FOURSQUARE

Winning 2025

FSQ Attribution Guide
to Campaign Success

Table of Contents

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Before We Begin

In an online-focused world, in-store shopping continues to deliver unparalleled value. Physical stores offer unique, experiences that foster customer loyalty and drive conversions in ways online channels can't replicate. For marketers, understanding the true impact of these offline interactions is crucial.

This guide dives into Foursquare's most effective attribution strategies to win in today's market and beyond. We cover current top marketing challenges, the power of location, the do's and don'ts in optimization and effective strategies to understand the complex consumer journey by seamlessly integrating physical and digital channels while getting the most out of your marketing efforts.

Today's Top Marketing Challenges

Shifts In Consumer Behavior
With so many options for consumers to shop and interact with products online and offline, marketers will need to execute omnichannel strategies and leverage multiple channels effectively.

Data Silos
Data silos complicate measurement and decision-making, as key insights may be scattered or incomplete. Centralized data management and integrated technology solutions will be key to enable seamless data sharing and actionable insights.

AI Integration
Integrating AI into existing workflows, ensuring data accuracy, and upskilling teams to effectively utilize AI tools remain critical hurdles. The rapid pace of AI demands agility and continuous learning to stay competitive in a rapidly evolving marketing landscape.

Budget Constraints
With high economic pressure, marketers will be expected to achieve more with fewer resources, intensifying the need to demonstrate clear returns on investment.

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Why In-Store Matters

The U.S. retail landscape is poised for continued growth, with physical stores playing a critical role in delivering engaging in-person experiences. Retailers are focusing on physical spaces to enhance customer loyalty and seamlessly integrate with digital channels, reflecting the ongoing importance of in-store shopping in a rapidly evolving market.

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$28T

Projected global in-store sales by 2030.

83%

of the US total retail sales in 2025 will come from in-store shopping.

The Complex Customer Journey

The trend of consumers integrating physical and digital channels in their shopping journeys continues to rise.

72%

of global consumers in 2024 researched products online prior to buying them in-store.

59%

of consumers reported visiting physical stores to see or touch products before purchasing them online.

34.2%

of U.S consumers utilized Buy Online, Pick Up In-Store (BOPIS) services.

Sources: Emarketer, EY.com, Capital One Research

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Emerging Trends In AI For Marketing

Audience Segmentation: Use AI to analyze large datasets and create highly targeted audience segments, ensuring more precise ad placements and higher engagement.

Dynamic Ad Optimization: Leverage AI to automatically adjust ad creatives, messaging, and delivery times based on real-time performance data, improving campaign effectiveness.

Customer Journey Analysis: Leverage AI to analyze complex customer journeys, providing insights into how different touchpoints contribute to conversions.

Performance Forecasting: Use AI to predict campaign outcomes and refine strategies, ensuring your media plans are data-driven and results-oriented.

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The Power Of Location-Based Attribution

Location-based attribution can be a game-changer for marketers in 2025 by providing campaign performance reports into how offline and online interactions drive customer actions such as visits and sales.

Location-based marketing can boost campaign effectiveness by **up to**

80%

Location-based marketing can increase return on investment by **up to**

30%

90%

of marketers report that location-based advertising leads to increased sales.

86%

of marketers have experienced growth in their customer base through location-based marketing efforts.

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Sources: Gitnux, Mountain.com

Navigating Shifts In Consumer Behavior

Strategies To Connect Physical & Digital Channels

Implement Location-Based Data
Use location data to understand customer movement, link it to ad exposure, reach nearby customers with offers, and analyze foot traffic to create seamless omnichannel experiences while measuring online-to-offline impact.

Use Omnichannel Attribution Models
Measure the incremental impact of your campaigns, assigning value to both digital and physical touch points across the customer journey to understand their contributions.

Analyze Channel-Specific KPIs
Measure campaign performance with digital metrics like CTRs from QR codes or URLs and social media engagement, alongside physical metrics such as foot traffic lift, in-store sales, and in-store conversion rates linked to campaign offers.

