

New Year, New Custom Segments at Scale

Start the year strong with high-intent targeting segments that scale to meet your KPIs, deliver clear cross-platform measurement, and drive winning results.



F

S

Q

1

2

0

2

6

Find the Q1 moments that matter most to you



This guide highlights dozens of customizable targeting strategies for key Q1 moments, helping you spark ideas and build smarter segments to engage high-intent consumers like New Year’s celebrators, Super Bowl fans, spring travelers, and more.

TABLE OF CONTENTS

Foundational Targeting Strategies	03
Q1 Advertising Opportunities	04
Holidays & Seasonal Moments (New Year’s, Valentine’s Day, Easter, etc.)	05
Travel, Dining, & Grocery (Winter travelers, spring break, comfort food seekers, etc.)	10
Sports & Live Events (Winter Olympics, Super Bowl, March Madness, etc.)	13
NEW: Off-the-Shelf Segments (800+ new purchase segments, 1500+ location audiences)	17
Q2 2026 Planning	19
Get Started	20



How to use this guide

- Strategize:** Explore creative segment ideas to unlock smarter ways to reach high-intent customers this Q1.
- Customize:** Build your own custom segments at scale with our self-serve designer or lean on our managed service location experts.
- Activate:** Deploy your custom segments to 550+ partner platforms, or tap into pre-built 1500+ location segments and 800+ purchase segments off-the-shelf in major DSPs.

Foundational Targeting Strategies

These foundational strategies demonstrate how location signals can help you reach highly engaged audiences, whether through past behaviors or real-time context. Start here to set your base, then explore the rest of the guide for inspiration on building precise, scalable segments.

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.

Recent Shopping Behaviors

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

Affluent Customers: Reach those who continue to frequent luxury retailers, upscale grocery stores, fine dining, and entertainment venues.

Geography & Lifestyle Context

Hobby Lifestyles: Personalize your messaging based on the places your audience enjoys, such as beaches, hiking trails, and sports stadiums.

Real-time Visitors: Connect with consumers based on real-world, in-the-moment behaviors, whether they're near your location, visiting a competitor, attending a live 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.

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 relevant places only during specific times of the year, suggesting they're likely repeat similar behavior this season.

Location + Demographics

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

- Parental status
- Household Income
- Age
- Gender

Q1 Advertising Opportunities

The following sections contain recommended Audience and Proximity targeting strategies based on the key Q1 tentpole events seen below. These segments can be customized at scale to meet your specific campaign goals.



New Year's (Jan 1)

Ring in the year as consumers stock up on fitness gear, home essentials, and fresh starts to make good on their New Year resolutions.



Winter/Spring Travel (Jan - March)

Catch travelers chasing snow, sun, or adventure, whether they're passing through airports, hitting ski slopes, or jetting off to warm getaways.



Grammy & Oscar Awards (Feb 1 & March 15)

Shine a spotlight on music and movie lovers seen frequently visiting theaters and concert venues, as they get ready to tune into the award shows.



Winter Olympics (Feb 6-22)

Go for gold by reaching fans watching from sports bars, streaming at home, or stocking up on snacks and gear as they cheer on the world's best athletes.



Super Bowl (Feb 8)

Go long with football fans crowding stadiums, sports bars, and grocery aisles as they prep for game-day celebrations.



NY Fashion Week (Feb 12-17)

Turn heads with fashion-forward shoppers who frequent boutiques, department stores, and style-driven retailers.



Valentine's Day (Feb 14)

Woo romantics visiting florists, jewelers, restaurants, and travel spots as they plan the perfect gift, date, or getaway for their Valentine.



President's Day (Feb 16)

Score with deal hunters hitting malls, outlets, and big-box stores during one of the year's biggest sales weekends.



March Madness (March - April)

Join the madness with basketball fans packing arenas, sports bars, and campus hangouts to cheer on their brackets.



Spring Break (March - April)

Tap into sun-seekers and thrill-chasers traveling to beaches, theme parks, and spring hot spots with family and friends.



St. Patrick's Day (March 17)

Raise a glass with 21+ year old celebrators at pubs, breweries, and liquor stores, or as they stock up for their own lucky gatherings.



Easter Planning (April 5)

Hop into spring with shoppers refreshing their homes, filling carts at grocers, and stocking up for Q2 Easter celebrations.

Holidays & Seasonal Moments

As Q1 begins, consumers remain selective with their spending. Make sure your targeting is focused only on those showing real in-market signals through their real-world behaviors.



AT A GLANCE

- Home-Fitness Enthusiasts
- Deal Seekers
- Beauty & Skincare Upgraders
- Luxury Car Intenders
- Irish Pub Enthusiasts
- Card & Gift Bag Shoppers
- Valentine's Day Shoppers
- Floral Décor Buyers
- EV & Hybrid Buyers



New Year's: January 1, 2026

Tap into audiences fueling resolutions, self-care splurges, and fresh lifestyle upgrades, including:

Retail Shopping

Home-Fitness Enthusiasts frequenting stores like Dick's Sporting Goods, Lululemon, or Target, showing interest in athletic apparel or products.

Furniture Shoppers who are currently updating their spaces, shown through visits to places like Ashley HomeStore, Ikea, West Elm, or local furniture retailers.

Home Refresh Shoppers who visit candle stores, home goods retailers, and specialty fragrance shops in January, signaling interest in resetting their place in the new year.

Activewear & Sporting Goods Shoppers who shop at sporting goods retailers like Nike, Lululemon, Alo Yoga, and Under Armour. This group also visits gyms and fitness centers.

