



Foursquare Insights: Studying Sustainable Consumer Behavior

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FOURSQUARE

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Overview & Methodology

When it comes to sustainability, Americans want to make a change for the better. Does location data show evidence of people following through on this intention?

We've examined foot traffic patterns alongside self-reported survey data to better understand shifts in consumers' efforts to be more **sustainable** in their transportation, food consumption and shopping habits.

In this report, we take a closer look at foot traffic patterns in the second half of 2021 (July - December) as compared to the same months in 2020.

Foursquare analyzes consumer behavior based on foot traffic data from the millions of Americans that make up our always-on panel. All data is anonymized, aggregated and normalized against U.S. Census data to remove any age, gender or geographical bias.



Top Trends In Sustainability



Sustainable Transportation

Outside research reveals that nearly 1/3 of Americans would like to be more sustainable with their transportation.

Based on this, we'd expect to see more people traveling via public transportation and electric vehicles.

Location data does in fact reveal that more electric vehicles are on the road now than ever before. EV charging stations saw nearly 2X penetration (% of Americans who visited) last year compared to 2020.



Plant-Based Food Consumption

Outside research reveals that more than 1/2 of Americans say they are strongly influenced by sustainability when making a food or beverage purchase at a restaurant.

Based on this, we expected to see an increase in visitation to sustainable food and beverage categories YoY.

Location data does in fact reveal that consumers are making more effort to (food) shop & eat sustainably. Vegan/vegetarian restaurants, farmers markets, health food stores all saw an increase (+1.1 - 4.5 % points) in penetration (% of Americans who visited) in 2021 compared to 2020.



Thrifting & Resale

Outside research suggests that resale retail is expected to grow 11X faster than the broader retail clothing sector by 2025.

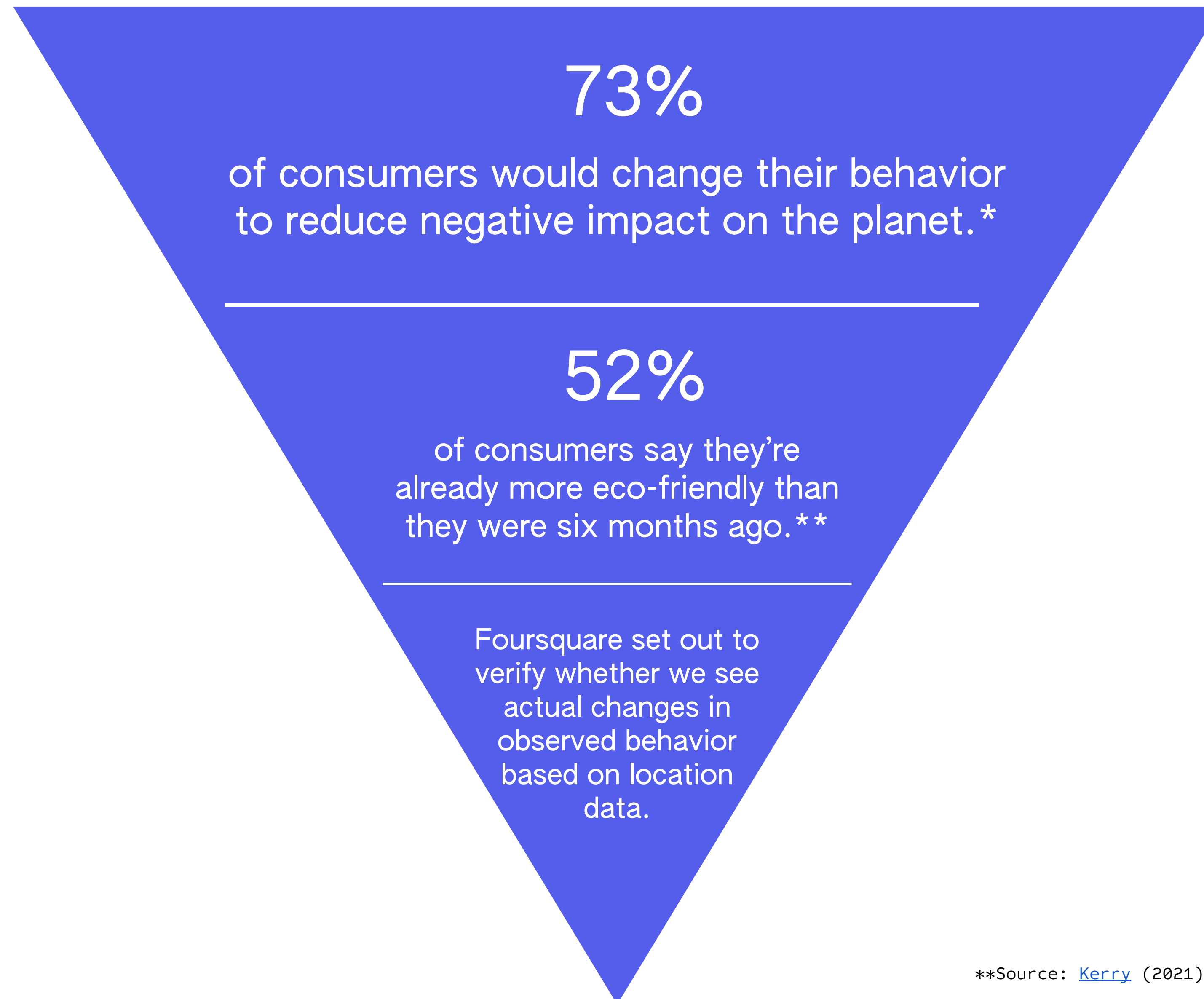
Based on this, we'd expect to see more people shopping at thrift/vintage stores.

Foursquare data indeed verifies this hypothesis, with the % of thrift store shoppers nearly doubling year-over-year (penetration increased from 7.7% in December 2020 to 12.5% in December 2021, for instance).

What's more, the % of thrift store shoppers surpassed the % of fast fashion shoppers throughout most of 2H 2021 (in September 2021, 12.1% of Americans visited a thrift store, while only 8.6% of Americans visited a fast fashion retailer).

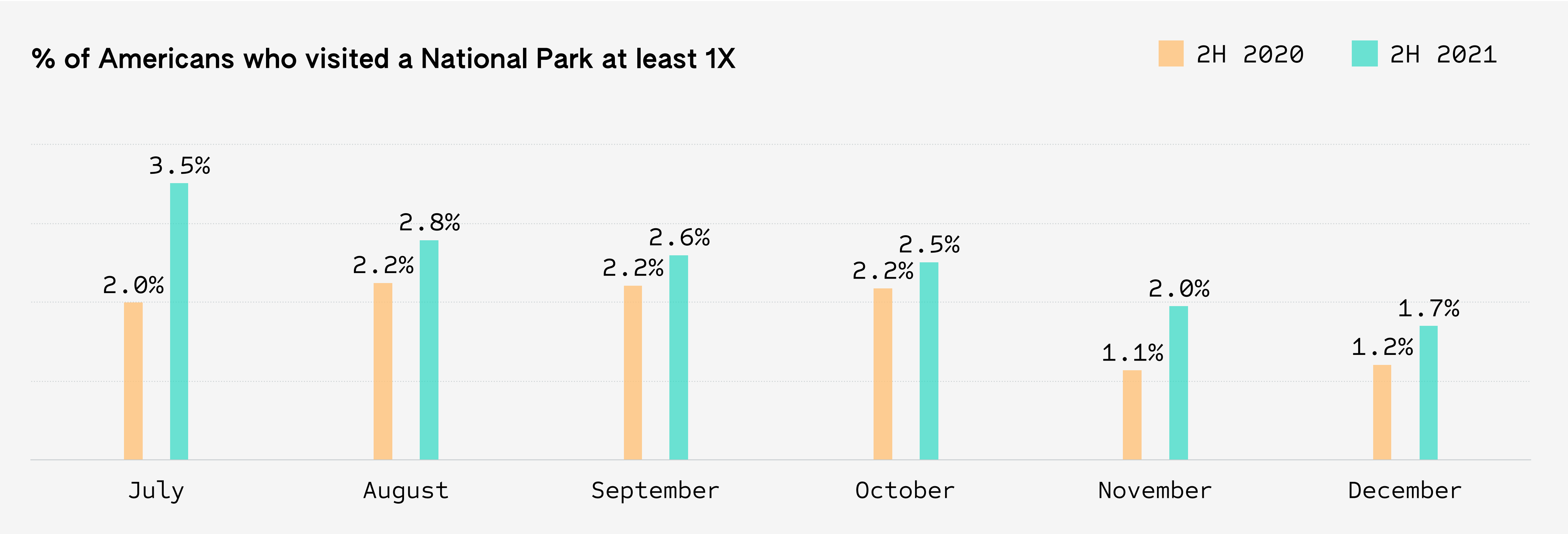
The Road To A Sustainable Future

Americans **want** to make a change, but **are** they actually doing so?



