Store visits after a night out

New York City bars and restaurants · January 8–March 1, 2026

+29.6%

Overall visitation lift

People exposed to the ads were more likely to visit the retailer than a matched control group. Foursquare reported 99% confidence in the overall lift.



Separate retail campaign · Nordstrom Rack in a New York City bar.

3.8M
Estimated people reached

24.4M
Estimated ad impressions

6.4×
Average ad exposures per person reached

Who visited the retailer?

Audience	Visitation lift	Confidence
People with no prior recorded visit	**128%**	**90.71%**
Adults ages 35–44	**86%**	**99%**

How Foursquare measured lift

Foursquare matched people exposed to the campaign with similar people who had no recorded exposure. It compared their likelihood of visiting the retailer within a seven-day window. Each audience group above was compared with its own matched group.

Source: Foursquare Attribution, New York City campaign, January 8–March 1, 2026.