

Hi, I'm Michael.

VP, Sales

FOURSQUARE
LOCATION INTELLIGENCE

Do you know Foursquare?

100,000

APPS & SERVICES POWERED BY FOURSQUARE PLACE SHAPES







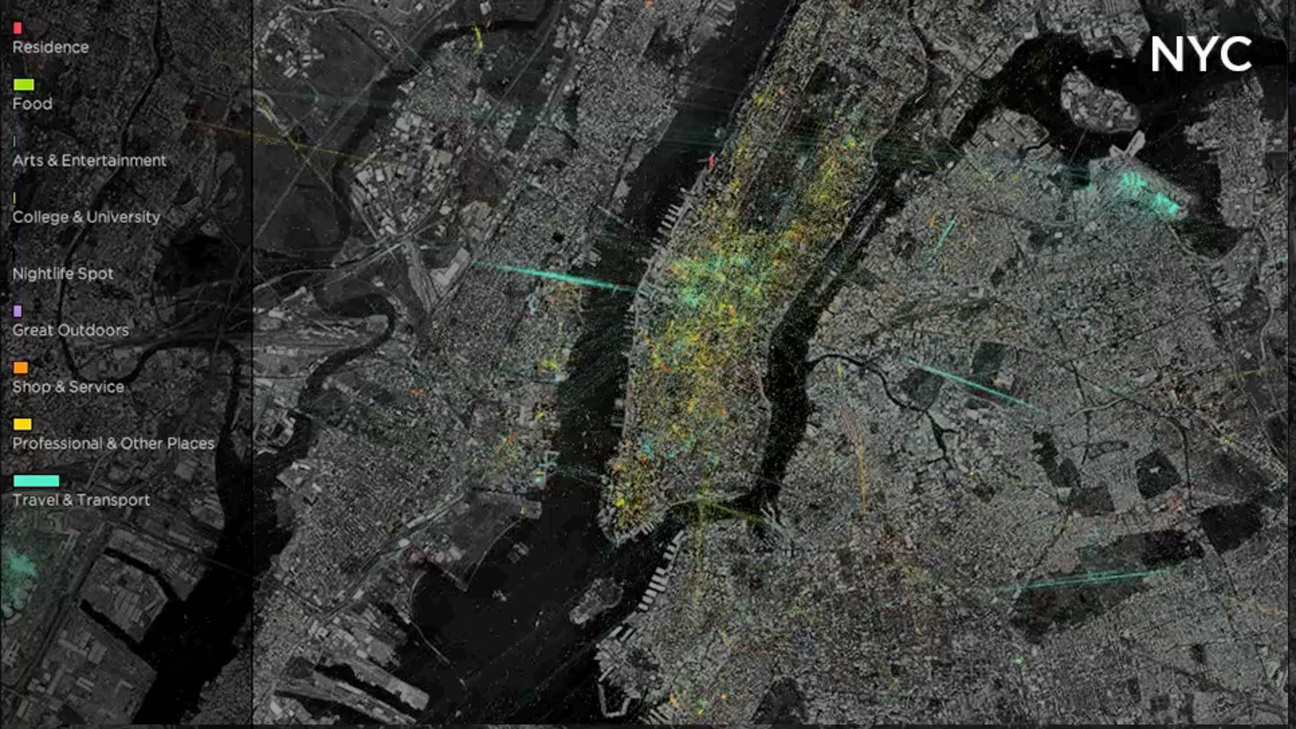




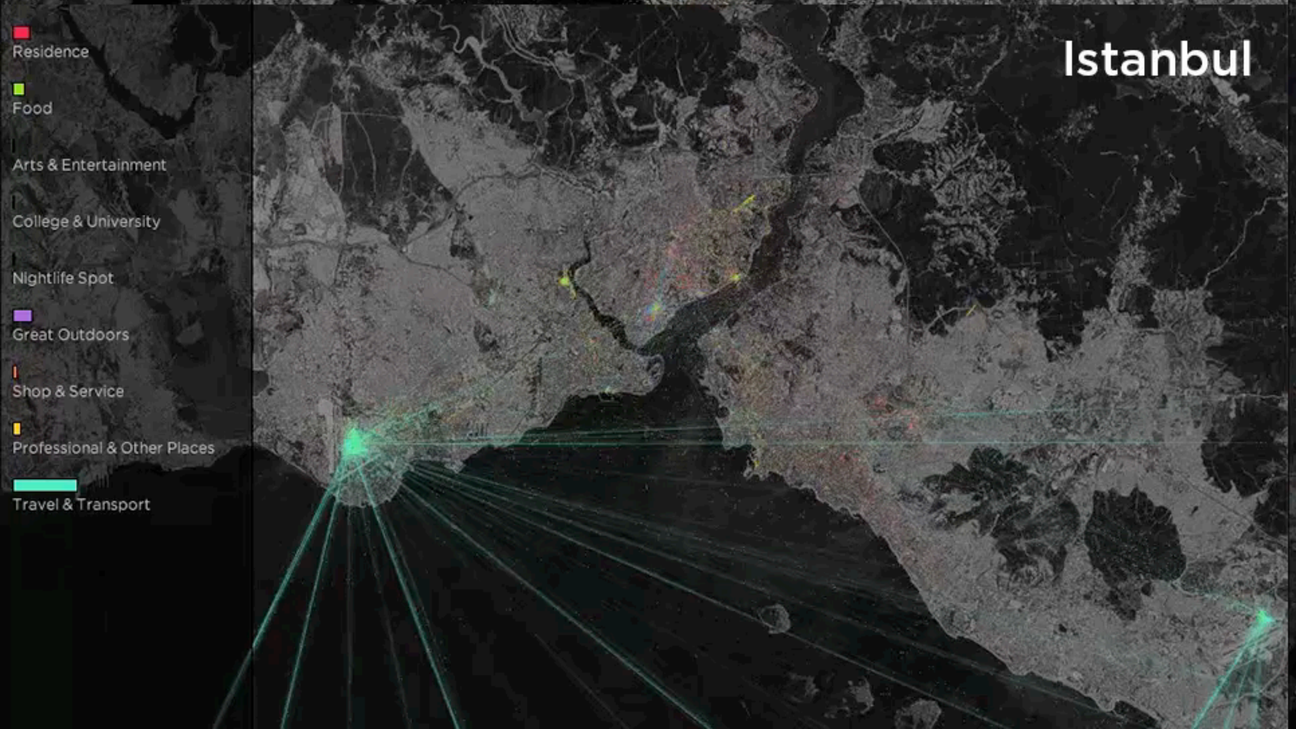


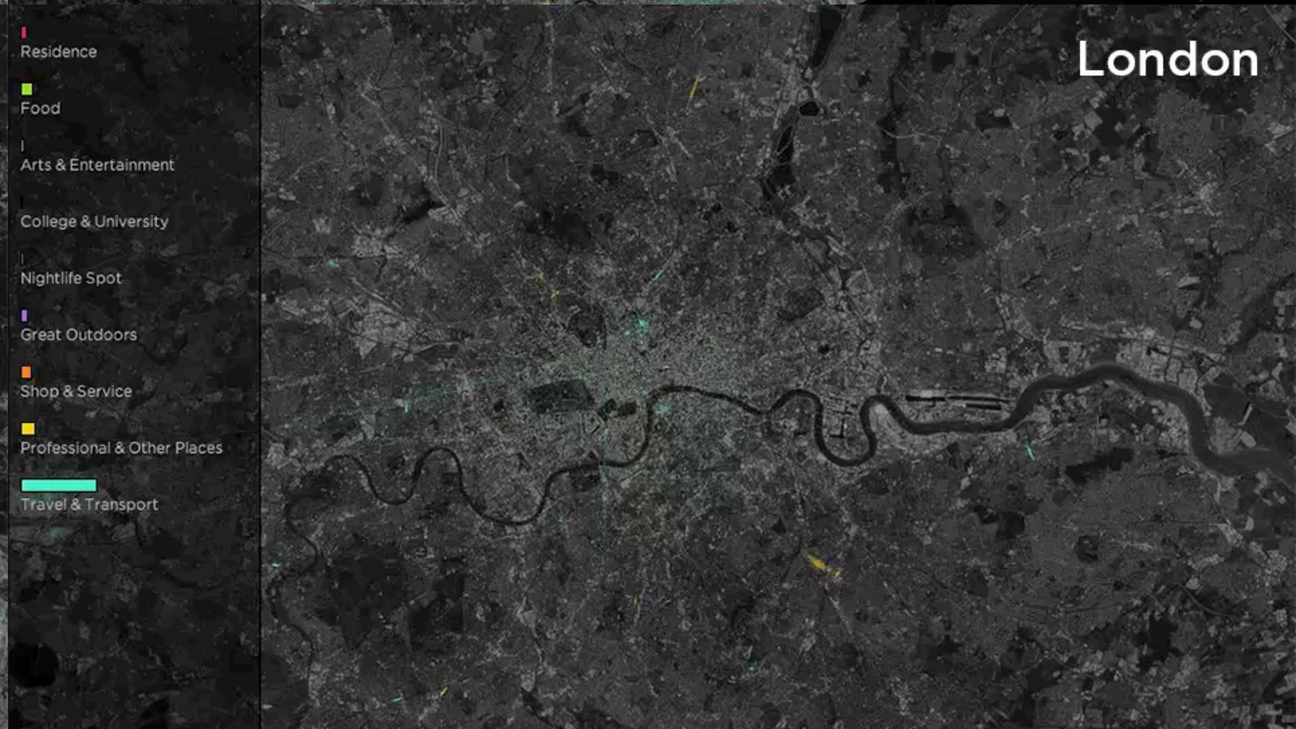


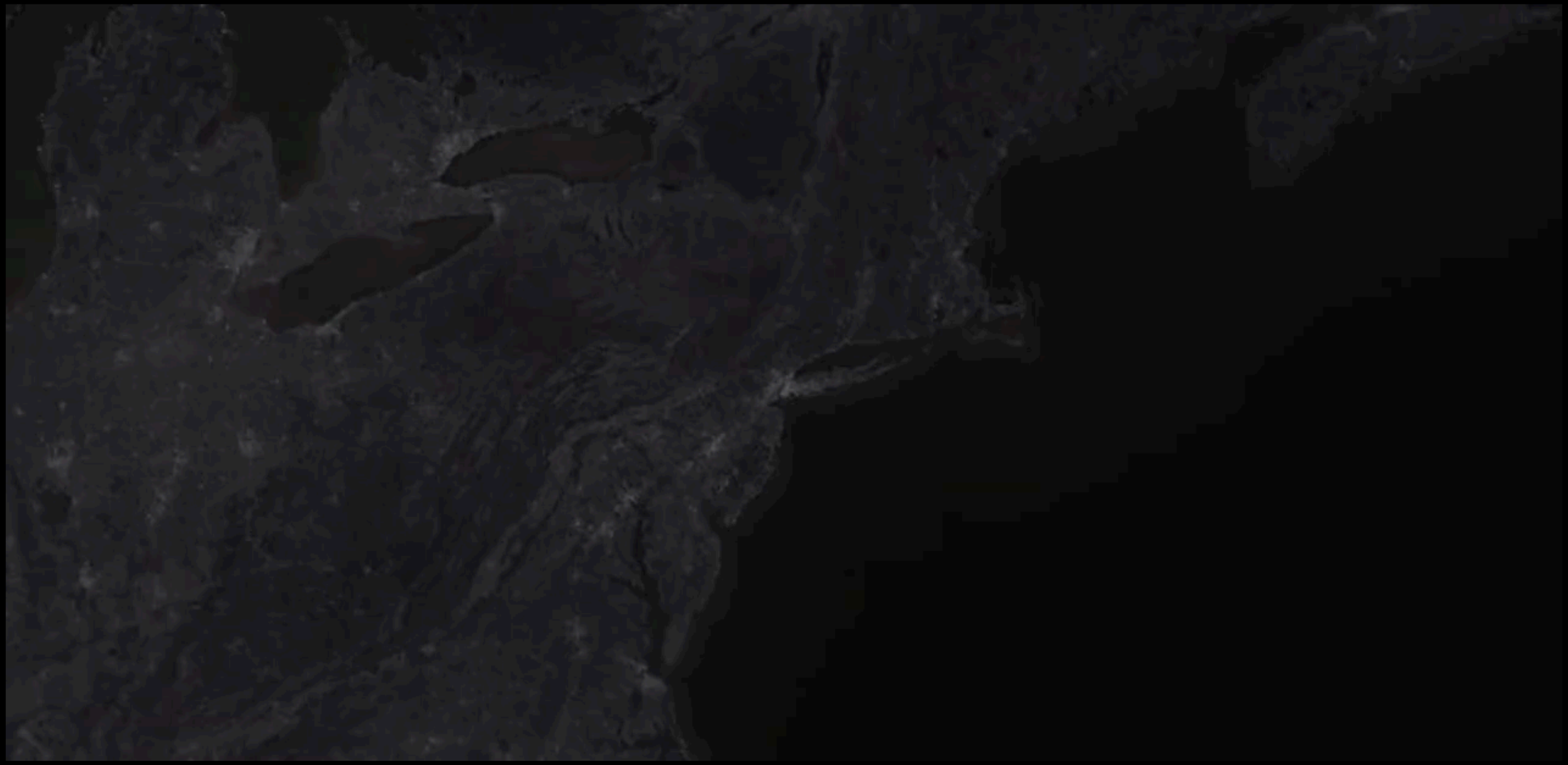



NYC
Residence
Food
Arts & Entertainment
College & University
Nightlife Spot
Great Outdoors
Shop & Service
Professional & Other Places
Travel & Transport


Tokyo
Residence
Food
Arts & Entertainment
