

FOURSQUARE

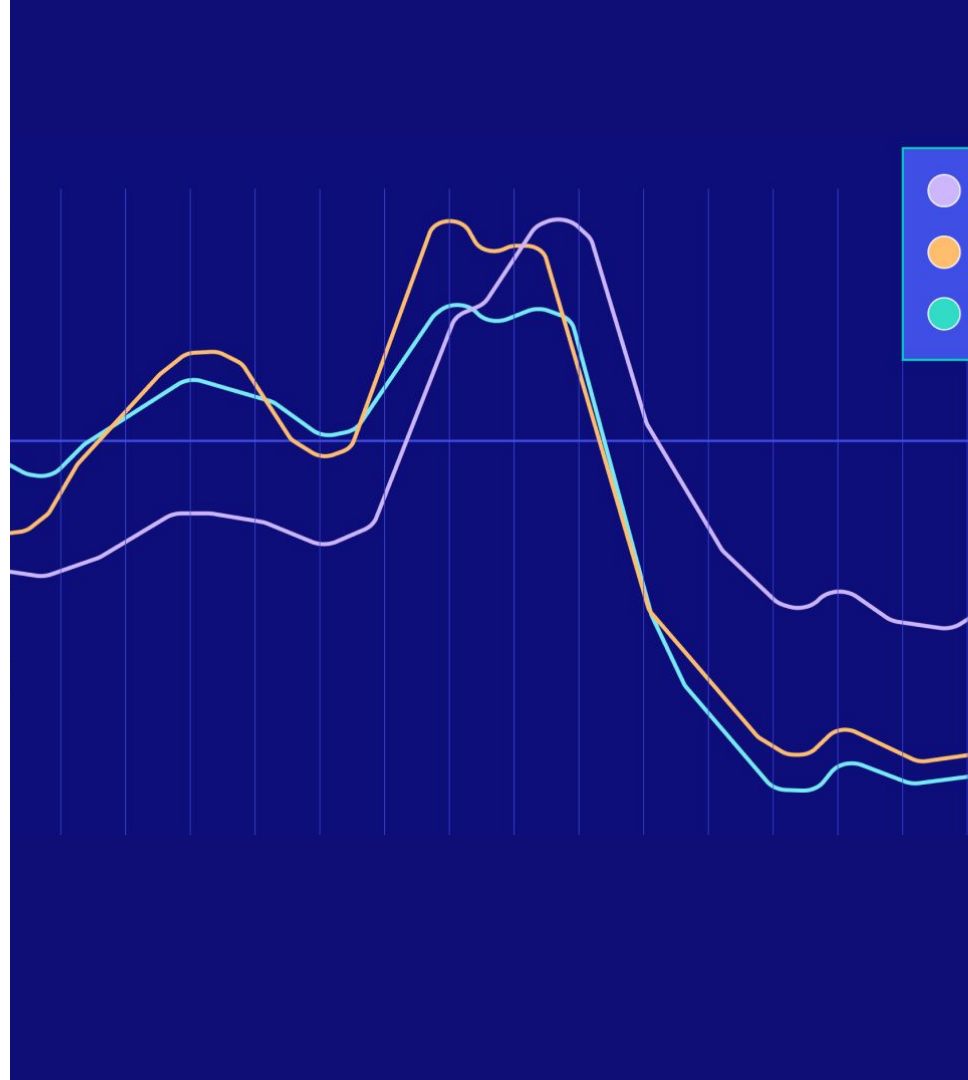
GUIDE

# Foursquare's Guide to TV Measurement



# Table of Contents

Introduction	03
Set up your TV campaigns for success	04
Foursquare measures every type of TV inventory	05
Compare TV results with other channels	09
How to Optimize TV campaigns	11
Why Foursquare?	12
Powerful results	14
Getting started	17