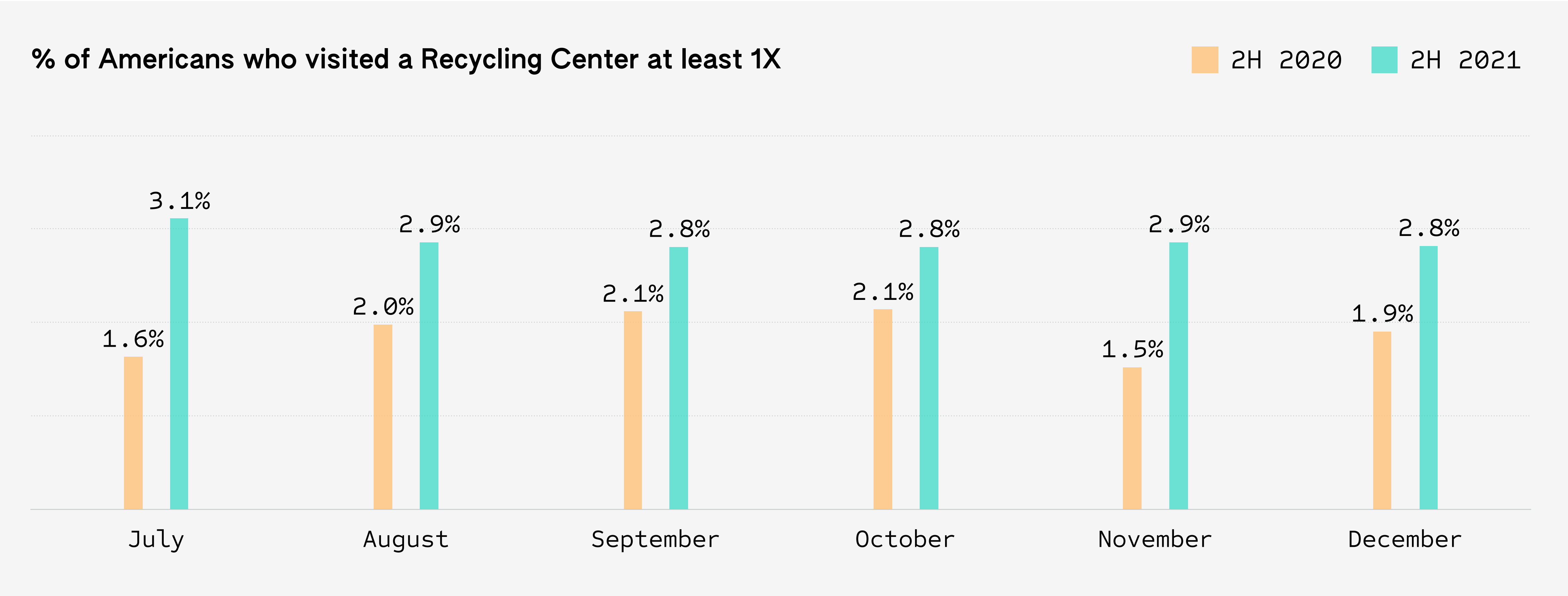
52% of Americans say they're more **environmentally-friendly** now than they were six months ago & location data shows they're spending more time in nature

U.S. National parks have seen a significant increase in the % of Americans who've visited in recent years, especially in the summer months. With more Americans spending time in nature, perhaps we will see a shift in behavior when it comes to protecting & preserving our natural environment.



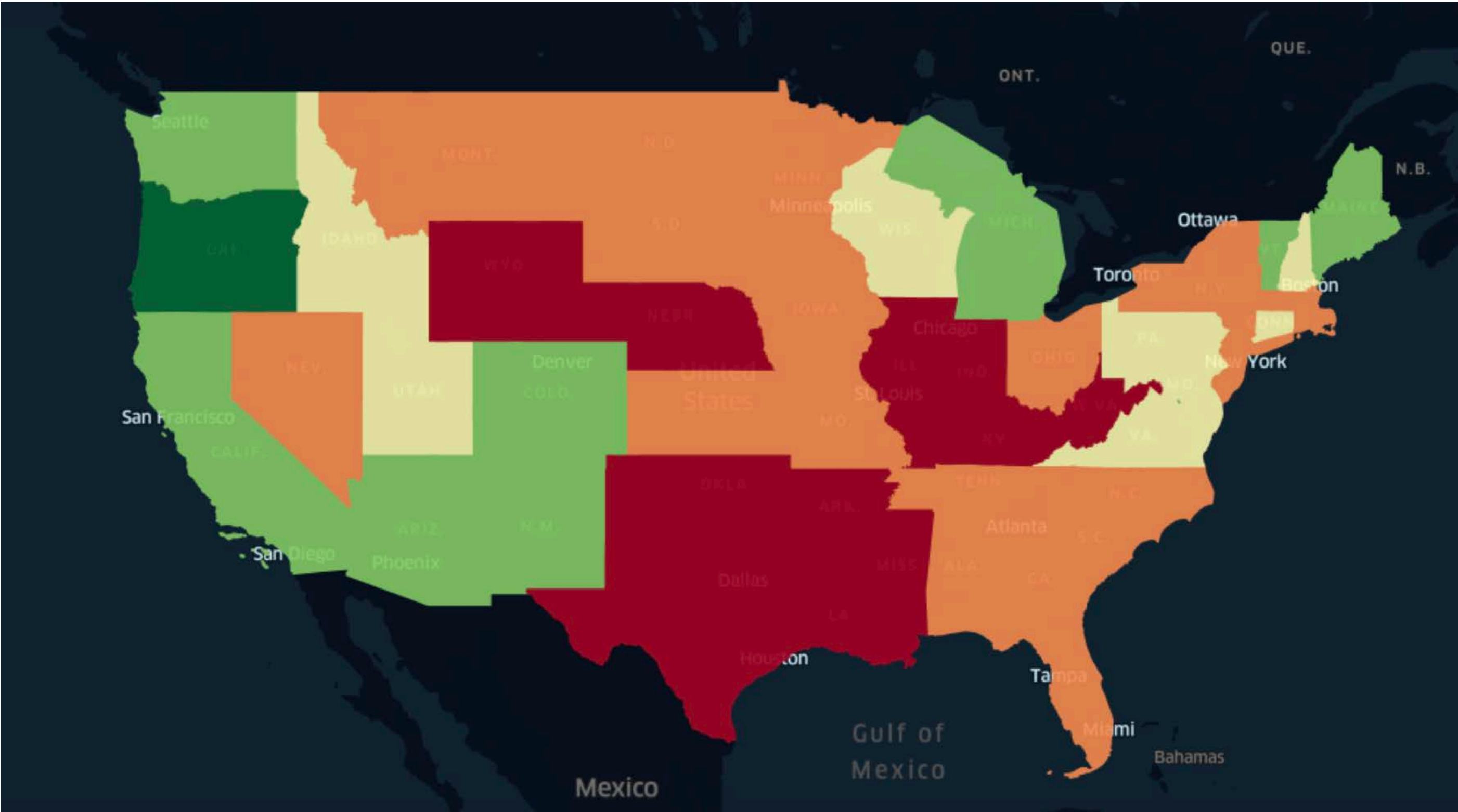
74% of Americans recently stated that **recycling** should be a priority* and recent location data suggests they've taken action

Recycling centers have seen a significant increase in the % of Americans who've visited year-over-year, indicating a positive change in behavior when it comes to cutting down on waste and protecting our environment.



Location data reveals regional trends in sustainable behavior across the country

Unfolded Studios: Sustainability By State



LEGEND: ■ <80 ■ 80–100 ■ 100–120 ■ 120–150 ■ 150+

We took a closer look at geographical trends in sustainable behavior, based on visitation to places such as thrift stores, electric vehicle charging stations and recycling centers.

Dark green states represent where Americans are most sustainable — primarily in the West, with Oregon leading the way.

In contrast, orange & red states represent where Americans are least sustainable — primarily Midwestern & Southern states. 61% of the country under-indexes in sustainability.

The Outliers

Unlike most Midwestern states, **Michigan** ranks within the top 5 most sustainable states in the country. **Fun Fact:** Michigan has one of the highest bottle deposits in the nation (10 cents).

Wisconsin is another outlier in the Midwest, while **Nevada** appears to be the only outlier in the West.

Where are Americans more or less likely to value sustainability throughout the country?

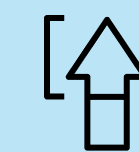
Oregon, DC, Vermont, Hawaii and Michigan all rank within the 5 most sustainable states in the country.

Fun Fact: In 1971, Oregon became the first state in the U.S. to implement a bottle bill that instituted bottle deposits of 5 cents. Today, Oregonians are by far the most sustainable consumers in the country — they're 84% more likely to live, shop and dine sustainably compared to the average American.

At the other end of the spectrum, **Mississippi** has the lowest index of all 50 states — people in Mississippi are 50% less likely travel, shop & dine sustainably compared to the average American.

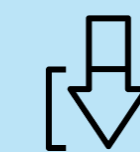
OPPORTUNITY: Identify & segment audiences based on geographical trends in behavioral preferences.

Location data reveals the top 10 most & least sustainable states based on visitation to recycling centers, electric vehicle charging stations, thrift stores and other sustainable venues by state:



MOST SUSTAINABLE:

1. OREGON **+84%**
2. DC **+49%**
3. VERMONT **+48%**
4. HAWAII **+38%**
5. MICHIGAN **+36%**
6. COLORADO **+34%**
7. ARIZONA **+34%**
8. WASHINGTON **+33%**
9. CALIFORNIA **+31%**
10. NEW MEXICO **+30%**



LEAST SUSTAINABLE:

1. MISSISSIPPI **-50%**
2. WYOMING **-42%**
3. LOUISIANA **-36%**
4. KENTUCKY **-35%**
5. ARKANSAS **-34%**
6. NEBRASKA **-31%**
7. WEST VIRGINIA **-25%**
8. ILLINOIS **-24%**
9. TEXAS **-22%**
10. OKLAHOMA **-21%**

Transportation

Transportation

HYPOTHESIS

We would expect to see more people traveling via public transportation & electric vehicles, given that 27%* [of Americans] say they would like to be more environmentally friendly with their transportation.

