

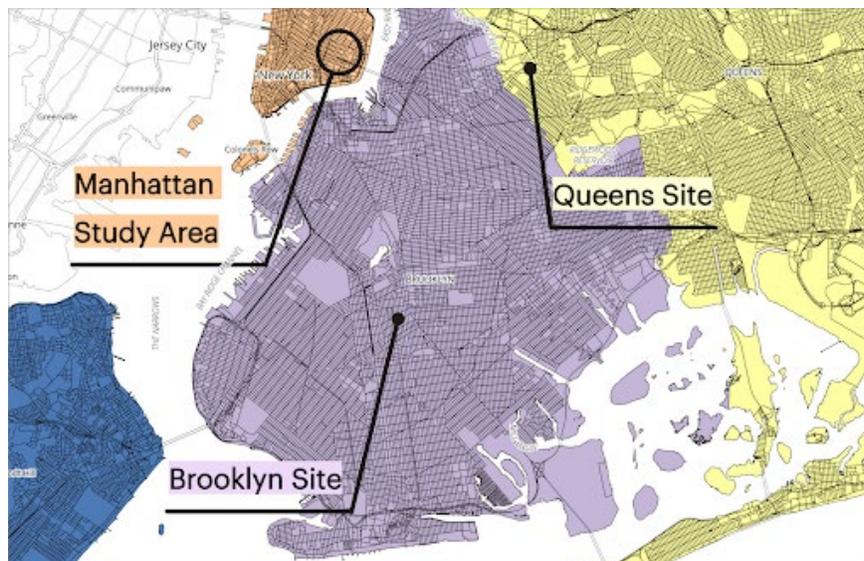
Hey there,

It's Aaron again from the Product Marketing team. In last month's release notes email, I mentioned we had something important coming out this month. Our engineering team has done fantastic work bringing Store ID to market for Foursquare, and you'll learn more about this new feature as well as other features we've brought to market.

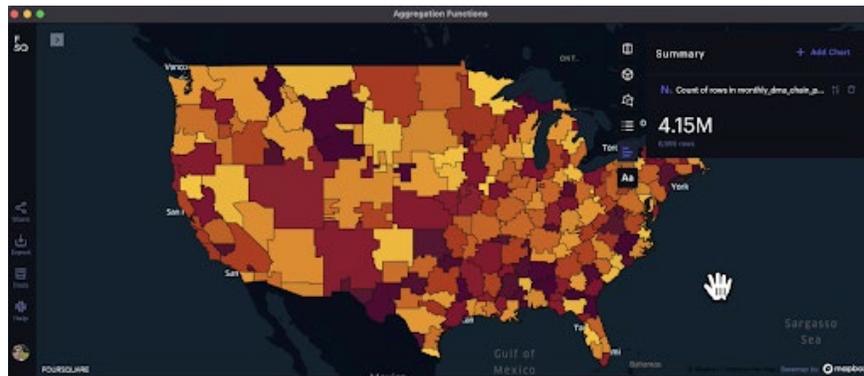
Let's dive in –

Highlights

- **Store ID** - It's been a long time coming, but I'm excited to announce that we've added Store ID to our attribute list. Store ID will enable clients to quickly cleanse, map, or enrich their transaction and POI data using Foursquare's Places. With over 60 attributes across 126M+ POI, users can pull from the most comprehensive dataset in the market.
 - For anyone working with transaction data or looking to enrich their retail or QSR POI data, respond to this email, and I'll set you up immediately.
- **New POI** - 194K new POIs were added last month, including roughly ~87K new POIs in South Korea, which is about a 4% increase in coverage. Our total global POI dataset now sits at approximately 126.9M.
- **Studio improvements** - As always, the Foursquare Studio team has developed new and visually appealing tools to improve their user experience. This month they came up with [Annotations](#), a feature that lets you place text and callouts on the map. Equipped with a rich text editor, annotations are highly customizable, supporting fonts, colors, hyperlinks, and more.



- **More Studio Improvements** - In addition to Annotations, the Studio team also built Expressions, a new aggregation function. Expressions will enable users to aggregate data from columns using a new suite of aggregation expressions such as sum, count, quantile, and more. Big number charts will support these expressions, letting users compute and display aggregated metrics in seconds.



Quick links:

- [Places data release notes](#)
- [Visits data release notes](#)
- [Studio release notes](#)
- [API release notes](#)
- [Create a free \(forever\) Studio account](#)
- [Contact us](#) for a demo, data sample, or just to say hi

That's all until next month. In the meantime, if you have any questions, reply to this email, and I'd be happy to help you out.

Thanks,

Aaron
Product Marketing Manager



Foursquare is the leading independent location technology company, powered by our deep understanding of how people move throughout the world.

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