

PRECISION MEETS PRIVACY

Our Approach to Geo-targeted
Advertising



GDR

Global Data Resources

Offered &
Developed By

GLOBAL DATA RESOURCES

OUR APPROACH TO GEO-TARGETED ADVERTISING

AT IDFREE & GLOBAL DATA RESOURCES (GDR), WE ARE LEADERS IN LEVERAGING GEODATA FOR PRECISION GEO-TARGETING IN ONLINE ADVERTISING. THIS DOCUMENT OUTLINES THE BASICS OF GEODATA, ITS APPLICATIONS IN DIGITAL MARKETING, AND HOW GDR EMPLOYS THIS DATA WHILE UPHOLDING STRINGENT PRIVACY STANDARDS.

WHAT IS GEODATA?

Geodata refers to information that is inherently linked to a specific geographic location on Earth. This ranges from precise coordinates (latitude and longitude), to postal codes, and broader regional descriptors.

The value of geodata lies in its ability to connect digital interactions to physical locations, offering a tangible context for online activities.



UTILIZING GEODATA IN ONLINE ADVERTISING

The primary application of geodata in online advertising is through geo-targeting, which allows businesses to tailor their advertising efforts to specific geographic areas.

This approach ensures that marketing messages reach the most relevant audience, enhancing the effectiveness of campaigns and improving return on investment.

The phase-out of third-party cookies, coupled with rising public scrutiny of data privacy practices, is prompting a re-evaluation of targeting strategies within the online advertising industry.

Geo-demographic targeting, particularly as implemented by GDR and IDfree, offers a viable solution by prioritizing aggregated datasets from official sources.

OUR PROBABILISTIC MODELLING APPROACH ENABLES EFFECTIVE TARGETING WITHOUT THE NEED FOR INDIVIDUAL-LEVEL TRACKING, ALIGNING WITH EVOLVING PRIVACY REGULATIONS & ADDRESSING CONSUMER CONCERNS ABOUT DATA COLLECTION.

EXAMPLE OF SMART GEO-TARGETING



When a car brand launches a new model, understanding the landscape of potential customers is crucial.

With GDR's data and geo-targeting capabilities, the brand can precisely identify “hotspots” - areas with a high concentration of consumers who have previously shown interest in similar cars and have a strong affinity for the brand.

At the same time, GDR's analytics can pinpoint “deadspots” - neighbourhoods where historical data predicts a low return on investment due to a lack of interest in similar car models or brand alignment.

By focusing advertising efforts on the identified *hotspots* and avoiding the *deadspots*, the car brand strategically allocates its marketing budget to maximize exposure and conversions in neighbourhoods most likely to embrace the new model.

This targeted approach optimizes advertising spend and ensures that marketing efforts are finely tuned to areas with the highest potential for sales, significantly boosting the efficiency and effectiveness of the launch campaign.

PRECISION AND PRIVACY IN GEO-TARGETING

GDR & IDfree are committed to delivering sophisticated geo-targeting solutions that meet our client's needs and rigorously protect user privacy.



HERE'S HOW WE DO IT

DATA SOURCES AND GRANULARITY

- **Official Data:** We source our geodata from reputable national statistical offices, which provide the most accurate and up-to-date aggregated geographic information. Official national statistical rules for microgrids. Each country in Europe has its own definition of the geographical units in which it accepts aggregated data. This varies from country to country, ranging from simple rules in Finland (100 m * 100M squares) and Austria (500 m * 500M squares) to more complicated geographical units like Census Section ID in Spain and Street Segment Code in Germany.

- **Adapted Granularity:** We adhere to a strict privacy threshold, ensuring that no geodata segment covers an area smaller than **15 households**. If necessary, smaller areas are merged to maintain this standard, thereby safeguarding individual privacy.

DATA FORMATS FOR OPTIMAL DELIVERY

- **Postal Code Level:** We aggregate data into postal code areas, aligning with many digital advertising platforms that use postal codes for targeting. Postal code level is the preferred format in many DSPs and ad servers that rely on IP-to-postal-code services from providers like Digital Elements and Maxmind. To provide the postal code data, we aggregate all neighbourhoods inside the postal code's geographical borders and create a weighted index for the relevant audience values.
- **Latitude/Longitude (LLs):** For applications requiring more precise targeting, such as mobile advertising, we offer data centred on a specific latitude and longitude with a defined radius, always respecting the minimum household threshold. Here, we deliver a point with a radius of 1 km (again conditioned on at least 15 households). The format works for in-app targeting and proximity targeting provided by platforms like Google DV360 and Meta Business Manager, as they have extensive login data with precise geolocation.

POSTAL CODES AND LATITUDE/LONGITUDE PAIRS (LLS) ARE THE TWO INDUSTRY STANDARDS FOR GEOGRAPHICAL TARGETING. GDR IS NOT LIMITED TO POSTAL CODES AND LLS; WE CAN DELIVER DATA ON ANY GEOGRAPHICAL UNIT - AS LONG AS IT ABIDES BY NATIONAL LEGISLATION AND OUR OWN RULE OF A MINIMUM OF 15 HOUSEHOLDS.



COMMITMENT TO PRIVACY

Privacy protection is at the core of idfree.com and GDR's operations.

Our methodologies align with global privacy regulations, including EU's General Data Protection Regulation (GDPR), the California Consumer Privacy Act (CCPA) and the (hopefully) upcoming American Privacy Rights Act (APRA). We employ probabilistic modelling rather than direct tracking to infer demographic and interest-based information from location data without compromising individual privacy.

PROBABILISTIC MODELING

Instead of tracking individual user behaviour, we use advanced statistical models to predict the likely characteristics of groups based on geographic location.

This approach allows us to deliver highly effective targeting without collecting personal data.



CONCLUSION

Optimize Advertising with GDR & IDfree

Global Data Resources empowers businesses to harness the power of geodata for highly effective online advertising. By focusing on precision targeting and robust privacy measures, we help clients achieve outstanding marketing results while maintaining the trust of their customers.

For organizations looking to enhance their advertising strategies through targeted insights, ***GDR and IDfree offer a reliable and compliant solution that respects both consumer privacy and business goals.***

Let's explore how our tailored geo-targeting solutions can transform your digital advertising initiatives.