



# FOURSQUARE

## How To Build Smarter Segments

*Four Key Ways To Reach The Right Audiences This Holiday Season Using Location Data*

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

- Segment Based On Real World Behavior
- Align With Your Customers' Lifestyle
- Identify Opportunities To Acquire New Customers
- Boost Share of Wallet From Existing Customers

To learn more about how Foursquare can help your business, visit [enterprise.foursquare.com](https://enterprise.foursquare.com) today.



# A Data-Driven Approach To Segmentation

Foursquare analyzes location data from millions of Americans that make up our growing, first party foot traffic panel. This real world behavioral data powers smarter audience segmentation, letting you pinpoint specific subsets of consumers based on the places they go.

With access to best-in-class location technology, leading brands not only uncover where people go, but also gain visibility into how people make the decisions they do, based on their patterns, preferences, and passion points. This 360 degree view of the consumer is critical for brands to achieve true customer-centricity.

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**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. All data is either anonymized, pseudonymized, or aggregated, and is normalized gains U.S. Census data to remove age, gender and geographical bias. For more information, reach out to us at [enterprise.foursquare.com](mailto:enterprise.foursquare.com) today.*

# 1. Segment Shoppers Based On Their Behavior

The places people go are the best indicator of who they are. Data-driven marketers are building segments based on the places people go in the real world, leveraging location data to ensure they're reaching the right audiences this holiday shopping season.

## DISTINCT TYPES OF GIFT GIVERS

by how much they focus on...



### BUDGET

#### PRICE-CONSCIOUS SHOPPERS

##### WHERE THEY GO

discount stores  
outlet stores  
thrift stores

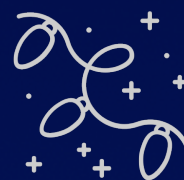


### CONVENIENCE

#### ONE-STOP SHOPPERS

##### WHERE THEY GO

big box stores  
department stores  
shopping malls  
warehouse stores



### ENTERTAINING

#### HOSTS, DIY-ERS & DECORATORS

##### WHERE THEY GO

arts & crafts stores  
paper supply stores  
party goods stores



### PREPARATION

#### PLANNERS

##### WHERE THEY GO

various retailers earlier in  
the holiday shopping  
season

#### LUXURY SHOPPERS

##### WHERE THEY GO

high-end department  
stores & boutiques  
leather goods stores  
jewelry stores

#### SPECIALTY SHOPPERS

##### WHERE THEY GO

shoe stores  
bookstores  
accessories stores  
electronics stores

#### GUESTS BUYING HOSTS GIFTS

##### WHERE THEY GO

flower shops  
wine shops  
gourmet shops

#### PROCRASTINATORS

##### WHERE THEY GO

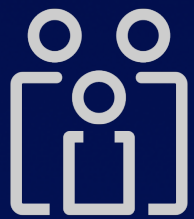
various retailers later in  
the holiday shopping  
season

Interested in Foursquare's location-based behavioral audience segments?  
Email [hi@foursquare.com](mailto:hi@foursquare.com) to access and activate our segments today.

## 2. Align With Your Customers' Lifestyle

Location serves as a useful proxy for lifestyle, revealing shoppers' patterns, preferences, and passion points based on the places they spend their most valuable asset — their time. Tailor targeting strategies to intercept consumers in the places they go when they're not shopping.

