



IDFREE TARGETING PLATFORM idfree.com

Data privacy and consent scripts push Marketing strategies to evolve past retargeting. We offer you a superior tool to help enrich your/your clients' targeting in the transparent post-cookie advertising era.

NO COOKIE

In 2022 Google will phase out 3rd party cookies. And frankly; cookies have outlived their lifecycle. Users are demanding greater privacy - with transparency, choice and control over how their data is used.

YOUR CONTROL

Programmatic platforms are pressured by Privacy laws and Data Ethics trends. Automatic buying and selling advertising data is out of your hands. We give the control over the data and process back to you!

BUILD • BUY AUDIENCES

idfree.com is created as both a targeting and research platform. By drag 'n drop you easily create audiences, test reach & precision before pushing your campaign. We also offer pre-build audiences, ready for you to push.

INSIGHTS REPORT

As you build your audiences in idfree.com you can test & tweek your set-up, and generate pre-campaign reports which help you steer ahead. Nobody outside your organization can see your audiences/reports.

CHANNEL HARMONY

GDR is among the very first developers of digital omnichannel. idfree.com allows you to use one unique data-set to push to every platform and every channel without cookie-snooping.

ACCOUNT PLANS

Agencies must be able to resell their services, and advertisers must gain valuable reach from idfree.com. That's why we offer account plans with either pay-as-you-go or license payment, dep. on size & frequency.

ABOUT GDR

GDR is based on a clear vision of data transparency and user privacy. We only work with official census data on neighborhood level, and with consumer classifications - i.e. without collecting private data. It's our goal to become the leading provider of high quality, consumer, and interest audiences across all digital platforms.

www.globaldataresources.io