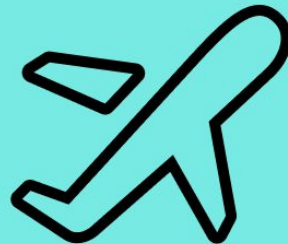


FSQ

# Q3 2025 Location-Based Targeting Guide: Outsmart Your Competition

Skip the brainstorming and leave it to us. Get creative [location-based](#) targeting strategies to ensure your campaigns stand out this Q3.



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# Let's jump right into it...

This guide covers dozens of customizable targeting strategies for major Q3 moments, from Fourth of July celebrations to back-to-school shopping, helping you reach high-intent customers and maximize campaign performance.

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### How to use this guide:

1. **Strategize:** Gain unique location-based targeting ideas to connect with consumers during key Q3 advertising opportunities.
2. **Refine:** Improve both in-flight and upcoming campaigns by incorporating location-based segments to maximize ad spend and 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 performance.

## 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.

# Foundational Targeting Strategies

These foundational targeting strategies show how you can use location signals to reach highly engaged audiences. Once you've set your base, the next sections will guide you through specific Q3 segment ideas you can further customize and activate across 550+ channels and partners.

## Customer Loyalty & Acquisition

**Competitor Customers:** Reach those who have recently visited your competitor locations, signaling they're in the market for your offering.

**Repeat Visitors:** Target consumers who consistently return to your brand's locations, or your competitors', suggesting stable brand preference.

**Window Shoppers:** Segment by those seen visiting multiple competing brands, signaling openness to new options.

**Lapsed Customers:** Re-engage visitors who used to frequent your location but haven't been seen in the past six months.

**Complementary Chains:** Reach consumers who visit businesses that naturally align with your brand or offering.

## Geography & Location Context

**High Urban Density Locations:** Concentrate your efforts on high-traffic, high-population urban areas where your target audience is most concentrated.

**Real-time visitors:** Connect with consumers based on real-world, in-the-moment behaviors, whether they're near your location, visiting a competitor, attending an event, or at other high-intent spots.

**Local residents:** Reach consumers who likely live near relevant locations, such as your store or complementary businesses, to enable more contextual and proximity-based targeting.

## Seasonality & Time Based Buyers

**Morning, Evening, or Nighttime Visitors:** Personalize your messaging based on when consumers are most active and likely to take action.

**Low, Medium, or High Frequency Visitors:** Segment audiences by visit frequency—like those who visit competitors often but visit you less—to prioritize conversion efforts.

**Weekend Warriors:** Target consumers who prefer to shop, dine, travel, and explore new places primarily on weekends.

**Seasonal Buyers:** Identify consumers who frequent your location, or your competitors locations, during specific times of the year, suggesting they're likely repeat similar behavior this season.

**Event-Driven Visitors:** Target consumers who consistently visit events throughout the year, like music festivals, sports games, or local fairs, signaling they may do so again.

## Location + Demographics

**Layer demographic filters** onto your location-based segments to further refine your audience by:

- Parental status
- Household Income
- Age
- Gender

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# Major Q3 2025 Advertising Moments



## **Fourth of July** (July 4, 2025)

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



## **World Chocolate Day** (July 7, 2025)

Tap into the day of chocolate by reaching consumers who show intent for shopping for sweat treats throughout the year.



## **MLB Season** (March-September)

Reach passionate baseball fans and game-day attendees with targeted ads while they're in the mindset to consume media.



## **Summer Moments** (June-September)

Connect with summer travelers, shoppers, and diners as they soak up the season and gear up for sunny adventures.



## **Back-to-School** (June-September)

Reach consumers gearing up for the school season, whether they're shopping for K-12 supplies, moving into college dorms, or preparing their classrooms.



## **Comic-Con** (July 24-27, 2025)

Tap into the Comic-Con fandom of cosplayers, collectors, gamers, and pop culture superfans, flocking to conventions and specialty shops.



## **Early Holiday Shopping** (July-October)

Reach proactive shoppers who are getting a head start on holiday gifting, likely taking advantage of summer sales.



## **Labor Day** (September 1, 2025)

Connect with consumers as they plan getaways, fire up the grill, and hunt for big holiday sales on auto, furniture, apparel, and electronics.



## **U.S Open (Tennis)** (Aug 24 - Sep 7, 2025)

Serve ads to tennis fans and sports enthusiasts likely attending or tuning into the US Open, engaging in the excitement on and off the court.



## **NFL Kickoff** (September 4, 2025)

Score attention from football fans gearing up for NFL Kickoff, stocking up for watch parties, fantasy leagues, and Sunday traditions.



## **Start of Fall** (September 22, 2025)

Engage audiences embracing the season shift, from cozy wardrobe updates to autumn activities and fall beauty launches.



## **National Coffee Day** (September 29, 2025)

Perk up engagement with coffee lovers celebrating their favorite brew, seen visiting cafés and coffee shops at a high frequency.

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# Recommended Targeting Strategies

Below are recommended targeting strategies that can be further customized within our self-serve Targeting Designer to meet your specific campaign goals.

## Q3 Holidays

From Fourth of July to Labor Day to National Ice Cream Day, use location data to find and engage consumers ready to spend on celebrations.

