

NORDIC DATA RESOURCES



NEW NORDIC TARGETING

Nordic Data Resources (NDR) helps companies discover and add value to the complete digital data structure.

We provide marketers, advertisers and agencies, publishers and tech vendors with intelligent and efficient audiences, ready for online omnichannel targeting in and across the Nordic countries - Denmark, Finland, Norway, Sweden.

We are partners with transparent data & analytics providers like:
Kantar, IDFree.com, InsightOne, TransUnion, Experian.



WE OFFER

- Bespoke audiences, unique to you
- Pre-built data packages ready to push to all major channels & platforms
- Country-based audience data
- Privacy-safe online omnichannel
- Instant activation of Kantar TGI audience in partnership with IDFree.com

ABOUT NDR

Nordic Data Resources works in partnerships with some of global advertising's most renowned data providers, tech vendors & publishers.

Together, we help marketers, advertisers and agencies, publishers and tech vendors bridge the gap between research and activation for programmatic ad buyers and sellers.



ACROSS THE NORDICS

NDR offers consumer classification/ interest data for all key markets in Denmark, Finland, Norway, and Sweden.

We offer a new unified audience taxonomy for campaigns running across the Nordic countries, reaching up to 27M consumers.

NEW NORDIC TARGETING

WE SEGMENT NEIGHBOURHOODS - NOT INDIVIDUALS

Neighbourhoods reflect lifestyles, and lifestyles are key to consumers' consumption choices.

OUR TARGETING IS 100% GDPR COMPLIANT

We use census data to segment geographical neighbourhoods in Nordic consumer markets, covering 27M people.

WE PINPOINT RELEVANT GEOGRAPHICAL HOT SPOTS

Our dynamic cluster algorithm pinpoints relevant geographical hot spots for hundreds of social-demographic characteristics as well as consumer attitudes and preferences.



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www.nordicdataresources.com