the LOCATION of BLACK FRIDAY

Using mobile location data and beacons to measure retail shopping behavior

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FUSING RETAIL & MOBILE

The vast majority of retail shopping still occurs in a physical store. According to US Census data, ecommerce only accounts for 12% of all retail revenue. What's fascinating is that offline and online shopping are starting to merge.

Consumers use the mobile devices in their pockets and purses for product research, price comparisons, and in store payments. Marketers use mobile devices to deliver relevant content, products, and push notifications while their audience is shopping. This "offline" shopping increasingly has an "online" flavor to it.

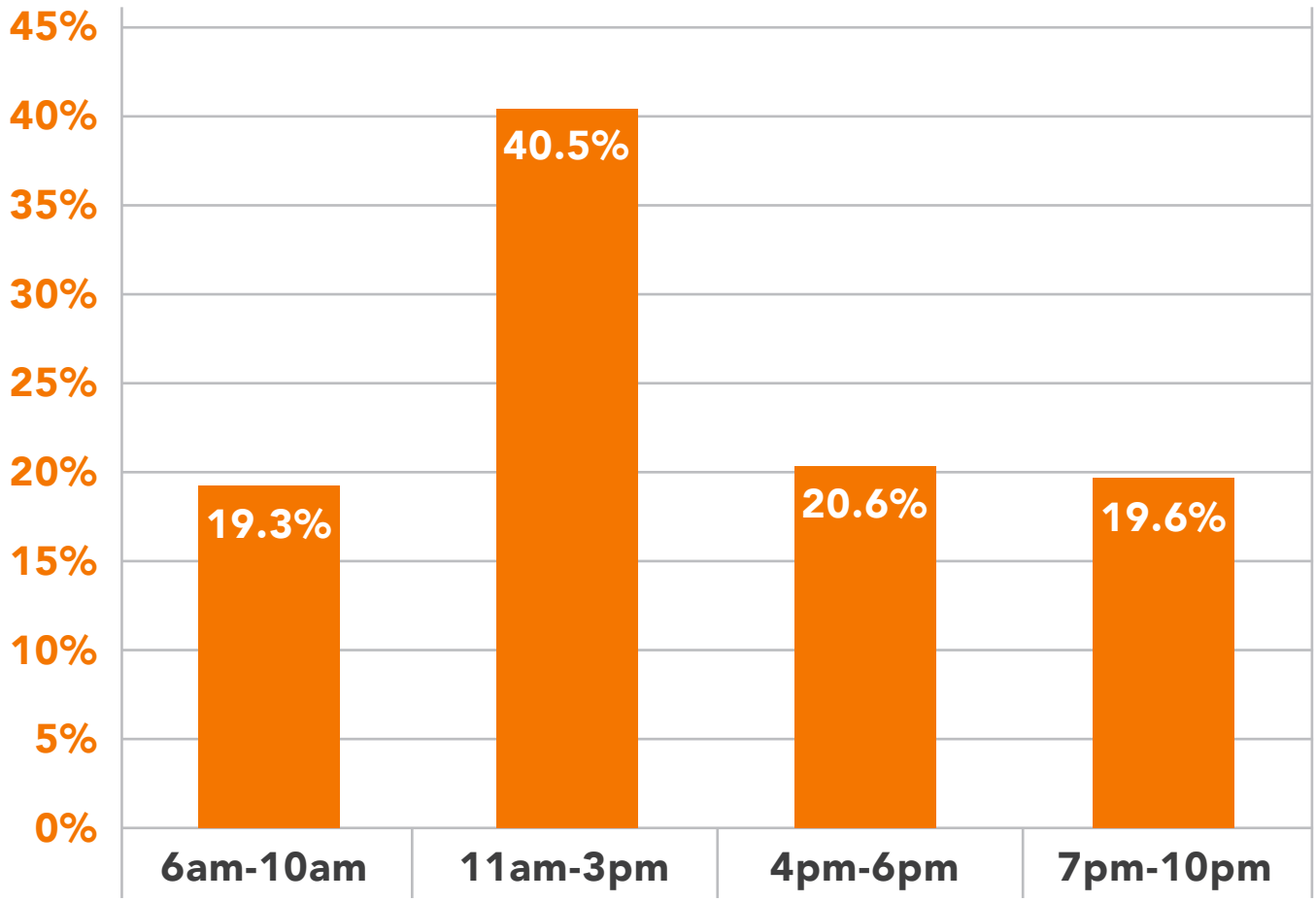
In this data analysis, we share category level and specific retailer information about.

