ABOUT GDR

Leading the Way in Privacy-safe, geo-intelligent audience targeting.

GDR

DATA IS ONLY AS VALUABLE AS ITS INTEGRITY

GEO-INTELLIGENCE

Global Data Resources (GDR) is a pioneering provider of geo-demographic targeting to advertisers, agencies, publishers, and tech vendors.

In collaboration with data partners and governmental statistical offices, GDR provides insights into lifestyle, life phases, income, family type, dwelling, savings, and more.

Covering over 35 markets, 1,8 billion people across EMEA, Asia, Australia, and the Americas.

GEO-TARGETING

The output is geographically targeted, ensuring that no private data is used as input or output.

When applied to campaigns, we do not see or store cookies or user IDs.

STRATEGIC PARTNERSHIPS

GDR collaborates with industry leaders, including renowned survey & insights companies, premium publisher platforms, and national statistics offices.

These partnerships bridge the gap between consumer research and audience activation, benefiting both programmatic ad buyers and sellers.

FASTER AUDIENCE ACTIVATION

We empower global marketers to build, validate, and activate targeted campaigns across all channels - display, video, social, DOOH, and CTV - *in minutes*, ditching the days (or weeks) of traditional methods.

INSIGHTS-DRIVEN TARGETING

We leverage enriched consumer data, never relying on site traffic, behavioural targeting, cookies, or UIDs.

Our foundation is offline census data, pinpointing audiences by *neighbourhood clusters* (a minimum of 15 households).