

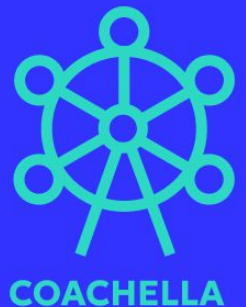
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# Q2 2025 Location-Based Targeting Guide for Smarter Advertising

Gain creative targeting strategies to instantly improve Q2 campaign engagement, scale, and ROI.

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# Let's jump right into it...

This guide is packed with targeting strategies tailored to key Q2 advertising moments. From Memorial Day sales to summer travel planning, April through June is filled with prime opportunities to engage consumers through location-based marketing and timely campaigns.

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### How to use this guide:

1. **Strategize:** Explore creative location-based targeting ideas to connect with consumers during key Q2 advertising moments.
2. **Refine:** Enhance both in-flight and upcoming campaigns by incorporating location-based segments to boost performance.
3. **Activate:** Seamlessly build and deploy segments using our self-serve Targeting Designer or choose from over 1500+ pre-built segments across major DSPs for swift activation.

# Solutions for Marketers

**Foursquare Targeting** helps marketers effectively reach and convert customers by using real-world intent signals, like past visits and real-time location, to improve campaign success.



## FSQ / targeting

### Audience

- Create highly-customized audiences based on consumers' real-world behaviors.
- Deploy to your preferred platforms, across 550+ channels and screens.
- For immediate activation, select from 1500+ ready-to-use audience segments in major DSPs.

### Proximity

- Build custom point-radius or polygon geofences to reach consumers in real-time.
- Build and deploy directly through our self-serve UI to your preferred programmatic platforms.
- Choose from Foursquare's **100M+ POIs** or upload your own for hyper customized targeting.

**Foursquare Attribution** helps marketers measure the impact of their campaigns on store visits and sales, enabling in-flight optimizations to maximize ad spend and reduce wasted impressions.



## FSQ / attribution

- Directly tie ad spend to real-world store visits and sales across digital, TV, CTV, OOH, social, audio and more.
- Access all of your media reports in one unified UI and uncover which marketing channels and strategies are driving the most value for effective budget allocation.
- Gain actionable insights into your audience and customer loyalty segments, determine the ideal reach and frequency to boost conversions, and map out the optimal path to purchase.

# Major Advertising Events in Q2 2025

Q2 is packed with events that spark a surge in consumer spending on food, retail, experiences, and more. Dive in to discover powerful targeting strategies to make the most of these high-impact moments.



## Easter

(April 20, 2025)

Capture shoppers searching for gifts, sweets, and festive meal essentials as they prepare for Easter celebrations.



## Tax Day

(April 15, 2025)

Reach consumers as increased spending power inspires them to explore new brands for essentials or indulge in luxuries.



## NBA Playoffs

(April-June)

Engage passionate basketball fans and game-day attendees with targeted ads during one of the biggest sports events of the season.



## Coachella

(Mid-Late April)

Connect with festival-goers and trendsetters looking for fashion, beauty, and experiential brands.



## Spring Cleaning

(April-May)

Reach consumers updating their homes, shopping for eco-friendly cleaning products, and seasonal décor to declutter and refresh their spaces.



## Mother/Fathers Day

(May 11 & June 15, 2025)

Connect with shoppers seeking thoughtful gifts for mothers and fathers, from personalized experiences and luxury self-care items to high-tech gadgets and outdoor gear.



## Cinco de Mayo

(May 5, 2025)

Engage consumers as they prepare for festive celebrations from planning gatherings and dining out to shopping for themed apparel and decor.



## Kentucky Derby

(May 3, 2025)

Connect with high-end shoppers and racing fans as they splurge on elegant fashion, statement hats, upscale dining, and celebratory cocktails.



## Memorial Day

(May 26, 2025)

Tap into peak travel and shopping moments as consumers book summer getaways, fire up the grill, and hunt for big holiday sales on furniture, apparel, and electronics.



## Wedding Season

(May-June)

Engage soon-to-be-weds, guests, and planners as they search for bridal fashion, unique registry gifts, honeymoon destinations, and event services.



## Graduation Season

(May-June)

Reach families and grads celebrating major milestones, from purchasing gifts and party supplies to planning travel and career investments.



## Summer Kickoff

(June)

Connect with consumers embracing summer vibes, whether they're looking to book vacations, shop for swimwear, or gear up for sunny adventures.

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# Recommended Targeting Strategies

Below is a list of recommended segments for you to build and further customize in the Audience and Proximity Designers. Use this guide to inspire creative targeting strategies that drive successful Q2 campaigns.

## Major Holidays

Q2 brings major holidays like **Easter, Mother/Father's Day, and Memorial Day**, sparking consumer spending on gifts, apparel, and meals. It's the perfect time for advertisers to reach those ready to make meaningful purchases for themselves and loved ones.

### At a glance

- Spring Fashion Seekers
- Easter DIY Crafters
- Previous Holiday Travelers
- Luxury Gift Givers
- Gen-Z Trendsetters
- Family Staycation Seekers
- Electric Vehicle Drivers
- Father's Day Grill Masters
- Eco-Friendly Shoppers

## Easter: April 20, 2025

Target key audiences planning for Easter celebrations and travel, including:

### Retail Shopping:

**Last-Minute Easter Basket Shoppers** visiting big-box stores (e.g. Walmart, Target) in the final days before Easter likely to buy candy, toys, and small gifts for Easter baskets.

**Parents of Young Kids** who are likely shopping for Easter gifts for their kids, shown through their past visits to toy stores, children's clothing boutiques, or candy stores during Easter last year.

**Easter DIY Crafters** visiting craft stores, arts-and-crafts shops, or party supply stores (ie. Michaels, Hobby Lobby) to purchase supplies for DIY Easter projects, such as making custom Easter eggs or decorating for family events.

**Easter Photo Session Bookers** who have previously visited photography stores or other retailers that offer family photo shoots in the weeks leading up to Easter.

**Spring Fashion Seekers**, women ages 18-24, who are actively searching for women's apparel and accessories online during the start of spring, but prefer to try on outfits in-store before making a purchase.

**Fathers Giving Flowers** who have previously visited flower shops during Easter or other holidays, ideal for promoting floral gifts and arrangements for special occasions.

**Easter Jewelry Seekers** browsing for jewelry to complement their Easter outfits, at luxury jewelry retailers like Tiffany & Co., Cartier, or local boutique jewelers offering elegant accessories for the holiday.

**Easter Sneaker Shoppers** searching for stylish yet comfortable sneakers or spring footwear at places like Sketchers, Footlocker, and Famous Footwear, to wear during outdoor Easter activities.

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## Grocery & Dining:

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**Easter Brunch Diners** visiting restaurants, cafes, and bakeries known for Easter brunch offerings, ideal for promoting prix fixe menus, seasonal beverages, and reservations.

**Sweet Treat Seekers** visiting dessert shops, bakeries, and chocolatiers in the days leading up to Easter, ideal for promotions on themed sweets and giftable treats.

**Families Dining Out** who have a history of dining at family-friendly restaurants, to promote special menus and discounts for Easter weekend.

**Baking & Cooking Hobbyists** who frequent grocery stores and specialty food shops to buy ingredients for Easter. They also show an online interest in Baked Goods and Bakeries.

## Travel & Entertainment:

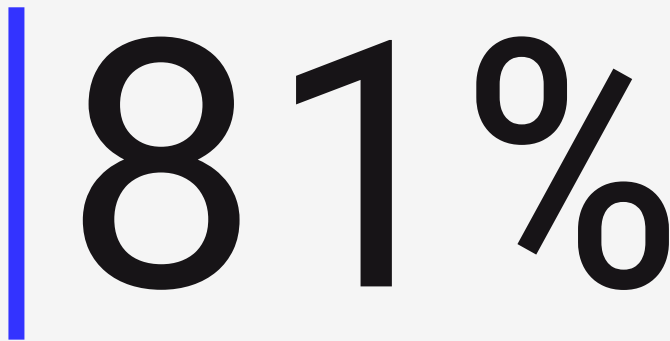
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**Previous Holiday Travelers** who have previously traveled during Easter week. Or engage them in real-time as they wait at airports, signaling their intention to travel for the holiday.

**Egg Hunt & Community Event Attendees** at parks and community centers hosting Easter egg hunts, ideal for promoting family events or seasonal items like apparel, snacks, and outdoor gear.

**Easter Retreat Parents** who typically visit resorts during Easter or other holidays, ideal for offering family-friendly vacation packages or holiday getaway experiences.

**Easter Sightseers & Cultural Tourists** likely planning trips to museums, historical sites, or cultural events during Easter, shown through past visits to related places.



81%

### Did you know that?

Of consumers planned to celebrate Easter and spend over \$22 billion on food, gifts, candy, apparel, and more in 2024.

Source: [NRF](#)

# Mother's Day: May 11, 2025

Reach consumers getting ready for Mother's Day, from gift shopping to planning special outings, including:

## Retail Shopping:

**Luxury Gift Givers** with a high HHI (\$150k+), who visit high-end retailers like Chanel or Tiffany & Co., likely purchasing premium Mother's Day gifts such as designer apparel, jewelry, or exclusive pieces.

