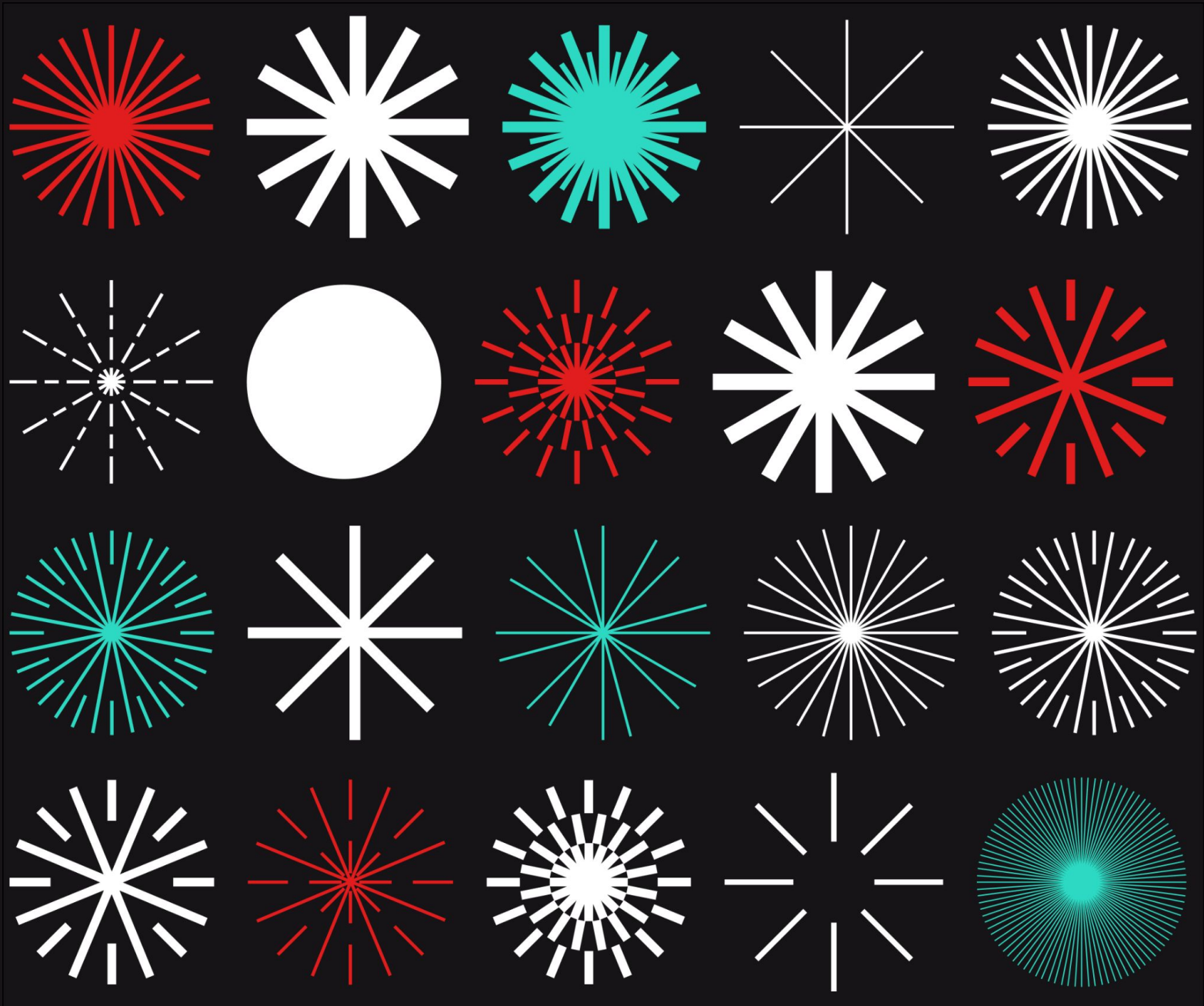


FSQ

# 2024 Holiday Season

## Location Strategy Guide

Harness the power of [location data](#) to maximize customer acquisition, retention, and growth with Foursquare Audience, Proximity, and Attribution for your Holiday Season campaign.



