Beyond the Usual

→ Maximise Reach and Results

Why limit your campaign reach to only absolute (100%) relevant audiences when most consumers exist in a continuum of preferences and values? We introduce "deadspots" as part of our *Flip-the-script tool*, driven by some of our most innovative clients who reject the rigid hunt for "hotspots" and work with nuanced targeting.

Table Of → Content

Flip

→ The Script

Advertising is not what it used to be. And we all know it.

But how do we leave traditional tracking thinking behind and embrace the new reality without third-party cookies and online IDs? It's not easy, but it's not that hard either!

As Nordic Data Resources (NDR) was born a privacy pioneer in 2015, we have always worked with non-private audience data. Our solutions are routed in insights and experience, giving us a deep understanding of how to *redefine* what is efficient targeting.

We hope to inspire you to "flip the script" with a focus on maximising your reach and results by identifying the irrelevant/underperforming segments ("deadspots") to avoid.
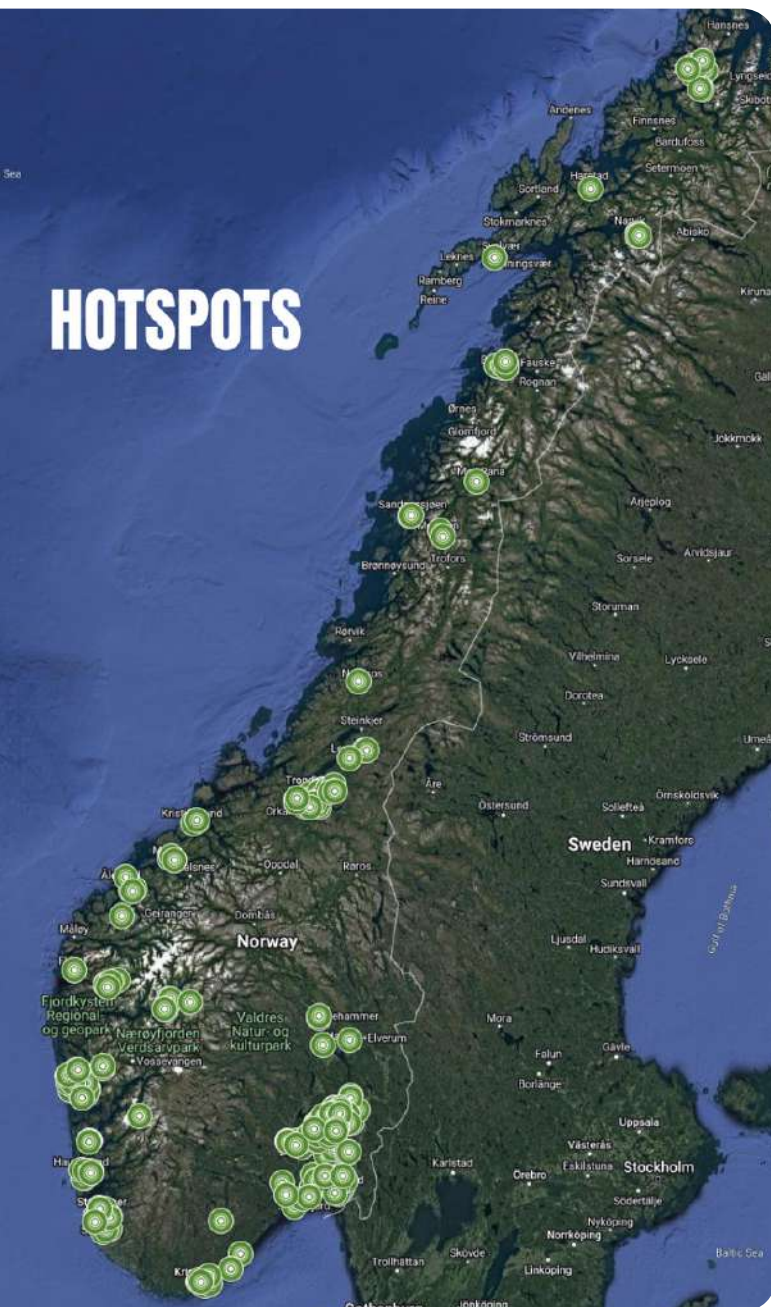
What's In It For You?

Several of our most successful clients & partners have started using IDFree.com in a new way.

The upsides are clear:

- *Higher reach*
- *100% privacy*
- *Tapping into "Valuable Wastage"*
- *Lower inventory CPM*

All this from excluding "deadspots" as part of your campaign strategy.

Moving Beyond
→ One-Size-Fits-All Targeting

HOTSPOTS

From Binary

As marketers, we have relied on a binary approach for ages:
Audiences are either relevant or irrelevant.

