



## ABOUT BIDTHEATRE

BidTheatre DSP is a versatile digital media buying platform built for professional marketers. It maximizes buyer value by providing relevant media & data assets, state-of-the-art optimization, and a great user experience. BidTheatre is founded in 2012 and is based in Stockholm, Sweden. Clients are primarily agencies, brands and SaaS platforms in the Nordic region. The company is ranked among the fastest growing companies in Europe by the Financial Times in 2019 and 2020.



### MARCUS JOHANSSON

FOUNDER & CEO

"Addressing concerns around privacy is paramount to the continuing growth of the programmatic ecosystem and BidTheatre. Thanks to the integration with IDFree.com, our clients get the ability to easily build high-performing cookieless audiences and seamlessly export them for activation in our platform. I'm happy to call IDFree a key partner to BidTheatre and our offerings."

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