Access the [Targeting Designer](#) to get started or visit our [customer support portal](#) for further assistance. Reach out to our team to learn more about [Attribution](#) and visit our [website](#) to explore our product portfolio.

FOURSQUARE

## Light Up Your 2024 Holiday Campaign With Foursquare

The holiday season is the best advertising opportunity of the year as consumer spending soars. However, reaching your target audience amidst the surge of holiday campaigns can be challenging.

Location data is the key to ensuring that your advertising makes an impact as it provides insights into consumer behavior and is a strong indicator of intent. Leverage Foursquare Targeting and Attribution to cut through the noise and engage with consumers during this bustling period, ensuring your messages reach the right audience at the right time.

### Why Foursquare?



#### Unmatched Quality

We have the most sophisticated data methodology powered by graph technology, human-verified check-ins and visits from unique devices, to snap people to places with precision using our multi-sensor stop detection.



#### Trusted Expertise

With 15+ years of experience, we are the undisputed industry leaders in location technology. Our platform capabilities coupled with access to an expert customer success team enables you to maximize your advertising to reach your KPIs for your holiday campaign.



#### Omnichannel Integrations

We're integrated with 550+ partners, so you can target holiday shoppers across every channel, and measure your campaigns' impact everywhere you advertise, comparing performance in a single UI.



#### Privacy Forward

Data privacy is our priority. We provide consumers with transparency and control over their data. We regularly audit our data partners, and are vocal advocates of federal privacy legislation in the US.

Explore Foursquare's product portfolio for marketers, which includes Foursquare Audience, Proximity, and Attribution— the perfect combination for customer acquisition, retention, and growth.

#### Audience

Create highly-customized audiences to reach your ideal consumers based on their real-world and online behavior in our self-serve UI and to deploy to your preferred platforms.

For immediate activation, select from 1200+ Ready-to-use Audience segments.

#### Proximity

Build custom geofences to reach consumers based on where they are in real-time during key moments of receptivity in our self-serve UI and deploy to your preferred programmatic platform.

Choose point-radius or polygon geofencing for highly precise targeting.

#### Attribution

Measure the impact of your advertising with a range of metrics and omnichannel data cuts in our UI to understand your customers and plan future campaigns.

Make strategic decisions with access to actionable reporting for mid-flight optimizations.

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## **Reach Consumers During the Holiday Season With Foursquare Targeting**

The end of the year is full of festivities like Thanksgiving, Black Friday, Christmas, and New Years. This drives significant consumer movement as they shop for gifts, prepare for festive gatherings, and travel during the winter months. This guide highlights key consumer personas to target during the holidays and strategies to cut through the noise, hit your KPIs, and maximize campaign ROI.

### **Holiday Season Deal Shoppers**

At the end of the year, savvy holiday season deal hunters are on the lookout for the best discounts. These consumers have a wishlist of items that they save to purchase during Black Friday and Cyber Monday, scouring online and in-store deals to maximize their savings. Target these customers in the weeks leading up to Black Friday emphasizing limited-time offers, exclusive discounts, and early-bird specials to capture their attention and drive sales during the end-of-year shopping frenzy.

### **Holiday Season Gift Givers**

Reach thoughtful holiday season gift givers. With a long list of family and friends to shop for, these consumers seek meaningful and unique presents. They do a bulk of their shopping during the first two weeks of December and mid-December is the best time to reach last-minute gift shoppers as they visit malls, department stores, outlet chains, etc. Highlight personalized gift options, bundled deals, and convenient shopping experiences to help these consumers find the perfect gifts while enjoying the end-of-year savings.

### **Holiday Season Hosts**

Engage with dedicated holiday season hosts that love creating memorable gatherings for their loved ones. They look for deals on festive decorations, gourmet food, and entertainment essentials during Black Friday and Cyber Monday to enhance their holiday parties. Reach these consumers as they visit grocery stores, party supply stores, and big-box retail locations with messages that emphasize bulk discounts, stylish home décor, and exclusive culinary offers to help them host the perfect celebrations.

