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

**FOOT TRAFFIC MEASUREMENT**

**Industry Standard**
- Pixel tags to track exposures; can’t track iOS conversions due to cookie limitations in mobile web

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

**LIFT IN VISITS**
- MW Campaign drove +15%
- Foursquare QSR Benchmark: 1-5%

**MATCH RATES**
- 0.07% (Inconclusive Results)
- 49% (Measurable Results)