IDfree Targeting by GDR

PRESENTATION

Our Products: Four Different Datasets

1 Mosaic™

GDR offers the most sophisticated consumer classification on the market. Mosaic™ links online audiences to customer CRM data and is a powerful segmentation tool.

2 Official Statistical Data on Sociodemographics

From partners like Insight One and governmental statistical offices, GDR offers data on lifestyle, life phases, income, family type, dwelling, savings and more.

3 ICC

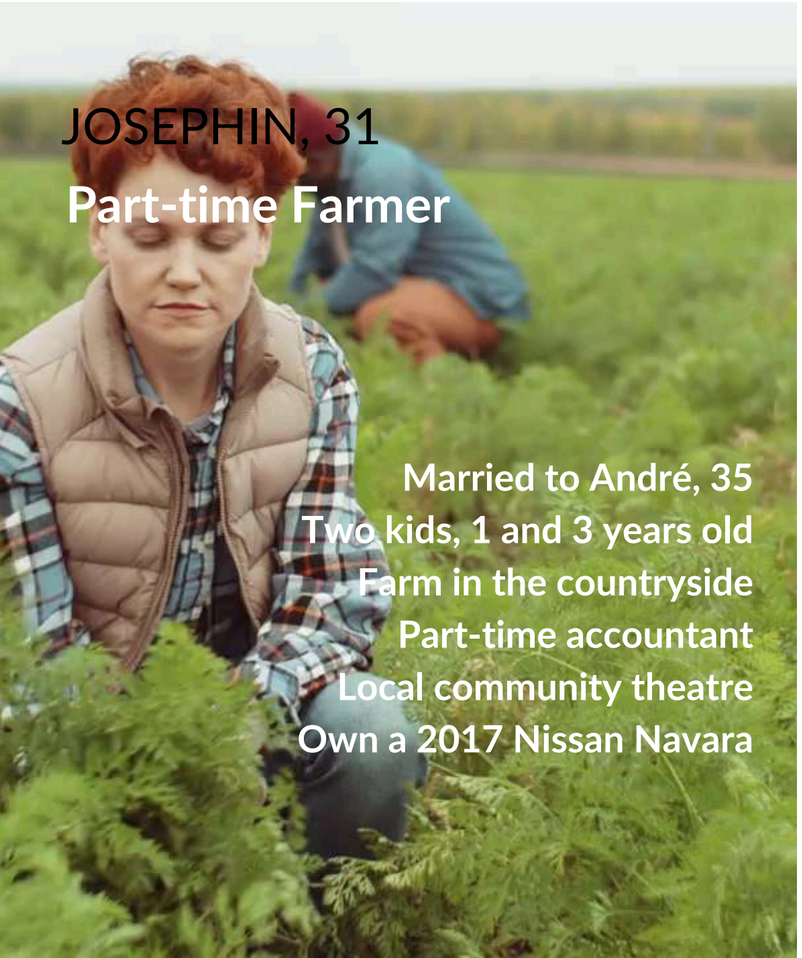
International Consumer Classification: 12 simple groups that work across Australia, Canada, Denmark, Finland, France, Germany, Italy, Japan, Mexico, Netherlands, New Zealand, Norway, Poland, Portugal, Spain, Sweden, Switzerland, UK, and the USA.

4 Kantar Interest Data

Via our privacy-safe integration with Kantar Media, GDR offers 444 unique interest and preference audiences.

Lifestyles Matter

Three women. Same Age.
Very Different Lifestyles.



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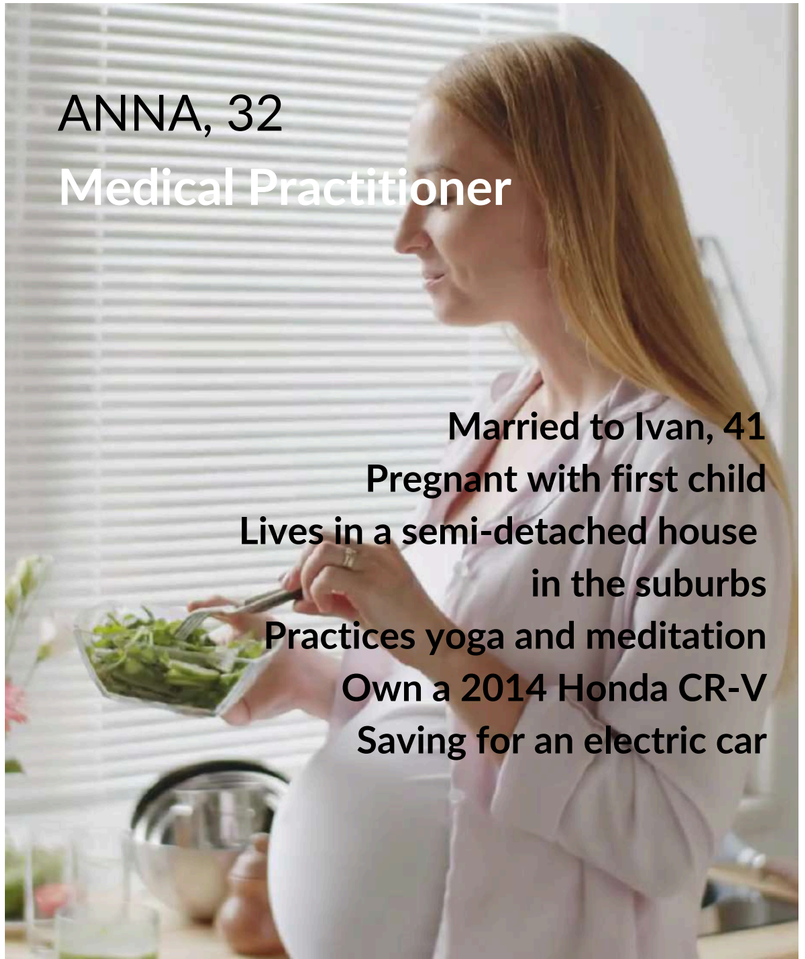

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Three women. Same Age.
Very Different Lifestyles.