### **Holiday Season Travelers**

There is a spike in travel during the holiday season as consumers plan trips to visit family or explore new destinations. Eager to find the best travel deals, these consumers tend to book their travel in advance. To reach these consumers, advertisers should focus on promoting limited-time travel deals, flexible booking options, and exclusive holiday packages to help them make the most of their holiday journeys. Reach travelers on the go as they visit airports, train stations, hotels, resorts, car rental companies, tourist locations, etc.

## **Build Custom Audience and Proximity Segments**

### **Holiday Season Deal Shoppers**

Holiday shopping kicks off with Black Friday and Cyber Monday as consumers often wait months to shop for clothes, electronics, home goods, etc. during the sales. Foursquare data shows outlet malls and stores see an +83-86% increase in foot traffic during the week of Black Friday compared to the previous three weeks.

#### **Black Friday and Cyber Monday Shoppers:**

Reach consumers who were seen shopping during Black Friday and Cyber Monday weekend last year at shopping centers, malls, big box stores, department stores, outlet malls, home goods stores, and other major retailers.

**Trendy Fashion Shoppers:** Reach shopping enthusiasts who keep up with trends and visit malls, shopping centers, and boutiques often. These consumers frequently shop at popular retailers and will likely leverage Black Friday deals to revamp their wardrobe.

**Value-Conscious Consumers:** Reach consumers whose location history indicates that they are price-conscious and likely will be interested in Black Friday deals and discounts. This includes people seen shopping at outlet malls, dollar shops, and discount stores over the past year.

**Malls and Department Stores:** Use Proximity to reach consumers in real-time while they are shopping at a mall or department store to generate awareness among consumers when they are in the shopping mindset. Locations include Macy's, Bloomingdale's, Local Malls, Nordstrom, etc.

#### **Tip: Mix and match across related Audience categories**

Grow your campaign scale by adding audiences across interests, behavioral categories, and verticals. You can also add Foursquare's pre-built Ready-to-Use Audience segments into your custom audience build to increase scale and include key demographics with ease.

**Sneakerheads:** Reach consumers looking to expand their sneaker collection. These consumers have been seen shopping at sneaker-specific retailers over the past three months and will likely browse for deals. These consumers may also demonstrate an online interest in shoe shopping through their search, sharing, and content viewing.

**In-Market Tech Enthusiasts:** Reach consumers that are actively looking to buy new tech devices during the sale. They have been seen shopping for mobile phones, headphones, tablets, laptops, televisions, gaming consoles, etc. in the past month. Locations include Best Buy, Sony, InMotion Entertainment, Brookstone, Fry's Electronics, etc.

**In-Market Auto Buyers:** Reach consumers interested in leveraging these deals to purchase or lease a vehicle. They have a history of visiting car dealerships and are removed from the segment after a 3-month lapse in visitation. They may have an online interest in vehicle shopping through their search, sharing, and content viewing.

**Loungewear Shoppers:** Reach consumers whose location history indicates they have shopped at loungewear and athleisure retailers and deliver them Black Friday deals and messaging. These locations include Anthropologie, Nordstrom, J.Crew, Aerie, Lululemon, Nike, Adidas, Athleta, Patagonia, etc.

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**Frequent Retail Shoppers:** Reach consumers that enjoy shopping. They were seen visiting retailers across a variety of verticals with high frequency in the past 1-3 months. These consumers may also demonstrate an online interest in clothing shopping, apparel, women's clothing, or men's clothing.


**Outdoor Shoppers:** Reach consumers outdoor enthusiasts who want to capitalize on Black Friday deals and buy new outdoor apparel. These consumers have been seen shopping at outdoor retailers such as REI, Dicks Sporting Goods, Bass Pro Shops and Academy Sports + Outdoors, etc.

**Beauty Enthusiasts:** Reach consumers that are avid beauty enthusiasts. They were seen frequently at retailers like Sephora, ULTA, and Sally Beauty Supply. Layer in online interests in beauty, makeup, cosmetics, and perfumes.

**Menswear Shoppers:** Reach men that in the past 1-3 months have been seen shopping at retailers like Men's Wearhouse, Brooks Brothers, Bonobos, Levi's, J. Crew, Banana Republic, Club Monaco, Cole Haan, Hugo Boss, Polo Ralph Lauren, Tommy Bahama, Eddie Bauer, Active Ride Shop, etc.

