

High-Impact Strategies for Holiday, Travel, & Seasonal Campaigns

Maximize your year-end budgets using precise, real-world targeting that gives you a distinct advantage over the competition.

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Find the Q4 2026 moments that matter most to you

This guide highlights dozens of customizable targeting strategies for key Q4 moments, helping you maximize campaign performance by engaging consumers when intent is at its highest.

Table of Contents

Foundational Targeting Strategies	03
Q4 Advertising Opportunities	04
Holidays & Observances (Thanksgiving, Black Friday, Winter Holidays, etc.)	05
Travel & Dining (Fall and winter travelers, seasonal fine diners, etc.)	12
Sports & Entertainment (NFL, college football, NBA & NHL kickoff, MLB playoffs, etc.)	14
Off-the-Shelf Location & Purchase Audience Segments	18
Measure & Optimize Towards Visit + Sales Outcomes	19
Q1 2027 Planning	20
Get Started	21



How to use this guide

- Ideate:** Discover creative audiences and real-time segment ideas designed to capture high-intent consumers throughout the Q4 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 5,000+ 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.

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 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.

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.

Location + Demographics

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

- Parental status
- Household Income
- Age
- Gender

Q4 Advertising Opportunities

Consumer spending is resilient heading into Q4, with 23% of shoppers planning to increase their holiday budgets. With motivated audiences actively in-market, precision targeting is essential to eliminate wasted ad spend and convert seasonal intent into measurable revenue across key moments.



NFL Season (Sep '26 - Jan '27)

Target football fans seen at stadiums, sports bars on game days, or college campuses, and score big with ads timed to their favorite game-day traditions.



Oktoberfest (Sept - Oct)

Connect with 21+ beer lovers and brat fans seen at breweries, beer gardens, and festival venues during US Oktoberfest events throughout the fall.



NBA & NHL Kickoff (Late Sep - Oct)

Reach basketball and hockey sports fans who visit arenas, sports bars, merch stores, etc. as they dust off their jerseys for the upcoming seasons.



MLB Playoffs (Sep - Oct)

Hit your campaigns out of the park by connecting with baseball fans as they tune into the playoffs and 2026 World Series, whether out on the town or watching at home.



Fall/Winter Travel (Oct - Dec)

Reach jet-setters and weekend wanderers visiting airports, ski resorts, and travel hubs, whether they're chasing the snow, sun, or simply a change of scenery.



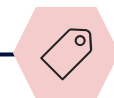
Halloween (October 31)

Reach costume enthusiasts and candy-stashers visiting Halloween pop-ups, party shops, and big box stores, getting ready for the spooky night.



Thanksgiving (November 26)

Serve up targeted ads to Thanksgiving dinner hosts, celebrators, and travelers seen at grocers, home decor stores, or airports during the holiday week.



Black Friday (November 27)

Tap into one of the biggest shopping days of the year, targeting deal hunters spotted at malls, big box stores, and outlets, where brand loyalty may waver.



Cyber Monday (November 30)

Deliver more relevant ads to seasonal deal seekers who may have missed Black Friday, by using real-world visits to predict what they're in the market for.



Winter Holidays (December)

Reach holiday consumers as they frequent gift shops, restaurants, homegoods retailers, and bookstores, powering through their seasonal to-do lists.



National Lager Day (December 10)

Reach 21+ consumers looking to celebrate the day or upcoming holidays, shown through recent visits to liquor stores, breweries, wineries, or bars.



New Year's Eve (December 31)

Ring in the New Year by reaching those heading out for a night on the town, dining at upscale restaurants, or stocking up for at-home celebrations.

Holidays & Observances

Q4 is the busiest time of the year for consumers as they splurge on gifts, trips, and experiences. Use location-based targeting to engage motivated buyers when they are primed to convert.



AT A GLANCE

- Holiday Gifting Shoppers
- Veterans Day Deal Seekers
- Thanksgiving Hosts
- Turkey Trot Participants
- Black Friday Shoppers
- Holiday Decorators
- Digital First Buyers
- New Year's Partiers
- Holiday Tree Shoppers



Halloween: October 31, 2026

Connect with consumers embracing the Halloween spirit, including:

Costume Store Shoppers seen at party supply and costume retailers last year in the weeks leading up to Halloween. Filter by parental status to indicate whether they're also likely shopping for their kids.

Haunted House Attendees seen visiting popular haunted attractions like Universal's Halloween Horror Nights, Field of Screams, or local haunted trails and hayrides.

Pumpkin Patch Families ages 18+ who visited pumpkin farms, corn mazes, and seasonal fall festivals last year, or reach them in real-time while they're actively at these locations this year.

College Town Celebrators who frequent nightlife hotspots, bars, and party supply stores in college towns during Halloween weekend.

Themed Park Goers seen at Halloween-themed amusement parks like Knott's Scary Farm or Six Flags Fright Fest.

DIY Decorators shopping at home improvement and craft stores such as Home Depot, Lowe's, or Michaels during October, likely prepping for Halloween displays.

