# Data is the New Black

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FOURSQUARE

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FOURSQUARE

“Digital ad spend will grow 15.9% this year - the equivalent of $83 billion in revenue.”

-Ad Week, March 2017

“There was a 66% increase in the use of audience data for digital ad campaigns in 2016”

-Ad Age, April 2017

# TYPES OF DATA

DEMOGRAPHICS
+ PSYCHOGRAPHIC

SEARCH

SOCIAL

PURCHASE

MACHINE
LEARNING



AFFINITIES

INTERESTS

SPENDING PATTERNS

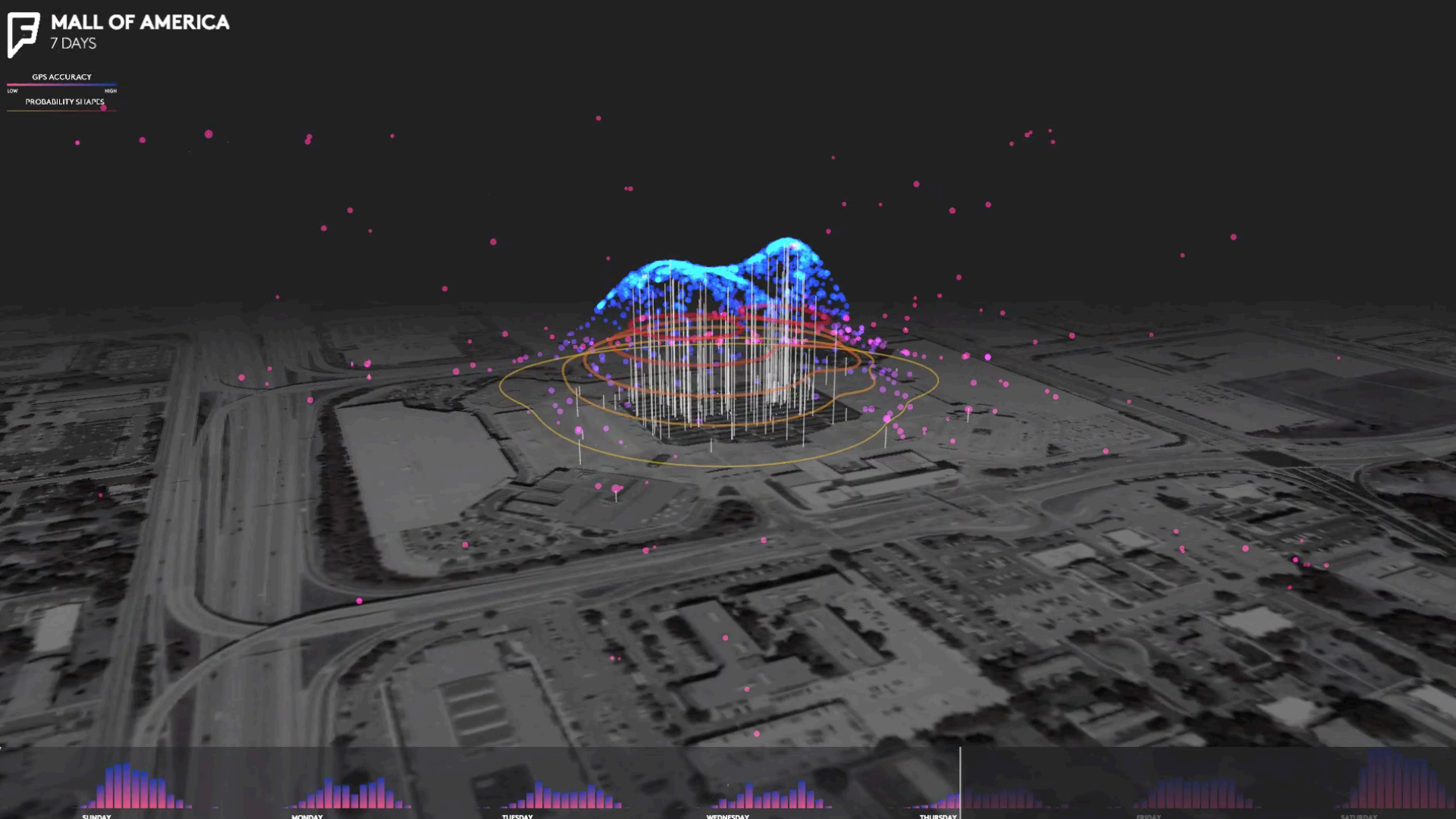
CONSUMER
SEGMENTS

“Location Data is central and mission-critical to the development of the world’s most exciting technologies.”
-TechCrunch, October 2017






