

FSQ 2026

Attribution Guide for Modern Marketers

Prove defensible ROI with real-world
marketing impact

FOURSQUARE

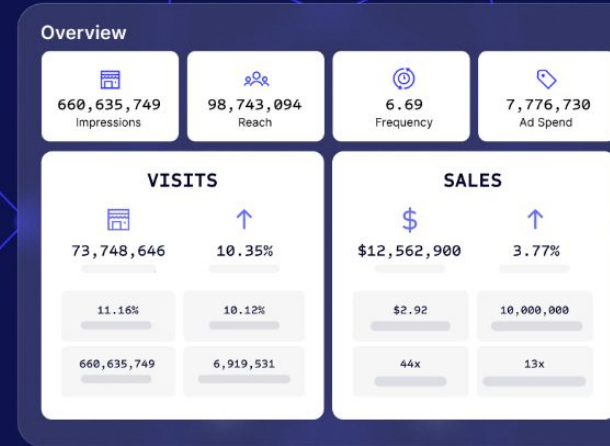


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The State of Marketing

In 2025, marketers have moved beyond vanity metrics like impressions and clicks; success now depends on proving real business impact.

Measurement has become more than a best practice—it's the foundation for accountability and growth.



55%

of U.S. marketers report revenue loss due to fragmented data systems ¹

34%

of CMOs admit they don't fully trust their data ¹

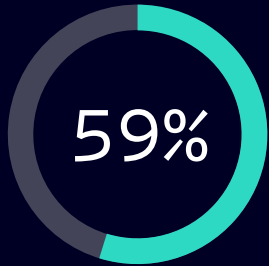
61.4%

of marketers are actively upgrading measurement strategies through faster media-mix modeling & attribution frameworks ²

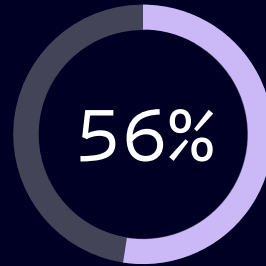
88%

of marketers now relying on analytics platforms to guide decision-making ³

The AI Moment In Marketing



of global marketers view AI-powered campaign personalization and optimization as the most impactful marketing trend in 2025 ¹

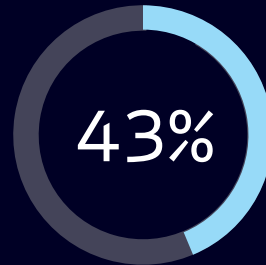


of marketers say their company is actively implementing or using AI in their marketing processes in 2025 ¹

\$47B



was the global “AI in marketing” market value in 2025. It is projected to grow at a compound annual growth rate (CAGR) of ~36.6% toward 2028 ¹



of organizations report experimenting with AI tools ¹

Big Bets for 2026



Social platforms integrating discovery into visitation

- Launching map integrations into their platforms
- Allowing brands to appear directly on the map to be in front of consumers
- Helping them discover nearby locations and convert online engagement into real-world visits

Agencies & brands focusing on customer-centric growth

- Focusing on full funnel by balancing retention, acquisition, and brand growth—not just short-term wins
- Putting customers first by delivering the right message to the right audience, at the right moment
- Staying top of mind with a consistent presence that builds trust and fosters long-term loyalty

Investing in smarter, simpler measurement solutions

- Leveraging AI-driven insights with new analytics assistants that make data easier to ask, read, and act on
- Streamlining reporting, focusing on outcomes that drive business results
- Continuously optimizing by iteration—improving performance every cycle and scaling what works
- Focusing on long-term thinking, staying strategic when budgets tighten

The Location Advantage

Location-based attribution continues to be a game-changer for marketers amidst macro economic shifts. In an era where **AI-driven media and omnichannel journeys** blur the line between digital and physical touchpoints, **location-based measurement** remains essential for proving ROI, protecting market share, and optimizing spend toward real-world outcomes.

