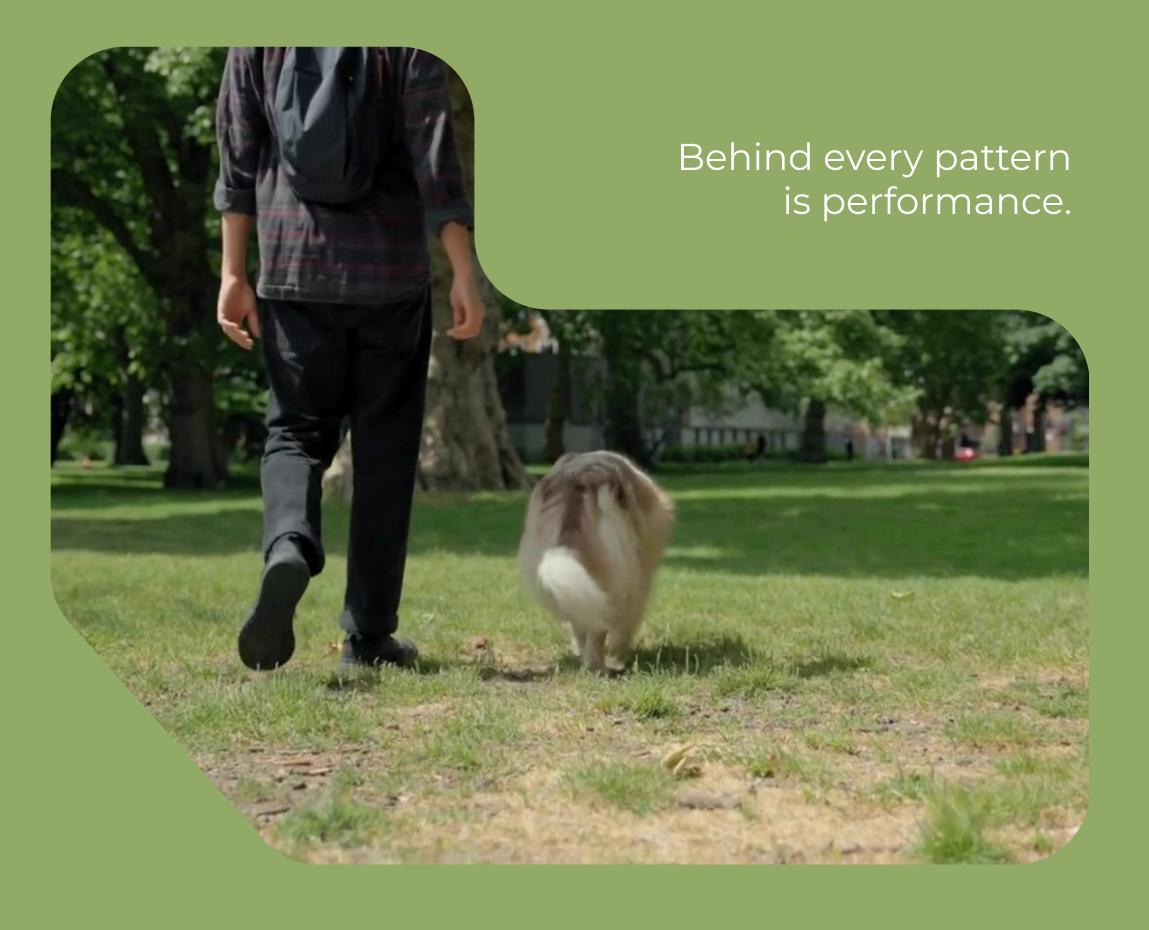


### Pet Economy

### Behind Every Paw Print Is a Pattern









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





# 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

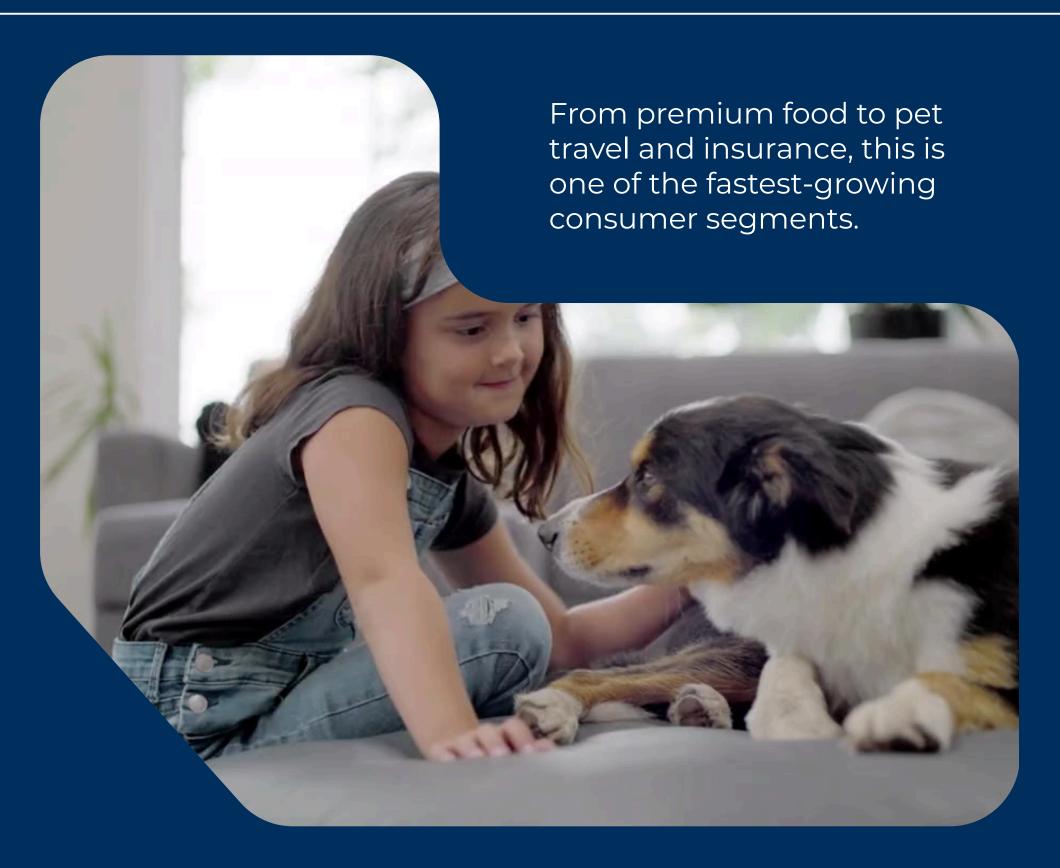


## Turn Geo-Context Into Audience Intelligence



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





## From Patterns To Performance

PING US



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