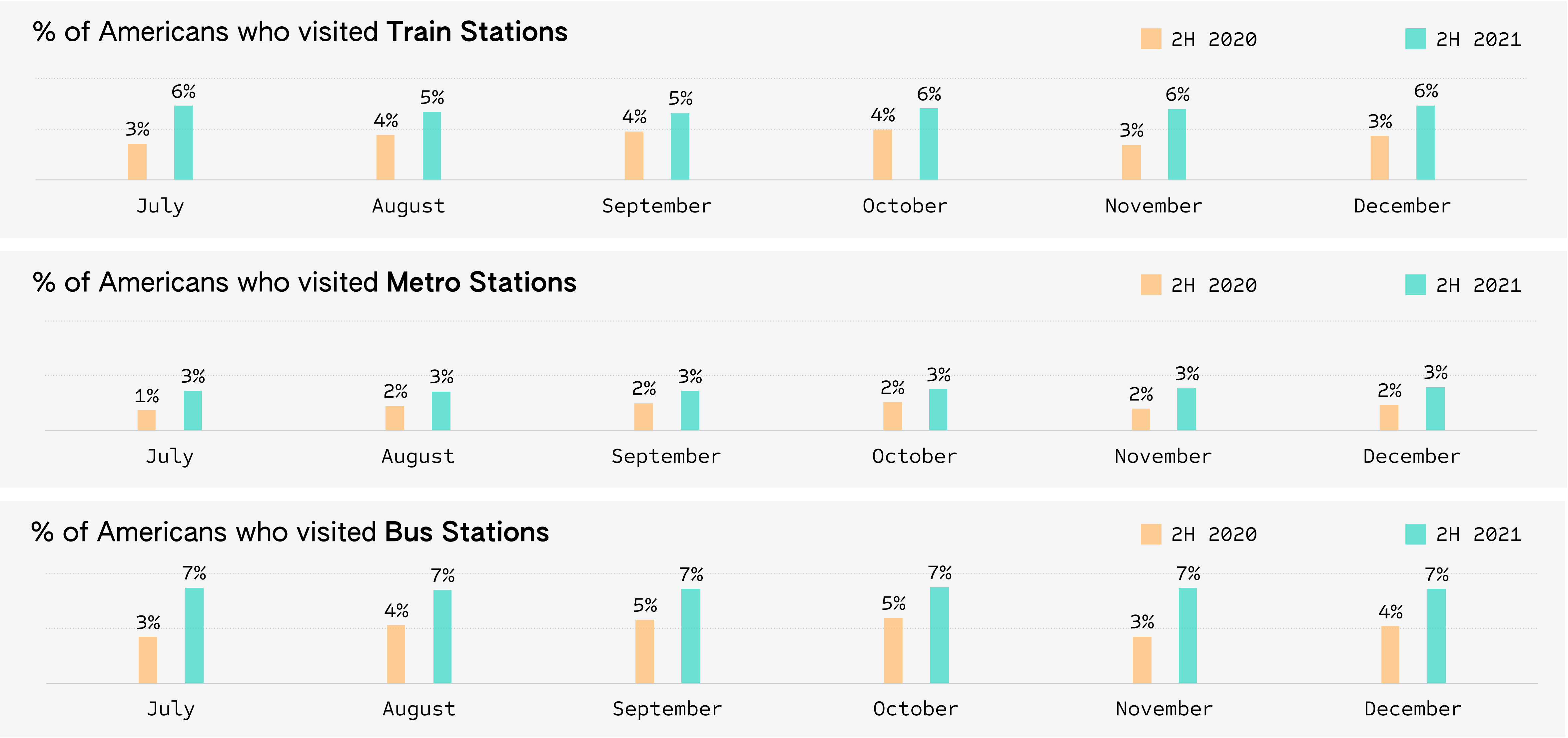
THE VERDICT?

Most forms of public transit, including train, bus & metro did in fact see an increase in penetration (% of Americans who visited) in 2H 2021 compared to 2H 2020. What's more, a higher % of Americans are driving electric vehicles than ever before: penetration for EV charging stations nearly tripled YoY (from 0.7% in December 2020 to 2.2% in December 2021).

At the same time, the % of Americans who visited a gas station (a less sustainable energy source) was also particularly high in December 2021 (82.2%) compared to the % of Americans who visited an electric vehicle charging station (2.2%) during that same month. With the rise of gas prices in recent months, we might see more Americans making the switch to alternative energy sources.

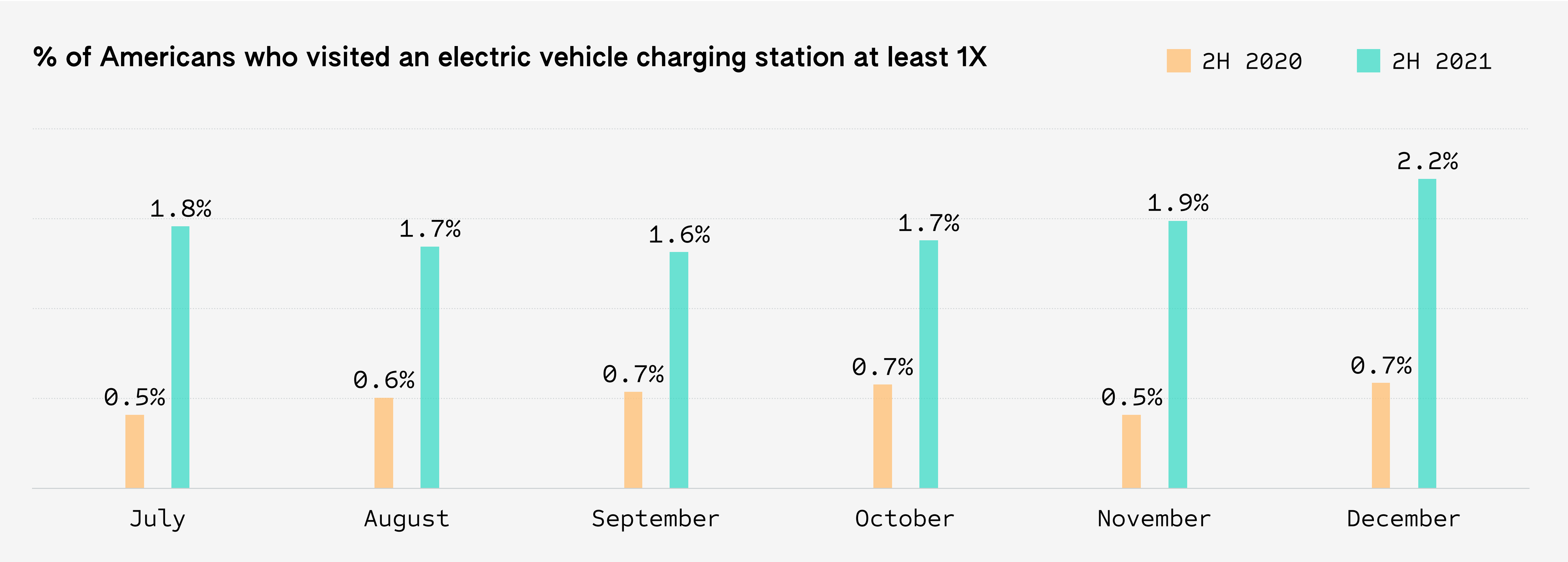


Location data confirms that more Americans are taking **public transit**



The EV market is expected to double over the next 5 years*, and location data verifies that more Americans are making the switch to **electric vehicles**

Foursquare data reveals that electric vehicle ownership is on the rise in the United States. The % of Americans who'd visited electric vehicle charging stations nearly doubled in 2H 2021 compared to 2H 2020.



Millennials & Gen X

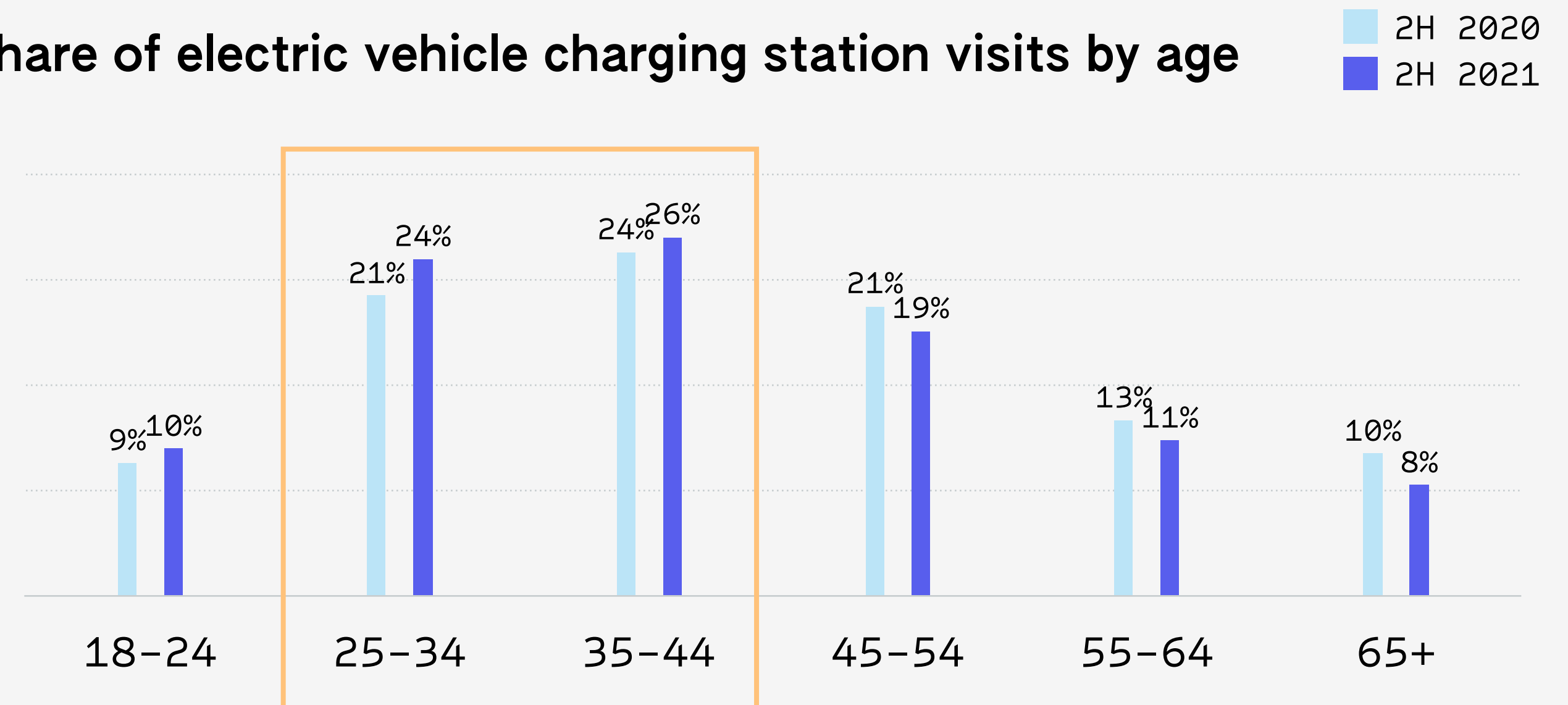
consumers account for the highest share of electric vehicle auto-intenders* & location data confirms that they're following through

According to outside research, **Millennials** are more open to considering the purchase of an electric vehicle for their next vehicle (47%), particularly in comparison with **Baby Boomers** (32%).**

Location data confirms that this younger audience (ages 25-44) accounted for **50%** of total visits to EV charging stations in 2H 2021 (up from 45% in 2H 2020).