Trick-or-Treat Parents seen in high-traffic trick-or-treat neighborhoods last year. Reach them in real-time while they're out-and-about with Proximity.

Last-Minute Halloween Shoppers visiting convenience stores, dollar stores, and seasonal pop-ups in the final days before Halloween.

Candy Enthusiasts who frequently visit candy stores throughout the year, signaling they'll likely stock up for the candy-ridden Halloween holiday.

Halloween Party Hosts seen visiting liquor stores, big box retail stores, grocery stores, costume shops, etc. in the week leading up to Halloween. Reach them while they're stocking up to influence their brand choices.



Thanksgiving: November 26, 2026

Serve up timely messaging to consumers prepping, feasting, and gathering for Thanksgiving, including:

Thanksgiving Hosts seen shopping at grocery stores, wine shops, wholesale clubs, and home goods retailers in the weeks leading up to Thanksgiving, likely prepping for a big holiday meal.

Kitchen Upgraders shopping at home appliance stores and kitchen retailers like Best Buy, Crate & Barrel, or Williams Sonoma in early November, signaling big meal prep plans.



In 2025, a record

202.9M

consumers shopped during the five-day holiday weekend from Thanksgiving Day through Cyber Monday, signaling massive, highly active consumer demand heading into this year's holiday season.

Source: [NRF](#)

Friendsgiving Shoppers ages 18-24 frequenting trendy grocery chains, wine stores, flower shops, or discount stores in mid-to-late November, suggesting informal celebrations.

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

Bakery Pick-Up Crowd seen at bakeries in the days just before holidays throughout the year, often grabbing pre-orders and last-minute desserts.

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

Decor-Ready Shoppers visiting home decor and craft stores like Michaels, Hobby Lobby, or HomeGoods ahead of Thanksgiving, likely sprucing up their space for hosting.

Turkey Trot Participants attending Thanksgiving Day races or fun runs held in local parks and downtown areas, signaling active, community-minded audiences.





Black Friday & Cyber Monday: November 27 - 30, 2026

Connect with high-intent Black Friday, Small Business Saturday, and Cyber Monday buyers, including:

Doorbuster Deal Hunters seen at big box retailers and malls in the early morning hours of Black Friday last year, signaling urgency for limited-time offers.

Electronics Deal Seekers frequently seen at retailers like Best Buy, Walmart, and Target on Black Friday, likely in the market for TVs, laptops, and tech accessories.

Luxury Deal Seekers spotted at high-end department stores and brand flagships like Nordstrom, Bloomingdale's, or Coach.

Frequent Fashion Shoppers frequently visiting apparel stores like Zara, H&M, or Urban Outfitters, indicating they'll likely be receptive to deals.

Budget Shoppers who frequently visit discount retailers, indicating they'll likely be interested in Black Friday or Cyber Monday deals.

Thanksgiving Night Shoppers visiting shopping centers and outlet malls that open on Thanksgiving evening to get a head start on Black Friday deals.

Big Box Loyalists frequently seen at mass retailers like Walmart, Target, and Costco around holidays.

Late Night Spree Shoppers who remain active in retail centers during the evening hours on Black Friday, signaling a full-day shopping mindset. Reach them in real-time to influence brand preference.

Black Friday Cross-Shoppers visiting multiple store types (e.g. electronics + apparel + grocery) within a short time frame, suggesting a mission-driven day of spending.

College Town Shoppers seen shopping in retail corridors near major universities, signaling students or visitors in town for the holiday weekend.

Parents with Young Kids seen at family-friendly retailers like Target, The Children's Place, and toy stores, likely holiday shopping with kids in mind.

Workday Deal Browsers frequently seen in office parks, coworking spaces, or college campuses on Cyber Monday, likely shopping online during the workday.

Digital-First Buyers who are rarely seen at retailers in the past three months, signaling a preference for online browsing.

Main Street Shoppers who frequent small, local boutiques, gift shops, and independent retailers in walkable neighborhoods on Small Business Saturday.

Holiday Gifting Shoppers seen browsing toy stores, jewelry stores, and gift shops, indicating early holiday purchasing behavior.

Did you know that?

The week of Black Friday 2025 foot traffic data highlights a massive shift toward **value-shopping**, with **discount stores** (-2% YoY) heavily outperforming premium sectors like **fashion and jewelry**, which dropped over 13% YoY.

The Reality: Lower market traffic overall means the consumers who *do* visit stores possess exceptionally high purchase intent. Location-based targeting captures that intent.

Source: Foursquare



Winter Holidays: December 2026

Unwrap new opportunities by reaching consumers in the thick of gift-giving, party-planning, and last-minute list-checking, including:

Holiday Decorators frequently seen at home décor and craft stores like Michaels, Hobby Lobby, and At Home during November and December, signaling preparation for festive home displays.

Holiday Tree Shoppers seen visiting seasonal tree lots, home improvement stores, or garden centers like Lowe's, The Home Depot, or local farms between late November and mid-December.

Jewelry Gift Intenders seen at retailers like Kay Jewelers, Pandora, and Tiffany & Co. in the lead-up to major gifting holidays.

