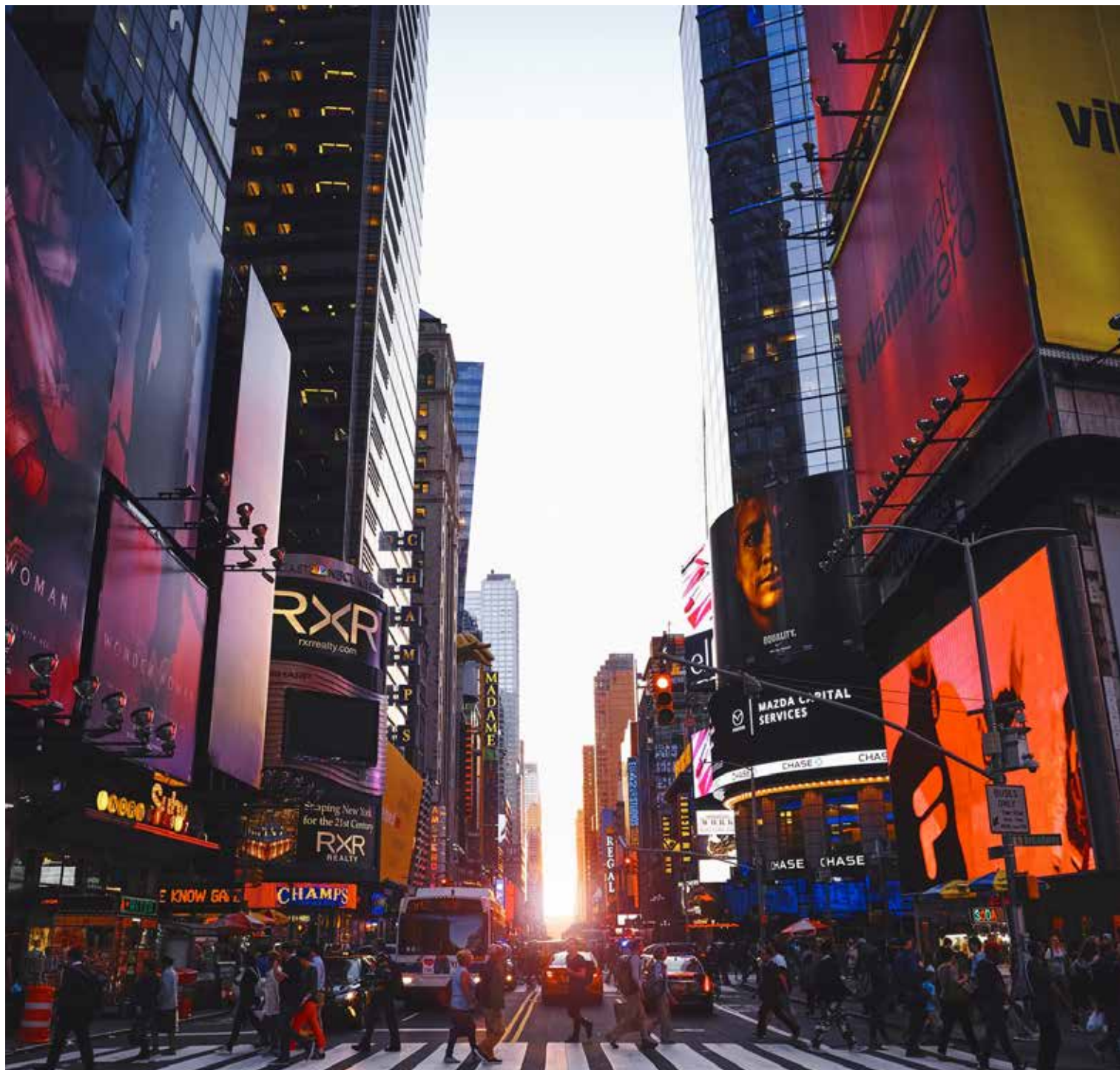# Driving Better Business Outcomes with Data Enrichment

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What is data enrichment?

Meaningful data drives everything smart businesses do today.

It takes reliable, real-time data to make informed decisions that promote growth, drive revenue, and help organizations stay competitive.

And data quality matters.

Data enrichment supplements existing, raw business data by merging it with similar data points in a larger database. This type of integration creates a fuller, more meaningful picture of your customers, their expectations, and how to stay ahead.

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What makes data enrichment important?

Data enrichment gives data more value, which leads to better business decisions.

Rather than relying on your own, single dataset, data enrichment lets you draw on the highest-quality external data to create a clearer view — where and when you need it.

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Key data enrichment benefits

Data enrichment helps businesses find their competitive edge.

