

A photograph of an Amazon Go store exterior. The store has a glass facade and a black awning with the 'amazon go' logo. Several other 'amazon go' signs are visible on the building. The background shows a city street with trees and buildings.

amazon go

in|market insights report card

First Look: Amazon Go

Amazon is proving yet again that physical retail has a future. On top of nearly 480 Whole Foods locations, the retail juggernaut is steadily growing its own brick-and-mortar footprint through Books, Pop Up and 4-Star branded stores.

Perhaps most intriguing is **Amazon Go**, a new store concept that has removed the checkout process from the retail experience. Without cashiers or kiosks, these stores operate on “[Just Walk Out](#)” technology, with payment settled digitally and automatically. It’s a powerful example of convergence that could foreshadow what’s to come at Amazon’s stores, and perhaps all retailers, over the next decade.

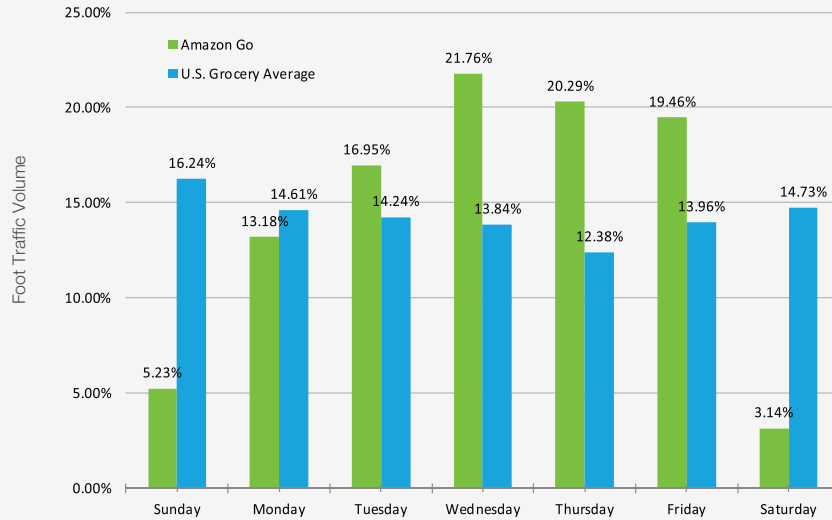
While it’s still early for Amazon Go, its impact on shoppers can already be measured through inMarket’s first-party location data platform. In this inMarket inSights report, we’ve compiled the first-ever look at shopper behavior and visitation trends at Amazon Go stores in Seattle and Chicago. This analysis focus on the 60-day period trailing 10/22/18.

The inMarket location platform reaches an audience of 50 million consumers, delivering powerful brand interactions throughout the path to purchase. Our data scientists leverage that same data and scale to understand visitation trends at brick-and-mortar retailers. For more information on methodology, info about our advertising programs or to request data for a particular retail chain, please [contact inMarket](#) today.

Amazon Go Visitation Analysis

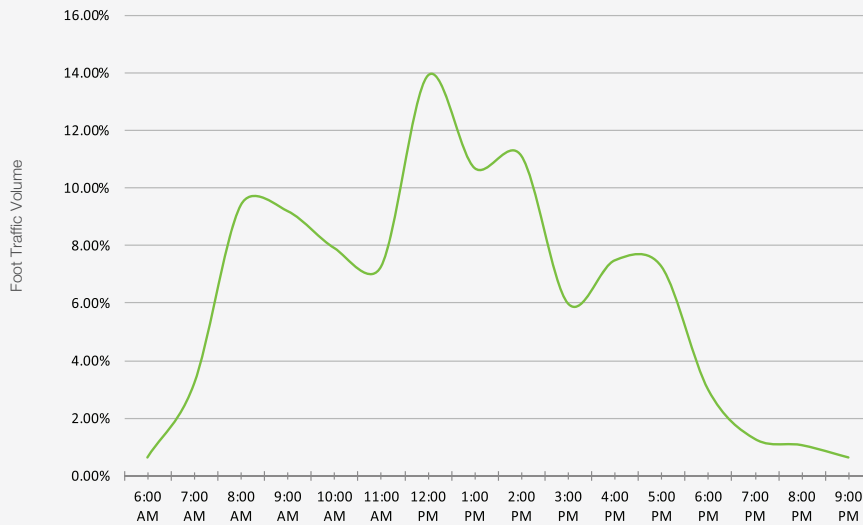
Amazon Go Visitation v. U.S. Grocery Average

Based on inMarket Location Data



Amazon Go Visitation by Hour

Based on inMarket Location Data



44%

of shoppers are repeat customers

27 min

average dwell time

Key Takeaways:

- Visits to Amazon Go contrast traditional grocery stores in that they receive high traffic during the weekdays, and lower traffic on weekends. This is in direct contrast to traditional grocery stores, which rely heavily on weekend foot traffic.
- While three of the five stores in this analysis were [closed](#) on weekends, the weekday peak still exists when you remove said stores from the data set. For Amazon, the decision to keep some of these stores closed on weekends indicates that they don't necessarily see Go as a grocery competitor (yet), as weekends are vital to traditional grocery business.
- Wednesday was the busiest day of the week at Amazon Go in September and October 2018, followed by Thursday and Friday. Excluding weekends, the slowest day was Monday.
- Peak visit times occur during business hours, with 12pm, 2pm and 1pm attracting the most visits, followed by 8am and 9am. Fresh, pre-made food is a big focus of the Amazon Go marketing strategy, and the visitation data supports that consumers are indeed stopping by for breakfast and lunch.
- The median dwell time at Amazon Go is 27 minutes. This could indicate that people are taking their time and exploring the store, or sitting down to enjoy their pre-made food items in the seating area. If this is the case, it would underscore that Amazon Go customers are indeed treating it as more of a c-store restaurant hybrid, versus a grocery store. (Or perhaps shoppers are being slowed by [their own apprehension](#) about “just walking out.”)
- For any new retailer, customer retention is a critical part of success. At Amazon Go, retention does seem to be happening: 44% of shoppers in this study visited Amazon Go multiple times, versus 56% who visited only once.



At inMarket, we analyze location data from a comScore verified 50 million device integrations to understand real world trends, and to power one-to-one marketing with consumers at every point during the shopping cycle. We are the only location intelligence company with 3rd party verified reach, and our one-to-one relationship with customers at scale allows us to speak directly to the right audience in the moments that matter.

To view additional Report Cards, please visit [inMarket inSights](#). For more information on inMarket inSights, or to learn about how inMarket's advanced segmenting and one-to-one in-store and out-of-store advertising programs can help you drive business, please [contact us today](#).