Festive Fragrance Shoppers frequently visiting beauty retailers like Sephora, Bath & Body Works, or Ulta in December, often picking up gift sets and seasonal scents.

Experience Gift Seekers who *don't* frequent traditional retail centers but are seen at spas, concert venues, or entertainment complexes—more likely to gift experiences over items.

Seasonal Furniture Hunters visiting multiple discount retailers like Ashley HomeStore or Bob's Discount Furniture in Nov-Dec, likely eyeing large-ticket items while waiting for sale markdowns.

Corporate Holiday Party Attendees who are seen visiting corporate headquarters throughout the year and are likely gearing up for corporate holiday parties.

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

Thoughtful Gifting Shoppers who have *not* been to big box stores but frequently visit bookstores, local boutiques, and artisan markets, likely looking for more curated, personal gifts.

Winter Activity Enthusiasts who have been seen participating in activities like skiing, snowboarding, and ice skating, likely planning winter activities with friends and family.

One-Stop Shoppers visiting large-format retailers like Target, Walmart, or Costco but *not* seen at specialty stores, suggesting convenience-driven behavior.

Gift Procrastinators spotted making retail visits on December 23rd and 24th, likely rushing to finish shopping. Reach them in real-time to influence brand preferences.

Pet Parents frequently seen at pet stores like PetSmart and Petco during December, often purchasing toys, treats, or pet-themed holiday gifts.

Charitable Gift Givers frequently visiting thrift stores, donation centers, and nonprofit gift shops, especially during Giving Tuesday or early December.

Mall or Outlet Loyalists frequently returning to mall or outlet destinations during the season. Add locations like "Santa's Workshop" to reach parents while they're likely shopping with kids.

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Did you know?

December 2025 data reveals that foot traffic across key retail categories—from Toy Stores and Fashion Retail to Cosmetics and Department Stores—**peaks during the week of December 15th.**

Source: Foursquare



Winter Holidays: December 2026

Unwrap new opportunities by reaching consumers in the thick of gift-giving, party-planning, and last-minute list-checking, including:

Real-Time Targeting Strategies

*Use real-time geofence 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.*



Holiday Jetsetters seen currently at airports during the holiday season. Reach them while they're scrolling their phone and in a mindset to splurge while on vacation.

Active Mall Shoppers seen at malls where your brand or offering is sold to influence purchasing decisions in real-time.

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.

Festive Feast Planners seen at grocery stores, supermarkets, or wholesale clubs right before major holidays.

Storefront Passerby 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.

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

Last-Minute Procrastinators seen currently at malls, gift stores, or major post offices in the final days leading up to the holidays.

Holiday Experience Seekers seen visiting local ice skating rinks, holiday light festivals, tree farms, or winter markets.

Get the 2026 Location Intelligence Holiday Playbook

Learn how location data can help you connect with true high-intent audiences during the holidays, optimize spend, and drive meaningful outcomes like increased store visits and sales. Inside the guide, you'll find:

[Get the guide](#)



Exclusive holiday shopping trends & predictions



Real-world targeting and measurement holiday strategies



Optimization recommendations & best practices

★ New Year's Eve: December 31, 2026

Reach those preparing to say goodbye to the old and toast to the new, from house-party hosts to downtown bar hoppers, including:

New Year's Eve Shoppers visiting liquor stores, grocery chains, and party supply retailers in the week leading up to New Year's Eve, stocking up for at-home celebrations.

Last-Minute Outfit Hunters seen visiting clothing and accessory retailers on December 30 or 31, likely searching for that perfect party outfit or shoes. Reach them in real-time with custom geofences.

DIY Entertainers spotted at warehouse clubs like Costco or Sam's Club buying in bulk, suggesting a self-hosted, festive night in.

New Year's Eve Travelers stopping at airport shops, hotels, or travel hubs during the final week of the year, often purchasing gifts or celebration items on the go.

Champagne & Spirits Buyers ages 21+ frequently visiting wine and liquor retailers around key holidays, signaling they're likely purchase alcohol for the upcoming event.

NYE Hotel Guests seen checking into hotels in major celebration hubs like NYC, Las Vegas, or Miami in the days leading up to December 31.

Downtown Revelers seen frequenting nightlife venues, bars, and clubs in high-energy city districts throughout the year.

