

Global Data Resources 2025



IDfree

Next-Gen Targeting



GDR

Global Data Resources

GLOBAL DATA
RESOURCES IS A
SUPERIOR PROVIDER
OF PRIVACY-SAFE
AUDIENCE DATA FOR
ADVERTISERS,
AGENCIES, AND
PUBLISHERS.



DATA IS ONLY AS VALUABLE AS ITS INTEGRITY

Global Data Resources (GDR) has established itself as a frontrunner in privacy-compliant audience data solutions. We are committed to delivering sophisticated targeting solutions that meet our client's specific needs and rigorously protect user privacy.

We empower marketers, advertisers, agencies, publishers, and tech vendors to reach highly targeted audiences across all major online channels and platforms – while prioritizing 100% user privacy.

OUR SOLUTIONS

- **Multi-Layered Audience Insight:** We offer comprehensive consumer classification and insight data for over **750** million individuals across **35** key markets in EMEA, Asia, Australia, and the Americas.
- **Privacy-Forward Activation:** Activate data-driven campaigns seamlessly across online channels like display, video, and social media, all in compliance with leading privacy regulations (GDPR & CCPA).

STRATEGIC PARTNERSHIPS

GDR collaborates with industry leaders, including renowned survey & insights companies, premium publisher platforms, and national statistics offices.

These partnerships bridge the gap between consumer research and audience activation, benefiting both programmatic ad buyers and sellers.

INDUSTRY LEADERSHIP

GDR actively contributes to the data privacy landscape by being a founding member of the [Audience Alliance](#).

FASTER AUDIENCE ACTIVATION

GDR empowers marketers to build, validate, and activate targeted campaigns across all channels in minutes – ditching the days (or weeks) of traditional methods.

PRIVACY-FIRST TARGETING

We leverage enriched consumer data, never relying on site traffic, behavioural targeting, cookies, or UIDs. Our foundation is offline census data, pinpointing audiences by neighbourhood clusters (a minimum of 15 households).

GEO-TARGETED ADVERTISING

The value of geodata lies in its ability to connect digital interactions to physical locations, offering a tangible context for online activities.

The phase-out of third-party cookies, coupled with rising public scrutiny of data privacy practices, is prompting a re-evaluation of targeting strategies within the online advertising industry.

Geodemographic targeting, particularly as implemented by GDR, offers a viable solution by prioritizing aggregated datasets from official sources.

GLOBAL DATA RESOURCES LEVERAGES CUTTING-EDGE PROBABILISTIC MODELLING. THIS INNOVATIVE TECHNIQUE ALLOWS FOR HIGHLY EFFECTIVE AUDIENCE TARGETING WITHOUT EVER NEEDING TO TRACK INDIVIDUALS. THIS IS A SIGNIFICANT ADVANTAGE IN TODAY'S ENVIRONMENT.

WHY NEIGHBOURHOODS MATTER

People and families with similar life phases and income levels tend to cluster together. This is also why neighbourhoods have different preferences and different consumption patterns. Read more in our white paper: [Why Neighbourhoods Matter](#).

With GDR's data and geotargeting capabilities, a brand can precisely identify “hotspots” - areas with a high concentration of consumers who have previously shown interest in similar products and have a strong affinity for the brand.

At the same time, GDR's analytics can pinpoint “deadspots” - neighbourhoods where historical data predicts a low return on investment due to a lack of interest in similar products or brand alignment.



GDR LONG-TERM PARTNERSHIPS

In today's competitive landscape, understanding your target audience is crucial.

At GDR, we empower clients to achieve this through our established partnerships with industry-leading consumer insights experts and premium publishers.

These long-term collaborations unlock a wealth of data and analysis, allowing brands to identify opportunities, anticipate challenges, and make strategic advertising choices with confidence.



THE KEY TO TRANSPARENCY & TRUST

Global Data Resources is owner and developer of the best-in-class targeting solution IDfree. Imagine having a world-class data provider working hand-in-hand with a leader in privacy-first targeting solutions.

This powerful combination unlocks a treasure chest of possibilities for modern marketers.

IDfree champions privacy-compliant geo-targeting in digital advertising. Leveraging ethical data sources and a user-friendly targeting tool, it empowers our clients to reach their audience across various channels while adhering to strict privacy regulations.

"Modern marketing requires more than just media planning and buying. With IDfree, our teams work fluidly on campaigns with global clients & colleagues and gain valuable insight through the pre-campaign reports. Digital planning and targeting will be different without cookies, and the IDfree tool is one of the post-cookie tools we at Mindshare are looking into. The ability to target the same audience across multiple platforms from video, social, apps and display is valuable to our clients, and to us as marketers."

Tomas Tomasi, Client Lead, Mindshare

COMMITMENT TO PRIVACY

Privacy protection is and has always been at the core of GDR's operations.

Our methodologies align with global privacy regulations, including EU's General Data Protection Regulation (GDPR), the California Consumer Privacy Act (CCPA) and the (hopefully) upcoming American Privacy Rights Act (APRA).

We employ probabilistic modelling rather than direct tracking to infer demographic and interest-based information from location data without compromising individual privacy.



OPTIMIZING ADVERTISING WITH GDR

Global Data Resources empowers businesses to harness the power of geodata for highly effective online advertising. By focusing on precision targeting and robust privacy measures, we help clients achieve outstanding marketing results while maintaining the trust of their customers.

DSPs, SSPs, and SoMe platforms serve distinct functions within the digital advertising ecosystem, but audiences are the unifying thread that connects them all. By understanding audience behaviour and preferences, brands can craft compelling messages that resonate with the right people at the right time and place.

For organizations looking to enhance their advertising strategies through targeted insights, **GDR offers a reliable and compliant solution that respects both consumer privacy and business goals.**

Get to know us, our partners and products: globaldataresources.io

Check out our custom pre-built audiences in 13 countries:
globaldataresources.io/audiencelists