



GDR

Global Data Resources

From Research to Insights and Activation

GLOBALDATARESOURCES.IO





About GDR

PRIVACY-SAFE INSIGHTS-DRIVEN TARGETING

- Global Data Resources (GDR) is a pioneering provider of **geo-demographic** audience data to advertisers, agencies, publishers, and tech vendors.
- In collaboration with data partners and governmental statistical offices, GDR offers **insights** on lifestyle, life phases, income, family type, dwelling, savings and more.
- 35 markets. Covering **over 1,8 Billion** people across EMEA, Asia, Australia, and the Americas.

GEO-TARGETING

- The output is geographical targeting, which ensures that **no private data** is used as input or output.
- We do not see or store cookies or user IDs when applied to campaigns.

"We're very pleased to collaborate with GDR which is widely recognized for its footprint on enriched audience data - and to be able to provide marketers with a 100% independent alternative to the existing targeting offerings."

- Pierce Cook-Anderson, Managing Director Northern Europe, Equativ

Our Unique Approach

EMPOWERING MODERN MARKETERS

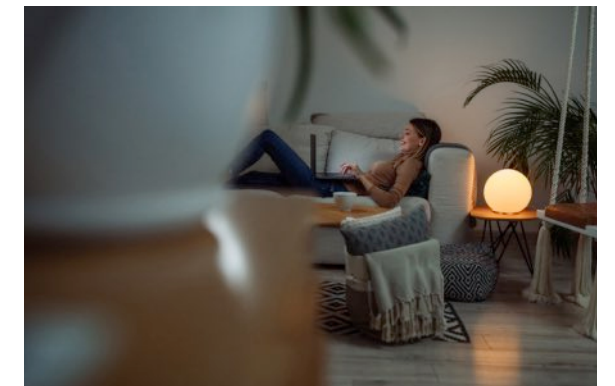


Neighbourhoods Matter

Geographical clusters of relevant consumer preferences-patterns.

Consumer Insights

Official statistics data enriched with lifestyle segmentation.



No Tracking Individuals

Audiences are built without third-party cookie tracking. Geo is key.

True Omnichannel

Audiences work in all DSPs, SSPs, and SoMe platforms.



Instant Activation

The targeting tool IDfree allows activation of the same audience.

Unified Global Taxonomy

Access to 120 pre-built audiences reaching across 35 countries.





What Countries Do We Cover?

MARKET-LEADING CONSUMER DATA
FOR EMEA, APAC, AND THE AMERICAS

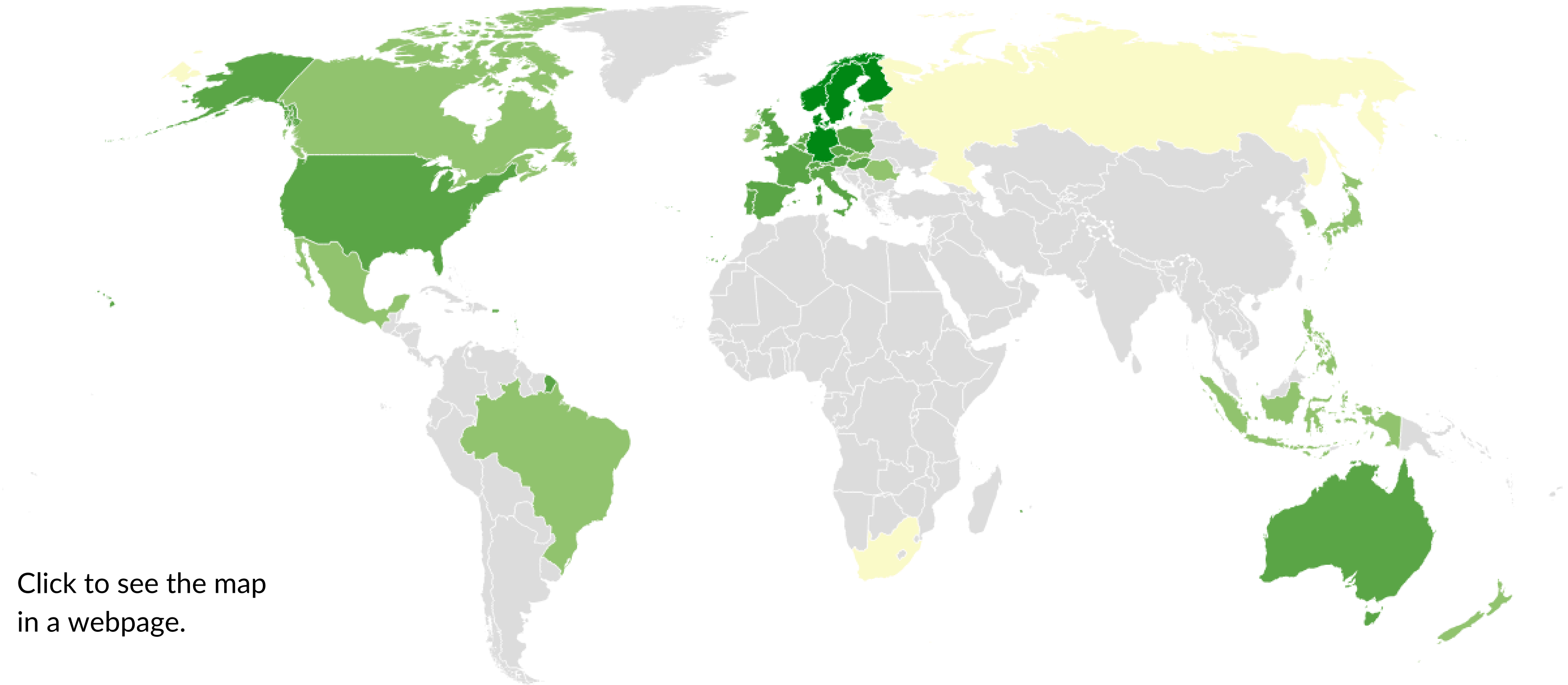
We offer consumer classification data and interest data for 35 markets, covering **over 1,8 Billion** people across EMEA, Asia, Australia, and the Americas.

