Q1 2027 | Location-Based Targeting Guide

Smarter Segment Ideas That Drive ROAS

Kick off the year with high-intent **location** and **purchase segments** that scale and maximize campaign performance across Q1 tentpoles.



Find the Q1 moments that matter most to you

This guide highlights dozens of customizable targeting strategies for key Q1 moments, helping you spark ideas and build smarter segments to engage high-intent consumers like New Year's celebrators, Super Bowl fans, spring travelers, and more.

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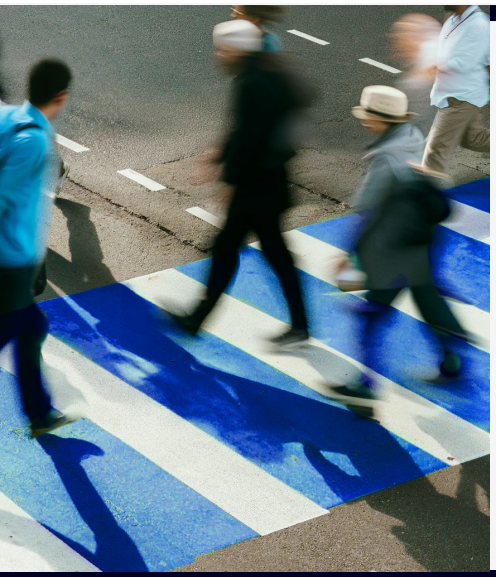


How to use this guide

Strategize: Discover segment ideas to reach high-intent Q1 audiences with greater precision at scale.

Customize: Build your own custom segments with our self-serve designer or lean on our managed service location experts.

Activate: Deploy your segments to 550+ partner platforms, or tap into our 5,000+ library of pre-built location and purchase-based segments off-the-shelf in major DSPs.

Foundational Targeting Strategies

These foundational strategies demonstrate how location signals can help you reach highly engaged audiences, whether through past behaviors or real-time context. Start here to set your base, then explore the rest of the guide for inspiration on building precise, scalable segments.

Customer Loyalty & Acquisition

Competitor Customers: Reach those who have recently visited your competitor locations, signaling they're in the market for your offering.

Lapsed Customers: Re-engage visitors who used to frequent your location but haven't been seen in the past six months.

Complementary Chains: Reach consumers who visit businesses that naturally align with your brand or offering.

Loyal Visitors: Target consumers who consistently return to your brand's locations, or your competitors', suggesting stable brand preference.

Seasonality & Time-Based Buyers

Morning, Evening, or Nighttime Visitors: Personalize your messaging based on when consumers are most active and likely to take action.

Low, Medium, or High Frequency Visitors: Segment audiences by visit frequency—like those who visit competitors often but visit you less—to prioritize conversion efforts.

Weekend Warriors: Target consumers who prefer to shop, dine, travel, and explore new places primarily on weekends.

Seasonal Buyers: Identify consumers who frequent relevant places only during specific times of the year, suggesting they're likely repeat similar behavior this season.

Recent Shopping Behaviors

Budget Shoppers: Connect with those who have recently been seen visiting discount retailers, outlet malls, or dollar stores to stretch their budgets.

Affluent Customers: Reach those who continue to frequent luxury retailers, upscale grocery stores, fine dining, and entertainment venues.

Geography & Lifestyle Context

Hobby Lifestyles: Personalize your messaging based on the places your audience enjoys, such as beaches, hiking trails, and sports stadiums.

Real-Time Visitors: Connect with consumers based on real-world, in-the-moment behaviors, whether they're near your location, visiting a competitor, or attending a live event.

Local Residents: Reach consumers who likely live near relevant locations, such as your store or complementary businesses, to enable more contextual and proximity-based targeting.

Location + Demographics

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

- Parental status
- Household Income
- Age
- Gender

Q1 Advertising Opportunities

The following sections contain recommended audiences and real-time geofencing strategies based on key Q1 tentpole events. These segments can be customized and scaled to meet your specific campaign goals.

New Year's
(Jan 1)

Kick off the year targeting shoppers stocking up on fitness products, home organization gear, and lifestyle upgrades to fulfill their personal goals.

CES
(Jan 6-9)

Engage global tech leaders, B2B executives, and early adopters as they touch down in Las Vegas, navigating expo halls, resorts, and transit hubs.

Winter/Spring Travel
(Jan - March)

Reach vacationers seeking powder, sunshine, or weekend escapes as they navigate transit hubs, head to mountain resorts, or board flights to warm destinations.

Grammy & Oscar Awards
(Feb 7 & March 14)

Capture entertainment enthusiasts and pop culture fans visiting cinemas, music venues, and theater districts ahead of Hollywood's biggest nights.

NY Fashion Week
(Feb 8-14)

Inspire trendsetters and high-intent apparel shoppers browsing designer boutiques, department stores, and luxury retail hubs.

