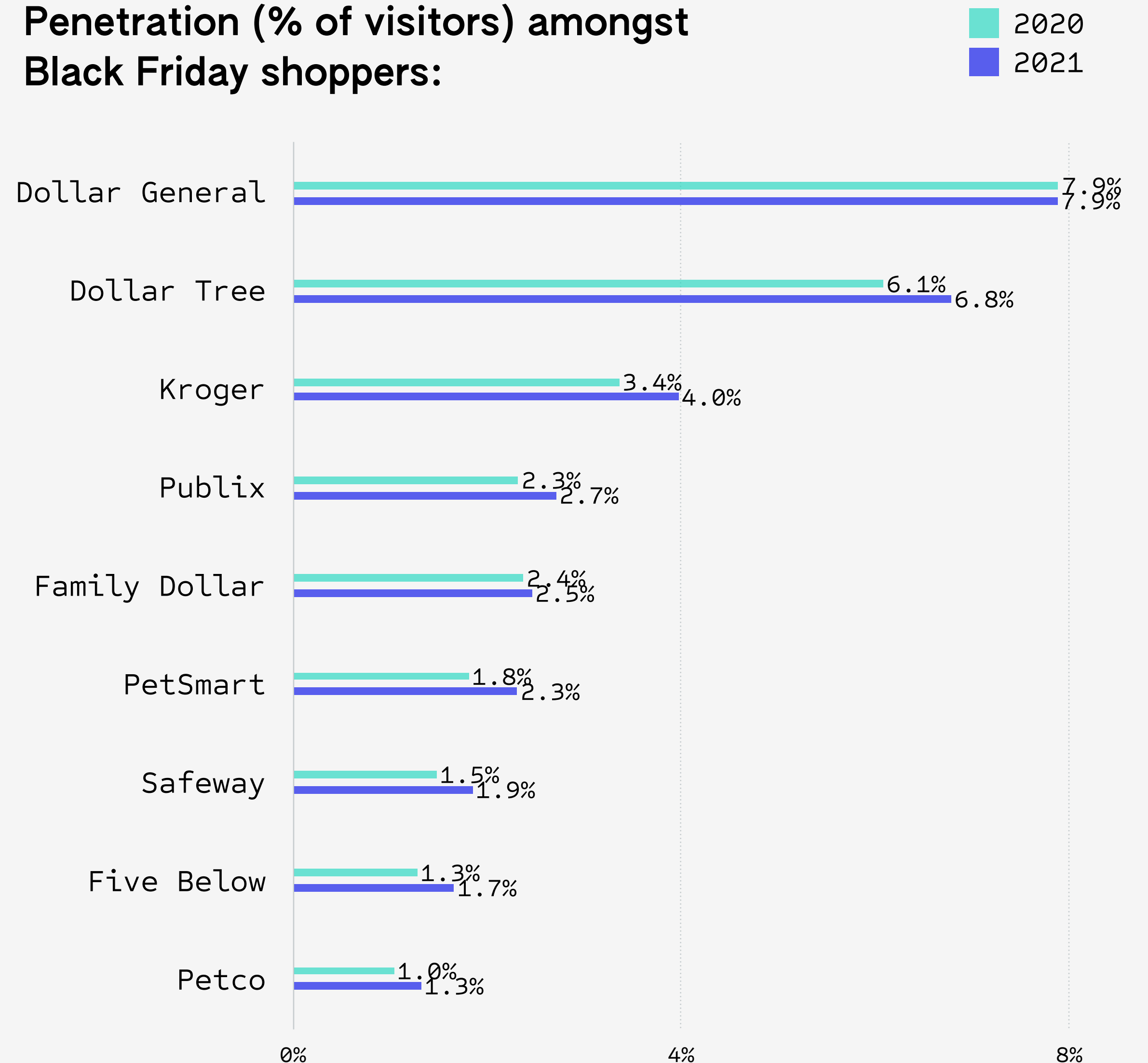
2021 Black Friday shoppers were shopping for everyday essentials

Key Insights:

Most discount, grocery and pet supply retailers saw an increase in the number of in-store shoppers during Black Friday weekend this year compared to 2020.

Dollar General stores saw the highest penetration amongst Black Friday shoppers compared to other discount store chains such as Family Dollar and Five Below (though fairly consistent with 2020).

Penetration (% of visitors) amongst Black Friday shoppers:



Foursquare data from Black Friday weekend 2020 (November 27-29 2020)
& Black Friday weekend 2021 (November 26-28 2021)

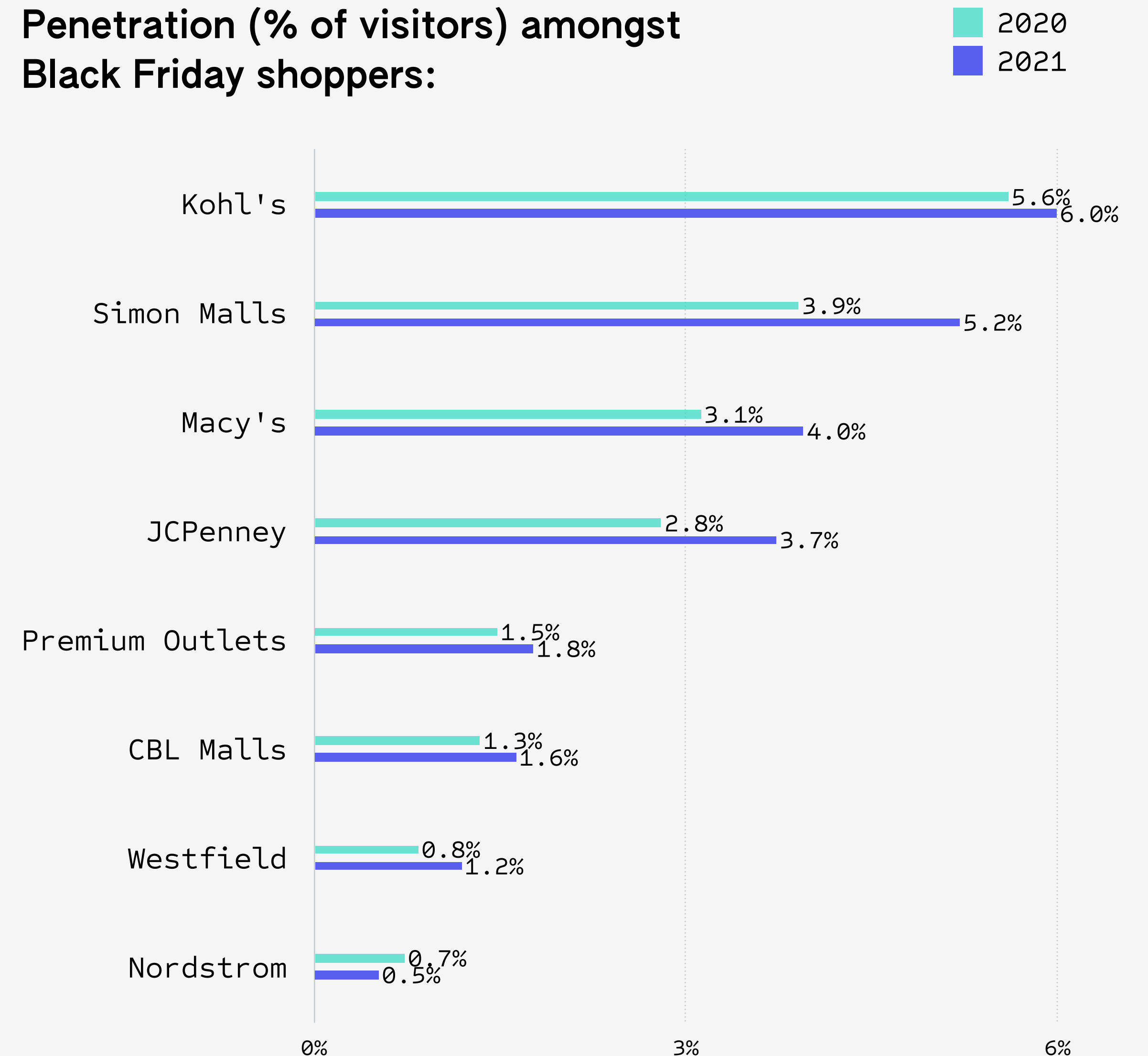
2021 Black Friday shoppers were visiting shopping malls & department stores

Key Insights:

32.4% of Black Friday shoppers visited a shopping mall this year. In fact, **Simon Malls**, **CBL Malls** and **Westfield** malls all saw an uptick in number of shoppers this Black Friday compared to last year, indicating that shopping are more willing to brave crowded shopping centers compared to 2020.

Department stores like **Kohl's**, **Macy's** and **JCPenney** also saw a notable uptick in penetration during Black Friday weekend. **Kohl's** continued to see the highest percentage of Black Friday shoppers compared to other department store chains.

Penetration (% of visitors) amongst Black Friday shoppers:



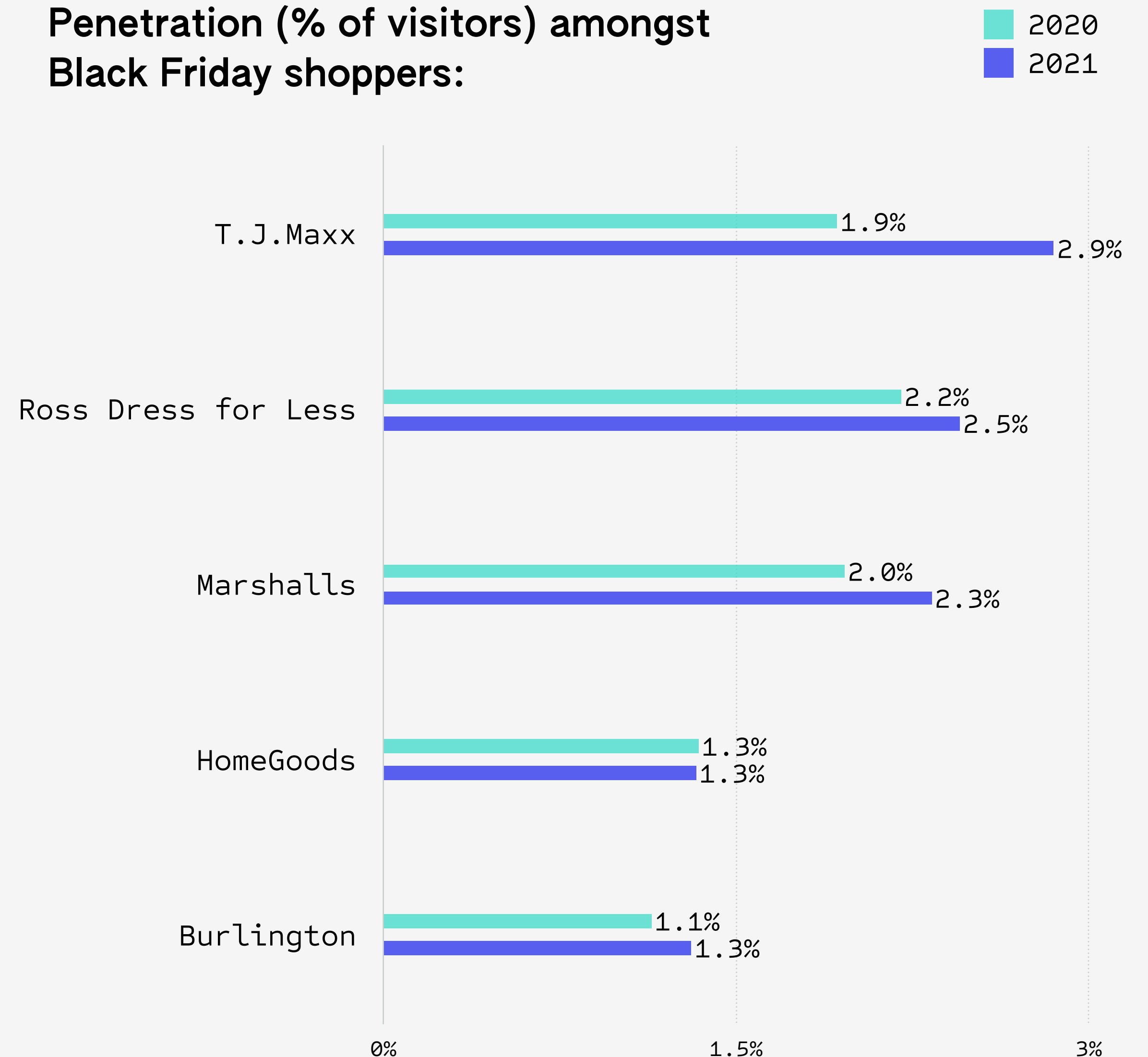
7% of Black Friday shoppers visited an **off-price retailer** this year

Key Insights:

7.3% of Black Friday shoppers visited an **off-price retail store** (including T.J. Maxx, Marshalls, HomeGoods, Burlington and Ross Dress For Less) this year, up from 6.5% of shoppers during Black Friday weekend in 2020.

