

IDFREE

ETHICAL TARGETING
IS THE NEW NORMAL



GDR

Global Data Resources



IDfree

Next-Gen Targeting

Offered &
Developed By

GLOBAL DATA RESOURCES

IDFREE TARGETING



CHOOSE IDFREE TO UNLOCK THE POWER OF GEO-TARGETED ADVERTISING THAT RESPECTS USER PRIVACY.

Tired of the limitations of cookie-based advertising? IDfree offers a radical new approach to online marketing that prioritises effectiveness AND privacy.

Partnering with industry leaders like Kantar Media, InsightOne, Experian, and TransUnion, IDfree provides access to rich data sets without compromising user privacy.

WHAT SETS US APART

- **Privacy-Safe Targeting:** Unlike traditional methods, IDfree doesn't rely on cookies or online identifiers. No user data is collected or stored, ensuring complete transparency and compliance with privacy regulations.
- **True Omnichannel Reach:** Engage your target audience seamlessly across all platforms and devices, including iOS/Safari and Firefox, which block third-party cookies. Reach them on Display, Video, In-App, Social Media, Outdoor, Addressable TV, and more!
- **Customizable Targeting:** Leverage your own first-party data or build highly targeted audiences from our extensive data covering 15 major markets and over 750 million people.
- **Instant Activation:** Forget waiting weeks – idfree.com activates your custom audience in seconds across multiple marketing channels and platforms.
- **Unified European Reach:** Our latest expansion unites 13 European countries under one platform. This empowers advertisers and publishers to activate data-driven campaigns across a massive audience of over 425 million Europeans with unmatched ease and privacy compliance.