HOW WE SOURCE THE DATA

Our technology sits inside hundreds of apps across the United States. It turns the location data coming out of those apps into meaningful audience data. We listen for lat/long data and when a device "bumps" into a Bluetooth beacon. The data shown on the following pages reflects 102,535 opted-in location sharing mobile devices that we saw at retail locations Friday, November 25th, 2016.

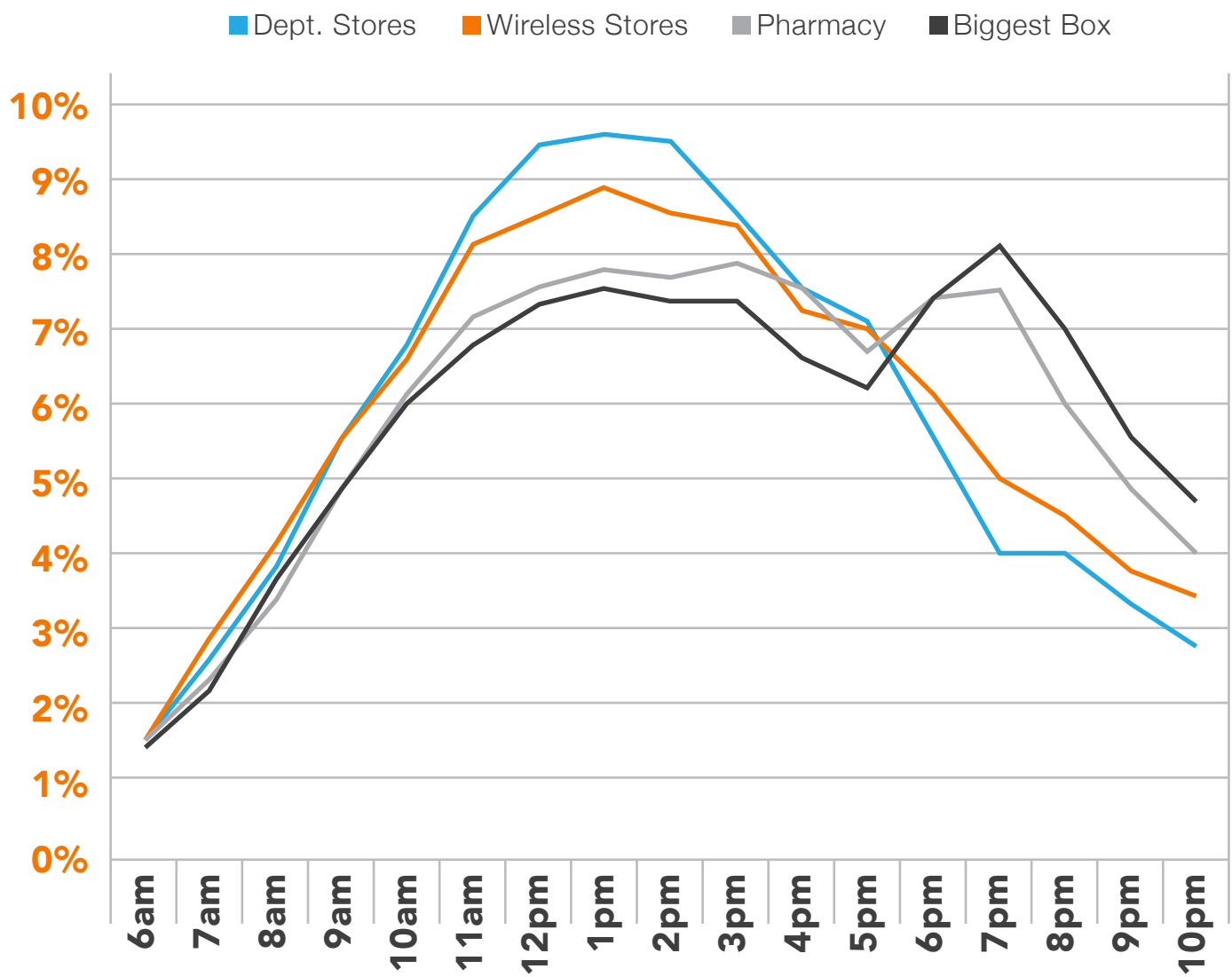
BUSIEST TIMES ON BLACK FRIDAY

Want to avoid the mad morning dash, the most crowded lines, but still have product in stock? Do your shopping in the late afternoon.