### LOCATION-BASED LIFESTYLE SEGMENTS



#### PARENTS

##### WHERE THEY GO

playgrounds, toy stores, kids stores, baby stores



#### WELLNESS ENTHUSIASTS

##### WHERE THEY GO

yoga studios, cycle studios, gyms, fitness centers



#### BEAUTY MAVENS

##### WHERE THEY GO

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



#### SPORTS FANS

##### WHERE THEY GO

football stadiums, sports bars, hockey arenas



#### PROFESSIONALS

##### WHERE THEY GO

business centers, conventions, conference rooms, offices



#### MUSIC LOVERS

##### WHERE THEY GO

concert halls, music venues, amphitheaters



#### ERRAND RUNNERS

##### WHERE THEY GO

gas stations, post offices, banks, drug stores



#### OUTDOORS ENTHUSIASTS

##### WHERE THEY GO

hiking trails, parks, mountains, forests, lakes



#### FOODIES

##### WHERE THEY GO

gourmet shops, grocery stores, farmers markets



#### TRAVELERS

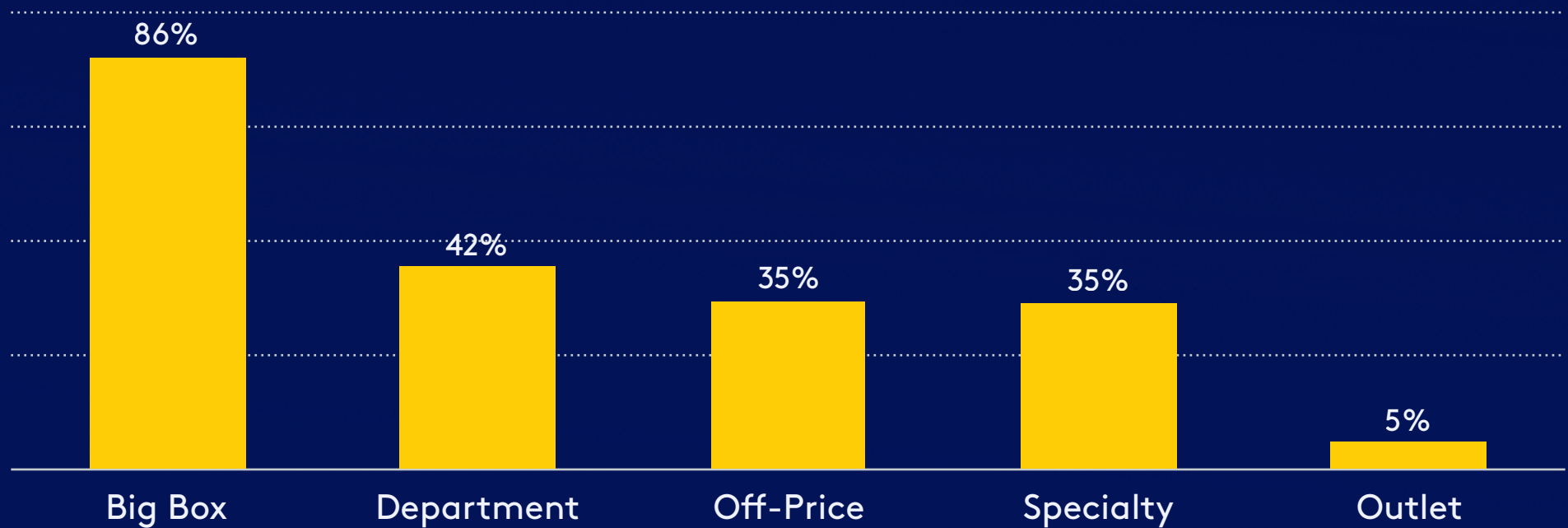
##### WHERE THEY GO

airports, hotels, resorts, rental cars, baggage claims

### 3. Find Opportunities To Acquire New Customers

Win net new customers by targeting category shoppers who do not currently visit your store, stealing share from competitors with greater penetration.

#### HOLIDAY SHOPPER PENETRATION BY CATEGORY



#### KEY LEARNINGS:

- Big box stores like Walmart and Target see the greatest holiday penetration by a wide margin, with more than **85%** of holiday shoppers visiting a big box store at least once between Black Friday and Christmas.
- Nearly **half** of holiday shoppers visit department stores like Nordstrom and Macy's at least once over the holidays.
- Off price stores and specialty stores see similar holiday penetration, with **more than 1/3** of holiday shoppers visiting these categories at least once over the holidays.
- Only **5%** of holiday shoppers visited outlet stores during the holiday season.

Looking to track specific competitors' penetration and other key foot traffic patterns?

Want to target the category shoppers who are not currently visiting your stores?

Email [hi@foursquare.com](mailto:hi@foursquare.com) today for custom competitive insights reports and audience segments.

*Methodology: Penetration indicates proportion of consumers who visited a given category, out of all shoppers who visited any of these categories, at least once between Black Friday and Christmas 2018.*

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## 4. Win Share From Other Places Customers Shop

Location data unlocks unique intelligence on cross-shopping, enabling brands to steal share of wallet from the other places existing customers shop over the holidays

### HOLIDAY CROSS-SHOPPING\*

Consumers who shop at → who also shop at...	Big Box	Department	Off Price	Specialty	Outlet
Big Box		83%	82%	81%	83%
Department	41%		51%	55%	55%
Off Price	34%	43%		45%	52%
Specialty	33%	46%	45%		66%
Outlet	5%	7%	8%	10%	

\*Read from the top. e.g. 41% of big box holiday shoppers also visited department stores

#### KEY LEARNINGS:

- Given big box stores' significant penetration, it comes as no surprise that other retail categories all have the highest audience overlap with these stores over the holidays (from **81-83%**).
- Big box has greater holiday shopper overlap with off-price than with specialty, whereas department & outlet stores have greater audience overlap with specialty than with off-price.
- Retail categories across the board had the lowest audience overlap with outlet stores, reaching only **~10%**. Outlet stores actually had the lowest overlap with off-price stores, seeing greater overlap with big box, department and specialty.

Looking to track your audience overlap with specific competitors?

Want to target shoppers visiting both your stores and competitors' with tailored messaging?

Email [hi@foursquare.com](mailto:hi@foursquare.com) today for custom competitive insights reports and audience segments.



## 4 Key Ways To Drive Smarter Segmentation

Looking to gain a competitive edge this holiday season? Make sure your strategies are grounded in real world behavioral data. Drive customer-centricity with a deep understanding of your existing customers, and of your target audience.

- **Segment Shoppers Based on Real Behavior** - Identify different types of holiday shoppers using their patterns & preferences, whether they're shopping for themselves or for loved ones
- **Leverage Location To Align With Their Lifestyle** - Tailor targeting to intercept consumers in the places they go when they're not shopping, showing how your brand fits into their lifestyle
- **Identify White Space To Acquire New Customers** - Win category shoppers from competitors with the highest penetration
- **Steal Share From Other Places Existing Customers Shop** - Conquest from the competitors with the greatest audience overlap

A woman wearing a black hijab is shown from the chest up. She is holding a red and white disposable coffee cup to her lips with her left hand and a smartphone in her right hand. The background is a blurred indoor setting. The entire image has a dark blue overlay.

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

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or email us at [hi@foursquare.com](mailto:hi@foursquare.com) today.