**DIY Gifts from Parents of Families** who were seen visiting craft supply stores like Michaels or Joann Fabrics to create homemade Mother's Day gifts with their family.

**Last-Minute College Student Gifters** typically shopping at campus bookstores or nearby retailers during the week leading up to Mother's Day.

**Cards & Greeting Shoppers** searching for Cards & Greetings online and who visit retailers like Dollar Tree or Hallmark during the days leading up to Mother's Day.

**Business Executives** who search for business news online and visit financial institutions or airport lounges, likely seeking premium Mother's Day gifts or experiences.

**Flower Shoppers** visiting in-person locations like local florists, Trader Joe's, or Whole Foods to purchase fresh flowers for Mother's Day, as well as searching for flower services online.

**Rest and Relaxation Moms** showing interest in a weekend getaway based on their online activity and past visits to resorts, spas, beach clubs, massage services, or yoga retreats.

**Beauty & Self-Care Shoppers** visiting beauty retailers (ie. Sephora, Ulta, or Bath & Body Works), likely purchasing skincare, fragrances, or self-care gifts.

## Grocery & Dining:

**Fine Dining Celebrators** who frequent high-end restaurants such as Ruth's Chris Steak House, The Capital Grille, or Nobu for an upscale Mother's Day dinner.

**Wine & Spirits Shoppers** browsing wine and liquor stores like Total Wine & More, BevMo!, or local wineries, selecting drinks for Mother's Day toasts.

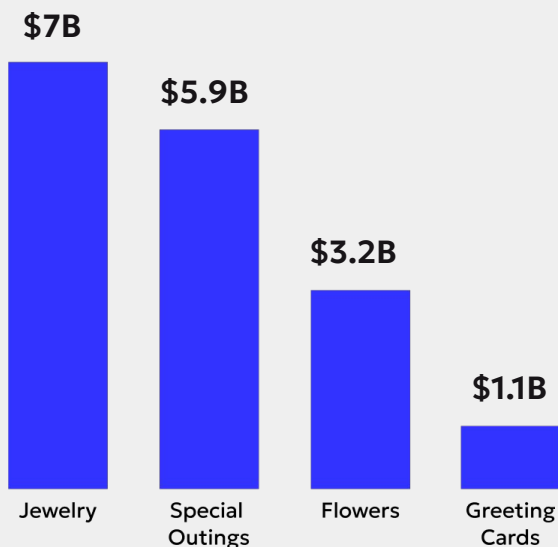
**Family-Friendly Restaurant Goers** who have been seen dining at casual restaurants like Olive Garden, Red Lobster, or The Cheesecake Factory.

## Travel & Entertainment:

**Family Staycation Seekers** visiting local hotels or nearby travel spots like Disney Resorts or beachfront rentals for a short getaway.

**Outdoor Enthusiast Moms** who frequent hiking trails, botanical gardens, or places like Yosemite, Central Park, or REI, perfect for promoting nature-filled Mother's Day experiences.

### Expected Spending for Mother's Day



Source: [NRF](#)

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# Memorial Day: May 26, 2025

Engage consumers showing purchase intent for Memorial Day weekend, including:

## Retail Shopping:

**Patriotic Apparel Shoppers** likely browsing for Memorial Day apparel at retailers like Old Navy, L.L. Bean, or Walmart for parades or parties.

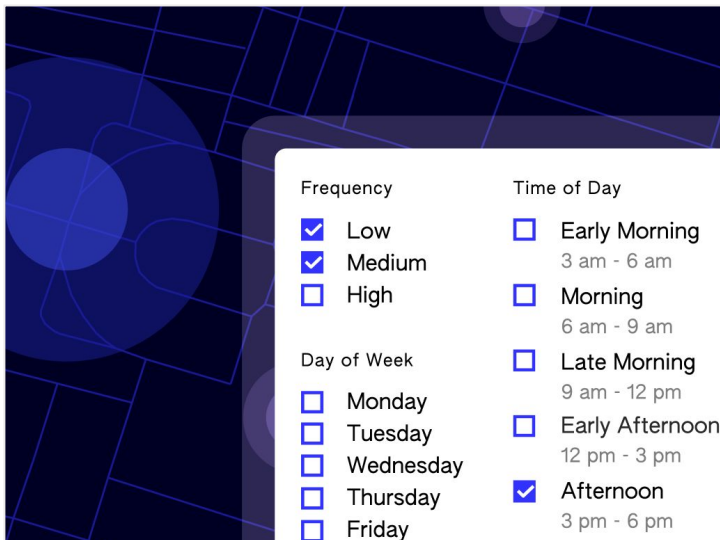
**Travel Enthusiasts** who frequently visit airports and likely shop for luggage, travel accessories, or weekend getaway essentials at retailers like Macy's, REI, or TJ Maxx.

**Luxury Shoppers** with a high household income seen at stores like Williams-Sonoma, Sur La Table, or Restoration Hardware, likely shopping for premium outdoor furniture, high-end BBQ grills, or luxury vacation items during Memorial Day.

**Eco-Friendly Shoppers** engaging with eco-friendly content online, or seeking sustainable products at stores like Whole Foods, Patagonia, or The Container Store.

**New Parents** who have been seen visiting baby stores or mommy-and-me classes in the past 18 months, ideal for promoting Memorial Day sales on baby-friendly products.

**Gen-Z Trendsetters**, ages 18-24, who support ethical, sustainable brands like Everlane and ThredUp and show online interest in eco-friendly clothing shopping.



Frequency

- ☒ Low
- ☒ Medium
- ☐ High

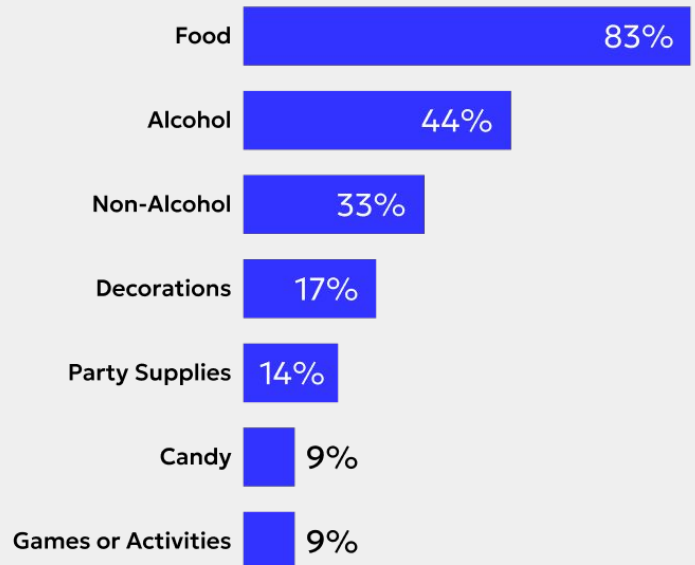
Time of Day

- ☐ Early Morning  
3 am - 6 am
- ☐ Morning  
6 am - 9 am
- ☐ Late Morning  
9 am - 12 pm
- ☐ Early Afternoon  
12 pm - 3 pm
- ☒ Afternoon  
3 pm - 6 pm

Day of Week

- ☐ Monday
- ☐ Tuesday
- ☐ Wednesday
- ☐ Thursday
- ☐ Friday

## Memorial Day Planned Purchases



Source: [Convenience](#)

## Grocery & Dining:

**At Home Hor D'oeuvres Enjoyers** seen at stores like Whole Foods, Trader Joe's, or Costco in the days leading up to Memorial Day weekend, preparing for gatherings at home.

**Alcoholic Beverage Drinkers (21+)** while they browse premium wines, craft beers, and cocktails at liquor stores like BevMo, Total Wine, or grocery stores that sell alcohol.

**Bar Hoppers**, ages 21+ who are seen frequently exploring a range of bar options, whether it be rooftops, karaoke, or ending the night at a club.

**Date Night Diners** who often visit casual restaurants, cocktail bars, fine dining, and wine bars at night, encouraging them to spend their long weekend at your location.

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## Travel & Entertainment:

**Urban Millennial Socializers** with a busy lifestyle, seen frequenting bars, nightclubs, and fashion boutiques, to promote exclusive Memorial Day offers at local venues.

**Travel Enthusiasts** visiting travel agencies or searching for hotels, sightseeing tours, or tourist destinations online. They were also seen at airports during past holidays.

**Date Night Event Goers** attending events like live music, outdoor movies, comedy shows, or theater performances to promote Memorial Day weekend date night specials and experiences.

**Family Fun Activity Seekers**, ages 18+ visiting family-friendly destinations like theme parks, zoos, aquariums, and kids' play centers during Memorial Day weekend.

**Car Renters** seen at car rental locations like Enterprise, Hertz, or National to promote travel-friendly offers and destinations.