Super Bowl
(Feb 14)

Score big with sports fans stocking up at grocery stores, gathering at stadiums or tailgates, and prepping for game-day watch parties.

Valentine's Day
(Feb 14)

Engage gift-givers and couples visiting luxury retailers, fine dining establishments, floral shops, and weekend retreat spots leading up to the holiday.

President's Day
(Feb 15)

Reach bargain seekers flocking to shopping centers, outlet malls, and major retailers for long-weekend holiday promotions.

March Madness
(March - April)

Reach basketball fans filling tournament venues, college campus hubs, and sports lounges to follow every round of the bracket action.

Spring Break
(March - April)

Target vacationing families and 18+ student travelers heading to resorts, amusement parks, and popular getaway destinations.

St. Patrick's Day
(March 17)

Toast to 21+ celebrants visiting local pubs, craft breweries, and beverage retailers as they prepare for festive gatherings.

Easter Planning
(March 28)

Connect with early spring shoppers updating home decor, purchasing holiday groceries, and building gift baskets for family gatherings.

SPOTLIGHT!

Looking to measure the success of your Q1 campaigns? Learn more about our omnichannel attribution solution to make smarter in-flight optimizations on page 17.

Holidays & Seasonal Moments



With Q1's major tentpole events overlapping, competition for consumer attention is fierce. Location-based targeting ensures your budget focuses on high-intent consumers most likely to convert.

AT A GLANCE

- Used Car Seekers
- New Year's Gym Resolutioners
- Meal Prep Shoppers
- Garden and Flower Shoppers
- Organizers & Declutterers
- Easter Travelers
- Super Bowl Watchers
- Brunch Goers
- St. Patrick's Day Celebrators

New Year's: January 1, 2027

Connect with motivated consumers investing in personal wellness, organized spaces, and fresh starts, including:

Retail Shopping

Furniture Shoppers who are currently updating their spaces, shown through visits to places like Ashley HomeStore, Ikea, West Elm, or local furniture retailers.

Home-Fitness Enthusiasts frequenting stores like Dick's Sporting Goods, Lululemon, or Target, showing interest in athletic apparel or products.

Sleep & Recovery Resetters who are prioritizing better rest for the new year, indicated by visits to specialty mattress and bedding retailers.

Home Improvement Shoppers who visit retailers like Home Depot, Lowe's, and Michaels, ready to tackle home improvement projects.

Organizers & Declutterers who are simplifying their spaces, indicated by visits to places like The Container Store and Ikea.

New Clothes Shoppers who are actively visiting malls and clothing retailers, or near your store and competitor locations.

Bookstore Visitors who visit bookstores in January, signaling desire for skill-building and personal growth.

Pet Owners who are making resolutions for their pets too, frequenting PetSmart, Petco, and boutique pet stores.

Activewear & Sporting Goods Shoppers who shop at sporting goods retailers like Nike, Lululemon, Alo Yoga, and Under Armour. This group also visits gyms and fitness centers.

Self-Care & Skincare Enthusiasts who are refreshing their personal care and beauty routines, shown through visits to retailers like Sephora, Ulta Beauty, and Bath & Body Works.

Grocery & Dining

New Year's Party Planners who visit grocery stores in the days leading up to Near Year's. Reach them in real time to influence brand preference.

Healthy Eaters & Nutrition Shoppers who are resetting their diets, indicated by visits to natural grocers like Whole Foods Market, Sprouts Farmers Market, and Trader Joe's.

Coffee & Café Regulars who are replacing late nights with early mornings, shown through frequent visits to coffee shops in January.

Meal Prep Shoppers who are preparing for the week ahead by shopping at places like Costco, Walmart, and other big box grocery stores.

Automotive

Used Car Seekers actively exploring affordable upgrades or trade-ins, identified by recent visits to used car lots and dealerships. Reach them in the moment by geofencing auto dealers while they're comparing options and ready to buy.

Luxury Car Intenders who have a high household income and have been seen at various luxury car dealerships or leasing offices.

EV & Hybrid Buyers who are signaling interest in electric vehicles through visits to Tesla, Rivian, and hybrid-focused auto dealers.

Auto Parts Shoppers who are maintaining their vehicles, seen at AutoZone, O'Reilly, and Advance Auto Parts. Depending on the frequency, this group may be in the market for a new car soon.

