ADFORM-NDR/GDR Q&A

YOU GET

PRICING
Very competitive pricing

RESEARCH
Strong direct link to the latest research

REACH
High reach (not dependent on cookies/IDs)

PRIVACY
100% privacy and respect for users

DATA
Our data works across borders and multiple channels

QUESTIONS

ANSWERS

Q1
WHAT'S THE USP OF NDR/GDR AS A DATA PROVIDER?

A1
Nordic Data Resources (NDR) and its sister company Global Data Resources (GDR) have been operating in the Nordic region and the rest of the world since 2015. Both companies are privacy pioneers in digital advertising.

In short: We translate census data and research/insights into privacy-safe, future-proofed consumer audiences. We offer consumer classification data and interest data for currently 35 markets, covering +750M people across EMEA, Asia, Australia, and the Americas.

Q2
WHAT ARE WE MISSING IF WE'RE NOT WORKING WITH THAT LOCAL DATA PROVIDER?

A2
By using geography, not cookies nor IDs at all, when defining consumer audiences, our customers will get sufficient reach on their campaigns without the need for private data.

In addition, we work with survey & insight companies like Kantar to provide a huge array of consumer lifestyles and preferences.

Q3
OMNICHANNEL DATA SETS?

A3
With several hundreds of up-to-date audiences in 4 Nordic countries - and with the same number of audiences in more than +30 countries outside the Nordic region - we make cross-country omnichannel activation of programmatic ad campaigns easy, fast, and privacy-safe.

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www.nordicdataresources.com

www.globaldataresources.io

www.idfree.com

NEIGHBOURHOODS

WE DO NOT WORK WITH INDIVIDUALS OR HOUSEHOLDS
We work with neighbourhoods – stable geographical clusters with a minimum of 15 households.

Our Dynamic Cluster Algorithm (DCA) classifies all geographical clusters in a given country, and by working with survey and insight companies like Kantar, we can (probabilistically) predict geographical hotspots (sets of longitude and latitude with a radius of minimum 1 KM or ZIP codes). These neighbourhoods then become the foundation for our consumer audiences.

QUESTIONS

ANSWERS

Q4
METHODOLOGIES?

A4
Our groundwork is built around an open, dynamic cluster algorithm. The aim is to predict hotspots on interests and social demographic characteristics for privacy-safe online targeting. No private data is allowed in the model.
The whole setup is built to ensure complete protection of user privacy.

The model is centered around neighbourhoods – small stable geographical clusters with min 15 households. Neighbourhoods as statistical entities are defined by local governmental statistical offices. In Denmark, as an example, we have 438,547 neighbourhoods, in Sweden, we have 202,406, in Norway, we have 57,627, in Finland, we have 600,563, in Germany, we have 1,689,461, and in the UK, we have 1,570,372.

All the data is vetted and ingested into our core dynamic cluster algorithm (DCA). Here the first step is analyzing all the input data for discrimination, robustness, and their correlation to other data. DCA now runs k-means clustering with iterative relocation.

For each country, a series of data is fed to the model. Starting with census data from the local statistical offices, consumer classification data from partners, interest and attitude data from partners. The model also accepts transaction data, real estate data, automobile data, and movement data.

The whole setup is aimed at ranking all neighbourhood's data input/combinations and reach setting from the users. This allows for automatic direct targeting in multiple digital advertising platforms.

Q5
PRICING NUANCES VS OTHER DSPS?

A5
We deliver high reach with precision, given our methodology, at a very favorable price point.
Our philosophy is that all brands should be able to afford our data.

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QUESTIONS

ANSWERS

Q6
TAXONOMIES??

A6
See our audience lists:
www.nordicdataresources.com/audiencelists or www.globaldataresources.io/audiencelists.

Note that we are particularly strong in these verticals:
Sociodemographic, Housing, Automobile, Health and wellness, Interests, Travel, and Purchase Intent.

Q7
WHAT DSP/SSPS DO YOU WORK WITH (TTD, ADFORM, DV360, MEDIAMATH, XANDR, EQUATIV, BID THEATRE, EMERSE, PUBMATIC, AZERION DSP, AMOBEE)?

A7
We work with all of the above DSPs directly or via aggregators as for example Eyeota (DV360) and Adsquare (for Mobile).

Q8
MATCH RATES – ADFORM VS COMPETITOR DSPS?

A8
High match rates. Adform customer support will elaborate on details.

Q9
MATCH RATES – ADFORM VS COMPETITOR DSPS?

A9
We deliver high reach with precision, given our methodology, at a very favorable price point.
Our philosophy is that all brands should be able to afford our data.

Q10
IS ADFORM'S RELATIONSHIP DEEPER/ BEYOND STANDARD DSP INTEGRATION?

A10
Yes. Adform is born Nordic, and so are we, before our global expansion.

All the Adform offices with their employees and our friends are just across the street.