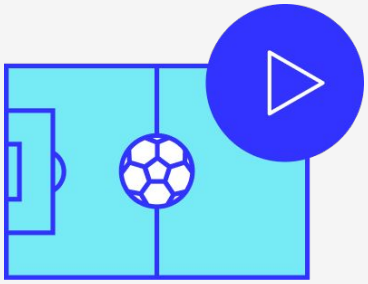
World Cup 2026: From Real-World Signals to Real-World Outcomes

Identify and reach high-intent sports audiences at scale, then close the loop by directly connecting campaign impact to in-store visits and sales.

Stand Out During the World's Biggest Sporting Event

The 2026 FIFA World Cup is expected to be the largest sporting event in history, with over **6 billion viewers worldwide** and a surge in consumer activity across retail, dining, grocery, travel, and entertainment.

As competition for attention increases, **location-based advertising gives you the advantage.** Personalize campaigns based on recent behaviors, activate messaging when fans are most engaged, and optimize campaigns in-flight using real-world outcomes.



Targeting

Audience

Build custom audiences based on real-world visitation patterns that signal true buyer intent.

Proximity

Build custom geofences to reach sports fans based on their real-time location context.

Measurement

Attribution

Measure your campaign's incremental impact on store visits and sales outcomes.

Store Conversions

Get daily in-flight foot traffic and purchase metrics for real-time optimizations.

Connect with fans across stadiums, fan zones, travel hubs, grocery stores on match days, and more. Then, measure your campaign's success to double down on what's working while intent is still high.

202%
Return on Investment (ROI) with FSQ Targeting

47%
Decrease in customer Cost-Per-Action (CPA) with FSQ Targeting

500%
Return on Investment (ROI) with FSQ Attribution

80%
Increase in incremental visits per ad dollar spent with FSQ Attribution

For more information, visit foursquare.com | @foursquare

FOURSQUARE

Off-the-Shelf Location & Purchase-Based Segments



With **5,000+ pre-curated Audience and Proximity segments**, Foursquare helps you reach high-intent fans during the moments that matter most. Target soccer enthusiasts based on real-world location and purchase behaviors or engage consumers in real time at stadiums, watch parties, and game-day destinations. Search **"Foursquare"** in your preferred ad platform to access the full segment library, or further customize segments in the Targeting Designer based on your specific campaign goals.

Location-Based Audiences	Purchase-Based Audiences
Soccer Enthusiasts	Sports Fans
Multi-Sports Fans	Sports Enthusiast Lifestyle
College Athletes & Coaches	Airbnb Customers
World Cup Watchers	Sporting Goods & Activewear
Soccer Parents	AmazonFresh Shoppers
Live Sports Fans	Casual Restaurants
Live-Near Host Cities	Costco Shoppers
Sporting Goods Shopper	New York Sports Club Members
Location-Based Proximity Segments (Real-Time Geofences)	
World Cup Attendees	Fan Festival - Toronto Canada
World Cup Travelers	Soccer Fields & Stadiums
Sports Bars	Gyms & Fitness Centers
Entertainment Districts - US/MEX/CAN	Host City Grocery Stores - US
Fan Festival - Atlanta	Casinos
Live Near Host Cities - US	Entertainment Districts - Non-Host Cities - US
Sporting Goods Retailers	Host City Sports Bars
+ More!	

Location-Based Advertising for World Cup Campaigns in Action

Target with greater precision at scale:

Reach fans attending matches and stadium events by activating real-time proximity targeting around stadiums, fan zones, and surrounding entertainment districts on game days.

Engage fans before and during watch-parties by targeting recent sports bar visitors or reaching consumers in real time at grocery stores, bars, and restaurants around match days.

Personalize campaigns based on your ideal audience's lifestyle preferences, such as avid athletes, sports fans, and fitness enthusiasts.

Conquest competitor customers during peak demand by targeting recent visitors to competing venues or reaching consumers while at competitor locations.

Connect with travelers arriving in host cities at airports, hotels, motels, and travel hubs.

Then, answer questions like:

- Did my media drive incremental outcomes, not just organic traffic?
- Did exposed visitors make purchases?
- Which demo deliver lowest cost per incremental visit?
- How quickly did people act after exposure?
- Which channels drove the most incremental foot traffic?
- Which tactics drive traffic vs revenue?
- How much incremental sales did media generate?

Next Steps:

Strategize: Work with our team of experts to generate an effective location-based advertising strategy tailored to your specific goals.

Activate Targeting: Build custom segments using the self-serve Targeting Designer, or activate over 5,000+ pre-built segments off-the-shelf in major DSPs.

Measure & Optimize: Use our unified UI for deduplicated, real-time reporting. Connect media exposure to in-store visits and sales across 550+ partner channels, including digital, TV, CTV, OOH, social, and audio.

Get in touch

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