

# Creative Strategies to Connect with High-Intent Consumers

Deliver more personalized, relevant campaigns with custom targeting segments that scale to meet your KPIs and adapt to real-world consumer behavior.

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# Find the Q2 2026 moments that matter most to you



This guide highlights dozens of customizable targeting strategies for key Q2 moments, helping you spark ideas and build smarter segments to engage high-intent consumers like Mother's Day Shoppers, World Cup Fanatics, and Summer Vacation Planners.

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## How to use this guide

**Strategize:** Explore creative segment ideas to unlock smarter ways to reach high-intent customers this Q2.

**Customize:** Build your own custom segments at scale with our self-serve Targeting Designer or lean on our managed service location experts.

**Activate:** Deploy custom segments to 550+ partner platforms, or tap into 2300+ pre-built location and purchase audiences available 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.

## 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.

## 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 attending a live event, near your location, visiting a competitor, 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

# Q2 Advertising Opportunities

The following sections contain recommended Audience and Proximity targeting strategies based on the key Q2 tentpole events seen below and beyond. These segments can be customized at scale to meet your specific campaign goals.



## **Easter** (April 5)

Capture shoppers searching for gifts, sweets, and festive meal essentials as they prepare for Easter celebrations.



## **NBA Playoffs** (April-June)

Engage passionate basketball fans and game-day attendees with targeted ads during one of the biggest sports events of the season.



## **Coachella** (April 10-12 & 17-19)

Connect with festival-goers and trendsetters looking for fashion, beauty, and experiential brands.



## **Spring Cleaning** (April-May)

Reach consumers updating their homes, shopping for cleaning products and seasonal décor to refresh their spaces.



## **Kentucky Derby** (May 2)

Connect with high-end shoppers and racing fans as they splurge on fashion, statement hats, and upscale dining experiences.



## **Cinco de Mayo** (May 5)

Engage consumers as they prepare for festive celebrations from planning gatherings and dining out to shopping for themed apparel and decor.



## **Mother/Fathers Day** (May 10 & June 21)

Connect with shoppers seeking thoughtful gifts for mothers and fathers, from personalized self-care experiences to high-tech gadgets and outdoor gear.



## **Memorial Day** (May 25)

Tap into peak travel and shopping moments as consumers book summer getaways, fire up the grill, and hunt for big holiday sales.



## **Wedding Season** (May-June)

Engage soon-to-be-weds, guests, and planners as they search for bridal fashion, registry gifts, honeymoon destinations, and event services.



## **Graduation Season** (May-June)

Reach families and 18+ grads celebrating major milestones, from purchasing gifts and party supplies to planning travel and career investments.



## **Summer Kickoff** (June)

Connect with consumers embracing the summer vibes, looking to book vacations, shop for swimwear, or gear up for sunny adventures.



## **World Cup** (June 11 - July 19)

Rally passionate soccer fans as they gear up for match days, from team apparel and snacks to watch parties and travel for can't-miss games.

# Holidays & Observances

Q2 brings major holidays, sparking consumer spending on gifts, apparel, and meals. It's the perfect time for advertisers to reach those ready to make meaningful purchases for themselves and loved ones.



## AT A GLANCE

- Easter Deal Seekers
- Mexican Cuisine Enthusiasts
- Pet Supply Shoppers
- Experience Gift Givers
- Flower Buyers
- Auto Dealership Visitors
- New Parents
- Mothers Day Gift Shoppers
- Price Conscious Consumers



## 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 visit cafes and restaurants during the a.m. hours. Reach them in real time using Proximity to encourage real-time visits.

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

**Parents of Young Kids** who are likely shopping for Easter gifts, shown through visits to toy stores, candy shops, and kid-related retailers last spring.

**Easter Travelers** who are taking trips for the holiday, seen at airports, train stations, and hotels during 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, Hobby Lobby, and other craft retailers.

**Seasonal Décor Shoppers** shown through visits to big-box retailers, home décor chains, and discount stores selling holiday decorations.

**Easter Candy & Treat Shoppers** visiting candy retailers such as See's Candies, Sugarfina, and chocolate shops before the holiday.

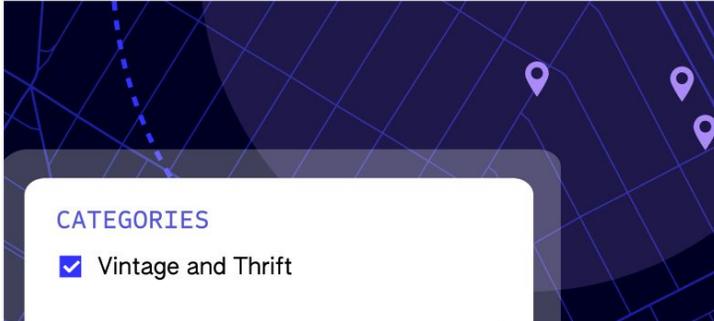


## Earth Day: April 22, 2026

Reach eco-conscious consumers who likely shop sustainably and support green initiatives, including:

**Farmers Market Regulars** who frequent farmers markets and local organic grocery stores, indicating a preference for fresh, locally sourced food.

