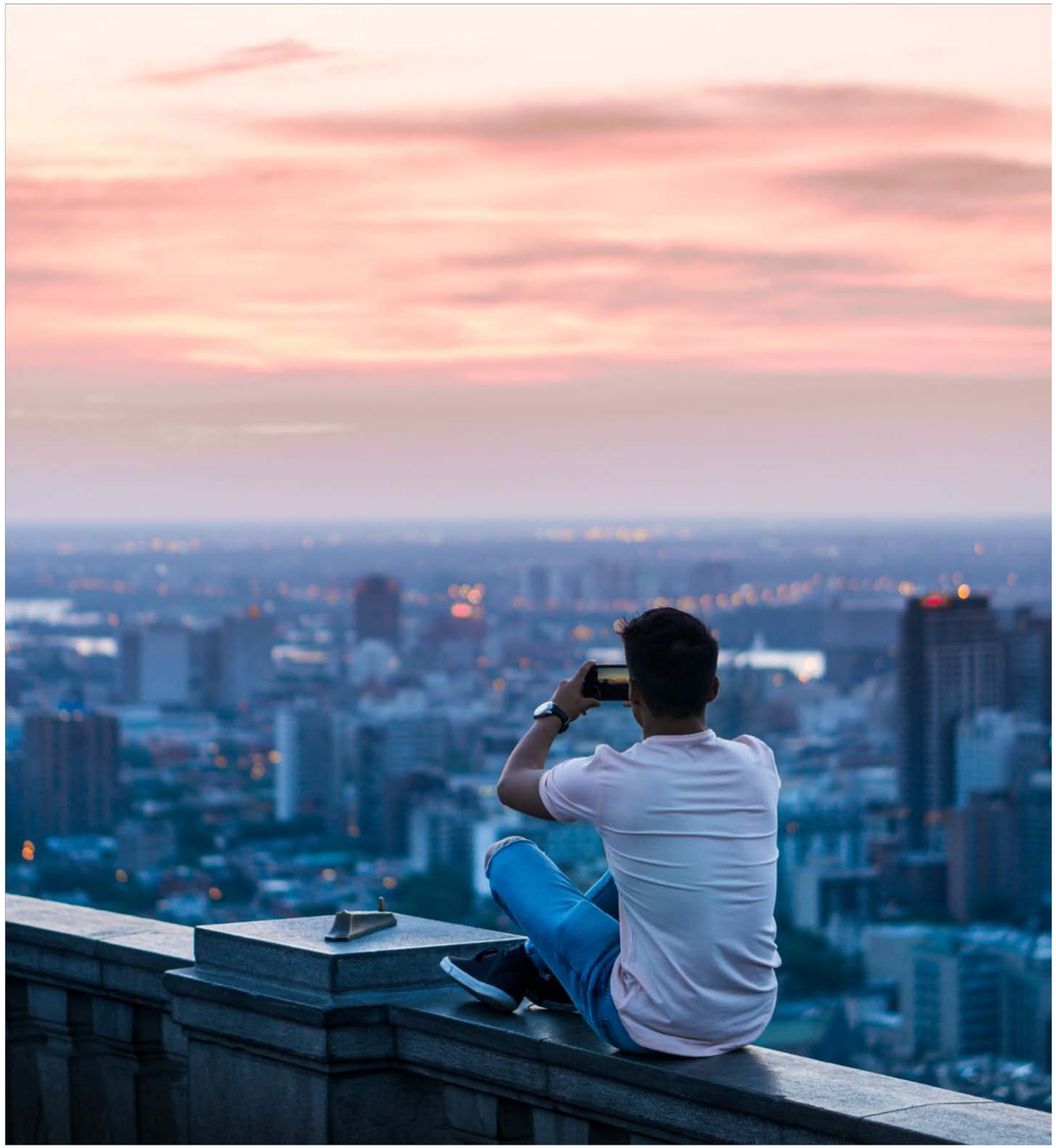

How Allergan Leverages Location Data To Drive Real Results

FOURSQUARE

Introductions

Myles Dacio

Performance Marketing

Allergan

Ariel Eck

B2B Marketing

FOURSQUARE

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Location layer of the internet

We've been powering the places in your pocket for years.