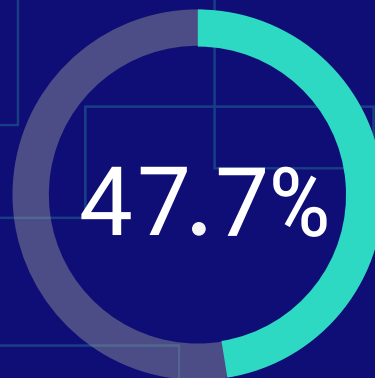


# Introduction

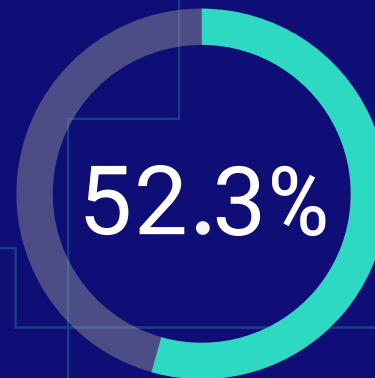
TV is still the most powerful medium to reach audiences and tell a story. Longform ads on the big screen provide advertisers with an opportunity to tell a branding story and drive action simultaneously. But to have the most impact, they need to reach the correct audience and measure true performance.

The days of spending billions blindly on TV are over. Data and technology have changed TV advertising to be more targeted and accountable. Behavioral audience segments and action-based outcomes are the future of TV targeting and measurement respectively. Brands want to tell a story to the right audience at the right time and measure the impact of those stories. By adding data to the storytelling capabilities of TV advertising, brands can now achieve this goal.

Foursquare's Audience and Attribution solutions allow brands to have targeted campaigns across all TV inventory. Using similar strategies to their digital campaigns to analyze the real-world impact of TV advertising as a single channel or as part of an omnichannel campaign to prove the ads drove their desired audiences into stores.



of total time spent with TV this year will be **Linear TV**.



of total time spent with TV this year will be **Streaming TV**.

Source: Insider Intelligence

# Set Up Your TV Campaigns for Success

- ① Have a clear vision of your marketing KPIs.
- ② Define a desired target audience.
- ③ Tell a compelling story with your creative.
- ④ Always use a call to action.
- ⑤ Measure, optimize, repeat.

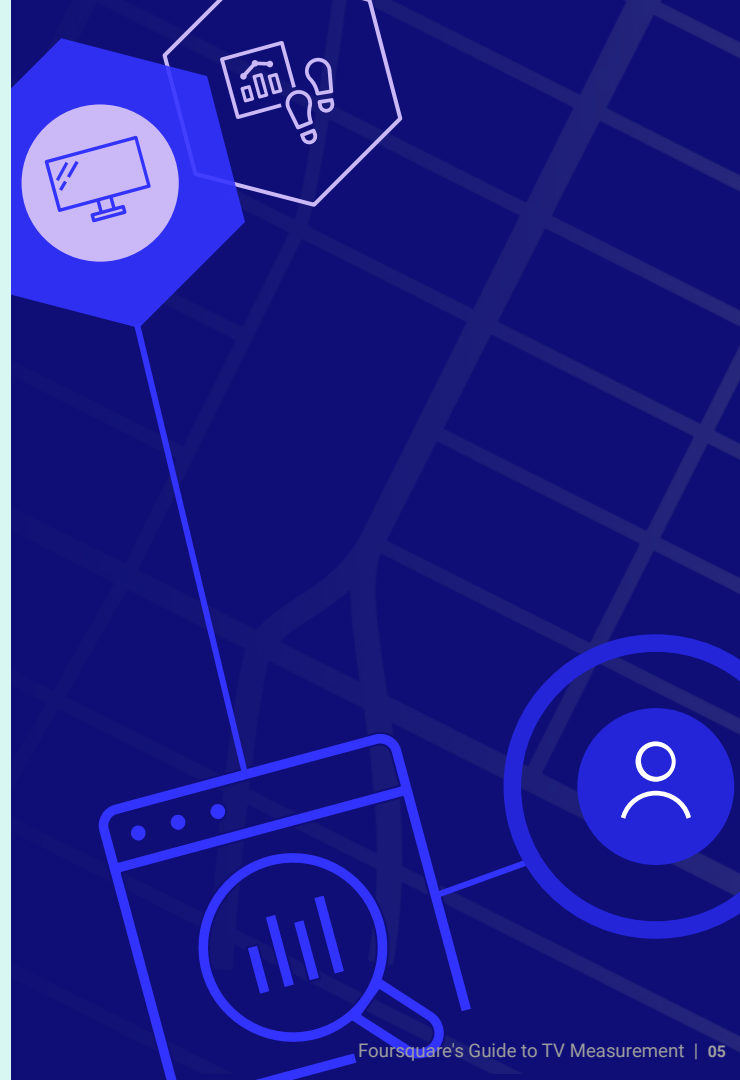
**Foursquare Audience** segments allow brands to have targeted campaigns across all TV inventory that mirror the strategies of their digital and mobile campaigns.

