# IDfree GO!

ACTIVATION DIRECTLY FROM KANTAR MEDIA TGI



Offered & Developed By

KANTAR MEDIA &
GLOBAL DATA RESOURCES

# Introduction





#### Before IDfree GO!, Digital Advertising Was Pretty Complicated

- Limited Audience Control: Traditional programmatic buying often involves simplified audience categories. This meant advertisers lost control over the nuances of their target audience.
- Slow Activation Times: Waiting for cookies to populate and sync across platforms could take weeks, delaying campaign launches.
- Restricted Data Combinations: Previously, combining different data points for precise audience targeting was difficult.

### IDfree GO! Revolutionizes Activation

- Instant Activation: Launch campaigns in minutes, not weeks, with seamless activation across all major channels.
- Direct Kantar Media Integration: Leverage Kantar Media's TGI data for deep audience insights, which leads to more effective media planning and buying decisions.
- Privacy-Focused Targeting: IDfree GO! prioritizes user privacy. Kantar Media's TGI data is fully GDPR-compliant, with user consent and rigorous quality assurance measures.

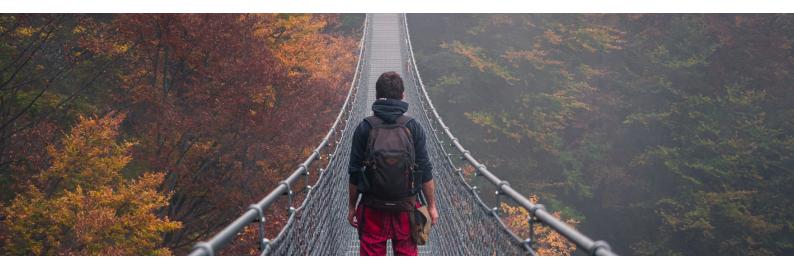
## IDfree GO! Tackles the Limitations of Traditional Programmatic Advertising

- Granular Control: Precise targeting based on detailed audience attributes.
- Lightning-Fast Activation: Streamlined processes for rapid campaign launches.
- Powerful Insights: Leverage Kantar Media's trusted consumer data for superior audience understanding.



# Building Bridges





IDfree GO! bridges the gap between deep audience understanding and efficient campaign activation in the Nordics (Denmark, Finland, Norway, and Sweden).

#### Leverage Kantar Media's TGI Data

- Gain rich consumer insights directly from Kantar Media's TGI research in the Nordics.
- Uncover valuable details about your target audience's demographics, behaviours, and media consumption habits.

#### Seamless Activation Across Channels

- Utilize these insights to activate the same precisely defined audience across all major marketing channels and platforms, including social media.
- IDfree GO! streamlines the process, eliminating the need to translate insights into different targeting formats for each platform.

#### IDfree GO! Empowers Advertisers, Agencies, and Publishers

This innovative solution is specifically designed to benefit various players in the Nordic advertising landscape:

- Advertisers: Reach your target audience precisely and efficiently across all channels.
- Agencies: Deliver exceptional campaign results for your clients with IDfree GO!'s streamlined activation.
- Publishers: Attract valuable advertisers by offering access to precisely targeted audiences.



# Data-Driven Insight





### IDfree GO! Empowers Data-Driven Marketing in The Nordics

In essence, IDfree GO! empowers data-driven marketing in the Nordics by enabling efficient activation based on comprehensive audience insights from Kantar Media's TGI.

### Seamless

- Your audiences are directly transferred from strategy and planning to the digital trading desk.
- Access your target group in minutes through a selfservice integration in the TGI platform.

# Scalable

- Your target groups can be activated on major platforms like Facebook, Google, Snap, YouTube, etc.
- The model is built on a scalable method that gives you sufficient reach.
- You can adjust it to campaign goals.

# Safe

- Your audiences are created on privacy by design - not 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!

