



# FOURSQUARE

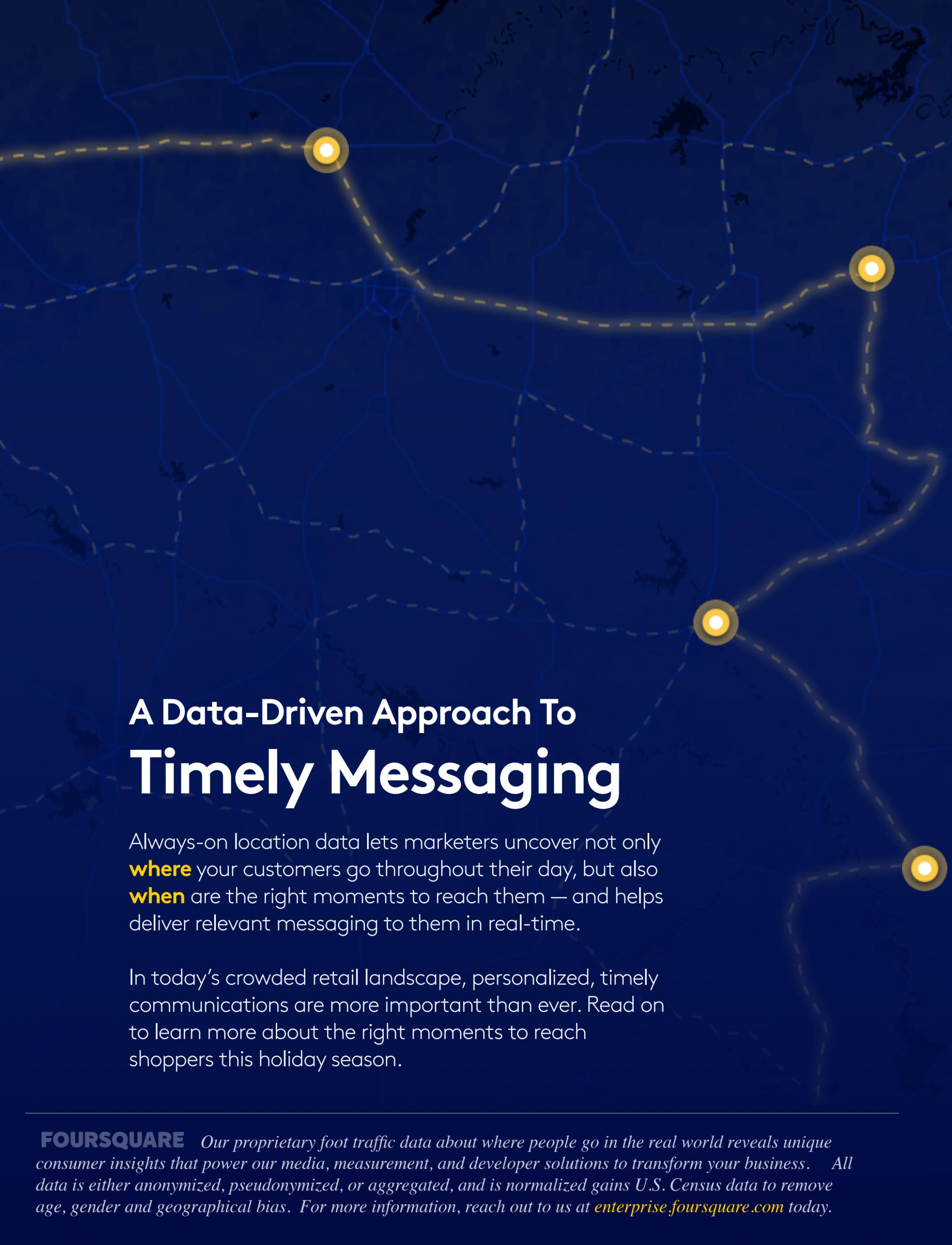
## The Best Time To Reach Shoppers This Holiday Season

*Five Key Ways To Ensure Relevant, Timely Messaging Using Location Data*

In this report, you'll learn how to...

- Capitalize On Top Shopping Days
- Influence Every Holiday Shopping Trip
- Own Moments Of Receptivity
- Deliver Messaging In Real-Time As Consumers Shop
- Elevate The In-Store Experience

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# A Data-Driven Approach To Timely Messaging

Always-on location data lets marketers uncover not only **where** your customers go throughout their day, but also **when** are the right moments to reach them — and helps deliver relevant messaging to them in real-time.

In today's crowded retail landscape, personalized, timely communications are more important than ever. Read on to learn more about the right moments to reach shoppers this holiday season.