Countries where GDR data is available



On-demand

Ready



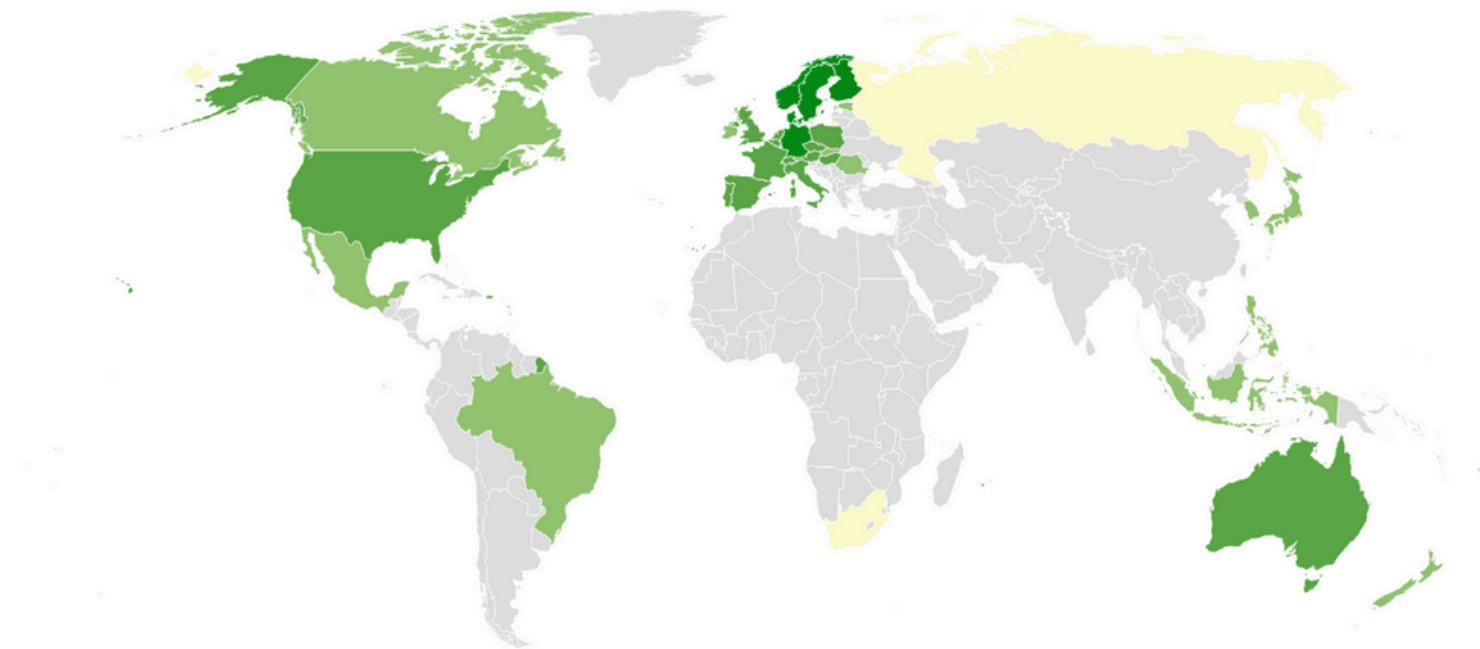
Click to see the map
in a webpage.