Deeper insights can:

- Improve customer-focused products and services
- Drive predictive analytics and forecasting
- Reduce business risks

Businesses can also leverage Points of Interest (POI) insights to interact with consumers more meaningfully in the physical world by using coordinates and information about places consumers find interesting, useful, or appealing.

From ride-sharing and ordering food through delivery apps to tracking packages and mobile banking, location plays a huge role in how consumers interact with the world each day.

POI data makes it easy to find, track, and act upon real-time consumer trends and patterns.

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Data enrichment types and uses

Not all data is created equal, and the same is true when it comes to data enrichment. There are different types that serve different purposes, including:

Geographical enrichment:

Centered around location, drawing on information such as addresses, zip codes, and coordinates. These insights can help identify future retail store placements, localized pricing or messaging, and more.

Demographic enrichment:

All about socioeconomic factors such as age, occupation, income level, marital status, and more. These insights can help form a more complete customer picture and assist with targeted marketing campaigns.

Putting data enrichment to work for you

How can these enriched data types help you get ahead?

They offer highly informed insights that make it possible to do things like...

- Using demographic and past purchase history data to suggest similar products that customers may be interested in and otherwise personalize their user experience, whether in-store or on-app

- Using geographic data to identify opportunities in growing, underserved, or high-potential markets and make smarter store location decisions

- Using demographic and geographic data to ensure product offers and pricing structures appeal to a target demographic

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Avoiding data enrichment red flags

Data enrichment is a business-informing decision. Recognizing these common challenges will help you make the most informed choices on your journey.

Validated data:

Updated, validated data is essential in making key data-driven decisions based on the best insights. Ensure the data you're using is validated frequently to remove redundancies and eliminate outdated records.

Privacy:

Too often, people-data comes with privacy concerns. Work only with reputable companies who prioritize data privacy and can guarantee you're using safe, solid data.

Licensing:

Data providers often have tight restrictions around how you use the data. Review licensing policies closely and make sure you choose a provider that will allow you to work with the data in the way you need.

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Meet Foursquare Places data.

Foursquare Places (FSQ/Places) enriches your understanding of locations with real-time access to our database powering your location-based apps, websites, and more.

Leverage our decade of experience crowd-sourcing consumer feedback with a dataset that combines firmographic venue details from authoritative third-party sources and **billions** of user-generated photos, tips, and reviews.

Available via API or flat file

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Here's what FSQ/Places data can do for you.

FSQ/Places helps:

- Enrich your understanding of locations
- Drive informed business decisions
- Develop engaging user experiences

How?

With **first-party data** from…

14B+
Explicit check-ins from our consumer-facing apps

100M+
Commercial POIs worldwide
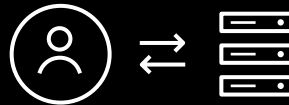
2.4M
Updates per month

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Unlock the up-to-date data you deserve.

Enriching with FSQ/Places data means:

Quality

Using our owned and operated apps, we're able to generate accurate, up-to-date, and reliable data from our users.

Distinction

We combine first- and third-party data, where many others only offer third-party aggregate data.

Accessibility

Access data when and how you want to, downloading content and customizing data to meet your unique needs.
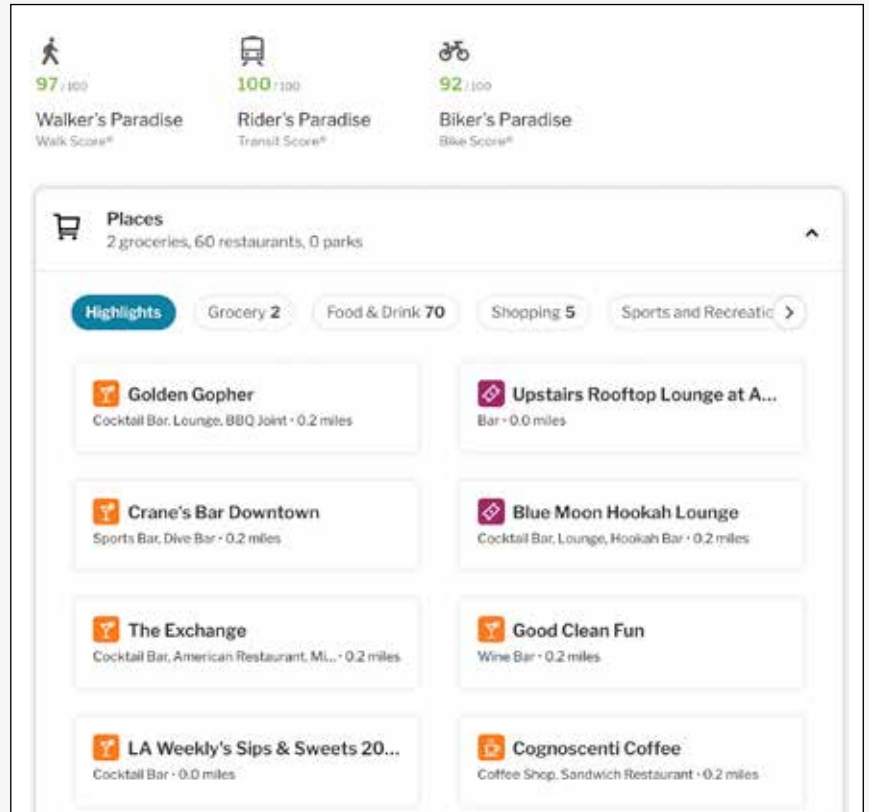
Value