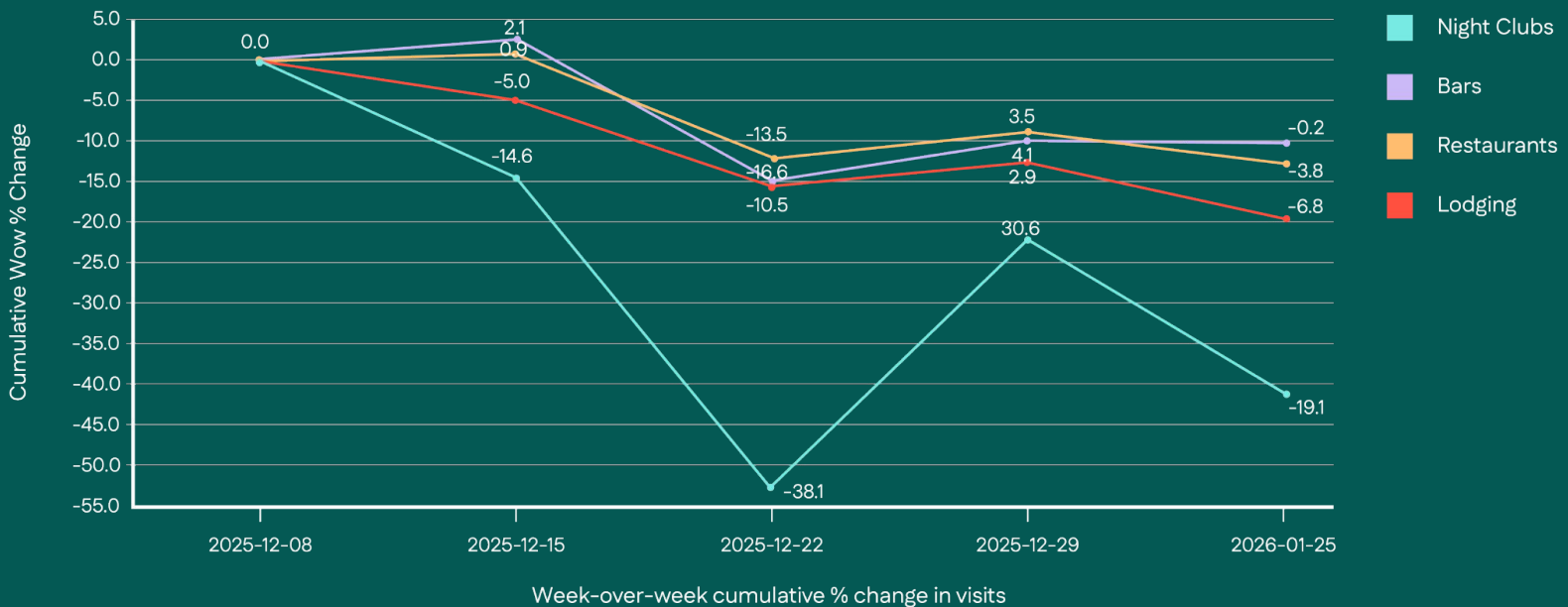
Stay-In Celebrators ages 21+ spotted at grocery or liquor stores but *not* seen at nightlife venues during key holidays, signaling they are likely prepping for an at home celebration with close friends or family.

Morning After Essentials Buyers visiting coffee shops, fast-casual breakfast spots, or stores like CVS and Walgreens on New Year's Day—ideal for QSR or CPG campaigns.

New Year's Partiers who are ringing in the New Year at social entertainment venues. Use Proximity to geofence locations like bars, restaurants, nightclubs, hotel lounges, wine bars, bowling alleys, etc.

Foot Traffic % Change Through New Year's 2026

New Year's Eve week saw only marginal traffic growth in key social categories compared to the previous week, signaling a strong consumer preference for celebrating at home.



Source: Foursquare



Oktoberfest (U.S.): Late Sep - October

Get in front of celebrators embracing the spirit of Oktoberfest, whether their brewery hopping, hosting themed parties, or attending events, including:

US Oktoberfest Event Goers seen attending beer gardens, breweries, and seasonal Oktoberfest festivals, ideal for promoting your brand while your audience is immersed in fall celebrations.

Festival Fashion Shoppers seen at costume stores, thrift shops, or specialty boutiques in September, potentially searching for dirndls, lederhosen, or Bavarian-style accessories.

Brewery Regulars frequently seen at local craft breweries or beer halls throughout the fall, likely to attend Oktoberfest-themed events or tastings.

German Cuisine Diners frequently seen at restaurants serving bratwurst, schnitzel, pretzels, and other traditional fare, suggesting interest in culturally themed dining experiences.



National Lager Day: December 10, 2026

Engage 21+ consumers looking to celebrate with a pint of beer, including:

Sports Bar Regulars ages 21+ frequently seen at sports bars, breweries, and other social spots throughout the year.

Happy Hour Chasers seen at casual dining spots, sports bars, and pubs between 3:00 PM and 7:00PM.

Live Sports Fans ages 21+ seen at stadiums, arena, and major sporting venues, who are likely in the market for alcoholic beverages.

Non-Alcoholic Drinkers who are *not* seen visiting liquor stores. Use this as an exclusionary audience or to promote non-alcoholic alternatives.



Winter Solstice: December 21, 2026

Connect with high-intent consumers celebrating the start of winter, including:

Cozy Winter Campers seen at national parks, campgrounds, and outdoor recreation stores, likely in market for outdoor gear, snacks, auto accessories, and more.

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.

Parents with Young Children who are seen throughout the year at kid-friendly locations and would likely be in market for winter festivities like ice skating, mall popups, or hot cocoa.

Seasonal Apparel Buyers spotted at outerwear retailers, ski shops, and department stores during the winter months.