### At a glance

- Convenience Store Goers
- Curbside Grocery Shoppers
- Outlet Marathoners
- Auto Sales Seekers
- Highway Travelers
- Beer Run Crowd
- Labor Day Jetsetters
- Chocoholics on the Go
- Remote Work Regulars

## Fourth of July

Target key audiences planning for Independence Day celebrations and travel, including:

### Retail Shopping:

**Premium Outlet Mall Visitors** who browse outlets such as Woodbury Common or Desert Hills during Fourth of July week.

**Downtown Shoppers** with a history of strolling retail districts like The Grove or Third Street Promenade during holiday sales events.

**Tourist Gift Shoppers** who explore gift shops in hubs like Times Square or Navy Pier while enjoying holiday celebrations.

**Lake Town Visitors** seen frequently visiting lakes towns like Lake Havasu, Lake Tahoe, or Lake of the Ozarks, likely in the market for summer essentials ahead of the Fourth.

**Flagship Store Visitors** in high-traffic areas (e.g., Nike NYC, Uniqlo Chicago) during the holiday weekend, signaling tourist-driven shopping.

**Apparel Sales Shoppers** who browse Fourth of July sales at stores like Levi's Outlet, Gap Factory, or Old Navy around the holiday.

**Airport Retail Browsers** seen in terminals with shopping zones, ideal for capturing travelers in buying mode.

**Campsite and Outdoor Store Visitors** who frequent state parks, hiking trails, or camping stores like REI and Patagonia.

**Dollar store visitors** seen at Dollar Tree or Family Dollar in the days before the Fourth, often shopping for low-cost party supplies or decorations.

**Convenience Store Goers** who frequent places like 7-Eleven or Wawa during holidays, indicating last-minute or on-the-go shopping.

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# Fourth of July

Target key audiences planning for Independence Day celebrations and travel, including:

## Grocery & Dining:

**Fourth of July Cookout Chefs** who frequent BBQ joints, butcher shops, or grilling supply stores, indicating interest in hosting or prepping for backyard gatherings.

**Last-Minute Grocery Shoppers** who are seen visiting supermarkets like Kroger, Publix, or Safeway in the days leading up to the Fourth.

**Weekend Food Explorers** who dine at new or trendy spots during holiday weekends. Reach them in real-time while they are open to trying new food and beverage brands.

**Picnic Enthusiasts** seen frequently at parks, near delis, specialty grocers, or gourmet markets, likely looking for upscale snacking and portable meals.

**Festival Foodies** seen at food trucks, county fairgrounds, or food vendor-heavy summer events, signaling openness to fun, indulgent eats.

**Families Dining Out** who have a history of dining at family-friendly restaurants, to promote special menus and discounts for July 4th weekend.

**Party Prep Shoppers** who frequent big-box stores like Costco or Sam's Club, likely stocking up for large gatherings.

**Frozen Treat Fans** who regularly visit ice cream shops like Dairy Queen, Baskin-Robbins, or local creameries in early July, signaling a seasonal craving for cool sweets.

**Beer Run Crowd** frequently spotted at craft breweries, beer distributors, or liquor stores during holiday weekends.

**Patio Dining Enthusiasts** who regularly dine at outdoor-friendly restaurants, indicating interest in social holiday meals or BBQ-style food.

## Travel & Entertainment:

**Previous Holiday Travelers** who traveled during last year's Fourth of July week or other key holidays, indicating they're likely to travel again this upcoming holiday.

**Highway Travelers** frequently stopping at roadside rest areas, gas stations, or travel plazas during the long weekend.

**Amusement Park Goers** who visit theme parks like Six Flags, Disneyland, or regional attractions over the Fourth and other holidays.

**Airport Departures** seen at major airports in the days leading up to the holiday, signaling active travel plans. Reach them in real-time using Proximity.

**Hotel Guests** observed staying at major hotel chains (e.g., Marriott, Hilton, Hyatt) over the holiday weekend.

**Fourth Weekend Getaway Travelers** who've historically visited beach towns, national parks, or popular holiday destinations during July 4th weekend.

Did you  
know that? **87%**

Of consumers planned to celebrate Fourth of July in 2024, spending an average of \$90 per person on food alone.

Source: [NRE](#)

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# Labor Day: September 1, 2025

Reach consumers gearing up for Labor Day Weekend, from auto buying to planning special outings, including:

## Retail Shopping:

**Holiday Sale Seekers** seen frequenting outlet malls and big-box retailers like Kohl's, JCPenney, and Macy's in late August, suggesting they're primed for seasonal promotional events like Labor Day sales.

**Back-to-School Crossover Shoppers** spotted at retailers like Target, Walmart, or Staples during the back-to-school window, implying they may also take advantage of concurrent Labor Day deals.

**Outlet Marathoners** seen frequenting premium outlet destinations like Woodbury Common, Sawgrass Mills, or Desert Hills, signaling a high-intent mindset for deal-stacking and multi-store shopping.

**Seasonal Furniture Hunters** visiting multiple discount retailers like Ashley HomeStore or Bob's Discount Furniture in late summer, likely eyeing large-ticket items while waiting for sale markdowns.

**Party Store Planners** previously seen at party supply chains (e.g., Party City, Dollar Tree) before the holiday, likely buying supplies for entertaining.

## Grocery & Dining:

**Coffee Crowd Kickstarters** who visit national and local coffee shops and chains during Labor Day weekend.

**Brunchers** who dine at popular brunch spots or diners over holiday weekends, indicating likelihood for getting brunch on Labor Day.

**Curbside Grocery Shoppers** regularly seen at curbside pickup locations at Kroger, Safeway, Albertsons, and other grocery stores.

**Burger Loyalists** who frequent fast-casual burger spots (e.g., Shake Shack, Five Guys, In-N-Out), indicating an affinity for classic American holiday eats.

