

# ID-free® Completes Your Post-Cookie Strategy

Drive scale & performance beyond contextual & alternative IDs

## The industry's only behavioral targeting tech without IDs

ID-free\* delivers scale, performance, and privacy for advertisers' programmatic campaigns by using AI to predict the value of an impression to a brand without knowing anything about the user.

ID-free easily adds value to your post-cookie plan by both complementing existing and emerging targeting methods and being differentiated from them. The best part: ID-free has been tested in market for years, ensuring your post-cookie success is ready today.

### How ID-free Complements Your Post-Cookie Strategy

#### CONTEXTUAL

- Contextual brings content relevance, ID-free adds historical *behavioral* relevance
- Go beyond finding relevant content by using AI to find the exact impressions most likely to be your customer
- Targets impressions based on privacy-safe inventory signals like URL, DMA, and time of day and panel-based behavioral patterns

#### ALTERNATIVE IDs

- Alternative IDs bring precision, ID-free adds scale that performs without IDs
- The adoption and scale of alternative IDs is unknown, while ID-free can target any impression regardless of whether an ID is present
- Use your ID-based data to seed an ID-free model to extend scale and performance

### How ID-free is Different Than Anything Else on The Market

- Behavioral signals are the most powerful way to predict and drive behavior. ID-free is the only behavioral targeting technology without IDs available today.
- Patented ID-free technology ensures our methodology is unique
- Our AI learns behavioral patterns from a de-identified, opt-in panel of over a million users and targets with privacy-safe inventory signals, bringing behavioral targeting into the privacy-safe era
- Can be activated with Predictive Bidding on The Trade Desk, predicting the exact value of any impression to a brand instead of making 'buy' or 'don't buy' decisions
- Can be activated as an easy-to-use PMP that we custom curate from premium inventory, available on any DSP