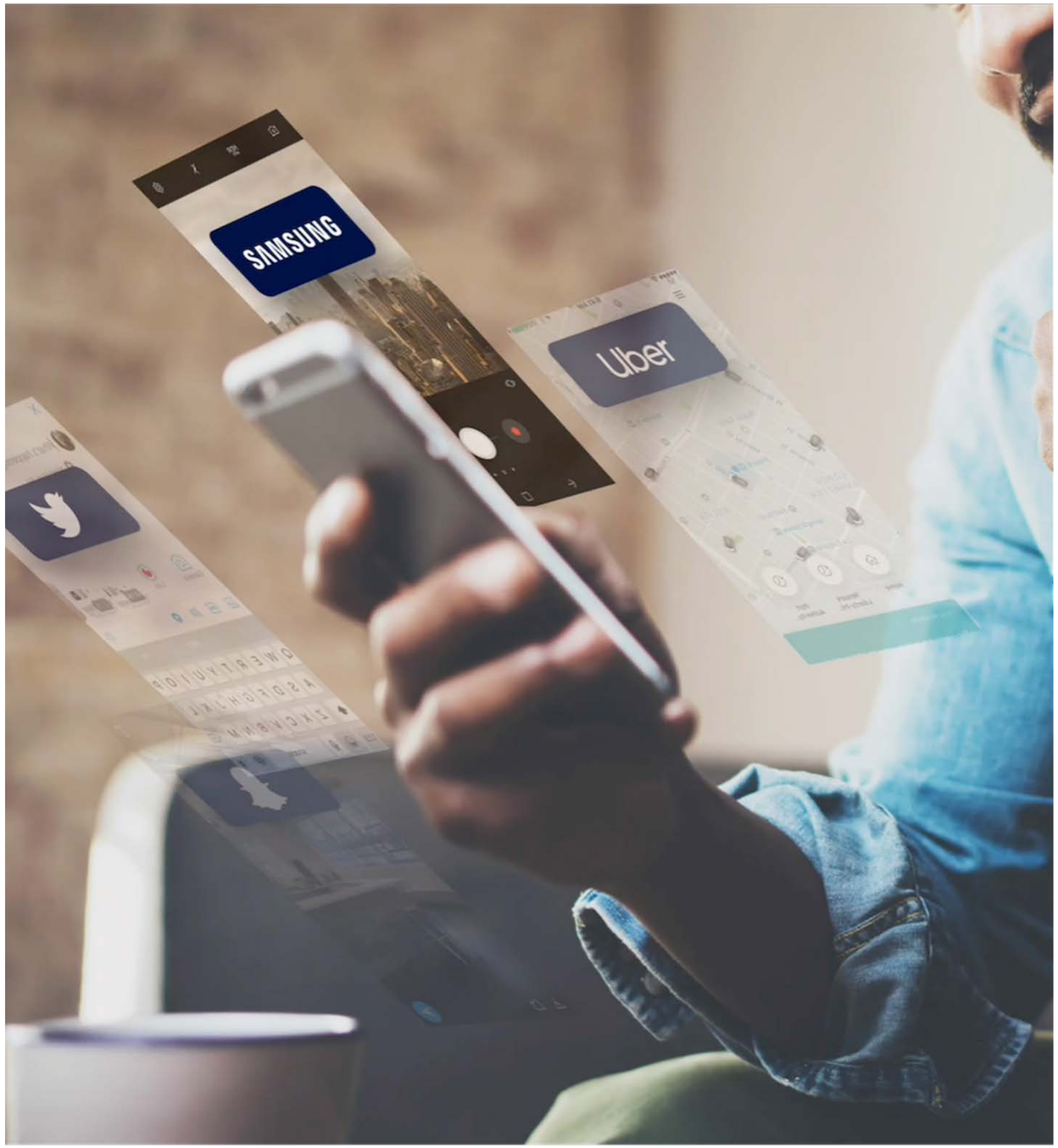
Ever typed a venue in Uber?

Add a geofilter to Snapchat?

Geotag a tweet in Twitter?

Snap a photo with a Samsung phone?

That's Foursquare.



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Foursquare creates technology that builds meaningful bridges between digital spaces and physical places.