**Seafood Regulars** who tend to visit fish markets or seafood restaurants during the summer months.

**Butcher Block Preppers** who frequent specialty meat markets or upscale butchers (e.g., The Meat Hook, Dickson's Farmstand Meats), signaling prep for holiday cookouts.

Marketers can achieve a

# 202%

ROI when using Foursquare Targeting

Source: [Forrester](#)

## Travel & Entertainment:

**Labor Day Jetsetters** seen at airports or airline lounges in the days leading up to Labor Day weekend—ideal for reaching vacationers or holiday getaway planners.

**Weekend Getaway Goers** seen at regional train stations, car rental hubs, or major highways, signaling local travel or short trips during the long weekend.

**Beach Bound Travelers** spotted at popular beach towns or waterfront destinations during the holiday weekend.

**Family Fun Activity Seekers**, ages 18+ visiting family-friendly destinations like theme parks, zoos, and aquariums.

**Bowling Fans** seen visiting bowling centers during holiday weekends, indicating likelihood to seek similar activities over Labor Day weekend.

**Sports Enthusiasts** seen frequenting pickleball courts, basketball courts, tennis clubs, or bike trails, signaling intent to stay active over the holiday weekend.

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# Labor Day: September 1, 2025

Reach consumers gearing up for Labor Day Weekend, from auto buying to planning special outings, including:

## Automotive:

**In-Market Auto Intenders** seen visiting multiple auto dealerships—new or used—in the weeks leading up to Labor Day, signaling active vehicle shopping behavior.

**Auto Sales Seekers** recently seen visiting dealerships and discount retailers, indicating price sensitivity and potential intent to purchase during holiday sales events.

**Maintenance Repair Visitors** spotted at auto body shops or collision repair centers, suggesting they could be in the market for an upgrade soon.

**Car Owners** frequently seen visiting gas stations, car washes, and quick service centers, indicating active vehicle use and potential openness to automotive products, services, or upgrades.

**Road Trip Drivers** observed at gas stations, convenience stores, or travel plazas along major highways. Reach them while they stop for breaks along the road to encourage impromptu visits to your brand.

**Luxury Auto Browser**s who visit premium auto dealerships like BMW, Lexus, or Mercedes-Benz, ideal for targeting aspirational or high-income shoppers during holiday sales events.

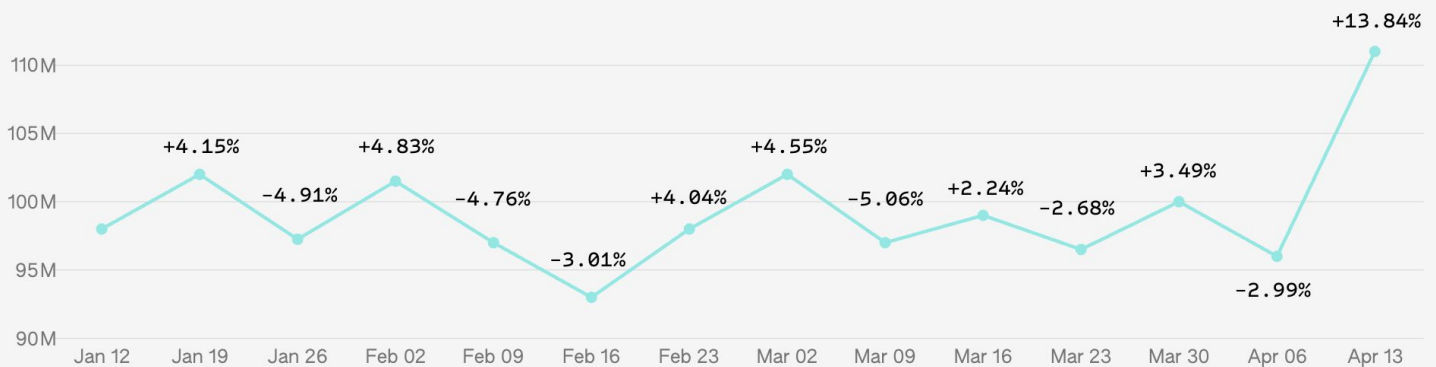
**In-Market Eco-Friendly Auto Intenders** who have recently been seen visiting a Tesla showroom, EV charging stations, or hybrid vehicle dealerships.

**Family Vehicle Shoppers** recently seen at dealerships offering minivans, SUVs, or crossovers, often overlapping with back-to-school timing.

**Motorcycle Enthusiasts** seen visiting motorcycle dealerships, repair shops, or gear retailers like Harley-Davidson, Cycle Gear, or local motorsport stores.

**Auto Dealership Browser**s who are actively visiting an auto dealership. Influence their buying decisions in real-time before they've made up their mind.

## Change in Foot Traffic to Auto Dealerships in 2025



% change in total weekly visits compared to the previous week (e.g., the April 13 data point shows the change in total visits from April 7–13, 2025, compared to March 31–April 6, 2025). Weeks run Monday to Sunday.

Insights from Foursquare's Geospatial Intelligence Platform. In beta today.

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## World Chocolate Day: July 7, 2025

Engage chocolate lovers who are satisfying cravings year round, including:

**Chocolate Lovers on the Go** frequently seen at premium chocolate retailers like Godiva, See's Candies, or local artisan chocolate shops.

**Date Night Diners** frequently seen at upscale restaurants or dessert cafés, suggesting interest in indulgent treats like chocolate lava cake or truffles.