Location-based marketing can boost campaign effectiveness by up to

80%

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

30%

90%

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

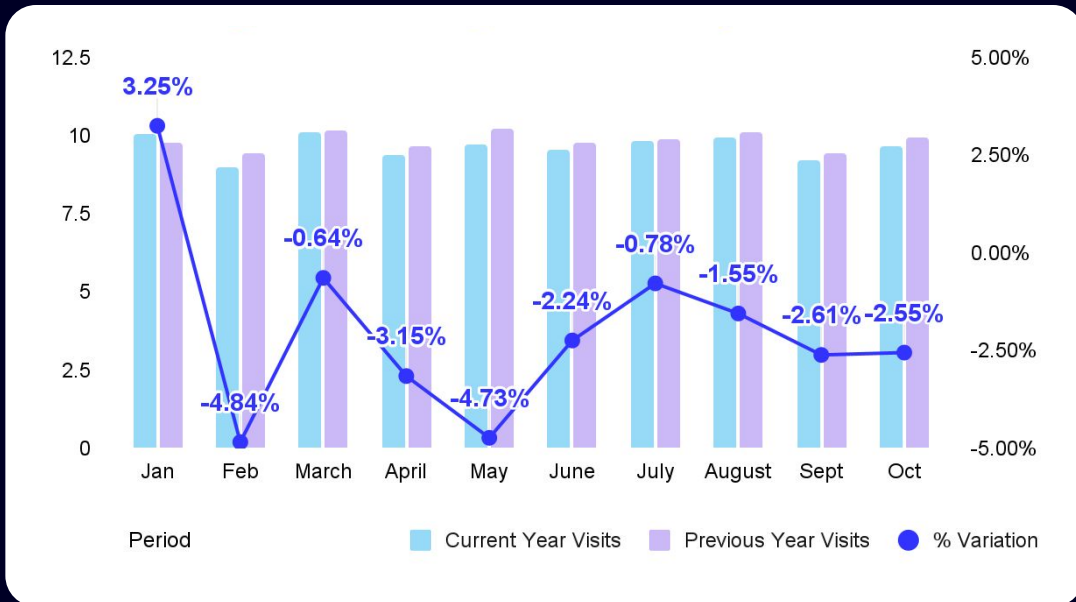
86%

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



FSQ Foot Traffic Trends

Retail YoY Foot Traffic Trends

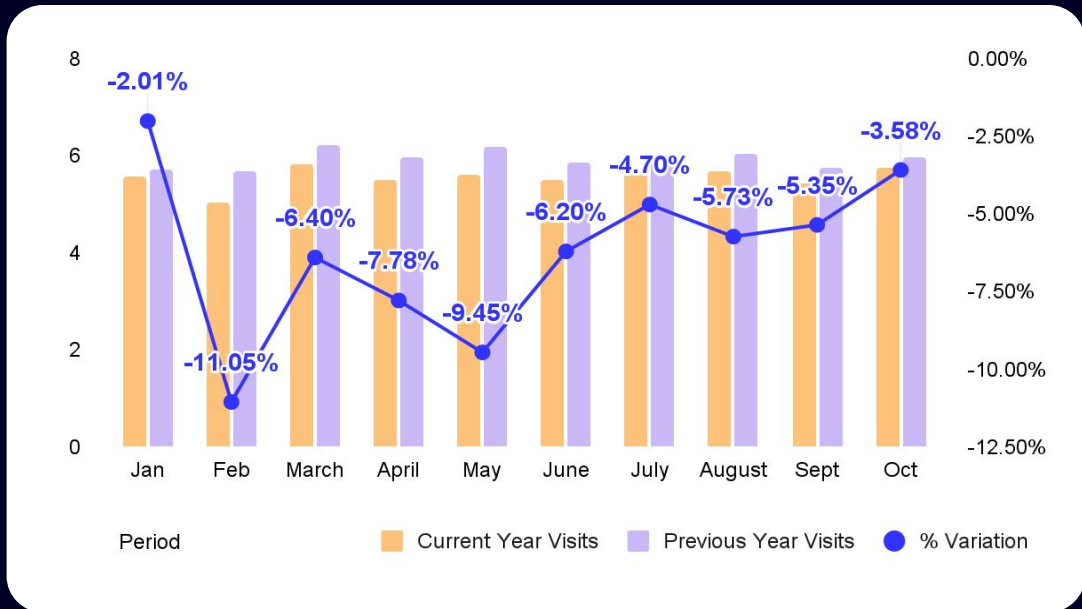


Retail foot traffic is trending slightly down year-over-year, with January 2025 as the only month showing growth.

From February 2025 onward, retailers experienced consistent YoY declines—generally between **-1% to -3%**— highlighting softer consumer activity and the need for **smarter targeting and retention strategies**.

