



*For immediate release:*

## **SMART AND GLOBAL DATA RESOURCES BRING NEXT-GEN PRIVACY-SAFE TARGETING TO THE NORDICS**

[Stockholm, Paris, New York - May 23, 2022] Smart Adserver ("*Smart*") the leading independent adtech marketplace, and Global Data Resources ("*GDR*"), a global leader in ethically sourced audience data, today announced a new partnership to bring next-generation privacy-safe targeting to the Nordics (Denmark, Finland, Norway, Sweden).

Entering the Nordic digital landscape, where at least four different languages and cultures are at play, is not for everyone. [Smart](#), one of global adtech's most effective and 100% independent full-stack marketplaces, stands out with a commitment to provide both buyers and sellers with a complete offer (Adserver, SSP, DSP) to handle their advertising activities across all formats and devices, including mobile, video, and native display. Smart has recently settled in to help brands, agencies, and publishers in the Nordics ensure ad inventory quality and market transparency by integrating enriched, privacy-safe audience data from [GDR](#).

### **THE NORDICS IS A FAST-GROWING MARKET**

The Nordics is a fast-growing market. Fresh numbers from the report "[Online Market Statistics 2021](#)" shows a record-high of 15% growth in digital ad revenue in Denmark compared to 2020, and both Sweden and Norway show similar double-digit growth rates in online ad revenue.

*"Smart's commitment to a better advertising landscape is adding valuable transparency to the advertising space for both publishers and buyers in the Nordics. We're thrilled to partner with Smart and provide the Nordic marketers with efficient and non-intrusive reach of multi-level audiences."*

**- Göran Eklöf, Global Partnerships Director, GDR**

Identity-safe advertising is the cornerstone of next-generation adtech, and more advertisers are testing the effectiveness of new ID-free solutions against the tried-and-true cookie. This unique partnership between Smart and Global Data Resources will help publishers to enrich their inventory with ID-free persona-segments, while allowing brands to precisely reach the audiences of their advertising campaigns.

*"We're very happy to collaborate with GDR, a trusted partner who's widely recognised for its footprint on enriched audience data in the Nordics, and to provide Nordic marketers with a 100% independent alternative to the existing targeting offerings. Together, we're fully aligned on improving transparency by allowing advertisers to take back control over their inventory and data assets."*

**- Pierce Cook-Anderson, Managing Director Northern Europe, Smart**

This partnership is a testament to how targeting in digital advertising is transitioning from tracking and storing private user data to transparent targeting with socio-demographic privacy-compliant data as the base. Reaching the right audience for the right ad campaign on the right channel is still critical - it just has to be done in a respectful and non-intrusive way. This is what Smart and GDR bring to the Nordics.

## **CONTACT INFORMATION:**

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## **ABOUT GLOBAL DATA RESOURCES ("GDR")**

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Global Data Resources (GDR) is a privacy pioneer in the adtech industry. We have earned our position as a global leader in ethically sourced audience data for modern marketers by being privacy-first based since 2015. GDR provides next-generation targeting without third-party cookies or IDs by coupling enriched socio-demographic data into stable lifestyle personas, stripped of unique online identifiers. We help brands, agencies and publishers transition to non-intrusive targeting with audiences either built by us or by our clients using our ID-free omnichannel targeting tool: idfree.com.

GDR works with hundreds of global clients and media agencies, and we partner with some of the most reliable and transparent data providers and analysts in the industry. We currently offer digital consumer classification data and/or interest data for 35 markets, covering +750 million people across Europe, the USA and UK, and Asia.

## **ABOUT SMART ADSERVER ("SMART")**

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Smart is the leading independent adtech platform built to serve the interests of both buyers and publishers. Smart's fully transparent platform and shared-interest business approach enables brands and premium publishers to get their fair share of ad value at every opportunity, on their terms. Brands can achieve greater efficiency through their advertising spend, and publishers can act with

certainty and have the control they need to provide the right blend of transaction models, channels, formats, and audience data to deliver true value path optimization to brands.

Smart works directly with hundreds of buyers and more than 1,000 publishers worldwide including Meredith, Insider, The Guardian, Cafe Media, Groupe Marie Claire, Le Figaro, Altice, and PlutoTV to deliver display, video, native, and rich-media ads to over 50,000 sites and apps. The company operates 12 offices worldwide and leads the charge in building a transparent ecosystem based on quality.