College & University
Nightlife Spot
Great Outdoors
Shop & Service
Professional & Other Places
Travel & Transport


Istanbul
Residence
Food
Arts & Entertainment
College & University
Nightlife Spot
Great Outdoors
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London
Residence
Food
Arts & Entertainment
College & University
Nightlife Spot
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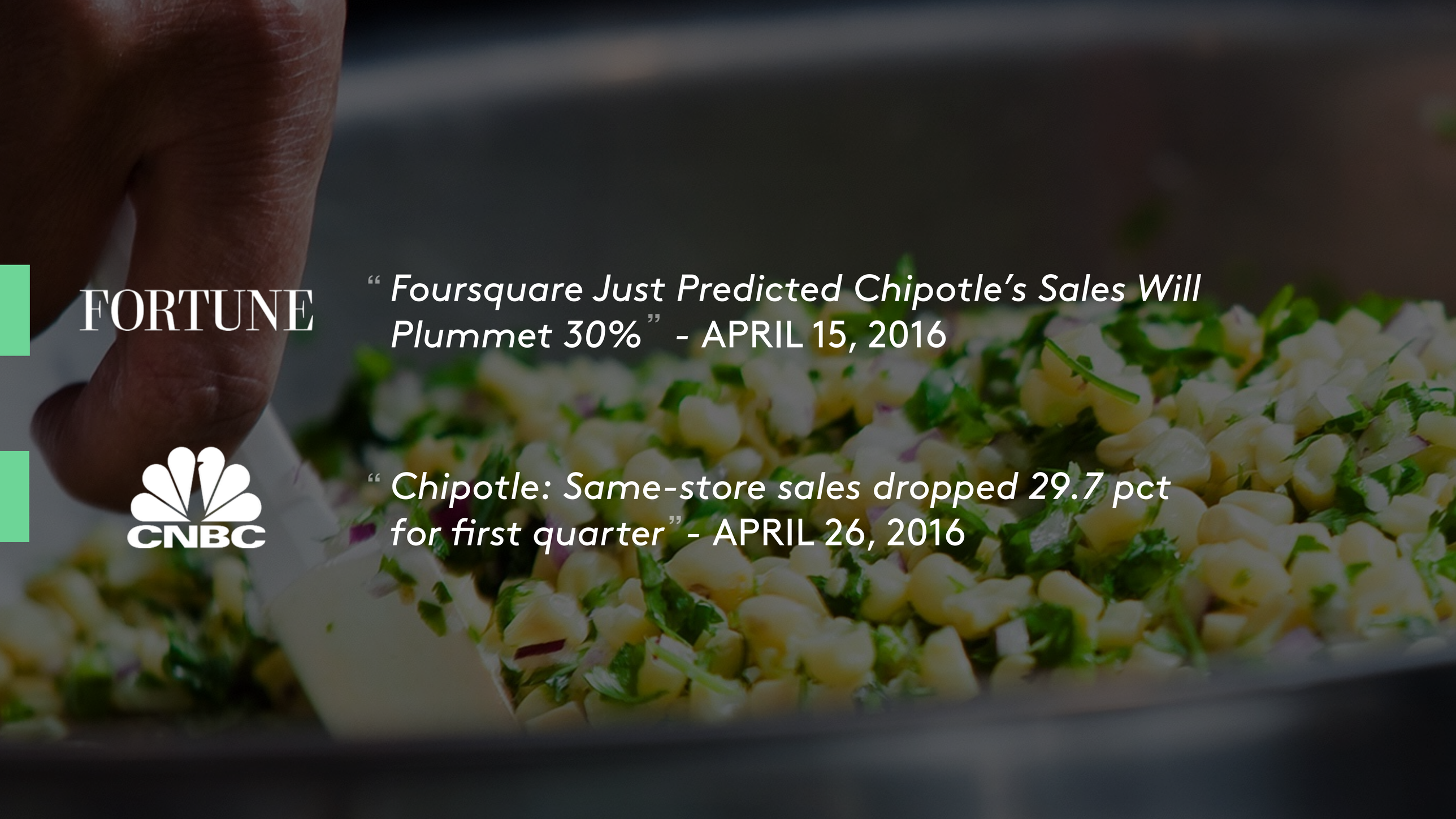


LOCATION MATTERS

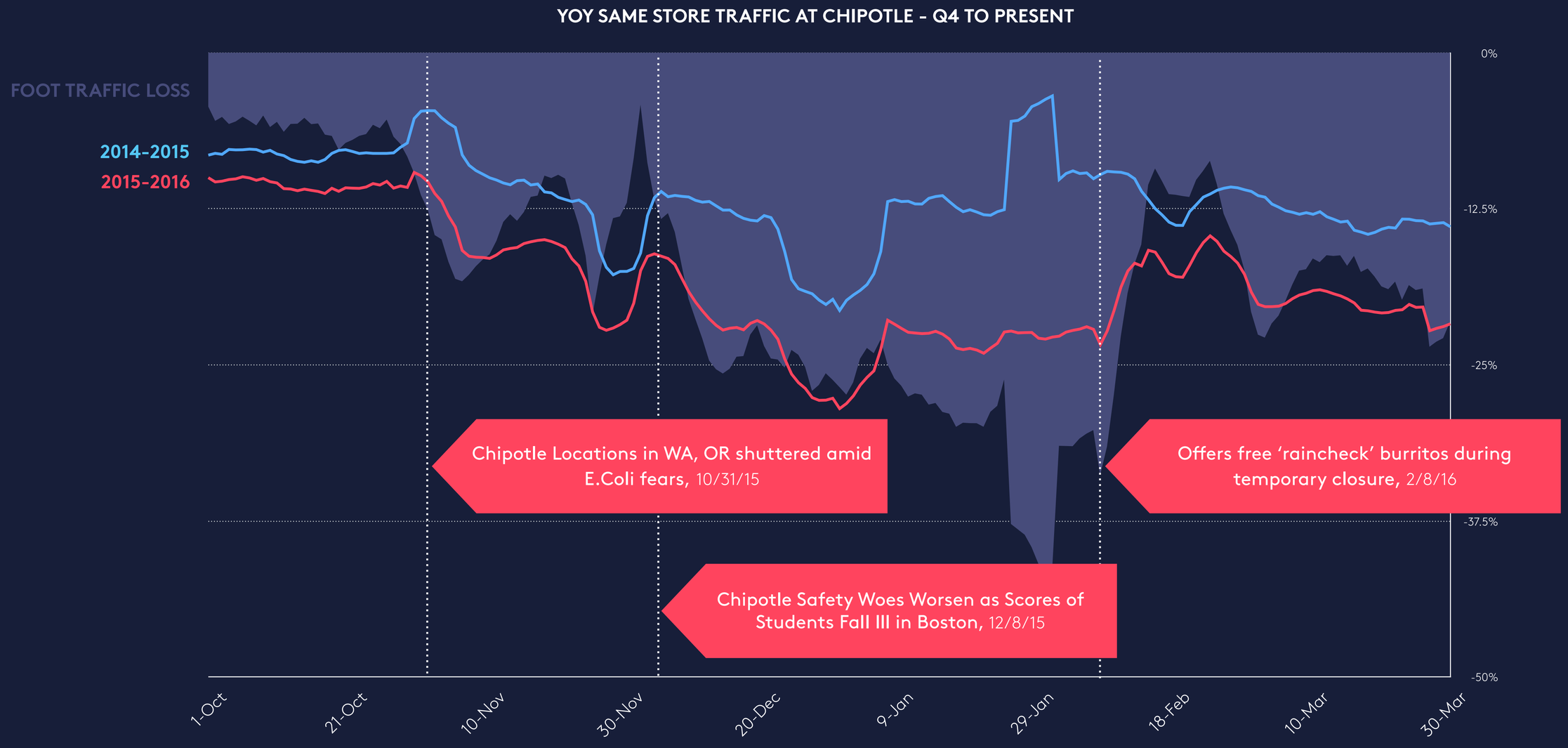
How can location solve your business problems?

