Foursquare: Telecom Industry Analysis

Last Updated
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FOURSQUARE

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FSQ

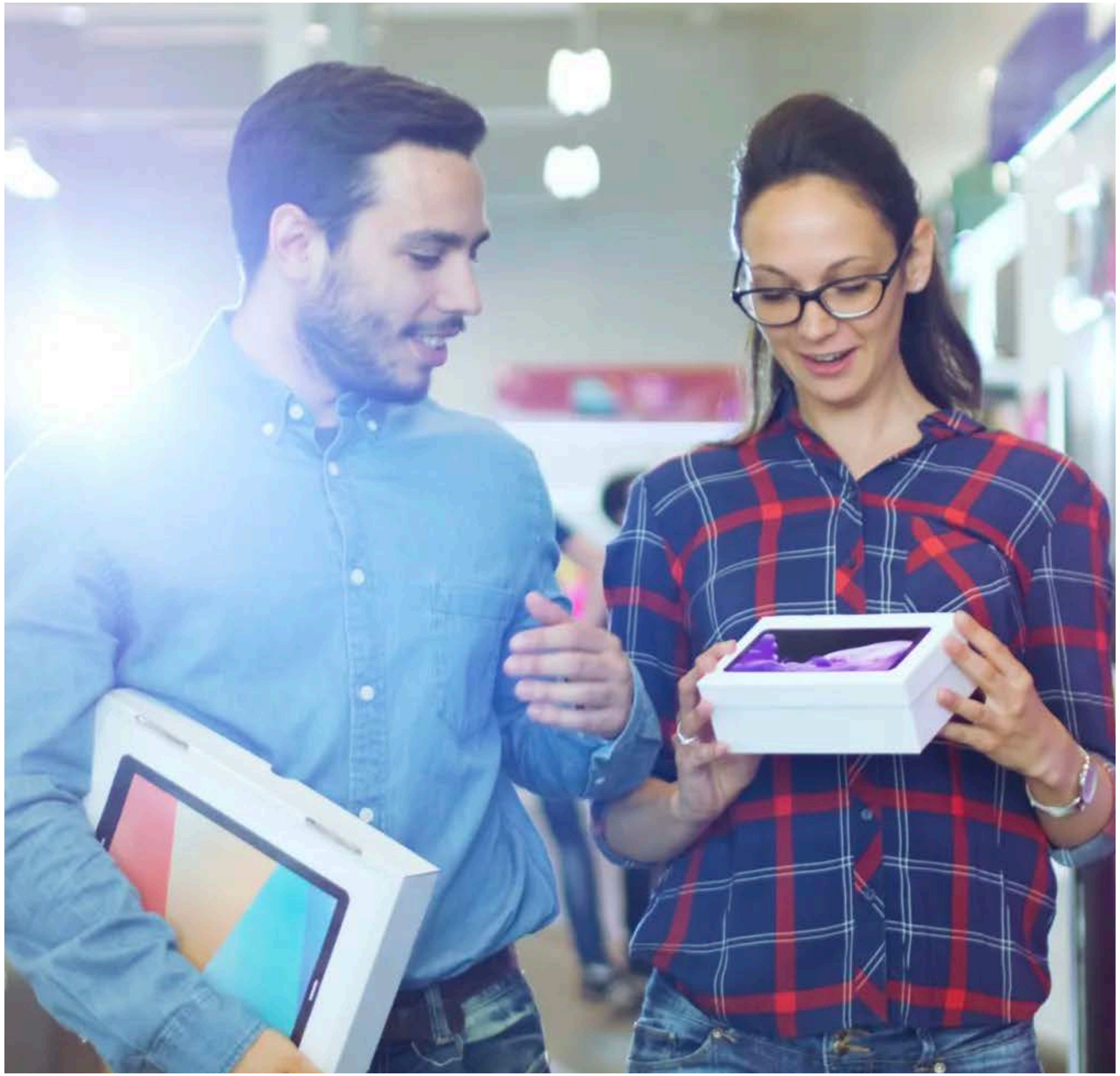
Overview & Methodology

From opening a new phone plan, to seeking in-person support, or just needing a simple device upgrade, telecom shoppers have varied motivations for visiting a carrier store in-person.

In our latest research, we analyzed real-world foot traffic patterns to help carriers better understand the competitive landscape, align with shoppers' interests and plan for the future.

In this report, we take a closer look at behavior and foot traffic patterns to define these telecom shoppers and understand their motivations for visiting, to help telecom carriers plan for the future.

Foursquare analyzes consumer behavior based on foot traffic data from millions of Americans that make up our always-on panel. For the purpose of this report, all data is aggregated and normalized against U.S. Census data to remove any age, gender and geographical bias.



Definitions

Analysis Period: January 1 2022 - December 31 2022

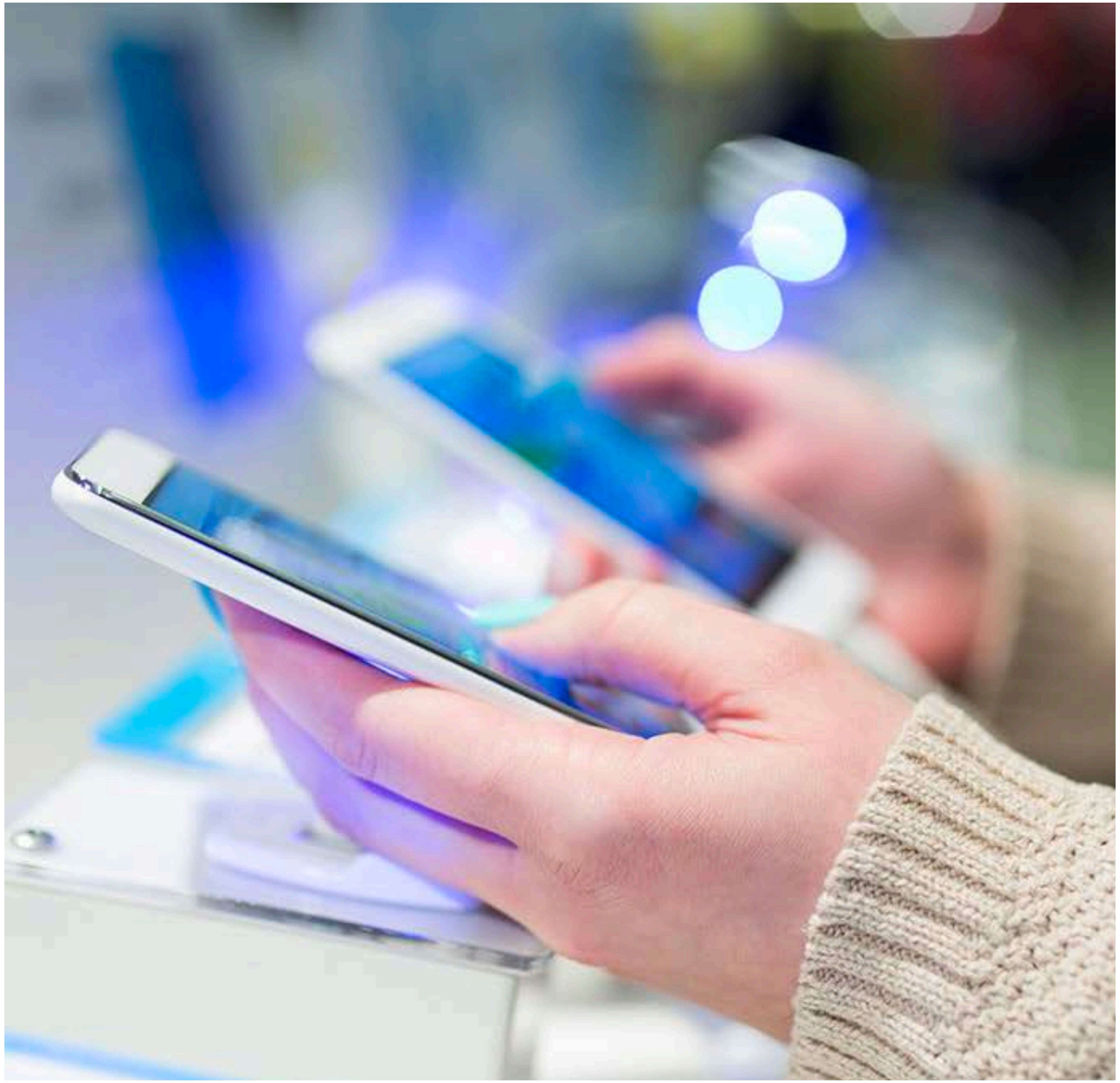
Indexed Foot Traffic: We've examined foot traffic trends on a national level and used indexed foot traffic to demonstrate the relative growth or decline in foot traffic volume by category or carrier, where visits during the average 7-day period = 100. We used 7-day rolling averages to account for fluctuations by day of week.

Indexed Affinities: The times (or percentage) more or less likely than the average U.S. consumer to visit a given category or chain, where 1 represents the average U.S. consumer's visit propensity.

Penetration: The percentage of telecom shoppers who visited a given category or chain at least once during that analysis time frame.

Dwell Time: Median time spent at a given category or chain during the analysis period; Also includes distribution of total visits by time spent on-premise.

Visit Frequency: Average visits per customer/visitor during a specified timeframe.



Key learnings & trends from this year for Telecom

Most telecom customers prefer in-store support > online assistance.

FSQ survey data shows that the majority of consumers (55%) prefer to visit carrier stores in-person vs. online, with device upgrades & in-person support accounting for nearly 75% of customers' visit intentions. In addition, in-store customers are likely to return. Over 90% of in-store carrier visits came from returning visitors.

T-Mobile/Sprint outpaces top competitors with the highest % of market share.

Throughout 2022, T-Mobile/Sprint stores consistently saw the highest share of category foot traffic (24-28%), outpacing AT&T (17-20%) and Verizon Wireless (20-23%).

Seasonal moments of opportunity differ by carrier throughout the year.

T-Mobile/Sprint stores saw elevated foot traffic in January and February, while Version stores saw upticks throughout May & June (around Mother's Day, graduation season). AT&T stores the most notable boost in late September through early October, and also during the holiday season (outpacing competitors).

The opportunity to conquest from competitors is already within reach.

Across all 3 carriers, non-customers accounted for 45%+ share of total store traffic last year. In fact, for AT&T, non-customers made up the majority of store visits (57%).

Carrier stores are seeing more traffic than expected from female visitors.

Across all three carriers, women accounted for a higher share of store traffic in 2022 compared to 2021. In addition, all stores were seeing +3% more traffic than expected of women, relative to what other businesses and service venues were seeing in 2022.

Female customers and A35-44 were the only cohorts that drove lift for FSQ's 2022 telecom campaigns.

Female customers drove +8% lift during FSQ's 2022 telecom campaigns.Telecom brands have the opportunity to tailor their efforts by stocking shelves with inventory that female shoppers are most likely to be in-market for to get these women in-store and coming back for more

Let’s take a closer look at **foot traffic patterns & preferences to telecom carriers** over the past year

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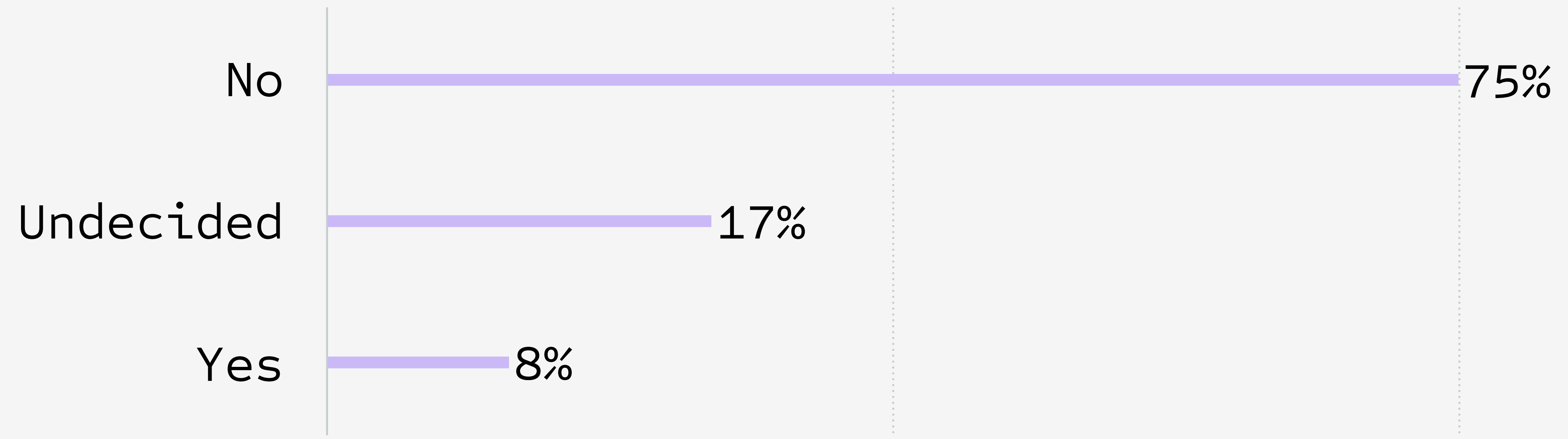
75% of Americans claimed they were not likely to switch wireless carriers in 2023

According to Foursquare's survey data, 75% of respondents claimed they were unlikely to **switch wireless carriers in 2023.** This is great news for America's top telecom carriers.

Yet, there is still an opportunity for carriers to gain share of market, with 8% of respondents likely to make the switch, and another 17% of respondents still on the fence and impressionable if presented with the right reasons. The majority (55%) of survey respondents claim they would sign up for a phone plan **in person**, likely due to the in-person support they will receive.

Thus, there's an opportunity for telecom carriers to leverage location data to better understand customers' intentions for switching their phone plans to build relevant messaging and gain share of market from competitors.

According to a survey of consumers in Foursquare's always-on panel in December 2022 - January 2023:



According to a survey of consumers in Foursquare's always-on panel in December 2022 - January 2023:

55% *prefer to sign up for a phone plan in-person*

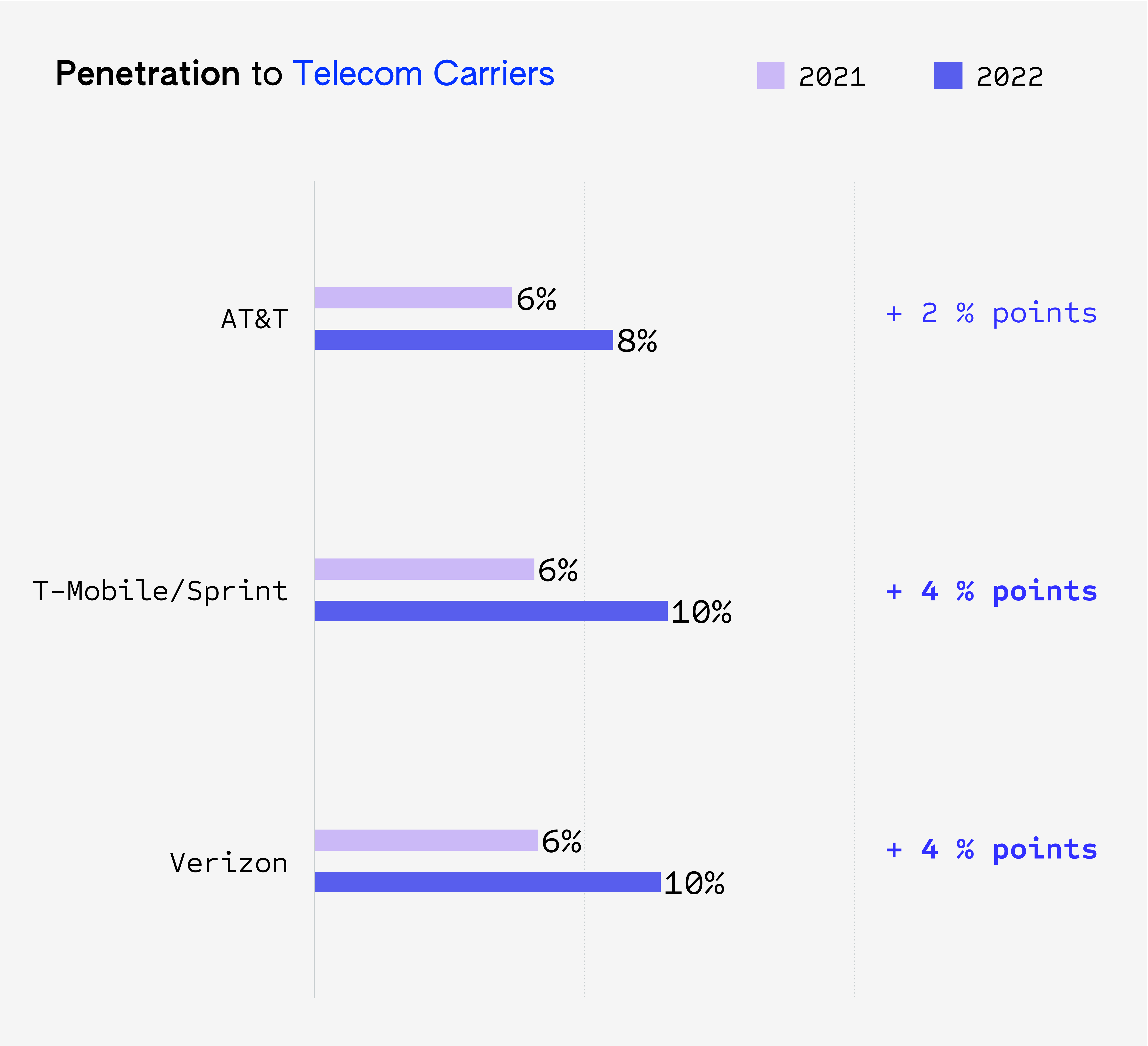
45% *prefer to sign up for a phone plan online*

Foursquare survey data from December 1 2022 - January 31 2023; Sample Size: 29,080

In-store shopping has increased amongst today's telecom shoppers

Across the top 3 leading carrier brands, a higher % of the American population was visiting carrier stores **in-person last year** (8-10%) compared to what we saw in 2021 (6%). As we discovered from our survey data, 55% of in-market shoppers prefer to initiate/ switch their carrier service **in-person** vs. online. Perhaps this YoY increase in penetration could reflect the growing % of in-market shoppers YoY.