**Tool & Supply Stores:** Reach consumers who are known to regularly shop at major hardware and supply stores and will likely be interested in browsing Black Friday deals. Locations include Home Depot, Lowes, ACE, etc. and are potentially interested in your product.

**Office Wear Shoppers:** Reach consumers looking to refresh their office wardrobe and are looking to buy office-appropriate clothing. They have visited locations like Ann Taylor, Banana Republic, J Crew, Gap, Uniqlo, T.J. Maxx, etc.

 **Did you know?** There are over 110,000 department stores available in the Foursquare Proximity Designer across the United States for you to geofence and reach shoppers in real-time during the week of Black Friday.

**Gen-Z Recent Furniture Shoppers:** Reach consumers aged 18-24 whose location history indicates they have moved in the past 1-3 months and will likely buy furniture during Black Friday. These consumers have visited locations like moving services, storage companies, UHaul, Student Movers, etc. They also demonstrate an online interest in home furnishing.

**Home Improvement Shoppers:** Reach consumers looking to upgrade their homes during the sales. They have been seen at mattress stores and home decor locations like IKEA, West Elm, Sleepy's The Mattress Professionals, Ashley Furniture HomeStore, Bob's Discount Furniture, etc. in the past 1-3 months.

**Pet Owners:** Reach consumers looking to buy supplies or toys for their furry friends. They have been seen shopping at locations like PetSmart, Petco, Pet Central, etc. Use the Pet Owners ready-to-use Audience segment to add scale.

**Mattress Shoppers:** Reach consumers currently in the market for a new mattress and will likely buy one during Black Friday. They have recently been observed shopping at mattress stores like Serta, Sealy, Sleep Number, Select Comfort, Corsicana Bedding, Comfort Solutions, Casper, Nature's Sleep, Quality Sleep, Mattress Firm, Original Mattress Factory, Mattress City, etc.

**Home Improvement Stores:** Use Foursquare Proximity to reach consumers who are working on a home improvement project in real-time while they are shopping. Geofencing retailers such as hardware stores, DIY shops, home appliance stores, and home furnishing, decor, and lighting locations.

**Sporting Gear:** Reach consumers looking to leverage the sales to buy new sports gear. They have a location history of visiting sports facilities like tennis courts, basketball courts, football fields, golf courses, etc.

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## **Holiday Season Gift Givers**


Target consumers who are looking to buy gifts for their friends and family in the month of December. Foursquare data indicates that specialty stores benefit the most during the holiday shopping season and typically see a +20-37% increase in foot traffic. The last call for gifts to ship is typically December 10-15, so consumers tend to visit malls and department stores for gifts during the second and third week of December.

**Mall Crawlers:** Use Foursquare Proximity to geofence malls during the month of December to reach people in real-time as they buy gifts for the holiday season. Deliver holiday gift messaging to them to keep your brand top of mind and drive foot traffic to your store locations.

**Gift Shoppers:** Reach consumers whose location patterns indicate a strong interest in gift shops. They have been observed visiting gift shops at a high visitation frequency. Locations include perfume stores, greeting card shops, and high-street jewelry stores such as Tiffany's, Pandora, Montblanc, etc.

**Last-Minute Gift Shoppers:** Reach consumers seen out and about the week before Christmas. Use Proximity to geofence locations like big box stores, discount stores, department stores, and warehouse stores to deliver them with Christmas messaging as they shop for gifts.

**Female Gift Shoppers:** Reach consumers who have been seen shopping for gifts at locations such as jewelry stores, florists, and decor retailers. Locations include Williams-Sonoma, Sur La Table, Le Creuset, Pottery Barn, Chico's, La Perla, Tiffany & Co, Pandora, Anthropologie, Aritzia, Lane Bryant, Eileen Fisher, etc.

 **Did you know?** There are over 170M devices in the "Gift and Novelty" Ready-to-Use Audience segment available in the Foursquare Audience Designer for easy activation or to add scale to your custom segment.

**Jewelry Gift Givers:** Reach gift shoppers whose location history indicates they are looking to buy jewelry. They have been seen visiting jewelry and watch retailers such as AMP Monaco, Pandora, Tag Heuer, Monica Vinader, Mejuri, Brilliant Earth, etc. within the past month.