Lifestyle & Travel

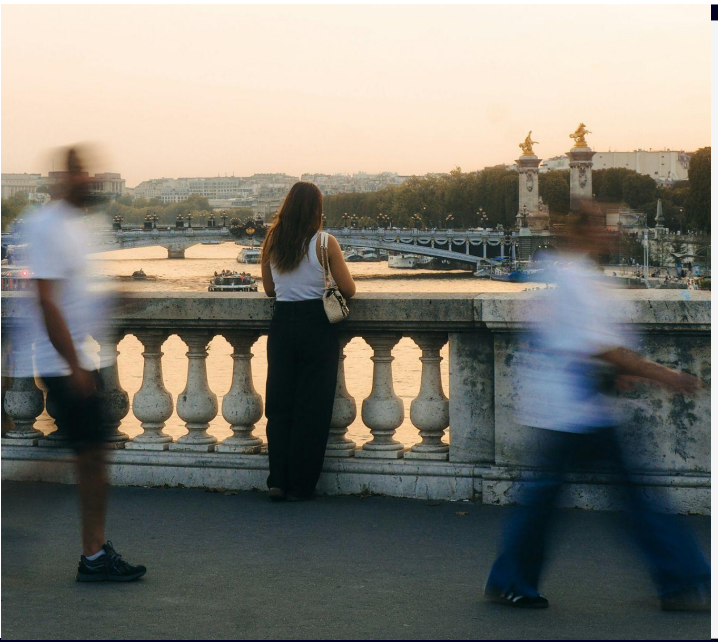
Travel Planners preparing for new adventures, frequenting travel agencies, luggage stores, and airports in January.

Beauty & Skincare Upgraders investing in new routines, spotted at beauty retailers, spas, or nail salons.

New Year's Gym Resolutioners seen at gyms at a low frequency throughout the year, but at a medium or high frequency in January.

Outdoor Enthusiasts seen frequenting hiking trails, beaches, lakes, and other outdoor adventure spots.

Business Travelers who are back on the road after the holidays, seen at airport lounges, conference centers, and city business hotels.



Did you know?

The top New Year's resolution goals are

Saving for travel	40%
Purchasing a car	25%
Buying a house	21%

Source: Stagwell

Valentine's Day: Feb 14, 2027

Reach couples and friends treating themselves to romantic outings, floral gifts, and memorable celebrations, including:

Flower Buyers with a history of visiting flower shops, which can indicate they're likely in the market for other gifts as well. Reach consumers in real time to capture last-minute bouquet buyers.

Romantic Gift Shoppers visiting clothing boutiques, jewelers, florists, and chocolate shops throughout the year, signaling they'll likely repeat behavior this Valentine's Day.

Luxury Jewelry & Watch Shoppers frequently seen at premium jewelers like Tiffany & Co, Cartier, or BVLGARI, showing an interest in high-end gifts.

Sweet Tooth Gifters who frequent candy stores, chocolatiers, and dessert shops, often purchasing sweets as holiday gifts.

Card & Gift Bag Shoppers visiting Hallmark stores, Target, or stationery shops, likely picking up cards and wrapping essentials.

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

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

Holiday Diners who reliably dine out during major occasions, including Valentine's, spotted at upscale restaurants and reservation-heavy venues.

Galentine's Day Party Planners, primarily females 18–34, celebrating friendship shown through visits to brunch spots, wine bars, and party supply stores.

Traveling Romantics planning holiday getaways, frequenting airports, train stations, or hotel booking locations in early February.

Valentine's Day meets Super Bowl LXI & Presidents Day Weekend

With three major tentpole events falling on the same day, brands face major competition for consumer attention. Here are three ideas for maximizing campaign effectiveness over the holiday weekend:

Target "Dual-Mission" Retail Shoppers - Geofence grocers, florists, and shopping malls the week before Feb 14 to engage dual-errand runners with cross-promotional messaging (e.g., *"Don't forget the roses while buying the wings"*).

Reach the "No-Football" Audience - Target consumers visiting romantic dining spots and big-ticket Presidents' Day sales retailers with no sports venue visit history, prioritizing budget on active shoppers rather than game-day watchers.

Build a "Game Day - Date Night" Hybrid Audience - Intersect stadium visitors with fine-diners. Ideal for food, beverage, and delivery brands promoting elevated, couples-focused deals related to both events.

President's Day Weekend: February 13-15, 2027

Capture motivated deal hunters scouting outlet malls, winter clearances, and doorbuster discounts, including:

Furniture & Mattress Shoppers who frequently visit stores like Ashley HomeStore, Mattress Firm, or Ikea and will likely engage with President's Day promotions.

Mall & Outlet Visitors geofenced in real time at shopping centers, capturing deal hunters while they're actively browsing.

Appliance & Electronics Shoppers seen at Best Buy or appliance retailers taking advantage of seasonal markdowns.

Auto Dealership Visitors geofenced at car lots, enabling campaigns that reach buyers as they compare options.

Super Bowl Watchers identified by frequent visits to sports bars and football venues, targeted with digital-first Presidents' Day deals for convenient online shopping.

Long-Weekend Getaway Travelers who are taking advantage of the three-day break, shown through foot traffic at regional airports, ski resorts, mountain lodges, and upscale hotels.

