IDFREE GO!

ACTIVATION IN JUST A FEW CLICKS

IDFree Go! is the fast - easy - safe solution to activate programmatic advertising on digital channels incl. SoMe - in the time it takes you to have a cup of coffee!

INSTANT ACTIVATION

IDFREE GO!

Seamless integration

IDFree Go! is the fast, easy & privacy-safe solution to activate programmatic advertising on all major digital marketing channels.

IDFree GO! is owned & developed by Global Data Resources, and is provided in partnership with NDR and Kantar.

ACTIVATION WAS THE BLACK SHEEP

Now, it's done while you grab a cup of coffee!

- Previously, you lost control over the audience data when programmatic ad buyers cut down audience descriptions to far fewer standard categories

- Previously, you had to wait weeks for cookies to populate and sync with all platforms

- Previously, you had very little control over combinations of audience data

- Now, campaign activation is done with IDFree GO! while you grab a cup of coffee!

BUILDING BRIDGES

IDFree GO! is a digital bridge from Kantar TGI research directly to activation of the same audience on multiple publisher channels. IDFree Go! is available for advertisers, agencies, and publishers in currently Denmark, Finland, Norway, and Sweden

SEAMLESS

- Your audiences are directly transferred from strategy and planning to the digital trading desk.

- Access your target group in minutes through a self-service integration in the TGI platform.

SCALABLE

- Your target groups can be activated on all major platforms like Facebook, Google, Snapchat, YouTube etc.

- The model is built on a scalable method that gives you sufficient reach. You can even adjust it to campaign goals.

SAFE

- Your audiences are created on privacy-by-design. Never touching any kind of PII or sensitive information.

- No worries about any audience affected by the next ITP change or if Google excludes anything! This is a future-proof model.

IDFREE GO! STEPS

Directly from insights to digital activation on multiple channels in six steps with IDFree GO!

Step 1   Build your target groups in your trusted data environment - or in IDFree.com

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Step 2   Push to kantar.idfree.com

Step 3   Approve the built audiences and push them directly to your personal idfree.com account.

Step 4   Your audiences will be added in real-time. You are ready to use them without any delay.

Step 5   Targeting the neighbourhoods with the highest density of your target group.

Step 6   Proximity Targeting by LL-coordinate. Postal Code Targeting.