

FOURSQUARE



From Reach to Outcomes:

Proving TV Performance in the Omnichannel Era

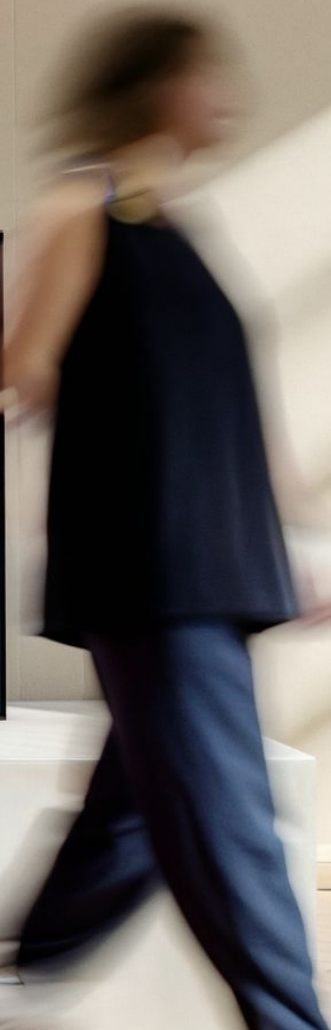
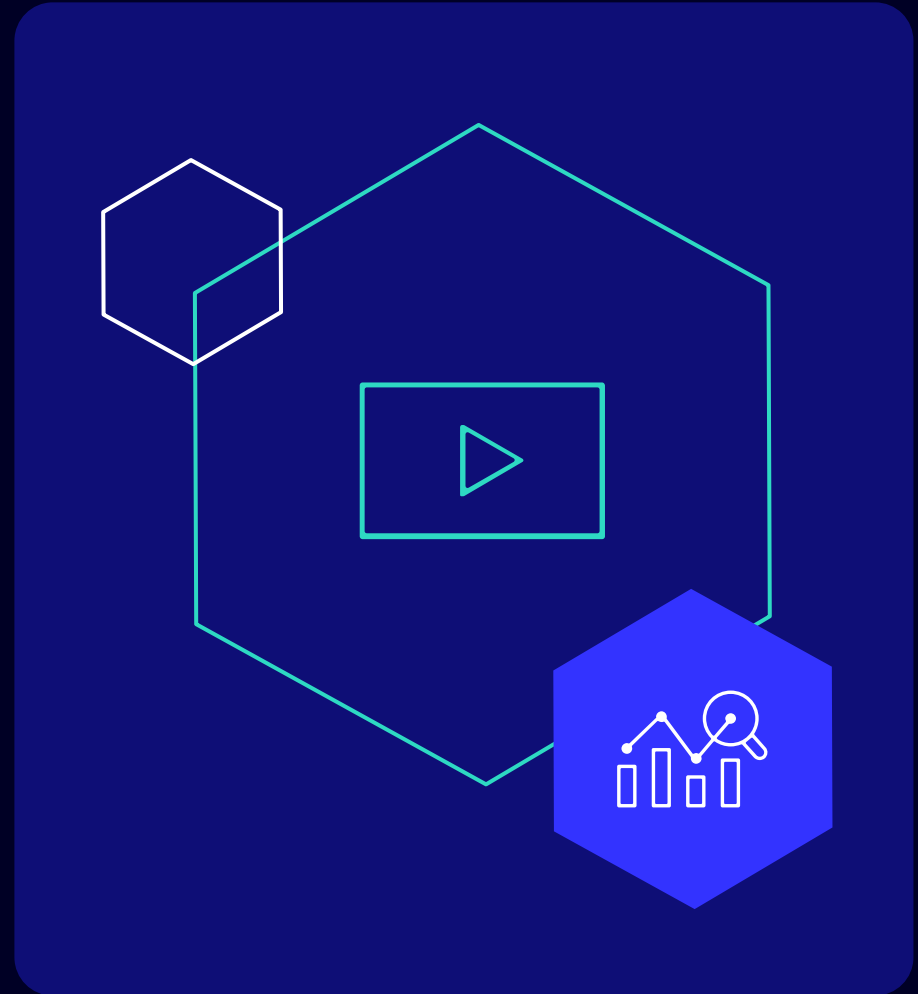


Table of Contents

- 01 Introduction
- 02 The current state of Television
- 03 Where TV meets the real world
- 04 From screens to stores
- 05 Launching & optimizing TV campaigns
- 06 Why Foursquare?
- 07 Getting started

