

CO- COMMUNICATION WITH NDR 2024



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[NORDICDATARESOURCES.COM](https://nordicdataresources.com)

CO-COMMUNICATION



Co-Communication

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

Your NDR contact:

Head of Marketing

Janne Larsen

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Cross-platform publishing

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

- NDR Blog post(s)
- NDR LinkedIn post(s)
- NDR and IDFree.com websites
- IDFree Insider newsletter
- One-pager pdf with NDR
- NDR 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 NDR, pdf
- About NUNT, video
- About IDFree.com, pdf
- Logo & Boilerplate
- 9 USPs, png+pdf
- Infographic, png+pdf
- Quote by NDR General Manager

See more: nordicdataresources.com

SMART COLLABORATION WITH NDR

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

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

ABOUT NDR



NDR IN NORDIC DIGITAL ADVERTISING

NDR specializes in consumer audience data for the Nordic marketing & advertising landscape.

We offer pre-built audience segments based on demographics, interests, and behaviours, allowing for targeted advertising campaigns across various digital channels (omnichannel).

NDR leverages public data sources and utilizes a sophisticated geotargeting approach to create these audience segments. Our data is also integrated with Mosaic, a leading consumer classification system.

NDR's Partnerships & Recognition

Since 2021, NDR has been featured on the European Martech Supergraphic, highlighting our significance in the marketing technology industry.

We collaborate with established data providers and publishers globally, acting as a bridge between research insights and campaign activation for digital advertising buyers and sellers.

Reaching the Right Audience

Through these partnerships, NDR empowers companies to gain a deeper understanding of their target audience. We help develop strategies to reach these audiences with tailored messaging across a vast array of digital platforms and media channels.

Privacy-Safe Targeting with Insights

In collaboration with our trusted partners, we continuously identify and address targeting challenges. We ensure privacy compliance while providing valuable audience insights.

New Unified Nordic Taxonomy

Our innovative solution offers a standardized set of privacy-safe data categories, media- and marketing channels. It allows for effortless cross-country campaign execution.

Streamlined Campaign Management Across the Nordics

With the New Unified Nordic Taxonomy, clients can push campaigns across all four Nordic countries simultaneously.