

IDFREE GO!

ACTIVATION IN JUST A FEW CLICKS

IDFree Go! is the fast - easy - safe solution to activate programmatic advertising directly from research done in Kantar TGI - in the time it takes you to have a cup of coffee!



INSTANT ACTIVATION

IDFREE GO!

Seamless integration

IDFree Go! gives you seamless activation of programmatic advertising on all major marketing channels & platforms incl. SoMe.

IDFree GO! is owned & developed by Global Data Resources, and is provided in partnership with Kantar and Nordic Data Resources (NDR).



ACTIVATION WAS THE BLACK SHEEP

Now, it's done while you grab a cup of coffee!

- Previously, you lost control over the audience data when programmatic ad buyers cut down descriptions to far fewer standard categories
- Previously, you had to wait weeks for cookies to populate and sync with all platforms
- Previously, you had very little control over combinations of audience data
- Now, campaign activation is done with IDFree GO! while you grab a cup of coffee!

BUILDING BRIDGES



From research done in Kantar TGI to activation of the same audience on multiple publisher channels and platforms in a cup of coffee's time! IDFree GO! is available for advertisers, agencies, and publishers in currently Denmark, Finland, Norway, and Sweden.



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, Snapchat, YouTube, etc.
- The model is built on a scalable method that gives you sufficient reach. You can even 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 anything! This is a future-proof model.

IDFREE GO! STEPS

Directly from TGI Insights to Activation on multiple channels and platforms in six steps with IDFree GO!

STEP 1. Build your target groups in your local and trusted Kantar TGI data environment.

STEP 2. Push to kantar.idfree.com

STEP 3. Approve the built audiences and push them directly to your personal idfree.com account.

STEP 4. Your audiences will be added in real-time. You are ready to use them without any delay.

STEP 5. Targeting the neighbourhoods with the highest density of your target group.

STEP 6. Proximity Targeting by LL-coordinate. Postal Code Targeting.