



**IDFree.com**  
NEXT-GEN TARGETING

# ABOUT SMARTCLIP

At smartclip, we are shaping the future of European advertising. A future in which every single TV and video commercial across Europe is holistically traded through a European-built and controlled video marketplace. Our technology and services empower advertisers and agencies with true cross-screen storytelling, and enable broadcasters and online publishers to monetise their content in the most efficient and effective way possible.



## HILDE MARIE GUNDERSEN

COMMERCIAL DIRECTOR NORDICS

*"With IDFree targeting, we can offer a future-proof and effective way for advertisers and agencies to target the right audience within trusted local media. Neighbourhoods play a vital role in our lives and are often a reflection of our lifestyle. Targeting locally and based on local data enables advertisers to capture audiences based on their chosen environment effectively. First trials show promising results and high acceptance among agencies and advertisers."*

Now: Advisor, Nor Selection  
Rekruttering



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