Countries List



GDR countries

Countries where GDR data is available



READY

- Australia
- Austria
- Belgium
- Czech Republic
- Denmark
- Finland
- France
- Germany
- Italy
- Japan
- Netherlands
- Norway
- Poland
- Portugal
- Spain
- Sweden
- Switzerland
- United Kingdom
- United States

ON DEMAND

- Brazil
- Canada
- Estonia
- Hong Kong
- Hungary
- Indonesia
- Ireland
- Mexico
- New Zealand
- Philippines
- Romania
- Russia
- Singapore
- Slovakia
- South Africa
- South Korea

Unlocking the Power of Survey Research for Digital Activation



Challenges

- Traditional surveys provide valuable consumer insights but often remain disconnected from digital activation.
- Many brands and agencies struggle to turn research into *scalable, omnichannel audience targeting*.

Our Proven Solution

- We use trusted Geospatial Consumer Segmentation Systems (GCSS) to *transform survey-based research into actionable audience segments*.
- This enables brands and agencies to **identify and reach** key audience hotspots through digital advertising.
- A *privacy-safe, cookieless approach* ensures compliance while delivering *highly targeted media activation*.



Unlocking the Power of Survey Research for Digital Activation

Seamless Activation & Trusted Integration with Media Agencies

WHAT WE DO FOR PARTNERS

1. Turning Survey Research into Unique Targeting Data:

- We can transform research from *any preferred survey partner* into actionable digital targeting data.
- Our Geospatial Consumer Segmentation System (GCSS) ensures that no private data is shared with us, keeping the process **100% privacy safe**.
- Global survey and insights partners like **Kantar Media** trust GCSS.
- The data becomes exclusive **targeting data for brands and agencies**.

WHAT WE DO FOR PARTNERS

2. Delivering Proprietary Targeting Solutions to Agencies:

- Agencies can access **exclusive, custom-built** audience segments inside their existing internal systems, DSPs, or IDfree.
- We work with *any reputable survey partner* — seamless integration, no limitations.
- The targeting data is **proprietary and unique** — no one else can access the same audience segments.



Unlocking the Power of Survey Research for Digital Activation



Why It Works?

- ✓ **Trusted** by Leading Media Agencies
- ✓ **Cookieless & Future-Proof:** No reliance on third-party cookies or tracking IDs.
- ✓ **Omnichannel Activation:** Works across display, video, social, CTV, and DOOH.



Why It Matters?

- ✓ **Privacy-First & 100% Secure:** No private data is exchanged — fully compliant with GDPR.
- ✓ **Exclusive, Proprietary Targeting:** Unique segments tailored for agencies.
- ✓ **Omnichannel Activation:** Works across digital, video, social, CTV, and Out-of-Home (DOOH).

WWF Outdoor in Germany

Objective

🚩 Maximise the impact of WWF's **Digital Out-of-Home (DOOH)** campaign by efficiently allocating the budget to target the most relevant audience.

Approach

- **Target Audience:** Identified "*Engagierte Herzensspender*" (Committed Heart Donors) – affluent, family-oriented individuals in mixed urban-suburban areas.
- **Data-Driven Targeting:** Used Kantar survey data + Cameo segmentation to identify high-potential locations.
- **Privacy-First Methodology:** Neighbourhood profiling instead of invasive mobile tracking.



SCORING & BUDGET STRATEGY

- ✓ Developed Optimized Distance Weighted Score (ODS) to **rank 440 DOOH** placements.
- ✓ Focused budget on the **top 30%** of locations to maximise reach & relevance.
- ✓ Two **allocation methods** considered: Proportional vs. Tiered Budgeting.

