

## FOURSQUARE

9.6/10

## CARTO

8.2/10

## precisely

7.9/10

## Placer.ai

7.8/10

## Quotient

8.1/10

<p><b>Win Reasons</b></p>	<ul style="list-style-type: none"> <li>Foursquare has first-party data with Point of Interest (POI) coverage, providing more accurate location intelligence compared to many thirdparty data sources.</li> <li>Offers effective visit detection methodologies and tools for geospatial and time-based joins.</li> <li>MRC accredited, ensuring accuracy and privacy in their location intelligence offerings.</li> </ul>	<ul style="list-style-type: none"> <li>Advanced spatial analysis capabilities that enable deeper insights and better decision-making.</li> <li>User-friendly platform with customizable visualizations for easy interpretation of data.</li> <li>Robust APIs and developer tools that allow for seamless integration with other systems and workflows.</li> </ul>	<ul style="list-style-type: none"> <li>Precisely's expertise in data governance and management ensures high-quality, consistent data handling.</li> <li>Their location intelligence products offer powerful data enrichment capabilities.</li> <li>Precisely's data integrity suite provides accuracy and consistency in data for better business decisions.</li> </ul>	<ul style="list-style-type: none"> <li>Placer.ai's competitive pricing and willingness to negotiate can make it a cost-effective solution.</li> <li>Accurate data collection and compliance with privacy laws.</li> <li>The ability to overlay real-time data and utilize heatmaps and simulation features.</li> </ul>	<ul style="list-style-type: none"> <li>Provides a suite of omnichannel solutions for planning, targeting, delivering, and measuring performance marketing and brand marketing.</li> <li>Utilizes mobile location signals and location intelligence to enhance the consumer experience and drive action.</li> <li>Offers targeted digital promotions and media for advertisers and retailers to reach consumers.</li> </ul>
<p><b>Key Product Features</b></p>	<ul style="list-style-type: none"> <li>Attribution: Accurate omnichannel measurement solution tying ad spend to real-world visits.</li> <li>Foursquare Studio: Advanced platform for large-scale geospatial data analysis and visualization.</li> <li>Audience &amp; Proximity: Best-in-class targeting solutions based on real-world behavior and foot traffic.</li> </ul>	<ul style="list-style-type: none"> <li>The company's technology allows for seamless integration with existing data sources, including IoT devices.</li> <li>Carto's suite of tools includes advanced spatial analysis capabilities, such as geocoding and routing optimization.</li> <li>Carto's platform offers real-time data analysis and visualization for location-based insights.</li> </ul>	<ul style="list-style-type: none"> <li>Precisely's location intelligence products provide accurate and up-to-date data for more than 100 countries.</li> <li>The company's data integration and quality tools ensure consistency and reliability in location-based insights.</li> <li>Precisely's data enrichment capabilities enable customers to gain deeper insights and make better business decisions.</li> </ul>	<ul style="list-style-type: none"> <li>Easy-to-use platform with a wide range of reports and monthly product updates.</li> <li>Accurate and reliable location analytics for any retail location in the US.</li> <li>Ability to utilize Placer data within pre-existing workflows and complex models, as well as layer complementary datasets for greater accuracy and granularity.</li> </ul>	<ul style="list-style-type: none"> <li>Location intelligence, data analytics, and media measurement.</li> <li>A suite of omnichannel solutions aid advertisers in planning, targeting, delivering, and measuring performance marketing and brand marketing.</li> <li>Offers targeted digital promotions and media to help advertisers and retailers drive sales.</li> </ul>
<p><b>Headquarters</b></p>	<p>New York, New York, United States</p>	<p>New York, New York, United States</p>	<p>Burlington, Massachusetts, United States</p>	<p>Santa Cruz, California, United States</p>	<p>Mountain View, California, United States</p>