1

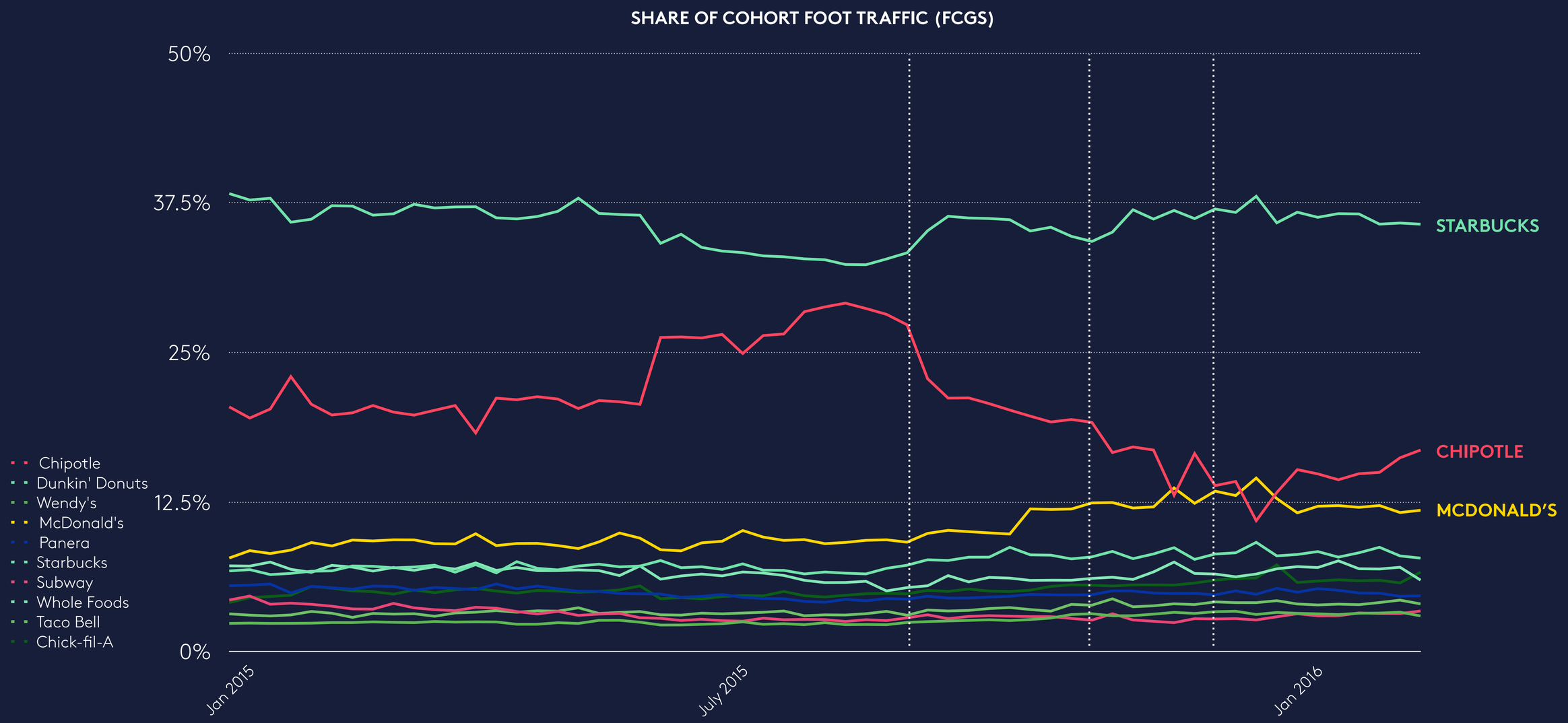
How do I find my lapsed customers and win them back?


FORTUNE
“ Foursquare Just Predicted Chipotle’s Sales Will Plummet 30%” - APRIL 15, 2016
CNBC
“ Chipotle: Same-store sales dropped 29.7 pct for first quarter” - APRIL 26, 2016

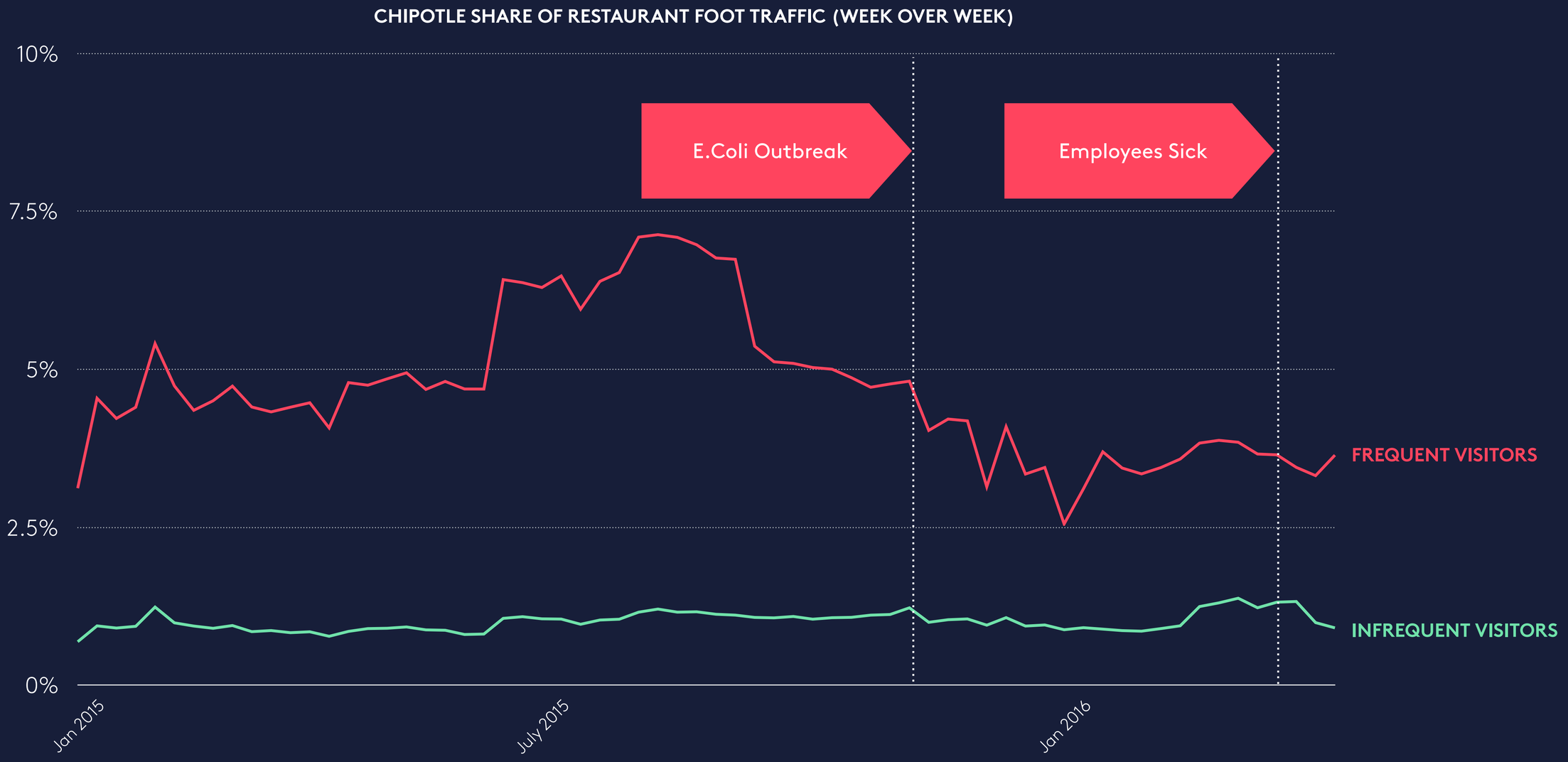
YOY drops in foot traffic are showcased around media events.



Declines in Chipotle market share captured by Starbucks, McDonald's.



Frequent Chipotle goers were more affected by the outbreaks.





SUCCESS STORY

How **Chipotle** won over **new** and **existing customers** with dual media and creative strategies.