Pet Owners who are making resolutions for their pets too, frequenting PetSmart, Petco, and boutique pet stores.

Organizers & Declutterers who are simplifying their spaces, indicated by visits to places like The Container Store and Ikea.

Home Improvement Shoppers who visit retailers like Home Depot, Lowe's, and Michaels, ready to tackle home improvement projects.

Bookstore Visitors who visit bookstores in January, signaling desire for skill-building and personal growth.

New Year, New Clothes Shoppers who are actively visiting malls and clothing retailers, or near your store and competitor locations.



Grocery & Dining

New Year's Party Planners who visit grocery stores in the days leading up to New Year's. Reach them in real-time to influence brand preference.

Healthy Grocery Shoppers that have a history of visiting health-focused food retailers, natural and organic grocery stores, and local farmers markets.

Automotive

Used Car Seekers actively exploring affordable upgrades or trade-ins, identified by recent visits to used car lots and dealerships. Reach them in the moment by geofencing auto dealers while they're comparing options and ready to buy.

Luxury Car Intenders who have a high household income and have been seen at various luxury car dealerships or leasing offices.

EV & Hybrid Buyers who are signaling interest in electric vehicles through visits to Tesla, Rivian, and hybrid-focused auto dealers.

Auto Parts Shoppers who are maintaining their vehicles, seen at AutoZone, O'Reilly, and Advance Auto Parts. Depending on the frequency, this group may be in the market for a new car soon.

Coffee & Café Regulars who are replacing late nights with early mornings, shown through frequent visits to coffee shops in January.

Meal Prep Shoppers who are preparing for the week ahead by shopping at places like Costco, Walmart, and other big box grocery stores.

Lifestyle & Travel

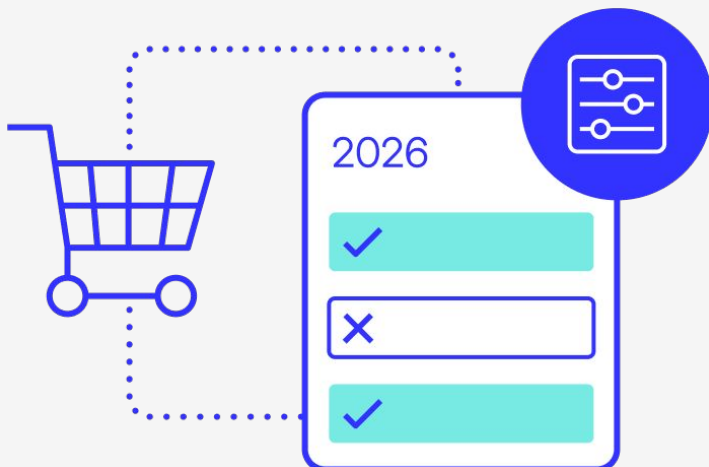
Travel Planners preparing for new adventures, frequenting travel agencies, luggage stores, and airports in January.

Beauty & Skincare Upgraders investing in new routines, spotted at beauty retailers, spas, or nail salons.

New Year's Gym Resolutioners seen at gyms at a low frequency throughout the year, but at a medium or high frequency in January.

Outdoor Enthusiasts seen frequenting hiking trails, beaches, lakes, and other outdoor adventure spots.

Business Travelers who are back on the road after the holidays, seen at airport lounges, conference centers, and city business hotels.



Did you know?

67%

Of shoppers say they adjust their grocery shopping and meal planning at the start of the year.

Source: [Chicory](#)



Valentine's Day: Feb 14, 2025

Engage lovebirds and friends celebrating friendship as they indulge in sweets, flowers, and experiences, including:

Romantic Gift Shoppers visiting clothing boutiques, jewelers, florists, and chocolate shops throughout the year, signaling they'll likely repeat behavior this Valentine's Day.

Luxury Jewelry & Watch Shoppers frequently seen at premium jewelers like Tiffany & Co, Cartier, or BVLGARI, showing an interest in high-end gifts.

Flower Buyers with a history of visiting flower shops, which can indicate they're likely in the market for other gifts as well. Reach consumers in real-time to capture last-minute bouquet buyers.

Sweet Tooth Gifters who frequent candy stores, chocolatiers, and dessert shops, often purchasing sweets as holiday gifts.

Card & Gift Bag Shoppers visiting Hallmark stores, Target, or stationery shops, likely picking up cards and wrapping essentials.