T.J. Maxx stores saw the highest penetration amongst Black Friday shoppers this year. This chain also saw the biggest increase in penetration from last year (up +1 % point). HomeGoods stores saw roughly the same % of in-store shoppers during Black Friday weekend YoY.

Penetration (% of visitors) amongst Black Friday shoppers:



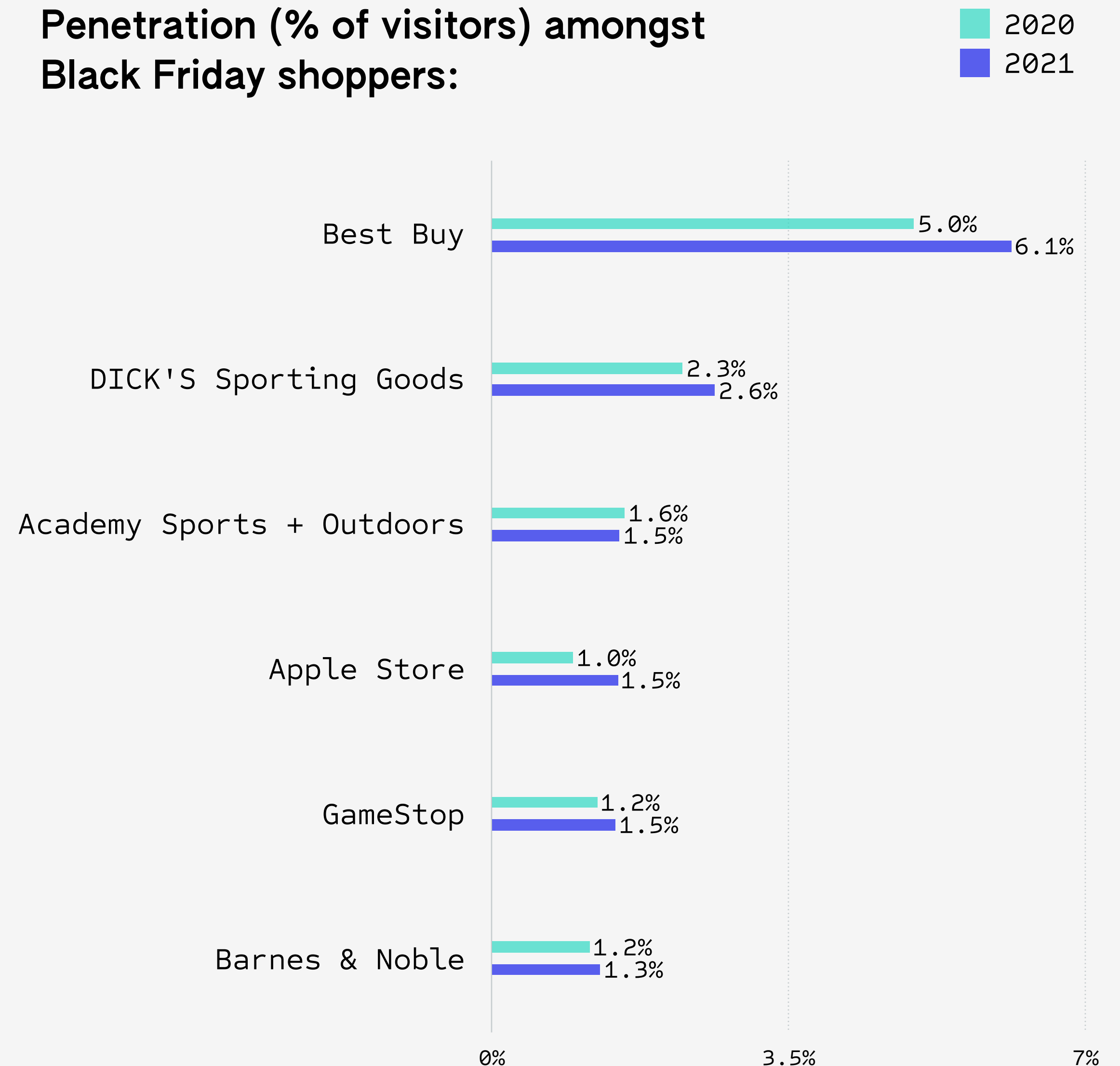
2021 Black Friday shoppers were shopping for **gadgets, gear & accessories**

Key Insights:

Best Buy saw the most notable uptick in % of Black Friday shoppers YoY compared to other electronics & gaming retailers.

Sports equipment is still top of mind for some holiday shoppers. In fact, **DICK'S sporting goods** saw a slight uptick in penetration during Black Friday weekend this year.

Penetration (% of visitors) amongst Black Friday shoppers:

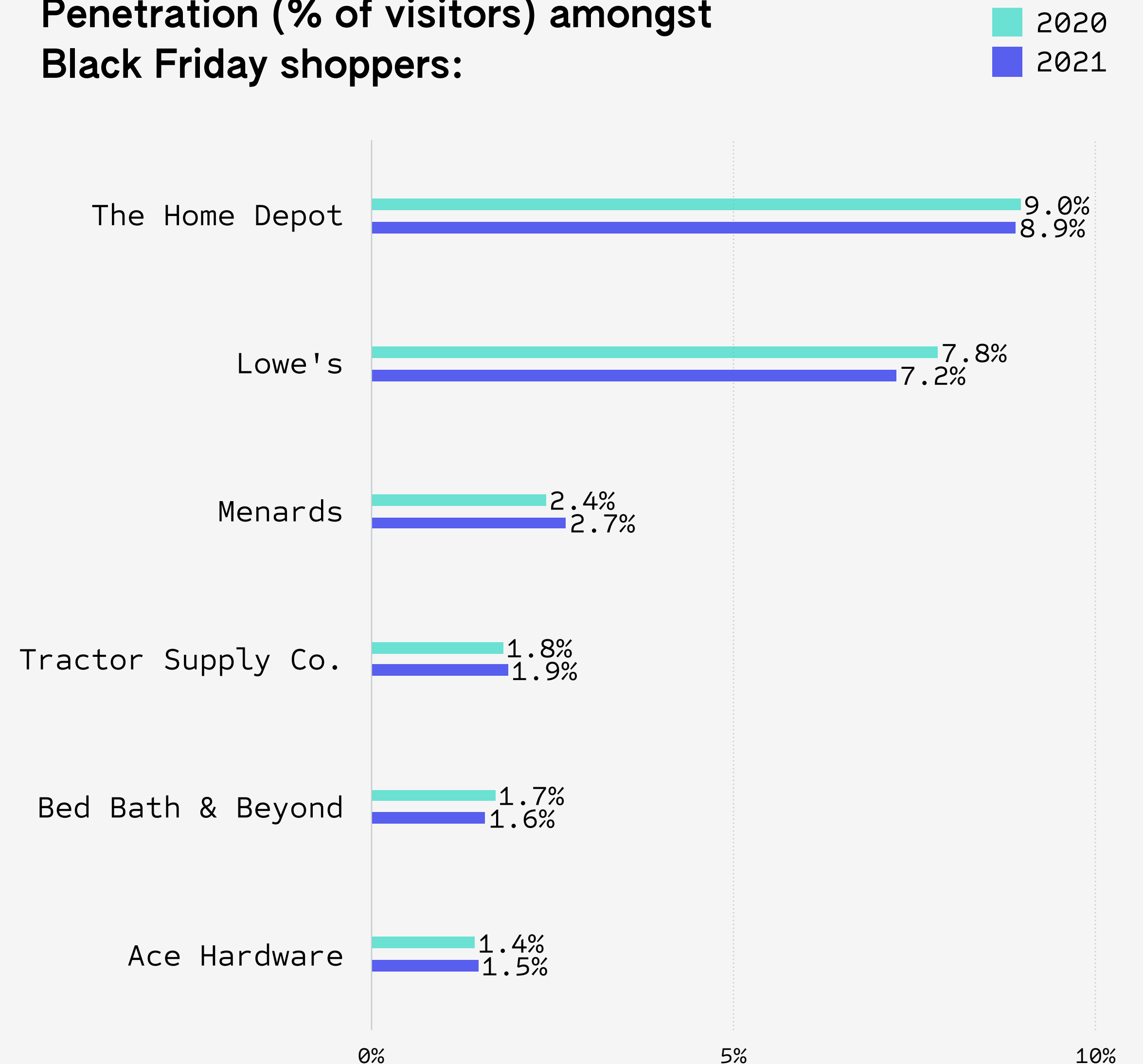


2021 Black Friday shoppers were shopping for home improvement projects

Key Insights:

Hardware stores like The Home Depot and Lowe's saw a slight decrease in the % of Black Friday shoppers this year compared to last year, perhaps indicating that the home improvement trend brought on by the COVID-19 pandemic has started to dissipate and return to pre-pandemic levels.

