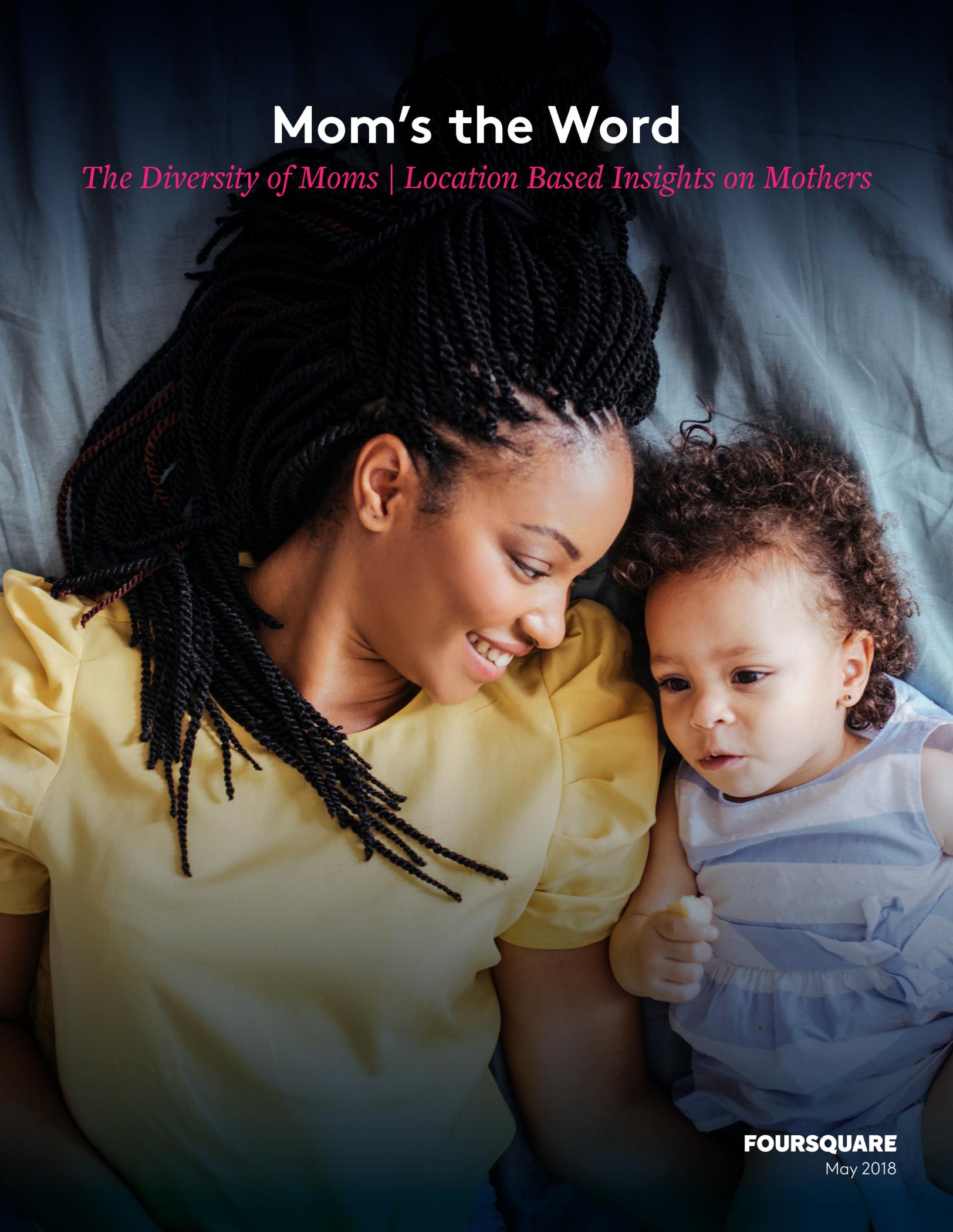


# Mom's the Word

*The Diversity of Moms | Location Based Insights on Mothers*



**FOURSQUARE**

May 2018

# How We Met Your Mother

We know that **no two mothers are alike**—and in our personalization-first world, generalized media targeting and standard demographic descriptors don't work anymore. Smart targeting is about understanding mothers from an individual perspective.

