

Global Data Bank exclusive offer to support WFA members.

All of us are impacted by Covid-19 outbreak. People around the world are already complying with social distancing recommended by Governments and Health Care organizations to contain the spread of the virus.

Advertisers we met (remotely) have all expressed a common concern: Consumers are no longer able to shop in brick-and-mortar stores and are shifting their spend online via e-commerce.

How to keep reaching Consumers who are drastically changing their consumption and media habits amid the Coronavirus crisis?

Global Data Bank offers exclusively to WFA members:

**1h complimentary session to help them solving one business challenge leveraging data-driven Advertising.
Set up an online session via the 'contact us' form on <https://gdb.net> mentioning "WFA member" in the title.**

Examples of questions we received from Advertisers:

- *How to keep reaching consumers online via data-driven Advertising while being GDPR compliant?*
- *How can I get the best ROI for the budgets I'm shifting from TV to digital?*
- *How data-driven Advertising can substitute trade-activation campaigns I have to cancel?*

Global Data Bank's experts stand ready to partner and help you overcoming your challenge.
We wish you and your family to stay safe and healthy!

Your Global Data Bank Team

www.gdb.net