

FOURSQUARE

FSQ 2026 Digital Overlap Guide

Unifying Digital Channels



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Multiple Touchpoints. One buyer's journey.

- CTV SPEND

\$38.9B

US CTV ad spend in 2026,
up from ~\$33B in 2024.

SRC · Industry est.

- RETAIL MEDIA

+21%

YoY growth in retail media
networks, the fastest
growing digital channel.

SRC · eMarketer

- SOCIAL VIDEO

60%

share of social ad spend
now going to short-form
video.

SRC · IAB 2026

- STREAMING AUDIO

\$2.4B

US digital audio ad revenue,
up double-digits again in
2026.

SRC · IAB PWC

Each channel pulls a different lever.

Marketers run six-plus channels side-by-side, each with its own strengths, cadence, and native success metric. Comparing them on a level field is the hard part.

01 /

CTV

Mass reach, co-viewed, measured on visits + incrementality

REACH + LIFT

04 /

Streaming Audio

Intimate, ambient, strong frequency driver

FREQUENCY + RECALL

02 /

OTT

Full-episode, addressable, best for upper-funnel consideration

CONSIDERATION

05 /

Search

High-intent, bottom-funnel, last-click bias

DIRECT CONVERSION

03 /

Social

High-velocity creative, low-latency signal, engagement-rich

ENGAGEMENT + ACTION

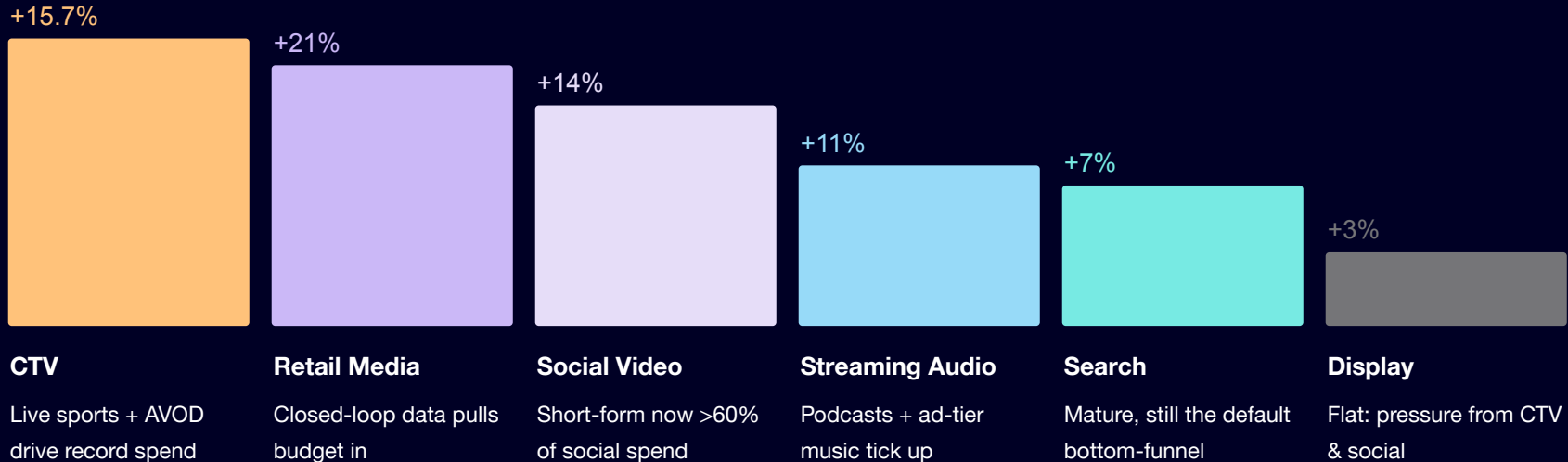
06 /

Display

Programmatic scale, cost-efficient impressions

REACH + RETARGETING

CTV and retail media lead the 2026 shift.



Y-AXIS · % of marketers increasing spend in 2026 · SRC · IAB, eMarketer, Nielsen composite

A single conversion now touches 5+ channels.

