IDfree GO!

ACTIVATION DIRECTLY FROM KANTAR MEDIA TGI

IDfree GO!

Offered & Developed By

KANTAR MEDIA & GLOBAL DATA RESOURCES

globaldataresources.io/idfree-go

Introduction

Before IDfree GO!, digital advertising was a complicated affair

- **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.

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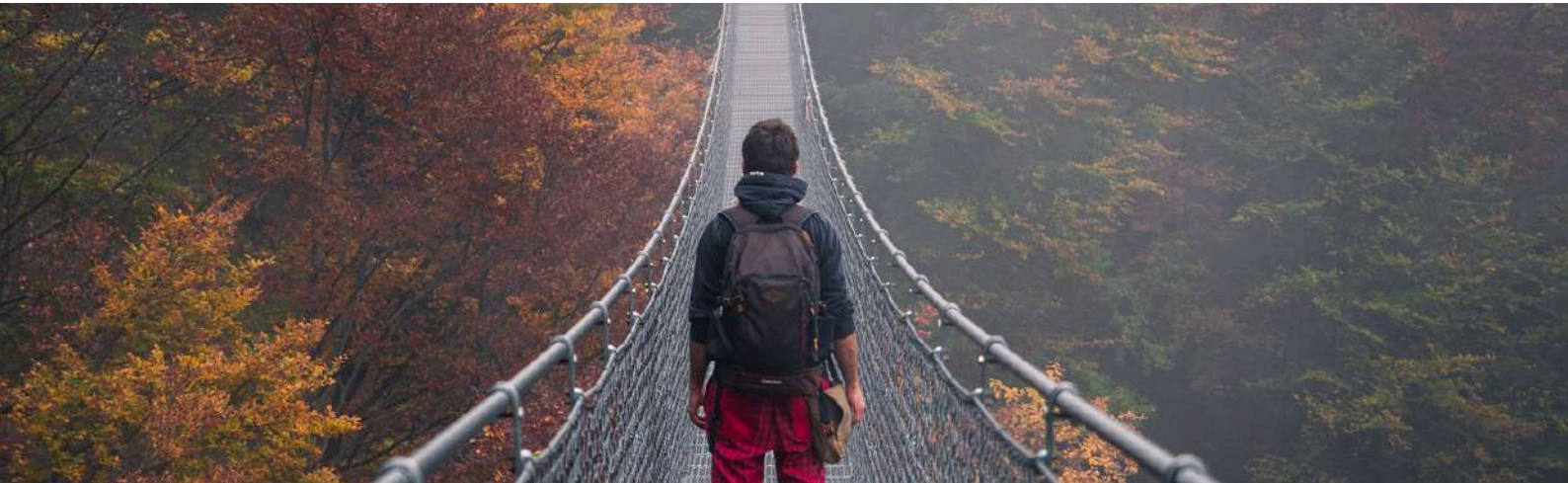
IDfree GO! bridges the gap between deep audience understanding and efficient campaign activation in the Nordics (Denmark, Finland, Norway, and Sweden).

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 (SoMe).
- 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.

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Data-Driven Insight
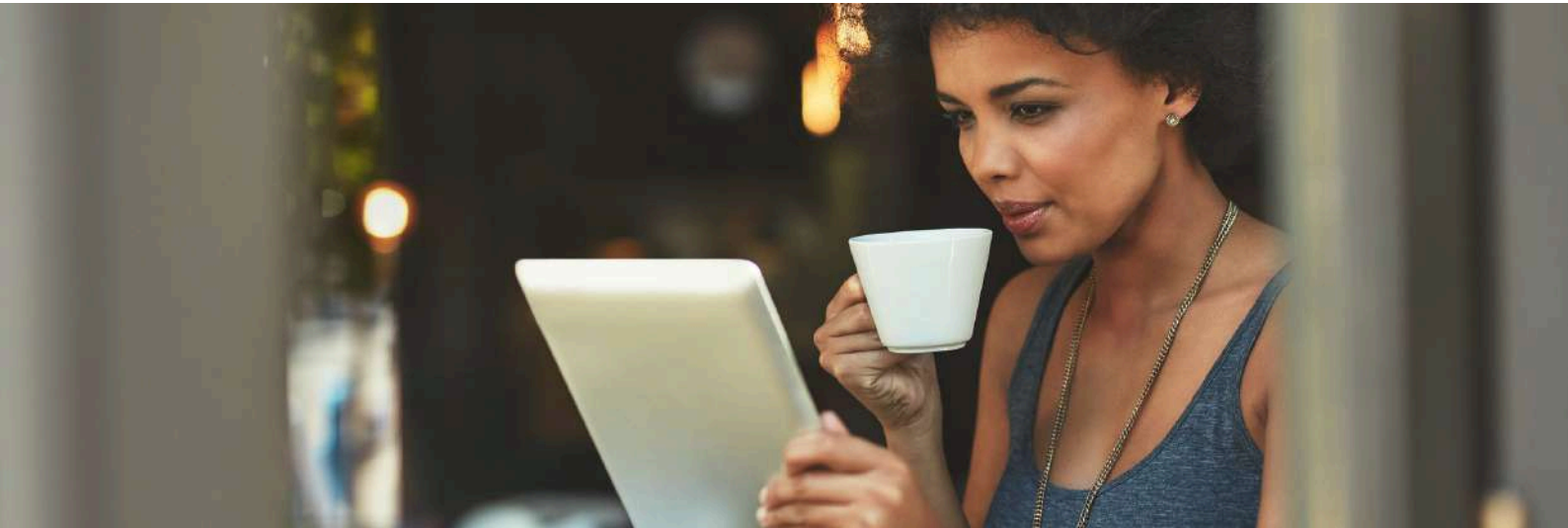
IDfree GO!

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 self-service 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 any-thing. This is a future proof model!

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