

FOURSQUARE ADS FOR SMALL BUSINESS

HOW BARCADE FILLED ITS BAR WITH CUSTOMERS USING FOURSQUARE

Barcade, known for its classic '80s arcade games with a diverse selection of craft beer, was looking to attract new customers while tracking his advertising dollars.



"Foursquare Ads have targeted a lot of people for us... If they even bought one beer, it goes towards paying for the ad itself."

PAUL KERMIZIAN OWNER OF BARCADE

THE STORY

"When we put an ad in a magazine, you don't actually know that anyone turned to the page your ad was on," owner Paul Kermizian said. He wanted to track how his advertising money was being spent. That's when he turned to Foursquare.

Foursquare Ads were Barcade's first foray into digital advertising. "Foursquare Ads have targeted a lot of new people for us," said Kermizian. And the results keep them coming back.

Each customer that Foursquare Ads brought in cost \$1.71, and Barcade estimates that they spend \$20. "If they even bought one beer, it goes towards paying for the ad itself," said Kermizian.



RESULTS

\$1.71

paid per customer who checked in to Barcade

\$20

estimated spend per new customer

1,070%

return on investment

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