



PRIVACY



KANTAR



ADVERTISERS SEEK NEW DATA STRATEGIES: KANTAR OFFER IDFREE ONLINE TARGETING SOLUTION IN PARTNERSHIP WITH GDR

Kantar Germany now offers an IDFree solution for targeting online and offline audiences in partnership with Global Data Resources (GDR). With our partnership, Kantar Germany and GDR solve the post-cookie challenges for German advertisers looking to navigate through the extended privacy rules on advertising channels.

Today, a German audience based on Kantar's market media study TGI for planning and purchasing campaigns can be activated on all major marketing channels - in seconds, not days or weeks.

"Data strategies for brand growth" is Kantar's new important report that combines findings from a global survey of 672 advertisers from 39 countries, [Free for you to download](#).

USER PRIVACY

GDR's General Manager, Per Kristian Tandberg, says:

"We developed the IDFree targeting tool to ensure full protection of user privacy - both in the data model and the activation, and on all platforms. By partnering with Kantar Germany on helping clients reach audiences without relying on private data we both create significant value for marketers through new technology & insights."

ALL USERS • ALL CHANNELS

The same audience, built with Kantar's TGI Consumer Data, work towards all users, incl. IOS/Safari users, and can be activated on display and mobile, AND on Facebook, YouTube, Instagram, and Snapchat with the IDFree by GDR solution.

IN GERMAN

Neben den bisherigen Möglichkeiten zur Online-Aktivierung bietet Kantar seit Neuestem in Partnerschaft mit Global Data Resources eine ID Free Lösung für das Online-Targeting von on- und offline Zielgruppen.

Dabei können Zielgruppen basierend auf Kantars Markt-Media Studie TGI für die Planung und den Einkauf von Kampagnen aktiviert werden. So werden die Konsumenten-daten für die Medienstrategie/-planung und den programmatischen Einkauf (einschließlich Social Media) verknüpft.

Über 500 vordefinierte Zielgruppen stehen über zahlreiche DSPs und DMPs zur Verfügung und auch kundenspezifische Segmente können zielgenau angesprochen werden.

IN ENGLISH

Over 500 predefined target groups are available via numerous DSPs and DMPs. Customer-specific segments can also be addressed.

[Here you find the existing segments](#)