Travel & Dining

As fall turns to winter, consumers swap beach days for dinner parties, road trips, and holiday gatherings. Keep your targeting aligned with seasonal shifts to meet them where they are whether on the move, at the table, or hosting at home.



AT A GLANCE

- Holiday Travelers
- College Football Travelers
- Upscale Brunch Crowd
- Spontaneous Eaters
- Holiday Reservation Makers
- Weekend Dessert Shoppers
- Weekend Fine Diners
- Friendsgiving Hosts
- Sweet Tooth Regulars



Fall and Winter Travel

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

Holiday Travelers frequenting airports, train stations, and highway travel stops in the days before holidays, signaling out-of-town visits to family or friends.

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

Roadtrippers observed along highway rest stops, scenic byways, and motels and hotels. They have also not been recently seen at airports.

Leaf Peepers seen visiting scenic drives, hiking trails, mountain towns, and national parks during peak foliage season.

College Football Travelers frequently seen near stadiums, tailgates, and college towns on fall weekends, likely students, road-tripping fans, or alumni.

Harvest Season Tourists spotted at vineyards, orchards, and farm-to-table destinations, often planning fall weekend getaways.

Snowbirds who frequently visited ski resorts, mountain towns, or gear shops last winter, signaling they'll likely do so again this year.

Travel-Ready Shoppers seen browsing luggage retailers and visiting travel agencies, suggesting they're actively planning a vacation.

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

Local Relaxers who have not visited airports, hotels, travel agencies, or major transit hubs in the past 6 months, indicating they're likely staying local.

Did you know?

80%

Of survey respondents plan to **spend selectively** on meaningful travel updates in 2026 and 86% refuse to compromise on hotel quality.

Source: [Skift](#)



Seasonal Dining

Target diners as they shift their routines and cravings with the colder seasons, including:

Vacationers who are visiting a particular city or region but do not live near your chain based on a lack of visits other times of the year. This audience is primed for dining out.

Thanksgiving Family Diners who have a history of dining at family-friendly restaurants during Thanksgiving and also visit other kid-friendly locations throughout the year.

Friendsgiving Hosts & Guests ages 18-24 who visit grocery stores, wine shops, and casual restaurants in mid-November, likely planning or attending Friendsgiving gatherings.

Gym Regulars who are frequently seen at gyms and fitness centers in the past three months, highly receptive to healthy food brands, nutrition, and active lifestyle experiences.

Holiday Reservation Makers seen at upscale restaurants and steakhouses in November and December, and are likely booking tables for Thanksgiving, winter holidays, or end-of-year celebrations.

Cold Weather Comfort Seekers frequently visiting soup, ramen, or coffee chains, looking for warmth and comfort during colder months.

Sweet Tooth Regulars frequently seen at dessert spots like bakeries, ice cream shops, or specialty treat retailers.

Weekend Fine Diners who frequent upscale restaurants on Friday or Saturday evenings. Ideal for targeting reservation-ready, experience-seeking audiences.

Slope-Side Diners who have a history of visiting ski resorts in the winter, and likely are in the market for high-calorie snacks, hot beverages, and premium spirits.

Sports fans seen at stadiums or sports bars. Perfect for wings, pizza, and QSR franchises, beer/hard seltzer brands, and food delivery apps.

Spontaneous Eaters seen near entertainment venues, shopping centers, or travel hubs and are likely to dine out but with no set destination, making them ideal for real-time influence.

Upscale Brunch Crowd frequently seen at high-end brunch spots late-morning on weekends, often for a social or celebratory outing during the holiday season.

QSR Regulars who frequent fast food or fast casual locations during busy holiday weekends, likely opting for quick dining during shopping or travel days.

Late-Night Bite Crowd seen at fast-casual or casual restaurants after 9 p.m. on weekends, ideal for QSR or delivery-focused messaging.



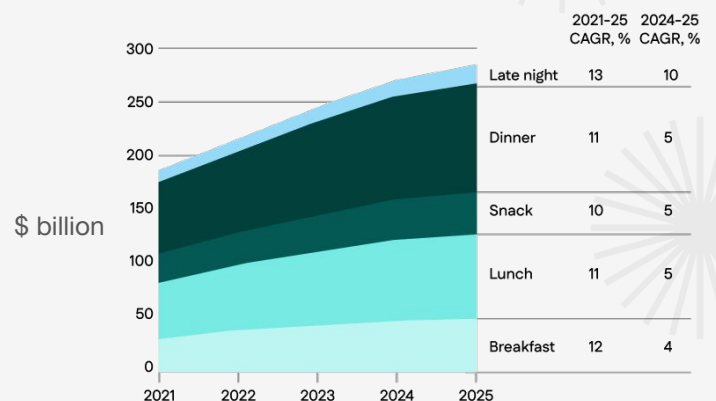
Late-night spending continues to grow by over

10%

a year, while other dayparts see a clear deceleration in traffic to US limited-service restaurants.

