

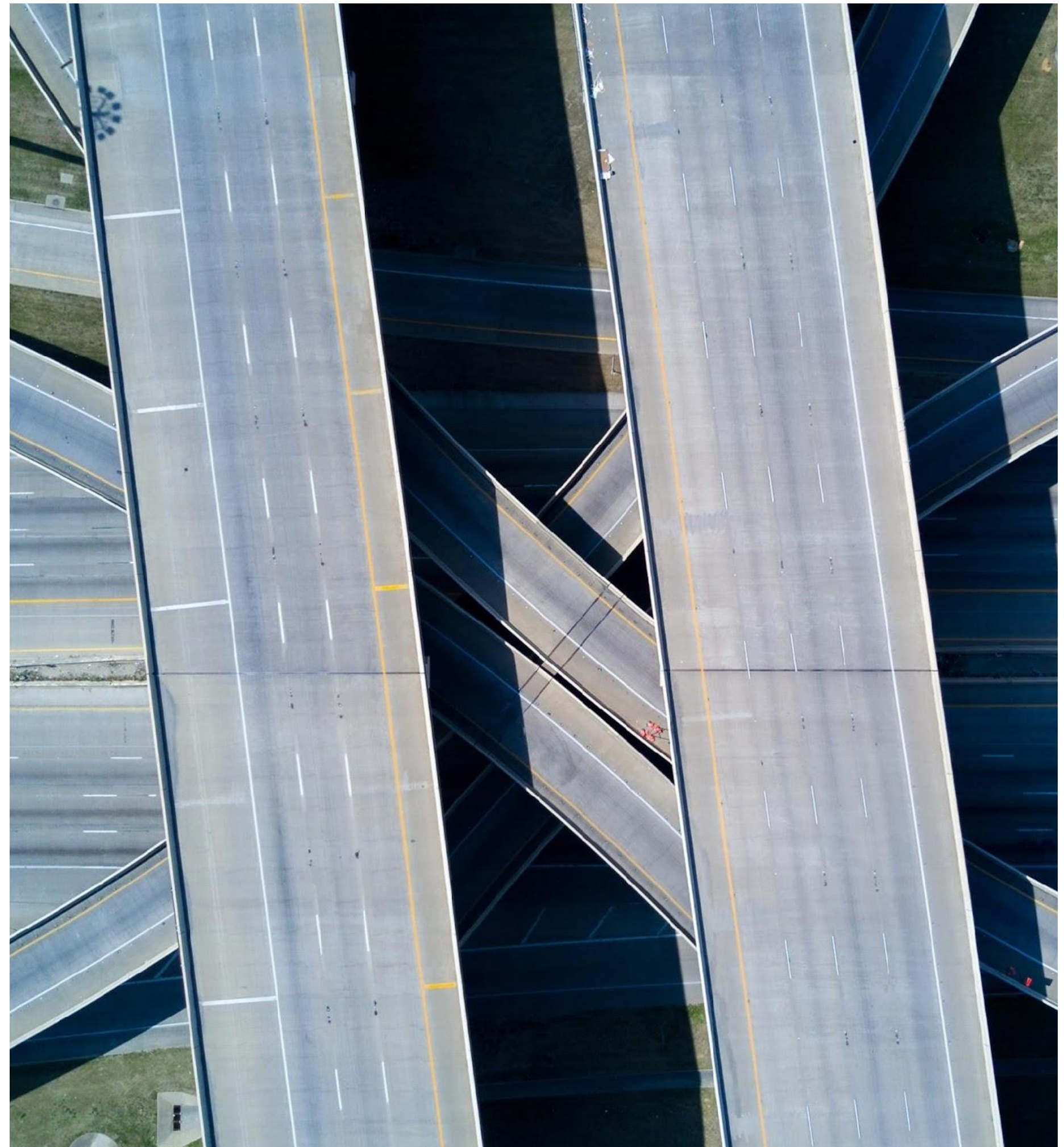
# Foursquare's Holiday Retail Insights & Activation Guide





The holiday season is here and consumers are traveling, hosting, and shopping again! **Large format retailers** such as Big Box, Hardware & Department stores **saw the highest penetration rate in December 2020.**

Use **Foursquare Targeting & Attribution** to capitalize on this surge in foot traffic by reaching the right consumer at the right time, and **driving incremental visitation to your locations and away from your competitive set.**





# Use Key Holiday 2020 Retail Trends to Engage with Your Consumers

Large format retailers won with holiday shoppers. Big box and department stores saw the highest penetration amongst shoppers compared to other retail categories.

