

DATA EXPORT OPTIONS FOR PARTNERS



Offered &
Developed By

GLOBAL DATA RESOURCES

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PRIVACY-SAFE GEOSPATIAL DATA

NEIGHBOURHOOD-LEVEL CLUSTERING & PRIVACY COMPLIANCE

Our data is built on small, homogeneous neighbourhood-level clusters (minimum 15 households per cluster).

This ensures compliance with privacy regulations, as no personally identifiable information (PII), user IDs, or cookies are used. Instead, our data is structured for geographical targeting, making it an ideal solution for privacy-first advertising and analytics.

AGGREGATED & NON-PRIVATE DATA

This data is aggregated and 100% non-private, meaning it does not contain personal data and is not subject to the same legal protections and safety measures as private or personally identifiable information.

This allows for broad usage while ensuring compliance with data privacy regulations. We structure the data to fit various digital activation platforms while maintaining full privacy protection.

COUNTRY-SPECIFIC TAXONOMY

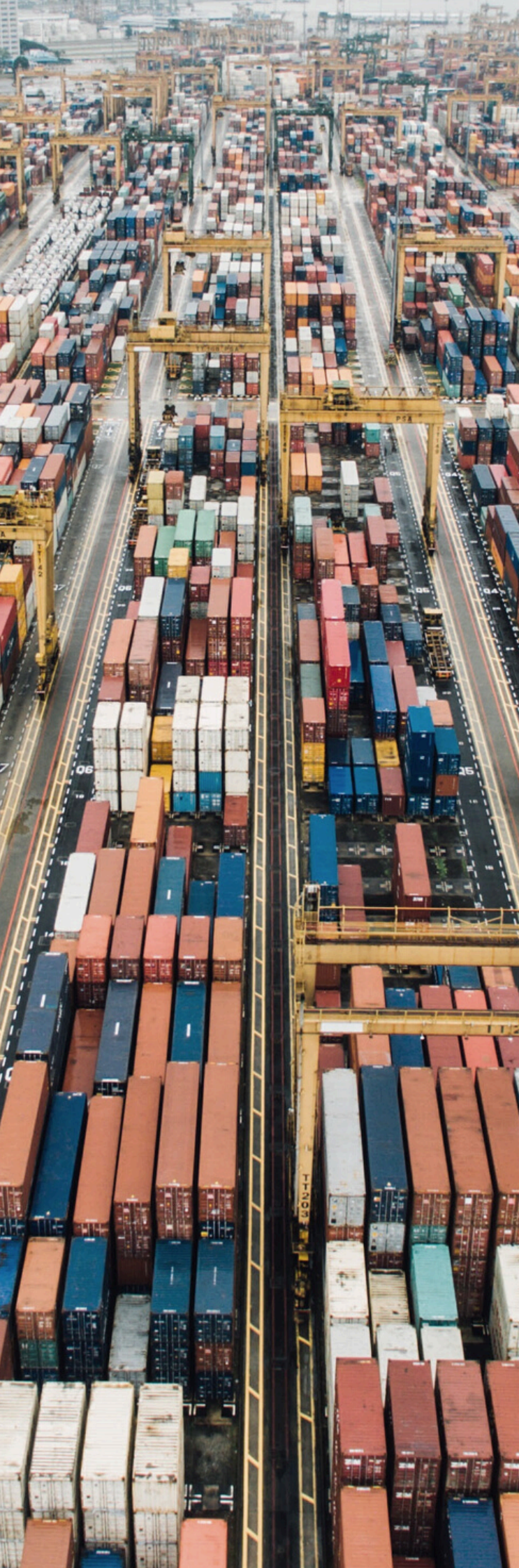
Each country has its own specific taxonomy with unique audience IDs, categories, and subcategories, along with detailed audience descriptions.

This enables localised insights and ensures that targeting aligns with regional market characteristics, while maintaining privacy compliance.

USE CASES: DIGITAL ADVERTISING & MEDIA BUYING

Our data is exclusively used for digital advertising and is primarily utilised by media agencies, publishers, DSPs, and SSPs. These datasets enable:

- Programmatic audience targeting across major digital platforms.
- Campaign planning and media activation within privacy-compliant environments.
- Optimised reach and frequency management based on geographical clusters.
- Cross-channel activation in display, video, social, DOOH and CTV advertising.



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Data Export Details

DEFAULT EXPORT FORMATS (STANDARD FOR MARKET ACTIVATION)

These formats are chosen to align with industry standards for digital advertising and DSP activation:

- Latitude/Longitude pairs with a 1 km radius – for Meta and Google DV360.
- Postal Codes – Default data onboarding format for many DSPs.

FLEXIBLE EXPORT OPTIONS (AVAILABLE TO MEET CLIENT PREFERENCES)

We support additional GIS-friendly export formats based on client needs:

- GeoJSON – Preferred for web mapping applications.
- H3-6, H3-7, H3-8, H3-9, H3-10 – Hexagonal grid system for spatial data analysis.
- CSV with Centroid Coordinates – Tabular format with latitude/longitude pairs.
- Shapefiles – GIS format for spatial analysis and mapping.

DATA DELIVERY & EXCHANGE

Once a data request is accepted, we offer multiple file-sharing options to ensure easy access and seamless integration:

- Email delivery – Suitable for smaller datasets.
- Secure cloud storage (Amazon S3, Google Cloud Storage, Microsoft Azure Blob Storage) – Ideal for large-scale data transfers.
- SFTP (Secure File Transfer Protocol) – For organisations requiring direct and secure file access.
- Direct API Integration – For automated data pipelines.

We can accommodate other GIS formats upon request.

If you provide your preferred structure, we'll tailor the export to your needs.