



Press Release

FOR IMMEDIATE RELEASE

Global Data Resources Expands IDFree.com, Unifying Europe for Privacy-Safe, Multi-Country Digital Advertising

[Oslo, Norway] – [04/05/24] – In a move that empowers brands and simplifies European ad campaigns, Global Data Resources (GDR) announces the expansion of its industry-leading targeting tool, idfree.com. This expansion brings 13 European countries under one platform, enabling advertisers and publishers to activate data-driven campaigns across 425+ million Europeans with unprecedented ease and privacy compliance.

*- Inspired by the needs of leading European corporations, says **Ulrik Larsen, Chief Data Officer at GDR**, we've expanded idfree.com to break down geographical barriers and usher in a new era of transparent, data-ethical advertising across Europe.*

Key features and benefits of the expanded idfree.com include:

- **Effortless Pan-European Targeting:** Reach diverse audiences across 13 European countries, including the influential DACH region (Germany, Austria, Switzerland), with a few clicks.
- **Privacy-Safe & Ethical:** Leverage GDR's commitment to data ethics and user privacy, ensuring campaigns comply with GDPR and other regulations.
- **Simplified Campaign Management:** Eliminate the need for country-by-country audience setting translations.
- **Multi-Channel Activation:** Seamlessly activate campaigns across various platforms and channels with a single audience definition.
- **Focus on Creativity:** Free marketers to prioritise message development, creative content, and brand communication by streamlining the targeting process.
- **Cost & Time Savings:** Effortlessly expand campaigns to new countries, eliminating the time and expense of individual country setup.

Ulrik Larsen adds:

- Advertisers have long recognised the power of a borderless Europe, and our expansion of idfree.com is a direct response to their evolving needs. We're not just keeping pace; we're setting the stage for a new standard in international advertising that's as seamless as it is privacy-conscious.

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With idfree.com, GDR empowers brands and publishers to navigate the complexities of European advertising while prioritising data ethics and user privacy.

This groundbreaking solution marks a significant step towards a more efficient, transparent, and future-proof advertising landscape across Europe.

About Global Data Resources (GDR)

GDR is a leading data provider offering privacy-safe consumer classification and interest data for over 750 million people across Europe, Asia, Australia, and the Americas. Their next-generation targeting tool, idfree.com, empowers marketers to activate data-driven campaigns across multiple channels without relying on third-party cookies or IDs.



Ulrik Larsen, CDO at GDR



GDR logo



IDFree.com logo