



Foursquare Insights: Tracking Return To Office Trends

Last Updated
December 2021

FOURSQUARE

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Overview & Methodology

People are on the move. Yet, not necessarily heading back into the office. Will we see a return to normalcy in the work place next year?

We've examined foot traffic and self-reported survey data to understand why some people are reluctant to head back to the office, though life outside of the office has generally returned to normal.

In this report, we take a closer look at foot traffic patterns of in-office professionals vs. remote professionals in recent months (May - October 2021).

Foursquare analyzes consumer behavior based on foot traffic data from the 13M+ Americans that make up our always-on panel. All data is anonymized, aggregated and normalized against U.S. Census data to remove any age, gender or geographical bias.



Definitions

In-Office Professionals is defined as Americans who visited an office at least 3+ times within the analysis period (May - October 2021).

Remote Professionals is defined as Americans who visited an office at least 1+ time prior to the analysis period, but have not visited an office at all during the analysis period (May - October 2021).

Indexed Foot Traffic: We've examined foot traffic trends on a national level and use indexed foot traffic to demonstrate the relative growth or decline in visits to different types of places, where visits during the first month = 100.

Penetration is calculated as the percentage of Americans who visited a given category or chain at least one time during that analysis time frame (May - October 2021).

Indexed Affinities indicate 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.



Key Learnings & Trends



Professionals in the South are most likely to return to the office, while professionals in the Northeast are more likely to be working remotely.

Our data verifies that offices in the South are seeing roughly 1/3 of total office traffic in the U.S., while offices in the Northeast account for less than 20% of total office traffic in the country. If we take a closer look by sector, recruiting agencies and real estate offices are seeing roughly 1/2 of total visits in the South.



Millennials & Gen X professionals are mostly likely to return to the office.

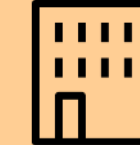
Professionals ages 25-44 account for 1/2 of total office visits in recent months. In fact, this trend is even more pronounced for tech companies and real estate offices - both are seeing an even higher share of office traffic amongst employees ages 25-44 relative to other sectors.



Men may be more likely to return to the office than women.

Location data verifies that office traffic heavily skews male, while female professionals only account for 40% of office traffic in recent months. This trend is even more apparent in certain industries such as tech companies.

Amongst female professionals, those working law and non-profits are slightly more likely to return to the office vs. women in other sectors.



Professionals in urban areas are perhaps more likely to return to their place of work compared to other professionals.

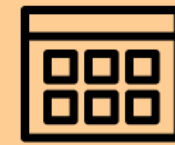
Foot traffic to metro stations has continued to pick up amongst in-office professionals in recent months, while visits to gas stations remains relatively low amongst this audience, likely indicating that urban dwellers are relying on public transit to commute to work.

Key Learnings & Trends (cont.)



Remote professionals are almost just as likely to dine out, travel, visit a gym and attend live events as in-office professionals, and in some cases are more likely.

In fact, most non-work places (including restaurants, bars, hotels & airports) are seeing an even higher share of traffic from remote professionals ages 18-24 than in-office professionals of the same ages group. This indicates that younger consumers aren't necessarily working remotely in an effort to avoid crowded / public places.



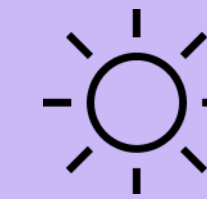
Many employers have adopted hybrid work schedules for in-office employees.

Location data verifies that some in-office professionals are still working from home on certain days of the week. In fact, offices are seeing a higher share of weekly traffic Tuesday - Thursday, but seeing slightly less visits on Monday and Friday. This could mean that some in-office professionals still prefer to start or end their work week from home.



Remote professionals are more likely to stay local.

Remote professionals are typically traveling less distance on average to visit the same types of non-work places that remote professionals are visiting -- such as restaurants, bars, grocery stores, gyms and liquor stores. This likely means that remote professionals are relying on local shops & services closer to home to run errands, dine out and exercise.



Warmer weather has a positive impact on remote & in-office professionals' propensity for non-work activities.

People are more active in the summer. In fact, most non-work places, including restaurants, bars and airports all saw a slight uptick in visits during the summer months (especially in July), indicating that all professionals (regardless of where they're working) are generally more 'out and about' as the weather improves.

Let's take a closer look at
the professional landscape
in the United States.

Amongst Americans who are currently employed, roughly 2/3 have reportedly returned to their office

According to a survey of consumers in Foursquare's always-on panel in October 1 - December 2 2021:

33%

of survey respondents say they're currently working remotely

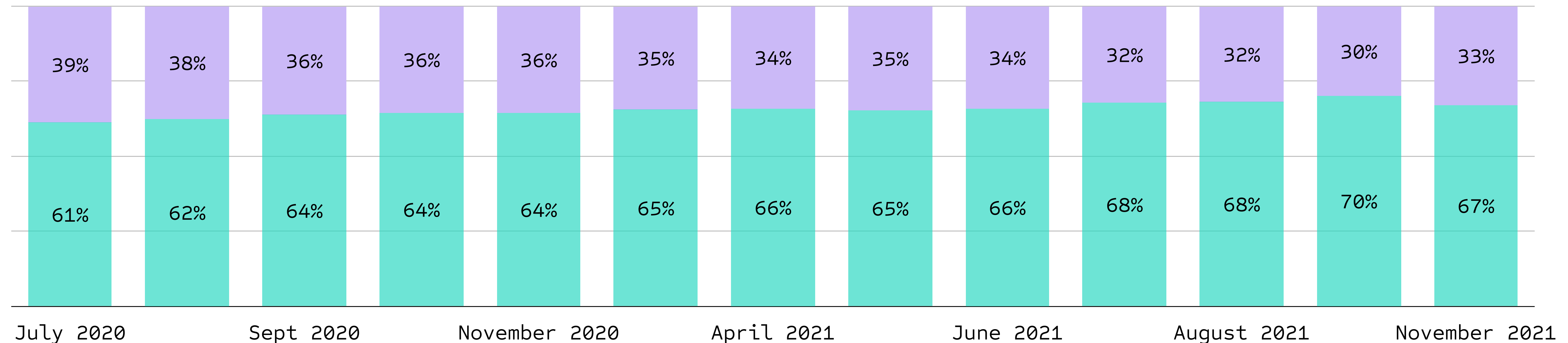


A majority of employed Americans have returned to their office in the past 12 months

67%

of survey respondents have reportedly returned to their office between October 1 - December 2 2021

Returned To Office Working Remotely

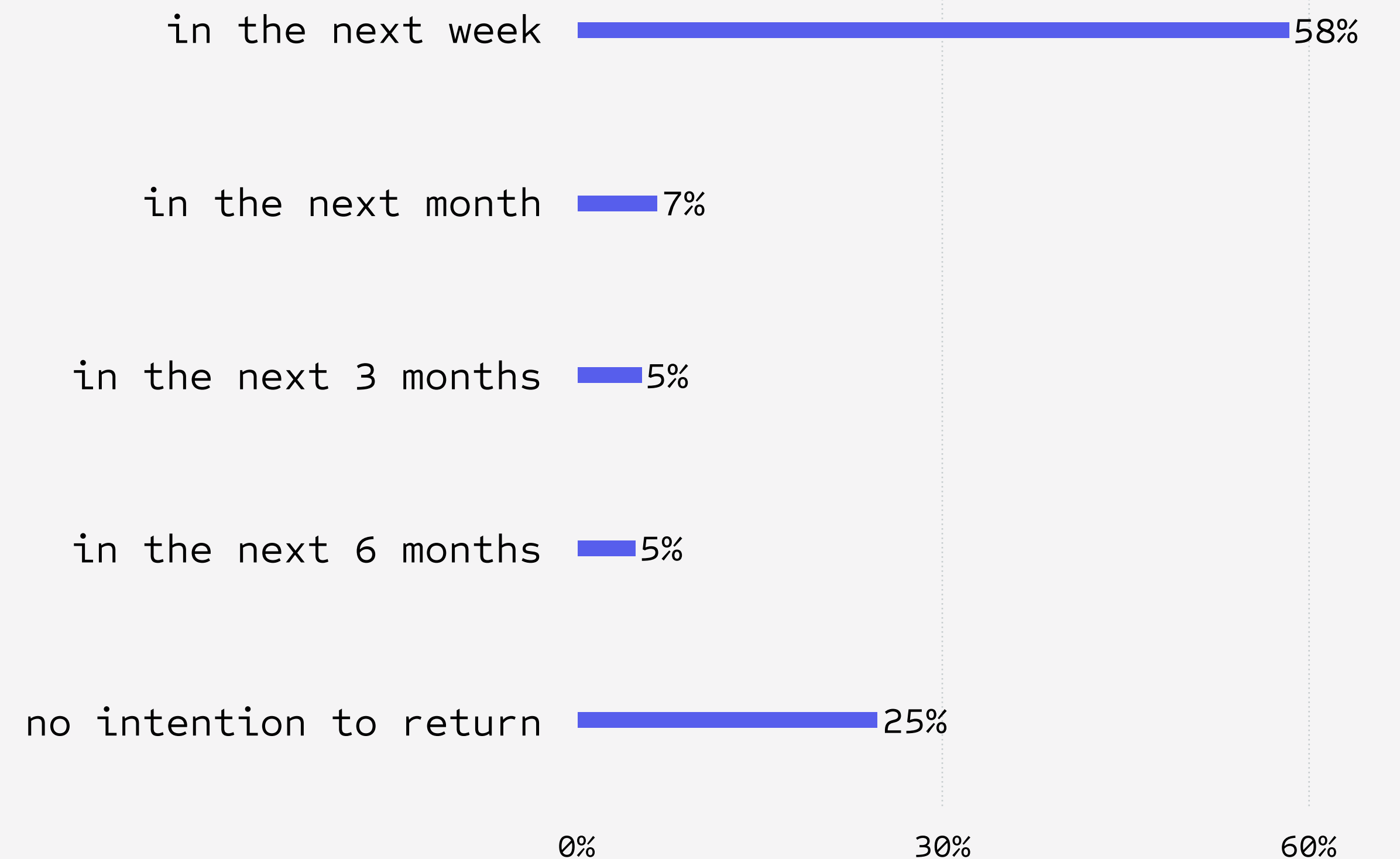


In fact, roughly 2/3 of employed Americans intend to return to their office **within the next month**

According to a survey of consumers in Foursquare's always-on panel in October 1 - December 2 2021:

65%

of survey respondents reportedly plan to return to their office within the next month



Let's take a closer
look at the **in-office**
professionals

Roughly 1/4 of Americans have returned to offices in recent months

Insight: While 67% of Americans report in survey data that they've returned to their office, location data reveals that only 23% of Americans visited an office 3+ times between May through October 2021, indicating that people may be overstating their office presence. This discrepancy highlights the importance of utilizing observed behavioral data in addition to (or instead of) reported behavioral data.



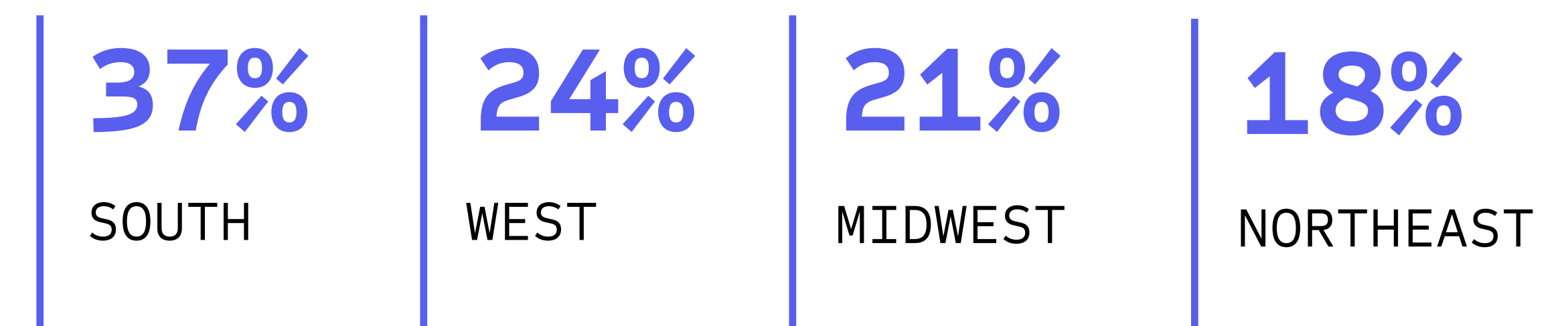
Foursquare data reveals that roughly **23%** of Americans visited an office at least **3+ times** between May - October 2021.

Offices in the **South** are seeing roughly 1/3 of total office visits in the U.S.

Insight: Offices in the Northeast are seeing the smallest share of total office traffic in the country (less than 20%), indicating that professionals in this region may be more likely to work remotely compared to professionals in other regions.



Share of Office Visits By Region:

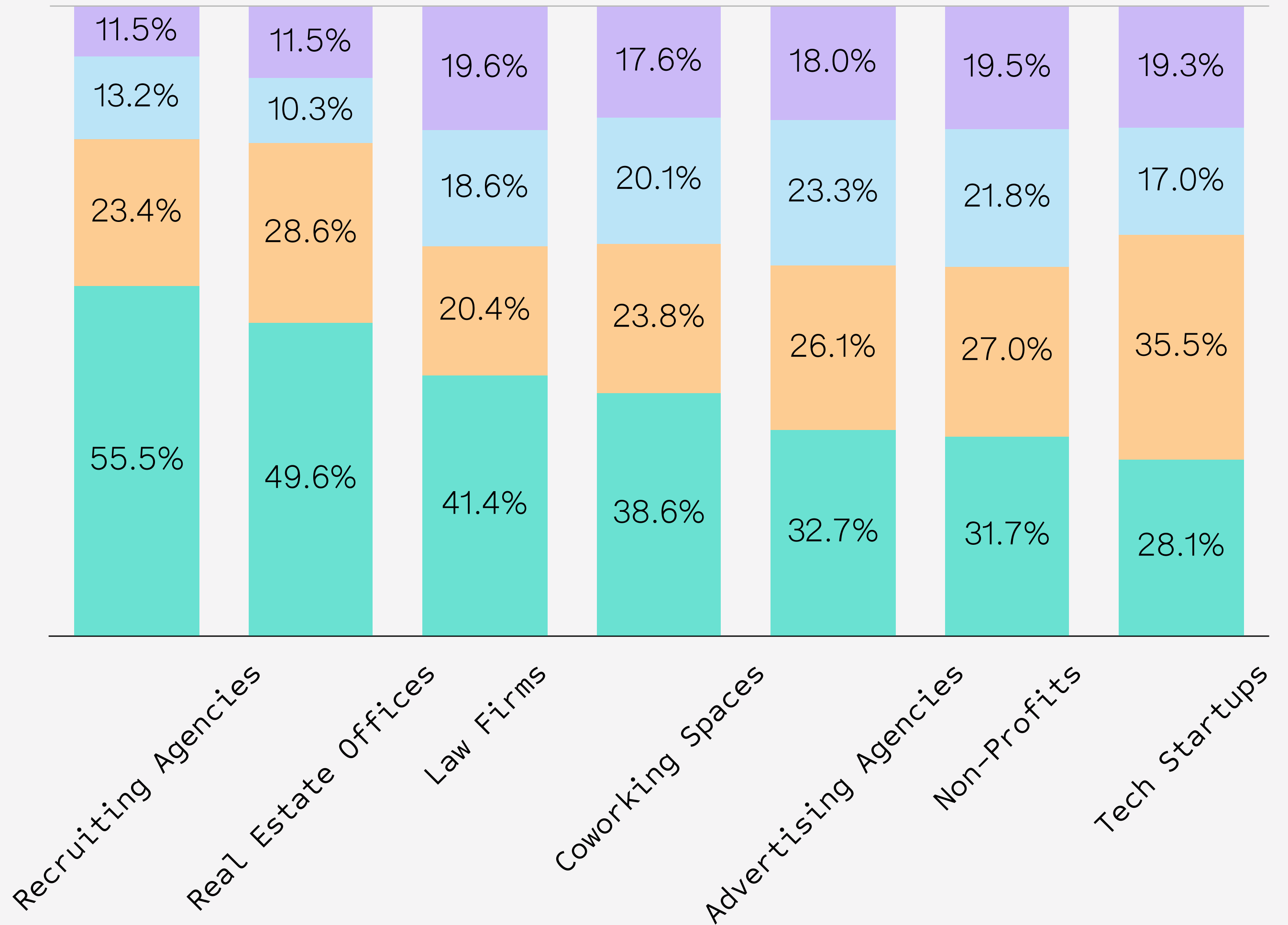


Offices across most sectors are seeing a relatively higher share of total traffic in the **South** compared to other regions

Insights:

- **Recruiting agencies and real estate offices** are seeing roughly 1/2 of total traffic in the **South**.
- **Tech companies** are unsurprisingly seeing roughly 1/3 of total traffic in the **West**.
- Offices across all sectors are seeing less than 10% of total traffic in the **Northeast**, perhaps indicating that many professionals in this region are working remotely.