**Luxury Chocolate Gift Buyers** who visit high-end department stores with gourmet chocolate gift boxes (e.g., Nordstrom, Neiman Marcus) and also are seen visiting chocolatier shops.

**Sweet Tooth Shoppers** who frequent dessert cafés, candy stores, and mall kiosks offering chocolate-based treats.

In 2024, the US chocolate market was worth **\$32.5B** and is expected to grow 3.79% from 2025-2033.

Source: [Business Wire](#)

## National Ice Cream Day: July 13, 2025

Connect with consumers indulging in their favorite sweet treat, including:

**Frozen Treat Fans** regularly seen at ice cream shops like Baskin-Robbins, Cold Stone Creamery, Dairy Queen, or local creameries.

**Summer Sweets Seekers** who are actively near beachside boardwalks with ice cream shops, who may be in the mindset for a cold dessert.

**Amusement Park Goers** while they are visiting theme parks or summer fairs where ice cream and frozen novelties are a core part of the experience.

**Family Day-Out Shoppers** seen at family-friendly shopping centers or play spaces, encouraging parents to end the day with a sweet treat.

## National Tequila Day: July 24, 2025

Reach consumers raising a glass to National Tequila Day, including:

**Tequila Enthusiasts** who frequent Mexican restaurants, tasting rooms, or tequila bars like Mezcal lounges and upscale taquerias known for tequila offerings.

**Liquor Store Shoppers** ages 21+ seen shopping at liquor stores or specialty spirits retailers while they are in the mindset to buy an alcoholic beverage.

**Concert attendees** while they are enjoying the music and deciding what beverage to purchase. Reach them in real-time to influence buying decisions.

**Clubbers** ages 21+ seen frequently visiting local bars, nightclubs, and cocktail lounges who would likely engage with tequila-related advertising.

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## National Thrift Shop Day: August 17, 2025

Engage eco-friendly, sustainable shoppers during National Thrift Shop Day, including:

**Vintage Treasure Hunters** seen at thrift chains like Goodwill, Salvation Army, Buffalo Exchange, and other resale or second hand stores.

**Sustainability Enthusiasts** who have been seen at farmer's markets, recycling centers, and other eco-friendly businesses.

**College Town Movers** seen visiting discount retailers and college campuses. They are likely settling in for back-to-school and sourcing affordable furniture and clothes to start the year.

**Gen-Z Trendsetters** ages 18-24 who visit eco-friendly retailers like Everlane, Thredup, Alternative Apparel, People Tree, KOTN, Outdoor Voices, etc.

**DIY Project Seekers** who have recently visited craft and hardware stores and may also shop secondhand for upcycling or DIY home décor.

**Fashion Hunters** who frequent outlet malls, discount apparel chains, or vintage clothing districts known for curated resale fashion.

## National Cheeseburger Day: September 18, 2025

Target cheeseburger fans indulging in their favorite comfort food, including:

**Burger Lovers** regularly visiting burger-centric chains like Five Guys, Shake Shack, In-N-Out, or local burger joints.

**Fast Casual Cravers** seen at casual dining spots that highlight gourmet or specialty burgers on their menu.

**Hungry Travelers** who are actively on the road and may be in the mindset to stop for food. Reach them in real-time while they're near your location.

**Late Night Bites Crowd** who tend to visit QSR chains in the night to late-night hours between 9pm - 3am.

## National Coffee Day: September 29, 2025

Connect with coffee lovers celebrating their daily ritual on National Coffee Day, including:

**Daily Café Regulars** who are high-frequency visitors to coffee shops like Starbucks, Dunkin', Peet's, or independent cafés.

**Bookstore Browsers** who visit bookstores or library frequently, where coffee often complements a cozy visit.

**Remote Work Regulars** seen at co-working spaces or cafés with Wi-Fi during the week, suggesting they are regular coffee buyers working outside the office.

### Did you know?

**Coffee accounts for 8% of the U.S. food service sector** with two-thirds of American adults drinking coffee every day.

Source: [National Coffee Association](#)

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# Summer Moments

Warm months are on their way—and with them come long weekends, road trips, patio dinners, and poolside plans. Use location-based segments to reach consumers as they embrace the rhythms of summer.

## At a glance

- Sunrise Travelers
- Lapsed Gym Attendees
- Staycationers
- Weekend Supply Shoppers
- Bachelorette Weekenders
- Summer Sports Enthusiasts
- Specialty Gym Goers
- Active Wedding Shoppers
- Roadtrippers

## Summer Travel

Connect with consumers as they plan trips and while they're traveling to reach them in key decision-making moments, including:

**Frequent Flyers** seen at major airports at a high frequency during summer months, suggesting upcoming or frequent travel plans.

**Roadtrippers** observed along highway rest stops, scenic byways, and motels and hotels. They have also not been seen at airport in the past month.

**Gen-Z Travelers** ages 18-24 who are frequently seen at airports and travel hubs, indicating they may repeat similar behavior this summer.

**Public Transport Commuters** spotted frequently at bus terminals, train stations, or ferry ports—ideal for reaching summer city explorers or weekend day-trippers.

**Vacation Planners** recently seen at travel agencies or shopping at luggage retailers like TUMI and Samsonite, indicating active vacation planning.

**Sunrise Travelers** seen at major airports or train stations during early morning hours.

Gen-Zers spend  
an average of

**\$11,766**

on trips, surpassing  
all other generations

Source: [Travelperk](#)

**Midweek Adventurers** frequenting locations like hiking trails or regional attractions during Monday-Thursday when it's less-crowded, showing preference for off-peak experiences.