BRAND CHALLENGE

Re-engage lapsed customers while continuing to entice loyal customers with Chorizo & Chiptopia promotions.

FOURSQUARE ACTIVATION

Standard banners drove the most visits from lapsed visitors, whereas upper funnel video units drove engagement from loyal and heavy visitors.

REAL WORLD RESULTS

New customers enjoy brunch and happy hour, opening up opportunities for heavier weekend lunch and weekday dinner targeting.

2

How can I use cohorts of people to make real estate and outdoor advertising decisions?

Inputs for foot traffic analysis: New York

Bourbon Drinkers

Audience Cohort 1

A21+ who have self selected Bourbon as a taste on Foursquare.
-or-
A21+ who have been to a bar or restaurant known for bourbon 2x in a month in the last 6 months

High-End Drinkers

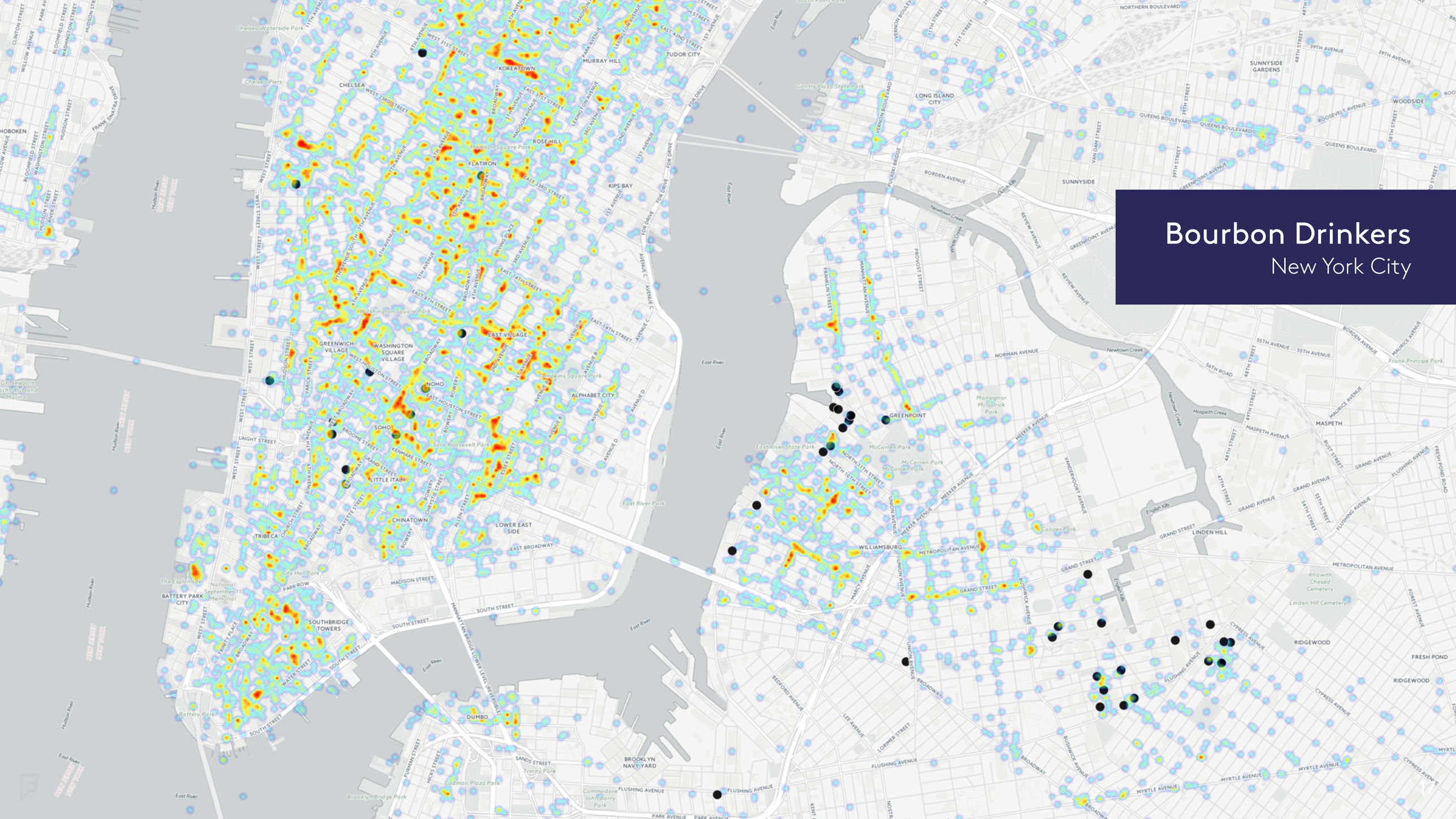
Audience Cohort 2

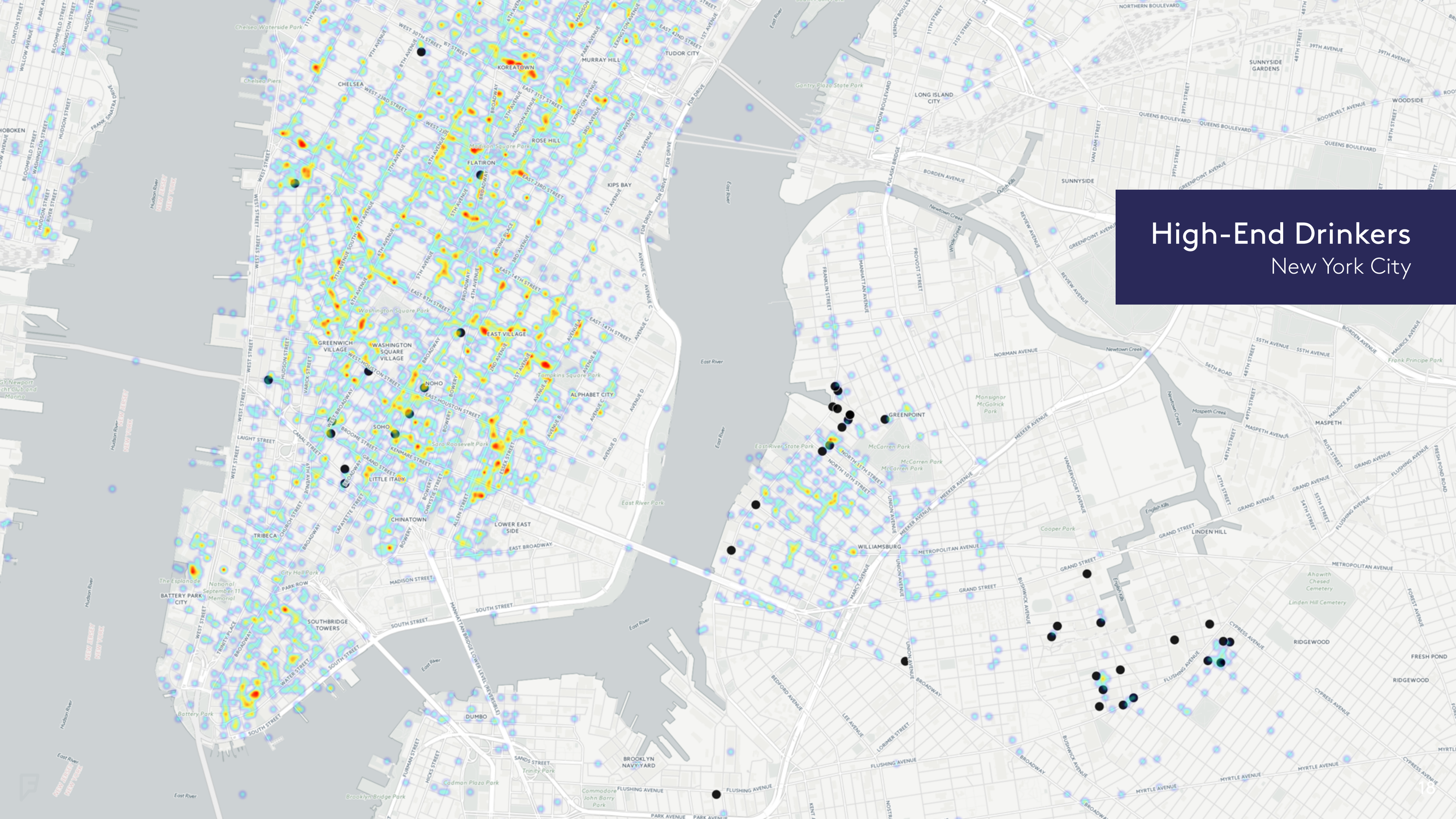
A21+ who have visited nightlife venues with $$$ and $$$$ dollar signs 12+ times in the last 6 months.

