

IDFREE GO!

Fifty5Blue TGI Audiences.
Instantly Activated.

TGI



GDR

Global Data Resources



IDfree GO!

FIFTY5BLUE TGI &
GLOBAL DATA RESOURCES

ABOUT IDFREE GO!

FROM AUDIENCE INSIGHT TO INSTANT ACTIVATION

Activate Fifty5Blue TGI audiences across digital channels in minutes.

For decades, **TGI (Target Group Index)** has been one of the world's most trusted sources of consumer insight, revealing what people buy, watch, read, and care about.

With IDfree GO!, those insights now move beyond planning and into immediate activation.

Marketers in the Nordics can transform Fifty5Blue TGI audience intelligence directly into scalable digital campaigns.

Without cookies, IDs, or personal tracking.

Just trusted audience insight, activated instantly.



ABOUT TGI

SURVEY MASTERS

TGI's in-depth surveys enable planners to gain an in-depth understanding of how consumers think and feel, as well as their product and brand use: what they consume, from whom, how they do so and what motivates them.

FIFTY5BLUE TGI

Part of Fifty5Blue, TGI provides complete clarity into the consumer audiences that matter, thanks to the unique depth, breadth and quality of its data.

TGI's connected, flexible solutions enrich datasets to maximise insight, planning and activation opportunities.

TGI data is trusted and used daily by hundreds of businesses across the media and marketing ecosystems for understanding, profiling and targeting consumer audiences.

For more information: [TGI website](#)

WHY IT MATTERS



CLOSING THE GAP

BRIDGING INSIGHT-ACTIVATION

The gap between audience insight and campaign activation has traditionally been wide.

Research tools reveal valuable audience intelligence - but translating those insights into real campaigns often *takes time, manual work, and simplified targeting models.*

IDFREE GO! CLOSES THAT GAP

It connects **Fifty5Blue TGI audience intelligence directly to the digital ecosystem**, allowing marketers to activate precisely defined audiences across major platforms within minutes.

WHAT IDFREE GO! ENABLES

INSTANT ACTIVATION

Turn audience insights into live campaigns in minutes, not weeks.

DIRECT TGI INTEGRATION

Activate trusted consumer research exactly as it is defined.

CROSS-PLATFORM REACH

Deploy campaigns across platforms, including Google, Meta, YouTube, Snap, TikTok and more.

PRIVACY-SAFE TARGETING

No cookies. No IDs. No personal data. Just patterns of behaviour. Not people.

BUILT FOR THE NORDIC MARKET



**IDFREE GO! CONNECTS AUDIENCE INSIGHT AND DIGITAL ACTIVATION ACROSS
DENMARK, FINLAND, NORWAY AND SWEDEN.**

This enables marketers to reach 27+ million consumers through scalable, privacy-safe targeting.



ONE AUDIENCE ACTIVATED EVERYWHERE

With IDfree GO!, audiences defined in Fifty5Blue TGI can move seamlessly from strategy and planning to campaign activation.

No rebuilding segments.

No platform-by-platform translation.

Just one audience definition, activated across the digital ecosystem.

FROM TGI INSIGHT TO DIGITAL REACH

Trusted audience insight.

Instant activation.

Future-ready targeting.

**IDFREE GO! ACTIVATES AUDIENCE PATTERNS
- NOT PEOPLE - TURNING TRUSTED INSIGHT INTO
SCALABLE DIGITAL REACH.**

DATA-DRIVEN INSIGHT



EFFICIENT ACTIVATION BASED ON COMPREHENSIVE AUDIENCE INSIGHTS

IDfree GO! helps data-driven marketing in the Nordics by enabling efficient activation with Fifty5Blue's TGI audience insights.

ACTIVATE AUDIENCE PATTERNS

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, Snap, YouTube, etc.

The model is built on a scalable method that gives you sufficient reach.

You can adjust it to campaign goals.

SAFE

Your audiences are created on privacy by design - not touching any kind of PII or sensitive information.

No worries about any audience affected by the next ITP change or if Google excludes any-thing.

This is a future-proof model.