Of the carriers we looked at, T-Mobile/Sprint & Verizon Wireless stores saw the highest penetration (10%) and the **biggest increase in this metric** YoY (+ 4 % points) compared to AT&T.



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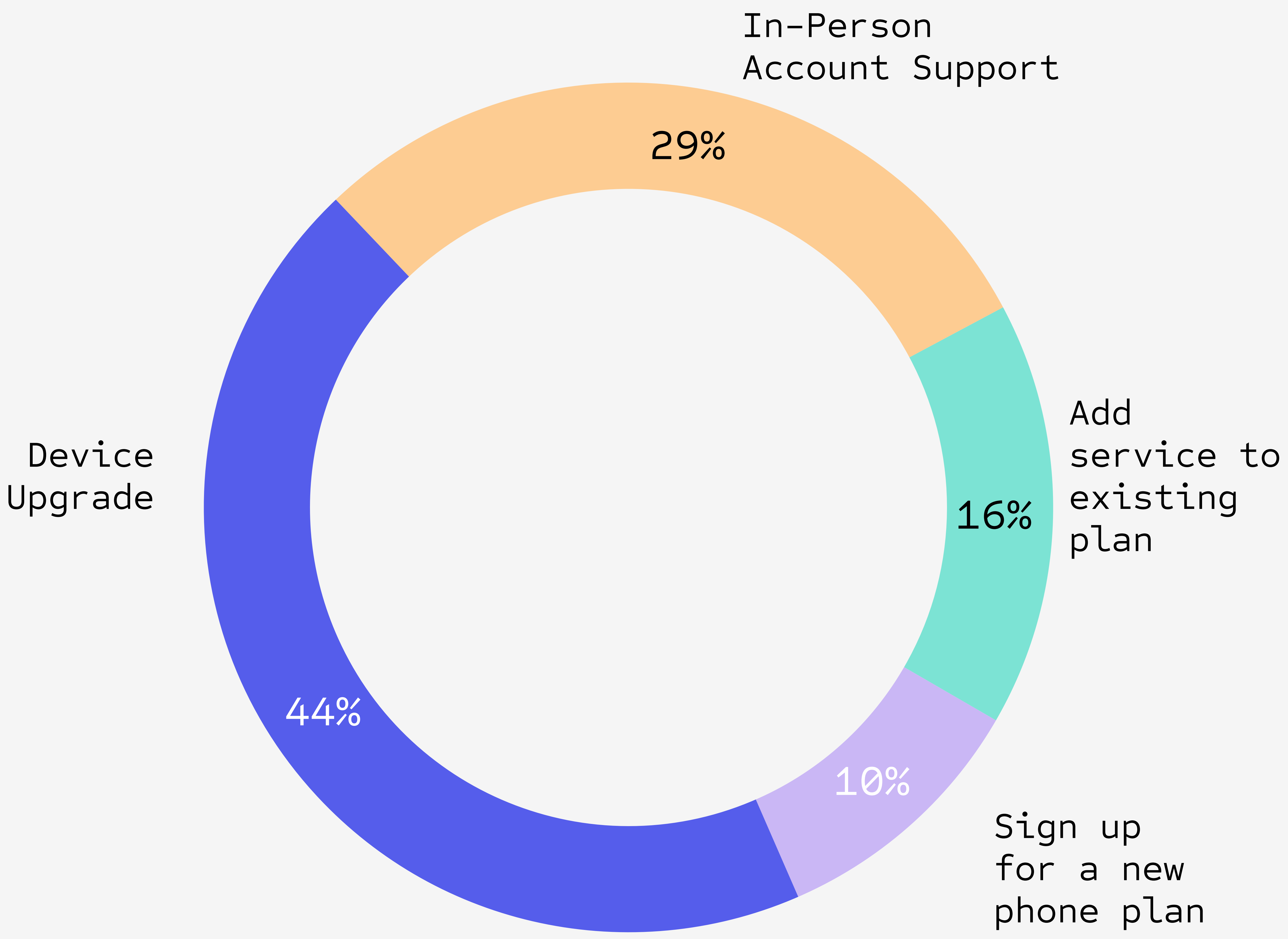
Foursquare data from Jan 1 - Dec 31 2021 & Jan 1 - Dec 31 2022

44% of telecom customers visited carrier stores for a device upgrade in 2022

Foursquare survey data shows that a main reason for visiting a carrier in 2022 was to take advantage of **annual device upgrades**. While a small % of customers visit to sign up for a new phone plan (10%), survey data suggests that customers are coming in most often for routine maintenance (device upgrades) or in-person support.

Telecom brands can leverage these learnings to inform flighting strategies (i.e. heavy up during product releases to drive in-store visitation). For instance, iPhone and Android typically unveil their newest models in September. Telecom brands can capitalize on these moments to capture customers during the start of the holiday shopping season.

According to a survey of consumers in Foursquare's always-on panel in December 2022 - January 2023:



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Foursquare survey data from December 1 2022 - January 31 2023; Sample Size: 29,035

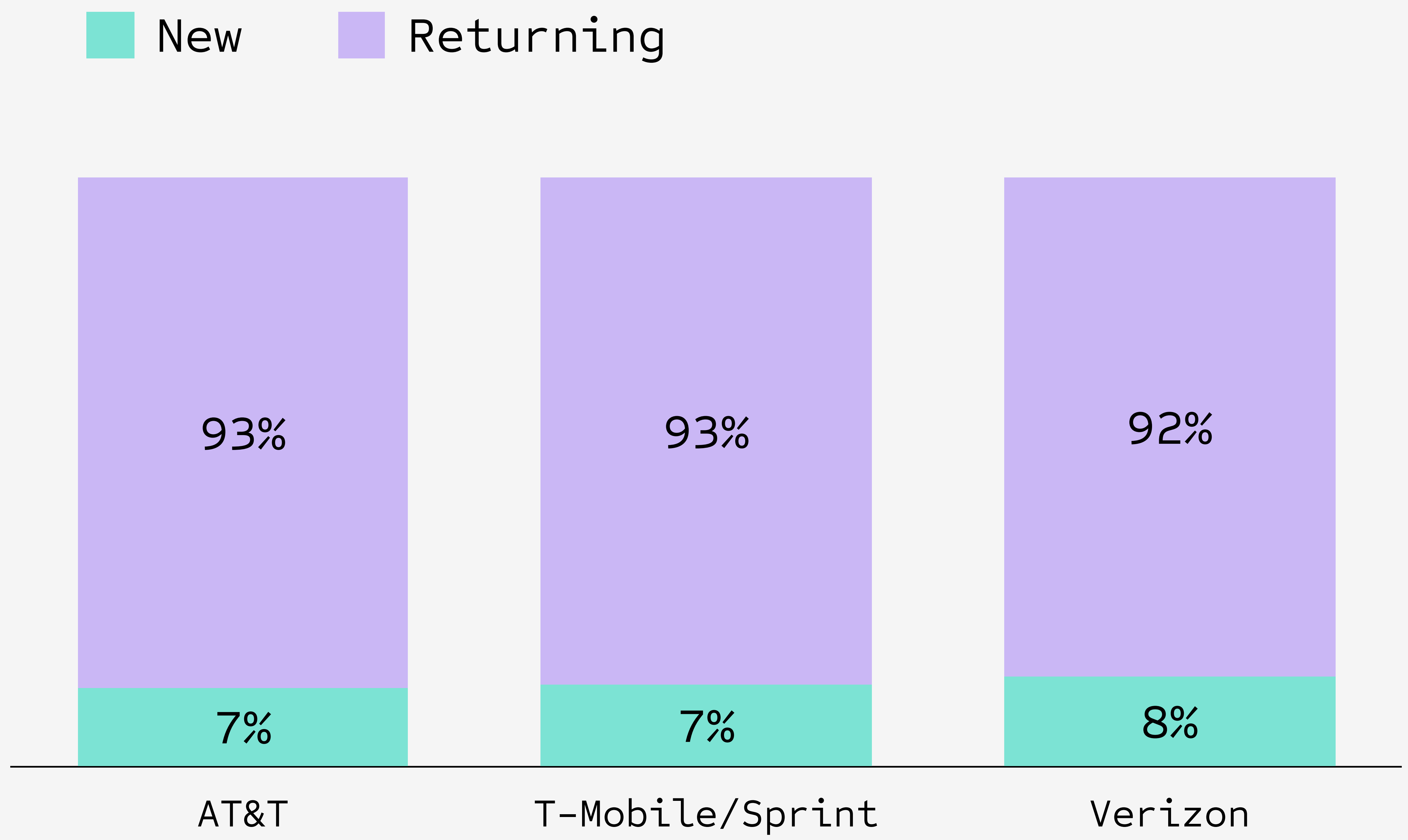
Who is visiting telecom carrier stores in-person?

Returning customers accounted for the overwhelming majority (92%+) of store visits to major telecom carriers in 2022, indicating that in-store visitors are likely to return again.

At the same time, it's worth noting that 7-8% of store traffic in 2022 was coming from **new customers,** people who hadn't previously visited that respective carrier at all in 2022, or in 2021. This subset of new customers represents an opportunity for brands to conquest from top competitors in 2023.

Opportunity: Identify & reach Verizon, AT&T, and T-Mobile/Sprint visitors, and other Americans who are likely in need of phone services & updates.

Share of Total Traffic from New vs Returning Customers (2022)



How To Read: 8% of people who visited a Verizon store in 2022 were classified as new customers, meaning they had not visited a Verizon store in 2021.

How To Read: 92% of people who visited a Verizon store in 2022 were classified as returning customers meaning they had also visited a Verizon store in 2021.

Foot traffic patterns differ by carrier throughout the year

In the chart below, we took a closer look at foot traffic to major telecom carriers vs. the telecom category overall in 2022. Location data reveals, that while all telecom carriers were seeing similar patterns in foot traffic, each carrier individually saw a distinguishable period of heightened visitation throughout the year. For example, T-Mobile/Sprint stores saw elevated visitation early on (January & February), likely attributed to final closing sales at Sprint venues as the merger of Sprint + T-Mobile was officially finalized in March of 2022. Version Wireless saw sustained levels of elevated foot traffic in early May through late June, perhaps driven by gift-giving for Mother's Day and/or graduation season. AT&T saw a noteworthy boost in late September through early October (following the latest product release from Apple), and also the biggest uptick in holiday traffic compared to other carriers (up +27% on 12/23).

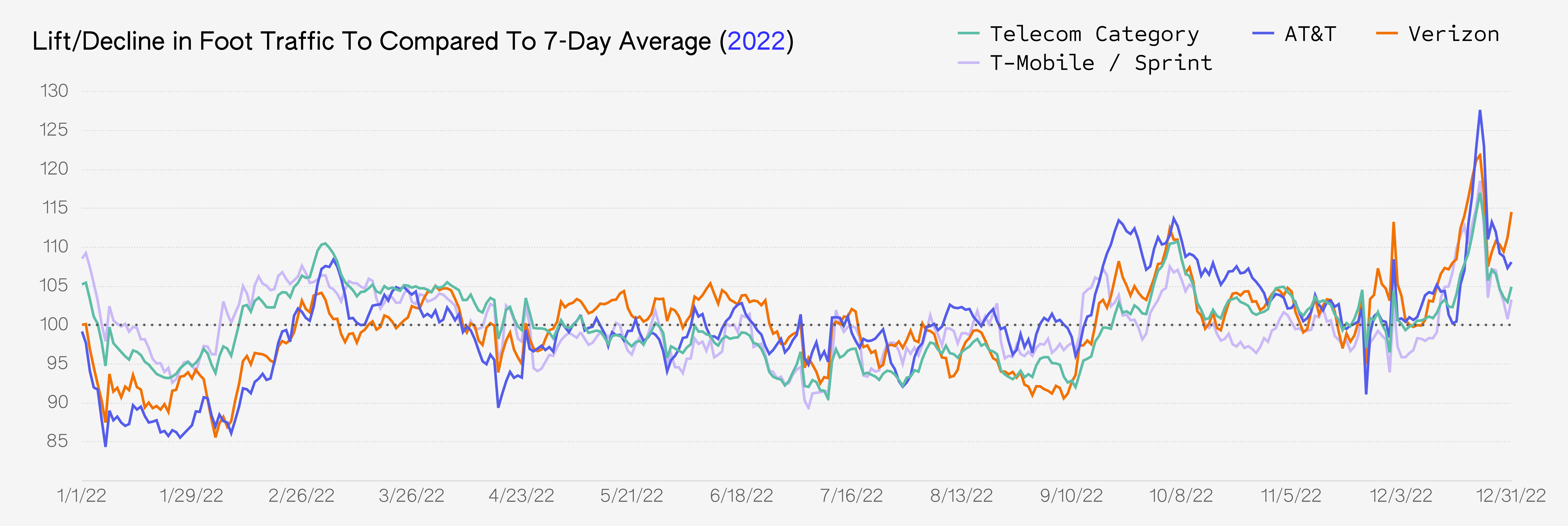


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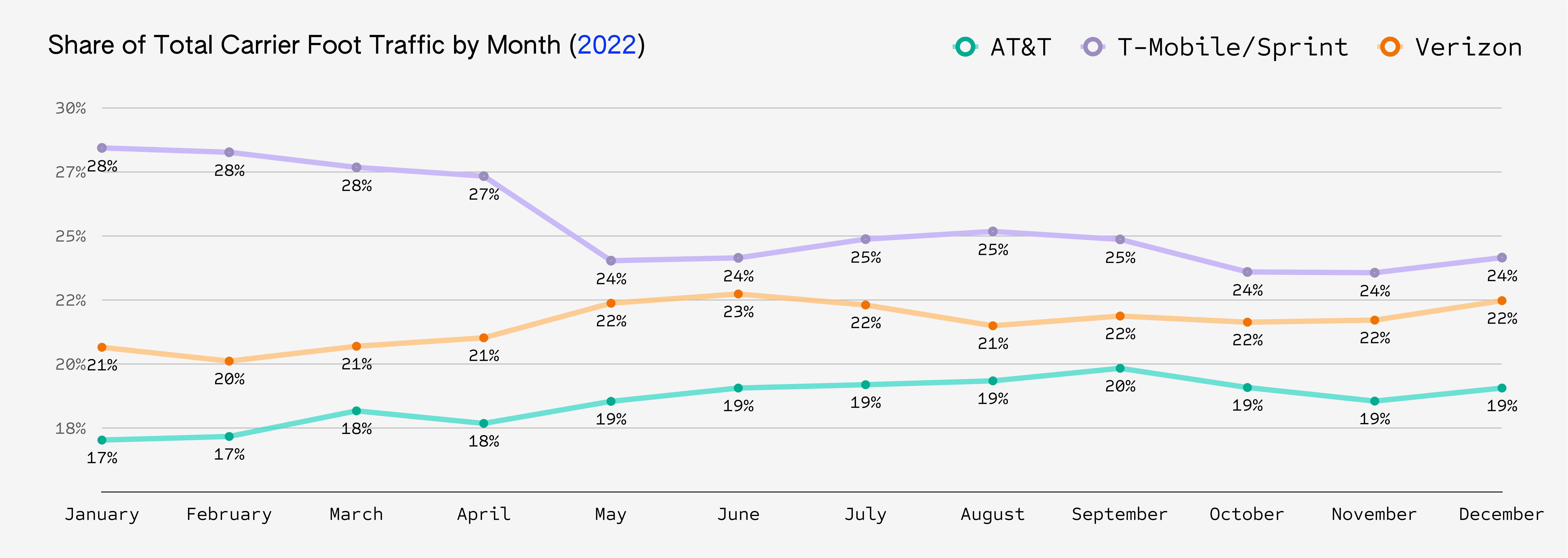
Chart represents weekly indexed foot traffic to various telecom carriers & the telecom category using 7-day rolling averages to account for fluctuation by day of week. Foot traffic is benchmarked to 7-day rolling average visitation for each respective chain/category during the analysis period (January 2022 - December 2022).

Understand telecom carriers' share of category foot traffic

Foursquare data shows shifting patterns in share of category visitation for top players: AT&T, Verizon Wireless and T-Mobile/Sprint. **T-Mobile/Sprint** stores consistently saw the **highest share of category traffic throughout the year**, especially in the first few months of the year (27-28% share between January through April 2022). We saw a shift in category share occur between April - May, with T-Mobile/Sprint dropping by a few % points, while AT&T and Verizon Wireless both gained share around that time. These learnings can help telecom carriers keep tabs on the competitive landscape and capitalize on changes in real time.