Penetration (% of visitors) amongst Black Friday shoppers:



Foursquare data from Black Friday weekend 2020 (November 27-29 2020)
& Black Friday weekend 2021 (November 26-28 2021)

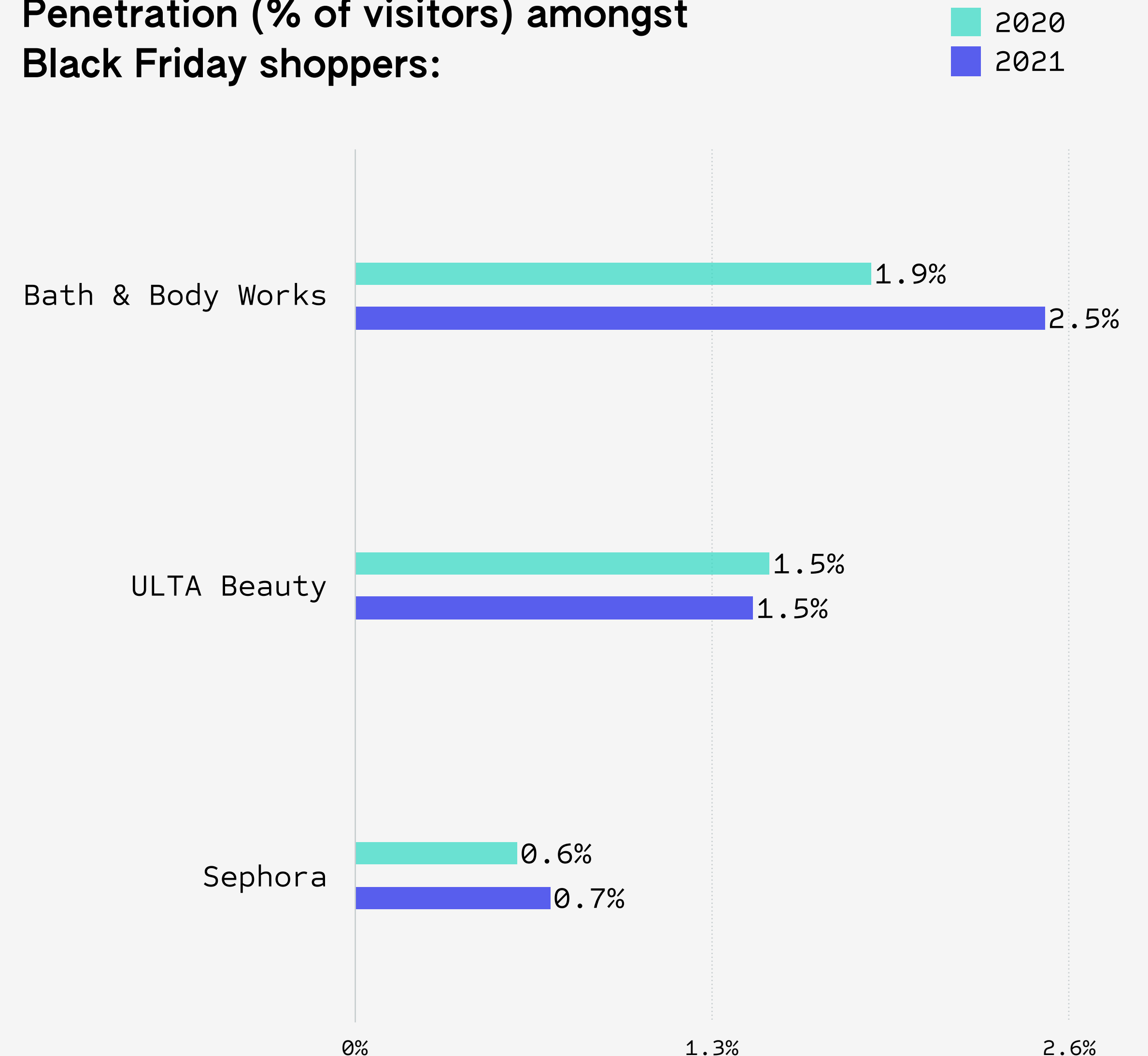
8.7% of Black Friday shoppers visited a **cosmetics retailer** this year

Key Insights:

Bath & Body Works stores saw a notable uptick in shoppers this Black Friday compared to last year.

Less than 1% of Black Friday shoppers visited a Sephora store this year, perhaps indicating that many beauty loyalists are more likely to shop online.

Penetration (% of visitors) amongst Black Friday shoppers:



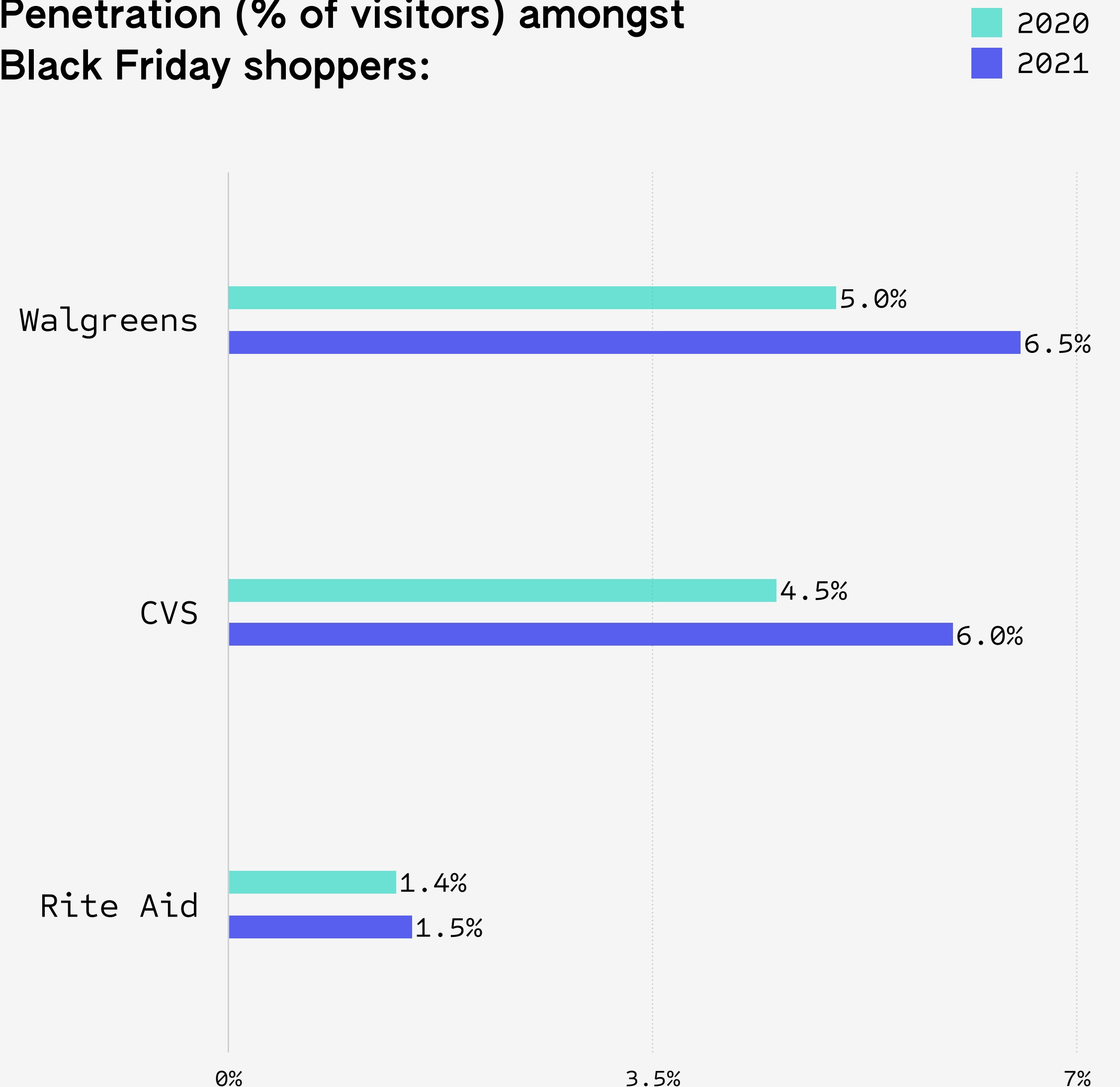
Foursquare data from Black Friday weekend 2020 (November 27-29 2020)
& Black Friday weekend 2021 (November 26-28 2021)

6.1% of Black Friday shoppers visited a **drugstore** this year

Key Insights:

Drugstores saw an uptick in penetration during Black Friday weekend this year compared to 2020, perhaps indicating that more people were out shopping and likely to make a quick stop at a nearby CVS, Walgreens or Rite Aid store before heading home.

Penetration (% of visitors) amongst Black Friday shoppers:



Foursquare data from Black Friday weekend 2020 (November 27-29 2020)
& Black Friday weekend 2021 (November 26-28 2021)

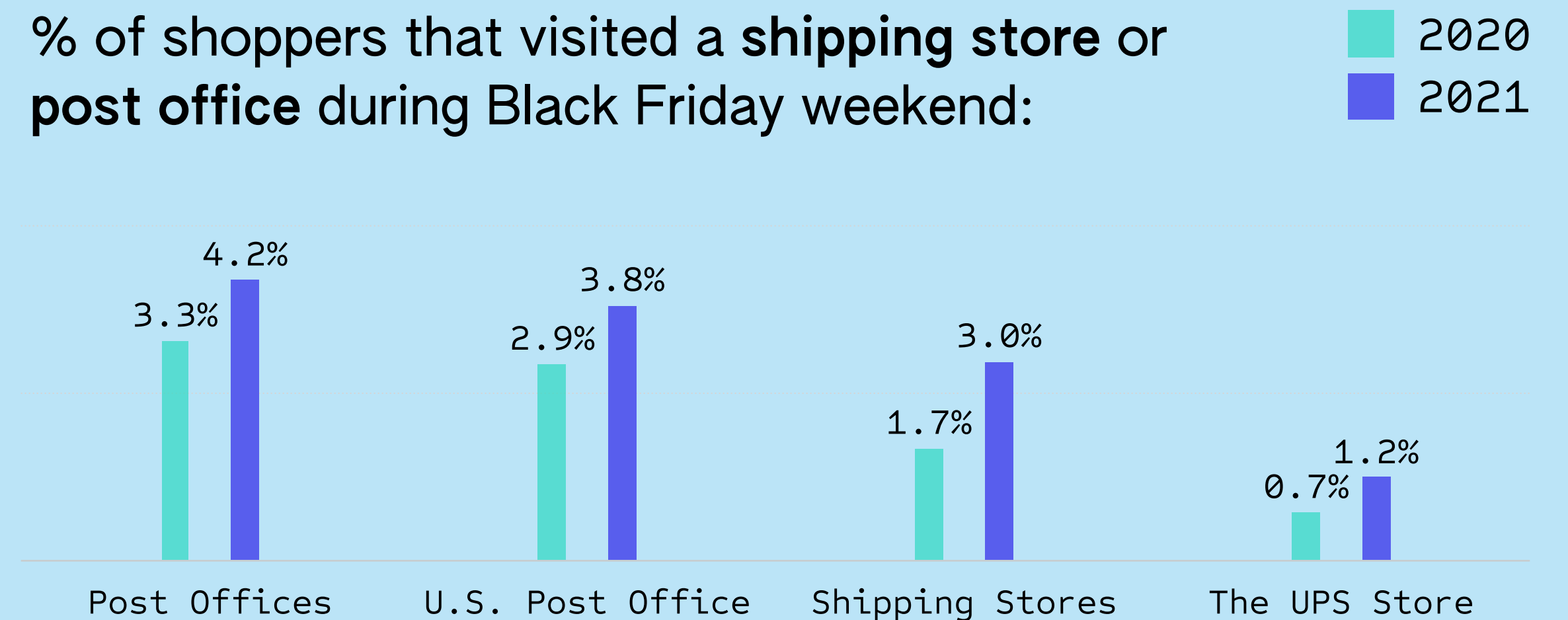
Holiday shoppers are **sending gifts** earlier in the season to avoid shipping delays

Key Insights:

Shipping stores and post offices saw a higher percentage of Black Friday shoppers this year compared to last year, perhaps indicating that consumers are shopping for holiday gifts earlier than usual to ensure they arrive in time for friends & family to open.



% of shoppers that visited a **shipping store** or **post office** during Black Friday weekend:



Holiday shoppers might be in the market for a **new vehicle**

Key Insights:

Foursquare data reveals that Auto dealerships saw even more visits from Black Friday shoppers this year compared to 2020, indicating that some holiday shoppers are in the market for a new vehicle and hoping to take advantage of end-of-year deals.



4%

of shoppers visited an **auto dealership** during Black Friday weekend (up from **3%** of shoppers during Black Friday weekend last year).

Let's take a closer look at foot visitation patterns during Black Friday weekend.

Holiday shoppers were generally spending about **21 minutes** in stores during Black Friday weekend this year

Insight: Holiday deal seekers are more likely to visit retail stores earlier in the day while supplies last.