**Community Gardeners** who visit urban farms, and garden centers, indicating they're likely passionate about green living.



**Second Hand Thrift Shoppers** frequenting thrift stores, vintage markets, and clothing swaps, indicating a focus on sustainable fashion.

**Eco-Friendly Shoppers** seen at sustainable retailers like Sprouts and Allbirds, recycling centers, water refill stations, and other eco-friendly places.



## Cinco de Mayo: May 5, 2026

Reach party hosts and food lovers stocking up on drinks, festive cuisine, and restaurant reservations, including:

**Cinco de Mayo Celebrators** who visited bars, restaurants, clubs, pool halls, and other venues known for events around last Cinco de Mayo.

**Mexican Cuisine Enthusiasts** who frequently dine at Mexican restaurants, taco shops, and margarita bars, likely to participate in Cinco de Mayo festivities.

**Party Hosts** who visited party supply stores and warehouse clubs last Cinco de Mayo, signaling they may visit similar places again.

**21+ College Students** whose location history indicates that they frequently visit bars, clubs, liquor stores, etc. and will likely celebrate.

In Q2 2025, year-over-year visits to the **Mexican Restaurant** category decreased by



Source: Foursquare



## National Pet Month: May 2026

Connect with animal enthusiasts at scale during National Pet Month and beyond, including:

**Pet Supply Shoppers** seen at pet stores like Petco, PetSmart, or independent pet boutiques, likely looking for pet food, toys, and accessories.

**Veterinary & Grooming Visitors** who frequently go to vet clinics and pet grooming salons, signaling they are likely a pet owner.

**Outdoor Dog Walkers** who frequently visit dog parks, hiking trails, and pet-friendly outdoor spaces.

**Rescue & Adoption Advocates** who have visited animal shelters and adoption events in the past 1-3 months.



# Mother's Day: May 10, 2026

Reach consumers getting ready for Mother's Day, from gift shopping to planning special outings, including:

**Luxury Gift Givers** with a high HHI (\$150k+), who visit high-end retailers like Chanel or Tiffany & Co., likely purchasing premium Mother's Day gifts such as designer apparel, jewelry, or exclusive pieces.

**DIY Gifts from Parents of Families** who were seen visiting craft supply stores like Michaels to create homemade Mother's Day gifts with their family.

**Flower Buyers** with a history of visiting flower shops around Mother's Day, which can indicate they're likely in the market for other gifts as well.

**Cards & Greeting Shoppers** who visit any place in the Cards and Stationary category, or who visit retailers like Dollar Tree or Hallmark during the days leading up to Mother's Day.

**Fathers Shopping for Mothers** who previously visited any place in the Gift Store category during the lead up to Mother's Day in 2025.

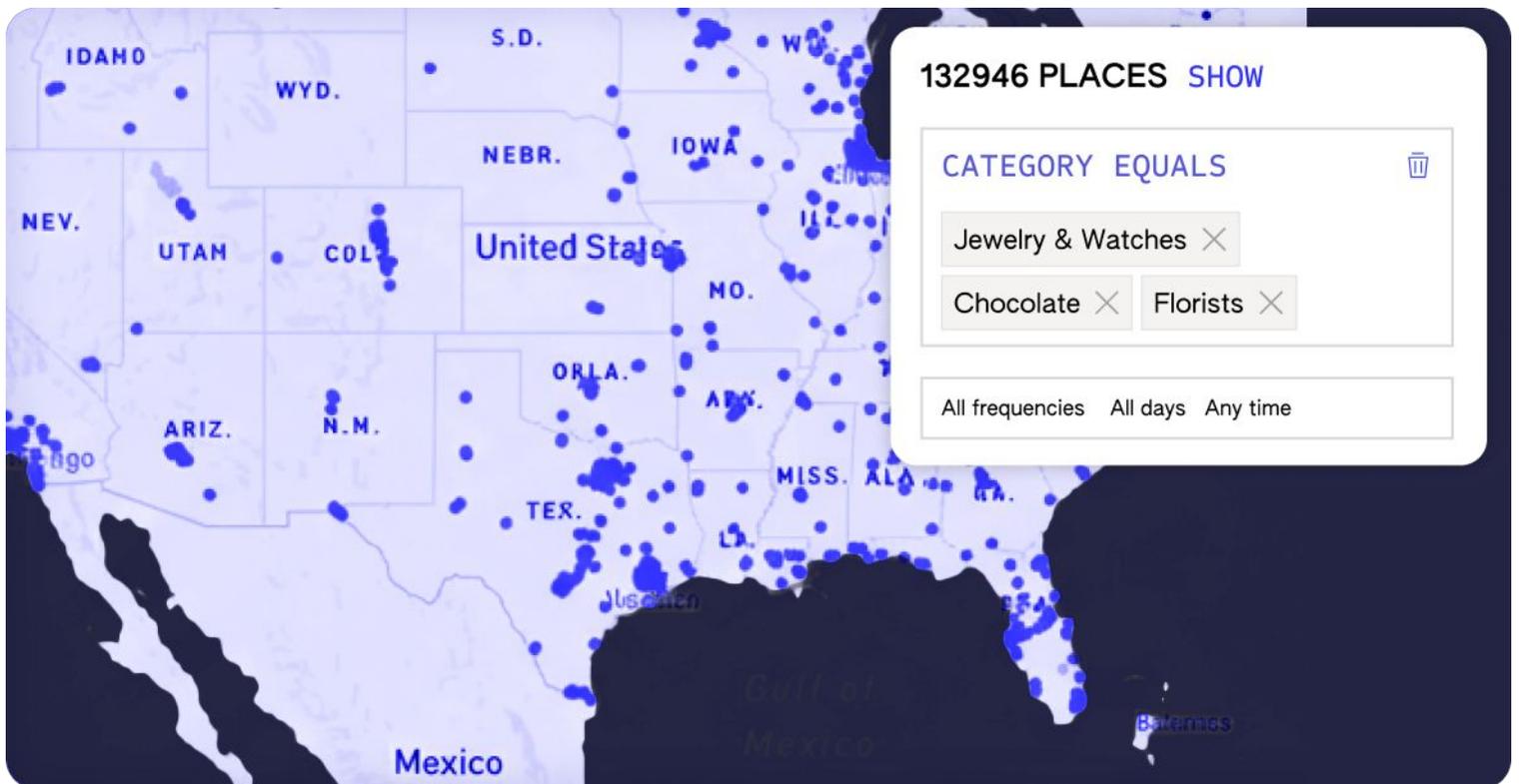
**Experience Gift Givers** seeking unique outings, shown through visits to spas, wine bars, theaters, and couple's getaway destinations.