As household decision-makers, Moms in particular are a prime audience to not only reach, but truly understand. In fact, Forbes claims that **mothers control 85% of household purchases**, with a spending power of \$2.4 trillion. Foursquare is uniquely able to identify, reach, and comprehend more nuanced audience segments based on real-world consumer behavior. Our edge is in **viewing motherhood as a modifier**, recognizing that moms have rich lives and interests in addition to raising children. Location technology can be used as a proxy for unpacking both consumer life stages and lifestyles, which can help marketers reach mothers not only around Mother's Day, but all year long.

Our data provides insights that **support consumer suspicions** while uncovering points that *also* come with **surprising tidbits and juxtaposition**. All people are complex and can fall into multiple buckets. This analysis is simply intended to show what is possible when you segment audiences based on proven insights and data.

## In this report, you'll find...

- How consumers celebrate all moms and purchase gifts for **Mother's Day**
- Location insights about moms by **life stage**, from first-time moms through empty-nesters
- The way **lifestyle** contributes to preferences across dining, entertainment, and shopping
- How factors like **spending habits** and **location proximity** can segment moms, and where those groups collide

**Editor's Note:** Foursquare analyzes foot traffic patterns from millions of Americans that make up our always-on foot traffic panel. Foursquare measures 3+ billion place confirmations per month globally. Our location-based apps, Foursquare City Guide and Foursquare Swarm, help us understand trends and notable societal shifts. All data is either anonymized, pseudonymized, or aggregated, and is normalized against U.S. Census data to remove age, gender and geographical bias. Indexed numbers in this report indicate X percentage more likely than the average female U.S. consumer to frequent a specific venue or place.

**Source:** Forbes

# Mother's Day Mania

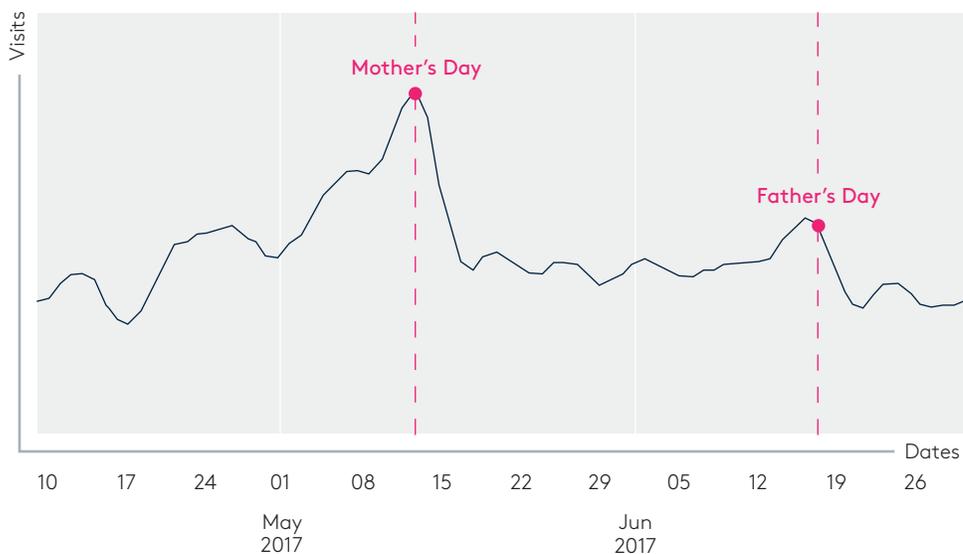
Before we determine some groups of moms, let's first explore how they are celebrated. According to the ARF, the average consumer spends \$186 on Mother's Day celebrations, totalling **\$23.6 billion** in total annual spending. Read on to learn what other popular spending happens around Mother's Day based on real world foot traffic behavior.