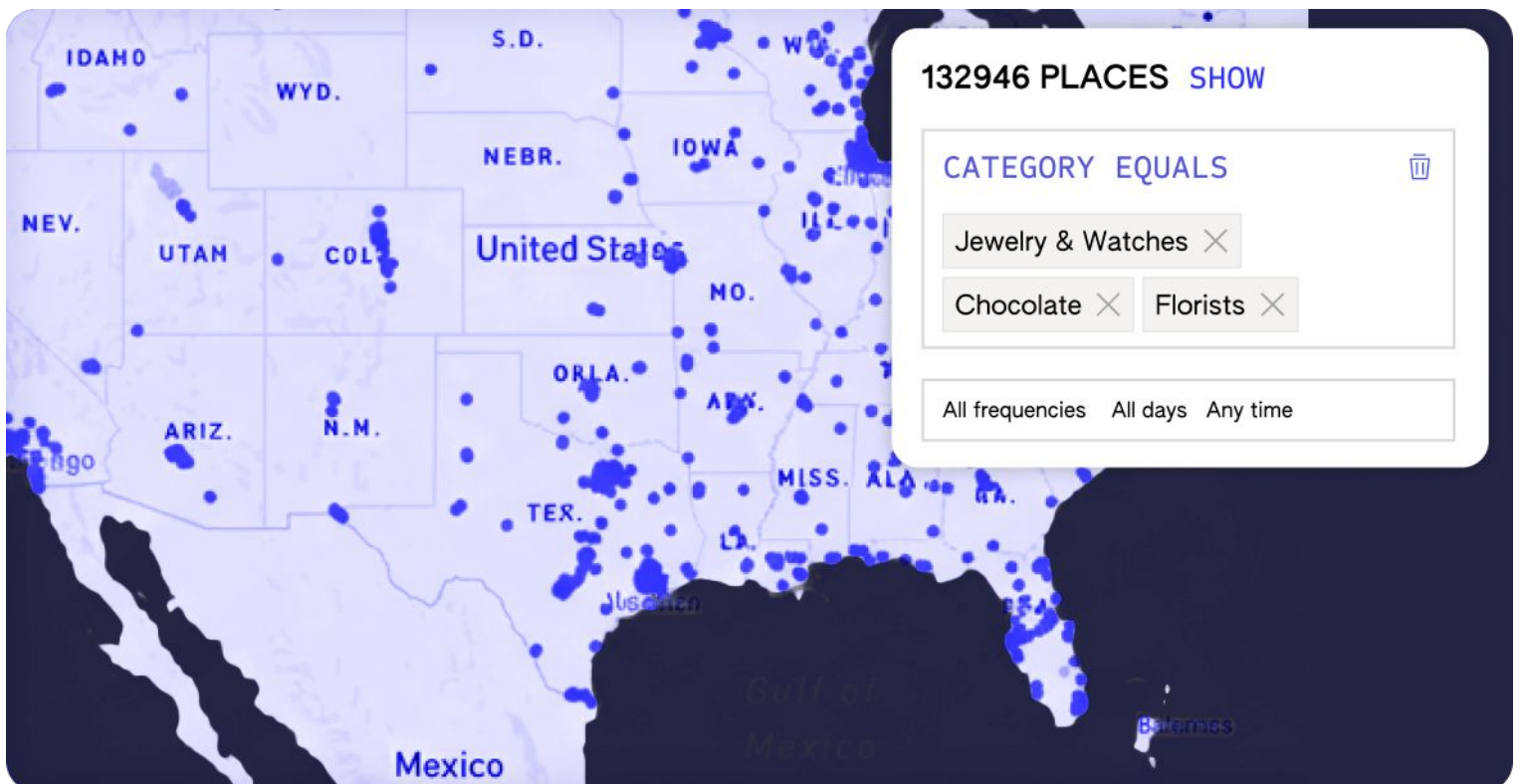
Experience Gift Givers seeking unique outings, shown through visits to spas, wine bars, theaters, and couple's getaway destinations.

Self-Care Celebrators focused on self-love, frequenting nail salons, gyms, yoga studios, and bookstores around Valentine's Day.

Holiday Diners who reliably dine out during major occasions, including Valentine's, spotted at upscale restaurants and reservation-heavy venues.

Galentine's Day Party Planners, primarily females 18–34, celebrating friendship shown through visits to brunch spots, wine bars, and party supply stores.

Traveling Romantics planning holiday getaways, frequenting airports, train stations, or hotel booking locations in early February.





President's Day Weekend: February 14-16, 2026

Engage deal seekers and holiday shoppers taking advantage of long-weekend sales, including:

Mall & Outlet Visitors geofenced in real-time at shopping centers, capturing deal hunters while they're actively browsing.

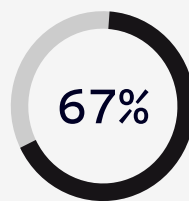
Furniture & Mattress Shoppers who frequently visit stores like Ashley HomeStore, Mattress Firm, or Ikea and will likely engage with President's Day promotions.

Appliance & Electronics Shoppers seen at Best Buy or appliance retailers taking advantage of seasonal markdowns.

Auto Dealership Visitors geofenced at car lots, enabling campaigns that reach buyers as they're test-driving and comparing options.

Apparel Deal Hunters who are historically seen at affordable apparel retailers like Gap, Old Navy, and H&M during holiday sale weekends.

Price Conscious Consumers with a history of visiting value-focused retailers like Dollar Tree, Walmart, and discount stores.



of Americans plan to shop President's Day sales, prioritizing clothing, electronics, home appliances, and furniture.

Source: [Forbes](#)



St. Patrick's Day: March 17, 2025

Engage audiences celebrating the holiday as they gather at pubs, parades, and festive events, including:

St. Patrick's Day Celebrators who are 21+ and celebrated last year, shown through visits to bars, Irish pubs, parades, beer gardens, liquor stores, and live music venues.

Festive Shoppers who are preparing for the holiday, shown through visits to party supply stores, costume shops, and major retailers selling St. Patrick's Day apparel and decorations.



of St. Patrick's Day celebrators plan to spend on **food** (the top spending category) followed by beverages, apparel, and decorations.

Source: [SRC](#)

Real-Time Revelers who can be reached in the moment with Proximity, geofenced around grocery stores, pubs, parade routes, beer gardens, and show venues on St. Patrick's Day.

Nightlife Enthusiasts who are frequently seen at music venues, nightclubs, karaoke bars, lounges, and late-night restaurants.

Family-Friendly Event Goers who are parents and groups attending themed fairs, community events, or amusement parks offering holiday activities and entertainment.

College Celebrators ages 18–24 and regularly seen near campuses and late-night eateries where St. Patrick's Day is a major event.

