

Why do our partners choose IDFree.com?

# Partner Insight



**GDR**

Global Data Resources

## *IDFree.com is Born Privacy-First*

Built with privacy in mind, IDFree.com empowers advertisers, agencies, and publishers like Kantar, smartclip, and BidTheatre to achieve multi-layered audience targeting without compromising user privacy.



[www.globaldataresources.io](http://www.globaldataresources.io)

## ABOUT KANTAR

Kantar is a data and evidence-based agency providing insights and actionable recommendations to clients, worldwide. We have a complete, unique, and rounded understanding of people around the world: how they think, feel and act, globally and locally in over 90 markets. We don't just help clients understand what's happened, we tell them why and how they can shape the future.



### INGVAR SANDVIK

DIRECTOR MARKETING & INNOVATION,  
KANTAR

*"Kantar is a leading consumer and media analyst, and to us, that begins and ends with data quality. We provide TGI\* Consumer Data that builds deep insights and leads to a real understanding of audience profiling, media planning and buying."*

*TGI is the single source of consumer intelligence that can inform all marketing activity – whether that is to derive new insights, plan campaigns or identify and activate high-value target audiences. Kantar's TGI data is privacy-safe with all respondents fully consenting and with world-leading standards of quality assurance. As a born privacy-first solution, the IDFree.com targeting platform gives marketers new communication and targeting opportunities in the post-cookie ad world. A world where understanding and reaching audiences without collecting any private data is essential.*

*We highly value industry visionaries like IDFree and are pleased to cooperate on true ad effectiveness for both local and global marketers."*

\*TGI (Target Group Index) is a trademark owned by Kantar



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## ABOUT MTV OY

MTV Oy is Finland's leading commercial TV broadcasting company and video content company. It is the home for phenomena, discussion topics and stars. MTV's media group includes free TV channels MTV3, Sub, AVA, a free online streaming service MTV Katsomo, MTV News that shares the latest news in multiple channels and C More pay TV channels and paid streaming service. In addition, MTV organises yearly TV and media industry event called SuomiAreena Goes media and enables yearly Finland's biggest discussion forum event, SuomiAreena, in collaboration with the city of Pori. MTV is part of Telia Company - one of the biggest Nordic TV companies, which is leading the way for the development of the media industry.



### CARLA MIETTINEN

DIGITAL PRODUCT MANAGER

*"At MTV Oy we are constantly developing our data capabilities and we're happy that we can offer new targeting options for our advertisers."*

*"Our collaboration with GDR/IDFree.com has been straightforward and easy. The market has welcomed the segments with enthusiasm and we are keen to hear new ideas from our clients and customers for the future."*



/MTV-OY/



/MTVSUOMI

## ABOUT EQUATIV

Equativ is the new single name for Smart Adserver, DynAdmic, and LiquidM – three proven innovators in advertising technology. The vertically integrated company provides brand and privacy-safe solutions that empower its clients to achieve maximum impact while respecting the rights of consumers. The union combines client expertise and engineering excellence to serve the interests of both the supply-side and demand side with equal professionalism and technical sophistication. Headquartered in Paris and New York, Equativ operates globally with a team of more than 450 in 20 offices. Equativ offers the market independent ad servers, SSP, buyer tools, and media services to fulfil the promise of advertising tech.



Pierce Cook-Anderson

## PIERCE COOK-ANDERSON

MANAGING DIRECTOR NORTHERN  
EUROPE, EQUATIV

*"We're very happy to collaborate with IDFree.com & GDR, a trusted partner who's widely recognised for its footprint on enriched audience data in the Nordics, and to provide Nordic marketers with a 100% independent alternative to the existing targeting offerings. Together, we're fully aligned on improving transparency by allowing advertisers to take back control over their inventory and data assets."*



/EQUATIV



@EQUATIV



## ABOUT MATTERKIND

Matterkind is a company within the IPG - Interpublic Group. We are a committed and uniquely resourced partner, leading the media world away from billions of opaque impressions to the right number of conscious connections. Matterkind (previously Cadreon) offers an expanded and enhanced suite of addressable activation solutions and advisory services, taking a people-first and ethical approach to engaging audiences and driving meaningful real business outcomes both across and within channels.



### CHRISTOPHER HERNANDEZ

CEO, NORDICS, MATTERKIND

*"Matterkind is driven by purposeful marketing because to us it thoughtfully adapts to people's needs and marketers' goals. We seek to innovate, transform and change the future of data-driven marketing with cleaner data, customer privacy, and audience-focused optimization. By introducing IDFree targeting with privacy-safe audience data, we are fully aligned with our values of using ethically sourced data to strive to benefit brands and consumers alike."*

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wearematterkind.com



/MATTERKIND/



@MATTERKINDGLOBAL



/MATTERKIND-GLOBAL



## 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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## ABOUT ATYP

Atyp is a Norwegian advertising and media agency gathered under one roof in Oslo. We are born integrated because we believe the solutions are better when people with strategy, creativity, media and technology as subjects work seamlessly and without prestige to reach them. We believe that creativity can solve business problems and aim to develop communication and solutions that make a difference for our customers.



andre@atyp.no

## ANDRÉ THORSEN

HEAD OF MEDIA STRATEGY &  
PURCHASING

*"At Atyp we deliver on advertisers' need for closer integration between strategy, creativity, media and technology. To be able to offer our customers full integration between us building, validating, and activating audiences on multiple media platforms, is why the IDFree targeting platform is valuable to us. With IDFree.com we see a promising solution to the integration of privacy-safe audience data as default in the media outreach for our customers."*



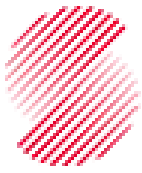
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/ATYP



smartclip



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# ABOUT SMARTCLIP

At smartclip, we are shaping the future of European advertising. A future in which every single TV and video commercial across Europe is holistically traded through a European-built and controlled video marketplace. Our technology and services empower advertisers and agencies with true cross-screen storytelling, and enable broadcasters and online publishers to monetise their content in the most efficient and effective way possible.



