

NEXT-GEN PRIVACY-SAFE  
OMNICHANNEL TARGETING



**IDFree.com**  
NEXT-GEN TARGETING

# AUDIENCE LIST ITALY





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# INTRODUCTION

## ABOUT IDFREE.COM

Global Data Resources is the owner and developer of the next-gen privacy-safe targeting tool [idfree.com](https://www.idfree.com). Built on privacy-first, the tool enables marketers to create online omnichannel without IDs or cookies.

**We have identified millions of unique neighbourhoods (minimum of 15 households) as our dynamic cluster algorithm can pinpoint relevant geographical hot spots for hundreds of social-demographic characteristics as well as consumer attitudes and preferences.**

What you see in this list is a complete record of pre-built Audience Data available to you in Italy.

## DON'T FIND JUST WHAT YOU NEED?

Our experienced consultants build custom audiences for global clients every day. Please reach out to our team for inquiries:

[www.idfree.com/contact](https://www.idfree.com/contact)

## TRUSTED DATA PARTNERS

Data quality, data transparency, and reliability are fundamental to our partnerships. We only work with the very best of trusted industry leaders:



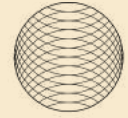
Statistical offices  
Census data

**KANTAR**

**TransUnion**<sup>tu</sup>



# AUDIENCE LIST ITALY



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## 1. ONLINE CAMEO



- 1. Wealthy Households
- 2. Professional Families
- 3. Comfortable Families
- 4. Middle-Class Communities
- 5. Home Comfort
- 6. Suburban Endeavours
- 7. Provincial Communities
- 8. Modest Means
- 9. Stretched Families
- 10. Struggling Society

## 2. HOUSEHOLD/ FAMILY TYPE



- Family with kids (0-17 yrs)
- Family with one kid
- Family without kids
- Pensioner
- Single/lives alone
- Small family
- Nuclear family

## 2. HOUSEHOLD/SIZE

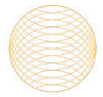


- 50 square meters
- 50-99 square meters
- 100-139 square meters
- 140-199 square meters
- 200 + square meters

## 2. HOUSEHOLD/ BUILDING AGE



- Built after 2000
- Built 1980-1999
- Built 1960-1979
- Built 1946-1959
- Built 1900-1945
- Built before 1900



### 3. LIFE PHASES



- Young & Free
- Singles
- Couple no kids
- Families w/ Infant years
- Families w/ School kids
- Single parents
- Empty nesters
- Senior Couples
- Single Pensioner

### 4. LIFESTYLES



- Early Adopters
- Eco, Fair & Local
- Flexitarians
- Attractive
- Techies
- Beauty babes
- Sports Enthusiast
- Foodies
- Food conscious
- Interior design
- Green fingers
- Crafts
- Motor maniacs
- Cardio cravers
- Adrenalin junkies
- Devoted Exercisers
- Winter sports
- Online gamblers
- Gamers
- Movers
- "The well-to-do"

### 4. LIFESTYLES/ HOME & GARDEN



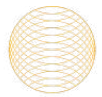
- Owns house/semi-detached
- Owns apartment
- Has garden
- Owns summerhouse (hytte)
- Home in the city
- Home in the countryside

### 5. ECONOMY/ HOUSEHOLD INCOME



- Low income
- Medium-low income (200'-500')
- Medium-high income (500'-1 Mio.)

- High income (1 Mio. +)
- No savings
- Medium savings (200'-1 Mio.)
- High savings (1 Mio. +)



## 5. ECONOMY/SEGMENTS

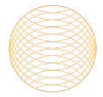


- A1 - Wealthy pre-family couples and singles
- A2 - Wealthy young couples with children
- A3 - Wealthy families with school-age children
- A4 - Wealthy older families & mature couples
- A5 - Wealthy elders in retirement
- B1 - Prosperous pre-family couples and singles
- B2 - Prosperous young couples with children
- B3 - Prosperous families with school-age children
- B4 - Prosperous older families & mature couples
- B5 - Prosperous elders in retirement
- C1 - Comfortable pre-family couples and singles
- C2 - Comfortable young couples with children
- C3 - Comfortable families with school-age children
- C4 - Comfortable older families & mature couples
- C5 - Comfortable elders in retirement
- D1 - Less affluent pre-family couples and singles
- D2 - Less affluent young couples with children
- D3 - Less affluent families with school-age children
- D4 - Less affluent older families & mature couples
- D5 - Less affluent elders in retirement
- E1 - Financially stressed pre-family couples and singles
- E2 - Financially stressed young couples with children
- E3 - Financially stressed families with school-age children
- E4 - Financially stressed older families & mature couples
- E5 - Financially stressed elders in retirement

## 6. EDUCATION



- Long academic education (5+ years)
- Medium-long academic education (2-3 years)
- No education
- Short academic education (1-2)
- Vocational (manual, practical, non-academic)



## 7. AUTOMOTIVE/ACCESS



- Access to one or more cars
- 0 cars
- 1 car
- 2 cars or more
- Is part of a car sharing pool

