



CO-COMMUNICATION WITH NDR

CO-COMMUNICATION

When we start a new partnership or big project, we collaborate smart and efficiently for our common communications goals (p.2).

WHO TO REACH?

Head of Marketing
 Janne Larsen
 +45 2721 8818
 janne.larsen@nordicdataresources.com

WHAT WE ASK FOR

We offer to draft a joint message and incorporate whatever input you have. We ask for:

- Boilerplate/About you
- USP information in short
- Logo in png/jpeg
- Contact details to the person approving
- Name and title of the person quoted (quote is welcomed)

We guarantee that you have 100% final approval of content.

CROSS-PLATFORM PUBLISHING

We offer our joint message to be featured & tagged in:

- NDR Blog post(s)
- NDR LinkedIn post(s)
- NDR and IDFree.com websites
- IDFree Insider newsletter
- One-pager pdf with NDR
- NDR online Press Room
- Potentially press release
- Potentially webinar/live Q&A
- Testimonial/Insights (later)

You are of course invited to repost and reuse all or parts of our joint public communication.

OUR PARTNERSHIP MATERIAL

We are happy to provide you with:

- About NDR, pdf
- About NUNT, video
- About IDFree.com, pdf
- Logo & Boilerplate
- 9 USPs, png+pdf
- Infographic, png+pdf
- Quote by NDR General Manager

CO-COMMUNICATION WITH NDR



When we start a new partnership/big project, we collaborate smart & efficiently for our common communications goals.

S	SERIOUS SERIOUS COMMUNICATION	NDR OFFERS A PROFESSIONAL TEMPLATE FOR THE MESSAGE.
M	MEET MEET PR EXPECTATIONS	NDR OFFERS TO PREPARE QUOTE(S) FOR APPROVAL.
A	ACTIVATE ACTIVATE ACROSS PLATFORMS	NDR OFFERS REUSE OF OUR POSTS ON BLOG, LINKEDIN, ETC.
R	RELIABLE RELIABLE PARTNER	NDR GUARANTEES YOU HAVE FINAL CONTENT APPROVAL.
T	TRUST-WORTHY TRUST-WORTHY CO-BRANDING	NDR OFFERS INSIGHTS-DRIVEN CO-BRANDING, CLICHÉ-FREE.



ABOUT NORDIC DATA RESOURCES

NORDIC DATA RESOURCES

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 the Nordic countries (Denmark, Finland, Norway, and Sweden).

NDR has been selected to be on the European Martech Supergraphic since 2021.

PARTNERSHIPS

NDR works in partnerships with some of global advertising's most renowned data providers and publishers.

Together, we bridge the gap between research and activation for both programmatic ad buyers and sellers.

In our partnerships, we help companies deeply understand their customers and build plans that reach the right target audience with the right message across (almost) all major platforms and media.

NEW NORDIC TARGETING

We classify the full population in each of the four Nordic countries, covering **+27M people** without collecting private data.

Working with our insightful partners, we regularly identify and solve targeting challenges.

The latest new service is our **New Unified Nordic Taxonomy**: A unified set of privacy-safe data categories, media, and marketing channels to instantly push a cross-country campaign to.



NORDIC DATA RESOURCES

SEE MORE

www.nordicdataresources.com

CONTACT

janne.larsen@nordicdataresources.com