WWF Outdoor in Germany



EXAMPLE

High-scoring locations (e.g., Plochingen in Baden-Württemberg) had *4 x more impact* than low-scoring ones.



EFFICIENT BUDGET USE

€750,000 allocated using ODS model, prioritizing placements near the target group.



DATA-BACKED DECISION MAKING

Ranked all 440 placements with a data-driven scoring model to maximise WWF's outreach.



FUTURE IMPLICATIONS

- ✓ **Scalable & adaptable** for future DOOH campaigns.
- ✓ **Privacy-compliant** geo-demographic targeting instead of tracking individuals.
- ✓ **Optimized budget** ensures high engagement and conversion rates.

GDR

Taxonomy

CONSUMER CLASSIFICATION

ONLINE CAMEO

1. Wealthy Households
2. Professional Families
3. Comfortable Families
4. Middle-Class Communities
5. Home Comfort
6. Suburban Endeavours
7. Provincial Communities
8. Modest Means
9. Stretched Families
10. Struggling Society

HOUSEHOLD

FAMILY TYPE

- Family with kids (0-17 yrs)
- Family with one kid
- Family without kids
- Pensioner
- Single/lives alone
- Small family
- Nuclear family

EDUCATION

- Long academic education (5+ years)
- Medium-long academic education (2-3 years)
- Short academic education (1-2 years)
- Vocational (manual, practical, non-academic)
- No education