Apparel Deal Hunters who are historically seen at affordable apparel retailers like Gap, Old Navy, and H&M during holiday sale weekends.

Price Conscious Consumers with a history of visiting value-focused retailers like Dollar Tree, Walmart, and discount stores.

St. Patrick's Day: March 17, 2027

Connect with celebrants heading out to local pubs, craft breweries, and entertainment districts, including:

St. Patrick's Day Celebrators who are 21+ and celebrated last year, shown through visits to bars, Irish pubs, parades, beer gardens, liquor stores, and live music venues.

Festive Shoppers who are preparing for the holiday, shown through visits to party supply stores, costume shops, and major retailers selling St. Patrick's Day apparel and decorations.



Of consumers celebrated St Patrick's Day in 2026, up **10%** in the last decade.

Source: NRF

College Celebrators ages 18–24 and regularly seen near campuses and late-night eateries where St. Patrick's Day is a major event.

Day-of Party Goers who can be reached in the moment with Proximity, geofenced around pubs, parade routes, beer gardens, and show venues on St. Patrick's Day.

Nightlife Enthusiasts who are frequently seen at music venues, nightclubs, karaoke bars, lounges, and late-night restaurants.

Family-Friendly Event Goers who are parents and groups attending themed fairs, community events, or amusement parks offering holiday activities and entertainment.

Last-Minute Shoppers who are making day-of purchases, spotted at convenience stores, grocers, and liquor shops near holiday events.

Easter: March 28, 2027

Reach seasonal shoppers welcoming warmer weather and planning festive family gatherings, including:

Easter Egg Hunt Families who likely participate in egg hunts, shown through visits to parks, community centers, and local event spaces.

Springtime Apparel Shoppers who refresh their wardrobes, indicated by visits to malls, department stores, and specialty shops.

Brunch Goers who are frequenting cafes and restaurants. Reach them in real time with Proximity as they pass by brunch locations to encourage impromptu visits.

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

Toy & Candy Shoppers who are parents with young kids, shown through visits to toy stores, candy shops, and costume retailers during last year's Easter season.

Easter Travelers who are taking trips for the holiday, seen at airports, train stations, and hotels during the Easter weekend.

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

Easter Deal Seekers who can be reached in real time with Proximity while shopping spring sales at major retailers like Target, Walmart, and Costco.

Holiday Bakers & Cooks who are frequenting grocery stores, bakeries, and specialty food shops in the springtime.

DIY Crafters who are preparing for seasonal crafts, shown through visits to Michaels, Joann Fabrics, Hobby Lobby, and other craft retailers.

Seasonal Décor Shoppers who are preparing their homes for Easter, shown through visits to big-box retailers, home décor chains, and discount stores selling holiday decorations.

Floral Décor Buyers who are shopping for spring arrangements and Easter centerpieces, indicated by visits to florists, garden centers, and farmers' markets.

Foot traffic surged week-over-week across key spring retail categories during the final days before Easter.

↗ **3.7%** Department Stores

↗ **5.9%** Grocery Stores

↗ **7.6%** Arts & Crafts Stores

↗ **4.1%** Flower Stores

↗ **4.9%** Big Box Stores

Source: Foursquare

(WoW % change in visits comparing week of March 23 to week of March 30 (Easter week 2025)

Travel, Dining, & Grocery

With **visits down 5% to 8%** across travel, dining, and grocery last Q1, every impression counts. Location-based targeting ensures your budget is focused only on active, in-market shoppers based on recent real-world behaviors.

AT A GLANCE

- Wine Country Visitors
- Local Relaxers
- Snowbirds
- Theme Park Travelers
- Beach Lovers
- Golf & Resort Goers
- Dry January Participants
- Sweet Tooth Lovers
- March Madness Snackers

Winter Travel

From snowy mountain slopes to warm-weather coastal retreats, engage vacationers as they plan, pack, and hit the road, including:

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

Hotel Guests visiting hotels, resorts, and lodges in winter travel destinations, highlighting real-time vacation behavior.

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

Snowbirds frequently seen at ski resorts, mountain towns, or outdoor gear shops last winter, signaling they'll likely do so again this season.

Travel-Ready Shoppers browsing luggage retailers and visiting travel agencies, suggesting they are actively planning upcoming vacations.