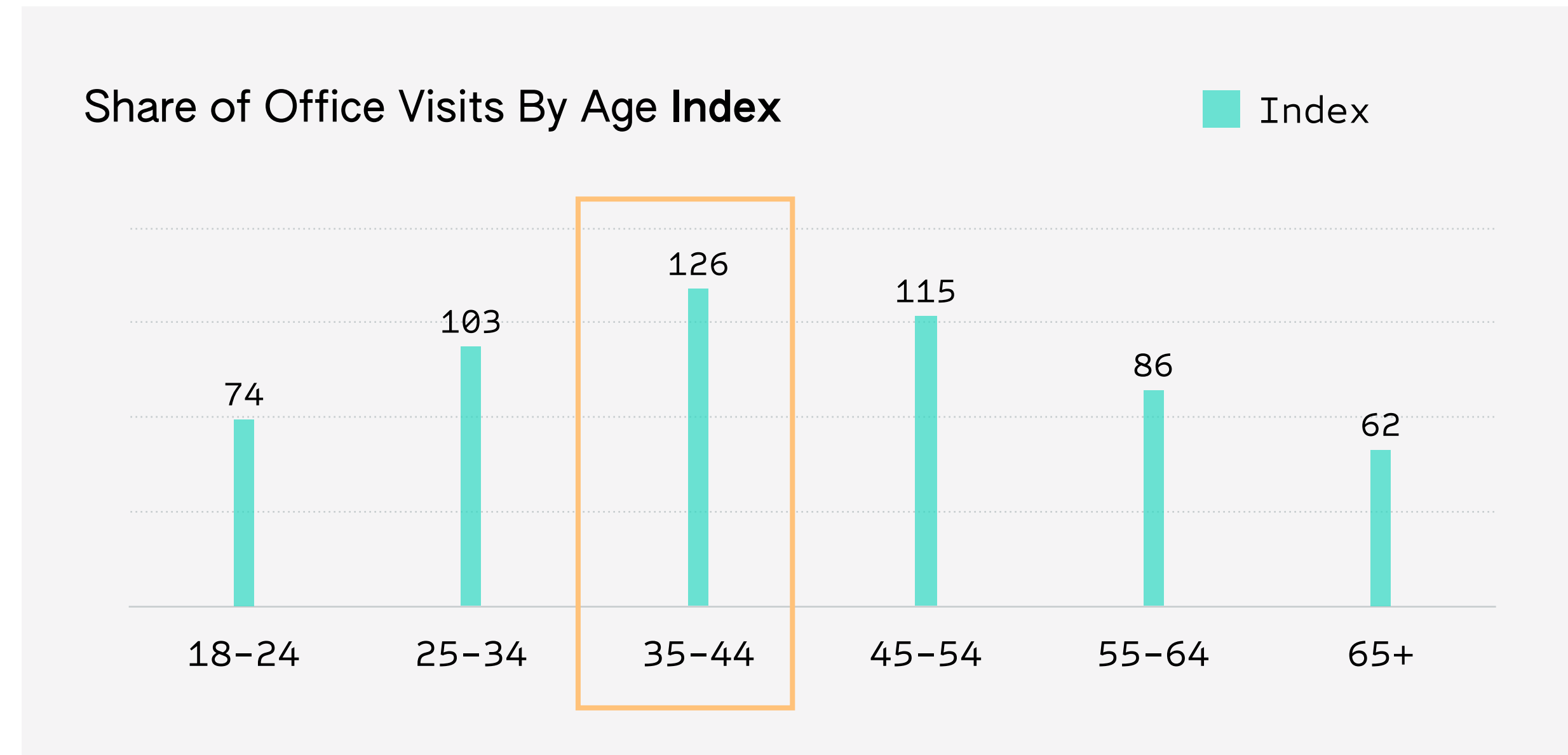
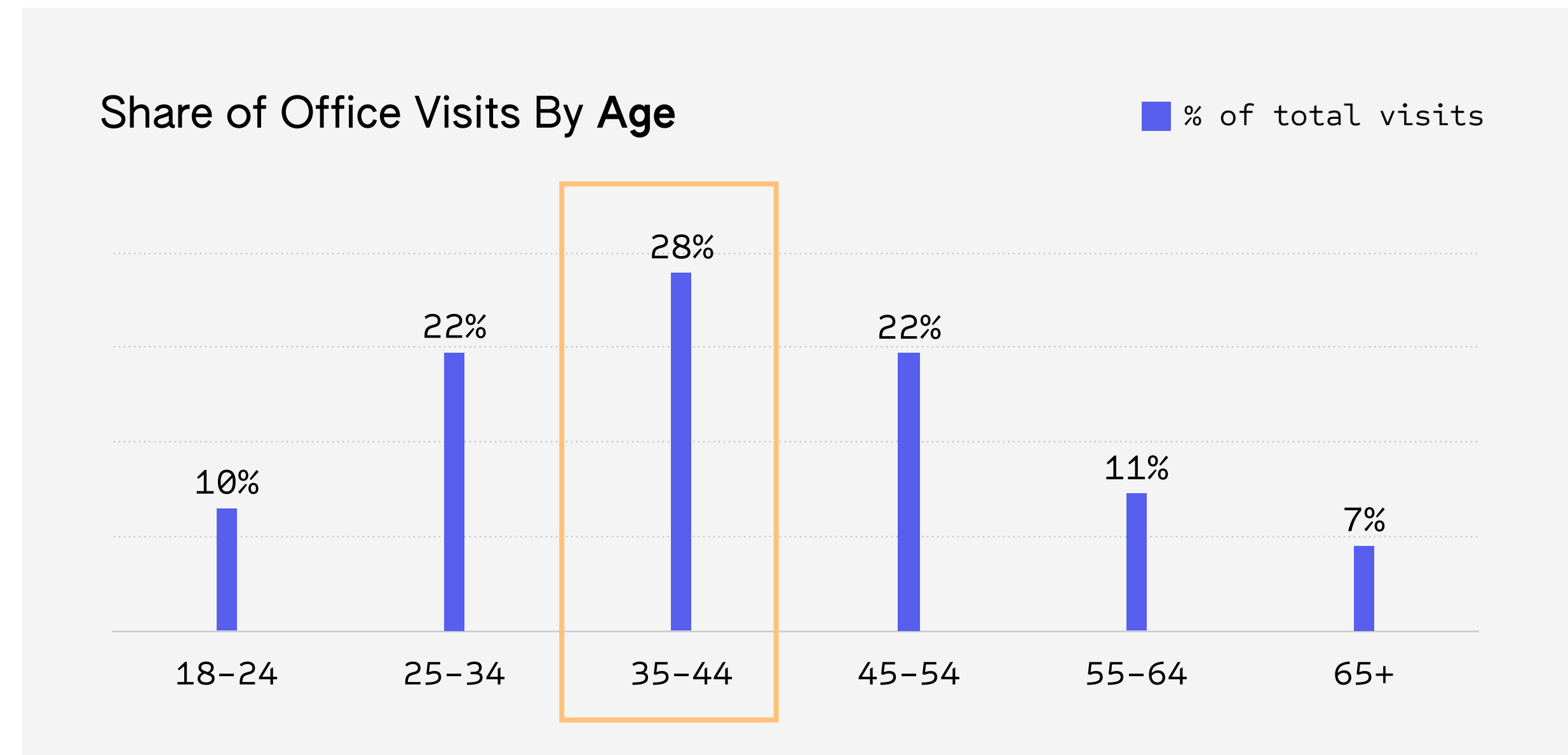
Share of Office Visits By **Region**



Offices are seeing the highest share of traffic from **professionals, ages 35-44**.

In fact, this age group over-indexes most vs. Foursquare's overall panel.

Insight: Millennials and Gen X professionals, ages 25-44 account from 1/2 of total office traffic in recent months.



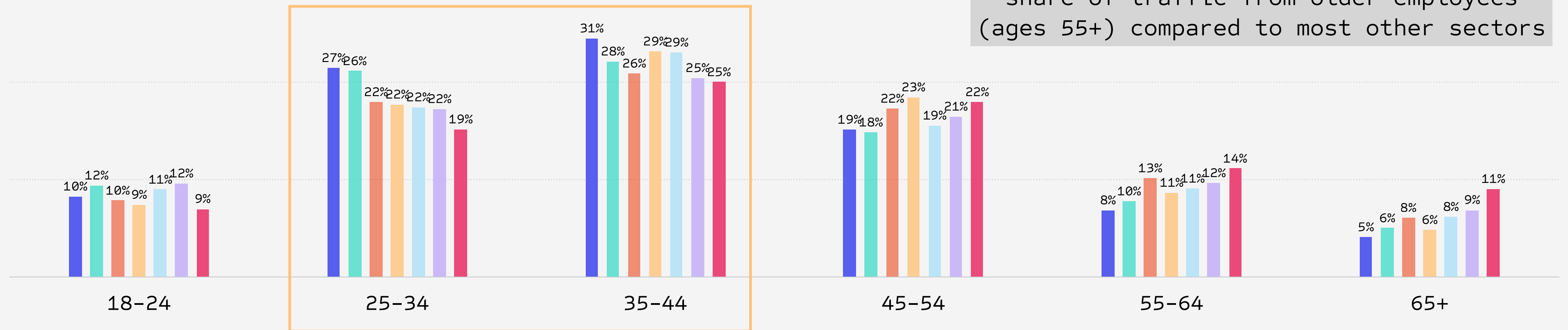
Millennials & Gen X in-office professionals (ages 25-44) are likely working in **technology** or **real estate**

Share of Office Visits By Age

- Tech Startups
- Advertising Agencies
- Recruiting Agencies
- Law Firms
- Real-Estate Offices
- Coworking Spaces
- Non-Profits

Tech startups and real estate offices are seeing a relatively higher share of total traffic from younger employees (ages 25-44) compared to other sectors

Law firms are seeing a relatively higher share of traffic from older employees (ages 55+) compared to most other sectors

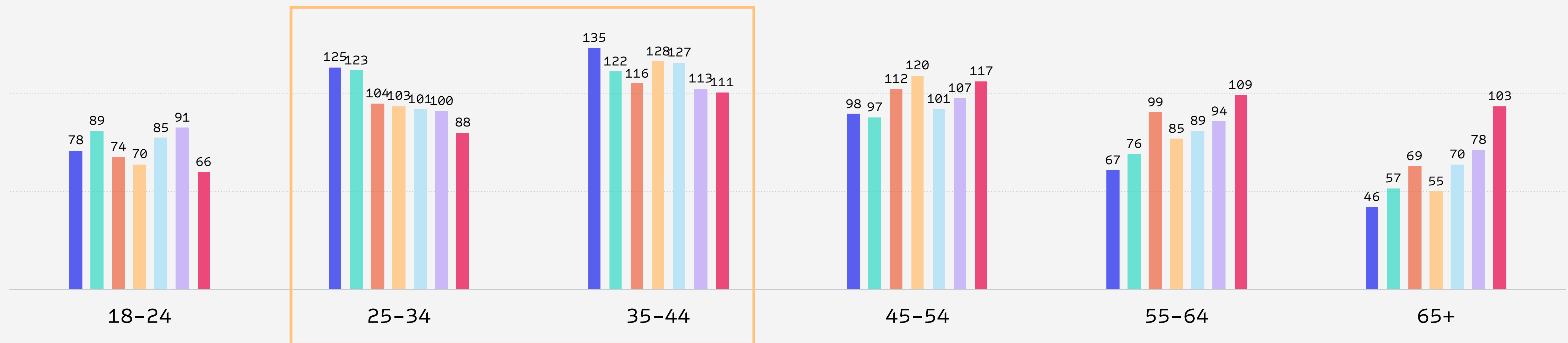


In fact, **Millennial tech & real estate professionals** over-index most vs. Foursquare's overall panel

Share of Office Visits By Age **Index**

- Tech Startups
- Real-Estate Offices
- Advertising Agencies
- Coworking Spaces
- Recruiting Agencies
- Non-Profits
- Law Firms

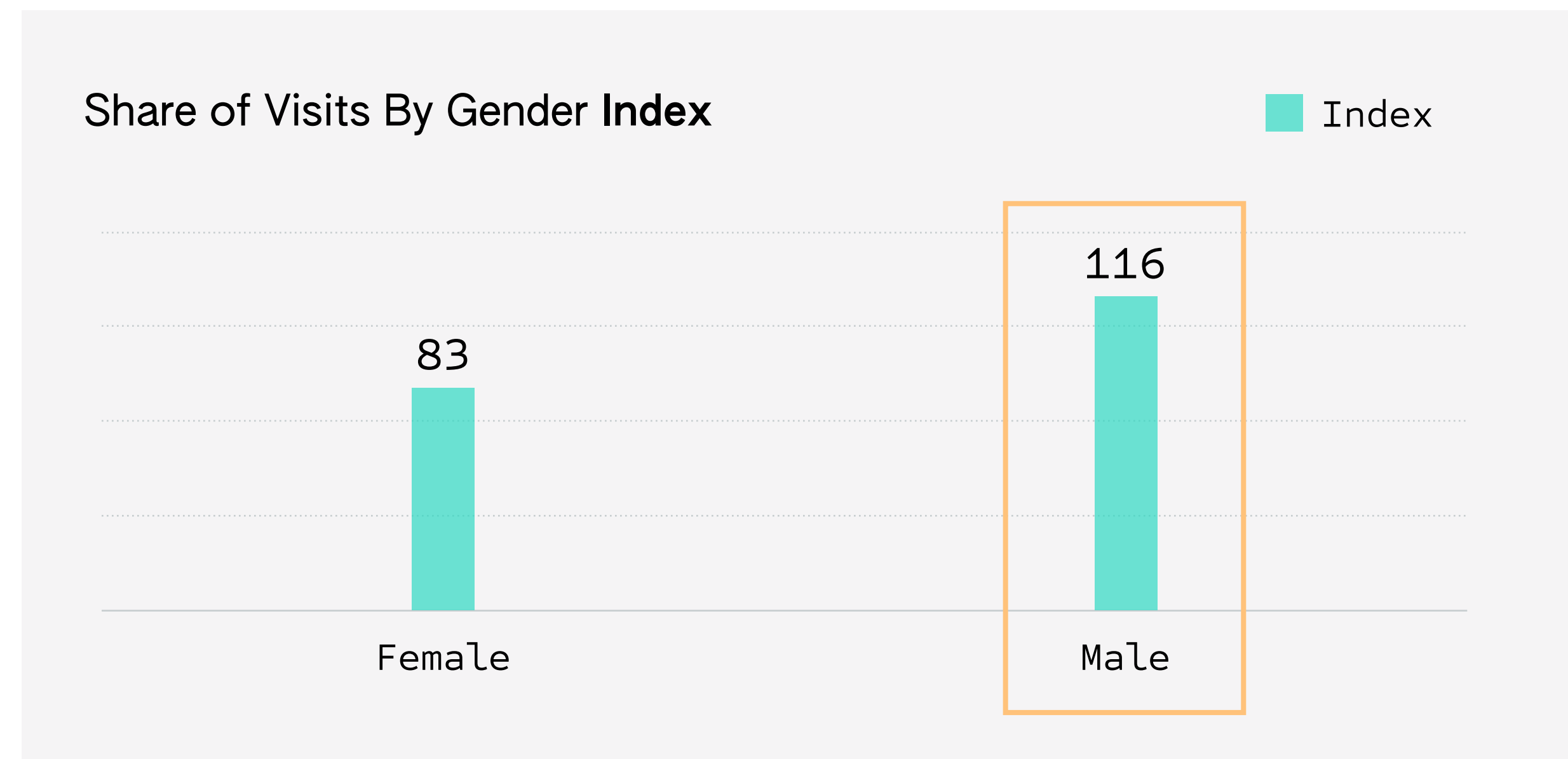
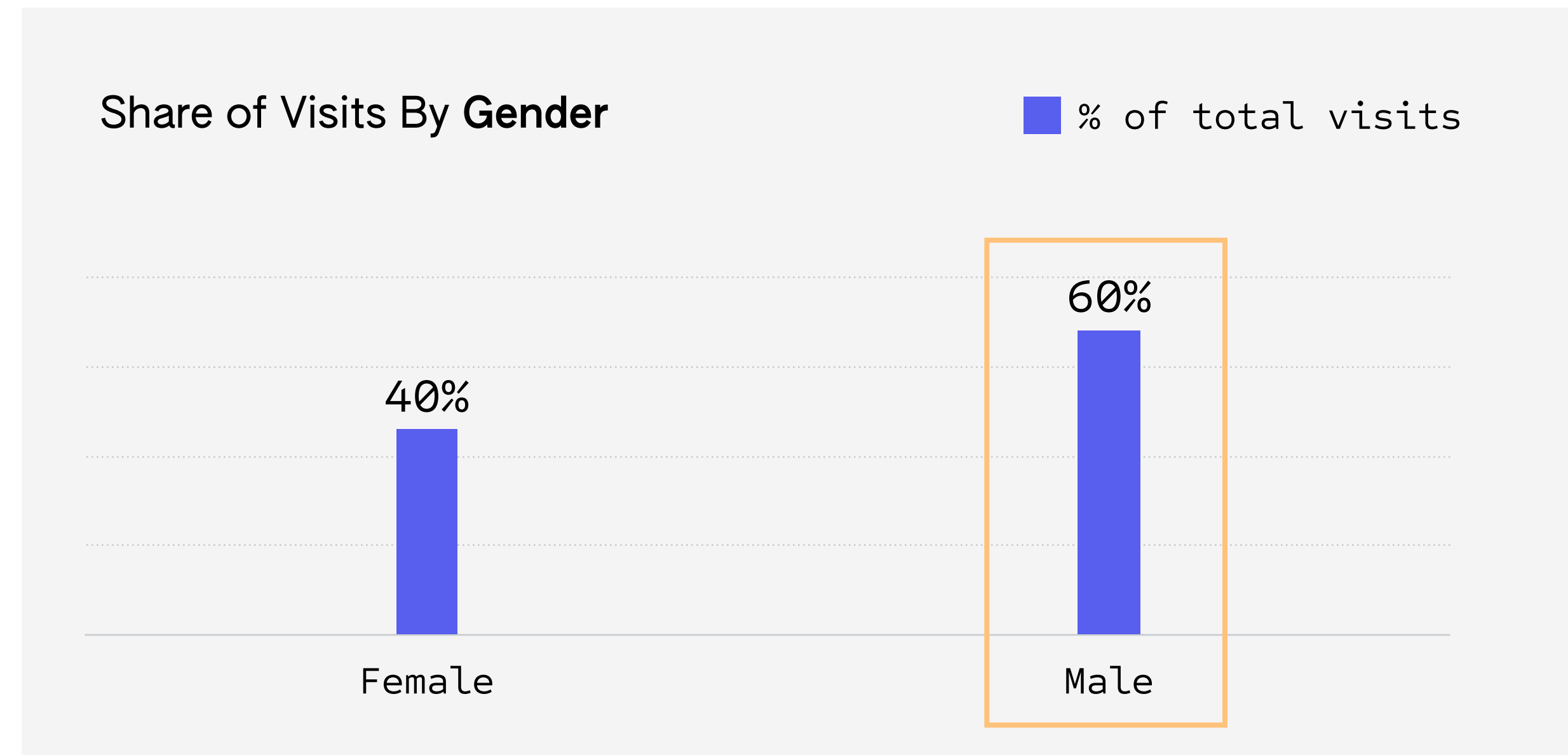
Millennial tech & real estate (in-office) employees over-index most vs. Foursquare's overall panel



Offices are seeing the majority of traffic from **male employees**.

In fact, male in-office professionals over-index vs. Foursquare's overall panel

Insight: Male employees account for **60%** of total office visits in recent months, indicating that men are perhaps more comfortable and/or willing to return to their place of work compared to women.



