

# GLOBAL DATA RESOURCES (GDR)

GLOBAL AUDIENCE ACTIVATION  
ACROSS 37 MARKETS



GDR - We See Patterns. Not People.



# THE CHALLENGE

## MARKETING IS MOVING BEYOND IDENTIFIERS

Traditional audience targeting has relied on cookies and device IDs.

**That foundation is now weakening,** as signals become less reliable and privacy standards continue to evolve.

At the same time, media consumption is fragmented across platforms and markets, making it harder to maintain consistency at scale.

MARKETERS NEED A NEW, STABLE WAY TO UNDERSTAND AND ACTIVATE AUDIENCES - WITHOUT RELYING ON PERSONAL IDENTIFIERS.

# THE GDR APPROACH

## A CONSISTENT, PRIVACY-FIRST FOUNDATION

**GDR enables audience activation across 37 markets, covering 2.8 billion people worldwide.**

Our approach is based on geo-intelligence, using location-based insights instead of individual identifiers.

BY TRANSLATING REAL-WORLD DATA INTO STANDARDISED AUDIENCE SEGMENTS, GDR PROVIDES A UNIFIED FRAMEWORK THAT WORKS CONSISTENTLY ACROSS MARKETS WHILE REMAINING FULLY PRIVACY-COMPLIANT.



## A NEW APPROACH

A CONSISTENT, PRIVACY-FIRST MODEL FOR AUDIENCE ACTIVATION

Instead of relying on individual-level data, our approach is built on geo-intelligence.

We use location-based insights to understand and reach audiences.

This creates **a single, consistent framework that can be applied across regions**, while remaining fully aligned with modern privacy standards.

**GDR ENABLES AUDIENCE ACTIVATION ACROSS 37 MARKETS,  
COVERING 2.8 BILLION PEOPLE WORLDWIDE.**

## THE ROLE OF GEOGRAPHY

MARKETS ARE GEOGRAPHIC BEFORE THEY ARE DIGITAL

Geography provides access to stable and meaningful signals, including lifestyle, socio-economic context, purchasing power, and life stage.

These signals evolve more slowly than digital identifiers, making them a more resilient and reliable foundation for audience understanding.



# DATA FOUNDATION

BUILT ON REAL-WORLD DATA, NOT PERSONAL IDENTIFIERS

GDR's data foundation combines:

- census data
- official statistics
- offline behavioural indicators

These inputs are modelled into geo-demographic segments at neighbourhood level, with each unit representing aggregated households.

**This ensures that all insights are derived from anonymised, group-level data. No personal data, cookies, or device identifiers are used at any stage.**

The result is a robust and privacy-compliant data foundation designed for long-term use.





# GEO-INTELLIGENCE

A UNIFIED LAYER FOR UNDERSTANDING AUDIENCES

Our geo-intelligence framework **translates location into actionable** audience insight.

It is standardised across 37 markets, enabling consistent segmentation and comparability across regions.

This allows marketers to work with a shared understanding of audiences globally, while still reflecting local differences and nuances.

GEO-INTELLIGENCE ACTS AS A BRIDGE BETWEEN INSIGHT AND ACTIVATION, SUPPORTING BOTH STRATEGIC PLANNING AND EXECUTION.





## GLOBAL SCALE

GLOBAL COVERAGE WITH LOCAL PRECISION

GDR operates across 37 markets, representing a total coverage of 2.8 billion people.

Despite this scale, the framework remains *locally relevant*.

**Each market is modelled using local data sources and adapted to reflect regional characteristics, while maintaining global consistency.**

THIS COMBINATION OF SCALE AND PRECISION ENABLES TRULY INTERNATIONAL AUDIENCE STRATEGIES.

## FROM INSIGHT TO ACTIVATION

CONNECTING GEO-INTELLIGENCE TO EXECUTION

GDR transforms geo-demographic insight into actionable audience segments that can be activated across digital environments.

This process includes:

- **Modelling** audiences based on real-world data
- **Standardising** segments across markets
- **Enabling** activation within programmatic and digital ecosystems

By linking insight directly to execution, GDR reduces complexity and increases consistency across campaigns.



# BUILT FOR AN ID-LESS ECOSYSTEM

## ACTIVATION WITHOUT RELIANCE ON IDENTIFIERS

GDR's approach is designed for a marketing environment where **identifiers** are no longer reliable or available.

Audience activation is enabled without using cookies, mobile IDs, or other personal identifiers.

Instead, campaigns are delivered based on geo-intelligence, ensuring both scalability and compliance.

**This approach works across channels, including the open web and connected TV, and is built to adapt to future changes in the ecosystem.**

# USE CASES

## APPLICATIONS ACROSS PLANNING AND ACTIVATION

GDR supports a wide range of marketing use cases, including:

- Cross-market audience planning
- Privacy-first campaign activation
- Connected TV and digital targeting
- Market expansion and localisation
- Strategic consumer insight

By combining insight and activation within one framework, GDR enables more efficient and consistent marketing operations.



# ECOSYSTEM

A GLOBAL AND INTEROPERABLE ECOSYSTEM

GDR integrates with a wide range of platforms, media environments, and data partners.

**This enables seamless activation across:**

- Programmatic platforms
- Connected TV environments
- Measurement and analytics solutions

The framework is designed for interoperability, ensuring that geo-intelligence can be applied across existing workflows and systems.

# WHY GDR

A DIFFERENT FOUNDATION FOR AUDIENCE ACTIVATION

**GDR combines scale, consistency, and privacy-first design:**

- Coverage across 37 markets and 2.8 billion people
- A unified and standardised global framework
- No use of personal data or identifiers
- Designed for an ID-less marketing ecosystem

RATHER THAN ADAPTING TO CHANGE, GDR IS BUILT FOR THE FUTURE OF MARKETING.



# LOOKING AHEAD

A FUTURE-READY APPROACH

As the marketing landscape continues to evolve, the need for **stable, scalable, and privacy-compliant solutions** will only increase.

By replacing identity with geography, GDR provides a durable foundation for understanding and activating audiences

- **globally and consistently.**

## CONTACT

LET'S START THE CONVERSATION.

EXPLORE HOW GLOBAL DATA RESOURCES CAN SUPPORT YOUR AUDIENCE STRATEGY WITH A SCALABLE, PRIVACY-FIRST APPROACH.