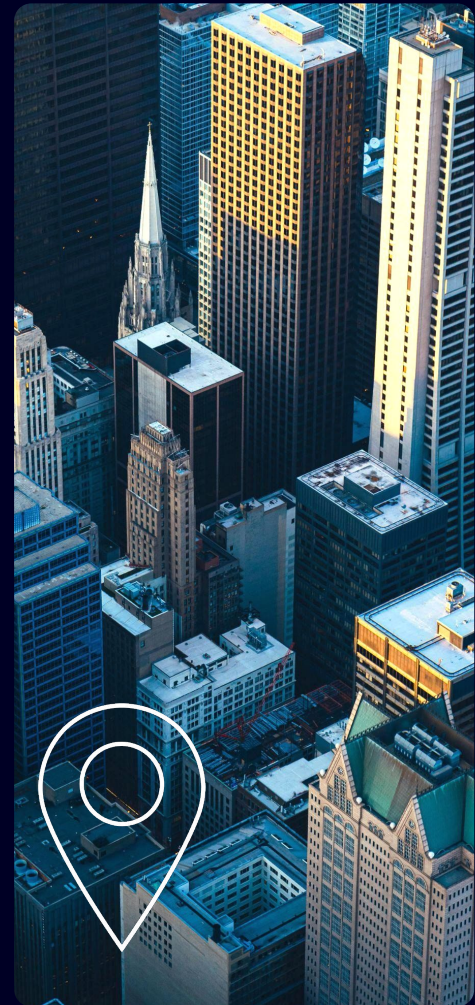


Introduction

TV remains one of the most powerful ways to reach audiences and tell impactful brand stories, but in 2026, it's no longer one channel. Across linear, streaming, and connected TV, audiences are fragmented, and the same consumer is often reached multiple times across platforms. The challenge is no longer reach, it's understanding true impact.

Today's advertisers expect more than impressions. They need to reach the right audience, at the right time, and measure outcomes that reflect real business results. As TV becomes more addressable and data-driven, behavioral targeting and outcome-based measurement are redefining how performance is evaluated.

Foursquare enables brands to unify TV measurement across channels, connect ad exposure to real-world visits and sales, and deliver deduplicated results that reflect true performance.



The Current State of Television

TV is Now a Multi-Channel Ecosystem

Streaming TV Dominates

~58%

of total TV time is streaming and to continues to grow YoY.

Linear Still Drives Scale

~42%+

of viewing still happens on linear TV. Especially for live sports & tentpole events.

Live Sports Power TV Engagement

~30%

of ad-supported TV viewing among adults 25–54 was driven by Sports in Q4, 2025.

The Consumer Journey Is No Longer Linear

What's happening

- Multiple touchpoints influence a single outcome
- Exposure happens across devices and channels simultaneously
- Journeys are fragmented and non-linear by nature



5+

channels influence consumers before they convert

Different Generations, Different Habits

70%

of **CTV viewers** viewers seek flexibility in how they consume content.

50%

of **U.S. households** no longer rely on pay TV subscriptions.

Generational Differences.

Gen Z

- Only **36%** watch 2+ hours of TV daily
- **62% use AVOD** (Advertising-based Video on Demand.), **50% use FAST** (Free Ad-supported Streaming Television)

Millennials

- **92% use streaming services**
- **Over 60%** preferring timeshifted, on-demand content over linear TV

Boomers

- **73%** watch 2+ hours daily
- Prefer **FAST (54%)** over **AVOD (49%)**

Source: [Roku](#), [MNTN](#), [eMarketer](#)

Industries Leading TV & CTV Ad Spend

Ad Spend by Industry

- 1 Retail & Commerce
- 2 Consumer Packaged Goods
- 3 Healthcare & Pharma
- 4 Media & Entertainment
- 5 Automotive
- 6 Telecom

U.S. Connected TV Ad Spending

EMARKETER forecasts that CTV ad spend will experience double-digit growth until 2028

Annual CTV ad spend

\$ in billions



Source: [StackAdapt](#), eMarketer

Top 4 TV Trends to Watch for in 2026

Ad-Supported Streaming Rises

89% of U.S. households subscribe to streaming, while **45%** now watch free ad-supported TV (FAST.) FAST audiences are projected to reach **129.6M by 2029.** As subscription fatigue grows, ad-supported streaming unlocks a larger, more engaged audiences, making it a critical channel for both reach and performance.

TV Gets More Personalized

AI is reshaping how viewers discover content, making TV more personalized. With viewers spending up to **20 minutes choosing what to watch**, smarter recommendations matter. For advertisers, this means more relevant ad experiences, with **72%** of viewers paying more attention to ads tailored to their interests.

