

FOURSQUARE

9.6/10

Leader

CARTO

8.1/10

Leader

near

7.8/10

Leader

Placer.ai

7.6/10

Leader

Quotient

7.5/10

High Flier

<p>Win Reasons</p>	<ul style="list-style-type: none"> • Privacy-focused practices help Foursquare to position itself as a neutral partner for location-based marketing. • Foursquare has partnerships and integrations with major platforms such as Amazon, Snap, Twitter, and Waze. • Customization options and technical support help customers tailor their location-based marketing strategies to their specific needs. 	<ul style="list-style-type: none"> • User-friendly platform with customizable visualizations for easy interpretation of data. • Spatial analysis capabilities for more accurate and targeted marketing campaigns. • Integration with a wide range of data sources for comprehensive location insights. 	<ul style="list-style-type: none"> • Customizable and scalable solutions to meet the unique needs of each client. • Proprietary AI technology for accurate and real-time location data analysis. • Comprehensive global coverage with access to over 1.6 billion monthly active users. 	<ul style="list-style-type: none"> • Competitive pricing and negotiation flexibility as an early adopter. • Accurate data collection compliant with privacy laws, exceeding expectations. • Location-based analytics and heatmaps for decision-making capabilities. • Integration with third-party systems and technical APIs for automation and system linkage. 	<ul style="list-style-type: none"> • Helps advertisers build brand affinity and consumer relationships through personalized promotions and savings. • Provides omnichannel solutions for planning, targeting, delivering, and measuring performance marketing. • Offers mobile location signal and location intelligence for targeted digital promotions and media.
<p>Key Product Features</p>	<ul style="list-style-type: none"> • Attribution: Accurate omnichannel measurement solution tying ad spend to real-world visits. • Foursquare Studio: Advanced platform for large-scale geospatial data analysis and visualization. • Audience & Proximity: Best-in-class targeting solutions based on real-world behavior and foot traffic. 	<ul style="list-style-type: none"> • Carto offers advanced spatial analysis capabilities for optimizing business operations and marketing strategies. • The platform enables users to monetize data through location-based insights and targeted advertising. • Carto's user-friendly interface and customizable dashboards make it easy to visualize and interpret complex data sets. 	<ul style="list-style-type: none"> • The platform analyzes data on unique user IDs and points of interest in several countries. • Near empowers marketing and operations teams to understand consumers' online and offline behaviors, affinities, and attributes. • The platform analyzes data on unique user IDs and points of interest in several countries. 	<ul style="list-style-type: none"> • Easy-to-use platform with a wide range of reports and monthly product updates. • Accurate and reliable location analytics for any retail location in the US. • Ability to utilize Placer data within pre-existing workflows and complex models, as well as layer complementary datasets for greater accuracy and granularity. 	<ul style="list-style-type: none"> • Quotient Technology offers targeted digital promotions and media for advertisers and retailers to drive sales and impact ROI. • Their platform and suite of omnichannel solutions aid in planning, targeting, delivering, and measuring performance marketing and brand marketing. • Quotient Technology provides location intelligence, data analysis, media buying services, and retailer creative services to optimize advertising strategy.
<p>Headquarters</p>	<p>New York, New York, United States</p>	<p>New York, New York, United States</p>	<p>Pasadena, California, United States</p>	<p>Santa Cruz, California, United States</p>	<p>Mountain View, California, United States</p>

