

# Q4 2025 Location-Based Targeting Guide: Holiday, Travel, Sports & The Final Stretch

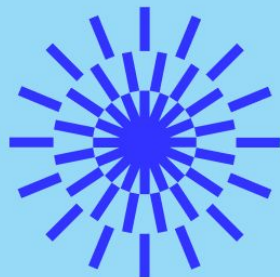
Stand out this peak ad season with [precise targeting](#) segments designed to maximize your budget and drive real results.

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# Find the moments that matter most to you

This guide covers dozens of customizable targeting strategies for major Q4 moments, from Thanksgiving and Black Friday to NFL kickoff and winter holiday travel, helping you connect with high-intent customers and drive ROI.

## Table of Contents

|  |    |
|--|----|
| Foundational Targeting Strategies  | 03 |
| Ready-to-Use Audience Segments   | 04 |
| Q4 Advertising Opportunities   | 05 |
| <b>Holiday Shopping &amp; Grocery</b> (Thanksgiving, Black Friday, Winter Holidays, etc.)      | 06 |
| <b>Travel &amp; Dining</b> (Fall and winter travelers, seasonal fine diners, etc.)             | 11 |
| <b>Sports &amp; Live Events</b> (NFL, college football, NBA & NHL kickoff, MLB playoffs, etc.) | 13 |
| Q1 2026 Planning   | 16 |
| Get Started  | 17 |



### How to use this guide:



**Strategize:** Gain creative location-based targeting ideas to engage consumers during key Q4 advertising moments.



**Refine:** Location segments can be added to campaigns on-the-fly so you can stay agile in your targeting strategy and make the most of your ad spend.



**Activate:** Seamlessly build and deploy segments using our self-serve Targeting Designer or choose from over 1500+ pre-built segments across major DSPs for swift activation.

Access the [Targeting Designer](#) to get started or visit our [customer support portal](#) for further assistance. Reach out to our team to learn more about [Attribution](#) and visit our [website](#) to explore our product portfolio.



# Foundational Targeting Strategies

These foundational targeting strategies show how you can use location signals to reach highly engaged audiences. Once you've set your base, the next sections will guide you through specific Q4 segment ideas you can further customize and activate across 550+ channels and partners.



## Customer Loyalty & Acquisition

**Competitor Customers:** Reach those who have recently visited your competitor locations, signaling they're in the market for your offering.

**Lapsed Customers:** Re-engage visitors who used to frequent your location but haven't been seen in the past six months.

**Complementary Chains:** Reach consumers who visit businesses that naturally align with your brand or offering.

**Loyal Visitors:** Target consumers who consistently return to your brand's locations, or your competitors', suggesting stable brand preference.

## Seasonality & Time Based Buyers

**Morning, Evening, or Nighttime Visitors:** Personalize your messaging based on when consumers are most active and likely to take action.

**Low, Medium, or High Frequency Visitors:** Segment audiences by visit frequency—like those who visit competitors often but visit you less—to prioritize conversion efforts.

**Weekend Warriors:** Target consumers who prefer to shop, dine, travel, and explore new places primarily on weekends.

**Seasonal Buyers:** Identify consumers who frequent your location, or your competitors' locations, during specific times of the year, suggesting they're likely repeat similar behavior this season.

## Recent Spending Behaviors

**Budget Shoppers:** Connect with those who have recently been seen visiting discount retailers, outlet malls, or dollar stores to stretch their budgets.

**Resilient Spenders:** Reach those who continue to frequent luxury retailers, upscale grocery stores, fine dining, and entertainment venues.

## Geography & Location Context

**High Urban Density Locations:** Concentrate your efforts on high-traffic, high-population urban areas where your target audience is most concentrated.

**Real-time Visitors:** Connect with consumers based on real-world, in-the-moment behaviors, whether they're near your location, visiting a competitor, attending an event, or at other high-intent spots.

**Local Residents:** Reach consumers who likely live near relevant locations, such as your store or complementary businesses, to enable more contextual and proximity-based targeting.

## Location + Demographics

**Layer demographic filters** onto your location-based segments to further refine your audience by:

- Parental status
- Household Income
- Age
- Gender

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# Ready-to-Use Audience Segments

We make it easy to unlock the power of location data. Explore examples from our library of **1,500+** pre-built segments, ready to plug into custom audiences or activate instantly across major DSPs. Just search “Foursquare” in your partner platform and watch performance take off.

