

# Retail, Commerce & Quick Service Restaurants

Retail, commerce & QSR audience segments built from real behavioural signals – online and in-store, from grocery aisles to fast food queues.

NDR is a global data provider delivering thousands of privacy-compliant audience segments across mobile and desktop. Our Retail & Commerce data combines online shopping behaviour, high-spend intent signals, lifestyle attitudes, and precise geo-location data - enabling retailers, e-commerce brands, and QSR chains to reach the right customer at the right moment.

## Why NDR



### Real-world location intelligence

Geo-targeted audiences built from verified visits to specific retail chains – Tesco, Walmart, Lidl, McDonald's and more – across multiple markets.



### Intent meets behaviour

From high spenders and online shoppers to DIY enthusiasts and eco-conscious buyers – segments that reflect who people are, not just what they clicked.



### Privacy-first, always

Fully GDPR and CCPA compliant. Aligned with IAB Transparency and Consent Framework. Built for a cookieless world.

## Retail, Commerce & QSR segment highlights

### Online Shoppers

- Internet Shoppers
- Online Groceries
- Online Beauty Products
- Online Furniture
- Online Travels

### High Spenders

- Women's Clothing
- Men's Clothing
- Kids' Clothing
- Cosmetics & Skincare
- Sports & Leisure

### Shopping Attitudes

- Loves Shopping
- Eco, Fair & Local
- Interior Design
- DIY
- Often at Restaurants

### QSR & Food Delivery

- Fast Food
- Use Food Delivery Apps
- Geo: McDonald's visitors
- Geo: Pizza Hut visitors
- E-commerce Friendly

### Physical Retail

- Shops in Malls
- Shops in Outlet Stores
- Purchase Intent: Furniture
- Home Improvement
- Handicraft

and many more!

## Privacy & compliance

All NDR segments are fully compliant with GDPR and CCPA regulations, and aligned with the IAB Transparency and Consent Framework (TCF). Our data collection and processing practices meet the highest industry standards, so your campaigns are not only effective, but built on a foundation you can trust. No compromises on quality, no shortcuts on consent.

**Let's find segments that will fit your campaign the best!**

Our team will help you identify the right Retail, Commerce & QSR audiences for your goals - reach out and let's build your targeting strategy together.

Contact Goran to find your audience: [goran.eklof@nordicdataresources.com](mailto:goran.eklof@nordicdataresources.com)