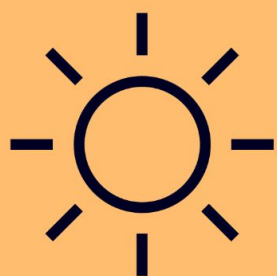


Turn Real-World Behavior into Smarter Targeting

Improve campaign targeting, reduce wasted ad spend, and build more meaningful connections with consumers using real-world location and purchase signals.



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Find the Q3 2026 moments that matter most to you



This guide highlights dozens of customizable targeting strategies for key Q3 moments, helping you maximize campaign performance by engaging consumers when intent is at its highest.

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How to use this guide

Ideate: Discover creative segment ideas designed to capture high-intent consumers throughout the Q3 season.

Customize: Build your own custom, scalable segments with our self-serve Targeting Designer or partner with our managed service location experts.

Activate: Seamlessly push custom segments to 550+ partner platforms, or choose from 3,000+ 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 to 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 based on high frequency visits in the area, 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

Q3 Advertising Opportunities

Consumer spending this quarter is expected to follow similar patterns as Q3 2025, with mid-summer peaks, late-quarter slowdowns, and strong travel and entertainment activity driving high-intent opportunities. Explore targeting strategies tied to the key Q3 tentpole events seen below and beyond.



Fourth of July (July 4)

Reach audiences as they organize holiday festivities, from hosting backyard barbecues and dining out to buying patriotic gear.



National Ice Cream Day (July 19)

Target ice cream lovers as they indulge in scoops, sundaes, and seasonal flavors as warmer temperatures start to heat up.



MLB Season (March-September)

Target dedicated baseball enthusiasts and stadium-goers with timely messaging while they're immersed in game-day experiences.



Summer Moments (June-September)

Engage with vacationers, seasonal shoppers, and foodies as they enjoy the warm weather and prepare for outdoor excursions.



Back-to-School (June-September)

Identify shoppers preparing for the new academic year, including K-12 parents, students moving into dorms, and educators prepping rooms.



Comic-Con (July 23-26)

Reach the enthusiastic community of gamers, collectors, and pop-culture fans as they gather for major conventions and visit hobby stores.



Early Holiday Shopping (July-October)

Connect with organized gift-buyers who kick off their holiday to-do lists early to capitalize on mid-summer promotional windows.



Labor Day (September 7)

Target consumers planning final summer trips, hosting cookouts, or browsing major holiday markdowns on vehicles, home goods, and tech.



U.S. Open (Tennis) (Aug 30 - Sep 13)

Connect with tennis aficionados and sports fans watching the tournament live or at home, capturing the peak of professional tennis season.



NFL Kickoff (September 9)

Grab the attention of football fans preparing for the season opener, from stocking up on party supplies to managing fantasy rosters.



Start of Fall (September 22)

Capture interest as consumers pivot to autumn, focusing on seasonal wardrobe transitions, cozy home updates, and new beauty trends.



National Coffee Day (September 29)

Boost visibility with caffeine enthusiasts as they visit local roasters and cafes to celebrate their daily ritual.

Holidays & Observances

Q3 is packed with major events that bring heightened consumer spending around holidays like Fourth of July, Labor Day, and more. Use location-based targeting to engage motivated buyers when they are primed to convert.



AT A GLANCE

- Value-Driven Early Birds
- Fourth of July Hotel Guests
- Families Dining Out
- Storefront Passerbyers
- Seasonal Furniture Hunters
- Holiday Sale Seekers
- Labor Day Jetsetters
- Preseason Gift Shoppers
- Starbucks Loyalists



Fourth of July: July 4, 2026

Reach audiences gearing up for Independence Day festivities, including:

Retail:

Premium Outlet Mall Visitors who browse outlets such as Woodbury Common or Desert Hills during Fourth of July week.

Dollar Store Shoppers seen at Dollar Tree or Family Dollar in the days before the Fourth, often shopping for low-cost party supplies or decorations.

Downtown Shoppers with a history of strolling retail districts like The Grove or Third Street Promenade during holiday sales events.

Lake Town Visitors seen frequently visiting lakes towns like Lake Havasu, Lake Tahoe, or Lake of the Ozarks, likely in the market for summer essentials ahead of the Fourth.

Flagship Store Visitors in high-traffic areas (e.g., Nike NYC, Uniqlo Chicago) during the holiday weekend, signaling tourist-driven shopping.

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

Apparel Sales Shoppers who browse Fourth of July sales at stores like Levi's Outlet, Gap Factory, or Old Navy around the holiday.

Airport Retail Browsers seen in terminals with shopping zones, ideal for capturing travelers in buying mode.

Campsite and Outdoor Store Visitors who frequent state parks, hiking trails, or camping stores like REI and Patagonia.

Convenience Store Goers who frequent places like 7-Eleven or Wawa during holidays, indicating last-minute or on-the-go shopping.

Tourist Gift Shoppers who explore gift shops in hubs like Times Square or Navy Pier while enjoying holiday celebrations.



