

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.



FROM GEO TO ACTIVATION

FROM INSIGHT TO ACTIVATION - WITHOUT IDS

People live in places, not in identifiers.

Geography provides stable signals such as lifestyle, purchasing power, and consumption behaviour.

GDR connects these insights *directly to activation environments*, enabling campaigns across digital channels, including programmatic and connected TV
- without cookies or device IDs.

THIS CREATES A SCALABLE AND FUTURE-READY APPROACH TO AUDIENCE ACTIVATION.



GDR - WE SEE PATTERNS. NOT PEOPLE.

WHY GDR

A NEW FOUNDATION FOR AUDIENCE ACTIVATION

- Coverage across 37 markets and 2.8 billion people
- **A unified and consistent global framework**
- No use of personal data or identifiers
- Designed for an ID-less, privacy-first ecosystem

GDR ENABLES SCALABLE, FUTURE-PROOF AUDIENCE ACTIVATION
- WHERE TRADITIONAL SIGNALS NO LONGER WORK.