Measuring The Entire Consumer Journey

2022

FOURSQUARE

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SVP, Product

The leading location technology platform

A pioneer of the geolocation space, Foursquare's tech stack harnesses the power of places and movement to improve customer experiences and drive better business outcomes.

Audience

Places

Attribution
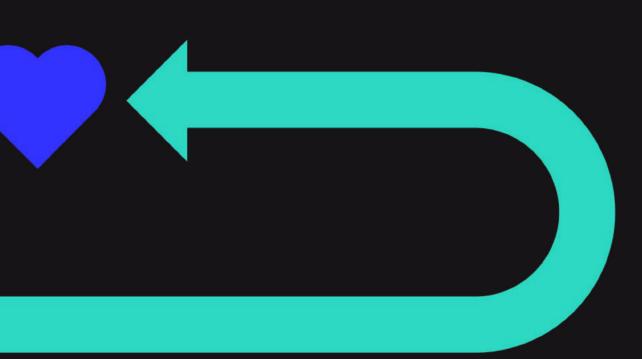
Visits

FSQ

Proximity

API

Pilgrim

Unfolded

What are the biggest challenges that marketers face?

The 20 year evolution of digital marketing has been
"Where's the ROI?"

90%
of marketers consider measuring and proving ROI to be an important challenge.

Now we're even needing to find ROI across the entire business

Budgeting decisions

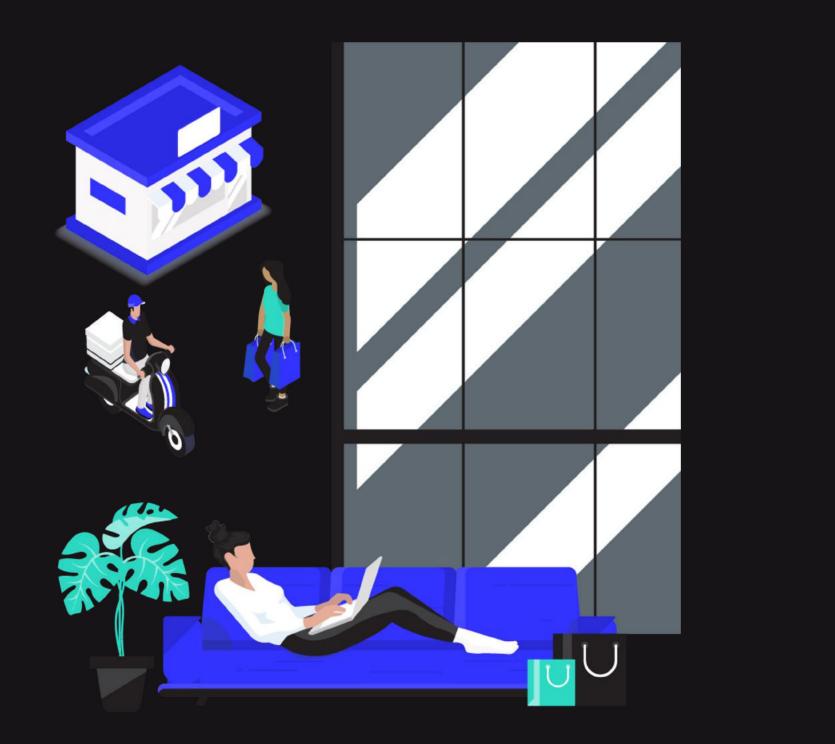Should I open a store, or should I put more $ into online marketing budget?

Should I develop a new feature for my app, or increase my acquisition spend?

