

FSQ

Elevate Your Q4 2024 Campaigns With Foursquare Targeting

Harness the power of **location data** and build highly customizable segments in our Audience and Proximity Designers to improve customer acquisition, retention, and growth.

Why Foursquare?



Unmatched Quality

Foursquare gets location right, with both breadth and depth of data. 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.



Omnichannel Integrations

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



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 Q4 campaigns.



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.

Foursquare Audience

- Create highly-customized audiences to reach your ideal consumers based on their historical real-world and online behavior.
- Design your own custom segments in our self-serve UI and deploy to your preferred platforms for advertising across all devices and channels.
- For immediate activation, select from 1200+ Ready-to-use Audiences.

Foursquare Proximity

- Build accurate, custom geofences to reach consumers based on where they are in real-time and key moments of receptivity.
- Design your own custom segments in our self-serve UI and deploy to your preferred programmatic platform.
- Choose point-radius or polygon geofencing for highly precise targeting.

Access the [Targeting Designer](#) to get started or visit our [customer support portal](#) for further assistance.

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What's Coming Up This Quarter?

Get inspired and leverage Foursquare's Targeting products and our self-service designers. Build highly customizable Audience and Proximity segments or choose from hundreds of Ready-to-use Audiences available in our designer and partner platforms for off-the-shelf activation.



Halloween

Halloween kicks off the holiday season. It has a broad appeal, making it a prime advertising opportunity to reach and engage with diverse audiences.



Thanksgiving

Connect with people that plan to kick off the holiday season with their loved ones. Reach consumers as they travel home or host Thanksgiving dinner.



Black Friday

Black Friday is a major shopping event, drawing massive consumer attention. It is a great opportunity to boost sales with deals and promotions.



Winter Holidays

Tap into the festive spirit and gift-giving traditions by advertising to consumers as they search for presents for their friends and family this year.



International Coffee Day

Most people can't start their day without a coffee and International Coffee Day (October 1, 2024) is the perfect time to reach them. It is ideal for coffee shops, cafes, coffee brands, and kitchen appliance companies to promote special discounts, new products, or coffee-related events to engage with caffeine-loving consumers.

Coffee Lovers: Reach coffee enthusiasts— their location history indicates that they visit cafes, coffee shops, and tea houses at least 4x/month. Do not include high-frequency visitors as they are likely to be employees of the locations.

Coffee Loving Cocktail Drinkers: Reach consumers over the age of 21 that love an espresso martini. They are historically seen at both coffee shops and nightlife locations or cocktail lounges at a medium to high frequency in the past 12 months.

In-Market Coffee Maker Shoppers: Reach consumers that are currently in-market for coffee makers. In the past three months, these consumers have visited locations that sell coffee makers like Nespresso, Keurig, or similar products.

At-Home Coffee Addicts: Promote coffee products to consumers who used to frequently visit coffee and tea shops and have not visited a coffee or tea shop since recently. Layer on online interests in coffee and tea appliances and recipes.



National Taco Day

National Taco Day (October 4, 2024) celebrates the beloved taco and attracts food enthusiasts. It's an excellent opportunity for Mexican restaurants, taco chains, grocery stores, and food delivery services to promote special deals, menu items, and festive events to draw in taco lovers.

Mexican Restaurant Visitors: Use Audience to reach consumers who have a history of visiting Mexican restaurants and are likely planning to celebrate National Taco Day.

Taco Lovers: Reach consumers that frequently visit taco trucks and taco restaurants. Use Proximity to geofence these locations and reach taco enthusiasts in real-time.

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Mexican Food Enthusiasts and Online Delivery:

Reach consumers who enjoy Mexican food by targeting consumers that frequently visit Mexican restaurants or food trucks and demonstrate an online interest in online delivery.

Mexican QSR Loyalists:

Reach customers that frequently visit Mexican quick-service-restaurants. Their location history indicates that they regularly dine at locations like Taco Bell, Chipotle, Del Taco, Moe's, and Qdoba.