46%

of U.S. consumers visited a **Walmart** store in December 2020

9.2%

of U.S. consumers visited a **Kohl's** store in December 2020

Consumers were spending less time in retail stores last December compared to 2019, perhaps shopping online & picking up in stores.

In addition to traditional targeting tactics, consider reaching consumers who are shopping online with Foursquare's online interest audiences.

Home improvement/decor, crafting, electronics, sporting goods & pet supplies were among the most visited retail categories during the 2020 holiday season.

% of U.S. consumers who visited a retailer in December 2020:

**The Home Depot +17%**

**Best Buy +7%**

**Dick's Sporting Goods +4%**

**PetSmart +5%**

In 2020, Holiday shoppers were more likely than the average consumer to be:\*

- Outdoor Enthusiasts
- Fitness Fans
- Big Box Shoppers
- Auto Enthusiasts
- Home Improvers
- Fast Food Fans
- Casual Diners
- Fashionistas
- Holiday Travelers
- Holiday Hosts
- Road Trippers

# Capitalize on large format retailer penetration rate

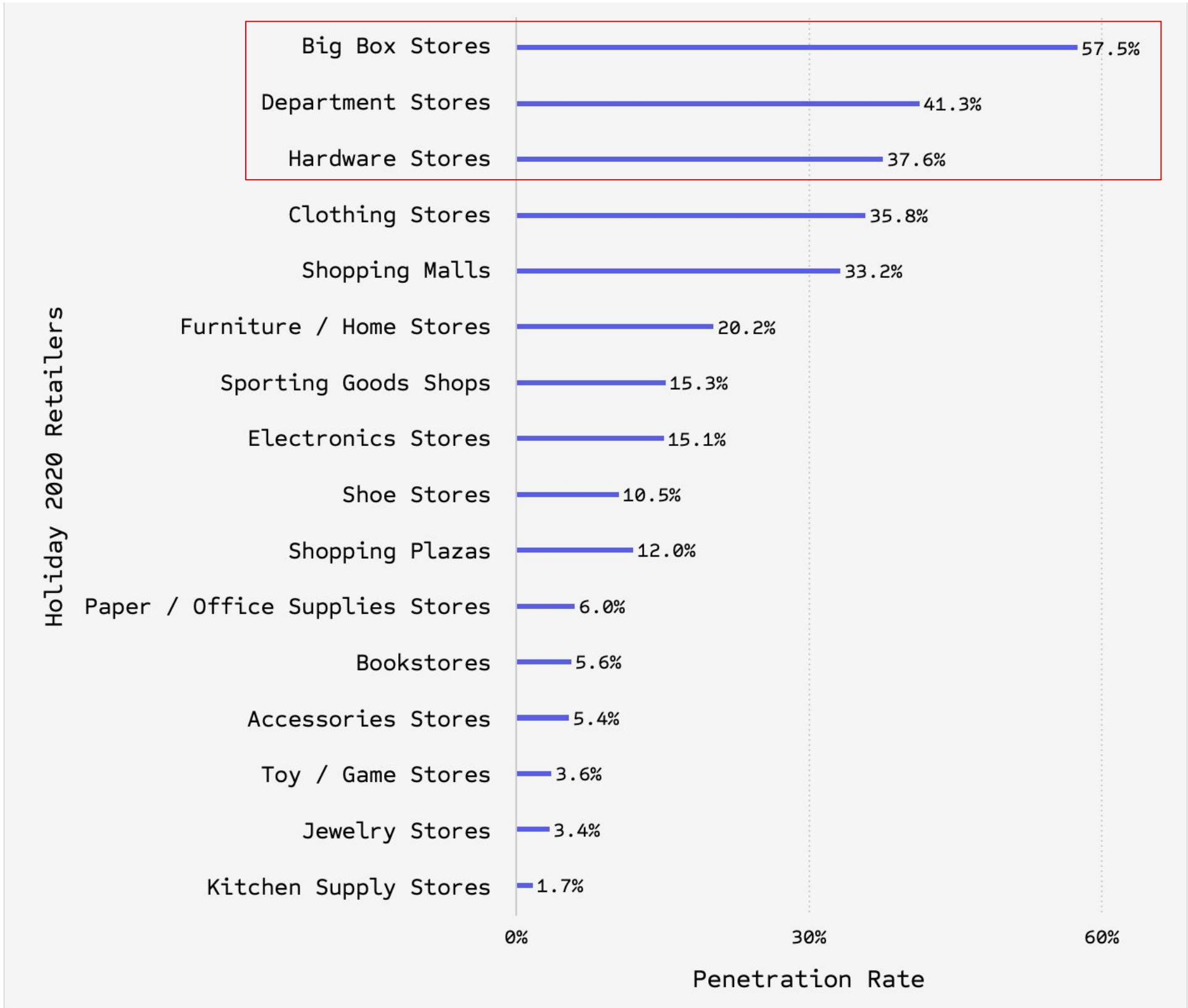
## Key Insights:

