

# NEW PARTNERSHIP RELEASE

BIDTHEATRE AND IDFREE  
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*Addressing concerns around privacy is paramount to the continuing growth of the programmatic ecosystem and BidTheatre. Thanks to the integration with IDFree, our clients get the ability to easily build high performing cookieless audiences and seamlessly export them for activation in our platform. I'm happy to call IDFree a key partner to BidTheatre and our offering.*

**- Marcus Johansson**

Founder & CEO, BidTheatre  
marcus.johansson@bidtheatre.com



*We share a deep focus on consumer data ethics, and it's with great perspectives that we welcome BidTheatre as new DSP platform on idfree.com. To be able to offer privacy safe campaign data with our user-friendly Audience Builder is a milestone in digital marketing. We're beyond impressed with the easy integration with BidTheatre's platform.*

**- Göran Eklöf**

VP Strategic Partnerships, Global Data Resources  
goran@globaldataresources.io

## ONLINE OMNICHANNEL PLATFORM EXPANDS WITH NEW ACTIVATION PARTNER

### Online omnichannel targeting without ID's or cookies:

That's the essential goal with the targeting platform: **idfree.com**. Media agencies and advertisers now have a one-stop solution to create, validate, and activate the same audience on multiple digital channels and devices = true online omnichannel.

BidTheatre is the newest integrated activation platform on idfree.com. Together we offer a thorough alternative to the cookie based snooping on online activity, that has been the backbone of digital advertising.

### A MILESTONE IN DIGITAL MARKETING

The IDFree system allows users to push location data to a growing number of integration partners like DSPs, SSPs, ad servers, and publishers.

The new platform partnership with BidTheatre - allowing 100% data privacy while still creating close ties with consumers - is a milestone in digital marketing.



## ABOUT IDFREE

**Janne Larsen**

Head of Marketing  
janne.larsen@globaldataresources.io

The owner and developer of idfree.com is Global Data Resources. The software is built on Privacy-by-Design, and provides online omnichannel targeting without IDs or cookies. The IDFree system allow users to create custom audiences, analyze them, and push location data to integration partners like DSPs, SSPs, ad servers, and publishers. idfree.com integrates with a growing number of partner platforms to allow activating the same audience on multiple marketing channels and devices. Read more: [www.idfree.com](http://www.idfree.com).