1b
Checkins
20M
Daily
Stops
105M
Venues
91m
Tips
143M
Tastes
630m
Photos


MALL OF AMERICA
7 DAYS
GPS ACCURACY
LOW
HIGH
PROBABILITY SHAPES
SUNDAY
MONDAY
TUESDAY
WEDNESDAY
THURSDAY
FRIDAY
SATURDAY


WIFI
CELLULAR
ACCELEROMETERS
BLUETOOTH
BAROMETRIC
COMPASS


12AM
Residence
Food
Arts & Entertainment
College & University
Nightlife Spot
Great Outdoors
Shop & Service
Professional & Other Places
Travel & Transport

How are the biggest names in tech using
location data?


UBER | FOURSQUARE
Uber taps Foursquare's Places data so you never have to type an address again.
"Uber users will have access to Foursquare's Places data, they will also be able to customize and modify information around places to add to Foursquare's database."
TC

# FOURSQUARE

“Twitter partners with Foursquare to add specific locations to your tweets.”

THE VERGE

“Foursquare is different, because its data contains context and insights around a user’s preferences.”

- Ben Horowitz

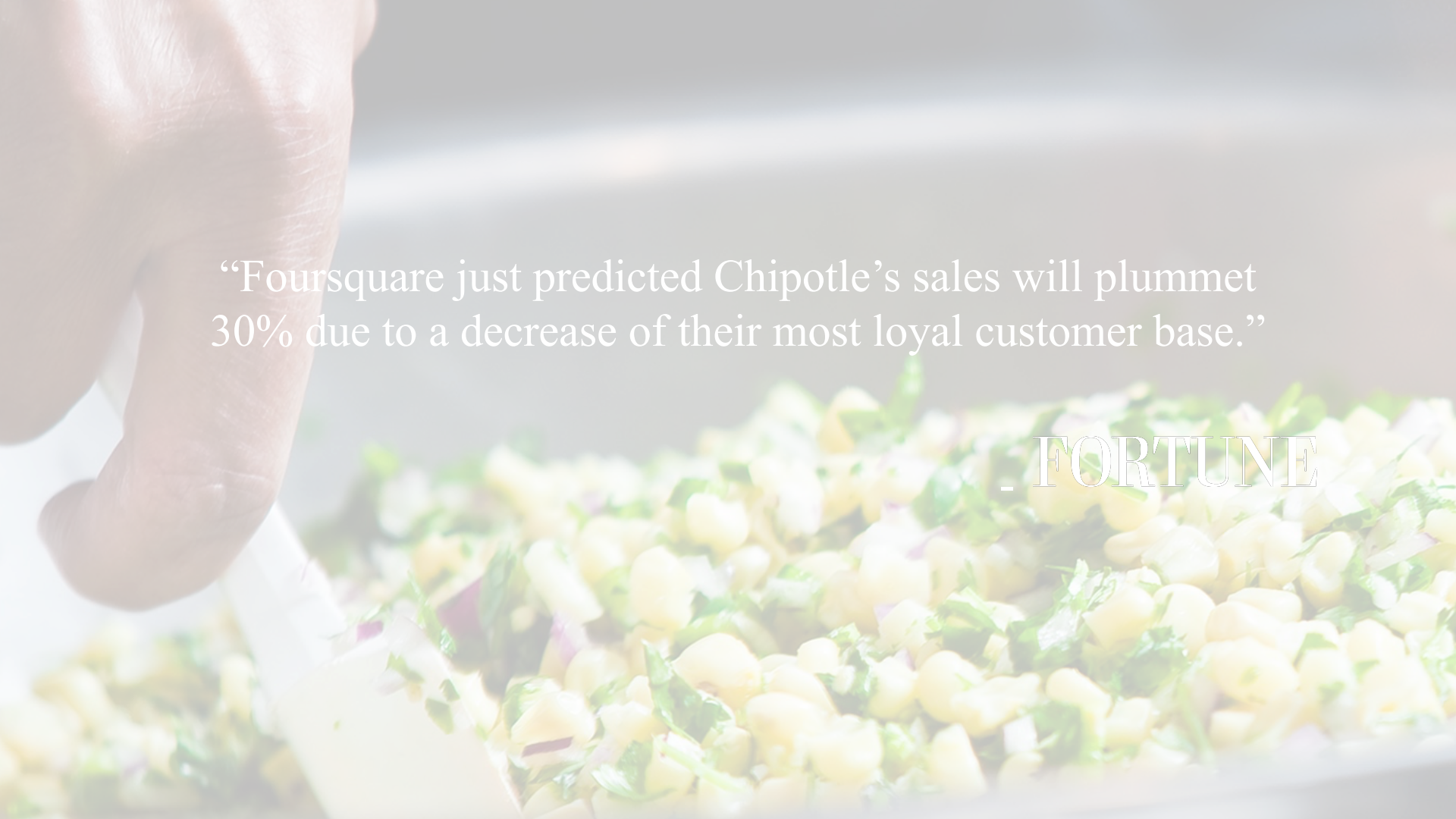




# Hilton | FOURSQUARE

Hilton brings concierge-like treatment to guests once they've checked in by recommending nearby places to explore and fun things to do, all powered by Foursquare.

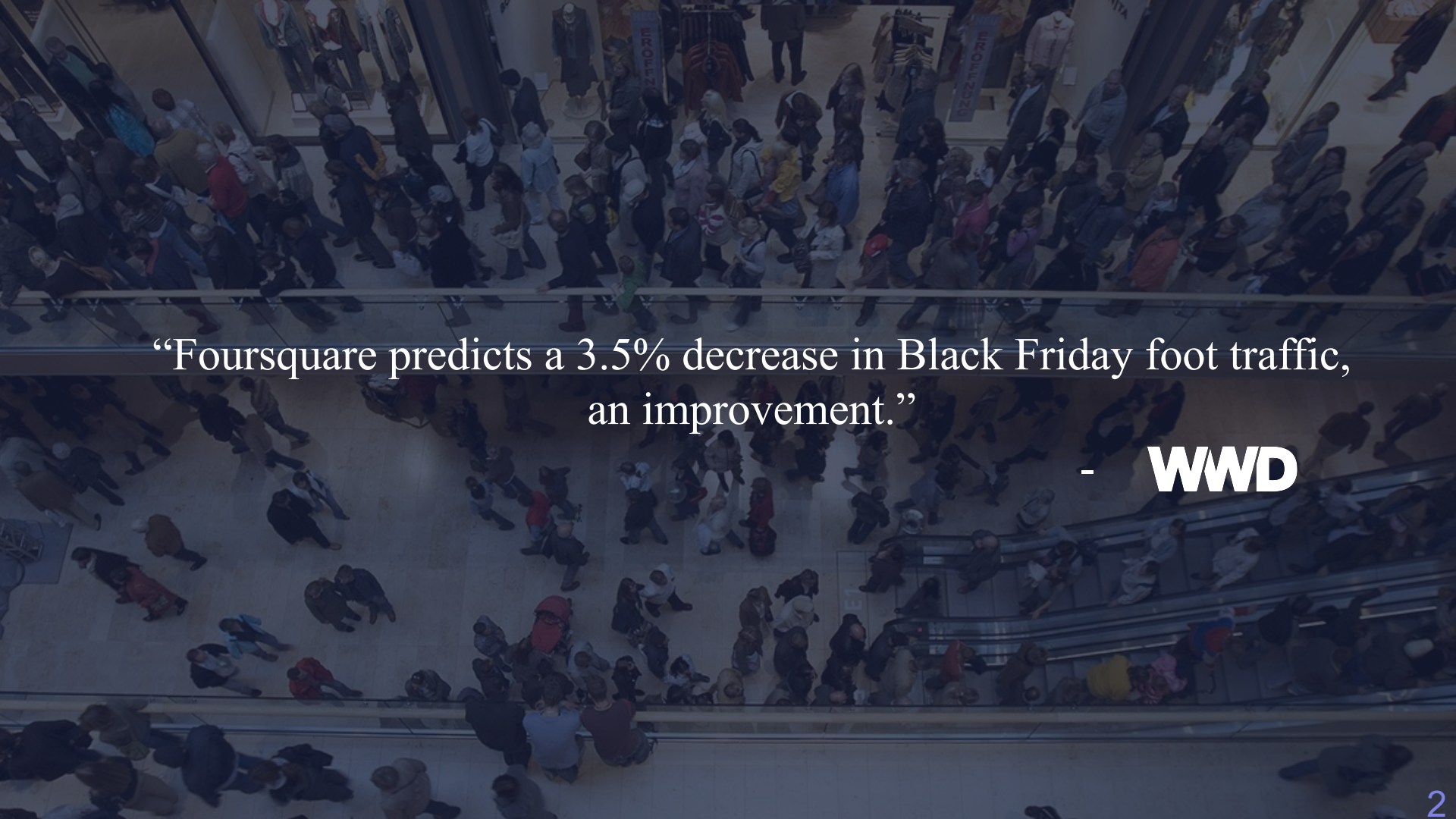
How does location data fuel
real world predictions?


