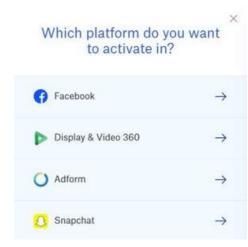**GDR**

# IDFREE.COM INTEGRATION
# QUICK • EASY • SAFE



## 01 BUILD

Use high-end data from national census databases, Kantar, and others. Combine variables to fit your brief. You control reach and quality.

## 02 VALIDATE

Get instant persona verification to understand whom you are targeting. Understand and adjust your audience before (!) you activate.

## 03 ACTIVATE

Activate the same unique audience on video, TV, display, mobile, DOOH, and on Facebook, Instagram, YouTube, Snapchat etc.

## IDFREE.COM IS PLUG 'N PLAY

### NO DEVELOPMENT IS NEEDED ON YOUR PART

IDFree.com is built on geographical segmentation data from verified sources like national census data, Kantar, and TransUnion. The algorithm allows users to design audiences, control reach, and identify geo hotspots with over-representation of the audience.

The geographical hotspots are piped into the user's platform accounts (see technical details p.2). The process is simple, and 100% controlled by the platform partners' API.

This method allows for quick and safe integration and ensures that the platform partner has full control.

### WE ASK FOR 3 THINGS

- Relevant API documentation from the platform partner
- A sandbox account for testing
- Access to normal API support

# TECHNICAL DETAILS

- Platform must support targeting by Latitude-Longitude (proximity targeting) or by postal codes via API.

- Platform should have documentation for API endpoints with detailed information about how targeting could be updated in the system.

- The IDFree developers need to know (from documentation or other sources) about the current limitations of platform/API:
  A) The amount of proximity targeting objects/postal codes.

  B) The number of requests to be sent during a period of time (if there are any limitations).

  C) The format of data that should be sent to API, specific limitations for every country system supports (Norway, Sweden, Finland, Denmark, Germany, and The UK).

- If the platform has any limitations that could cause limited functionality for a user, the IDFree.com developers may use different API endpoints to bypass current limitations for a better user experience.

- It is recommended to use OAuth flow to perform reliable and secure authorization without storing any sensitive information. Users can see which permissions they are giving to the IDFree system regarding managing the account. OAuth could be skipped in case of using only one IDFree account and then sharing audiences to a client's account.

- For development and testing purposes, the IDFree developers need a test/sandbox environment/account which could be used to prevent data losses on production accounts during development/testing.

PLATFORMS CURRENTLY INTEGRATED WITH IDFREE.COM

Facebook        Instagram        Google DV360

YouTube        Snapchat        Adform

BidTheatre        Google Ads        Xandr

FOR QUESTIONS, PLEASE REACH OUT TO

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