**Foursquare Attribution** allows brands to analyze the real-world impact of TV advertising as a single channel, or as part of an omnichannel campaign, to prove the ads drove those data-backed audiences into stores.



# Foursquare Measures Every Type of TV Inventory

Foursquare Attribution allows you to understand the true impact of your advertising across all media channels, including **Linear**, **Connected**, and **Addressable TV**...





## Linear TV

Foursquare is the exclusive foot traffic measurement partner for Inscope's Automatic Content Recognition (ACR) feed to measure national Linear TV. We have always-on national Linear TV Attribution capabilities by combining Inscope's ACR feed with Kantar's ad schedules. This workflow requires no effort by you. Additionally, we can ingest national linear postlogs for ad schedules, replacing Kantar.

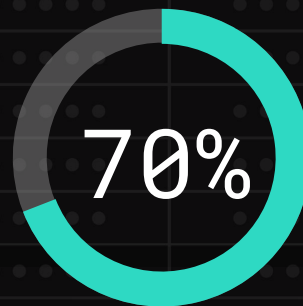




## Connected TV

Foursquare will be able to seamlessly pixel your CTV campaign at the DSP/SSP or Publisher level. Your Foursquare CS representative will work with you and our partners to ensure a turnkey campaign launch. If pixeling is not an option or you'd like to measure a campaign that has already launched, we can ingest exposure logs for CTV inventory. Once up and running, campaign results will populate in real-time within the Foursquare Attribution UI.

**CTV works best as a complement,  
rather than a replacement, to linear TV**



of the audiences reached via  
OTT/CTV could not be reached by  
linear-only campaigns.

Source: Comcast research



## Addressable TV

Foursquare can ingest client-supplied MVPD exposure files for Addressable TV measurement. We will work with an identity resolution partner like Experian or Blockgraph to resolve MVPD exposure files to our identity graph for Attribution. We will work with you and your TV Partners to streamline this process.





# Comparing your TV results with other channels

Foursquare holistic measurement allows you to compare your TV campaigns with all of your other channels in the same UI.

We offer omnichannel overlap analysis, which can provide up to six custom reports due to isolating and combining TV with any other channel, providing brands with valuable insights into how their media is performing across channels.

The example on the right showcases a combination of TV and Digital data reports that can easily be tailored to your needs.