Last-Minute Shoppers who are making day-of purchases, spotted at convenience stores, grocers, and liquor shops near holiday events.



Easter: April 5, 2026

Engage consumers embracing spring and preparing for Easter celebrations in Q2, including:

Easter Egg Hunt Families who likely participate in egg hunts, shown through visits to parks, community centers, and local event spaces.

Springtime Apparel Shoppers who refresh their wardrobes, indicated by visits to malls, department stores, and specialty shops.

Brunch Enthusiasts who are frequenting cafes and restaurants. Or reach them in real time with Proximity as they pass by brunch locations to encourage visits.

Garden & Flower Shoppers who are seen visiting botanical gardens, flower markets, and garden centers leading up to Easter.

Toy & Candy Shoppers who are parents with young kids, shown through visits to toy stores, candy shops, and costume retailers during last year's Easter season.

Easter Travelers who are taking trips for the holiday, seen at airports, train stations, and hotels during the Easter weekend.

Party Planners who are preparing for gatherings, indicated by visits to big-box retailers and party supply stores in March.

Easter Deal Seekers who can be reached in real time with Proximity while shopping spring sales at major retailers like Target, Walmart, and Costco.

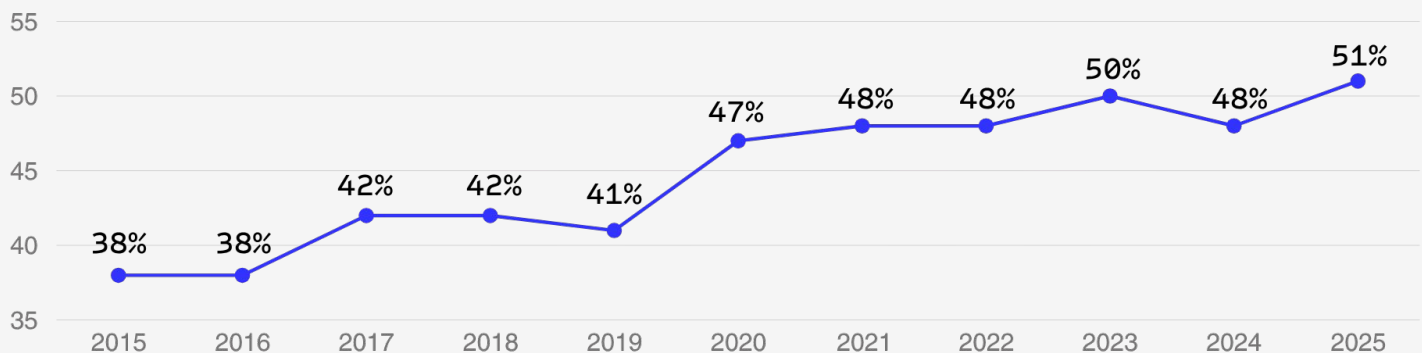
Holiday Bakers & Cooks who are frequenting grocery stores, bakeries, and specialty food shops in the springtime.

DIY Crafters who are preparing for seasonal crafts, shown through visits to Michaels, Joann Fabrics, Hobby Lobby, and other craft retailers.

Seasonal Décor Shoppers who are preparing their homes for Easter, shown through visits to big-box retailers, home décor chains, and discount stores selling holiday decorations.

Floral Décor Buyers who are shopping for spring arrangements and Easter centerpieces, indicated by visits to florists, garden centers, and farmers' markets.

Percent of consumers purchasing Easter décor



Source: [NRE](#)

Travel, Dining, & Grocery

In Q1, consumers move from winter getaways and cozy dining to spring travel and refreshed lifestyle routines. Align your targeting to reach them on the move, at the table, or embracing new habits.



AT A GLANCE

- Cozy Cabin Crowd
- High Frequency Travelers
- Spring Break Partiers
- Cherry Blossom Travelers
- National Park Adventurers
- Dry January Participants
- Wing Night Fans
- Value Grocery Shoppers
- Game Day Snack Shoppers

Winter Travel

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

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

Highway Wanderers observed at rest stops, motels, and along scenic highways, with no recent airport activity, indicating car-based winter travel.

Snowbirds frequently seen at ski resorts, mountain towns, or outdoor gear shops last winter, signaling they'll likely do so again this season.

Travel-Ready Shoppers browsing luggage retailers and visiting travel agencies, suggesting they are actively planning upcoming vacations.

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

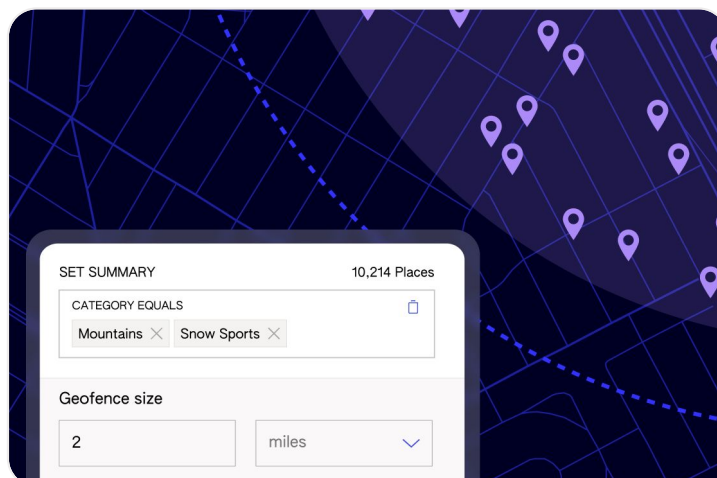
Local Relaxers who have not visited airports, hotels, or major travel hubs in the past six months, suggesting they are likely staying local this winter.