Large format retailers such as Big Box, Hardware & Department stores all showed the highest penetration in December 2020 -- **57%** of holiday shoppers visited a **big box store** in December, while 37-41% of holiday shoppers visited a hardware or department store.

## Opportunity:

Target Big Box, Department store, and Hardware store shoppers. These shoppers are most likely to visit a retail location during the holiday season!

December 2020 Penetration: % of people who visited a given retailer at least once



Foursquare Data December 2020

Reach out to [location@foursquare.com](mailto:location@foursquare.com) for best practices, industry insights, audience strategies, and help with activation for targeting and measurement on any campaign.

# In Q4, new customers are a major opportunity audience for retailers

Retail brands in Q4 2020 ran the majority of their impressions against the over indexing known loyalists audience (*High & Medium visitors.*)

However, 2020 holiday campaigns drove the highest behavioral lift from **Non & Low Frequency** visitors, presenting new opportunities for audience reach.

## **Methodology:**

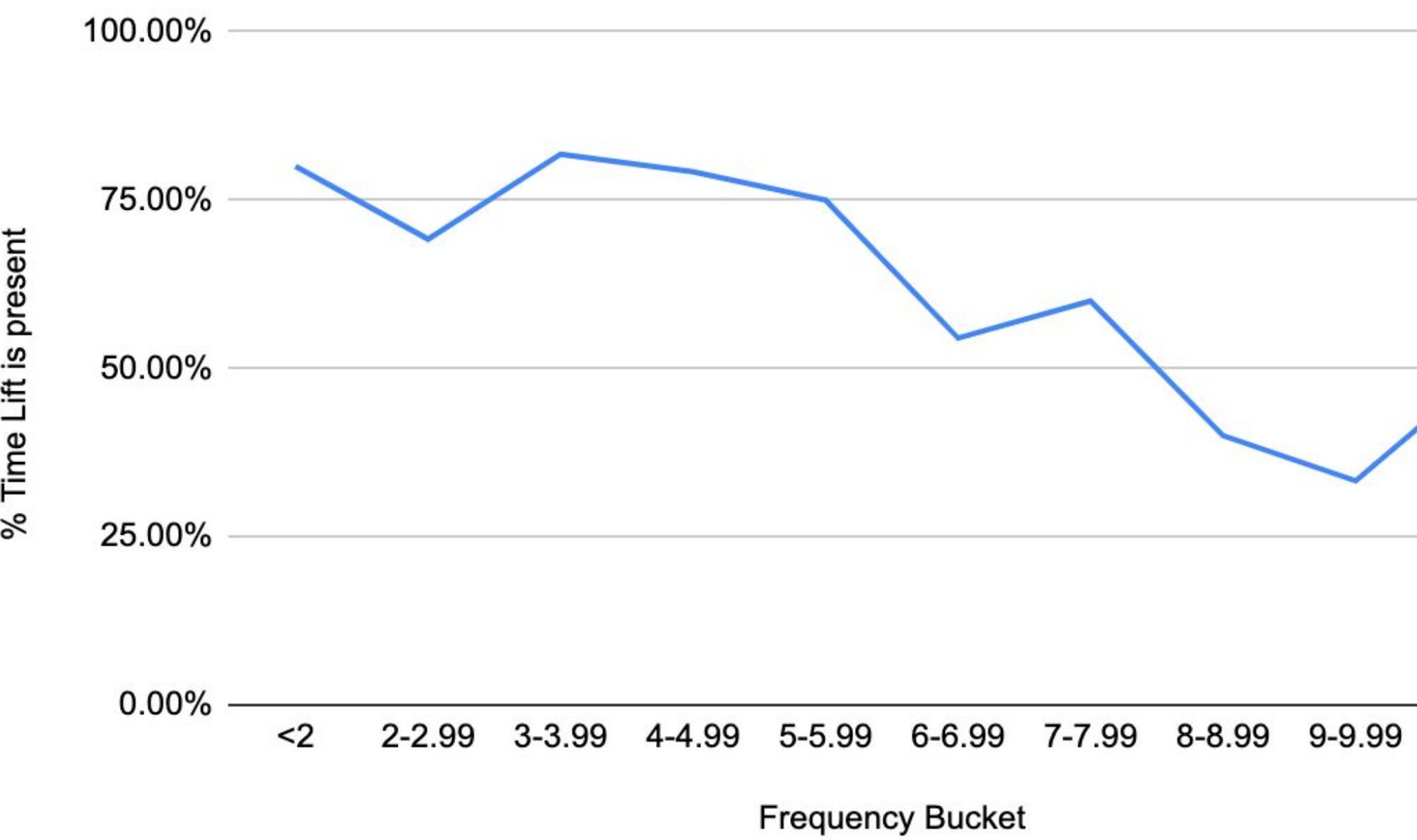
FSQ buckets exposed panelists into quartiles based on prior retail visitation: High (top 25% by prior visit frequency), Medium (middle 50%), Low (bottom 25%), and Non Visitors. Impression & BL index of 100 = par



Data weighted by campaign impression volume

# During the Holiday Season, 1- 6 ad exposures are most likely to drive visit lift for Retail brands

% Time Lift is present vs. Frequency Bucket



- In Q4, behavioral lift was observed most often in campaigns with an average frequency of **1-6 exposures**
- Frequency buckets of **6+** saw diminishing returns on incremental visitation



