

# IDFREE GO!

IN PARTNERSHIP  
WITH



## ACTIVATION IN JUST A FEW CLICKS

IDFree Go! is the fast - easy - safe solution to activate programmatic advertising directly from research done in Kantar TGI - in the time it takes you to have a cup of coffee!



# INSTANT ACTIVATION

## IDFREE GO!

Seamless integration

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IDFree Go! gives you seamless activation of programmatic advertising on all major marketing channels & platforms.

IDFree GO! is owned & developed by Global Data Resources, and is provided in partnership with Kantar and Nordic Data Resources (NDR).



## ACTIVATION WAS THE BLACK SHEEP

**Now, it's done while you grab a cup of coffee!**

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- Previously, you lost control over the audience data when programmatic ad buyers cut down descriptions to far fewer standard categories
- Previously, you had to wait weeks for cookies to populate and sync with all platforms
- Previously, you had very little control over combinations of audience data
- Now, campaign activation is done with IDFree GO! while you grab a cup of coffee!

# BUILDING BRIDGES



From research done in Kantar TGI to activation of the same audience on multiple publisher channels and platforms in a cup of coffee's time! IDFree GO! is available for advertisers, agencies, and publishers in currently Denmark, Finland, Norway, and Sweden.



## SEAMLESS

- Your audiences are directly transferred from strategy and planning to the digital trading desk.
- Access your target group in minutes through a self-service integration in the TGI platform.



## SCALABLE

- Your target groups can be activated on major platforms like Facebook, Google, Snapchat, YouTube, etc.
- The model is built on a scalable method that gives you sufficient reach. You can even adjust it to campaign goals.



## SAFE

- Your audiences are created on privacy-by-design. Never touching any kind of PII or sensitive information.
- No worries about any audience affected by the next ITP change or if Google excludes anything! This is a future-proof model.

# IDFREE GO! STEPS

Directly from TGI Insights to Activation on multiple channels and platforms in six steps with IDFree GO!

**STEP 1.** Build your target groups in your local and trusted Kantar TGI data environment.

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**STEP 2.** Push to [kantar.idfree.com](https://kantar.idfree.com)

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**STEP 3.** Approve the built audiences and push them directly to your personal [idfree.com](https://idfree.com) account.

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**STEP 4.** Your audiences will be added in real-time. You are ready to use them without any delay.

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**STEP 5.** Targeting the neighbourhoods with the highest density of your target group.

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**STEP 6.** Proximity Targeting by LL-coordinate. Postal Code Targeting.