## Full Report

All channels combined



## All TV Media

All TV exposures, including any potential overlapping digital exposure



## All Digital Media

All Digital Exposures, including any potential overlapping TV exposure



## TV + Digital Media

All channels combined



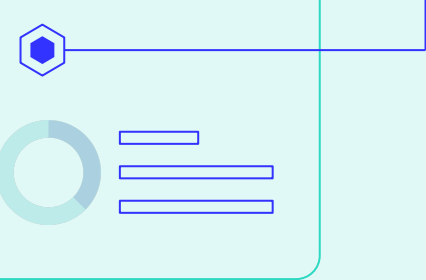
## Only TV Media

Exposures to TV only, excluding exposures to Digital



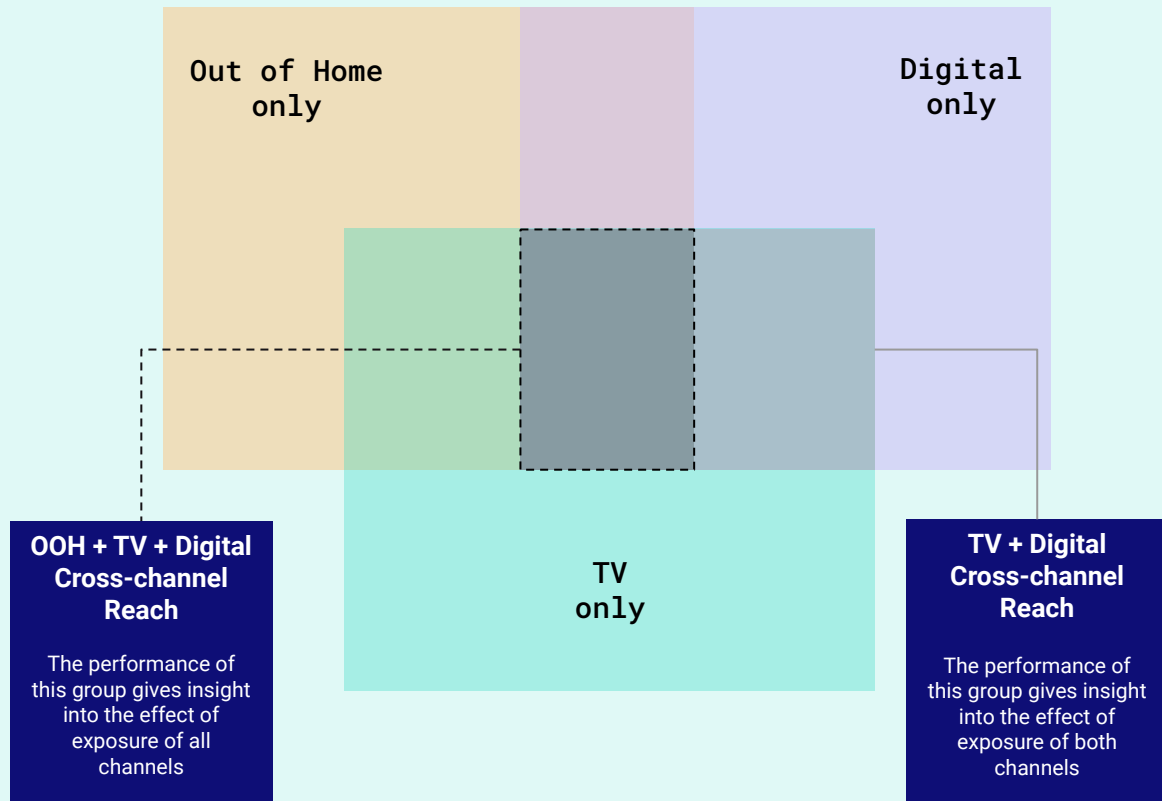
## Only Digital Media

Exposures to Digital only, excluding exposures to TV



# All in One

With Foursquare, you can compare Digital, TV, and even OOH Measurement in a single multichannel report.





# How to Optimize Your TV Campaigns

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

- 1 Customize your optimization tactics.** Analyze and optimize your TV campaign by partner, network, daypart, creative, spot length, etc.
- 2 Shift budget slowly.** Steer away from making major changes all at once, as any shifts should be considered a test and learn.
- 3 Focus on a few adjustments at a time.** This helps narrow down the impact on performance.
- 4 Change in performance can take time** to be seen in reporting since we are evaluating human behavior post ad exposure.
- 5 Keep track of trends in-flight.** It is important to review the FSQ reporting on an ongoing basis (i.e. weekly) to keep track of trends.
- 6 When overall campaign or partner lift is not present,** dig deeper into reporting to find areas that are performing well.
- 7 Work with FSQ to create custom reports** (i.e. creative, audience, format) to understand which aspects of the campaign are top performers.
- 8 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.”