Ben Evans calls this 'Unbundling Advertising"

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"Rent is the new CAC"

The Great Consumer Shift

Drive by a billboard

Browse social media

Play with an app

Explore a showroom

Go to a website

Order online

Visit a store

Open an email

Pickup an order
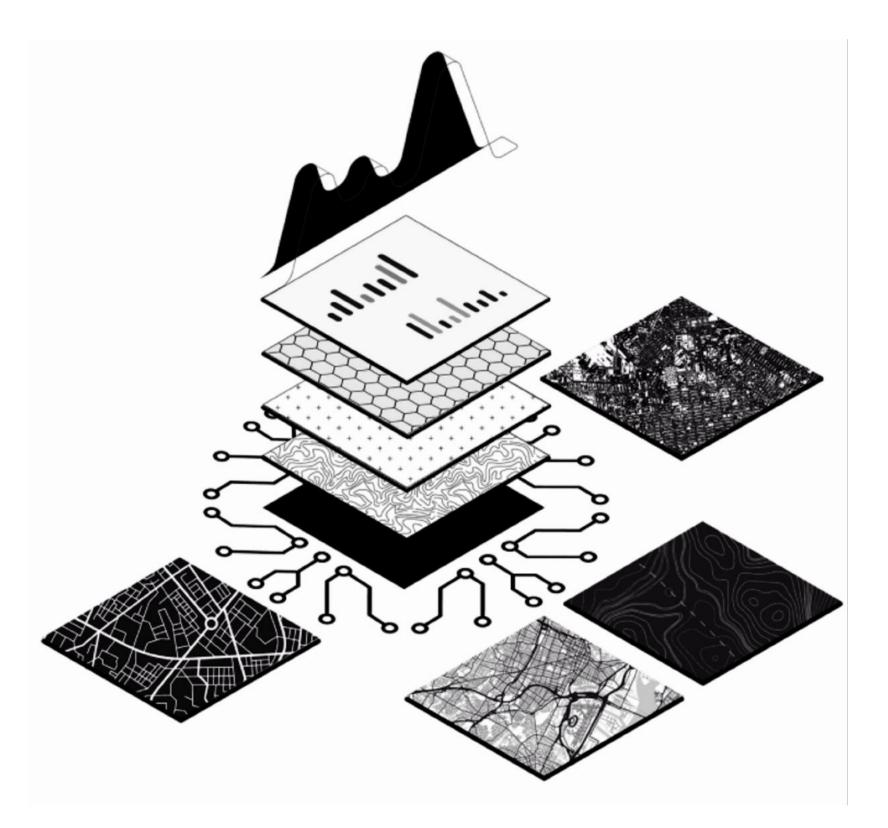
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This shift involves many challenges

Personalization + Privacy

Accessibility + Trust

Adaptability + Optimization

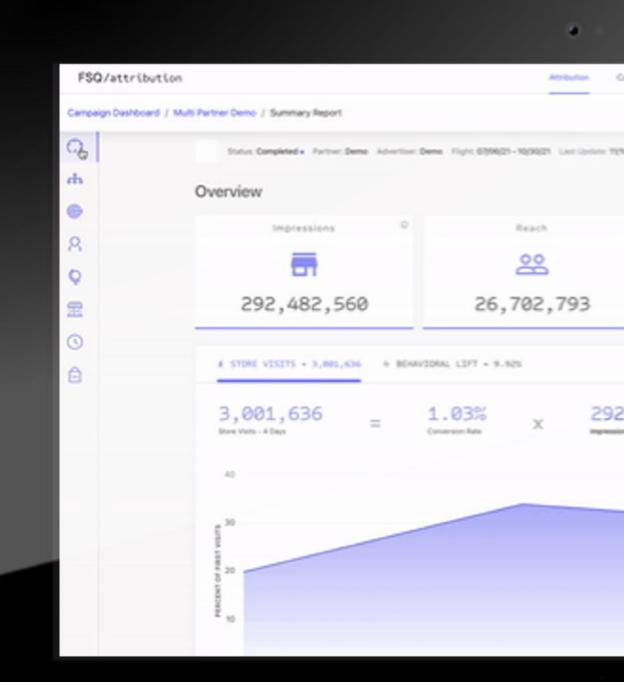# Here's how we're approaching the problem…

