

GDR
Global Data Resources

How GDR Builds Segments

Places → Patterns → Audiences → Activation

HOW WE DO IT

1 START WITH REAL-WORLD DATA

GDR combines multiple sources of real-world, group-level data, including:

- Census data
- Official statistics
- Offline behavioural indicators

These inputs provide a picture of the characteristics and context of different geographic areas.

2 MODEL THE GEOGRAPHY

The data is modelled at neighbourhood level, with each geographic unit representing *aggregated households rather than individuals.*

This creates geo-demographic profiles based on characteristics such as:

- Lifestyle
- Socio-economic context
- Purchasing power
- Life stage

Geography now becomes the foundation for understanding audience patterns.

3 IDENTIFY THE PATTERNS

GDR's modelling identifies meaningful similarities between geographic areas.

Areas with similar characteristics can be grouped into consistent audience profiles.

The result: **audience segments based on patterns, not personal identities.**

We See Patterns. Not People.

4 STANDARDISE THE SEGMENTS

The resulting geo-demographic intelligence is translated into standardised audience segments.

The framework is applied consistently across 37 markets, while each market is modelled using local data sources and adapted to regional characteristics.

So you get:
Global consistency + local relevance.

5 TURN INSIGHT INTO ACTIVATION

The geo-demographic segments are transformed into actionable audiences that can be activated across digital environments.

Modelling → Standardising → Enabling activation across programmatic and digital ecosystems.

And importantly, activation does not rely on cookies, mobile IDs or other personal identifiers.

In a world full of footprints, the real value lies in seeing the patterns.

IN SHORT

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

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