

# 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.

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# Customizable Audience Segments to Tap Into Real-World Demand

## Cost-Conscious Consumers

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**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

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**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

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**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

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**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

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**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	