matterkind

IDFree.com
NEXT-GEN TARGETING

ABOUT MATTERKIND

Matterkind is a company within the IPG - Interpublic Group. We are a committed and uniquely resourced partner, leading the media world away from billions of opaque impressions to the right number of conscious connections. Matterkind (previously Cadreon) offers an expanded and enhanced suite of addressable activation solutions and advisory services, taking a people-first and ethical approach to engaging audiences and driving meaningful real business outcomes both across and within channels.

christopher.fernandez@
wearematterkind.com

CHRISTOPHER HERNANDEZ

MANAGING DIRECTOR, NORDICS

"Matterkind is driven by purposeful marketing because to us it thoughtfully adapts to people's needs and marketers' goals. We seek to innovate, transform and change the future of data-driven marketing with cleaner data, customer privacy, and audience-focused optimization. By introducing IDFree targeting with privacy-safe audience data, we are fully aligned with our values of using ethically sourced data to strive to benefit brands and consumers alike."

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