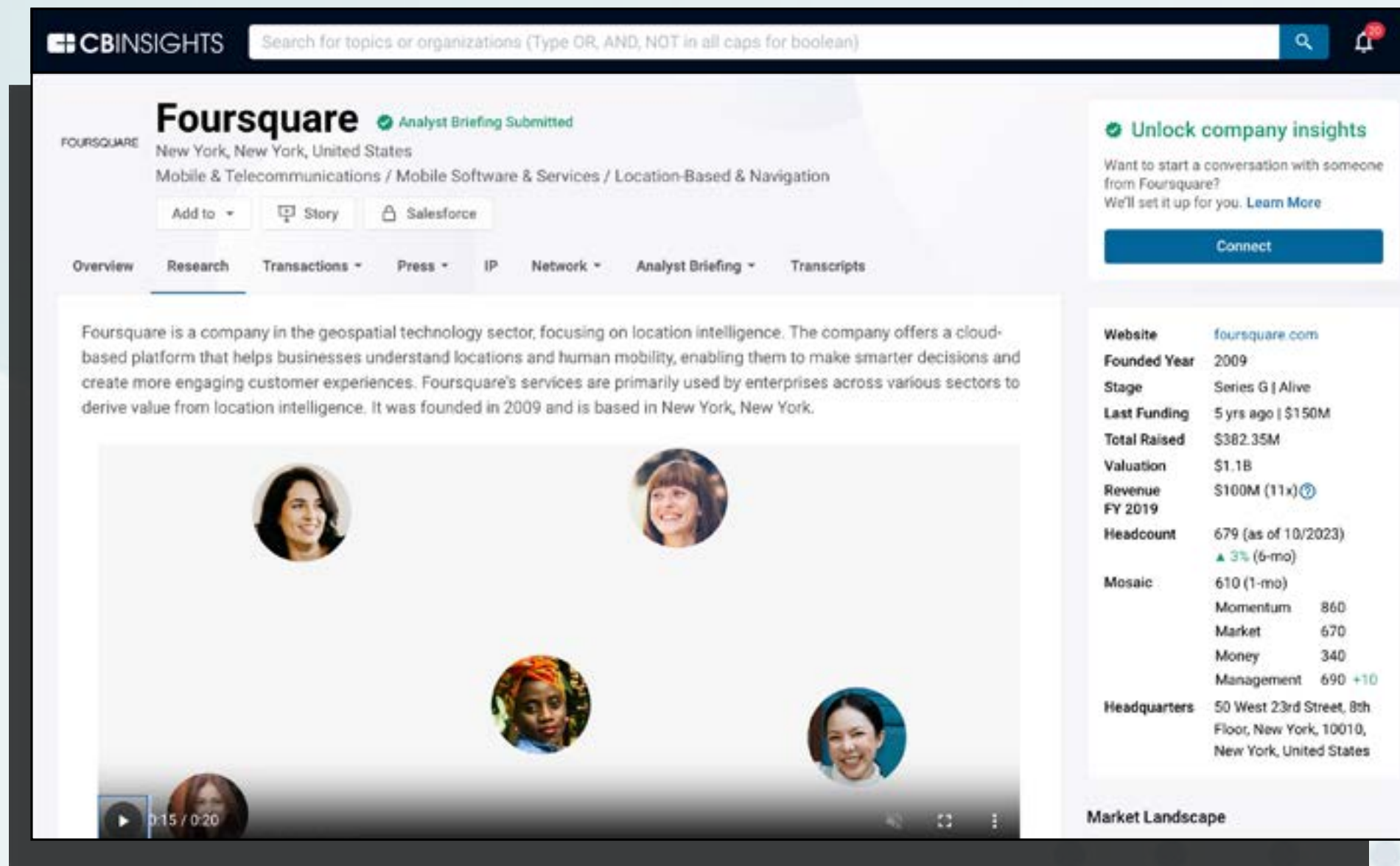
FOURSQUARE



<b>Market Strength</b>	<b>9.6/10</b>	<b>8.1/10</b>	<b>7.8/10</b>	<b>8/10</b>	<b>7.9/10</b>
<b>Featured Customers</b>	Snowflake, Clinch, Hilton Grand Vacations, Snap	NYC Data Science Academy, GIS People, Jefferies, ING, Scotiabank	Overstock.com, comScore, Warsaw University of Life Sciences	Cushman & Wakefield, SRS Real Estate Partners, Wegmans, BJ's Wholesale Club, Wayfair	Plum Market, Giant Eagle, Dollar General, U by Kotex, Quaker Oats Company
<b>Key Customer Outcomes</b>	<ul style="list-style-type: none"> <li>Increased store visits and improved return on ad spend from increased foot traffic.</li> <li>Enhanced app engagement and optimized cost per visit by using location intelligence to create more engaging user experiences and strategically allocate marketing budgets.</li> <li>Expansion of customer base through using location data for targeted marketing and enhanced consumer insights.</li> </ul>	<ul style="list-style-type: none"> <li>Enhanced decision-making capabilities through the use of spatial data and analysis, aiding in the optimization of delivery routes, marketing strategies, and strategic store placements.</li> <li>Improved operational efficiency from using location intelligence to interpret consumer interactions with physical spaces.</li> </ul>	<ul style="list-style-type: none"> <li>Improved data-driven strategies using location intelligence.</li> <li>Enhanced decision-making capabilities from using analytics tools to understand consumer interactions with physical spaces.</li> <li>Compliance with privacy regulations.