Fourth of July: July 4, 2026

Reach audiences gearing up for Independence Day festivities, including:

Grocery & Dining:

Fourth of July Cookout Chefs who frequent BBQ joints, butcher shops, or grilling supply stores, indicating interest in hosting or prepping for backyard gatherings.

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

Weekend Food Explorers who dine at new or trendy spots during holiday weekends. Reach them in real time while they are open to trying new food and beverage brands.

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

Festival Foodies seen at food trucks, county fairgrounds, or food vendor-heavy summer events, signaling openness to fun, indulgent eats.

Families Dining Out who have a history of dining at family-friendly restaurants, to promote special menus and discounts for July 4th weekend.

Party Prep Shoppers who frequent big-box stores like Costco or Sam's Club, likely stocking up for large gatherings.

Frozen Treat Fans who regularly visit ice cream shops like Dairy Queen, Baskin-Robbins, or local creameries in early July, signaling a seasonal craving for cool sweets.

Beer Run Crowd frequently spotted at craft breweries, beer distributors, or liquor stores during holiday weekends.

Patio Dining Enthusiasts who regularly dine at outdoor-friendly restaurants, indicating interest in social holiday meals or BBQ-style food.

Travel & Entertainment:

Previous Holiday Travelers who traveled during last year's Fourth of July week or other key holidays, indicating they're likely to travel again this upcoming holiday.

Highway Travelers frequently stopping at roadside rest areas, gas stations, or travel plazas during the long weekend.

Amusement Park Goers who visit theme parks like Six Flags, Disneyland, or regional attractions over the Fourth and other holidays.

Airport Departures seen at major airports in the days leading up to the holiday, signaling active travel plans. Reach them in real time using Proximity.

Fourth of July Hotel Guests observed staying at major hotel chains (e.g., Marriott, Hilton, Hyatt) over the holiday weekend.

Weekend Getaway Travelers who've historically visited beach towns, national parks, or popular holiday destinations during July 4th weekend.

Did you know that?

Nationwide hotel bookings for upcoming Independence Day 2026 weekend have risen

108%

compared to 2025, as travelers prepare to celebrate America's 250th anniversary.

Source: Travel Pulse



Labor Day: September 7, 2026

Engage holiday shoppers and travelers as they browse automotive sales and organize seasonal excursions, including

Retail

Holiday Sale Seekers seen frequenting outlet malls and big-box retailers like Kohl's, JCPenney, and Macy's in August, suggesting they're primed for sales events.

Back-to-School Crossover Shoppers spotted at retailers like Target, Walmart, or Staples during the back-to-school window, implying they may also take advantage of concurrent Labor Day deals.

Outlet Marathoners seen frequenting premium outlet destinations like Woodbury Common, Sawgrass Mills, or Desert Hills, signaling a high-intent mindset for deal-stacking and multi-store shopping.

Seasonal Furniture Hunters visiting multiple discount retailers like Ashley HomeStore or Bob's Discount Furniture in late summer.

Party Store Planners previously seen at party supply chains before the holiday, likely buying supplies for entertaining.

Grocery & Dining

Coffee Crowd Kickstarters who visit national and local coffee shops and chains during Labor Day weekend.

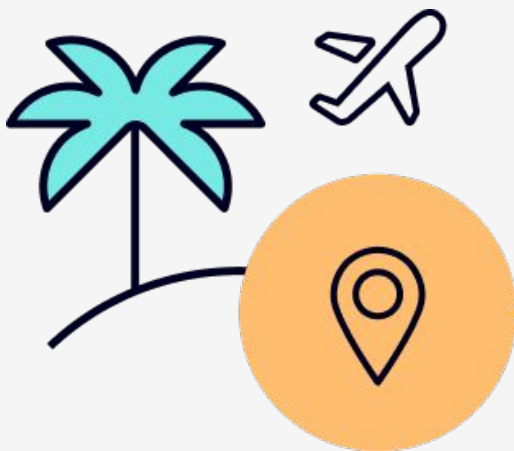
Brunchers who dine at popular brunch spots or diners over holiday weekends, indicating likelihood for getting brunch on Labor Day.

Curbside Grocery Shoppers regularly seen at curbside pickup locations at Kroger, Safeway, Albertsons, and other grocery stores.

Burger Loyalists who frequent fast-casual burger spots (e.g., Shake Shack, Five Guys, In-N-Out), indicating an affinity for classic American holiday eats.

Seafood Regulars who tend to visit fish markets or seafood restaurants during the summer months.

Premium Cookout Hosts who frequent specialty meat markets or upscale butchers (e.g., The Meat Hook, Dickson's Farmstand Meats), signaling prep for holiday cookouts.



Travel & Entertainment

Weekend Getaway Goers seen at regional train stations, car rental hubs, or major highways, signaling local travel or short trips during the long weekend.

Family Fun Activity Seekers, ages 18+ visiting family-friendly destinations like theme parks, zoos, and aquariums.

