

# IDFREE.COM TARGETING



**IDFree.com**  
NEXT-GEN TARGETING

Data privacy and extended consent scripts push marketing strategies to evolve past retargeting.

With the IDFree targeting tool, idfree.com, you have 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 first 2023, now 2024.

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, and test reach and precision before(!) activating your campaign.

We also offer pre-built audiences, ready for you to push, as well as you are able to upload first-party data.

## INSIGHTS REPORT

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.

## ONLINE OMNICHANNEL

IDFree.com offers true online omnichannel with one unique data-set that is ready to be activated on multiple channels:

DV360, Adform, BidTheatre, Xandr (+), Instagram, Facebook, Snapchat, Outdoor, Display, Mobile, Video, DOOH, ATV  
- with more to come.

## PAYMENT PLANS

Agencies must be able to resell services, and advertisers must gain valuable reach and insight from idfree.com.

That is why we offer account payment plans with pay-as-you-go, CPM or license payment, depending on the campaign size, budget, and frequency.

## ABOUT IDFREE.COM

idfree.com is next-gen privacy-safe targeting with multi-layered target groups.

Our tool enables online omnichannel activation without relying on cookies or IDs. Users can create and share custom audiences or upload 1st-party data, tweak and validate data, then push it to DSPs, SSPs, ad servers, and publishers, or pass it on to a trading desk.