



# Reaching Into The New Year: Q1 2022 Seasonal Strategy Guide

Last Updated  
October 2021

FOURSQUARE



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# Overview & Methodology

Foursquare analyzes consumer behavior based on foot traffic data from millions of Americans that make up our always-on panel. Foursquare measures 3+ billion visits per month globally. For the purpose of this report, all data is anonymized, aggregated and normalized against U.S. Census data to remove any age, gender and geographical bias.

In this report, we take a closer look at foot traffic patterns to various places of interest during Q1 tentpoles including New Years', Valentine's Day, St. Patrick's Day and general Winter Travel (based on data from Q1 2021).





# Key Trends To Watch In Q1 2022

1

## **Prioritizing family time**

Parents with young children are increasingly 'out and about', and seeking family-friendly leisure activities. For example, theme parks & zoos are seeing an uptick in visits around Q1 holidays, indicating that young parents may be taking advantage of long holiday weekends to spend quality time with their kids.

**Align with key moments of planning & purchase intent with tailored activations around real-world behavior.**

2

## **College students are returning to campus**

Many college students are returning to their campus for the first time since the pandemic began. Beyond academia, these young consumers are eager to partake in various activities including off-campus nightlife & sporting events .

**Recognize and adapt to changes in consumer behavior; Segment and tailor messaging based on location-based insights.**

3

## **Sports fans are returning to stadiums & arenas**

While some restrictions remain, sports fans are once again filling up stadiums and cheering on their favorite teams from crowded sports bars. These loyal fans are eager to follow their teams throughout the upcoming basketball & hockey seasons.

**Reach specific audiences based on real-world behavior & historical foot traffic patterns.**



# Key Learnings From Q1 2021



## Q1 AUDIENCES

Our analysis of Q1 foot traffic patterns & real-world behavior allows brands & marketers to glean valuable insights about various audiences, including: Parents with young children, Date Nighters, Urban Millennial Socializers, Winter Travelers, College Students, Q1 Sports Fans & more.

Location data and technology can augment your marketing efforts and boost conversion rates in several ways a la Foursquare's targeting & measurement solutions.



## Q1 TRAVEL

Location data verifies that Americans are eager to travel in the beginning of the new year. In fact, airports saw a +20% lift in foot traffic in Q1 2021 compared to Q4 2020.

While affluent travelers & winter sports enthusiasts are still planning their usual trips to popular ski resorts, other consumers may be more inclined to travel elsewhere in the winter. For example, Millennial socialites have been seen traveling to nightlife hot spots like Las Vegas, Miami and Nashville, while parents with young children may be traveling to Los Angeles & Orlando for family-friendly leisure & entertainment.



## Q1 HOLIDAYS

Location data reveals that not all audiences are celebrating holidays in the same way. While some Americans may be celebrating Valentine's Day with a fancy dinner or cocktail hour, others may be more likely to plan a romantic evening at home.

Our analysis of Q1 behavior reveals key opportunities for marketers to reach specific audiences of interest. For example, fast casual dining chains may want to optimize messaging to reach late night snackers who are celebrating Q1 holidays on-premise, while alcohol brands & essential retailers may want to target consumers who are planning Q1 celebratory gatherings at home.



Take a closer look  
at consumer  
behavior around  
specific holidays.



Identify,  
understand  
& reach key  
audiences  
in Q1 2022





# College students are returning to campus in Q1

Foursquare data reveals an uptick in foot traffic to colleges & universities in Q1 compared to previous months.