JOSEPHIN, 31
Part-time Farmer

Married to André, 35
Two kids, 1 and 3 years old
Farm in the countryside
Part-time accountant
Local community theatre
Own a 2017 Nissan Navara

ANNA, 32
Medical Practitioner

Married to Ivan, 41
Pregnant with first child
Lives in a semi-detached house
in the suburbs
Practices yoga and meditation
Own a 2014 Honda CR-V
Saving for an electric car

JOHANNA, 33
HR Consultant

Single, no children
Owns a 2-bedroom apartment
Lives and works in the city
Works +50 hours a week
Likes boxing training
No car, own a bicycle
Commutes with the metro

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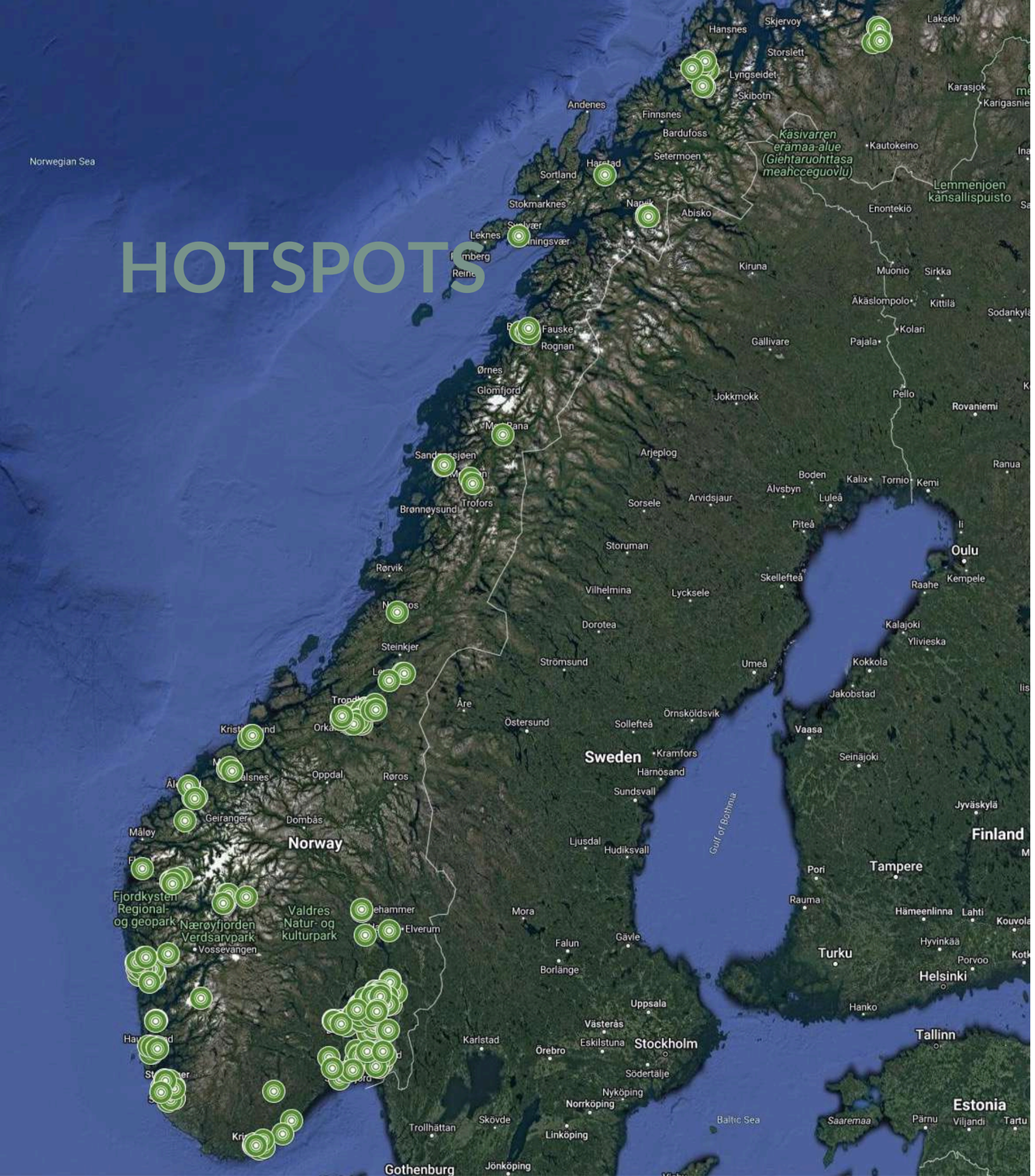
What is the point?

How can **WE** use this?

Brief

“Upper middle-class families with 1-2 children, drive a Volvo, and are interested in tennis.”