 **Halloween**

People get excited as the spooky season approaches and start planning their costumes to prepare for Halloween parties weeks in advance. Foursquare data indicates that discount stores and big box stores both typically see a +7% increase in foot traffic during the three weekends prior to Halloween.

Halloween DIY Enthusiasts: Reach consumers whose location history indicates they enjoy Halloween crafting and DIY projects. They were seen at home decor, fabric and art supplies stores during last year's Halloween season and are likely to participate in this year's festivities.

Halloween Candy Shoppers: Use Proximity to geofence grocery stores and big-box retailers in the weeks leading up to Halloween. Reach consumers in real-time to keep your brand top of mind as consumers buy candy, chocolates, or other snacks to distribute to trick-or-treaters on Halloween.

Halloween Celebrators: Reach consumers whose location history shows they have visited Halloween Horror Nights at Universal Studios, Knott's Scary Farm, Six Flags Magic Mountain Fright Fest, and other haunted houses/haunted theme parks across the US in the past year.

Costume & Party Shoppers: Reach consumers as they prepare for Halloween. They have recently been seen shopping at retailers such as Spirit Halloween Superstores, Hot Topic, Spencer's Gifts, Party City, and other costume shops and party stores.

Tip: Foursquare has data on 400+ ghost tours and haunted houses across the US to add to your segments.

Ghost Tour & Escape Room Goers: Reach consumers who have visited Ghost Tours and Escape Rooms across the nation in the past year.

Haunted Destination Visitors: Reach consumers that have visited Haunted Locations in the US like the Lizzie Borden House, The Whaley House, etc.

Halloween Party Hosts: Reach consumers hosting Halloween parties as they visit liquor stores, big box retail stores, grocery stores, costume shops, etc. They may have hosted Halloween parties the year prior and are likely to host a party this year.

Halloween Party Guests: Reach consumers that visit liquor stores and costume shops leading up to Halloween. Layer on the Ready-to-Use Audience segment of Halloween Celebrators to maximize your targeting.

Historical Halloween Celebrators: Reach consumers whose location history indicates that they went out to celebrate Halloween the prior year and are likely to celebrate Halloween this year.

Horror Film Movie Goers: Reach horror movie fans that were seen at movie theaters the year prior during Halloween week. Layer in an Online Interest in horror movies to maximize your targeting.

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Thanksgiving

Thanksgiving fosters gratitude and indulgence, making it an ideal time for advertisers. Grocery stores, restaurants, food delivery services, home decor brands, travel agencies, and charitable organizations can promote special offers, festive meals, decor, and giving campaigns.

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.

Thanksgiving Travelers: Reach consumers that will likely spend Thanksgiving visiting a new city. They have been seen traveling during the major holidays in the past year at locations like airports, hotels and lodging, resorts, etc. Focus the segment on consumers who typically have 2+ airport visits per month.

Wholesale Club Shoppers: Reach consumers looking for a good deal while preparing for Thanksgiving. 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.

Black Friday

Black Friday, Small Business Saturday, and Cyber Monday sparks a four-day shopping frenzy, offering a prime opportunity for advertisers across all verticals. Foursquare data indicates that outlet malls and stores typically see +83-86% increase uptick in foot traffic the week of Black Friday compared to the three previous weeks.

Black Friday and Cyber Monday Shoppers: Capture consumers who were seen shopping during Black Friday and Cyber Monday weekend last year at shopping centers, malls, big box stores, outlet malls, and at major retailers.

Fashionista: Reach shopping enthusiasts who visit malls, shopping centers, popular shopping streets, and boutiques. They frequently shop at popular retailers and will likely leverage Black Friday deals to revamp their wardrobe.

Young Tech Enthusiasts: Reach consumers aged 18-24 that are likely to update their devices during the sale. They have been seen shopping for mobile phones, headphones, tablets, laptops, televisions, gaming consoles, etc. Locations include Best Buy, Sony, InMotion Entertainment, Brookstone, Fry's Electronics, etc.

Value-Conscious Consumer: Reach consumers whose shopping history shows they are price-conscious and likely to be interested in Black Friday deals. This includes people seen shopping at dollar and discount stores.