FOURSQUARE



near

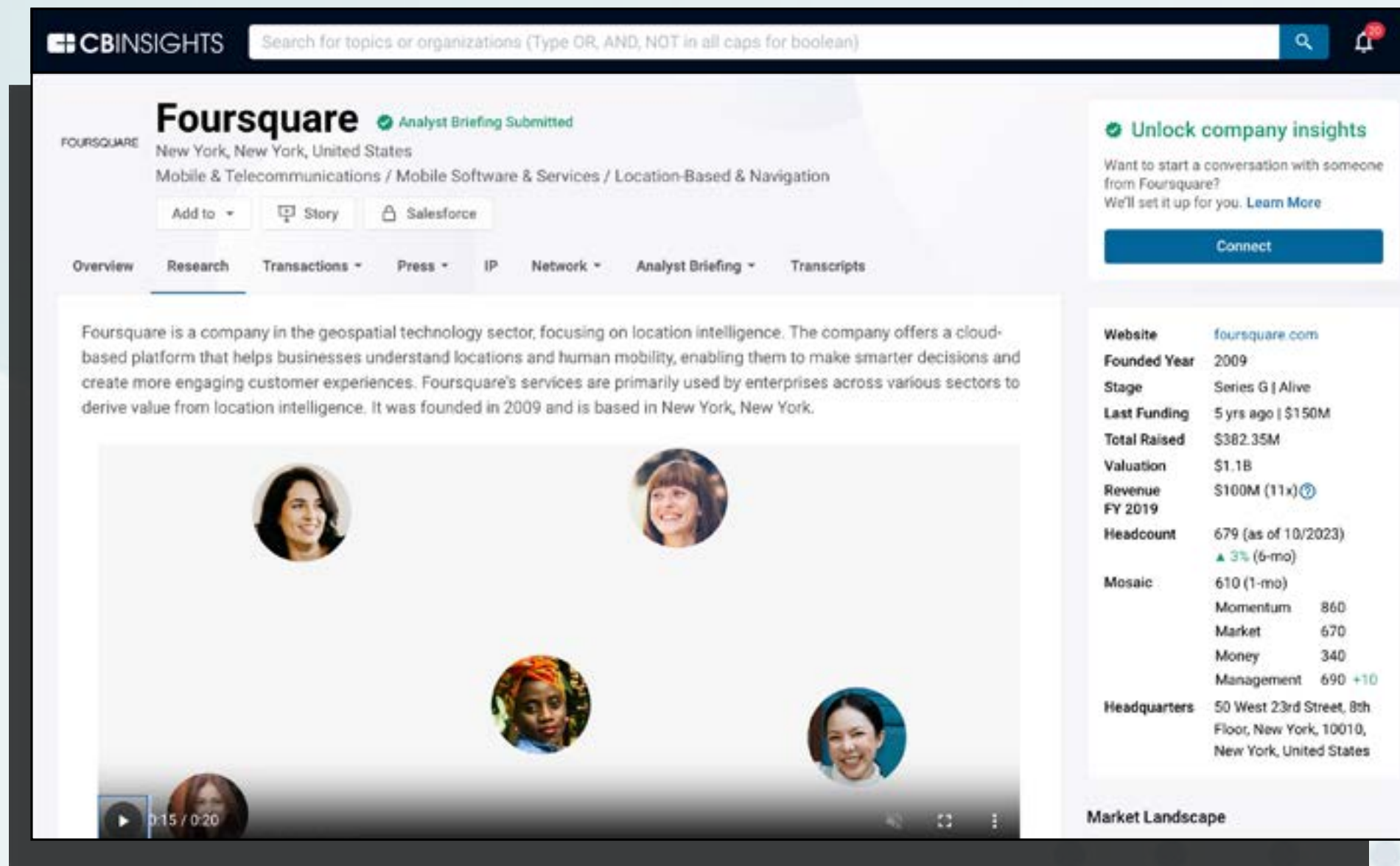


Quotient

Market Strength	9.6/10	7.9/10	7.2/10	7.4/10	6/10
Featured Customers	Snowflake, Clinch, Hilton Grand Vacations, Snap	NYC Data Science Academy, GIS People, Jefferies, ING, Scotiabank	Aldi France, alwaysON, Caldwell Banker	Cushman & Wakefield, SRS Real Estate Partners, Wegmans, BJ's Wholesale Club, Wayfair	Plum Market, Giant Eagle, Dollar General, U by Kotex, Quaker Oats Company
Key Customer Outcomes	<ul style="list-style-type: none"> Optimized advertising spend, resulting in a higher number of incremental visits per advertising dollar, maximizing ROI for marketing campaigns. Increased store visits, demonstrating the effectiveness of location-based marketing in driving physical traffic to businesses. Enhanced app engagement, leading to more active user interactions and sustained usage patterns. 	<ul style="list-style-type: none"> Improved marketing campaign performance by leveraging location intelligence to gain insights into consumer behavior. Enhanced decision-making capabilities through the use of spatial data, including for usecases like selecting store locations and delivery routes. Increased return on investment for marketing efforts through market intelligence, competitive benchmarking, and offline attribution. 	<ul style="list-style-type: none"> Curated intelligence on people, places, and products to inform business decisions in industries such as retail, real estate, restaurant/QSR, travel/tourism, telecom, and financial services. Enhanced understanding of consumers' online