

GLOBAL DATA RESOURCES



PRIVACY-SAFE ENRICHED AUDIENCE DATA

Global Data Resources (GDR) provide global digital marketers with enriched audience data - without collecting user data through third-party cookies or online IDs.

We insist on not using site traffic or behavioural targeting.
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 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 owner & developer of the transparent targeting tool IDFree.com.

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

Then, activate 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.