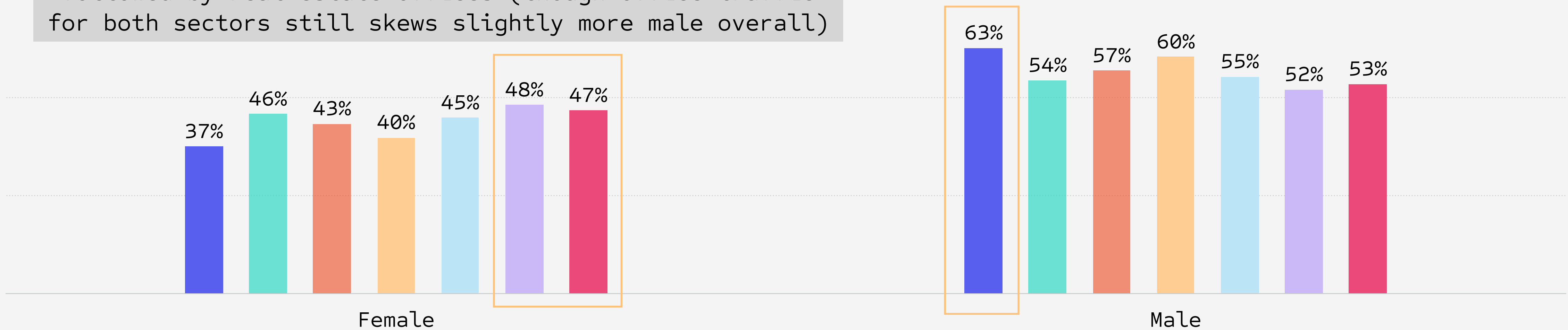
The majority of in-office professionals across all industries are **male employees**;
 In-office **female employees** likely work in law, not-for-profit or real estate

Share of Office Visits By Gender

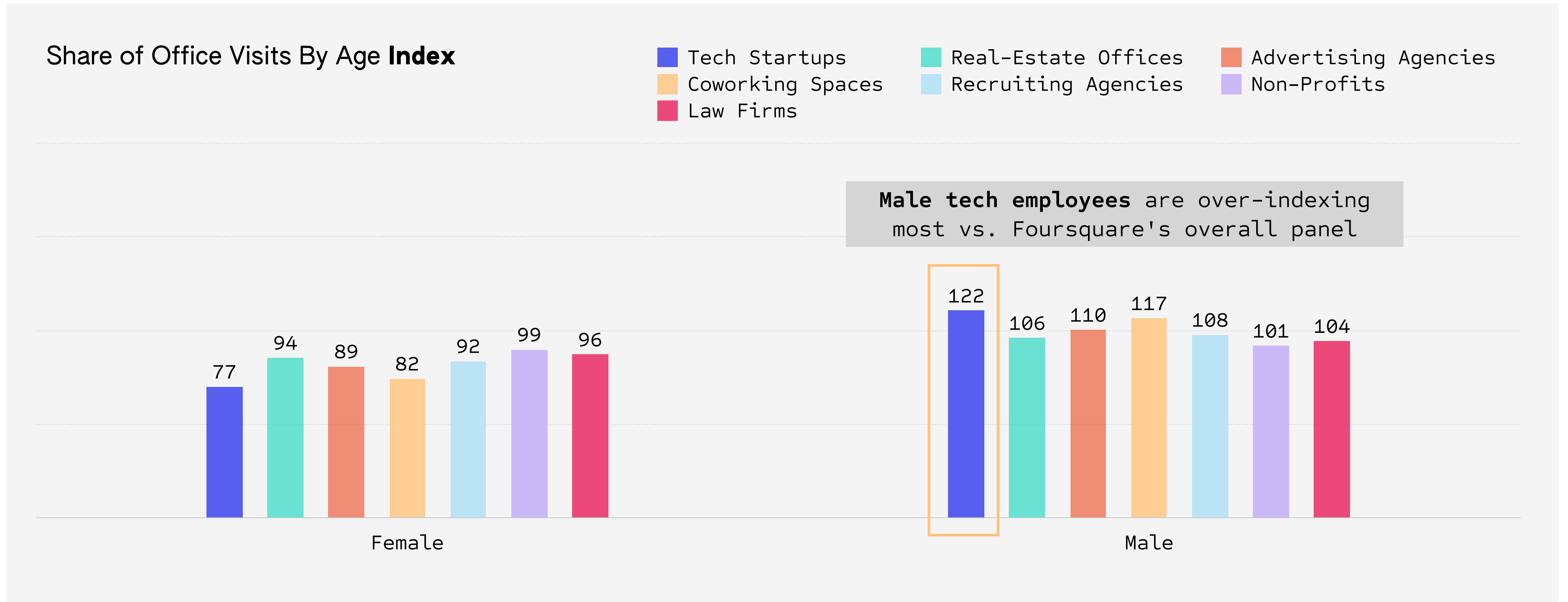
- Tech Startups
- Real-Estate Offices
- Advertising Agencies
- Coworking Spaces
- Recruiting Agencies
- Non-Profits
- Law Firms

Non-Profits and **law firms** are seeing a relatively higher % of total traffic from **women** compared to other sectors, followed by real-estate offices (though office traffic for both sectors still skews slightly more male overall)

Tech companies are seeing an even higher share of total traffic from **male employees** compared to other sectors



Across all sectors, **male in-office employees** over-index vs. Foursquare's overall panel; Male tech employees over-index most vs. Foursquare's overall panel



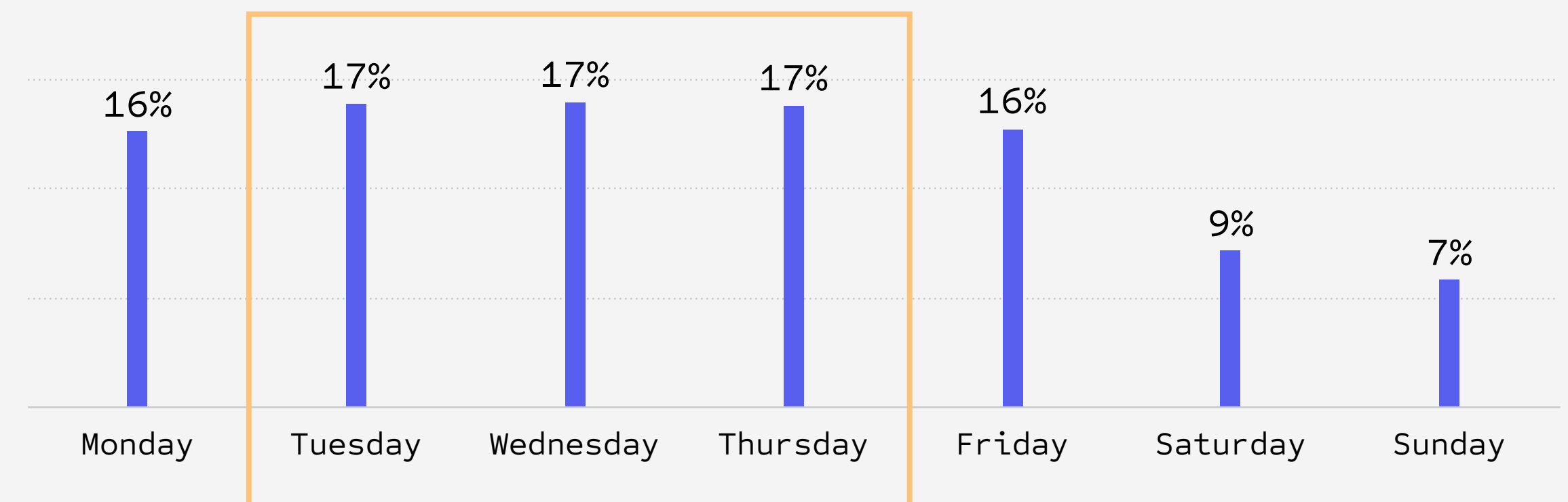
In-office professionals are likely still **working from home** on certain days of the week

Not all in-office workers are commuting to the office 5 days per week. In fact, offices are seeing a higher share of traffic **Tuesday through Thursday**, and less traffic on Monday and Friday, perhaps indicating that in-office professionals may be working on a hybrid schedule, and more likely to work remotely on Mondays and Fridays.

Offices are seeing some traffic on **weekends**, perhaps coming from real estate offices where people frequently work weekends.



Share of Office Visits By Day of Week

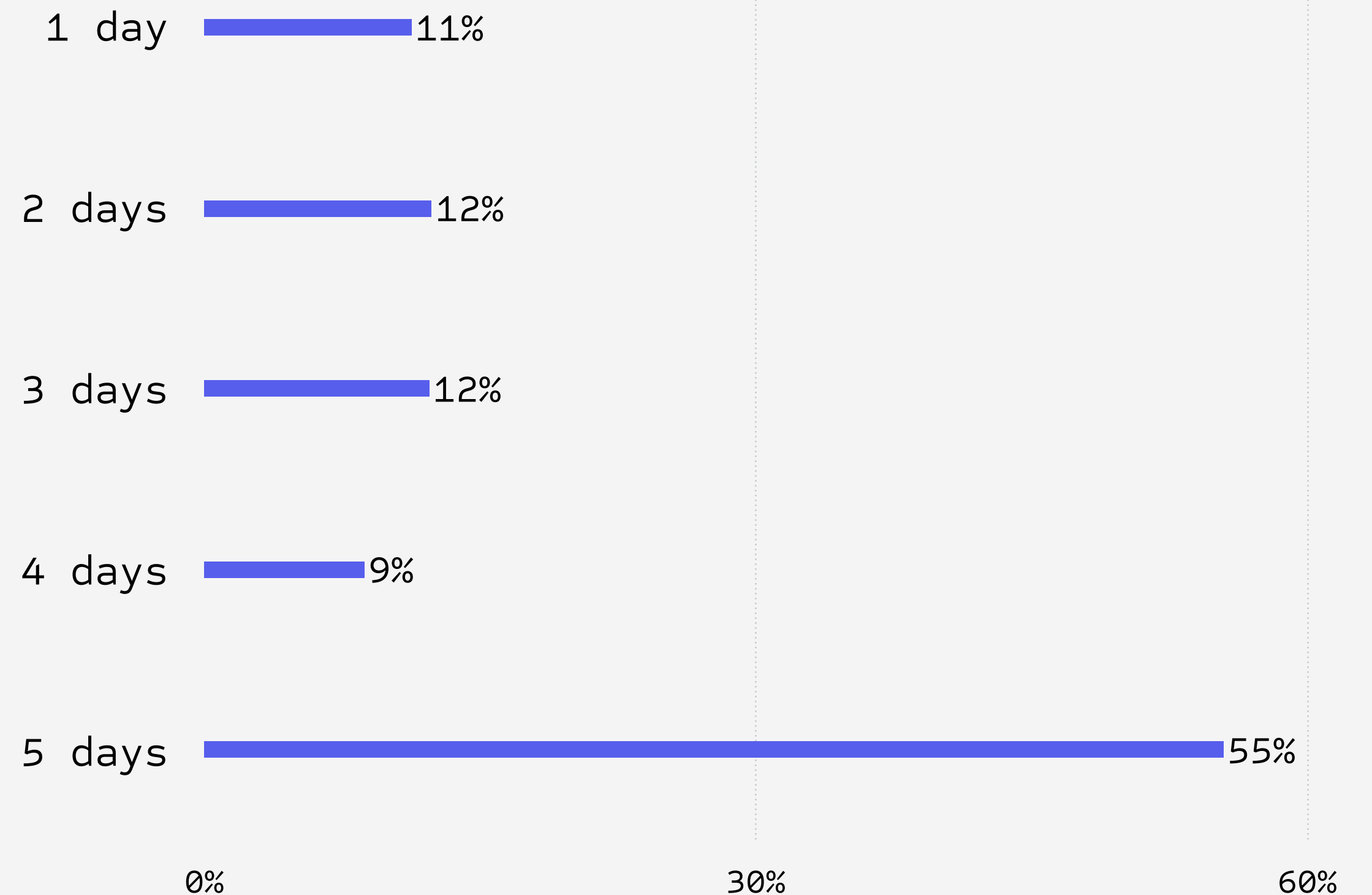


In fact, 44% of employed professionals are reportedly visiting the office between **1-4 days per week**

According to a survey of consumers in Foursquare's always-on panel in October 1 - December 2 2021:

55%

of survey respondents are reportedly visiting (or intend to visit) their place of work **5 days per week**.



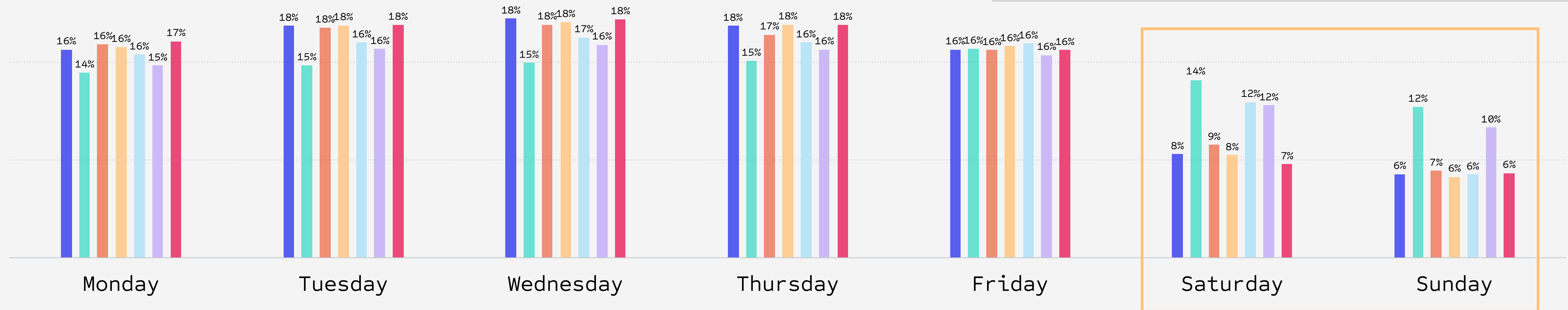
Professionals across most industries are likely only visiting the office on certain week days; Real estate professionals are visiting their offices on weekends.

Share of Office Visits By Day of Week

- Tech Startups
- Coworking Spaces
- Law Firms
- Real Estate Offices
- Recruiting Agencies
- Non-Profits
- Advertising Agencies

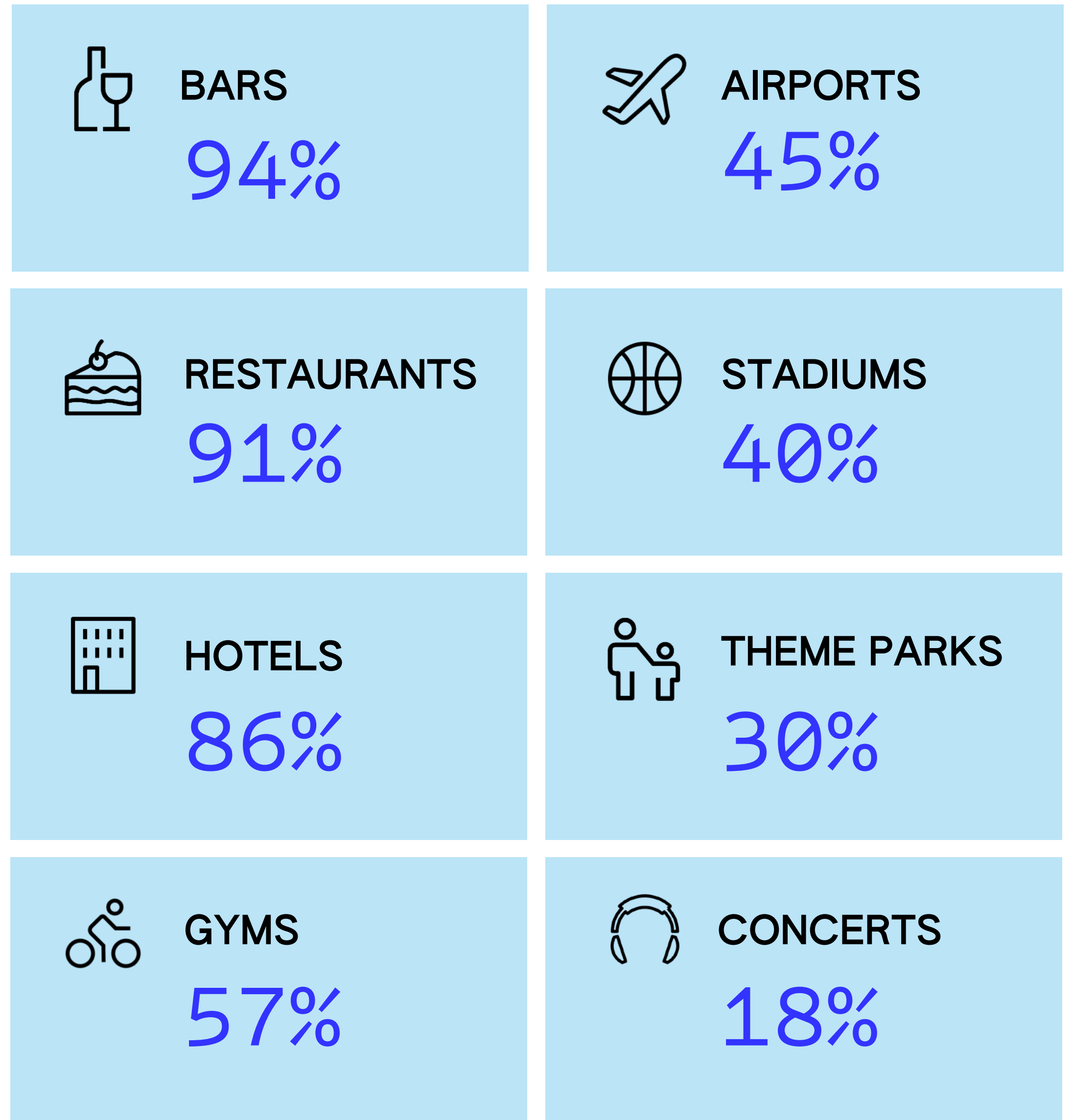
Lawyers, tech & advertising professionals are all likely working from their offices **Tuesday through Thursday**

Real estate professionals are most likely visiting their offices on **weekends**. In fact, real estate offices are seeing roughly 1/4 of total weekly traffic during the weekend



In-office professionals have returned to their usual non-work activities: dining out, travel, fitness & live events

% of returned-to-office Americans who visited the following places at least 1x in the past 6 months:



The large majority of in-office professionals are consistently **dining out & traveling** each month.

Insight: Between 88-96% of in-office professionals visited a bar, restaurant or hotel each month between May - October 2021.

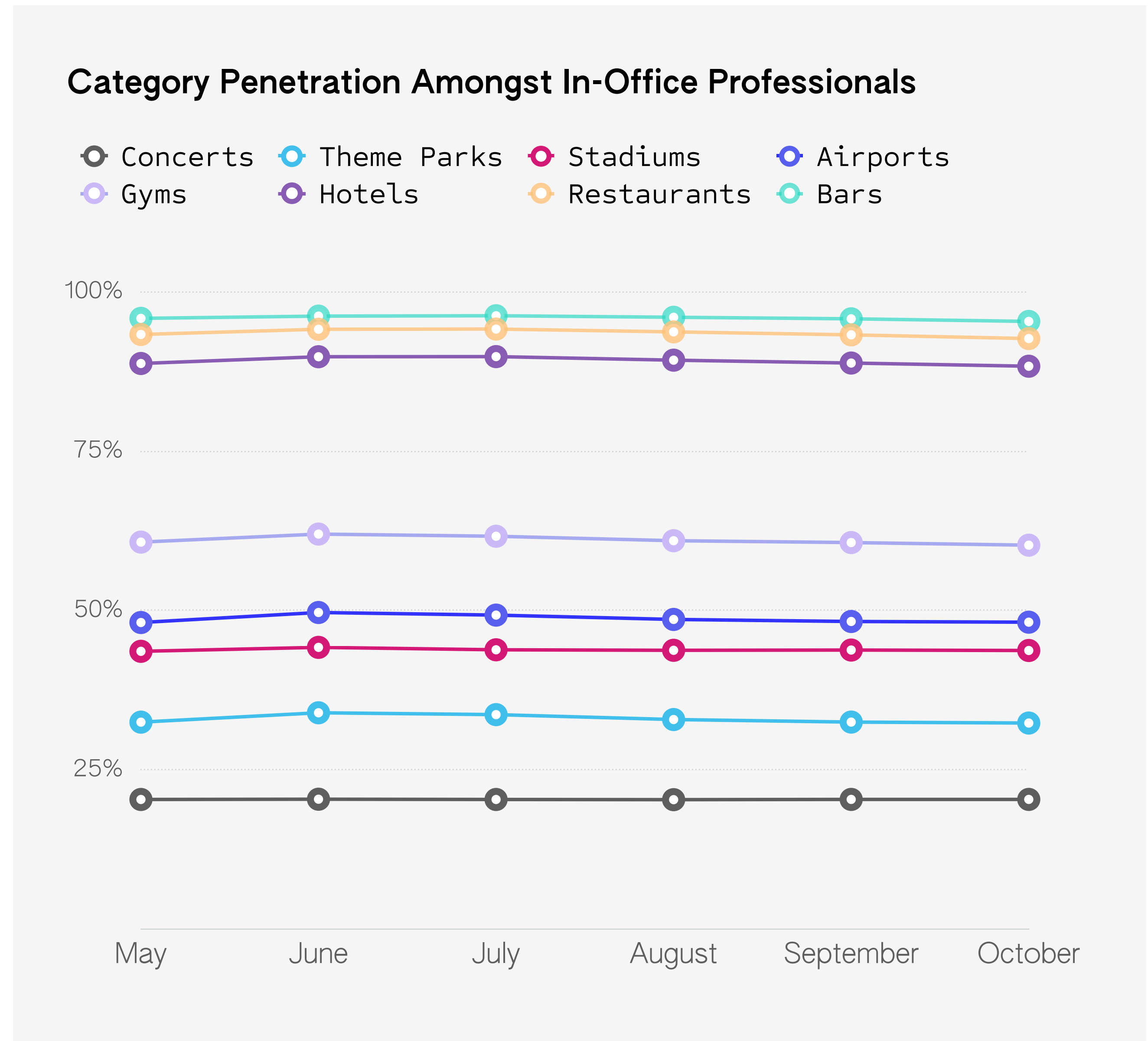


Chart illustrates penetration (% of in-office professionals who visited each category) by month between May 2021 - October 2021.