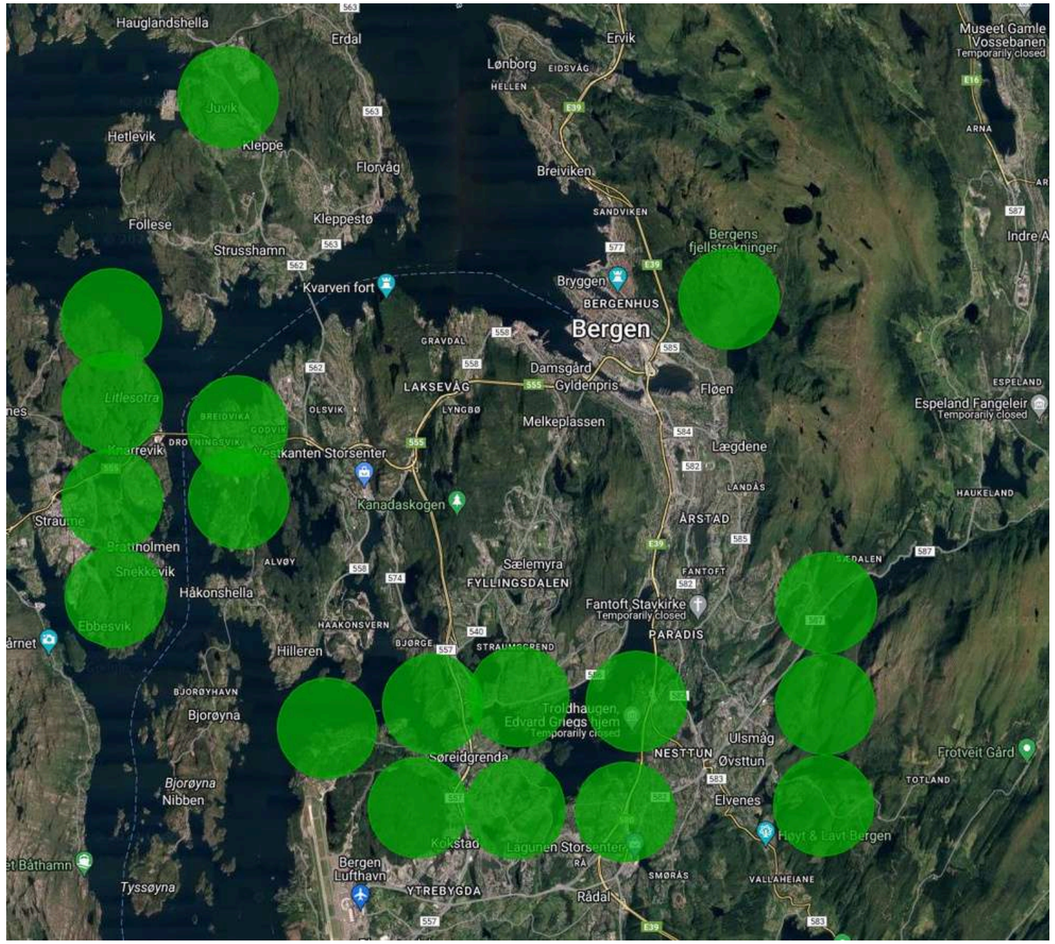


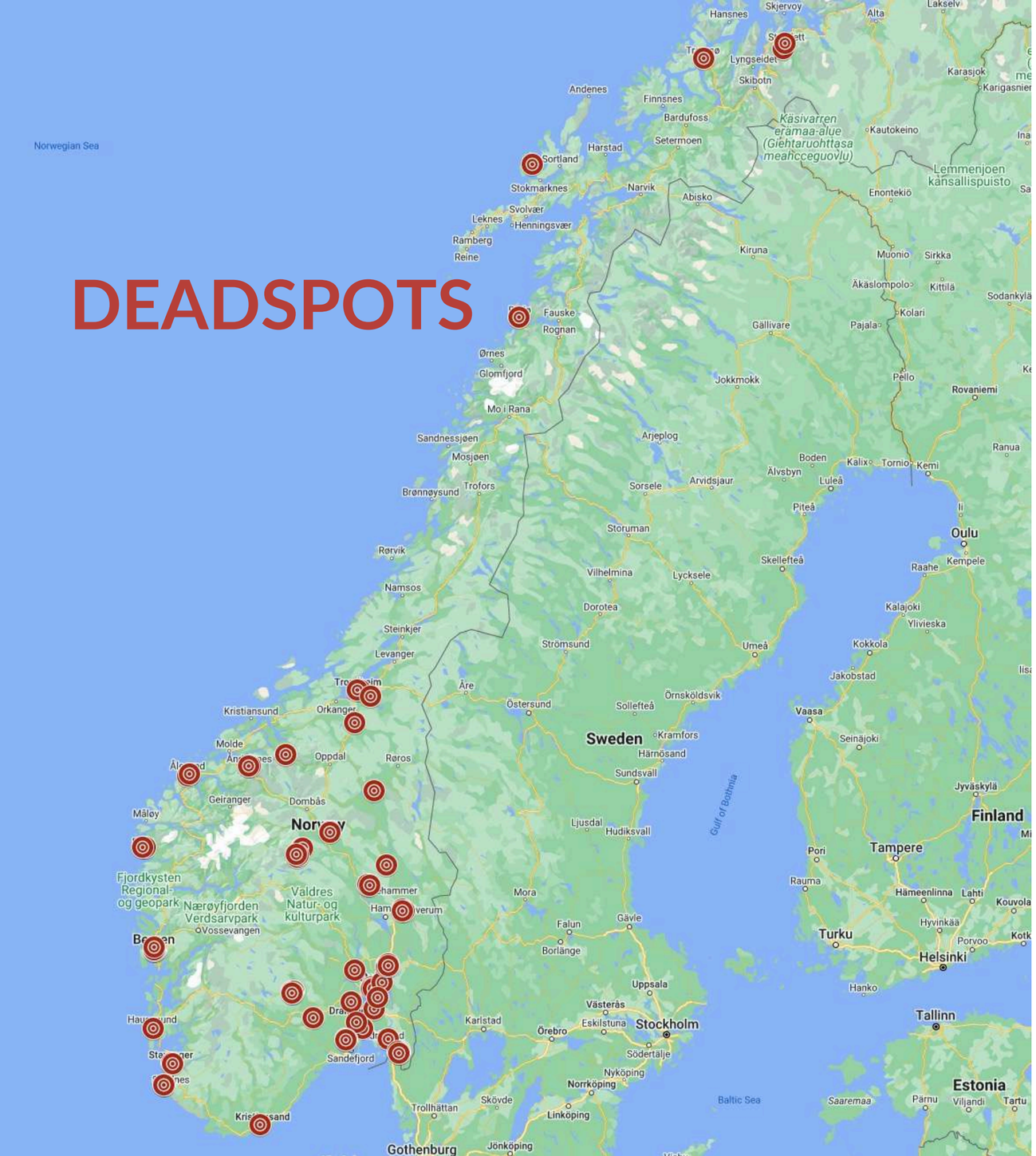
High concentration

We can pinpoint **hotspots** with a