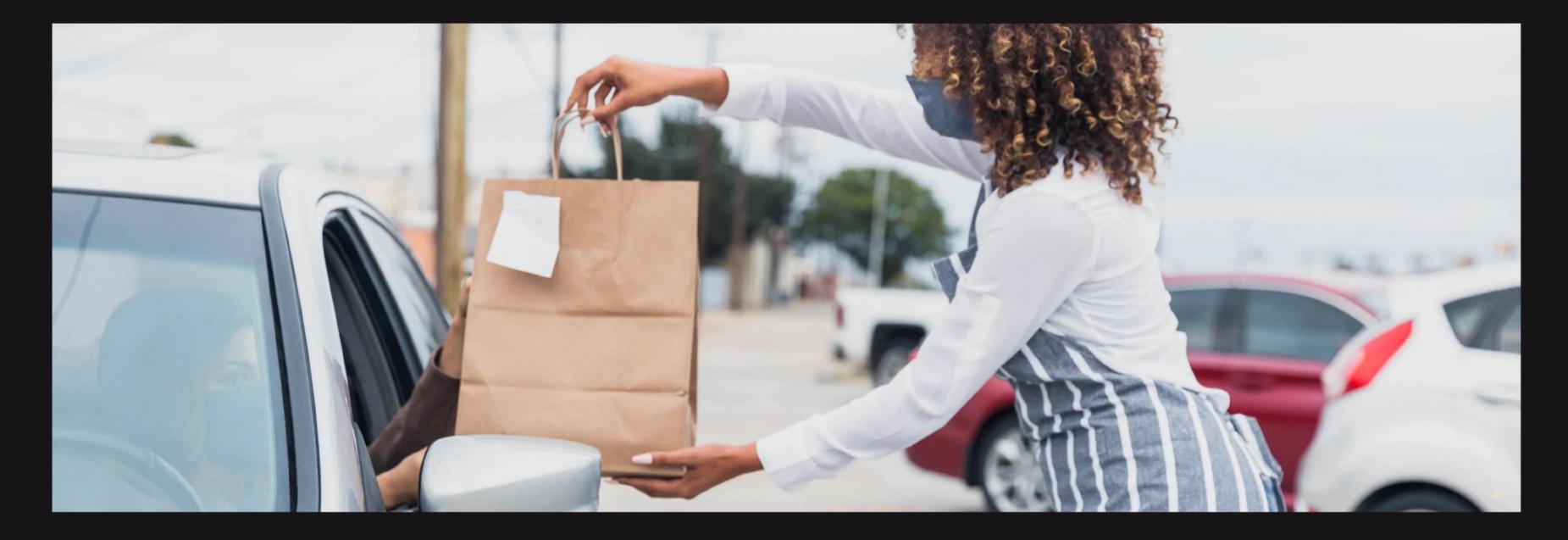# Breaking aggregates into insights

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A dynamic framework

Actionable insights

- By Store Visits
- By Lift
- By Revenue
- By Partner
- By Channel
- By Region
- By State
- By Market

FSQ/attribution

Closed Loop Attribution

A holistic view of your customers' path to purchase

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Beyond BOPIS

Value Across Industries

Real World Examples

Scheduling a haircut online before visiting the salon

Booking a hotel room in advance vs. walking in

Signing up for a loyalty app after speaking with a store associate in the store

Ordering takeout meals for pickup

Testing out appliances in store before ordering online

QSR

Retail

CPG

Finance

Auto

Travel

FSQ

Example 1

Test hypotheses

"Foursquare's Closed Loop Attribution helped us understand our customers' journey by providing insights across online and offline conversions that showed true incrementality. It allowed us to optimize towards the channels that were really driving conversions for the brand."

-   Top Media Agency

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Example 2

Understand the role of in-store experiences

Using Closed Loop Attribution, one retailer was able to measure the importance of its physical footprint, and to **demonstrate the importance of both online and offline touch points on key business results.**

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What is the impact of a successful measurement approach?