Cross-Platform Measurement

The shift to unified measurement is a direct response to fragmented viewership, requiring the integration of data from all channels into one view. This presents a challenge for advertisers, who must now prove the effectiveness of their campaigns and maximize ROI across multiple platforms.

AI-Powered & The Rise of Interactive Shoppable Ads

AI is redefining campaigns, from creative generation to placing virtual ads within live content, optimizing media buying in real-time. 2026 features interactive ads, pause ads, and in-content placements that turn viewing sessions into purchasing opportunities.

Source: [Roku](#), [MNTN](#), [eMarketer](#)



Where TV Meets the Real World

As streaming, linear, and addressable TV converge, and AI-driven media blurs the line between digital and physical touchpoints, location-based measurement enables brands to connect TV exposure to real world outcomes, proving ROI, protecting market share, and optimizing spend toward outcomes that happen beyond the screen.

TV Drives Reach but Outcomes Happen Offline

~84%

of retail sales still happen in-store, measuring visits and sales is critical to proving true TV performance.

CTV Campaigns Can Drive Up to

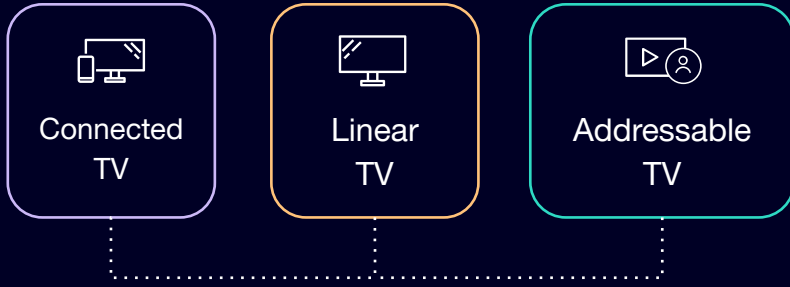
+35%

increase in store visits.

From Screens to Stores

Foursquare helps marketers reach in-market consumers and compare TV campaigns performance with any other channel in the same unified UI.

Measuring Every Type of TV Inventory



Foursquare Audience

segments allow brands to scale their digital and mobile strategies to the big screen, ensuring consistent, high-precision targeting across all TV inventory.



Foursquare Attribution

allows brands to analyze the impact of TV advertising on driving in-store visits and sales in a unified UI. Performance can be viewed as a single channel, or as part of an omnichannel campaign in real-time.

One View. Multiple Channels. Real Comparisons.

Foursquare's holistic deduplicated measurement allows you to compare TV campaigns performance with all of your other channels in the same UI.

Foursquare Attribution offers omnichannel overlap analysis, which can provide up to six custom reports by isolating and combining TV with any other channel, providing brands with valuable insights into how their media is performing across channels.



