

FOURSQUARE

ATTRIBUTION GUIDE

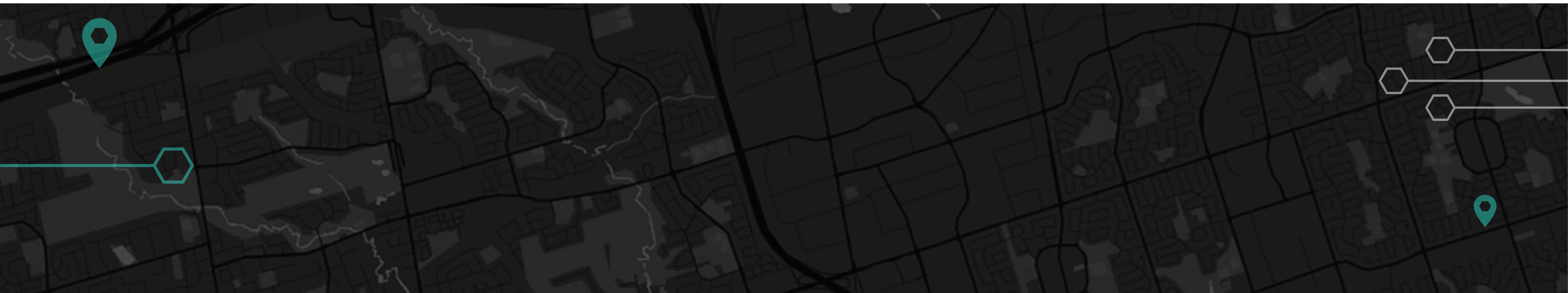
Your Guide to Omnichannel Measurement



Table of Contents

Introduction	03
Today's Market	04
Do You Know If Your Advertising is Making An Impact?	05
Measuring the Entire Consumer Journey with Closed Loop Attribution	07
Real-Life Examples of What Closed Loop Attribution Can Help You measure	07

Defining a Measurement Plan	08
Optimization Tips	09
Why is Foursquare the Most Accurate Measurement Provider in the Market?	10
Powerful Results	13
Getting Started	14

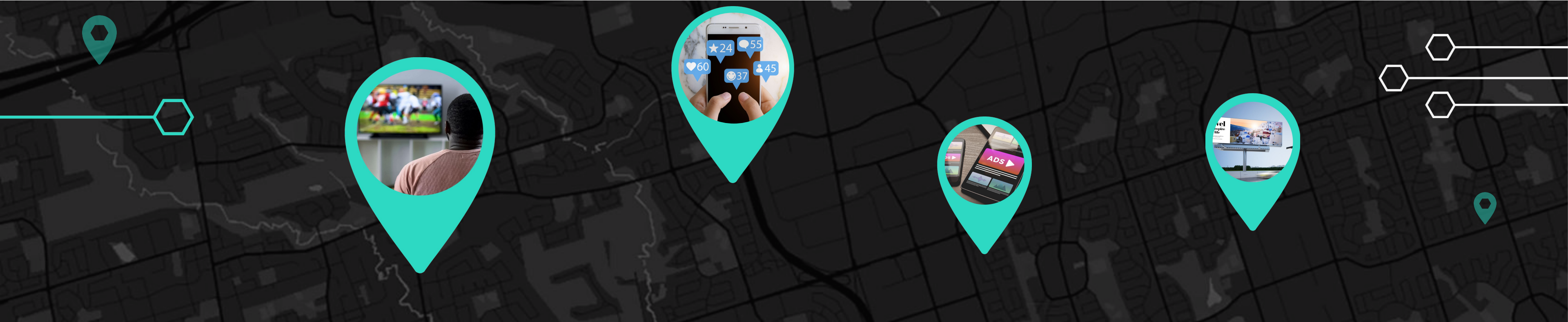




Introduction

In a recent survey of 120 marketers, providing ROI was marked as the 2nd biggest challenge they face today.

Without an effective way of measuring your marketing efforts, you'll end up not being able to track and prove your marketing ROI. For marketers, measurement is essential to tracking campaign performance and reducing the risk of wasted ad dollars. With the right attribution models, marketers can use actionable insights to adapt and optimize future campaigns and increase ROI.



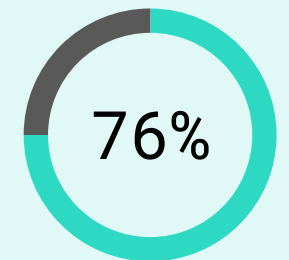
Today's Market

With marketers running several concurrent campaigns across multiple media channels, Attribution has become increasingly challenging for many.

Many marketers are looking for partners that can measure their omnichannel campaigns on one platform.

