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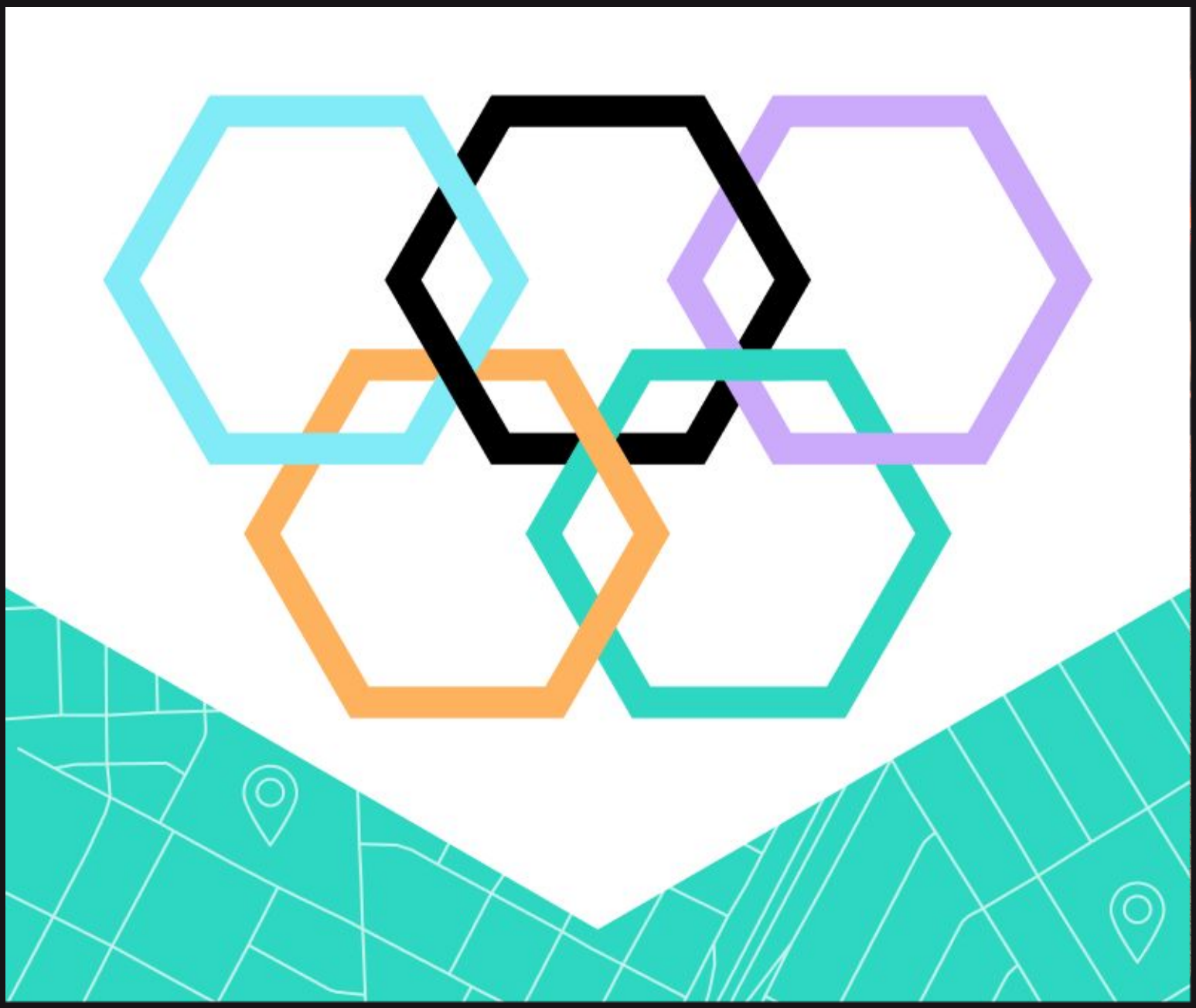
2024 Summer Games Location Strategy Guide

Harness the power of location data to maximize customer acquisition, retention, and growth with Foursquare Audience, Proximity, and Attribution for your Summer Games 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.

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Leverage Foursquare In Your Campaign

Maximize the ROI of your Summer Games campaign efforts by utilizing Foursquare Audience, Proximity, and Attribution.

Audience	Proximity	Attribution
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.	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.	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.

Reach Sports Fans With Foursquare Targeting

As one of the most inclusive global sporting events, the Summer Games will take place in Paris this year from **July 26 - August 11, 2024**. It will feature 448 events in 32 different sports, encompassing 42 disciplines — there's something for every sports fan. Foursquare understands sports fans. In this guide you will find a collection of innovative, location-based advertising strategies to help you win gold in your Summer Games related campaigns. While Audience and Attribution are not available in France, you can leverage Proximity to geofence location in France and reach consumers in real time.

Die-Hard Sports Fans

Reach enthusiastic sports fans that keep up to date with major sporting events and will likely watch most of the Summer Games. They may even host watch parties and visit grocery stores or party stores to prepare for it. They likely have an online interest in sports news or online sports games.

On-Premise Sports Fans

Tap into the festive spirit by targeting social sports fans that will visit lively bars or restaurants to watch the Summer Games, especially during big events for popular sports like basketball, swimming, track, etc. These consumers have a history of visiting sports bars.

Active Sports Fans

Target consumers that like to keep fit and actively play a sport. They frequently visit sports centers and may have attended sporting events in the past year. These fans are on-the-go, but make time to follow their favorite sport. They may have an online interest in sporting events and fitness.

