



Paul Ramirez, Bronx Beer Hall

Beer hall known for craft beer and light fare

Located in: [Bronx, NY](#)

Biggest Challenge:

Promoting their location inside a large market

The Bronx Beer Hall is located in the 73-year-old Arthur Avenue market in the Bronx and serves craft beer and light fare.

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“Foursquare has been great at getting people to come to our exact location,” owner Paul Ramirez said. “I turned down all other advertising. The fact that it’s personal and people take the time to visit is a hit for us. No question.”

Their ad run was indeed a hit, as they saw a 55% return on investment. As a bonus, they got over 6,500 free impressions.



Business Results

Amount paid per customer visit

\$18.06

Avg. customer spend per visit

\$28.00

Return on investment

55%