**Colleges & Universities +48%**

COLLEGE RESIDENCE HALLS +43%

COLLEGE GYMS +42%

FRATERNITY HOUSES +34%

COLLEGE CAFETERIAS +25%

SORORITY HOUSES +24%

COLLEGE BOOKSTORES +23%





# Sports fans show up for their favorite teams in Q1

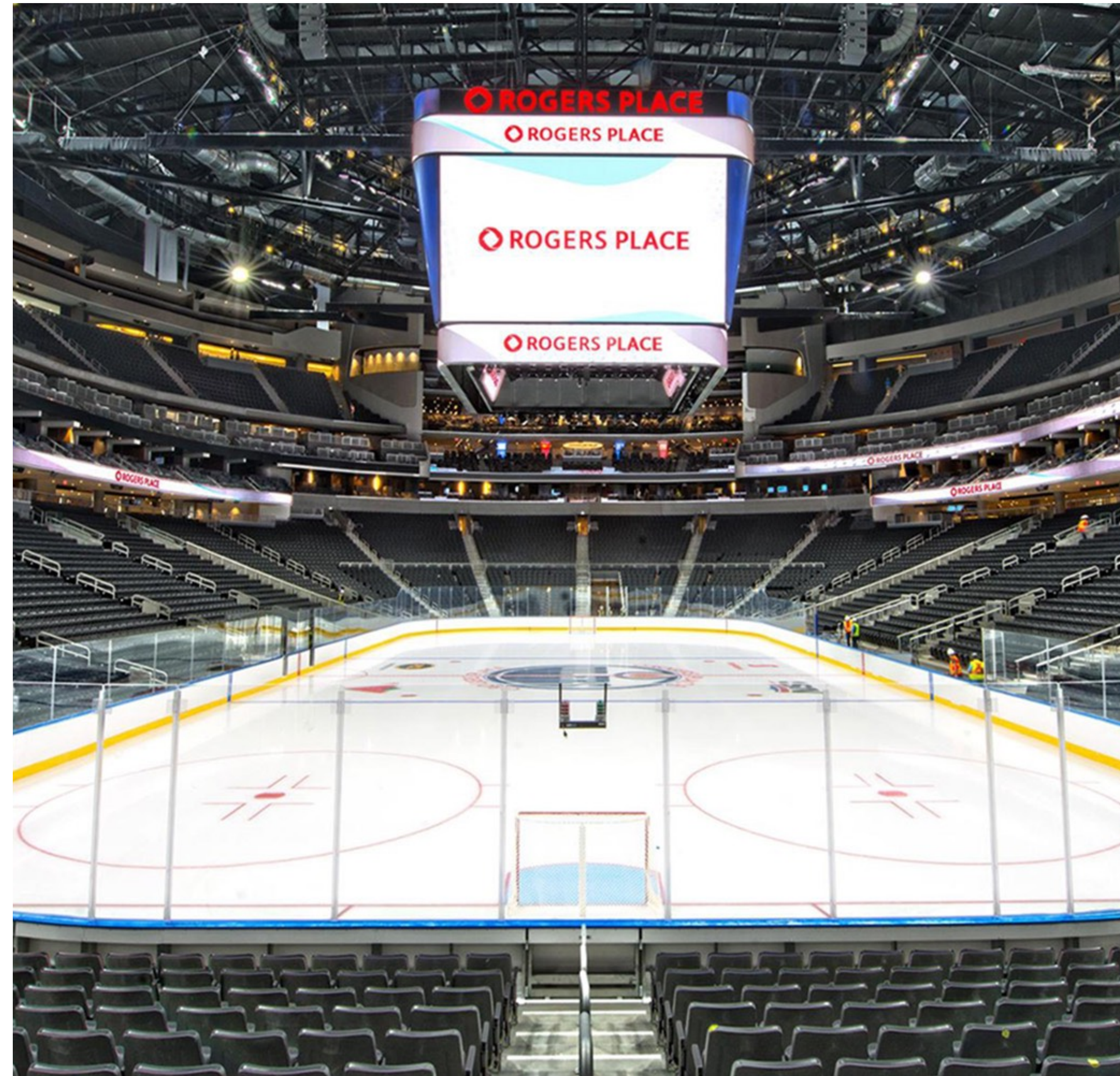
Foursquare data reveals an **uptick** in visits to professional & college sports venues in Q1 compared to the previous quarter.

HOCKEY ARENAS **+37%**

COLLEGE HOCKEY RINKS **+43%**

BASKETBALL STADIUMS **+35%**

COLLEGE BASKETBALL STADIUMS **+43%**





# Frequent travelers are planning their next vacation for early in the new year

Foursquare data reveals an **uptick** in visits to travel & hospitality venues in Q1 compared to previous months.

Airport Lounges **+24%**

Baggage Claims **+23%**

Airports **+20%**





# Activate custom & ready-to-use audiences in Q1

## College Students

### /Audience

**College Students:** Reach consumers whose location history indicates they are a college or graduate student. These consumers have recently been observed spending a significant amount of time on a college or university campus, attending lectures, performing research, or working or eating in student areas.

#### **NCAA College Basketball**

**Attendees:** Reach consumers whose location history indicates they have previously been to a college basketball game this season to generate awareness and interest.

## Sports Fans

### /Proximity

**March Madness Games:** Reach consumers in real-time while they're at NCAA Arenas where March Madness games are occurring to generate awareness & interest on behalf of client.

#### **Sports Bars during March Madness:**

Reach consumers in real-time while March Madness games are being played by reaching fans at sports bars to generate awareness and interest on behalf of the client.

**Colleges & Universities:** Reach college students in real-time during the dates March Madness games are being played while they are at a college or university to drive traffic and generate awareness.

## Winter Travelers

### /Audience

**Affluent Travelers:** Reaches consumers whose location history indicates they frequently travel for business or leisure. These are people who typically travel at least 600 miles (966 km) from their home at least 4 times a year.

**Trip or Vacation Planners:** Reach consumers who are likely planning a trip or vacation. These consumers have recently been seen at tour guides, currency exchanges, travel planners, luggage retailers, and other related locations that would indicate they are planning a trip.

**Family Travelers:** Reach parents with young children whose device history shows they have recently been to prominent travel destinations such as Disney World, Six Flags, Sea World, and other amusement parks.



# Americans lose interest in **DIY hobbies & crafting** in the first few months of the year

Foursquare data reveals a **decline** in visits to craft & hobbyist retailers in Q1 compared to the previous quarter.

**FABRIC SHOPS** -25%

**HOBBY SHOPS** -20%

**FRAME STORES** -19%

**ARTS & CRAFTS STORES** -19%



**Opportunity:** Hardware, home improvement and craft store retailers should double-down on marketing efforts to reach DIYers and hobbyists and overcome the typical decline in foot traffic to these places in Q1.



# Re-engage DIYers & home improvers in Q1 with **ready-to-use audiences**

## Home Improvement DIY Shoppers

Reach consumers whose location history indicates they have previously been shopping at a home improvement store in the past 1-3 months. Locations include The Home Depot, Lowe's, True Value, etc.

