



GDR: Data Collection & Processing

Global Data Resources' data collection and audience creation approach is built around privacy-safe, ID-free methodologies.

We rely on geo-demographic clustering and consumer classifications to create meaningful audience segments.



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PRIVACY-SAFE, RESEARCH-BASED TARGETING

Our data collection and audience creation are built around privacy-safe, ID-free methodologies. We do not use cookies, personal data, or tracking identifiers.

Instead, we rely on geo-demographic clustering and consumer classifications to create **meaningful** audience segments.

Our approach is trusted across 35 key markets worldwide, covering **over 750 M. individuals** in EMEA, Asia, Australia, and the Americas.

CONSUMER CLASSIFICATIONS & GEO-DEMOGRAPHICS

- Consumer classifications group households based on shared socio-economic characteristics, lifestyle preferences, and behaviours. These classifications help in understanding how different communities interact with products, services, and media.
- These classifications are broken down into **homogeneous geographical clusters**, each consisting of a minimum of 15 households.
- Our approach follows the principle of "**Birds of a Feather Flock Together**", meaning people with similar interests and behaviours tend to live in the same areas.

DATA SOURCES WE INTEGRATE

We combine multiple non-personally identifiable data sources to enrich our geo-demographic insights:

- **National Statistical Office Data** - Census and demographic statistics.
- **Google Maps & OpenStreetMap Data** - Location-based environmental context.
- **Verified consumer insights** from partners like Kantar Media or other respectable survey providers.
- **Transaction & Real Estate Data** - Broader economic and consumer patterns.
- **Movement Data** - Aggregated trends in commuting and mobility.



By leveraging our privacy-first approach, we provide advertisers with highly relevant audience targeting without compromising user privacy.



SURVEY-POOR COUNTRIES

For markets where direct consumer survey data is limited or unavailable, we use **The GDR Insight Multiplier**:

- This **AI-driven modeling system** extrapolates survey-based insights into survey-poor markets.
- It leverages **machine learning, Bayesian modeling, and proprietary algorithms** to predict consumer interests with high accuracy.
- The methodology ensures alignment with **real-world data** such as car registrations, Google Trends, and third-party market research.



KEY BENEFITS

- **Privacy-Compliant:** No tracking, no IDs, no personal data.
- **Research-Driven:** Grounded in validated consumer classifications and national data.
- **Scalable & Accurate:** Works in both data-rich and survey-poor environments.
- **Fast Audience Activation:** Campaigns can be built, validated, and activated in minutes across all major advertising platforms while ensuring compliance with GDPR & CCPA regulations.