

IDFREE TARGETING

BUILD / VALIDATE / ACTIVATE

IDFree.com
NEXT-GEN TARGETING

IDFREE.COM



By collaborating with industry-respected data partners like Kantar, 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.