Roughly **1/3** of all retail store traffic during Black Friday (November 26 2021) occurred **before 12:00pm.**

2021 holiday shoppers are **shopping later in the day** compared to last year

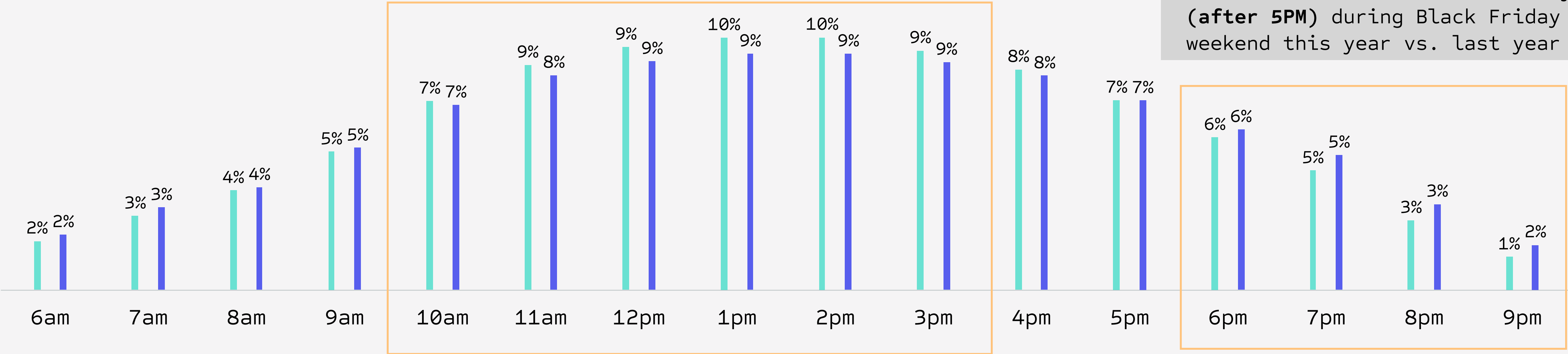
Opportunity: Target holiday shoppers when they're most likely to shop in-stores.

Share of Visits By Retail Stores By Hour

Black Friday weekend 2020
Black Friday weekend 2021

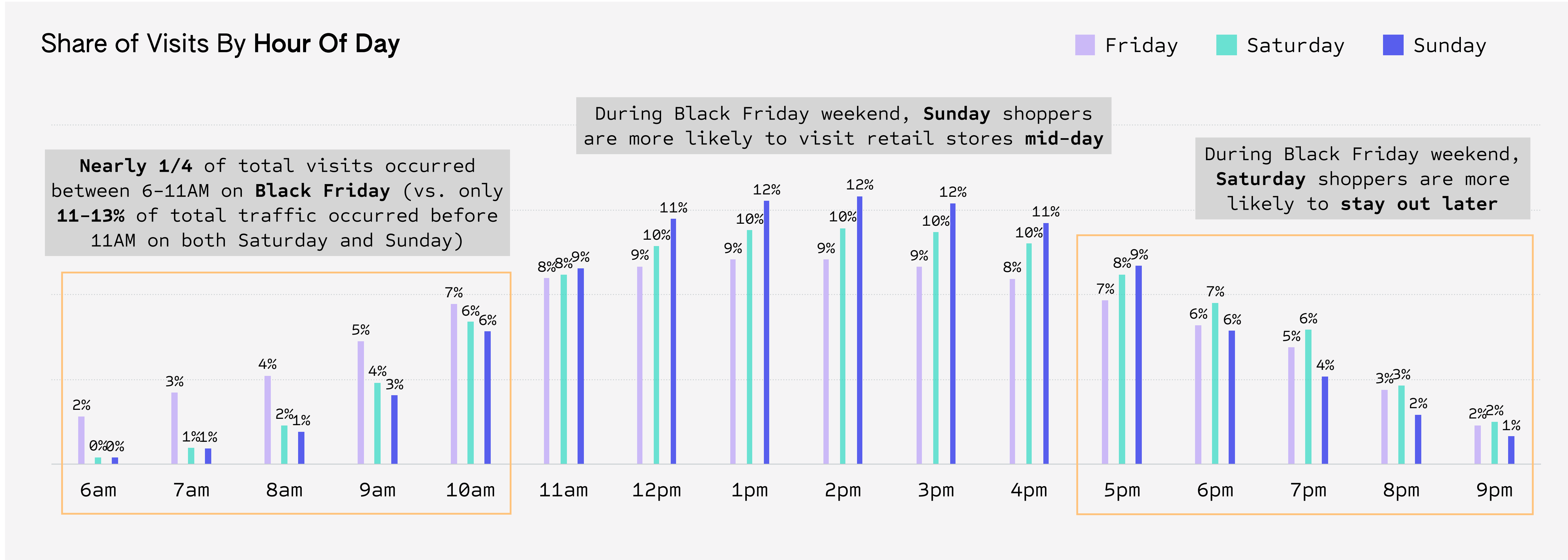
Retail stores saw a higher share of total traffic **throughout the afternoon** during Black Friday weekend last year compared to this year

Retail stores saw a higher share of total traffic **later in the day (after 5PM)** during Black Friday weekend this year vs. last year



Early bird shoppers are getting the best deals; Holiday shoppers are hitting the stores even earlier on Black Friday compared to the rest of the weekend.

Opportunity: Target Holiday shoppers when they're most likely to shop in-stores.



Holiday shoppers were generally spending about **21 minutes** in stores during Black Friday weekend this year

Opportunity: Identify & segment in-store holiday shoppers based on visit behavior.



Median dwell time for **retail stores** during Black Friday weekend (2020 vs. 2021):

21 min

Black Friday weekend 2021

22 min

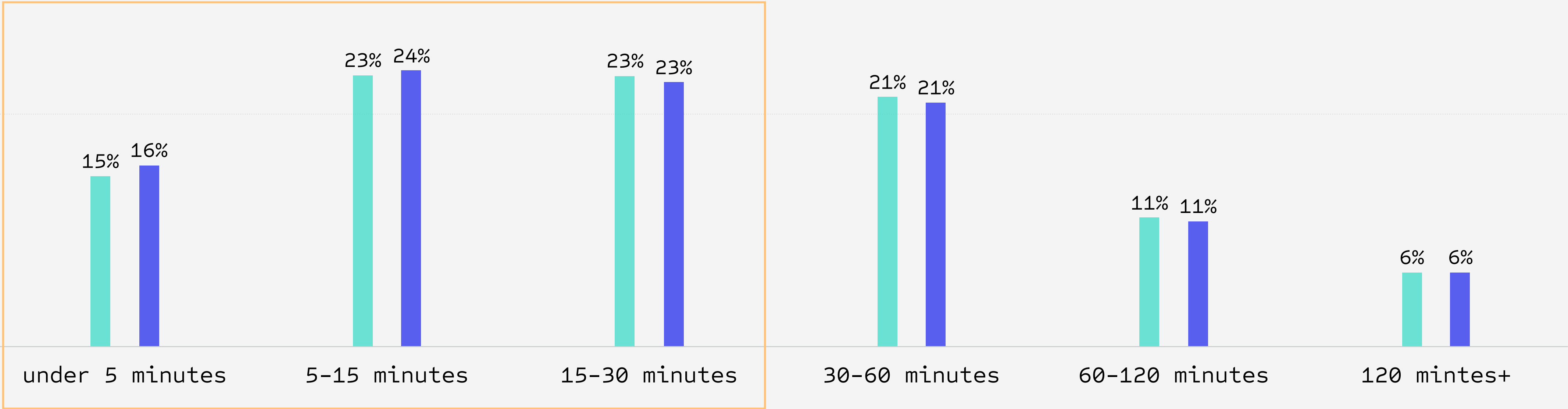
Black Friday weekend 2020

Most Black Friday shoppers spent **less than 30 minutes** in stores

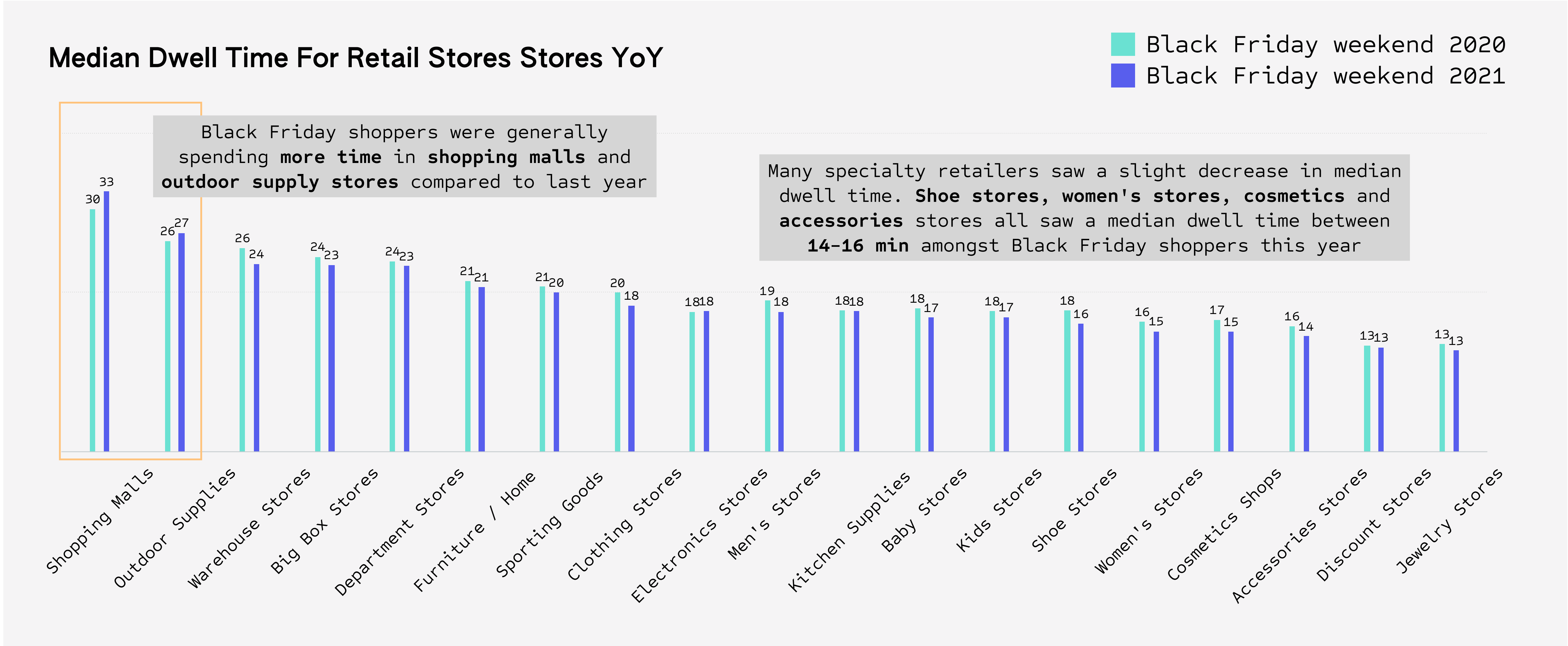
Dwell Time For Retail Stores Stores in 2020 vs 2021

Black Friday weekend 2020
Black Friday weekend 2021

More than 1/2 of retail store visited lasted **less than 30 minutes** during Black Friday weekend this year, perhaps indicating that many shoppers are still taking advantage of in-store pick up services for online orders



Holiday shoppers are spending slightly more time in **shopping malls** compared to last year



Holiday shoppers are spending more time in store on **Black Friday** compared to the rest of the weekend

In fact, retail stores saw even higher penetration on Saturday & Sunday respectively compared to traffic on Black Friday alone, indicating that many in-store deals likely extended throughout the entire weekend.