high concentration of specific lifestyles.

HOTSPOTS

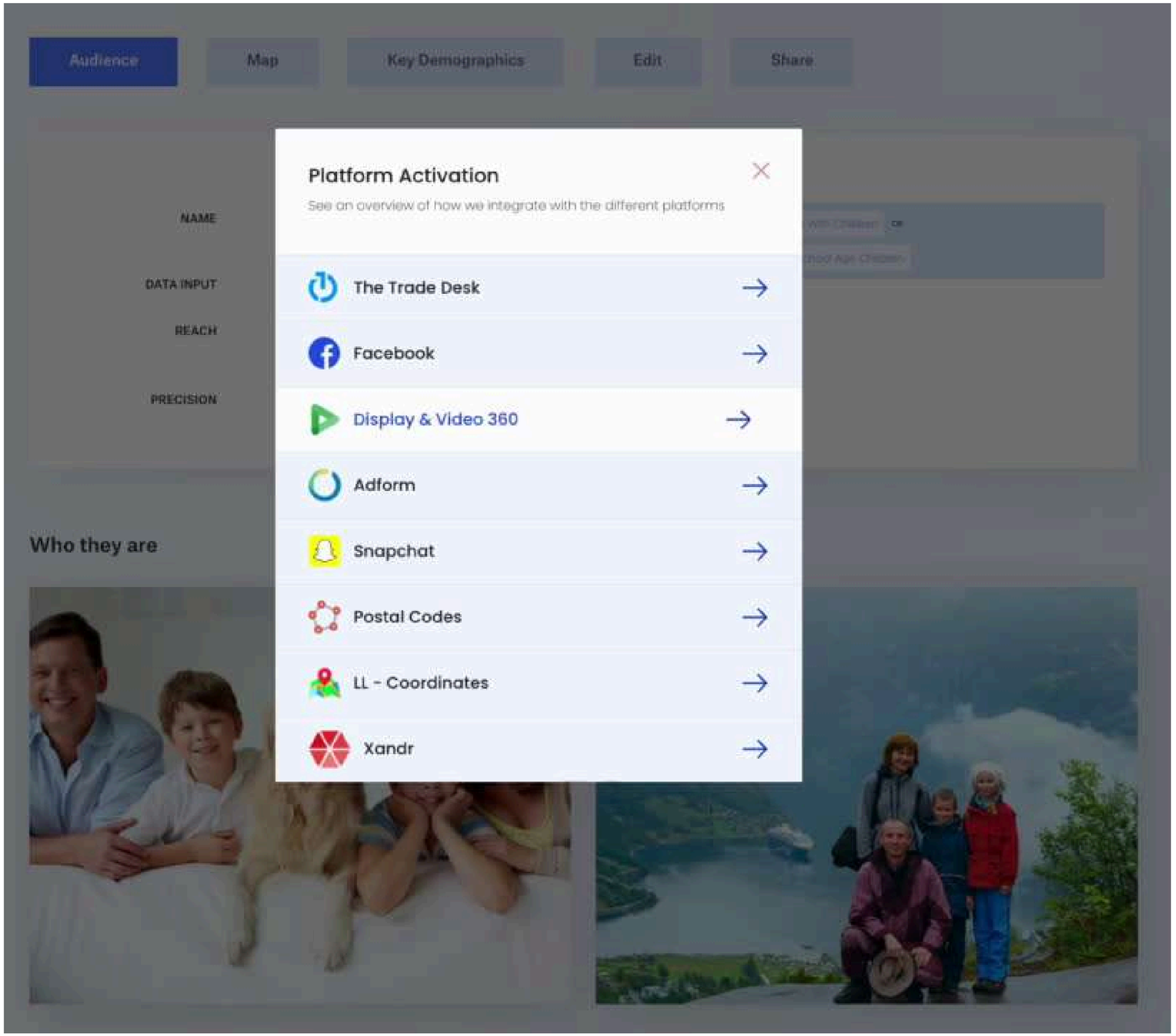
Here is a closeup of Bergen for audience X.





