



Placed Measures Pokemon Go's Impact on Retail, Restaurants, and Apps

Pokemon Go's Reach Felt at Red Robin, Hot Topic, and Clash of Clans

JULY 2016

INTRODUCTION

Placed, Inc., the market share leader in ad to store attribution, released insights around the businesses that Pokemon Go users visit, as well as the applications that they have installed. Utilizing Placed's double opt-in audience, representing 1 in 100 adults in the US, Placed is able to directly measure device data include location and apps installed.

"Pokemon Go and Placed are both connecting the digital and physical worlds through directly measured location data," said David Shim, Founder and CEO of Placed. "While Pokemon uses this data to enrich game play, Placed uses this data to deliver best in class analytics and attribution to our clients."

POKEMON GO AT RETAILERS AND RESTAURANTS

When Pokemon Go trainers need to recharge after a hard day of hunting, they're visiting Red Robin, Buffalo Wild Wings, Taco Bell, Panda Express, and Jack in the Box. "Restaurants are in unique position to monetize the connect of digital and physical in by Nintendo, restaurants can turn more tables throughout the day. With promotions tied to lulls in activity, QSRs and casual dining restaurants could immediately drive traffic into their stores during their slowest times of the day."

Hot Topic, Victoria's Secret, Gamestop, Sprint, and the Gap are a few of the most popular retailers for Pokemon Go users. Using in-store promotion, merchandising, and tie-ins, retailers can make strategic bets on popularity of Pokemon Go.



Most Popular Restaurants for Users

RANK	RESTAURANT	INDEX
#1	Red Robin	144
#2	Buffalo Wild Wings	138
#3	Cold Stone Creamery	134
#4	Steak 'n Shake	132
#5	In-N-Out Burger	130
#6	Jimmy John's	127
#7	Taco Bell	127
#8	Five Guys Famous Burgers and Fries	122
#9	Panda Express	119
#10	Jack in the Box	119

Placed US Average = 100 www.Placed.com



Most Popular Retailers for Users

RANK	RETAILER	INDEX
#1	Hot Topic	175
#2	Fred Meyer	137
#3	Victoria's Secret	136
#4	Express	135
#5	GameStop	129
#6	American Eagle Outfitters	128
#7	Forever 21	126
#8	Sprint Store	123
#9	Barnes & Noble	121
#10	Gap	119

Placed US Average = 100 www.Placed.com

Pokemon Go continues to remain a cultural phenomenon, its reach doesn't extend to all businesses with Food Lion, Marshall's, The Home Depot, Lowes, and CVS visitors being less likely to have the app installed. "Not all businesses should have a Pokemon Go strategy as our data shows," said Shim. "While Pokemon Go dominates the news cycle, data should determine the attention that it deserves in marketing strategies for retailers and restaurants."



POKEMON GO'S RELATIONSHIP WITH OTHER APPS

Pokemon Go users are more than 3x more likely to have Steam, Twitch, xBox, and PlayStation installed on the smartphones as compared to the US population. "What Nintendo and Niantic have brought the gamers outdoors and into the physical world," said Jim Watson, SVP of Strategy and Operations at Placed. "VR has generated significant buzz over the last 12 months, but limited consumer adoption, Pokemon Go has delivered almost instantaneous awareness and adoption with its novel use of AR."

Vine, Tinder, Tumblr, and Clash of Clans rounds out the list of most popular apps for Pokemon Go users. "With the Pokemon trainers not only hunting for Pokemon, but also dates, one could imagine an uptick in connections with the ultimate ice breaker, what gym do you belong to?," said Shim.



Most Popular Apps for Users

APP NAME	% OF USERS	INDEX
Steam	8.50%	392
Twitch	12.85%	389
Xbox	9.87%	341
PlayStation	11.38%	321
Vine	9.01%	275
Tinder	10.73%	266
Tumblr	18.20%	251
Clash of Clans	11.91%	247

Placed US Average = 100 www.Placed.com

“With a finite amount of storage on the smartphone, and time in a consumer’s day, Pokemon Go’s rise comes at the expense of other gaming applications,” said Shim. Pulling from the highest grossing apps in the app store, Placed found Clash of Clans and Clash Royale from SuperCell at the highest risk in losing share of screen, time spent, and in-app revenue. Over 10% of users with Pokemon Go installed had one of the “Clash” games installed on their device. Additionally, Clash users were over 2.4x more likely to have Pokemon Go installed than the average app.



Top Grossing Apps for Users

APP NAME	% OF USERS	INDEX
Clash Royale	10.28%	314
MARVEL Contest of Champions	2.82%	271
Clash of Clans	11.91%	247
Game of War	2.24%	144
Mobile Strike	2.17%	126
Candy Crush Soda Saga	7.39%	87
Candy Crush Saga	9.13%	83
DoubleDown Casino	1.01%	47

Placed US Average = 100 www.Placed.com



BACKGROUND

About Placed

[Placed](#) is the leader in location-driven insights and ad intelligence. Measuring billions of locations across the world's largest opt-in location audience, Placed provides the most comprehensive understanding of consumers' offline behaviors. Connecting the physical and digital worlds, Placed is the industry standard currency for brands, agencies, and publishers to measure ad exposure to store visit, target location at scale, and deliver actionable insights into consumer behavior.

Founded in January 2011, Placed is headquartered in Seattle and is backed by Madrona Venture Group and Two Sigma Ventures.

Contact

PR – press@placed.com

Sales – sales@placed.com