Median Dwell Time (in minutes) in retail stores amongst Black Friday shoppers in 2021 vs. 2020:

**November 26
(Black Friday)**

22.7

down from 23.1
min in 2020

**Saturday,
November 27**

20.1

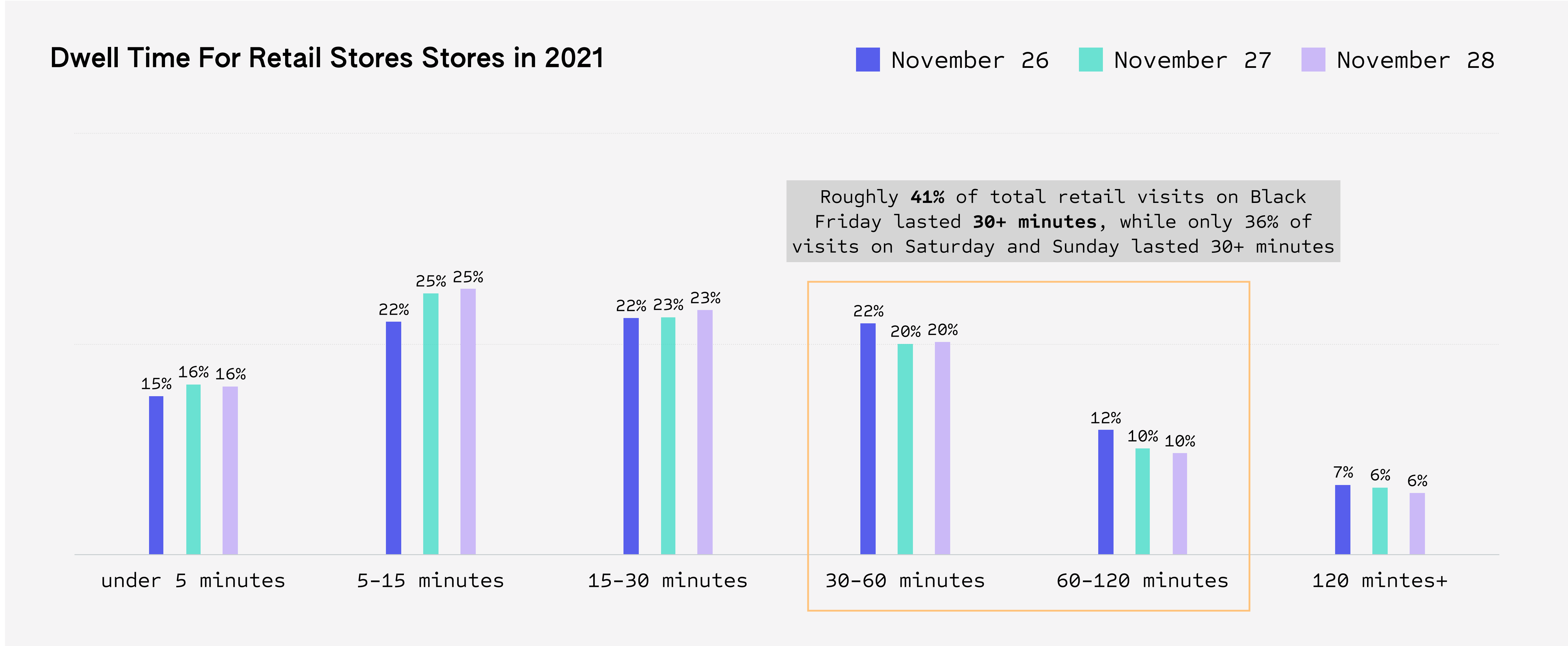
down from 21
min in 2020

**Sunday,
November 28**

19.8

down from 20.7
min in 2020

Holiday shoppers were spending even more time in stores on **Black Friday** compared to the rest of the weekend



Holiday shoppers are willing to **travel further** to shop in stores this year

2021 Black Friday shoppers traveled even further to visit retail stores compared to Black Friday shoppers last year, perhaps indicating that shoppers are willing to travel further from home in search of in-stock items.

Opportunity: Reach holiday shoppers within proximity of certain retail stores.



Median distance from home (in miles) to visit a **retail store** during Black Friday weekend:

7.2 mi

Black Friday
weekend 2021

6.7 mi

Black Friday
weekend 2020

Holiday shoppers were traveling furthest for shoes & kitchen supplies

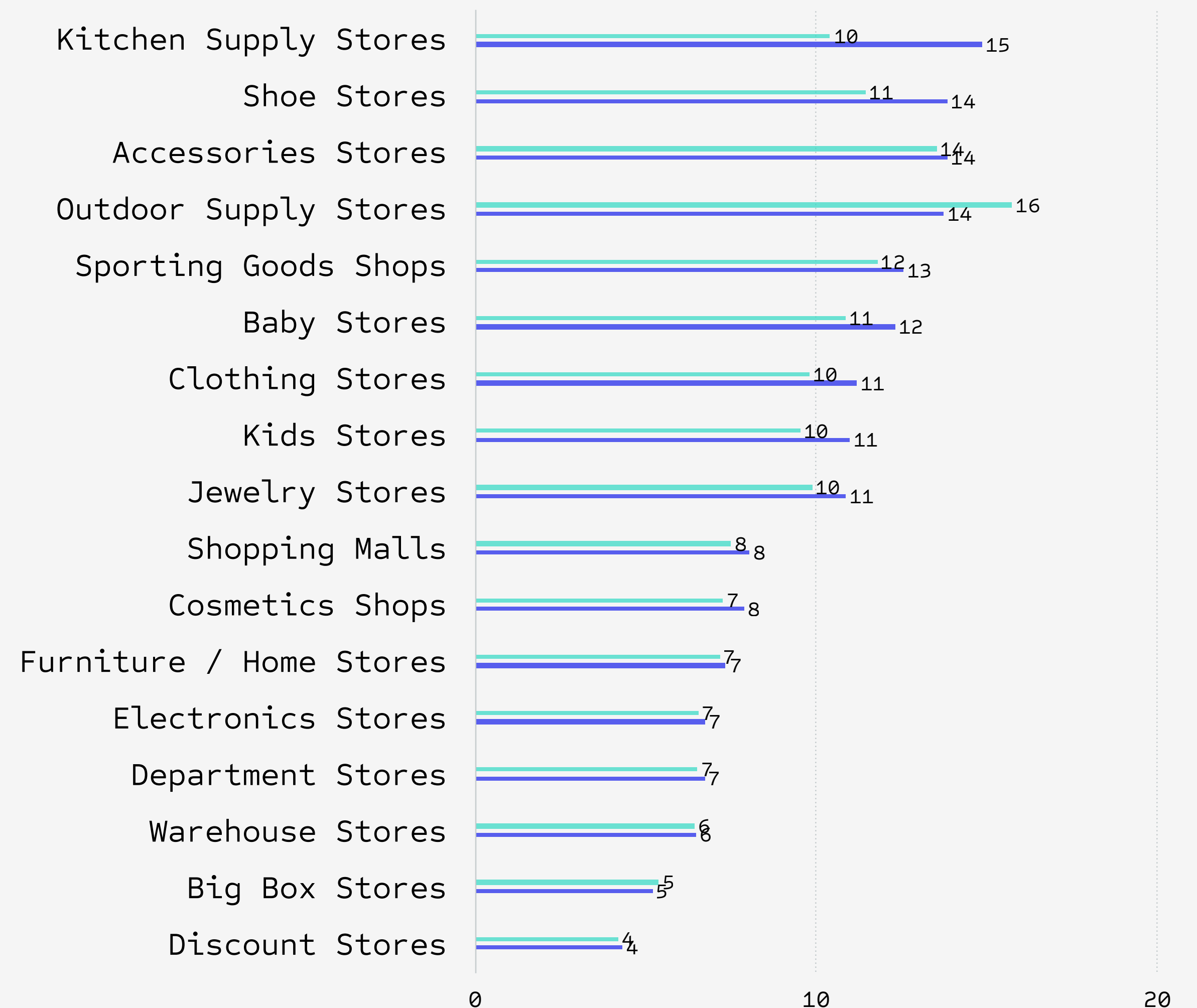
Key Insights:

Black Friday shoppers traveled **14-15 miles** on average to visit **shoe stores** and **kitchen supplies stores** this year (up from 10-11 miles on average in 2020).

Black Friday shoppers were traveling less distance to visit **sporting goods stores** this year (16 miles) vs. Black Friday 2020 (14 miles), perhaps indicating less popularity amongst holiday shoppers and gift givers.

Average distance traveled in miles (from home) to visit:

Black Friday weekend 2020
Black Friday weekend 2021



Foursquare data from Black Friday weekend 2020 (November 27-29 2020)
& Black Friday weekend 2021 (November 26-28 2021)

The path to the **Black Friday shopping**

Opportunity: Target **holidays shoppers** before and after their journey to a **retail store** to intercept them in moments of consideration.



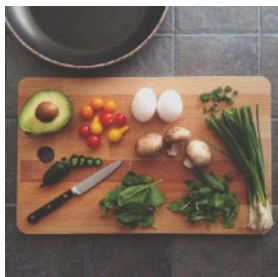
Casual Diners

These shoppers are burnt out from Thanksgiving cooking & hosting, and are more likely to dine out at restaurants in the days that follow.



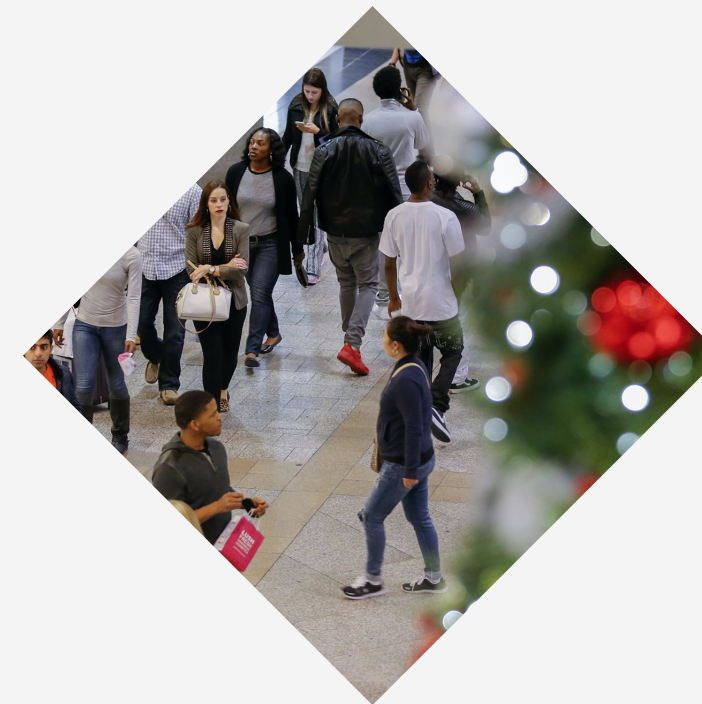
Theater Goers

These cinematic enthusiasts are perhaps more likely to visit movie theaters located within or nearby shopping malls.



Holiday Hosts & Guests

These holidays shoppers are running errands and prepping for holiday gatherings with friends & family.