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People Data

Going beyond GPS to ingest a broad array of sensor data: ~10M first and ~500M third-party devices

FOURSQUARE /pilgrim

The engine that combines a 'phone's eye view' with a unique place thumbprint, trained by more than 14B times someone has told us 'I am here'.

Places Data

A proprietary map of ~100M places, validated by millions of users, and rich in attributes

FSQ

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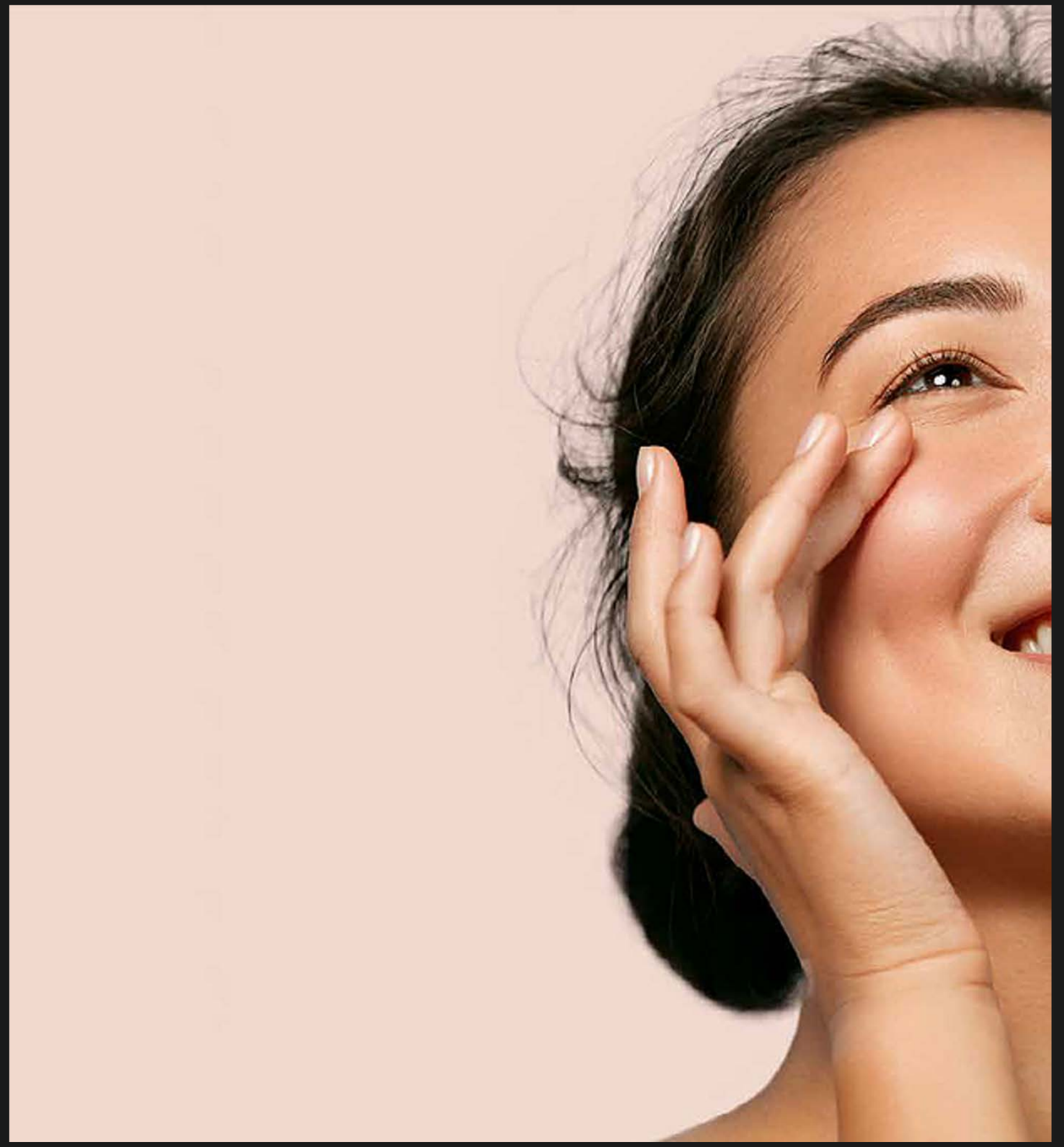
Allergan™

The global pharmaceutical company developed an innovative targeting strategy and partnered with Foursquare for precise targeting and measurement based on real-world data.