## TOP MOTHER'S DAY GIFTS

### *Cards:*

We analyzed foot traffic to two of the top chains for cards, Paper Source and Hallmark. We see an increase in visits to these card stores starting the week leading up to Mother's Day, up about 107% over an average week. The most significant spike occurs the day before Mother's Day (May 13th in 2017 for reference,) with foot traffic spiking **195%** over an average day. There's also a substantial bump of last-minute card-buyers on the day itself, with a 153% visit lift.

## FOOT TRAFFIC TO CARD STORES



### WHAT ABOUT FATHER'S DAY?

While Father's Day also means an increase in visits to card stores, **visits go up less than they do around Mother's Day**. The week leading up to Father's Day means a 37% lift in foot traffic over an average week. The biggest spike also comes the day immediately prior, with a **99%** lift in foot traffic over an average day. Last minute card-buying is more uncommon on Father's Day—our data actually shows a 27% dip in visits to card stores in general.

## Flowers:

We took a look at foot traffic to popular flower shops to see how consumers shop for bouquets leading up to Mother's Day. Our data shows a 16% lift in foot traffic to flower shops the week prior over an average week, and a 19% lift on the day before Mother's Day over an average day. A significant number of consumers buy flowers the day-of, with a **30%** lift in visits to flower shops on Mother's Day itself over an average day. According to the NRF, consumers planned to spend an estimated **\$2.6 billion** on flowers for Mother's Day in 2017.

## Jewelry:

We examined foot traffic to jewelry stores to see how consumers shop for baubles leading up to Mother's Day. Foursquare data shows a 4% lift in foot traffic to jewelry stores in the week leading up to Mother's Day over an average week, and a 17% lift on the day before Mother's Day over an average day. We also see a lot of last-minute shoppers once again, with visits to jewelry stores spiking **21%** on Mother's Day itself. According to the NRF, consumers planned to spend an estimated **\$5 billion** on jewelry for Mother's Day in 2017.

## Accessories:

We surveyed foot traffic to leather goods stores to see how consumers shop for purses or wallets leading up to Mother's Day. Foursquare data shows a 25% lift in foot traffic to stores in the week leading up to Mother's Day over an average week, and a 56% lift in visits to stores the day prior over an average day. Last-minute shoppers flock to stores the day of, with a **60%** lift in visits to leather goods stores on Mother's Day itself.

## Spa treatments:

Finally, we analyzed visits to nail salons around Mother's Day to see how consumers may celebrate with some pampering. Nail salons see an **8%** lift on Mother's Day over an average day, and a 6% lift for early celebrations the day prior. According to the NRF, consumers planned to spend an estimated **\$1.9 billion** on personal services like spa treatments for Mother's Day in 2017.

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**Editor's Note:** Indexed percentages are over an average week/ average day, respectively.  
**Source:** NRF

## DATA DIGEST

When Hershey's wanted to promote *KRAVE* beef jerky to "healthy" moms at key retailers, they needed insights beyond basics like age. Pinpoint by Foursquare campaign performance uncovered new audiences within this target such as "Weekend Warriors" and "Foodie" moms, identifying future marketing strategies for the product. We also were able to discover top tastes among incremental visitors which indicated a propensity towards trendy and spicy foods—helping Hershey's identify new product ideas, food flavors, and creative messaging.

## BEAUTIFUL MINDS

Revlon's new mascara products were intended for mothers looking to snag a few moments of make-up "me" time. Our custom campaign analysis revealed that the beauty giant's shoppers are aspirational customers who admire luxury but also keep price in mind. Inspired by these learnings, we optimized mobile units throughout the campaign to align with consumers' favorite retailers and dining spots. The partnership was a success, generating nearly a **90%** purchase intent lift.