Older in-office professionals have a higher propensity to travel, while **younger in-office professionals** are more likely to shop & attend live events

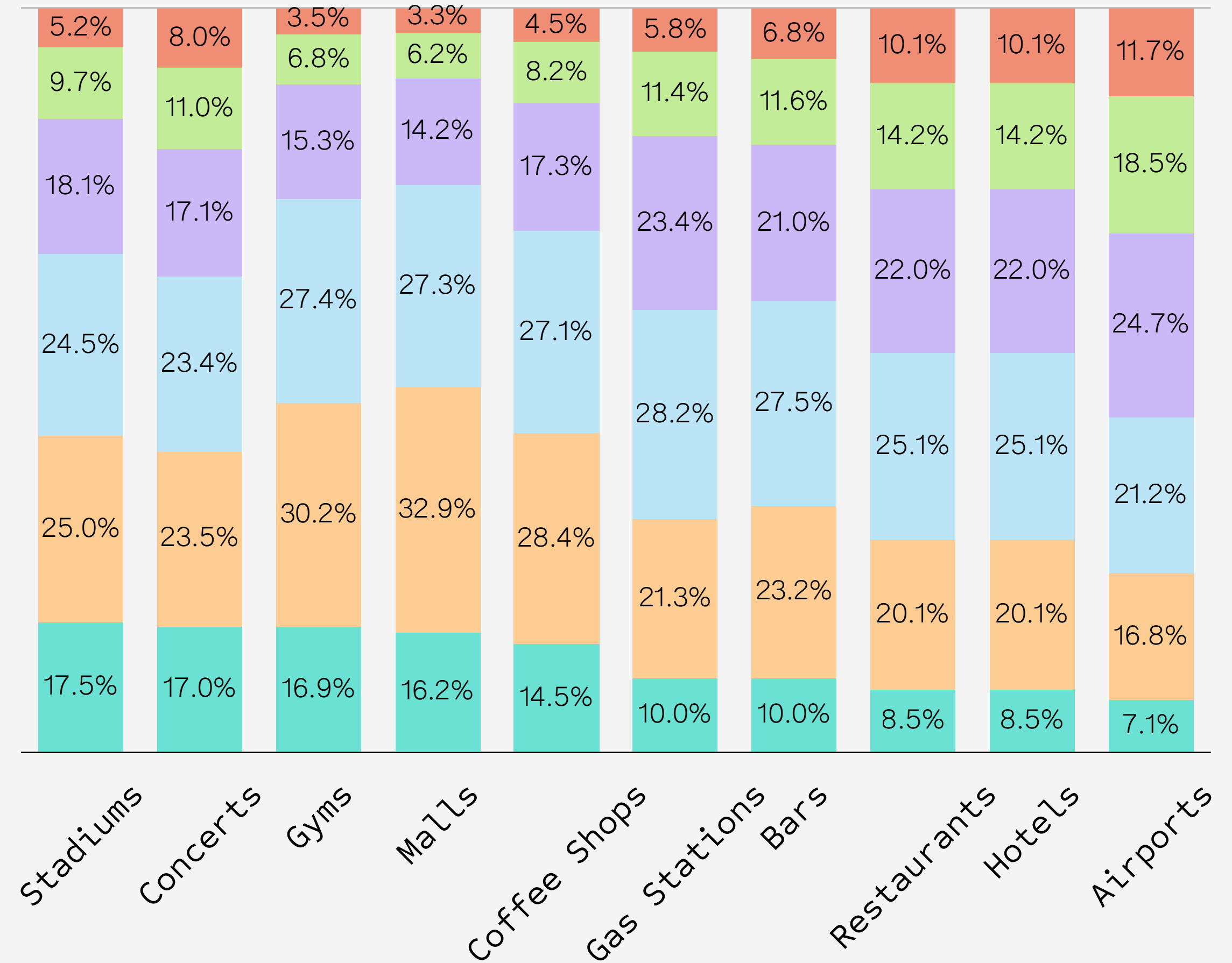
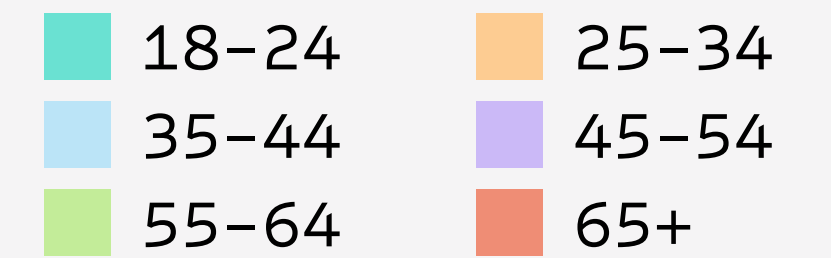
Insights:

Older in-office professionals may have a higher propensity to travel (perhaps for business). Amongst in-office professionals, airports are seeing a relatively higher share of total traffic from people ages 55+ compared to younger audiences, ages 18-34.

Gyms, stadiums and concert venues are all seeing a relatively higher share of total visits from younger in-office professionals, **ages 18-34** compared to other age groups.

Bars and restaurants are seeing roughly 1/4 of total traffic from Gen X in-office professionals, **ages 35-44**.

Share of Visits By Age



In-office professionals were **dining out &** attending **happy hours** even more than usual during the summer months

Indexed foot traffic amongst in-office professionals

- Bars
- Grocery Stores
- Restaurants
- Coffee Shops
- Liquor Stores

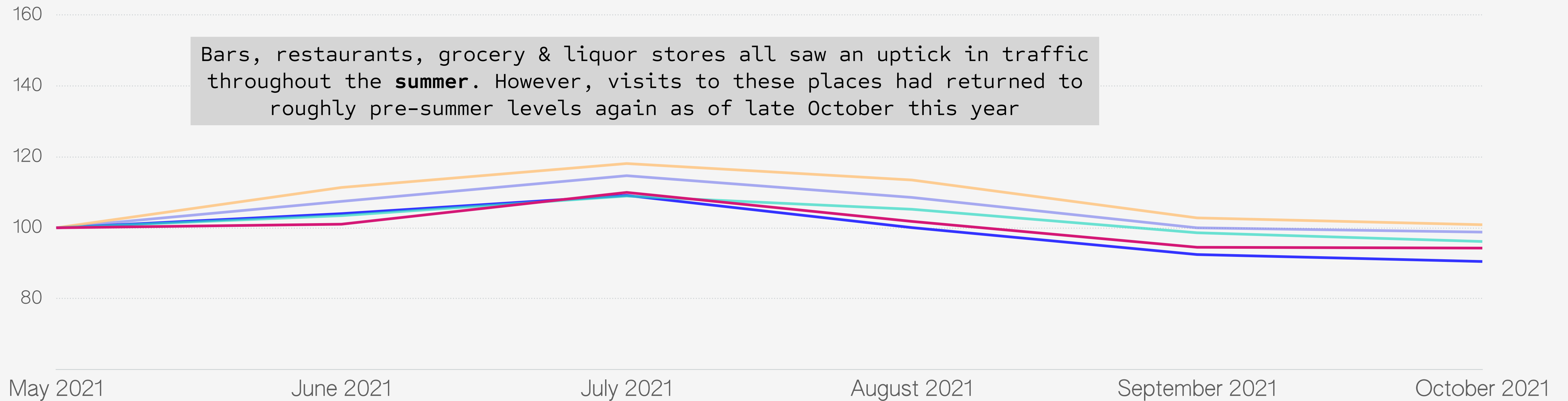
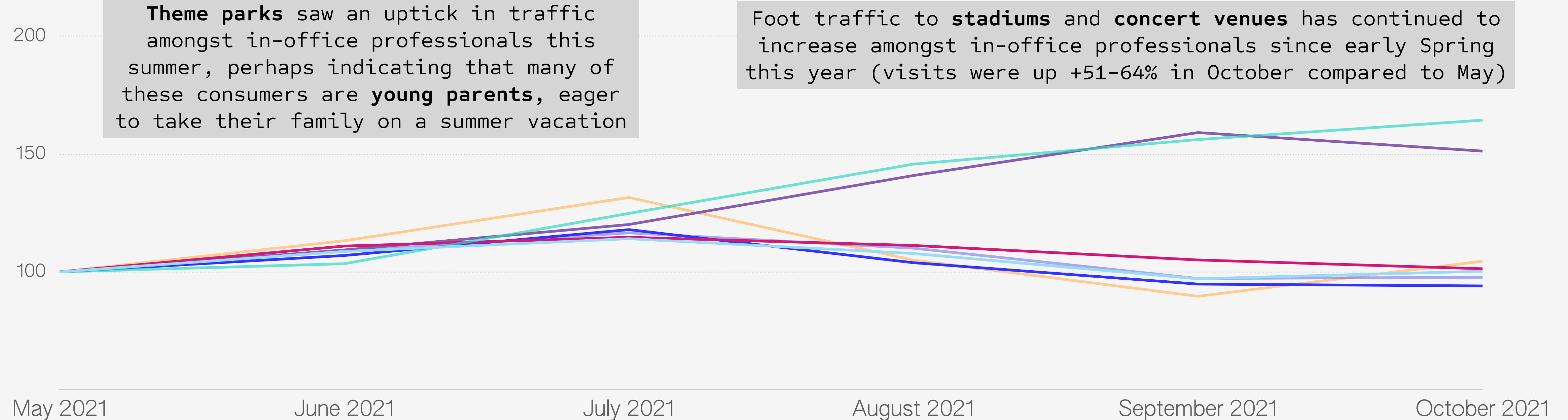


Chart illustrates indexed foot traffic to various places, where visits in May 2021 = 100. We've used rolling 7 monthly averages to account for fluctuations over time.

In-office professionals have been eager to return to live **sporting events & concerts**

Indexed foot traffic amongst in-office professionals

- Airports
- Hotels
- Theme Parks
- Concert Venues
- Shopping Malls
- Stadiums
- Gyms



Theme parks saw an uptick in traffic amongst in-office professionals this summer, perhaps indicating that many of these consumers are **young parents**, eager to take their family on a summer vacation

Foot traffic to **stadiums** and **concert venues** has continued to increase amongst in-office professionals since early Spring this year (visits were up +51-64% in October compared to May)

Chart illustrates indexed foot traffic to various places, where visits in May 2021 = 100. We've used rolling 7 monthly averages to account for fluctuations over time.

In-office professionals are likely **urban dwellers**, relying on public transit to commute to their offices; Fewer in-office professionals are commuting by car in recent months

Indexed foot traffic amongst in-office professionals

Gas Stations Metro Stations Train Stations

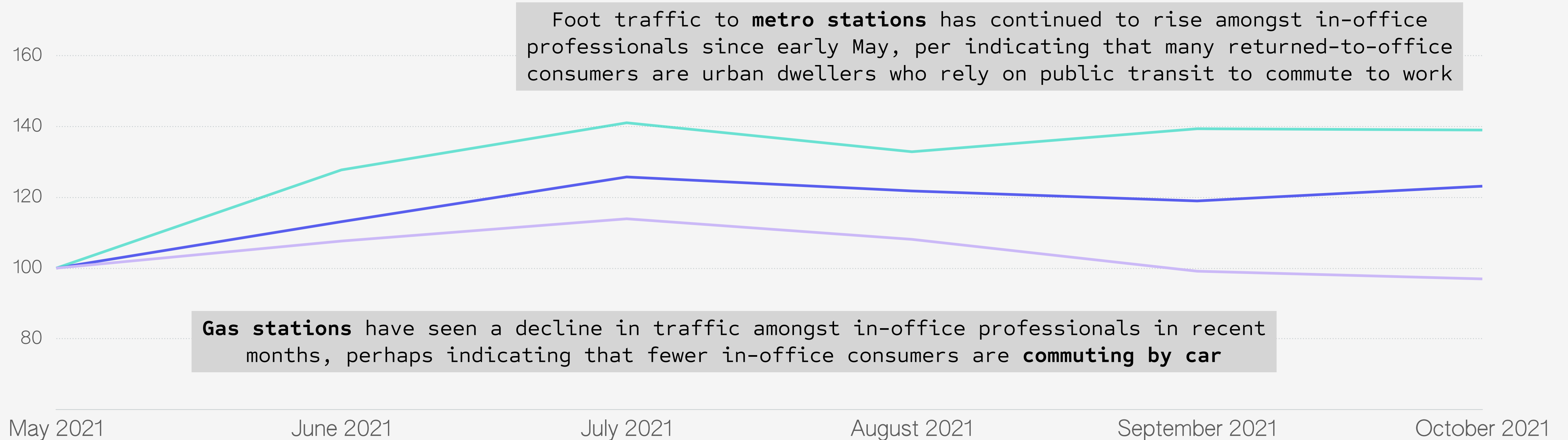


Chart illustrates indexed foot traffic to various places, where visits in May 2021 = 100. We've used rolling 7 monthly averages to account for fluctuations over time.

Let's take a closer look at
remote professionals

Many remote professionals are likely **working remotely by choice**

According to a survey of consumers in Foursquare's always-on panel in October 1 - December 2 2021:

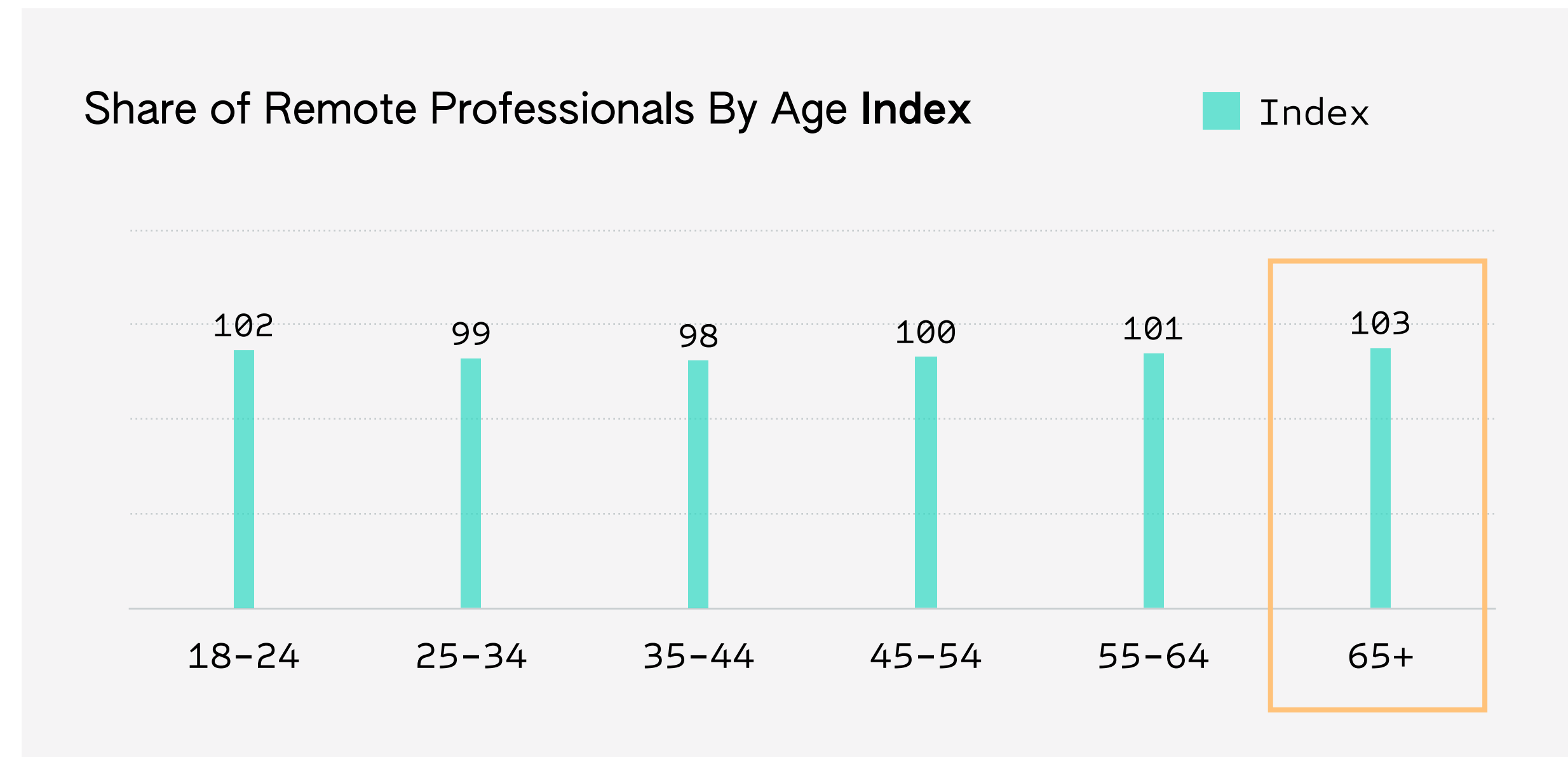
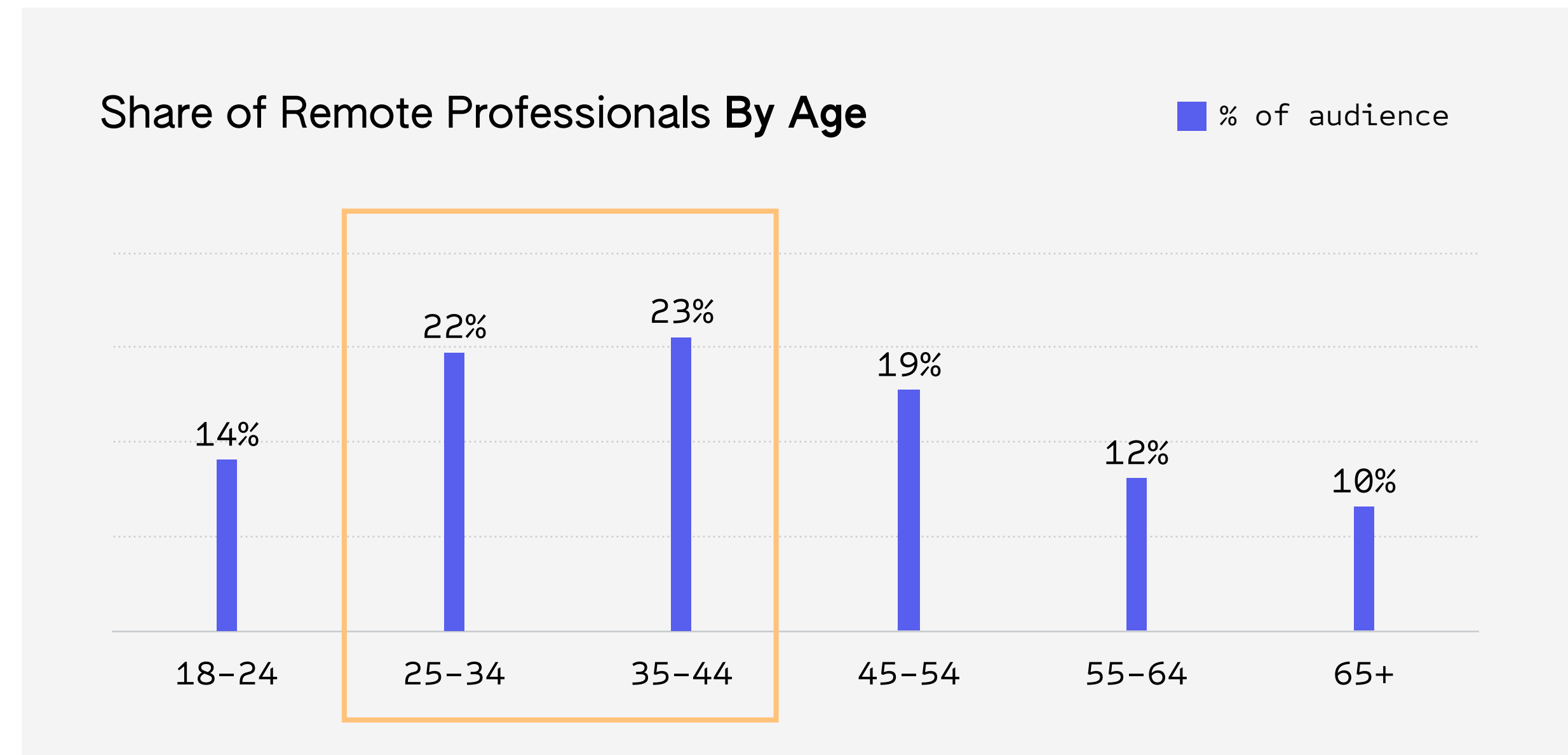