The Total Economic Impact™

Foursquare recently commissioned Forrester Consulting to conduct a **Total Economic Impact**™ study which determined that enterprises may realize an ROI of
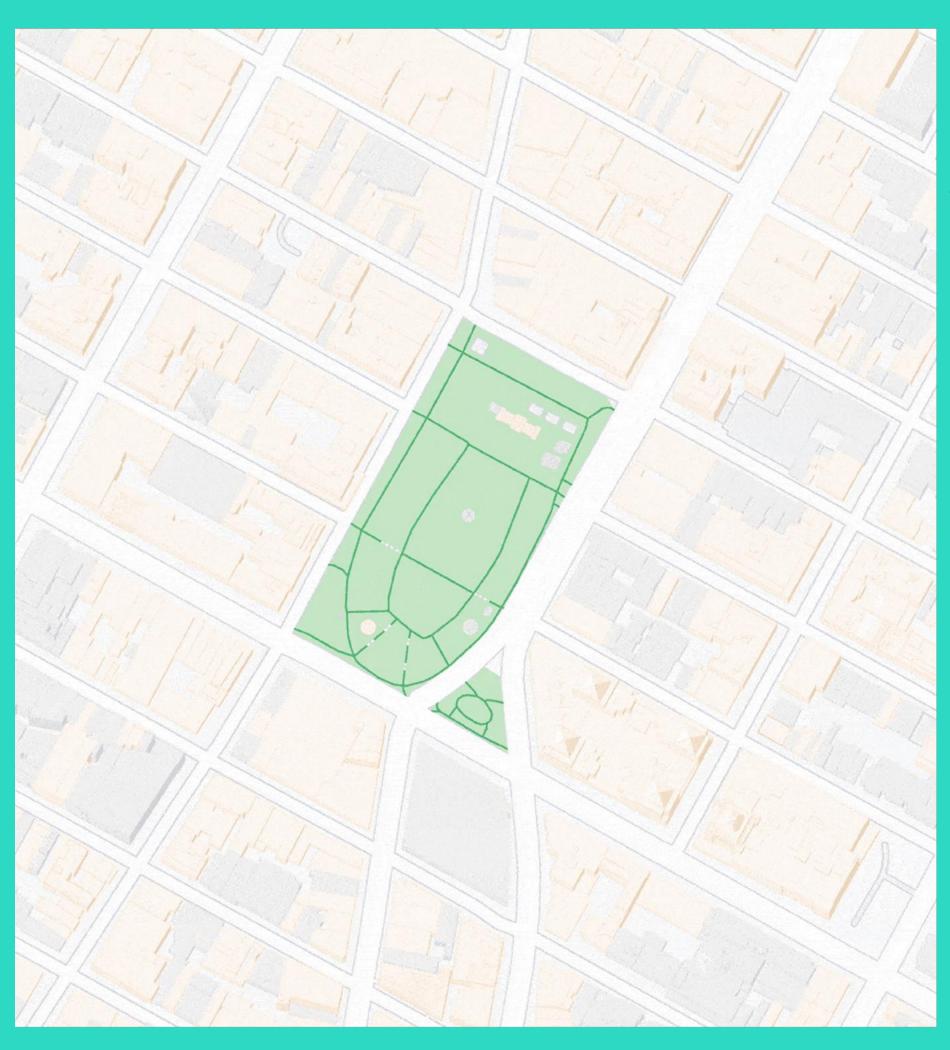
500%+

by deploying Foursquare Attribution for omnichannel measurement

FORRESTER®

The Total Economic Impact™ Of Foursquare Attribution

Cost Savings And Business Benefits
Enabled By Foursquare Attribution

A FORRESTER TOTAL ECONOMIC IMPACT™ STUDY COMMISSIONED BY FOURSQUARE

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Unlock the power of location for your business, with a holistic view of the entire consumer journey.

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Thank You!