



**IDFree.com**  
NEXT-GEN TARGETING

## ABOUT ATYP

Atyp is a Norwegian advertising and media agency gathered under one roof in Oslo. We are born integrated because we believe the solutions are better when people with strategy, creativity, media and technology as subjects work seamlessly and without prestige to reach them. We believe that creativity can solve business problems and aim to develop communication and solutions that make a difference for our customers.



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## ANDRÉ THORSEN

HEAD OF MEDIA STRATEGY &  
PURCHASING

*"At Atyp we deliver on advertisers' need for closer integration between strategy, creativity, media and technology. To be able to offer our customers full integration between us building, validating, and activating audiences on multiple media platforms, is why the IDFree targeting platform is valuable to us. With IDFree.com we see a promising solution to the integration of privacy-safe audience data as default in the media outreach for our customers."*



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