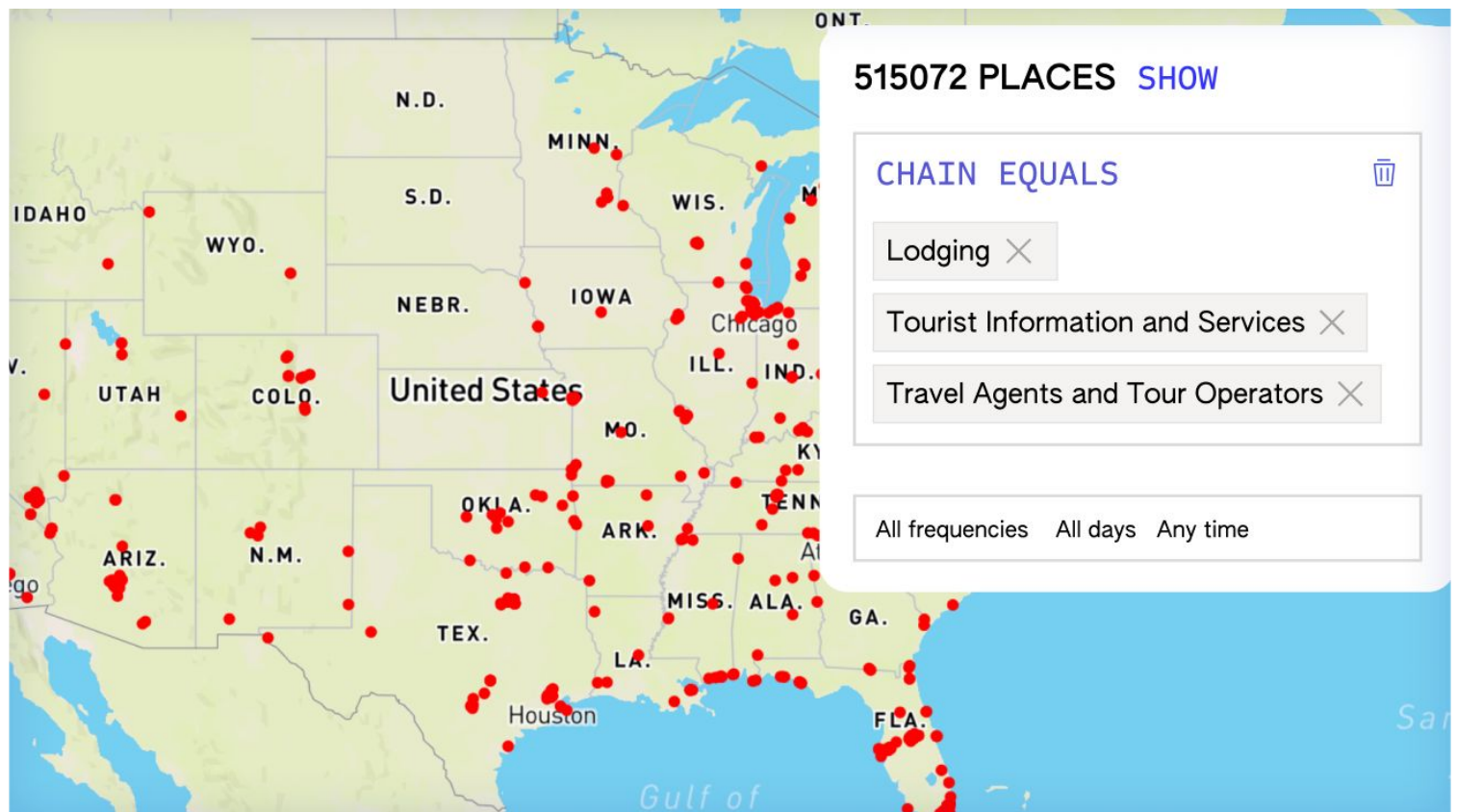
**Memorial Day Event Goers** attending music and show venues or other Memorial Day weekend events, to promote your brand in real-time.

Marketers can achieve a

# 202%

ROI when using Foursquare Targeting

Source: [Forrester](#)



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# Father's Day: June 15, 2025

Connect with audiences celebrating or giving gifts for Father's day, including:

## Retail Shopping:

**Electronic Gadget Enthusiasts** as they browse for tech gifts in real-time like smartwatches, headphones, or gaming accessories, to encourage them to choose your brand instead of others.

**Athletic Gear Gifts Givers** who were seen browsing fitness related stores like Nike, Adidas, or Dick's Sporting Goods during the week leading up to Father's Day last year, indicating they may make similar purchases again.



### Did you know that?

**95% of Father's Day** celebrators plan to make a purchase this year—**5% more than those shopping for Mother's Day (90%)**

Source: [Lendingtree](#)

**Experience Gift Buyers** researching online for concert tickets, sports, or golf related topics, or who have recently visited places like StubHub, Topgolf, or local driving ranges.

**Coffee & Cigar Experts** who visit Starbucks Reserve, local roasteries, or cigar lounges last Father's day, signaling interest in premium coffee blends or cigar gift sets.

**Father's Day Apparel Shoppers** who browse retailers like Nordstrom, Men's Wearhouse, or Nike for stylish gifts, from dress shirts to sneakers.

**DIY & Home Improvement Dads**, ages 35-54, who shop at Home Depot, Lowe's, or Ace Hardware—likely looking for tools, grilling accessories, or home project supplies.

**Stay-at-Home Dads** typically seen running errands like grocery shopping and visiting dry cleaners during weekdays, indicating they may be stay-at-home fathers.

## Automotive:

**Car & Auto Lovers** who are frequently seen at automotive places like AutoZone, Pep Boys, or O'Reilly Auto Parts with special Father's Day offers to promote visits to your store.

**Off-Road Adventurists** with a history of visiting off-road gear stores, 4x4 accessory shops, or overlanding brands likely buying upgrades for off-road vehicles ahead of Father's Day adventures.

**Electric Vehicle (EV) Drivers** seen at EV charging stations during Father's day with promotions on accessories for their electric vehicles.

**Big Purchase Auto Intenders** showing interest in buying a vehicle, based on online engagement and recent visits to car dealerships or repair shops. Further customize by HHI level.

## Grocery & Dining:

**Grill Masters** seen visiting Weber Stores, BBQ specialty stores, or butcher shops known for premium meats and grilling supplies ahead of Father's Day cookouts.

**Whiskey & Craft Beer Enthusiasts**, ages 21+ who frequent Total Wine & More, local distilleries, or brewery taprooms, with offers on premium spirits or craft beer gift sets.

**BBQ Lovers** as they walk near BBQ joints, smokehouses, or fast-casual chains to encourage impromptu visits for Father's Day lunch or dinner.

**Restaurant Loyalists** of dining chains like Outback Steakhouse, Texas Roadhouse, or Applebee's, to offer Father's Day deals to entice them to try your restaurant instead.

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## Smaller Observance Days

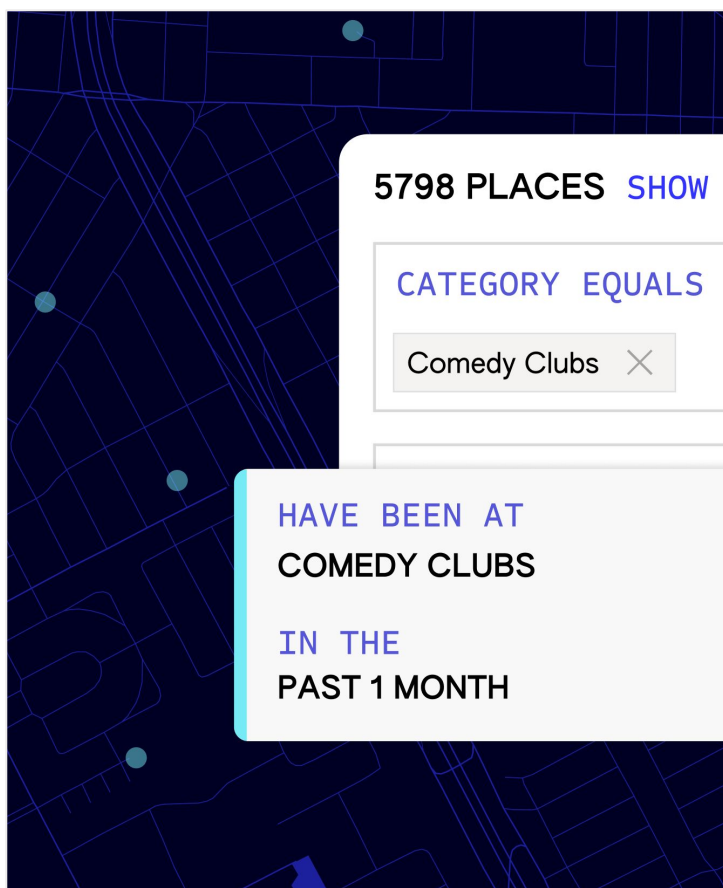
Throughout Q2, consumers celebrate fun observances like **April Fools' Day**, **National Pet Day**, **Star Wars Day**, **Earth Day**, and more. Tap into the excitement of these holidays to engage consumers and influence their purchasing decisions.

### At a glance

- April Fool's Day: Comedy Lovers
- National Pet Month: Dog Park Regulars
- Earth Day: Second Hand Thrift Shoppers
- Star Wars Day: Sci-Fi Collectors
- Earth Day: Recycling Advocates
- Cinco de Mayo Celebrators

## April Fool's: April 1, 2025

Reach consumers likely to engage with humorous ads as they embrace the fun prank-filled holiday, including:



**Comedy Lovers** who frequent comedy clubs, improv theaters, or attend stand-up shows, to offer April Fool's Day-themed promotions for comedy events or funny experiences.

**Prank Enthusiasts** seen shopping at novelty and prank stores like Spencer's, Party City, or CVS on April Fool's, likely looking for joke gifts, fake bugs, or prank kits.

