

id-free targeting for modern marketers

build • validate • activate

PRIVACY-SAFE

The IDFree tool does not use cookies or online ID's.

No user data is collected or stored. No creepy tracking or intrusive data collection.

OMNICHANNEL

The IDFree tool works on all devices and on all channels, regardless if they block third-party cookies, incl. IOS/Safari and Firefox.

1ST-PARTY DATA

The IDFree tool allow users to apply first-party data or build custom audience from our data on 16 major markets, covering +750 million people.



idfree.com

• PRIVACY PIONEERS •

Together with our high-quality data partners, we are changing targeting to match user data privacy on all marketing channels and on all devices.

activate first-party data

TRUE ONLINE OMNICHANNEL



Your custom audience (ex. from first-party data) can be activated in seconds - not days or weeks - on multiple marketing channels.

SIMPLE • CUSTOM • SAFE

True online omnichannel with the same unique audience activated on:

DISPLAY • VIDEO • INAPP • SOCIAL MEDIA
• OUTDOOR • ATV • DOOH