Bowling Fans seen visiting bowling centers during holiday weekends, indicating likelihood to seek similar activities over Labor Day weekend.

Sports Enthusiasts seen frequenting pickleball courts, basketball courts, tennis clubs, or bike trails, signaling intent to stay active over the holiday weekend.



Labor Day: September 7, 2026

Engage holiday shoppers and travelers as they browse automotive sales and organize seasonal excursions, including

Automotive

In-Market Auto Intenders seen visiting multiple auto dealerships—new or used—in the weeks leading up to Labor Day, signaling active vehicle shopping behavior.

Auto Sales Seekers recently seen visiting dealerships and discount retailers, indicating price sensitivity and potential intent to purchase during holiday sales events.

Maintenance Repair Visitors spotted at auto body shops or collision repair centers, suggesting they could be in the market for an upgrade soon.

Car Owners frequently seen visiting gas stations, car washes, and quick service centers, indicating active vehicle use and potential openness to automotive products, services, or upgrades.

In-Market Eco-Friendly Auto Intenders who have recently been seen visiting a Tesla showroom, EV charging stations, or hybrid vehicle dealerships.

Luxury Auto Browsers who visit premium auto dealerships like BMW, Lexus, or Mercedes-Benz, ideal for targeting aspirational or high-income shoppers during holiday sales events.

Family Vehicle Shoppers recently seen at dealerships offering minivans, SUVs, or crossovers, often overlapping with back-to-school timing.

Motorcycle Enthusiasts seen visiting motorcycle dealerships, repair shops, or gear retailers like Harley-Davidson, Cycle Gear, or local motorsport stores.

Road Trip Drivers observed at gas stations, convenience stores, or travel plazas along major highways. Reach them while they stop for breaks along the road to encourage impromptu visits to your brand.

Real-Time Targeting Strategies

*Use real-time targeting to drive **lower-funnel action** at the moment of decision. Run alongside audience segments to capture the full customer journey, from consideration to conversion.*

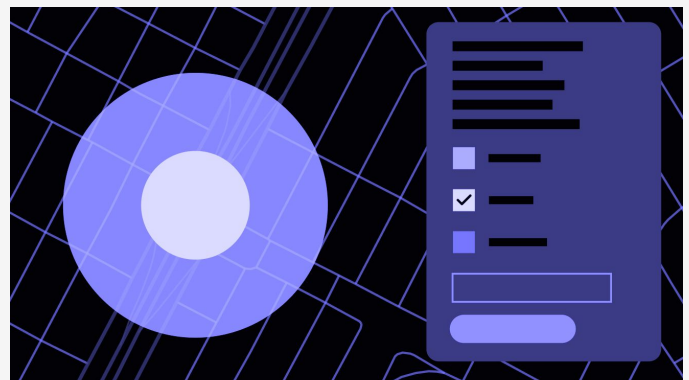
Labor Day Jetsetters seen currently at airports or airline lounges in the days leading up to Labor Day weekend.

Beach Bound Travelers spotted at popular beach towns or waterfront destinations during the holiday weekend.

Auto Dealership Browsers who are actively visiting an auto dealership. Influence their buying decisions in real time as they are weighing options.

Competitor Retail Shoppers while they are inside or near competing retail locations. Use proximity targeting to disrupt the consideration window and pivot their purchase toward your brand with real-time incentives.

Storefront Passerbyers who are within a 500-meter radius of your restaurant or storefront. Drive immediate, impromptu visits by serving "limited-time" offers to those already in the neighborhood.





Early Holiday Shopping

Reach proactive shoppers aiming to capitalize on seasonal discounts and jump-start their holiday gift lists, including:

Value-Driven Early Birds seen at discount department stores (e.g., T.J. Maxx, Marshalls) and off-price outlets during Q3.

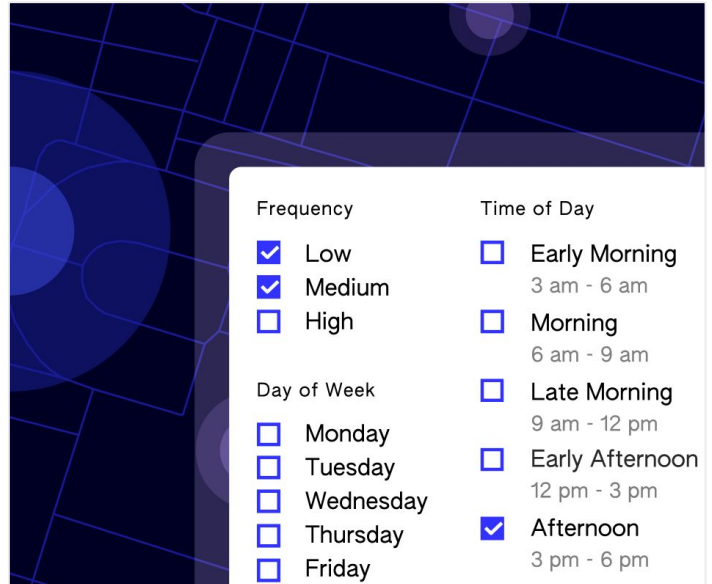
Weekday Shoppers who are more frequently shopping at retail locations during Monday-Friday than on the weekends.