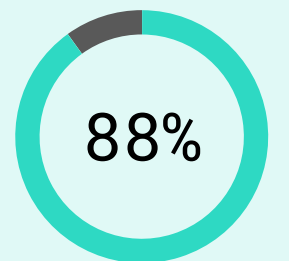
As the consumer journey becomes increasingly more complex, with multiple touch-points and channels from discovery to final purchase, it is harder to measure the effectiveness of each individual channel across both online and offline activities.

Beyond overcoming the complexity of the consumer journey, challenges with new data regulations, comprehensive visibility into campaign performance in and out of walled gardens, and connecting media to ROI are still obstacles that brands need to face.



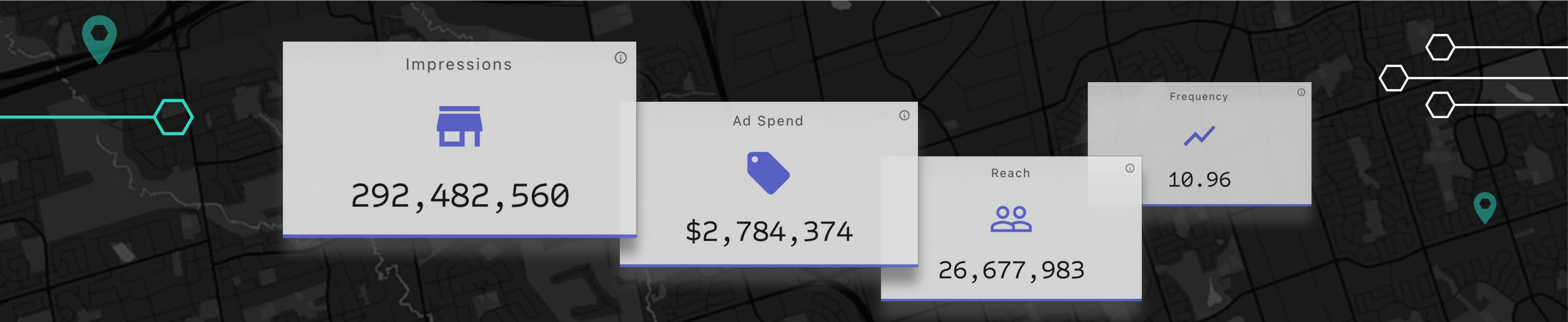
of marketers agreed "It's tough to assess how well my brand is performing across media channels."

-Kantar Marketing Report



of executives described "a complete and consistent view of their customers across channels and platforms" as essential to their future success.

-Harvard Business Review



Do You Know If Your Advertising is Making An Impact?

Having visibility into granular campaign performance across different channels and partners—in one platform—is a challenge for brands.

So the main question is: What can you do to solve that?

Work with a one-stop-shop measurement partner that...

- Stays up to date with the ever-evolving consumer journey
- Measures with accuracy and provide granular insights to help you optimize spend across partners and channels
- Measures multiple conversion events across online and offline activities
- Offers a holistic view of campaign performance
- Future-proofs products and give consumers control over the information collected
- Operates as a pure-play measurement provider
- Has easy and exclusive partnerships and integrations

Foursquare Attribution is a measurement solution that quantifies the effectiveness of advertising campaigns at driving conversions across all channels.

An independent and trusted location intelligence platform, we connect ad exposure to real conversions, both store visits and online activities, revealing the true incremental impact of your ads, your top drivers, and your opportunities to optimize.

A recent Forrester study found that the benefits of using Foursquare Attribution include:

[Access the full Forrester Report](#) →



Increase in revenue from incremental store visits



Cost per store visit optimization



Ability to test and evaluate emerging media channels

Other benefits include:



Understanding the entire consumer journey



Access to all media reports in one unified UI to make optimizations in-flight



Measuring incremental impact of ad exposure to online and offline conversions

Measuring the Entire Consumer Journey with Closed Loop Attribution

Today's ad campaigns are embracing changing consumer shopping behaviors and adopting omnichannel strategies. In fact, consumers see up to 10,000 ads a day, whether they be on billboards, podcasts, radio or, most of all, phones. With multiple touchpoints and channels, brands need access to platforms that can offer a holistic view of their customer's journey in order to create media strategies that work.

Closed Loop Attribution offers a holistic view of the consumer journey by providing campaign measurement for both online and offline activities. This feature eliminates blind spots in conversion tracking and makes it possible to measure all campaign KPIs in a single place – a need that is increasingly critical as consumer purchase behaviors evolve.

Real-life examples of what Closed Loop Attribution can help you measure:



Scheduling a haircut online before visiting the salon



Buy online pick up in store actions



Booking a hotel room in advance vs. walking in



Ordering takeout meals for pickup

Defining a Measurement Plan

Defining what success means to you is critical when setting up short and long term campaign goals. Be sure to ask yourself these questions:



What metrics do we care about the most to achieve our business goals?



What is the optimal allocation of budget for each channel?



