

IDFREE.AI



ONE PLATFORM.
ONE WORKFLOW.
NEW POSSIBILITIES.





IDFREE.AI

THE PLATFORM IS BUILT TO DELIVER
SMARTER, CHEAPER, AND FASTER ACTIVATION

IDfree.ai is Global Data Resources' (GDR) **AI-powered audience activation platform** built for a privacy-first marketing ecosystem.

*No cookies. No mobile IDs.
No personal identifiers.*

Simply describe the audience you want to reach in plain language.

IDfree.ai **instantly** transforms your brief into activation-ready audiences using advanced audience intelligence and proprietary geo-demographic modelling.

IDfree.ai uses behavioural patterns, lifestyles, neighbourhood dynamics, and geo-intelligence to identify relevant audiences while maintaining a privacy-first approach.

HOW IT WORKS

ONE OF THE KEY AMBITIONS BEHIND IDFREE.AI IS TO
DEMOCRATISE AUDIENCE ACTIVATION

1. **Write** your audience brief in plain language.
2. **AI** builds and profiles the audience instantly.
3. **Verify** quality, scale, and reach.
4. **Activate** through your preferred DSP and receive a Deal ID.

When the audience definition is complete, users choose their desired reach, select their preferred demand-side platform, and receive an activation-ready Deal ID.

The entire process - from brief to activation - takes less than a minute.

BRIEF

BUILD

VERIFY

SHIP



01

00:00

Write a brief

"Garden enthusiasts who invest in outdoor living spaces"

Plain language. No taxonomy lookup.



02

00:18

AI builds the audience

The 46m parameter idfree.ai model maps your brief to privacy-safe behavioral signals — zero personal data.



03

00:42

Quality + scale check

IDfree.ai presents you with an audience report for verification. You set the desired reach and ship.



04

01:00

Live DSP deal ID

Instant deal ID, and link to deal and report are in your email. As simple as that. In less than 1 minute.

WHY IDFREE.AI?

IF A USER CAN WRITE A SENTENCE, THEY CAN USE IDFREE.AI

IDfree.ai removes the traditional barriers:

- **No** technical training is required.
- **No** complicated interfaces need to be learned.
- **No** onboarding programmes are necessary.

If a user can write a sentence, they can use IDfree.ai.

- **Build** audiences through natural conversation.
- **Activate** in under 60 seconds.
- **No** technical expertise required.
- **Privacy-first** by design.
- **Unlimited** audience exploration at no cost.
- **Integrates** with more than 85 DSPs worldwide.

POWERED BY GDR

USE IT FOR FREE ACROSS THE NORDIC MARKETS (FOR NOW)

IDfree is built on GDR's proprietary audience intelligence platform, covering 37 markets and nearly 2.8 billion consumers worldwide.

Initially available **across the Nordic markets**, with expansion into additional regions planned.

**IDfree**

From Brief to Activation

Exploration is entirely free.

Users can create unlimited audiences, test ideas, and refine strategies across markets without cost.

Payment only occurs when an audience is activated. Flexible pricing models.