Hotel Guests visiting hotels, resorts, and lodges in winter travel destinations, highlighting real-time vacation behavior.

Winter Activity Enthusiasts with a history of traveling for winter sports and activities, visiting ski resorts, mountainous destinations, and ice rinks during the season.

Holiday Market Explorers who can be reached in the moment with Proximity while they're actively visiting winter festivals, holiday markets, and seasonal downtown events.

Cruise Departures observed at cruise terminals in winter port cities, signaling warm-weather vacation plans.



Spring Travel & Spring Break

Reach travelers looking to escape the cold for warmer adventures, including:

Spring Weekend Getaway Seekers staying at boutique hotels, bed & breakfasts, and mountain or coastal towns for quick spring escapes.

Vacation Planners who have recently visited a travel agency or shopped at luggage retail stores.

National Park Adventurers observed at national parks, hiking trails, and campgrounds as warmer weather draws visitors outdoors.

Flower & Garden Tourists who frequent botanical gardens, flower festivals, and arboretums during peak bloom season.

Wine Country Visitors spotted at vineyards, wineries, and tasting rooms during the start of spring touring season.

Cherry Blossom Travelers visiting parks and cities known for seasonal blooms like Washington, D.C., and San Francisco.

High Frequency Travelers who are seen frequently traveling throughout the year, indicating they'll likely travel this upcoming spring. Reach them in real-time with Proximity while they're at the airport.

Golf & Resort Goers who visit golf courses, resorts, and country clubs as courses reopen for the season.

Nightlife Partiers ages 21+ traveling to nightlife-heavy destinations like Miami, San Diego, or Cancun for spring break celebrations.

Spring Break Travelers who are likely students and families frequently seen at airports, beach towns, and popular vacation destinations during March and April.

Theme Park Travelers going to amusement and theme parks during spring break. Add 'parent' filters to narrow your audience.

Beach Lovers who are seen visiting beaches at a high frequency throughout the 2025 year.

Did you know?

Spring Break 2026 is expected to bring both **higher demand** and **bigger price tags**. Americans planned to spend an average of:

\$5,325

per trip, in 2025. This number is expected to rise as we head into 2026.

Source: [Roami](#)



Q1 Dining & Grocery

Engage hungry consumers as they explore new dining habits and grocery preferences in early 2026, including:

Value Grocery Shoppers visiting discount grocers, warehouse clubs, and value chains in Q1, reflecting more selective, price-sensitive shopping behaviors.

Dry January Participants who have not visited liquor stores, wine shops, or alcohol-related retailers in the month of January, signaling they'd likely prefer non-alcoholic options.

Soup & Ramen Seekers dining at noodle houses, pho spots, and soup-focused restaurants in colder months.

Sweet Tooth Regulars often visiting bakeries, ice cream shops, and specialty dessert retailers.

Late-Night Eaters visiting quick-service restaurants, diners, and delivery hotspots during evening hours.

Wing Night Fans frequently seen at sports bars and wing chains like Buffalo Wild Wings and Wingstop.

Sushi Diners visiting sushi bars and Japanese restaurants, reflecting a mix of weekday dining and date-night occasions.

Buffet Style Eaters who frequently visit buffets throughout the year.

Coffee & Café Frequenters frequenting coffee shops and cafés through the winter and into spring, highlighting daily routine and on-the-go behaviors.

Game Day Snack Shoppers visiting grocery stores, convenience shops, and QSRs around major sporting events like the Super Bowl and March Madness.

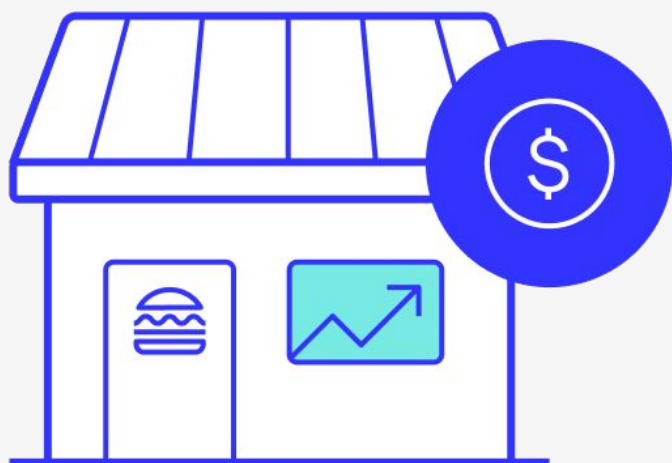
Farmers Market Shoppers returning to outdoor markets in early spring, signaling demand for fresh and seasonal produce.

March Madness Snackers visiting bars, wings chains, and QSRs during basketball games, or likely shopping for beer and snacks at grocers.

Spring Indulgence Shoppers frequenting bakeries, confectioners, and ice cream shops as warmer weather sparks seasonal cravings.

Wine & Cocktail Lovers ages 21+ visiting wine bars, cocktail lounges, and liquor stores.

Comfort Food Seekers dining at ramen shops, steakhouses, and homestyle restaurants as cold weather drives hearty meal choices.



Did you know?

Visits to top QSR chains fell to a 12-month low in February 2025 before rebounding **16%** in March.

As you plan for 2026, keep in mind that consumers are continuing to be more selective with their spending, seeking value and authentic brand connections across both in-store and online experiences.

Source: Foursquare

Sports & Live Events

From the Winter Olympics and Super Bowl to March Madness and live award shows, consumers are watching across phones, TVs, and laptops—and they’re primed for ads that resonate.