| Audience Segment Name  | Description of Segment  |
|--|---|
| Behavioral > Holiday Celebrators                                   | This segment contains consumers observed visiting holiday markets, bars, or other entertainment venues in November and December.  |
| Behavioral > Holiday Shoppers                                      | This segment contains consumers that have been observed shopping at retail categories like Computers and Electronics, Shopping Centers and Malls, Department Stores, etc. during the 2024 holiday season.                     |
| Behavioral > Holiday Deal Seeker Shoppers                          | This segment contains consumers that have been seen visiting discount retailers during the the 2024 holiday season.   |
| Behavioral > Halloween Celebrators                                 | This segment contains consumers observed visiting costume stores, haunted houses, pumpkin patches, and other Halloween-related locations in October.  |
| Behavioral > Holiday Entertainers (Holiday Party Planners)         | This segment contains consumers that have been observed visiting places in the Party Supplies, Wine and Spirits, Cheese, Chocolate, Housewares, Party Supplies categories during November and December around key holidays.   |
| Behavioral > New Year's Celebrators                                | This segment contains consumers observed visiting bars, nightclubs, music and show venues, billiard and pool halls, and other entertainment venues over New Year's Eve last year.   |
| Behavioral > Winter Activity Enthusiasts (Skiers and Snowboarders) | This segment contains consumers that have recently been observed visiting places in Snow Sports categories or Mountains during the winter.  |
| Behavioral > NFL Enthusiasts (Pro Football Fan)                    | This segment contains consumers that have frequently been observed visiting NFL Venues and football fields or seen visiting sports bars on Super Bowl Sunday.   |
| Behavioral > Live Sports Fans                                      | This segment contains consumers that have frequently been observed visiting a place in the Stadiums and Arenas category or seen at sports bars during major sporting events like the Super Bowl, NBA Finals, or World Series. |
| Behavioral > Black Friday and Cyber Monday Shoppers                | This segment contains consumers observed visiting retail locations like malls, shopping outlets, and electronics stores over Black Friday weekend in 2024.  |
| Computers and Electronics  | This segment contains consumers that have recently been observed visiting a place in the Computers and Electronics category.  |
| Department Stores and Big Box Stores                               | This segment contains consumers that have recently been observed visiting a place in the Department Stores category, including Target, Walmart, Macy's, JCPenney, etc.  |
| Dollar Stores and Discount Stores                                  | This segment contains consumers that have recently been observed visiting a place in the Discount Stores category.  |
| Retail > Toys  | This segment contains consumers that have recently been observed visiting a place in the Toys category.   |

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# Major Q4 2025 Advertising Moments



## Football Season (Aug '25 - Jan '26)

Target football fans seen at stadiums, sports bars on game days, or college campuses, and score big with ads timed to their favorite game-day traditions.



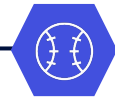
## Oktoberfest (Sept - Nov 2025)

Connect with beer lovers and brat fans seen at breweries, beer gardens, and festival venues during US Oktoberfest events throughout the month.



## NBA & NHL Kickoff (October 2025)

Reach basketball and hockey sports fans who visit arenas, sports bars, merch stores, etc. as they dust off their jerseys for the upcoming seasons.



## MLB Playoffs (Oct - Nov 2025)

Hit your campaigns out of the park by connecting with baseball fans as they tune into the playoffs and 2025 World Series, whether out on the town or watching at home.



## Fall/Winter Travel (Oct - Dec, 2025)

Reach jet-setters and weekend wanderers visiting airports, ski resorts, and travel hubs, whether their chasing the snow, sun, or simply a change of scenery.



## Halloween (October 31, 2025)

Reach costume enthusiasts and candy-stashers visiting Halloween pop-ups, party shops, and big box stores, getting themselves and their kids ready for the spooky night.



## Veterans Day (November 11, 2025)

Connect with Veterans Day celebrators while their heading out to honor the day with a meal or a moment with their friends and family.



## Thanksgiving (November 27, 2025)

Serve up targeted ads to Thanksgiving dinner hosts, celebrators, and travelers seen at grocers, home decor stores, or airports during the holiday week.



## Black Friday (November 28, 2025)

Tap into one of the biggest shopping days of the year, targeting deal hunters spotted at malls, big box stores, and outlets, where carts get heavy and brand loyalty may waver.



## Winter Holidays (December 2025)

Connect with holiday consumers on the move as they frequent gift shops, restaurants, homegoods retailers, and bookstores, powering through their seasonal to-do lists.



## Cyber Monday (December 1, 2025)

Deliver smarter, more relevant ads to seasonal deal seekers who may have missed the Black Friday haul, by using real-world shopping patterns to predict what they're likely in the market for.



## New Year's Eve (December 31, 2025)

Ring in the New Year by reaching those heading out for a night on the town, dining at upscale restaurants, or stocking up for at-home celebrations.

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# Recommended Targeting Strategies

Below are recommended Audience and Proximity targeting strategies that can be further customized within our self-serve Targeting Designer to meet your specific campaign goals.

## Q4 Holiday Shopping

The holiday shopping season is starting earlier and ending later. Make sure your campaigns are set up to reach high-intent shoppers on their terms.

NEW

Get your **2025 Holiday Guide for Retail Marketers**

[Learn More](#)

### At a glance

- Holiday Gifting Shoppers
- Veterans Day Deal Seekers
- Thanksgiving Hosts
- Turkey Trot Participants
- Black Friday Shoppers
- Holiday Decorators
- Digital First Buyers
- New Year's Partiers
- Holiday Tree Shoppers

## Halloween: October 31, 2025

Connect with consumers embracing the Halloween spirit, including:

**Costume Store Shoppers** seen at party supply and costume retailers last year in the weeks leading up to Halloween. Filter by parental status to indicate whether their also likely shopping for their kids.

**Haunted House Attendees** seen visiting popular haunted attractions like Universal's Halloween Horror Nights, Field of Screams, or local haunted trails and hayrides.