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**FOURSQUARE** *Our proprietary foot traffic data about where people go in the real world reveals unique consumer insights that power our media, measurement, and developer solutions to transform your business. All data is either anonymized, pseudonymized, or aggregated, and is normalized gains U.S. Census data to remove age, gender and geographical bias. For more information, reach out to us at [enterprise.foursquare.com](mailto:enterprise.foursquare.com) today.*

# 1. Capitalize On Top Shopping Days

Use location data to understand when your target audience is most likely to shop, focusing promotions and activations around shoppers' existing propensities.

## OWN THE TOP 10 DAYS FOR HOLIDAY SHOPPING

LIFT IN FOOT TRAFFIC TO RETAILERS\*

#1 Black Friday **+66%**

#2 Super Saturday (Saturday Before Christmas) **+60%**

#3 Day Before Christmas Eve **+47%**

#4 Saturday One Week Before Christmas **+43%**

#5 Friday Before Christmas **+37%**

#6 Saturday Two Weeks Before Christmas **+34%**

#7 Christmas Eve **+27%**

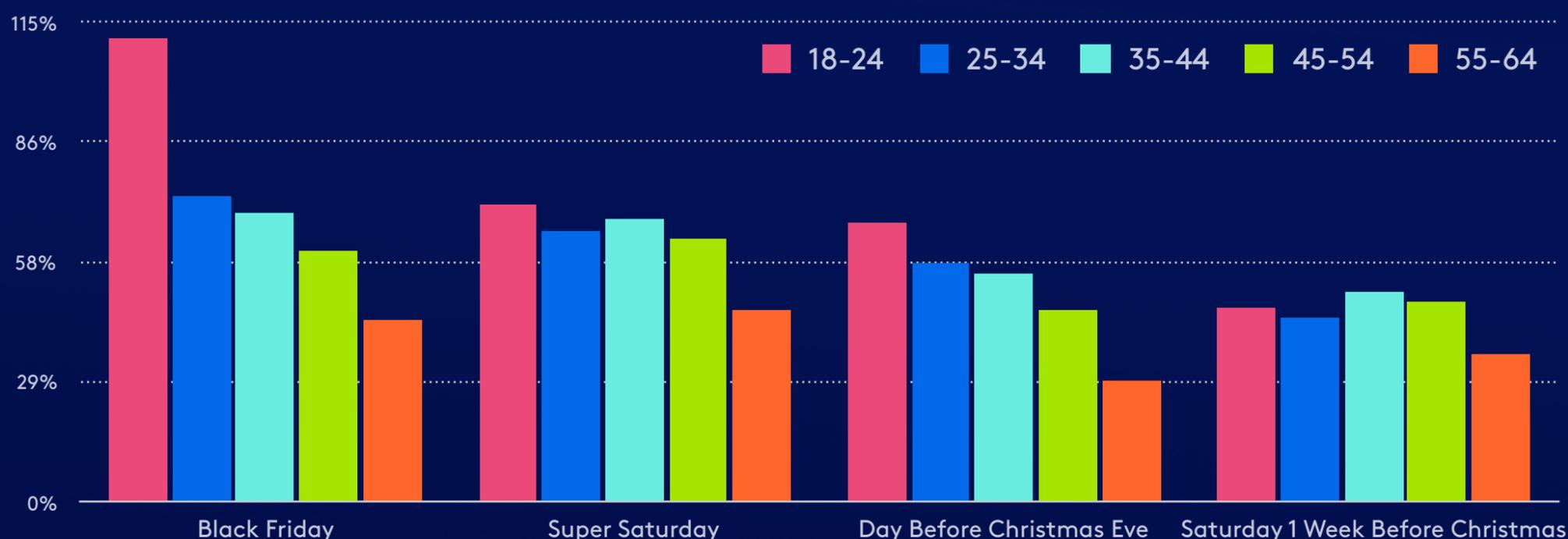
#8 Saturday Three Weeks Before Christmas **+27%**

