

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 Media's TGI* - in the time it takes you to have a cup of coffee!



*TGI (Target Group Index) is a trademark owned by Kantar Media. The TGI's in the Nordics are: Forbruker & Media (Norway), Orvesto (Sweden), Index Danmark (Denmark) and MIND (Finland).

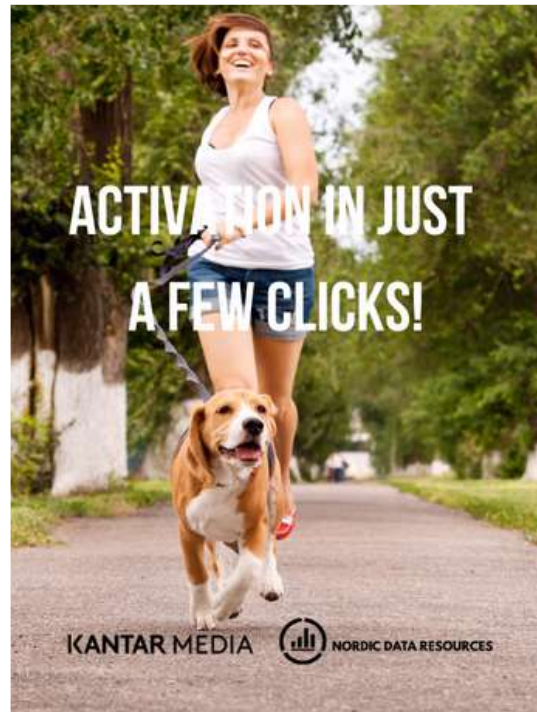
INSTANT ACTIVATION

IDFREE GO!

Direct from research done in Kantar Media's TGI

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 Media and Nordic Data Resources.



Kantar Media provides TGI* Consumer Data that builds deep insights and leads to a real understanding of audience profiling, media planning and buying. Kantar Media's TGI data is privacy-safe with all respondents fully consented and with world-leading standards of quality assurance.

ACTIVATION USED TO BE 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

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BUILDING BRIDGES



From research done in Kantar Media's TGI in the Nordics directly to activation of the same audience on multiple channels and platforms.

TGI Consumer Data from Kantar Media is the single source of consumer intelligence that can inform all marketing activity: Derive new insights, plan campaigns, or identify and activate high-value target audiences.

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 Kantar Media's TGI research to activation on multiple channels and platforms in six steps with IDFree GO!

www.kantar.no/medier/idfreego

www.idfree.com/idfreego

STEP 1. Build your target groups in your local and trusted Kantar Media's 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.