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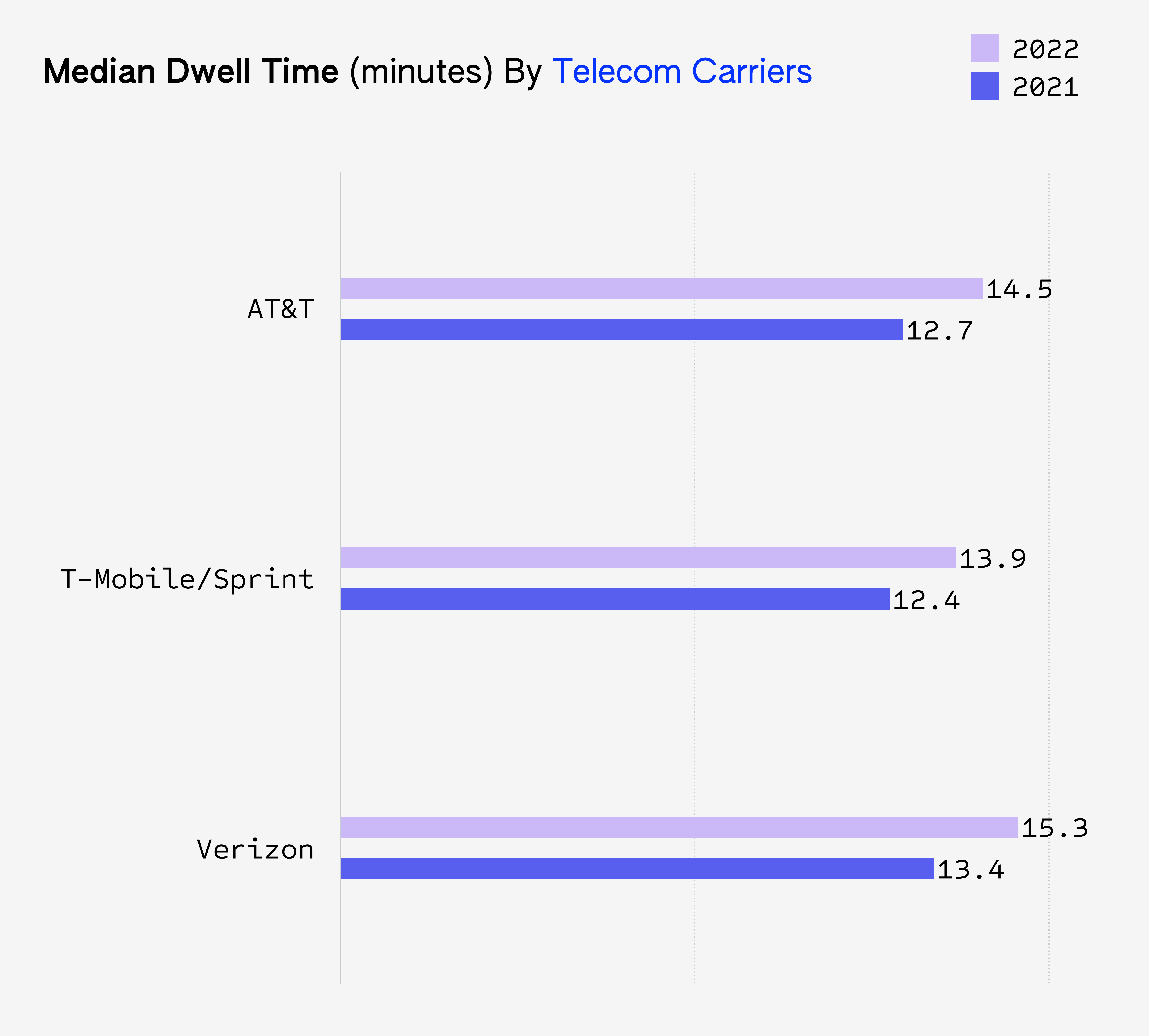
Foursquare data from January - December 2022

Telecom customers are spending more time at carrier stores in 2022

Verizon Wireless saw the **highest median dwell time** amongst in-store shoppers in 2022, compared to competitor carriers. Similarly, AT&T and T-Mobile/ Sprint were also seeing a slightly longer dwell time in 2022 compared to 2021, with all visits lasting under 15 minutes.

Though a majority of telecom visits lasted under 15 minutes, **they're getting longer YoY**. With a higher % of Americans visiting carrier stores in 2022, increased dwell time is likely reflective of longer wait times for customers seeking for in-person support.

Opportunity: Identify & segment in-store shoppers based on visit behavior.



Foursquare data from Jan 1 - Dec 31 2021 & Jan 1 - Dec 31 2022

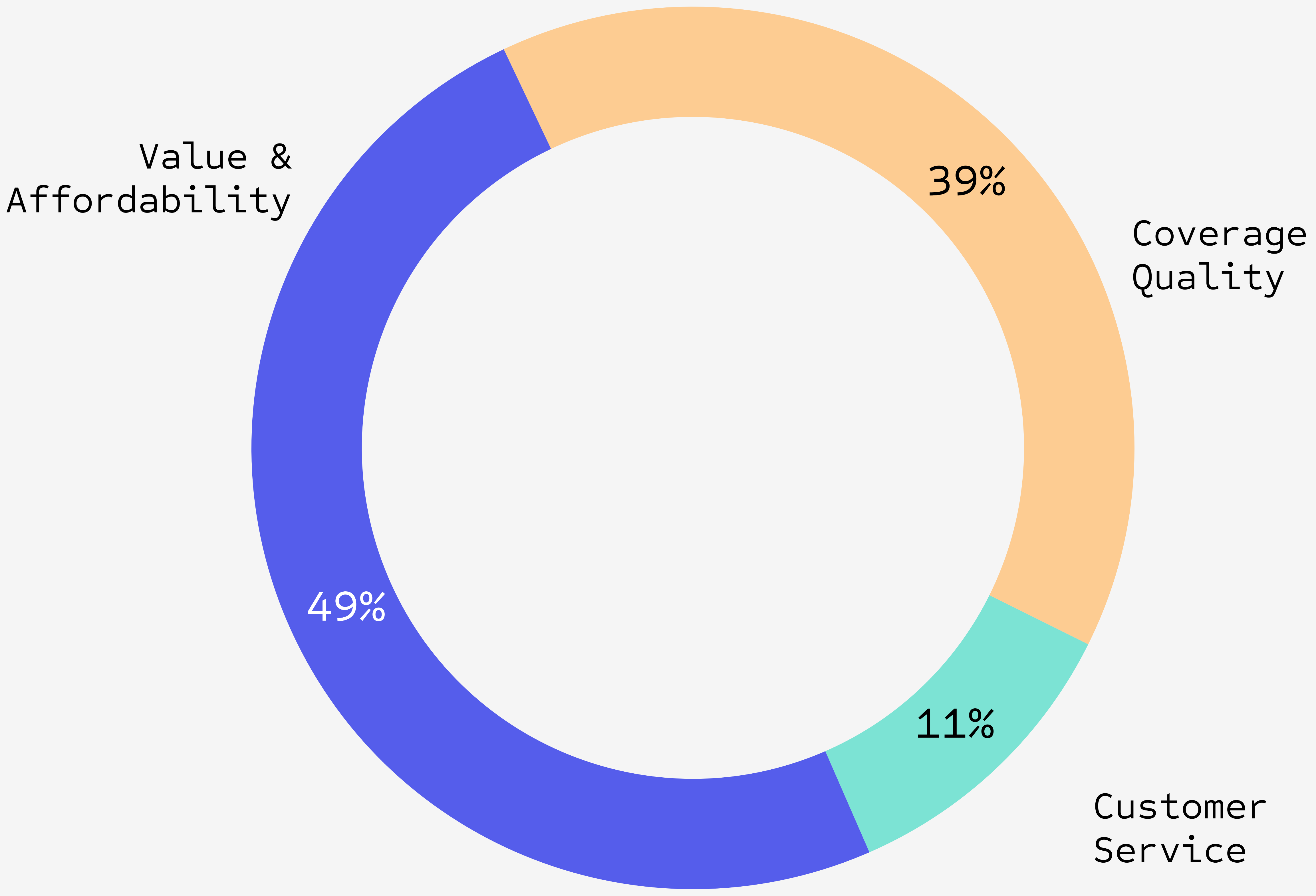
Today's shoppers are focusing on value, affordability & quality of coverage when it comes to choosing a wireless carrier

Foursquare survey data reveals that nearly half (49%) of consumers are prioritizing **value & affordability** above all else when deciding on a wireless carrier. Given the current economic climate, it's no surprise that customers are seeking the most affordable plan to stretch their dollars further.

For another 39% of respondents, **quality of coverage** is the most important factor, while only 11% place the most value on quality of **customer service**.

Telecom carriers can leverage these learnings to personalize & build relevant messaging that aligns with shoppers' top priorities and value drivers in 2023.

According to a survey of consumers in Foursquare's always-on panel in December 2022 - January 2023:



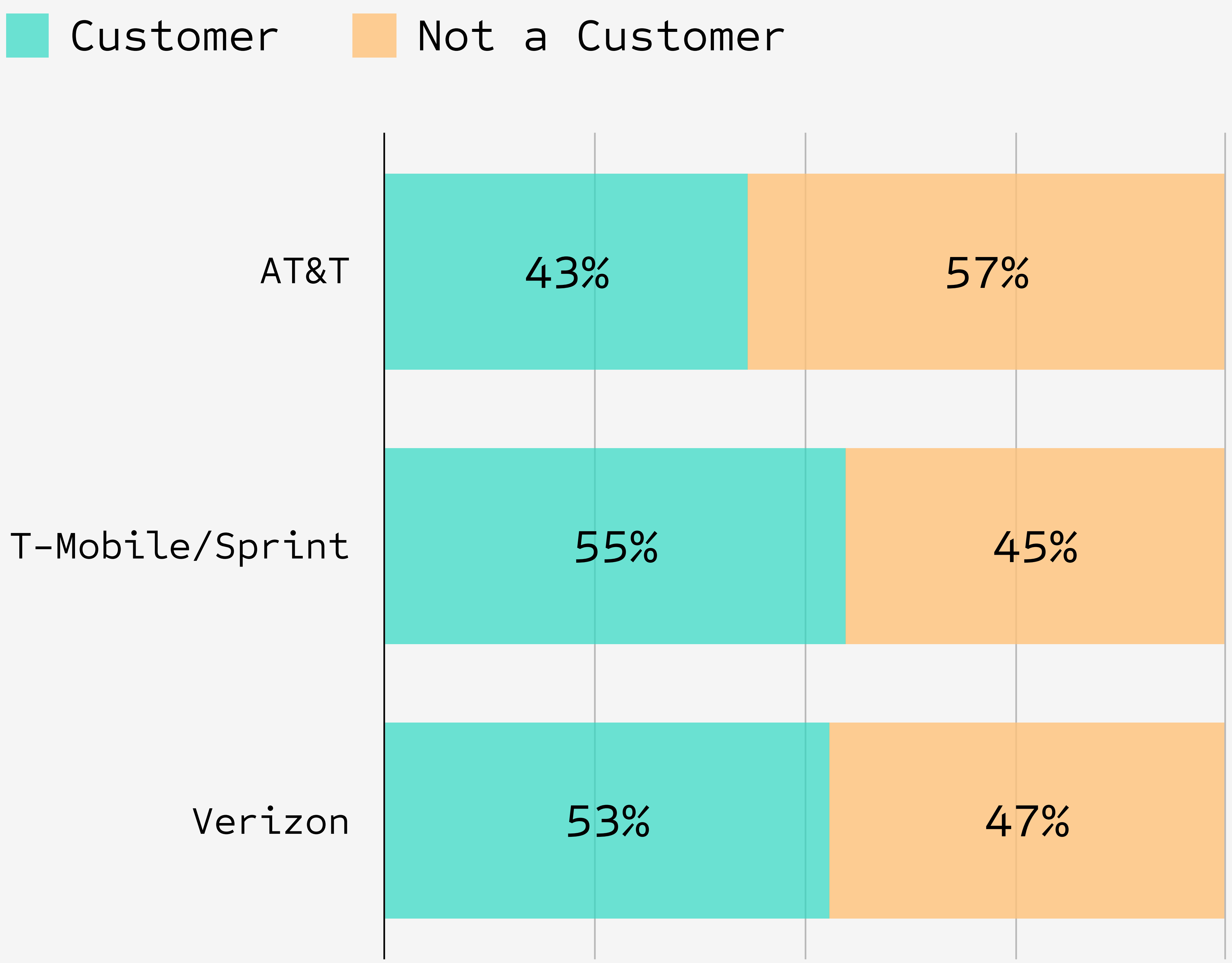
Foursquare survey data from December 1 2022 - January 31 2023; Sample Size: 29,035

AT&T is capturing market share away from other carriers

Across all 3 carriers, at least 45% of in-store traffic in 2022 was coming from people who **were not customers during the time of their visit**, presenting a viable opportunity for carriers to capitalize on consumer intent with enticing deals and options to inspire the switch.

While existing customers accounted for the major of visitors for T-Mobile/Sprint and Verizon in 2022, AT&T saw a much higher % of traffic (57%) **from non-AT&T customers**. This could mean that AT&T is attracting a sizable % of competitor's current customers, likely people shopping to evaluate their option and possible make a switch. AT&T can capitalize on this opportunity to gain market share by tapping in to key value drivers (i.e. affordability) to resonate with non-customers.

Share of Total Traffic by Audience:
Customer vs Non-Customers* (2022)



How To Read: 43% of users that went to an AT&T are AT&T customers, based on their carrier information.

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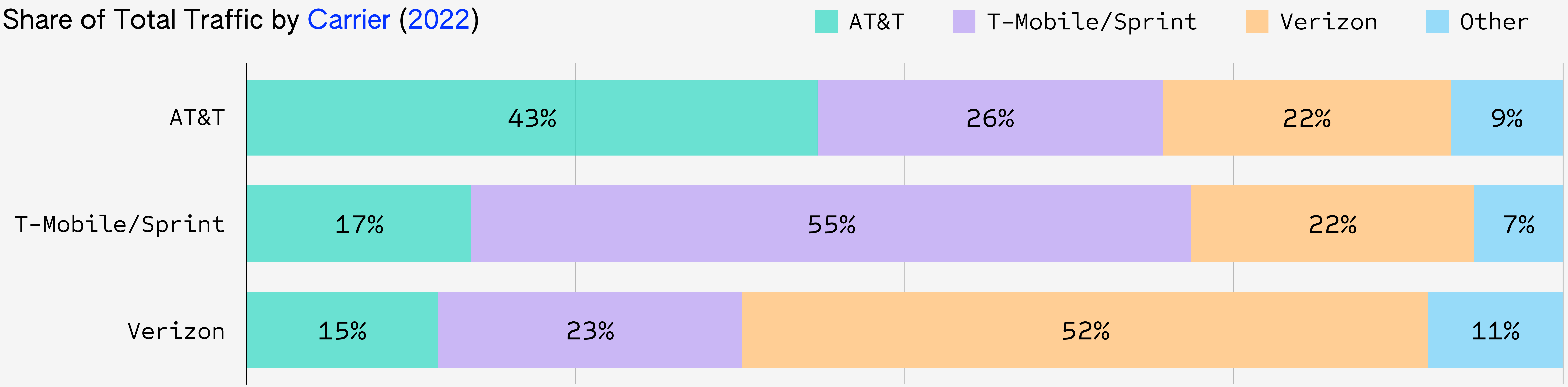
Foursquare data January - December 2022; Numbers indicate the percentage of total visitors to AT&T stores using a given carrier; *Customers & non-customers are defined as consumers visiting a carrier location who do not currently use specified carrier

As we suspected, carriers were seeing a higher % of traffic from customers of competing carriers in 2022

Foursquare can help major telecom carriers identify the top carriers of their store visitors. For both T-Mobile/Sprint & Verizon Wireless, the majority of total store traffic came coming from their respective existing customers. As we learned from the previous slide, AT&T saw that almost 50% of store visits from non-customers in 2022. Here, we can actually see the breakdown of carriers within that audience. T-Mobile/Sprint customers accounted for 26% of AT&T store traffic, and Verizon customers accounted for 22%. Across all 3 major players, less than 12% of store traffic is coming from 'other' customers. This data can provide insight to assist brands in acquiring prospective customers most likely to defect from competing carriers.

Share of Total Traffic by Carrier (2022)



How To Read: 17% of visits to T-Mobile/Sprint stores come from people with AT&T as their carrier.

Foursquare data January - December 2022; Numbers indicate the percentage of total visitors to carrier stores using a given carrier

Telecom customers are cost-conscious shoppers, planning for their next phase of life

How To Read: Compared to the average American, Telecom store visitors were +9% more likely to also visit kids stores in 2022. This data might suggest that **parents** are shopping around for the best family plan as their kids come of age.

Opportunity: Recognize and adapt to changes in consumer behavior; Segment and tailor messaging based on location-based insights.

Cost Conscious Consumers

Bus Stops +9%
Laundromats +9%
Off Price Retail +7%
Discount Stores +5%
Financial Services +5%

Life Stagers

Kids Stores +9%
Storage Facilities +7%
Baby Stores +6%
Bridal Shops +5%
Mattress Stores +5%

Fashionistas

Shoe Stores +9%
Women's Stores +8%
Clothing Stores +7%
Nail Salons +7%
Boutiques +5%

Foursquare data from Jan - Dec 2022; Index score indicates to what degree (%) telecom carrier visitors are more likely to visit the categories than the average American. This audience has a stronger affinity for all listed venues relative to the average U.S. consumer in 2022.

