

CO- COMMUNICATION WITH GDR 2024



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CO-COMMUNICATION



Co-Communication

When we start a new partnership or big project, we collaborate smartly and efficiently for our common communications goals.

Your GDR contact:

Head of Marketing

Janne Larsen

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Cross-platform publishing

We offer our joint message to be featured & tagged in:

- GDR Blog post(s)
- GDR LinkedIn post(s)
- GDR and IDFree.com websites
- IDFree Insider newsletter
- One-pager pdf with GDR
- GDR online Press Room
- Potentially press release
- Potentially webinar/live Q&A
- Testimonial/Insights (later)

Please feel free to repost and use all or parts of our joint public communication.

What we ask for

We offer to draft a joint message and incorporate whatever input you have.

We ask for:

- Boilerplate/About you
- USP information in short
- Logo in png/jpeg
- Contact details to the person approving
- Name and title of the person quoted (quote is welcomed)

We guarantee that you have 100% final approval of content.

Our partnership material

We are happy to provide you with:

- About GDR, pdf
- About lifestyles, video
- About IDFree.com, pdf
- Logo & Boilerplate
- 9 USPs, png+pdf
- Infographic, png+pdf
- Quote by GDR Managing Director

See more: globaldataresources.io

SMART COLLABORATION WITH GDR

When we start a new partnership or project, we collaborate smart & efficiently for our common communications goals.

S	SERIOUS Serious communication	GDR Offers a professional template for the message.
M	MEET Meet PR expectations	GDR Offers to prepare quote(s) for approval.
A	ACTIVATE Activate across platforms	GDR Offers reuse of our posts on blog, linkedin, etc.
R	RELIABLE Reliable partner	GDR Guarantees you have final content approval.
T	TRUST-WORTHY Trust-worthy co-branding	GDR Offers insights-driven co-branding, cliché-free.

ABOUT GDR



UNLOCKING VALUE IN ETHICAL AUDIENCE DATA

GDR has established itself as a global leader in ethical audience data. We have been at the forefront of privacy-centric solutions since 2015.

Actionable Insights

GDR empowers marketers, advertisers, agencies, publishers, and tech vendors with rich and actionable audience insights. We offer pre-built audience segments combining consumer classifications and interests, enabling efficient omnichannel campaigns across all major channels and platforms.

Global Reach with Deep Audience Understanding

GDR provides audience data for over 35 markets, spanning EMEA, Asia, Australia, and the Americas, encompassing over 750 million individuals.

Next-Gen Targeting Without Privacy Concerns

GDR tackles the challenge of cookieless targeting by leveraging enriched socio-demographic data. We create anonymized "lifestyle personas" that capture user interests without relying on unique online identifiers.

Introducing IDFree.com

This innovative approach has led to the development of IDFree.com, a next-generation targeting tool that delivers effective campaigns without compromising user privacy.

Building Bridges with Renowned Partners:

GDR fosters strategic partnerships with leading players in the advertising ecosystem.

This includes:

- **Global Survey & Insights Companies:** Collaboration with established research firms provides us with access to in-depth consumer understanding.
- **Publisher Platforms:** Partnering with prominent publisher platforms allows us to integrate its data solutions seamlessly with advertising channels.
- **National Statistics Offices:** Collaboration with national statistical agencies ensures data accuracy and compliance with local regulations.

See more: globaldataresources.io