PUBLISHERS

Unlock the Value of Your Inventory with Geo-Intelligent Targeting.

GDR
Global Data Resources

Offered &
Developed By

GLOBAL DATA RESOURCES

UNLOCK THE VALUE OF YOUR INVENTORY WITH GEO-INTELLIGENT TARGETING

We help publishers expand their revenue by unlocking new agency budgets and enabling their preferred planning tools to connect with your platforms.

GEO-TARGETING

Most platforms already support geo-targeting capabilities.

You simply verify that your current ad server and SSP configuration can handle our data format.

And it's a Go!

GDR's model for empowering both direct and programmatic sales teams:

CUSTOM BUILD

Create bespoke audience segments for specific campaigns.

LAUNCH

Implement segments across your inventory.

MONETIZE

Package custom audiences for premium sales.

OPTIMIZE

Refine segments based on performance data.

DIRECTLY CONNECT WITH HOW MEDIA AGENCIES PLAN. BECOME AN ESSENTIAL PARTNER IN THEIR WORKFLOW.

Simple pricing with no impression limits.
Deploy across all inventory without additional costs.