Let’s take a closer look at the competitive landscape for top **telecom carriers** in 2023

The wireless telecom industry is projected to grow with the introduction of 5G in 2023

According to IbisWorld in 2022, the wireless telecom industry is expected to see a **1.5% increase in market size** by the end of 2023.*

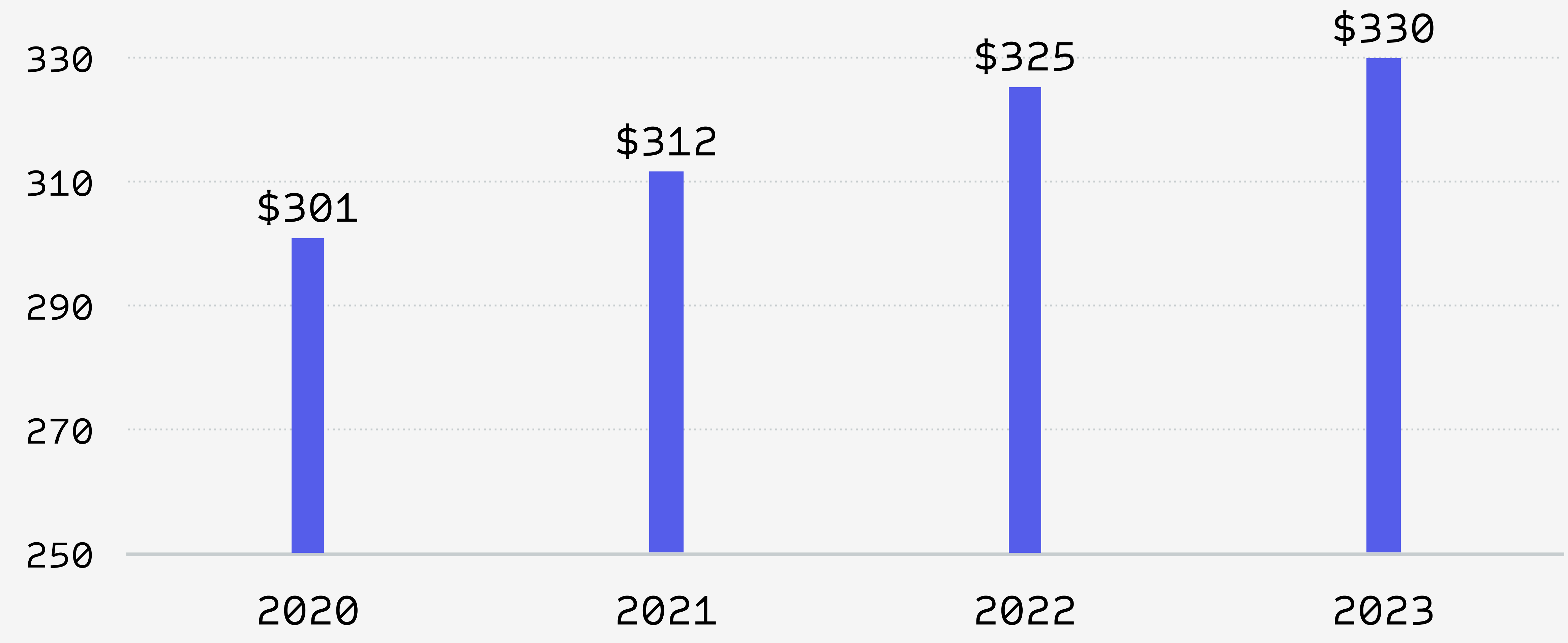
2023 will bring the first 5G use cases which will revolutionize connectivity. **5G can connect virtually everything, from machines and objects to devices**. Carriers like Verizon Wireless, AT&T, and T-Mobile are the few early adopters with 5G products already rolled out as of January 2023.*

These top innovative carriers proved to be the revenue heavy hitters as well, drawing in billions of dollars per year.

In this next section, we took a closer look at visitation patterns, customer demographics and affinities for these top 3 carriers to highlight the importance of using location data to understand the competitive landscape & unlock new opportunities.

Wireless Telecommunications Carriers in the US - Market Size

(2020-2023) - in millions



'The Big Three' - Top Wireless Carriers by Revenue in 2022

1. verizon — *$136 billion*
2. AT&T — *$120 billion*
3. T Mobile — *$80 billion*

Sources: IbisWorld, Verizon, AT&T, T-Mobile

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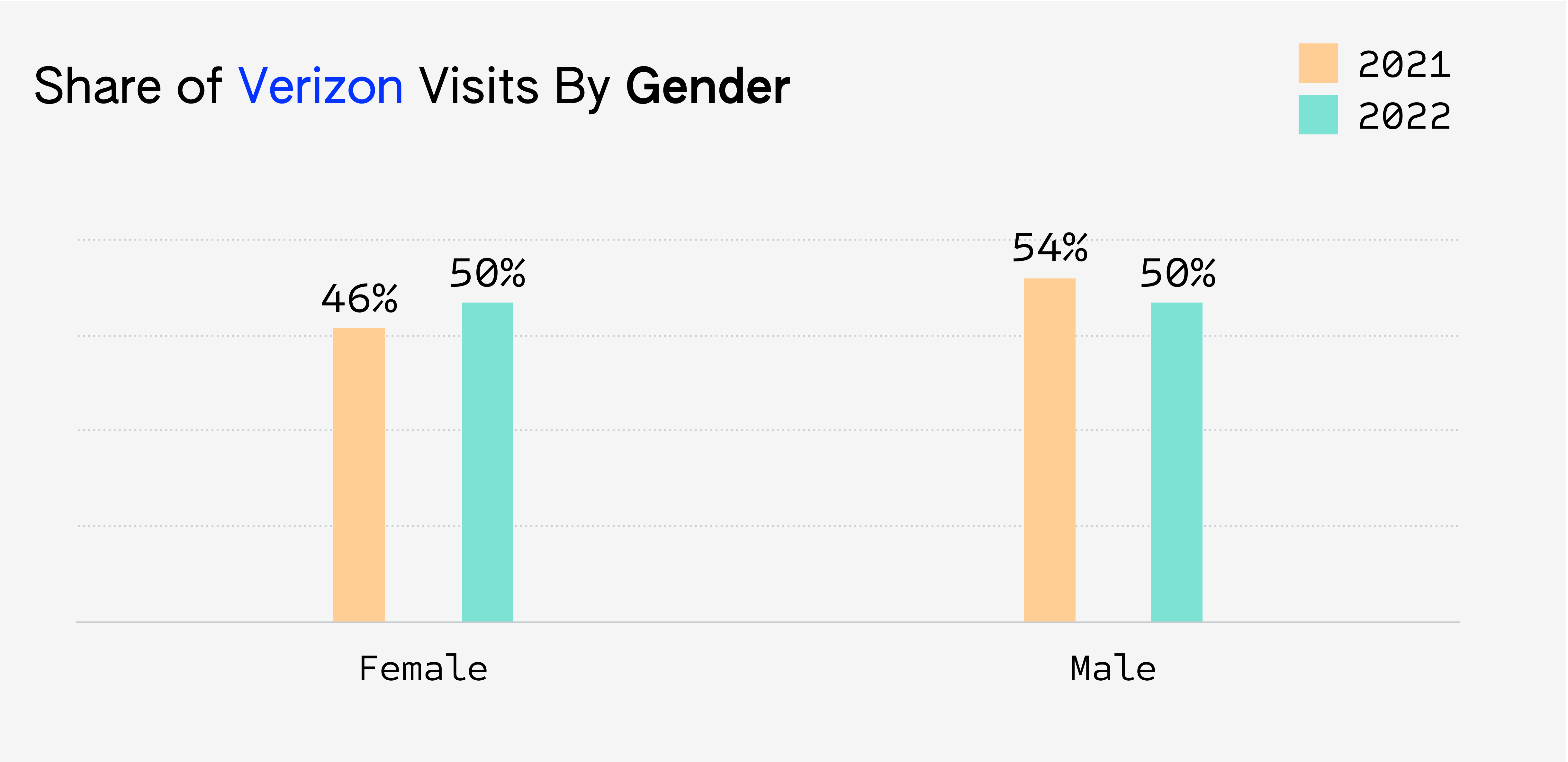
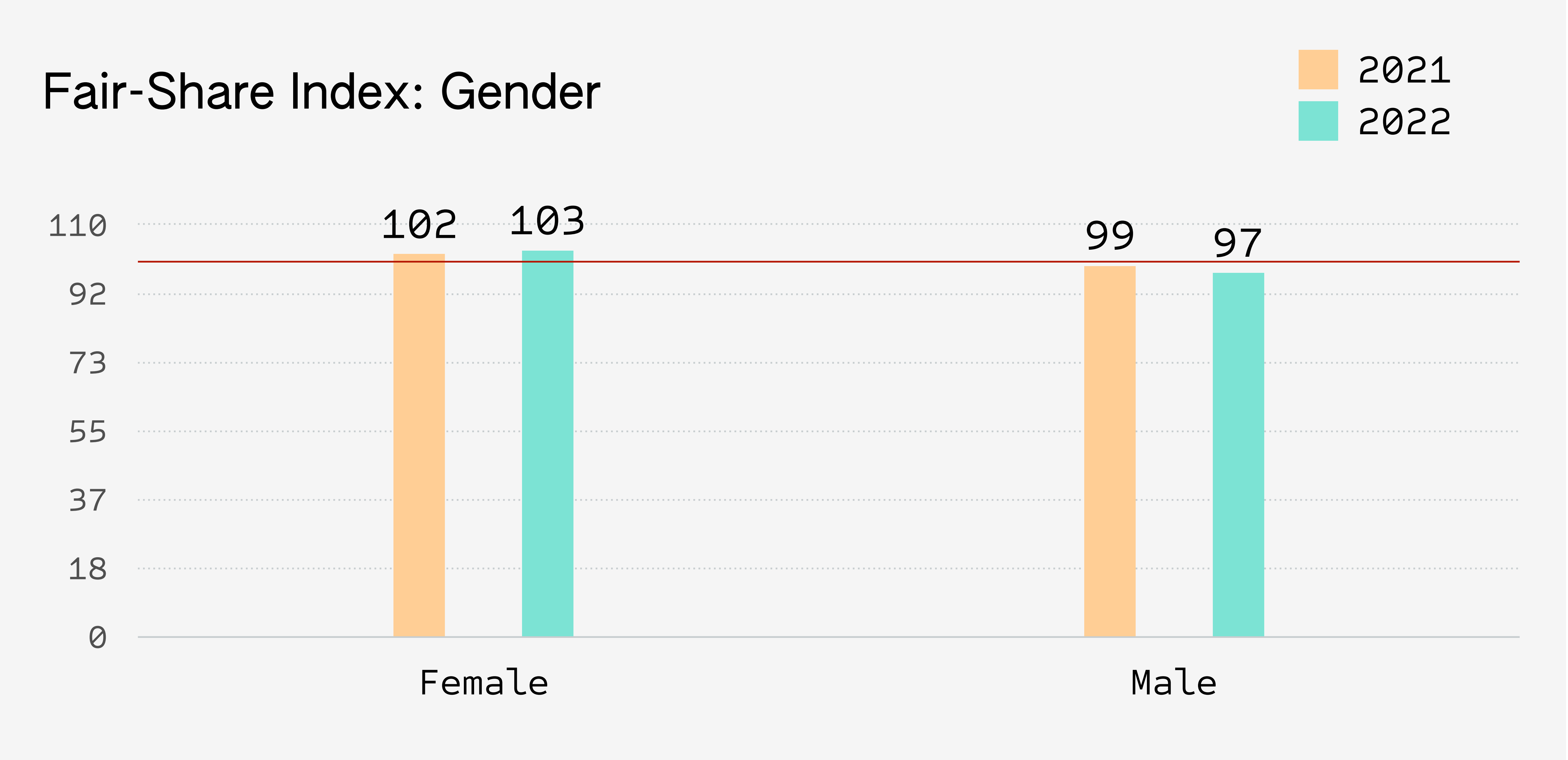
Verizon Wireless

Verizon stores drew more **female** shoppers in 2022

Female shoppers were responsible for an even higher share of store traffic (50%) in 2022 (up from 46% in 2021). The brand was also seeing even more traffic than expected from female shoppers in 2022 compared to 2021, relative to other businesses.

Verizon should continue to hone in on this female audience as they are seeing more than their fair share of visits from female shoppers throughout the year.





Foursquare data from Jan - December (2021 & 2022); Share of visits for Telecom brand stores is indexed vs. share of visits for total U.S. POI

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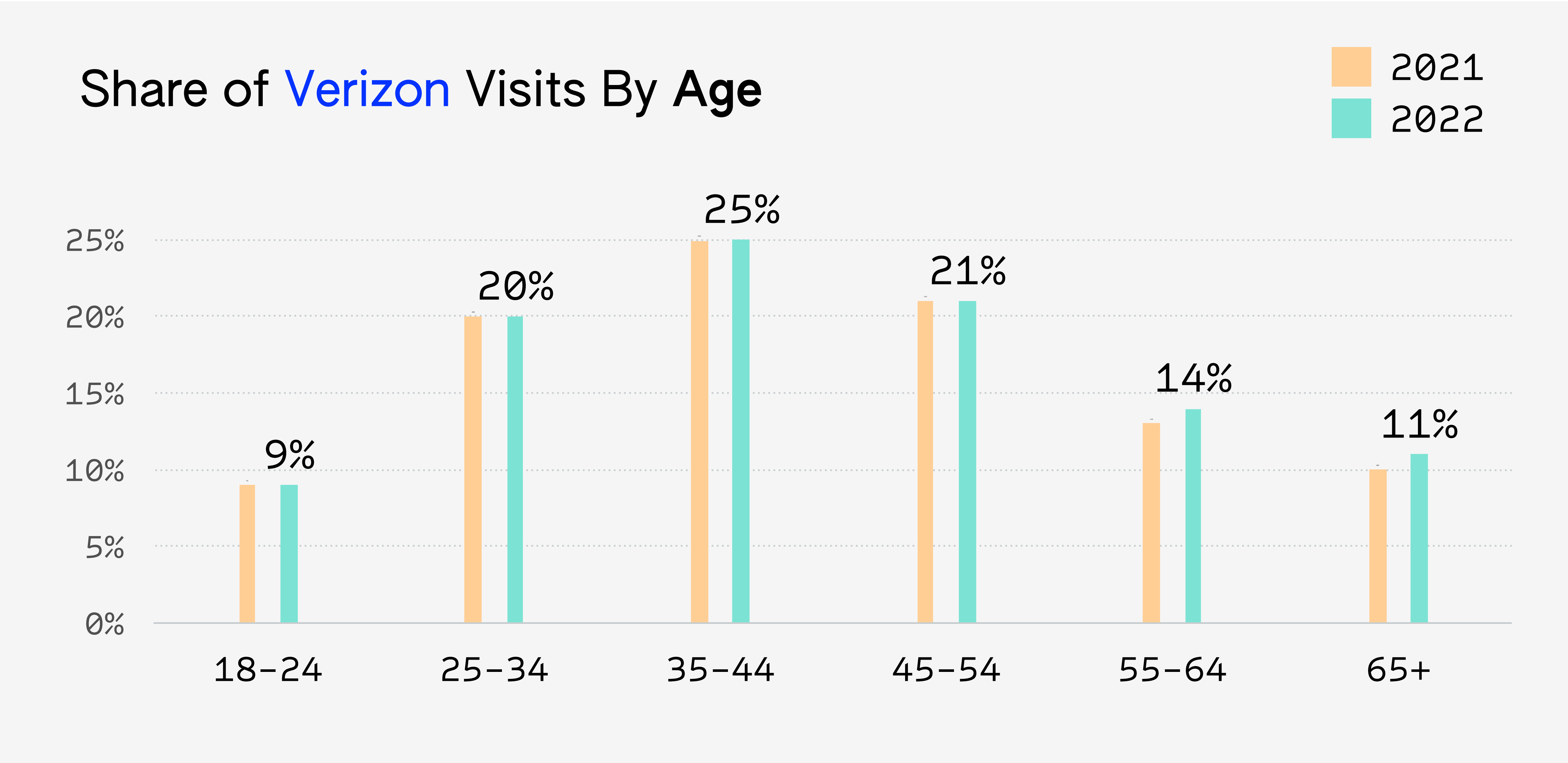
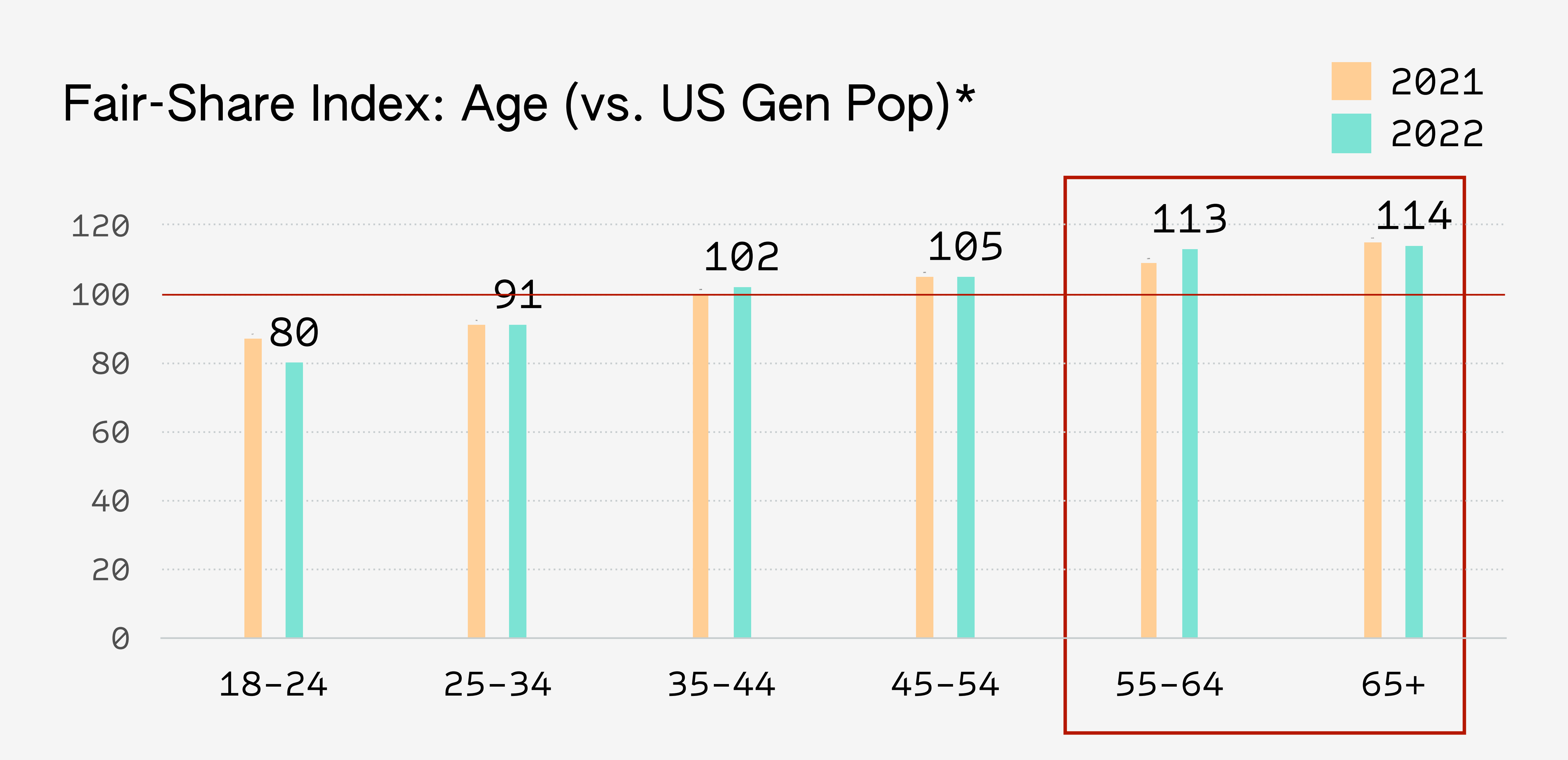
Middle aged customers accounted for a majority of Verizon store visits in 2022, but the carrier saw more than its fair share of customers ages 55+

Verizon Wireless shoppers ages **35-54 accounted for 46% of total foot traffic in 2022**, while 1/4 of Verizon visits were from visitors over the age of 55.