</li> </ul>	<ul style="list-style-type: none"> <li>Enhanced decision-making related to retail and commercial real estate through detailed foot traffic analytics.</li> <li>Strategic support for acquisitions and leasing activities by identifying high-value targets and best-fit customers.</li> </ul>	<ul style="list-style-type: none"> <li>Increased effectiveness of marketing campaigns by leveraging targeted digital promotions.</li> <li>Improved measurement and performance tracking of marketing efforts.</li> <li>Enhanced decision-making capabilities for businesses through insights into consumer interactions with physical spaces.</li> </ul>
<b>Key Partners</b>	Taboola, Constellation, Constellation, ByteDance, ShopKick	Foursquare, SafeGraph, Mastercard, Waze, Microsoft	OneShield, Amplifi, Snowflake, Charles River Development	Vibonomics, Applied Geographic Solutions, M Science, Captivate Network	Hivestack, DPAA, Volta, Rapport, AutoZone
<b>Execution Strength</b>	<b>9.7/10</b>	<b>8.3/10</b>	<b>8/10</b>	<b>7.6/10</b>	<b>8.2/10</b>
<b>Key Investors</b>	Union Square Ventures, Andreessen Horowitz, Spark Capital	Accel, Insight Partners, Knight Foundation	Bessemer Venture Partners, Insight Partners, Georgian	Akkadian Ventures, VITALIZE Venture Capital, at.inc	Greylock Partners, G & H Partners, Passport Capital
<b>Stage</b>	Series G	Series C	Unattributed VC	Unattributed	Take Private
<b>Equity Funding</b>	\$382.35M	\$92M	-	\$192.9M	\$242M
<b>Employee Headcount</b>	679 (▲ 3% 12 mos)	284 (▲ 24% 12 mos)	2,673 (▲ 12% 12 mos)	700 (▲ 15% 12 mos)	952 (▼ -12% 12 mos)



