

GLOBAL DATA RESOURCES 2025



IDfree

Next-Gen Targeting



GDR

Global Data Resources

GLOBAL DATA
RESOURCES
PROVIDES GEO-
DEMOGRAPHIC
SEGMENTATION DATA
- LINKING WHERE
PEOPLE LIVE TO
HOW THEY BEHAVE.



WE SEE PATTERNS, NOT PEOPLE!

GEO-INTELLIGENCE

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

In partnership with data providers and national statistical offices, GDR delivers deep insights into lifestyle, life stage, income, family type, housing, savings capacity, and more.

We currently cover over 35 markets and reach almost 2.5 billion people across EMEA, Asia, Australia, and the Americas.

GEO-TARGETING

Our output is geographically targeted and fully privacy-safe - *no* personal data is used at any point.

We do not see, store, or rely on cookies, user IDs, or device-level tracking in any campaign.

STRATEGIC PARTNERSHIPS

GDR works with global leaders in consumer research, premium publisher platforms, and official statistics offices.

These partnerships connect high-quality data and real-world insights with scalable audience activation - serving both programmatic ad buyers and sellers.

FASTER AUDIENCE ACTIVATION

We enable marketers to build, validate, and activate targeted campaigns across all digital channels - display, video, social, DOOH, and CTV - within *minutes*, replacing traditional workflows that take days or weeks.

INSIGHTS-DRIVEN TARGETING

GDR leverages enriched, consent-free consumer data. We never depend on site traffic, behavioural data, cookies, or UIDs.

Our foundation is offline census data, identifying audiences by neighbourhood clusters - each representing a minimum of 15 households.

GEO-TARGETED ADVERTISING

Global Data Resources (GDR) applies advanced probabilistic modelling to enable precise, privacy-safe audience targeting - without tracking individuals. In today's privacy-conscious environment, this is a powerful advantage.

The true value of geodata lies in its ability to link digital behaviour to physical locations, providing meaningful context for online interactions.

AS THIRD-PARTY COOKIES ARE PHASED OUT AND PUBLIC SCRUTINY AROUND DATA PRIVACY INTENSIFIES, THE ADVERTISING INDUSTRY IS RETHINKING ITS APPROACH TO TARGETING. GDR'S GEODEMOGRAPHIC SOLUTION OFFERS A FUTURE-PROOF ALTERNATIVE - BUILT ON AGGREGATED, ANONYMISED DATA FROM RELIABLE, OFFICIAL SOURCES.

WHY NEIGHBOURHOODS MATTER

People with similar lifestyles, income levels, and life phases often live in the same areas. That's why neighbourhoods tend to have distinct behaviours, preferences, and consumption patterns.

→ Explore this concept further in our white paper: [Why Neighbourhoods Matter](#).

With GDR's geo-intelligence, brands can identify high-opportunity zones, or "hotspots," where there's a strong concentration of potential customers with known interests and brand affinity.

At the same time, "deadspots" - areas with low predicted ROI based on historic data - can be excluded, improving campaign efficiency and media spend.



GDR LONG-TERM PARTNERSHIPS

In a competitive landscape, knowing your audience isn't optional - it's essential.

At GDR, we enable clients to achieve this through long-standing partnerships with leading consumer insights firms and premium publisher platforms.

These trusted collaborations provide access to rich data and deep analysis - helping brands uncover opportunities, anticipate market shifts, and make smarter, more strategic advertising decisions.



THE KEY TO TRANSPARENCY & TRUST

Global Data Resources is the creator of IDfree, a best-in-class geo-targeting solution designed for the privacy-first era.

Imagine a world-class data provider joining forces with a leader in ethical, cookieless audience targeting—that's the power behind IDfree.

Built on verified, privacy-compliant data sources and backed by an intuitive targeting platform, IDfree enables marketers to reach the right audiences across all channels - without compromising on privacy or performance.

"Modern marketing requires more than just media planning and buying. With IDfree, our teams work fluidly on campaigns with global clients & colleagues and gain valuable insight through the pre-campaign reports. Digital planning and targeting will be different without cookies, and the IDfree tool is one of the post-cookie tools we at Mindshare are looking into. The ability to target the same audience across multiple platforms from video, social, apps and display is valuable to our clients, and to us as marketers."

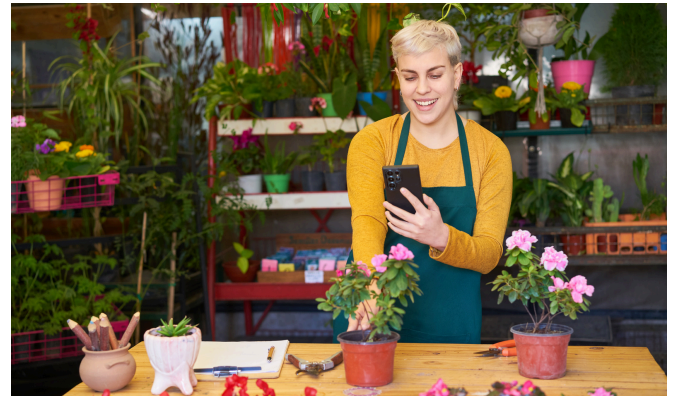
Tomas Tomasi, Client Lead, Mindshare

COMMITMENT TO PRIVACY

Privacy isn't a trend at GDR - it's a foundational principle.

Our approach has always prioritised data protection, fully aligning with global privacy regulations such as the EU's General Data Protection Regulation (GDPR), the California Consumer Privacy Act (CCPA), and the American Privacy Rights Act (APRA).

Instead of tracking individuals, we use probabilistic modelling to derive demographic and interest-based insights from location data - ensuring that privacy is never compromised.



OPTIMIZING ADVERTISING WITH GDR

Global Data Resources helps brands unlock the power of geodata for smarter, more effective online advertising.

By combining precision targeting with strong privacy safeguards, we enable clients to drive real marketing results—while preserving the trust of their customers.

DSPs, SSPs, and social platforms each play unique roles in the digital advertising ecosystem - but it's the audience that connects them all. By understanding where people are, what they value, and how they behave, brands can deliver meaningful messages at the right time, in the right place.

For organisations seeking to strengthen their strategy with privacy-compliant targeting, GDR provides a dependable solution - built to align with both business goals and consumer expectations.

- [Explore our company, partners, and products](#)
- [Browse our pre-built audiences in 13 countries](#)
- [Check our global coverage map](#), covering almost 2,5 billion people.