AT A GLANCE

- Off-the-Field Sports Fans
- Super Bowl Party Hosts
- Global Travelers
- Live Music & Concert Goers
- Designer Brand Loyalists
- Pop Culture Followers
- NCAA Basketball Attendees
- Diehard NHL Fans
- Team Store Shoppers

Winter Olympics: Feb 6-22, 2026

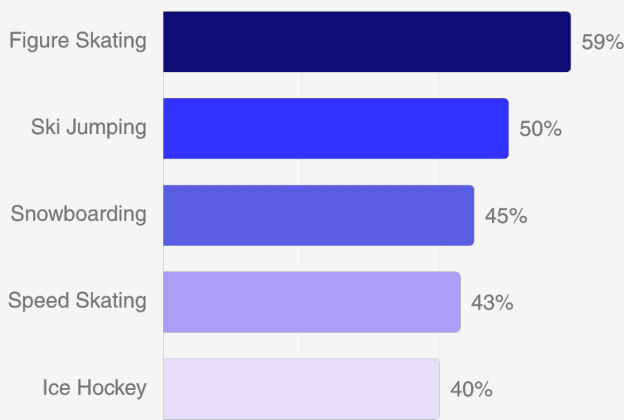
Reach Winter Olympics fans wherever they’re watching, whether at home, on-the-go, or in local venues, with targeting tied to real-world behaviors, including:

Olympic Sports Enthusiasts who are frequently seen at ice rinks, ski resorts, or snowboarding parks, signaling interest in winter sports and likely viewership of the Games.

International Sports Fans observed at international airports, dining venues, and locations in the Sports Recreation and Sports Bar categories, suggesting interest in multicultural sporting events.

Top 5 Most Anticipated Sports

Out of the 56 million US adults planning to tune into the 2026 Winter Olympics



Source: [MRI Simmons](#)

Local Bar Watchers frequently seen at sports bars, pubs, and restaurants during primetime sporting events, likely tuning into Olympic coverage. Reach them in real time while they’re engaged to keep your brand top of mind.

Watch Party Hosts who visit grocery stores, liquor stores, and warehouse clubs in the weeks leading up to Olympic events, indicating preparation for at-home gatherings. Influence brand preference while they’re actively shopping with Proximity.

Athletic Apparel Shoppers who frequently shop at Nike, Adidas, Under Armour, or Lululemon, showing alignment with sports culture.

Off-the-Field Sports Fans who are rarely observed at stadiums, arenas, or athletic venues but frequently seen at sports bars during the prime winter sports season.



Super Bowl: Feb 8, 2026

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

Tailgate Traditions observed at stadium parking lots and nearby fields before kickoff, primed for real-time football, food, and beverage campaigns.

Sunday Watch Crew frequently seen at bars and restaurants during football weekends, indicating they'll likely tune into the big game.

Pizza & Wing Fanatics who visit pizza and wing restaurants at a high frequency throughout the year.

NFL Super Fans who are seen frequently visiting NFL stadiums or football fields throughout the year.

Super Bowl Party Hosts who visit warehouse clubs, grocery chains, and liquor stores before game days. They have also visited football stadiums and sports bars, signaling they're football fans looking for at-home drinks and snacks.

Big Market NFL Fans seen around stadiums in major metros like Dallas, Chicago, and New York, representing large, high-value fan audiences.

Did you know?

