

# IDFREE TARGETING

BUILD / VALIDATE / ACTIVATE

**IDFree.com**  
NEXT-GEN TARGETING



**NDR**  
NORDIC DATA RESOURCES

[NORDICDATARESOURCES.COM](http://NORDICDATARESOURCES.COM)



**By collaborating with industry-respected data partners like Kantar, InsightOne, Experian, and TransUnion, we offer a new path in online marketing.**

#### **Privacy-Safe**

- IDFree.com does not use cookies or online ID's.
- No user data is collected or stored. No creepy tracking or intrusive data collection.

#### **Online Omnichannel**

- IDFree.com works on all online devices and on all the platforms that block cookies, incl. IOS/Safari and Firefox
- True online omnichannel with the same unique audience pushed to: Display, Video, InApp, Social Media, Outdoor, DOOH, Addressable TV

#### **Exclusive**

- IDFree.com allows you to use 1st party data or build a custom audience from our data on 15 major markets
- Reach covers 750+ million people

#### **Instant Activation**

Your unique custom audience can be activated - in seconds, not days or weeks - on multiple marketing channels/platforms.

#### **Unifying 425+ million Europeans**

The latest expansion of IDFree.com brings 13 European countries under one platform, enabling advertisers and publishers to activate data-driven campaigns across 425+ million Europeans with unprecedented ease and privacy compliance.