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

**Wine & Spirits Shoppers** browsing wine and liquor stores like Total Wine & More, BevMo!, or local wineries, selecting drinks for Mother's Day toasts.

**Outdoor Enthusiast Moms** who frequent hiking trails, botanical gardens, or places like Yosemite, Central Park, or REI, perfect for promoting nature-filled Mother's Day experiences.

**Mother's Day Gift Shoppers** seen in real-time at big-box, department, and specialty retailers such as Target, Macy's, and Kohl's, in the weeks leading up to Mother's Day.





# Memorial Day Weekend: May 23-25, 2026

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

**Patriotic Apparel Shoppers** likely browsing for Memorial Day apparel at retailers like Old Navy, L.L. Bean, or Walmart for parades or parties.

**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 Memorial 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 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.

**Travel Enthusiasts** who frequently visit airports and likely shop for luggage and weekend getaway essentials at retailers like Macy's, REI, or TJ Maxx.

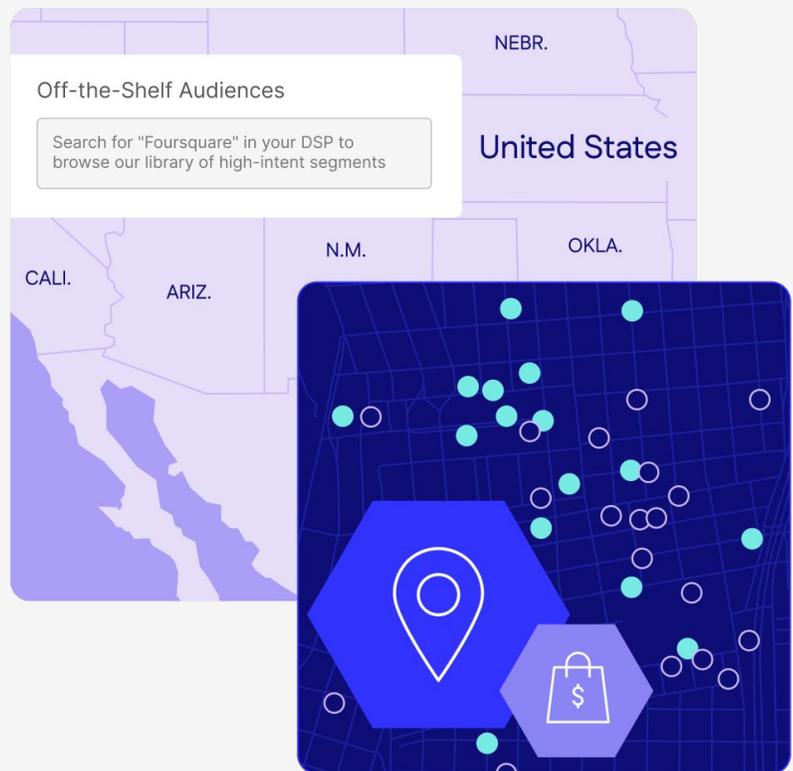
**New Parents** seen visiting baby stores or mommy-and-me classes in the past 18 months, ideal for promoting sales for baby-friendly products.

**Gen-Z Trendsetters**, ages 18-24, who visit trendy retailers like Zara, H&M, and Urban Outfitters and are likely looking for Memorial Day promotions.