Places Visited Before

- Coffee Shops
- Salons & Barbershops
- Banks
- Diners
- Burger Joints
- Gas Stations
- Bakeries

Retail Stores (Black Friday Shopping)

Places Visited After

- Movie Theaters
- Gourmet Shops
- Health & Beauty Services
- Chinese Restaurants
- Wine Shops
- Italian Restaurants
- Dessert Shops

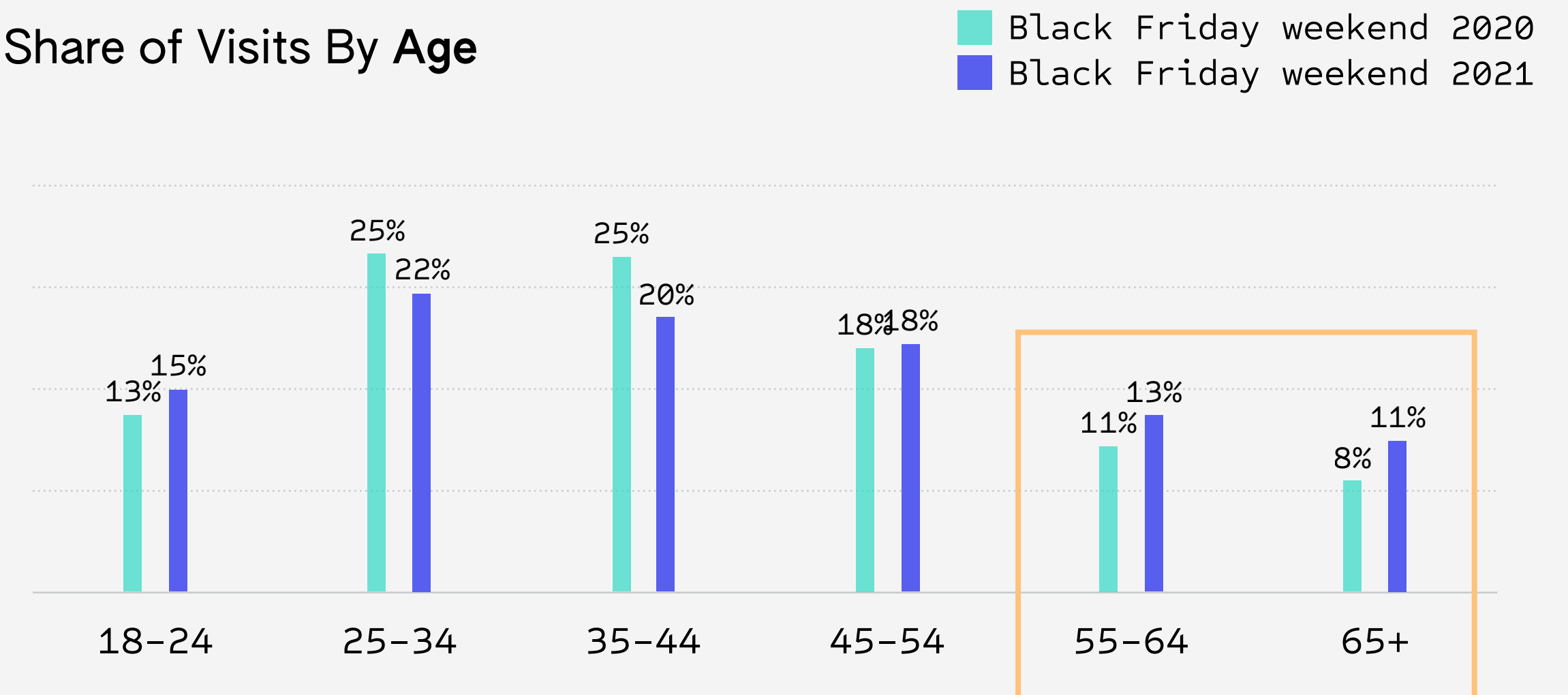
So, who are these Black Friday shoppers?

Retail stores are seeing an uptick in traffic from **older holiday shoppers, ages 55+.**

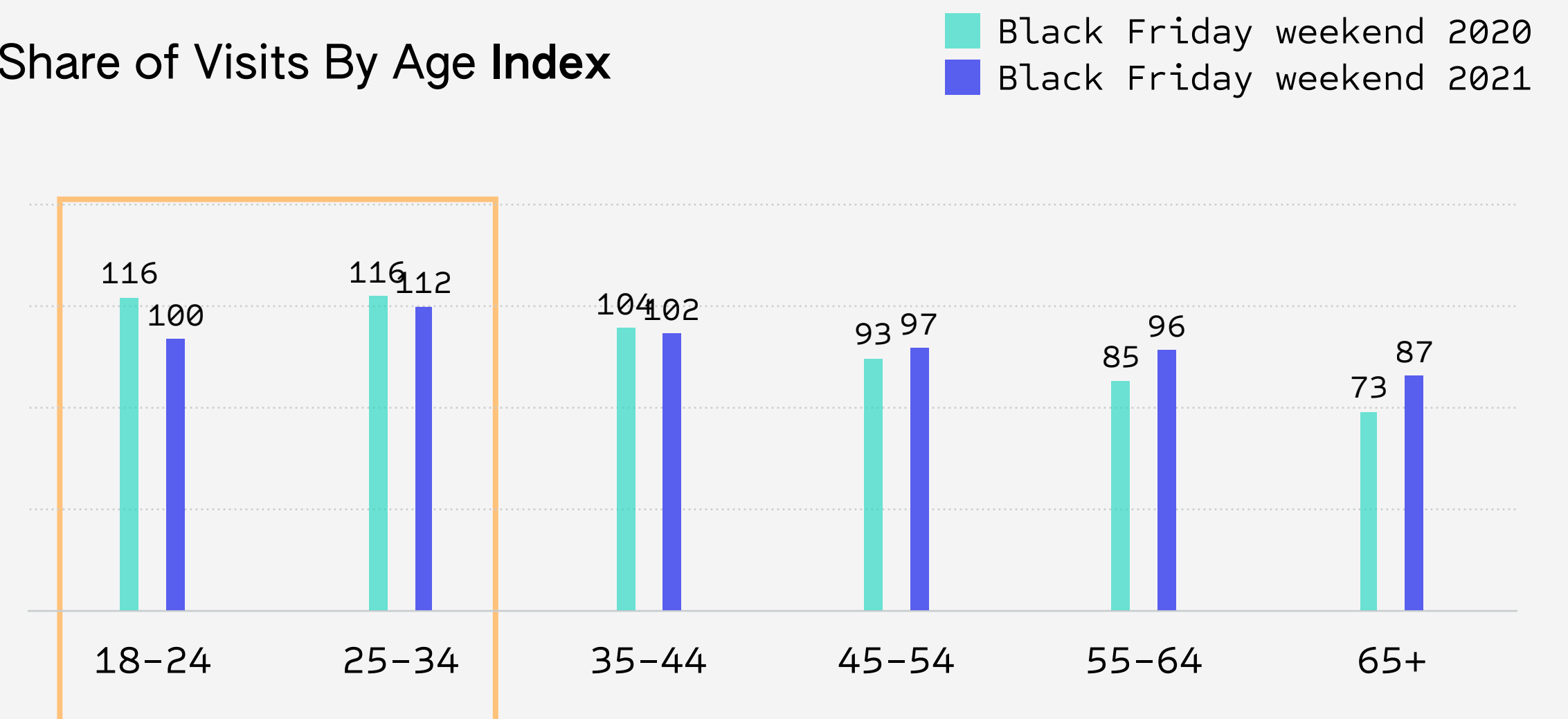
However, younger shoppers ages 18-34 over-index most vs. Foursquare's overall panel.

Opportunity: Identify & segment in-store holiday shoppers based on visit behavior.

Share of Visits By Age



Share of Visits By Age Index



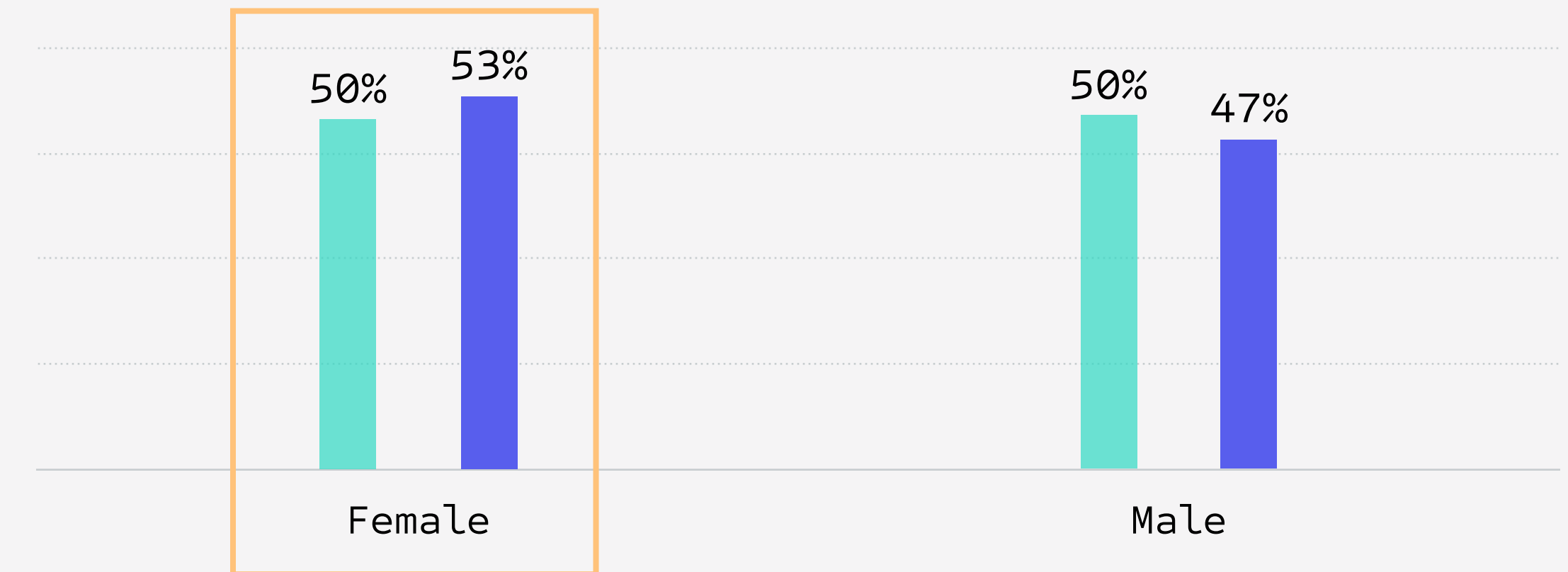
Retail stores are now seeing a higher share of traffic from **female** holiday shoppers.

In fact, female holiday shoppers over-index vs. Foursquare's overall panel.

Opportunity: Identify & segment in-store holiday shoppers based on visit behavior.