#9 Wednesday Before Thanksgiving **+26%**

#10 Small Business Saturday **+23%**

## TAILOR TIMING TO DIFFERENT AUDIENCES

LIFT IN FOOT TRAFFIC TO RETAILERS BY AGE\*



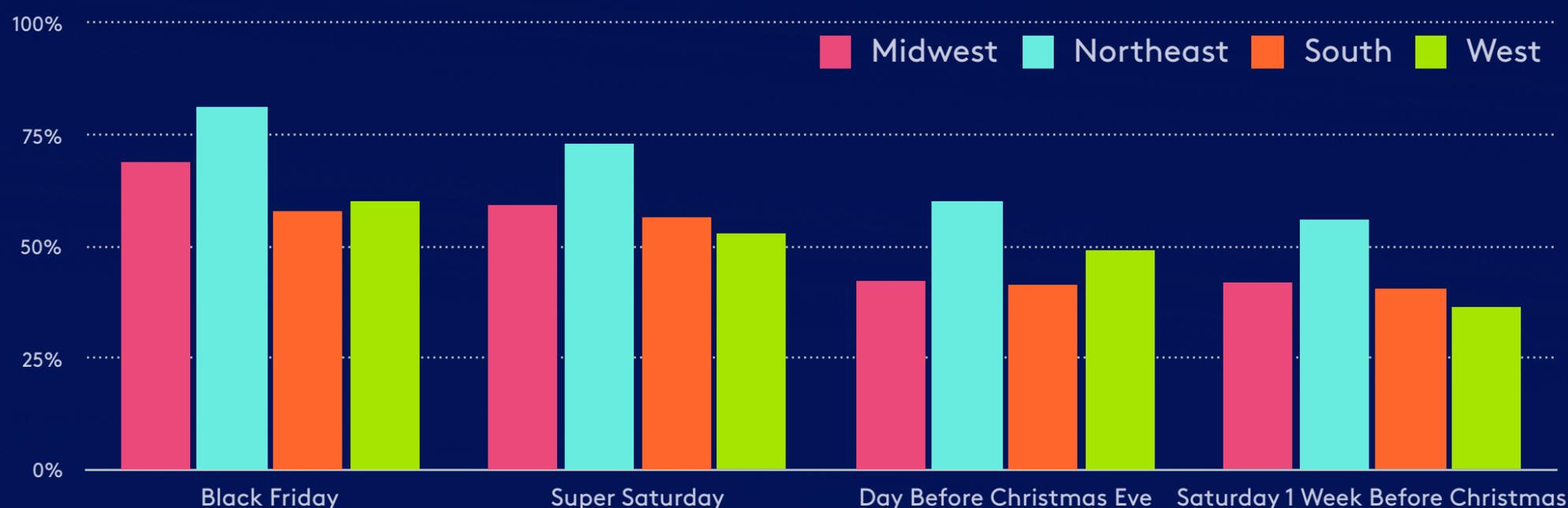
**KEY INSIGHT:** Digital natives don't wait around for Cyber Monday — in fact, location data shows that shoppers 18-34 actually drive the greatest lift in foot traffic to retailers on Black Friday, as well as on the Saturday before Christmas and the day before Christmas Eve.

\*Lift as compared to an average day in Q4

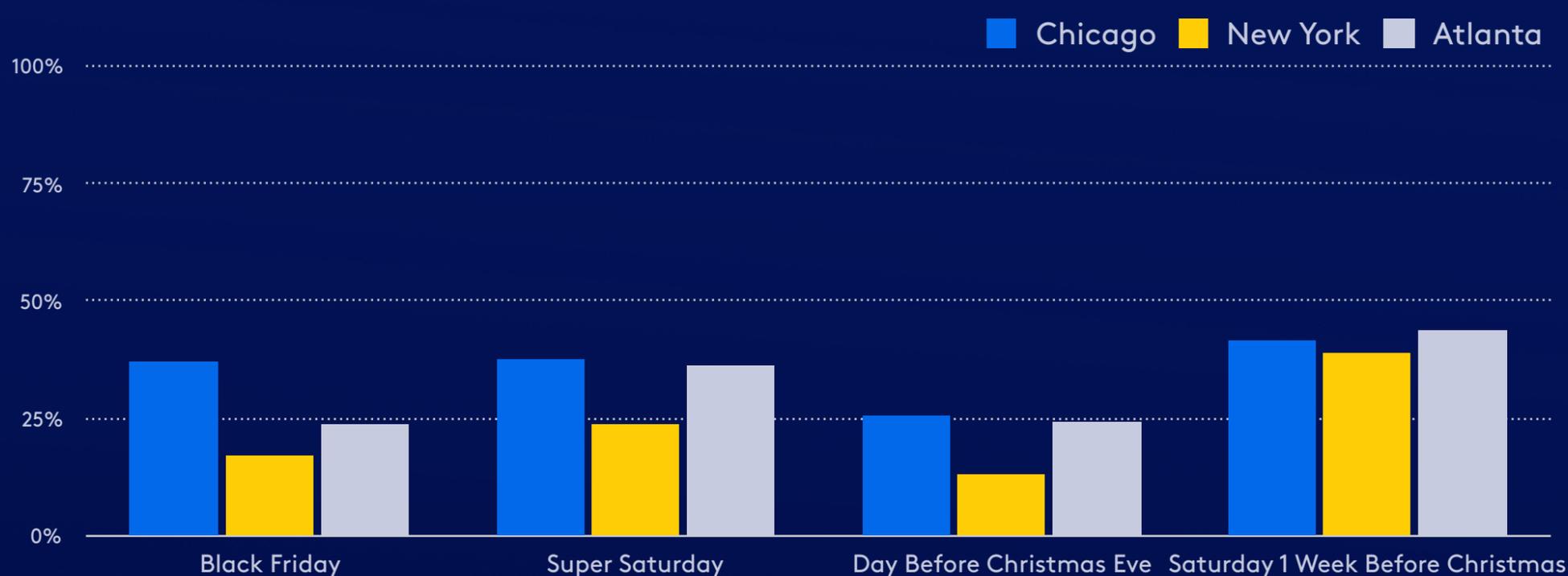
# 1. Capitalize On Top Shopping Days (Continued)

