



David Feit, Sky Room

Rooftop bar with views of the city skyline

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

Biggest Challenge:

Targeting foot traffic nearby

“There are millions of people who pass through the Times Square area, but a lot of them won’t go into the building because they don’t know we’re there,” said David Feit, marketing director for Sky Room.

“[\[A customer\] will walk a few blocks after seeing an ad on Foursquare while they’re out and about...that’s the reason we’re continuing to run Foursquare Ads.](#)”

Their location, on the 34th floor of a centrally-located building, has amazing views of New York City. But, being so high up, they miss out on the abundance of nearby foot traffic in Times Square. Sky Room needed a way to reach people on the ground. That’s where Foursquare came in.

“Having the ability to target people in the area when they are looking for a place like ours helps a lot. And Foursquare provides the ability to know who actually came in the door from the ads, which is a unique way to get a handle on what we’re getting out of our spend.”



Their ad promoted a special happy hour at which, according to Feit, each person typically buys a few drinks for a total that averages \$25. At a cost of \$1.50 per customer, that comes out to a toast-worthy 1566% return on investment.

Business Results

Amount paid per customer visit

 \$1.50

Avg. customer spend per visit

 \$25.00

Return on investment

 1,566%