Summer Sale Seekers spotted in real time at retailers like Macy's, Target, and Kohl's during seasonal clearance events, likely taking advantage of markdowns.

Holiday Travel Planners recently seen at travel agencies like AAA, passport offices, and booking offices, suggesting upcoming travel plans.

Budget Stretchers seen at discount retailers like Dollar Tree, Five Below, and outlet malls during summer months, indicating they are likely looking for deals ahead of the holiday rush.

Preseason Gift Shoppers frequently visiting locations in the Gift & Novelty category in July–August, showing early gifting or buying intent.



Early Toy Scouts who visit toy retailers like LEGO, Build-A-Bear, or Disney Store during summer months, suggesting holiday shopping for kids has already begun.

Planned Charity Givers who are frequently seen visiting donation centers or non-profits in the months leading up to summer, suggesting thoughtful early prep for gift-giving or community support.

Board Game Buyers visiting specialty game shops like GameStop, Gamewright retailers, or local hobby stores, likely prepping for family or friend fun.

Experience Buyers who frequently visit entertainment venues (like zoos, aquariums, and theme parks), likely purchasing or planning experiential gifts for the holidays.

Real-Time Bulk Buyers as they shop at big box retailers like Costco, Walmart, and Target, keeping your brand top-of-mind while they explore deals and summer essentials.

Jewelry Browsers seen at Pandora, Kay Jewelers, or Tiffany & Co. before peak holiday rush.





World Chocolate Day: July 7, 2026

Target chocolate fans as they fulfill their sweet tooth, including:

Sweet Tooth Shoppers who frequent dessert cafés, candy stores, and chocolate stores in the mall offering chocolate-based treats.

Luxury Chocolate Gift Buyers who visit high-end department stores with gourmet chocolate gift boxes (e.g., Nordstrom, Neiman Marcus) and also are seen visiting chocolatier shops.

Chocolate Lovers on the Go frequently seen at premium chocolate retailers like Godiva, See's Candies, or local artisan chocolate shops.

Date Night Diners frequently seen at upscale restaurants or dessert cafés, suggesting interest in indulgent treats like chocolate lava cake or truffles.



National Ice Cream Day: July 19, 2026

Target ice cream lovers as they indulge in scoops, sundaes, and seasonal flavors, including:

Frozen Treat Fans regularly seen at ice cream shops like Baskin-Robbins, Cold Stone Creamery, Dairy Queen, or local creameries.

Summer Sweets Seekers who are actively near beachside boardwalks with ice cream shops, who may be in the mindset for a cold dessert.

Amusement Park Goers while they are visiting theme parks or summer fairs where ice cream and frozen novelties are a core part of the experience.

Family Day-Out Shoppers seen at family-friendly shopping centers or play spaces, encouraging parents to end the day with a sweet treat.



National Tequila Day: July 24, 2026

Engage 21+ cocktail lovers toasting to the occasion at home or at the bar, including:

Tequila Enthusiasts who frequent Mexican restaurants, tasting rooms, or tequila bars like Mezcal lounges and upscale taquerias known for tequila offerings.

Liquor Store Shoppers ages 21+ seen shopping at liquor stores or specialty spirits retailers while they are in the mindset to buy an alcoholic beverage.

Concert attendees while they are enjoying the music and deciding what beverage to purchase. Reach them in real time to influence buying decisions.

Clubbers ages 21+ seen frequently visiting local bars, nightclubs, and cocktail lounges who would likely engage with tequila-related advertising.



National Thrift Shop Day: August 17, 2026

Connect with bargain hunters and eco-minded shoppers browsing vintage and pre-loved finds, including:

Vintage Treasure Hunters seen at thrift chains like Goodwill, Salvation Army, Buffalo Exchange, and other resale or second hand stores.

Sustainability Enthusiasts who have been seen at farmer's markets, recycling centers, and other eco-friendly businesses.

College Town Movers seen visiting discount retailers and college campuses. They are likely settling in for back-to-school and sourcing affordable furniture and clothes to start the year.

Gen-Z Trendsetters ages 18-24 who visit eco-friendly retailers like Everlane, Thredup, Alternative Apparel, People Tree, KOTN, Outdoor Voices, etc.

DIY Project Seekers who have recently visited craft and hardware stores and may also shop secondhand for upcycling or DIY home décor.

Fashion Hunters who frequent outlet malls, discount apparel chains, or vintage clothing districts known for curated resale fashion.



National Cheeseburger Day: September 18, 2026

Reach burger enthusiasts as they treat themselves to their top-choice comfort meal, including:

Burger Lovers regularly visiting burger-centric chains like Five Guys, Shake Shack, In-N-Out, or local burger joints.

Fast Casual Cravers seen at casual dining spots that highlight gourmet or specialty burgers on their menu.

QSR Competitor Frequenters seen visiting competitive chains at a high frequency.

