

IDFREE INTEGRATION

Plug 'n Play



IDfree

Next-Gen Targeting

Offered &
Developed By

GLOBAL DATA RESOURCES

COMPLETE CONTROL



Gardening in well-off mature families

Selected variables

Families With School Age Children OR Older Families And Mature Couples

AND Gardening

AND 4 Prosperous Families OR 5 Wealthy Families

916 818 People 17.52 % Population 206.3 High

High precision High reach

PUSH SAVE FULL REPORT

Help Map

Who they are

Description

Which platform do you want to activate in?

Facebook →

Display & Video 360 →

Adform →

Snapchat →

1. BUILD

Use high-end data from national census databases, Kantar Media, and others. Combine variables to fit your brief. Control reach & quality.

2. VALIDATE

Get instant persona verification to understand whom you are targeting. Understand and adjust your audience before you activate.

3. ACTIVATE

Activate the same audience on video, TV, display, mobile, DOOH, and on Facebook, Instagram, YouTube, Snap etc.

IDFREE IS PLUG 'N PLAY

The IDfree tool is built on geographical segmentation data from verified partners like national census data, Kantar Media and TransUnion.

- The algorithm allows users to design audiences, control reach, and identify geographical hotspots with over-representation of the audience.
- The geographical hotspots are piped into the user's platform accounts (see technical details on p.2).
- The process is simple, and 100% controlled by the platform partners' API.

This method allows for a quick, easy and safe integration, ensuring the platform partner has complete control.

TECHNICAL DETAILS

We only ask for

- Relevant API documentation from the platform partner
- A sandbox account for testing
- Access to normal API support

Looking for answers?

Please reach out to:
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Platforms Currently Integrated with IDfree:



- Platform must support targeting by Latitude-Longitude (proximity targeting) or by postal codes via API.
- Platform should have documentation for API endpoints with detailed information about how targeting could be updated in the system.
- The idfree.com developers need to know (from documentation or other sources) about the current limitations of platform/API:
 - A) The amount of proximity targeting objects/postal codes.
 - B) The number of requests to be sent during a period of time (if there are limitations).
 - C) The format of data that should be sent to API, specific limitations for every country system supports.
- Suppose the platform has any limitations that could cause limited functionality for a user. In that case, the idfree.com developers may use different API endpoints to bypass current limitations for a better user experience.
- It is recommended to use OAuth flow to perform reliable and secure authorization without storing any sensitive information. Users can see which permissions they give to the idfree.com system regarding managing the account. OAuth could be skipped in case of using only one idfree.com account and then sharing audiences to a client's account.
- For development and testing purposes, the idfree.com developers need a test/sandbox environment/account which could be used to prevent data losses on production accounts during development/testing.