**Pumpkin Patch Families** ages 18+ who visited pumpkin farms, corn mazes, and seasonal fall festivals last year, or reach them in real-time while they're actively at these locations this year.

**College Town Celebrators** who frequent nightlife hotspots, bars, and party supply stores in college towns during Halloween weekend.

**Themed Park Goers** seen at Halloween-themed amusement parks like Knott's Scary Farm or Six Flags Fright Fest.

**DIY Decorators** shopping at home improvement and craft stores such as Home Depot, Lowe's, or Michaels during October, likely prepping for Halloween displays.

**Trick-or-Treat Parents** seen in high-traffic trick-or-treat neighborhoods last year. Reach them in real-time while they're out-and-about with Proximity.

**Last-Minute Halloween Shoppers** visiting convenience stores, dollar stores, and seasonal pop-ups in the final days before Halloween.

**Candy Enthusiasts** who frequently visit candy stores throughout the year, signaling they'll likely stock up for the candy-ridden Halloween holiday.

**Halloween Party Hosts** seen visiting liquor stores, big box retail stores, grocery stores, costume shops, etc. in the week leading up to Halloween. Reach them while they're stocking up to influence their brand choices.

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# Veterans Day: November 11, 2025

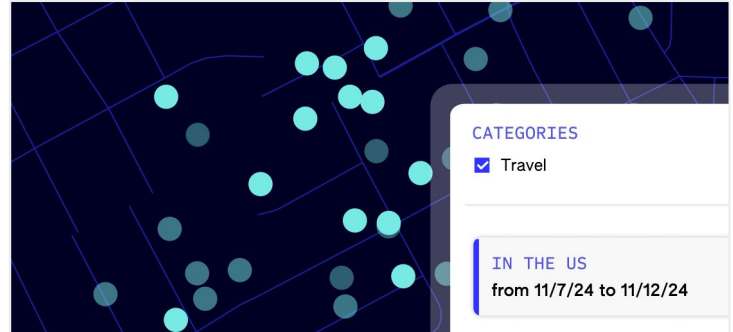
Engage consumers shopping for Veterans Day deals and discounts, including:

**Veterans Day Deal-Seekers** seen visiting big box stores, outlet malls, and department stores known for running Veterans Day promotions.

**Patriotic Parade Attendees** seen in areas where Veterans Day parades and ceremonies are held, like downtown routes and civic centers.

**Weekend Getaway Travelers** who visited popular travel destinations like national parks or lake towns during the long Veterans Day weekend last year. Reach travelers in real-time using custom geofences.

**Veterans Day Diners** spotted at casual and sit-down restaurants offering Veterans Day specials, such as Applebee's, Chili's, or IHOP.



# Thanksgiving: November 27, 2025

Serve up timely messaging to consumers prepping, feasting, and gathering for Thanksgiving, including:

**Thanksgiving Hosts** seen shopping at grocery stores, wine shops, wholesale clubs, and home goods retailers in the weeks leading up to Thanksgiving, likely prepping for a big holiday meal.

**Kitchen Upgraders** shopping at home appliance stores and kitchen retailers like Best Buy, Crate & Barrel, or Williams Sonoma in early November, signaling big meal prep plans.

**Friendsgiving Shoppers** ages 18-24 frequenting trendy grocery chains, wine stores, flower shops, or discount stores in mid-to-late November, suggesting informal celebrations.

**Last-Minute Grocery Shoppers** who are seen visiting supermarkets like Costco, Kroger, Publix, or Safeway in the days leading up to Thanksgiving.

**Bakery Pick-Up Crowd** seen at bakeries in the days just before holidays throughout the year, often grabbing pre-orders and last-minute desserts.

**Picnic Enthusiasts** seen frequently at parks, delis, specialty grocers, or gourmet markets, likely looking for upscale snacking and portable meals.

**Decor-Ready Shoppers** visiting home decor and craft stores like Michaels, Hobby Lobby, or HomeGoods ahead of Thanksgiving, likely sprucing up their space for hosting.

**Turkey Trot Participants** attending Thanksgiving Day races or fun runs held in local parks and downtown areas, signaling active, community-minded audiences.

In 2024, the Thanksgiving weekend saw **in-store shopping** rise nearly

4%

year over year, while **online shopping** dropped 7% highlighting the continued importance of in-person and hybrid retail experiences.

Source: [NRF](#)

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# Black Friday & Cyber Monday: Nov 28 - Dec 1, 2025

Connect with high-intent Black Friday, Small Business Saturday, and Cyber Monday buyers, including:

**Doorbuster Deal Hunters** seen at big box retailers and malls in the early morning hours of Black Friday last year, signaling urgency for limited-time offers.

**Electronics Deal Seekers** frequently seen at retailers like Best Buy, Walmart, and Target on Black Friday, likely in the market for TVs, laptops, and tech accessories.

**Luxury Deal Seekers** spotted at high-end department stores and brand flagships like Nordstrom, Bloomingdale's, or Coach.

**Frequent Fashion Shoppers** frequently visiting apparel stores like Zara, H&M, or Urban Outfitters, indicating they'll likely be receptive to deals.