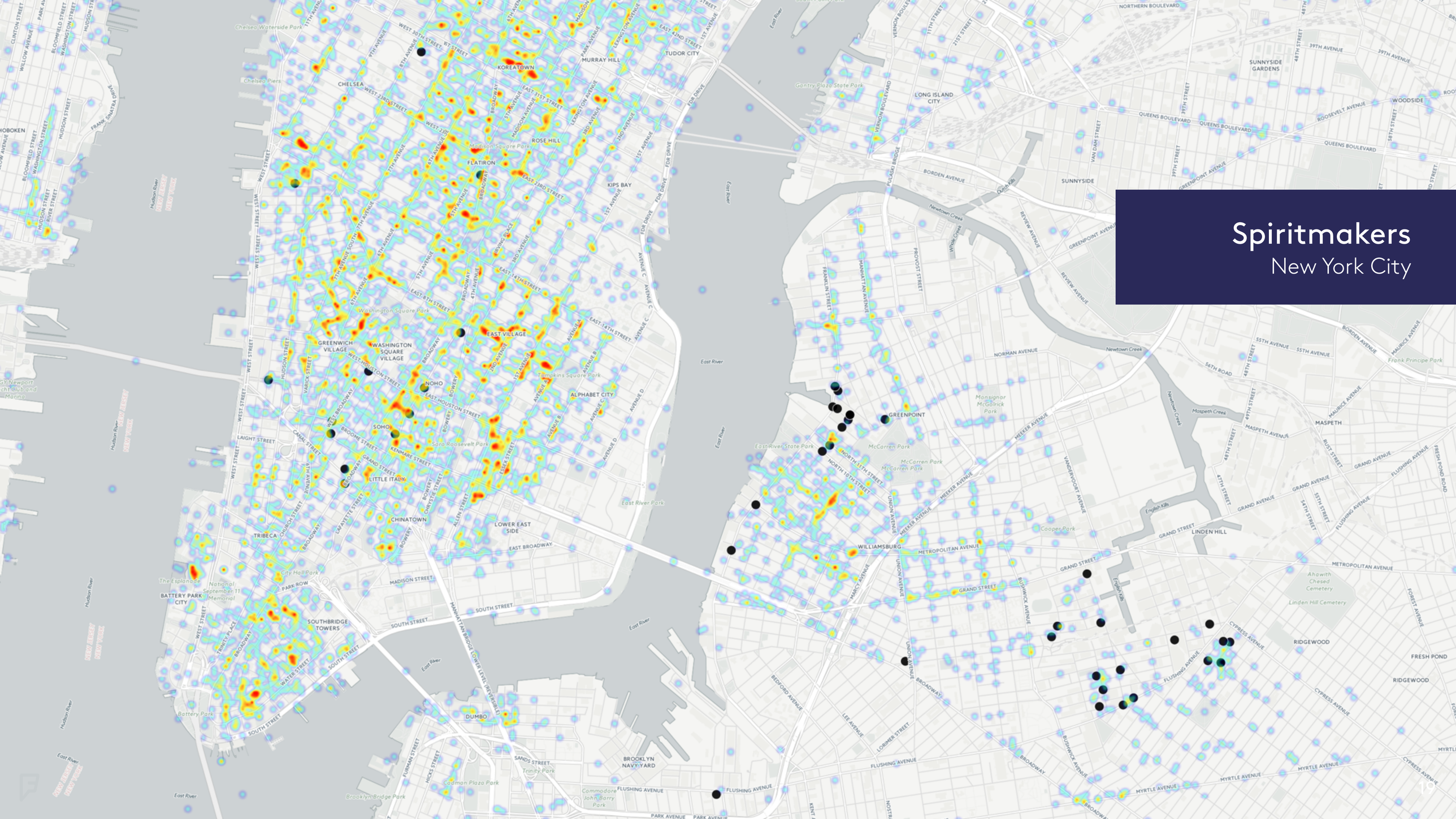
Spiritmakers

Audience Cohort 3

Overlay of Bourbon Drinkers and High-End Drinkers.


Bourbon Drinkers
New York City


High-End Drinkers
New York City


Spiritmakers
New York City

3

How do I better engage with my app users?

FOURSQUARE
CITY GUIDE

22%

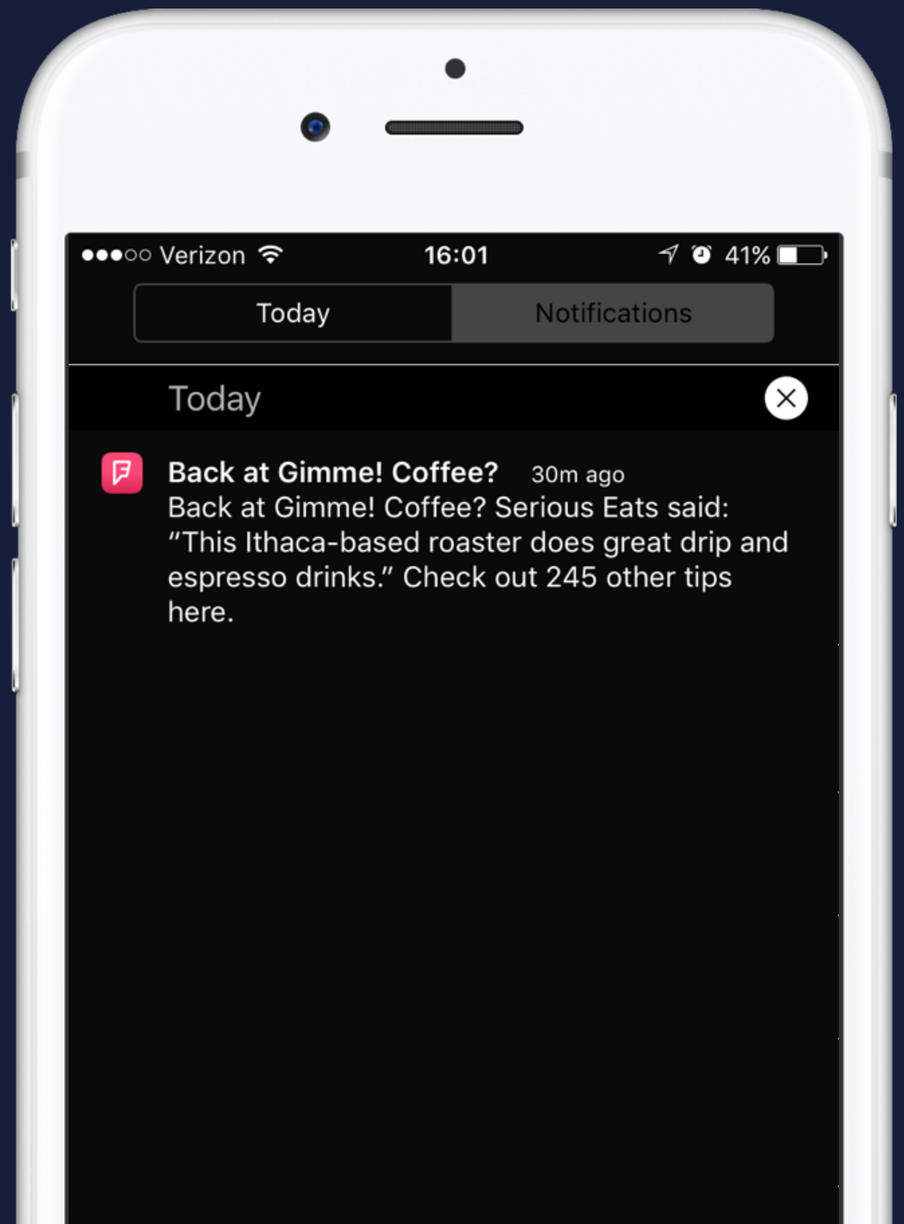
INCREASE IN USER ENGAGEMENT

12%

INCREASE IN USER ENGAGEMENT FOR ACTIVE USERS

5%

DECREASE IN UNINSTALLS



TouchTunes

THE INNOVATIVE LEADER FOR LOCATION-BASED INTERACTIVE ENTERTAINMENT

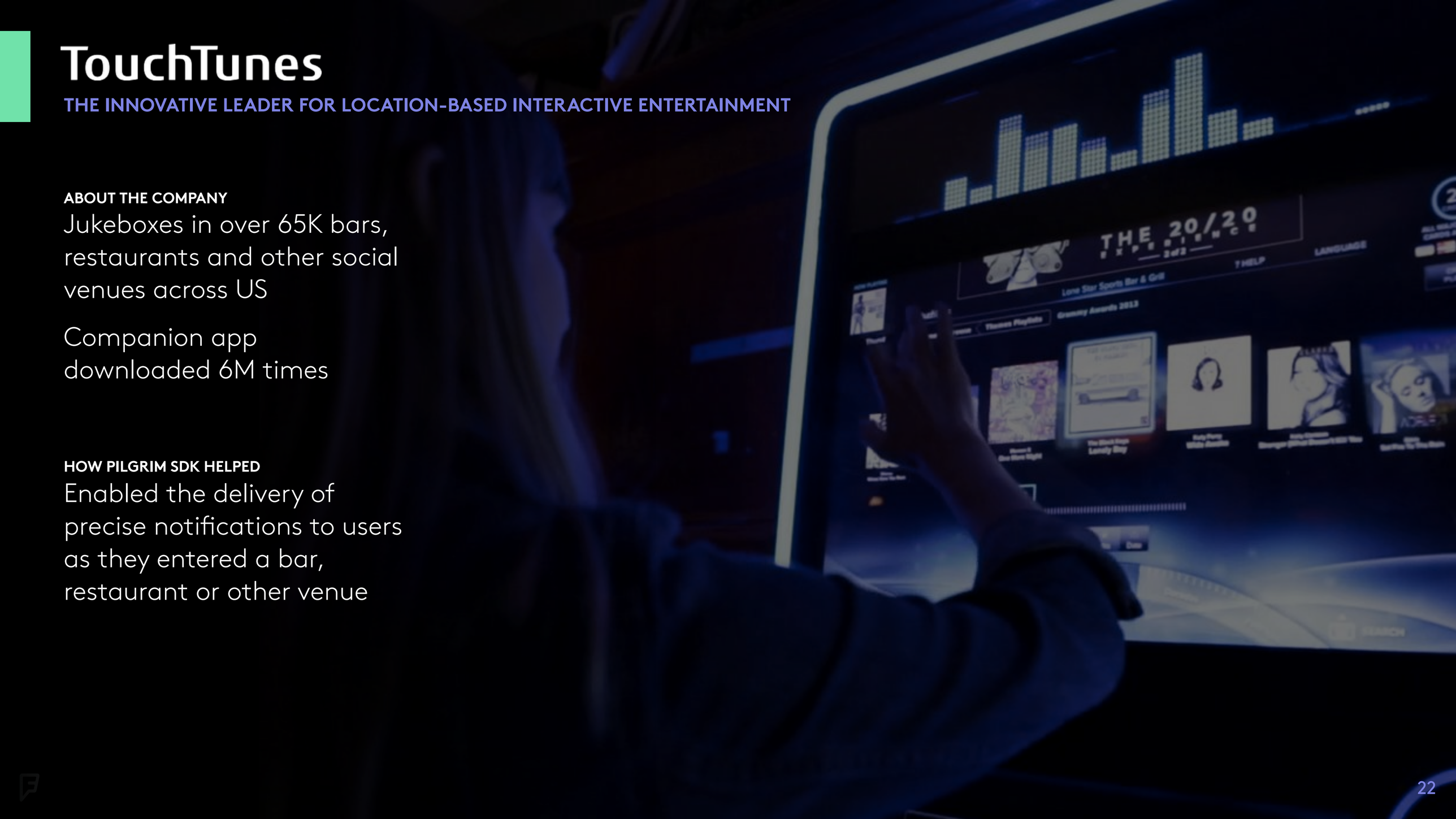
ABOUT THE COMPANY

Jukeboxes in over 65K bars, restaurants and other social venues across US

Companion app downloaded 6M times

HOW PILGRIM SDK HELPED

Enabled the delivery of precise notifications to users as they entered a bar, restaurant or other venue



