# Campaign Measurement with ID5

> ℹ️ ID5 is still expanding its support for campaign measurement and welcomes feedback.

ID5 enables event tracking and matching for campaign measurement and attribution. For instance, the ID5 ID, when paired with the ID5 graph, can be used to record and match events such as campaign impressions, clicks, and conversions. This is especially valuable for identifying incremental matches in environments where users are unauthenticated or in cookieless environments.

To track and connect events, the ID5 JS API should be integrated across all digital properties where event tracking is desired. Campaign metadata and unique event IDs, including impressions, clicks, and conversions, should be recorded alongside the decrypted ID5 ID. By combining the ID5 ID with the ID5 Graph, these events can be connected at both individual and household levels. Since ID5 leverages deterministic signals such as hashed emails, cookies, and MAIDs, along with probabilistic methods for reconciling user identity, ID5 facilitates a more comprehensive view of campaign performance and advertiser outcomes.

## Example Use Case

**Adentification:** An advertiser or advertising ad server to match impression and conversion events for campaign measurement.

### Implementation

1. Deploy the ID5 JS API on advertiser's digital properties. This can be limited to pages the users visit after a conversion event or applied across the entire site. To maximise match rates, it is recommended to pass partner data such as hashed email when available.

2. Integrate the ID5 JS API Lite in campaign creatives. Ensure a call is made during impression or click events.

3. Decrypt and store the ID5 ID alongside the campaign events.

4. Campaign events can be matched at the ID5 ID level, or, if using the ID5 Graph, at the individual level for more precise insights into campaign ROI.

> ⚠️ The ID5 JS API Lite has limited functionality. It functions only when the full ID5 JS API is present on the page the creative is served on. It is permitted for use only when absolutely required in the case of deployment within a creative.

### Schema