How will the metrics we care about impact planning and optimizations?



What creative messages and tent poles are best to heavy up around?



What audiences are responding the most to our advertising efforts? How can we better reach them?



What markets are most effective? Are there new markets we should consider investing in?

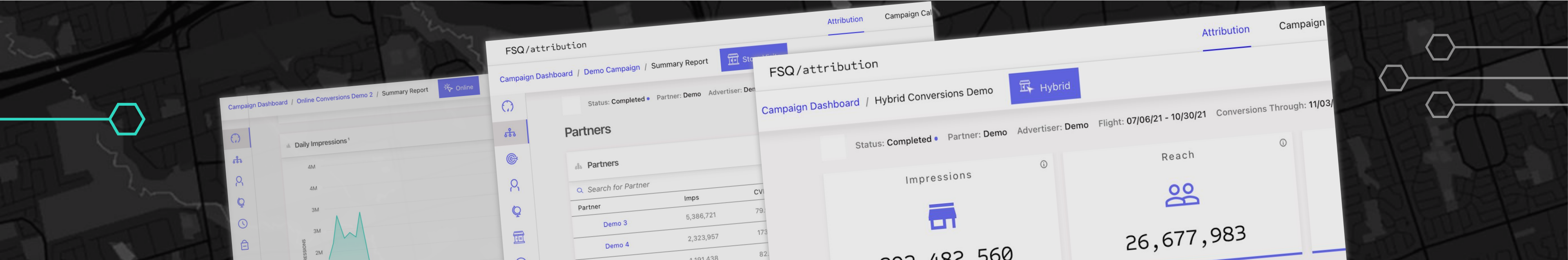


How are our channels working together?



What is the optimal frequency we should reach our audience within each season?





Optimization Tips

Taking a holistic view and considering your options before, during, and after a campaign will ensure optimal results.

- 1 Focus on a few adjustments at a time.** This helps narrow down the impact on performance.
- 2 Keep track of trends in-flight.** Review the FSQ reporting on an ongoing basis (i.e. weekly) to keep track of trends.
- 3 Changes in performance can take time** to be seen in FSQ reporting since we are evaluating human behavior post ad exposure.
- 4 Work with FSQ to create custom reports** (i.e. creative, audience, format) to understand which aspects of the campaign are top performers.
- 5 When overall campaign or partner lift is absent,** dig deeper into reporting to find areas that are performing well.
- 6 Shift budgets slowly.** Steer away from making major changes all at once, as any shifts should be considered a test and learn.
- 7 Optimize towards tactics with strong confidence levels.** Above 90% is actionable and the highest indicator of incremental visitation attributed to ad exposure.

“Foursquare Attribution really helps us optimize on a more granular level. Foursquare allows to pull levers to help optimize the media which ultimately funnels up to business impact. So, it helps us see things that we aren’t otherwise able to see.”

– an Associate Director of Analytics



Why is Foursquare the Most Accurate Measurement Provider in the Market

Foursquare is the only independent measurement provider to measure across your omnichannel campaigns and report on true incrementality across both online and offline activities.



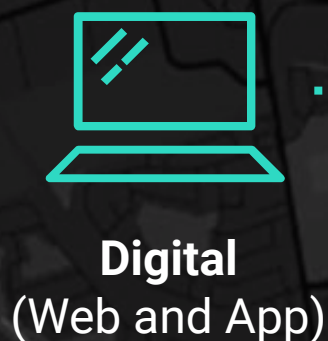
Accuracy at Our Core

We have the most sophisticated clean data and methodology at scale. With 13+ years of experience, we are the Industry leaders in location data with proven expertise across all verticals.



The Right Scale

Our always-on data sources provide accuracy and scale with 300-1300 location data signals per device daily.



Digital
(Web and App)



Television
(Linear, Advanced)



Social
(Apps, Gaming, Reviews)



Out of Home
(Traditional, Digital)



Audio
(Streaming Audio, Podcast)

Holistic Campaign Performance

Our Omnichannel Dashboard updates daily and allows marketers to optimize and maximize investments in flight.



Privacy First

We give consumers control over the information collected, offering a true value exchange. We are committed to building products with privacy-protecting features and holding our partners accountable.



Independent & Trusted

We are agnostic to platforms and because of our unbiased nature we are a trusted and reliable measurement partner.

Partnership & Accessibility

Trusted by 1000+ agencies and brands and 550+ publishers and partners across all media channels and social networks with preferred and exclusive partnerships across top media platforms.