## TAILOR TIMING TO DIFFERENT REGIONS & MARKETS

LIFT IN FOOT TRAFFIC TO RETAILERS BY REGION



LIFT IN FOOT TRAFFIC TO RETAILERS BY DMA



### KEY INSIGHTS:

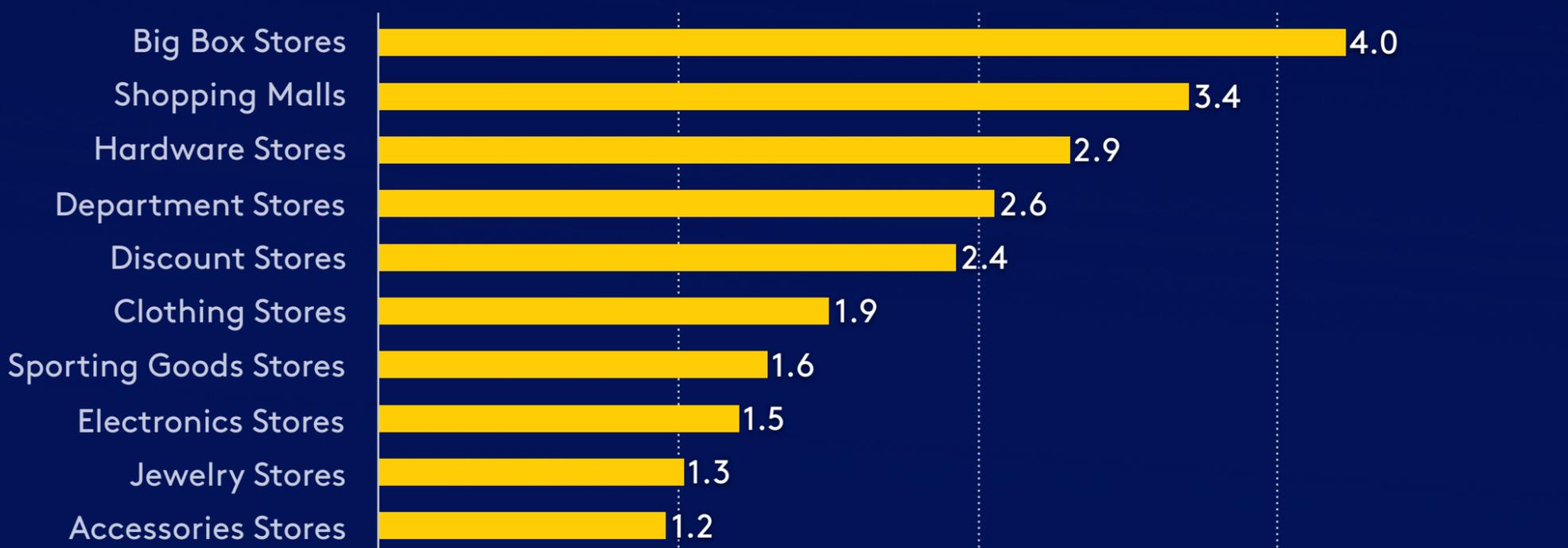
- While the top four holiday shopping days were consistent across regions, in major metropolitan areas such as New York, Chicago and Atlanta, the Saturday one week before Christmas is actually the busiest day for holiday shopping.
- These major cities also saw smaller lifts in foot traffic, versus the country overall

