

# *IDfree GO!*

ACTIVATION DIRECTLY  
FROM KANTAR MEDIA TGI



**IDFREE**  
**GO!** 

Offered &  
Developed By

**KANTAR MEDIA &  
GLOBAL DATA RESOURCES**

[globaldataresources.io/idfree-go](https://globaldataresources.io/idfree-go)

# Introduction



## Before IDfree GO!, digital advertising was a complicated affair:

- **Limited Audience Control:** Traditional programmatic buying often involves simplified audience categories. This meant advertisers lost control over the nuances of their target audience.
- **Slow Activation Times:** Waiting for cookies to populate and sync across platforms could take weeks, delaying campaign launches.
- **Restricted Data Combinations:** Previously, combining different data points for precise audience targeting was difficult.

## IDfree GO! revolutionizes activation:

- **Instant Activation:** Launch campaigns in minutes, not weeks, with seamless activation across all major channels.
- **Direct Kantar Media Integration:** Leverage Kantar Media's TGI data for deep audience insights, which leads to more effective media planning and buying decisions.
- **Privacy-Focused Targeting:** IDfree GO! prioritizes user privacy. Kantar Media's TGI data is fully GDPR-compliant, with user consent and rigorous quality assurance measures.

## IDfree GO! tackles the limitations of trad. programmatic advertising:

- **Granular Control:** Precise targeting based on detailed audience attributes.
- **Lightning-Fast Activation:** Streamlined processes for rapid campaign launches.
- **Powerful Insights:** Leverage Kantar Media's trusted consumer data for superior audience understanding.

# Building Bridges



IDfree GO! bridges the gap between deep audience understanding and efficient campaign activation in the Nordics (Denmark, Finland, Norway, and Sweden).

## Leverage Kantar Media's TGI Data

- Gain rich consumer insights directly from Kantar Media's TGI research in the Nordics.
- Uncover valuable details about your target audience's demographics, behaviours, and media consumption habits.

## Seamless Activation Across Channels

- Utilize these insights to activate the same precisely defined audience across all major marketing channels and platforms, including social media (SoMe).
- IDfree GO! streamlines the process, eliminating the need to translate insights into different targeting formats for each platform.

## IDfree GO! Empowers Advertisers, Agencies, and Publishers

This innovative solution is specifically designed to benefit various players in the Nordic advertising landscape:

- **Advertisers:** Reach your target audience precisely and efficiently across all channels.
- **Agencies:** Deliver exceptional campaign results for your clients with IDfree GO!'s streamlined activation.
- **Publishers:** Attract valuable advertisers by offering access to precisely targeted audiences.

# Data-Driven Insights



## IDfree GO! empowers data-driven marketing in the Nordics

In essence, IDfree GO! empowers data-driven marketing in the Nordics, enabling efficient activation based on comprehensive audience insights from Kantar Media's TGI.

### Seamless

- Your audiences are directly transferred from strategy and planning to the digital trading desk.
- Access your target group in minutes through a self-service integration in the TGI platform.

### Scalable

- Your target groups can be activated on major platforms like Facebook, Google, Snap, YouTube, etc.
- The model is built on a scalable method that gives you sufficient reach. You can adjust it to campaign goals.

### Safe

- Your audiences are created on privacy by design. Never touching any kind of PII or sensitive information.
- No worries about any audience affected by the next ITP change or if Google excludes any-thing. This is a future proof model!