Hungry Travelers who are actively on the road and may be in the mindset to stop for food. Reach them in real time while their near your location.

Late Night Bites Crowd who tend to visit QSR chains in the night to late-night hours between 9pm - 3am.

Cooler Crew seen visiting beverage retailers like Total Wine or BevMo likely preparing for backyard cookouts or at-home gatherings.



National Coffee Day: September 29, 2026

Reach coffee enthusiasts marking their morning habit, including:

Daily Café Regulars who are high-frequency visitors to coffee shops like Starbucks, Dunkin', Peet's, or independent cafés.

Bookstore Browsers who visit bookstores or libraries frequently, where coffee often complements a cozy visit.

Starbucks Loyalists who are seen at a high frequency visiting Starbucks locations during the week.

Remote Work Regulars seen at co-working spaces or cafés with Wi-Fi during the week, suggesting they are regular coffee buyers working outside the office.

Lifestyle & Entertainment

From avid travelers and sports fans to wedding planners and movie buffs, the warmer months drive real-world activity and create high-intent moments for advertisers to connect with key audiences.



AT A GLANCE

- Vacation Planners
- World Cup Attendees
- National Park Explorers
- Trendy Fitness Enthusiasts
- Current Sports Players
- NFL Fans
- Surfers
- Comic-Con Attendees
- Disney Adults



Summer Travel

Target explorers as they organize and embark on trips during the busiest summer months, including:

Frequent Flyers seen at major airports at a high frequency during summer months, suggesting upcoming or frequent travel plans.

Roadtrippers observed along highway rest stops, scenic byways, and motels and hotels. They have also not been seen at airport in the past month.

Public Transport Commuters spotted frequently at bus terminals, train stations, or ferry ports—ideal for reaching summer city explorers or weekend day-trippers.

Vacation Planners recently seen at travel agencies or shopping at luggage retailers like TUMI and Samsonite, indicating active vacation planning.

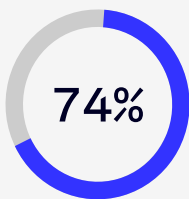
Sunrise Travelers seen at major airports or train stations during early morning hours.

Midweek Adventurers frequenting locations like hiking trails or regional attractions during Monday-Thursday when it's less-crowded, showing preference for off-peak experiences.

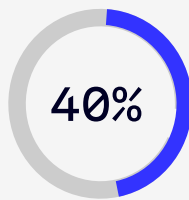
Staycationers who haven't visited airports, hotels, travel agencies, or major transit hubs in the past month, indicating they're staying local.

Gen-Z Travelers ages 18-24 who are frequently seen at airports and travel hubs, indicating they may repeat similar behavior this summer.

National Park Explorers who visit parks like Yellowstone, Yosemite, or Acadia during summer months—ideal for reaching outdoorsy, adventure-driven travelers.



Of Millennials and Gen Z said travel is a non-negotiable expense.



Of global respondents plan to spend more on travel in 2026 than last year.

Source: American Express

Summertime Fitness

Reach active audiences frequenting open-air fitness areas, sports apparel stores, and boutique studios, including:

Budget Gym Goers seen frequently visiting low-cost gyms like 24 Hour Fitness, Planet Fitness, or EOS Fitness.

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.

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

Specialty Gym Goers recently seen visiting upscale fitness clubs like Life Time, Equinox, or Barry's, signaling a commitment to premium wellness routines this summer.

Lapsed Gym Attendees who were previously seen visiting gyms in the spring but have not visited during the summer months, indicating they may travel or lose interest during this time.

Trendy Fitness Enthusiasts frequently seen at high-end boutique studios like Barry's or SoulCycle.

Sports Players while they're visiting sports facilities and community rec centers. Reach them while they're in the mindset of playing sports.

Beach-Body Window Shoppers who frequent athletic apparel retailers (e.g., Nike, Lululemon) but have not visited a gym recently, indicating fashion-first fitness interest or aspiration.

Hydration Stop Regulars often seen at smoothie bars or juice spots and gyms within the same time frame, indicating preference for refreshments after a hard workout.

Outdoor Workout Regulars seen frequently at running trails, outdoor gyms, or public parks during early mornings or after work hours.

Summer Weddings

Reach the wedding community as they source brands and products for seasonal celebrations, including:

Soon to be Married Couples recently seen at bridal boutiques, tux shops, florists, stationery retailers, and wedding event services, using a 30-day lookback to only reach those who have recently started the planning process.

Bachelor/Bachelorette Weekenders visiting nightlife hotspots, party bus rentals, or weekend getaway destinations in prime spots like Nashville or Miami, hinting at pre-wedding celebrations in progress.

Honeymoon Planners previously seen at bridal boutiques and tux shops and also recently been seen at travel agencies, passport offices, and airports.

Registry Gift Shoppers visiting specialty gift and homeware retailers like Crate & Barrel, Williams Sonoma, or Sur La Table, likely shopping off a wedding registry or seeking elevated gift ideas for summer celebrations.