\*Lift as compared to an average day in Q4

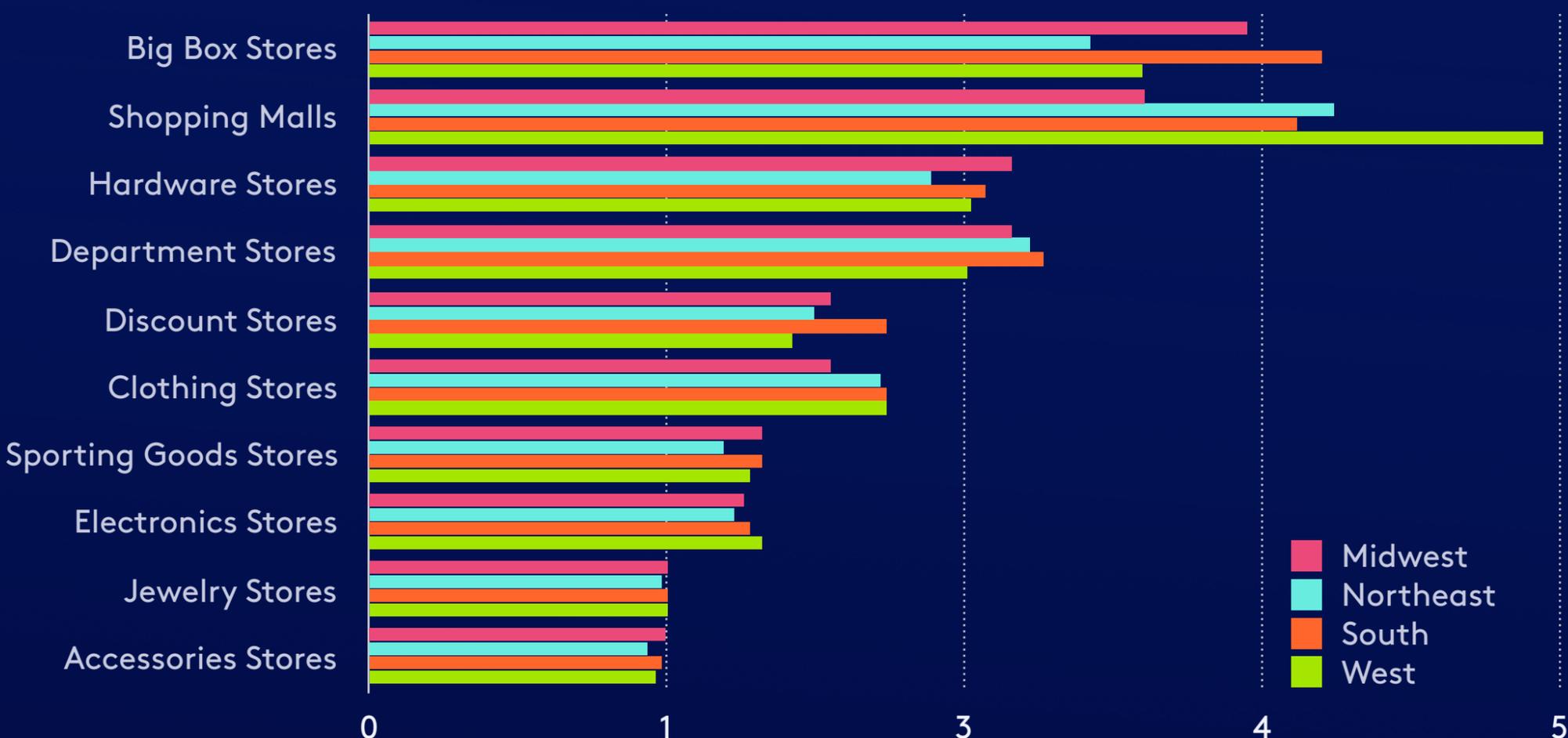
## 2. Influence Every Holiday Shopping Trip

Understand consumers' average visit frequency to a given category over the holidays — each trip represents an opportunity to influence buyer behavior.

AVERAGE NUMBER OF HOLIDAY SHOPPING TRIPS BY CATEGORY



AVERAGE NUMBER OF HOLIDAY SHOPPING TRIPS BY REGION



**KEY INSIGHT:** One-stop-shops are the most visited retail locations over the holidays, while specialty stores see fewer visits. Malls are visited more often in the West and Northeast, while big box stores are visited more often in the South and Midwest.

# 3. Own Moments Of Receptivity

A person's physical location can serve as a valuable indicator of their mindset. Savvy brands are intercepting consumers in places they go before a shopping trip where they're likely to be idle or bored and on their phones.

## CAPTIVATE CONSUMERS WHEN THEY'RE MOST RECEPTIVE TO MESSAGING

TRIGGER MOBILE ADVERTISING OR PUSH NOTIFICATIONS WHILE THEY'RE....



