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Elevate Your Q3 2024 Campaigns With Foursquare Targeting

Harness the power of location data and build highly customizable segments in our Audience and Proximity Designers to improve customer acquisition, retention, and growth.

Why Foursquare?

Unmatched Quality

We have the most sophisticated data methodology powered by graph technology, human-verified check-ins and visits from unique devices, to snap people to places with precision using our multi-sensor stop detection.

Trusted Expertise

With 15+ years of experience, we are the undisputed industry leaders in location technology. Our platform capabilities coupled with access to an expert customer success team enables you to maximize your advertising to reach your KPIs for your Q3 campaigns.

Omnichannel Integrations

We're integrated with 550+ partners, so you can target shoppers across every channel, and measure your campaigns' impact everywhere you advertise, comparing performance in a single UI.

Privacy Forward

Data privacy is our priority. We provide consumers with transparency and control over their data. We regularly audit our data partners, and are vocal advocates of federal privacy legislation in the US.

Foursquare Audience

- Create highly-customized audiences to reach your ideal consumers based on their historical real-world and online behavior.

- Design your own custom segments in our self-serve UI and deploy to your preferred platforms for advertising across all devices and channels.

- For immediate activation, select from 1200+ Ready-to-use Audiences.

Foursquare Proximity

- 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 and deploy to your preferred programmatic platform.

- Choose point-radius or polygon geofencing for highly precise targeting.

Access the **Targeting Designer** to get started or visit our **customer support portal** for further assistance.

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What's Coming Up This Quarter?

Get inspired and leverage Foursquare's Targeting products and our self-service designers. Build highly customizable Audience and Proximity segments or choose from hundreds of Ready-to-use Audiences available in our designer and partner platforms for off-the-shelf activation.

Fourth of July
The Fourth of July is a time for widespread celebration. Brands in food, beverage, apparel, and outdoor recreation see a spike in traffic at this time.

Summer Games
The Summer Games have a massive viewership and diverse audiences. Brands in sports apparel, beverages, and travel seize this opportunity.

Labor Day
Labor Day marks the transition to fall, prompting consumers to capitalize on end-of-summer sales, making it a great advertising opportunity.

Back to School
Back to school shopping begins in August with parents buying supplies, trendy apparel, and gadgets for their kids before the new school year.

Fourth of July

The Fourth of July is known for its BBQs, so it's not surprising that it is also the busiest time for grocery shopping! According to our seasonal insights reporting, grocery store visitation tends to rise +5% higher than the Q3 benchmark during Fourth of July weekend, making it a great opportunity to reach consumers as they shop.

Fourth of July Party Hosts: Reach consumers that have recently visited liquor stores, big box stores, warehouse stores, grocery stores, costume shops, etc. leading up to the Fourth of July using Audience. These consumers hosted parties the year prior and are likely to host a party this year.

Fourth of July Party Parties: Reach consumers in real-time using Proximity while they celebrate by geofencing beaches, gardens, and outdoor water activities during the Fourth of July.

Fourth of July Celebrators: Reach historical Independence Day celebrators while they are at beaches, parks, marinas, pools, picnic spots, overlooks and viewpoints, and other outdoor locations using Proximity throughout the Fourth of July weekend.

Fourth of July Shoppers: Use Proximity to geofence malls and grocery stores the week prior as consumers prepare for the Fourth of July to keep your brand top of mind as they shop.

Frozen Margarita Day

Frozen Margarita Day is on the 24th of July and a fun opportunity for people to get together and celebrate their favorite cocktail. It has become a popular occasion with consumers posting about it on social media.

Frozen Margarita Day Celebrations: Use Proximity to geofence places such as bars, Mexican restaurants, nightclubs, liquor stores, comedy clubs, karaoke bars, etc. on Frozen Margarita Day to reach celebrators in real-time.

Party Hosts: Use Audience to reach consumers who are planning to host a party to inspire them to buy your products as they visit party planning retailers, grocery stores, liquor stores, etc. Add an online interest in party planning and new recipes.

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👥 **Parents' Day**

Parent's Day falls on the 28th of July this year and is a day for people to honor their parents with thoughtful gifts or meaningful experiences to spend some quality family time.

Consumers Shopping for Mothers: Reach consumers that were seen at clothing stores, fine jewelry shops, etc. the year prior. They may also have an online interest in shopping for luxury goods and women's clothing.

