

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.

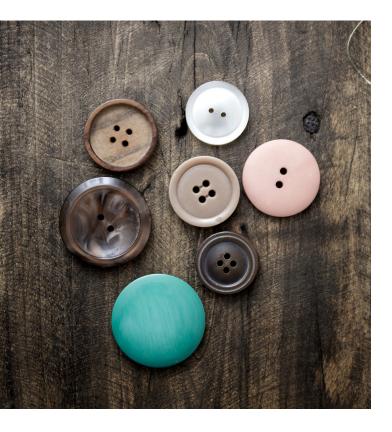
DATA SOURCES WE INTEGRATE

We combine multiple non-personally identifiable data sources to enrich our geodemographic 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 Al-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 thirdparty 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.