## Pre-curated segments

Need to activate audience segments quickly? Find over 2300+ **location** and **purchase** segments off-the-shelf today in major ad platforms, including:

- In-Market Auto Intenders
- Cost Conscious Consumers
- Monuments and Memorials
- Mall Shoppers
- Furniture and Home Decor Shoppers
- Frequent Travelers
- Home Appliance Shoppers
- Luxury Fashion Shoppers





# Father's Day: June 21, 2026

Connect with audiences celebrating the important fathers in their lives, including:

**Greeting Cards Shoppers** who visit any place in the Cards and Stationary category, or who visit retailers like Dollar Tree during Father's Day week.

**Father's Day Apparel Shoppers** who browse retailers like Nordstrom, Men's Wearhouse, or Calvin Klein looking for gifts for others or even themselves.

**Mothers Shopping for Fathers** who visit male-oriented retailers and gift shops in the weeks leading up to Father's Day. Add the "Mom" filter for greater personalization.

**Electronic Gadget Enthusiasts** as they browse for tech gifts in real-time to encourage shoppers to choose your brand instead of others.

**Athletic Gear Gifts Givers** who were seen browsing fitness related stores like Nike, Adidas, or Dick's Sporting Goods during Father's Day week last year, indicating they may make similar purchases again.

**Experience Gift Buyers** who have a history of visiting experience-based locations such as Topgolf, concert venues, and resorts.

**Adult Children Gifters** ages 18-34 who are likely looking for gifts for their dads, seen through visits to gift shops last Father's Day.

**DIY & Home Improvement Dads**, ages 35-54, who shop at Home Depot, Lowe's, or Ace Hardware, likely looking for tools, grilling accessories, or home project supplies.

**Coffee & Cigar Experts** who visit Starbucks Reserve, local roasteries, or cigar lounges, signaling interest in premium coffee blends or cigar gift sets.

**Family Golf Gifters** who are seen visiting golf ranges, courses, and retailers throughout the year, signaling they may be in the market for golf-related Father's Day gifts.

**Stay-at-Home Dads** typically seen running errands like grocery shopping and visiting dry cleaners during weekdays, indicating they may be stay-at-home fathers.

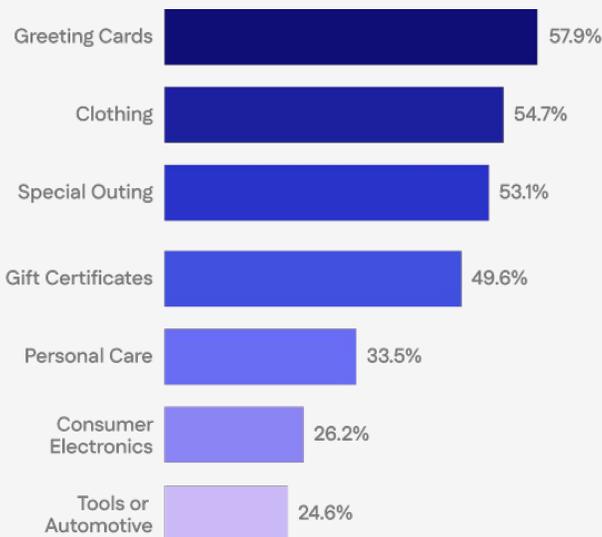
**Grill Masters** seen visiting Weber Stores, BBQ specialty stores, or butcher shops known for premium meats and grilling supplies ahead of Father's Day cookouts.

**Whiskey & Craft Beer Enthusiasts**, ages 21+ who frequent Total Wine & More, local distilleries, or brewery taprooms, with offers on premium spirits or craft beer gift sets.

**Big Purchase Auto Intenders** showing interest in buying a vehicle based on recent visits to car dealerships or repair shops. Further customize by HHI level.

**Car & Auto Lovers** who are frequently seen at automotive places like AutoZone, Pep Boys, or O'Reilly Auto Parts with special Father's Day offers to promote visits to your store.

## Top Categories Purchased for Father's Day in 2025



Source: [Northwestern](#)

# Lifestyle & Seasonal Moments

In Q2, consumer behavior shifts from winter leisure and cozy dining toward spring adventures, celebratory moments, and getting ready for the summer months ahead.



## AT A GLANCE

- Q2 Road Trip Crowd
- Plant Parents
- Bridal Boutique Shoppers
- Recent Graduates
- In-Market Renters & Buyers
- Beach Lovers
- Summer Sports Enthusiasts
- Car Wash Regulars
- Home Refresh Shoppers



## Spring & Early Summer Travel

From spring break travel to early summer vacations, engage consumers as they prepare, book, and explore, including:

**Sunseekers** frequently seen at beach towns, lake destinations, and outdoor recreation areas, suggesting repeat warm-weather getaway behavior.

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

**Summer Getaway Crowd** visiting boutique hotels, resort towns, wine country, and leisure destinations known for relaxed seasonal escapes.

**Q2 Road Trip Crowd** spotted in real time along highways, roadside hotels/motels, and small-town stops.

**Spring/Summer Vacation Planners** browsing luggage retailers and visiting travel agencies, suggesting they are actively planning upcoming vacations.

