

A background image showing two people, a man and a woman, looking at a smartphone together. The image is dark and blue-toned, with the text overlaid on the left side.

FOURSQUARE

Powering Personalization At Scale

*Six Ways To Drive Relevance
Using Location Data*

In this report, you'll learn how to...

- Segment Audiences Based On Real World Behaviors, Using Location As A Proxy To Understand Life Stages, Lifestyles and Spending Habits
- Tap Into Moments of Receptivity
- Build Strategic Partnerships Based On Venues Visited

To learn more about how Foursquare can help your business, visit enterprise.foursquare.com today.



A Data-Driven Approach To Personalization

Beyond transaction data, location data can serve as a valuable tool for understanding consumers' behavior. Always-on location sharing and proprietary true stop detection provide unprecedented visibility into the places people go in the real world, both before and after they make a purchase.

With access to this technology, leading brands can identify the right audiences to target, the right moments to reach them, and the right messaging to captivate their attention, building more meaningful connections with consumers.

FOURSQUARE *Our proprietary foot traffic data about where people go in the real world reveals unique consumer insights that power our media, measurement, and developer solutions to transform your business. For more information, reach out to us at enterprise.foursquare.com today.*

1. Identify Consumers In Different Life Stages

The places people go are the best indicators of who they are. Data-driven marketers are building audience segments based on where people go in the physical world, identifying consumers in distinct phases of life.

SAMPLE TARGET AUDIENCES



COLLEGE GRADS

WHERE THEY GO

student centers
college libraries
academic buildings
college cafeterias



YOUNG PARENTS

WHERE THEY GO

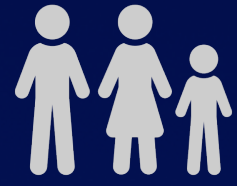
playgrounds
baby stores
daycares
nursery schools



NEW HOME OWNERS

WHERE THEY GO

real estate offices
shipping stores
storage facilities
furniture stores



PARENTS OF TEENS

WHERE THEY GO

soccer fields
high schools
fast food joints
discount stores

2. Segment Consumers Based On Their Budget

Behavioral data unlocks a new way of understanding consumers' spending habits.

SAMPLE TARGET AUDIENCES



LESS AFFLUENT



MORE AFFLUENT

DISCOUNT SHOPPERS

WHERE THEY GO

discount stores
outlet stores
thrift stores
big box stores

VALUE DINERS

WHERE THEY GO

fast food joints
buffets
affordable
grocery stores

JETSETTERS

WHERE THEY GO

airport lounges
luxury hotels
rental car locations
high-end resorts

EXECUTIVES

WHERE THEY GO

conference rooms
corporate amenities
offices
business centers

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3. Pinpoint Consumers By How They Choose To Spend Their Disposable Income

Location serves as a useful proxy for lifestyle, revealing consumers' preferences based on the places they spend their time. Savvy brands are not only segmenting audiences in this way, but also developing tailored messaging for different cohorts, boosting relevance to build more meaningful connections.

SAMPLE TARGET AUDIENCES



BEAUTY & SELF-CARE

WHERE THEY GO

spas, hair salons, nail salons, nutritionists, massage places



SPORTS

WHERE THEY GO

football stadiums, sports bars, hockey areas



OUTDOORS

WHERE THEY GO

ski areas, outdoor supply stores, parks, mountains



MUSIC

WHERE THEY GO

concert halls, music venues, amphitheaters



HOSTING

WHERE THEY GO

gourmet shops, grocery stores, farmers markets



FITNESS

WHERE THEY GO

yoga studios, cycle studios, gyms, fitness centers



STYLE

WHERE THEY GO

boutiques, shoe stores, department stores



TRAVEL

WHERE THEY GO

airports, hotels, resorts, rental cars, baggage claims



NIGHTLIFE

WHERE THEY GO

cocktail bars, speakeasies, beer gardens, wine bars



DINING

WHERE THEY GO

Italian restaurants, seafood restaurants, steakhouses

4. Captivate High Value Customers

Tailor offerings for these key audiences based on their patterns and preferences.

FREQUENT RESTAURANT GOERS

are also more likely to enjoy...

Upscale Hotels like The Ritz-Carlton, Four Seasons & Omni

Hosting like Kitchen Supply Stores, Gourmet Shops, Organic Groceries, Wine Shops

Working Out at Gyms like Equinox, Orangetheory Fitness, Crunch Gym, 24 Hour Fitness

Active Hobbies like Climbing, Tennis, Biking, Boxing & Skiing

FREQUENT TRAVELERS

are also more likely to enjoy...