Share of electric vehicle charging station visits by age



A day in the life: Electric Vehicle Owners



Compared to the average U.S. consumer in 2H 2021, electric vehicle owners were more likely to visit...

MORNING

They start their day with a productive **morning ritual**, which often includes running errands and **exercising**.

Juice Bars **+34%**
Dog Runs **+25%**
Coffee Shops **+21%**
Dry Cleaners **+7%**

Sports Clubs **+7%**
Gym or Fitness centers **+7%**

AFTERNOON

They spend weekday afternoons as **corporate professionals** and on the weekends they enjoy spending time in **nature**.

Corporate Cafeterias **+40%**
Tech Startups **+30%**
Real Estate Offices **+15%**
Business Centers **+15%**

National Parks **+63%**
Bays **+43%**
Scenic Lookouts **+34%**
Trails **+25%**

EVENING

These consumers have a busy social calendar that often involves going out for **dinner**, or meeting up with friends for **happy hour** and **nightlife**.

Ramen Restaurants **+63%**
Vegan/Vegetarian Restaurants **+45%**
Thai Restaurants **+34%**

Cocktail Bars **+14%**
Wine Bars **+11%**
Tiki Bars **+8%**

Electric vehicle owners prefer **sustainable brands**

Compared to the average American, electric vehicle owners have a stronger affinity for...



Electric vehicle owners are sustainable in some ways, but not in others...



They value holistic health

Compared to the average American, people who visited an EV charging station in 2H 2021 were more likely to also visit...

Vegan/Vegetarian

Restaurants **+45%**

Acupuncturists **+41%**

Salad Places **+24%**

Health Food Stores **+16%**

Alternative Healers **+13%**

Organic Groceries **+1%**

They're going meatless!

EV owners are **-14%** less likely to visit butchers, and **-2%** less likely to visit fast food restaurants



They're spending more time outdoors, and in nature

Compared to the average American, people who visited an EV charging station in 2H 2021 were more likely to also visit...

National Parks **+63%**

Forests **+38%**

Ski Areas **+29%**

State/Provincial Parks **+26%**

Trails **+25%**

Nature Preserves **+23%**

Bike Shops **+20%**



They're still shopping for fast fashion apparel

Compared to the average American, people who visited an EV charging station in 2H 2021 were more likely to shop at...

Forever 21 **+50%**

Victoria's Secret **+46%**

Banana Republic **+41%**

H&M **+39%**

EXPRESS **+20%**

This audience was also **-7%** less likely to shop at vintage/thrift stores in 2H 2021

Nevertheless, most Americans continue to rely on gas-powered transportation versus alternative energy sources

Americans continues to rely predominantly on fuel-powered transportation; during the past decade, gasoline and diesel fuel were the most common fuels sold.*

However, gas prices in the United States have continued to rise at alarming rate in recent months. Perhaps we'll see more Americans will make the switch to alternative energy sources in response.

Did You Know? More than 2/3 (69%) of Americans want a Gasoline/Diesel vehicle as their next car.**



In December 2021...

82.2%

of Americans visited a **gas station** at least 1X

2.2%

of Americans visited an **EV charging station** at least 1X

Food Consumption

Food consumption

HYPOTHESIS

We would expect to see an increase in visitation to sustainable food & beverage venues given that 36% of consumers reduced their consumption of meat/animal products in 2021.*

THE VERDICT?

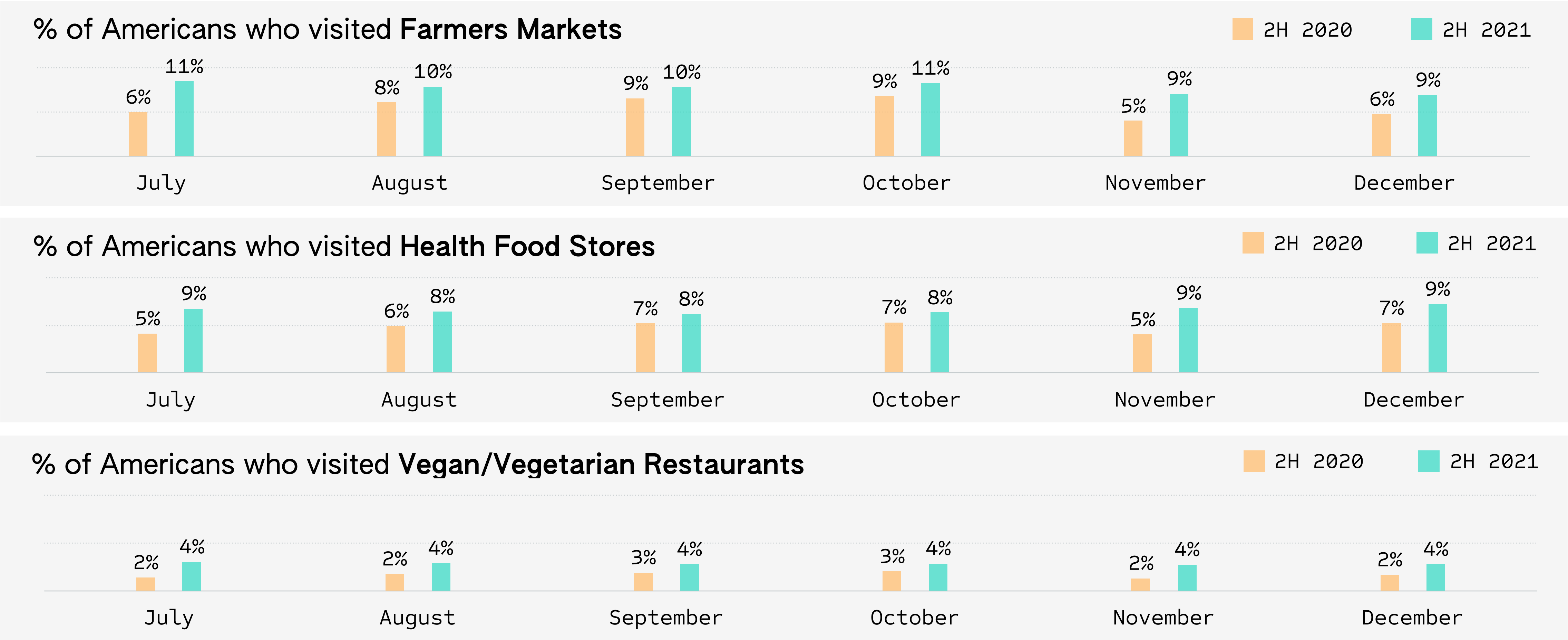
Most venues associated with sustainable food & beverage offerings, such as farmers markets, health food stores & vegan/vegetarian restaurants, have indeed seen an increase (+1.1 - 4.5 % points) in the % of Americans who visited in 2H 2021 compared to 2H 2020.

At the same time, the % of Americans who visited steakhouses, a less sustainable dining category was also particularly high in 2H 2021. 21% of Americans visited a steakhouse at least once in December 2021, compared to the % of visitors to vegan/vegetarian restaurants (4%) during that same month.



58% of consumers say they are strongly influenced by sustainability when making a food or beverage purchase at a **restaurant** and **62%** while shopping for **groceries***

Location data shows consumers may be following through with more sustainable food consumption year-over-year.

