

BRIEF

BUILD

VERIFY

SHIP



00:00

Write a brief

"Garden enthusiasts who invest in outdoor living spaces"

Plain language. No taxonomy lookup.

01



00:18

AI builds the audience

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

02



00:42

Quality + scale check

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

03



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.

04

ABOUT IDFREE.AI

FROM BRIEF TO DSP DEAL ID IN 60 SECONDS

IDfree.ai is GDR's audience activation platform for a privacy-first marketing ecosystem.

It enables marketers to move seamlessly from audience insight to activation without relying on cookies, mobile IDs, or personal identifiers.

IDfree transforms plain-language audience briefs into activation-ready audience segments.

With one workflow, the platform helps marketers **identify and reach** relevant consumers.

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

IDfree is initially available across the **Nordic markets**, with expansion into additional regions planned.

Developed by Global Data Resources (GDR), the platform builds on audience intelligence covering 37 markets and nearly 2.8 billion consumers worldwide.

See more here:

www.idfree.com

www.globaldataresources.io

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IDfree

From Brief to Activation

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