**Luxury Jewelry & Watch Gift Givers:** Reach affluent gift-givers who have an HHI of \$100k+ and are frequently seen at jewelry shops. These consumers have shopped at auction houses, Cartier, Rolex, Van Cleef & Arpels, Bulgari, Harry Winston, Piaget, etc. within the past month.

**Luxury Department Stores:** Reach consumers in real-time while they browse luxury department stores to encourage them to shop for a gift. Use Proximity to geofence locations like Saks Fifth Avenue, Nordstrom, Bergdorf Goodman, Dillards, Bloomingdale's, Neiman Marcus, etc.

**Male Gift Shoppers:** Reach consumers who have been seen shopping for gifts at watch stores or sporting goods stores. Locations include Cabela's, REI, Bass Pro Shops, Alex Mill, Filson, Todd Snyder, Champion, etc. and retailers who specialize in men's apparel and accessories.

**Affluent Fashion Shoppers:** Reach consumers that tend to shop at high-end and luxury stores. In the past year, they have shopped at stores Louis Vuitton, Chanel, Hermes, Prada, Gucci, Balenciaga, Mulberry, Valentino, Chloe, Miu Miu, YSL, etc. and might buy their loved ones gifts at these stores.

**Luxury Special Occasion Gift Shoppers:** Reach consumers who have a history of shopping at luxury retail stores during major holidays throughout the year. Layer in online interests to capture consumers whose online activity indicates their interest in luxury goods.

**Husbands or Partners:** Reach consumers whose location history indicates they are high-earning, husbands or partners. They have an HHI of \$100k+ and have been seen at gift shops, perfume stores, bakeries, florists, and fine jewelry stores frequently within the past year as they look for a gift for their partners.

**Retail Store Loyalists:** Reach consumers that are loyalists to a specific retail store by selecting that retail chain within the Foursquare Audience Designer. Filter the segment to only include consumers that visit that retail chain frequently and deliver them holiday-themed messaging.

## **Holiday Season Hosts**

Reach consumers looking to elevate their holiday gatherings with festive decorations, gourmet foods, stylish tableware, and new homeware. These consumers are likely organizing Thanksgiving dinners, Christmas parties, or hosting friends and family at their homes during the winter holidays and want to create unforgettable memories for their loved ones. Target them as they plan and prepare for these occasions.

**Thanksgiving Entertainers:** Reach consumers who are planning and preparing to host Thanksgiving dinner. They have recently been seen visiting grocery stores, wholesale and big box stores, liquor and wine shops, or specialty food stores such as butchers, cheese, chocolate, and dessert shops.

**Supermarket Shoppers:** Reach consumers as they buy groceries for Thanksgiving. Use Proximity to geofence supermarkets to reach consumers while they shop to keep your products top of mind and influence their purchasing decisions. Locations include Whole Foods, Trader Joe's, Kroger, Sprouts Farmers Market, Raley's, Natural Grocers, Stop & Shop, etc.

**Christmas Tree Shoppers:** Reach consumers that were observed shopping for Christmas trees the year before and will likely buy one this year. There are 4000+ Christmas tree locations within the Audience Designer and adjust the lookback window to select consumers that visited these locations last December.

**Wives or Partners:** Reach consumers whose location history indicates they are high-earning, wives or partners. They have an HHI of \$100k+ and have been seen at stores that cater to men's clothing or jewelry around Valentine's Day or Father's Day to buy a gift for their partner in the past year.

**Sunglasses Shoppers:** Reach consumers looking to buy sunglasses as a gift. Use Proximity to geofence popular sunglass locations like Sunglass Hut, Specsavers, Ray-Ban, MOSCOT Shop, etc. and deliver them holiday-themed messaging to keep your brand top of mind.

**Holiday Entertainers:** Promote your brand to consumers who are planning holiday dinners or hosting people during the winter holidays. Use Foursquare Proximity to reach these consumers in real-time as they shop by geofencing big box retailers, home decor stores, specialty party stores, and grocery chains in November and December.