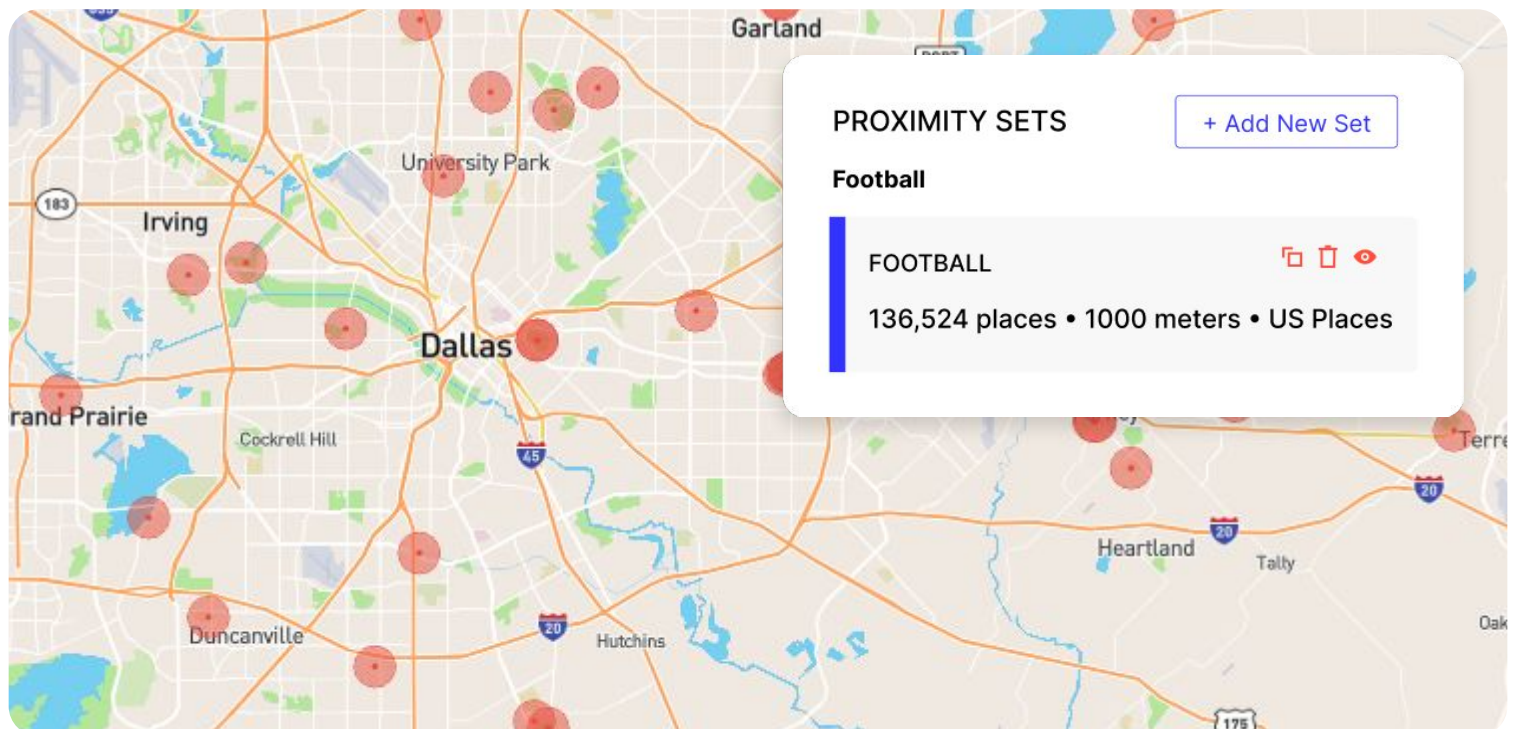
The 2025 Super Bowl drew a record

127.7M U.S. viewers—
an audience primed to watch and enjoy ads.

Game Day Bar Crowd regularly visiting sports bars, pubs, and casual dining spots during primetime matchups, signaling strong engagement with live football viewing.

Campus Athletes observed at college stadiums, fields, and gyms, as well as sporting goods retailers like Nike, Adidas, and Dick's Sporting Goods.

Team Gear Shoppers seen at athletic retailers, team shops, and fan merchandise stores, signaling strong brand affinity and purchase intent.





Grammy Awards: February 1, 2026

Connect with music lovers as their favorite artists hit the stage, including:

Award Show Attendees seen at or near Grammy venues in Los Angeles during the event weekend, signaling real-time engagement with entertainment and celebrity culture.

Luxury Experience Seekers visiting upscale hotels, fine dining restaurants, and nightlife hotspots in Los Angeles during Grammy weekend.

Live Music & Concert Goers frequently attending concerts, music festivals, and live venues, indicating strong affinity for music and live entertainment.

After-Party Crowd seen at nightclubs, lounges, and entertainment venues following the Grammys, signaling late-night lifestyle behaviors.



NY Fashion Week: February 12-17, 2026

Reach fashion fans embracing runway debuts, street style moments, and luxury shopping culture, including:

Gen Z Fashion Enthusiasts frequently seen at designer boutiques, fashion-forward thrift stores, and other fashion-forward retailers.

Luxury Shoppers visiting high-end retailers along Fifth Avenue, SoHo, and Madison Avenue during Fashion Week, reflecting premium shopping behaviors.

Global Travelers observed at airports and hotels around Manhattan during NYFW, reflecting inbound tourism tied to the event.

Designer Brand Loyalists shopping at flagship locations like Louis Vuitton, Chanel, or Gucci in New York during Fashion Week, showing high luxury affinity.



Oscar Awards: March 15, 2026

Engage film buffs wherever they watch the Oscars, including:

Movie Theater Regulars seen at cinemas, IMAX locations, and independent theaters, showing strong engagement with film.

Oscar Party Hosts who visit movie theaters year-round and shop at grocery and liquor stores before major events, signaling they're likely to host.

Pop Culture Followers while their actively visiting entertainment hubs like Times Square, Hollywood Boulevard, or theme park studio tours, reflecting strong ties to celebrity and media.

Film Festival Goers observed at major festivals like Sundance or Tribeca, highlighting cultural and cinematic interest.

Did you know?

19.7M

consumers tuned in to the 2025 Oscars, with 1.6M streaming on platforms like Hulu.

Interested in **targeting buyers of subscription services** like Hulu, Disney+, and Netflix? Ask our team about our new off-the-shelf purchase segments.

Source: [LA Times](#)



March Madness: March 17- April 6

Reach fans caught up in the excitement of basketball season and March Madness, including:

Basketball Players 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.

Team Store Shoppers frequently visiting official NBA merchandise shops or sporting goods retailers in March, indicating end-of-season hype and purchase intent.

NCAA Basketball Attendees seen at arenas and host cities during March Madness games, signaling strong engagement with live college basketball.

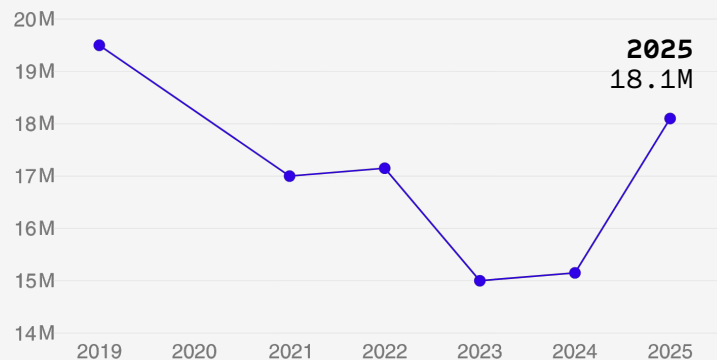
College Students & Alumni frequently visiting campus stadiums, college towns, and watch-party venues, reflecting ties to their schools during tournament season.