**Escape Room Participants** who are likely thrill-seekers seen at escape rooms like Escape the Room or The Great Escape Room, to promote other April Fool's Day-themed events or experiences.

**Tough Competitors** interested in arcade games and friendly competition shown through their past visit history to related places, using humorous ads to appeal to their playful side.

**Seasoned Restaurant Visitors** who regularly dine out, using playful, prank-themed ads to grab their attention and encourage visits to your restaurant around April Fool's Day.

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## Earth Day: April 22, 2025

Reach eco-conscious consumers who likely shop sustainably and support green initiatives, including:

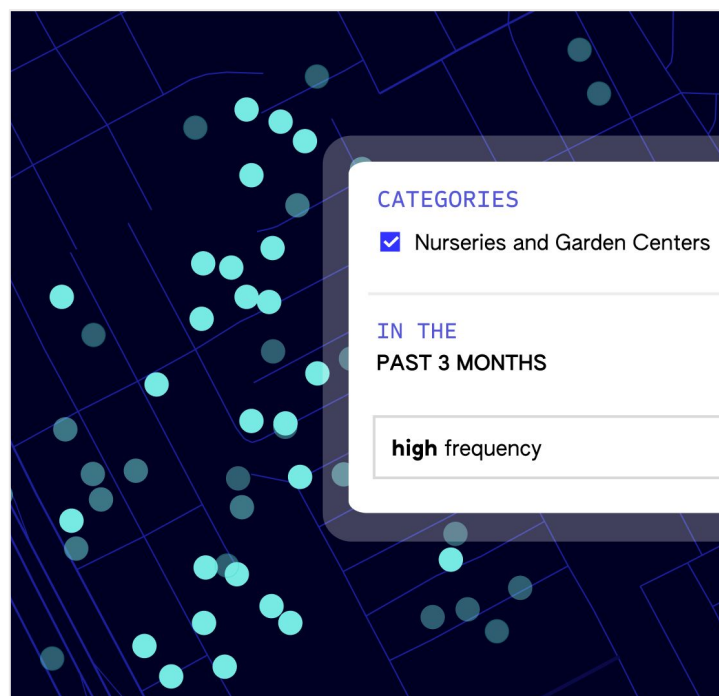
**Farmers Market Regulars** who frequent farmers markets and local organic grocery stores, indicating a preference for fresh, locally sourced food.

**Recycling Advocates** seen at recycling centers, refill stations, and eco-focused events.

**Community Gardeners** who visit urban farms, and garden centers, indicating they're likely passionate about green living.

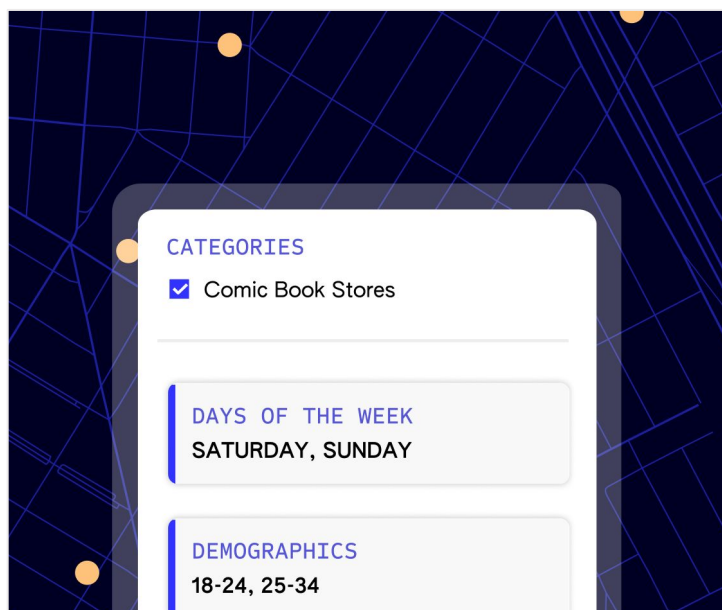
**Second Hand Thrift Shoppers** frequenting thrift stores, vintage markets, and clothing swaps, indicating a focus on sustainable fashion.

**Eco-Friendly Shoppers** seen at sustainable retailers like Sprouts and Allbirds. They also have an online interest in Eco-Friendly & Sustainable Shopping.



## Star Wars Day: May 4, 2025

Tap into an audience of Star Wars fans likely to engage with “May the fourth be with you” content, including:



**Sci-Fi Collectors** who are frequently seen at comic book stores, collectible toy shops, and specialty sci-fi retailers like Forbidden Planet.

**Cosplay & Convention Fans** spotted at pop culture conventions and costume shops, indicating their interest in sci-fi and fantasy.

**Theme Park & Attraction Visitors** visiting amusement parks, especially those with Star Wars-themed attractions like Disneyland, Disney World, or Universal Studios.

**Avid Moviegoers** including those seen at IMAX and dine-in cinemas, who are likely to appreciate tailored movie experiences.

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## Cinco de Mayo: May 5, 2025

Reach party hosts and food lovers stocking up on drinks, festive cuisine, and restaurant reservations, including:



**Cinco de Mayo Celebrators** who visited bars, restaurants, clubs, pool halls, and other venues known for themed parties and events around last Cinco de Mayo.

**Mexican Cuisine Enthusiasts** who frequently dine at Mexican restaurants, taco shops, and margarita bars, likely to participate in Cinco de Mayo festivities.

**21+ College Students** whose location history indicates that they frequently visit bars, clubs, liquor stores, etc. and will likely celebrate.

**Party Hosts** who visited party supply stores and warehouse clubs like Costco and Party City last Cinco de Mayo, signaling they may visit similar places again.

## National Pet Month: May 2025

Connect with animal enthusiasts at scale during National Pet Month and beyond, including:

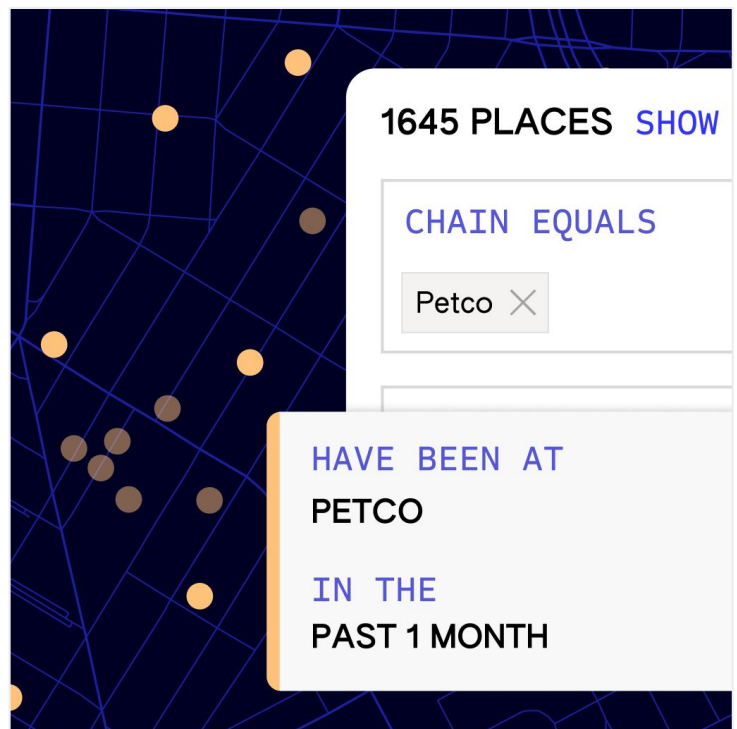
**Pet Supply Shoppers** seen at pet stores like Petco, PetSmart, or independent pet boutiques, likely looking for food, toys, and accessories for their pets.

**Veterinary & Grooming Visitors** who frequently go to vet clinics and pet grooming salons, signaling they are likely a pet owner.

**Outdoor Dog Walkers** who frequently visit dog parks, hiking trails, and pet-friendly outdoor spaces.

**Rescue & Adoption Advocates** who have visited animal shelters and adoption events in the past 1-3 months.

**Pet-Friendly Travelers** who have a history of visiting pet-friendly hotels, cafes, restaurants, and stores.



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# Lifestyle & Seasonal Moments

Q2 includes key life moments—**graduations, weddings, home moves**, and more—driving increased consumer spending. As people refresh their homes, plan travel, and embrace summer, marketers have prime opportunities to connect with engaged audiences in the right place and time.

## At a glance

- Necessity Spenders
- Spring Jetsetters
- Recent Graduates
- Cleaning Product Shoppers
- Home Upgraders
- Hot Girl Summer Embracers
- Home Garden Shoppers
- Suit & Formalwear Shoppers
- Tech-Savvy Wedding Planners

## End of Tax Season: April 2025

Engage consumers spending refunds on necessities, big-ticket items, travel, and investments, including:

**Tax Filers & Preparers** visiting tax offices, accounting firms, or tax prep locations as they finalize their filings, signaling they have yet to receive their tax refund.

**Financial Planning Seekers** who were seen at financial advisory offices, investment services, or bank branches for financial planning after tax season.