41%

of employed Americans who are currently working remotely are reportedly doing so **by choice**

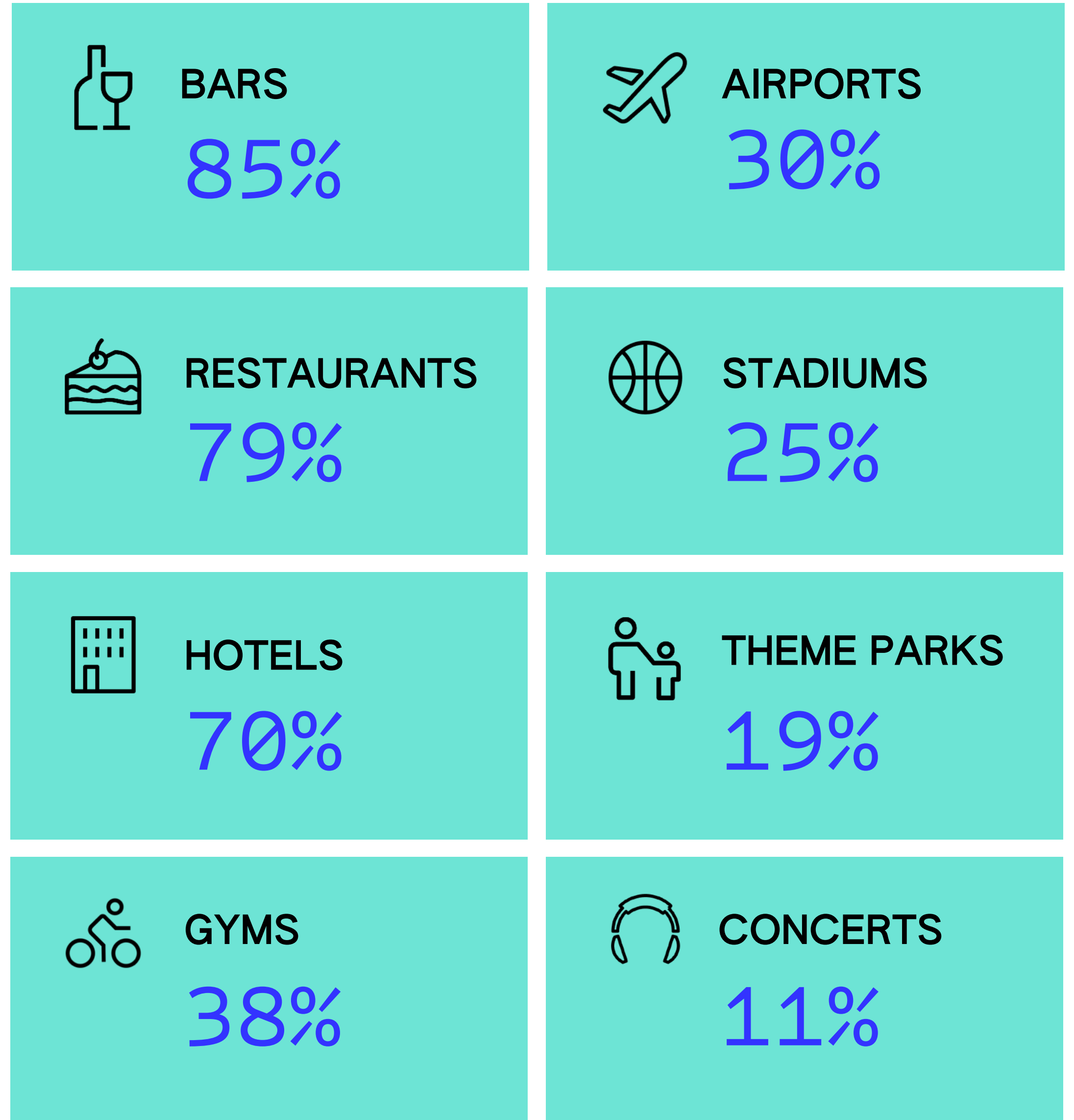
Roughly 1/2 of remote professionals are between **ages 25-44**. However, remote professionals ages 65+ over-index most vs. Foursquare's overall panel

Insight: Roughly 10% of remote professionals are ages 65+, however this audience over-indexed most vs. Foursquare's overall panel.



Remote professionals may be avoiding the office, but they're still dining out, traveling, hitting the gym and attending live events

% of remote professionals who visited the following places at least 1x in the past 6 months:



Remote professionals were slightly more likely to be **'out and about'** during the summer months this year

Insight: Similar to in-office professionals, remote professionals appeared to have a stronger propensity for being 'out and about' during the summer compared to more recent months. This uptick in penetration was most apparent for **travel, dining and nightlife**.

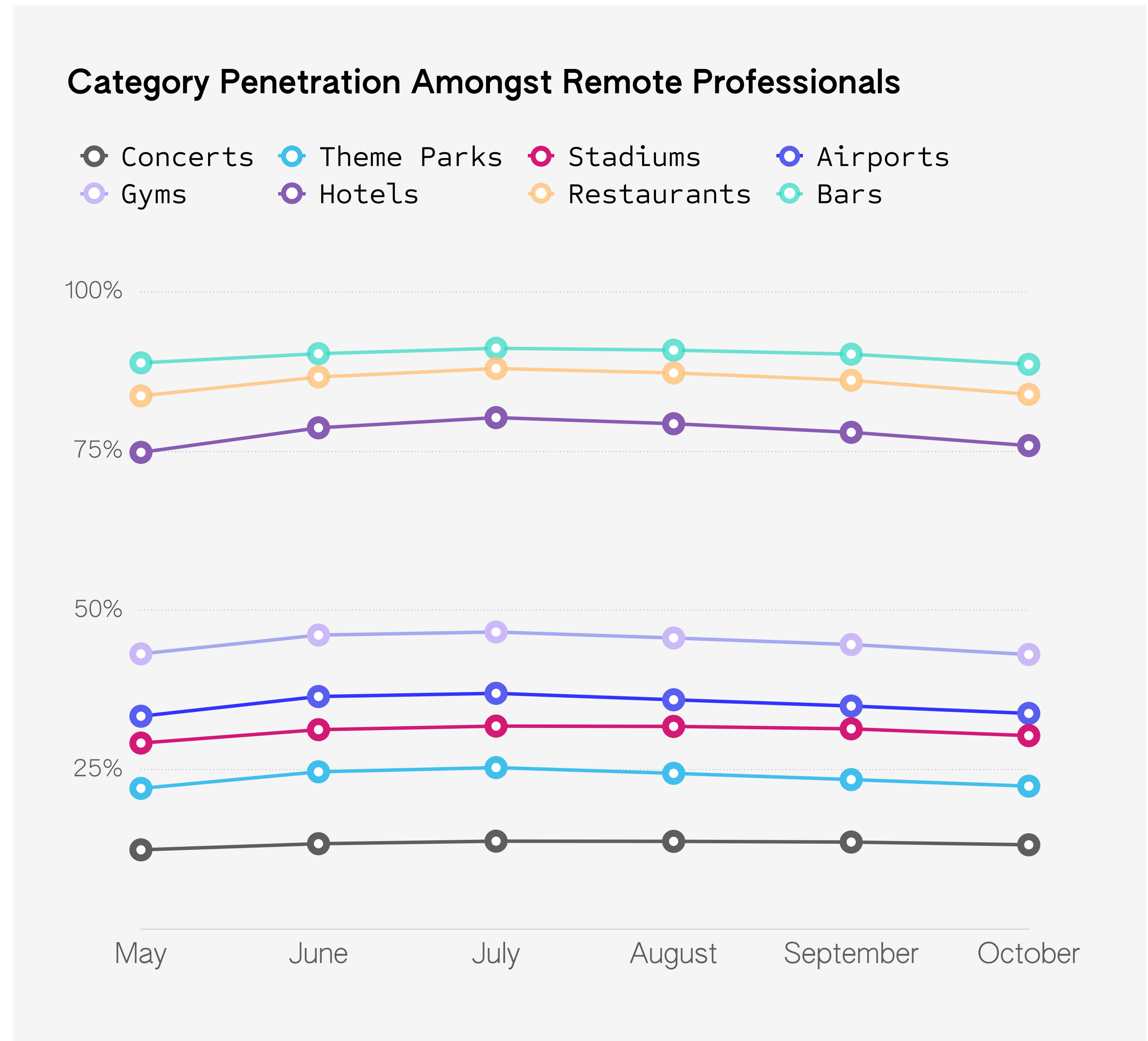


Chart illustrates penetration (% of remote professionals who visited each category) by month between May 2021 - October 2021.

Older remote professionals have a higher propensity to travel, while younger remote professionals are more likely to exercise & attend live events

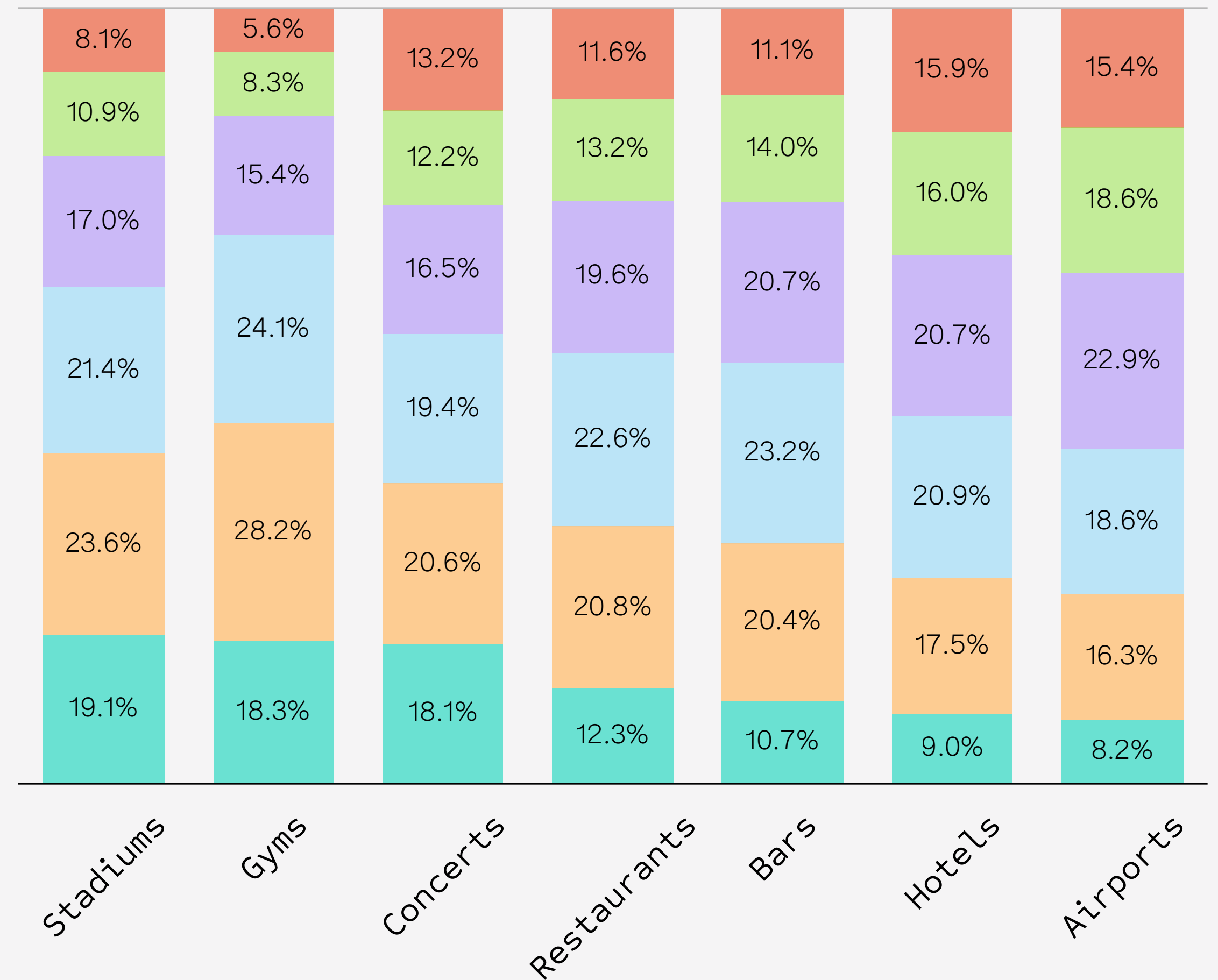
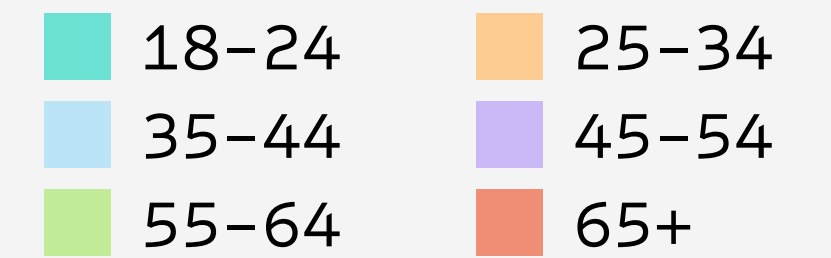
Insights:

Older remote professionals may have a higher propensity to travel. Amongst remote professionals, airports and hotels are seeing a relatively higher share of total traffic from people ages 55+ (32-34%) compared to younger audiences, ages 18-34 (16-24%).

Gyms, stadiums and concert venues are all seeing a relatively higher share of total visits from younger remote professionals, ages 25-34 compared to other age groups.

Bars and restaurants are seeing roughly 1/4 of total traffic from Gen X professionals, ages 35-44.

Share of Visits By Age



Foursquare data from May - October 2021; %s indicate share of category traffic by age amongst remote professionals

Amongst remote professionals, most non-work places are seeing a relatively higher share of traffic from **male employees**

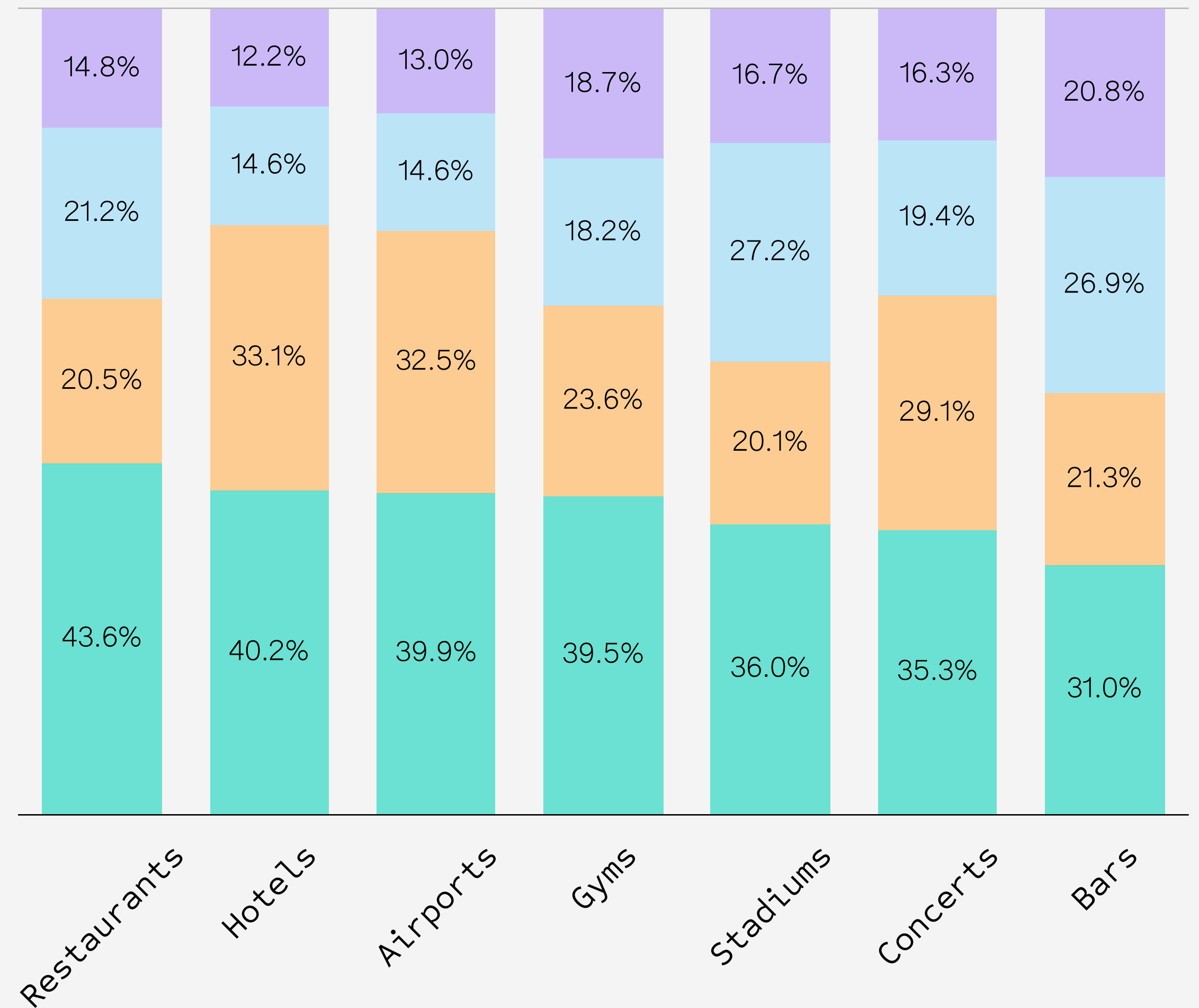


Remote professionals in the **South** have a relatively higher propensity to dine out, travel, visit the gym and attend live events than remote professionals in other regions

Insights: Amongst remote professionals, **restaurants, hotels and airports** are all seeing roughly 40-44% of total visits from consumers in the **South**.