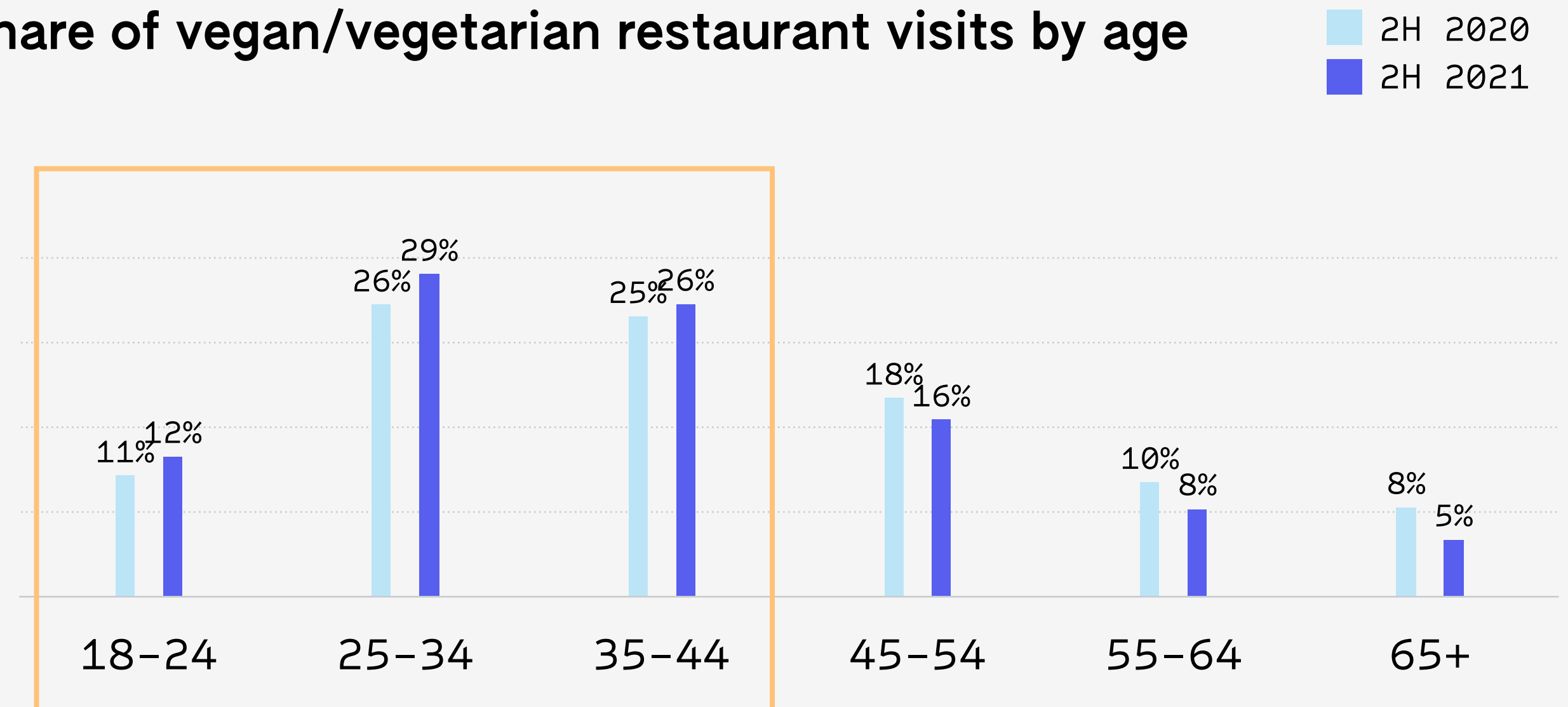


Plant-based alternatives for dairy & meat products are forecasted to grow through 2024, driven by **Millennials & Gen Z** consumers*

Location data confirms that **43%** of total traffic to **vegan/vegetarian restaurants** came from **Gen Z & Millennial** consumers, ages 18-34 in 2H 2021; We also saw the biggest shift in behavior amongst this age group compared to 2H 2020, indicating that sustainable food consumption has become increasingly top-of-mind for young Americans.

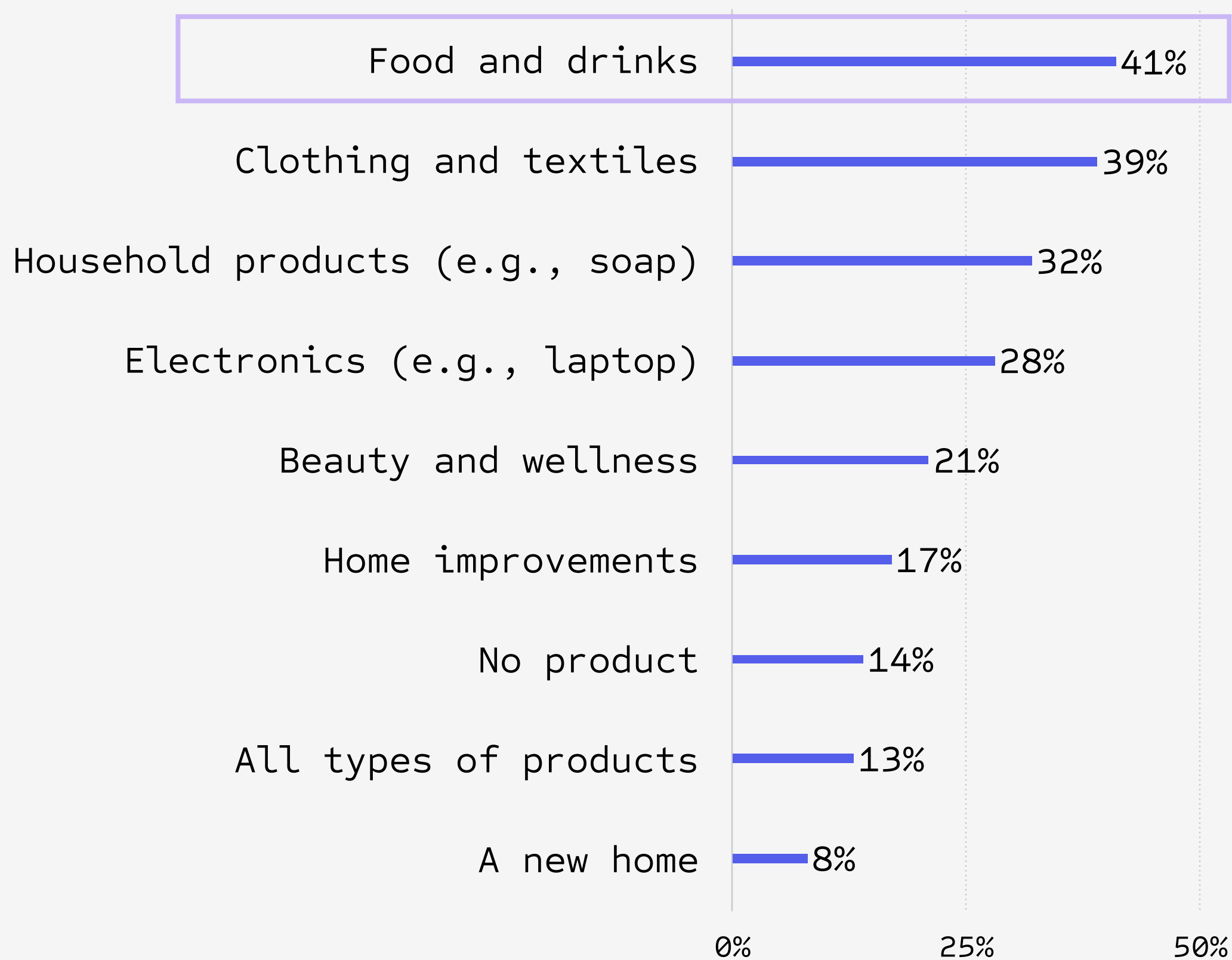


Share of vegan/vegetarian restaurant visits by age



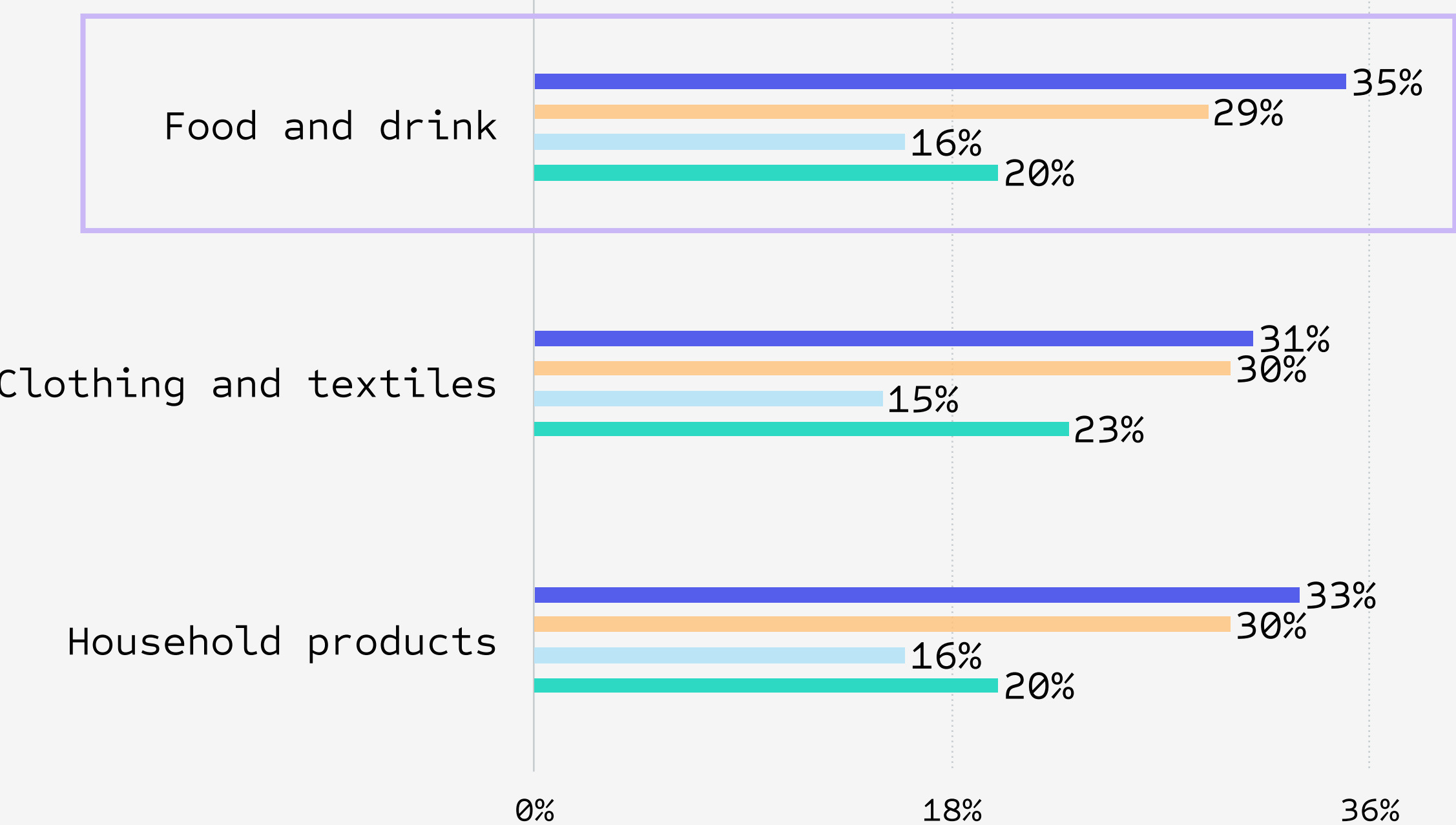
Consumers care about sustainability most when it comes to **food & drink consumption**

Types of products consumers value being sustainable*



How much more are you willing to pay for each of the below sustainable products and/or services in comparison with non-sustainable products and/or services?**

■ A little more ■ Moderately more ■ Significantly more ■ No more at all



A day in the life: Vegan & Vegetarian Consumers



Compared to the average American in 2H 2021, vegan & vegetarian restaurant patrons are more likely to...