# Family First

Understanding consumer life stages is important when determining messaging strategies. Below, we've identified groups of mothers based on our foot traffic data (not stereotypes). While some moms may fit into multiple buckets, here are some ways to explore life stage nuances in a deeper way—along with a few commonalities that may surprise you.



## NEW MOMS

### *Our location data confirms that...*

**NEW MOMS PRIORITIZE GETTING BACK IN SHAPE AFTER PREGNANCY:** They're 11% more likely than the average female U.S. consumer to visit gyms, and 12% more likely to visit yoga studios.

**NEW MOMS ARE MINDFUL OF WHAT THEY'RE FEEDING THEMSELVES AND THEIR FAMILIES:** They're 7% more likely to visit health food stores, 5% more likely to visit Whole Foods Market, and 4% more likely to visit juice bars.

**NEW MOMS APPRECIATE THE CONVENIENCE OF A ONE-STOP-SHOP:** They're 28% more likely to visit Target (versus 22% less likely to visit run-of-the-mill grocery stores like Publix, 16% less likely to visit Albertsons, and 6% less likely to visit Kroger).

### *What might surprise you is...*

**NEW MOMS ENJOY BEER VENUES:** New moms also need to take the edge off from time to time, and are actually 11% more likely than the average female U.S. consumer to visit beer bars, and 4% more likely to visit beer gardens (however, they're 7% less likely to visit wine bars, and 5% less likely to visit cocktail bars).

**NEW MOMS OFTEN OPT FOR MASS-MARKET GYMS OVER BOUTIQUE STUDIOS:** Perhaps appreciating the flexibility of working out when they can find the time, they're 6% less likely to visit boxing studios, and 5% less likely to visit boutique cycling studios like Soulcycle (versus 174% more likely to visit midmarket gyms like Gold's Gym, 28% more likely to visit Life Time Fitness, and 14% more likely to visit Anytime Fitness).

## MOMS OF YOUNG CHILDREN

### *Our location data confirms that...*

**MOMS OF YOUNG CHILDREN VISIT KID-FRIENDLY FOOD VENUES SO THEY CAN BRING THE LITTLE ONES ALONG:** They're more likely than the average female U.S. consumer to select tastes like tater tots, ice cream sundaes, and soft pretzels.

**MOMS OF YOUNG CHILDREN SHUTTLE TO AFTER SCHOOL ACTIVITIES:** They're often seen at gymnastics gyms, dance studios, music schools, martial arts studios, soccer fields, baseball fields, and skating rinks.

**MOMS OF YOUNG CHILDREN ARE SEEN AT KID-FRIENDLY LEISURE VENUES:** They're 34% more likely to visit Chuck E. Cheese's, 29% more likely to visit playgrounds, 24% more likely visit zoos, 18% more likely to visit theme parks, 12% more likely to visit arcades, and 12% more likely to visit mini golf courses.

### *What might surprise you is...*

**MOMS OF YOUNG KIDS SAY YES TO CONVENIENT DINING OVER THE MORE HEALTH-CONSCIOUS OPTIONS:** Perhaps opting for pace and ease, they're 12% more likely than the average female U.S. consumer to visit fast food joints—for example, they're 37% more likely to visit Little Caesars, 27% more likely to visit Chick-fil-a, and 17% more likely to visit Red Robin.

**MOMS OF YOUNG KIDS CAN BE SPOTTED REFUELING ON THE GO:** They often stop at gas stations, convenience stores, and are 17% more likely to visit Sonic Drive-in.

## MOMS OF TEENAGERS

### *Our location data confirms that...*

**MOMS WITH TEENS ARE MORE PRICE-CONSCIOUS:** As children age and college becomes a closer option, they're 44% more likely than the average U.S. consumer to frequent discount stores. Spy them at stores like Five Below, and Dollar General.

