

# 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 from 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 of advertising data is out of your hands.

We hand back control over the data and the targeting to you!

## BUILD/UPLOAD

IDFree.com is created as both a targeting and research platform.

Drag 'n drop to easily create audiences, test reach and precision before(!) activating your campaign.

We also offer to build audiences, ready for you to push, as well as you can upload first-party data.

## INSIGHTS

Test and tweak your reach and precision unlimited until ready.

Generate pre-campaign insights help you steer campaigns performance.

You can share audiences across IDFree.com accounts, incl. external accounts.

## ACTIVATION

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

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

## PAYMENT PLANS

Agencies must be able to resell services, and advertisers must gain valuable reach and insights.

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 your trading desk. See more: [www.idfree.com](http://www.idfree.com)