Share of Visits By **Region**

South West
Midwest Northeast



Foursquare data from May - October 2021; %s indicate share of category traffic by region amongst remote professionals

Remote professionals may prefer **cooking at home** over dining out

Insight: Foot traffic to grocery stores has continued to outpace visits to restaurants, coffee shops and bars amongst remote professionals in recent months.

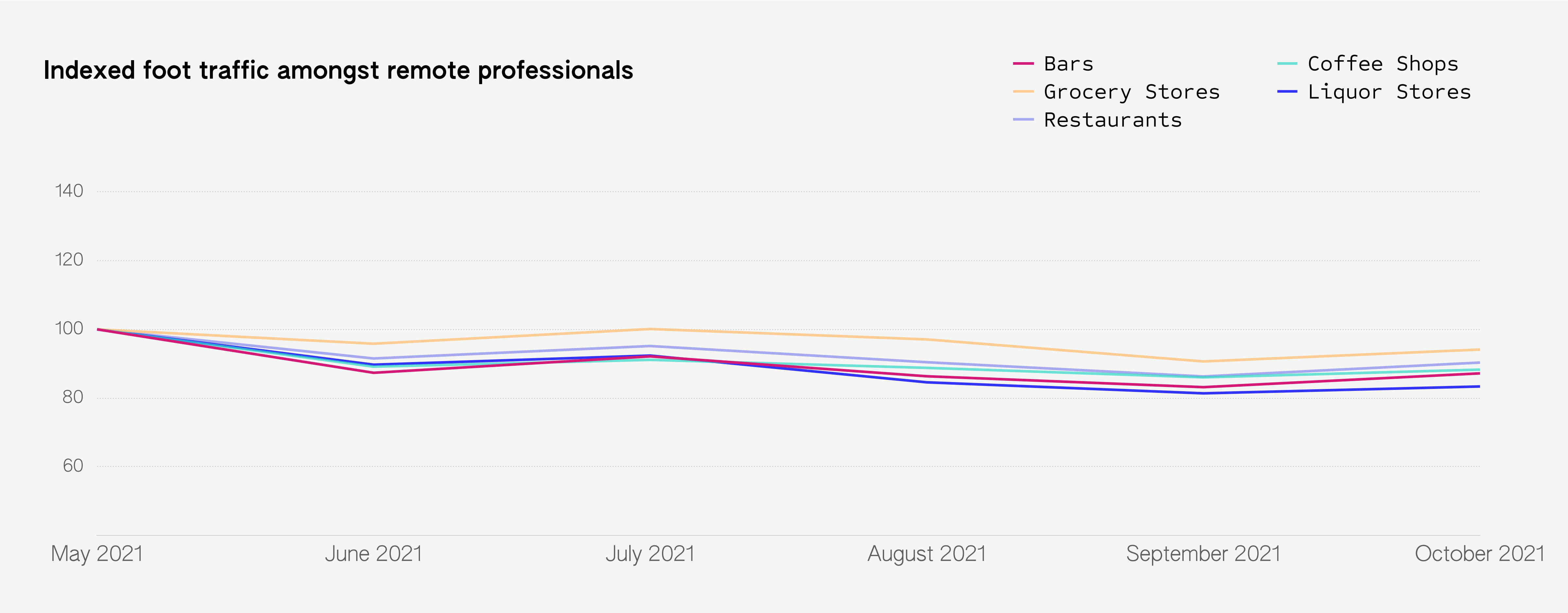


Chart illustrates indexed foot traffic to various places, where visits in May 2021 = 100. We've used rolling 7 monthly averages to account for fluctuations over time.

Remote professionals have been eager to return to live **sporting events & concerts**

Indexed foot traffic amongst remote professionals

- Airports
- Hotels
- Theme Parks
- Concert Venues
- Shopping Malls
- Gyms
- Stadiums

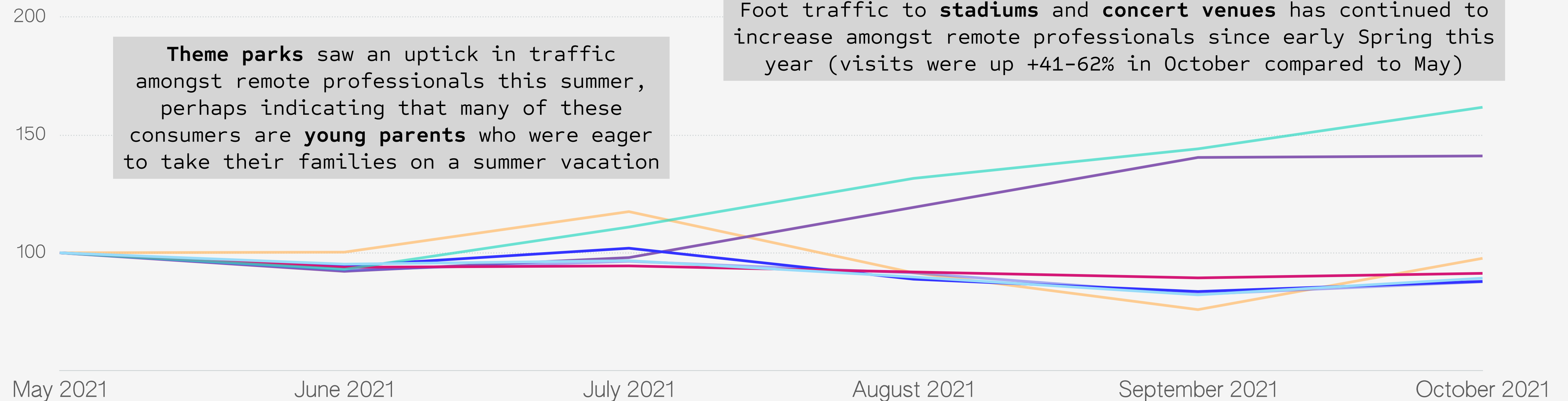


Chart illustrates indexed foot traffic to various places, where visits in May 2021 = 100. We've used rolling 7 monthly averages to account for fluctuations over time.

Remote professionals are likely **urban dwellers**, relying on public transit to run errands and quickly get around densely populated cities

Indexed foot traffic amongst remote professionals

Gas Stations Metro Stations Train Stations

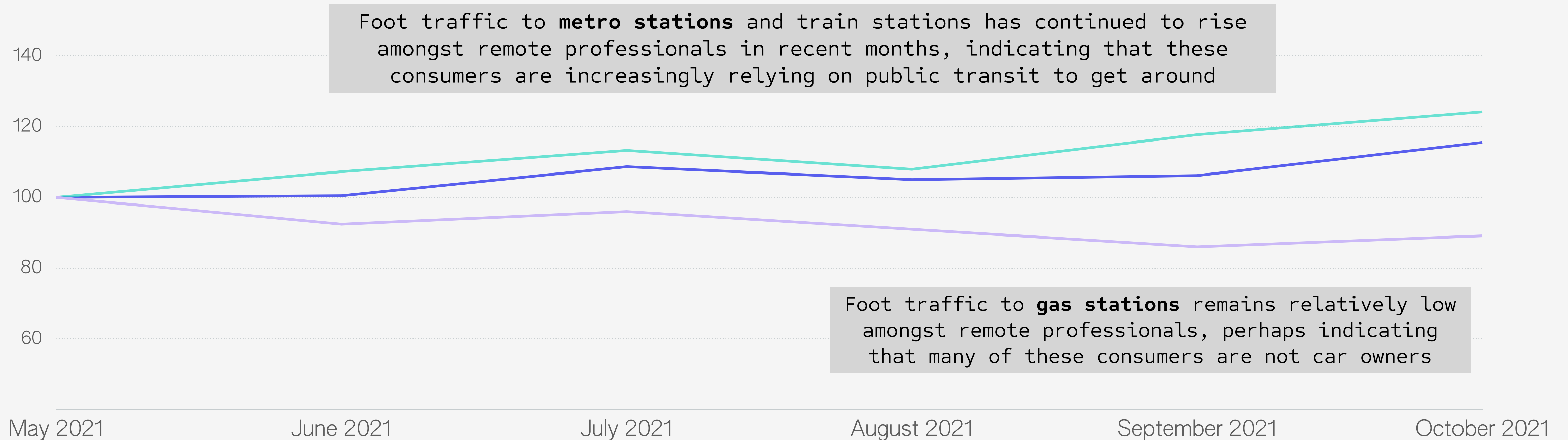
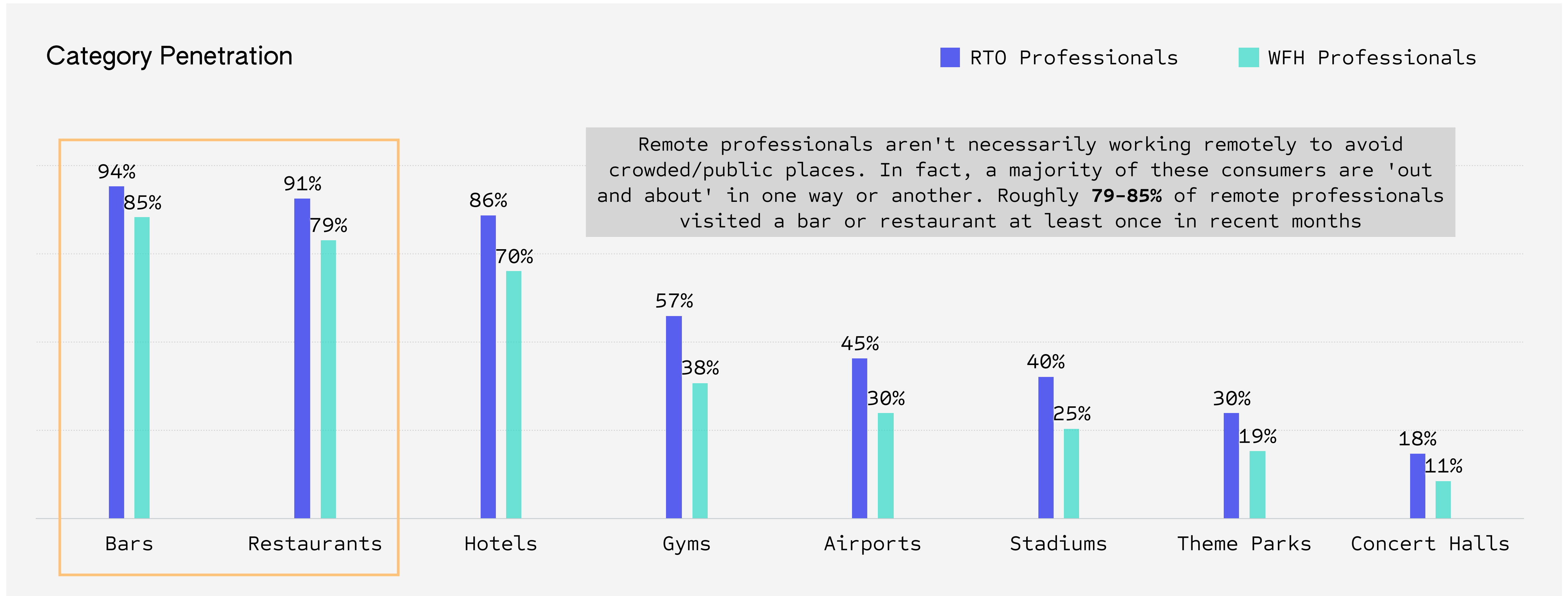


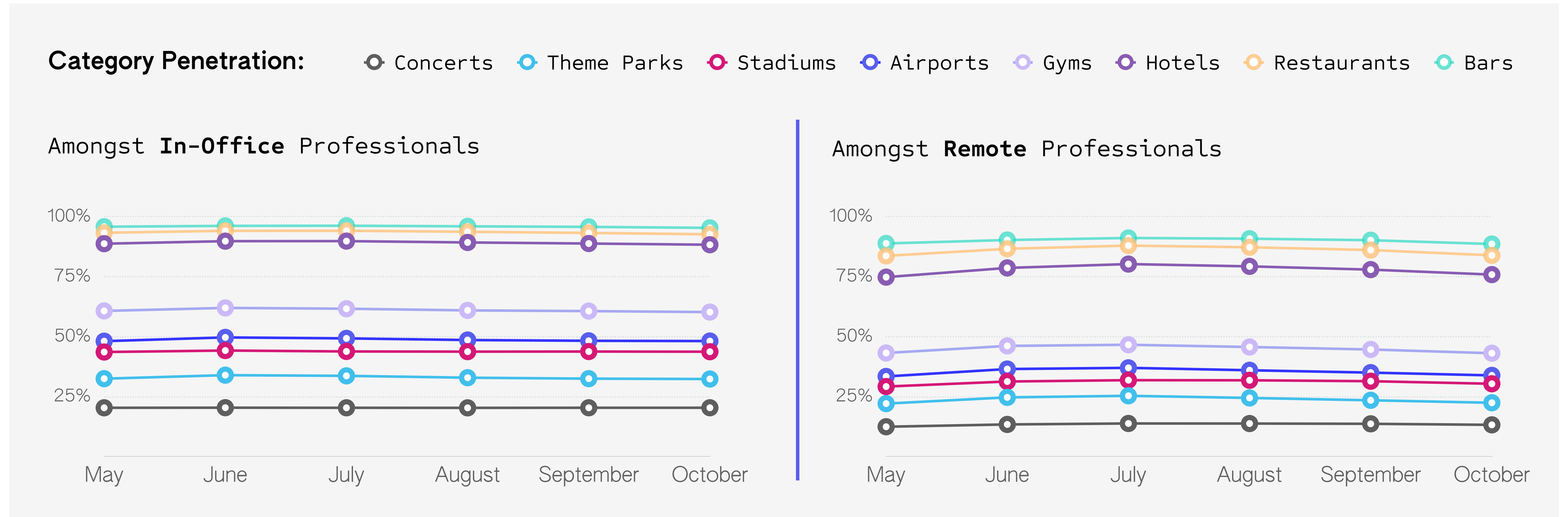
Chart illustrates indexed foot traffic to various places, where visits in May 2021 = 100. We've used rolling 7 monthly averages to account for fluctuations over time.

How does the behavior
of **remote vs. in-office**
professionals compare?

Remote professionals are almost just as likely to frequent bars & restaurants as in-office professionals



Visits to most non-work places remain relatively lower amongst remote professionals despite more pronounced summer upticks amongst this audience



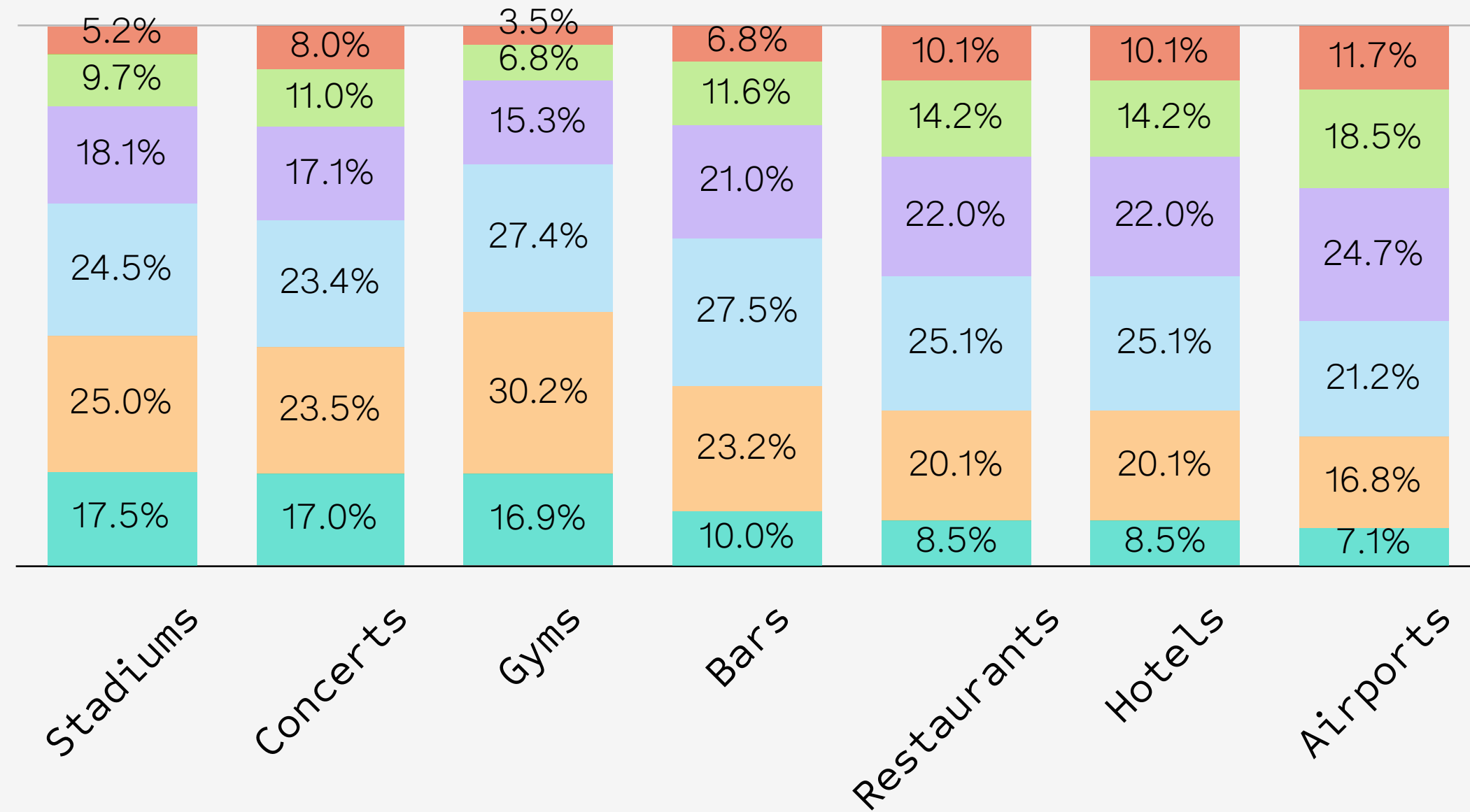
Insights: Restaurants, bars, hotels, stadiums and various other places all saw a more notable uptick in visits amongst remote professionals over the summer. However, all of these categories have continued to see a relatively higher % of visits from in-office professionals over the past 6 months.