Every platform reports the same customer as theirs.
The result: inflated credit, double-counted conversions,
and a budget math that doesn't add up.

73%

of marketers say cross-channel
measurement is their single hardest
problem.

SRC · IAB State of Data 2026

Why cross-channel comparisons fall apart:

3 core issues

01

Method mismatch

Each vendor uses a different methodology, attribution window, and conversion definition. No two numbers are comparable.

02

Double-counting

Platforms credit themselves for the same user action. Add the platform reports together and you over-count by **30–50%**.

03

Latency gap

Some channels report daily, some in weeks. By the time results line up, the flight is already over.

Each channel is measuring a different thing.

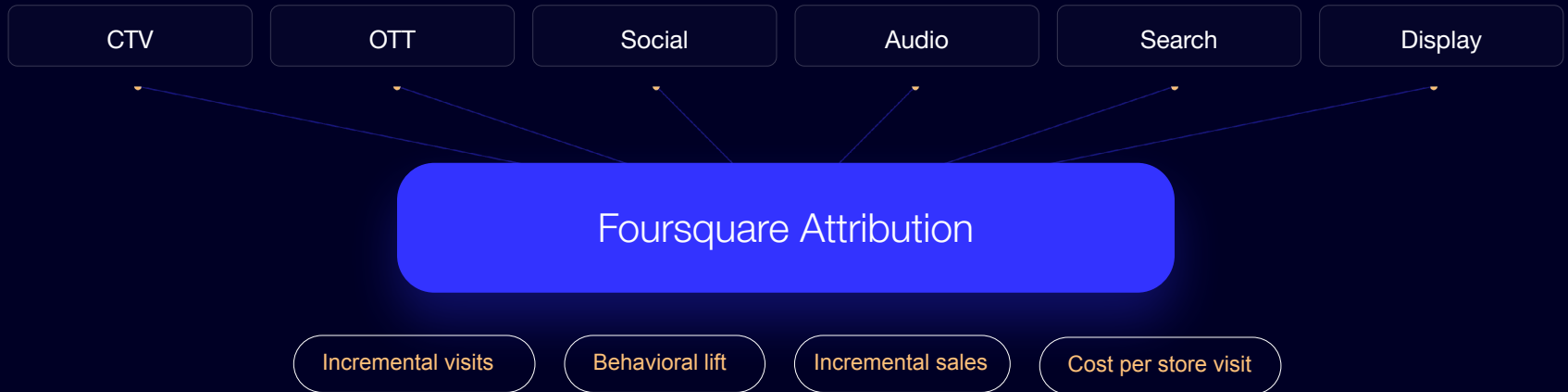
CHANNEL	METHOD	KPI	WHAT IT COUNTS
• CTV	Device graph + visit	Awareness	Incremental visits
• Social	Platform pixel + MMM	Engagement	On-platform conv.
• Streaming Audio	IP + panel extrapolation	Consideration	Attributed listen
• Search	Last-click cookie	Conversions	Direct click
• Display	View-through pixel	Reach	Post-view visit
• OLV	Video completion + pixel	VCR	Completed views

Marketers need measurement that connects every KPI back to business outcomes. Without a unified measurement strategy they are comparing metrics, not performance.

Consumers no longer move through a **linear** funnel

Modern measurement must evaluate every channel against the same business outcome, not separate platform-defined KPIs. A **unified view** isn't just a dashboard, it's a methodology. Every channel measured the same way, against the same outcome, in the same window.

Foursquare: **one** source of truth across every channel



Every conversion counted **once**. Never double-credited.

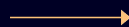
PLATFORM SELF-REPORTS

1,557 / claimed conversions



↑ 42% overlap, uncounted

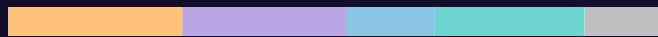
FSQ
DEDUPE



FOURSQUARE UNIFIED MEASUREMENT

903 / real conversions

Correctly credited



Using a fractional credit model, each visit is attributed to the channel that actually drove it.

