

# Activate ID-free™ with Deal IDs

ID-free - the behavioral targeting solution without user tracking - just got easier

## Use ID-free without API integration on the DSP of your choice

Dstillery now supports ID-free on any major DSP without direct API integration. Together with Xandr's Curate Deal ID product, we create easy-to-use Deal IDs in the Xandr supply exchange that mimic the same privacy-safe targeting that we apply directly via API.

Whether you're using ID-free for Custom AI, Custom Built, or Pre-built audiences, we can build your model, help you activate it, and target your audience with Deal IDs.

## Why activate ID-free with Deal IDs now?



**Quick, easy & available today**

It's easy to integrate Xandr Deal IDs with your DSP and manage your campaigns in-platform. No API integration, no contracts, and no ongoing invoicing.



**Your custom model & deal**

Once we build your custom model and deal, we ask for your platform and seat ID to ensure they will only be buyable with your seat on your platform.



**Great performance without API**

We build one to eight deals, depending on the type of audience model, creating your desired audience. You can target them together or separately in your DSP.

## What are Deal IDs?

Deal IDs connects SSPs and DSPs via a unique identifier for programmatic ad buys. It lays out an previously agreed-upon set of campaign parameters.

## What's ID-free?

Designed for advertisers looking to get ahead of privacy concerns, ID-free is a patented, privacy-by-design behavioral targeting solution - without user tracking. ID-free tracking is available with Custom AI, Custom-built, or Pre-built audiences.