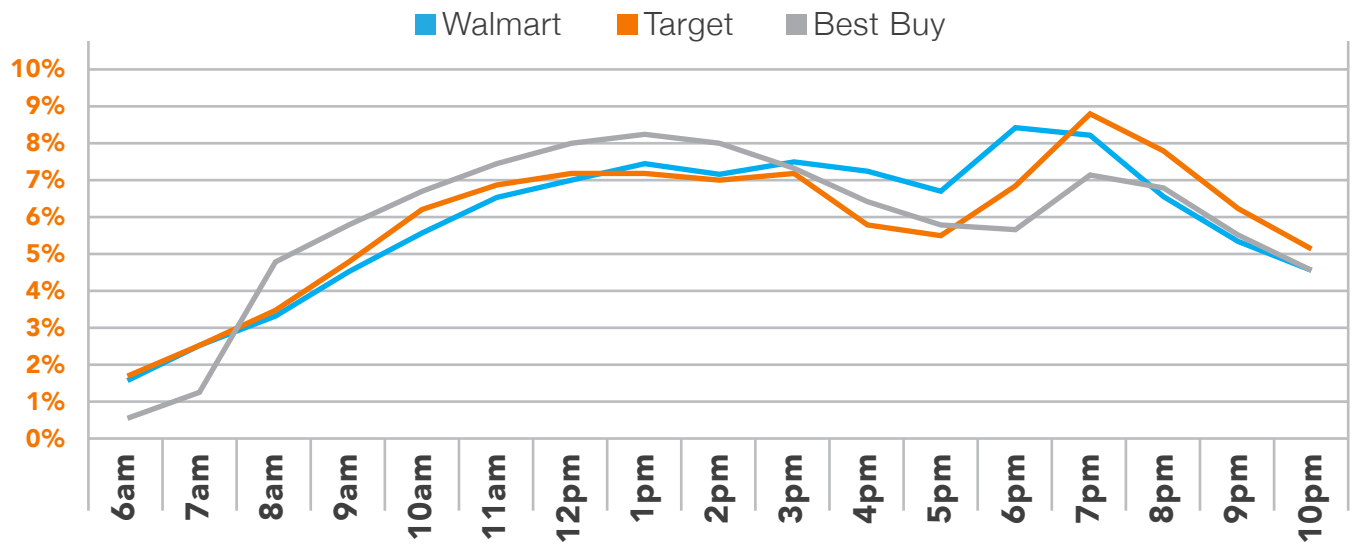


FOOT TRAFFIC BY HOUR & TYPE

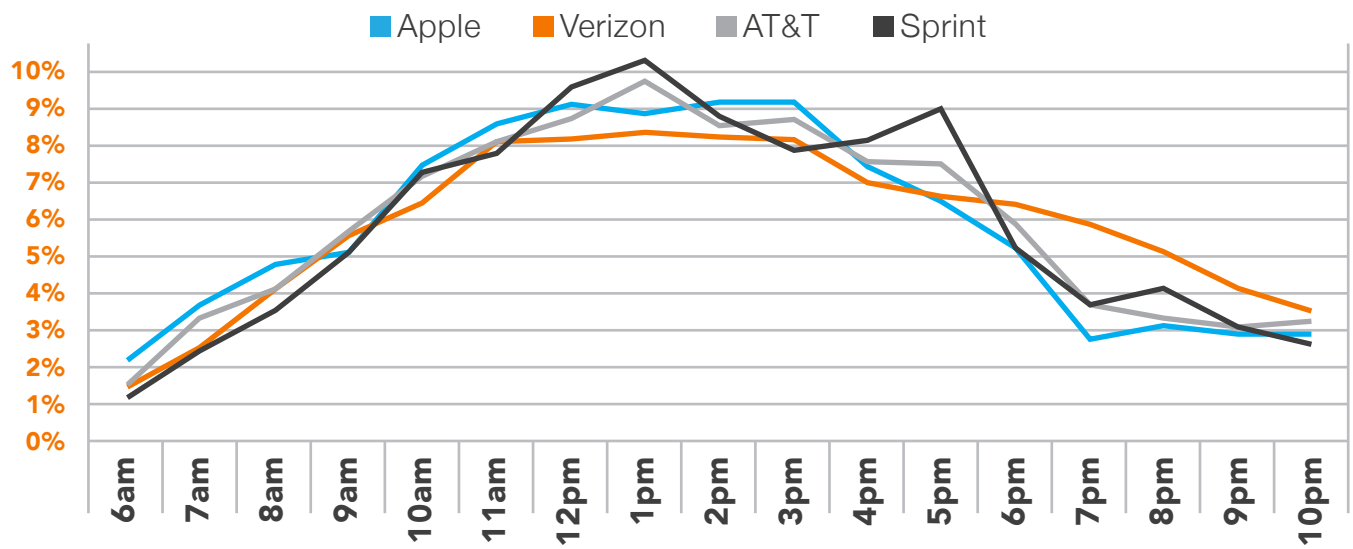
For the major categories of retail visits we tracked, they all experienced similar foot traffic patterns. Rising traffic through the morning, peaking in the lunch time hours, then tapering off the remainder of the day. Pharmacies and "biggest" box did see a nice late afternoon surge in traffic.