Malls and Department Stores: Reach consumers in real-time as they shop at a department store or mall to generate awareness among consumers when they are in the shopping mindset. Locations like Macy's, Bloomingdale's, Nordstrom, etc.

Home Design 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.

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Sneakerheads: Reach consumers whose location history shows they love shoes. 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.

Shopping Enthusiasts: Reach consumers that love to shop. They were seen visiting retailers across a variety of verticals with high frequency. These consumers may also demonstrate an online interest in clothing shopping through their search, sharing, and content viewing.

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



Last Minute Gift Giving

Make sure to reach shoppers that buy gifts for their friends and family right before the holidays. The last call for gifts to ship occurs around December 10-15. Foursquare data indicates that specialty stores benefit the most during the holiday shopping season and typically see a +37% increase in foot traffic between Q3 and Q4.

Gifters: 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.

Jewelry Shoppers: Reach gift shoppers whose location history indicates they are looking to buy jewelry. They have been seen visiting jewelry and watch retailers such as Cartier, Pandora, Rolex, Tag Heuer, etc. within the previous month.

Affluent Gift Givers: Reach affluent gift-givers who have an HHI of \$100k+ and are frequently seen at gift shops. These consumers have shopped at auction houses, Louis Vuitton, Chanel, Hermes, Prada, Gucci, Balenciaga, Mulberry, Valentino, Chloe, Miu Miu, YSL, etc.

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.

Menswear Shoppers: Reach men that 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.

Major 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, Lowe's, ACE, etc. and are potentially interested in your product.

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, Pottery Barn, Chico's, La Perla, Anthropologie, Aritzia, Lane Bryant, Eileen Fisher, 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, etc. and retailers who specialize in men's apparel and accessories.

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.

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Department Stores: Reach consumers in real-time while they are at or near department stores to encourage them to shop for a gift. Use Proximity to geofence locations like Nordstrom, Macy's, Dillards, Bloomingdale's, Neiman Marcus, etc.

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

Winter Holidays

Christmas inspires generous gift-giving and festive celebrations, making it a lucrative. Reach people as they shop for Christmas and promote holiday deals, gift ideas, and festive experiences.

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.

Vacation Planners: Reach consumers who are currently planning a vacation during the holidays. They have recently visited a travel agency or tour operator and may have an online interest in specialty travel or tourist destinations.

Holiday Entertainers: Promote your brand to consumers who are planning holiday dinners as they shop by geofencing big box retailers and grocery stores using Foursquare Proximity.

Holiday Party Planners: Reach consumers planning to host holiday parties. Use Proximity to geofence locations like Party City, Village Party Store, R&M Party Supplies, Michaels, etc.

New Year's Eve

As people kick off their resolutions fitness centers, wellness brands, and travel agencies can promote resolutions, healthy routine ideas, travel deals, and more to engage consumers as they map out their resolutions.

New Year's Resolutions: Reach consumers who are trying to start the New Year off right by getting back into shape. These consumers have not been seen at the gym in the past 6 months, but have been seen at the gym in the month of January.

New Year's Celebrators: Capture consumers who were observed ringing in the New Year at social entertainment venues such as bars, restaurants, nightclubs, hotel lounges, wine bars, bowling alleys, etc.

New Year's Parties: Reach consumers who are ringing in the New Year at social entertainment venues by using Foursquare Proximity to geofence locations like bars, restaurants, nightclubs, hotel lounges, wine bars, bowling alleys, etc.

Winter Activity Enthusiasts: Reach consumers who have been seen participating in activities like skiing, snowboarding, and ice skating and will likely bring in the New Year at restaurants and bars located in or around ski and snowboard resorts.

Festive Moments

Don't overlook the opportunity to capitalize on the festivities of smaller occasions throughout Q4.

World Teachers' Day: Reach teachers and other education professionals on October 5, 2024 by building an Audience segment of people ages 25+ seen at colleges, college libraries, and teacher supply stores.

National Dessert Day: Reach consumers whose location history indicates that they are dessert lovers on October 14, 2024. They are seen at candy stores, ice cream parlors, and dessert shops at a high frequency.

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