

# NEXT-GENERATION TARGETING FOR DIGITAL MARKETERS

## BUILD • VALIDATE • ACTIVATE

### PRIVACY-SAFE

The IDFree tool does not use cookies or online ID's. No user data is collected or stored. No creepy tracking or intrusive data collection.

### OMNICHANNEL

The IDFree tool works on all devices and on all channels, regardless if they block third-party cookies, incl. IOS/Safari and Firefox.

### 1ST-PARTY DATA

The IDFree tool allow users to apply first-party data or build custom audience from our data on 16 major markets, covering +750 million people.



### PRIVACY PIONEERS

Together with our high-quality data partners, we are changing targeting to match user data privacy on all marketing channels and on all devices.



ACTIVATE THE SAME UNIQUE AUDIENCE

# TRUE ONLINE OMNICHANNEL

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IDFREE.COM  
insight-driven targeting

The same (!) custom audience  
(e.g. from 1st-party CRM data) can be  
activated in seconds – not days or weeks –  
on multiple marketing channels.

**FAST • CUSTOM • SAFE**

True online omnichannel with the same  
unique audience activated on:

**DISPLAY • VIDEO • INAPP • SOCIAL  
MEDIA • OUTDOOR • TV • DOOH •  
MOBILE**



## BUILD

Build your audience by drag 'n  
drop combinations of privacy-  
safe, enriched consumer  
variables and categories.

You can use 1st-party CRM data  
by simply uploading a .CSV file  
with Zip codes and generate  
your audience.

## VALIDATE

Validate your audience  
by word clouds and images  
describing who they are, and see  
maps showing where they live.

Tweak data till your audience's  
reach and precision is just right.

## ACTIVATE

Activate your audience  
on all or selected DSPs.

Save time and gain overview  
by pushing the same audience  
from your account on idfree.com.