ADFORM-NDR/GDR Q&A

NDR · IDFree.com NEXT-GEN TARGETING · GDR

YOU GET

PRICE — Very competitive pricing

REACH — High reach (not dependent on cookies/IDs)

PRIVACY — 100% privacy and respect for users

RESEARCH — Strong direct link to the latest research

DATA — Our data works across borders and multiple channels

Q1: WHAT'S THE USP OF NDR/GDR AS A DATA PROVIDER?

A1
Nordic Data Resources (NDR) and its sister company Global Data Resources (GDR) have been operating in the Nordic region and the rest of the world since 2015. Both companies are privacy pioneers in digital advertising.

In short: We translate census data and research/insights into privacy-safe, future-proofed consumer audiences. We offer consumer classification data and interest data for currently 35 markets, covering +750M people across EMEA, Asia, Australia, and the Americas.

Q3: TAXONOMIES?

A3
See audience lists: www.nordicdataresources.com/audiencelists or www.globaldataresources.io/audiencelists.

Note that we are particularly strong in these verticals:
Sociodemographic, Housing, Automobile, Health and wellness, Interests, Travel, and Purchase intent.

Q4: WHAT ARE WE MISSING IF WE'RE NOT WORKING WITH NDR/GDR?

A4
By using geography, not cookies or IDs, when defining consumer audiences, our customers get sufficient reach on their campaigns without the need for private data. In addition, we work with survey & insight companies like Kantar to provide a huge array of consumer lifestyles and preferences.

Q6: OMNICHANNEL DATA SETS?

A6
With several hundreds of up-to-date audiences in 4 Nordic countries, and with the same number of audiences in more than +30 countries outside the Nordic region, we make cross-country omnichannel activation of programmatic ad campaigns easy, fast, and privacy-safe.

Q8: MATCH RATES – ADFORM VS COMPETITOR DSPS?

A8
We deliver high reach with precision, given our methodology, at a very favorable price point. Our philosophy is that all brands should be able to afford our data.

Q9: PRICING NUANCES VS OTHER DSPS?

A9
High match rates. Adform customer support will elaborate on details.

Q10: IS ADFORM'S RELATIONSHIP DEEPER/BEYOND STANDARD DSP INTEGRATION?

A10
Yes. Adform is born Nordic, and so are we, before our global expansion. All the Adform offices with their employees and our friends are just across the street.

Q2: METHODOLOGIES?

A2
Our groundwork is built around an open, dynamic cluster algorithm. The aim is to predict hotspots on interests and social demographic characteristics for privacy-safe online targeting. No private data is allowed in the model. The whole setup is built to ensure complete protection of user privacy.

The model is centered around neighbourhoods – small stable geographical clusters with min 15 households. Neighbourhoods as statistical entities are defined by local governmental statistical offices. In Denmark, as an example, we have 438,547 neighbourhoods, in Sweden, we have 202,406, in Norway, we have 57,627, in Finland, we have 600,563, in Germany, we have 1,689,461, and in the UK, we have 1,570,372.

All the data is vetted and ingested into our core dynamic cluster algorithm (DCA). Here the first step is analyzing all the input data for discrimination, robustness, and their correlation to other data. DCA now runs k-means clustering with iterative relocation. For each country, a series of data is fed to the model. Starting with census data from the local statistical offices, consumer classification data from partners, and interest and attitude data from partners. The model also accepts transaction data, real estate data, automobile data, and movement data.

The whole setup is aimed at ranking all neighbourhoods' data input/ combinations and reaching setting from the users. This allows for automatic direct targeting in multiple digital advertising platforms.

Q5: WHAT IS THE RELATIONSHIP THAT WE HAVE WITH NDR/GDR AND HOW IT COMPARES AGAINST OTHER DSPS?

A5
We have been working with Adform since 2015. Given that our audiences are 100% privacy-safe and future-proofed, we became an Adform preferred and trusted data partner a few years ago.

Q7: WHAT DSPS DO THEY NOT WORK WITH FROM THE BIG 5 (TTD, DV360, MEDIAMATH, XANDR, AMOBEE)?

A7
We work with all of the Big 5 DSPs directly or via aggregators like Eyeota.

NEIGHBOURHOODS

We do not work with individuals or households.

We work with neighbourhoods: Stable geographical clusters with a minimum of 15 households.

Our Dynamic Cluster Algorithm (DCA) classifies all geographical clusters in a given country, and by working with survey and insight companies like Kantar, we can (probabilistically) predict geographical hotspots (sets of longitude and latitude with a radius of minimum 1 KM or ZIP codes).

These neighbourhoods become the foundation for our consumer audiences.