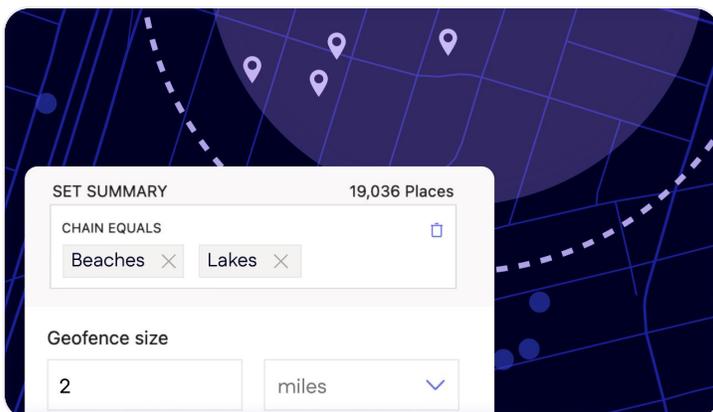
**Adventure Travelers** who visit national parks, hiking destinations, and outdoor activity hubs during spring and summer, signaling seasonal travel intent.

**Festival and Event Travelers** reachable in real time via Proximity while attending outdoor festivals, concerts, fairs, and seasonal community events.

**Stay-Local Weekenders** showing limited activity near airports or long-distance travel hubs, but frequenting local attractions, restaurants, and recreation spots during spring and summer.

**Cruise-Goers** observed near cruise ports and coastal departure hubs during warmer months, suggesting upcoming or in-progress vacation travel.

**Hotel and Resort Guests** visiting hotels, resorts, and vacation spots in popular seasonal destinations, highlighting real-time leisure travel behavior.





## Spring Cleaning

Reach consumers preparing for a seasonal refresh and deep clean, including:

**Real-Time Shoppers** while actively visiting grocers or big-box retailers. Promote your brand during key moments of purchase consideration.

**Home Refresh Shoppers** visiting places like The Home Depot, Ace Hardware, Floor & Decor, and Michaels, for seasonal refresh supplies.

**Donation & Declutterers** seen visiting Goodwill, Salvation Army, Savers, and local donation centers.

**Home Organization Enthusiasts** visiting organization and storage retailers like The Container Store, IKEA, and At Home.

**Professional Cleaning Seekers** visiting carpet cleaning rentals like Stanley Steemer or professional cleaning services for spring cleaning needs.

**Car Wash Regulars** visiting national car wash chains and auto-care locations for seasonal vehicle maintenance.



## Spring Gardening

Reach consumers renewing their outdoor spaces for the season, including:

**Gardening Shoppers** as they search for supplies at stores like The Home Depot, Tractor Supply Co., Lowe's, Ace Hardware, etc.

**Plant Parents** who frequent botanical gardens, flower festivals, and arboretums during peak bloom season and throughout the year.

**Home Garden Starters** who have recently visited garden centers and nurseries, signaling plans to start a spring garden.

**Irrigation & Sprinkler Supply Shoppers** visiting irrigation and watering system retailers such as Ewing Irrigation, SiteOne Landscaping Supply, and other specialty sprinkler supply stores,

**Landscaping Service Seekers** who have previously visited lawn care and landscaping businesses, signaling interest in seasonal yard maintenance or upgrades.



### Did you know?

# 90%

Of homeowners planned to invest in high quality tools to tackle their spring projects.

Source: [PR Newswire](#)

## Wedding Season

Target key audiences of wedding planners, guests, newlyweds, and more, including:

**Bridal Boutique Shoppers** visiting bridal shops and wedding dress retailers, signaling they are actively planning for their big day.

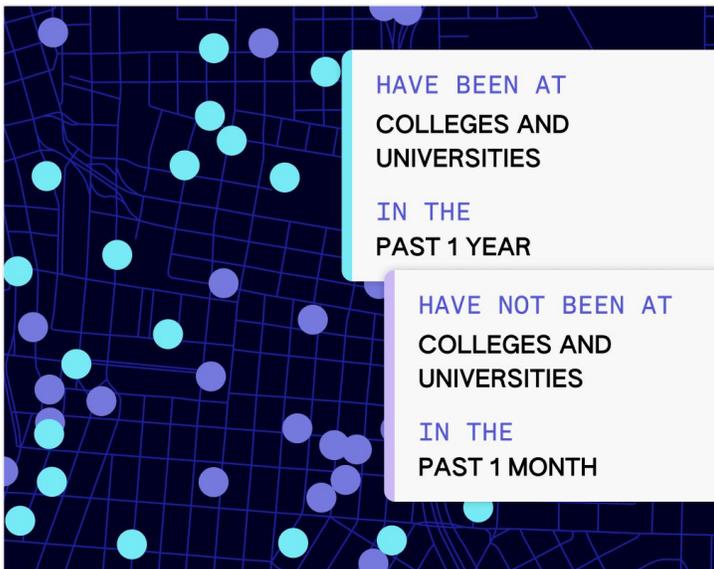
**Venue Scouters** seen visiting popular wedding venues like The Plaza Hotel, The Biltmore, vineyards, and country clubs, signaling they are searching for the perfect venue space.

**Suit & Formalwear Shoppers** visiting Men's Wearhouse, Brooks Brothers, The Black Tux, and high-end department stores.

**Jewelry & Ring Shoppers** likely looking for engagement rings and wedding bands at Tiffany & Co., Cartier, Zales, Kay Jewelers, and Blue Nile showroom locations.