FSQ Foot Traffic Trends

Dining YoY Foot Traffic Trends



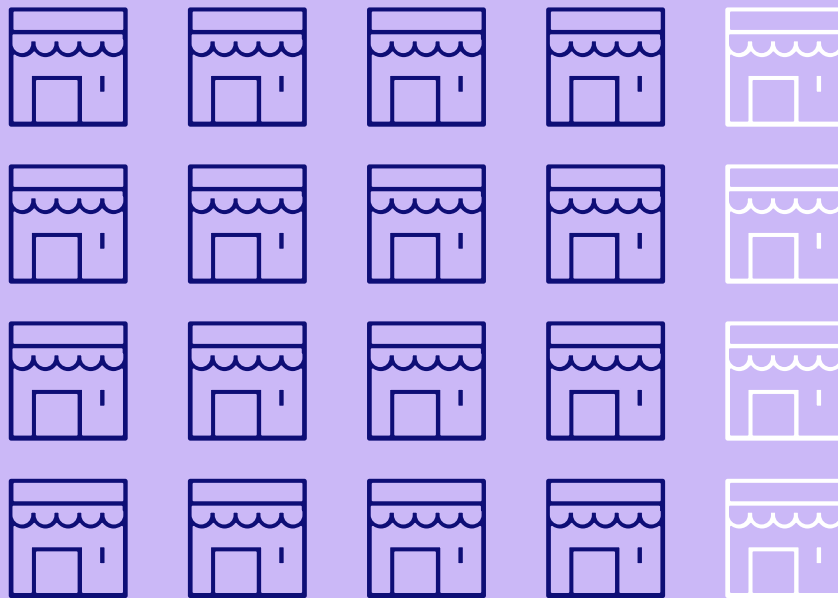
Dining foot traffic is down across nearly all months YoY, with declines ranging from **-4% to 11%**, signaling ongoing softness in restaurant visitation.

February 2025 saw the steepest drop. Although trends improved slightly toward fall, the category continues to face sustained headwinds—highlighting the importance of **targeted outreach and loyalty-driven strategies to re-engage diners**.



Why Real-World Results Matter More Than Ever

Marketing success is now defined by measurable, real-world outcomes— not just impressions or clicks.



80% of retail transactions still happen offline, making online-to-offline attribution critical for true ROI visibility

Foursquare Attribution

Meet the moment with defensible reporting based on the metrics that matter to you

FSQ



Visits Report

Understand the real impact on visitation

Measure the impact of your campaigns on driving in-store visits.

Ideal for: Advertisers with physical store locations that want to measure incremental visitation. Some of the metrics include incremental store visits, cost per store visits, behavioral lift, and more.

Sales Impact Report

Understand the real impact on revenue

Measure the impact of your campaigns on driving transactions and sales.

Ideal for: Advertisers with physical store locations that want to measure incremental transactions and sales. Some of the metrics include total transactions, sales lift, avg. basket size, and more.

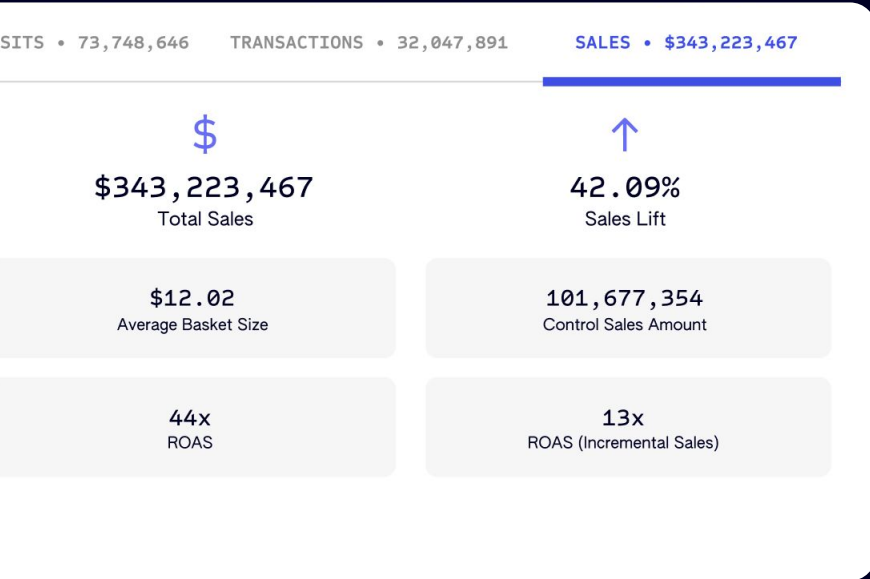
Visits + Sales Impact Report

Understand the entire path to purchase

Measure the full impact of your campaigns on driving in-store visits, transactions, and sales.

Ideal for: Advertisers with physical store locations that want to measure incremental visitation, transactions, and sales. Some of the metrics include incremental store visits, total transactions, sales lift, and more.

The Critical Role of Measuring Sales



Sales Impact belongs in every measurement plan. It reveals true performance and helps prove ROI. **Foursquare's Sales Impact** report is ideal for advertisers with [physical store locations](#) that want to measure incremental [transactions](#) and [sales](#).

Why It Matters

Closes the loop: Links media exposure → store visits → actual sales, revealing the *true business outcome* of marketing spend.

Quantifies ROI: Identifies which channels, audiences, or creative deliver the *highest revenue return*.

Drives smarter investment: Allows for in-flight optimization towards campaigns that *generate incremental revenue*, improving cost.

Unlocks cross-channel insights: When combined with visitation data, it allows you to understand the *complete path to purchase*.

Provides stability in economic uncertainty: When budgets tighten, *Sales Impact proves which investments truly drive profit* – helping marketers justify spend, protect market share, and prioritize what works.