**Holiday Gifting Shoppers** seen browsing toy stores, jewelry stores, and gift shops, indicating early holiday purchasing behavior.

**Budget Shoppers** who frequently visit discount retailers throughout the year, indicating they'll likely be interested in Black Friday or Cyber Monday deals.

**Thanksgiving Night Shoppers** visiting shopping centers and outlet malls that open on Thanksgiving evening to get a head start on Black Friday deals.

**Big Box Loyalists** frequently seen at mass retailers like Walmart, Target, and Costco around holidays.

**Late Night Spree Shoppers** who remain active in retail centers during the evening hours on Black Friday, signaling a full-day shopping mindset. Reach them in real-time to influence brand preference.

**Black Friday Cross-Shoppers** visiting multiple store types (e.g. electronics + apparel + grocery) within a short time frame, suggesting a mission-driven day of spending.

**Luxury Label Seekers** browsing premium outlets and department stores like Saks, Nordstrom, or Coach during Black Friday, signaling interest in high-end purchases at discounted prices.

**Parents with Young Kids** seen at family-friendly retailers like Target, The Children's Place, and toy stores, likely holiday shopping with kids in mind.

**College Town Shoppers** seen shopping in retail corridors near major universities, signaling students or visitors in town for the holiday weekend.

**Workday Deal Browsers** frequently seen in office parks, coworking spaces, or college campuses on Cyber Monday, likely shopping online during the workday.

**Digital-First Buyers** who are rarely seen at retailers in the past three months, signaling a preference for online browsing.

**Main Street Shoppers** who frequent small, local boutiques, gift shops, and independent retailers in walkable neighborhoods on Small Business Saturday.

## Did you know that?

**Gen Z and Millennials** are the most active Black Friday shoppers with only **9%** not making a purchase.

**Tip:** Add age filters to any of these segments to target by generation.

Source: [DHL](#)

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# Winter Holidays: December 2025

Unwrap new opportunities by reaching consumers in the thick of gift-giving, party-planning, and last-minute list-checking, including:



**Holiday Decorators** frequently seen at home décor and craft stores like Michaels, Hobby Lobby, and At Home during November and December, signaling preparation for festive home displays.

**Holiday Tree Shoppers** seen visiting seasonal tree lots, home improvement stores, or garden centers like Lowe's, The Home Depot, or local farms between late November and mid-December.

**Jewelry Gift Intenders** seen at retailers like Kay Jewelers, Pandora, and Tiffany & Co. in the lead-up to major gifting holidays.

**Holiday Sale Seekers** seen frequenting outlet malls and big-box retailers like Kohl's, JCPenney, and Macy's in late November, suggesting they're primed for seasonal promotional events.

**Thoughtful Gifting Shoppers** who have *not* been to big box stores but frequently visit bookstores, local boutiques, and artisan markets, likely looking for more curated, personal gifts.

**Winter Activity Enthusiasts** who have been seen participating in activities like skiing, snowboarding, and ice skating, likely planning winter activities with friends and family.

**One-Stop Shoppers** visiting large-format retailers like Target, Walmart, or Costco but *not* seen at specialty stores, suggesting convenience-driven behavior.

**Gift Procrastinators** spotted making retail visits on December 23rd and 24th, likely rushing to finish shopping. Reach them in real-time to influence brand preferences.

**Pet Parents** frequently seen at pet stores like PetSmart and Petco during December, often purchasing toys, treats, or pet-themed holiday gifts.

**Charitable Gift Givers** frequently visiting thrift stores, donation centers, and nonprofit gift shops, especially during Giving Tuesday or early December.



Foursquare Targeting segments are proven to boost ROI by **202%**

Source: [Forrester](#)

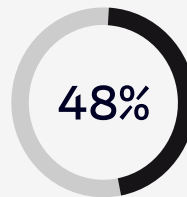
**Festive Fragrance Shoppers** frequently visiting beauty retailers like Sephora, Bath & Body Works, or Ulta in December, often picking up gift sets and seasonal scents.

**Experience Gift Seekers** who *don't* frequent traditional retail centers but are seen at spas, concert venues, or entertainment complexes—more likely to gift experiences over items.

**Seasonal Furniture Hunters** visiting multiple discount retailers like Ashley HomeStore or Bob's Discount Furniture in Nov-Dec, likely eyeing large-ticket items while waiting for sale markdowns.

**In-Market Auto Shoppers** who have been recently seen visiting car dealerships in the past month, indicating they may be looking for holiday deals on automobiles.

**Mall or Outlet Loyalists** frequently returning to mall or outlet destinations during the season. Add locations like "Santa's Workshop" to reach parents while they're likely shopping with kids.



of consumers will start their holiday shopping early in either August, September, or October.

Source: [Bankrate](#)

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# New Year's Eve: December 31, 2025

Reach those preparing to say goodbye to the old and toast to the new, from house-party hosts to downtown bar hoppers, including:



**New Year's Eve Shoppers** visiting liquor stores, grocery chains, and party supply retailers in the week leading up to New Year's Eve, stocking up for at-home celebrations.

**Champagne & Spirits Buyers** ages 21+ frequently visiting wine and liquor retailers around key holidays, signaling they're likely purchase alcohol for the upcoming event.