Active Wedding Shoppers while they're visiting marriage related locations such as tux shops, bridal boutiques, florists, wedding venues, and diamond jewelry stores. Reach them in real time to influence buying decisions.

Bridal Party Preppers who are seen at nail salons, makeup studios, or spa suites around bridal districts, suggesting participation in pre-wedding beauty or pampering events.



Sporting Events

Reach active fans immersed in the excitement of Q3 sports, from kickoff to prime-time tournament broadcasts, including:

World Cup Spectators captured at tournament stadiums during live matches; this segment identifies passionate sports fans with a high propensity for attending major sporting events.

NFL Fans who visit NFL stadiums, football fields, sports bars, and team merch retailers during football season.

MLB Enthusiasts who visit major and minor league ballparks, sporting goods stores, and baseball-themed restaurants or merch shops throughout the season.

18+ Baseball Players & Coaches seen at local ballparks, youth baseball complexes, and college stadiums.

Formula 1 Fans captured at major US circuits in Miami, Austin, and Las Vegas or at premium "watch party" hubs; reach this affluent, tech-savvy audience as they engage with luxury brands and high-end hospitality.

U. S. Open Tennis Fans frequently seen at tennis clubs, courts, and country clubs, likely tuning into the U.S. Open during the tournament season.

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

Tour de France & Cycling Buffs frequently seen at specialty bike shops and cycling trails, indicating they'll likely tune into the race.

Fight Night Enthusiasts seen at arenas hosting major MMA or Boxing events on Saturday nights.

NBA Summer League Fans spotted at tournament venues in Las Vegas; reach these "early adopter" basketball fans as they gather to witness rookie debuts and the sport's next generation of stars.

Live Sports Fans seen at professional stadiums, fields, and arenas throughout the year.

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 encourage in the moment purchases.

Current Sports Players seen at football fields, tennis courts, baseball fields, and community rec centers to reach them while they're in the mindset of playing sports.

Active Lifestylers who regularly frequent gyms, hiking trails, and recreation centers, indicating strong fitness routines.

Golf Tournament Gallery spotted at PGA or professional golf courses during weekend tournament rounds. This is a premium, affluent audience often seen at high-end resorts and country clubs.

Surf Culture Enthusiasts frequently spotted at premier breaks and local surf shops, representing a dedicated outdoor audience with high intent for apparel, gear, and coastal lifestyle brands.

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

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

Off-the-Field Sports Fans who are rarely observed at stadiums, arenas, or athletic venues but frequently seen at sports bars during the Q3 season.

Athletic Retail Shoppers who have recently and frequently visited sporting goods stores like Dick's Sporting Goods, Under Armour, Lululemon, or Nike Outlets.

At-Home Viewers who likely watch sporting games at home, shown by their limited visits to sports bars during Super Bowl and March Madness, but consistent visits to sports venues and parks.



Movie, TV, and Music Entertainment

Connect with cinema, music, and pop-culture fans as they follow the biggest releases and performances this quarter, including:

Shark Week Enthusiasts frequently seen at aquariums, shark encounters, and other nature-focused attractions.

Drive-In Movie Fans seen at drive-in theaters or outdoor movie screening venues during summer evenings, indicating interest in nostalgic or social film experiences.

Anime Fans seen at anime conventions, specialty stores like Hot Topic or Kinokuniya, and theaters during anime film releases, suggesting a high likelihood of fandom engagement and collectible or apparel interest.

Entertainment Buffs frequently seen at movie theaters and electronics retailers like Best Buy or the Apple Store, suggesting a strong interest in premium content and home entertainment setups.

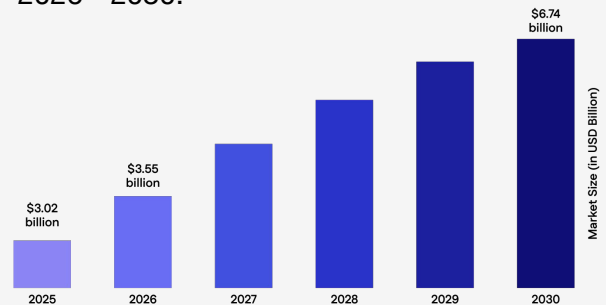
Comic-Con Attendees captured at major convention centers in San Diego and Atlanta (Dragon Con) during Q3.

Disney Adults frequenting Disney Stores and Disney Parks signaling strong engagement with Disney culture and merchandise year-round.

Summer Music Festival Attendees who have a history visiting large outdoor venues, fairgrounds, or known festival sites like Lollapalooza and Coachella.

Did you know?

The **Music Festival** market is projected to grow at a 17.4% annual growth rate from 2026 - 2030.



Festival attendees are high-velocity, high-spending audiences who travel for events, making proximity targeting at airports and nearby hotels just as valuable as targeting the festival grounds.

Source: [The Business Research Company](#)



Start of Fall

Reach consumers updating their daily habits, styles, and living spaces as they transition from summer to autumn, including:

Fall Fragrance & Beauty Seekers seen at Sephora, Ulta, and Bath & Body Works in late summer, often looking for new seasonal scents, skincare routines, or makeup collections.