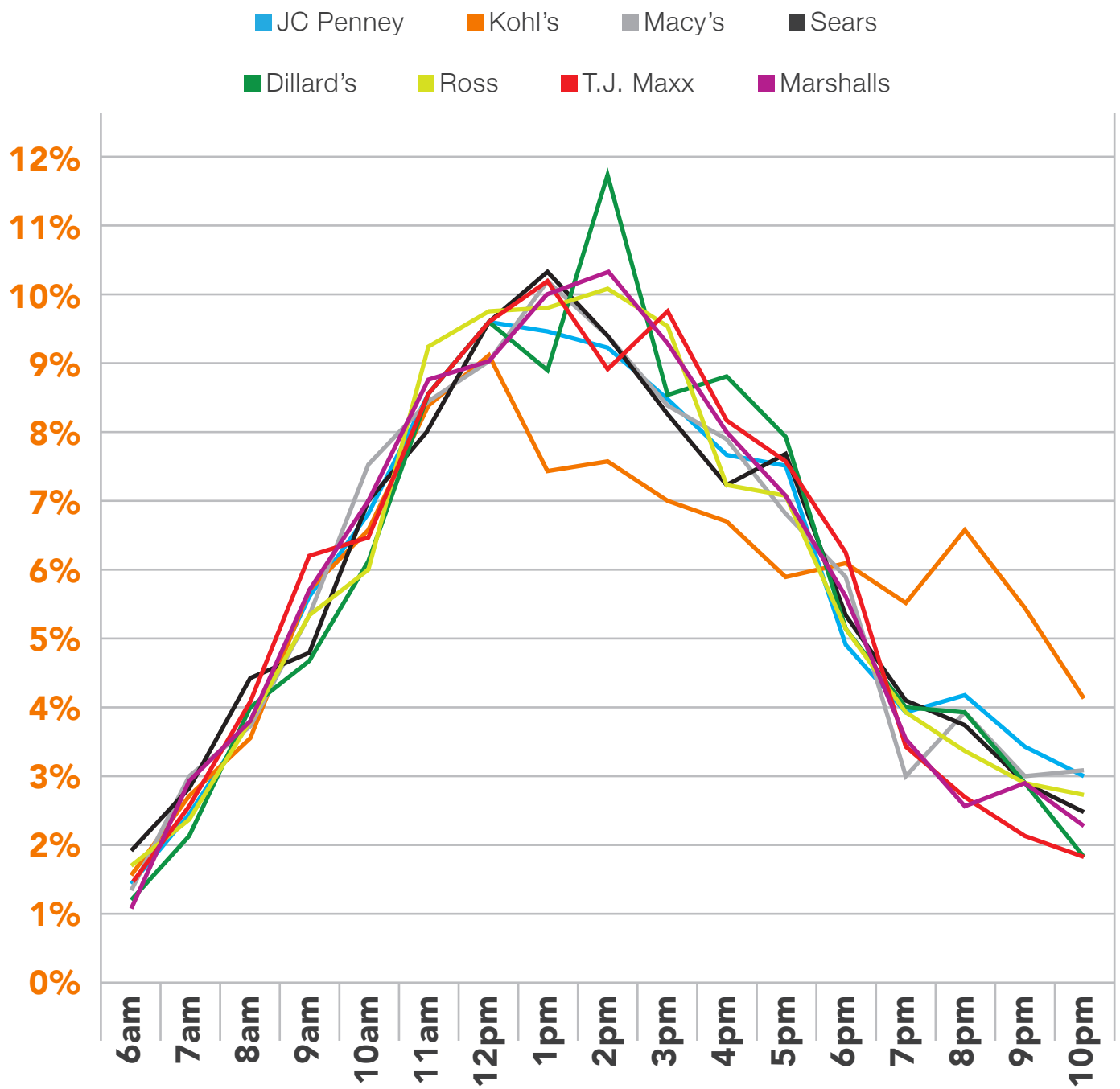
BIGGEST BOX FOOT TRAFFIC



WIRELESS FOOT TRAFFIC



DEPT. STORE FOOT TRAFFIC



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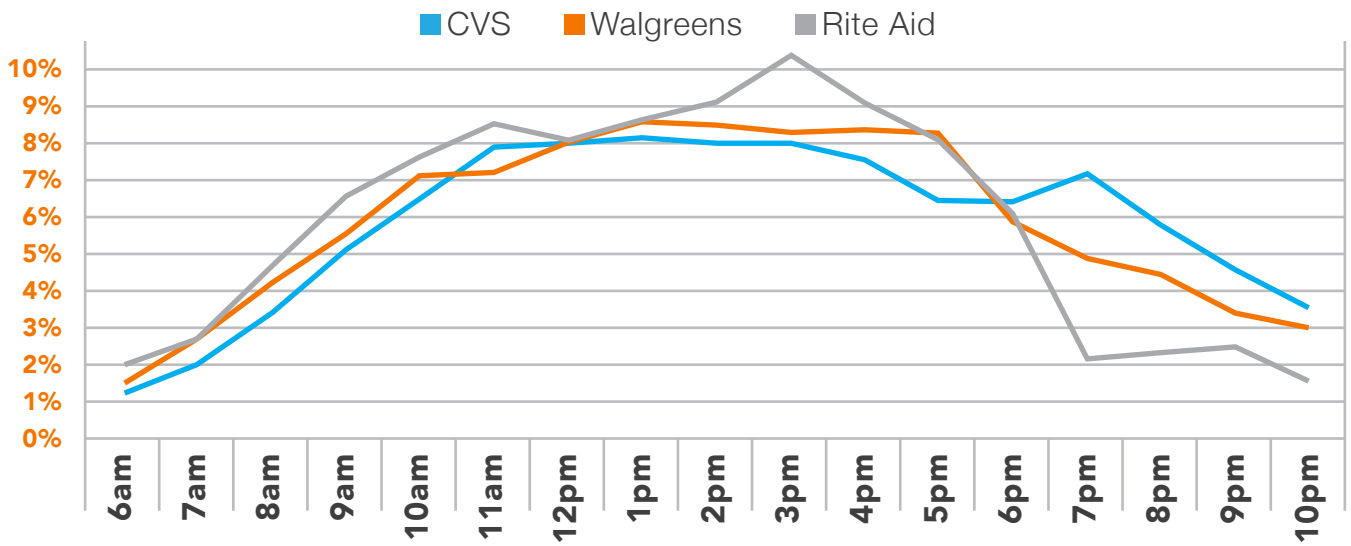
PHARMACY FOOT TRAFFIC



ABOUT REVEAL MOBILE

Reveal Mobile turns mobile location data into valuable audiences to generate more effective advertising and to build better mobile products. Our location-based audiences, derived from both lat/long and Bluetooth beacons, create accurate and valuable segments that increase advertising performance 175-477%. We process over 1 million beacon events per day, resulting in the world's largest source of 1st party beacon location data. Our customers include the largest media companies in the United States.