Verizon only saw +2-5 % points more traffic than expected from these middle aged shoppers (A35-54) while interestingly, **older Verizon shoppers ages 55+, over-indexed the most**.

Verizon is seeing 13%+ more traffic than expected of people ages 55+ compared to other businesses, presenting an opportunity to create & maintain brand loyalty amongst this older cohort of in-store visitors.





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Foursquare data from Jan - December (2021 & 2022); Share of visits for Telecom brand stores is indexed vs. share of visits for total U.S. POI

Verizon stores attract consumers with an affinity for...

Auto & Road Trips

Compared to the average American, they're are more likely to frequent...

Tex-Mex Restaurants **2.2x**
Chinese Restaurants **2.0x**
Japanese Restaurants **1.9x**
Indian Restaurants **1.8x**
Poke Places **1.7x**
Vegan Restaurants **1.9x**
Ramen Restaurants **1.5x**
Taco Places **1.2x**
Italian Restaurants **1.2x**

Casual Dining

Compared to the average American, they're are more likely to frequent...

Tailor Shops **2.1x**
Lingerie Stores **2.0x**
Shoe Stores **1.8x**
Women's Stores **1.5x**
Men's Stores **1.4x**
Cosmetics Shops **1.3x**
Boutiques **1.2x**
Accessories Stores **1.2x**
Clothing Stores **1.2x**

Home Renovation & Decor

Compared to the average American, they're are more likely to frequent...

Volleyball Courts **1.9x**
Baseball Diamonds **1.8x**
College Football Fields **1.6x**
College Stadiums **1.6x**
Football Stadiums **1.6x**
Basketball Stadiums **1.5x**
Stadiums **1.4x**
Tennis Courts **1.2x**

Weekend Activities

Compared to the average American, they're are more likely to frequent...

Mattress Stores **1.7x**
Lighting Stores **1.6x**
Design Studios **1.5x**
Housing Developments **1.5x**
Department Stores **1.4x**
Fabric Shops **1.2x**
Shipping Stores **1.2x**
Furniture Stores **1.1x**

Opportunity: Understand the consumption habits of consumers who are visiting Verizon venues to target the correct telecom consumer in 2023.

FSQ

Foursquare data from Jan - Dec 2022; Index indicates what % more likely Verizon visitors are to visit categories than the average American. This audience has a stronger affinity for all listed chains relative to the average U.S. consumer in 2022.

Where are consumers more likely to stop before vs. after visiting a **Verizon** location in 2022?

Compared to the average American, Verizon shoppers are generally more likely to visit all of the below chains.
Categories are listed in rank order based on consumers' affinity to visit before vs. after & vice versa.

BEFORE VISITING...

Verizon

AFTER VISITING...

Breakfast Restaurants
They're more likely to visit the following breakfast chains:

First Watch
IHOP
Caribou Coffee
Dunkin'
Dutch Bros Coffee
Tim Hortons
Waffle House
Denny's
Starbucks

Did You Know?

These early birds are +69% more likely to visit **a breakfast spot before** vs. after visiting a Verizon in 2022.

Life Changes
They're more likely to frequent the following chains:

Sherwin-Williams
Regions Bank
Pet Supplies Plus
Chase Bank
Wells Fargo
U-Haul
The UPS Store
Ace Hardware
FedEx

Did You Know?

They're +83% more likely to visit **a courthouse or insurance office before** vs. after visiting a Verizon location in 2022.

Retail
They're more likely to shop til they drop at:

Forever 21
DSW
H&M
Dillard's
Bed Bath & Beyond
Marshalls
Burlington
Premium Outlets
Victoria's Secret
HomeGoods

Did You Know?

Shoppers are +7% more likely to visit a **a women's store after** visiting a Verizon location in 2022.

Dessert Spots
They're more likely to satisfy their cravings at:

Cold Stone Creamery
Dairy Queen
Baskin Robbins
Krispy Kreme Doughnuts
Sonic Drive-In

Did You Know?

Sweet Tooths are +32% more likely to visit a **ice cream shop after** visiting a Verizon in 2022.

FSQ

Foursquare data from Oct 2022 - Jan 2023; Chains listed are based on an Index score that indicates times/% more likely to visit before vs after visiting a Verizon location. This audience has a stronger affinity for all listed chains relative to the average U.S. consumer in Oct 2022 - Jan 2023.

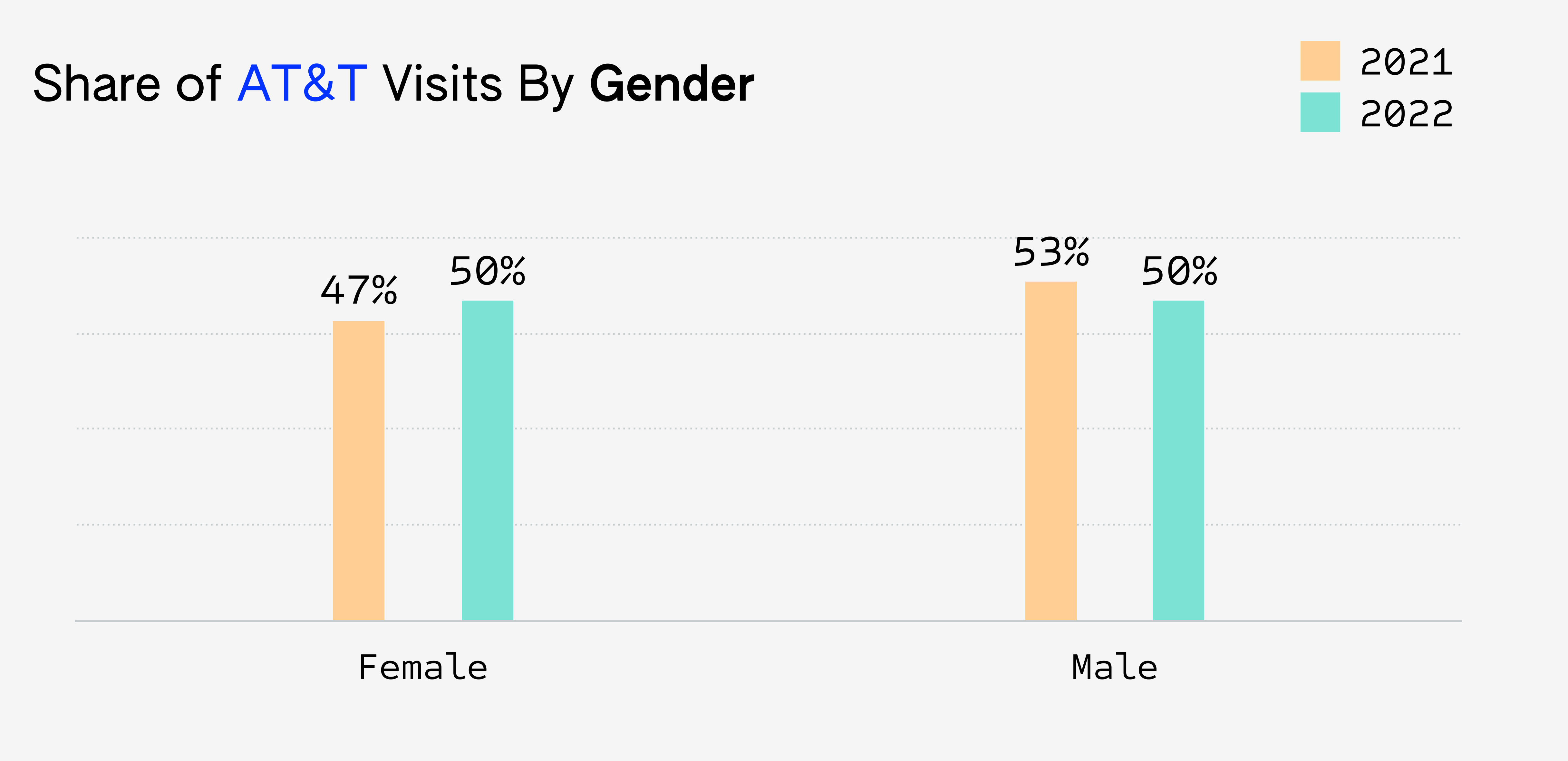
AT&T

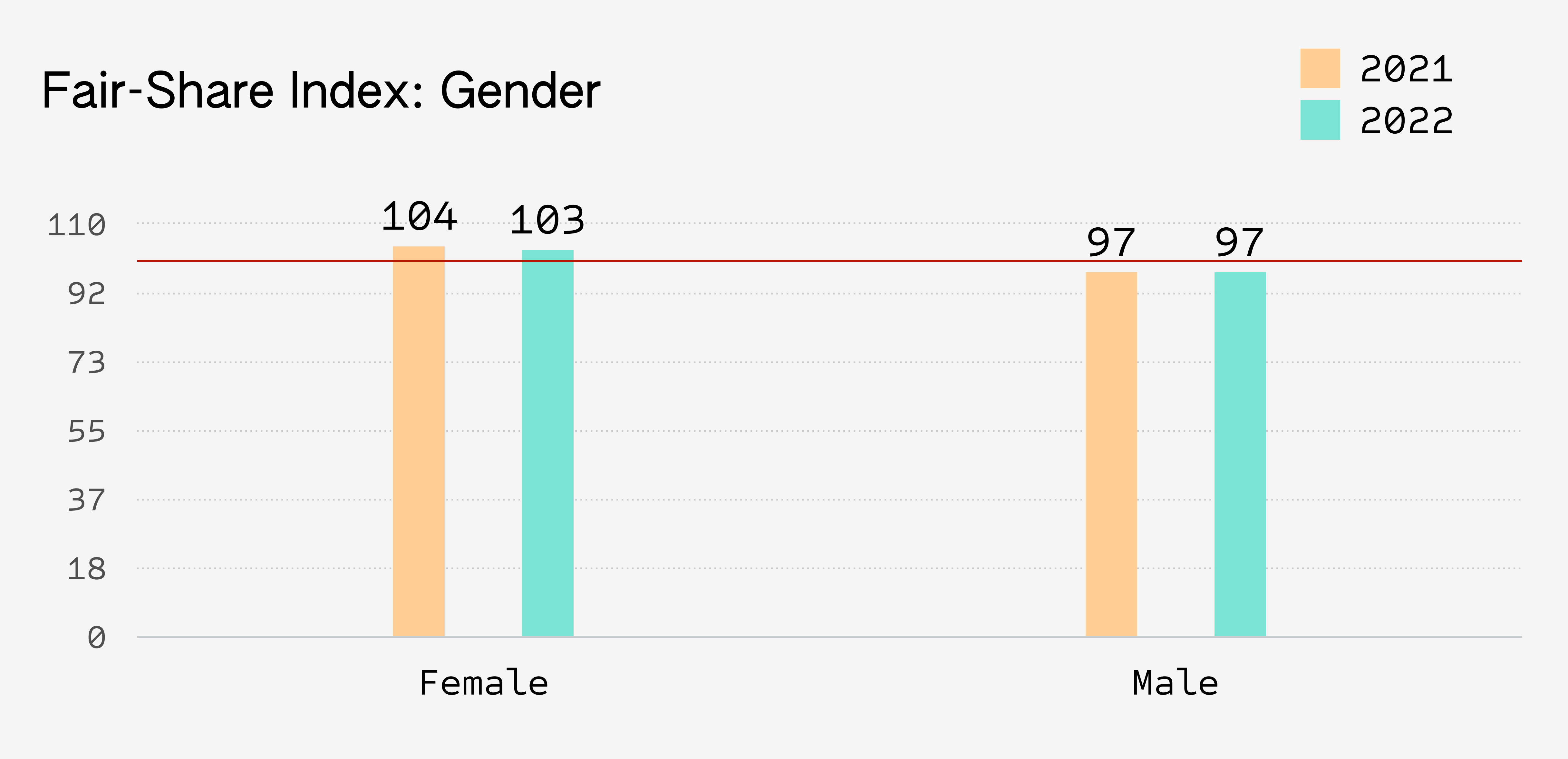
AT&T drew more **female** shoppers in-store last year

Our data shows that a greater share of AT&T store visits in 2022 came from **female customers**, with 50% of traffic coming from women (up +3 % points from 2021). AT&T stores inversely saw a -3 % point lower share of traffic from men in 2022.

Though AT&T stores saw less traffic from female customers in 2022 compared to 2021, the brand's stores were actually still seeing more traffic than expected of female visitors relative to other businesses, including other retail stores, restaurants, etc.

Opportunity: Identify & segment AT&T shoppers based on visit behavior & demographics.





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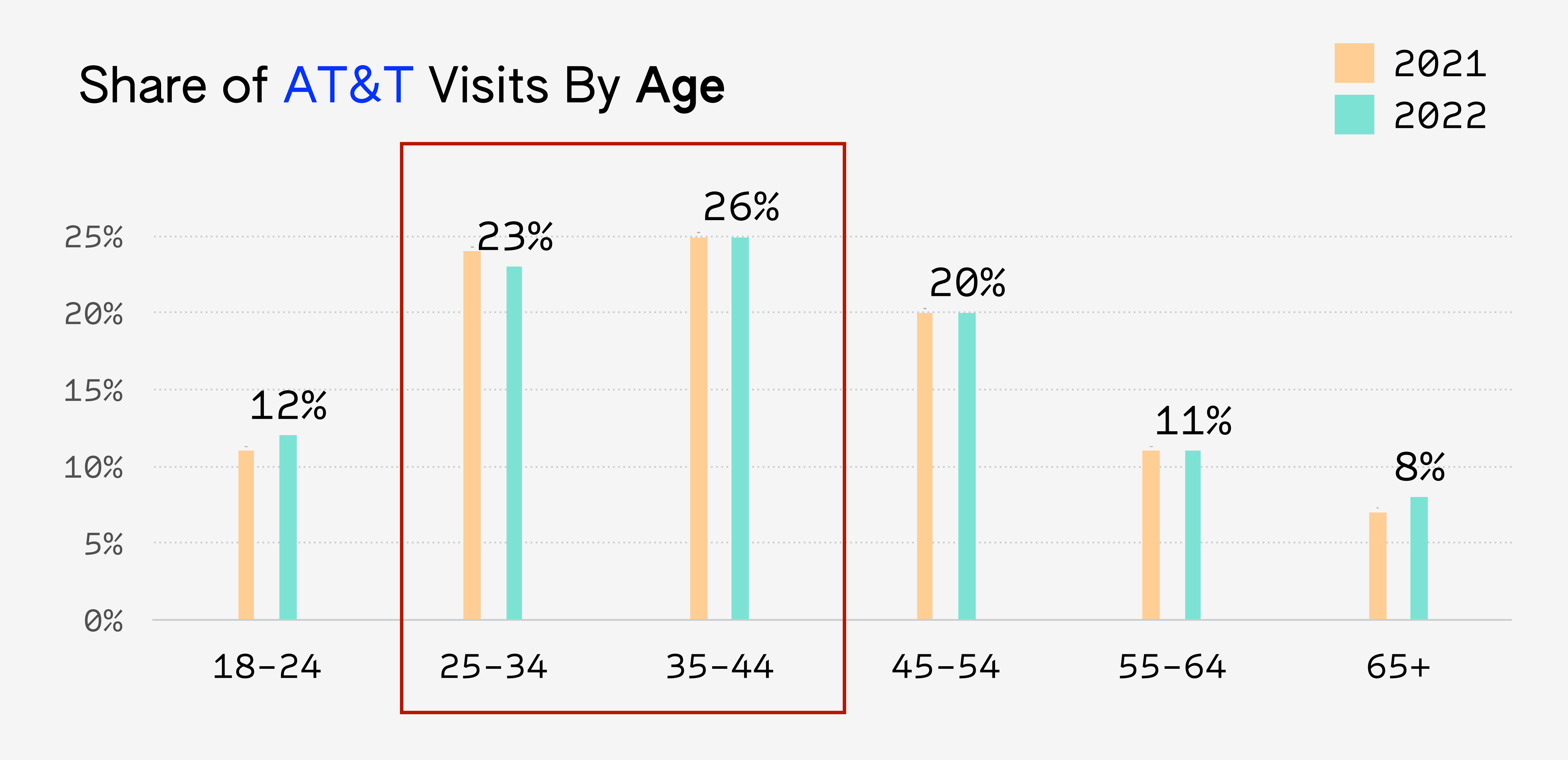
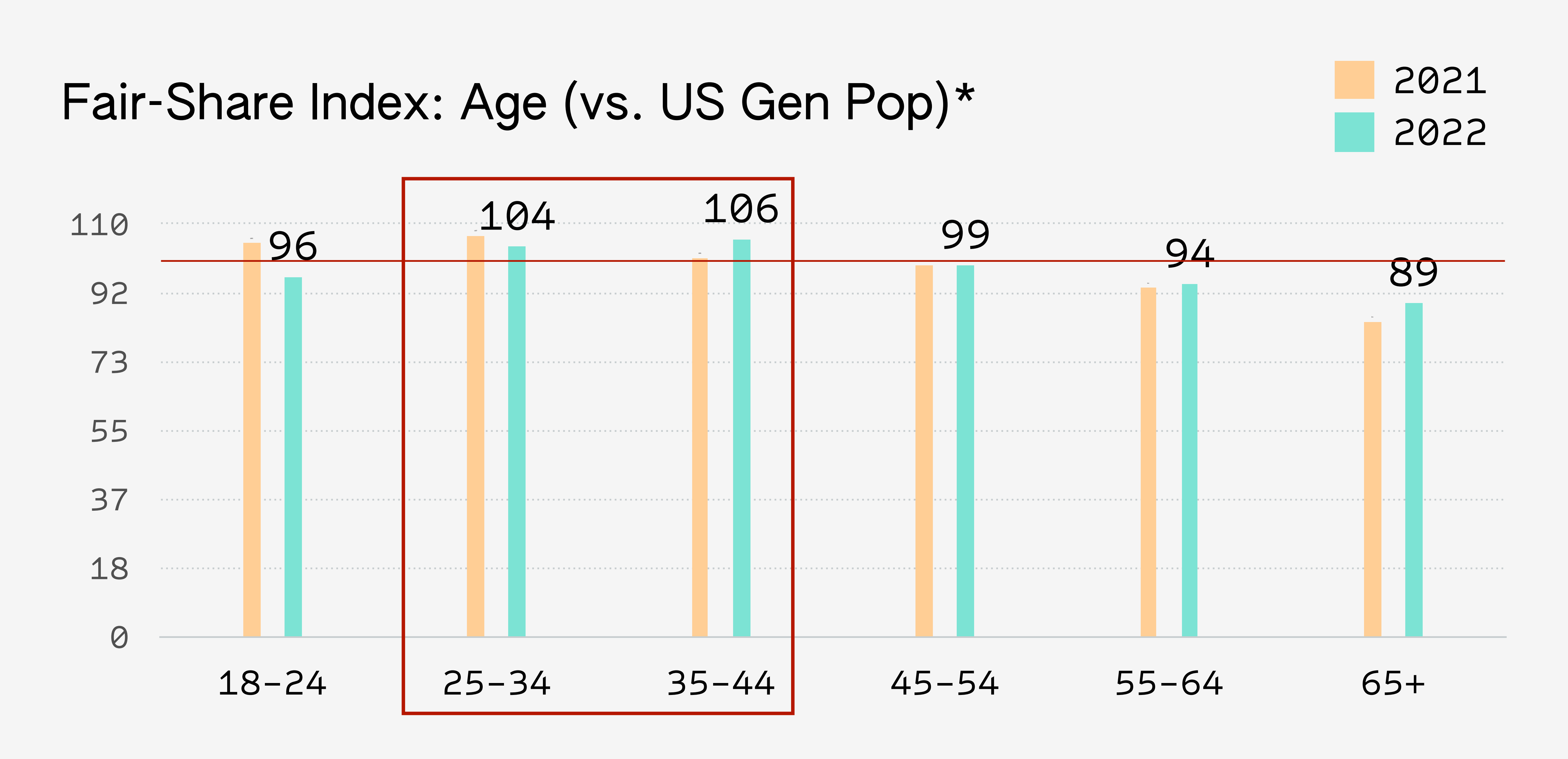
Foursquare data from Jan - December (2021 & 2022); Share of visits for Telecom brand stores is indexed vs. share of visits for total U.S. POI

