



in|market insights report

How Much Has Kohl's Partnership with Amazon Affected Their Foot Traffic?



Overview

While Amazon Lockers have been popping up everywhere from Whole Foods to even Chase Banks, Amazon introduced a new kind of partnership just one week before Amazon Prime Days: Kohl's announced that starting July 8, 2019 it would begin accepting Amazon returns, making the process of returns easier than ever. Instead of finding the original box, repackaging it, and printing the label, shoppers can now drop off their unwanted purchases at Kohl's where on-site employees will do everything for you for free for faster and easier refunds for Amazon shoppers. While the ease of returns is an attractive selling point on its own to boost foot traffic for Kohl's, Amazon's yearly sale, [Amazon Prime Days](#), began exactly one week later, drawing in even more feet through doors due to a higher number of returns than compared to typical days. While this partnership with Amazon feels like a win for Kohl's, we investigated and measured exactly how much of a success this was for this department store chain.

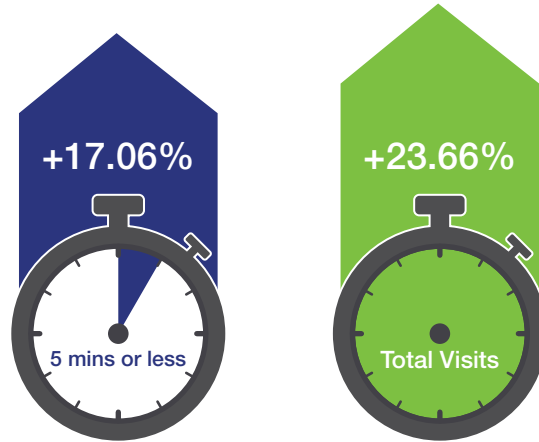
How We Did It

In this inMarket inSights Report, we've used first-party, SDK-verified location data of over 50 million Comscore-verified active users to analyze foot traffic patterns, historic device data, and real world trends at scale to show how Kohl's visitation patterns were affected by Amazon returns.

We looked at Kohl's shoppers who spent 5 minutes or less in stores, and then analyzed this group's foot traffic average for 3 weeks prior to the start of Amazon returns, and compared it to the 3 weeks after the day Kohl's began accepting Amazon returns. Then, we determined the percent difference between the pre and post-Amazon return averages.

Kohl's Foot Traffic: Before vs. After Amazon Returns

Based on inMarket Location Data from 50 Million Comscore-Verified Consumers



Total visit average 3 weeks prior vs. 3 weeks after Kohl's began accepting Amazon returns

- When comparing average total visits before vs. average total visits for Kohl's after they began accepting Amazon returns, the average went up 23.66%.
- Trips of 5 minutes or less increased by 17.06% after Kohl's began accepting Amazon returns. This is likely because shoppers wouldn't have had enough time to shop around and make a purchase in this time frame, but would have had time for a quick in-and-out visit to drop off packages.



Daily Visits to Kohl's by Dwell Time Group

Based on inMarket Location Data from 50 Million Comscore-Verified Consumers



- The highest spike in foot traffic falls on Saturday, July 27, which is the second weekend after Amazon Prime Days. The second highest day is Sunday, July 28, making this weekend the busiest weekend for foot traffic.
- The weekend following Amazon Prime Days also sees high foot traffic days, outperforming previous weekend foot traffic in this period.
- These spikes are likely due to a case of “buyer’s remorse.” Amazon shoppers are stopping in to return their purchases post-sale frenzy.

At inMarket, we analyze opted-in, always-on location data from 50 million comScore verified active users in order to understand real-world trends. These hyper-accurate SDK integrations with the world’s most popular apps also enable one-to-one brand engagement at precise moments that drive industry-leading campaign results.

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