**Wholesale Club Shoppers:** Reach consumers likely to host a large party as they shop for supplies. Their location history indicates that they frequently shop at wholesale club retail locations and will likely shop for food, decorations, and clothes the week before Thanksgiving at wholesale club stores. Locations include Costco, BJ's Wholesale Club, Sam's Club, etc.

**Christmas Party Hosts:** Reach consumers over the age of 21 that visit specialty party stores, liquor stores, big-box retail stores, warehouse stores, grocery chains, etc. leading up to Christmas. These consumers hosted parties during Christmas the year prior and are highly likely to host a party this year.

**Home Chefs:** Reach consumers that likely enjoy cooking gourmet meals. They have visited specialty cookware stores such as Sur La Table, Le Creuset, or Williams Sonoma; and have attended cooking classes and events. At-Home Chefs are seen at grocery stores and supermarkets, wholesale retailers, and stores that offer more specialty items.

**Florists:** Reach consumers that want to decorate their home with fresh flowers during the Holiday Season. Use Foursquare Proximity to reach them as they are at or near florists and encourage them to purchase a bundle. Also reach consumers who have a history of visitation to florists.

## **Holiday Season Travelers**

Towards the end of the year, many Americans take time off and travel to stay with loved ones, leading to a significant increase in airport traffic. Foursquare data shows that airports see a +15-17% peak in visitation during December, making it an ideal month to reach travelers as they go to visit family or enjoy a vacation.

**Winter Activity Enthusiasts:** Reach consumers that enjoy cold-weather activities such as skiing, snowboarding, and ice skating. They have visited ice skating rinks, ski slopes, resort towns, ski-equipment rental shops, etc. in the past year and will likely partake in winter sports this year.


**Calm Sea Seekers (55+):** Reach individuals A55+ that want to spend their holiday on a cruise. These individuals have visited any cruise operator including dinner cruises, travel cruises, day cruises in the past 1 year and may also have an online interests in cruises.

**Wine Enthusiasts:** Reach consumers who are wine enthusiasts. These consumers frequent wine bars, spirit shops, wineries, and vineyards. These amateur sommeliers will likely buy a nice bottle of wine for holiday dinners— use Foursquare Proximity to geofence specialty wine stores and vineyards to share your messaging with them.

**Home Decorators:** Reach consumers who enjoy decorating and want to spruce up their homes as they prepare to host for the holidays. They have a history of visiting home furnishing and decor stores such as IKEA, Crate & Barrel, Pier 1 Imports, HomeGoods, West Elm, CB2, etc.

**Vacation Planners:** Reach consumers who are currently planning their next vacation. They have recently visited a travel agent or tour operator business and may have recently been shopping at luggage retailers such as Bergman Luggage, Rimowa, TUMI, Samsonite, etc.

**Ski Resorts:** Use Foursquare Proximity to reach winter sports enthusiasts in real-time. Geofence locations in ski resorts and snow sport locations to deliver consumers holiday season themed messaging. These locations include hotels, restaurants, wine bars, train stations, etc.

 **Did you know?** There are over 6,000 snow sport locations available in the Foursquare Proximity Designer across the United States for you to geofence and reach winter sports enthusiasts in real-time.

**Winter Travelers:** Reach holiday season or winter travelers. These consumers have previously been seen traveling during the previous winter season and visited airports, hotels, resorts, etc. They may demonstrate an online interest in travel destinations, travel agencies, and specialty travel.

**On-The-Go Travelers:** Reach consumers as they travel to go visit their loved ones or for a relaxing vacation. Use Foursquare Proximity to geofence airports, hotels, cabins, lodges, resorts, car rental agencies, train stations, bed and breakfasts, popular tourist destinations, etc.




**Road Tripper:** Reach consumers that enjoy taking road trips. In the past year, these travelers have recently been seen at outdoor destinations such as national parks, state parks, cottages and cabins, lodges and vacation rentals, mountains, etc.

**Affluent Travelers:** Reach consumers with a HHI of \$100k+ whose location history indicates that they frequently travel. These are people who typically travel at least 600 miles (966 km) from their hometown at least 4 times a year.