**MOMS OF TEENS SUPPORT THEIR ATHLETIC KIDS:** They're 17% more likely to be seen at sporting goods stores, 44% more likely to be seen at Dick's Sporting Goods, 56% more likely to be seen at soccer fields, 44% more likely to be seen at baseball fields, and 14% more likely to be seen at tennis courts.

### *What might surprise you is...*

**MOMS OF TEENS ARE OFTEN ALSO SEEN AT PROFESSIONAL SPORTS GAMES:** Compared to the average female U.S. consumer, they're 34% more likely to visit football stadiums, 14% more likely to visit basketball stadiums, and 10% more likely to visit baseball stadiums.

**MOMS OF TEENS SHOP AT TRENDY, BUT AFFORDABLE PLACES:** They're 43% more likely to shop at Victoria's Secret Pink, 29% more likely to shop at Old Navy, 22% more likely to stop by Nike Outlet store, and 8% more likely to hit up outlet malls.

**MOMS OF TEENS ARE ACTUALLY A BIT LESS HEALTH AND FITNESS-ORIENTED:** They're 33% less likely to visit cycling studios, 23% less likely to visit Pilates studios, and 18% less likely to visit salad spots.

## EMPTY-NESTERS

### *Our location data confirms that...*

**EMPTY-NESTERS ENJOY HIGH-END CULTURE, MAKING THE MOST OF FREE TIME:** They're 78% more likely than the average female U.S. consumer to frequent opera houses, 24% more likely to visit theaters, and 14% more likely to visit performing arts venues.

**EMPTY-NESTERS LIKE TO COOK, EVEN THOUGH THEY HAVE LESS MOUTHS AT HOME TO FEED:** They're 24% more likely to enjoy farmers markets and 15% more likely to enjoy gourmet shops.

**EMPTY-NESTERS ARE READY TO DECORATE:** They're 31% more likely to browse antique shops, 23% more likely to browse furniture stores, 37% more likely to visit Pier 1, and 31% more likely to stop at Home Goods.

### *What might surprise you is...*

**EMPTY NESTERS VALUE FASHION A BIT MORE, PERHAPS FOCUSING ON THEMSELVES RATHER THAN CHILDREN:** They're fans of department stores like Bloomingdale's, Macy's, Lord & Taylor, and are 18% more likely to shop at boutiques, and 16% more likely to shop at jewelry stores.

**EMPTY NESTERS ENJOY WINE-RELATED TOURISM, PERHAPS ENJOYING ADULT-ORIENTED TRAVEL AFTER YEARS OF KID-FRIENDLY VACATIONS:** They're 36% more likely to be spotted at vineyards, and 24% more likely to be at wineries.

*Editor's Note: We used a sample of users from our consumer apps, Foursquare City Guide and Foursquare Swarm, to generalize the behaviors of a larger grouping of women. New Moms were defined as females visiting baby stores and daycares in the last 6 months. Moms of Young Children were defined as Females visiting elementary and middle schools in the last 6 months. Moms of Teenagers were defined as Females visiting high schools in the last 6 months. Empty-nesters were defined as Females ages 50+ visiting colleges in last 6 months.*



# A Mom-umental Life

In addition to life stages, *lifestyles* are equally important when breaking down audience buckets. Generalized terms like “Working Moms” and “Millennial Moms” are often too broad, failing to distinguish the intricate factors that lead to such classifications. However, breaking down popular cultural beliefs further, let’s take a look five core segments brands should consider.



## WORKING MOMS

### *Our location data confirms that...*

**WORKING MOMS ARE LIKELY TO COMMUTE BY MASS TRANSIT:** They're 35% more likely than the average female U.S. consumer to be seen at metro stations, 33% more likely to be seen at train stations, and 28% more likely to be seen at bus stations.

**WORKING MOMS HAVE STAMINA:** They're 67% more likely to be seen at cycling studios, 48% more likely to visit Pilates studios, 32% more likely to visit boxing gyms, and 12% more likely to visit gyms in general. They appreciate a schedule, favoring boutique studios like SoulCycle, FlyWheel Sports and CorePower Yoga.