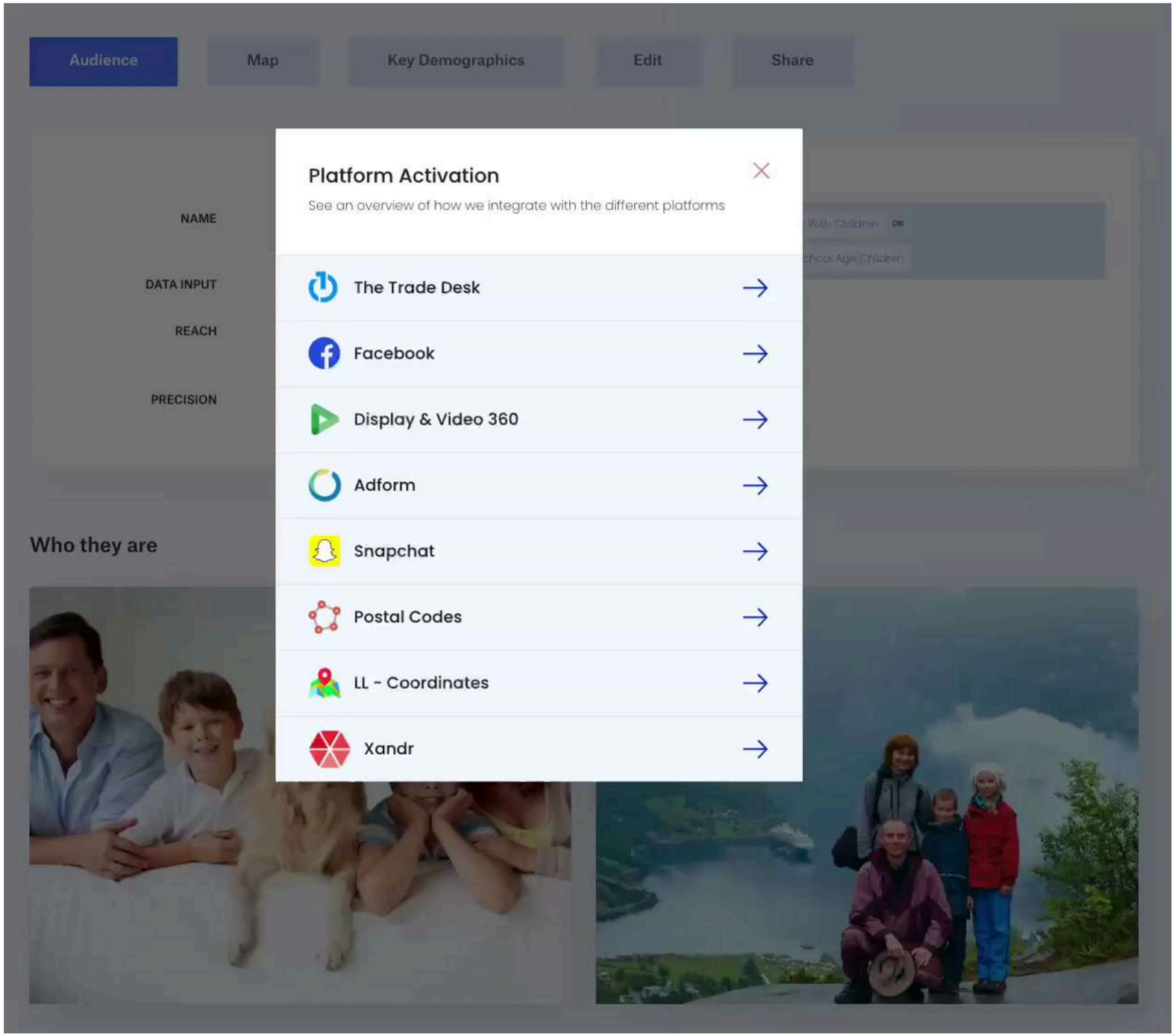
Beyond the usual

We can also **flip-the-script** and pinpoint deadspots with a low concentration of specific lifestyles.



Direct integrations

Our IDfree tool has **direct integrations** to (almost) all major DSPs and platforms.



No API?

Just download the codes and upload using our online guides.