## Kitchen / Bath Remodelers

Reach consumers whose location history indicates they are remodeling their kitchen or bathroom. These consumers have demonstrated an online interest in bathroom and kitchen fixtures and have been seen at general home improvement stores and home improvement stores that focus on bathroom and kitchen fixtures.

## Recent Movers

Reach consumers whose location history indicates they have moved in the past 1-3 months from one home to another. These locations include moving services, storage companies, U-Haul, Penske Truck Rental, Safeguard Self Storage, The Storage Place, etc.

## Home Decorators

Reach consumers who enjoy decorating and maintaining their homes. These consumers have a history of visiting home furnishing and decor stores such as IKEA, Crate & Barrel, Pier 1 Imports, HomeGoods, West Elm, Bed Bath & Beyond, etc.



# Keep track of consumers' **New Year Resolutions**





# Consumers take a break from shopping after the holidays

**Opportunity:** Specialty stores should consider highlighting New Years' deals & promotions to drive consumers back to brick & mortar locations in Q1.

Location data confirms that consumers are **less likely** to visit non-essential retail stores in January compared to December, perhaps indicating a focus on saving vs. spending following an expensive holiday season.

Shopping Malls **-21%**

OUTLET STORES **-35%**

CLOTHING STORES **-33%**

DEPARTMENT STORES **-30%**

SHOE STORES **-30%**

JEWELRY STORES **-27%**

BABY STORES **-26%**

COSMETICS SHOPS **-25%**

SPORTING GOODS SHOPS **-24%**

DISCOUNT STORES **-21%**

ELECTRONICS STORES **-21%**



# Many retailers are seeing a decline in traffic after the holidays

The following retail chains saw a decline in foot traffic in January 2021 compared the previous month:

## CLOTHING & SHOES

Macy's -47%  
Saks Fifth Avenue -46%  
Old Navy -44%  
American Eagle -43%  
Finish Line -42%  
Kohl's -42%  
PacSun -40%  
Foot Locker -38%

## BEAUTY & ACCESSORIES

Zales -44%  
Bath & Body Works -43%  
LUSH -40%  
Sephora -40%  
Claire's -39%

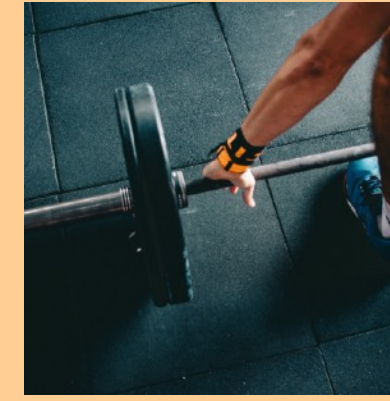
## OUTLET STORES

GAP Factory Store -45%  
American Eagle Outfitters -43%  
Coach Factory Outlet -42%  
Michael Kors Outlet -39%



# Americans are establishing new fitness routines in the new year

**Opportunity:** Recognize and adapt to changes in consumer behavior as they establish new workout routines in the new year; Segment and tailor messaging based on location-based insights.



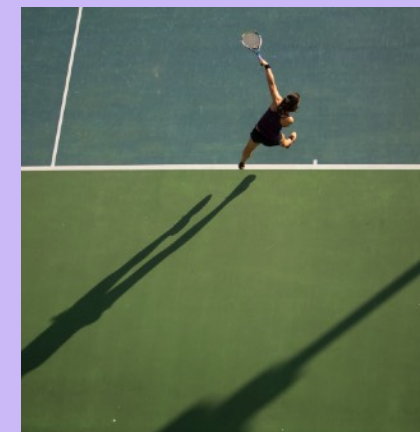
## Gym Workouts & Studio Classes

Gyms & Fitness Centers +13%  
Sports Clubs +11%  
Yoga Studios +8%  
Climbing Gyms +8%  
Boxing Gyms +8%



## Outdoor & Solo Fitness Activities

Surf Spots +6%  
Golf Driving Ranges +12%  
Gym Pools +11%  
Rock Climbing Spots +18%  
Tracks +18%



## Team-Based Sports

Tennis Courts +5%  
Soccer Fields +6%  
Volleyball Courts +15%  
Hockey Fields +15%



# Americans are joining the gym in January

Location data confirms that U.S. consumers are making New Year's Resolutions to get in shape. The following fitness chains all saw a notable uptick in visits in January 2021:

**Gyms & Fitness Centers** **+13%**

Planet Fitness **+22%**

Life Time Fitness **+21%**

Blink Fitness **+20%**

LA Fitness **+18%**

Crunch Gym **+15%**

Gold's Gym **+10%**





# Americans are cutting **unhealthy habits** in the new year

After making it through another holiday season full of indulgent treats, U.S. consumers are making resolutions to prioritize healthier habits in the new year. Compared to traffic in December, the following indulgent categories all saw a slight decline in visits in January 2021, while nutritionists & weight loss centers saw a slight uptick in traffic.

Chocolate Shops **-25%**

Candy Stores **-22%**

Weight Loss Centers **+10%**

Nutritionists **+6%**





# Understand trends in consumers' behavior around **Valentine's Day**





# Capitalize on Valentine's Day gift givers' preferences with timely promotions.

The following categories see a positive lift in foot traffic during Valentine's Day weekend compared the previous three weekends.