Combine Data in a Unified Dashboard
Use platforms that measure across multiple channels and offer real-time monitoring to allow for in-flight optimization among top performing tactics.

Use AI to Your Advantage
Focus on leveraging technologies such as computer vision, AR, or sensor data analysis to create seamless experiences through personalized interactions and intelligent automation.

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When Planning A Successful Campaign

Ask yourself:

What is the **optimal frequency** we should reach our audience within each season?

What is the **optimal allocation of budget** for each channel?

How will the metrics we care about **impact planning** and **optimizations**?

What creative messages and tent poles are **best** to heavy up around?

What audiences are **responding the most** to our advertising efforts? How can we better reach them?

How are our channels **working together**?

What markets are most effective? Are there new markets we should **consider investing in**?

What **metrics** do we care about the most to achieve our **business goals**?

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Capitalize On High In-Store Traffic Events

February

Super Bowl

Over **200M** Viewers are projected to spend **$18.6B** during the big game in 2025.

Valentines Day

March

Spring break

April

Easter

Memorial Day

Mothers Day

May

June

Fathers Day

4th of July

July

August

Back to School

In 2024, Families spent approximately **$38.8 billion.**

Labor Day

September

October

Halloween

Black Friday

126M consumers made their holiday purchases in stores throughout the 5-day shopping period in 2024. Black Friday in-store shoppers rose from **76.2M** in 2023 to **81.7M** in 2024 and it's expected to grow in 2025.

November

December

Christmas

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When Choosing A Measurement Partner

Review this checklist:

- ✓ Ability to measure incrementality across multiple conversions
- ✓ Easy and exclusive partnerships and integrations
- ✓ Holistic view of campaign performance
- ✓ Operates as a pure-play measurement provider
- ✓ Offers high level of accuracy and precision
- ✓ Takes privacy regulations seriously and gives consumers control over the information collected
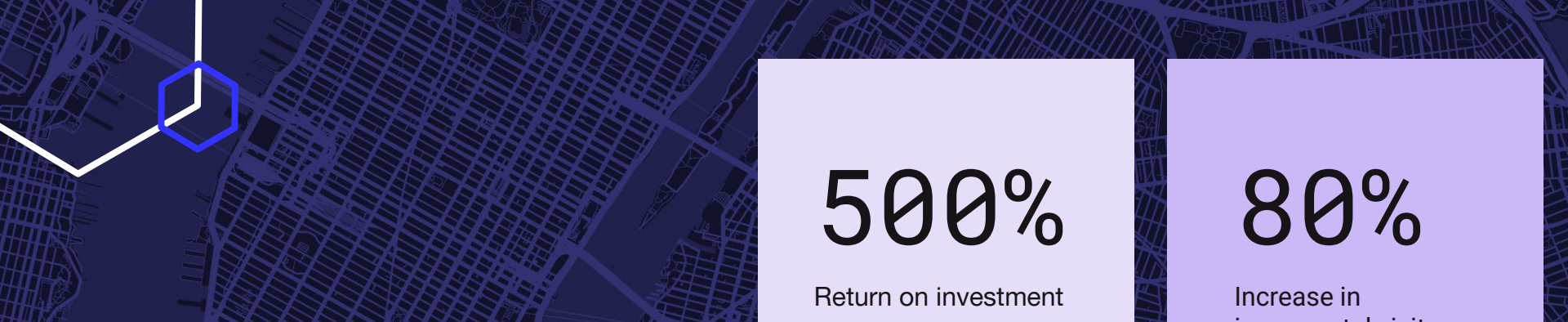- ✓ Provides granular-actionable insights in-flight

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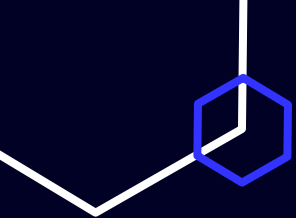
Foursquare Attribution

measures the effectiveness of media campaigns on driving real-world visits and sales.