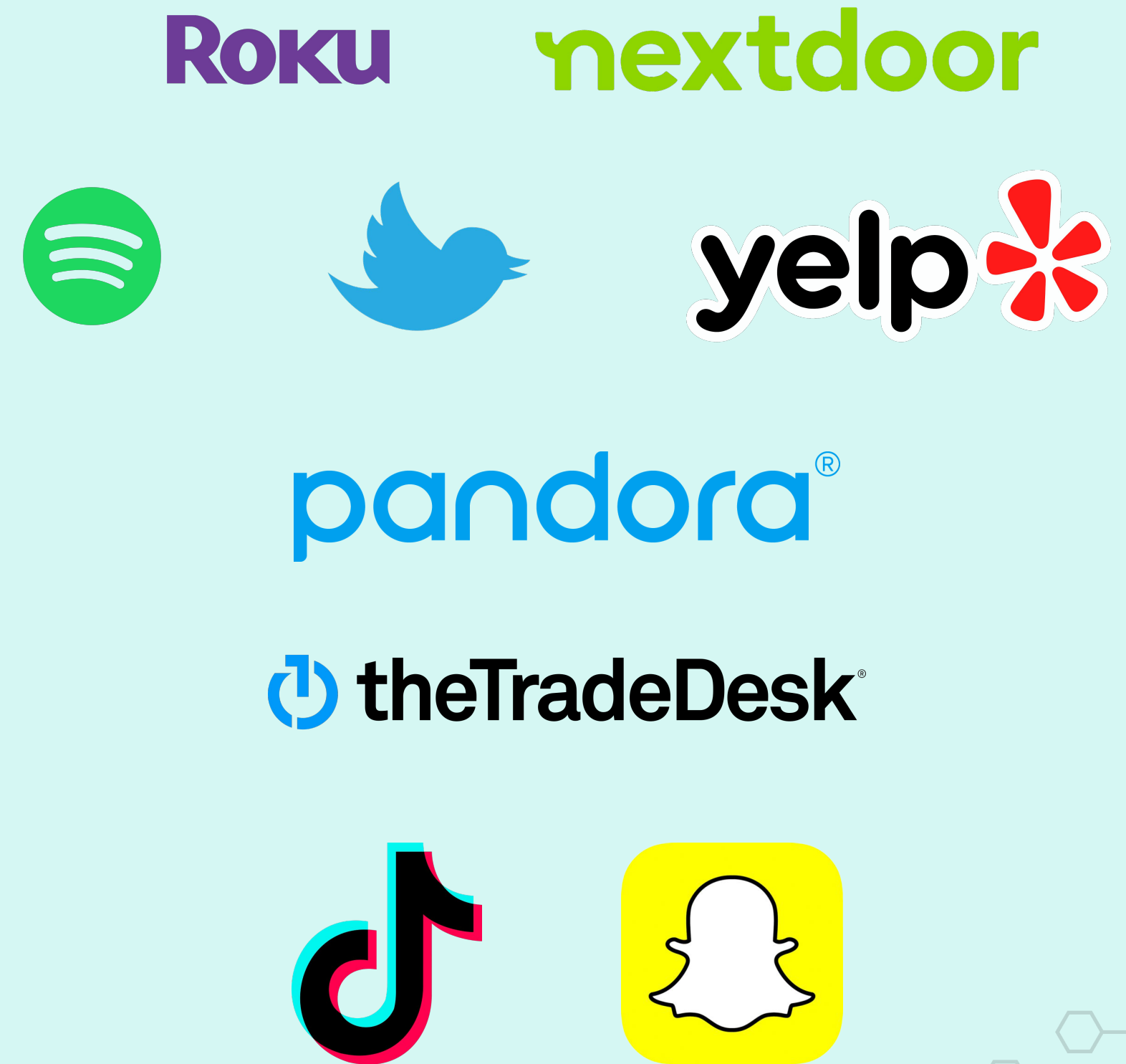
Unique features you can only achieve with Foursquare when running media with our exclusive partners:

- Measurement results by influencer on social partners like Snapchat.
- Automated integration with Spotify to allow desktop home, in-car audio measurement.
- Real-time location-driven Attribution for OOH with automated ingestion of proof of play/spot logs allowing for incremental lift.

“

“Foursquare is able to measure across so much of the ecosystem. They are a media-agnostic partner that people are willing to work with and are willing to cover the fees for it. That’s a big advantage. They’ve been a longtime industry leader in this space as well.”

– an Associate Director of Analytics



Powerful Results

With 13+ years of experience, Foursquare is the industry's leading multi-touch attribution solution for marketers across all verticals.

“

“Before Foursquare, incremental store visits were double-counted because everybody was in their own test tube. Now, we have a more accurate read of what drives incrementality, which helps us optimize spend across different partners.”

– an Associate Media Director of Audience Activation

Forrester Determines The Total Economic Impact™ of Attribution

500%+

Return on investment

671k

Benefits present value

80%

Increase in incremental visits driven by each ad dollar spent





Getting Started

If you want to learn more about Foursquare Attribution
and how our solutions can help you,
visit our site:

foursquare.com/products/attribution/