Special Occasion Diners: Reach consumers that enjoy quality family time and have a history of dining out during holidays throughout the year. These consumers were seen dining at restaurants during special occasions like Parents' Day.

Consumers Shopping for Fathers: Reach consumers shopping for gifts at watch stores, sporting goods stores, tech stores, men's apparel retailers, etc.

Family Activities: Reach parents who enjoy spending time doing fun activities with the family. They have been seen visiting amusement parks, pools, campgrounds, hiking trails, beaches, and other summer family locations, as well as cruise locations over the past year.

🖧 **International Day of Friendship**

On International Day of Friendship (30th of July), people embrace unity, kindness, and connection and celebrate the the friendships they have built over the years by hosting get togethers or simply buying gifts for their loved ones, making it a great time to advertise gifts, dining experiences, and travel offers.

Entertainment Enthusiast: Reach consumers who enjoy a variety of entertainment and spend time socializing with friends. They have location behavior patterns of visiting places such as bars, restaurants, movie theaters, and other similar places.

Party Planners: Reach consumers likely hosting a friendship day party. They visited party planning retailers such as Party City, Village Party Store, R&M Party Supplies, Michaels, etc. a few days before and may have an online interest in cooking and recipes.

Gift Shoppers: Reach consumers who are the gift givers every holiday season. These consumers love to shop, but not for themselves. They shop at novelty gift shops, card stores, or have an online interest in holiday shopping and gifts.

Gen-Z and Millennials: Reach consumers whose location history indicates they are Gen-Z or Millennials over the age of 18. They visit retailers that cater to their demographic like American Apparel, Lulus, Abercrombie, Forever 21, etc.

🕯 **Summer Games**

The Summer Games captivate audiences nationwide with thrilling sportsmanship. Viewers of all ages tune in, making it ideal to advertise a whole range of products and capitalize on the highlight of the summer.

Marathons or Fitness Challenges: Reach consumers whose location history indicates they participated in qualifiers, like Tough Mudder, Spartan Race, Boston Marathon, Ironman 70.3, Sea Paddle NYC, La Jolla Rough Water Swim, and Ragnar Relay in 2023 to 2024.

Basketball Fans: Reach consumers who have visited NBA arenas in the past 1 year and are likely to tune in. These users also match our behavioral profiles for March Madness Viewers and NBA Finals Viewers, and will likely watch basketball during the summer games.

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Sporting Good Stores: Reach consumers looking for a new hobby in real-time while they are shopping at a sporting goods store. Locations include stores like DICKS, Nike, Finish Line, Foot Locker, Under Armour, Academy Sports, etc.

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

Affluent Sports Attendees: Reach consumers with a HHI of 100k+ who have also been seen at sporting events and other related venues. On average these consumers visit approximately four sporting events per year.

Sports Bar Visitors: Target audiences who enjoy watching sporting events at their local sports bar. Reach consumers based on past visitation to sports bars and geofence sports bars using Proximity to connect with visitors in real-time.

Activewear & Sporting Goods Shopper: Reach consumers inspired to take up a new sport. Their location history indicates they enjoy shopping for activewear and sporting accessories. These consumers were seen shopping at retailers or sporting goods stores.

Water Sports Fans: Reach consumers who visit public pools often and match online interests for water sports such as surfing and swimming based on their search, sharing, and content viewing.

☼ Summer Moments

During the summer, out of home foot traffic surges. Our insights show upticks in visits to provincial parks (+47%), clothing stores (+14%), sports stadiums (+9%), airports (+19%), and music venues (+22%). Leverage this foot traffic to engage consumers as they venture out.

Travel Intenders: Target consumers that visited airports, rental car agencies, train stations, hotels, lodges, resorts, etc. the previous summer to inspire their next vacation as they plan it. They may have online interests in tourist destinations.

Dog Days of Summer: The hottest days of the summer are the ideal to reach consumers that enjoy water activities. They have a history of going water skiing, paddle boarding, canoeing, kayaking, visiting water parks etc. in the past year.

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.

Vacation Home Renters: Reach consumers that visited a popular summer destination, staying at vacation home rentals. Layer in the Ready-to-use Audience segment of Lodges and Vacation Rentals for additional scale.

Beachy Destination Travelers: Reach consumers who previously traveled to visit a beach in the past year. They may also have an online interest in beaches and islands. Layer in the Ready-to-Use Audience segment of Beaches for additional scale.