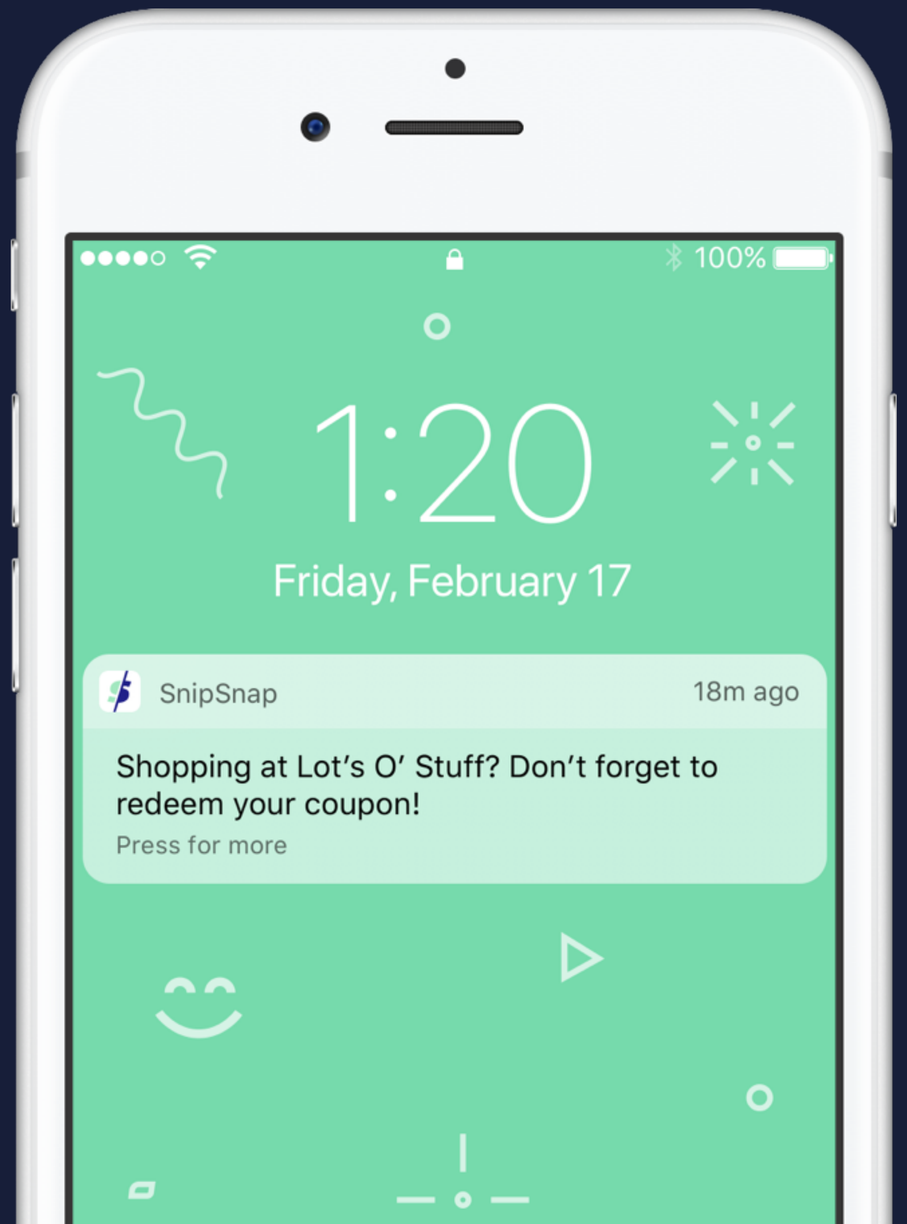
SnipSnap

400%

INCREASE IN USER ENGAGEMENT & REDEMPTIONS

100%

DECREASE IN TIME SPENT MAINTAINING GEOFENCES



Pilgrim SDK

by FOURSQUARE



STOP DETECTION & LOCATION TRIGGERS



ANALYTICS DASHBOARD



GLOBAL DATABASE OF 93M+ PLACES



NO BEACONS OR GEOFENCES



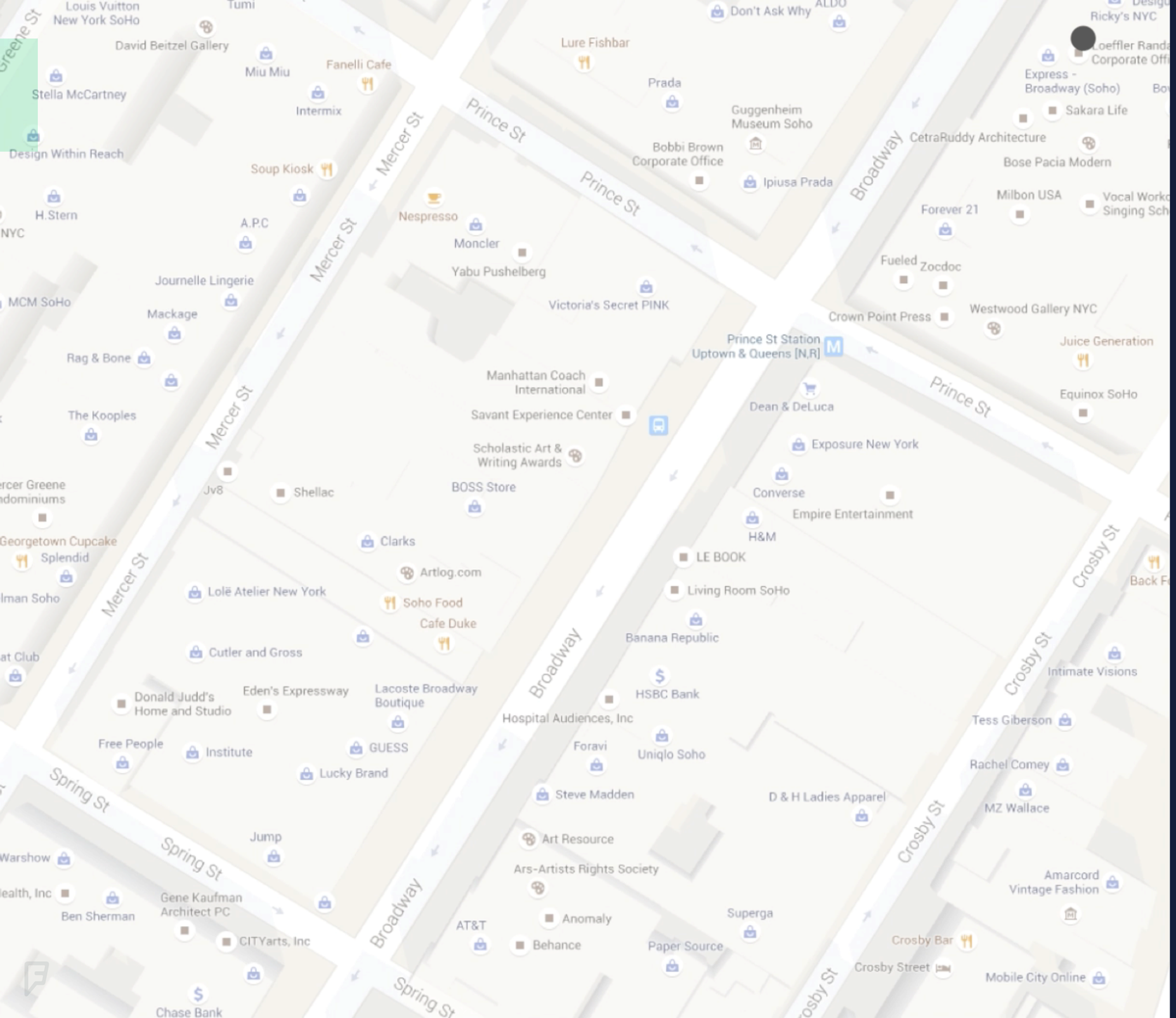
HOME & WORK DETECTION



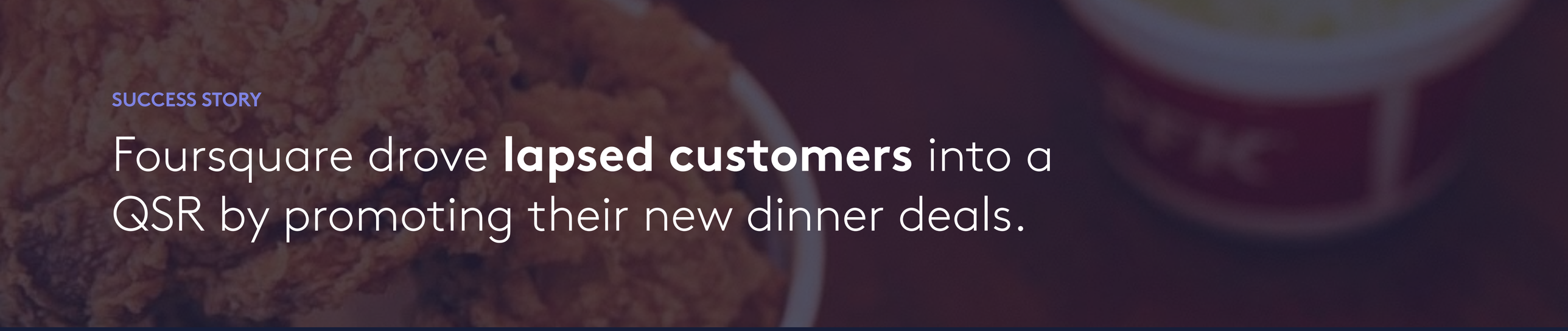
BATTERY OPTIMIZATION

4

How can I use location to inform my marketing strategies, reach mass audiences, and measure success?