Millennials (25-44) accounted for nearly 1/2 of total visits to AT&T, and the carrier is also seeing more than its fair share of traffic from this audience

AT&T visitors ages **25-44** (mainly Millennials) accounted for 49% of total store visits in 2022. What's more, AT&T was seeing **+4-6% more traffic than expected of this audiences** last year compared to other businesses, including other stores, dining venues, etc.

Gen Z customers (ages 18-24) accounted for only **12% of AT&T store traffic last year**. However, the brand actually saw less traffic than expected of this younger tech-savvy generation compared to other businesses, and also compared to 2021.





Foursquare data from Jan - December (2021 & 2022); Share of visits for Telecom brand stores is indexed vs. share of visits for total U.S. POI

AT&T stores attract consumers with an affinity for...

Diverse Dining

Compared to the average American, they're are more likely to frequent...

Tex-Mex Restaurants **1.4x**
Chinese Restaurants **1.4x**
Japanese Restaurants **1.3x**
Indian Restaurants **1.2x**
Poke Places **1.2x**
Vegan Restaurants **1.2x**
Ramen Restaurants **1.2x**
Taco Places **1x**
Italian Restaurants **1x**

Beauty & Fashion

Compared to the average American, they're are more likely to frequent...

Tailor Shops **2.1x**
Lingerie Stores **2.0x**
Shoe Stores **1.8x**
Women's Stores **1.5x**
Men's Stores **1.4x**
Cosmetics Shops **1.3x**
Boutiques **1.2x**
Accessories Stores **1.2x**
Clothing Stores **1.2x**

Live Sports

Compared to the average American, they're are more likely to frequent...

Volleyball Courts **1.8x**
Baseball Diamonds **1.8x**
College Football Fields **1.6x**
College Stadiums **1.6x**
Football Stadiums **1.6x**
Basketball Stadiums **1.5x**
Stadiums **1.4x**
Tennis Courts **1.2x**

Home Renovation & Decor

Compared to the average American, they're are more likely to frequent...

Mattress Stores **1.7x**
Lighting Stores **1.6x**
Design Studios **1.5x**
Housing Developments **1.5x**
Department Stores **1.4x**
Fabric Shops **1.2x**
Shipping Stores **1.2x**
Furniture Stores **1.1x**

Opportunity: Understand the consumption habits of consumers who are visiting AT&T venues to target the correct telecom consumer in 2023.

Foursquare data from Jan - Dec 2022; Index indicates % more likely AT&T visitors are to visits the categories than the average American. This audience has a stronger affinity for all listed chains relative to the average U.S. consumer in 2022.

Where are consumers more likely to stop before vs. after visiting an **AT&T** location in 2022?

Compared to the average American, AT&T shoppers are generally more likely to visit all of the below chains. Categories are listed in rank order based on consumers' affinity to visit before vs. after & vice versa.

BEFORE VISITING... — AT&T — AFTER VISITING...

Auto

They're more likely to visit the following auto locations:

Enterprise Rent-A-Car
GMC
Valvoline Instant Oil Change
Ford
Chrysler
Hyundai
Nissan
Jeep
Jiffy Lube

Did You Know?

Drivers are actually +60% more likely to visit **an auto shop before** vs. after visiting an AT&T location in 2022.

Casual Dining

They're more likely to go out for a meal at the following dining chains:

Hardee's
First Watch
Starbucks
Carl's Jr.
Waffle House
Auntie Anne's
Del Taco
Wawa
The Cheesecake Factory

Did You Know?

Diners are actually +54% more likely to visit **comfort food restaurants before** vs. after visiting an AT&T location in 2022

Hotels

They're more likely to frequent hotels:

Hilton Garden Inn
SpringHill Suites
Residence Inn Marriott
Comfort Suites
Courtyard by Marriott
Super 8
Days Inn
Embassy Suites by Hilton
Marriott Hotels

Did You Know?

Travelers are +28% more likely to visit a **hotel after** visiting a an AT&T location in 2022.

Errand Venues

They're more likely to shop at:

The Fresh Market
GNC
Five Below
Nordstrom Rack
Kroger
Walmart
Marshalls
Dollar General
Target
Sephora

Did You Know?

They're +13% more likely to visit a **discount store** and +4% more likely to visit **department store after** visiting an AT&T location in 2022.

FSQ

Foursquare data from Oct 2022 - Jan 2023; Chains listed are based on an Index score that indicates times/% more likely to visit before vs after visiting an AT&T location. This audience has a stronger affinity for all listed chains relative to the average U.S. consumer in Oct 2022 - Jan 2023.

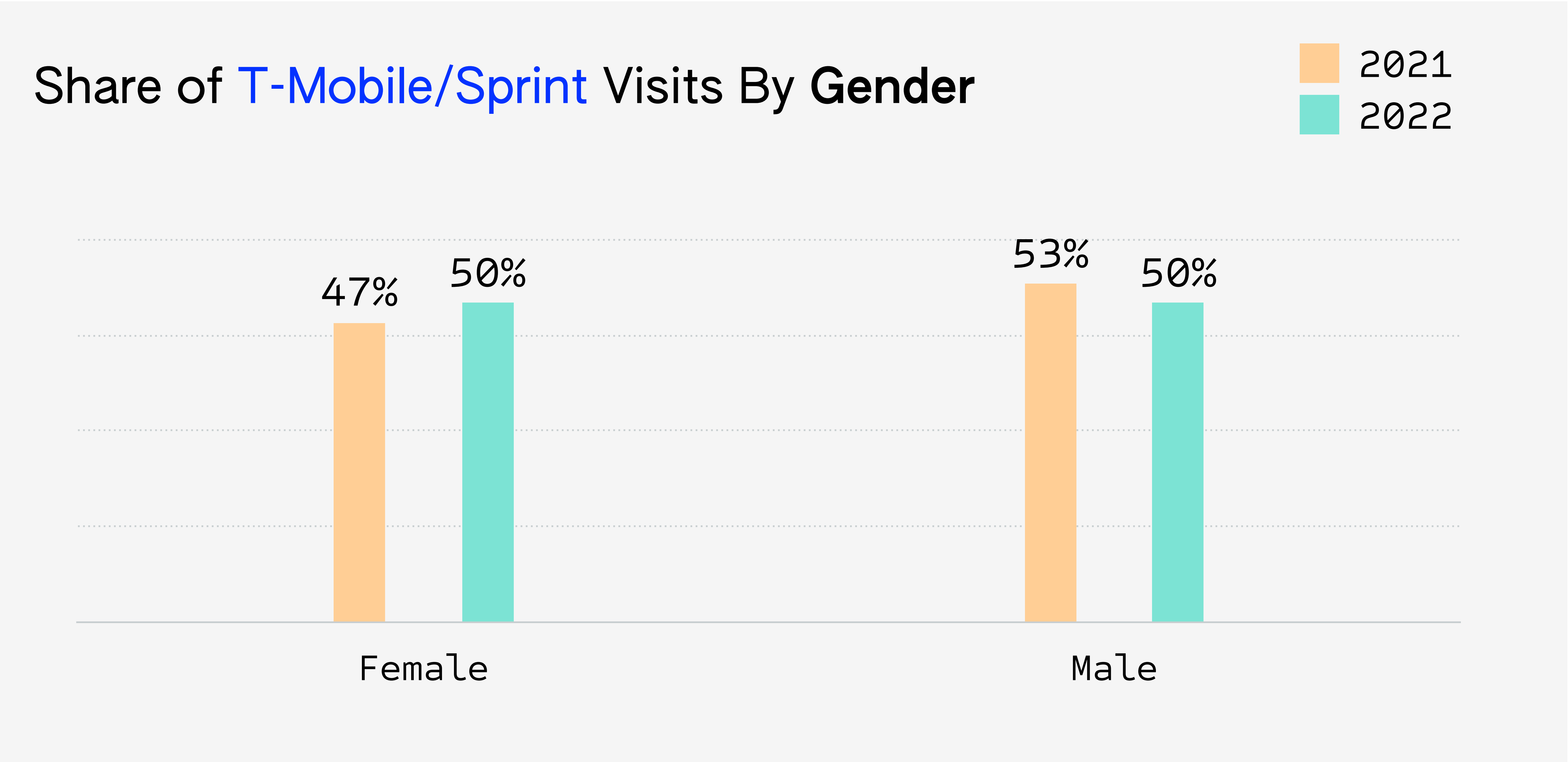
T-Mobile/Sprint

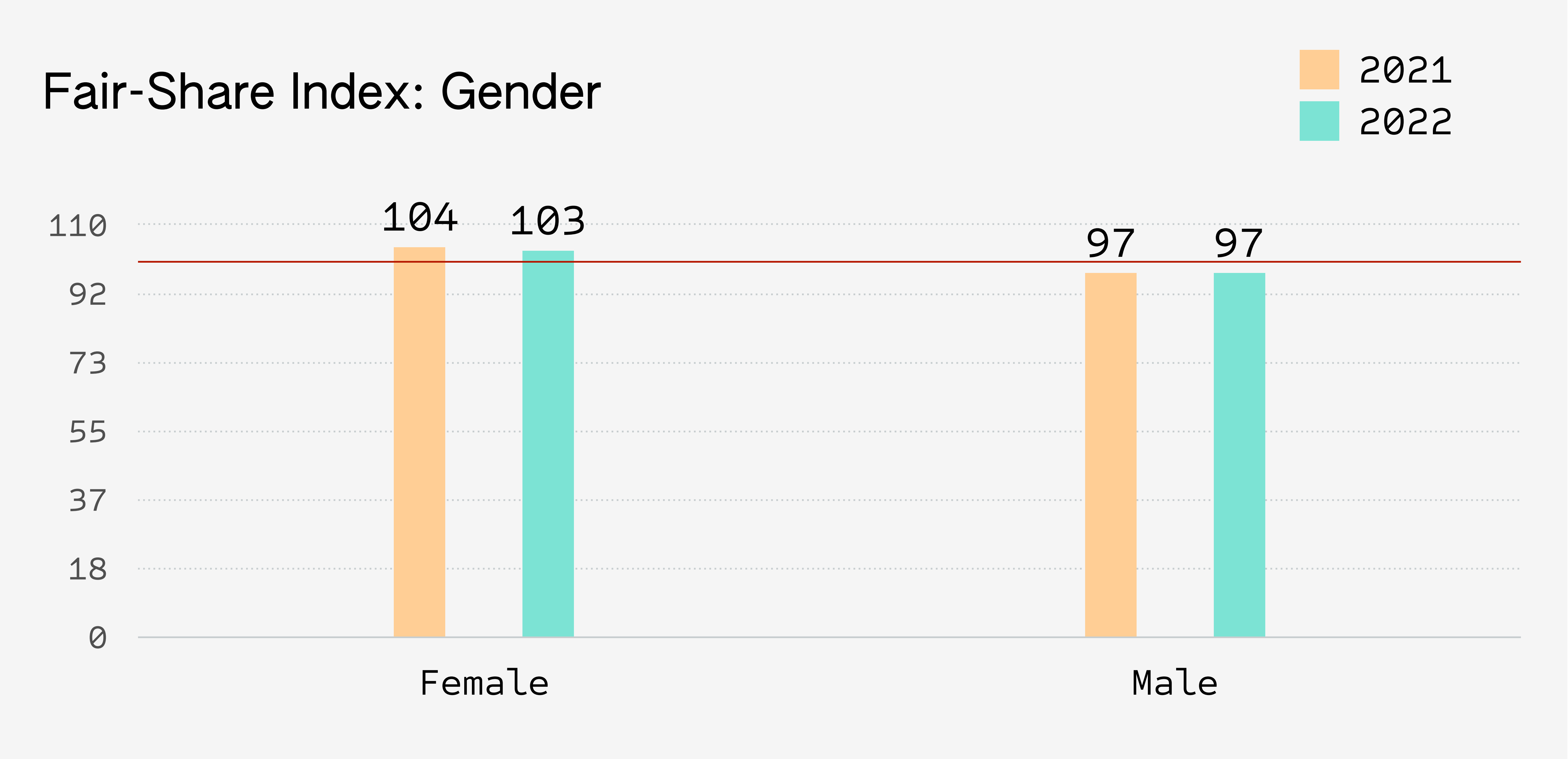
T-Mobile/Sprint drew more **female** shoppers in-store last year

In 2022, **female shoppers** were responsible for 50% of store visits for T-Mobile/Sprint (up from 47% in 2021).

In fact, the brand was seeing +3% **more traffic from female shoppers** than most other businesses in 2022. In contrast, these stores continue to see **less than their fair share of visits from male shoppers**, likely due to male shoppers being more inclined to shop online.*

T-Mobile/Sprint should consider customers' shopping preferences when planning their in-store and e-commerce strategies in 2023. Stocking shelves with inventory that female shoppers are most likely to be in-market for, and optimizing messaging to better reach online female shoppers, may lead to an increase in sales.





