



Pet Economy

Behind Every Paw Print Is a Pattern

Behind every pattern
is performance.





Cats love calm.
Dogs love action.
We map both.



The Prosperous Pet Economy



More than half of Nordic households have a pet.
And they're spending like never before.



When you understand **where** behaviours happen, you don't need to know who they are.

Pets are Everywhere. Cookies are Not.



Turn real-world pet owner context - not IDs - into high-value audiences, activate in minutes.



DOGS
SUBURBAN

CATS
URBAN



Turn Geo-Context Into Audience Intelligence



No cookies. No IDs. Just smarter geo-based data that enriches supply, boosts reach, and keeps performance strong.



From premium food to pet travel and insurance, this is one of the fastest-growing consumer segments.



From Patterns To Performance

PING US



GDR's geo-based audience data helps brands unlock the pet economy with privacy-safe precision.