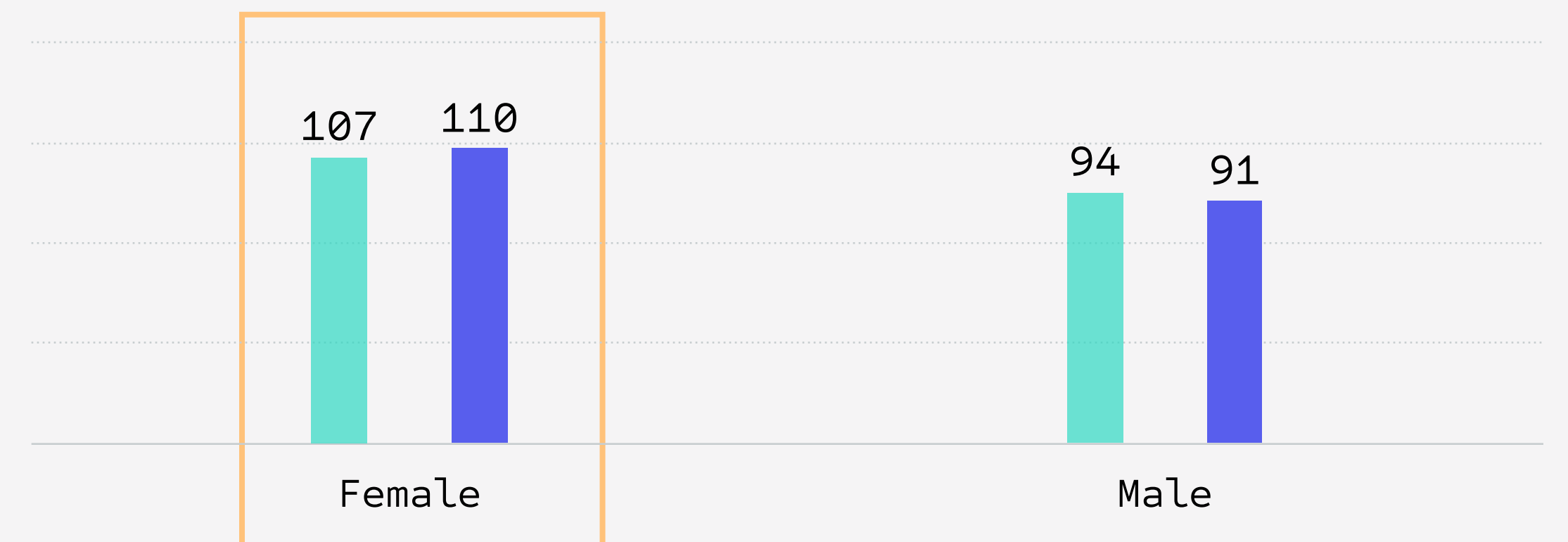
Share of Visits By Gender

Black Friday weekend 2020
Black Friday weekend 2021



Share of Visits By Gender Index

Black Friday weekend 2020
Black Friday weekend 2021



In addition to shopping, Black Friday shoppers were 'out and about' in other ways this year



Fast Food & Casual Dining

46% of Black Friday shoppers visited a **fast food restaurant**

12% of shoppers visited a **breakfast spot**, and **22%** of shoppers visited a **coffee shop**

Top visited QSR chains:

McDonald's
Taco Bell
Chick-fil-A
Subway
Dunkin'



Entertainment & Nightlife

23% of Black Friday shoppers visited a **bar**

5% of Black Friday shoppers visited a **movie theater** during that weekend

2.6% of Black Friday shoppers visited **music venues** and **casinos**



Hosting & Attending Holiday Gatherings

8-11% of Black Friday shoppers visited **dessert shops** or **bakeries**

3-6% of Black Friday shoppers visited **liquor stores** or **wine shops**

2.4% of Black Friday shoppers visited a **health or beauty service** during Black Friday weekend



Travel & Tourism

13% of Black Friday shoppers visited a **hotel**, and **4%** of Black Friday shoppers visited an **airport** that same weekend

Don't forget about road trippers! **2.7%** of shoppers visited a **rest area**. These travelers were making stops at:

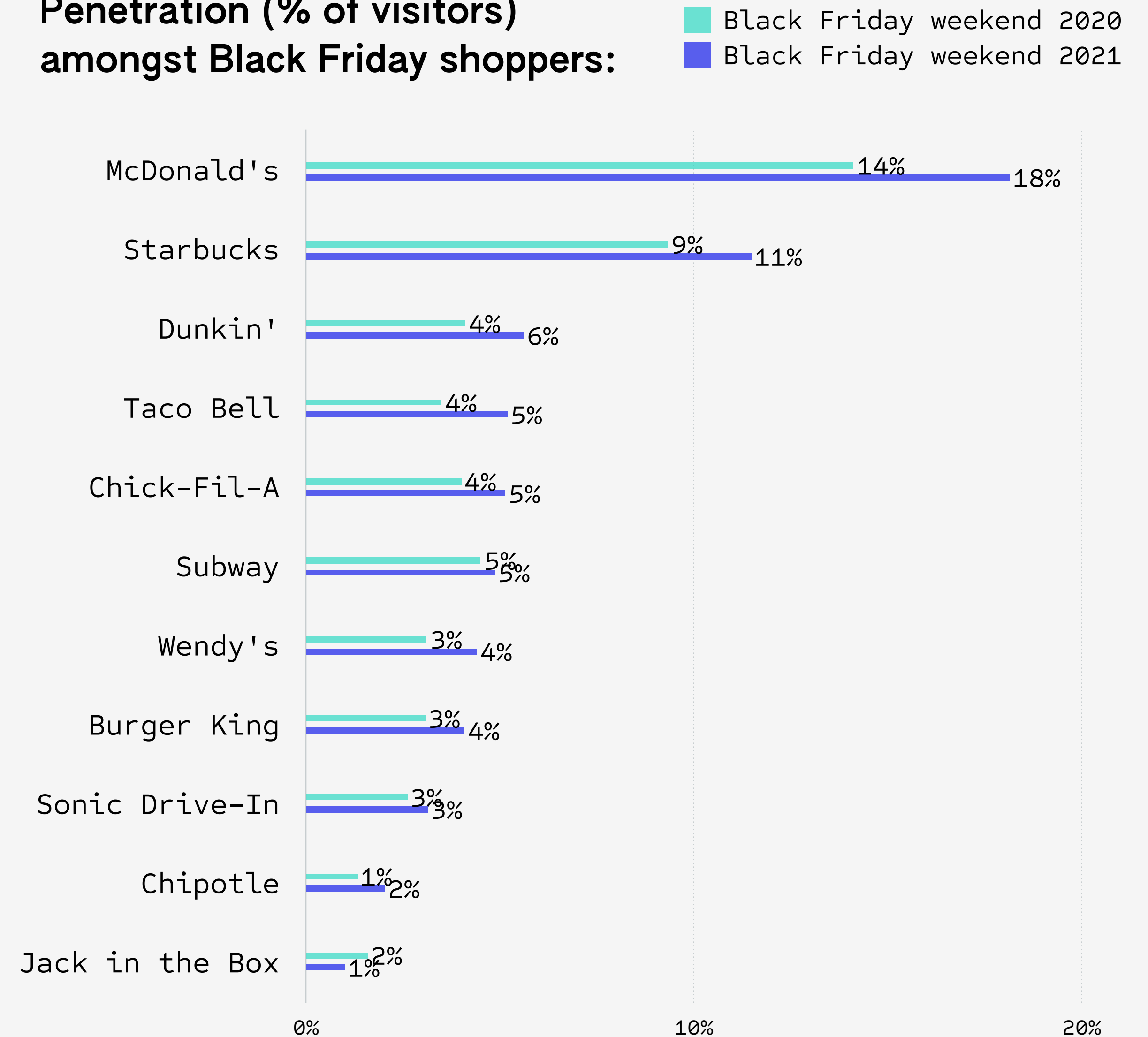
Shell
7-Eleven
BP
Pilot Travel Centers

Black Friday shoppers have an affinity for **fast food**

Key Insights:

After all the prepping and hosting that goes on around Thanksgiving, consumers are hungry for a quick & convenient meal in the days that follow. In fact, most fast food chains saw even more traffic from Black Friday shoppers this year compared to last year, indicating that a higher percentage of shoppers were more likely to refuel amidst a full day of shopping.

Penetration (% of visitors) amongst Black Friday shoppers:



Foursquare data from Black Friday weekend 2020 (November 27-29 2020)
& Black Friday weekend 2021 (November 26-28 2021)

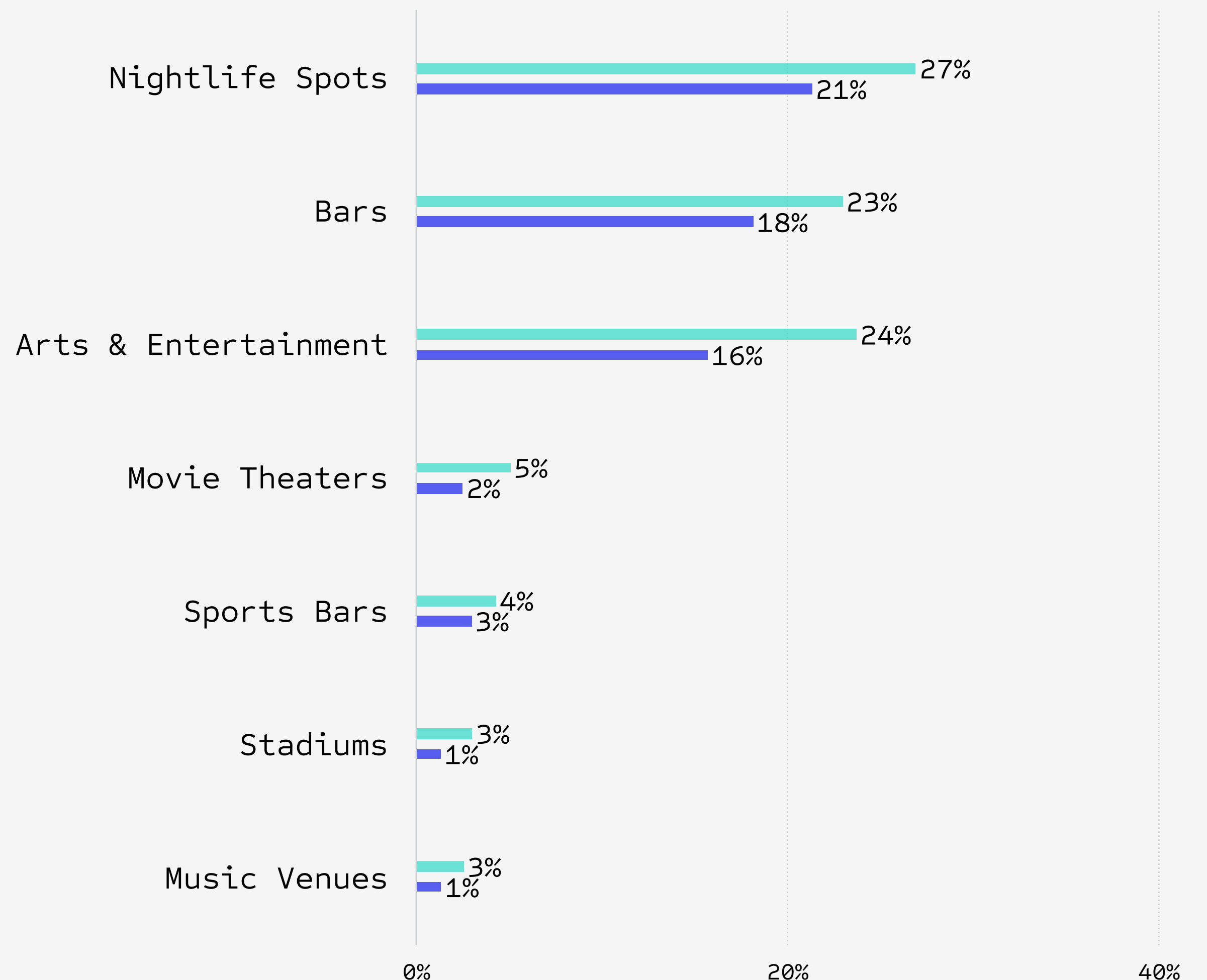
Black Friday shoppers are also entertainment & nightlife enthusiasts

Key Insights:

Location data reveals that nightlife & entertainment venues are seeing an even higher percentage of visits from holiday shoppers this Black Friday as compared to last year. In fact, roughly 1/4 of Black Friday shoppers visited an arts & entertainment venue during Black Friday weekend, while movie theaters saw more than double the penetration amongst Black Friday shoppers this year.