Gen Z remote professionals are even more likely to be 'out and about' than in-office professionals of the same age group

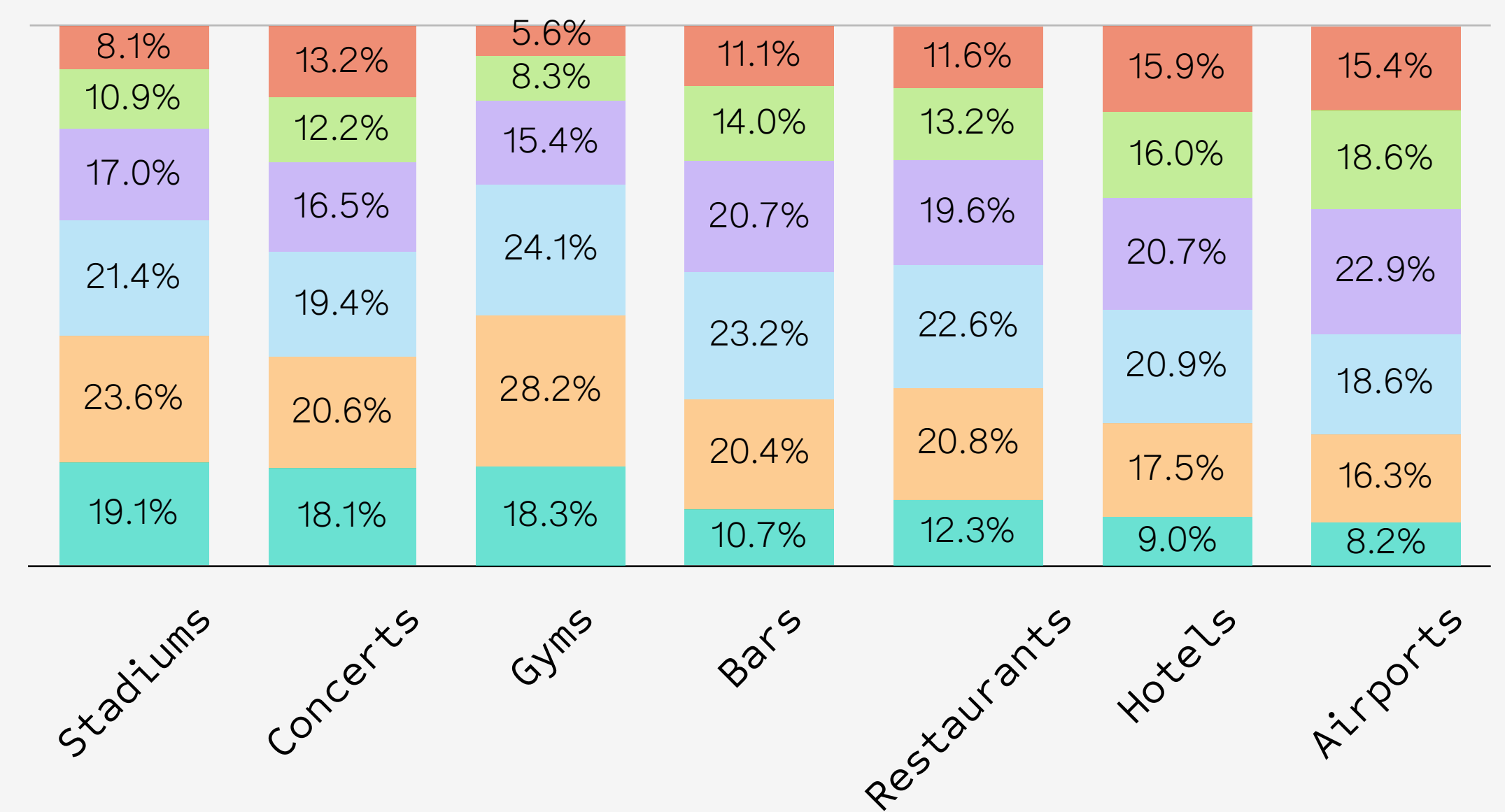
Share of Category Visits By Age

18-24 25-34 35-44 45-54 55-64 65+

Amongst **In-Office** Professionals



Amongst **Remote** Professionals



Insights: Young remote professionals are even more 'out and about' than young in-office professionals. Most non-work places (including stadiums, gyms, concerts, restaurants, bars, hotels & airports) are seeing a higher share of traffic from remote professionals **ages 18-24** than in-office professionals of the same ages group. **Older remote professionals** are even more likely to visit nightlife spots and travel than older in-office professionals. Bars, hotels and airports are seeing a relatively higher share of traffic from remote professionals **ages 55+** as compared to share of visits from in-office professionals ages 55+.

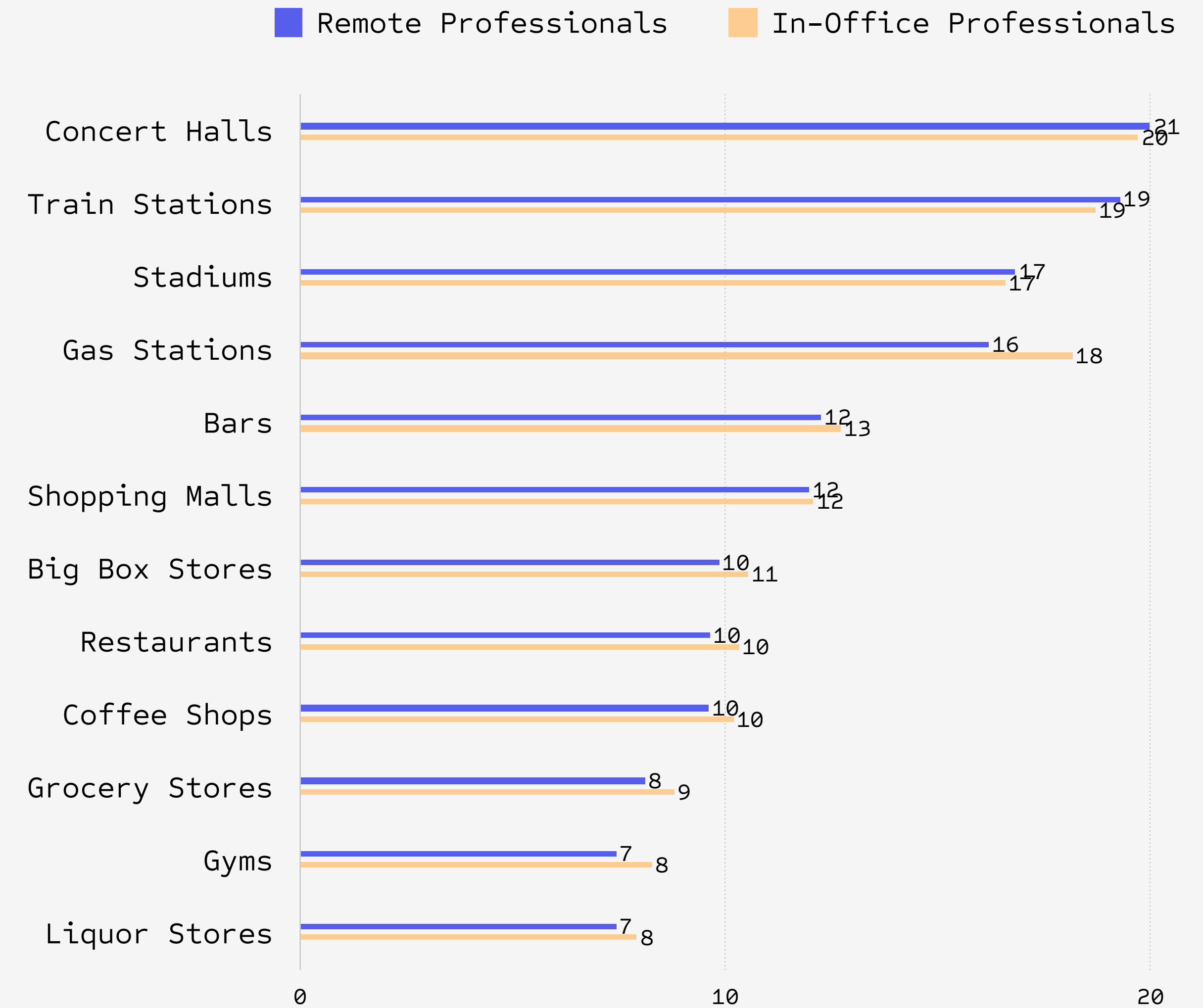
Remote professionals are typically traveling **less distance** on average to visit the same non-work places that remote professionals are visiting

Insights:

Compared to in-office professionals, remote professionals are traveling slightly further from home to attend concerts and sporting events, but traveling relatively less distance to visit restaurants, coffee shops, grocery stores, bars, gyms and liquor stores. This likely means that remote professionals are generally relying on local shops & services closer to home to run errands, dine out and exercise.

In-office professionals are driving notably further distance to reach gas stations, perhaps indicating that these professionals are commuting to the office by car.

Median Distance Traveled (miles from home)



How does foot traffic to non-work places amongst remote professionals compare with that of in-office professionals?

Travel

Airports and hotels saw a steady uptick in traffic amongst in-office professionals between May - July, while airport & hotel visits amongst remote professionals has declined since May.

Driving

Foot traffic to gas stations has continued to decline amongst remote professionals since May. Perhaps remote professionals are more likely to be urban dwellers, relying on public transit.

Coffee Runs

Foot traffic to coffee shops has remained relatively stable amongst in-office professionals in recent months, while visits have continued to gradually decline amongst remote professionals since May.

Dining Out

Restaurants saw a notable uptick in traffic amongst in-office professionals throughout the summer, while restaurant visits amongst remote professionals has remained fairly stable since May this year.

Nightlife

Bars saw a relatively more notable uptick in traffic amongst in-office professionals in the summer months, perhaps indicating that people who returned to the office were more likely to attend after-work happy hours.

Shopping

Foot traffic to malls & big box stores has remained relatively low amongst remote professionals. However, recent upticks may indicate that remote professionals are returning to stores for holiday shopping this year.

Exercise

Gyms saw significant growth in traffic amongst in-office professionals throughout the summer months, returning to pre-summer levels by October. Meanwhile, gym traffic amongst remote professionals to gradually declined since May.

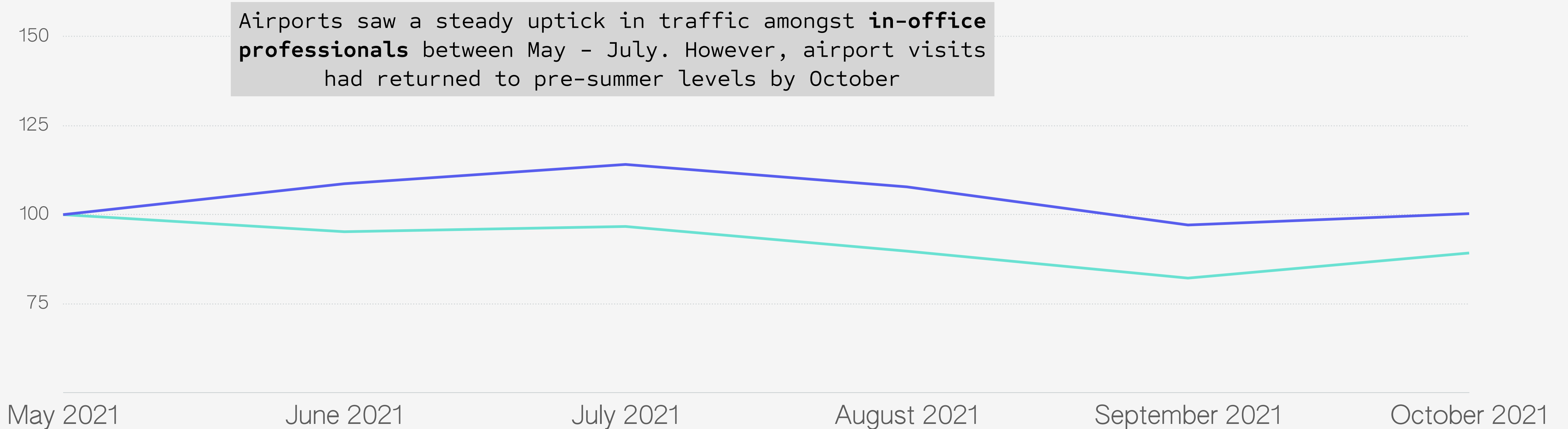
Sporting Events

All professionals, and especially those who have recently returned to the office, are eager to attend **live sporting events** in person again. Traffic has continued to rise since May, reaching peak growth in September.

In-office professionals are more likely to **travel by plane** compared to remote professionals, especially throughout the summer months

Indexed foot traffic to Airports

— In-Office Professionals — Remote Professionals



Airports saw a steady uptick in traffic amongst **in-office professionals** between May - July. However, airport visits had returned to pre-summer levels by October

Chart illustrates indexed foot traffic to Airports, where visits in May 2021 = 100. We've used monthly averages to account for fluctuations over time.

In-office professionals are more likely to visit **hotels** compared to remote professionals, especially throughout the summer months

Indexed foot traffic to Hotels

— In-Office Professionals — Remote Professionals

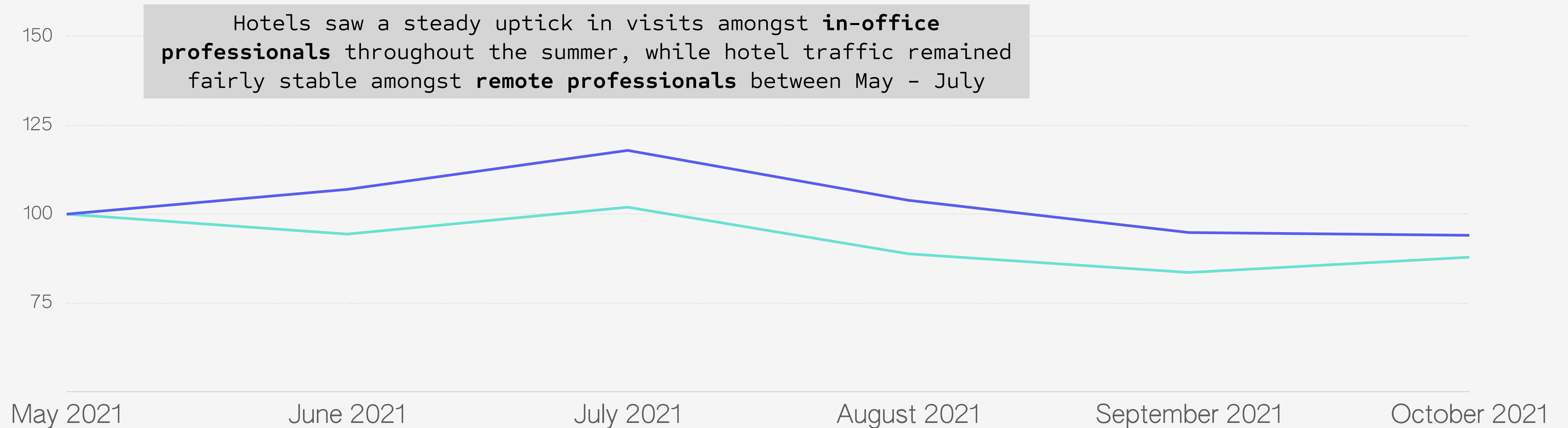


Chart illustrates indexed foot traffic to Hotels, where visits in May 2021 = 100. We've used monthly averages to account for fluctuations over time.

In-office professionals are more likely to commute by car; Foot traffic to **gas stations** has continued to decline amongst remote professionals in recent months

Indexed foot traffic to Gas Stations

— In-Office Professionals — Remote Professionals

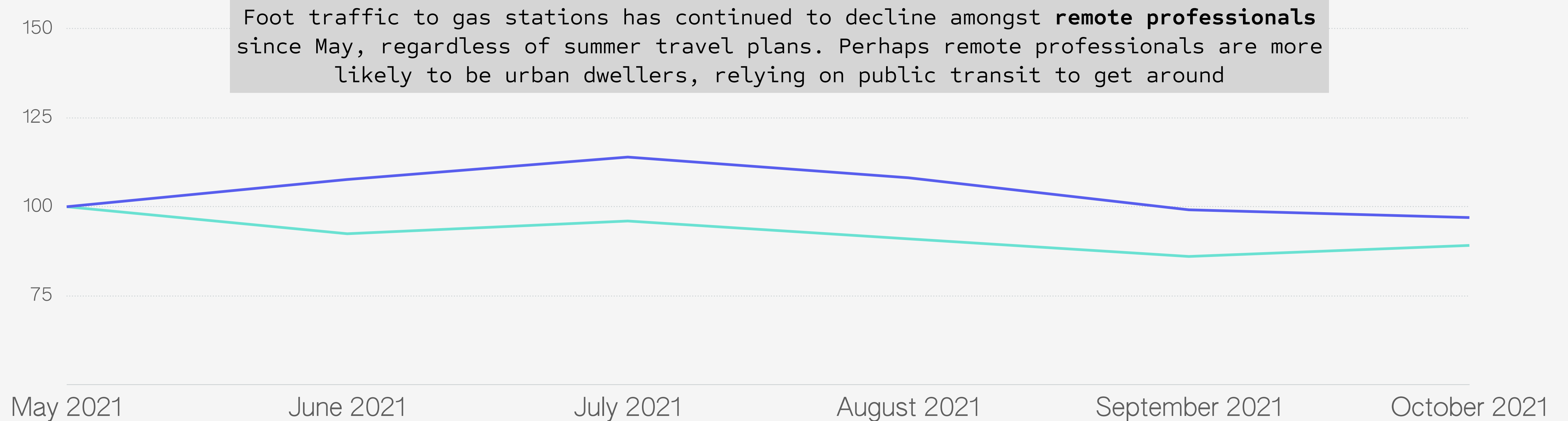


Chart illustrates indexed foot traffic to gas stations, where visits in May 2021 = 100. We've used monthly averages to account for fluctuations over time.