## Graduation Season

Reach recent grads, gift givers, college athletes, and more as they embark on their next adventure:



**Recent Graduates** who were seen frequently visiting college campuses and universities over the past year, but are now seen visiting coworking centers.

**College Bound Students**, aged 18+ who have recently been seen visiting SAT/ACT test prep centers, college prep centers, and student aid and grants services.

**Graduating Athletes** frequently seen at sports retailers, fields, stadiums, and college campuses over the past year, but not in the last month.

**Young Tech Enthusiasts** ages 18-24 who visit electronics stores such as Best Buy, the Apple Store, Microsoft Store, Sony, and Fry's Electronics.

## Homebuying & Moving Season

Connect with consumers actively planning or undergoing their next move, including:

**Active Movers** frequenting moving truck rental locations (e.g., U-Haul, Penske) or self-storage facilities, indicating they are in the process of moving.

**New Home Furnishers** seen at real estate offices and furniture stores like IKEA, West Elm, and HomeGoods, signaling interest in furnishing their new space.

**In-Market Renters & Buyers** visiting places in the Real Estate category, indicating they are in the market for a new living situation.

**Final Stage Home Buyers** seen visiting banks, mortgage lenders, title offices, and home inspection service locations, signaling they're in the final stages of purchasing a home.

## Summer Kickoff

Reach consumers preparing for summer vacations, outdoor adventures, and summertime shopping, including:

**Beach Weekend Essentials Shoppers** visiting CVS, Walgreens, and Walmart near coastal towns on Saturdays and Sundays, likely picking up sunscreen, flip-flops, and last-minute beach gear.

**Beach Lovers** visiting beaches, coastal towns, and surf shops, signaling their passion for the beach lifestyle.

**Coastal Fashion Shoppers** with a history of visiting beachwear retailers like Sun Diego, Hollister, and local surf shops.

**Lakeside Retreat Visitors** spending their weekends at lakeside resorts or camping grounds, frequenting stores like REI, Bass Pro Shops, and local convenience stores.

**Big Box Shoppers** in real-time as they shop at big box retailers like Costco, Walmart, and Target, keeping your brand top-of-mind while they explore summer essentials.

**Family Fun Seekers**, specifically moms and dads, visiting zoos, water parks, and theme parks in real time, or build an audience of consumers visiting these locations last summer.

**Tropical Vacationers** planning island getaways, indicated by their visits to travel agencies, beaches, and airports during the summer months.

**Poolside Relaxers** visiting pools, resorts, and spas, indicating they are preparing for poolside relaxation in the upcoming warm months.

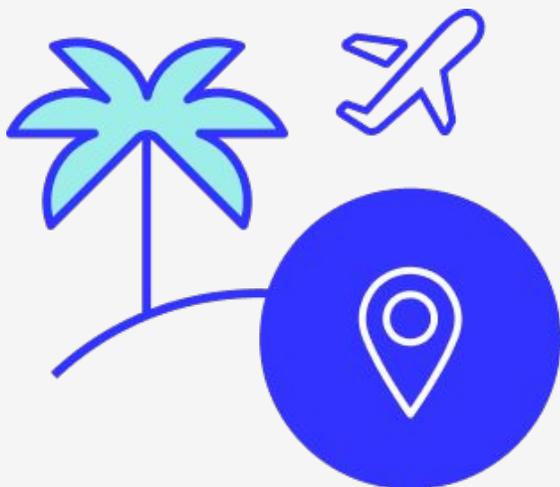
**Yoga Enthusiasts** with a history of visiting yoga studios, outdoor yoga events, or meditation gardens during the summer months.

**Sunrise & Sunset Chasers** frequently seen at scenic overlooks, beaches, or parks during early mornings or evenings, signaling an interest in outdoor fitness and nature-based activities.

**“Hot Girl Summer” Embracers**, ages 18+ seen frequently at gyms and workout classes, beaches, music festivals, and fashion hotspots.

**Summer Sports Enthusiasts** who regularly visit tennis courts, golf courses, or outdoor sports facilities in summer, showing an active lifestyle and interest in sports gear.

**Cold-Weather Escapees** who likely live near colder regions using the “Live Near” feature, and have a history of visiting airports from June-September.



### Did you know?

Visits to the Travel & Transportation category declined by an average of ~5% year-over-year in Q2 2025.

As you plan for Q2 and beyond, keep in mind that consumers are continuing to be more selective with their spending. Use location-based targeting strategies to connect with consumers continuing to show intent for travel this quarter.

Source: Foursquare

# Sports & Live Events

This Q2 features seasonal staples like the NBA Playoffs, Coachella, and the Kentucky Derby, plus the highly anticipated World Cup, hosted across the US, Mexico, and Canada.



## AT A GLANCE

- Watch Party Hosts
- Coachella Attendees
- Bougie Festival Shoppers
- Golf Retail Shoppers
- Horse Race Enthusiasts
- Streetball Players
- World Cup Stadium Attendees
- Soccer Families
- Traveling World Cup Supporters

## NBA Playoffs: April - June, 2026

Connect with basketball enthusiasts, players, and shoppers likely to tune-in for the series, including:

**NBA Playoff Watchers** visiting sports bars, restaurants, and arenas during NBA Playoff games in real time, showing strong engagement with live sports.

