



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 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 & 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.



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www.nordicdataresources.com

CONTACT

janne.larsen@nordicdataresources.com