

Smarter Targeting Strategies in Times of Economic Uncertainty

Make sure your ad dollars reach the consumers most likely to take action

CATEGORIES

- ☒ Discount Stores
- ☒ Outlet

HAVE BEEN AT
BUDGET SHOPPERS

IN THE
PAST 1 MONTH

Balancing Consumer Urgency & Caution

Economic headwinds are shifting consumer behavior. With inflation, tariffs, and rising costs, **wallets are tightening**—and some **consumers are moving with urgency to buy before prices climb higher**.

Brands need to be **smarter, faster, and more relevant** in how they reach their audiences.

The Challenges Marketers Face:



Traditional targeting methods fall short in a market where intent is constantly shifting.



Consumers are trading down, re-evaluating brand loyalty, and making more deliberate, cost-conscious choices.



Marketers need real-time signals that reflect today's behaviors, not last quarter's data.

The Solution to Ensuring Your Ad Dollars are Well-Spent

Location-based audience segments from Foursquare reveal what **consumers value right now**—based on where they go. Build custom segments proven to **maximize ad spend**, including:

- Cost-Conscious Consumers
- Affluent Spenders
- Urgent Buyers
- Loyalists
- Brand Agnostic Customers



202% Return on Investment



47% Decrease in Customer Cost-Per-Action (CPA)

Access the [Audience Designer](#) to get started or visit our [customer support portal](#) for further assistance. Reach out to our team to learn more about [Proximity](#) and [Attribution](#) or visit our [website](#) to explore our product portfolio.

FOURSQUARE

Customizable Audience Segments to Tap Into Real-World Demand

Cost-Conscious Consumers

Budget Shoppers who have recently been seen visiting discount retailers, outlet malls, or dollar stores to stretch their budgets.

Necessity Spenders who are rarely seen at fashion retailers, entertainment venues, or upscale dining spots, but frequent grocery stores, auto repair shops, gas stations, and other essential locations.

Grocery Value Seekers visiting Aldi, Trader Joe's, or other value-focused grocers more often than national chains like Kroger, Safeway, Publix, or Albertsons.

Fast Food Frequenters who prioritize low-cost, meals shown through their recent visits to value menu-driven QSR and fast-casual chains.

Loyalists

Repeat Visitors who consistently return to your brand's locations, or your competitors', suggesting stable brand preference even in uncertain times.

Habitual Category Loyalists who consistently frequent the same category of locations—such as hiking trails, home improvement stores, or personal care destinations.

Brand Agnostic Customers

Window Shoppers who are seen visiting multiple competitive retail locations, signaling price sensitivity and openness to new options.

Lunch Break Regulars seen at a variety of dining locations between 12pm–3pm on weekdays, indicating habitual out-of-home lunch patterns regardless of brand.

Urgent Buyers

Stock-Up Shoppers seen making frequent visits to warehouse clubs, big-box stores, or home goods retailers, indicating urgency before further price increases.

Pantry Loaders seen at multiple grocery locations within a short window, signaling stockpiling behavior.

Auto Intenders visiting car dealerships in the past month, likely looking to purchase before prices rise.

Auto dealerships saw a **~14% increase** in foot traffic the week following the April 2 tariff announcement.

Source: FSQ's Geospatial Intelligence Platform

Affluent Spenders

Resilient Spenders who continue to frequent retailers, upscale grocery stores, fine dining, and entertainment venues despite rising costs.

Luxury Retail Loyalists who continue to be seen visiting designer boutiques, high-end malls, or flagship retail locations.

Dine-In Customers who prefer fast-casual or premium QSR brands like Sweetgreen or Shake Shack.

Frequent Flyers with consistent patterns of airport lounge or international terminal visits, indicating they may have discretionary spending abilities.

Live Event Enthusiasts continuing to attend concerts, performing arts centers, movie theaters, or other entertainment venues.

Tips to stay ahead of the curve

- **Shorten the lookback window** to the past 1-2 months to capture changing consumer behaviors.
- **Add frequency filters** to only capture consumers who continue to be seen visiting your category at a medium or high frequency.
- **Add demographic filters like \$150k+ household income (HHI)** to reach consumers who may be less impacted by price increases.
- **Focus on competitor conquering** to reach consumers who previously visited competitors but may now be re-evaluating due to pricing changes.
- **Customize your audience segments** to meet your specific campaign objectives using Foursquare Audience, proven to boost ROI by over 200%.

Ready to build & activate high-intent audiences?

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

Get started in a few simple steps:

1

Contact our team

to request access to our Audience Designer and [login](#) once granted access.

2

Build custom location-based audience segments grounded in real-world consumer behaviors.

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.

FOURSQUARE

Trusted location intelligence, fueled by AI

Need further support?

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

Looking to prove campaign impact in a high-scrutiny, low-budget environment? Let's talk [FSQ Attribution](#)—or explore our full product suite on our [website](#).

Frequency	Time of Day
<input checked="" type="checkbox"/> Low	<input type="checkbox"/> Early Morning 3 am - 6 am
<input checked="" type="checkbox"/> Medium	<input type="checkbox"/> Morning 6 am - 9 am
<input type="checkbox"/> High	<input type="checkbox"/> Late Morning 9 am - 12 pm
Day of Week	<input type="checkbox"/> Early Afternoon 12 pm - 3 pm
<input type="checkbox"/> Monday	<input checked="" type="checkbox"/> Afternoon 3 pm - 6 pm
<input type="checkbox"/> Tuesday	<input checked="" type="checkbox"/> Evening 6 pm - 9 pm
<input type="checkbox"/> Wednesday	
<input type="checkbox"/> Thursday	
<input type="checkbox"/> Friday	
<input type="checkbox"/> Saturday	
<input type="checkbox"/> Sunday	