**Basketball Fanatics** who have a history of visiting NBA arenas, basketball courts, and sports memorabilia stores.

**At-Home Viewers** who likely watch NBA games at home, shown by their limited visits to sports bars during March Madness but consistent visits to basketball courts.

**Streetball Players** visiting local basketball courts, gyms, or basketball-related fitness centers, indicating their active involvement in basketball and likely interest in NBA games.

**Athletic Retail Shoppers** who have recently visited sporting goods stores like Dick's Sporting Goods or Nike outlets.

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

**College Students** ages 18+ who are frequently seen at universities, basketball arenas, and sports complexes.

**Watch Party Hosts** who visit grocery stores, liquor stores, and warehouse clubs in the weeks leading up to the playoffs, indicating preparation for at-home gatherings.

**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 Q2 sports season.

# ~10.3M

Viewers on average watched the 2025 NBA Finals in the United States.

Source: [Statistica](#)



## Coachella April 10-12 & 17-19, 2026

Reach music enthusiasts as they attend Coachella or tap into the festival's culture online, including:

**Festival Fashion Shoppers** visiting retailers like Urban Outfitters, ASOS, and Free People, purchasing trendy festival attire.

**Music Enthusiasts** who have been seen at concerts, festivals, and music venues in the past year, signaling interest in live music.

**Coachella Attendees** in real-time with Proximity as they listen to music at the festival and visit nearby areas, engaging consumers drawn to the festival's buzz, even if they aren't attending.

**Bougie Festival Campers** with higher household incomes that frequent festivals and camping related retail stores.



## Kentucky Derby: May 2, 2026

Engage race-day enthusiasts shopping for fashion attire and celebrating at Derby events, including:

**Kentucky Derby Attendees** while they're watching the race in real time or before/after as they visit their hotels and local restaurants in the area.

**Horse Race Enthusiasts** whose location history indicates they enjoy visiting horse race tracks, including Churchill Downs.

**Louisville Parents** during the month of the Kentucky Derby, attending family-friendly events like the Kentucky Derby Festival.

**Luxury Shoppers** who visit high-end retailers at a high frequency, reflecting premium lifestyle and shopping behaviors.



## The Masters: (April 9-12) & The U.S. Open: (June 18-21)

Reach golf enthusiasts who are likely to tune in and interact with golf-related content, including:

**Golf Travelers** who are seen visiting a variety of golf courses across the country, and will likely be tuning in to watch The Masters and U.S. Open.

**Local Golf Course Regulars** who frequently visit their local golf courses or country clubs, indicating a strong interest in golf.

**Golf Retail Shoppers** browsing for golf equipment, apparel, or accessories at stores like Golf Galaxy, PGA Tour Superstore, or local pro shops, suggesting they're likely to follow major golf events.

**Country Club Golf Members** who frequently visit country clubs.

### Did you know?

In 2025, millennials were expected to spend approximately

**\$4,557**

on golf gear, club fees, memberships, travel, and lessons.

Source: [Axios](#)



# World Cup: June 11 - July 19, 2026

Happening once every four years, reach passionate soccer fans as they watch live matches, host watch parties, and stock up on team gear, including:

**World Cup Stadium Attendees** who are actively watching games at stadiums in the U.S., Mexico, and Canada. Reach them in real-time with Proximity to keep your brand front and center.

**Matchday Watch Crew** frequently seen at sports bars, pubs, and soccer-friendly restaurants during major match windows, indicating they're likely tuning into live games.

**Team Gear Shoppers** visiting sporting goods retailers and fan apparel stores such as Dick's Sporting Goods, Adidas, and Nike ahead of tournament play.

**Soccer Stadium Visitors** who have visited professional and semi-pro soccer stadiums and fields throughout the year, indicating strong affinity to live soccer culture.

**Soccer Families** ages 18+ seen at youth soccer complexes, tournament fields, and league facilities, indicating active participation in organized soccer.



Customize audience segments by **chain, category, time of day, frequency, location, age, gender, household income, parental status**, and more.

**Traveling World Cup Supporters** observed at airports, host city hotels, and transportation hubs during match periods, signaling travel tied to tournament attendance.

**College Soccer Athletes & Coaches** frequently seen around campus soccer stadiums and university athletic fields, signaling close connection to collegiate soccer environments.

**World Food & Matchday Diners** seen at globally inspired restaurants and international food hubs in the U.S. where fans gather to watch matches and celebrate cultural traditions.