Coffee shops are relying most on traffic from in-office professionals, while remote professionals are perhaps more likely to brew their morning coffee at home

Indexed foot traffic to Coffee Shops

— In-Office Professionals — Remote Professionals

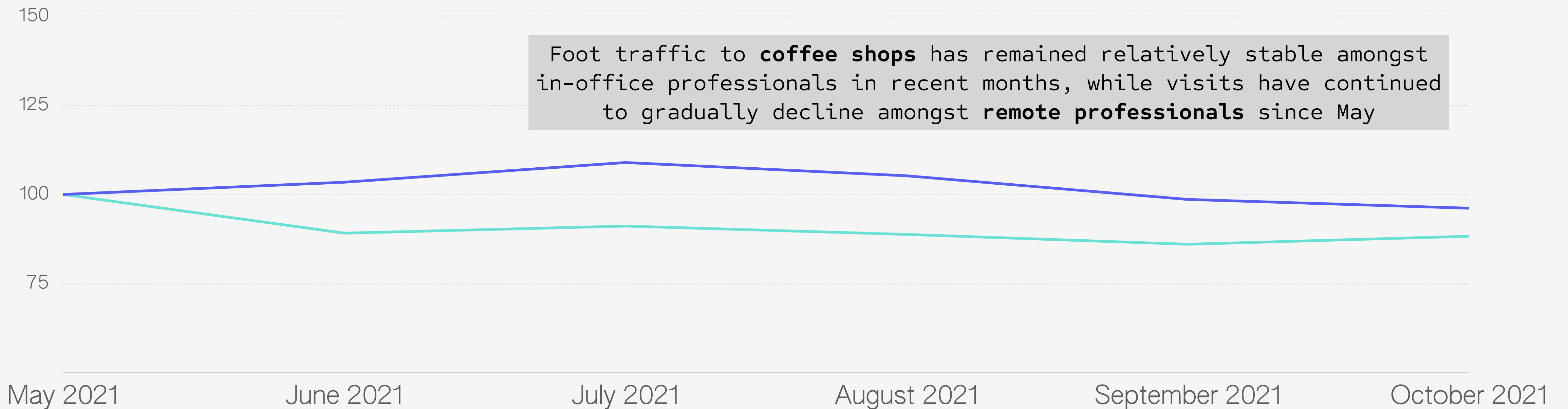
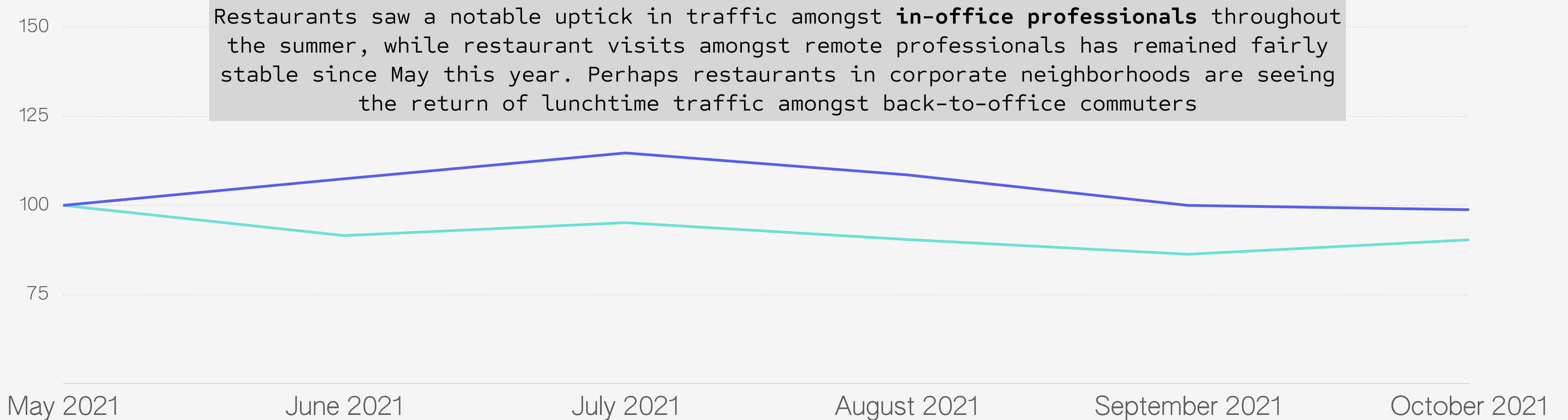


Chart illustrates indexed foot traffic to coffee shops, where visits in May 2021 = 100. We've used monthly averages to account for fluctuations over time.

In-office professionals are more likely to dine out compared to remote professionals; **Restaurant** visits amongst remote professionals have gradually declined since May

Indexed foot traffic to Restaurants

— In-Office Professionals — Remote Professionals



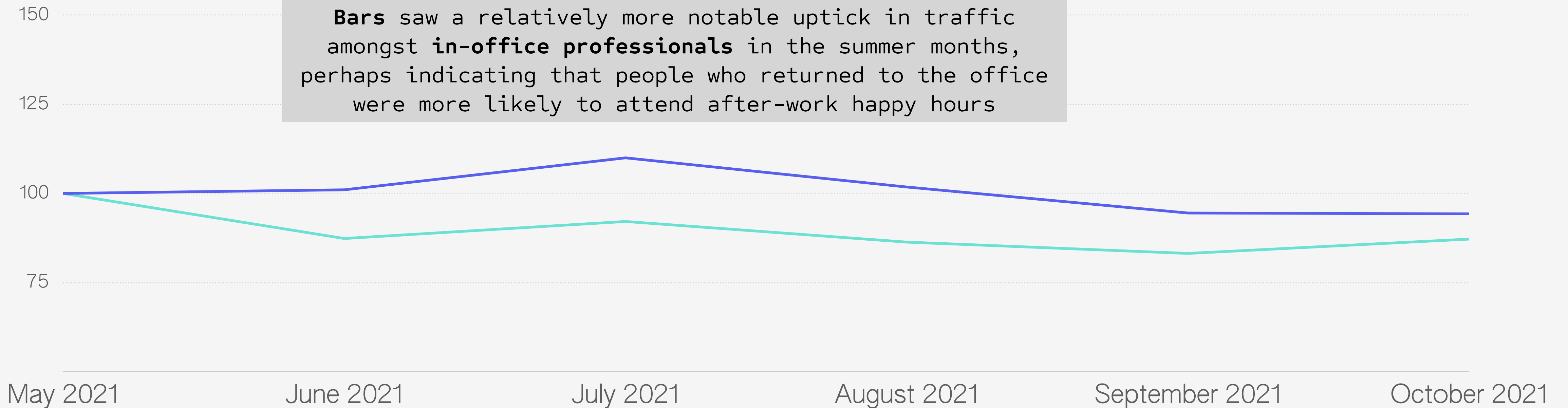
Restaurants saw a notable uptick in traffic amongst **in-office professionals** throughout the summer, while restaurant visits amongst remote professionals has remained fairly stable since May this year. Perhaps restaurants in corporate neighborhoods are seeing the return of lunchtime traffic amongst back-to-office commuters

Chart illustrates indexed foot traffic to restaurants, where visits in May 2021 = 100. We've used monthly averages to account for fluctuations over time.

In-office professionals are more likely to visit **bars** compared to remote professionals, especially in the summer

Indexed foot traffic to Bars

— In-Office Professionals — Remote Professionals



Bars saw a relatively more notable uptick in traffic amongst **in-office professionals** in the summer months, perhaps indicating that people who returned to the office were more likely to attend after-work happy hours

Chart illustrates indexed foot traffic to bars, where visits in May 2021 = 100. We've used monthly averages to account for fluctuations over time.

In-office professionals are more likely to **shop in-stores** compared to remote professionals; Traffic to shopping malls has gradually declined amongst remote professionals since May

Indexed foot traffic to Shopping Malls

— In-Office Professionals — Remote Professionals

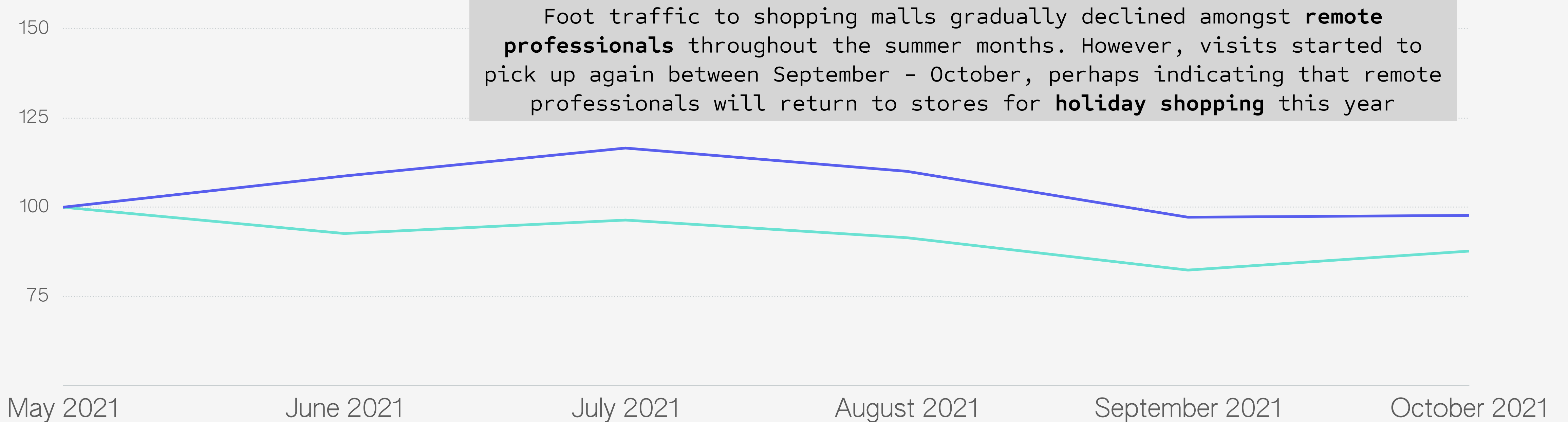


Chart illustrates indexed foot traffic to shopping malls, where visits in May 2021 = 100. We've used monthly averages to account for fluctuations over time.

In-office professionals may be more likely to shop for **everyday essentials** in-person compared to remote professionals

Indexed foot traffic to Big Box Stores

— In-Office Professionals — Remote Professionals

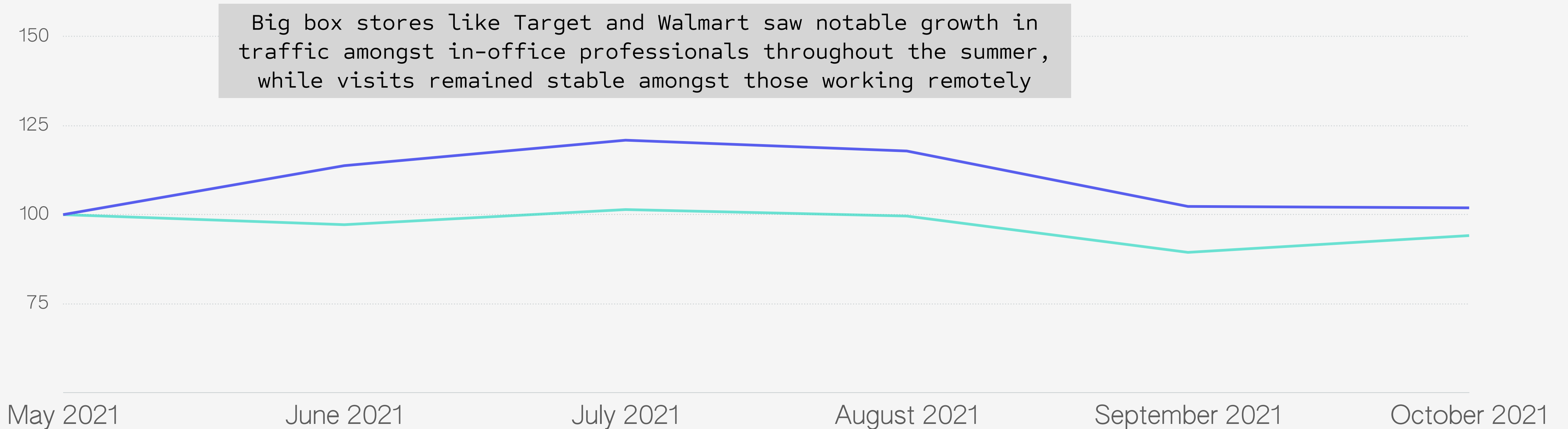


Chart illustrates indexed foot traffic to big box stores, where visits in May 2021 = 100. We've used monthly averages to account for fluctuations over time.

Gyms are mainly relying on traffic from in-office professionals, while remote professionals are perhaps more likely to exercise at home

Indexed foot traffic to Gyms

— In-Office Professionals — Remote Professionals

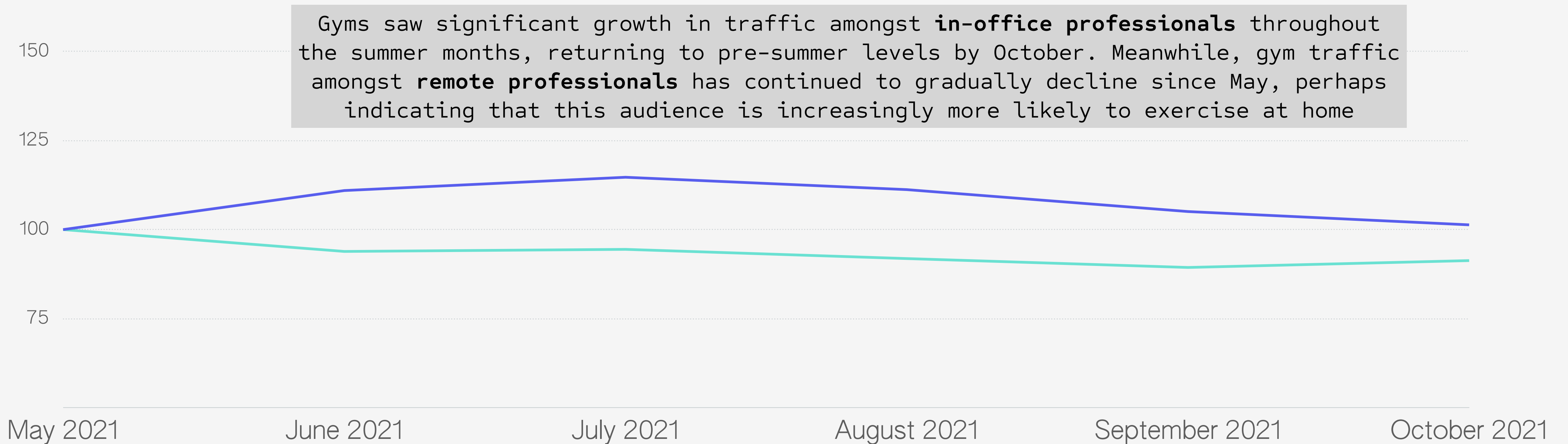


Chart illustrates indexed foot traffic to gyms, where visits in May 2021 = 100. We've used monthly averages to account for fluctuations over time.

All professionals, and especially those who have recently returned to the office, are eager to return to **live sporting events** in person

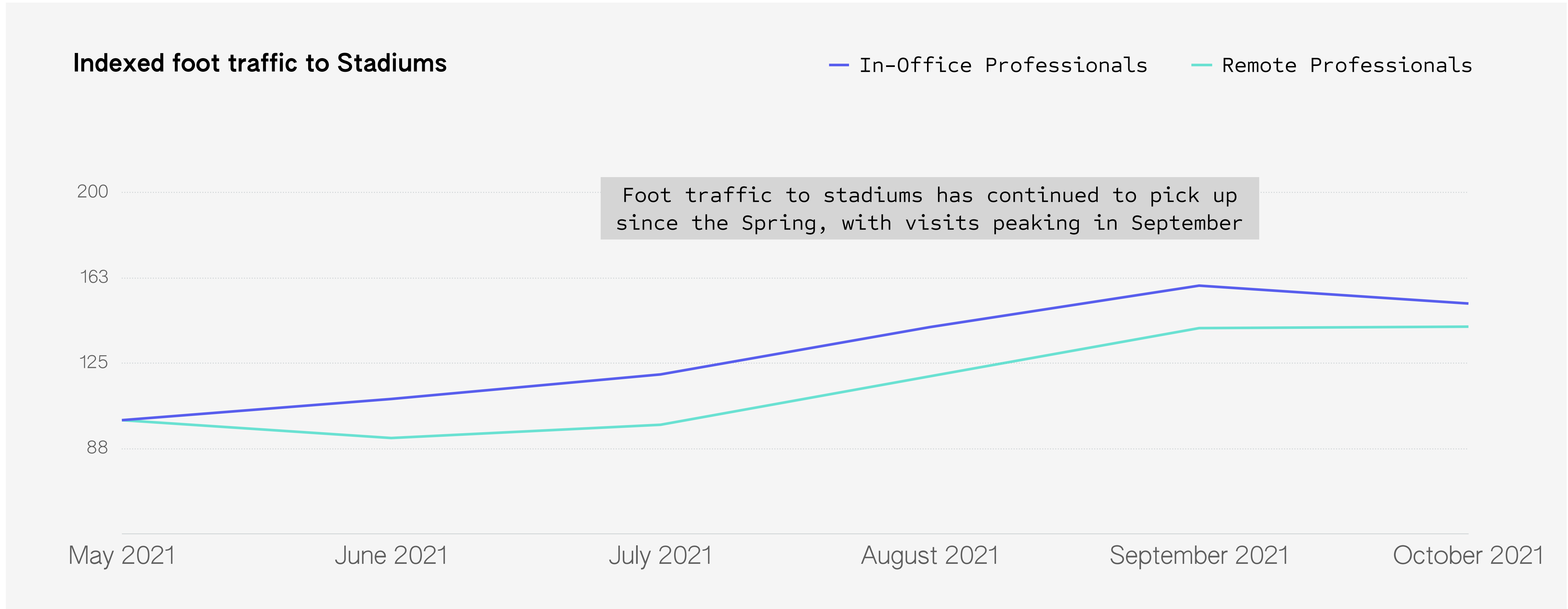


Chart illustrates indexed foot traffic to stadiums, where visits in May 2021 = 100. We've used monthly averages to account for fluctuations over time.

How to activate with Foursquare

How to activate 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 conquering 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

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

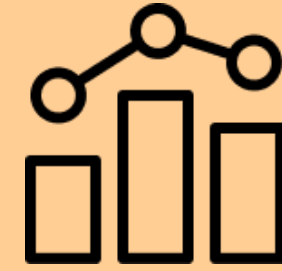
Build **accurate, custom geofences** to reach consumers in geo-contextual real-time moments.

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

Harness the power of location data with **Foursquare Visits** for brands & marketers

Your first party data is invaluable, but incomplete. Real-world visits inform how to keep your customers engaged and loyal.

With **Foursquare Visits**, you can incorporate the only MRC accredited visits solution, which is couples from our first party and our trusted third party partnerships.



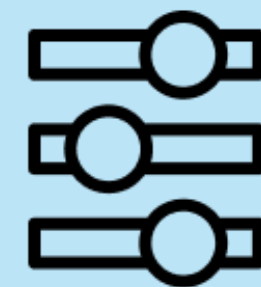
ANALYZE

Our proprietary assets make sense of where people are moving to inform better business decisions through analytics, forecasting, and modeling.



ACTIVATE

Incorporate FSQ Visits into your own data to create custom targeting segments and activate them in your DSP or social network of choice.



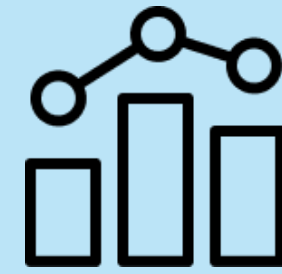
MEASURE

Leverage FSQ visits as a conversion metric to gauge the effectiveness of your entire marketing and strategy plan to drive people to a store.

Harness the power of location data with **Foursquare Visits** for enterprises

Your first party data is invaluable, but incomplete. Real-world visits inform how to keep your customers engaged and loyal.

With **Foursquare Visits**, you can incorporate the only MRC accredited visits solution, which is couples from our first party and our trusted third party partnerships.



MODEL & FORECAST

Identify and predict trends based on foot traffic in different regions, cities, and neighborhoods.



SELECT SITES

Determine where to place new locations or develop properties based on foot traffic (or lack thereof) in commercial districts.



DERIVE INSIGHTS

Enrich your CRM database with information about the places your customers are going, including whether or not they are going to the office again.

Harness the power of location data with **Foursquare Places**

The landscape is constantly changing: thousands of business open & close each year. Foursquare's POI data enables data providers to deliver accurate, fresh and contextual data.

With **Foursquare Places**, you can leverage 100+ million points of interest around the globe.



SELECT SITES

Determine where to place new locations or develop properties based on analysis of different commercial districts.



RECOMMEND NEARBY PLACES

Deliver geo-contextual experiences to users based on their real-time location, whether they need gas on their way to work or overnight shipping to their home.



POWER SEARCH RESULTS

Surface relevant places for your users, whether they're looking for lunch near the office or delivery to their home.

Thank You

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