### RUNNING ERRANDS

post offices, dry cleaners, banks, shipping stores, car washes, laundromats



### IN TRANSIT

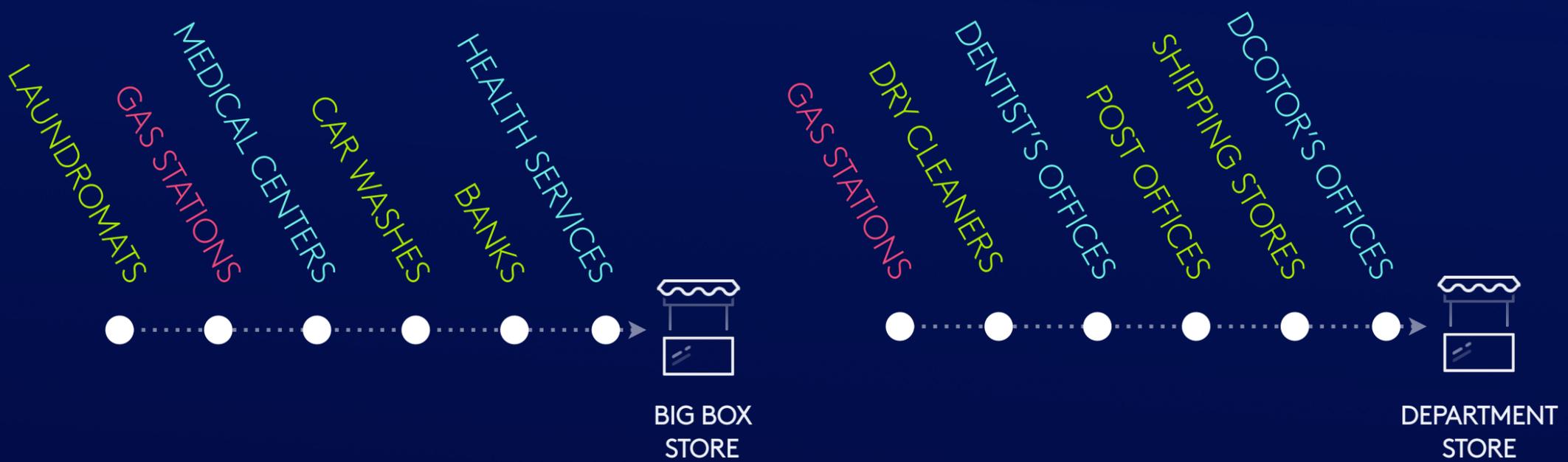
train stations, bus stops, airport gates, gas stations, rest areas



### WAITING FOR CARE

doctors offices, dentists offices, urgent cares clinics, medical centers

USE THESE MOMENTS TO MAKE AN IMPACT BEFORE THEY EVEN REACH THE STORE



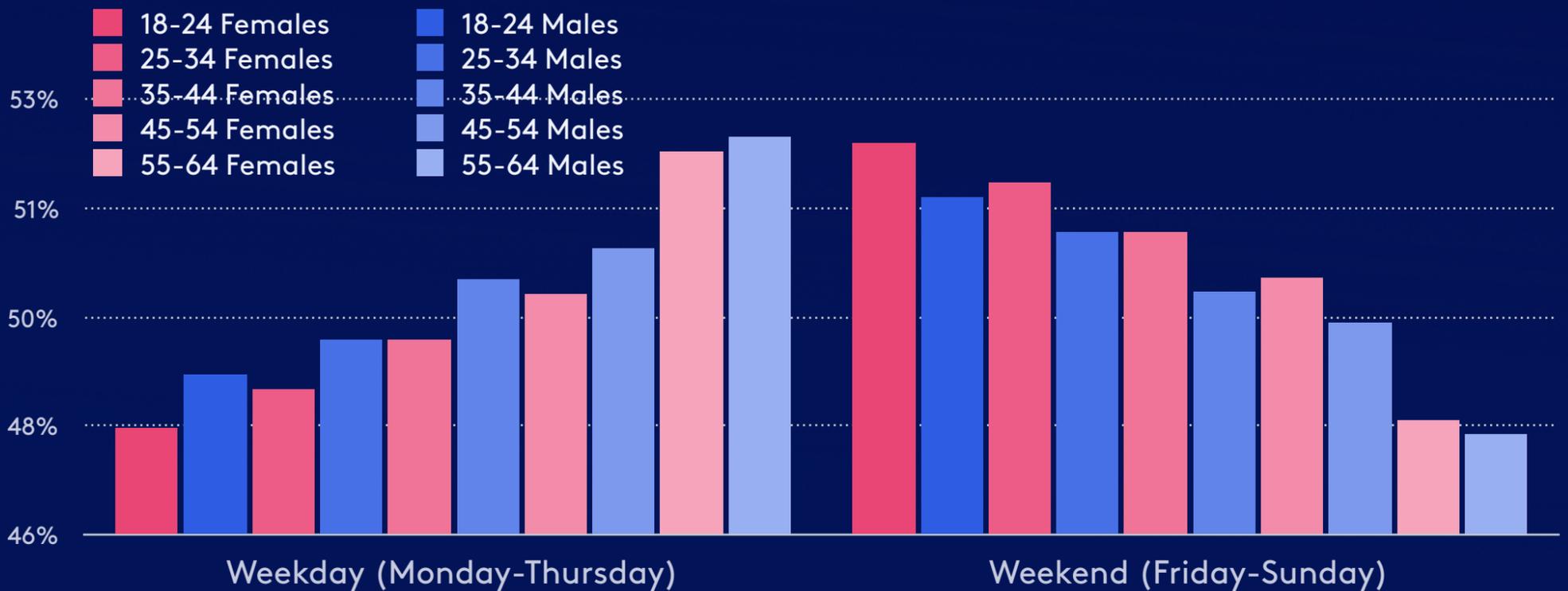
Places visited before, rank ordered based on indices, data available upon request

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## 4. Deliver Moment-Based Messaging