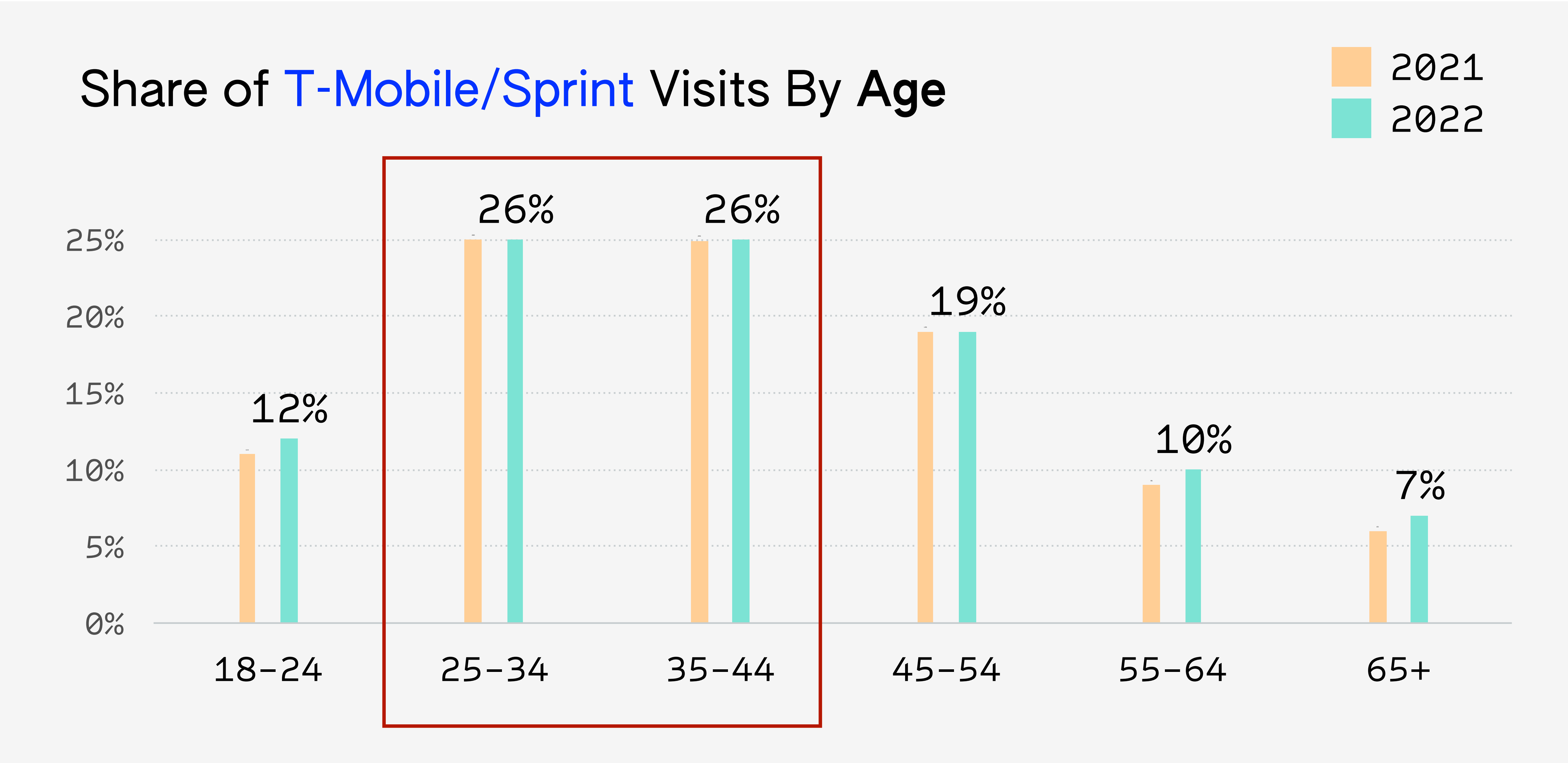
Foursquare data from Jan - December (2021 & 2022);
Share of visits for Telecom brand stores is indexed vs. share of visits for total U.S. POI
Source: Jungle Scout

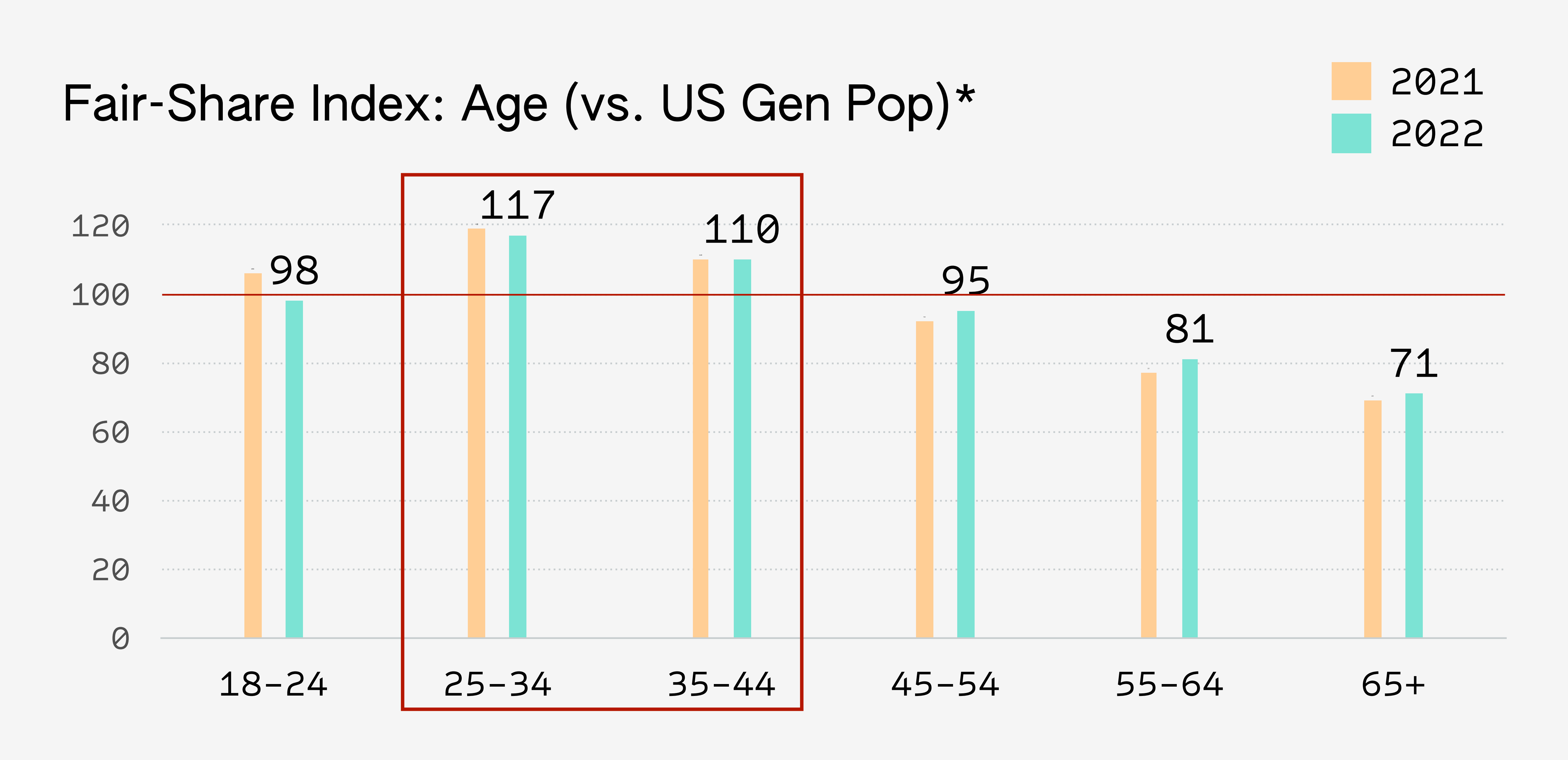
In 2022, **Millennials** (25-44) continued to account for over 1/2 of total T-Mobile/Sprint store visits

Customers ages **25-44** (mainly Millennials) accounted for 53% **of total visits** to T-Mobile/Sprint stores in 2022.

T-Mobile/Sprint stores saw a **greater share of visits** from both Gen Z and older consumers, ages 65+ — accounting for a +1% point higher share in 2022. However, the brand still saw **less than its fair share of visits from both audiences** in 2022.

On the bright side, retail stores continued to over-index with Millennial shoppers, the largest consumer base in the country. T-Mobile/Sprint stores were seeing +10-17% **more traffic** from this audience compared to other business last year.





FSQ

Foursquare data from Jan - December (2021 & 2022); Share of visits for Telecom brand stores is indexed vs. share of visits for total U.S. POI

T-Mobile/Sprint stores attract consumers with an affinity for...

Public Transportation

Compared to the average American, they're are more likely to frequent...

Metro Stations **7.1x**
Bus Stops **4.4x**
Taxi Stands **2.9x**
Bike Rentals **2.2x**
Light Rail Stations **2.0x**
Train Stations **1.9x**
Airport Trams **1.0x**

Parenting

Compared to the average American, they're are more likely to frequent...

Video Game Stores **1.8x**
Baby Stores **1.6x**
Kids Stores **1.5x**
Indoor Play Areas **1.1x**
Playgrounds **1.7x**
Elementary Schools **1.7x**
Arts & Crafts Stores **1.3x**
Gymnastics Gyms **1.2x**
Pre-Schools **1.2x**

Errand Running

Compared to the average American, they're are more likely to frequent...

Laundromats **2.8x**
Dry Cleaners **1.7x**
Shoe Stores **1.6x**
Nail Salons **1.5x**
Tailor Shops **1.1x**
Coffee Shops **1.9x**
ATMs **1.8x**
Car Washes **1.2x**
Pharmacies **1.2x**

Healthy Living

Compared to the average American, they're are more likely to frequent...

Juice Bars **2.6x**
Salad Places **2.5x**
Soup Places **2.1x**
Smoothie Shops **1.9x**
Cycle Studios **1.7x**
Pilates Studios **1.5x**
Gyms **1.4x**
Bike Trails **1.4x**

Opportunity: Understand the consumption habits of consumers who are visiting T-Mobile/Sprint venues to target the correct telecom consumer in 2023.

Foursquare data from Jan - Dec 2022; Index indicates % more likely T-Mobile/Sprint visitors are to visit categories than the average American. This audience has a stronger affinity for all listed chains relative to the average U.S. consumer in 2022.

Where are consumers more likely to stop before vs. after visiting a **T-Mobile/Sprint** location in 2022?

Compared to the average American, T-Mobile/Sprint shoppers are generally more likely to visit all of the below chains. Categories are listed in rank order based on consumers' affinity to visit before vs. after & vice versa.

BEFORE VISITING...

T-Mobile/ Sprint

AFTER VISITING...

Road Trip Stops

They're more likely to visit the following locations during their trip:

Valvoline Instant Oil
Texaco
Jiffy Lube
RaceTrac
O'Reilly Auto Parts
Circle K
AutoZone
7-Eleven
Wawa

Did You Know?

They're +66% more likely to visit **toll plazas & rest stop before** vs. after visiting a T-Mobile/Sprint location in 2022.

Banks

They're more likely to frequent the following bank chains:

PNC Bank
Fifth Third Bank
U.S. Bank ATM
U.S. Bank
SunTrust Bank
Bank of America
Wells Fargo
TD Bank

Did You Know?

The fiscally responsible are +36% more likely to visit **banks before** vs. after visiting a T-Mobile/Sprint location in 2022.

Fast Food Restaurants

They're more likely to stop at the below QSR restaurants:

Church's Chicken
Wingstop
Applebee's
Zaby's
Little Caesars
Pizza Hut
Buffalo Wild Wings
Taco Bell
Raising Cane's

Did You Know?

Diners are +32% more likely to visit a **a pizza place after** visiting a T-Mobile/Sprint location in 2022.

Shoe Stores

They're more likely to shop at:

Journeys
Rack Room Shoes
Foot Locker
Sketchers Factory Outlet
Crocs
Finish Line
Vans
Nike Factory Store

Did You Know?

Shoppers are +10% more likely to visit a **shoe store after** visiting a T-Mobile/Sprint in 2022.

FSQ

Foursquare data from Oct 2022 - Jan 2023; Chains listed are based on an Index score that indicates times/% more likely to visit before vs after visiting a T-Mobile/Sprint location. This audience has a stronger affinity for all listed chains relative to the average U.S. consumer in Oct 2022 - Jan 2023.

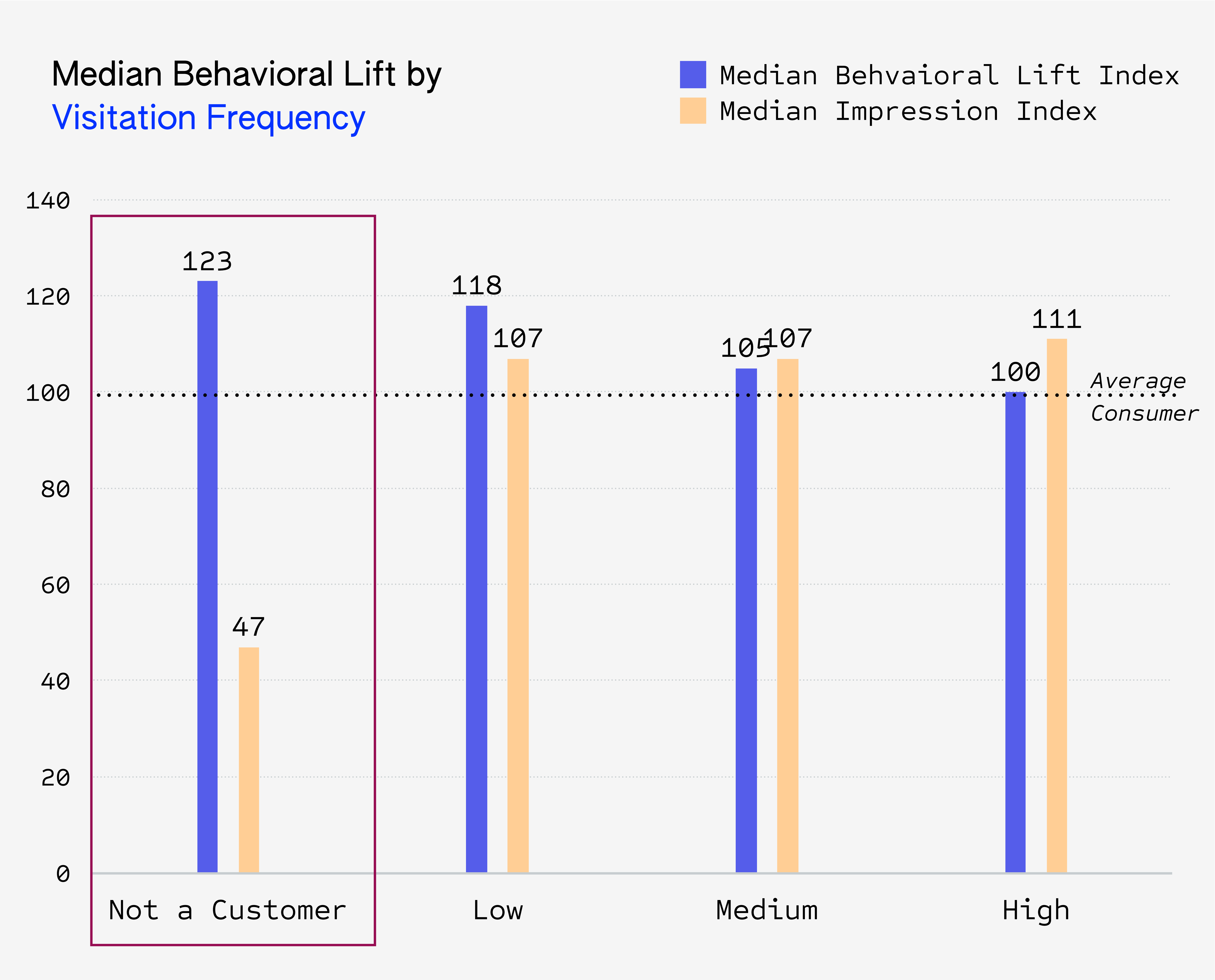
Leverage past Foursquare campaign data to identify opportunities for new **customer acquisition**

FSQ telecom campaigns saw **new customers drive 23% lift*** in 2022

Along with new customers, low frequency customers drove significant lift for telecom campaigns with 18% and medium frequency customers driving 5% lift*.

In 2022, telecom clients were pushing a majority of impressions to a loyalist cohort grouping when in reality we saw the inverse, in that newer customers are actually the ones who are driving lift by visiting in-stores.

Targeting Opportunity: Allocate more media to new customers & target sub-audiences of returning visitors to convert new customers into loyalists as they search for the best deals.



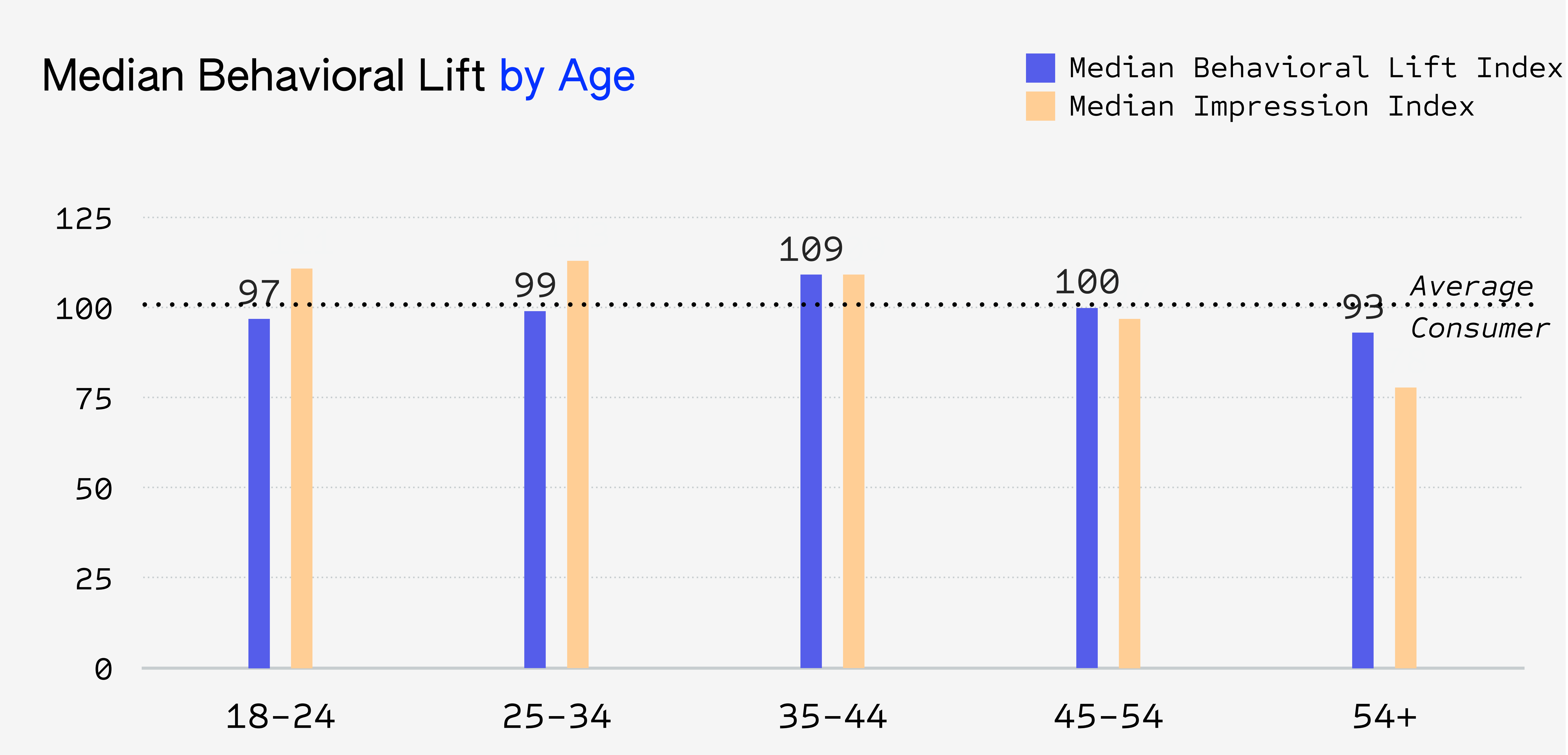
* Median behavioral lift based on a sample of telecom campaigns measured by FSQ attribution from Jan - Dec 2022. 2022 FSQ telecom benchmark: 9.9% lift