Home Refreshers visiting stores like HomeGoods, Crate & Barrel, or The Container Store during the late summer to early fall months, indicating interest in home decor updates and organization ahead of the cozy season.

Seasonal Sippers who frequently visit coffee shops like Starbucks, Dunkin', or Peet's in late August and September, likely seeking limited-edition fall flavors like pumpkin spice and maple cold brews.

Fall Fashion Finders frequenting retailers like Zara, Nordstrom, and H&M as autumn collections drop. These shoppers show a seasonal shift in clothing interest and are primed for new launches.

Back-to-School

Class is back in session! Capture the massive mid-to-late-summer spending surge by reaching 18+ students, parents, and teachers as they transition from vacation mode to academic prep.



AT A GLANCE

- Toy Store Shoppers
- After-School Activity Planners
- Tech Device Shoppers
- Dorm Shoppers
- Meal Plan Alternative Students
- Summer Campus Visitors
- College Athletes
- School Lunch Preparers
- Book Hunters



School Year Shoppers

Connect with parents and 18+ students as they check off their lists for school essentials and fresh wardrobes, including:

Department Store Parents who visit chains like Macy's, Kohl's, JCPenney, and Nordstrom, during back-to-school season, likely buying for both their kids and themselves in a one-stop shop.

Toy Store Shoppers ages 18+ who frequently visit Build-A-Bear, Learning Express, or Toys "R" Us, indicating caretakers of younger children prepping for milestones like kindergarten.

Theme Park Parents seen at family-friendly amusement parks like LEGOLAND, Sesame Place, or Six Flags, suggesting they're planning summer fun and likely prepping for back-to-school.

Sale Seekers frequently seen at outlet malls and discount stores like TJ Maxx or Marshalls, indicating they'll likely be interested in seasonal back-to-school deals.

After-School Activity Planners who recently visited dance studios, martial arts classes, or tutoring centers, suggesting preparation for fall extracurriculars.

School Lunch Preparers seen at stores like Trader Joe's or Costco on the weekend, likely stocking up for school lunches. Apply a parent (mom and dad) filter to ensure relevance.

Early Classroom Stockers visiting Target, Staples, or Office Depot in May and June, getting a head start on school supply shopping.

Shoe Store Shoppers who frequent chains like DSW, Famous Footwear, or Foot Locker to prepare for new school year footwear.

Budget-Friendly Buyers who frequent discount retailers like Dollar Tree, Five Below, or Marshalls for cost-effective school items in the months leading up to the school year.

Backpack & Accessory Seekers who shop at Kohl's, Target, or retailers that sell popular brands like Jansport, for school gear during back-to-school sale windows.

Parents with Young Children who recently visited kid-friendly locations like Chuck-E-Cheese, LEGOLAND, and Carter's indicating they likely have children in K-12 classrooms.

Tech Device Shoppers who visit Best Buy, Micro Center, or Apple Stores before school starts, likely shopping for tech essentials.

Family Vehicle Shoppers seen at dealerships offering minivans, SUVs, or crossovers during back-to-school season.



College & University Shoppers

Reach 18+ university students and their families as they coordinate dorm room decor and refresh their tech and supplies for the year, including:

Dorm Shoppers seen at retailers like Bed Bath & Beyond, IKEA, or The Container Store, suggesting preparation for college dorm move-in. Reach them while they're shopping using custom geofences.

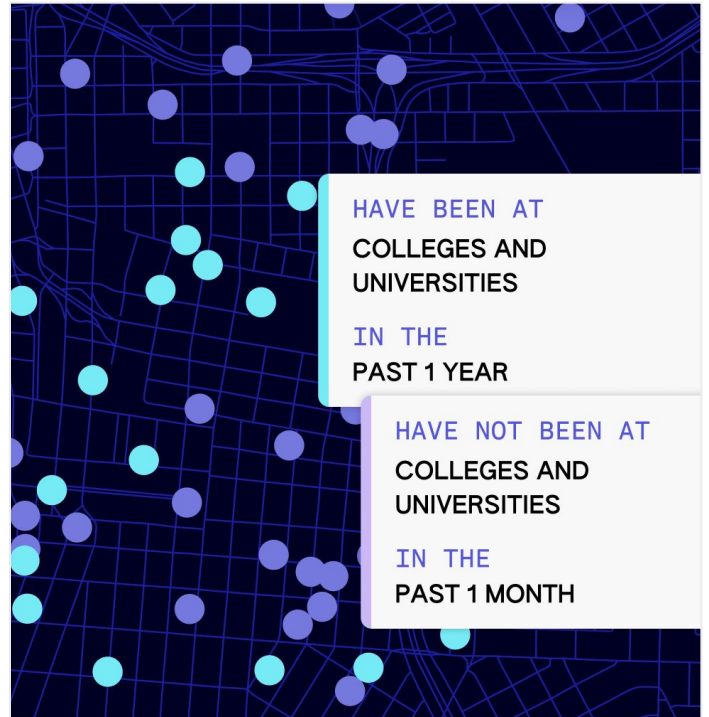
Book Hunters spotted at campus bookstores, Barnes & Noble, and secondhand textbook shops in July, August, and early September, likely gearing up for classes.

