



Pete Levin, Professor Thom’s

Neighborhood sports bar with friendly staff, fun events

Located in: [New York, NY](#)

Biggest Challenge:

Building lunch business and getting customers during off times

Boston-themed but NYC-based bar Professor Thom’s hosts a long list of fun and interesting events for patrons — chili cookoffs, “Clam-a-Palooza”, and Game of Thrones watching parties, to name a few. Looking to get the word out about these to people in their East Village neighborhood, owner and general manager Pete Levin turned to online advertising. Since he used Foursquare a lot personally, Levin tried Foursquare Ads.

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Levin said he found Foursquare Ads extremely easy to set up, and the ability to target locally was a major plus. Compared to an overwhelming amount of targeting options on Facebook, Levin said he found Foursquare’s location-based targeting a welcome sight.

“Targeting people nearby is huge,” said Levin, “Most of our business is East Village-based anyways, so that’s valuable to us.”



A customer that comes into Professor Thom’s spends \$15 on average between its diverse selection of drinks and food. Their Foursquare Ad performed extremely well, with each visit only costing \$3.07 to give them a 389% estimated ROI. “Foursquare Ads is good at driving in business,” said Levin. “It’s worth it.”

Business Results

Amount paid per customer visit

📍 \$3.07

Avg. customer spend per visit

💰 \$15.00

Return on investment

📈 389%