MORNING

Get an early start to the day with a morning **fitness routine**, often followed by a quick stop for **coffee or breakfast**.

Pilates Studios **+87%**
Yoga Studios **+61%**

Tea Rooms **+62%**
Smoothie Shops **+35%**
Cafés **+32%**
Coffee Shops **+31%**

AFTERNOON

Spend their afternoon as a **corporate professional** and often run out for a healthy **lunch** near their office.

Bus Lines **+64%**
Tech Startups **42%**

Salad Places **+95%**
Juice Bars **+72%**
Soup Places **+59%**
Asian Restaurants **+43%**

EVENING

Enjoy evening **entertainment** or a **night out** with friends

Nightclubs **+41%**
Record Shops **+37%**
Amphitheaters **+37%**
Indie Movie Theaters **+31%**
Music Venues **+24%**

Gay Bars **+94%**
Sake Bars **+88%**
Cocktail Bars **+63%**

Vegan & vegetarian consumers prefer **sustainable brands**

Compared to the average American, vegan/vegetarian restaurant goers have a stronger affinity for...

SWEETGREEN

5.1X

more likely to visit

Did You Know?

SweetGreen's primary company value is sustainability, and they will be carbon neutral by the end of 2027.

**THE COFFEE
BEAN & TEA
LEAF**

2.2X

more likely to visit

Did You Know?

The Coffee Bean and Tea Leaf has phased out plastic cups and implemented biodegradable straws, they've also been certified "green" by the GRA for over a decade. As a native California organization, they encourage consumers so eat local and recycle coffee grounds.

JAMBA JUICE

1.9X

more likely to visit

Did You Know?

Jamba Juice changed their styrofoam cups to paper cups in 2013 as a result of consumer outcry.

**SPROUTS
FARMERS
MARKET**

1.8X

more likely to visit

Did You Know?

Sprouts Farmers Market is committed to lowering greenhouse gas emissions, redistributing food to those in need rather than wasting it, and sourcing local & organic ingredients.

**TESLA
SUPERCHARGER**

1.6X

more likely to visit

Did You Know?

Tesla strives to accelerate the world's transition to sustainable energy. The Tesla product saves tons of CO2 from being emitted.

Vegan & vegetarian consumers are sustainable in some ways, but not in others...

They value holistic health

Compared to the average American, people who dined at a vegan or vegetarian restaurant in 2H 2021 were more likely to also visit...

Salad Places +95%

Juice Bars +72%

Tea Rooms +62%

Yoga Studios +61%

Marijuana Dispensaries +37%

Smoothie Shops +35%

They value eco-friendly transportation

Compared to the average American, people who dined at a vegan or vegetarian restaurant in 2H 2021 were more likely to also visit...

Bike Shares/Bike Rentals +97%

Bus Stations +61%

Train Stations +53%

EV Charging Stations +36%

They're also **-19%** less likely to frequent **gas stations**. **Did You Know?** Gas powered vehicles actually emit more CO2 than the average plane.

They're still going to fast food restaurants

Compared to the average American, people who dined at a vegan or vegetarian restaurant in 2H 2021 were more likely to also visit...

Carl's Jr. +48%

Jack in the Box +34%

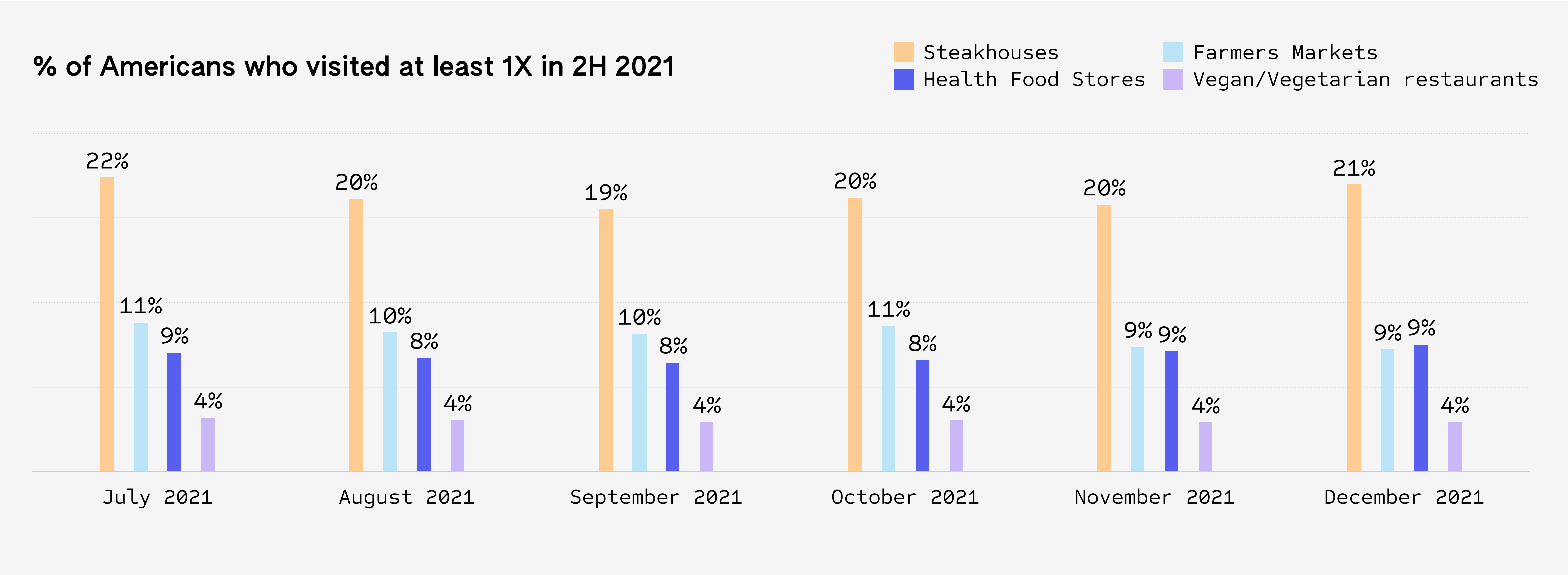
Chick-fil-A +22%

Taco Bell +5%

Did You Know? Fast food is known for a lot of fuel consumption & packing and food waste.

Nevertheless, **steakhouses** continue to attract more visitors than other sustainable dining venues.

Nearly **1/4** of Americans visited a steakhouse at least once in the second half of 2021, which is **more than double** the % of Americans who visited sustainable F&B venues such as vegan/vegetarian restaurants and farmers markets.



Retail

Retail

HYPOTHESIS

We would expect to see more people shopping at thrift stores given that 60% of consumers claim to be opposed to wasting money and 51% of consumers claim to be opposed to eco waste.*

THE VERDICT?

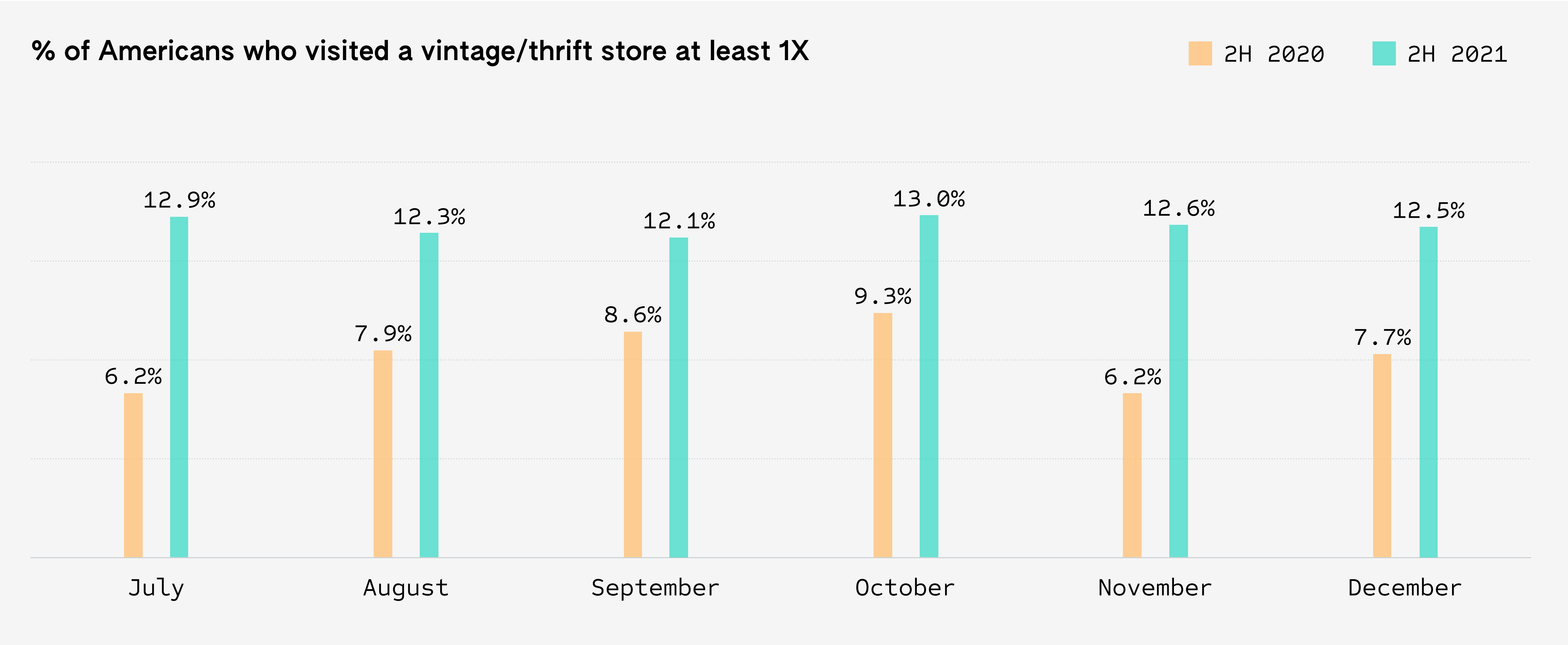
Thrift stores have in fact seen an increase in the % of Americans who've visited year-over-year (nearly doubling from 7.7% in December 2020 to 12.5% in December 2021).