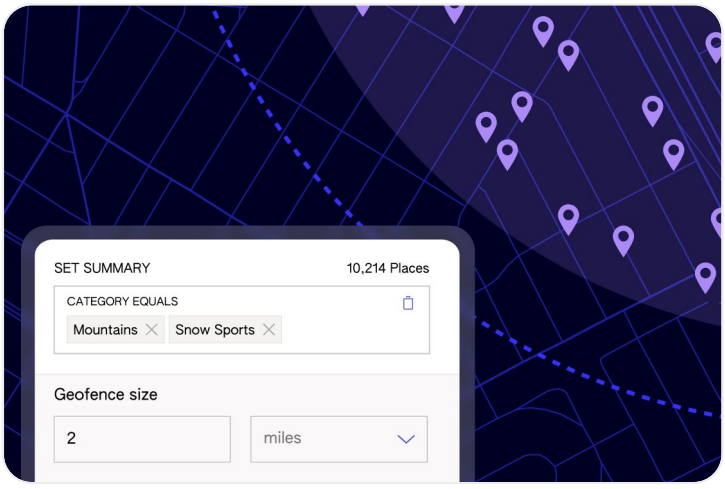
Cozy Cabin Crowd visiting home goods stores, wine shops, and boutique grocers in mountain towns or cabin-heavy regions, displaying cozy winter getaway behaviors.

Local Relaxers who have not visited airports, hotels, or major travel hubs in the past six months, suggesting they are likely staying local this winter.

Winter Activity Enthusiasts with a history of traveling for winter sports and activities, visiting ski resorts, mountainous destinations, and ice rinks during the season.

Holiday Market Explorers who can be reached in the moment with Proximity while they're actively visiting winter festivals, holiday markets, and seasonal downtown events.

Cruise Departures observed at cruise terminals in winter port cities, signaling warm-weather vacation plans.



Spring Travel & Spring Break

Connect with sun-seekers trading winter chills for coastal resorts and tropical getaways, including:

Spring Weekend Getaway Seekers staying at boutique hotels, bed & breakfasts, and mountain or coastal towns for quick spring escapes.

Vacation Planners who have recently visited a travel agency or shopped at luggage retail stores.

National Park Adventurers observed at national parks, hiking trails, and campgrounds as warmer weather draws visitors outdoors.

Flower & Garden Tourists who frequent botanical gardens, flower festivals, and arboretums during peak bloom season.

Wine Country Visitors spotted at vineyards, wineries, and tasting rooms during the start of spring touring season.

Beach Lovers who are seen visiting beaches at a high frequency throughout the 2026 year.

High Frequency Travelers who are seen frequently traveling throughout the year, indicating they'll likely travel this upcoming spring. Reach them in real-time with Proximity while they're at the airport.

Golf & Resort Goers who visit golf courses, resorts, and country clubs as courses reopen for the season.

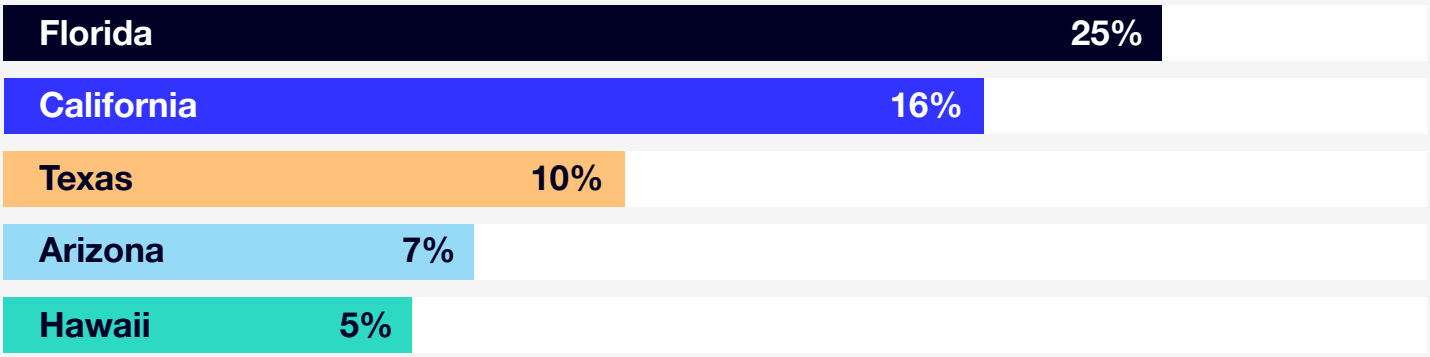
Nightlife Partiers ages 21+ traveling to nightlife-heavy destinations like Miami, San Diego, or Cancun for spring break celebrations.

Spring Break Travelers who are likely students and families frequently seen at airports, beach towns, and popular vacation destinations during March and April.

Theme Park Travelers going to amusement and theme parks during spring break. Add 'parent' filters to narrow your audience.

Cherry Blossom Travelers visiting parks and cities known for seasonal blooms like Washington, D.C., and San Francisco.

Top domestic travel locations for Spring Break 2026



Tip: Customize your audiences to exclude devices seen with frequent visits in the state, to ensure your excluding likely residents from travel promotions

Source: Survey Monkey

Q1 Dining & Grocery

Reach active foodies and everyday diners exploring fresh restaurant spots, takeout options, and culinary trends this Q1, including:

Value Grocery Shoppers visiting discount grocers, warehouse clubs, and value chains in Q1, reflecting more selective, price-sensitive shopping behaviors.

