

NEXT-GENERATION TARGETING FOR DIGITAL 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 19 major markets, covering +750 million people.



ACTIVATE THE SAME UNIQUE AUDIENCE

TRUE ONLINE OMNICHANNEL



IDFree.com
NEXT-GEN TARGETING

The same (!) custom audience
(e.g. from 1st-party CRM data) can be
activated in seconds - not days or weeks -
on multiple marketing channels.

FAST • CUSTOM • SAFE

True online omnichannel with the same
unique audience activated on:

**DISPLAY • VIDEO • INAPP • SOCIAL MEDIA •
OUTDOOR • TV • DOOH • MOBILE**



BUILD

Build your audience by drag 'n
drop combinations of privacy-
safe, enriched consumer
variables and categories.

You can use 1st-party CRM data
by simply uploading a .CSV file
with Zip codes and generate
your audience.

VALIDATE

Validate your audience
by word clouds and images
describing who they are, and see
maps showing where they live.

Tweak data till your audience's
reach and precision is just right.

ACTIVATE

Activate your audience
on all or selected DSPs.

Save time and gain overview
by pushing the same audience
from your account on idfree.com.