What's more, the % of Americans who had visited thrift stores in the second half of 2021 (12.1%) also surpassed the % of Americans who had visited fast fashion retailers (8.6%) in September 2021, indicating a strong preference for sustainable clothing & resale items amongst American shoppers.



Resale is expected to grow **11X faster** than the broader retail clothing sector by 2025.*

Location data reveals that the % of Americans visiting **vintage & thrift stores** has nearly doubled year-over-year.



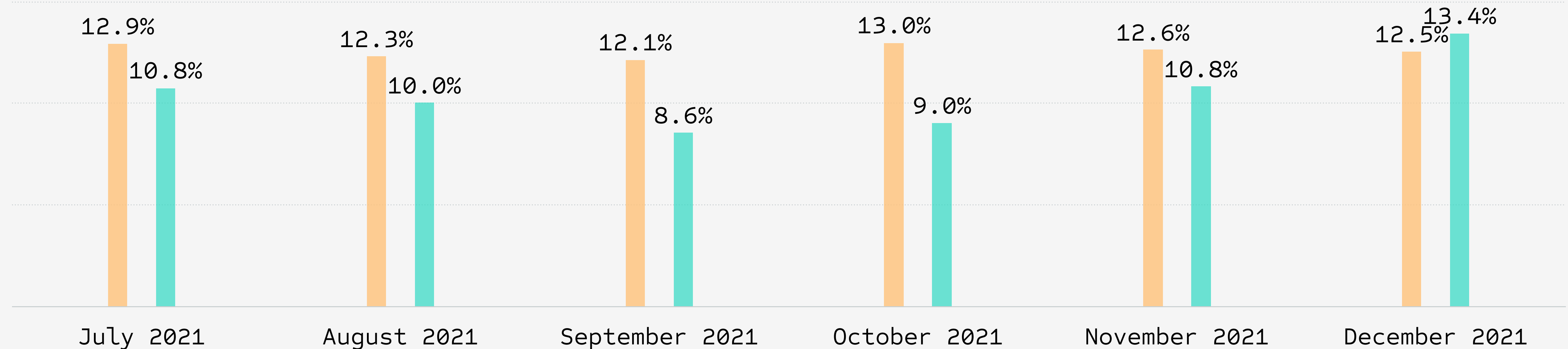
1 in 3 consumers care more about wearing sustainable apparel than before the pandemic*, thus many Americans prefer resale to fast fashion.

Vintage & thrift stores have continued to see a higher % of shoppers than **fast fashion** retailers in recent months.

% of Americans who visited at least 1X in 2H 2021

■ Vintage/Thrift Stores ■ Fast Fashion Stores

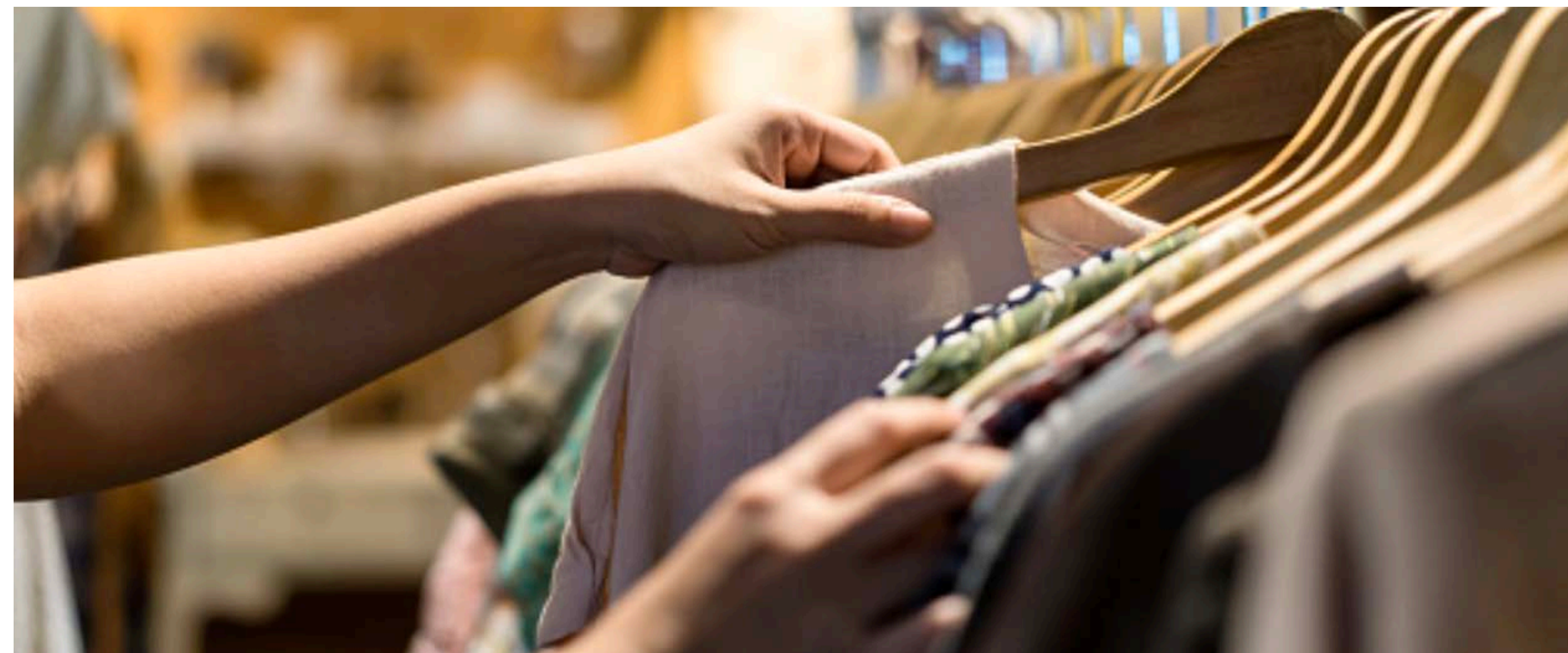
In **December 2021**, fast fashion retailers saw a slightly higher % of shoppers than vintage/thrift stores (driven by holiday gift shoppers)



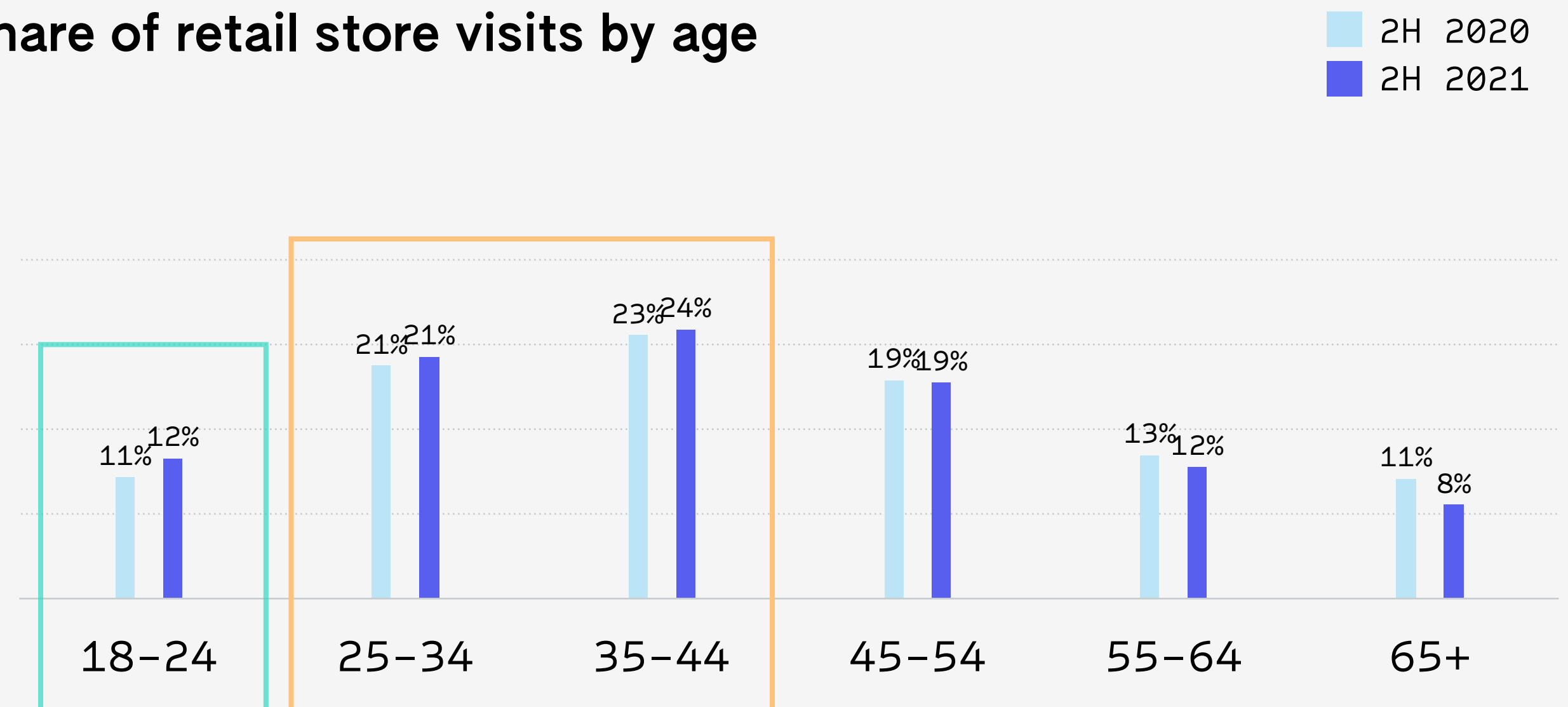
While **Millennials** make up **44%** of consumers who shop for sustainable apparel, location data reveals an increase in share of visits amongst Gen Z shoppers as well

Location data verifies that **Millennials & Gen X** shoppers accounted for almost **50%** of total thrift store visitation in the second half of 2021.

