



Global Data Resources

TURN REAL-WORLD BEHAVIOUR INTO SCALABLE, ID-FREE ACTIVATION

COVERING 37 MARKETS ACROSS EMEA, ASIA, AUSTRALIA, AND THE AMERICAS

REAL-WORLD BEHAVIOUR



**WHEN YOU UNDERSTAND
WHERE BEHAVIOURS HAPPEN,
YOU DON'T NEED TO KNOW
WHO THEY ARE.**

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

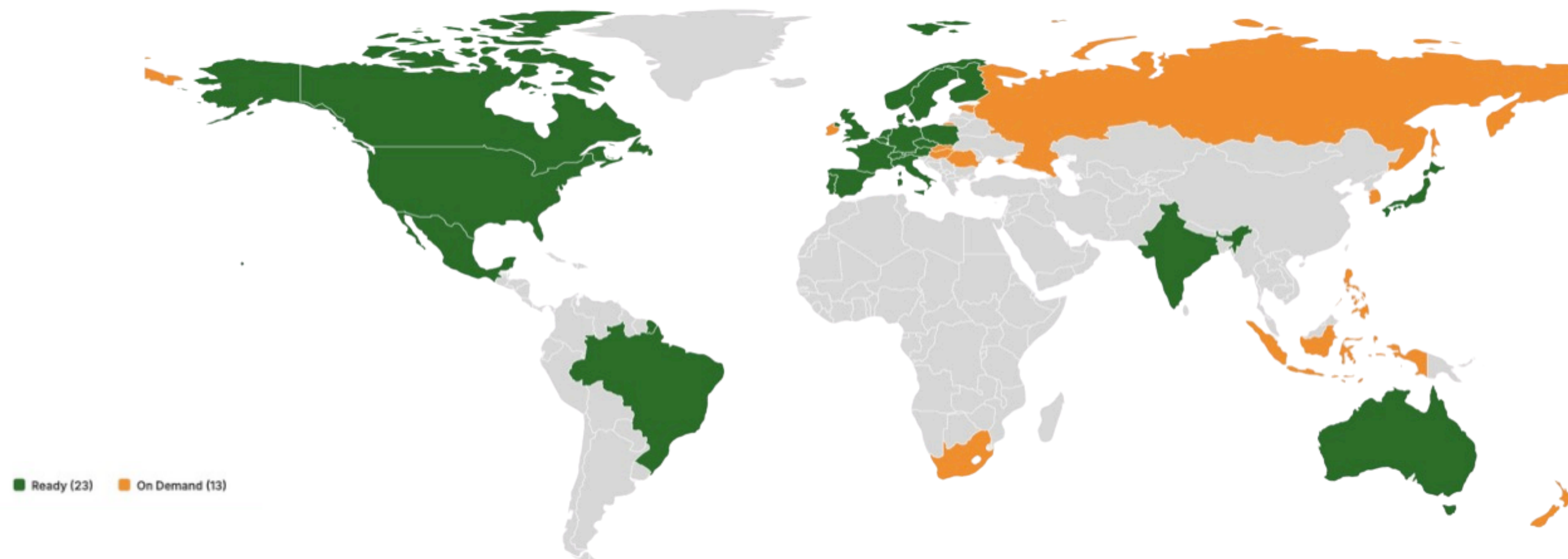


GLOBAL. CONSISTENT. PRIVACY-FIRST.