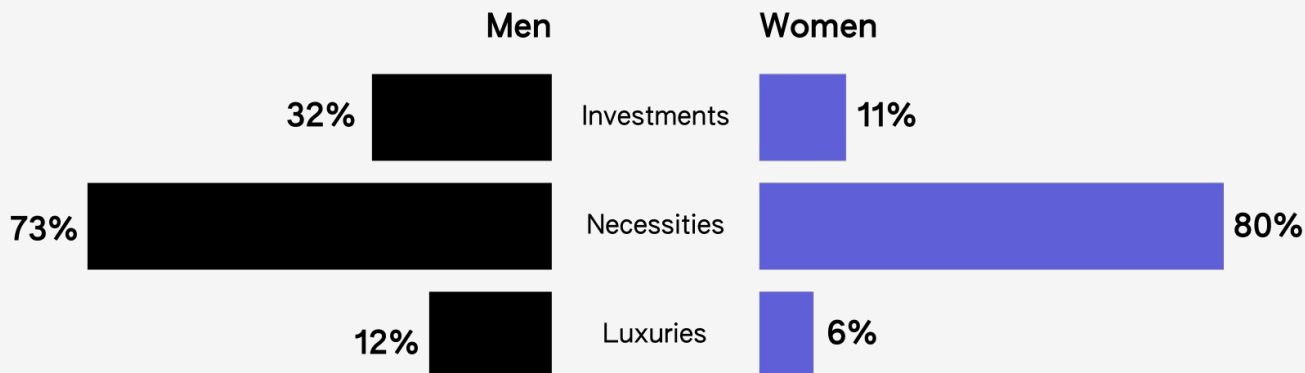
**Budget Shoppers** with a history of visiting discount retailers, outlet malls, or dollar stores to stretch their budgets after tax season.

**Grocery Shoppers** exploring new food and beverage items, encouraging them to choose your brand as they shop with extra spending power.

**Tech Upgraders** more likely to use their tax refunds to upgrade their technology, seen shopping at electronics stores like Best Buy, Apple Store, or GameStop.

**Necessity Spenders** using tax refunds for essential purchases like groceries, household goods, or auto repairs, to influence real-time buying decisions.

## How consumers plan to spend their tax refunds



Source: [TaxSlayer](#)

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# Spring Travel, Gardening, & Cleaning: April - May 2025

Connect with consumers embracing the shift from winter to spring, including:

## Spring Travel:

**College-Aged Spring Breakers** while they're at airports, beach destinations, and nightlife hotspots using real-time geofencing.

**Seasonal Spring Travelers** shown through their history of visiting airports or rental car locations in March-May, but not in other months.

**Theme Park Parents** with families likely to visit theme parks, zoos, and kid-friendly resorts based on past visits during holidays.

**Homebirds** who haven't been seen visiting airports or major travel hubs and instead frequenting local attractions, malls, and restaurants.

**Spring Jetsetters** frequenting airports, rental car centers, and warm-weather destinations, signaling plans for a spring getaway.

## Did you know?

The average college student spends approximately

**\$1,080**

on spring break vacations

Source: [global EDGE](#)



## Spring Gardening:

**Home Garden Starters** who have recently visited garden centers and nurseries, signaling plans to start a spring garden.

**Experienced Gardeners** who frequently go to specialty plant shops, greenhouse supply stores, and botanical gardens, indicating ongoing gardening habits. They also engage with gardening & landscaping topics online.

**Gardening Supplies Searchers** as they shop for supplies at home improvement store like The Home Depot, Lowe's, Ace Hardware, etc. Their online interests may include gardening and home improvement.

**Landscaping Service Seekers** who have previously visited lawn care and landscaping businesses, signaling interest in seasonal yard maintenance or upgrades.

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## Spring Cleaning:

**Cleaning Product Shoppers** who search for cleaning supplies online and visit grocery stores or big-box retailers to stock up for spring cleaning.

**Eco-Friendly Cleaners** engaging with eco-friendly products and cleaning supplies content online and who typically browse stores like Whole Foods, Target, and Costco.

**Home Organization Enthusiasts** visiting organization retailers or storage solution stores as they prepare for spring decluttering and organizing.

**Professional Cleaning Seekers** visiting carpet cleaning rentals or professional cleaning services for spring cleaning needs.

## Homebuying & Moving Season: April - May 2025

Connect with consumers actively planning or undergoing their next moving adventure, including:

**New Home Furnishers** seen at real estate offices and furniture stores like IKEA, West Elm, and HomeGoods, signaling interest in furnishing their new space.

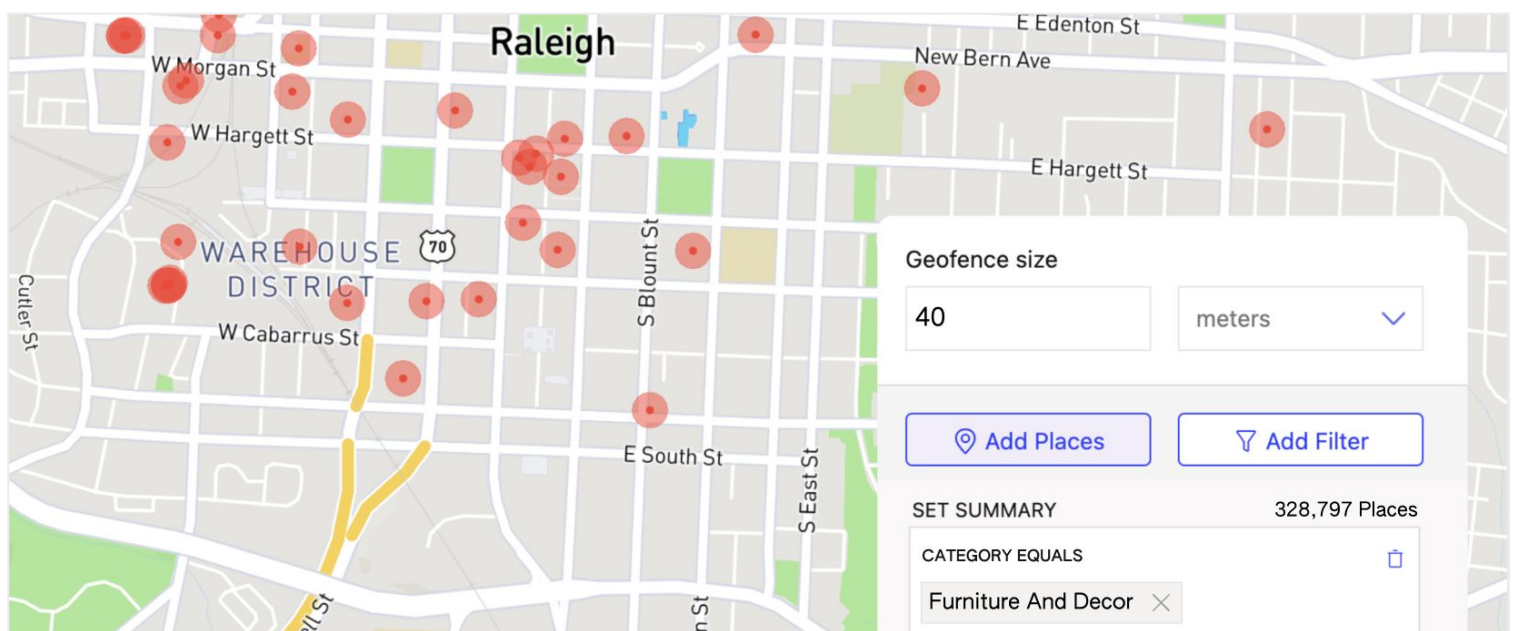
**Active Movers** frequenting moving truck rental locations (e.g., U-Haul, Penske) or self-storage facilities, indicating they are in the process of moving.

**Smart Home Shoppers** who have frequently been visiting electronics stores and have searched for security systems or home improvement topics online.

**Home Upgraders** researching major kitchen appliances online while visiting home improvement stores like Lowe's and Home Depot, signaling plans for renovations or upgrades.

**In-Market Renters & Buyers** visiting places in the Real Estate category, indicating they are in the market for a new living situation.

**Final Stage Home Buyers** seen visiting banks, mortgage lenders, title offices, and home inspection service locations, signaling they're in the final stages of purchasing a home.



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## Wedding Season: May - June 2025

Target key audiences of wedding planners, guests, newlyweds, and more, including:

**Bridal Boutique Shoppers** visiting bridal shops and wedding dress retailers, signaling they are actively planning for their big day.

**Venue Scouters** seen frequently visiting popular wedding venues like The Plaza Hotel, The Biltmore, The Ritz-Carlton, vineyards, and country clubs, signaling they are searching for the perfect venue space.

**Tech-Savvy Wedding Planners** as they visit event venues, bridal expos, and luxury hotels. They also engage with AI and ML content online, indicating interest in tech-driven planning.

20%

of couples now use AI to help plan their wedding – from communication and etiquette, to finding inspiration.

Source: [the knot](#)

**Jewelry & Ring Shoppers** likely looking for engagement rings and wedding bands at Tiffany & Co., Cartier, Zales, Kay Jewelers, and Blue Nile showroom locations.

**Suit & Formalwear Shoppers** visiting Men's Wearhouse, Brooks Brothers, The Black Tux, and high-end department stores for wedding attire.

**Honeymoon Planners** engaging with wedding content online and also seen at travel agencies, passport offices, and airports, indicating they are preparing for a honeymoon.

