NEW PLATFORM RELEASE

idfree.com

MODERN MARKETING MILESTONE! TARGETING WITHOUT ID'S OR COOKIES GETS OWN PLATFORM: IDFREE.COM

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
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idfree.com

ABOUT IDFREE

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ONLINE OMNICHANNEL TARGETING WITHOUT IDS OR COOKIES

That's the essential goal with the cookieless targeting platform: **idfree.com**. The platform offers media agencies and brands advertising a one-stop solution for creative and programmatics teams to push one and the same audience across all social media and marketing channels.

In "the good old days" cookies & IDs were available for online targeting without limitations. Today, users worldwide demand data privacy with transparency, and control over how their information is used.

IDFree targeting = 100% respect for the user's data. No creepy snooping online! Instead deep insights from the control over combinations of data variables, that creates an audience.

A MILESTONE IN MODERN MARKETING

The launch of idfree.com is a valuable next step for the adtech industry as such since online ad data is an industry estimated to reach USD 380 billion worldwide for 2020.

With this potential, the IDFree platform that provides data privacy while still facilitating close ties with consumers, is a milestone in modern marketing.

The owner and developer of idfree.com is Global Data Resources. The platform is built on Privacy-by-Design, and provides online omnichannel targeting without IDs or cookies. idfree.com offers built audiences to push, and an unique Audience Builder where users can build, validate, and activate custom audiences without cookie tracking. idfree.com integrates with a growing number of DSP's to allow activating the same audience on multiple marketing channels and devices. Read more: www.idfree.com.