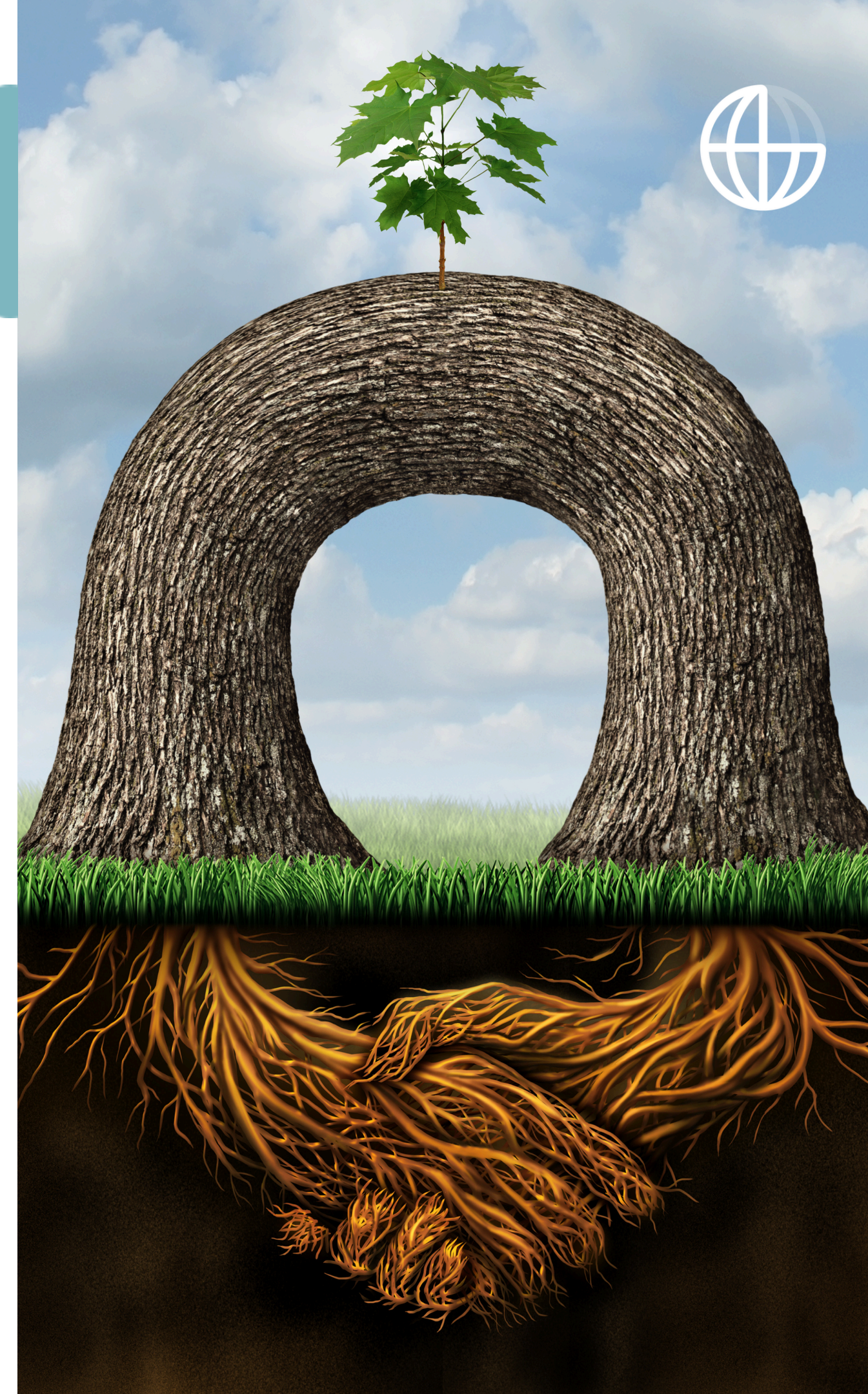


- 37 markets across EMEA, Americas, and Asia.
- One scalable, ID-free audience framework.
- Built on real-world behaviour - not identifiers.