## HILDE MARIE GUNDERSEN

COMMERCIAL DIRECTOR NORDICS

*"With IDFree targeting, we can offer a future-proof and effective way for advertisers and agencies to target the right audience within trusted local media. Neighbourhoods play a vital role in our lives and are often a reflection of our lifestyle. Targeting locally and based on local data enables advertisers to capture audiences based on their chosen environment effectively. First trials show promising results and high acceptance among agencies and advertisers."*

Now: Advisor, Nor Selection  
Rekruttering



/SMARTCLIP



/SMARTCLIEUROPE





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# ABOUT AMIDAYS

Amidays is a marketing agency that simplifies the use of complex digital marketing. At Amidays, we help our clients achieve their goals by exploring new digital growth opportunities represented by a stronger and closer connection between marketing, technology and data usage. As an independent agency, we can help businesses challenge the status quo in pursuit of more effective ways to do digital marketing. Whether you seek advice on how to use marketing technology to increase profitability and growth, or you need operational assistance for data-driven advertising on a daily basis, our business model ensures an objective and tech-neutral approach.



arvid@amidays.com

## ARVID CEDERGREN

HEAD OF OPERATIONS/CO-FOUNDER

*"As an independent agency, we go the extra mile, work faster and find more pragmatic solutions to make everyday life for our clients and partners easier. By building privacy safe audiences on the IDFree platform, we are able to efficiently activate our client's unique audience on multiple media platforms via the true omnichannel solution. As agency we simplify complex digital marketing, and IDFree supports our transparent business model."*



/AMIDAYS/



/AMIDAYS

## ABOUT KO OG CO

KO OG CO is an integrated media and advertising agency. The advantage of our specialists and creators working side by side is that we can measure, learn and optimize continuously - both content and placement. With social media and content marketing, communication and distribution have merged. This underscores the need for our way of thinking. We are an agency with a high level of service, flexible solutions and employees with high professional competence. We help our customers to utilize the full potential that lies in working with paid, own and deserved channels across all platforms.



### NINA HÓLKE

CEO · KO OG CO

*"KO OG CO specialists and creators work closely together on both content and placement for our clients. And although our focus is primarily on the digital, we buy all types of media. We have chosen to use the IDFree.com targeting platform because of the true omnichannel solution, that helps us as a professional business partner who understands, creates, and place engaging advertising products."*

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/KO-&-CO/



@KOOGCO



/KOOOOGCO

## ABOUT MINDSHARE

Mindshare is a global media and marketing services company formed in 1997. As one of the world's largest media agencies, Mindshare is responsible for a large majority of GroupM/WPP's global marketing billings and campaigns. We are a global media agency network of 9,300 people across 86 countries with diverse opinions, cultures, and passions. We believe that in today's adaptive world, everything begins and ends in media. Our role in this world is to help clients grow their business and to become their lead business partner and we achieve this through a culture of original thinking driven by speed, teamwork and provocation.



### TOMAS TOMASI

CLIENT LEAD · MINDSHARE NORWAY

*"Modern marketing requires more than just media planning and buying. With IDFree our teams can work fluidly on campaigns with global clients & colleagues and gain valuable insight through the pre-campaign reports. Digital planning and targeting will be different without cookies, and the IDFree tool is one of the post-cookie tools we at Mindshare are looking into. The ability to target the same audience across multiple platforms from video, social, apps and display is valuable to our clients, and to us as modern marketers."*

Now: Director Media and Campaign Operations,  
Norwegian



/MINDSHARE



@MINDSHARE



/MINDSHARE

# ABOUT VISMA DIGITAL MARKETING

Visma Digital Marketing is a digital marketing agency, consisting of consultants with a passion for creative communication and measurable, effective solutions. We are a full-service supplier of marketing activities across all digital channels, as well as our client's closest partner in creating and executing marketing strategies. By being a part of the European leading company Visma, we are also a supplier of Visma's services and products. This gives our clients unique access to all of Visma's resources.



## CHARLOTTE KARLSNES

DIGITAL ADVISOR

*"In Visma Digital Marketing it is vital to advise our clients on how to communicate effectively with their target group without compromising their customers' privacy. We believe in the importance of creating trust between brands and their customers. To be able to create this level of trust, we use IDFree.com for intelligent targeting for both today and for the post-cookie future. We find the IDFree.com platform to be an important piece of the solution for the cookieless tomorrow, as well as a strong contributor to the growing focus on customer value."*

Now: Lead Consultant | Digital Advisor  
at twoday Norway



/VISMADIGITAL  
MARKETING



/VISMADIGITAL  
MARKETING

## ABOUT VISU.AL

With an evidence-based, technology-enabled and creative approach to problem-solving, whilst still being immersed in culture and storytelling, our campaigns focus on growth, scale and measuring positive outcomes. We've spent thousands of hours working for the biggest brands, entertainment and professional services companies as well as the most nimble of startups - not just agencies. So, we understand your 'why'. In many instances, we see a disconnect between traditional agency 'supply' and brand 'demand', so we're looking to change that.



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## VINCENT CARRIÉ

DIRECTOR · VISU.AL

*"The IDFree.com tool allows us to build very precise target groups from high-quality data. We can control the reach, get instant validation, and activate on multiple important platforms like Google, Facebook, and Snapchat. The activation works seamlessly as well as the campaign results are very promising. I'm happy to call IDFree.com a key partner to VISU.AL and our offerings."*



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