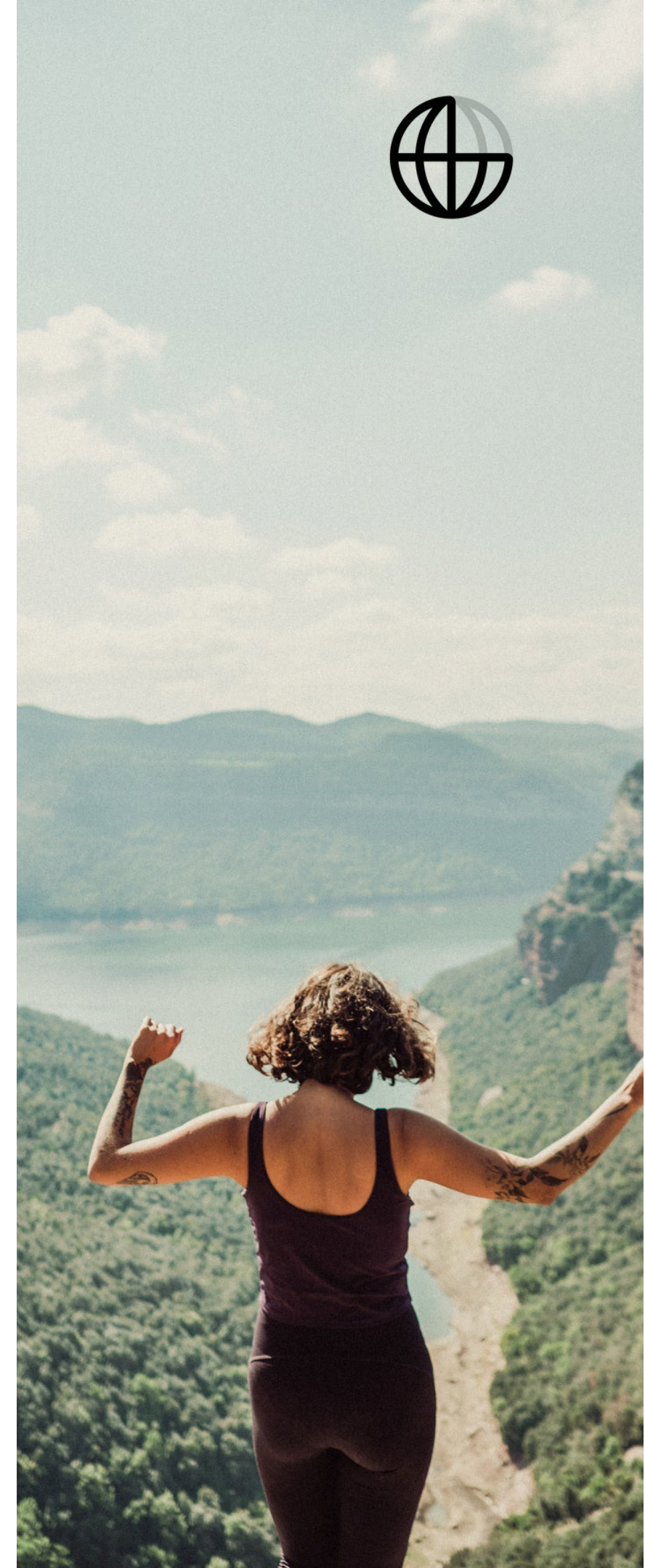
LIFESTYLES-LIFE PHASES

LIFE PHASES

- Young & Free
- Singles
- Couple no kids
- Families w/ Infant years kids
- Families w/ School-age kids
- Single parents
- Empty nesters
- Senior Couples
- Single Pensioner

LIFESTYLES

- Early Adopters
- Eco, Fair & Local
- Flexitarians
- Techies
- Beauty babes
- Sports enthusiast
- Foodies
- Food conscious
- Interior design
- Green fingers
- Crafts
- Motor maniacs
- Cardio cravers
- Adrenalin junkies
- Devoted exercisers
- Winter sports
- Online gamblers
- Gamers
- Movers
- "The well-to-do"



GDR Taxonomy

LIFESTYLES - LIFE PHASES

HOME & GARDEN

- Owns house/semi-detached
- Owns apartment
- Has garden
- Owns summerhouse (cottage)
- Home in the city
- Home in the countryside

HOUSEHOLD FINANCES

HOUSEHOLD SEGMENTS

- A1. Wealthy pre-family couples and singles
- A2. Wealthy young couples with children
- A3. Wealthy families with school-age children
- A4. Wealthy older families & mature couples
- A5. Wealthy elders in retirement
- B1. Prosperous pre-family couples and singles
- B2. Prosperous young couples with children
- B3. Prosperous families with school-age children
- B4. Prosperous older families & mature couples
- B5. Prosperous elders in retirement
- C1. Comfortable pre-family couples and singles
- C2. Comfortable young couples with children
- C3. Comfortable families with school-age children

HOUSEHOLD SEGMENTS

- C4. Comfortable older families & mature couples
- C5. Comfortable elders in retirement
- D1. Less affluent pre-family couples and singles
- D2. Less affluent young couples with children
- D3. Less affluent families with school-age children
- D4. Less affluent older families & mature couples
- D5. Less affluent elders in retirement
- E1. Financially stressed pre-family couples and singles
- E2. Financially stressed young couples with children
- E3. Financially stressed families with school-age children
- E4. Financially stressed older families & mature couples
- E5. Financially stressed elders in retirement

HOUSEHOLD INCOME

- Low income
- Medium-low income (200'-500')
- Medium-high income (500'-1 Mio.)
- High income (1 Mio. +)
- No savings
- Medium savings (200'-1 Mio.)
- High savings (1 Mio. +)



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Taxonomy

AUTOMOBILE

CAR ACCESS

- 0 cars
- 1 car
- 1 or more cars
- 2 cars or more
- Is part of a car-sharing pool

COMMUTE DISTANCE

- Less than 10 km
- 10-20 km
- 20-30 km
- More than 30 km

AUTOMOBILE

PAST PURCHASE CAR

- Has a caravan/camper
- Owns a BMW
- Owns a Chevrolet
- Owns a Citroen
- Owns a Dacia
- Owns a Fiat
- Owns a Ford
- Owns a Honda
- Owns a Hyundai
- Owns a Kia
- Owns a Land Rover
- Owns a Mazda
- Owns a Mercedes-Benz
- Owns a Mitsubishi
- Owns a Nissan

PAST PURCHASE CAR

- Owns a Peugeot
- Owns a Renault
- Owns a Seat
- Owns a Skoda
- Owns a Subaru
- Owns a Suzuki
- Owns a Toyota
- Owns a Trailer
- Owns a Volvo
- Owns a VW (Volkswagen)
- Owns an Alfa Romeo
- Owns an Audi
- Owns an Opel/Vauxhall



GDR Taxonomy

INTERESTS & HOBBIES

INTERESTS

- Children's wear
- Alternative Healthcare
- Animals Rights
- Antiques
- Art
- Astrology
- Baking
- Beauty care
- Beer/Wine/Liquor
- Betting/Gambling