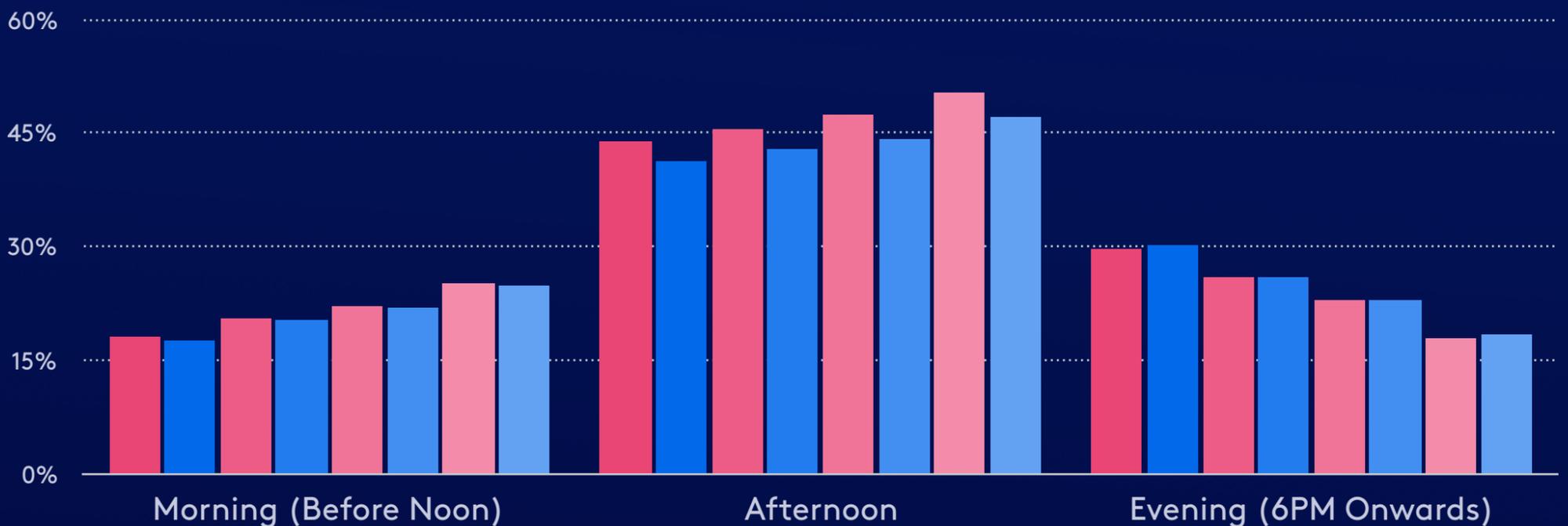
Reach your target audience when they're most likely to be shopping, influencing buyer behavior.

SHARE OF HOLIDAY FOOT TRAFFIC TO RETAILERS BY DAY OF WEEK



**KEY INSIGHT:** Younger audiences shop more on the weekends, while older audiences shop more during the week.

SHARE OF HOLIDAY FOOT TRAFFIC TO RETAILERS BY HOUR OF DAY

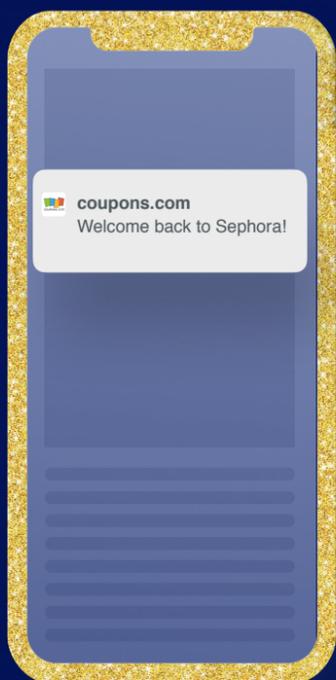


**KEY INSIGHT:** Younger audiences 25-34 tend to shop later into the evening, while older audiences (particularly females) do their holiday shopping earlier in the day.

## 5. Elevate The In-Store Experience In Real-Time

Surface personalized recommendations and offers for holiday shoppers in real-time while they shop, making their experience easier and more enjoyable.

When a holiday shopper enters your store or another relevant location, such as a mall or a competitor's store nearby, use location technology to...



### BOOST APP ENGAGEMENT

Engage your customers with context-aware notifications by embedding passive location awareness in your app.

Want to learn more about our developer tools? Visit [enterprise.foursquare.com](https://enterprise.foursquare.com) today.

FOURSQUARE  
PILGRIM SDK

#### Move the Metrics That Matter

*App Engagement Rate*

*Conversion Rate*

*Store Traffic*

*Customer Satisfaction*



### ENHANCE ADS' RELEVANCE

Captivate shoppers with the right content using best-in-class location-based advertising.

Want more information about our media solutions? Reach out to us at [enterprise.foursquare.com](https://enterprise.foursquare.com) today.