**Travel Adventurers:** Reach consumers who have visited outdoor travel destinations like beaches, lakes, or mountains at a medium to high frequency in the past 12 months, and have online interests in mountains & ski resorts.

**Beach Destination Travelers:** Reach consumers looking to enjoy some sunshine by traveling to a beachy destination. Their location history indicates they frequently travel to beach destinations or visited a beach destination the previous winter.

 **Want to optimize your campaign?** Use Foursquare Attribution to understand the impact of your advertising through powerful metrics like behavioral lift and granular cuts by channel, geo, tactic, etc. to optimize your campaign mid-flight.

## Ready-to-Use Audience Segments for the Holiday Season

Seamlessly access 1200+ pre-built Ready-to-Use Audiences designed by Foursquare location experts, built from our pool of devices in the US. Add these to custom segment builds to add scale or activate off-the-shelf within your preferred DSP. These Ready-to-Use Audience segments contain consumers that have recently been seen in the mentioned locations:

Segment Name	Segment Description
Big Box Stores	Consumers who visited department stores like Target or Walmart can be targeted either under the broad subcategory of “Department Stores” or within specific, pre-built segments for each store chain.
Black Friday & Cyber Monday Shoppers	Consumers observed visiting retail locations like malls, shopping outlets, and electronics stores over Black Friday weekend.
Computers & Electronics	Consumers who visited department stores like Best Buy, Apple, and GameStop can be targeted either under the broad subcategory of “Computers & Electronics” or within specific, pre-built segments for each store chain.
Department Stores	Consumers who visited department stores like Macy’s, Nordstrom, JCPenney, and Saks Fifth Avenue can be targeted either under the broad subcategory of “Department Stores” or within specific, pre-built segments for each store chain.
Furniture & Home Decor	Consumers who visited stores like Ashley Home Furniture, Crate & Barrel, JCPenney, and Saks Fifth Avenue can be targeted either under the broad subcategory of “Furniture Stores” or within specific, pre-built segments for each store chain.
Holiday Entertainers	Consumers that are likely planning a holiday party and visited locations like Sur La Table, HomeGoods, Michaels, Williams-Sonoma, Target, Kirkland's or any place in the Beer, Wine and Spirits, Cheese, Chocolate, Housewares, Party Supplies categories.

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Segment Name	Segment Description
Holiday Shoppers	Consumers that have been observed shopping in the Computers and Electronics, Sporting Goods, Shopping Centers and Malls, Department Stores, Discount Stores categories during the holiday season.
In-Market Auto Intenders	Consumers that have recently visited a place in the Car Dealers and Leasing, Car Dealers, or Used Cars categories and may leverage the seasonal sales to get a car.
Luxury Fashion Shoppers	Consumers that have recently been observed visiting high-end stores like Chanel, Hugo Boss, Louis Vuitton, Coach, Armani Exchange, or Dior.
New Home Owners	Consumers that have frequently been observed visiting a place in the Real Estate Agents category and may be in-market for new furniture.
Skin Care	Consumers that have recently been observed visiting a place in the Skin Care category.
Toys	Reach consumers that have been observed visiting a place in the Toys category likely buying gifts for the holidays.

## **Get Started On Your Campaign**

There's a range of ways to leverage Foursquare Targeting in your campaign strategies and gain access to a wealth of bespoke or pre-made location-based segments that can be seamlessly sent to your DSPs. These segments enable precise targeting and ensure that your messages reach the right audience at the right time, so that there is no budget wastage.

As the digital landscape continues to evolve, knowing your customer and building data-driven campaigns is essential for success. With granular customization options in the Audience and Proximity Designers and comprehensive measurement capabilities provided by Attribution, you can optimize your campaigns in real-time and maximize ROI.

Whether you're promoting new products, competitive conquering, or driving customer foot traffic to your locations, Foursquare is the key in unlocking the full potential of location-based marketing for your holiday season campaign. For more information on our products and how Foursquare can enhance your marketing efforts, [visit our website](#) today.



### **Need further support?**

Reach out to us via our [customer support portal](#) with questions on building segments in the Audience or Proximity Designer.

To learn more about how to leverage Attribution for your Holiday Season campaign, [reach out to us](#) to speak with our team to get started.