## SWEET TREATS

Chocolate Shops **+48%**

Candy Stores **+40%**

Krispy Kreme Doughnuts **+34%**

**/audience & proximity**

Dessert Lovers

Indulgent Eaters

Parents With Young Children



## GIFTS & GADGETS

Jewelry Stores **+25%**

Nordstrom **+43%**

Apple Store **+29%**

**/audience & proximity**

Affluent Shoppers

Affluent Gift Givers

Luxury Goods Shoppers

Jewelry Shoppers



## LOVE LETTERS

Hallmark Gold Crown **+25%**

Photography Labs **+24%**

Gift Shops **+28%**

**/audience & proximity**

Doting Husbands & Partners

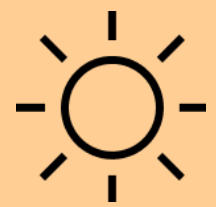
Engaged Couples & Newlyweds

Valentine's Day Shoppers

Grandparents



# Americans are celebrating Valentine's Day with travel plans, family leisure and romantic date nights.



## OUTDOOR ADVENTURES & WEEKEND GETAWAYS

Single consumers are taking advantage of the long holiday weekend by planning a trip with friends, perhaps partaking in winter activities like skiing.

They're visiting:

Vacation Rentals **+28%**  
National Parks **+25%**  
Ski Chairlifts **+25%**



## FAMILY FUN & LEISURE

Young parents are celebrating Valentine's Day with a special family outing to places like Aquariums, Theme Parks and Zoos.

They're visiting:

Walt Disney Parks **+42%**  
AMC Theaters **+27%**



## DATE NIGHTS & ROMANTIC DAY TRIPS

Couples are celebrating Valentine's Day with a romantic day trip or date night out on the town.

They're visiting:

Casinos **+29%**  
Gay Bars **+27%**  
Wineries **+23%**  
Vineyards **+23%**



# Americans are celebrating Valentine's Day with a **romantic weekend getaway**

Foursquare data reveals an **uptick** in visits to travel-related categories during Valentine's Day weekend compared to previous weekends.

HOTEL BARS **+50%**

RESORTS **+43%**

HOTELS **+35%**

AIRPORTS **+30%**

VACATION RENTALS **+28%**



**Valentine's Day travelers' preferred hotel chains include:**

DoubleTree **+86%**

Hilton Hotels & Resorts **+60%**

Marriott Hotels & Resorts **+56%**

Best Western **+42%**



# Viva Las Vegas for Valentine's Day?

Foursquare data reveals an uptick in visits to popular hotels & resorts located in the Las Vegas strip, indicating that Las Vegas may be popular destination amongst 2022 V-Day travelers.

**MGM RESORTS INTERNATIONAL +90%**

**CAESARS ENTERTAINMENT +61%**



## /audience

**Gambling Behavior:** Reach consumers whose location history indicates they have visited card rooms, horse race tracks, bingo halls, etc.

**Leisure Travelers:** Reach consumers with an HHI of \$100k+ seen traveling 2+ times a year who are often seen in premium sky lounges. In addition, they are also often seen at high-end luxury retailers and hotels.



# Young parents are celebrating Valentine's Day with wholesome family fun

Foursquare data reveals an **uptick** in visits to family-friendly leisure attractions during Valentine's Day weekend compared to previous weekends.

**AQUARIUMS +62%**

**THEME PARKS +40%**

**ZOOS +27%**

**INDOOR PLAY AREAS +24%**



**Walt Disney Parks & Resorts** saw a **+43%** lift in foot traffic during Valentine's Day weekend last year.



# Americans celebrate Valentine's Day with **adult activities**

Foursquare data reveals an **uptick** in visits to adult nightlife & entertainment venues during Valentine's Day weekend compared to previous weekends.

CASINOS **+29%**

GAY BARS **+27%**

WINERIES **+23%**

VINEYARDS **+23%**



Doting partners may be planning a romantic day trip to a nearby winery, while single consumers may be gathering with friends to celebrate 'Galentines Day' on-premise.



# Date nighters are celebrating Valentine's Day with a romantic meal

Foursquare data reveals an uptick in visits to various restaurants on Valentine's Day compared to the three weekends before.

BRAZILIAN RESTAURANTS +42%

FRENCH RESTAURANTS +29%

STEAKHOUSES +27%

SPANISH RESTAURANTS +27%

AMERICAN RESTAURANTS +25%

ITALIAN RESTAURANTS +22%



**Opportunity:** Reach consumers in the places they're most likely to visit for dine-in or take out on Valentine's Day this year.



# Casual dining chains are seeing a notable lift in foot traffic on Valentine's Day

Foursquare data reveals an uptick in visits to various casual dining chains during Valentine's Day weekend compared to the three weekends before.

The Cheesecake Factory **+59%**

Red Lobster **+54%**

P.F. Chang's **+52%**

Olive Garden **+43%**

T.G.I. Friday's **+36%**

Longhorn Steakhouse **+29%**



**OPPORTUNITY:** Casual dining chains should consider highlighting pick-up and delivery options to win with consumers who plan to stay home this Valentine's Day.



