

OMNICHANNEL

207 EUROPEAN CITIES

SUMMER 2024

European Campaign for Superbrand

Respectful Reach: Advertising in Europe

GDR developed the data foundation for a targeted advertising campaign for a beverage superbrand during the 2024 UEFA and Olympics. The GDR model mapped 15.709 hotspots (CC & PP) across 207 major European cities.

By leveraging privacy-safe data and audience segmentation, GDR created the basis for highly relevant ad experiences in various settings, including on-the-go, at events, and during commutes.





Pulse Points

IDENTIFYING POPULAR URBAN ZONES

GDR identified locations teeming with activity by analyzing population density, popular attractions, and how these areas transform throughout the day.

This laser focus allows clients to reach the target audience right in the heart of the urban buzz, maximizing the impact of the ad message.

PINPOINTING THE PULSE

- Geo-points with high foot traffic, identified by analyzing population density, points of interest, and temporal dynamics, to target audiences in bustling urban areas.
- 8,700+ Pulse Points across 200+ major cities in 12 countries.

[See the video](#)
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Event Echoes

TARGET THROUGHOUT THE EVENT LIFECYCLE

GDR pinpointed music festivals pulsing with energy, electrifying sporting events, vibrant public gatherings etc. This allows for hyper-targeting attendees throughout their event journey, from pre-event anticipation to post-event buzz.

GDR clients can thus tailor ads to specific events, like music or sports.

BEFORE, DURING, AFTER

- Geo-points with a high amount of music festivals, sports events, and public gatherings, allowing targeted engagement before, during, and after major events.
- 250+ selected outdoor concerts and music festivals across 18 countries.

[See the video](#)
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Commute Clusters

PRECISION TARGETING IN TRANSIT HUBS

GDR identified zones within major cities where public transportation stations are concentrated. These "peak hour zones" provide a unique opportunity to reach commuters on the go.

The key locations offer a powerful way to reach commuters precisely during their peak travel times.

TRANSIT TRAVELLERS

- Geo-points with high concentration of train, subway, bus, and tram stations in major cities, enabling precise targeting of commuters during peak travel times.
- 7.500+ Commute Clusters across 200+ major cities in 12 countries.

[See the video](#)
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**Global Data Resources
provide future-proof &
privacy-safe audience data.**

Our omnichannel advertising solution, **IDfree**, is born privacy-first. We do not use or allow private data.

GDR targeting is 100%
GDPR/CCPA compliant.

We offer consumer classification data and interest data for 35 markets, covering 750+ M people across EMEA, Asia, Australia, and the Americas.

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