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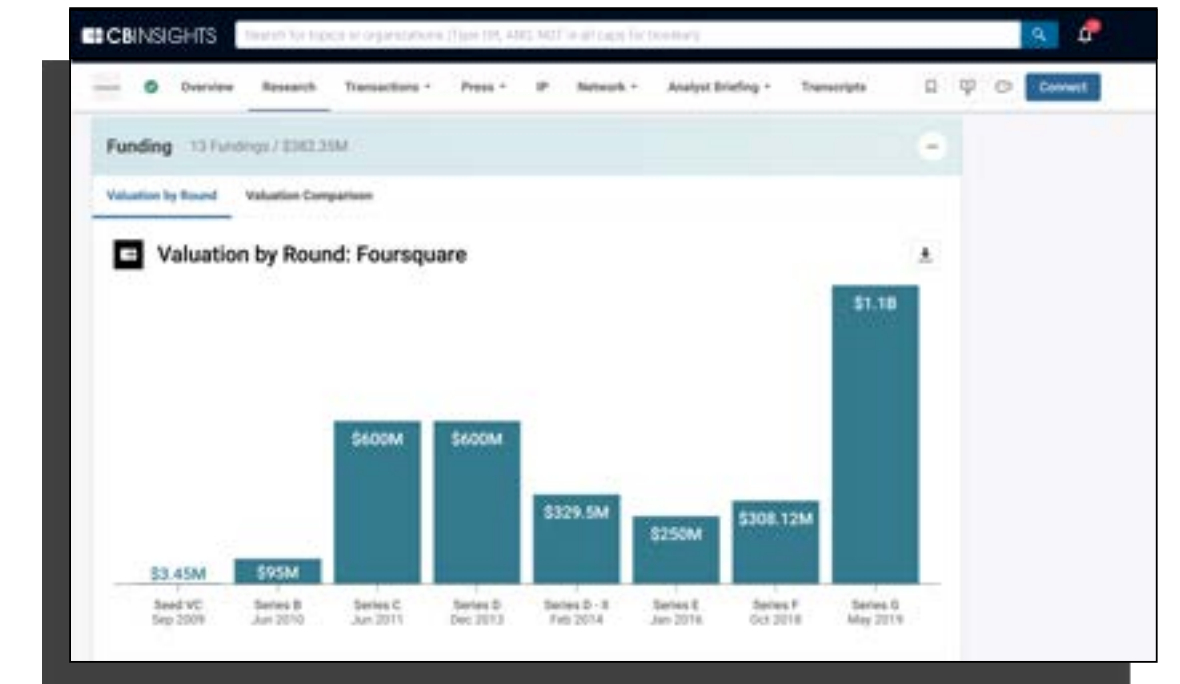
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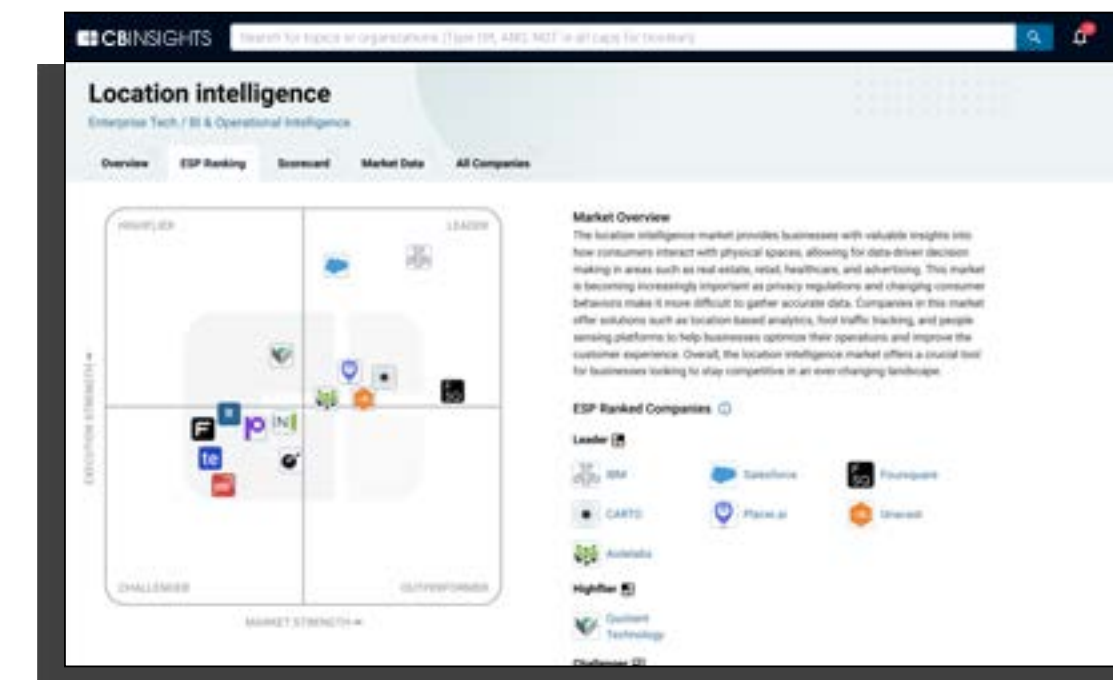
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