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Brands today only understand half of their customer. Location data provides the whole picture

FSQ

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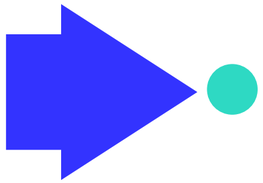
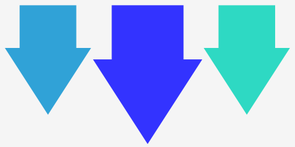
How Allergan leverages location

Reach your target audience based on real-world behavior

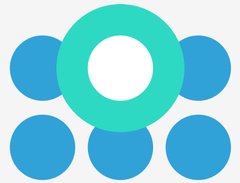


Target consumers at point-of-interest in real time



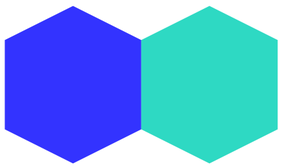
Win back customers by engaging lapsed customers

Conquest the competition by reaching those currently shopping



Grow loyalty by engaging those who visit your store

Prove marketing efficacy by marrying digital advertising with real-world behaviour



Break down wall gardens with easily accessible data

Build advance audience for customer acquisition with visitation patterns

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Why Allergan chooses FSQ

Accuracy

14B human-verified check-in, self refreshing map with millions of Always on or ground truth signals each month. Stop detection. MRC Accredited

Scale

500M devices globally, 50 platforms have integrated our targeting solution, 100M+ places globally, 900 venue categories, 2.4M updates monthly

Privacy-first

We employ double consent and have partner audits. We have been very vocal about the need for federal legislation in the US to maintain customer privacy.

Accessibility

Over 400 integrated Partners and partnerships allow you easy access to our data in the way you want it

Independent

We are agnostic to platforms and because of our accessibility you can use our data in walled gardens or not

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The future of location is privacy-centric

We keep data within Allergan's preferred walls, yet simultaneously optimize for value extraction

Allergan + FSQ/Pilgrim

(Customer 1P lat/lng coordinates mapped to precise POI visits, with or without additional 3P data enrichment to supplement scale

Custom off or online visit processing at scale for proprietary raw location data; available across app properties and mobile web. Integrated with preferred environments:

snowflake · esri · a · LiveRamp · theTradeDesk · mparticle · databricks

Targeting & Personalization

Deep understanding of customer attributes based on where they live, work and transact to better personalization inventory placement

Attribution & Footfall Measurement

Precise reporting on in-person conversion of advertisements across—100M global POIs with deep chain and category filtering

Customer Analytics

KYC beyond digital boundaries, leveraging—9B monthly real world visits to give analyses of patterns & traits greater sophistication