Every channel, side-by-side, in-real-time

foursquare / attribution / Q2-2026-omni · 6 channels · 42 partners · updated 00:02 ago

CHANNEL	SPEND	LIFT	CPIV	PERFORMANCE
• CTV	\$1.24M	+38%	\$4.12	
• OTT	\$680K	+22%	\$5.80	
• Social	\$940K	+29%	\$3.95	
• Audio	\$310K	+14%	\$6.40	
• Search	\$770K	+18%	\$3.20	
• Display	\$290K	+6%	\$9.10	

Illustrative UI · CPIV = cost per incremental visit · all metrics deduplicated across channels, partners, and conversions

Real-time data, **real-time** optimization.

01



See

Every channel surfaces
in one dashboard.

02



Spot

Flag partners, dayparts, demos,
markets, channels and creatives
drifting from benchmark.

03



Shift

Reallocate budget toward high-lift
pockets, measured, not guessed.

04



Scale

Repeat what's working across geos,
channels, partners and flights.

2x

faster reallocation cycles when performance lives in one view.

The difference between saving performance and explaining poor results.

High-Performance Lift Requires Full Multi-Channel Mix

CHALLENGE

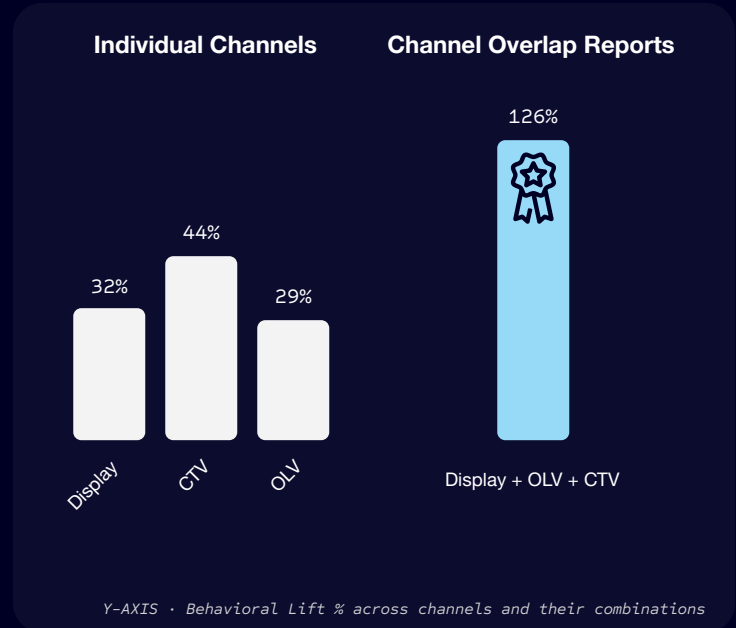
While Display is a staple for scaling reach, its incremental value often appears lower when measured in isolation against bottom-funnel conversion KPIs. The goal was to move beyond siloed performance metrics to determine if Display drives lower funnel outcomes.

APPROACH

Foursquare's Attribution Overlap Reporting powered an analysis of incremental behavioral lift across specific channel combinations rather than individual silos.

RESULT

The analysis proved that Display is a powerful strategic multiplier, with the full multi-channel mix of Display + OLV + CTV generating a massive 126% behavioral lift, confirming Display works best as connective tissue that amplifies the impact of video-heavy campaigns.



Foursquare does **all channels**, and more

CAPABILITY	FOURSQUARE	OTHERS
Unified methodology across conversions	✓	×
Deduplicated omnichannel measurement	✓	×
Real-world outcomes (visits + sales)	✓	✓
Real-time, in-flight optimization across visits & sales	✓	×
Single UI for CTV, Linear, OOH, social, audio, search, display	✓	×
Granular levers: partner, daypart, creative	✓	✓
Human-verification & visit detection tech	✓	×
Real-time overlap reporting for multi-channel comparison	✓	×

Get started

[Click here](#)

