

# GDR MESSAGING LIBRARY

Core Building Blocks



**GDR**

Global Data Resources

GLOBAL DATA RESOURCES





# GDR MESSAGING LIBRARY

## 1. WHAT IS GDR?

- **One-liner**

GDR helps modern marketers reach the right audiences through ethical, ID-free, location-based data.

- **Short paragraph**

Global Data Resources (GDR) is a privacy-first data company helping marketers reach relevant audiences without relying on personal IDs. Our unique location intelligence connects physical world behaviour with digital advertising - all ethically sourced and future-proof.

- **Tagline**

GDR - Where Performance Meets Principles

## 2. WHAT MAKES GDR UNIQUE?

Key differentiators (for bullets, headlines etc.)

- **ID-free & privacy-first** audience data - no individual tracking
- **Location-powered intelligence** - not cookies or IDs
- **Seasonal and behavioural segments**, ready to activate
- **Originally European market focus** - now reaching worldwide (2,5 billion)
- **Omnichannel activation** across digital touchpoints
- **Partnerships** only with transparent, ethical data providers



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## 3. WHAT GDR OFFERS

- **Short overview**

GDR offers ready-to-activate audience segments built on real-world behaviours & preferences and analysis of location data - ideal for modern marketers who want to reach the right people, at the right moment, without compromising on privacy.

- **Audience types**

**Seasonal Shoppers** (e.g. holiday retail, Black Friday)

**Lifestyle-based audiences** (e.g. Gym Goers, DIY Enthusiasts)

**In-market segments** (e.g. Car Buyers, Home Movers)

**Neighbourhood clusters** (people living in areas with similar habits)

**Custom audiences** (based on location patterns or store visits)

## 4. HOW TO WORK WITH GDR

- **For Agencies & Brands**

Activate GDR audiences programmatically via your DSP, or reach out for custom segment creation and strategy support.

- **For Publishers & Platforms**

Partner with us to enrich your offering with ethical, location-based audiences - privacy-first and ID-free.

- **Where our audiences are available**

GDR audiences are available through major platforms and marketplaces. Contact us for a current list or custom integrations.



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## 5. BOILERPLATE (ABOUT)

- **GDR - Where Performance Meets Principles**

Global Data Resources (GDR) is a location intelligence and audience provider helping marketers target with confidence in a privacy-first world. Our ID-free, ethical process transforms real-world behaviour into future-proof audiences, ready for omnichannel activation across most of the world, as we cover nearly 2.5 billion people.

**GDR** - Where Performance Meets Principles

**IDfree** - Where Privacy Meets Precision

## 6. TONE OF OPENERS (BLOG, SOME, EMAIL...)

- **Informal**

Ever feel like digital targeting is getting more complex and less effective? GDR is here to fix that. Our location-based audiences don't rely on personal IDs, but still deliver real results.

- **Product Value**

Q4 is packed with opportunity - if you reach the right shoppers in time. GDR's seasonal audiences are ready-to-go, ID-free, and available across your favourite DSPs.

- **Thought leadership/White papers**

Ethical data isn't a nice-to-have - it's the future, and the future is now. At GDR, we build audience solutions that respect privacy while driving performance, leveraging the power of place, not personal profiles.