# Keep track of trends in consumer behavior around **St. Patrick's Day**





# How are Americans celebrating St. Patrick's Day?

**Opportunity:** Align with consumers' visitation patterns to deliver moment-based messaging when consumers are most likely to be 'out & about'.



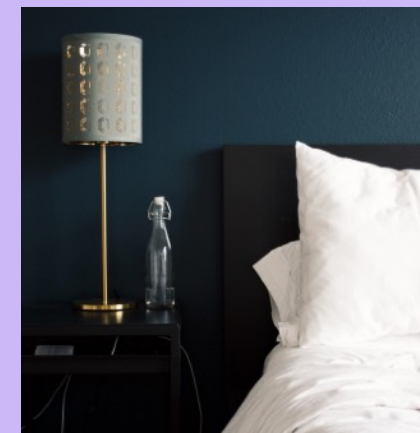
## Bars & Nightlife

Bars +37%  
Nightlife Spots +35%  
Cannabis Dispensaries +27%



## Music & Entertainment

Karaoke Bars +42%  
Music Venues +26%  
Arts & Entertainment +23%



## Weekend Getaways

Resorts +42%  
Hotel Bars +33%  
Airports +26%



## Family Fun

Theme Parks +74%  
Arcades +30%  
Zoos +23%



# Bars & Nightlife spots see a notable uptick in visits on St. Patrick's Day

Foursquare data reveals an uptick in foot traffic to various on-premise locations during St. Patrick's Day weekend compared to the previous three weekends.

**PUBS +58%**

**SPORTS BARS +42%**

**NIGHTCLUBS +41%**

**KARAOKE BARS +41%**

**HOTEL BARS +33%**

**DIVE BARS +25%**

**COCKTAIL BARS +27%**

**BREWRIES +23%**



## /audience

**Irish Pub Visitors:** Reach consumers who have a history of visitation to Irish pubs and are likely planning to celebrate St. Patrick's Day.

**St. Patrick's Day Celebrations:** Geofence places such as bars, pubs, parade routes, beer gardens, nightclubs, liquor stores, sports bars, comedy clubs, pool halls, karaoke bars, billiards rooms, music, and show venues, etc. on St. Patrick's Day to reach celebrators in real-time.



# Americans celebrate St. Patrick's Day with **live music & entertainment**

Foursquare data reveals a **lift** in traffic to music & entertainment venues during St. Patrick's Day weekend compared to the previous three weekends.

**Karaoke Bars** +42%

**Music Venues** +26%

**Arts & Entertainment** +23%



## /audience

**Live Music Enthusiasts:** Reach consumers whose location history indicates they have previously been to a location where people are enjoying live music in the last 1-3 months. Locations include music and show venues, concert arenas, music festivals, etc.

## /proximity

**Live Music Venues:** Reach consumers in real-time while they are out listening to music at entertainment venues. Locations include music and show venues, concert arenas, music festivals, etc.



# Americans celebrate St. Patrick's Day with a weekend getaway

Foursquare data reveals a **lift** in traffic to travel-related venues during St. Patrick's Day weekend compared to the previous three weekends.

**Resorts** +42%

**Hotel Bars** +33%

**Airports** +26%



## /audience

**Affluent Leisure Travelers:** Reach consumers with an HHI of \$100k+ seen traveling 2+ times a year who are often seen in premium sky lounges. In addition, they're also often seen at high-end luxury retailers & hotels.

**AirBnb & Vacation Home Renters:** Reach consumers whose location history indicates they have visited a popular summer or winter destination during the summer or winter but do not live there. By excluding consumers who have been seen at hotels and motels in those areas, we can capture those who are most likely staying at an AirBnb or vacation home rental.

## /online interests

**Travel Enthusiasts:** Reach consumers whose online interests indicate they are interested in travel through their search, sharing & content viewing.



# Americans celebrate St. Patrick's Day with a **wholesome family fun**

Foursquare data reveals a **lift** in traffic to family-friendly leisure attractions during St. Patrick's Day weekend compared to the previous three weekends.

**Theme Parks** **+74%**

**Arcades** **+30%**

**Zoos** **+23%**



## /audience

**Family Travelers:** Reach parents with young children whose device history shows they have recently been to prominent travel destinations such as Disney World, Six Flags, Sea World, and other amusement parks.

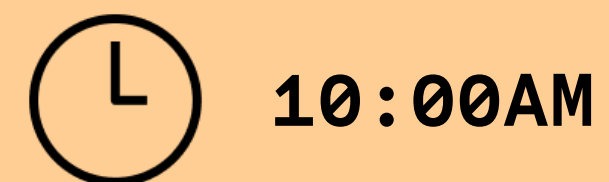
**Parents with Young Children:** Reach consumers whose location history indicates that they are parents who have young families.

**Family Fun Activities:** Reach consumers whose location history shows they enjoy family fun activities. These consumers are seen at family-friendly activities and destinations such as theme parks, arcades, carnivals, miniature golf, bowling, zoos, aquariums, and children's museums.



# Consumers celebrate St. Patrick's Day with a **causal meal**

Foursquare data reveals an uptick in visits to fast causal dining chains during St. Patrick's Day weekend.



