IDFREE.COM

FROM TRACKING TO INSIGHT

IDFree.com is a next-gen privacy-safe targeting tool where multi-layered audiences are built and reached without relying on cookies or IDs.

Due to the seamless integration of publisher platforms with industry-acknowledged partners, we create consumer insight data that enables agencies, advertisers, and publishers to instantly activate *the same unique audience* on all online channels.

FUTURE-PROOF

- No cookies & No IDs
- Full respect for the user
- Works on all devices, incl. iOS
- Works on video, mobile, display, outdoor, DOOH, apps, and SoMe
- Persona profiles & insights
- Build from +300 data variables
- You decide precision & reach
- See whom you target before you activate the campaign

ABOUT IDFREE.COM

We help marketers move from cookie-based digital advertising to embrace ethical sourcing of data by offering 100% privacy-safe consumer lifestyle data.

IDFree.com enables users to
- Build/Buy - Validate - Activate -
unique privacy-safe audiences.

NEIGHBOURHOODS

We do not deal with individuals or individual data. Our key unit is neighbourhood, defined as a cluster of minimum 15 households.

Globally, we currently segment over 46 Mio. different neighbourhoods in 19 key consumer markets.

NEXT-GEN TARGETING

WE SEGMENT NEIGHBOURHOODS, NOT INDIVIDUALS

Neighbourhoods reflect lifestyles, and lifestyles are key to consumers' consumption choices.

OUR TARGETING IS 100% GDPR COMPLIANT

We use census data to segment geographical neighbourhoods in key consumer markets, covering +200 Million people.

WE PINPOINT RELEVANT GEOGRAPHICAL HOT SPOTS

Our dynamic cluster algorithm can pinpoint relevant geographical hot spots for hundreds and hundreds of social-demographic characteristics as well as consumer attitudes and preferences.

IDFree.com
NEXT-GEN TARGETING

WWW.IDFREE.COM