Dry January Participants who have not visited liquor stores, wine shops, or alcohol-related retailers in the month of January, signaling they'd likely prefer non-alcoholic options.

Soup & Ramen Seekers dining at noodle houses, pho spots, and soup-focused restaurants in colder months.

Sweet Tooth Lovers visiting bakeries, ice cream shops, and specialty dessert retailers year-round.

Late-Night Eaters visiting quick-service restaurants, diners, and delivery hotspots during evening hours.

Wing Night Fans frequently seen at sports bars and wing chains like Buffalo Wild Wings and Wingstop.

Sushi Diners visiting sushi bars and Japanese restaurants, reflecting a mix of weekday dining and date-night occasions.

Buffet Style Eaters who frequently visit buffets throughout the year.

Coffee & Café Frequenters frequenting coffee shops and cafés through the winter and into spring, highlighting daily routine and on-the-go behaviors.

Game Day Snack Shoppers visiting grocery stores, convenience shops, and QSRs around major sporting events like the Super Bowl and March Madness.

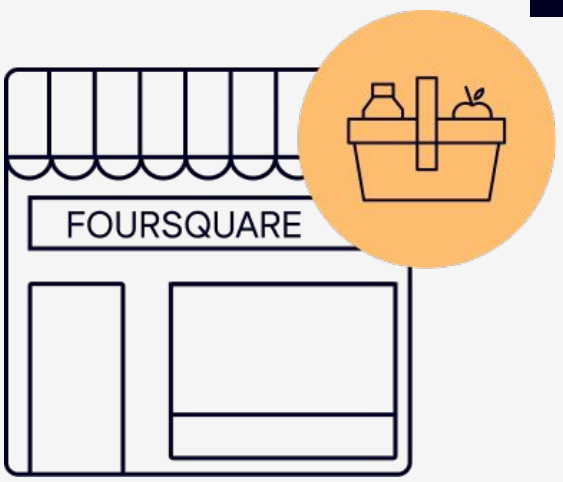
Farmers Market Shoppers returning to outdoor markets in early spring, signaling demand for fresh and seasonal produce.

March Madness Snackers visiting bars, wings chains, and QSRs during basketball games, or likely shopping for beer and snacks at grocers.

Spring Indulgence Shoppers frequenting bakeries, confectioners, and ice cream shops as warmer weather sparks seasonal cravings.

Wine & Cocktail Lovers ages 21+ visiting wine bars, cocktail lounges, and liquor stores.

Comfort Food Seekers dining at ramen shops, steakhouses, and homestyle restaurants as cold weather drives hearty meal choices.



SPOTLIGHT!

Ready-to-Use Audiences

- BevMo!
- Ralphs
- Specialty Grocery Store Shoppers
- Ice Cream Parlors
- Juice Bars and Smoothies
- Meats and Seafood
- Vegan and Vegetarian
- Affluent Foodies
- And more!

Activate today in major DSPs like
The Trade Desk, LiveRamp, and Google.

Sports & Live Events

From the Super Bowl to March Madness and award stages, viewers are locked in and exceptionally receptive to ads that match the energy of the moment.



AT A GLANCE

- Campus Athletes
- Award Show Attendees
- NBA Travel Fans
- Live Music and Concert Goers
- Snack Mix Buyer
- Pop Culture Followers
- Hockey Families
- Tailgaters
- Gen Z Fashion Enthusiasts

Super Bowl: Feb 14, 2027

Tap into fans cheering live at stadiums and sports bars, or connect with dedicated sports audiences across their daily routines, including:

Super Bowl Party Hosts who visit warehouse clubs, grocery chains, and liquor stores before game days. They have also visited football stadiums and sports bars, signaling they're football fans looking for at-home drinks and snacks.

Tailgaters observed at stadium parking lots and nearby fields before kickoff, primed for real-time football, food, and beverage campaigns.

Sunday Watch Crew frequently seen at sports bars and restaurants during football weekends, indicating they'll likely tune into the big game.

Pizza & Wing Fanatics who visit pizza and wing restaurants at a medium to high frequency throughout the year.

Game Day Bar Crowd regularly visiting sports bars, pubs, and casual dining spots during primetime matchups, signaling strong engagement with live football viewing.

Big Market NFL Fans seen around stadiums in major metros like Dallas, Chicago, and New York, representing large, high-value fan audiences.

Did you know?

Food and beverages account for

81.2%

of all Super Bowl party spending. Tailor your campaigns to consumer preferences using location-based targeting.

Source: Spiegel Research Center

NFL Super Fans who are seen frequently visiting NFL stadiums or football fields throughout the year.