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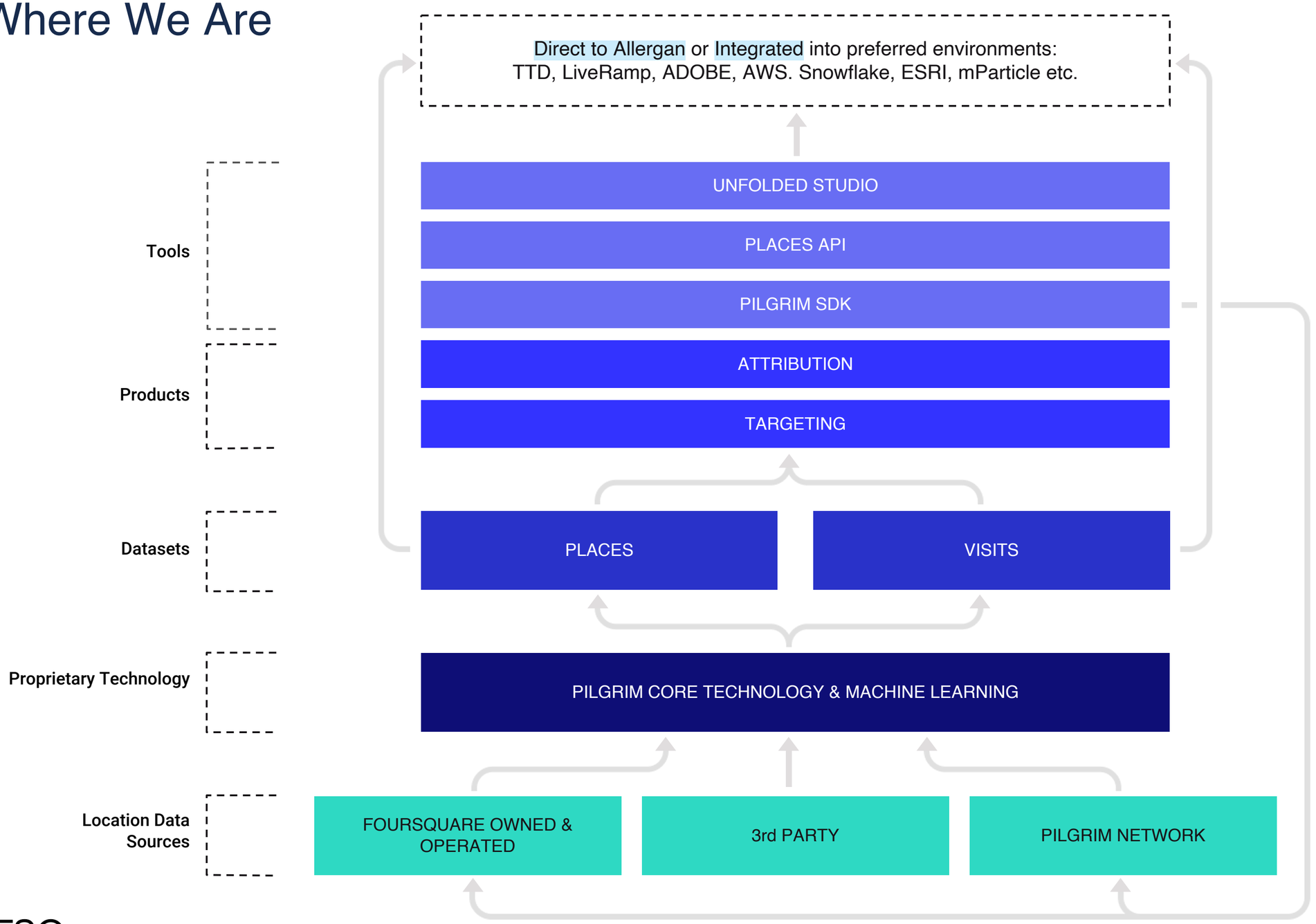
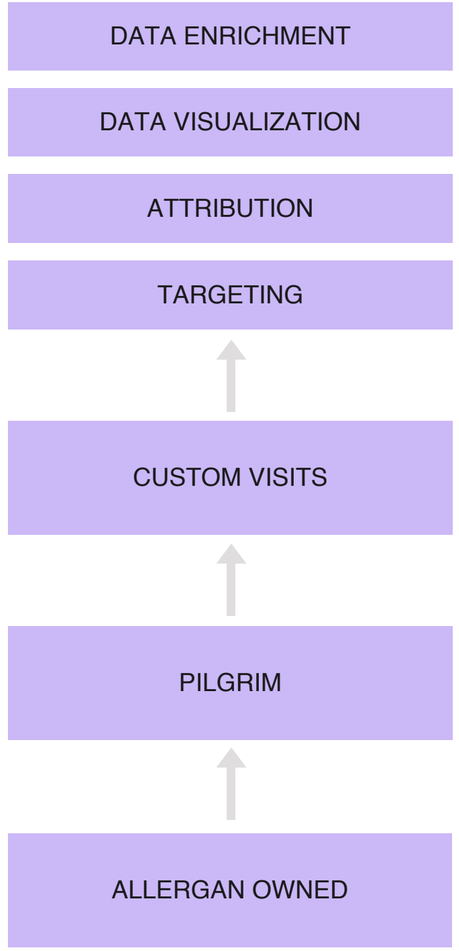
Where We Are



Where We're Going

Brand specific location data and tools integrated into Brand's tech stack



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FSQ

Enable access to the most powerful, robust and precise real-time location technology and data for our customers

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Thank you

FOURSQUARE EVERYWHERE

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