**Last-Minute Outfit Hunters** seen visiting clothing and accessory retailers on December 30 or 31, likely searching for that perfect party outfit or shoes. Reach them in real-time with custom geofences.

**DIY Entertainers** spotted at warehouse clubs like Costco or Sam's Club buying in bulk, suggesting a self-hosted, festive night in.

**New Year's Eve Travelers** stopping at airport shops, hotels, or travel hubs during the final week of the year, often purchasing gifts or celebration items on the go.

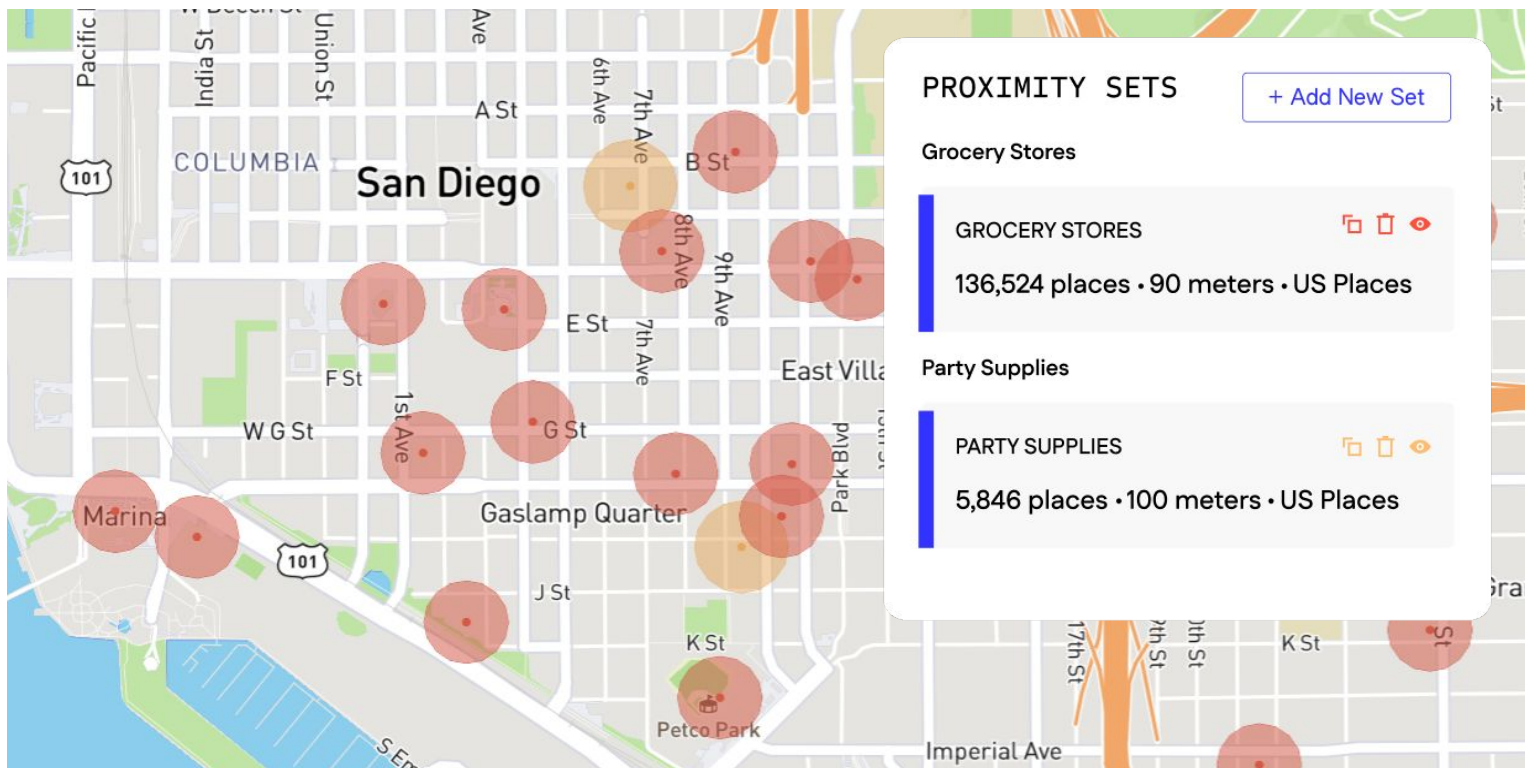
**NYE Hotel Guests** seen checking into hotels in major celebration hubs like NYC, Las Vegas, or Miami in the days leading up to December 31.

**Downtown Revelers** seen frequenting nightlife venues, bars, and clubs in high-energy city districts throughout the year.

**Stay-In Celebrators** spotted at homegoods and grocery stores but *not* seen at nightlife venues during key holidays, signaling they are likely prepping for an at home celebration with close friends or family.

**Morning After Essentials Buyers** visiting coffee shops, fast-casual breakfast spots, or stores like CVS and Walgreens on New Year's Day—ideal for QSR or CPG campaigns.

**New Year's Partiers** who are ringing in the New Year at social entertainment venues. Use Proximity to geofence locations like bars, restaurants, nightclubs, hotel lounges, wine bars, bowling alleys, etc.