**Staycationers** who haven't visited airports, hotels, travel agencies, or major transit hubs in the past month, indicating they're staying local.

**National Park Explorers** who visit parks like Yellowstone, Yosemite, or Acadia during summer months—ideal for reaching outdoorsy, adventure-driven travelers.

**Water Getaway Seekers** seen vacationing at lakes, rivers, and beach towns, signaling interest in summer escapes on the water.

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# Party Planning & Hosting

Reach consumers prepping for summer gatherings and open to discovering fun, seasonal products, including:

**Weekend Supply Stockers** with a history of visiting party supply or bulk stores on Friday or Saturday mornings, indicating weekend gathering prep.

**Real-Time Bulk Buyers** as they shop at big box retailers like Costco, Walmart, and Target, keeping your brand top-of-mind while they explore summer essentials.

**DIY Decorators** who visit craft and dollar stores during the weekdays in advance to summertime weekend parties.

**Cooler Crew** seen visiting beverage retailers like Total Wine or BevMo and locations offering ice or refrigeration services, suggesting they're stocking up coolers for a summer outing or event.

For immediate activation, select from over 1500+ pre-built segments, like **“Big Box Shoppers,”** across top DSPs like Trade Desk, LiveRamp, and DV360. Just search for “Foursquare.”

# Summertime Fitness

Engage fitness-focused consumers seen at outdoor workout spots, athletic retailers, or specialty gyms, including:

**Budget Gym Goers** seen frequently visiting low-cost gyms like 24 Hour Fitness, Planet Fitness, or EOS 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.

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

**Sports Players** while they're visiting tennis courts and community rec centers. Reach them while they're in the mindset of playing sports.

**Beach-Body Window Shoppers** who frequent athletic apparel retailers (e.g., Nike, Lululemon) but have not visited a gym recently, indicating fashion-first fitness interest or aspiration.

**Hydration Stop Regulars** often seen at smoothie bars or juice spots and gyms within the same time frame, indicating preference for refreshments after a hard workout.

**Outdoor Workout Regulars** seen frequently at running trails, outdoor gyms, or public parks during early mornings or after work hours.

**Specialty Gym Goers** recently seen visiting upscale fitness clubs like Life Time, Equinox, or Barry's, signaling a commitment to premium wellness routines this summer.

**Lapsed Gym Attendees** who were previously seen visiting gyms in the spring but have not visited during the summer months, indicating they may travel or lose interest during this time.

**38% of US members prefer to attend the gym in the early morning, between 5am and 9am.**

Source: [GymMaster](#)

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# Summer Weddings

Connect with newlyweds, guests, and planners seeking brands to help bring summer wedding celebrations to life, including:

**Soon to be Married Couples** recently seen at bridal boutiques, tux shops, florists, stationery retailers, and wedding event services, using a 30-day lookback to only reach those who have recently started the planning process.

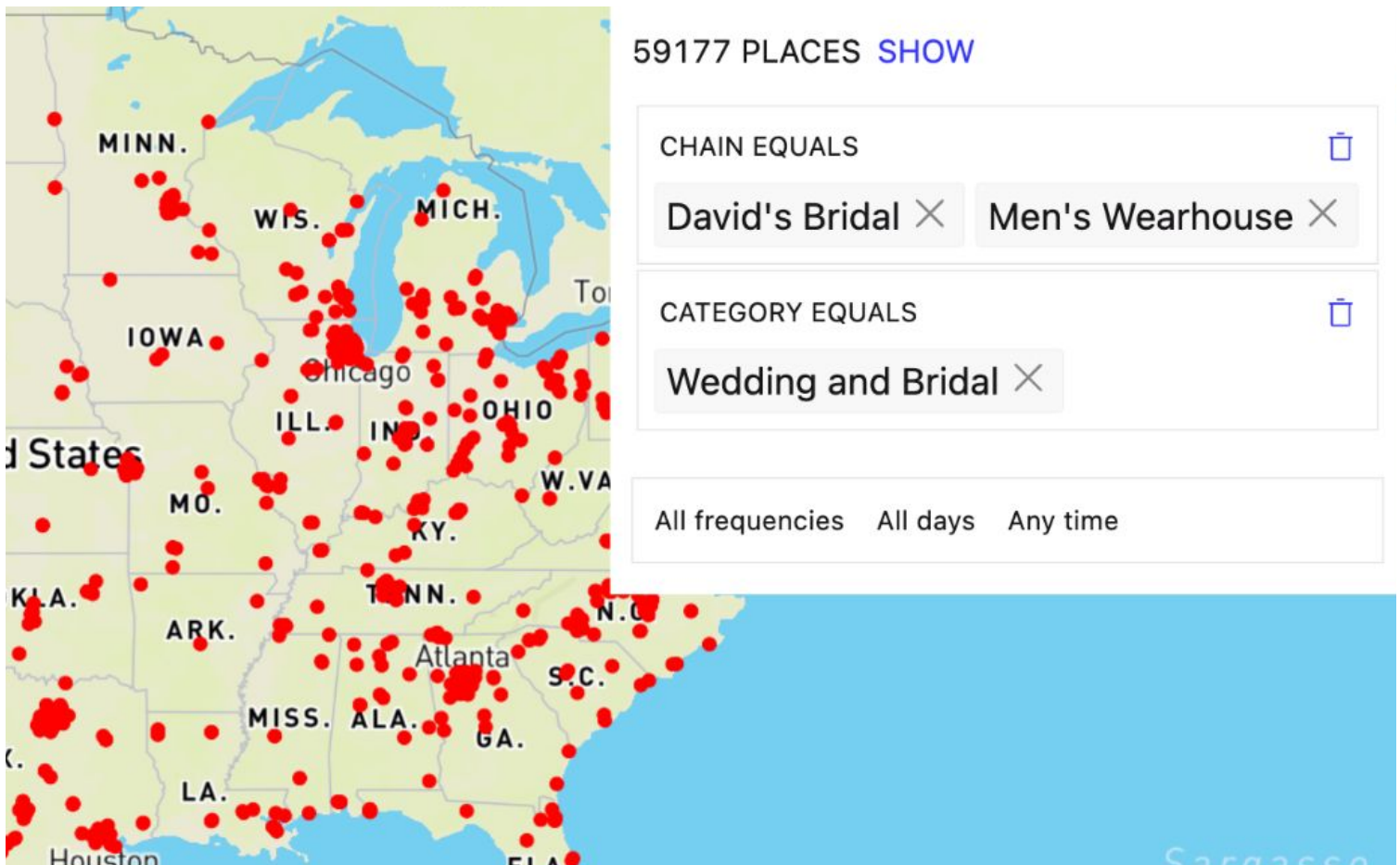
**Bachelor/Bachelorette Weekenders** visiting nightlife hotspots, party bus rentals, or weekend getaway destinations in prime spots like Nashville or Miami, hinting at pre-wedding celebrations in progress.