FOURSQUARE  
PINPOINT

#### Move the Metrics That Matter

*Brand Awareness*

*Consideration*

*Store Traffic*

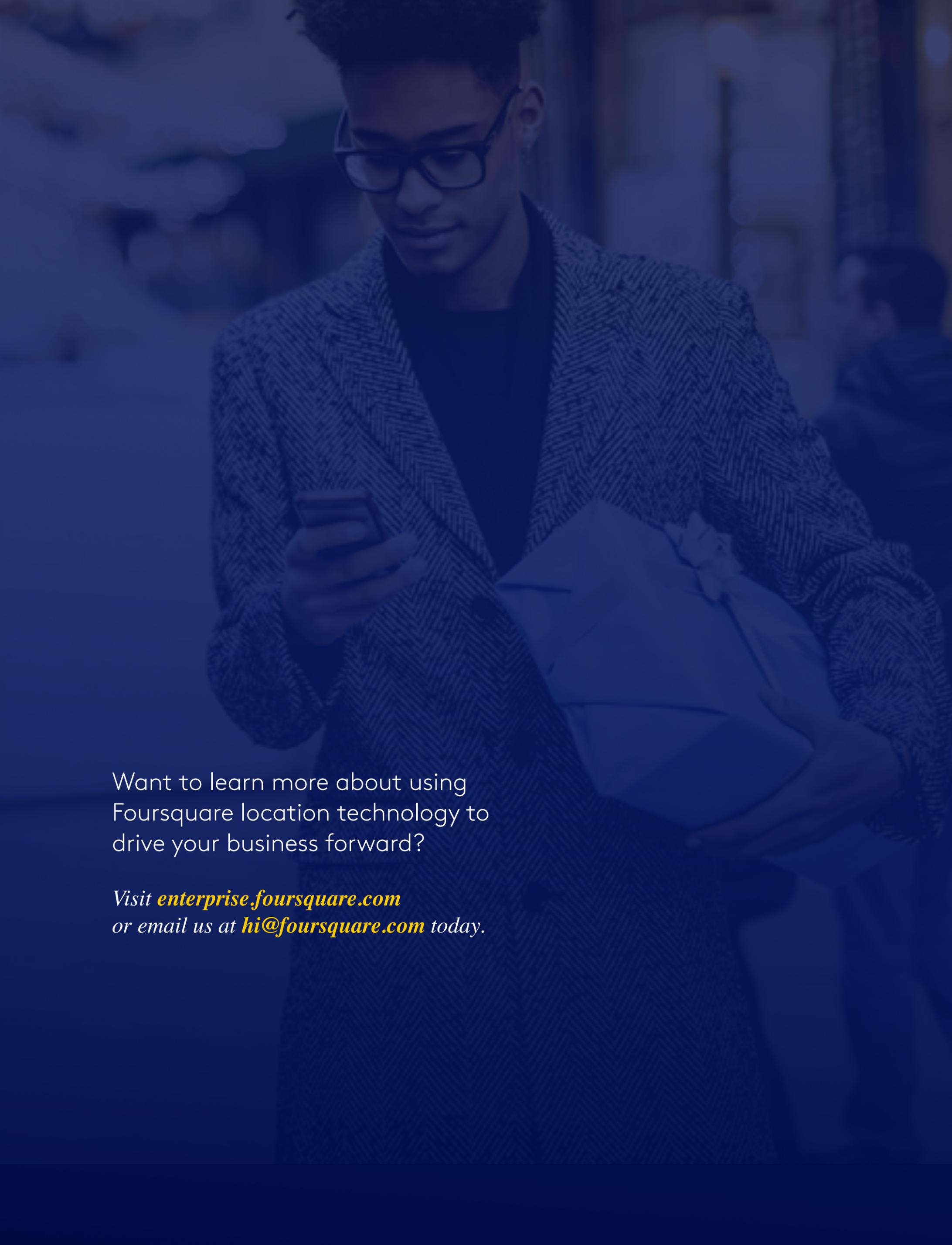
*Conversion Rate*



# 5 Key Ways To Deliver Messaging In The Right Moments

Location shows not only **where** to reach consumers but also **when**, revealing key moments when consumers are most likely to be influenced by messaging and driven to visit a store.

- **Own Top Shopping Days** - Capitalize on the busiest days of the year for holiday shopping, tailoring timing to different audiences and regions
- **Influence Every Shopping Trip** - Take each visit to your category over the holidays as an opportunity to captivate shoppers
- **Tap Into Moments Of Receptivity** - Reach holiday shoppers when they are likely idle or bored on their phones
- **Deliver Moment-Based Messaging** - Intercept your target audience when they're most likely to do their holiday shopping
- **Elevate The In-Store Experience** - Surface content and offerings for holiday shoppers in real-time while they shop



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Foursquare location technology to  
drive your business forward?

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