Of note, **Gen Z's** total share of traffic to vintage/thrift stores increased by +1 % point in 2H 2021.



Share of retail store visits by age



A day in the life: Secondhand Shoppers



Compared to the average U.S. consumer in 2H 2021, vintage/thrift store shoppers are more likely to...

MORNING

Before & between classes, they're staying **active** & running **errands**.

Skate Parks **+8%**
Climbing Gyms **+8%**
College Rec Centers **+6%**

Storage Facilities **+8%**
Laundromats **+5%**
Bike Shops **+6%**
Office Supply Stores **+5%**
College Bookstores **+4%**

AFTERNOON

They spend most of their afternoons **on campus** – attending class, studying and meeting up with friends for **lunch**.

Fraternity Houses **+14%**
College Residence Halls **+8%**
Law Schools **+7%**

Vegan/Vegetarian Restaurants **+8%**
Poke Places **+8%**
Burrito Places **+6%**
College Cafeterias **+4%**

EVENING

In the evening, these college students partake in off-campus **nightlife & entertainment** with friends.

Record Shops **+18%**
Vape Stores **+10%**
Hookah Bars **+5%**
Indie Movie Theaters **+4%**
Cannabis Dispensaries **+11%**

Secondhand shoppers may have **varying motivations**

Location data suggests that thrift shoppers have varying behavioral patterns and motivations, allowing us to categorize them as either:

COST-CONSCIOUS SHOPPERS

Whether affluent or lower income, these consumers primarily seek the best deals while shopping.



Motivation: Saving \$\$\$

As evidenced by over-indexing (vs. the average American consumer) at...

Pawn Shops **+23%**
Flea Markets **+16%**
Discount Stores **+5%**

Saving money on clothes is now a top priority. 1 in 2 consumers care more about seeking value than before the pandemic*

ECO-CONSCIOUS SHOPPERS

These consumers care first and foremost about protecting & preserving the environment.



Motivation: Saving The Environment

As evidenced by over-indexing (vs. the average American consumer) at...

Bike Shops **+7%**
Recycling Facilities **+6%**
Organic Groceries **+4%**

Buying used instead of new displaces the CO₂e emitted from harmful new clothing production. An item purchased used vs. new displaces 17.4 pounds of CO₂ emissions, reducing its carbon footprint by 82%.

Vintage & thrift store shoppers prefer **sustainable brands**

Compared to the average American, vintage/thrift store shoppers have a stronger affinity for...

**DUTCH BROS.
COFFEE**

1.3X

more likely to visit

Did You Know?

Dutch Bros. Coffee has a foundation which supports sustainable farming practices in Colombia. In addition, for every drink sold in February, they donate \$1 to local organizations working to fight food insecurity.

LES SCHWAB

1.2X

more likely to visit

Did You Know?

Les Schwab is committed to sustainability, as evidenced by their tire recycling, battery repurposing, retreading, and lead removal from vehicles. They've also supported progressive policy and bans to protect the environment.

**ROSS DRESS
FOR LESS**

1.2X

more likely to visit

Did You Know?

Ross Dress For Less reduced CO2 emissions by 29% in 2020, and 67% of waste diverted from landfill in 2020.

**GROCERY
OUTLET**

1.2X

more likely to visit

Did You Know?

Grocery Outlet's business model reduces food waste, thus helping to mitigate environmental problems like habitat loss and climate change.

**DOLLAR
TREE**

1.2X

more likely to visit

Did You Know?

Dollar Tree removed the equivalent of 2,270 cars from the road in 2020.

Thrift shoppers are sustainable in some ways, but not in others...



They value sustainably-sourced nutrition

Compared to the average American, people who shopped at a thrift store in 2H 2021 were more likely to also visit...

Tea Rooms +12%

Vegetarian Restaurants 8%

Health Food Stores +4%

Gluten-free Restaurants +4%

They're also **-7%** less likely to dine at a **steakhouse** and **+4%** more likely to visit **animal shelters**, perhaps revealing a strong affinity for animal welfare.



They give back to their local communities

Compared to the average American, people who shopped at a thrift store in 2H 2021 were more likely to also visit...

Record shops +18%

Bookstores +9%

Cheese shops +5%

Food Trucks +5%

Did You Know? Shopping locally is better for the environment because it creates an economy that circles back to local farms and local businesses, and thus reduces the storage and waste of bigger chains.



They're still shopping at big box stores

Compared to the average American, people who shopped at a thrift store in 2H 2021 were more likely to also shop at...

Big Lots +14%

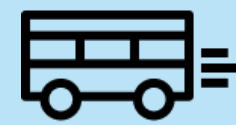
Target +6%

Walmart +3%

Did You Know? Big box stores tend to focus on quantity over quality. The volume of stores and resources needed to maintain them often adversely impact the environment as well as local communities.

Leverage location-based learnings
& activate with Foursquare

Key Learnings & Opportunities



TRANSPORTATION

While many Americans still rely on gas-powered transportation, location data reveals a considerable increase in electric vehicle ownership YoY. And with more Americans returning to offices, public transportation has also seen an uptick in traffic as a more sustainable alternative to driving.

OPPORTUNITY

Capitalize on changes in consumer behavior and dynamically optimize messaging to align with changes in consumers' preferences.

Reach eco-conscious commuters in real-time with an ad or coupon while they're at or nearby a store.

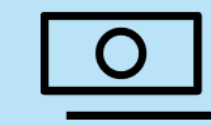


FOOD CONSUMPTION

Location data verifies that many Americans have been making significant strides to cut back on meat / animal product consumption in recent years. And more Americans are shopping for locally sourced & organic groceries compared to 2020.

OPPORTUNITY

Identify distinct cohorts of consumers based on their foot traffic patterns and brand affinities, differentiating vegan/vegetarian consumers vs. meat lovers, local shoppers & big box shoppers.



RETAIL

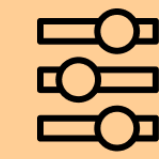
Thrifting is on the rise, with the % of secondhand shoppers generally outpacing the % of fast fashion shoppers over the past year.

Keep in mind that not all thrifters share the same motivation & affinities.

OPPORTUNITY

Distinguish different types of shoppers based on their motivation (value/savings vs. sustainability). **Influence buyer behavior** using location data to identify brands with the holiday penetration, visit frequency, or audience overlap amongst eco-conscious shoppers.

Activate with Foursquare today



Segment Audiences

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



Measure Impact

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



Understand People & Places

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

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

Targeting Recommendations

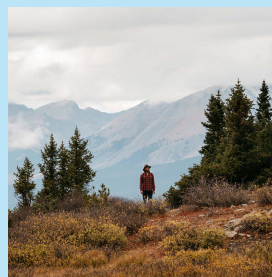
CORE PERSONAS

Identify Your Regular Audience



Urban Professionals

Young and fun crowd, seen frequently at the office or out and about after work at a happy hour. They love to socialize and support an eco cause.



Environmentalists

Eco-first crowd who prioritizes sustainability and buying products that better the environment which they strive to protect.



Cost-Conscious Consumers

Cost-conscious bunch who is eager to save on a deal and tends to shop resale for this reason.

Custom Strategy in behaviors: Leverage our tailored targeting strategies to target sustainable consumers

Gen Z Trendsetters

Reach consumers who support ethical, eco-friendly, sustainable retailers with a cause, are seen at activist marches 3-4x a year, and support well-made, quality products. These consumers may also demonstrate an online interest in second hand shopping through their search, sharing, and content viewing.

Outdoor Lifestyle

Reach consumers who care about the environment and enjoy spending time outdoors--- seen at hiking, camping, & backpacking locations as well as national parks, forests, campgrounds, beaches, cycling paths, hiking trails, flower fields, and other nature reserves.

Vegans/Vegetarians

Reach consumers whose location history indicates that they are vegans/vegetarians and have been seen dining at vegan/vegetarian restaurants.

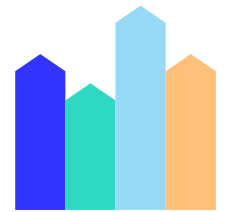
/Proximity: Select Eco-Locations

Reach consumers in real-time while they are at or nearby EV charging stations, vegan/vegetarian restaurants, recycling centers, organic grocery stores, and thrift stores.

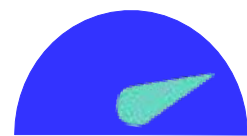
Custom Strategy in demographics:

- Heavy up with Millennials ages 35-44
- Heavy up with Gen Z
- Heavy up with the modern female
- Heavy up with the modern male
- Online interest in sustainable transportation, food consumption & shopping

Understand the impact of your advertising



Understand the Customer Journey



Optimize Your Investments

FSQ/attribution



Accuracy at Our Core

With 10+ years of experience and **MRC accreditation**, we are the Industry leaders in location data with proven expertise across all verticals.



The Right Scale

Our Always-on data sources provide accuracy and scale with 300-1300 location data signals per device daily.



Accessibility

The largest media partnerships footprint by a wide margin: 550+. Available across all media channels & social networks.



Holistic Campaign Performance

Our Omnichannel Dashboard updates daily and allows marketers to optimize and maximize investments in flight.



Privacy-First

We are committed to building products with privacy-protecting features and holding our partners accountable.



Independently Vetted

We are agnostic to platforms and because of our accessibility, you can use our data in walled gardens or not.

Beyond Marketing

Location technology and data can play a game-changing role in helping **sustainable initiatives** with the following strategic decisions and activities:



Keep track of where EV stations are opening



Identify new vegan & vegetarian restaurants in territory mapping



Surface rich content about the best farmers markets or organic grocers



Help users find an EV station near them



Thank You

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