# Reach Consumers Who Are Most Likely To Convert Based on 2020 Holiday Campaigns

## Foursquare Holiday Retail Behavioral Audiences

- **Outdoor Enthusiasts:** This adventurous crowd loves scenic lookouts and trails. You'll find them shopping at stores, such as REI and Bass Pro Shops. - Est. Audience Size: ~101M
- **Fitness Fans:** This active bunch frequents stores, such as Dick's Sporting Goods and Lululemon Athletica. - Est. Audience Size: ~82M
- **Big Box Shoppers:** These consumers are frequent visitors of stores, such as Walmart, Sam's Club, & Target. - Est. Audience Size: ~86M
- **Auto Enthusiasts:** These hobbyists love all things car-related, frequenting auto dealerships, repair shops, & tire centers. - Est. Audience Size: ~109M
- **Home Improvement Enthusiasts:** Frequent visitors of stores, such as Ace Hardware, Lowe's, & Big Lots. - Est. Audience Size: ~164M
- **Fast Food Fans:** You'll find this value-oriented & on-the-go crowd ordering a side of fries, or going out for late night tacos with friends. - Est. Audience Size: ~85M
- **Casual Diners:** This hungry bunch frequents casual chains like TGI Fridays, Buffalo Wild Wings, and more. - Est. Audience Size: ~83M
- **Fashionistas:** These consumers like to shop till they drop, frequenting shops such as Bluemercury, American Eagle, and DSW. - Est. Audience Size: ~102M
- **Holiday Travelers:** These on-the-go folks stay at places like a Ritz-Carlton, Four Points By Sheraton, or a Crown Plaza Hotel. - Est. Audience Size: ~78M
- **Holiday Hosts:** These holiday celebrators love a good party. You'll find them at stores such as Vons, Meijer's, and Krogers stocking up for their guests. - Est. Audiences Size: ~94M
- **Road Trippers:** These travelers are frequently seen at gas stations and convenience stores like Texaco and BP. - Est. Audience Size: ~71M

