



IDFree
targeting



COOKIE FREE TARGETING

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 our industry-acknowledged partners, we enrich consumer 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' choices. We segment neighbourhoods in key consumer markets, covering +200M people.

OUR TARGETING IS 100% GDPR/CCPA COMPLIANT

In partnership with industry-respected providers and national statistics offices, we are privacy-first based and only work with non-individual consumer research.

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.



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