Source: [McKinsey & Company](#)

US limited-service-restaurant sales in 2021-25 by 'daypart'



Sports & Entertainment

A massive lineup of sports kicks off in Q4, including college football, NFL, NHL, and the World Series. With 51% of fans open to discovering new brands during sporting events, use location-based targeting to put your brand in the game.



AT A GLANCE

- Gen-Z Concert Goers
- NBA Travel Fans
- Basketball Families
- Opening Night Arena Fans
- Weekend Baseball Diners
- Game Day Stadium Crowds
- Big City NFL Fans
- Away Game Travelers
- Sports Bar Regulars



NHL Puck Drop: (September 29, 2026)

Connect with hockey fans as the season begins and excitement returns to the ice, including:

Arena Attendees seen at NHL arenas during pre-season and opening week games, ideal for reaching highly engaged fans at the start of the season.

Hockey Night Out Crowd visiting bars and sports pubs during primetime NHL game hours, likely watching and socializing with other fans.

Hockey-Focused Households ages 18+ frequently visiting hockey rinks, team practice facilities, or sports equipment stores, indicating families or individuals with deeper hockey lifestyle engagement.

NHL Fans seen visiting professional arenas and hockey rinks last season, indicating they'll likely tune into NHL games this season.



NBA Tip Off: Oct - Nov, 2025

Reach fans gearing up for game nights, new-season hype, and courtside culture, including:

Opening Night Arena Fans seen at NBA stadiums during season openers, ideal for targeting in-market fans as excitement peaks.

Team Store Shoppers frequently visiting official NBA merchandise shops or sporting goods retailers in October, indicating fresh season hype and purchase intent.

Basketball Families seen at basketball courts, training centers, and sporting goods stores year-round.

NBA Travel Fans seen at NBA markets or staying at hotels near stadiums during big game days, suggesting destination attendance or fan tourism.



MLB Playoffs & World Series: Oct - Nov, 2026

Target postseason audiences rallying behind their teams with every pitch and play, including:

Postseason Stadium Goers seen visiting MLB ballparks during playoff or World Series games, ideal for targeting in-the-moment fans.

Baseball Fans seen visiting ballparks, stadiums, and sports bars during the regular season and playoffs—perfect for reaching engaged viewers both in-seat and out-of-home.

Sportswear Shoppers spotted at athletic retailers like Fanatics, Nike, or team stores during football season, likely shopping for team gear and gameday looks.

Away Game Travelers seen at hotels near stadiums on game weekends. Reach them in real time as they search for food, local spots, or last-minute essentials.



NFL & College Football Season: Sep '26 - Jan '27

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



Foursquare's targeting segments can be activated and measured across **550+ partner channels**, including on Linear and Connected TV (CTV) channels like:

- Disney
- Roku
- Hulu
- Netflix
- Tubi
- Paramount+

Game Day Stadium Fans seen attending NFL or college football games. Perfect for real-time targeting and loyalty-based messaging.

Tailgating Crowd seen at stadium lots or nearby fields before kickoff. Reach them before their next tailgate or in real time while they're in a football-focused, social mindset.

Big City NFL Fans seen at or near stadiums in major markets like Dallas, Chicago, or New York. Ideal for targeting high-volume metro audiences.

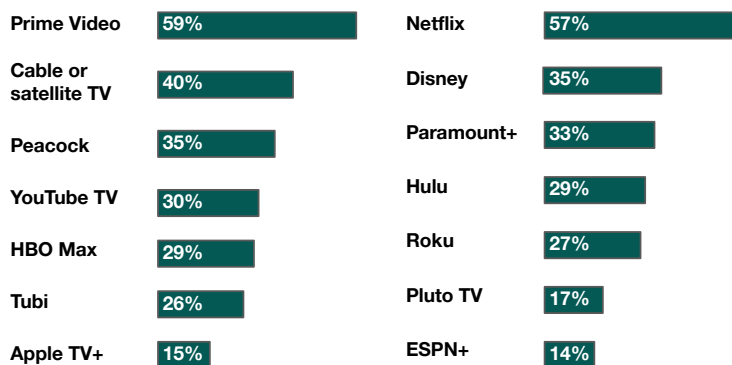
College Athletes seen frequently at campus athletic fields, arenas, and stadiums. They also shop at sporting goods retailers like Dick's Sporting Goods, Nike, and Adidas.

College Gameday Loyalists spotted frequently on or near campuses on Saturdays during the season. Ideal for school spirit, local promotions, or alumni engagement.

Watch Party Regulars who frequent sports bars, pubs, or casual dining spots during primetime games on Saturdays and Sundays. Filter by gender to personalize further.

Channels used to watch shows, sports or news

Total (n=1,627)



Source: [Epsilon](#)



Other Sports Audiences

Reach active fans immersed in the excitement of Q4 sports, from kickoff to prime-time tournament broadcasts, including:

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

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

Apres-Skiers who are actively visiting mountain resorts, ski lodgers, or mountain town breweries.

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

Cycling Buffs frequently seen at specialty bike shops and cycling trails.

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

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

Off-the-Field Sports Fans who are rarely observed at stadiums, arenas, or athletic venues but frequently seen at sports bars during the Q4 season.