### *What might surprise you is...*

**WORKING MOMS ALSO WORK ON THEIR HOMES:** They're more 48% more likely than the average female U.S. consumer to browse Crate & Barrel, 31% more likely to peruse The Container Store, and 27% more likely to browse Ikea.

**WORKING MOMS TAKE A BREAK BETWEEN WORK AND FAMILY TIME TO RECHARGE:** They're wine drinkers, 24% more likely to hang at wine bars, 15% more likely to visit wine shops. They also value self-care, and are 26% more likely to visit massage studios, 25% more likely to visit spas, and 20% more likely to visit nail salons.

**WORKING MOMS KEEP UP WITH FASHION TRENDS AT STYLISH RETAILERS:** They're 59% more likely to visit Anthropologie, 44% more likely to visit Zara, 34% more likely to visit Gap, 32% more likely to visit UNIQLO, and 20% more likely to visit H&M.

## TECH-SAVVY MOMS

### *Our location data confirms that...*

**TECH-SAVVY MOMS TAKE THEIR KIDS TO DIGITALLY-DRIVEN ENTERTAINMENT SPOTS:** They're 21% more likely than the average female U.S. consumer to visit video game stores, 6% more likely to visit arcades, and 24% more likely to visit Dave & Busters.

**TECH-SAVVY MOMS ARE WORKING PROFESSIONALS:** They're often seen at offices, convention centers, meeting rooms, and conference rooms.

### *What might surprise you is...*

**TECH-SAVVY MOMS ARE ALSO BEAUTY ENTHUSIASTS, PERHAPS FINDING INSPIRATION WHILE SCROLLING:** They're 52% more likely to visit perfume shops, 12% more likely to visit cosmetics stores, 60% more likely to visit Sephora, and 11% more likely to visit Sally Beauty Supply.

**TECH-SAVVY MOMS DON'T SPEND ALL OF THEIR TIME INDOORS:** They're actually more likely than the average female U.S. consumer to enjoy the outdoors. Find them at trails, neighborhood parks, national parks, outdoor supply stores.

**TECH-SAVVY MOMS ARE HEALTHY EATERS, FAVORING NUTRITIOUS OPTIONS OVER JUNK FOOD THAT'S SOMETIMES ASSOCIATED WITH THE GAMING OR TECH WORLDS:** They're 28% more likely to shop at health food stores, 28% more likely to stop by salad spots, and 25% more likely to visit juice bars.



## ACTIVE MOMS

### *Our location data confirms that...*

**ACTIVE MOMS ENJOY BOUTIQUE FITNESS IN PARTICULAR:** They're 67% more likely than the average female U.S. consumer to visit CorePower Yoga, 52% more likely to visit Flywheel Sports, 42% more likely to visit SoulCycle +42%, and 30% more likely to visit Barry's Bootcamp.

**ACTIVE MOMS ALSO HAVE ACTIVE KIDS:** Spot them at gymnastics gyms, dance studios, martial arts studios, skating rinks, soccer fields, baseball fields, and gym pools.

### *What might surprise you is...*

**ACTIVE MOMS FUEL UP WITH COFFEE:** They're lovers of Peet's Coffee & Tea and Starbucks, as well as eateries with breakfast options like Corner Bakery Cafe, Pret A Manger, and Le Pain Quotidien.

**ACTIVE MOMS ALSO SAY YES TO INDULGENCES, TREATING THEMSELVES TO SWEETS AFTER A TOUGH WORKOUT:** They're 22% more likely to visit pie shops, 6% more likely to visit donut shops, 5% more likely to visit yogurt shops, and 3% more likely to visit bakeries.

## MILLENNIAL MOMS

### *Our location data confirms that...*

**MILLENNIAL MOMS ARE MUSIC AND NIGHTLIFE FANS:** They're 27% more likely than the average female U.S. consumer to go to music venues, 28% more likely to attend comedy clubs, 34% more likely to hang at whiskey bars, and 29% more likely to enjoy cocktail bars.