## BRUNCHERS

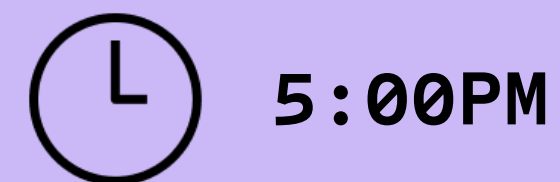
Reach consumers who prefer to dine out for breakfast or plan a celebratory brunch with friends on holidays like St. Patrick's Day.

Location data reveals a lift in traffic on St. Patrick's Day to:

IHOP **+34%**

WAFFLE HOUSE **+18%**

DENNY'S **+17%**



## CASUAL DINERS

Reach consumers who prefer to dine out for dinner on holidays like St. Patrick's Day.

Location data reveals a lift in traffic on St. Patrick's Day to:

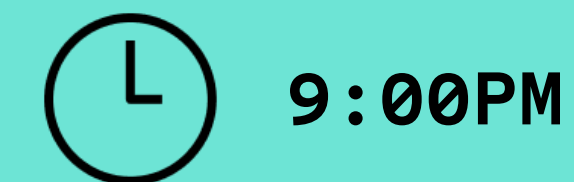
BUFFALO WILD WINGS **+22%**

CHILI'S GRILL & BAR **+22%**

TEXAS ROADHOUSE **+22%**

APPLEBEE'S **+20%**

CRACKER BARREL **+20%**



## LATE NIGHT SNACKERS

Reach nightlife enthusiasts & late night snackers who are celebrating St. Patrick's Day on-premise & within proximity to your QSR chain.

Location data reveals a lift in traffic on St. Patrick's Day to:

KFC **+18%**

CULVER'S **+14%**

PIZZA HUT **+13%**

HARDEE'S **+13%**

MCDONALD'S **+12%**



# Keep track of **Winter travel** behavior & trends





# Americans are eager to travel in the first few months of the year

Location data confirms that consumers are more likely to visit certain travel-related categories in Q1 compared to previous months.

**Airport Lounges +24%**

**Baggage Claims +23%**

**Airports +20%**



## /audience

**Vacation or Trip Planners:** Reach consumers who are likely planning a trip or vacation. These consumers have recently been seen at tour guides, currency exchanges, travel planners, luggage retailers, and other related locations that would indicate they are planning a trip.

**Affluent Travelers:** Reach consumers whose location history indicates they frequently travel for business or leisure. These are people who typically travel at least 600 miles (966 km) from their home at least 4X a year.



# Americans partake in **winter leisure activities** in the first few months of the year

Location data reveals a lift in traffic to these seasonal locations in Q1 compared to previous months:

**Ski Lodges** +172%

**Ski Areas** +154%

**Ski Shops** +62%

**Skating Rinks** +24%



## /audience

**Luxury Sports & Activities:** Reach consumers who frequently participate in luxury sports. These consumers are frequently seen playing golf, tennis, skiing, lacrosse, polo, and participating in other sports affluent consumers partake in.

**Winter Activity Enthusiasts:** Reach consumers who have been seen participating in cold-weather activities such as skiing, snowboarding, and ice skating. consumers have been seen visiting ice skating rinks, ski slopes, resort towns such as Mammoth, Jackson Hole, Vail, Park City, etc. in the past year.



# Not all American travelers are planning ski trips this winter

Foursquare data reveals the the most popular U.S. destinations amongst Q1 travelers last year. Interestingly, the top 5 destinations are exclusively warm weather destinations in NV, CA and FL.

