

IDFREE.AI

ONE PLATFORM.
ONE WORKFLOW.
NEW POSSIBILITIES.





THE CHALLENGE

IDFREE IS GLOBAL DATA RESOURCES' (GDR) AUDIENCE ACTIVATION PLATFORM BUILT FOR SMART, PRIVACY-FIRST MARKETING

Marketing has never had more tools, platforms, and data sources available.

Yet building and activating audiences often remains surprisingly complex.

Campaign briefs move between teams, become simplified along the way, and **frequently lose the strategic nuances that made them valuable in the first place.**

What begins as a carefully considered audience strategy often ends up as broad, generic targeting.

IDFREE.AI IS BUILT TO CHANGE THAT

IDFREE BY GDR

BUILT FOR SMART, MODERN MARKETING

Developed by Global Data Resources (GDR), **IDfree.ai** transforms audience activation into a simple conversation.

Forget navigating complicated workflows or relying on specialist knowledge.

Users simply describe the audience they want to reach in natural language.

Whether it's

> *"affluent families in suburban Oslo with an interest in outdoor activities"* or
> *"coffee enthusiasts who visit cafés every week"*,

IDfree.ai instantly translates these descriptions into ready-to-activate audiences - using advanced audience intelligence and privacy-first data modelling.

**IDfree**

From Brief to Activation

SMARTER, CHEAPER & FASTER

BUILT ON CONSUMER PATTERNS AND GEO-INTELLIGENCE

Rather than relying on cookies or IDs, we have invested years in understanding lifestyles, behaviours, neighbourhood dynamics, and geographical patterns across markets.

This privacy-first approach creates audience intelligence that is both durable and scalable.

And provides meaningful insights without compromising individual privacy.

IDfree represents the next evolution of this vision.

As an activation platform, it combines advanced audience intelligence with AI to let audience activation be

smarter, cheaper, and faster.

A NATURAL CONVERSATION

TURN A PLAIN-LANGUAGE AUDIENCE BRIEF INTO A LIVE DSP DEAL ID

Users simply describe the audience they want to reach **in plain language**.

IDfree.ai instantly transforms the brief and delivers a detailed audience profile, including:

demographic insights, lifestyle characteristics, representative visualisations, and geographical heat maps down to postal code level.

If refinements are needed, the conversation continues naturally.

Users can request more urban audiences, exclude specific groups, or increase family orientation, and **the audience model updates instantly.**

BRIEF

BUILD

VERIFY

SHIP



01

00:00

Write a brief

"Garden enthusiasts who invest in outdoor living spaces"

Plain language. No taxonomy lookup.



02

00:18

AI builds the audience

The 46m parameter idfree.ai model maps your brief to privacy-safe behavioral signals — zero personal data.



03

00:42

Quality + scale check

IDfree.ai presents you with an audience report for verification. You set the desired reach and ship.



04

01:00

Live DSP deal ID

Instant deal ID, and link to deal and report are in your email. As simple as that. In less than 1 minute.

THE ENTIRE PROCESS IN 4 STEPS

THE CONVERSATION CONTINUES NATURALLY

When the audience definition is complete, users choose their desired reach, select their preferred demand-side platform, and receive an activation-ready Deal ID.

The entire process - from brief to activation - takes less than a minute.

MULTI-LAYERED MODEL

ONE OF THE KEY AMBITIONS BEHIND IDFREE.AI IS TO DEMOCRATISE AUDIENCE ACTIVATION

IDfree.ai removes the traditional barriers entirely.

- **No** technical training is required.
- **No** complicated interfaces need to be learned.
- **No** onboarding programmes are necessary.

If a user can write a sentence, they can use IDfree.ai.

Beneath its simple interface sits GDR's advanced multi-layered audience intelligence model.

The model combines lifestyle intelligence, behavioural patterns, geo-intelligence, neighbourhood fingerprints, satellite intelligence, and street-level intelligence to create rich and nuanced audience understandings.

Together, these layers provide greater precision while remaining firmly rooted in privacy-first methodology.



NO COSTS. NONE.

NO HIDDEN COSTS OR UNNECESSARY COMPLEXITY

We deliberately open the platform for free. **Entirely for free.**

Users can create unlimited audiences, test ideas, and refine strategies across markets without cost.

Payment only occurs when an audience is activated.

We offer flexible pricing models, including flat CPM pricing, percentage-of-media-spend pricing, **and automated invoicing** through participating DSPs.

USERS CAN CREATE UNLIMITED AUDIENCES, TEST IDEAS, AND REFINE STRATEGIES ACROSS MARKETS WITHOUT COST.

RESPONSIBLE & RATIONAL AI USE

AI IS RAPIDLY BECOMING MORE THAN A FEATURE.
IT IS BECOMING AN OPERATING LAYER FOR MARKETING ITSELF.

IDfree.ai already integrates with major programmatic environments, including The Trade Desk, DV360, Adform, Amazon DSP, and more than 85 international demand-side platforms.

AI will increasingly handle the repetitive steps between idea and execution.

IDfree.ai is built to make that future simple, practical, and immediately useful.

Future developments include:

- AI-powered brief intake through PowerPoint, PDF, and strategy document uploads.
- Expansion into additional international markets, social media activation capabilities, and agent-to-agent workflows through Model Context Protocol (MCP).