**Honeymoon Planners** previously seen at bridal boutiques and tux shops and also recently been seen at travel agencies, passport offices, and airports.

**Registry Gift Shoppers** visiting specialty gift and homeware retailers like Crate & Barrel, Williams Sonoma, or Sur La Table, likely shopping off a wedding registry or seeking elevated gift ideas for summer celebrations.

**Active Wedding Shoppers** while they're visiting marriage related locations such as tux shops, bridal boutiques, florists, wedding venues, and diamond jewelry stores. Reach them in real-time to influence buying decisions.

**Bridal Party Preppers** who are seen at nail salons, makeup studios, or spa suites around bridal districts, suggesting participation in pre-wedding beauty or pampering events.



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# Back-to-School

On Wednesdays we wear **pink**—and starting in June, we shop for school. As students return to class, shopping surges for clothes, supplies, and tech. Reach parents, 18+ students, and teachers with location-based segments built for peak back-to-school season.

## At a glance

- Parents with Young Children
- Sale Seekers
- School Lunch Preparers
- New Campus Arrivers
- Textbook Hunters
- Dorm Essentials Shoppers
- Budget-Friendly Buyers
- Theme Park Parents
- Summer Campus Visitors

## School Year Shoppers

Reach parents and 18+ consumers shopping for school supplies, new clothes, and classroom essentials, including:

**Department Store Parents** who frequent chains like Macy's, Kohl's, JCPenney, Nordstrom, and Dillard's during back-to-school season, likely buying for both their kids and themselves in a one-stop shop.

### Did you know?

# 50%

Of parents plan to buy something for themselves during back-to-school shopping.

Source: [Deloitte](#)

**Early Classroom Stockers** visiting Target, Staples, or Office Depot in May and June, getting a head start on school supply shopping.

**Shoe Store Shoppers** who frequent chains like DSW, Famous Footwear, or Foot Locker to prepare for new school year footwear.

**Budget-Friendly Buyers** who frequent discount retailers like Dollar Tree, Five Below, or Marshalls for cost-effective school items in the months leading up to the school year.

**Backpack & Accessory Seekers** who shop at Kohl's, Target, or retailers that sell popular brands like Jansport, for school gear during back-to-school sale windows.

**Parents with Young Children** who recently visited kid-friendly locations like Chuck-E-Cheese, Legoland, and Carter's indicating they likely have children in K-12 classrooms.

**Tech Device Intenders** who visit Best Buy, Micro Center, or Apple Stores before school starts, likely shopping for tech essentials.

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**Toy Store Shoppers** ages 18+ who frequently visit Build-A-Bear, Learning Express, or Toys “R” Us, indicating caretakers of younger children prepping for milestones like kindergarten.

**Theme Park Parents** seen at family-friendly amusement parks like LEGOLAND, Sesame Place, or Six Flags, suggesting they’re planning summer fun and likely prepping for back-to-school.

**Sale Seekers** frequently seen at outlet malls and discount stores like TJ Maxx or Marshalls, indicating they’ll likely be interested in seasonal back-to-school deals.

**After-School Activity Planners** who recently visited dance studios, martial arts classes, or tutoring centers, suggesting preparation for fall extracurriculars.

**School Lunch Preparers** seen at stores like Trader Joe’s or Costco on the weekend, likely stocking up for school lunches. Apply a parent (mom and dad) filter to ensure relevance.

