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# PRESS RELEASE

## **IPM Advertising innovates again by becoming the First to deploy First-id in Belgium!**

In a rapidly evolving digital landscape moving towards a cookieless world, **IPM Advertising** is at the forefront of advertising innovation by becoming the first Belgian media group to deploy the **First-id**, identification solution, which is already transforming the French market.

This strategic collaboration marks a significant milestone for **IPM Advertising**, allowing it to unify its data across all user touchpoints and provide advertisers with access to large, authenticated, and segmented audiences.

Already implemented by more than 30 media groups in France and internationally, First-id will also support all websites and apps of the group, including, [www.lavenir.net](http://www.lavenir.net), [www.parismatch.be](http://www.parismatch.be), [www.dhnet.be](http://www.dhnet.be), [www.lalibre.be](http://www.lalibre.be), [www.moustique.be](http://www.moustique.be), [www.ln24.be](http://www.ln24.be), [www.cinebel.be](http://www.cinebel.be), [www.lejde.be](http://www.lejde.be), and more.

IPM Advertising's ad management platform will have its own deterministic identifier to :



- **Identify audiences across domains** and maintain traceability between its brands, ensuring a comprehensive understanding of audience content consumption. From an advertising perspective, this translates into improved campaign accuracy.



- **Enhance ad delivery across all browsers**, including Safari and Firefox, by utilizing a first-party data-based identifier.



- **Optimize inventory value** by providing more precise identification and increasing compatibility with platforms such as Open RTB, Prebid, and Google PPID, enabling more effective synchronization without third-party cookies.



*We are delighted to embark on this collaboration, which confirms our commitment to daily innovation. First-id adds a crucial element to our adtech ecosystem. It was the missing technical layer in our ambitious first-party data and cookieless strategy.*

*We can now technically reconcile our anonymous users across devices, websites, and apps, improving the reach of our first-party data for identified users. Our partners and advertisers will fully benefit from this integration across our network, regardless of their preferred purchasing channel.*



**Sophie Vanderwinkel** - General Manager - IPM Advertising

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*We are proud to launch First-id in Belgium alongside IPM Advertising, a key player in technological innovation. The new cookieless world is an opportunity for publishers to regain control of their data and enhance their content and brands against major American platforms.*

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**David Folgueira** - CEO et Co Founder - First-id

### **Sophie Vanderwinkel**

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### **David Folgueira**

*CEO & Co Founder*

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### *About*

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**IPM Advertising** is the advertising agency of the IPM Group, a co-leader in the Belgian media market, covering daily newspapers, magazines, websites, apps, radio, and television.

**First.id** is a first-party identification solution that helps brands build, optimize, and leverage their first-party data while enabling activation with their key partners.