### How to Activate:

Activate Foursquare segments across Display, Video, CTV, Audio, and DOOH on TTD or any DSP. Activate on social, including Facebook.

#### HOW TO ACTIVATE READY-TO-USE SEGMENTS

1. Log into your DSP account
2. Select Foursquare/Factual
3. Type in keywords relevant to your audience
4. Select the audience that best fits your needs

#### HOW TO ACTIVATE CUSTOM AUDIENCES ON YOUR PREFERRED DSP

1. Create your Audience or Proximity segment by using our highly customizable Targeting UI or reach out to [location@foursquare.com](mailto:location@foursquare.com) to build audiences.
2. Don't forget to add a design Name and Targeting Code.
3. Hit Save -> Build. Enter in your relevant DSP ID.
4. Copy and paste the Targeting Code into your DSP dashboard to locate your design in 48 hours.

# Recommended Targeting Strategy for The Holiday Season and Beyond

**Goal:** Target audiences in Q4 to drive consumers to Large Format Retailers for their Holiday shopping needs



Reach consumers most likely to consider shopping at a Large Format Retailer

## Recommended Behavioral Audiences

- Outdoor Enthusiasts
- Fitness Fans
- Big Box Shoppers
- Automotive Enthusiasts
- Home Improvement
- Fast Food Fans
- Casual Diners
- Fashionistas
- Holiday Travelers
- Holiday Hosts
- Road Trippers

## Recommended Proximity Segments

- Family Fun Moments
- Outdoor Moments
- At-Home Hosting
- At or Nearby Your Location
- At or Nearby a Competitor

## Recommended Online Interest Audiences

- Hotels & Accommodations, Car Rental & Taxi Services, Apparel, Discount & Outlet Stores, Homemaking & Interior Decor, Vehicle Shopping, Fast Food, Food & Grocery Retailers

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How to use  
Foursquare's  
location  
technology to  
capitalize on these  
trends

FSQ





# The Foursquare Solution: Targeting & Attribution

## FOURSQUARE /audience & proximity

- Activate audiences everywhere you buy, across all devices and channels
- Create highly-customized audiences in our self-serve UI or let us create segments that meet your goals
- Select from 1200+ ready-to-use audiences
- For Proximity, choose custom geofences to reach consumers based on where they are in real-time for highly precise targeting
- Let our in-house experts provide specialized recommendations

## FOURSQUARE /attribution

- Industry's largest always-on first party panel 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.

