

ABOUT GLOBAL DATA RESOURCES



GLOBAL DATA RESOURCES

Global Data Resources (GDR) has earned the position of a global leader in ethically sourced audience data by being privacy-first based since 2015.

We provide marketers, advertisers and agencies, publishers and tech vendors with multi-layered & efficient audiences, ready for online omnichannel activation on all major channels and platforms.

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

PARTNERSHIPS

GDR works in partnerships with some of global advertising's most renowned survey & insights companies and publisher platforms as well as national statistics offices.

Together, we bridge the gap between consumer research and audience activation for both programmatic ad buyers and sellers.

GDR is a founding member of [The Audience Alliance](#).

NEXT-GEN TARGETING

Global Data Resources provides digital marketers with enriched consumer data to build - validate - and activate on all major marketing channels and platforms in minutes - not days or weeks!

We never have/never will use site traffic or behavioral targeting, third-party cookies, or online UIDs.

Our key unit is neighbourhood (cluster of 15 households minimum) and offline census data.



GDR
Global Data Resources

SEE MORE

globaldataresources.io

CONTACT

janne.larsen@globaldataresources.io