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.

Indoor Court Competitor ages 18+ who visit public recreation centers or places like the YMCA.

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.

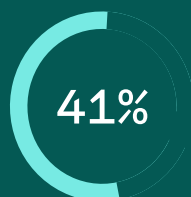
Golf Tournament Gallery spotted at PGA or professional golf courses during weekend tournament rounds. This is a premium, affluent audience often seen at high-end resorts and country clubs.

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.

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.

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 popular sporting windows, but consistent visits to sports venues and parks.



Of sports viewers **always or often** watch commercials, with 40% of Gen Z, millennials, and Gen X finding them fun to watch.

Source: [Epsilon](#)



Movie, TV, and Music Entertainment

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

Holiday Blockbuster Goers frequently seen at movie theaters, entertainment complexes, and adjacent casual dining spots during the winter holidays, indicating a strong interest in major family film releases and cinematic event experiences.

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. Reach them in real time as they browse with Proximity.

Stay-In Comfort Viewers seen visiting grocery stores and markets on late Friday and Saturday afternoons, signaling preparation for cozy weekend at home.

Drive-In Movie Fans seen at drive-in theaters or outdoor movie screening venues, 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.

Comic-Con Attendees captured at major convention centers in San Diego and Atlanta (Dragon Con), who are likely in the market for other related conventions.

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

Comedy Enthusiasts seen visiting comedy clubs and theater venues throughout the year, primed for Q4 date-night dining, rideshare offers, and other social experiences.

Gaming and Esports Fans seen frequently visiting gaming retailers like GameStop or big-box electronics retailers.

Gen-Z Concert Goers ages 18-24 who are seen visiting concert venues and stadiums during music shows. Reach them in real time with Proximity.

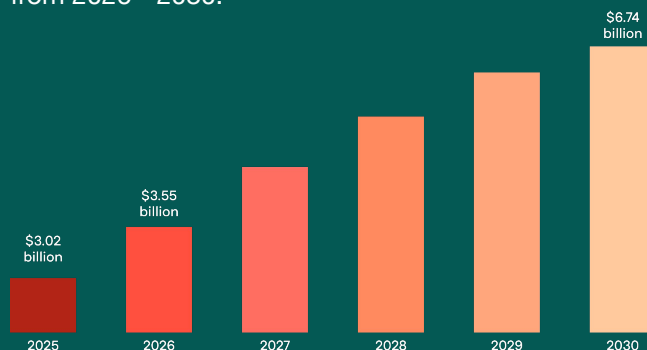
Record Shop Shoppers seen at local record stores, signaling high intent for physical media and collectibles.

New Year's Eve Clubbers seen at nightlife hubs, concert venues, and upscale lounges on December 31st, capturing a lively audience who would like be in the market for celebratory spending, premium spirits, and late-night food delivery.

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 them a prime audience for Q4 events and experiential products or services.

Source: [The Business Research Company](#)

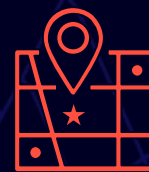
Off-the-Shelf Location & Purchase-Based Audiences



Foursquare offers over **5,000 + 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
Past Black Friday Apparel & Accessories Shoppers	(Active High Spenders) Car Renters
Past Cyber Monday Consumer Electronics Shoppers	Uber Eats Customers
Loyalists (90d) Value Conscious Shoppers	(Active High Spenders) Dating Lifestyle (Date Nighter)
College-Bound Students	DirecTV Customers
Past Thanksgiving Hosts	Southwest Airlines Customers
Past Halloween Celebrators	Discount Variety Stores
Past Holiday Shoppers	(Active High Spenders) Breweries
Frequent (30d) - Family Travelers	(Recent Repeat Buyer) Fast Casual Diners
Past Holiday Road Trip Traveler	MLB Fans
Loyalists (90d) - Cold and Flu Shoppers	(Active High Spenders) Supermarket Grocery Shoppers
Past Luxury Winter Traveler	(Active High Spenders) Gym and Fitness Lifestyle
Loyalists (90d) - Music and Show Venues	(High Frequency Buyer) Furniture & Home Decor
Frequent (30d) - Live Music Fans and Concert-Goers	(Recent Repeat Buyer) Beer, Wine and Spirits
Lapsed (90d) - Sports Bar Visitors	Health Food Lovers
Frequent (30d) - Best Buy	NFL Fans
Winter Sports (Ski & Snowboard)	(High Frequency Buyer) Nightlife Enthusiasts
Frequent (30d) - QDOBA Mexican Eats	Airbnb Customers
Past New Year’s Party Planners	Sports Fans
+ More!	

You're reaching your ideal audience... How are you **measuring** success?