Las Vegas

Orlando

Los Angeles

Tampa/St. Petersburg

Miami

Dallas

Atlanta

Ft. Meyers/Naples

Denver

New York City

Houston

Nashville

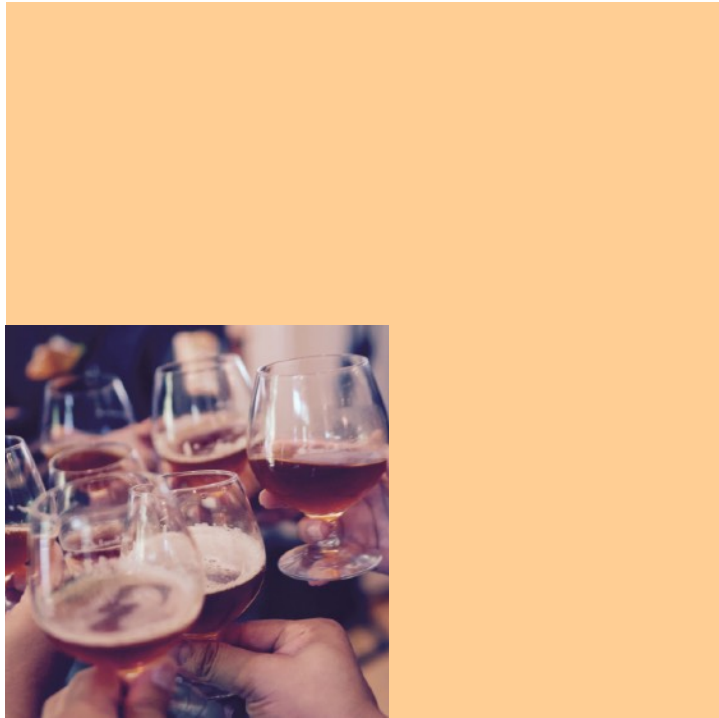
Washington

Chicago



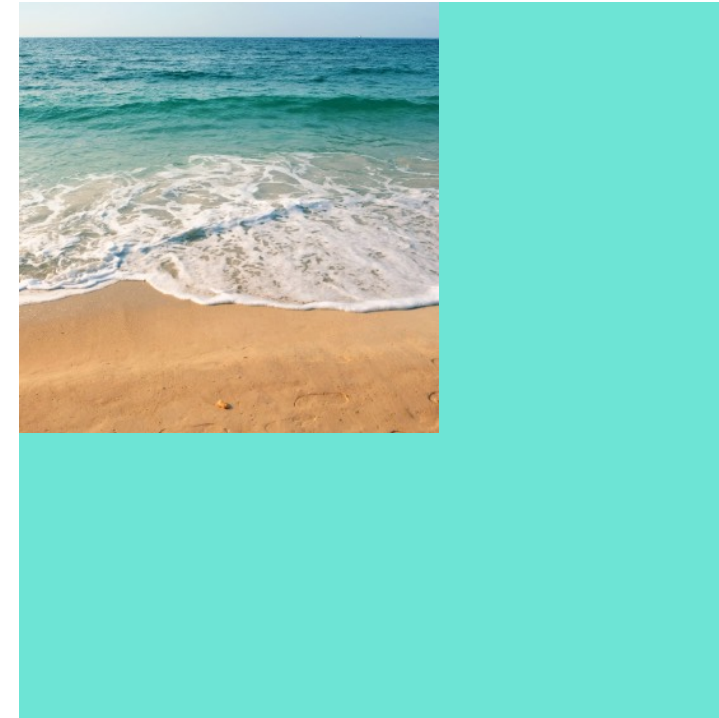


# Winter travelers seek warm weather vacations, big city energy and family-friendly leisure activities



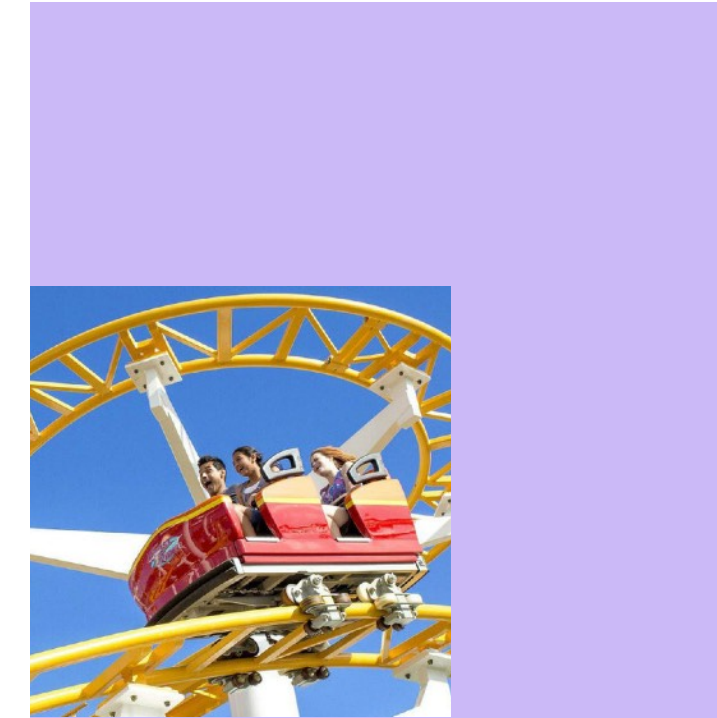
## Entertainment & Nightlife

**Las Vegas, Miami & Nashville** were especially popular destinations amongst Q1 travelers last year, indicating that some winter travelers seek vacations that include quality entertainment & nightlife activities.



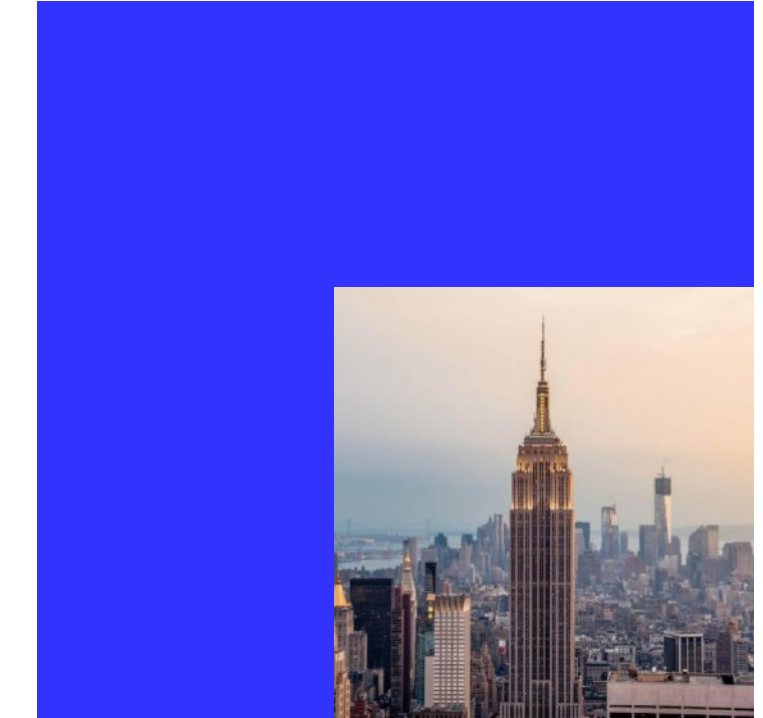
## Warm weather & Beach Vacations

Winter travelers are fleeing to year-round warm-weather destinations in the South, like **Tampa, Ft. Meyers, Naples & Houston** to escape the winter cold.