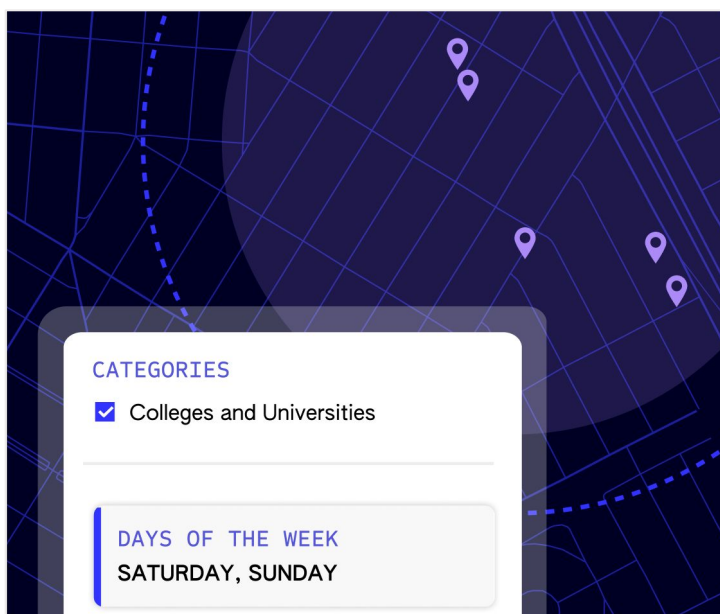
**Family Vehicle Shoppers** seen at dealerships offering minivans, SUVs, or crossovers during back-to-school season.

## College & University Shoppers

Reach 18+ college students and parents getting ready to decorate their dorms and update their school essentials for the year, including:

**Dorm Shoppers** seen at retailers like Bed Bath & Beyond, IKEA, or The Container Store, suggesting preparation for college dorm move-in. Reach them while they’re shopping using custom geofences.

**Book Hunters** spotted at campus bookstores, Barnes & Noble, and secondhand textbook shops in July, August, and early September, likely gearing up for classes.



**New Campus Arrivers** recently seen at college campuses who were not observed there the previous year, suggesting first-year students, transfers, or returning after a break.

**Summer Campus Visitors** who are actively touring campus during the weekend summer months. Send them real-time ads while they visit campus and are in a mindset to purchase back-to-school related items.

**Meal Plan Alternative Regulars** seen at grocery chains near college campuses like Trader Joe’s or Whole Foods, indicating students planning to cook rather than rely solely on campus dining.

**Back-to-Campus Fashion Shoppers** visiting trend-forward apparel retailers like Urban Outfitters, Zara, or Uniqlo, shopping ahead of move-in and back-to-school events.

**College Athletes** seen frequently at campus athletic fields, arenas, and stadiums. They also shop at sporting goods retailers like Dick’s Sporting Goods, Nike, and Adidas.

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# Early Holiday Shopping

Holiday shopping continues to occur earlier each year as consumers take advantage of Q3 sales events like Labor Day Weekend to get ahead on gift buying. Reach consumers while they're looking to save money, avoid last-minute stress, and check off their holiday lists early.

## At a glance

- Budget Stretchers
- Board Game Buyers
- Jewelry Browsers
- Planned Charity Givers
- Holiday Travel Planners
- Summer Sale Shoppers
- Experience Buyers
- Early Toy Scouts
- Preseason Gift Shoppers

## Shopping for Q4 Holidays in the Summer

Connect with buyers looking to take advantage of summer sales and get ahead on holiday shopping, including:

**Summer Sale Shoppers** spotted at retailers like Macy's, Target, and Kohl's during seasonal clearance events, likely taking advantage of markdowns to stockpile holiday items.

**Jewelry Browsers** seen at Pandora, Kay Jewelers, or Tiffany & Co. before peak holiday rush.

**Holiday Travel Planners** recently seen at travel agencies like AAA, passport offices, and booking offices, suggesting upcoming travel plans.

**Budget Stretchers** seen at discount retailers like Dollar Tree, Five Below, and outlet malls during summer months, indicating they are likely looking for deals ahead of the holiday rush.

**Preseason Gift Shoppers** frequently visiting locations in the Gift & Novelty category in July–August, showing early gifting or buying intent.

**Early Toy Scouts** who visit toy retailers like LEGO, Build-A-Bear, or Disney Store during summer months, suggesting holiday shopping for kids has already begun.

**Planned Charity Givers** who are frequently seen visiting donation centers or non-profits in the months leading up to summer, suggesting thoughtful early prep for gift-giving or community support.

**Board Game Buyers** visiting specialty game shops like GameStop, Gamewright retailers, or local hobby stores, likely prepping for family or friend fun.

**Experience Buyers** who frequently visit entertainment venues (like zoos, aquariums, and theme parks), likely purchasing or planning experiential gifts for the holidays.

# 32%

Of consumers will begin **holiday shopping** between **July** and **October**.

Source: [Gartner](#)

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# Entertainment & Lifestyle

86% of global travelers say entertainment, sports, and cultural experiences are key to their well-being, according to [Skift](#). Reach audiences actively engaging with live events, pop culture moments, and destination experiences.

## At a glance

- Current Sports Players
- MLB Enthusiasts
- Fall Fragrance & Beauty Seekers
- Drive-in Movie Fans
- Entertainment Buffs
- Shark Week Enthusiasts
- Summer Music Festival Attendees
- Fall Fashion Finders
- Active Lifestylers

## Sporting Events

Connect with basketball, baseball, and tennis fans likely tuning into games this season, including:

**NFL Fans** who visit NFL stadiums, football fields, sports bars, and team merch retailers during football season, likely to engage with tailgating, fantasy leagues, and game-day purchases.

**MLB Enthusiasts** who visit major and minor league ballparks, sporting goods stores, and baseball-themed restaurants or merch shops throughout the season.

**U. S. Open Tennis Fans** frequently seen at tennis clubs, courts, and country clubs, likely tuning into the U.S. Open during the tournament season.

**Current Sports Players** seen at football fields, tennis courts, baseball fields, and community rec centers to reach them while they're in the mindset of playing sports.