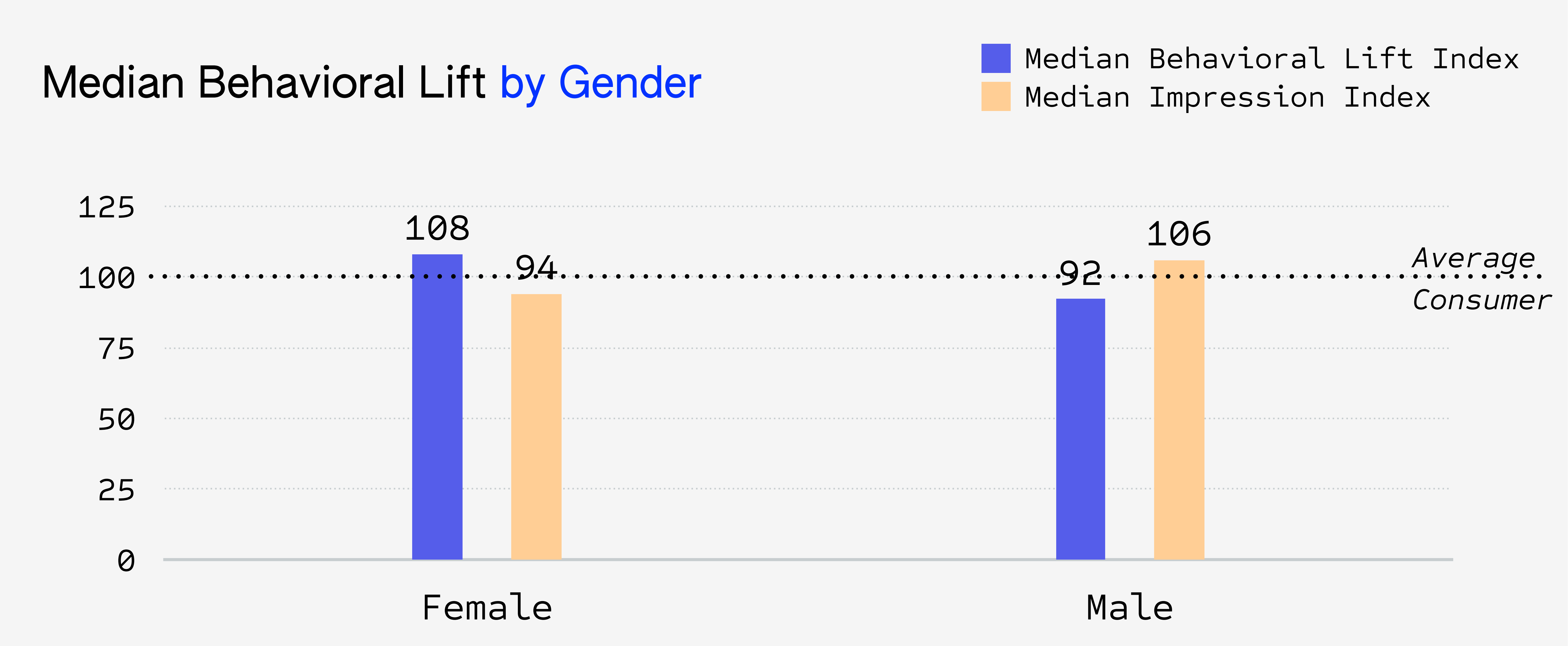
Female customers and **A35-44** were the only cohorts that drove lift for FSQ's 2022 telecom campaigns

In 2022, FSQ's telecom campaigns only saw one age group driving lift - older millennials A35-44 (9% lift)*.

While an older generation (55+) was unsuccessful in driving lift above benchmark, there's an opportunity for telecom brands to focus their efforts on these older customers as they are severely under-indexing on impressions, but driving the same, if not higher lift than the younger age groups.

Female customers drove +8% lift during FSQ's 2022 telecom campaigns, but were also under-indexing on impressions. Telecom brands have the opportunity to tailor their efforts by stocking shelves with inventory that female shoppers are most likely to be in-market for to get these women in-store and coming back for more.





* Median behavioral lift based on a sample of telecom campaigns measured by FSQ attribution from Jan - Dec 2022. 2022 FSQ telecom benchmark: 9.9% lift

FSQ

Executive Summary & Opportunities

Key Learnings & Takeaways For Today’s Top Carriers

AT&T

Of all 3 carriers, AT&T saw the highest share of traffic from **non-customers.** Nearly **50% of AT&T store visits** actually came from **competitors’ customers** (mostly people with T-Mobile/Sprint or Verizon Wireless service).

Compared to other businesses in 2022, AT&T saw more traffic from **women** and **Millennials** (25-44).

AT&T stores saw a **noteworthy boost** in traffic from September through early October (following the latest product release from Apple); The brand also saw the **biggest uptick in holiday traffic compared to other carriers** (up +27% on 12/23).

T-Mobile/Sprint

T-Mobile/Sprint saw the **highest share of category traffic** throughout 2022, outpacing AT&T and Verizon.

T-Mobile/Spring stores saw more traffic than usual, **early in the year** (Q1), coinciding with when the brand was also seeing the highest share of category visits.

T-Mobile/Sprint customers contributed to **55% of store traffic** in 2022, while 22% of visits came from Verizon customers.

Similar to AT&T, T-Mobile/Sprint stores were seeing **more traffic than expected** from **women & Millennials** last year.

Verizon Wireless

Unlike top competitors, Verizon Wireless is **winning with older audiences**. Relative to other businesses, Verizon stores saw **13%+ more than expected** from Americans ages **55+** last year.

While **existing customers accounted for the majority of store traffic (52%)**, T-Mobile/Sprint customers accounted for the 2nd highest share of Verizon store visits in 2022 (23%).

Unlike competitors, Verizon Wireless stores saw **sustained levels of elevated foot traffic in early May through late June**, perhaps driven by gift-giving for Mother’s Day and/or graduation.

FSQ

Opportunities with Foursquare

Segment Audiences

Identify consumers in different life stages with changes in foot traffic patterns, visit frequency & brand affinities

Tap Into Trends

Use taste & trend data to identify consumer preferences, creating programs that drive mass personalization

Reach Consumers With Moment Based Messaging

Dynamically optimize messaging and creative to align with the appropriate moment

Influence Buyer Behavior

Reach key audiences on their path to purchase, intercepting and influencing their journeys

Conquest Competitors

Target consumers in and around competitor locations to change their behavior with conquesting messaging

Proximity Target

Identify consumers in & around store locations to drive them to purchase specific products

Leverage Insights

Use insights on lifestyles & brand preferences to influence future growth initiative

Measure Impact

Monitor how cross platform advertising is driving visits to store locations, optimizing performance in real-time

All leading DNP's	Adobe	LiveRamp	ORACLE	salesforce DMP	
All leading DSP's	xandr	Display & Video 360	MediaMath	theTradeDesk	
Leading Publishers		a	pandora	hulu	ESPN
Leading Social Media				reddit	Tik Tok
Leading CTV & OOH	Roku	SAMSUNG Ads	VISTAR MEDIA	Clear Channel Outdoor	

Activate Everywhere You Buy Media.

Our targeting is available to activate anywhere you buy. Your platforms are our partners. This includes deep partnerships with all leading DSPs/DMPs, publishers and ad networks, social, and emerging channels like CTV and out-of-home.

Reach new customers & align with the right moments with Foursquare's **targeting** solutions.

FOURSQUARE
`/audience`

Build **highly-customized, scalable audiences** based on real-world consumer behavior.

Select from 1200+ ready-to-use audience available in our Audience Designer and all major DSPs, DMPs, or create highly-customized audiences in our self-serve UI.

FOURSQUARE
`/proximity`

Build **accurate, custom geofences** to reach consumers in geo-contextual real-time moments.

Build accurate, custom geofences to reach consumers based on where they are in real-time and key moments of receptivity. Design your own custom segments in our self-serve UI, or let us create segments that meet your goals

Measure the impact of all your Q1 Targeting.

And understand the value of emerging channels.

- **13M always-on** first party panel, the largest in the industry to measure incremental visit lift.
- Synthetic control group modeling accounts for the **most accurate** attribution solution.
- Available across **550+ partners**, including major social networks like Twitter, Pinterest and Snap.

FSQ

Make Smarter Decisions With Fresh, Rich Data About **Places**

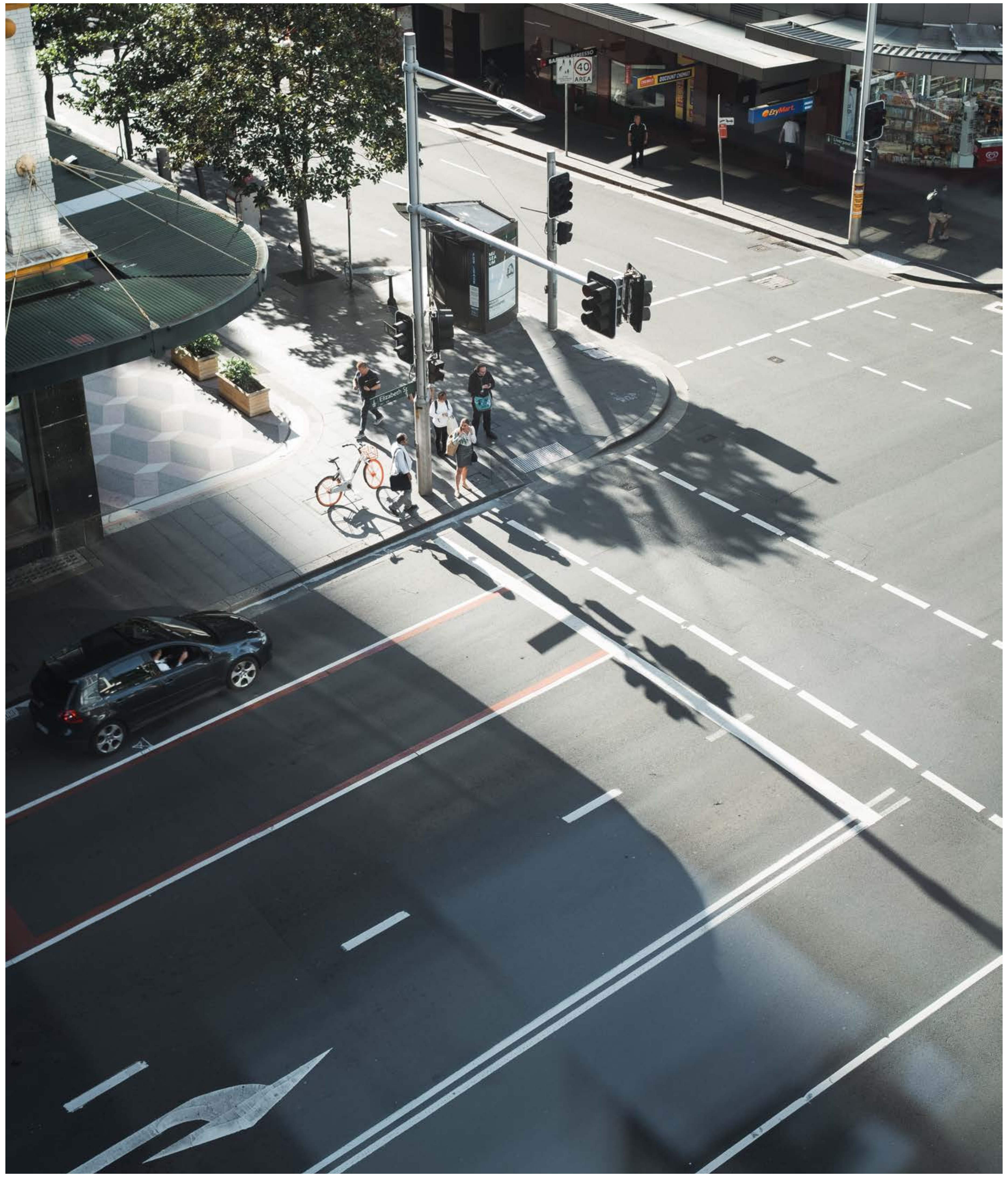
Location data can play a game-changing role in strategic decisions and in building better consumer experiences:

Inform Decision-Making

- Keep track of which stores are opening and closing
- Analyze the landscape in territory mapping to prioritize & invest in the right store locations

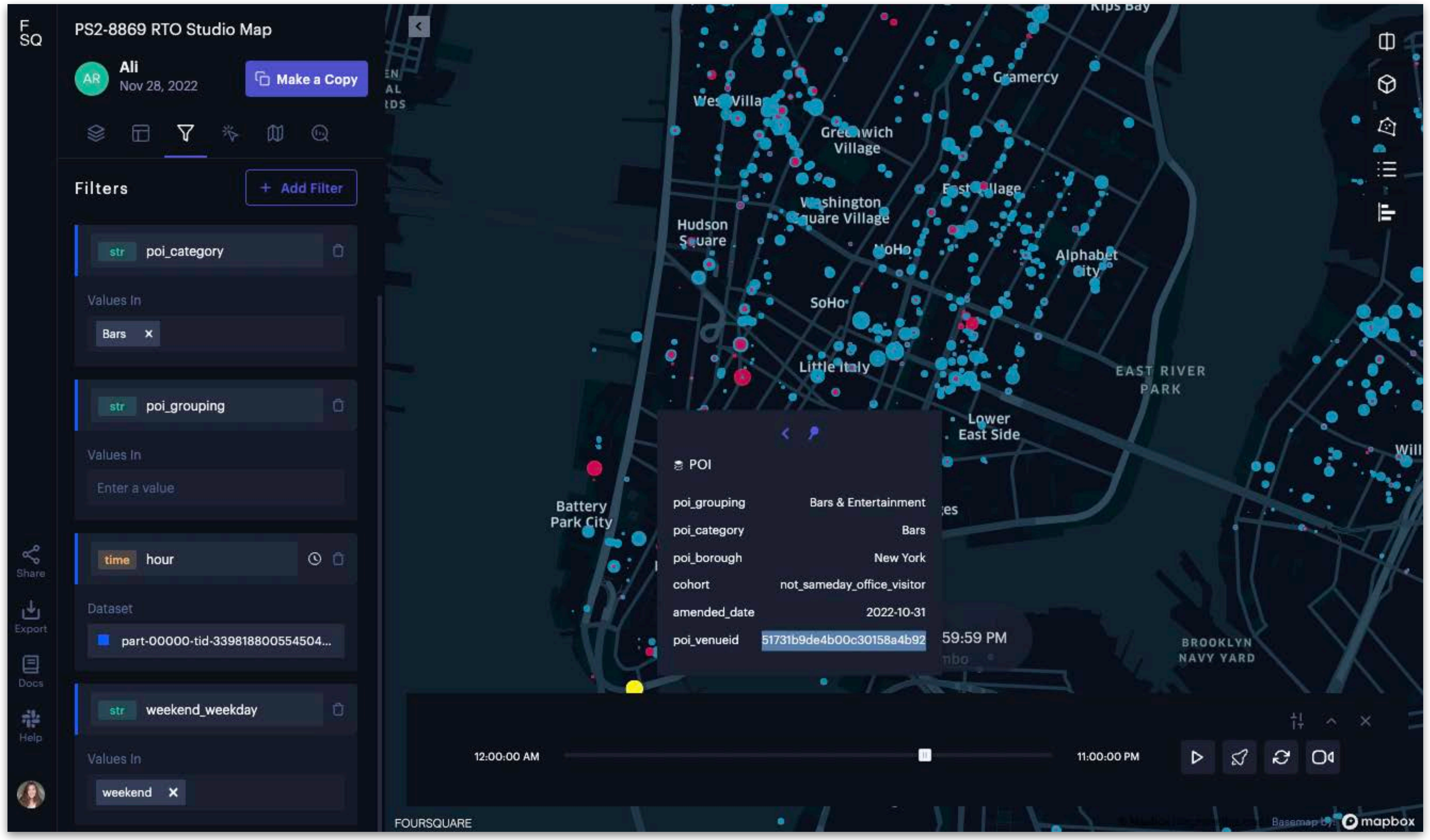
Improve Experiences

- Surface rich content about local stores
- Help consumers find the best spots near them to shop, powering place search based on category, or attributes that are meaningful to users



Unlock real-time location insights in minutes

Foursquare Studio is a highly flexible geospatial platform designed to analyze and visualize large-scale data, faster than ever before.



/ KEY USE CASES

Supply Chain Management

Visualize supplier locations, distribution centers, and vehicle routes to improve supply chain management

Market Analysis

Improve market knowledge and assess potential risks and benefits for real estate investments.

Understand Users

Compare visits to your locations versus the competition over time with clear, visible representation of visit volume.

Site Selection

Identify or validate optimal locations for new outlets through suitability & similarity analysis.

Thank You

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