– Associate Director of Analytics, Media Agency

# Why Foursquare?

## With Foursquare, you can:

-  Incorporate TV into your omnichannel strategy and measurement.
-  Move beyond impressions as a Key Performance Indicator.
-  Measure all types of TV inventory with store visits and online conversions
-  Target your audiences and competitors' customers in a more granular way.
-  Compare TV performance with every other media channel in one UI.
-  Reduce waste in TV campaigns across Linear, Addressable, and CTV Inventory.
-  Activate the same segments across all inventory types.
-  Optimize across top-performing segments in real-time.



## The Right Scale

We reach over 250MM consumers in the US and 500M globally, so you can find the perfect balance between granularity and scale.



## Data Quality

Our data is built from our proprietary data assets. Every signal is validated with our location validation stack to ensure accuracy, and in turn, effectiveness in your campaign.



## Customization

Select from over 1,200 diverse, ready-to-use audiences, 100 pre-built for CTV. Or build your own to your exact specifications with our easy, self-serve Audience Designer.



## Activation

FSQ Audiences can be activated against any HH in the US with a Connected TV or cable box. Via integrations with data onboarders, FSQ Audiences can be activated across all Connected, Linear, and Addressable TV Inventory.



## Privacy First

We are committed to building products with privacy-protecting features and holding our partners accountable. We always prioritize privacy, with opt-in consent provided by our panel, and results always surface in aggregate.

## Accessibility & Partnerships

Foursquare has the most sophisticated integrated data and technology across the marketing ecosystem and the largest media partnerships footprint by a wide margin: 550+.

Available across all media channels & social networks with preferred and exclusive partnerships across top media platforms.

“

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.”

– Associate Director of Analytics, Media Agency

Roku

SAMSUNG Ads

tubi

NBCUniversal



# Powerful Results

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

500%+

Return on investment

671k

Benefits present value

80%

Increase in incremental visits driven by each ad dollar spent

Forrester Determines The Total Economic Impact™ of Attribution





# Foursquare Measures the Impact of Roku's Video Ads in Driving Visits to Ashley Furniture Stores

Despite being a leader in furniture, Ashley struggled to reach and engage customers through traditional TV advertising. Hoping to improve the incremental reach and upper funnel metrics around their paid media efforts, they turned to TV streaming and leveraged Roku's partnership with Foursquare to measure in-store traffic.



## The Results

The campaign increased store visits while decreasing the cost per visit, relative to a previous campaign with Roku. Additionally, measurement and analytics provided by Roku's partnership with Foursquare gave fresh insights into customer attribution.

[View the Case Study](#) →

Roku users

37%

more likely to visit the physical store after campaign exposure

-18%

decrease in cost per store visit from Q3'21 campaign



# ViacomCBS and Foursquare Show Increased Media Impact by Measuring Multi-Channel Campaign

ViacomCBS sought to measure the relative impact of multiple media channels on incremental visitation to a QSR, in addition to the effectiveness of their Vantage audience targeted TV product. ViacomCBS used Foursquare Attribution to measure incremental foot traffic to the QSR.



## The Results

The Vantage targeted campaign drove incremental visits across all platforms, with the targeted audience driving the higher behavioral impact. Vantage live linear addressable and targeted OTT media together drove 34% lift, a 10x increase over Vantage linear alone, and 3x over the non-targeted digital media campaign.

[View the Case Study](#) →

# +50%

Overall campaign performance vs. Foursquare's omnichannel campaign behavioral lift benchmark

# 7x

The Vantage cross platform campaign outperformed non-targeted media by over 7 times.





If you want to learn more about how to target and  
measure your TV campaigns with Foursquare,  
contact our location experts:

[hello@foursquare.com](mailto:hello@foursquare.com)