Boating Enthusiast: Reach consumers that enjoy taking their boat out on the water during summer. These consumers have visited marinas, docks, lakes, etc. over the past year and may have an online interest in boating.

Summer Fairs: Reach consumers who enjoy visiting summer fairs. They attended a fair, event, amusement park, or outdoor concert last summer. Layer in online interests indicating they are interested in events, concerts, and music festivals.

Middle-Aged Calm Sea Seekers: Reach individuals A55+ that they enjoy cruises. They have visited a cruise operator including dinner cruises, travel cruises, day cruises in the past year. These individuals also have online interests in cruises.

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🎓 **Back to School**

As summer comes to an end, people begin to shop for school supplies, clothing, and tech gadgets before the school year. Our data verifies that foot traffic for Back to School shopping is highest in the weekends of August.

Back to School Shoppers: Build Audience segments consisting of consumers who shopped during the last Back to School season at shopping centers, malls, big box stores, outlet malls, electronics stores, office supply stores, and fashion retailers.

Back to School Stores: Reach consumers in real-time using Proximity while they are out shopping for the 2024 Back to School season. Geofence locations like shopping centers, malls, big box stores, outlet malls, electronics stores, office supply stores, and fashion retailers.

Outlet Shoppers: Reach consumers looking to buy trendy clothing for them and their family who shopped previous Back to School season at outlets from mid-July to August. These consumers may demonstrate an online interest in outlet shopping.

Families with Kids: Reach families who are likely Back to School shopping. These consumers visit children-related retailers, family fun restaurants, and family-friendly entertainment venues within a specific DMA.

🍺 **International Beer Day**

International Beer Day falls on the 2nd of August this year, conveniently on a Friday, making it an excellent opportunity to connect with consumers who relish Friday night at bars or those that prefer a more relaxed Friday night by picking up beer from the grocery store to share with their friends.

Beer Enthusiasts: Use Audience to build a segment consisting of consumers who enjoy drinking beer. These consumers have visited beer gardens, beer stores, bars, and breweries in the past one year.

Beer & Seltzer Drinkers: Use Proximity to geofence locations such as bars, pubs, beer gardens, nightclubs, liquor stores, grocery stores, etc. encouraging consumers to celebrate with a beer or seltzer.

🔧 **Labor Day**

Labor Day weekend is the perfect time for people to go outdoors. Movie theaters (+46%), campgrounds +32%, beaches (+25%) and picnic areas (+14%) have seen visitation spikes during the Labor Day weekend in past years according to our seasonal insights.

Labor Day Weekend Shopper: Reach consumers who have a history of shopping during Labor Day weekend. These consumers visited shopping centers and malls, electronic stores, shopping outlets, department stores, etc. during Labor Day weekend in 2023.

Moviegoers: Drive people to the theaters to enjoy summer blockbusters. Reach consumers who stay up-to-date with the most recent movie releases and are frequently seen at movie theaters and cinemas. Retarget churned customers that historically visited theaters, but have not gone in past three months.

Road Trippers: Reach consumers whose location history shows they enjoy taking road trips as they plan a Labor Day trip. They have a history of visiting campgrounds, picnic areas, national parks, state parks, vacation rentals, etc.

Fun in the Sun Seeker: Reach consumers that will likely spend Labor Day outdoors and participating in warm-weather activities. Their location history shows that they spend time in parks, beaches, lakes, campgrounds, hiking trails, etc.

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Home Design Shoppers: Reach consumers looking to take advantage of Labor Day sales to improve their homes. Their past visitation indicates they have recently been redecorating by going to stores like IKEA, West Elm, Sleepy's The Mattress Professionals, Ashley Furniture HomeStore, Bob's Discount Furniture, Floorcraft, etc.

Tech Enthusiasts: Reach consumers waiting for mobile phones, headphones, tablets, laptops, wearable tech, connected televisions, and other technology products to go on sale. They index highly for visitation to electronics stores like Best Buy, the Apple Store, InMotion Entertainment, Brookstone, Fry's Electronics, etc. and may have an online interest in electronics and technology.

In-Market Auto Buyers: Reach consumers interested in purchasing or leasing a new or pre-owned car with Labor Day discounts. These consumers have a history of visiting car dealerships and are removed from the segment after a 3-month lapse in visitation. Their online interests also indicate they are vehicle shopping.