**Wedding Service Seekers** visiting local florists, high-end bakeries, and photography studios. They also are engaging with wedding content online.

**Wedding Party Travelers** staying at hotels near wedding venues, such as the Marriott, Hilton, Hyatt, and boutique hotels known for hosting wedding blocks.

## Graduation Season: May - June 2025

Reach consumers celebrating graduation, whether they're starting college or launching their career, including:

**Recent Graduates** who were seen frequently visiting college campuses and universities over the past year, but are now seen visiting coworking centers.

**College Bound Students**, aged 18+ who have recently been seen visiting SAT/ACT test prep centers, college prep centers, and student aid and grants services.

**Young Tech Enthusiasts** ages 18-24 who frequently visit electronics stores such as Best Buy, the Apple Store, Microsoft Store, Sony, and Fry's Electronics.

**Hungry Celebrators** walking near campuses before or after graduation looking for a place to eat or drink to encourage impromptu visits.

**Upcoming Engineers** ages 18-24 seen visiting engineering buildings and learning centers. They are also frequently seen visiting universities.

**Graduation Gift Givers** shopping at retail stores, gift shops, and major department stores to influence buying decisions in real-time.

**Last-Minute Graduation Shoppers** browsing for the perfect outfit at retailers like Nordstrom, Macy's, and Bloomingdale's leading up to graduation.

**Graduating Athletes** frequently seen at sports retailers, fields, stadiums, and college campuses over the past year, but not in the last month.

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# Summer Kickoff: June 2025

Reach millions of consumers preparing for vacations, outdoor adventures, and summertime shopping, including:

## Summer Travel:

**Beach Lovers** visiting beaches, coastal towns, and surf shops, signaling their passion for the beach lifestyle.

**Family Vacationers**, aged 18+ seen at airports or frequenting family-friendly locations like amusement parks, zoos, and kid-friendly resorts.

**Nature & Adventure Seekers** who are likely hikers, campers, and trail explorers who were seen at national parks, outdoor gear stores, and campgrounds last summer.

**Tropical Vacationers** planning island getaways, indicated by their visits to travel agencies, beaches, and airports during the summer months.

**Cold-Weather Escapees** who likely live near colder regions using the “Live Near” feature, and have a history of visiting airports from June-September.

**Poolside Relaxers** visiting pools, resorts, and spas, indicating they are preparing for poolside relaxation in the upcoming warm months.

## Fitness:

**“Hot Girl Summer” Embracers**, ages 18+ seen frequently at gyms and workout classes, beaches, music festivals, and fashion hotspots.

**Summer Sports Enthusiasts** who regularly visit tennis courts, golf courses, or outdoor sports facilities in summer, showing an active lifestyle and interest in sports gear.



**Family Fun Seekers**, specifically moms and dads, visiting zoos, water parks, and theme parks in real time, or build an audience of consumers visiting these locations last summer.

**Yoga Enthusiasts** with a history of visiting yoga studios, outdoor yoga events, or meditation gardens during the summer months.

**Sunrise & Sunset Chasers** frequently seen at scenic overlooks, beaches, or parks during early mornings or evenings, signaling an interest in outdoor fitness and nature-based activities.

Marketers can increase their campaign **scale** by

**4X**

when using **Foursquare Targeting**, enabling granular targeting with significant profitability uplift.

Source: [Forrester](#)

Source:

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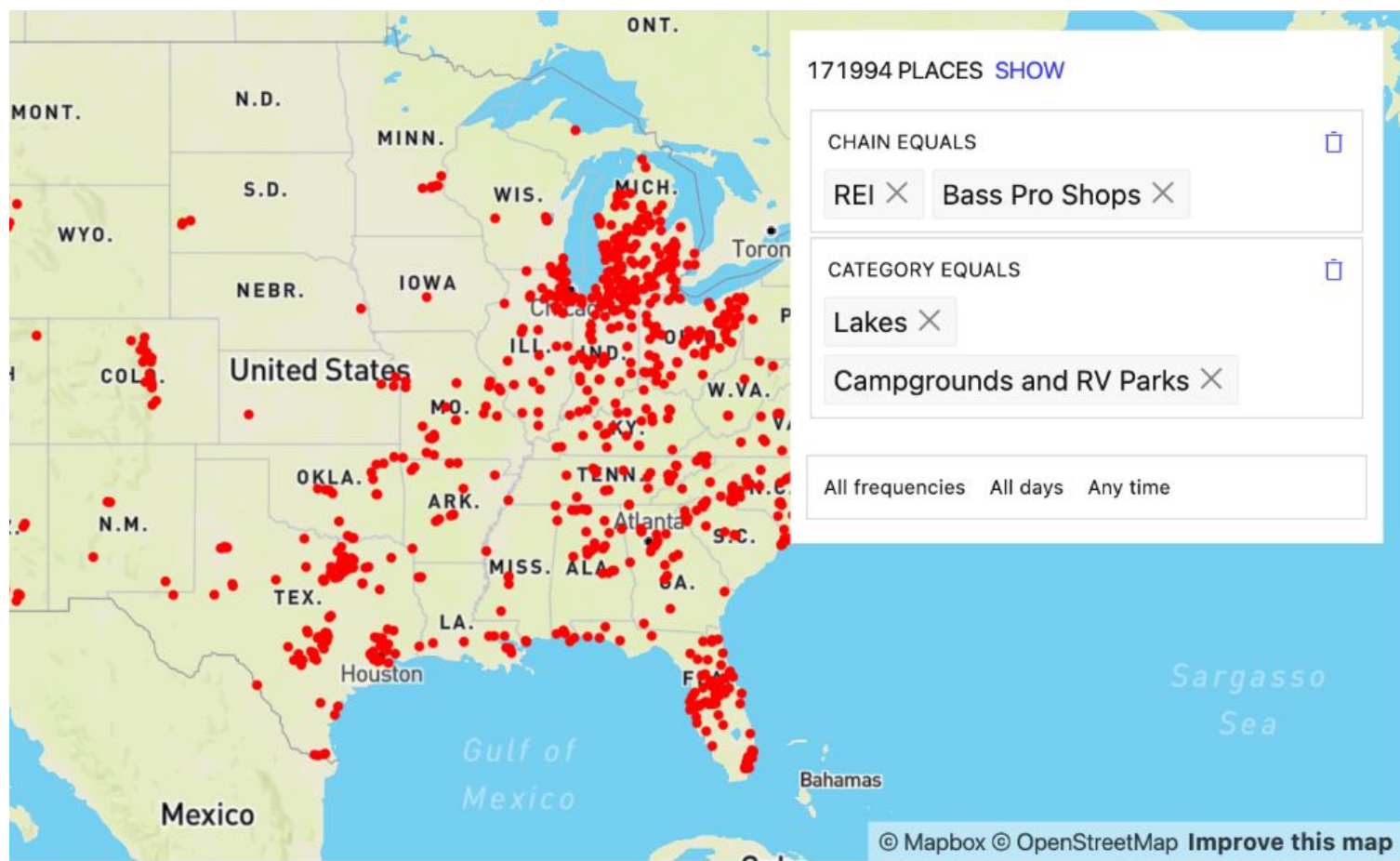
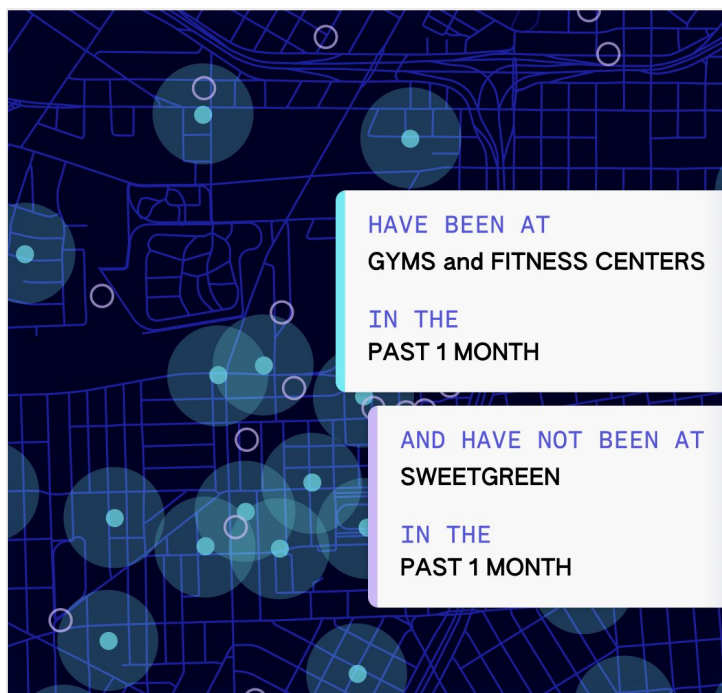
## Retail:

**Beach Weekend Essentials Shoppers** visiting CVS, Walgreens, and Walmart near coastal towns on Saturdays and Sundays, likely picking up sunscreen, flip-flops, and last-minute beach gear.

**Coastal Fashion Shoppers** with a history of visiting beachwear retailers like Sun Diego, Hollister, and local surf shops.

**Lakeside Retreat Visitors** spending their weekends at lakeside resorts or camping grounds, frequenting stores like REI, Bass Pro Shops, and local convenience stores.