Sporting Goods Shoppers observed at retailers like Dick's Sporting Goods, Nike, and Adidas during March, showing demand for fan gear and basketball apparel.

Did you know?

The men's March Madness final in 2025 on CBS/TNT Sports drew its highest average viewership since 2019, **up 22%** from 2024.

Source: [SportsPro](#)



NHL Season

Reach hockey fans all season long, whether in the arena or watching at home, with segments including:

Game Day Attendees spotted at NHL arenas during the season, signaling strong loyalty and engagement with live hockey.

Sports Bar Hockey Viewers frequently visiting pubs, bars, and casual dining spots during primetime NHL games, showing interest in social watch parties.

Hockey Families observed at local ice rinks, training centers, and equipment retailers, reflecting deeper household involvement in the sport.

Diehard NHL Fans seen at professional arenas across last season, suggesting repeat engagement this year.

Cold Weather Market Fans seen in hockey-heavy regions like Boston, Chicago, or Minneapolis, signaling strong geographic affinity for the NHL.

Winter Sports Crossovers spotted at ski resorts, skating rinks, and cold-weather recreation areas, highlighting affinity for winter activities.

Off-the-Shelf Segments

Purchase Segments

Foursquare recently launched new privacy-forward purchase segments, available off-the-shelf in major DSPs. While location remains our core, this gives you another powerful signal from the same trusted provider. Check out some of our available purchase segments below and reach out to learn more.

NEW!

Audience Segment Name	
Hulu Plus Subscribers	Hallmark Shoppers
Instacart Customers	Lyft Customers
PayPal Shoppers	Adidas Shoppers
1800Flowers Customers	24 Hour Fitness Members
Food Delivery Services	Jiffy Lube Shoppers
NFL Fans	MovieTickets.com Customers
Airbnb Customers	Pandora Subscribers
Alaska Airlines Customers	SoulCycle Shoppers
Amazon Customers	The New York Times Subscribers
Groupon Customers	DoorDash Customers
Wings Lovers	Pay-Less Supermarkets Shoppers
NHL Fans	Netflix Subscribers
Sports Enthusiast Lifestyle	The Princeton Review shoppers
Business Traveler	Topgolf Customers
Luxury Fashion Stores	Vans Shoppers
Food Delivery Services	Walgreens Photo Customers
Fast Food Restaurants	Recent Movers
Sephora Shoppers	Pizza Lovers

Location 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 activate instantly off-the-shelf across major DSPs. Just search for “Foursquare” in your partner platform and watch performance take off.

Location Audience Segment Name	Description of Segment
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 > 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 Nov & Dec.
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.
Dollar Stores and Discount Stores	This segment contains consumers that have recently been observed visiting a place in the Discount Stores category.
Behavioral > Spring Breakers	This segment contains consumers who are between 18-34 years old that have been observed visiting airports and hotels during spring.
Behavioral > Leisure Travelers	This segment contains consumers that have frequently been observed visiting a place in the Airports, Lodging, Bed and Breakfasts, Cottages and Cabins, Hostels, Hotels and Motels, Lodges and Vacation Rentals, Resorts, or International Airports categories on the weekend.
Behavioral > Outdoor Enthusiasts	This segment contains consumers that have recently been at outdoor retail stores or any place in the Natural, Beaches, Mountains, Forests, Lakes, Rivers, Outdoors, Campgrounds and RV Parks, Hiking, and Rock Climbing categories.
Behavioral > Luxury Goods Shoppers (Affluent Consumer)	This segment contains consumers that have frequently been observed visiting a place in the Antiques, Auctions, Jewelry and Watches, Stock Brokers, Limos and Chauffeurs, Classic and Antique Car categories.
Beauty and Personal Care > Spas	This segment contains consumers that have recently been observed visiting a place in the Spas category.
Behavioral > Activewear Shoppers	This segment contains consumers that have recently been observed visiting Athleta, Lululemon Athletica, Under Armour, Adidas, Lorna Jane, or the Nike Factory Store.

Q2 2026 Planning

Q2 Location-Based Targeting Starter Ideas

Streamline your campaign planning by working with our [location-based advertising experts](#) to build your targeting strategy, or use the starter ideas below to get ahead.

Easter & Spring

- Late Spring Shoppers
- Dad Flower Givers
- Parents of Young Kids

Mother/Father's Day

- Cards & Greeting Shoppers
- Self-Care Gifters
- Luxury Diners

Graduation Season

- College-Bound Students
- Recent Graduates
- Graduation Gift Givers

NBA Playoffs

- Basketball Superfans
- Sports Bar Regulars
- 2025 NBA Playoff Watchers

Memorial Day Weekend

- Budget Shoppers
- Millennial Apparel Shoppers
- Snack Seekers

Summer Kickoff

- Poolside Relaxers
- Beach Essentials Shoppers
- Summer Sports Enthusiasts

Foursquare Results: Real Campaign Impact



[View the case study >](#)

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.

49M+

DOOH Impressions

8.8%

Lift In Foot Traffic

1.3M+

Store Visits

Get Started: Solutions for Marketers

FSQ/targeting

Audience

- Build privacy-forward custom audiences at scale based on consumers' real-world visitation behaviors.
- Deploy across 550+ partner channels or active over 1500+ pre-built segments in major DSPs.

Proximity

- Build custom point-radius or polygon geofences to reach consumers in real-time at scale, without any PII data sharing required.
- Use Foursquare's expansive 100M+ 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