



IDFREE TARGETING TOOL idfree.com

Data privacy and extended consent scripts push marketing strategies to evolve past retargeting. With our IDFree targeting tool, idfree.com we offer a superior tool to help enrich your/your clients' targeting in the transparent post-cookie advertising era.

COOKIELESS

Google has delayed phasing out third-party cookies in the Chrome browser till 2023. But modern consumers are already expecting and demanding full respect for data-privacy when interacting with brands. The spirit of GDPR is just as important as the rules themselves.

YOUR CONTROL

Programmatic platforms are pressured by Privacy laws and Data Ethics trends. Automatic buying and selling advertising data is out of your hands. We hand back control over the data and the targeting to you!

BUILD OR UPLOAD

idfree.com is created as both a targeting and research platform. By drag 'n drop you easily create audiences, test reach and precision before activating your campaign. We offer pre-built audiences, ready for you to push, as well as you are able to upload first-party data.

PRE-CAMPAIGN

As you build your audience in idfree.com, you can test and tweak your reach and precision unlimited until ready. Generating pre-campaign reports will help you/your team steer campaigns ahead. You can share the audiences across IDFree accounts, incl. external accounts.

OMNICHANNEL

IDFree offers true online omni-channel with one unique data-set ready to be activated on multiple channels: DV360, Adform, BidTheatre, Xandr (+), Instagram, Facebook, Snapchat, Outdoor, Display, Mobile, Video, DOOH, Addressable TV, and more to come.

ACCOUNT PLANS

Agencies must be able to resell services, and advertisers must gain valuable reach and insight from idfree.com. We offer account plans with either pay-as-you-go, CPM or license payment, depending on campaign size, budget, and frequency.

ABOUT GDR

GDR is based on a clear vision of data transparency and user privacy. We only work with official census data on neighborhood level, and with consumer classifications - i.e. without collecting private data. It's our mission to become the leading provider of high quality, consumer, and interest audiences across all digital platforms.

www.globaldataresources.io