

GLOBAL DATA RESOURCES 2023



FROM PRIVACY-SAFE INSIGHT TO INSTANT ACTIVATION

Global Data Resources (GDR) provides digital marketers with consumer insights data to build - validate - and activate on all major marketing channels and platforms in minutes - not days or weeks!

We insist on not using site traffic or behavioral targeting, third-party cookies, or online UIDs. Our key unit is neighbourhoods and offline census data.



FUTURE-PROOF

- No cookies & No IDs
- Full respect for the user
- Works on all devices, incl. iOS
- Works on video, mobile, display, outdoor, DOOH, apps, and SoMe
- Persona profiles & insights
- Build from +300 data variables
- You decide on precision & reach
- See whom you target before you activate the campaign

ABOUT GDR

GDR works with hundreds of global clients and media agencies, and we partner with some of the most reliable and transparent data providers in the industry.

We offer consumer classification data and/or interest data for 35 markets across Europe, the UK, and USA, and Asia.



ABOUT IDFREE.COM

GDR is the owner & developer of the transparent targeting tool IDFree.com.

Here, modern marketers can easily
- BUILD - VALIDATE - ACTIVATE -
unique, privacy-safe audiences.

Then, activate it on all online channels
= True cookieless omnichannel.

TRANSPARENT TARGETING

WE SEGMENT NEIGHBOURHOODS, NOT INDIVIDUALS

Neighbourhoods reflect lifestyles, and lifestyles are key to consumers' consumption choices.

OUR TARGETING IS 100% GDPR/CCPA COMPLIANT

We use census data to segment geographical neighbourhoods in 35 major consumer markets, covering +750 million people.

WE PINPOINT RELEVANT GEOGRAPHICAL HOT SPOTS

Our dynamic cluster algorithm can pinpoint relevant geographical hot spots for hundreds and hundreds of social-demographic characteristics as well as consumer attitudes and preferences.