**Big Box Shoppers** in real-time as they shop at big box retailers like Costco, Walmart, and Target, keeping your brand top-of-mind while they explore summer essentials.



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## Sporting Events

Spring and summer sporting events like the **NBA Playoffs**, **Kentucky Derby**, and **The Masters** draw highly engaged and enthusiastic audiences, making them prime moments for brand exposure. With consumers tuned in across digital, social, and live experiences, marketers can maximize impact using location-based targeting.

### At a glance

- Basketball Fanatics
- Kentucky Derby Visitors
- NHL Game Watchers
- Country Club Golf Members
- Active Tennis Players
- Automotive Gearheads
- Table Tennis Fans
- Hockey Players
- Skiing Enthusiasts

## NBA Playoffs: April - June 2025

Connect with basketball enthusiasts, players, and shoppers likely to tune-in for the series, including:

**NBA Playoff Watchers** visiting sports bars, restaurants, and arenas during NBA Playoff games in real-time, showing strong engagement with live sports.

**Basketball Fanatics** who have a history of visiting NBA arenas, basketball courts, and sports memorabilia stores. They also engage with basketball and college sports content online.

**At-Home Viewers** who likely watch NBA games at home, shown by their limited visits to sports bars during March Madness and active engagement with basketball content online.

**Streetball Players** visiting local basketball courts, gyms, or basketball-related fitness centers, indicating their active involvement in basketball and likely interest in NBA games.

**Basketball Retail Shoppers** who have recently visited sporting goods stores like Dick's Sporting Goods or Nike outlets, indicating interest in basketball gear. They also search online for Basketball Equipment.

**Sports Bar Regulars** who have a history of visiting sports bars during professional sporting games, signaling their passion for live sports viewing. Target them in real-time with Proximity.

### Did you know?

We also offer a solution that helps marketers measure campaign impact on store visits and sales, allowing for in-flight optimizations to:



Minimize wasted ad spend



Increase basket sizes



Prove visitation lift

[Learn more](#)

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# NHL Playoffs: April - June 2025

Reach hockey fans as they attend live games or watch the playoffs from their favorite spots, including:

**Hockey Players** who regularly visit hockey arenas and skating rinks. They also search online for Hockey Equipment indicating they are active players.

In 2024, the average TV viewership was **4.2 million** per Stanley Cup game, up from 2.6 million in 2023

Source: [Statistica](#)

**NHL Game Watchers** with a history of visiting NHL arenas or search for hockey content online, signaling a strong interest in live games and playoff excitement.

**Ski & Snowboard Enthusiasts** who visit ski resorts, snowboarding parks, and winter sports equipment shops, indicating a passion for winter sports. They also engage with hockey content online.

## Kentucky Derby: May 3, 2025

Engage race-day enthusiasts shopping for fashion attire and celebrating at Derby events, including:

**Kentucky Derby Attendees** while they're watching the race in real-time or before/after as they visit their hotels and local restaurants in the area.

**Race Track Visitors** whose location history indicates they enjoy visiting horse race tracks, including Churchill Downs.

**Louisville Parents** during the month of the Kentucky Derby, attending family-friendly events like the Kentucky Derby Festival.

**Women Fashionistas** shopping at upscale retailers like Saks Fifth Avenue, Michael Kors, and Ralph Lauren, who are likely interested in exclusive fashion during racing season.

In 2024, women's hats and caps generated **\$26.32 billion** in revenue.

Source: [Ecwid](#)

## Indianapolis 500: May 25, 2025

Reach passionate motorsports enthusiasts as they make race day plans, including:

**Automotive Gearheads** who frequently visit repair shops or parts stores, likely passionate about car mechanics and racing.

**300,000 +** people attend The Indianapolis 500 in person. For reference, that's **4x** the attendance of The Super Bowl.

Source: [NewsNation](#)

**Racing Fanatics** with a history of attending motorsport events, visiting race tracks like the Indianapolis Motor Speedway and engaging with auto racing content online.

**Luxury Car Enthusiasts** who have recently visited high-performance car retailers like Ferrari, Lamborghini, and Porsche. These consumers also research custom and performance vehicles online.

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# The Masters: (April 7 - 13, 2025) & The U.S. Open: (June 12- 15, 2025)

Reach golf enthusiasts who are likely to tune in and interact with golf-related content, including:

**Golf Travelers** who are seen playing at a variety of golf courses across the country, and will likely be tuning in to watch The Masters and U.S. Open.

**Local Golf Course Regulars** who frequently visit their local golf courses or country clubs, indicating a strong interest in golf.

**Golf Retail Shoppers** browsing for golf equipment, apparel, or accessories at stores like Golf Galaxy, PGA Tour Superstore, or local pro shops, suggesting they're likely to follow major golf events.

**Country Club Golf Members** who frequently visit country clubs and also engage with golf content online.

For immediate activation, select our pre-built **“Golfers”** segment across top DSPs like Trade Desk, LiveRamp, and DV360 and reach over **300M devices**.

## French Open: May 25 - June 8 2025

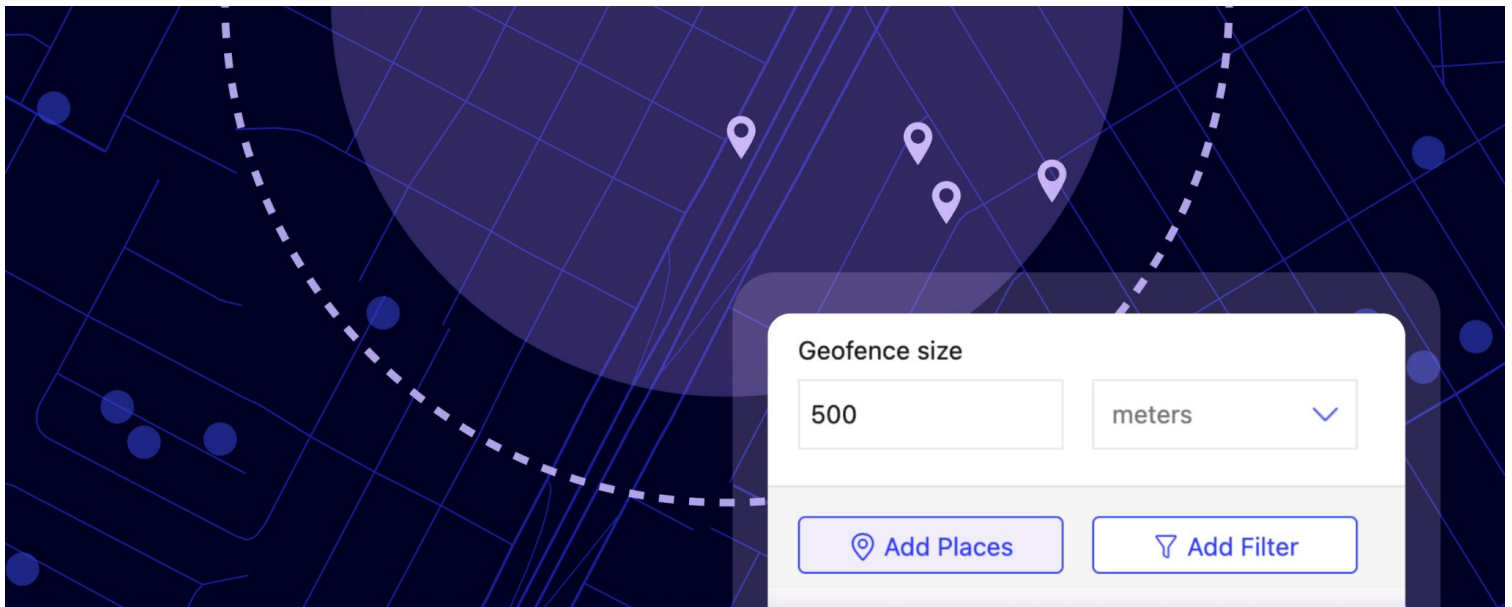
Connect with tennis enthusiasts likely streaming matches and tuning into the French Open, including:

**Active Tennis Players** seen frequently visiting tennis courts and also engaging with tennis content online, indicating a strong interest in the sport and a high likelihood of watching the French Open.

**Tennis Gear Shoppers** visiting stores like Nike, Academy Sports, and Tennis Warehouse. They also search for tennis equipment online.

**Sports Players** in real-time at tennis courts and community rec centers while they're in the mindset of playing sports.

**Table Tennis Fans** who play table tennis and search for table tennis equipment online, indicating they may also be interested in tennis events like the French Open.



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## Festivals & Entertainment

Events like **Coachella**, **Stage Coach**, and the **Met Gala** offer brands the chance to create meaningful connections with consumers. Location-based targeting lets marketers reach high-intent audiences, using past behaviors or real-time signals to increase brand awareness and drive action.

### At a glance

- Bougie Festival Campers
- Tailgate Party Shoppers
- Fashion Models
- Met Gala Watchers
- Unique Wardrobe Seekers
- Country Music Fans
- Beer Drinkers
- Influencers
- High-End Hotel Guests

### Coachella: April 11-13 & 18-20, 2025

Connect with festival-goers in-real time or as they prepare for the music and art-filled weekend, including:

**Festival Fashion Shoppers** visiting retailers like Urban Outfitters, ASOS, and Free People, purchasing trendy festival attire.