and offline behaviors, affinities, and attributes Empowered marketing and operations teams to engage customers and grow their businesses 	<ul style="list-style-type: none"> Enhanced brick-and-mortar retail performance from analyzing foot traffic and consumer behavior. Location-based analytics to help assess property values. Improved effectiveness in commercial real estate activities, including leasing and acquisitions, by leveraging location intelligence to identify ideal customer profiles and high-value targets. 	<ul style="list-style-type: none"> Insights into consumer behavior and competitive benchmarking, helping businesses to make more informed decisions. Optimized marketing campaigns for improved ROI. Enhanced consumer engagement.
Key Partners	Taboola, Constellation, Constellation, ByteDance, ShopKick	Foursquare, SafeGraph, Mastercard, Waze, Microsoft	ALDI France, McDonald's	Vibonomics, Applied Geographic Solutions, M Science, Captivate Network	Hivestack, DPAA, Volta, Rapport, AutoZone
Execution Strength	9.7/10	8.2/10	8.4/10	7.7/10	9.1/10
Key Investors	Union Square Ventures, Andreessen Horowitz, Spark Capital	Accel, Insight Partners, Knight Foundation	Greater Pacific Capital, Canaan Partners, Blue Torch Capital	Akkadian Ventures, VITALIZE Venture Capital, at.inc	Greylock Partners, G & H Partners, Passport Capital
Stage	Series G	Series C	Reverse Merger	Unattributed	Take Private
Equity Funding	\$382.35M	\$92M	\$226M	\$192.9M	\$242M
Employee Headcount	679 (▲ 3% 12 mos)	284 (▲ 24% 12 mos)	411 (▲ 0% 12 mos)	700 (▲ 15% 12 mos)	952 (▼ -12% 12 mos)



