



idfree.com

PROFILE

With IDFree advertisers & agencies can build, validate and activate the same audience across their digital marketing channels/platforms/devices. The same message to the same people at the same time without cookies or IDs. That's 100% privacy and 100% respect for the users.

IDFree breaks down project silos and allow teams to maintain full control, regardless of how many campaigns they activate on their different digital marketing channels. At the same time no info on the users/no IDs are stored. Too smart to be true? Nope! But IDFree omnichannel targeting IS a milestone in modern marketing.

IDFree is founded on Privacy-by-Design, which is why it's essential that our data partners match us in data ethics.

The owner and developer of idfree.com is [Global Data Resources](#).



PLATFORMS INTEGRATED

- Facebook - Instagram
- Google Ads
- Snapchat
- DV360, Adform, BidTheatre & other DSPs
- Outdoor & Digital Out-of-home
- Addressable TV

DATA PARTNERS

- Kantar
- Nordic Data Resources
- TransUnion

Data quality, transparency, and reliability are fundamental to our partnerships.



PRESS OFFICER

Head of Marketing, GDR
Janne Larsen

+45 2721 8818
janne.larsen@globaldataresources.io

NEWS

"The ad industry is in the midst of a fundamental shift from tracking consumers to creating audiences without collecting private data as default. And we're thrilled to officially open our future-proof SaaS platform: idfree.com as solution to the privacy challenges of agencies & advertisers. We've made it easy to build and validate an audience, and then activate it on the many integrated DSPs on the platform. This is of massive value to modern marketers!"

- **Per Kristian Tandberg**
Managing Director
Global Data Resources

- Newsletter: IDFree Insider [#01](#)
- [Partner testimonial](#)
- [Snapchat: Yet another platform integrated](#)
- Press Release:s
[Adtech Big Bang](#)
[New partner platform: BidTheatre](#)

