

# Stop Counting the Same Conversion Twice

## The Deduplication Gap

Fragmented measurement often results in multiple partners claiming the same outcome.

84%

of retail sales still happen in physical stores, making real-world measurement critical.<sup>1</sup>

73%

of shoppers use multiple channels before making a purchase.<sup>2</sup>

6-8

Touchpoints customers interact with before converting.<sup>3</sup>

## The Reality of The Complex Consumer Behavior

Today's consumers interact with brands across multiple channels before converting. Omnichannel campaigns may reach the same consumer across multiple touchpoints before conversion. For some, the customer journey may include social, search, TV, OOH, and other media before making a store visit or purchase.

When measurement systems operate in silos, each channel may claim credit for the same outcome, resulting in duplicate credit across platforms.

Deduplicated measurement ensures each real-world outcome is only counted once, even when multiple touchpoints influence the conversion.



1: [US Census Bureau](#); 2: [Uniform Market](#); 3: [Cometly](#)

## Why Deduplicated Omnichannel Measurement Matters

Today's consumers move across multiple channels, devices, and touchpoints before making a purchase or visiting a store.

But most measurement solutions still analyze performance channel by channel. As campaigns can reach the same audience across platforms, fragmented reporting allows platforms to claim credit for the same visit or purchase, inflating results and making it difficult to understand true performance.

Without proper deduplication, advertisers may unknowingly over-count conversions, inflate ROI, and over-invest in the wrong channels.

Deduplicated omnichannel measurement ensures every outcome is counted accurately so marketers can understand what truly drives results.

## Why Deduplication Is Critical for Advertisers

Without deduplicated measurement, marketers face several risks:



### Inflated ROI or lift reporting

Multiple platforms claim credit for the same outcome, overstating campaign performance.



### Limited visibility

Marketers cannot clearly identify which tactics are truly driving incremental results.



### Fragmented reporting across partners

Different platforms produce conflicting performance metrics, making cross-channel decisions harder.



### Misallocated media spend

Budgets shift toward channels that appear high-performing due to duplicated attribution.

In a time where every marketing dollar must prove its value, measurement accuracy directly impacts marketers' investment strategy.

## The Cost of Not Deduplicating

When conversions are counted multiple times, advertisers risk:



Crediting multiple partners for the same conversion



Overestimating the impact of certain channels



Missing the true drivers of store visits and sales

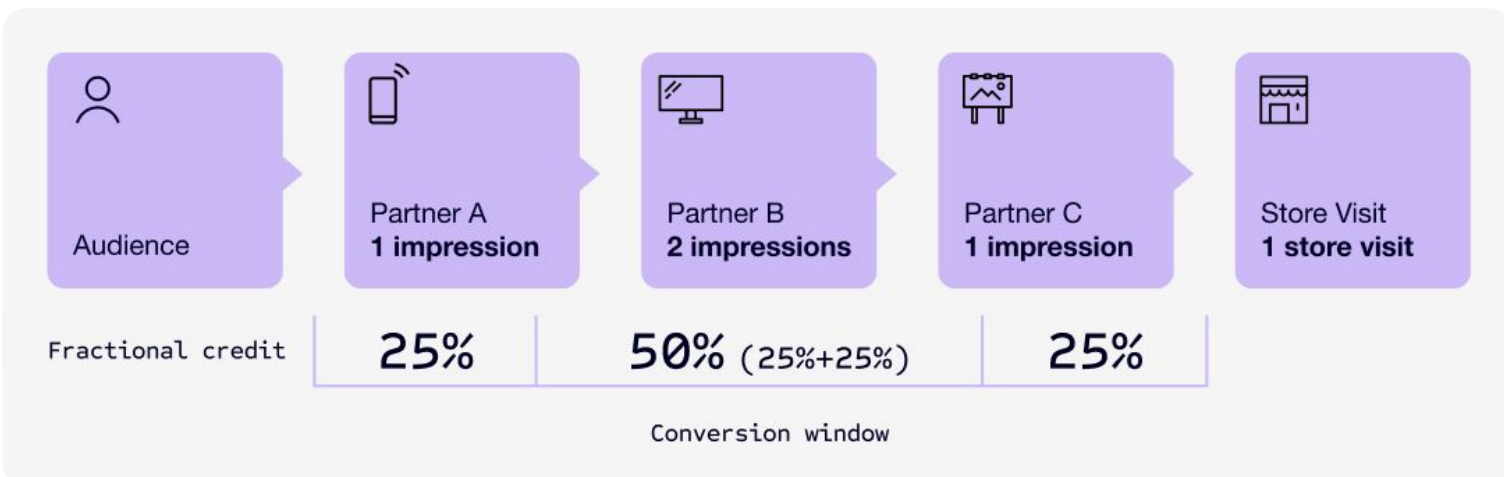


Optimizing campaigns based on inaccurate insights

Deduplication eliminates this and provides a clear, trusted view of performance.

## How Foursquare Solves the Deduplication Gap

Foursquare Attribution uses a fractional credit model designed to deliver deduplicated omnichannel reporting. Instead of allowing multiple channels or partners to claim the same conversion in full, Foursquare distributes credit across exposures within a unified measurement framework.



This removes double-counting and ensures results reflect true incremental impact across:



The result is a clearer view of performance, allowing advertisers to optimize media investments in-flight based on what actually drives outcomes.

## Make Smarter Business Decisions

Deduplicated measurement helps marketers:

- Eliminate double-counting across channels
- Identify the true drivers of visits and sales
- Optimize media spend with confidence
- Prove impact across omnichannel campaigns

## Learn How Deduplicated Measurement Can Improve Your Media Performance

Foursquare helps brands measure real-world outcomes with accurate, deduplicated omnichannel attribution.

Talk to our team of experts to see how Foursquare Attribution can help you measure visits, sales, and incremental impact across your entire media mix.

Get in touch

FOURSQUARE

Impressions

292,482,560

Conversions

2,843,9

HYBRID CONVERSIONS