**One approach.
Global activation.**



LONG-TERM PARTNERSHIPS

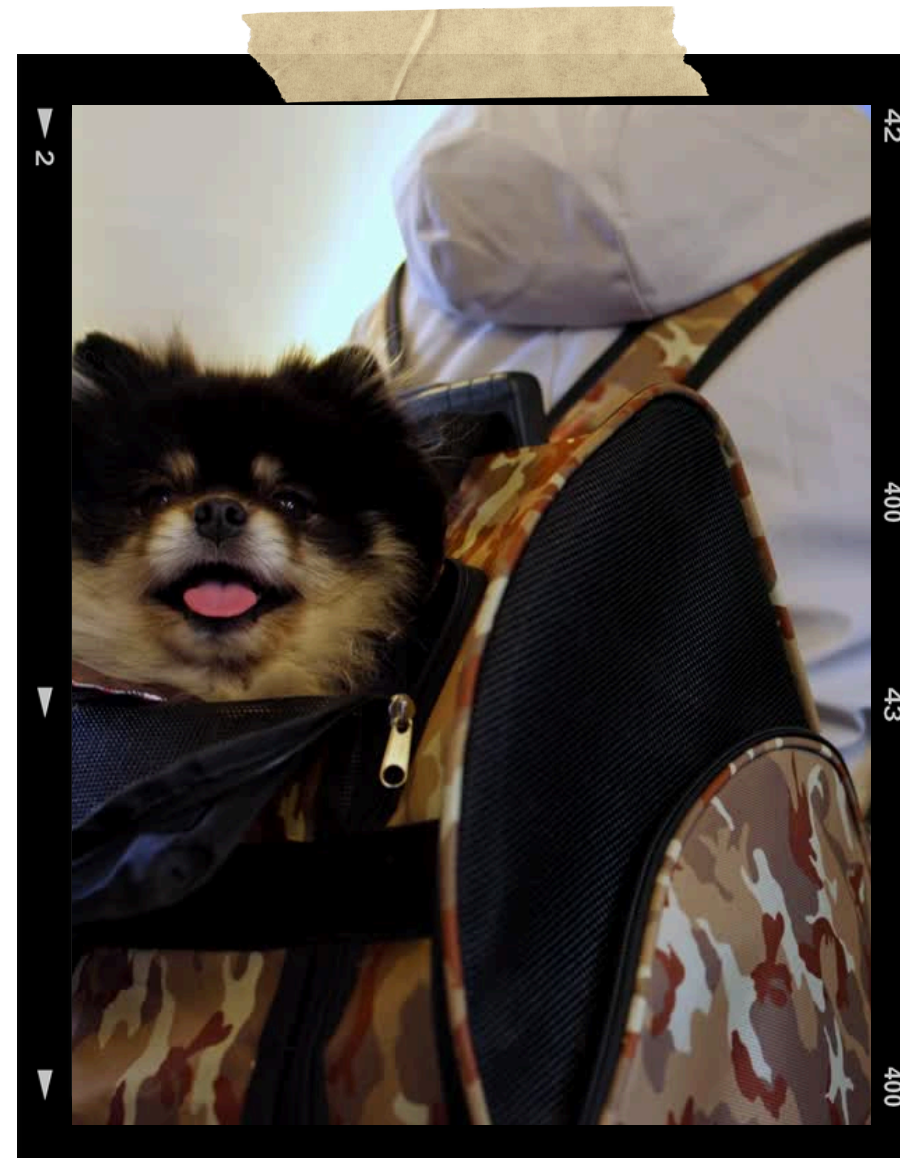


SAME AUDIENCE. EVERY CHANNEL. NO IDS.



SAME AUDIENCE. EVERY CHANNEL. NO IDS.

- Activate across CTV, DOOH, social, and display.
- One audience → consistent activation.
- No cookies.
- No IDs.
- No fragmentation.



GDR - WE SEE PATTERNS. NOT PEOPLE.

FROM BRIEF TO FOCUS

HOTSPOTS

TURN BRIEFS INTO HOTSPOTS

- Define your ideal audience.
- Identify **hotspots** (where to focus).
- Avoid deadspots (where to waste spend).

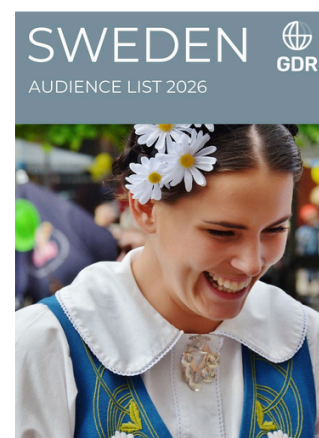
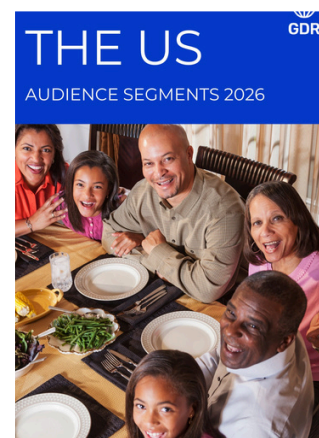
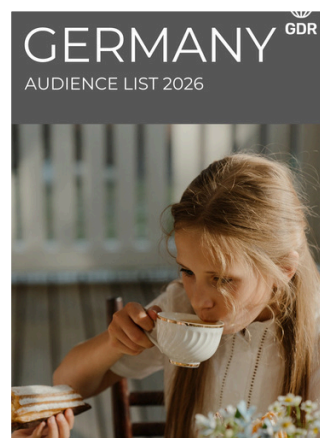


We target neighbourhood-level patterns - fully aligned with a privacy-first world.



ACTIVATE ACROSS 37 MARKETS

globaldataresources.io/audiencelists



READY TO ACTIVATE?



**SAME AUDIENCE.
EVERY CHANNEL.
NO IDS.**

We'll help you turn your audience strategy into activation - fast.

REACH OUT DIRECTLY

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