

Measuring What Matters:

How Social Fits into an Omnichannel Strategy Built for Uncertainty

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FOURSQUARE



Speakers



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Agenda

- 01 Introductions
- 02 Marketers Challenge
- 03 State of Measurement
- 04 Attribution + MMM
- 05 Case Study
- 06 Key Partner Values
- 07 What's Next for 2026
- 08 Q&A



Social ad spend is rising, but measurement still lags behind

9.37%

Expected yearly growth of social ad spend from 2025 to 2030

Source: [Sprout Social](#)

31%

Of marketers are *very confident* in their current attribution models

Source: [Marketing LTB](#)

State of Measurement in 2025



Shifting consumer behavior

Consumers are changing how they spend, especially in an unpredictable year. They may buy less, buy more, switch brands, or shift priorities altogether.



Fragmented consumer journeys

Consumers are researching and buying across more channels than ever before, blending social with online and offline actions. This fragments the path to purchase and makes it harder to see what drives conversions.

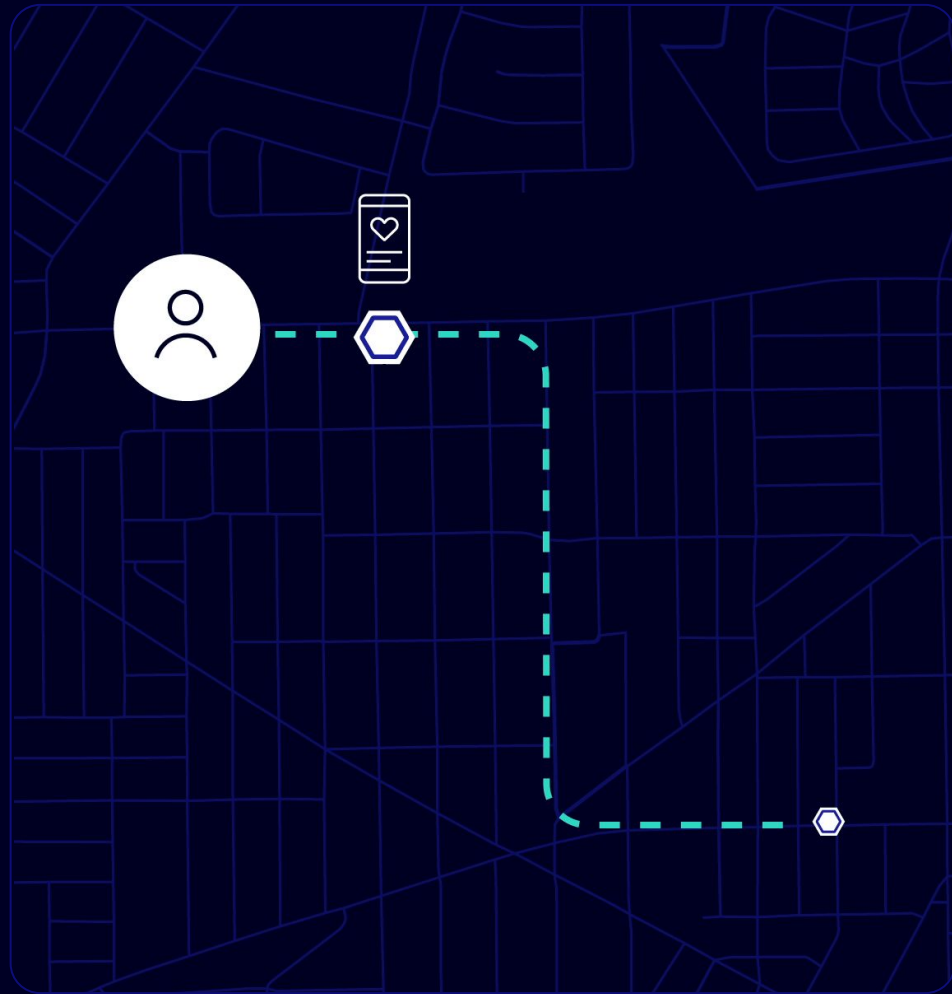


Pressure to prove ROI with tighter budgets

Marketers must demonstrate measurable impact across every channel to justify spend.

What Foot Traffic Attribution Reveals

- How ad exposure drives **real-world visits and sales**
- The **incremental impact** that traditional measurement misses
- An **omnichannel view** of campaign performance
- Opportunities for smarter **real-time optimizations** and stronger proof of ROI



How Red Lobster Uses Foot Traffic Attribution to Complement our MMM



Real-time insights
accessible between
MMM cycles, bridging
short- and long-term
performance



Validate and enrich
MMM inputs with
real-world outcomes



Understand
incrementality for
in-flight optimizations



Improve budget
decisions by pairing
macro and granular
measurement

Crabfest Social Campaign

The Challenge

Red Lobster aimed to measure the impact of their seasonal Crabfest campaign on driving in-store visits across Snap, TikTok, and X (Twitter). Their goal was to increase engagement, generate foot traffic, and maintain consistent media presence to reinforce awareness and interest over time.

The Solution

Red Lobster partnered with FSQ Attribution for granular foot traffic measurement, helping them identify top performing channels, cohorts, and tactics in order to optimize campaign performance in-flight.

The Results

With real-time insights, the campaign scaled efficiently across impressions, reach, and foot traffic. TikTok proved to be the top-performing social channel partner, cost-per-store visit exceeded benchmarks, and the campaign showed strong impact among the high-visitation cohort.



2.3MM+

Store visits



\$0.40

Cost-Per-Store Visit,
outperforming benchmarks
by **~39%**.



2.44x

More likely for the high-visitation
cohort to visit Red Lobster after
seeing an ad



1.3MM+

Visits driven by the high visitation
cohort, accounting for largest
share of total campaign traffic

Key Values to Look for in a Foot Traffic Partner



Real-time insights for in-flight optimization



Deduplication across visit and sales metrics



Ability to measure incrementality



Holistic measurement across all channels



High accuracy visit models built on first-party ground truth data

What's
next for
2026?

Key Takeaways: Measuring What Matters



See what's working in real time to optimize campaigns mid-flight



Ability to pair with MMMs for a full picture of short- and long-term performance



Make data-driven decisions with clean, deduplicated metrics



Prove real impact to stakeholders through granular, defensible reporting and incremental impact

Thank you!



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