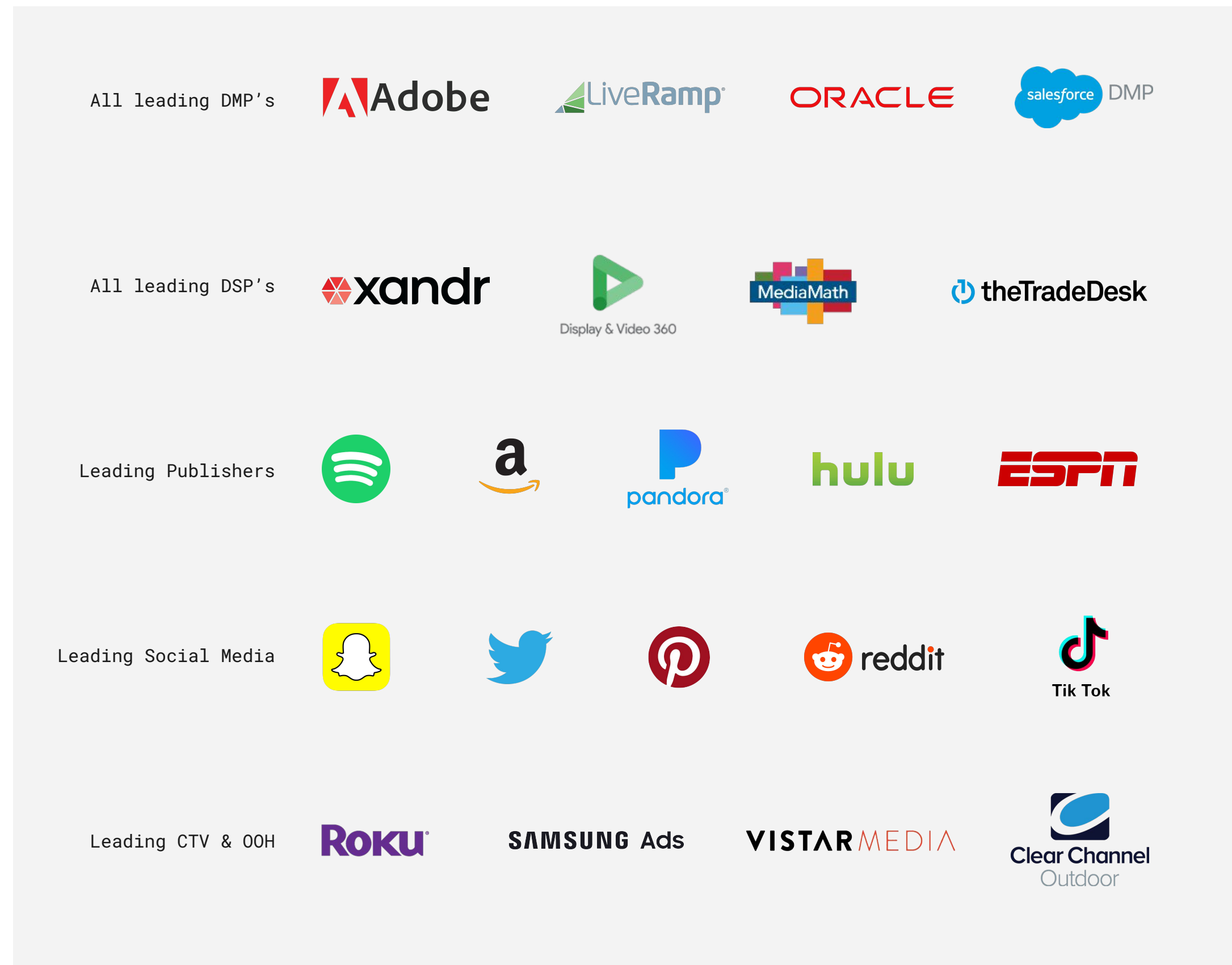


# Consider these channels too!

Activate anywhere you buy.

**Run across multiple channels expands reach** with all leading DSPs/DMPs, publishers and ad networks, social, and emerging channels like CTV and out-of-home.

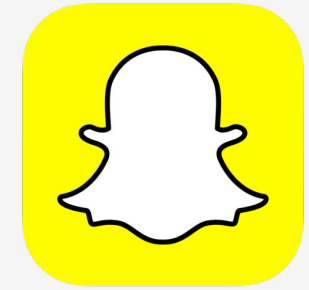
**This is proven to increase performance** across KPIs like visit lift.



# Measure the impact of all your advertising

And understand the value of emerging channels

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- Synthetic control group modeling accounts for the **most accurate** attribution solution.
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Uber



Roku

theTradeDesk





# Questions?

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