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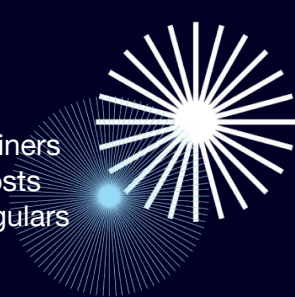


# Q4 Travel & Dining



As fall turns to winter, consumers swap beach days for dinner parties, road trips, and holiday gatherings. Keep your targeting aligned with seasonal shifts to meet them where they are whether on the move, at the table, or hosting at home.

## At a glance

- Holiday Travelers
  - College Football Travelers
  - Upscale Brunch Crowd
  - Spontaneous Eaters
  - Holiday Reservation Makers
  - Weekend Dessert Shoppers
  - Weekend Fine Diners
  - Friendsgiving Hosts
  - Sweet Tooth Regulars
- 

## Fall & Winter Travel

From cozy cabin escapes to cross-country holiday trips, connect with consumers while they're planning and traveling, including:

**Holiday Travelers** frequenting airports, train stations, and highway travel stops in the days before holidays, signaling out-of-town visits to family or friends.

**Jetsetters** seen at major airports at a high frequency during fall or winter months, suggesting upcoming or recurring travel plans.

**Roadtrippers** observed along highway rest stops, scenic byways, and motels and hotels. They have also not been recently seen at airports.

**Leaf Peepers** seen visiting scenic drives, hiking trails, mountain towns, and national parks during peak foliage season.

**College Football Travelers** frequently seen near stadiums, tailgates, and college towns on fall weekends, likely students, road-tripping fans, or alumni.

**Harvest Season Tourists** spotted at vineyards, orchards, and farm-to-table destinations, often planning fall weekend getaways.

**Snowbirds** who frequently visited ski resorts, mountain towns, or gear shops last winter, signaling they'll likely do so again this year.

**Travel-Ready Shoppers** seen browsing luggage retailers and visiting travel agencies, suggesting they're actively planning a vacation.

**Cozy Fireplace Crowd** visiting home goods stores, wine shops, and boutique grocers in mountain towns or cabin-heavy regions, displaying cozy, winter getaway behaviors.

**Local Relaxers** who haven't visited airports, hotels, travel agencies, or major transit hubs in the past 6 months, indicating they're likely staying local.

Despite current economic uncertainty, US consumers continue to value traveling, budgeting an average of

**\$10,244**

in 2025, up from **\$5,300** in 2024.

Source: [IPX](#)

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# Seasonal Dining

Target diners as they shift their routines and cravings with the colder seasons, including:

**Thanksgiving Family Diners** who have a history of dining at family-friendly restaurants during Thanksgiving and also visit other kid-friendly locations throughout the year.

**Holiday Reservation Makers** seen at upscale restaurants and steakhouses in November and December, and are likely booking tables for Thanksgiving, winter holidays, or end-of-year celebrations.

**42% of diners** plan to book holiday reservations 3–6 weeks in advance, with nearly 1 in 6 booking 5 weeks or more ahead.

Source: [Tock](#)

**Cold Weather Comfort Seekers** frequently visiting soup, ramen, or coffee chains, looking for warmth and comfort during colder months.

**Seasonal Fine Diners** seen at high-end or chef-driven restaurants more frequently in December than other months, often celebrating holidays, bonuses, or gifting experiences.

**Late-Night Bite Crowd** seen at fast-casual or casual restaurants after 9 p.m. on weekends, ideal for QSR or delivery-focused messaging.

**Sweet Tooth Regulars** frequently seen at dessert spots like bakeries, ice cream shops, or specialty treat retailers—ideal for promoting seasonal offerings like pies, holiday cookies, or limited-time flavors.

**Friendsgiving Hosts & Guests** ages 18-24 who visit grocery stores, wine shops, and casual restaurants in mid-November, likely planning or attending Friendsgiving gatherings.

**QSR Regulars** who frequent fast food or fast casual locations during busy holiday weekends, likely opting for quick dining during shopping or travel days.

**Spontaneous Eaters** seen frequently near entertainment venues, shopping centers, or travel hubs and are likely to dine out but with no set destination, making them ideal for real-time influence.

**Pizza Lovers** frequently seen at pizza restaurants year-round who are likely to respond to dine-in, takeout, or group meal deals, especially during gatherings or seasonal events.

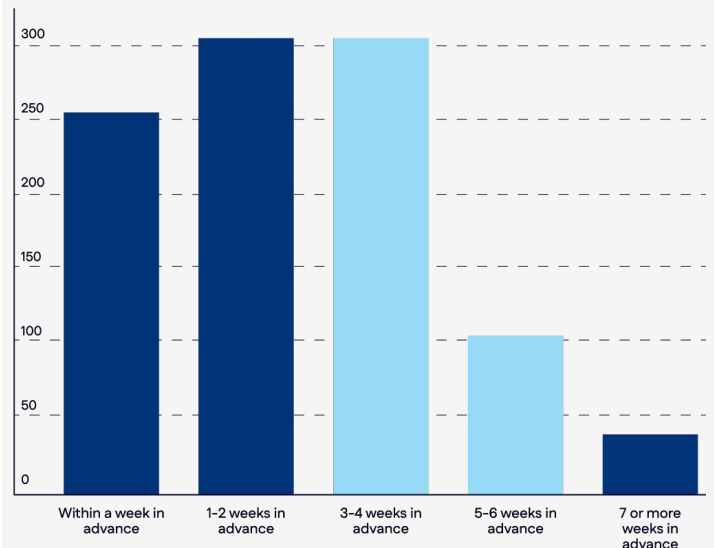
**Weekend Dessert Shoppers** seen at dessert shops or cafés on Friday and Saturday nights and likely to indulge post-dinner or during social outings.