## Leisure Activities & Family Fun

**Phoenix & Denver** are popular destinations amongst avid golfers and skiing enthusiasts. **Orlando & Los Angeles** are equally popular amongst families seeking wholesome fun & entertainment at theme parks, zoos and other attractions.



## Big City Energy

Winter travelers in search of site-seeing & famous attractions are most likely planning to visit major cities like **Atlanta, New York City, Washington DC** and **Chicago**.



# Seasonal Strategies For Q1 2022



# How to activate with Foursquare in Q1.



## Segment Audiences

Identify consumers in different life stages with changes in foot traffic patterns, visit frequency & brand affinities



## Tap Into Trends

Use taste & trend data to identify consumer preferences, creating programs that drive mass personalization



## Reach Consumers With Moment Based Messaging

Dynamically optimize messaging and creative to align with the appropriate moment



## Influence Buyer Behavior

Reach key audiences on their path to purchase, intercepting and influencing their journeys



## Conquest Competitors

Target consumers in and around competitor locations to change their behavior with conquering messaging



## Proximity Target

Identify consumers in & around store locations to drive them to purchase specific products



## Leverage Insights

Use insights on lifestyles & brand preferences to influence future growth initiative



## Measure Impact

Monitor how cross platform advertising is driving visits to store locations, optimizing performance in real-time



Reach new customers  
& align with the right  
moments with  
Foursquare's  
**targeting** solutions.

## FOURSQUARE /audience

Build **highly-customized, scalable audiences** based on real-world consumer behavior.

Select from 1200+ ready-to-use audience available in our Audience Designer and all major DSPs, DMPs, or create highly-customized audiences in our self-serve UI.

## FOURSQUARE /proximity

Build **accurate, custom geofences** to reach consumers in geo-contextual real-time moments.

Build accurate, custom geofences to reach consumers based on where they are in real-time and key moments of receptivity. Design your own custom segments in our self-serve UI, or let us create segments that meet your goals



# Activate Everywhere You Buy Media.

All leading DNP's



ORACLE



All leading DSP's



Leading Publishers



hulu

ESPN

Leading Social Media



Leading CTV & OOH

Roku

SAMSUNG Ads

VISTAR MEDIA



Our targeting is available to activate anywhere you buy. Your platforms are our partners. This includes deep partnerships with all leading DSPs/DMPs, publishers and ad networks, social, and emerging channels like CTV and out-of-home.



# Measure the impact of all your Q1 Targeting.

And understand the value of emerging channels.

- **13M always-on** first party panel, the largest in the industry to measure incremental visit lift.
- Synthetic control group modeling accounts for the **most accurate** attribution solution.
- Available across **550+ partners**, including major social networks like Twitter, Pinterest and Snap.



Uber

Roku®

theTradeDesk







# Struggling to understand how your advertising impacts your store traffic?

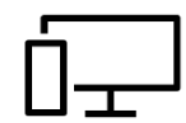
**Foursquare Attribution** knows the true impact of your advertising dollars with the most accurate footfall attribution solution in the industry.

**FOURSQUARE**



# Beyond Marketing

Location technology and data can play a game-changing role in helping fast casual dining enterprises with the following strategic decisions and activities:



Customize app experiences based on where a user is located / where they like to go



Site selection



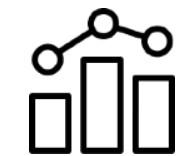
Territory mapping



Investment strategies



In-app customer experience



Demand forecasting

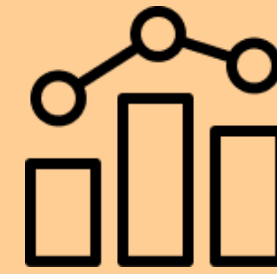




# Harness the power of location data with Foursquare Visits

Your first party data is invaluable, but incomplete. Real-world visits inform how to keep your customers engaged and loyal.

With **Foursquare Visits**, you can incorporate the only MRC accredited visits solution, which is couples from our first party and our trusted third party partnerships.



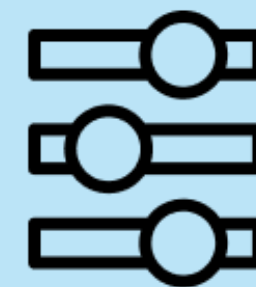
## ANALYZE

Our proprietary assets make sense of where people are moving to inform better business decisions through analytics, forecasting, and modeling.



## ACTIVATE

Incorporate FSQ Visits into your own data to create custom targeting segments and activate them in your DSP or social network of choice.



## MEASURE

Leverage FSQ visits as a conversion metric to gauge the effectiveness of your entire marketing and strategy plan to drive people to a store.



# Thank You

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