Campus Athletes observed at college stadiums, fields, and gyms, as well as sporting goods retailers like Nike, Adidas, and Dick's Sporting Goods.

Team Gear Shoppers seen at athletic retailers, team shops, and fan merchandise stores, signaling strong brand affinity and purchase intent.

Grammy Awards: February 7, 2027

Engage dedicated music fans celebrating live performances, headline tours, and award-season moments, including:

Award Show Attendees seen at or near Grammy venues in Los Angeles during the event weekend, signaling real-time engagement with entertainment and celebrity culture.

Luxury Experience Seekers visiting upscale hotels, fine dining restaurants, and nightlife hotspots in Los Angeles during Grammy weekend.

Live Music & Concert Goers frequently attending concerts, music festivals, and live venues, indicating strong affinity for music and live entertainment.

After-Party Crowd seen at nightclubs, lounges, and entertainment venues following the Grammys, signaling late-night lifestyle behaviors.

NY Fashion Week: February 8-14, 2027

Connect with trendsetters and high-end apparel shoppers browsing designer boutiques, runway showcases, and premier retail hubs, including:

Gen Z Fashion Enthusiasts frequently seen at designer boutiques, fashion-forward thrift stores, and other fashion-forward retailers.

Luxury Shoppers visiting high-end retailers along Fifth Avenue, SoHo, and Madison Avenue during Fashion Week, reflecting premium shopping behaviors.

Global Travelers observed at airports and hotels around Manhattan during NYFW, reflecting inbound tourism tied to the event.

Designer Brand Loyalists shopping at flagship locations like Louis Vuitton, Chanel, or Gucci in New York during Fashion Week, showing high luxury affinity.

Did you know?

New York Fashion Week generates roughly

$887M

in economic impact annually for New York City, surpassing headline sporting events such as the U.S. Open and NYC Marathon.

Source: Fashion Week Online

Oscar Awards: March 14, 2027

Engage passionate moviegoers and award-show viewers celebrating cinema's marquee night, including:

Movie Theater Regulars seen at cinemas, IMAX locations, and independent theaters, showing strong engagement with film.

Oscar Party Hosts who visit movie theaters year-round and shop at grocery and liquor stores before major events, signaling they’re likely to host.

Pop Culture Followers while their actively visiting entertainment hubs like Times Square, Hollywood Boulevard, or theme park studio tours, reflecting strong ties to pop culture and media.

Film Festival Goers observed at major festivals like Sundance or Tribeca, highlighting cultural and cinematic interest.

March Madness: March 14 - April 5

Engage high-energy basketball crowds packing tournament arenas, sports bars, and campus hangouts, including:

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

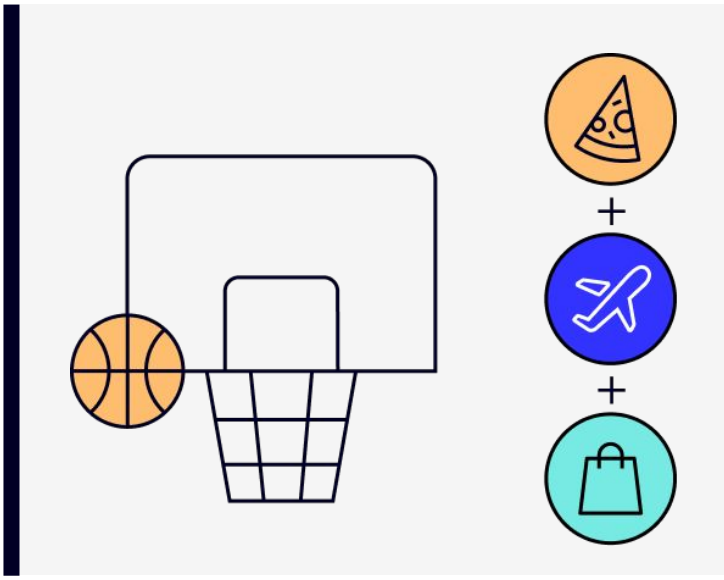
NBA Travel Fans seen at NBA markets or staying at hotels near stadiums during big game days, suggesting destination attendance or fan tourism.

Pizza and Wing Diners frequently seen visiting different pizza and wing chains during basketball season. Reach consumers dining in real time with Proximity.

NCAA Basketball Attendees seen at arenas and host cities during March Madness games, signaling strong engagement with live college basketball.

College Students & Alumni frequently visiting campus stadiums, college towns, and watch-party venues, reflecting ties to their schools during tournament season.

Sporting Goods Shoppers observed at retailers like Dick's Sporting Goods, Nike, and Adidas during March, showing demand for fan gear and basketball apparel.



NHL Season

Connect with passionate hockey fans cheering live at the rink or following every puck drop from home, including:

Game Day Attendees spotted at NHL arenas during the season, signaling strong loyalty and engagement with live hockey.

