

Our Data: CookieFreeID™ Consumer Graph

We maintain a unique, proprietary Consumer Identity Graph of 250 million US adults and 1.2 billion TrueID Devices. What makes our graph unique? Our entire ecosystem is cookieless. We start with opt-in, deliverable email addresses derived from real-world email open and click activity, and build out robust consumer profiles from there.



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250m 1.2bn 40%+

Total US Adult Identities

GetAudiences TrueID Devices

Average Website Match Rate

Get Rich, People-Based Consumer Identities

Own full profiles of anonymous people on your website, Safari included.

We connect anonymous digital identifiers to rich consumer data.

Get deliverable email, first name, last name, postal address, cell phone number, MAIDs, and unique identifiers for your anonymous website visitors.



Get ONLY deliverable email addresses with a 30%+ open rate!

The secret to the effectiveness of our CookieFreeID Consumer Graph™ is in the quality of the email addresses that we give you.

We only pass you email addresses that have a known open or click event from within the last 14 days.

Your open rates will likely be higher than your house list, and you can send freely with no need to worry about compromising your mailing reputation or sending domain.



Capture unique identifiers, even for Safari traffic.

We can identify your anonymous Safari visitors, and append unique identifiers like Trade Desk's UID 2.0, Lotame Panorama, Britepool, ID5, and more.

Use those IDs at your DSP of choice and recapture lost Safari revenues resulting from Apple's decision to block third party cookies.



Unlock activity-based data cleansing.

How do we ensure email deliverability?

The answer is all about layering real-time engagement signals on top of our CookieFreeID Consumer Graph™.

In addition to rigorous, traditional data cleansing methods, we have a proprietary, Activity-Based Data Cleansing method that listens for real engagement signals in our network before passing you data.



Tap into the Power of Our CookieFreeID™ Consumer Graph

Enrich Your CRM or CDP

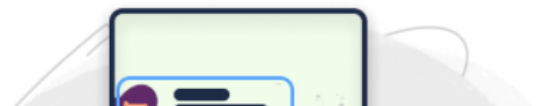
Give us a list of email addresses and let us return unique identifiers for use in the display universe, and up to 125 demographic fields to uncover previously unknown connections between your best subscribers.



Power Omnichannel Marketing

Step up your marketing program by appending email addresses, demographic data, and unique identifiers to anonymous CDP profiles, for use in the display and email world.

Reach your readers with the perfect message, on the perfect channel, at the perfect time.



Find More of Your Best Customers

Tap into our CookieFreeID Consumer Graph™ to find existing readers who match the profile of your best customers. Convert them to paid subscribers.



Learn More About our CookieFreeID™ Consumer Graph

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GetEmails delivers us active clickers for the same price as we pay to acquire a contact record from our social channels. They have lowered our cost-per-lead by 80%.

Kade Hawkins
CEO of Prophecy News Watch

[See the Case Study →](#)



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