But this black-and-white thinking fails to capture the complexities of consumer behaviour and preferences.

Instead of viewing audiences as a uniform group, a more sophisticated approach is needed to maximize your reach and results.

To Nuances

Flipping the script and looking at your desired audience with more nuances is not an overnight job though. Traditions run deep, and most of us are still in full pinpoint-who-to-target mode.

And there truly are good reasons why locating *hotspots* of consumers based on demographics, shopping habits, life milestones etc. is reliable.

Moving Beyond
→ One-Size-Fits-All Targeting

Guesswork

But...you also build audiences on mainly guesswork if you combine multiple complex data sets into very-very precise target groups (cf. "Micro-Targeting").

Don't Go Micro

Have a look at our white paper, What's Wrong With Micro-Targeting?

Here, we go deep into how the enormous amount of audience data in social media and the programmatic space give marketers endless combinations to try and make it fit a rigid demographic profile.

Marketers Forcing
→ That Glass Slipper to Fit?

The American economist William Sharpe pointed out long ago that:

"Marketers often do things based on theory/logic rather than evidence. The worst myths, the longest-lasting, are those that sound plausible."

At NDR, we work closely with hundreds of recurrent agencies and direct clients who are highly professional and dedicated.

Nonetheless, we often see targeting strategies that are based on:

- What the client thinks the relevant customers look like
- What audiences are available
- What they did last time

Moving beyond the binary classification and considering a broader range of factors, you gain a deeper understanding of neighbourhood affinities. Aka what you can't do with cookies!

This nuanced perspective reveals hidden opportunities and empowers you to make smarter marketing decisions aligned with where your brand's *true opportunities* lie.

Clusters

People and families with similar life phases and income levels tend to cluster together.
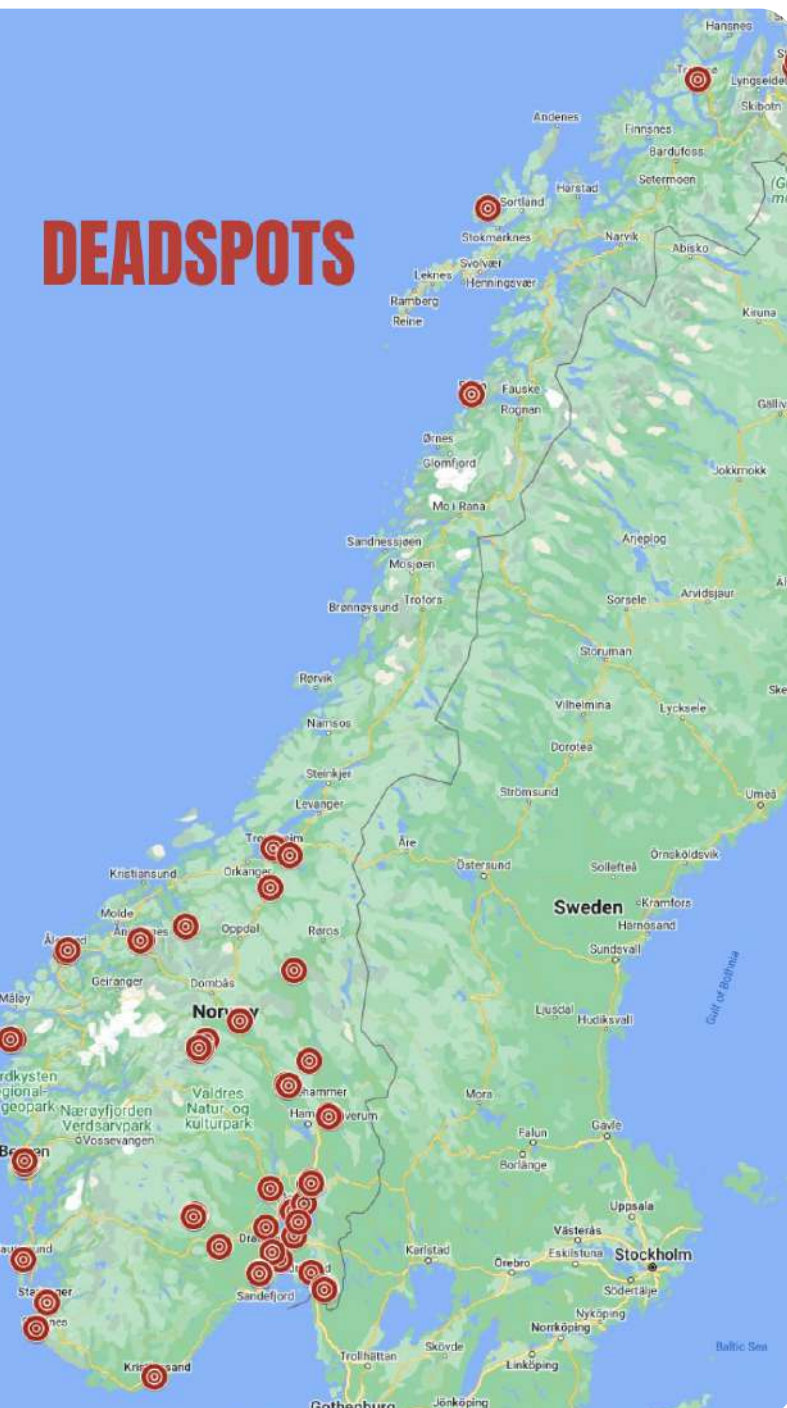
What we offer is a very different approach by focusing on detailed data analysis and audience segmentation at a neighbourhood level.