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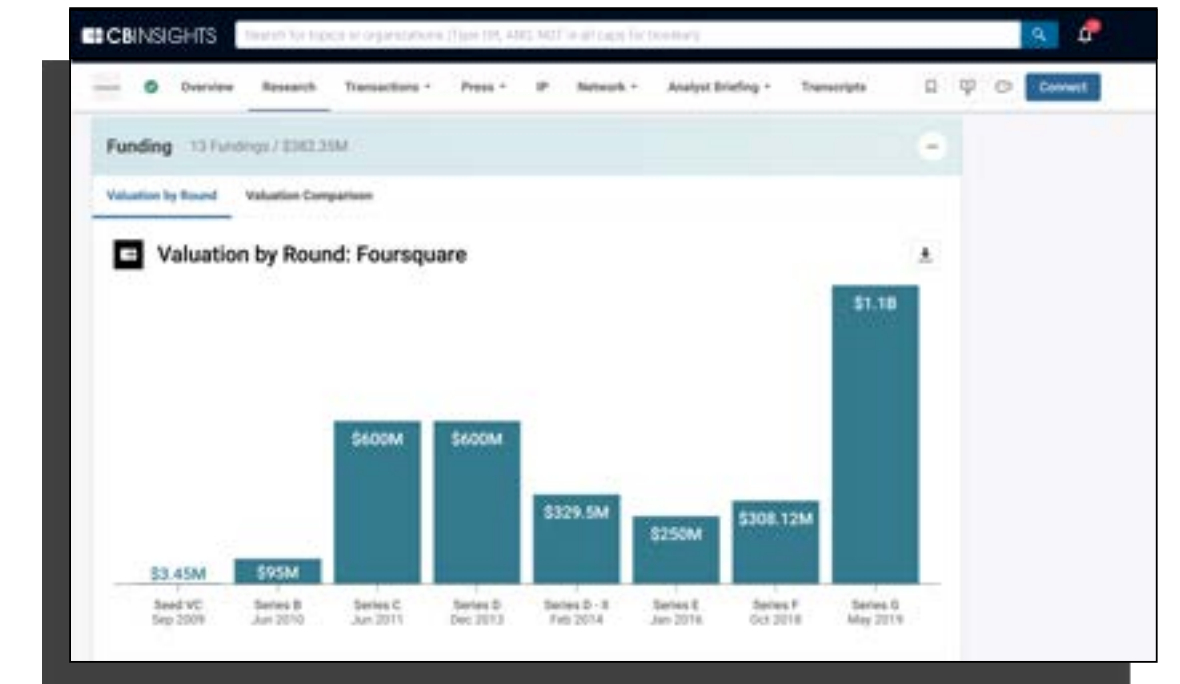
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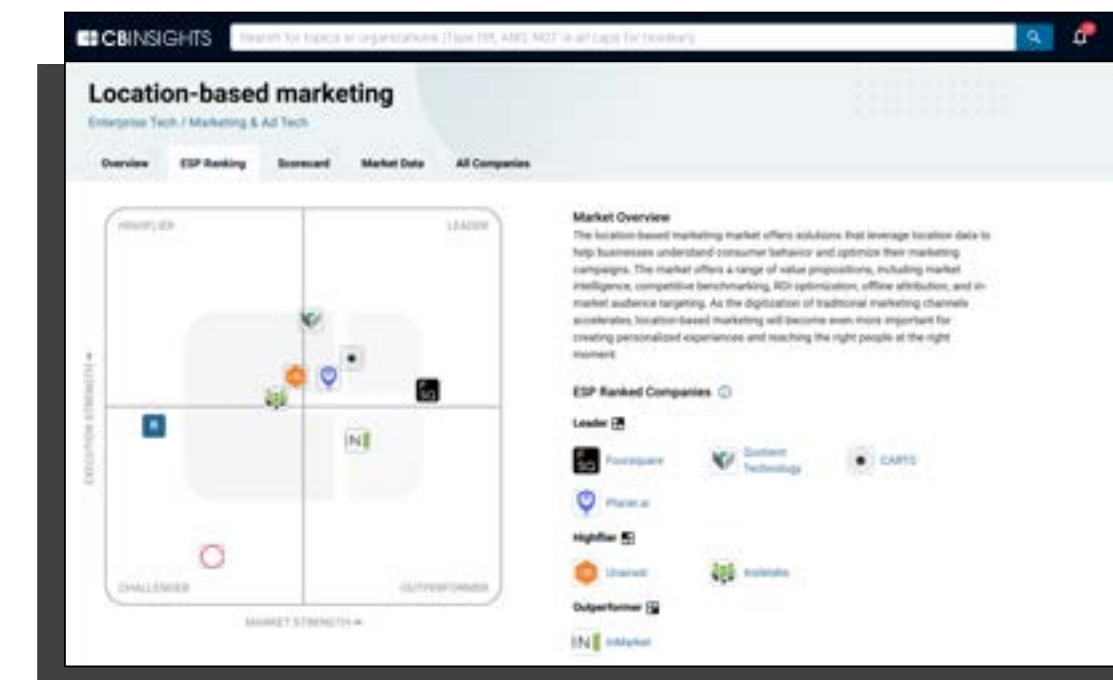
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