FOURSQUARE	THIRD PARTY	OTHER SDKS
Fanelli Cafe	Rag & Bone	Express
Chase Bank		Forever 21
		Dean & Deluca
		Victoria's Secret
		Moncler
		Fanelli Cafe
		Intermix
		Nespresso
		APC
		Journelle
		Mackage
		Rag & Bone
		The Kooples
		Splendid
		Free People
		Ben Sherman
		Chase Bank
		AT&T
		Steve Madden
		HSBC
		Banana Republic
		H&M
		Converse
		Dean & Deluca
		Forever 21
		Express



SUCCESS STORY

Foursquare drove **lapsed customers** into a QSR by promoting their new dinner deals.

BRAND CHALLENGE

Promote the QSR brand's new $5 solo and $20 family dinner options to win QSR marketshare.

FOURSQUARE ACTIVATION

We identified when consumers were most and least likely to visit a QSR on weekdays and weekends, building effective timing and media heavy-ups with real-time targeting.

REAL WORLD RESULTS

29% Lapsed Visitor Lift



SUCCESS STORY

Foursquare's shopper insights helped a CPG beauty brand introduce **a new product line**.

BRAND CHALLENGE

Promote the beauty brand's new mascara to female shoppers.

FOURSQUARE INSIGHT

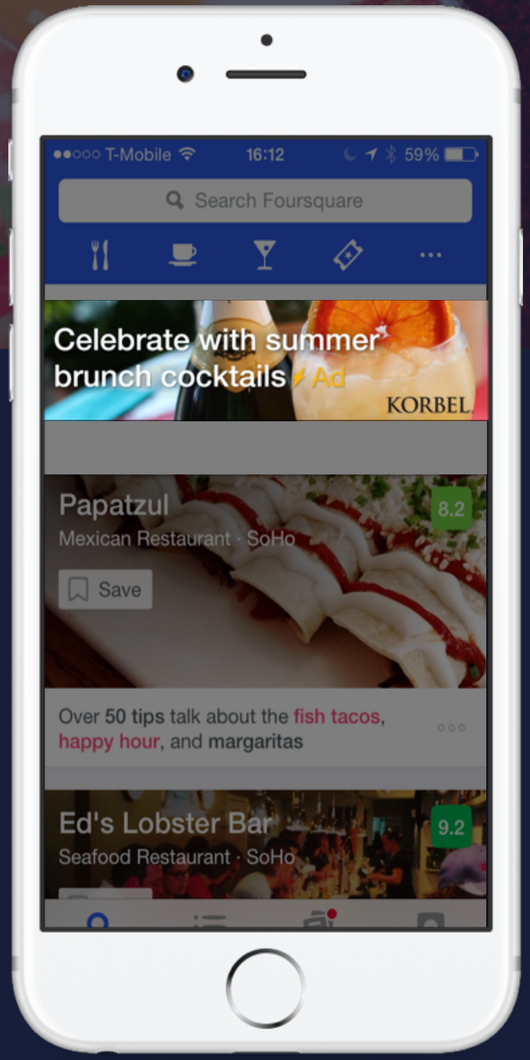
This brand's shoppers are aspirational, craving luxury but keeping price in mind. Top places to reach them include Old Navy, Macy's, The Limited and Champp's Kitchen.

REAL WORLD RESULTS

89% purchase intent lift for users who "probably will" purchase their mascara in the next month.

SUCCESS STORY

Foursquare data uncovered a new **marketing strategy** for **Korbel**.



BRAND CHALLENGE

Identify summer trends to align the Korbel brand with.

FOURSQUARE INSIGHT

Brunch activity rose 4%, uncovering peak times, cities and venues for brunch. With this data, we curated a custom brunch guide for users, sponsored by Korbel.

REAL WORLD RESULTS

124k Visits into Korbel Accounts

Top accounts visited helped the brand build stronger relationships with key partners and enhance future content marketing.

Attribution

MEDIA MEASUREMENT

Real-world conversion measurement for media powered by the most accurate location data and the largest first-party audience.