## 7. AUTOMOTIVE/ PAST PURCHASE

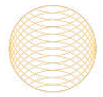


- Has a caravan/campingvogn
- Owns a BMW
- Owns a Chevrolet
- Owns a Citroen
- Owns a Dacia
- Owns a Fiat
- Owns a Ford
- Owns a Honda
- Owns a Hyundai
- Owns a Kia
- Owns a Land Rover
- Owns a Mazda
- Owns a Mercedes-Benz
- Owns a Mitsubishi
- Owns a Nissan
- Owns a Peugeot
- Owns a Renault
- Owns a Seat
- Owns a Skoda
- Owns a Subaru
- Owns a Suzuki
- Owns a Toyota
- Owns a Trailer
- Owns a Volvo
- Owns a VW (Volkswagen)
- Owns an Alfa Romeo
- Owns an Audi
- Owns an Opel/Vauxhall

## 7. AUTOMOTIVE/ COMMUTE DISTANCE



- 10-20 km
- 20-30 km
- Less than 10 km
- More than 30 km



## 8. INTERESTS



- Children's wear
- Alternative Healthcare
- Animals Rights
- Antiques
- Art
- Astrology
- Baking
- Beauty care
- Beer/Wine/Liquor
- Betting/Gambling
- Celebrities
- Cigarette/snuff/tobacco
- Movies and Cinema
- Computers
- Cooking
- Cosmetics
- Diet tips
- DIY (Do It Yourself)
- Energy Saving
- Environmental care
- Exercise
- Fashion
- Sailing (owns a boat)
- Shopping/online auctions
- Trading stocks
- Trying out new recipes
- Library
- Museums
- Popular science
- Culture
- Design & home decoration
- DIY
- Fashion
- Gardening
- Health
- Hi-Fi
- IT and Internet
- Kids
- Kitchen design-remodelling
- New technology
- Nutrition & Health
- Skincare
- Spiritual, religious
- watching Sports
- Travelling
- Watches & Jewelry
- Wellness
- Knitting-Needlework
- Member of a book club
- Music (online streaming)
- Reading blogs
- Online dating
- Online shopping
- Online stocks trading
- PC and console games
- Photography
- Computer or console games
- Music
- Film
- Outer space





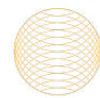
## 8. INTERESTS

- Allround sports interest
- Team sports
- Politics
- Horseback riding
- Economics, politics, society
- Private finances
- Film and tv shows
- Environmental issues
- Technic
- Wine tastings
- Out-doors activities
- Exercise
- Hunting
- Equality for all
- Equipment sports
- Baking

## 9. SPORTS



- Active in athletics
- Active in basketball
- Active in badminton
- Active in boxing
- Active in cycling
- Active in dancing
- Active in high-end sports
- (sailing, hunting, golf, tennis.)
- Active in hunting
- Active in ice hockey
- Active in motorsports
- Active in tennis
- Active in volleyball
- Active in extreme sports
- Active in fitness
- Active in football
- Active in golf
- Active in gymnastics
- Active in handball
- Active in riding
- Active in running
- Active in sailing
- Active in skiing
- Active in Swimming
- Active in team sports
- (football, handball, basket.)
- Active in triathlon



## 10. TRAVELS

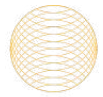


- Active holiday
- Backpacking abroad
- Camping abroad
- Camping in Norway
- Cruise holiday
- Extended weekend holidays/abroad
- Extended weekend holidays/Norway
- Folk High School stay (Højskoleophold)
- Golf holiday
- Holiday by car/not camping/abroad
- Holiday by car/not camping/Norway
- Holiday in rented cabin/summerhouse abroad
- Holiday in rented cabin/summerhouse in Norway
- Vacation in South/North America
- One-day trips/abroad
- Round trip
- Skiing holiday
- Spa & wellness stay
- Vacation by train/abroad
- Vacation in Asia
- Vacation in Norway
- Vacation in Europe (excl. Scandinavia)
- Vacations in other countries
- Vacation in Scandinavia
- Big city/cultural vacation
- Cruise vacation
- Backpack vacation
- Extended weekend/abroad

## 11. PURCHASE INTENT/VALUES



- Conscious about CO2 emission
- Avoid artificial ingredients
- Deal hunter
- Environmental products
- First-mover consumer electronics
- High focus on design
- Locally produced goods
- Often influenced by advertising
- Positive towards purchasing by instalment
- Prefer ecological groceries
- Prefers brick-and-mortar stores over online
- Shops in speciality stores with quality products
- Shops luxury products
- Shops private label
- Shops regardless of the economy
- Willing to pay extra for quality products



## 11. PURCHASE INTENT/ HIGH SPENDERS



- Shoes (NOK 3,000+ annually)
- Men's Clothes (NOK 7,000+ annually)
- Women's Clothes (NOK 7,000+ annually)
- Sportswear (NOK 3,000+ annually)
- Play for money (NOK 500+ month)
- Charity (NOK 1,500+ annually)
- Children's clothes & shoes (NOK 7,000+ annually)
- Home Electronics (NOK 3-5,000+ annually)
- Personal care (NOK 500+ monthly)
- Housing (paint, wallpaper, accessories.)(NOK 5,000+ annually)
- Internet shoppers
- Bath (new or modernising within 12 months)
- Kitchen (new or modernising within 12 months)
- Outside renovation plans: House & Garden

## 11. PURCHASE INTENT/ CONSIDER BUYING



- Alarm
- Appliances
- Home Entertainment
- Photo equipment
- New technology
- Furniture
- Entertainment