Back-to-Campus Fashion Shoppers visiting trend-forward apparel retailers like Urban Outfitters, Zara, or Uniqlo, shopping ahead of move-in and back-to-school events.

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

New Campus Arrivers recently seen at college campuses who were not observed there the previous year, suggesting first-year students, transfers, or returning after a break.

Summer Campus Visitors who are actively touring campus during the weekend summer months. Send them real-time ads while they visit campus and are in a mindset to purchase back-to-school related items.



Meal Plan Alternative Students seen at grocery chains near college campuses like Trader Joe's or Whole Foods, indicating students planning to cook rather than rely solely on campus dining.

Recent Graduates who have been at Colleges and Universities in the past one year, but not in the last month. Use this as an exclusionary audience to exclude recent graduates.

Use real-world outcomes to fuel your next targeting win

With location-based measurement, you can see exactly which tactics are driving real-world outcomes, allowing you to move past digital proxies and focus on proven outcomes like **in-store visits** and **purchases**.

[Learn More](#)

Use Foursquare Attribution to:



Identify behavioral lift



Make in-flight optimizations



Boost ROI by 500%

Off-the-Shelf Location & Purchase-Based Audiences



Foursquare offers over **3,000 + 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 [off-the-shelf purchase and location segments](#).

Location-Based Audiences	Purchase-Based Audiences
Art Lessons and Schools	Amazon Prime Subscribers
Recent (30d) - In-Market Auto Intenders - Luxury Cars	Uber Eats Customers
Independence Day (July 4th) Electronics Shoppers	Converse Shoppers
College-Bound Students	Abercrombie & Fitch Shoppers
Labor Day Gifts Shoppers (2025)	Alaska Airlines Customers
Lapsed (90d) - Target Shoppers	Discount Variety Stores
Recent (30d) - Gyms & Fitness Centers	AutoZone Shoppers
Frequent (30d) - Family Travelers	Microsoft Customers
Summer Traveler (2025)	MLB Fans
Lapsed (90d) - Starbucks	Zara Shoppers
Independence Day (July 4th) Electronics Shoppers (2025)	Dating Services
Loyalists (90d) - Macy's	Coffee Lovers
Frequent (30d) - Live Music Fans and Concert-Goers	Vocational Schools
Labor Day Beauty & Personal Care Shoppers	Health Food Lovers
Loyalists (90d) - Walmart	NFL Fans
Online Shoppers	Sleep Number Shoppers
Shoe Shoppers	Airbnb Customers
Weekend In Person Grocery Store Shoppers	Sports Fans
+ 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 Q1 2026 results in broader market trends, offering direction for what to expect moving forward. 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.

Q1 2026 Snapshot:

Year-Over-Year % Change in Foot Traffic: Q1 2026 vs Q1 2025

Retail

- **Automotive Retail** ↓ 16%
- **Big Box Stores** ↓ 8.7%
- **Bookstores** ↗ 11%
- **Computer & Electronics** ↓ 7.1%
- **Convenience Store** ↓ 6.9%
- **Cosmetics Stores** ↓ 9.5%
- **Department Stores** ↓ 8.5%
- **Discount Stores** ↓ 2.1%
- **Fashion Retail** ↓ 15.9%
- **Gift Stores** ↓ 7.9%
- **Pet Supplies Store** ↓ 12.1%
- **Shopping Mall** ↓ 8%
- **Sporting Goods Store** ↓ 23.6%
- **Toy Stores** ↓ 10.8%

Drinking & Dining

- **Bakery** ↓ 11.3%
- **Burger Joint** ↓ 10.4%
- **Cafe, Coffee & Tea House** ↓ 6.3%
- **Dessert Shop** ↓ 13.6%
- **Fast Food (QSR)** ↓ 9.8%
- **Restaurant** ↓ 8.8%

Travel

- **Fuel Station** ↓ 5.1%
- **Lodging** ↓ 9.3%
- **Travel & Transportation** ↓ 4.2%



In Q1 2026, 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.**

Q4 2026 Planning



Q4 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.

Sporting Events

- Live NFL Attendees
- NBA Enthusiasts
- Live Sports Fans

Fall/Winter Travel

- Active Travelers
- Snowbirds
- Winter Jetsetters

Halloween

- Trick-or-Treat Parents
- College Celebrators
- Costume Store Shoppers

Thanksgiving

- Friendsgiving Shoppers
- Kitchen Upgraders
- Thanksgiving Hosts

Black Friday

- Budget Shoppers
- Luxury Goods Seekers
- Electronics Shoppers

Winter Holidays

- Holiday Decorators
- Gift Procrastinators
- Experience Gift Seekers

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 3,000+ 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