

# About GDR

LEADING THE WAY IN PRIVACY-CENTRIC AUDIENCE DATA



[GLOBALDATARESOURCES.IO](https://globaldataresources.io)





DATA IS ONLY AS VALUABLE AS ITS INTEGRITY

Global Data Resources (GDR) has established itself as a frontrunner in privacy-compliant audience data solutions. We are committed to delivering sophisticated targeting solutions that meet our client's specific needs and rigorously protect user privacy. We empower marketers, advertisers, agencies, publishers, and tech vendors to reach highly targeted audiences across all major online channels and platforms – while prioritizing 100% user privacy.

## OUR SOLUTIONS

- **Multi-Layered Audience Insight:** We offer comprehensive consumer classification and insight data for over **750** million individuals across **35** key markets in EMEA, Asia, Australia, and the Americas.
- **Privacy-Forward Activation:** Activate data-driven campaigns seamlessly across online channels like display, video, and social media, all in compliance with leading privacy regulations (GDPR & CCPA).

## 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.

## INDUSTRY LEADERSHIP

GDR actively contributes to the data privacy landscape by being a founding member of the [Audience Alliance](#).

## FASTER AUDIENCE ACTIVATION

GDR empowers marketers to build, validate, and activate targeted campaigns across all channels in minutes – ditching the days (or weeks) of traditional methods.

## PRIVACY-FIRST 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 15 households).