**Athletic Apparel Shoppers** seen at stores like Dick's Sporting Goods, Lululemon, Nike, and Foot Locker during key pre-season or in-season windows.

**Active Lifestylers** who regularly frequent gyms, hiking trails, and rec centers, indicating strong fitness routines.

**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?

You can go beyond basic metrics like clicks and impressions to see if your campaigns are actually driving real-world outcomes like [store visits](#) and [purchases](#).

Use Foursquare Attribution to:



**Identify behavior lift**



**Make in-flight optimizations**



**Boost ROI by 500%**

[Learn more](#)

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# Summer into Fall Seasonal Launches

Target shoppers who are shifting their routines, wardrobes, and homes as summer winds down and fall begins, including:

**Fall Fragrance & Beauty Seekers** seen at Sephora, Ulta, and Bath & Body Works in late summer, often looking for new seasonal scents, skincare routines, or makeup collections.

**Home Refreshers** visiting stores like HomeGoods, Crate & Barrel, or The Container Store during the late summer to early fall months, indicating interest in home decor updates and organization ahead of the cozy season.

**Seasonal Sippers** who frequently visit coffee shops like Starbucks, Dunkin', or Peet's in late August and September, likely seeking limited-edition fall flavors like pumpkin spice and maple cold brews.

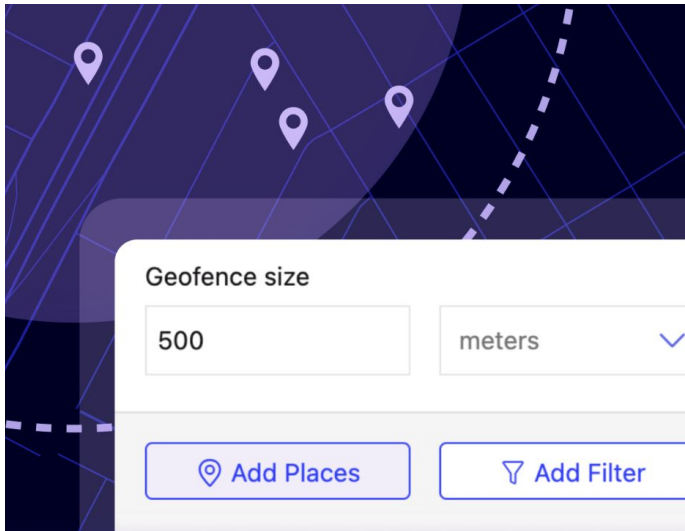
**Fall Fashion Finders** frequenting retailers like Zara, Nordstrom, and H&M as autumn collections drop. These shoppers show a seasonal shift in clothing interest and are primed for new launches.

## Movie, TV, and Music Entertainment

Connect with film, music, and entertainment buffs as they tune into events this quarter, including:

**Shark Week Enthusiasts** frequently seen at aquariums, shark encounters, and other nature-focused attractions. These consumers are likely fascinated by animals and may tune into Shark Week in July.

**Drive-In Movie Fans** seen at drive-in theaters or outdoor movie screening venues during summer evenings, indicating interest in nostalgic or social film experiences.



**Comic-Con Fans** frequently seen at comic book stores, collectible toy shops, specialty sci-fi retailers, pop culture conventions, and costume shops, indicating their interest in sci-fi and fantasy.

**Summer Music Festival Attendees** who have a history visiting large outdoor venues, fairgrounds, or known festival sites like Lollapalooza and Coachella, signaling they may go to summer festivals as well.

**Disney Adults** frequenting Disney Stores and Disney Parks signaling strong engagement with Disney culture and merchandise year-round.

**Anime Fans** seen at anime conventions, specialty stores like Hot Topic or Kinokuniya, and theaters during anime film releases, suggesting a high likelihood of fandom engagement and collectible or apparel interest.

**Entertainment Buffs** frequently seen at movie theaters and electronics retailers like Best Buy or the Apple Store, suggesting a strong interest in premium content and home entertainment setups.

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.

# Planning for Q4?

Foursquare makes it simple—work with our [location-based advertising experts](#) to plan your targeting strategy ahead of upcoming campaigns, or get inspired with the starter ideas below.

## Q4 Location-Based Targeting Starter Ideas

Here's a sneak peek at what's to come inside our Q4 Guide:

### Thanksgiving

- Dinner Cooks
- Thanksgiving Travelers
- Wholesale Club Shoppers

### Halloween

- Halloween Party Guests
- Families with Kids
- Costume Shoppers

### Black Friday

- Fashionistas
- Electronics Buyers
- Online Shoppers

### Winter Festivities

- Snow Sports Fans
- NHL Attendees
- Hot Chocolate Lovers

### Winter Holidays

- Christmas Tree Seekers
- Holiday Travelers
- Last-Minute Gift Givers

### New Year's Eve

- Party Hosts
- New Year's Resolutioners
- Nightlife Partiers

## Foursquare in Action: Driving Campaign Success



[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.

- Summer Travelers
- Holiday Celebrators
- Electronics Shoppers
- Cards and Stationary
- Live Sports Fans
- Shoes
- Car Commuters
- Value Conscious Shoppers
- Gym and Fitness Lifestyle
- College-Bound Students
- Family Fun Lifestyle
- Gas Stations
- Sports Bars
- Stadiums and Arenas
- In-Market Auto Intenders
- Music and Show Venues
- Holiday Entertainers

## 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.

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## Trusted location intelligence, fueled by AI

### 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