



GroundTruth

Retail Playbook

Insights & Strategies to Boost In-Store Sales

Ready to Revenge Shop

Shoppers are ready to make up for lost time. As vaccines roll out, stimulus checks roll in, and restrictions lift, consumers are looking for ways to get back to everyday living and spending. This means new wardrobes for stay-at-home hibernators in the summer, back-to-school supplies in the fall, and a likely increase to in-person shopping ahead of the holidays.

While online shopping, curbside pick-up, and same-day delivery provided shoppers with safe and convenient solutions during a difficult time, people are ready to head back into stores. According to a recent Harris Poll, **62%** of consumers plan to shop in-store at least once a week this spring¹. Aside from in-store visits, early signs also point to an uptick in sales. The U.S. Commerce Department reported that retail trade sales were up almost **27% YoY** in March 2021², ending Q1 on a high note.

As new challenges and opportunities arise, retailers and brands can lean on visitation data to fuel marketing campaigns with more effective spend, eliminate wasted impressions, and efficiently drive and measure impact on store visits.

Changes in Shopper Behavior

Recent shifts in shopping trends.

62%

of consumers plan to shop in-store at least once a week this spring¹

Retail sales are expected to increase by

6.5 - 8.2%

in 2021³

Apparel sales up

105%

YoY as of March 2021⁴



Good Returns

While the impact of the pandemic was felt across every industry over the past year, retail-related categories were impacted differently in 2020. Some stores, like Home Improvement and Pharmacies, actually saw an increase in foot traffic at the onset of the pandemic according to GroundTruth visitation data.

Retailers who sold non-essential goods were the most negatively impacted as stay-at-home orders hit all time highs. Off-Price, Department, and Footwear Stores were among the non-essential categories that saw the sharpest drops in foot traffic visitation in March and April 2020.

Even as retailers and consumers alike adjusted to digital-first and contact-free solutions, the demand for things like party dresses and resort wear were replaced with carts full of athleisure, at-home gym equipment and home office staples.

Although foot traffic to retail locations was unsurprisingly down **10%** in Q1 2021 YoY⁵, March 2021 visitation patterns ended on an incline trend, indicating the start of a healthy return to in-store shopping nationwide.



Most Impacted Retail Categories at the Onset of the Pandemic⁵

Time period: 3/12/20 – 4/30/20 compared to 3/1/20 – 3/31/21.

- » Off-Price: Foot traffic ↓ 63%
- » Department Stores: Foot traffic ↓ 58%
- » Footwear: Foot traffic ↓ 54%

U.S. Visitation Patterns to Key Retail Categories⁵ Q1 2021



Benefits of Driving In-Store Visits

Shopping from the couch is easy. Why should retailers focus on driving shoppers in-store?

Customer Experience

The top reason shoppers choose to shop at a physical retail store is to sample a product before purchase.

Convenience

While online shopping has its benefits, nothing beats the instant gratification of walking out with your new item.

Cost Savings

An in-store visit means saving on shipping fees, for both retailers and shoppers. Not to mention, it cuts down on the cardboard!

79%

of shoppers are motivated to shop in-store to touch and try on products⁶.

72%

of millennials prefer to skip the delivery wait and head in store to buy a product instantly⁶.

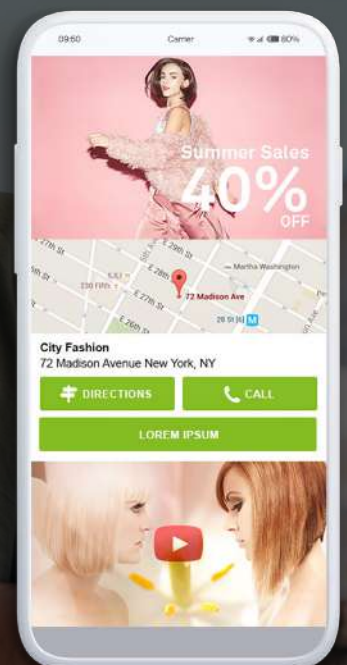
63%

of retailers say offering expedited shipping has hurt their margins⁷.

Key Customer Profiles

Get the “W” by focusing on the “L’s”

- » **Loyalists:** Brand loyalty was trounced by factors like price and convenience in 2020. Retailers should reengage with past Loyalist audiences and nurture those relationships with regular incentives related to interests and past purchases. GroundTruth can create a Loyalists location-based audience based on a designated lookback window and visit frequency. We can also layer your first-party data to refine or increase your targeting.
- » **Lookalikes:** Visitation patterns and consumer behavior shifted in various ways throughout the past year. One way to extend the reach of your marketing campaigns during major retail events is to incorporate “lookalike” audiences. GroundTruth builds these audiences based on key visitation patterns that are similar to a brand’s loyal customer base. This helps to broaden your reach in order to attract new shoppers with relevant messaging to drive them in-store.
- » **Lapsed Customers:** Time to recapture what’s been lost. While consumers suspended some retail spend on non-essentials in 2020, current data trends indicate that they’re ready to head back in-store. Getting in front of this audience with the creative branding and personalized ads can influence them to come back sooner.