#1 Leader in location intelligence

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500%
Return on investment

80%
Increase in incremental visits

83B+
Visits per year

2B+
Transactions per year

Leading The Way in Innovation

	FOURSQUARE	Competitor
Owns POI data	✔	
Omnichannel measurement	✔	✔
Unified methodology across visits & sales	✔	
All reports available in the UI	✔	
In-flight reporting across visits & sales	✔	
Demographics reporting	✔	✔
Partner & channel reporting	✔	✔
Integrates AI for quality places & visit detection	✔	
Incremental Sales	✔	✔
In-house Sales Impact solution	✔	✔

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Optimization Do's

- Focus on a **few adjustments** at a time.

- Keep track of trends **in-flight.**

- Shift budgets **slowly**.

- Work with FSQ to identify top performing tactics.

- If lift is absent, use reporting to find high-performing areas.

- Give it **time.** You can start seeing reporting 2 weeks post-campaign launch.

- Optimize towards tactics with **strong confidence levels (80%+)**

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Optimization Don'ts

- Failing to define clear goals when planning your media campaign.

- Focusing on metrics that aren't aligned with your KPIs.

- Using unreliable data sources.

- Overlooking multi-touch attribution.

- Procrastinating real-time adjustments after seeing a week of data with evident behavior changes.

Why Measure With FSQ

Actionable Real-Time Reporting: Our multi-sensor stop-detection precisely maps visits to locations with **16B+ human-verified check-ins, 2B transactions, and 83B visits per year,** which allows us to provide accurate campaign reports you can take action on.

Access & Flexibility: With an unmatched **550+ integrated partners,** our data is readily accessible for advertisers and seamlessly delivered in your preferred method.

Unmatched Location Expertise: Feel at ease with our dedicated team of experts. With **15+ years of experience,** we are the industry leader in location data with proven expertise across all verticals.

Full Customer Journey Understanding: Interpret performance from impression to visit to purchase for comparative analysis across the purchase journey.

Cutting-Edge Quality for Accuracy: Access omnichannel learnings for all conversion types in real-time for in-flight optimization. We measure across digital, Advanced TV, linear TV, audio, social, and OOH.

Seamless Set-Up & Integration: We use a seamless set-up process and feasibility check across visits and transactions. We can also measure campaigns via a pixel or a direct integration with partners sending exposure files directly to us.

Privacy-Focused: Data privacy is our priority. The data we collect powers our apps and solutions for enterprises responsibly, always protecting user privacy.

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How Foursquare Helped a QSR Quantify Success

The Solution

Their media agency partnered with FSQ Attribution to leverage its newest capability, Sales Impact, to measure visits, transactions, and sales in real time, helping them identify top tactics and optimize campaign performance in-flight.

The Challenge

A quick-service restaurant, aimed to measure the full impact of their advertising on visits, transactions, and sales. They needed a platform that could track and analyze performance across all conversions in real time.

The Results

By leveraging real-time insights, the campaign achieved significant lifts in sales and transactions, though visit lift performance didn't exceed FSQ benchmark, there was an increase in the avg. basket size, which explains the growth in transactions and sales.

42.43%
Behavioral Transaction Lift **73% higher** than the industry benchmark of **19.60%**

42.09%
Behavioral Sales lift **66% higher** than the industry benchmark of **21.15%**

10.35%
Behavioral Visit Lift

$12.02
Avg. Basket Size

Third-Party Verified

CBINSIGHTS

#1 in location-based marketing
CB Insights, a trusted source of technology market intelligence, recognized Foursquare as the top leader in an analysis of the Location-Based Marketing industry.

READ REPORT

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*"Before Foursquare, incremental store visits were double-counted because everybody was in their own test tube. Now, we have a **more accurate read** of what drives incrementality, which **helps us optimize spend** across different partners."*

– an Associate Media Director of Audience Activation

Third-Party Verified

FORRESTER®

Study by leading global research and advisory firm Forrester uncovers that location is critical for smarter decision-making and improved customer experiences.

ACCESS FULL STUDY

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500%+

Return on Investment

80%

Increase in incremental visits driven by each ad dollar spent