

# IDFM ACCURATELY CREDITS MW PERFORMANCE

Kargo's IDFM has helped brands more accurately assess their campaign impact in the notoriously difficult to measure mobile web.



QSR  
CAMPAIGN



FOURSQUARE  
FOOT TRAFFIC  
MEASUREMENT



KARGO'S  
IDFM-ENHANCED  
SOLUTION

## FOOT TRAFFIC MEASUREMENT

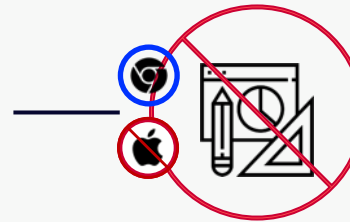


FOURSQUARE



### Industry Standard

Pixel tags to track exposures;  
can't track iOS conversions  
due to cookie limitations in  
mobile web



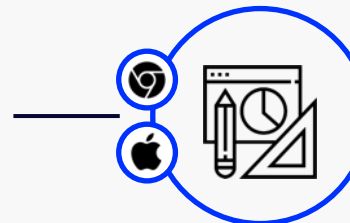
**.07%**  
**MATCH RATES**  
**Inconclusive Results**



IDFM

### IDFM Enhanced Solution

IDFM exposure log files sent to  
Foursquare to accurately track  
conversions based on synced  
ID match table



**49%**  
**MATCH RATES**  
**Measurable Results**

MW CAMPAIGN DROVE

**+15%**

LIFT IN VISITS

Foursquare  
QSR Benchmark: 1-5%