Sports Bar Hockey Viewers frequently visiting pubs, bars, and casual dining spots during primetime NHL games, showing interest in social watch parties.

Hockey Families observed at local ice rinks, training centers, and equipment retailers, reflecting deeper household involvement in the sport.

Diehard NHL Fans seen at professional arenas across last season, suggesting repeat engagement this year.

Cold Weather Market Fans seen in hockey-heavy regions like Boston, Chicago, or Minneapolis, signaling strong geographic affinity for the NHL.

Winter Sports Crossovers spotted at ski resorts, skating rinks, and cold-weather recreation areas, highlighting affinity for winter activities.

Did you know?

The NHL completed it's

4th year

in a row for record regular season attendance

Source: NHL

Off-the-Shelf Segments

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
Fast Food and QSR Diners	(Active High Spenders) Car Renters
Sports Bars	Uber Eats Customers
Fast Casual Diners	(Active High Spenders) Dating Lifestyle (Date Nighter)
New Home Owners	Alaska Airlines Customers
New Year's Celebrators	Amazon Customers
Mattress Firm	Groupon Customers
Live Near Albertsons	Wings Lovers
Vintage and Thrift	NHL Fans
In-Market Auto Intenders - All Cars (In Market Auto Buyer)	Netflix Subscribers
Value Conscious Hotel Loyalists	Business Traveler
Frequent (30d) - Bookstore Shoppers	Luxury Fashion Stores
Taxi and Car Services	(High Frequency Buyer) Furniture & Home Decor
Loyalists (90d) - Golf Enthusiasts	(Recent Repeat Buyer) Beer, Wine and Spirits
Spring Breakers	Health Food Lovers
Recent (30d) - Cold and Flu Shoppers	NFL Fans
Recent (30d) - Catering	(High Frequency Buyer) Nightlife Enthusiasts
Breweries	Airbnb Customers
Frequent (30d) - Grocery Stores & Supermarkets	Sports Fans

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 quarter.

MEDIA-AGNOSTIC FOOT TRAFFIC

Missed In-Store Opportunity

Foot Traffic ↑ Campaign Lift ↓

Strategy: Fix the Disconnect
Shoppers are active, but your campaign is not converting. Refresh creative, refine targeting, or align messaging to in-store intent signals.

Market Expansion

Foot Traffic ↑ Campaign Lift ↑

Strategy: Maximize Momentum
Demand is strong and conversions are up. Scale spend, expand high-performing audiences, and double down on what's working.

Defend Your Position

Foot Traffic ↓ Campaign Lift ↓

Strategy: Hold Steady
Evaluate performance against your category. Outperforming a declining market means you're maintaining share. Keep optimizing to hold it.

Competitive Conquesting

Foot Traffic ↓ Campaign Lift ↑

Strategy: Steal Share
Overall traffic is soft, but your campaign is driving results. Use conquesting tactics and high-intent segments to win customers from competitors.

CAMPAIGN LIFT

Q2 2027 Planning

Q2 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.

Spring

- Late Spring Shoppers
- Dad Flower Givers
- Parents of Young Kids

Mother/Father's Day

- Cards & Greeting Shoppers
- Self-Care Gifters
- Luxury Diners

Graduation Season

- College-Bound Students
- Recent Graduates
- Graduation Gift Givers

NBA Playoffs

- Basketball Superfans
- Sports Bar Regulars
- 2025 NBA Playoff Watchers

Memorial Day Weekend

- Budget Shoppers
- Millennial Apparel Shoppers
- Snack Seekers

Summer Kickoff

- Poolside Relaxers
- Beach Essentials Shoppers
- Summer Sports Enthusiasts

Foursquare Results: Real Campaign Impact

vistar media

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 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 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 Targeting account and start building custom segments once granted access.

3

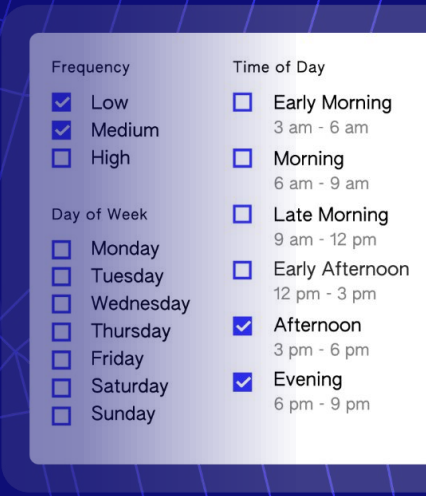
Deploy segments to over 550+ partners and channels, including digital, social, CTV, OOH, and more.

4

Charges only apply when your segments are activated on a live campaign.

FOURSQUARE

Connect real-world behavior to business outcomes



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.