

TRUE DIGITAL OMNICHANNEL

Activate the same audience across all the major digital marketing platforms like Google Ads, DV360, Facebook, Adform, and Snapchat.

HIGH-QUALITY DATA PARTNERS

Built from anonymous high-quality data from verified and GDPR-compliant data partners like Kantar, TransUnion, and InsightOne.

APPROVED BY BIG BRANDS

The IDFree application has been vetted and approved by Google, Facebook, Xandr, Adform, Snapchat, and many more.

USE YOUR 1ST-PARTY DATA

The IDFree platform is an open data structure that accepts the privacy-safe CRM data and client-specific data sets.

NO 3RD-PARTY COOKIES OR UID

Activation from IDFree works on mobile, social, video and display without the use of cookies or user IDs.

BUILD AND VALIDATE

The IDFree tool allows users to combine safe data into audiences, and get instant profiles of those who live in the neighbourhood.

NO PRIVATE DATA USED

No private data is allowed. The whole setup is built to ensure full protection of user privacy - both in the data model and in the activation.

YOU CONTROL THE REACH

You control the reach and affinity directly in the tool. Works in Firefox and IOS/Safari, and all the other hard-to-reach areas.

INSTANT ACTIVATION

Build, validate, and activate in seconds. Your custom audience can be pushed and activated in minutes - not days or weeks.