Full Report

All channels combined



TV + Digital Media

All channels combined



All TV Media

All TV exposures, including any potential overlapping digital exposure



Only TV Media

Exposures to TV only, excluding exposures to Digital



All Digital Media

All Digital Exposures, including any potential overlapping TV exposure

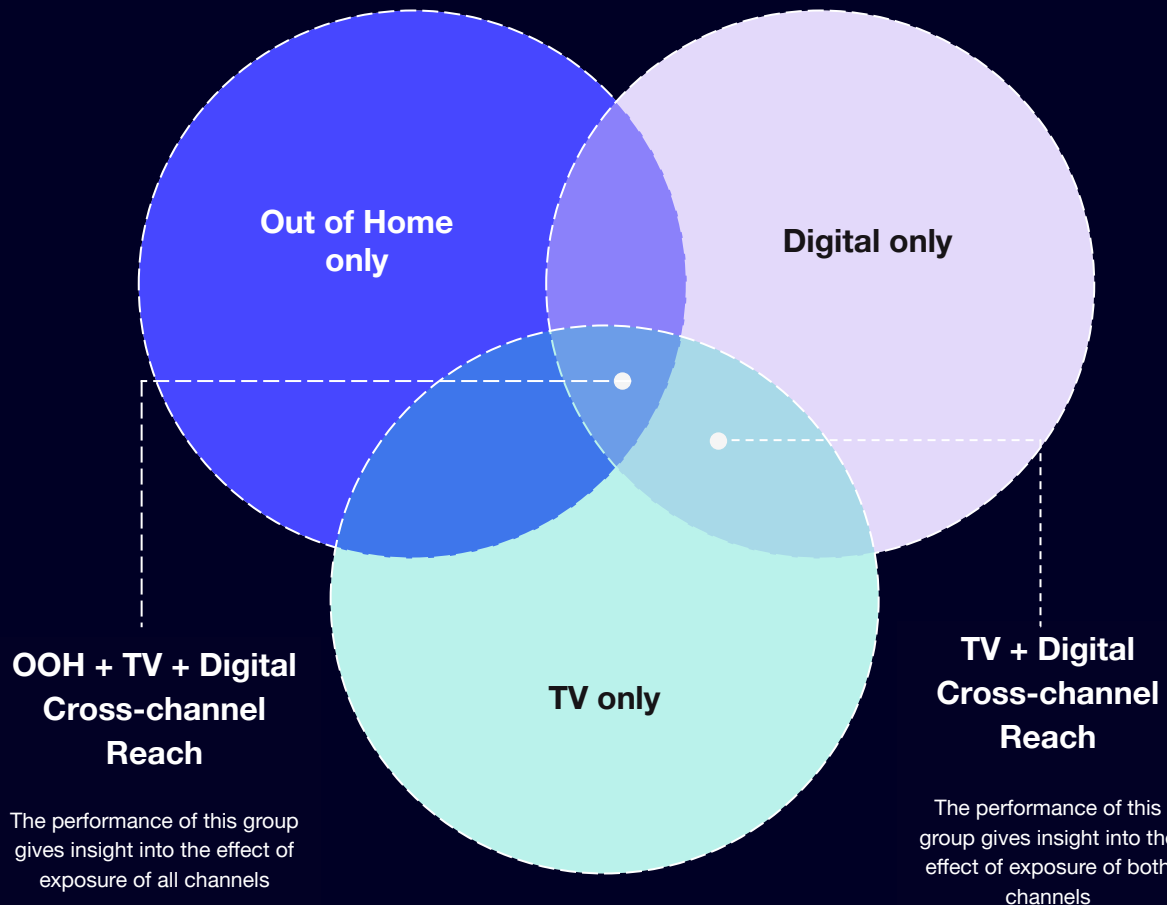


Only Digital Media

Exposures to Digital only, excluding exposures to TV

True Unified Measurement

With Foursquare, you can compare Digital, TV, and even OOH Measurement in a single multichannel report.



Launching TV Campaigns that Perform

Define Outcome-Based KPIs

Focus on visits, sales, and lift, not just reach and impressions

Target High-Intent Audiences

Use behavioral and location intelligence to reach the audiences most likely to convert

Drive Action with Clear CTAs

Make the next step obvious, visit, shop, or engage

Measure, Optimize, Repeat

Track performance across linear and CTV, deduplicate results, and optimize in-flight

Build for the Big Screen

Create compelling, story-driven creative designed to drive both awareness and action

“Foursquare Attribution really helps us optimize on a more granular level. Foursquare allows to pull levers to help optimize the media which ultimately funnels up to business impact. So, it helps us see things that we aren’t otherwise able to see.”

Associate Director of Analytics,
Media Agency

FSQ TV Optimization Tips



Do

- ✓ Analyze and optimize your TV campaign by partner, network, daypart, creative, spot length, etc.
- ✓ Keep track of trends in-flight.
- ✓ Shift budgets slowly.
- ✓ If lift is absent, use reporting to find high-performing areas.
- ✓ Give it time. You can start seeing reporting 2 weeks post-campaign launch.
- ✓ Work with FSQ to identify top performing tactics.

Don't

- ✗ Fail to define clear goals when planning your media campaign.
- ✗ Focus on metrics that aren't aligned with your KPIs.
- ✗ Use unreliable data sources.
- ✗ Turn off campaigns too quickly.
- ✗ Procrastinate real-time adjustments after seeing a week of data with evident behavior changes.
- ✗ Use only one creative.

Why Foursquare?



Incorporate TV into your omnichannel strategy and measurement.



Move beyond impressions as a Key Performance Indicator.



Measure all types of TV inventory with store visits and online conversions.



Target your audiences and competitors' customers in a more granular way.



Compare TV performance with every other media channel in one UI.



Reduce waste in TV campaigns across Linear, Addressable, and CTV Inventory.



Activate the same segments across all inventory types.



Optimize across top-performing segments in real-time.



Cutting-Edge Methodology for Accuracy

Unlike others who rely on basic point-and-radius logic, our visit detection – combined with snap-to-place tech and dwell time filters – confirms actual visits, delivering trusted accurate reports. All fueled by advanced AI/ML.



Deduplicated Omnichannel Measurement

Our multi-touch attribution methodology reduces fragmented systems and ensures that each conversion is only counted once, even if multiple platforms, devices, or channels claim credit. With our full omnichannel media coverage, marketers can measure TV, Digital, Audio, Social, and OOH in a single UI, allowing for in-flight optimizations.