“Foursquare just predicted Chipotle’s sales will plummet 30% due to a decrease of their most loyal customer base.”
- FORTUNE




"Whole Foods experienced a more than 25% jump in national foot traffic last week, after the price cuts went into effect, according to Foursquare."

- - The New York Times



“Foursquare predicts a 3.5% decrease in Black Friday foot traffic, an improvement.”

- WWD

How can marketers use
location data?



1. Capitalize on emerging trends.

# HEALTHY LIVING IS ON THE RISE





Healthy casual dining
is growing
**7x faster**
than casual dining at large



Healthy categories on the rise

salad places +5%
gluten free restaurants +8%
juice bars +10%
high-end gyms +7%
boutique gyms +19%

# ENTERTAINMENT OPTIONS ARE CHANGING



Visits to
STADIUMS
are down YoY
-5%



Visits to
SPORTS BARS
are down YoY
-3%



Visits to
music festivals
up YOY
+22%

concert venues
up YOY
+12%



2. Differentiate between consumer passion points.

# UNDERSTAND SHOPPER AFFINITIES

ZARA

What do they love?
2.2x Hidden Gems
2.6 Michelin Stars
2.4x Trendy

Where else do they shop?
2.5x Topshop
2.6x Madewell
1.9x Uniqlo

On-trend, high-end global styles.

J.CREW

What do they love?
2.6x Intimate
2.4x Happy Hour
1.8x Good For Groups

Where else do they shop?
2.6x Intermix
2.5x Club Monaco
2.4x Madewell

**Looks that go from the office, to happy hour.**



3. Intercept within the path-to-purchase.

# BUILD AUDIENCE SEGMENTS

SHOE STORES
JUICE BARS
FARMERS MARKETS
SALAD PLACES
CYCLE STUDIOS
BOUTIQUES
COSMETICS SHOPS
CLOTHING STORES
WINE BARS
COCKTAIL BARS
LOUNGES
HOTEL BARS

SEPHORA

ZARA
SOULCYCLE
URBAN OUTFITTERS
SAKS FIFTH AVENUE
NORDSTROM
BLOOMINGDALE'S
MAC
UNIQLO
NORDSTROM
VICTORIA'S SECRET
APPLE STORE
H&M



Health Enthusiasts



Tech Savvy



Mid Market Shoppers



Socially Upscale

# PERSONALIZE MOMENT-BASED MESSAGING

**Monday is for:**
**GOING HOME**

Surprise & delight users during their commute on Monday.

**Tuesday is for:**
**WORKING OUT**

The most popular day of the week for visits to gyms, yoga studios, pilates studios. - 1% more traffic than Monday, and 4-17% more traffic than other weekdays.

**Wednesday is for:**
**DATE NIGHT**

Visits to tapas restaurants, wine shops, dance studios, and social clubs see a peak

**Thursday is for:**
**HAPPY HOUR**

We see 3% more bar traffic between 5-7PM than the next closest weekday.

**Friday is for:**
**GETAWAYS**

Hit users on the road, at airports, train stations and other travel venues, which all see elevated traffic on Fridays starting at 3PM.

**Saturday is for:**
**ERRANDS**

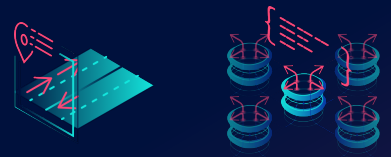
Visits to playgrounds (+16%), big box stores & grocery stores (+11%) and convenience stores all peak, as do visits to hair and nail salons

**Sunday is for:**
**ME-TIME**

Gym visits fall 37% on Sunday as people relax, stay home, and prepare for the week ahead.

M T W TH F SAT SUN

Location data will inform…



Omni-channel Media
Consumer Insights
Business Intelligence
Personalization
Augmented Reality
Virtual Reality
Self Driving Cars

# Thank you.