Penetration (% of visitors) amongst Black Friday shoppers:

Black Friday weekend 2020
Black Friday weekend 2021



Foursquare data from Black Friday weekend 2020 (November 27-29 2020)
& Black Friday weekend 2021 (November 26-28 2021)

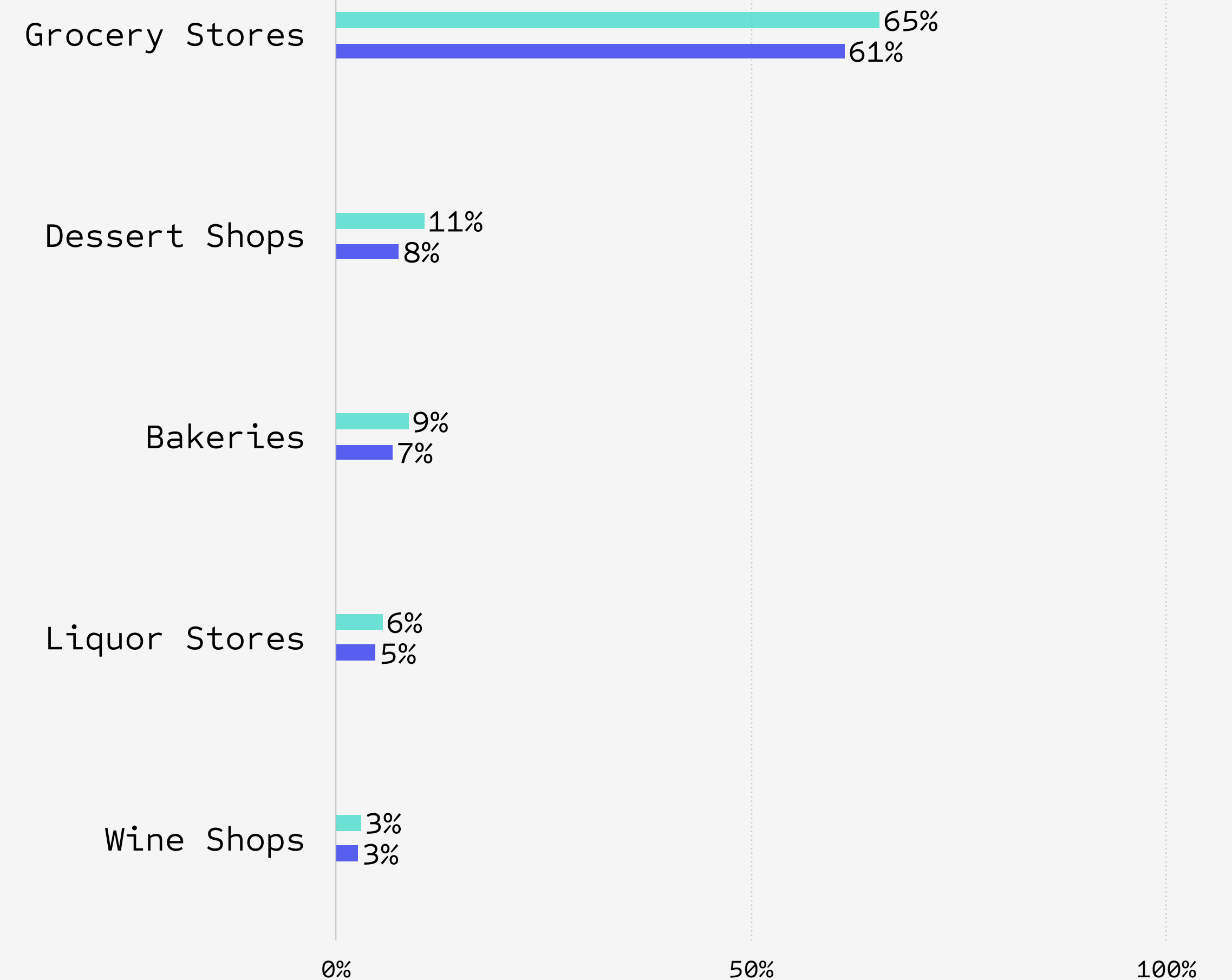
Black Friday shoppers are hosting & attending **holiday gatherings**

Key Insights:

Foursquare data reveals that Black Friday shoppers continued to host and attend holiday gatherings throughout the weekend following Thanksgiving. In fact, liquor stores, bakeries and dessert shops all see even more visitors during Black Friday weekend this year compared to last year.

Penetration (% of visitors) amongst Black Friday shoppers:

Black Friday weekend 2020
Black Friday weekend 2021



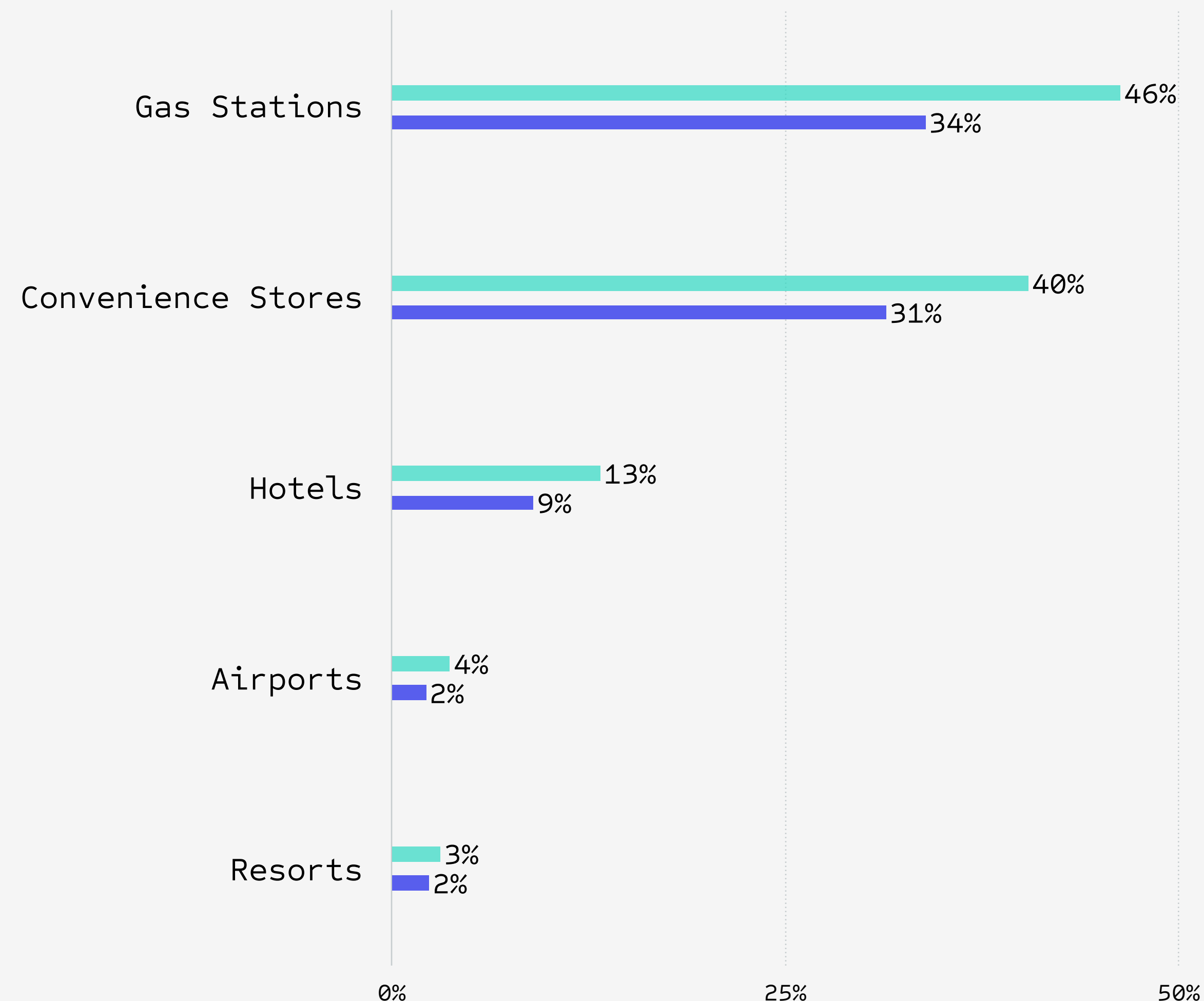
Black Friday shoppers might also be **holiday travelers**

Key Insights:

Location data verifies that almost 1/2 of shoppers visited a **gas station** during Black Friday weekend and roughly 13% of shoppers visited a **hotel**. These numbers indicate that some holiday shoppers were away from home for Thanksgiving and more likely to shop for Black Friday deals while on vacation.

Penetration (% of visitors) amongst Black Friday shoppers:

Black Friday weekend 2020
Black Friday weekend 2021



Foursquare data from Black Friday weekend 2020 (November 27-29 2020)
& Black Friday weekend 2021 (November 26-28 2021)

Key Learnings & Takeaways

Key Learnings & Activation Opportunities



Consumers are eager to shop in-stores during the holiday season. In fact, **59%** of Americans visited a retail store during Black Friday weekend this year (up from 49% last year).

OPPORTUNITY

Target consumers around competitor retailer to influence buyer behavior, using location data to identify brands with the highest **penetration, visit frequency, or audience overlap** during the holidays.



Big box retailers continued to outperform specialty retailers during Black Friday weekend this year.

OPPORTUNITY

Intercept key audiences based on their mindset. Consumers often head to a one-stop shop for necessities during the holidays, and may be more likely to pick up gifts from **big box & department stores**.



Consumers' work & home life routines have continued to evolve throughout the pandemic, resulting in **shifting preferences** around shopping, dining & other leisure activities.

OPPORTUNITY

Dynamically optimize messaging to align with the appropriate moment when consumers are **most likely to shop** during the holidays (i.e. earlier in the day & earlier in the week).



Black Friday shoppers are holiday hosts, holiday travelers, fast food fans and nightlife enthusiasts.

OPPORTUNITY

Identify distinct cohorts of consumers based on their **foot traffic patterns** and brand affinities, differentiating deal seekers vs. luxury shoppers, holiday party hosts vs. guests, and planners vs. procrastinators.

Strategic recommendations for brands & marketers.



Segment Audiences

Identify consumers in different life stages with changes in foot traffic patterns, visit frequency & brand affinities



Tap Into Trends

Use taste & trend data to identify consumer preferences, creating programs that drive mass personalization



Reach Consumers With Moment Based Messaging

Dynamically optimize messaging and creative to align with the appropriate moment



Influence Buyer Behavior

Reach key audiences on their path to purchase, intercepting and influencing their journeys



Conquest Competitors

Target consumers in and around competitor locations to change their behavior with conquering messaging



Proximity Target

Identify consumers in & around store locations to drive them to purchase specific products



Leverage Insights

Use insights on lifestyles & brand preferences to influence future growth initiative



Measure Impact

Monitor how cross platform advertising is driving visits to store locations, optimizing performance in real-time

Recommended Holiday Targeting Strategies

OPPORTUNITY: Reach consumers who are most likely to shop in-stores during the holidays based on their real-world & online behavior.



Recommended Behavioral Audiences

- 2021 Black Friday Shoppers
- 2021 Holiday Gift Shoppers
- Big Box Shoppers
- Affluent Gift Givers
- Value-Conscious Shoppers
- Female Gift Givers
- Walmart Loyalists
- Children's Clothing Shoppers
- Millennial Shoppers



Recommended Proximity Audiences

- At or Nearby a Big Box Retailers
- At or Nearby a Wholesale Club
- At or Nearby a Mall or Department Store
- At or Nearby a Walmart Stores
- At or Nearby a Discount Store
- At or Nearly an Outlet Mall
- At or Nearby an Off-Price Retailers



Recommended Online Interest Audiences & Heavy-ups

- Gifts
- Party & Holiday Supplies
- Discount & Outlet Stores
- Toys & Games
- Home Improvement & Decor

Thank You

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