Trendy Fashion Sale Shoppers: Reach consumers looking to buy trendy clothing on sale. These consumers frequent retailers like Madewell, Anthropologie, J. Crew, Nordstrom, Macy's, Bloomingdales, H&M, Forever 21, Zara, Topshop, Bonobos, Uniqlo, etc. Additionally, these consumers demonstrated an online interest in clothing shopping.

🍴 International Chocolate Day

International Chocolate Day is the perfect time for consumers to indulge in sweet treats. It's a great festival for chocolate shops to offer deals, cafes to sell chocolatey drinks, and restaurants to highlight their dessert menu and gain new customers.

Chocolate and Sweets Enthusiasts: Promote your brand to consumers whose location history indicates they love their sweets and chocolate. These consumers frequently visit candy stores, gourmet candy shops, etc. Their online interests indicate they are interested in candy and sweets.

Chocolate Shops & Grocery Stores: Use Proximity to geofence chocolate shops and drive foot traffic to them to boost sales. Geofence grocery stores to advertise to consumers shopping in real time to keep your brand top of mind as they browse the store.

👴 Grandparents' Day

Consumers celebrate Grandparents' Day with heartfelt gestures and thoughtful gifts on the 8th of September. Advertise special promotions for gifts, family-friendly activities, and memorable experiences to honor and cherish the love of grandparents.

Luxury Special Occasion Gift Shoppers: Reach consumers who have a history of visiting high-end and luxury shopping locations & malls during special occasions. Use our online interests category to capture consumers with an interest in luxury goods.

Family-Friendly Restaurant Goers: Reach parents that often visit family-friendly restaurants like Chuck-E-Cheese, The Cheesecake Factory, Dave & Buster's, etc. with Grandparents' Day offers and deals to drive customers to your locations.

Special Occasion Shoppers: Target consumers who have a history of shopping during major holidays throughout the year. These consumers have visited malls, department stores, jewelry stores, etc.

Florists & Plant Nurseries: Use Proximity to geofence florist shops and plant nurseries to boost foot traffic by reaching consumers nearby and encouraging them to shop for gifts for Grandparents' Day gifts.

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☕ National Coffee Day

Encourage consumers to celebrate National Coffee Day with a warm cup and irresistible deals! Advertise special discounts, limited-time offers, and exclusive blends to delight coffee enthusiasts and fuel their day.

Coffee Enthusiasts: Reach consumers that love coffee. Their location history indicates that they visit cafes at least 4x/month at cafes, coffee shops, and tea houses. Layer in the Coffee and Tea Enthusiasts Ready-to-use Audience segment for additional scale.

Coffee Loving Cocktail Drinker: Reach people that have historically been seen at both coffee shops and nightlife locations and cocktail lounges at a medium to high frequency in the past 12 months with espresso martini promotions to drive traffic to bars.

In-Market Coffee Maker Shoppers: Reach consumers whose location history indicates they are currently in-market for coffee makers. Within the past three months, these consumers have visited locations that sell coffee makers like Nespresso or Keurig or similar products.

At-Home Coffee Addicts: Promote coffee products to consumers that frequently visited coffee shops in the last year, and have not visited a coffee shop in the past 3 months. They have an online interests in coffee and tea appliances and recipes.

🫳 Festive Moments

Don't overlook the opportunity to capitalize on the festivities of smaller occasions throughout Q3. These events, though smaller in scale, can be great opportunities to engage with your audience.

National Cooking Day: Reach consumers who are interested in bakeware and cooking products for National Cooking Day on the 22nd of September. This audience is observed at specialty cookware stores such as Sur La Table, Le Creuset, and Williams Sonoma, and have an online interest in bakeware and cookware.

Buy a Book Day: This occasion is on the 7th of September. Reach consumers who love to learn and read. These consumers frequently visit libraries, book stores, museums, etc. They may also demonstrate an online interest in book retails, e-books or magazines.

National Guacamole Day & National Queso Day: Both these occasions take place the same week of September, making it a great time to target consumers that often visit or order from Mexican restaurants with special offers. They have been seen at chains or restaurants like Chipotle, Taco Bell, Rosa Mexicano, Tacombi, Del Taco, etc.

Seasonal Shoppers: Reach consumers whose location history indicates they are seasonal shoppers. These consumers shop at fashion retailers when seasons shift from spring to summer, summer to fall, etc. Capture these consumers to spread brand awareness.

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