**Upscale Brunch Crowd** frequently seen at high-end brunch spots late-morning on weekends, often for a social or celebratory outing during the holiday season.

**Weekend Fine Diners** who frequent upscale restaurants on Friday or Saturday evenings. Ideal for targeting reservation-ready, experience-seeking audiences.

## Guests are booking early

How far in advance do you typically make reservations at a restaurant or bar for a holiday celebration?



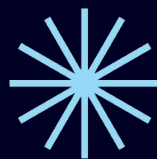
Source: [Tock](#)

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# Sports & Live Events

From football games to parades and community gatherings, live events heat up as the weather cools down. Reach fans and event attendees while the energy's high.



## At a glance

- Oktoberfest Event Goers
- NBA Travel Fans
- Basketball Families
- Opening Night Arena Fans
- Weekend Baseball Diners
- Game Day Stadium Crowds
- Big City NFL Fans
- Away Game Travelers
- Sports Bar Regulars



## Oktoberfest (in the US): Late Sept - Early Nov

Get in front of celebrators embracing the spirit of Oktoberfest, whether their brewery hopping, hosting themed parties, or attending events, including:

**US Oktoberfest Event Goers** seen attending beer gardens, breweries, and seasonal Oktoberfest festivals, ideal for promoting your brand while your audience is immersed in fall celebrations.

### Fun fact:

Oktoberfest Zinzinnati is the largest Oktoberfest celebration in the U.S., drawing around

# 800,000

people to Cincinnati each year.

Source: [Share America](#)

**Brewery Regulars** frequently seen at local craft breweries or beer halls throughout the fall, likely to attend Oktoberfest-themed events or tastings.

**Seasonal Beer Shoppers** who visit grocery stores, liquor stores, or specialty beer shops in late September through October, but not as often in other months, likely seeking fall or Oktoberfest-style brews.

**German Cuisine Diners** frequently seen at restaurants serving bratwurst, schnitzel, pretzels, and other traditional fare, suggesting interest in culturally themed dining experiences.

**Fall Fest Loyalists** attending multiple seasonal events like Oktoberfest, pumpkin patches, and cider tastings, suggesting high engagement in autumnal outings.

**Festival Fashion Shoppers** seen at costume stores, thrift shops, or specialty boutiques in September, potentially searching for dirndls, lederhosen, or Bavarian-style accessories.

Access the [Targeting Designer](#) to get started or visit our [customer support portal](#) for further assistance. Reach out to our team to learn more about [Attribution](#) and visit our [website](#) to explore our product portfolio.

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## NHL Kickoff: October 7, 2025

Connect with hockey fans as the season begins and excitement returns to the ice, including:

**Arena Attendees** seen at NHL stadiums during pre-season and opening week games, ideal for reaching highly engaged fans at the start of the season.

**Hockey Night Out Crowd** visiting bars and sports pubs during primetime NHL game hours, likely watching and socializing with other fans.

**Hockey-Focused Households** ages 18+ frequently visiting hockey rinks, team practice facilities, or sports equipment stores, indicating families or individuals with deeper hockey lifestyle engagement.

**NHL Fans** seen visiting professional arenas and hockey rinks last season, indicating they'll likely tune into NHL games this season.

## NBA Kickoff: Oct - Nov, 2025

Reach fans gearing up for game nights, new-season hype, and courtside culture, including:

**Opening Night Arena Fans** seen at NBA stadiums during season openers, ideal for targeting in-market fans as excitement peaks.

**Team Store Shoppers** frequently visiting official NBA merchandise shops or sporting goods retailers in October, indicating fresh season hype and purchase intent.

**Basketball Families** seen at basketball courts, training centers, and sporting goods stores year-round.

**NBA Travel Fans** seen at NBA markets or staying at hotels near stadiums during big game days, suggesting destination attendance or fan tourism.

## MLB Playoffs & World Series: Oct - Nov, 2025

Target postseason audiences rallying behind their teams with every pitch and play, including:

**Postseason Stadium Goers** seen attending MLB ballparks during playoff or World Series games, ideal for targeting in-the-moment fans.

**Weekend Baseball Diners** visiting restaurants or bars near stadiums on game nights.

**Baseball Fans** seen visiting ballparks, stadiums, and sports bars during the regular season and playoffs—perfect for reaching engaged viewers both in-seat and out-of-home.

**Sports Bar Regulars** who have a history of visiting sports bars during professional sporting games.

### Did you know?

Last year, U.S. household spending on sports hit a **record high**, averaging

**\$1,122**

annually, from athletic gear to attending games.