**MILLENNIAL MOMS ENJOY ACTIVE EXPERIENCES:** Spy them at climbing gyms, national parks, and trails.

**MILLENNIAL MOMS ENJOY BOUTIQUE FITNESS:** They're 85% more likely to visit cycling studios, 37% more likely to visit boxing gyms, 60% more likely to visit Pilates studios, and 44% more likely to visit yoga studios.

### *What might surprise you is...*

**MILLENNIAL MOMS APPRECIATE OLD SCHOOL ARTS AND CULTURE:** Perhaps commonly perceived as digital connoisseurs, our data shows they're actually more likely than the average female U.S. consumer to appreciate a good old fashioned night at the movies. Rather than being glued to their screens, we found they're more likely to visit art museums and galleries.

**MILLENNIAL MOMS ARE SLIGHTLY LESS INTO BEAUTY:** Despite the rise of beauty bloggers and influencers, we found they may be too busy enjoying experiences to get always get dolled up. They're actually 4% less likely to visit spas, and 3% less likely to visit cosmetic stores.



## MOMS OF MULTIPLE KIDS

### *Our location data confirms that...*

**MOMS OF MANY ARE PRICE-CONSCIOUS, SEEKING DEALS AS THEY SHOP FOR A LARGE HOUSEHOLD:** They're 23% more likely to shop at discount stores, 9% more likely to shop at big box stores, 38% more likely to shop at 99 Cents Only, 21% more likely to shop at Dollar Tree, and 19% more likely to shop at Target.

**MOMS OF MANY ARE NOT BIG ON NIGHTLIFE, OFTEN TOO BUSY TAKING CARE OF THE KIDS FOR A NIGHT ON THE TOWN:** They're 26% less likely to visit hotel bars, 24% less likely to visit whiskey bars, 27% less likely to visit cocktail bars, 18% less likely to visit nightclubs, and 15% less likely to visit karaoke bars.

### *What might surprise you is...*

**MOMS OF MANY ACTUALLY DO TAKE THE TIME TO DIY:** Perhaps looking for a creative or money-saving outlet, spot them at arts & craft stores like Michael's and Joann Fabrics.

**MOMS OF MANY ARE STILL ABLE TO RECHARGE:** They're 26% more likely to work out their stress at boxing gyms, 11% more likely to be found at Gold's Gym, 9% more likely to treat themselves to mani-pedis at nail salons, and 6% more likely to visit spas.

**MOMS OF MANY ARE NOT INTO ORGANIC OR VEGETARIAN:** Perhaps disliking the higher prices, they're 40% less likely to shop at organic grocery stores, and 31% likely to stop by vegetarian restaurants.

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**Editor's Note:** We used a sample of users from our consumer apps, Foursquare City Guide and Foursquare Swarm, to generalize the behaviors of a larger grouping of women. Working Moms were defined as Females with 6+ visits to professional categories (like offices or conference rooms) and motherhood categories in last 6 months. Tech-Savvy moms were defined as Females with 3+ visits to tech-centric venues (like electronics stores) and motherhood categories in last 6 months. Active Moms were defined as Females with 4+ visits to wellness categories (like gyms, salad spots, or organic grocery stores) and motherhood categories in the last 6 months. Millennial Moms were defined as Females 22 - 37 with visits to motherhood categories in last 6 months. Moms of Many were defined as Females with 2+ visits to elementary or preschools and 2+ visits to high schools in last 6 months.

# Mom Knows Best

Price-conscious versus luxury, rural versus urban—when it comes to comparing consumers by economic or regional differences, it's easy to view the variations simply as contenders against each other. Instead, taking a step back to view the full picture of both distinctions *and* shared affinities provides marketers with more opportunities to optimize media spending.