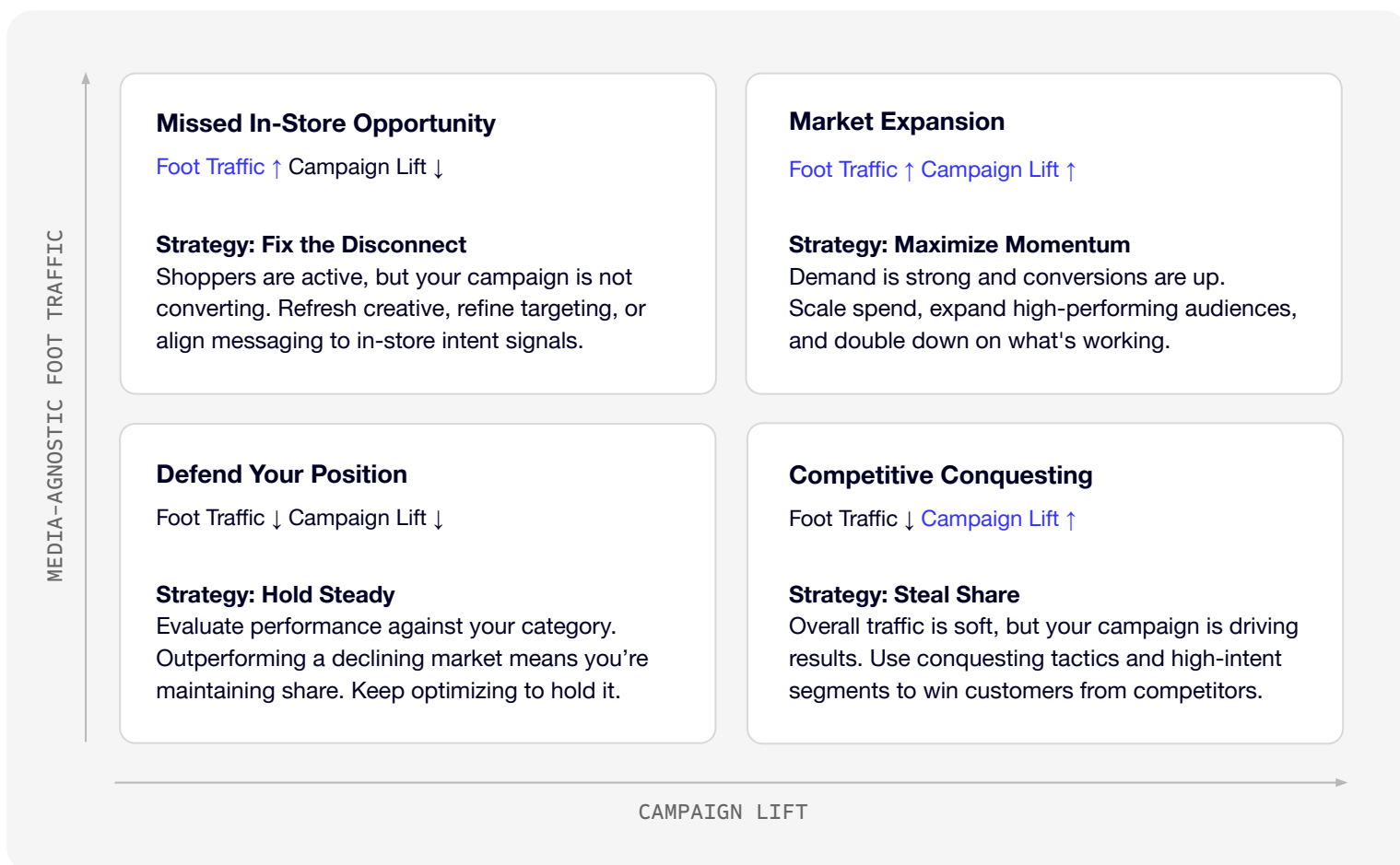


FSQ Attribution allows you to make smarter in-flight optimizations by understanding:

- What is the best performing channel mix?
- What is my cost per visit by partner and audience?
- Did my media expose brand loyalists or net new customers?
- Which demo delivered lowest cost per incremental visit?
- Which channels drove the most incremental foot traffic?
- How many visits did my campaign reach?
- Did exposed visitors make purchases?
- How much incremental sales did my media generate?

Adapt your strategy to real-world trends and campaign performance

With the consumer journey split across physical stores, digital, and AI channels, marketers need a smarter way to identify what actually drives real-world outcomes like visits and sales. Combining deduplicated, omnichannel data with foot traffic trends gives you the exact context you need to optimize your strategy and win this season.



Q1 2027 Planning



Q1 Location-Based Targeting Starter Ideas

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

New Year's

- Home Refreshers
- Organizers & Declutterers
- Activewear Shoppers

Valentine's Day

- Romantic Gift Shoppers
- Galentine's Day Planners
- Experience Gifters

Spring Break

- Vacation Planners
- Beach Lovers
- Nightlife Adventurers

Easter

- Parents with Young Kids
- Brunch Enthusiasts
- Toy & Candy Shoppers

Super Bowl

- Tailgaters
- Pizza & Wing Fanatics
- Party Hosts

March Madness

- Basketball Players
- College Students & Alumni
- QSR Frequenters

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 5,000+ pre-built segments in major DSPs.

Proximity

- Build custom point-radius or polygon geofences to reach consumers with timely messages based on their real-time location context.
- 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