We define a neighbourhood as a cluster of min. 15 households.

See more in our report
Why Neighbourhoods Matter.

Data-Driven
Deadspot Identification

→

DEADSPOTS

Uncover Hidden Opportunities

When traditional marketing paints a black-and-white picture by categorizing neighbourhoods as simply interested or not, it overlooks hidden potential and wastes resources in areas with little to no engagement.

Our data-driven approach goes beyond the limitations of third-party cookies.

We use advanced analytics to measure and score interest levels across various locations, revealing untapped opportunities you might miss otherwise.

Not only do deadspots help you identify where your marketing might be falling on deaf ears, they also allow for *strategic redirection* toward more receptive areas.

By eliminating these deadspots from your targeting strategy, we ensure your advertising budget is used in areas with the highest potential for engagement and conversion.

Data-Driven

→ Deadspot Identification

Eliminate Deadspots

Eliminating deadspots *maximises* both reach and results in ways previously unattainable with traditional targeting methods.

By strategically excluding low-affinity areas, you can optimize your resources and ensure your message resonates with the most relevant audience segments.

Deadspots represent areas or segments with little to no engagement or affinity towards your brand.

Nuanced Targeting

Turning your attention towards a nuanced targeting approach unlocks several benefits:

- **Increased Efficiency**: Resources are directed towards audiences with a higher potential for conversion, leading to a better return on investment.

- **Enhanced Relevance**: By tailoring messaging to specific audience segments, you create more impactful and engaging experiences.

- **Improved Brand Perception**: Focusing on receptive audiences fosters positive brand associations and strengthens customer relationships.

Outside the Bullseye:

→ "Valuable Wastage"

Exposing a Critical Flaw

As digital marketers, we strive for precision, but a surprising truth emerges: A significant portion of sales often come from unexpected sources.

This concept, termed "*Valuable Wastage*" by Liam Brennan, Managing Director at The Responsible Marketing Agency, highlights the limitations of rigid targeting strategies.

Brennan's research reveals that for some brands, up to **35%** of sales come from customers outside their target age range of 18-34, and a staggering **50%** from those beyond the even narrower range of 18-24.

This exposes a critical flaw in conventional targeting: It excludes potential customers who do not fit neatly into predefined categories.

A significant portion of sales often come from unexpected sources.

A Strategy to
→ Harness Valuable Wastage

nordicdataresources.com

The Game Changer

Deadspot identification is the new game-changer in digital marketing.

Instead of narrowing your audience to rigid demographics, we strategically exclude areas with low interest (*deadspots*), ensuring your marketing efforts reach the right people.

This approach not only eliminates wasted resources but also unlocks hidden opportunities.

By including valuable segments previously overlooked, you can expand your reach and maximize your results.

Fuel Brand Growth

Imagine: Targeting neighbourhoods that might not fit your traditional demographic, but are *highly likely* to convert and fuel brand growth.

This nuanced approach allows for a more inclusive and effective targeting strategy, ensuring that no valuable consumer is left behind due to outdated targeting methods.

By including valuable segments previously overlooked, you can expand the reach and maximize the results.

Invitation

→ to Engage

Embrace the shift towards a more nuanced and effective targeting strategy.

Contact us to learn how you can begin to '*Flip-the-Script*' on your digital marketing efforts, maximising both reach and results by smartly navigating the landscape of consumer engagement.

Let's work together to identify your deadspots and refine your targeting approach, setting the stage for enhanced reach and superior results!

Contact

So, are you ready to embrace the shift towards a more nuanced and effective targeting strategy?

Then please reach out to us for a talk:

nordicdataresources.com/contact.

Contact us to learn how you can begin to 'Flip-the-Script' on your digital marketing efforts.