We offer more competitive pricing and flexible, robust licensing options without use case restrictions.

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Redfin

Who:
Redfin real estate brokerage

What:
Enabling users to conduct their own site selection and trade area analysis

How they use FSQ/Places:
To surface category-based places surrounding each listing on the Redfin platform for ratings and reviews that are relevant to a homebuyer's interests, including stores, restaurants, parks, emergency services, and more.
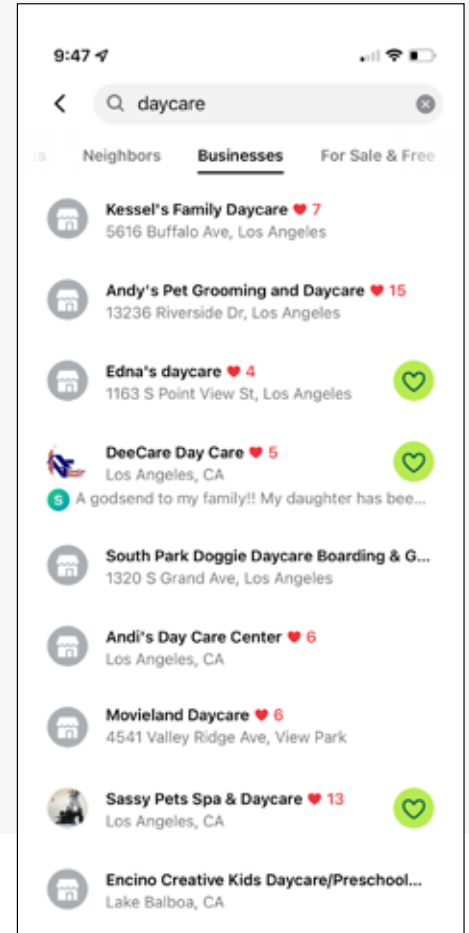
FSQ/Places POI data enhances Redfin's existing data to provide deep insights into what a neighborhood is like, making it possible to assign a "walk score" to each address.

Why:
To provide potential homebuyers with a clear picture of what it's like to live in an area, along with its walkability and potential investment return

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Nextdoor

Who:
Nextdoor, a social networking services app for neighborhoods

What:
Powering business insights with a robust, accurate global POI set

How they use FSQ/Places:
To simplify the verification and onboarding of new businesses through address, email, and contact data, which also helps Nextdoor improve its direct and email marketing efforts and create more curated messaging.

FSQ also powers Nextdoor's in-app search results and recommendations with local business discovery capabilities.

Why:
To create a richer, more meaningful and reliable user experience

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Yum! Brands

Who:
Yum! Brands, a fast food corporation best known for its KFC, Pizza Hut, and Taco Bell brands

What:
Informing global retail store site selection in nine new countries using a detailed area analysis

How they use FSQ/Places:
As a one-stop shop for the accurate, up-to-date, global POI dataset needed to power their decision logic, scoring, and ranking. Yum! Brands received clear insight into where certain trade areas were saturated with competition or which were suited for a chain to maximize ROI.

Why:
To allow for more informed site selection and real estate decisions based on the data of nearby locations, and reduce the time it took to discover, validate, and invest in new locations

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Uber

Who:
Uber, a mobility-as-a-service provider

What:
Improving app and user functionality by enhancing search functionality by combining FSQ/Places autocomplete and POI data

How they use FSQ/Places:
To enable users to type a venue name in the address bar, where Uber quickly returns relevant locations based on popularity and proximity to the user. Uber surfaces the most relevant POI locations and suggests venues quickly using the FSQ POI dataset and API functionality.

Why:
To create a seamless user experience with the goal of surfacing POIs being searched before a user completes typing in venue name (usually three keystrokes)

Ready to go Places?

Understand the world — and more about
your customers — with Foursquare Places

[Get in touch](#) to learn more.

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