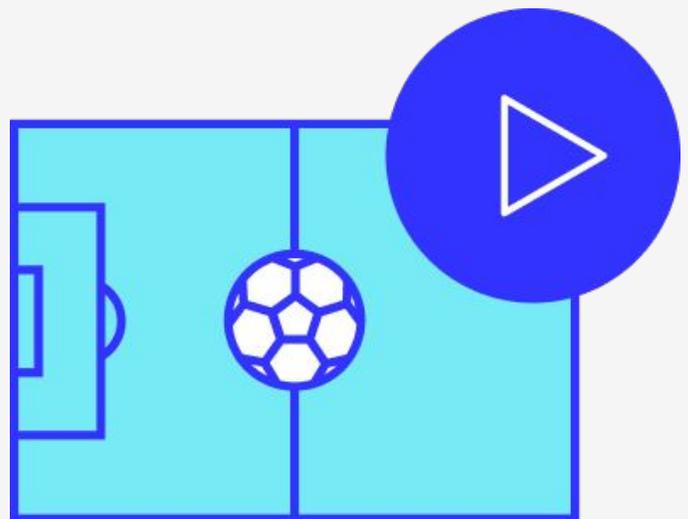
## Did you know?

The 2026 FIFA World Cup is expected to be the biggest sporting event in history, in terms of audience viewership. FIFA expects over

# 6B+

people to engage with with the tournament, via streaming, highlights, or traditional broadcast.

Source: [SI](#)



# Off-the-Shelf Location & Purchase-Based Audiences



Foursquare offers over **2300+ pre-curated audience segments**, available off-the-shelf for quick and easy activation. Search “Foursquare” in your preferred ad platform to browse our full library, or reach out to learn more about our [purchase audiences](#) and [location segments](#).

Preview: Location-Based Audiences	Preview: Purchase-Based Audiences
Mother’s Day Shoppers	Motherhood Maternity Shoppers
Beauty Salons and Barbers	Hulu Plus Subscribers
Father’s Day Shoppers	Airbnb Customers
Home Improvement Shoppers	Spotify Subscribers
Wholesale Stores	Jewelry Stores
ULTA Beauty	Shoes.com Shoppers
Spring Cleaners	The North Face Shoppers
World Cup Watchers	Foreign Car Lovers
Young Professionals	AT&T Customers
Summer Traveler	Dating Services
Mexican Restaurant Diners	Walgreens Photo Customers
College Students	AmazonFresh Shoppers
Newlyweds	Burger Lovers
Golfers	Casual Restaurants
New Home Owners	Bed Bath & Beyond Shoppers
Family Fun Lifestyle	NBA Fans
Fast Food Restaurants	Sporting Goods & Outdoors Lifestyle
Live Music Fans and Concert-Goers	Pet Owners
+ More!	

# Foursquare's Media Agnostic Foot Traffic Insights



## Why real-world context and real-time strategies matter

Consumer routines and spending patterns are constantly shifting, and intent moves with them. Understanding what's happening in the real world provides critical context for evaluating past performance and planning ahead. The media-agnostic insights below help ground 2025 results in broader market trends, offering direction for what to expect. However, the real power lies in Foursquare's location-based targeting and measurement solutions which allow your campaigns to respond to these shifts in real time, keeping strategies aligned with current demand and ready for what's next.

## Snapshot:

Year-Over-Year % Change in Foot Traffic: 2025 vs 2024

### Retail

- **Automotive Retail** ↓ 10%
- **Big Box Stores** ↓ 4.4%
- **Bookstores** ↗ 7.9%
- **Computer & Electronics** ↓ 2.6%
- **Convenience Store** ↓ 8.9%
- **Cosmetics Stores** ↓ 5.3%
- **Department Stores** ↓ 4.6%
- **Discount Stores** ↗ 9.3%
- **Fashion Retail** ↓ 10.3%
- **Gift Stores** ↓ 4.6%
- **Pet Supplies Store** ↓ 7.1%
- **Shopping Mall** ↓ 4.3%
- **Sporting Goods Store** ↓ 13%
- **Toy Stores** ↓ 16%

### Drinking & Dining

- **Bakery** ↓ 3.1%
- **Burger Joint** ↓ 7.2%
- **Cafe, Coffee & Tea House** ↓ 5.7%
- **Dessert Shop** ↓ 7.8%
- **Fast Food (QSR)** ↓ 7.8%
- **Restaurant** ↓ 8.2%

### Travel

- **Fuel Station** ↓ 7%
- **Lodging** ↓ 11.2%
- **Travel & Transportation** ↓ 0.9%



In 2025, foot traffic declined across most major categories, reflecting a broader shift in consumer behavior. When **overall foot traffic is down, we expect campaign lift to also be down, on average.**

# Q3 2026 Planning



## Q3 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.

### Fourth of July

- Premium Outlet Mall Visitors
- Dollar Store Shoppers
- Lake Town Vacationers

### MLB Season

- Baseball Players & Coaches
- Pre-Season Fans
- Live Baseball Viewers

### Back-to-School

- Classroom Stockers
- Parents with Young Kids
- Book Hunters

### Early Holiday Shopping

- Preseason Gift Shoppers
- Summer Sale Seekers
- Loyalty Shoppers

### Labor Day Weekend

- Curbside Grocery Shoppers
- Holiday Sale Seekers
- Truck Auto Intenders

### NFL Kickoff

- NFL Super Fans
- Active Athletes
- Super Bowl Attendees

## 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 2300+ 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, deduplicated 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 account and start building custom segments or work directly with our team for support.

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