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Build Custom Audience and Proximity Segments

Sports Enthusiasts

With the multitude of sports being played this year, there is something for everyone and the Summer Games are watched by a range of demographics. Capitalize on the popularity of the Summer Games to reach key audiences and drive awareness for your brand.

Die-Hard Sports Fans: Reach consumers that enjoy following sports and will likely watch the Summer Games using Audience. They frequently attended large-scale sporting venues and may have an online interest in world sports competitions, team sports, or sports scores and statistics.

Summer Games Tourists: Reach people that are traveling to Paris to see the Summer Games by leveraging Proximity to geofence locations like airports, train stations, hotels, etc. in Paris to keep your brand top of mind as they experience the fun of the Summer Games.

Summer Games Arenas: Reach sports fans as they watch the Summer Games events in real time in Paris. Use Proximity to geofence sporting arenas in Paris to deliver Summer-Games themed messaging to consumers in key moments of receptivity as they watch the events.

Watch Party Hosts: Reach customers likely hosting a watch party for major events using Audience. They have visited grocery stores, big box retailers, party planning retailers, etc. over the past month and they may demonstrate an online interest in cooking and new recipes.

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.

Golf Fans: Reach golf enthusiasts. These consumers visited golf stores or golf courses. In addition to this, they may demonstrate an online interest in golf or golf-related categories, such as golf equipment, sporting scores, live sporting events, sports news, etc.

Weightlifting & Bodybuilding Enthusiasts: Reach consumers whose location history indicates they are weightlifting and bodybuilding enthusiasts. They demonstrate a high-frequency visitation to gyms and fitness centers, have visited bodybuilding competitions, and have demonstrated an online interest in bodybuilding.

Basketball Fans: Reach basketball fans looking to cheer on their country with Audience. These consumers visited sports bars, college sports stadiums, and other sport-related venues in the last year. They also demonstrate an online interest in basketball or college sports.

Combat Sports Fans: Reach consumers who are fans of combat sports and will likely watch those events in the Summer Games. These consumers frequently visit gyms dedicated to combat sports and may demonstrate an interest in combat sports such as boxing, mixed martial arts, and wrestling or combat sports tournaments in the past year.

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Social Sports Fans

Target consumers that may not follow sports closely, but want to get in on the Summer Games fun. Sports bring people together and these sports fans enjoy going out to social settings to celebrate major sporting events. Reach them effectively with Foursquare Proximity in real time and capitalize on the excitement.

Sports Bar Visitors: Target audiences who enjoy watching sporting events at their local sports bar. Reach consumers whose location history indicates that they frequently visit sports bars. Using Proximity, geofence sports bars to connect with visitors in real-time.

Luxury Sports Club Members: Reach high-net worth consumers that often visit expensive private clubs with sports facilities like golf courses, tennis courts, squash courts, etc. Use Proximity to geofence these clubs during big events during the Summer Games as members are likely watching from the club premises.

Sports Games Celebrators: Reach consumers who were seen at places such as bars, pubs, beer gardens, sports bars, pool halls, billiards rooms, etc. during major sporting events like The Super Bowl or FIFA World Cup and will likely visit during the Summer Games.

Sporting Event Liquor Store Visitors: Reach consumers over the age of 21 looking to celebrate the Summer Games with alcohol. They have previously visited liquor stores during a major sporting event like the Super Bowl or NBA finals. They may also demonstrate an online interest in food and grocery delivery prior to sporting events.

Did you know? There are over 47,000 sports bars available in the Foursquare Proximity Designer across the United States for you to geofence and reach sports fans in real time during the Summer Games!

On-The-Go Sports Consumers

The Summer Games captivates audiences nationwide over a span of three weeks, so utilize Foursquare Targeting to reach consumers as they move about in the real world to meet all your campaign goals and exceed your KPIs.

Health & Fitness Enthusiast: Reach consumers who live an active lifestyle and care about their physical fitness and enjoy playing sports. They spend their time exercising at gyms and fitness centers, private trainers, swimming pools, cycling, yoga and pilates studios, CrossFit gyms, etc.

Activewear & Sporting Goods Shopper: Reach consumers inspired to take up a new sport. Their location history indicates they enjoy shopping for activewear and sporting accessories. These consumers were seen shopping at retailers or sporting goods stores.

Fitness Locations: Use Proximity to geofence fitness locations and delivery Summer Games themed messaging to consumers. These locations include gyms, fitness centers, yoga studios, spin class studios, pilates studios, swimming pools, CrossFit gyms etc.

Activewear & Sporting Goods Stores: Use Proximity to geofence activewear and sporting stores to deliver shoppers with Summer Games themed messaging. Locations include retailers such as Lululemon, Nike, Under Armour, Athleta, New Balance, Adidas, Puma, etc.

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.

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Ready-to-Use Audience Segments for the Summer Games

Seamlessly access 1200+ pre-built Ready-to-Use Audiences designed by Foursquare location experts, built from our large pool of monthly 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:

Athletic Fields	**Golf**	**Outdoor Recreation**	**Skating**
Baseball	**Golf Courses**	**Recreation Centers**	**Soccer**
Combat Sports	**Gymnastics**	**Swimming Pools**	**Sports Bars**
Gym and Fitness Lifestyle	**Live Sports Fans**	**Personal Trainers**	**Stadiums and Arenas**

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 are 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, engaging with fans, or driving foot traffic to your locations, Foursquare is the key in unlocking the full potential of location-based marketing for your summer 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 Summer Games campaign, reach out to us to speak with our team to get started.