Unlocking the Power of Sales Impact for Retailers

The Challenge

A retailer sought to measure the impact of its advertising efforts beyond foot traffic and gain deeper insights into customer behaviors to monitor additional key performance indicators.

The Solution

Its agency partnered with Foursquare to test **Sales Impact**, an add-on **Attribution** feature, to assess channel, partner, and tactic effectiveness on driving both store visits and sales.

By incorporating **Sales Impact**, the retailer aimed to get a better understanding of the customer journey, and utilize these new metrics to make better business decisions.



The Results

2.04%

Visit Lift

\$1.30

Transaction Lift

21%

Sales Lift

Foursquare Attribution Sales Impact feature provided a comprehensive view of campaign effectiveness by measuring success across multiple channels, partners, and tactics. While lower Visit Lift was observed, the campaign drove significant Sales Lift, indicating actionable insights on returning customers and average basket sizes, as well as which strategies best converted browsers into shoppers.

FSQ Optimization Best Practices



Do

- ✓ Focus on a **few adjustments** at a time.
- ✓ Keep track of trends **in-flight**.
- ✓ Shift budgets **slowly**.
- ✓ If lift is absent, use reporting to find high-performing areas.
- ✓ Give it **time**. You can start seeing reporting 2 weeks post-campaign launch.
- ✓ Work with **FSQ** to identify top performing tactics.

Don't

- ✗ Fail to define clear goals when planning your media campaign.
- ✗ Focus on metrics that aren't aligned with your KPIs.
- ✗ Use unreliable data sources.
- ✗ Overlook multi-touch attribution.
- ✗ Procrastinate real-time adjustments after seeing a week of data with evident behavior changes.

When Choosing A Measurement Partner

What to ask

- ✓ Are you able to measure incrementality across multiple conversions, such as visits and sales?
- ✓ What percentage of your partners can cover the cost of attribution studies?
- ✓ Do you apply deduplication to ensure results aren't double-counted?
- ✓ Can you confirm that your offering is built on privacy-protecting features and that you give consumers control over the information collected?
- ✓ How do you ensure accuracy across multiple conversions?
Can you tell me about your data sources and how you verify a visit?
- ✓ How often is campaign performance data refreshed in the dashboard during the flight?

Why Measure With FSQ



Cutting-Edge Methodology for Accuracy

Unlike others who rely on basic point-and-radius logic, our visit detection – combined with snap-to-place tech and dwell time filters – confirms actual visits, delivering trusted accurate reports. All fueled by advanced AI/ML.



Deduplicated Omnichannel Measurement

Our multi-touch attribution methodology reduces fragmented systems and ensures that each conversion is only counted once, even if multiple platforms, devices, or channels claim credit. With our full omnichannel media coverage, marketers can measure TV, Digital, Audio, Social, and OOH in a single UI, allowing for in-flight optimizations.



Real-time insights in singular UI

Our omnichannel reporting UI updates daily and allows marketers to access granular data cuts to optimize and maximize investments in flight.



Dedicated Account Management Team

Feel at ease with our team of location experts, who are dedicated to helping you maximize the effectiveness of your marketing campaigns. With 15+ years of experience, we are the industry leaders in location data with proven expertise across all verticals.



Privacy Forward

As pioneers in location technology, it is our duty and responsibility to set best practices related to data privacy and the ethical use of data. We build our products with privacy-protecting features, hold our partners accountable, and lead the industry in advocacy.

Differentiators That Drive Results

Nobody does it better than Foursquare

	Foursquare Attribution	Competitors
Owns POI data	✓	
Deduplicated omnichannel measurement	✓	
Unified methodology across visits & sales	✓	
In-flight reporting across visits & sales	✓	
Over 550 partnerships & funding	✓	
Demographics, partner, & channel reporting	✓	✓
Incremental visits & sales	✓	✓
In-house Sales Impact solution	✓	
Human verification & visit detection tech	✓	

Foursquare is the #1 Leader in Location Intelligence

500%

Return on investment

80%

Increase in incremental visits

83B+

Visits per year

2B+

Transactions per year

FORRESTER[®]

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

[Access the full Forrester study](#)

CBINSIGHTS

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

[Read report](#)

Get started

<https://foursquare.com/products/attribution/>

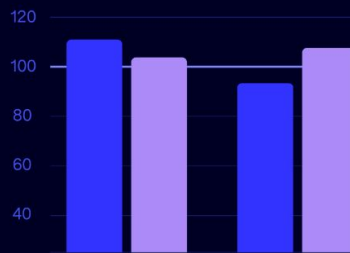
FOURSQUARE

Impressions



292,482,560

INDEX



Conversions

2,843

HYBRID CONVERSIONS



Reach



26,677,983

Ad Spend