Source: [BOA](#)

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# NFL & College Football Season: Aug '25 - Jan '26

Connect with football fans in real-time during games or reach known fans off the field with personalized, intent-driven messaging, including:

**Game Day Stadium Fans** seen attending NFL or college football games. Perfect for real-time targeting and loyalty-based messaging.

**Tailgating Crowd** seen at stadium lots or nearby fields before kickoff. Reach them before their next tailgate or in real time while they're in a football-focused, social mindset.

**Sports Bar Regulars** frequently seen at bars during football games. Reach them while they're eating, drinking, and ready to make purchase decisions.

**Big City NFL Fans** seen at or near stadiums in major markets like Dallas, Chicago, or New York. Ideal for targeting high-volume metro audiences.

**Midweek Football Planners** who are seen at liquor stores, grocery chains, or party supply stores on Wednesdays or Thursdays, likely preparing for weekend games.

**College Athletes** seen frequently at campus athletic fields, arenas, and stadiums. They also shop at sporting goods retailers like Dick's Sporting Goods, Nike, and Adidas.

**College Gameday Loyalists** spotted frequently on or near campuses on Saturdays during the season. Perfect for school spirit, local promotions, or alumni engagement.

**Watch Party Regulars** who frequent sports bars, pubs, or casual dining spots during primetime games on Saturdays and Sundays.

**Sportswear Shoppers** spotted at athletic retailers like Fanatics, Nike, or team stores during football season, likely shopping for team gear and gameday looks.

**Away Game Travelers** seen checking into hotels near stadiums on game weekends. Reach them in real time as they search for food, local spots, or last-minute essentials before kickoff.



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# Planning for Q1 2026?

## Q1 Location-Based Targeting Starter Ideas

Save time by partnering with our [location-based advertising experts](#) to build your targeting strategy in advance, or jumpstart planning with the starter ideas below.

### New Year's

- New Year's Gym Resolutioners
- Home Improvement Shoppers
- New Car Intendors

### Super Bowl

- Super Bowl Party Hosts
- Pizza and Wing Fanatics
- NFL Superfans

### Valentine's Day

- Luxury Jewelry & Watch Shoppers
- Flower Buyers
- Experience Gift Givers

### March Madness

- NCAA Basketball Attendees
- College Students & Alumni
- Sporting Goods Shoppers

### Easter

- Brunch Enthusiasts
- Springtime Apparel Shoppers
- Easter Deal Seekers

### Spring Break

- Vacation Planners
- Beach Lovers
- Nightlife Partiers

## Foursquare Results: Real Campaign Impact



By using **FSQ Audience**, Jack in the Box conquered the competition with programmatic DOOH by targeting people that frequented fast-casual restaurants. With **FSQ Proximity**, they engaged consumers within a 2-mile radius of their restaurant locations. They measured the success of their campaign using **FSQ Attribution** to evaluate the lift in restaurant visits and noticed an increase in foot traffic.

[View the case study >](#)

49M+

DOOH Impressions

8.8%

Lift In Foot Traffic

1.3M+

Store Visits

FOURSQUARE

# Get Started

## Solutions for Marketers

### FSQ/targeting

#### Audience

- Create custom audiences based on consumers' real-world visitation behaviors.
- Deploy across 550+ partner channels or active over 1500+ ready-to-use audience segments in major DSPs.

#### Proximity

- Build custom point-radius or polygon geofences to reach consumers in real-time without any PII data sharing required.
- Use Foursquare's expansive POI dataset or upload your own lat/long coordinates.

### FSQ/attribution

- Measure what matters by tying ad spend to real-world visits and sales across digital, TV, CTV, OOH, social, audio, and more, all within one unified platform.
- Optimize your strategy by identifying top-performing channels, analyzing audience loyalty and reach, and mapping the path to purchase for smarter budget decisions.

### Build Your Own Custom Segments:

We make it easy to leverage location with Foursquare Targeting. Simply follow the steps below.

1

**Contact our team** to discuss your goals and request access to our Targeting Designer.

2

**Log in** to your Targeting account and start building custom segments once granted access.

3

Deploy segments to over 550+ partners and channels, including digital, social, CTV, OOH, and more.

4

Charges only apply when your segments are activated on a live campaign.

FOURSQUARE

## Trusted location intelligence, fueled by AI

### Need further support?

Access the **Targeting Designer** to get started or visit our [customer support portal](#) for further assistance.

If you're looking to measure campaign impact with **FSQ Attribution**, [reach out to us here](#) or visit our [website](#) to explore our product portfolio.

#### Frequency

- ☒ Low
- ☒ Medium
- ☐ High

#### Day of Week

- ☐ Monday
- ☐ Tuesday
- ☐ Wednesday
- ☐ Thursday
- ☐ Friday
- ☐ Saturday
- ☐ Sunday

#### Time of Day

- ☐ Early Morning  
3 am - 6 am
- ☐ Morning  
6 am - 9 am
- ☐ Late Morning  
9 am - 12 pm
- ☐ Early Afternoon  
12 pm - 3 pm
- ☒ Afternoon  
3 pm - 6 pm
- ☒ Evening  
6 pm - 9 pm