## RURAL VS. SUBURBAN VS. URBAN MOMS

*Places rural, suburban, and urban moms are more likely than the average female U.S. consumer to visit...*



### RURAL MOMS

Outlet Malls  
Walmart  
Pet Stores  
Gas Stations  
Tanning Salons



### SUBURBAN MOMS

Target  
Kohl's  
Flower Shops  
Sam's Club  
Panera Bread



### URBAN MOMS

Whole Foods  
Starbucks  
Jazz Clubs  
Metro Stations  
Anthropologie



### COMMONALITIES

ULTA Beauty  
Walgreens  
Marshalls  
Homegoods  
Michaels

## What might surprise you is...

**URBAN MOMS LIKE TO ESCAPE THE CITY AND GET OUTDOORS:** They're 30% more likely to be seen on walking trails, 28% more likely to visit national parks, 23% more likely to check out gardens, and 36% more likely to stock up on outdoor gear at REI.

**SUBURBAN MOMS ARE LESS INTO GARDENING AND HOME IMPROVEMENT:** They're 20% less likely to be spotted at garden centers, 21% less likely to visit botanical gardens, 8% less likely to visit hardware stores, 6% less likely to visit landscaping centers, and 6% less likely to make a stop at Home Depot.

**RURAL MOMS ARE INTO MEAT-FOCUSED CHAINS:** They're 42% more likely to visit Buffalo Wild Wings, 43% more likely to visit Texas Roadhouse, and 28% more likely to visit LongHorn Steakhouse.

**Editor's Note:** We used a sample of users from our consumer apps, Foursquare City Guide and Foursquare Swarm, to generalize the behaviors of a larger grouping of women. Age ranges have been added for data clarity in this particular section, which includes analyzing square miles. Price-Conscious Moms were defined as Females with 2+ visits of value categories (like discount stores) and motherhood categories in the last 6 months. Luxury Moms have been defined as Females with 2+ visits to luxury categories (like resorts) and motherhood categories in last 6 months. Rural Moms were defined as Females 25 - 50 with 2+ visits to motherhood categories in the last 6 months, by home zip code based on population density from a third party source based on 2010 census data with <1000 people per square mile. Suburban Moms were defined as Females 25 - 50 with 2+ visits to motherhood categories in last 6 months, by home zip code based on population density from a third party source based on 2010 census data with 1000 - 3000 people per square mile. Urban Moms were defined as Females 25 - 50 with 2+ visits to motherhood categories in the last 6 months by home zip code with >3000 people per square mile.

# Mother May I?

*Whether you're a CPG brand looking to target moms, a big box chain looking to connect with household decision-makers, or a financial services brand attempting to help consumers during big life changes—Foursquare can help your business succeed with a media strategy based on location-based insights that go far beyond basic demographics.*

*How can my business best target audiences who are mothers?*

**AUDIENCE SEGMENTATION:** Identify mothers in different life stages with changes in foot traffic patterns, visit frequency, and brand affinities.

**LEVERAGE RICH INSIGHTS:** Understand mothers' lifestyles and unique preferences based on where they go in the real world.

*How can location insights impact my business offerings?*

**PROXIMITY TARGET:** Identify moms in and around store locations to drive them to purchase specific products.

**COMPETITIVE CONQUESTING:** Target moms in and around competitor locations to change their behavior with conquering messaging.

*How can my business best connect with mothers?*

**MOMENT-BASED MESSAGING:** Dynamically optimize messaging and creative to align with prime purchasing moments.

**INFLUENCE BUYER BEHAVIOR:** Reach key audiences on their path to purchase, intercepting and influencing moms' journeys.

*How can my business make the most impactful advertising decisions?*

**MEASURE IMPACT:** Monitor how cross platform advertising is driving visits to store locations (and from what types of consumers), optimizing campaign performance in real-time.

**TAP INTO TRENDS:** Use taste and trend data to identify consumer preferences, creating programs that drive mass personalization.

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