NO - persona 03 – 29% - Ordinary Earner, 40-50, house owner, 1-3 Kids-LL.csv

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```

Phasing out
third-party cookies:

- **No tracking**
- **Limited targeting**
- **Legal issues**

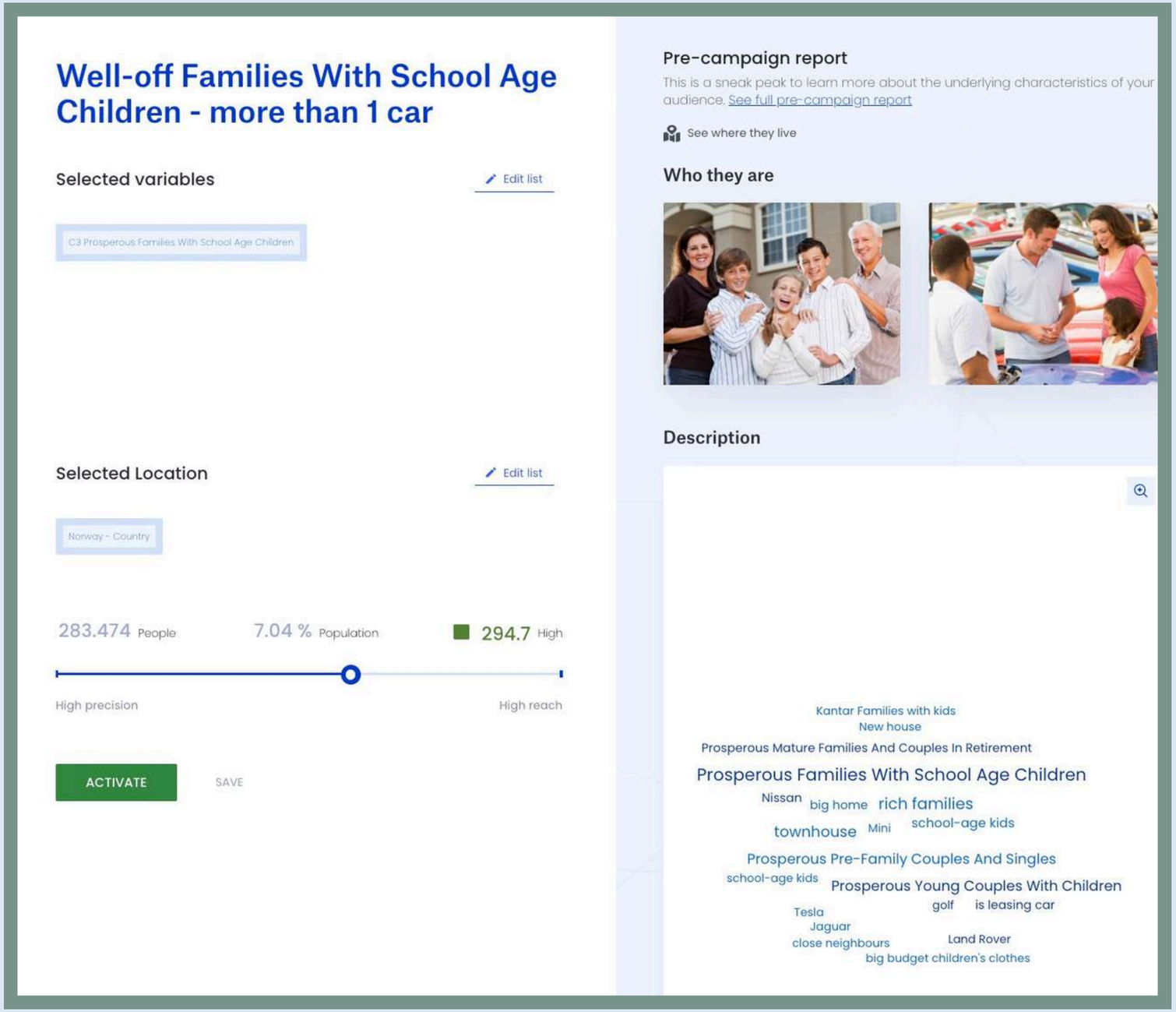
Let's talk about IDfree!

Build. Validate. Activate.

In IDfree, standard and Custom Audiences can be built, validated, and activated in minutes – *not days or weeks!*

IDfree

IDfree lets you **build**, validate, and control the reach/affinity.