PROVE AUDIENCE & INVENTORY VALUE



DIFFERENTIATE IN A CROWDED MARKETPLACE

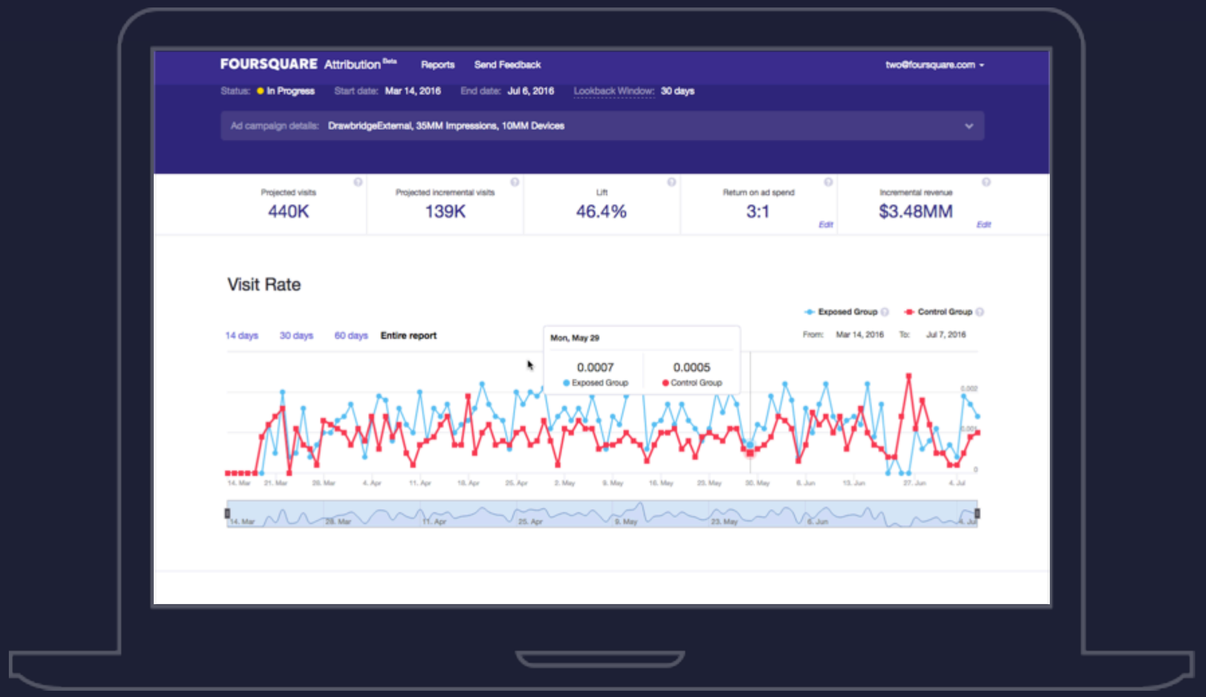


VALIDATE EACH CAMPAIGN



INNOVATE ON MEDIA MIX MODELING

CLIENT DASHBOARD

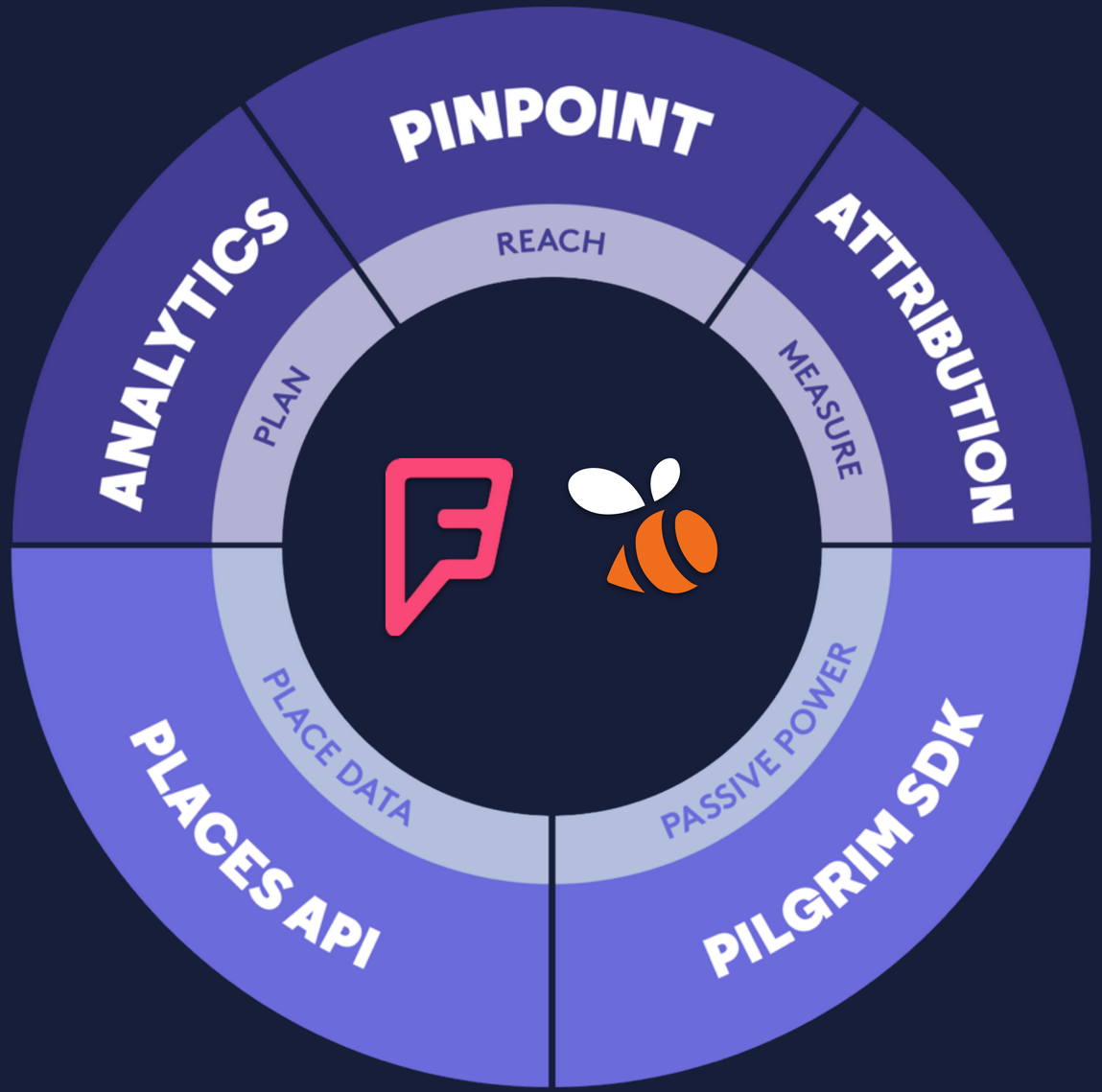


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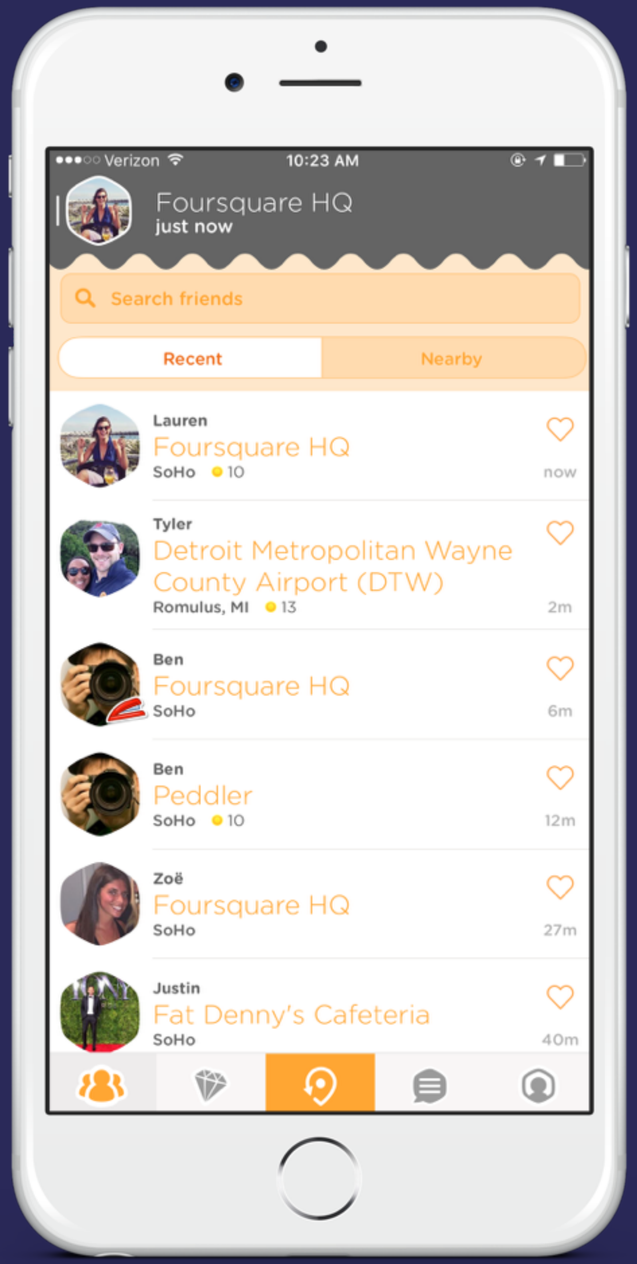
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How do I better engage with my app users?

How can I use location to inform my marketing strategies, reach mass audiences, and measure success?

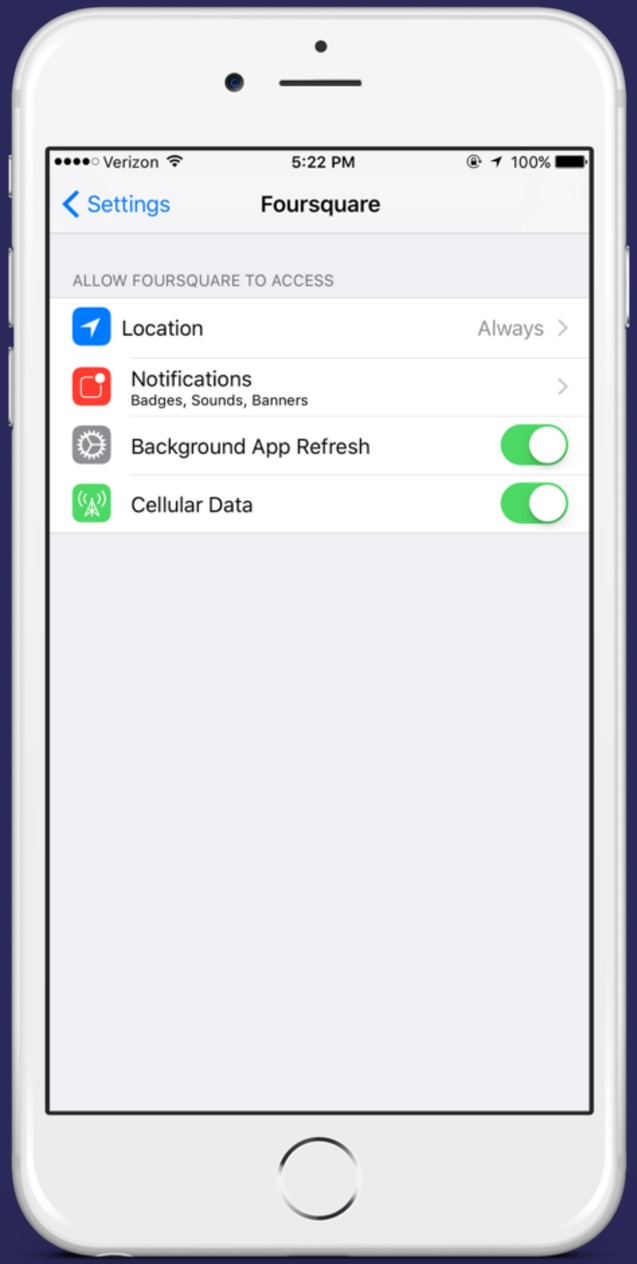

PINPOINT
ATTRIBUTION
PILGRIM SDK
PLACES API
ANALYTICS
REACH
MEASURE
PASSIVE POWER
PLACE DATA
PLAN

3 things to ask your location vendor

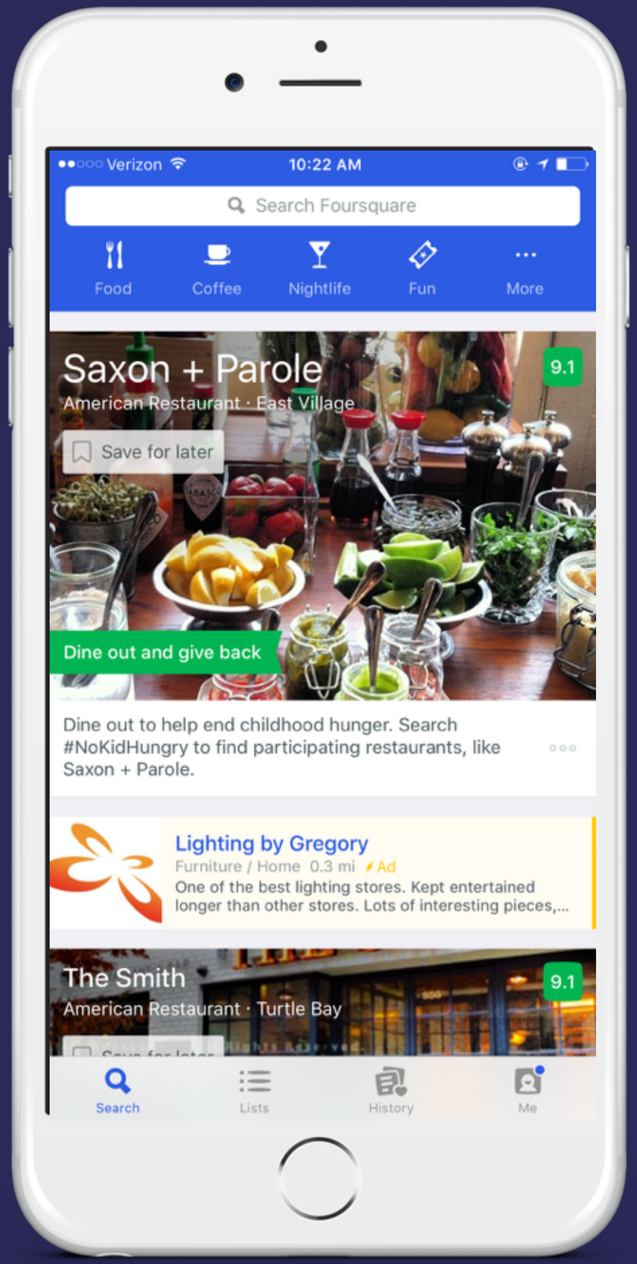


FOURSQUARE Swarm

Is there software I can download that proves your data can pinpoint where I am?



Is your location data is persistent and pervasive?



FOURSQUARE
CITY GUIDE

Show me a consumer experience. Show me how your data is used in a practical way.

Thank You.

FOURSQUARE
LOCATION INTELLIGENCE