Boutique Fitness Studios like SoulCycle, Barry's Bootcamp and CorePower Yoga

Coffee Shops like Blue Bottle, LA Colombe, Peet's, Philz & Coffee Bean & Tea Leaf

Watching Sports like Soccer, Basketball, Hockey & Baseball

Healthy Food like Salad Places, Juice Bars & Organic Groceries

FREQUENT GROCERY SHOPPERS

are also more likely to enjoy...

Outdoor Activities like Hiking, Skating, Skiing and Surfing

Shopping For Clothes at Nordstrom, Anthropologie, Dillard's & Banana Republic

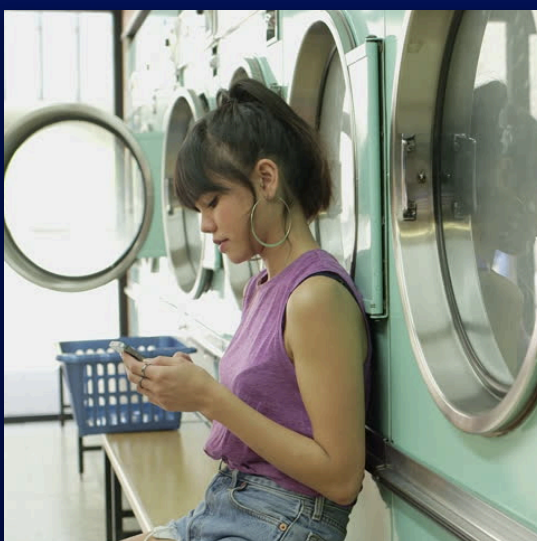
Browsing Furniture at Cost Plus World Market, Pier 1 & The Container Store

Self-Care like Acupuncture, Massages & Alternative Healing

5. Tap Into Consumers' Moments of Receptivity

A person's physical location can serve as an indicator of their mindset.

Savvy brands are intercepting consumers in places they go before a shopping trip where they're likely to be idle or bored and on their phones.



RUNNING ERRANDS

post offices, dry cleaners, banks, shipping stores, car washes, laundromats



COMMUTING

train platforms, bus stops, train stations, gas stations, rest areas



SEEKING CARE

doctors offices, dentists offices, urgent cares, medical centers

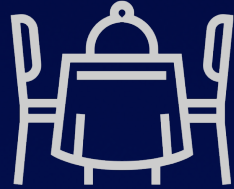
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6. Build Partnerships Based On Venues Visited

Innovative brands are capitalizing on their customers' other affinities to drive strategic partnerships. Use the places people go to identify their favorite brands, developing synergistic offerings across...



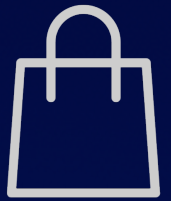
TRAVEL



DINING



WELLNESS



RETAIL

Chase

Branch visitors are more likely to also visit...

FAIRMONT HOTELS
INTERCONTINENTAL HOTELS*
76 GAS STATIONS
CHEVRON*

STARBUCKS*
POTBELLY
LA MADELINE
JACK IN THE BOX
WINGSTOP
PEET'S COFFEE & TEA

EQUINOX
SOULCYCLE
VITAMIN SHOPPE
RETRO FITNESS
IN-SHAPE HEALTH CLUBS

BLOOMINGDALE'S
BUYBUY BABY
NEIMAN MARCUS
J.CREW
FOREVER 21
SAKS FIFTH AVENUE

Citibank

Branch visitors are more likely to also visit...

W HOTELS
FOUR SEASONS HOTELS
WESTIN HOTELS
MOBIL*
LOEWS HOTELS

CALIFORNIA PIZZA KITCHEN
AU BON PAIN
JAMBA JUICE
DUNKIN' DONUTS
THE CHEESECAKE FACTORY

ORANGETHEORY
CRUNCH GYM
24 HOUR FITNESS
COREOWER YOGA
LA FITNESS

COSTCO*
MACY'S*
WHOLE FOODS
NORDSTORM
SEPHORA
DISNEY STORE

What about mobile-first banking? To derive these types of rich insights about consumers in your CRM database, email us at hi@foursquare.com

*Examples of existing or past partners

Places visitors are more likely to go than the average U.S. consumer; indexed data available upon request

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6 Key Ways To Drive Personalization At Scale

1. Identify Consumers in Different **Life Stages**
2. Segment Consumers Based On Their **Budget**
3. Pinpoint Consumers By How They Choose To Spend Their **Disposable Income**
4. Understand And Captivate **High Value Audiences**
5. Tap Into **Moments of Receptivity**
6. Build **Strategic Partnerships** Using Venues Visited



Want to learn more about using
Foursquare location technology to
drive your business forward?

Visit ***enterprise.foursquare.com***
or email us at ***hi@foursquare.com*** today.