Custom Targeting at Scale

Build custom audiences that scale, tailored to your exact specifications. Or choose from over 2,300 diverse, ready-to-use location or purchase-based audiences, available off-the-shelf for quick activation.



Activate Across All TV Inventory

FSQ Audiences can be activated against any HH in the US with a Connected TV or cable box. Via integrations with data onboarders, FSQ Audiences can be activated across all Connected, Linear, and Addressable TV Inventory.



Dedicated Account Management Team

Feel at ease with our team of location experts, who are dedicated to helping you maximize the effectiveness of your marketing campaigns. With 15+ years of experience, we are the industry leaders in location data with proven expertise across all verticals.

Access to the largest media network

100%

Top 50 national advertisers

95%+

Of Attribution studies are partner-funded

550+

Integrated partners

“Foursquare is able to measure across so much of the ecosystem. They are a media-agnostic partner that people are willing to work with and are willing to cover the fees for it. That’s a big advantage. They’ve been a longtime industry leader in this space as well.”

Associate Director of Analytics,
Media Agency

NETFLIX ADS

ROKU

SAMSUNG Ads



NBCUniversal

hulu



videoamp

tubi

SPOTX
Now part of Magnite

theTradeDesk

vistar media

Clear Channel
Outdoor

amazon ads

Tik Tok

Differentiators That Drive Results

	Foursquare Attribution	Competitors
Owns POI data	✓	
Deduplicated omnichannel measurement	✓	
Unified methodology across visits & sales	✓	
In-flight reporting across visits & sales	✓	
Over 550 partnerships & funding	✓	
Demographics, partner, & channel reporting	✓	✓
Incremental visits & sales	✓	✓
In-house Sales Impact solution	✓	
Human verification & visit detection tech	✓	
Real-time overlap reporting for multi-channel comparison	✓	

FSQ is #1 Leader in Location Intelligence

500%

Return on investment

80%

Increase in incremental visits

83B+

Visits per year

2B+

Transactions per year

FORRESTER[®]

Study by leading global research and advisory firm Forrester uncovers that location is critical for smarter decision-making and improved customer experiences.

[Access the full Forrester study](#)

CBINSIGHTS

CB Insights, a trusted source of technology market intelligence, recognized Foursquare as the top leader in an analysis of the Location-Based Marketing industry.

[Read report](#)

Proving Linear TV Drives Real-World Results

How a leading QSR brand used Foursquare Attribution to validate Linear TV's impact on store visits.

The Challenge

Linear TV is a major investment for this QSR brand, but with most spend committed during upfronts, measurement was limited. Decisions were based on historical analysis, not real-time performance.

The Solution

Connecting Linear TV to real-world outcomes by deploying Foursquare Attribution.

- Link ad exposure to store visits
- Measure Behavioral Lift (BVR), Incremental Visits, and Visits
- Compare Linear performance consistently across channels
- Validate whether campaigns drove incremental foot traffic

The Results



1.32%

Behavioral
Lift



3.4M+

Incremental
Store Visits



58.9M

Total Attributed
Store Visits

Audience Insights

- 80% of visits came from loyal, high-value consumers
- **High Cohort CVR: 7.35%** (strongest conversion group)
- **Ages 18–34** delivered the highest conversion rates (~2% CVR)
- Linear TV not only drove traffic, it activated high-intent and loyal audiences.

From Upfront Spend To Proven Impact

The Impact

With Foursquare Attribution, the brand can now:

- Validate upfront investments with real-world outcomes
- Benchmark Linear TV against other channels
- Identify which audiences and networks drive performance
- Make more informed decisions for future upfront buys

Key Takeaway

Linear TV isn't just about reach, it's a proven driver of store visits.

With the right Attribution partner, brands can move from assumptions to evidence, and from annual hindsight to strategic foresight.





Foursquare measures the impact of Roku's video ads in driving visits to Ashley Furniture stores

Despite being a leader in furniture, Ashley struggled to reach and engage customers through traditional TV advertising. Hoping to improve the incremental reach and upper funnel metrics around their paid media efforts, they turned to TV streaming and leveraged Roku's partnership with Foursquare to measure in-store traffic.



The Results

The campaign increased store visits while decreasing the cost per visit, relative to a previous campaign with Roku. Additionally, measurement and analytics provided by Roku's partnership with Foursquare gave fresh insights into customer attribution.

Roku users

37%

more likely to visit the physical store after campaign exposure

-18%

decrease in cost per store visit from Q3'21 campaign

Get started

[Click here](#)