Reach High Value Audiences

Every campaign is unique so tactical strategies should be based on that campaign's unique goal. Below are a few recommendations to drive results based on a campaign's KPIs.

Drive In-Store Visits

- » **Loyalists:** Connect with Loyalists based on the frequency of their visitation to specific locations to help ensure you don't lose them to competitors. Conversely, you can also avoid targeting these audiences during campaigns that are solely focused on generating new customers.
- » **Proximity + Location-Based Audiences:** Combine real-time targeting with historical behaviors. You can layer on Location-Based Audiences to your Proximity Targeting efforts to reach relevant customer segments when they're within the designated radius a specific location and influence them to visit your location while they're nearby.
- » **High-Movement Audiences:** Reach shoppers who are ready to make non-essential purchases. This audience's mobility indicates that their behaviors are similar to pre-pandemic levels, suggesting that they are more open to making an in-person visit. Ideal for in-store only specials messaging or in-store safety branding.

Boost Brand Awareness

- » **Lookalikes:** Extend your reach with high quality, relevant prospects. GroundTruth analyzes the visitation patterns of those who visit a specific brand's location to build "lookalike" audiences based on your most loyal customers. This helps to capture additional location-based shoppers and reach them with the right messaging to drive them in-store.
- » **Competitive Conquesting:** Some retailers had to close their doors for good last year, leaving those loyal shoppers up for grabs. Brands can target their competitors' Loyalists and drive them to a new or different retailer that carries their products.
- » **Lapsed Customers:** Bring your brand back to the forefront. Target lapsed customers who might be ready to shop with you again. Reaching this audience with an enticing offer or a new product launch can help influence their return.

Connect with Shoppers Based on their Preferences

- » **Low Movement Audiences:** For shoppers whose devices indicate that they are moving at substantially suppressed levels relative to the pre-stay-at-home order time period, delivery options might be a better fit. Target these segment with ads geared toward online ordering vs. in-store messaging.
- » **Curbside Audiences:** One widely adopted trend that is here to stay is curbside pick-up. Leveraging our proprietary Blueprints™ technology, GroundTruth can map designated curbside pick-up areas, enabling us to build accurate custom audience segments comprised of these shoppers. Ads served to these segments can focus on online orders with the option to pick-up curbside, giving these shoppers the best of a hybrid shopping model.

U.S. e-commerce sales grew

33.6%

YoY in 2020⁸

U.S. m-commerce sales were expected to account for

45%

of total e-commerce market in 2020⁹



Benefits of Activating with GroundTruth

Precise Targeting Across All Screens

Extend your reach and amplify your message across various devices along the user journey. GroundTruth can serve static, rich media, and video ads powered by GroundTruth's accurate targeting capabilities across mobile, desktop, tablet, connected TV and over-the-top (OTT) media channels, while measuring the impact on major business KPIs like stores visits, clicks, secondary actions, video completion rate and more.



Localized Marketing Strategies

Reach consumers based on where they've been or where they are in real-time. Digital media not only provides flexibility and reduced ramp up times, but also allows brands and retailers to customize marketing programs for local vs. national markets. Campaigns can range from a radius around a specific point of interest to specific zip codes to an entire state depending on the marketing objective.

Custom Data & Insights Reports

Dive into data-backed insights. GroundTruth can provide customized visitation analysis to help retailers and brands to better understand their customers and competitive landscape. Report types include:

- » Visitation analysis by time of day/day of week
- » Dwell time
- » Average distance traveled
- » Brand/category affinity
- » Competitive foot traffic market share
- » Switcher's analysis, which unlocks relative gained/lost customer ratios for a retailer/brand against competitor

+ More



Stay Up To Date

GroundTruth's COVID-19 Foot Traffic Tracker



Access anytime for the latest foot traffic trends.

Due to the societal disruption the pandemic has caused, people have been forced to change the way that they interact with the physical world. This impact has resulted in shifts to the way consumers shop and engage with brands, at least temporarily. The need for fast, accurate, and responsible insights is more important now than ever before.

Leverage this resource to keep track of real-time trends to help inform your marketing strategies. Access the full dashboard to filter by state, zip code, and additional data points.

About GroundTruth

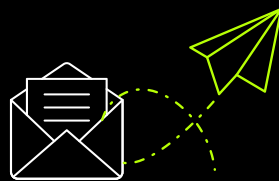
GroundTruth is the leading location-based marketing and advertising technology company. Using our proprietary Blueprints™ technology, along with predictive targeting products, GroundTruth precisely reaches consumers with impactful and relevant ads to drive business performance.

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Sources: 1) [The Harris Poll](#), 2) [U.S. Department of Commerce](#), 3) [National Retail Federation](#), 4) [Retail Dive](#), 5) [GroundTruth Visitation Data](#), 6) [Klarna](#), 7) [Chain Store Age](#), 8) [eMarketer](#), 9) [Business Insider](#)



Find out more at: www.groundtruth.com