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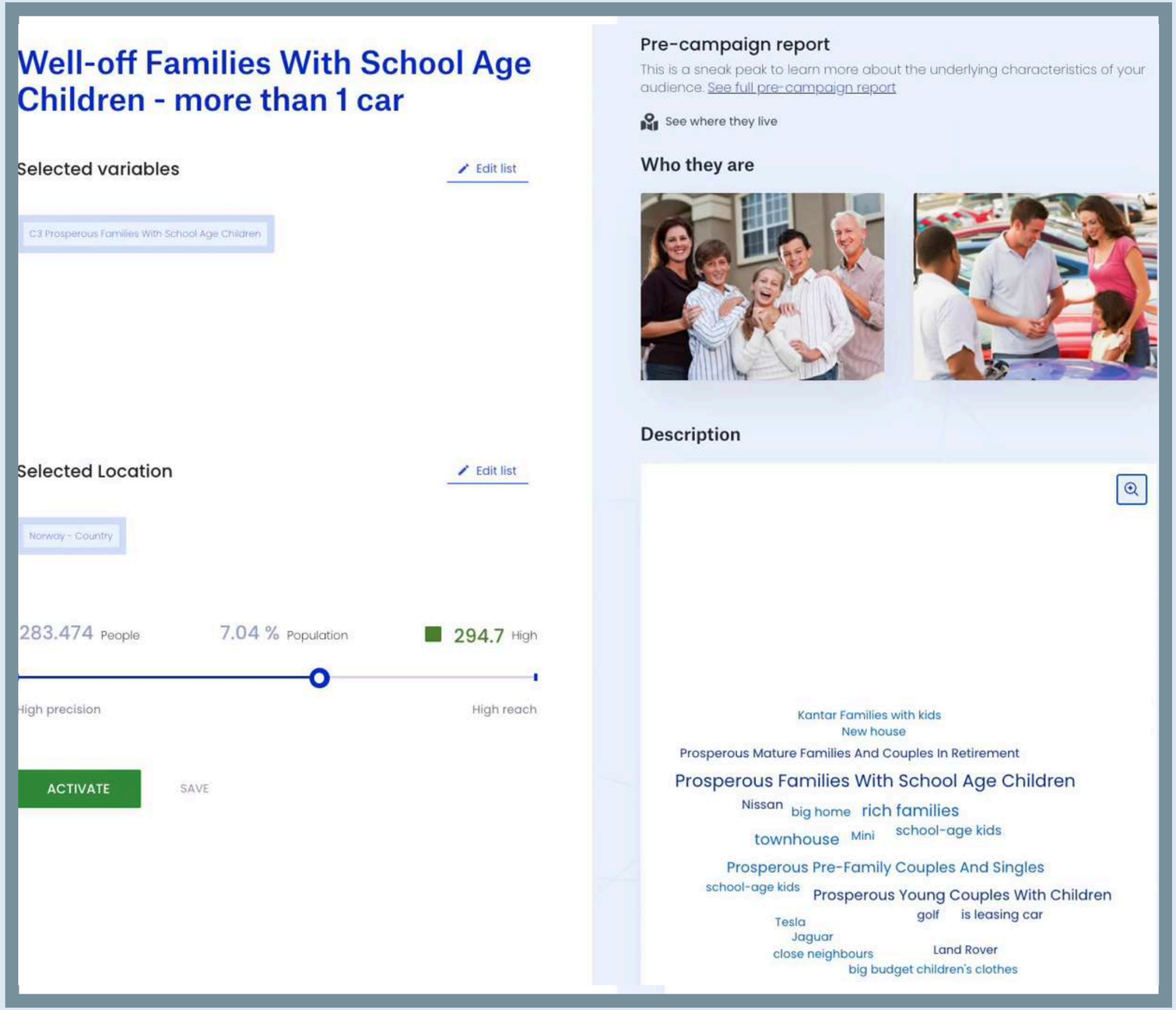
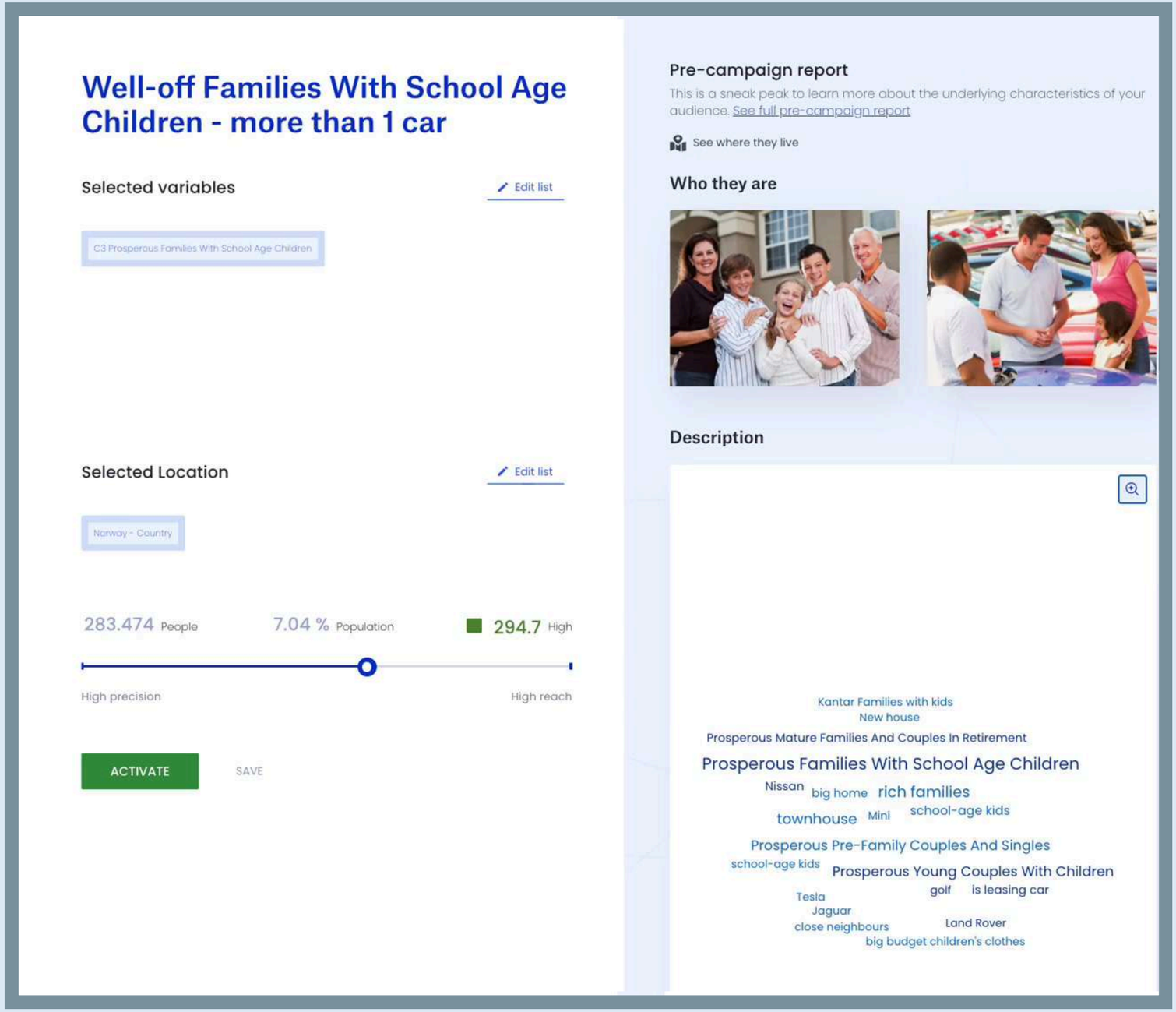
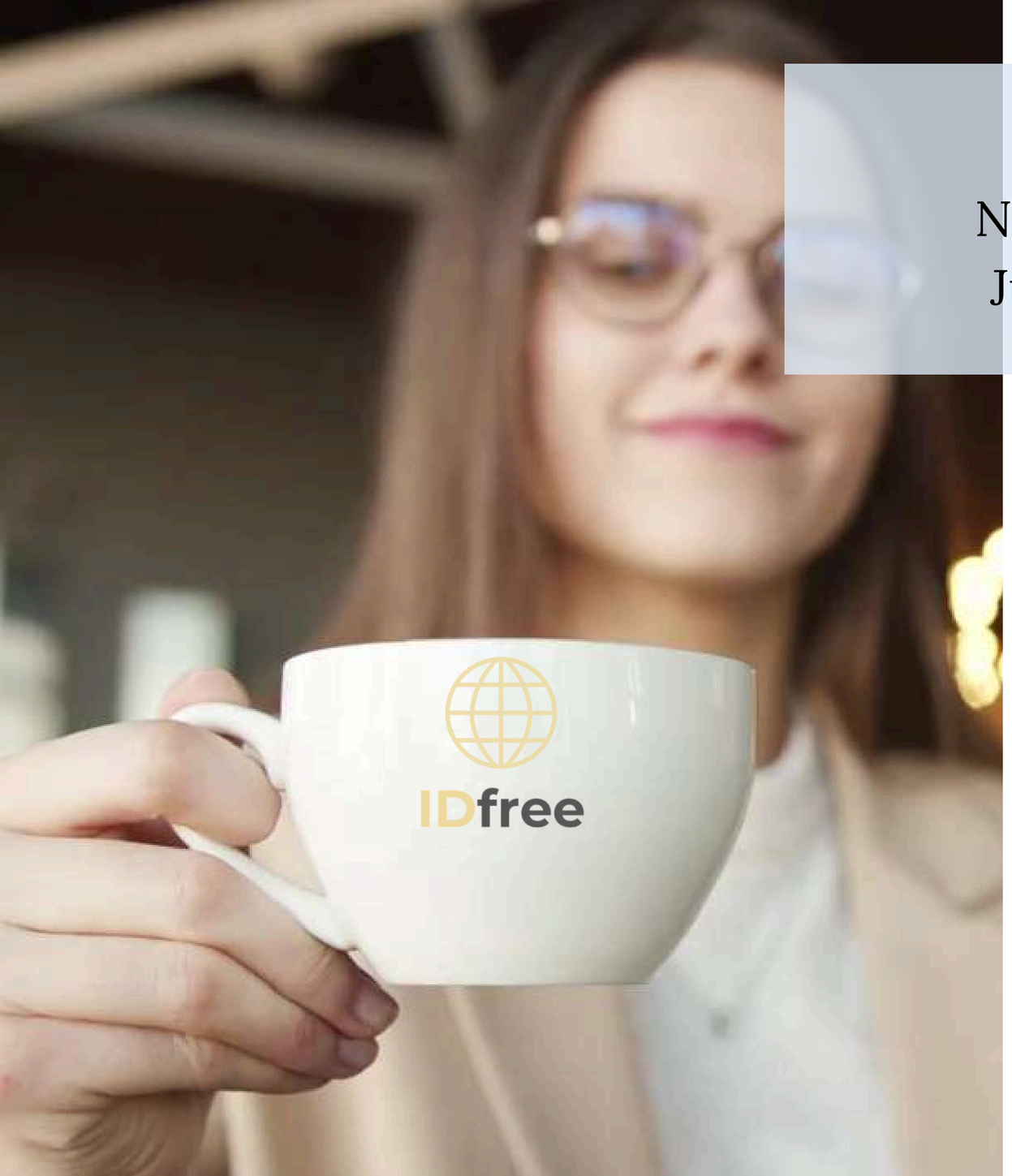


IDfree

IDfree lets you build, validate, and **control** the reach/ affinity.





IDfree Targeting:
No cookies. No tracking.
Just insights and speed!

IDfree is built to respect privacy and enable users to **build, validate, and activate** in the time it takes to have a cup of coffee.

Resources

globaldataresources.io/downloadinfo

WHITE PAPER

From Coffee Shops to Condos

GDR Global Data Resources

Moving Beyond Age and Gender Targeting to a Deeper Understanding of Modern Buying Behaviour

WHITE PAPER

Mosaic™ Unlocking Lifestyles in the Nordics

GDR Global Data Resources

Ethical and effective digital marketing is the key to consumers' trust.