



ABOUT NDR

Nordic Data Resources is based on a clear vision of data transparency and user privacy. NDR is among the elite data providers of lifestyle segmentation, based on official census data on neighborhoods in the Nordics. In 2019 NDR earned the Adform Trusted Partner status as well as expanded to 17 key markets while segmenting almost 50 million neighborhoods.

www.nordicdataresources.com

Copenhagen

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Why neighborhoods matter

Free paper by NDR



ABOUT ADSSETS

Adssets have taken complex ad technology, added DCO elements and made it simple through the creative management platform called Advertising Content Manager (ACM). Beautiful designed, data-driven and personalised ads should be for everyone!

www.adssets.com

"NO PRIVATE DATA HAS BEEN USED IN THIS CAMPAIGN"

ADSSETS AND NORDIC DATA RESOURCES PARTNERSHIP

PRIVACY SAFE AND DATA-DRIVEN TARGETING

Data privacy and successful ad campaigns is hardly a seamless match - until now!

A new partnership between Adssets and Nordic Data Resources address the need for providing agencies, publishers and brands with **privacy safe demographic targeting data**. No private data or cookie ID's are collected as NDR create audiences. Instead census data on neighborhoods with the highest concentration of relevant consumers is the data that NDR provide for Adssets CMP.

DATA PRIVACY ACROSS ALL MARKETING CHANNELS

- With more than 3.000 audiences to offer Adssets' many professional clients, we are very excited to now be an important part of Adssets' leading CMP. We have chosen to partner with Adssets for many reasons, but mainly the technology that allows for targeting without private data or cookie ID's. This ensures 100% GDPR compliance and allows Adssets' clients to target all the relevant users - including the hard to reach platforms like Safari on iPhones/iPads.

- **Göran Eklöf, VP Strategic Partnerships at Nordic Data Resources**

GAME-CHANGING DEMOGRAPHIC TARGETING WITH PRIVACY

Digital marketing and programmatic advertising is continuously met with demands from privacy legislation and browser restrictions. As Adssets and NDR are leaders in each field of data-led digital marketing, we now cooperate on an industry solution to reach personalised targeting **without** using private data in building audiences.

- Adssets CMP is strengthening its leadership in personalisation capabilities through the collaboration with Nordic Data Resources. We are thrilled to release this powerful and game-changing implementation to market!"

- **Rickard Ebersjö, CEO at Adssets**

BEHIND THE TARGETING MODEL

Nordic Data Resources work with +125 agencies across 7 countries and many have requested our safe, reliable and brand-efficient targeting options on especially IOS/Safari/Firefox.

We provide Adssets CMP with audience data for 15 EMEA countries, covering 450 million people and more than 8 million neighborhoods. The data opens the possibility to target content from an ad to different demographic segments.

The NDR segmentation model does not use personal data, psycho-graphics, website behavior or tracking, self-reporting, social media footprint or other panel data.

PLEASE FEEL WELCOME TO GET IN TOUCH FOR MORE

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