

ABOUT NDR

LEADING THE WAY IN ETHICAL-
SOURCED AUDIENCE DATA



NDR

NORDIC DATA RESOURCES

[NORDICDATARESOURCES.COM](https://nordicdataresources.com)

NORDIC DATA RESOURCES



Nordic Data Resources (NDR) empowers brands in the Nordic region (Denmark, Finland, Norway, and Sweden) to achieve maximum value from their audience data.

We offer a comprehensive set of tools that enables marketers, advertisers, agencies, publishers, and tech vendors to:

- **Uncover hidden insights:** NDR goes beyond traditional cookie-based methods to discover rich audience attributes using census data and offline neighbourhood information.
- **Perform in-depth analysis:** NDR equips users with the capabilities to analyze their audience data and extract actionable insights.
- **Activate targeted audiences:** NDR allows users to leverage their audience insights to create and deploy targeted marketing campaigns across various channels.

Strategic Partnerships

NDR collaborates with industry leaders, including renowned survey & insights companies, publisher platforms, and national statistics offices.

These partnerships bridge the gap between consumer research and audience activation, benefiting both programmatic ad buyers and sellers.

Nordic Leadership

NDR actively contributes to the data privacy landscape by being a founding member of The Audience Alliance.

Faster Audience Activation

NDR empowers marketers to build, validate, and activate targeted campaigns across all channels in minutes – ditch the days (or weeks) of traditional methods.

Privacy-First Targeting

We leverage enriched consumer data, never relying on site traffic, behavioural targeting, cookies, or UIDs. Our foundation is offline census data, pinpointing audiences by neighbourhood clusters (minimum 15 households).