

idfree.com

Targeting

BUILD / VALIDATE / ACTIVATE



A graphic featuring a glowing lightbulb with a gear inside it, symbolizing innovation. The word 'INNOVATION' is written in large, white, uppercase letters across the lightbulb. Below the main lightbulb, there are several smaller gears, one of which also has the word 'INNOVATION' written on it.

INNOVATION

By collaborating with industry-respected data partners like Kantar Media, InsightOne, Experian, and TransUnion, we offer a new path in online marketing.

Privacy-Safe

- idfree.com does not use cookies or online ID's.
- No user data is collected or stored. No creepy tracking or intrusive data collection.

Online Omnichannel

- idfree.com works on all online devices and on all the platforms that block cookies, incl. IOS/Safari and Firefox
- True online omnichannel with the same unique audience pushed to: Display, Video, InApp, Social Media, Outdoor, DOOH, Addressable TV

Exclusive

- idfree.com allows you to use 1st party data or build a custom audience from our data on 15 major markets
- Reach covers 750+ million people

Instant Activation

Your unique custom audience can be activated - in seconds, not days or weeks - on multiple marketing channels/platforms.

Unifying 425+ million Europeans

The latest expansion of IDFree.com brings 13 European countries under one platform, enabling advertisers and publishers to activate data-driven campaigns across 425+ million Europeans with unprecedented ease and privacy compliance.

