

# Foursquare launches business applications

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**Foursquare continues efforts to generate revenue from its services with "Foursquare for Business" (Foursquare For Business), an application designed to manage business owners and special promotions. traffic of users.**



" *Foursquare for Business* " application (Foursquare for business), introduced last Tuesday, promises to allow businesses to attract customers by posting beautiful photos of the store, watching check-in users at the store, share Foursquare updates to Facebook and Twitter, increase traffic to the store and learn more about your customers.

This app is part of Foursquare's efforts to generate revenue from its popular service.

In July, Foursquare introduced Promoted Updates, the company's first advertising product that allows business owners to send up-to-date news such as their daily promotions. They, for users. However, even with those efforts, Foursquare only earned \$ 2 million in revenue last year.

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