**Coachella Visitors** as they listen to music at the festival and visit nearby areas, engaging consumers drawn to the festival's buzz, even if they aren't attending.

**Music Enthusiasts** who have been seen at concerts, festivals, and music venues in the past year, signaling interest in live music.

**Bougie Festival Campers** with higher household incomes that frequent festivals and camping related retail stores.

### Stage Coach: April 25 - 27, 2025

Reach country fans as they search for cowboy apparel, plan their travel, and tailgate at the event, including:

**Western Fashion Shoppers** who have a history of shopping at western wear retailers like Boot Barn, Levi's, Cavender's, and Sheplers, signaling they are likely interested in country music and lifestyles.

**Country Music Fans** who have an online interest in country music and frequent music and show venues, like the Red Rocks Amphitheatre or the Grand Ole Opry.

**Tailgate Party Shoppers** in real-time as they visit big-box retailers like Costco, Sam's Club, or Home Depot, likely stocking up on grilling, beverage coolers, and tailgating accessories for Stagecoach weekend.

**Beer Drinkers**, ages 21+ who have a history visiting breweries or beer retailers such as Total Wine and BevMo!.

Gen-Zers are

1.6x

more likely to attend music festivals than Millennials

Source: [Santiago Solutions Group](#)

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# Met Gala: May 5, 2025

Engage fashion lovers likely following red carpet trends and tuning into Met Gala content, including:

**High-End Hotel Guests** with a history of staying at luxury hotels like The St. Regis or The Four Seasons. They have a HHI of \$150k+.

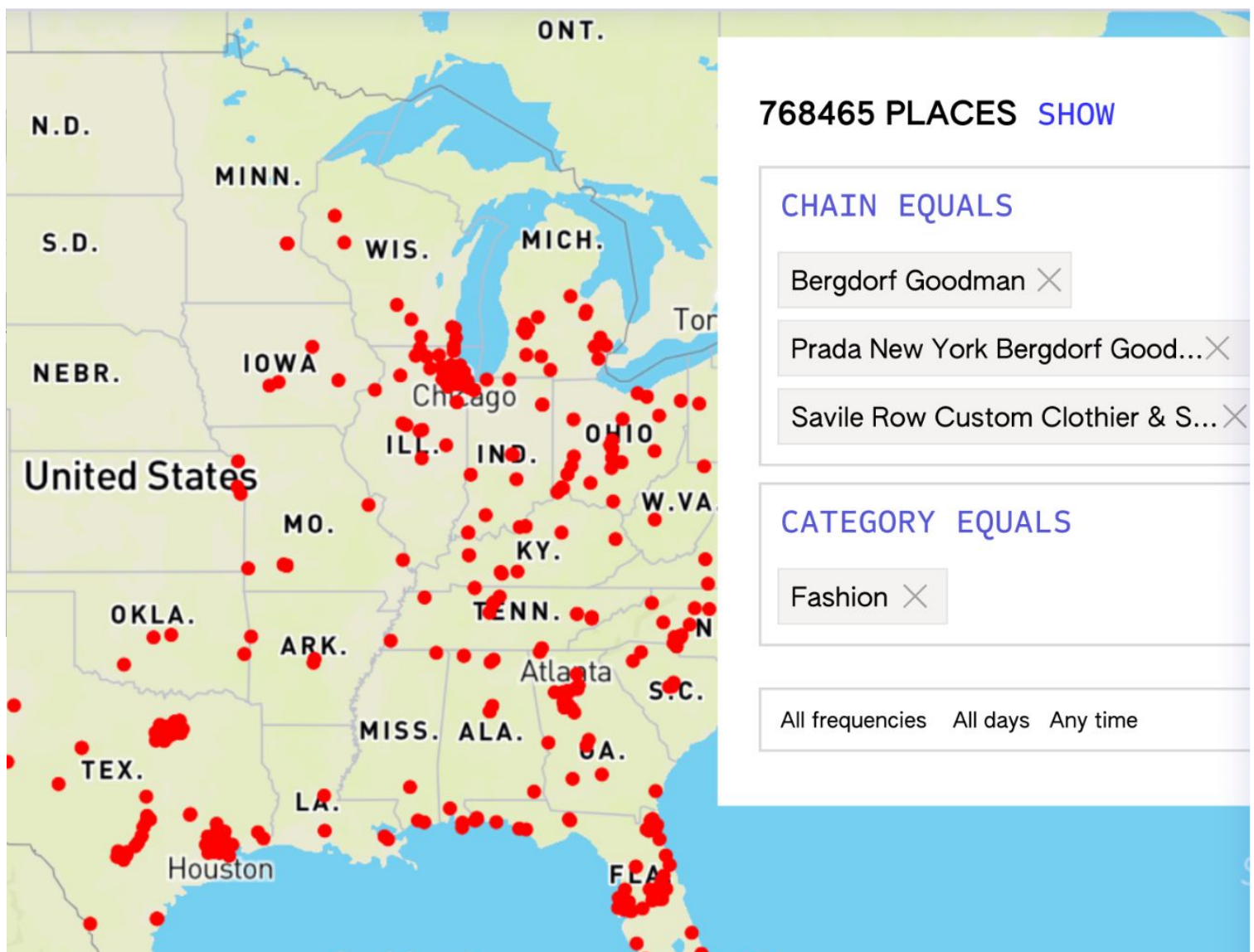
**Fashion Models** with a history of visiting modeling agencies and fashion studios, who are likely aspiring or current models and may be attending events like the Met Gala or fashion shows.

**Influencers** shown through their online interests in social media and fashion related content. They also visit photography studios.

**Unique Wardrobe Seekers** who frequently visit high-end fashion boutiques such as Savile Row or Bergdorf Goodman. They also engage with Fashion Designers and Collections content online.

In 2024, video content made for the Met Gala had over **2.1 billion** total video views in the first 7 days.

Source: [Condenast](#)



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# Planning for Q3?

As you get your Q3 campaigns ready, Foursquare is here to help you craft a winning strategy, allowing you to focus on what matters most—executing with impact.



## Q3 Location-Based Targeting Strategies

(Stay tuned for more in our Q3 guide... but for now, here's a sneak peak)

- **Fourth of July**
  - Party Planners
  - BBQ & Grill Masters
  - Firework Fans
- **Summertime**
  - Real-Time Beach Goers
  - Fun-in-the-Sun Seekers
  - Late Summer Travelers
- **Labor Day**
  - Early Morning Sale Shoppers
  - Weekend Getaway Travelers
  - Outdoor Adventurers
- **Back-to-School**
  - Back-to-School Shoppers
  - Outlet Shoppers
  - Families with Kids
- **Comic-Con**
  - Pop Culture Enthusiasts
  - Disney Adults
  - Anime Fans
- **NFL Season**
  - Tailgaters
  - Fantasy Football Players
  - Game Day Snack Shoppers

Looking for a custom targeting strategy tailored to your campaigns?

[Reach out to our team of experts.](#)



[View the case study >](#)

By using **FSQ Audience**, **Jack in the Box** conquered the competition with programmatic DOOH by targeting people that frequented fast-casual restaurants. With **FSQ Proximity**, they engaged consumers within a 2-mile radius of their restaurant locations. They measured the success of their campaign using **FSQ Attribution** to evaluate the lift in restaurant visits and noticed an increase in foot traffic.

49M+

DOOH Impressions

8.8%

Lift In Foot Traffic

1.3M+

Store Visits

# Get Started



## For Immediate Activation:

Easily activate over 1500+ ready-to-use audience segments off-the-shelf in major DPS like The Trade Desk, LiveRamp, and DV360. Search for “Foursquare” directly in your DSP and see how location data can quickly improve your campaigns’ engagement, scale, and ROI.

- Spring Cleaners
- NBA Finals Viewers
- Airlines and Aviation Services
- Gym and Fitness Lifestyle
- Holiday Celebrators
- Outdoor Recreation
- Convention Centers
- Swimming Pools
- Landscaping and Gardeners
- Family Fun Lifestyle
- Banks
- Sports Bars
- Stadiums and Arenas
- In-Market Auto Intenders
- Music and Show Venues

## Build Your Own Custom Segments:

We make it easy to leverage location with Foursquare Targeting. Simply follow the steps below.

1

Contact our team to discuss your goals and request access to our Targeting Designer.

2

Log in to your Targeting account and start building custom segments once granted access.

3

Deploy segments to over 550+ partners and channels, including digital, social, CTV, OOH, and more.

4

Charges only apply when your segments are activated on a live campaign.

## Trusted location intelligence, fueled by FOURSQUARE

### Need further support?

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

If you’re looking to measure campaign impact with **FSQ Attribution**, [reach out to us here](#) or visit our [website](#) to explore our product portfolio.

#### Frequency

- ☒ Low
- ☒ Medium
- ☐ High

#### Day of Week

- ☐ Monday
- ☐ Tuesday
- ☐ Wednesday
- ☐ Thursday
- ☐ Friday
- ☐ Saturday
- ☐ Sunday

#### Time of Day

- ☐ Early Morning  
3 am - 6 am
- ☐ Morning  
6 am - 9 am
- ☐ Late Morning  
9 am - 12 pm
- ☐ Early Afternoon  
12 pm - 3 pm
- ☒ Afternoon  
3 pm - 6 pm
- ☒ Evening  
6 pm - 9 pm