INTERESTS

- Celebrities
- Cigarette/snuff/tobacco
- Movies and Cinema
- Computers
- Cooking
- Cosmetics
- Diet tips
- DIY (Do It Yourself)
- Energy Saving
- Environmental care
- Exercise
- Fashion
- Sailing (owns a boat)
- Shopping/online auctions
- Trading stocks
- Trying out new recipes
- Library
- Museums
- Popular science
- Culture
- Allround sports interest
- Team sports
- Politics
- Horseback riding
- Economics, politics, society
- Private finances

INTERESTS

- Film and TV shows
- Environmental issues
- Technic
- Wine tastings
- Out-doors activities
- Exercise
- Hunting
- Equality for all
- Equipment sports
- Baking
- Design & home decoration
- DIY
- Fashion
- Gardening
- Health
- Hi-Fi
- IT and Internet
- Kids
- Kitchen design-remodelling
- New technology
- Nutrition & Health
- Skincare
- Spiritual, religious
- Watching Sports
- Travelling
- Watches & Jewelry

INTERESTS

- Wellness
- Knitting-Needlework
- Member of a book club
- Music (online streaming)
- Reading blogs
- Online dating
- Online shopping
- Online stocks trading
- PC and console games
- Photography
- Computer or console games
- Music
- Film
- Outer space



GDR Taxonomy

SPORTS ACTIVITIES

SPORTS

- Active in athletics
- Active in basketball
- Active in badminton
- Active in boxing
- Active in cycling
- Active in dancing
- Active in high-end sports (sailing, hunting, golf, tennis)
- Active in hunting
- Active in ice hockey
- Active in motorsports

SPORTS

- Active in tennis
- Active in volleyball
- Active in extreme sports
- Active in fitness
- Active in football
- Active in golf
- Active in gymnastics
- Active in handball
- Active in riding
- Active in running
- Active in sailing
- Active in skiing
- Active in Swimming
- Active in team sports (football, handball, basketball)
- Active in triathlon

TRAVEL

TRAVEL

- Active holiday
- Backpacking abroad
- Camping abroad
- Camping domestic
- Cruise holiday
- Extended weekend holidays/abroad
- Extended weekend holidays
- Golf holiday
- Holiday by car/not camping/abroad
- Holiday by car/not camping
- Holiday in rented cabin/summer- house abroad
- Holiday in rented cabin/summer- house domestic



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Taxonomy

PURCHASE INTENT

VALUES

- Conscious about CO2 emission
- Avoid artificial ingredients
- Deal hunter
- Environmental products
- First-mover consumer electronics
- High focus on design
- Locally produced goods
- Often influenced by advertising
- Positive towards purchasing by instalment
- Prefer ecological groceries

HIGH-SPENDERS

- Shoes (EUR 260+ annually)
- Men's clothes (EUR 650+ annually)
- Women's clothes (EUR 650+ annually)
- Sportswear (EUR 260+ annually)
- Play for money (EUR 50+ annually)
- Charity (EUR 130+ annually)
- Children's clothes & shoes (EUR 650+ annually)
- Home electronics (EUR 250-430 annually)

- Prefer brick-and-mortar stores over online
- Shops in speciality stores with quality products
- Shops luxury products
- Shops private label
- Shops regardless of the economy
- Willing to pay extra for quality products

CONSIDER BUYING

- Alarm
- Appliances
- Home Entertainment
- Photo equipment
- New technology
- Furniture
- Entertainment





Partner Insights

OUR PARTNERS' REVIEW

matterkind
A Kinesso Company

CHRISTOPHER HERNANDEZ

Managing Director, Nordics,
Matterkind



Matterkind is driven by purposeful marketing. By introducing targeting with privacy-safe audience data, we are fully aligned with our values of using ethically sourced data to strive to benefit brands and consumers alike.

KANTAR MEDIA

INGVAR SANDVIK

Marketing & Innovation Director,
Kantar Media



As a born privacy-first solution, the IDfree targeting platform gives marketers new communication and targeting opportunities in the post-cookie ad world. A world where understanding and reaching audiences without collecting any private data is essential.



Thank You

FOR YOUR INTEREST IN GDR

We are confident that together we can achieve significant results. Let's discuss how we can make that happen.



globaldataresources.io



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