

NEXT-GEN PRIVACY-SAFE  
OMNICHANNEL TARGETING



**IDFree.com**  
NEXT-GEN TARGETING

# AUDIENCE LIST GERMANY





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NEXT-GEN TARGETING

# GERMANY CONTENT

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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://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 Germany.

## 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: [idfree.com/contact](https://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: Kantar • TransUnion • Statistical offices/Census data.

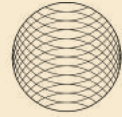


Statistical offices  
Census data

**KANTAR**

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

# AUDIENCE LIST GERMANY



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## 1. ONLINE CAMEO



1. Wealthy Households
2. Affluent Professionals
3. Flourishing Communities
4. Comfortable Households
5. Settled Society

6. Modest Communities
7. Hard Working Neighbourhoods
8. Stretched Households
9. Urban Travail

## 2. FAMILY/PARENTING FAMILY TYPE



- Single, young couples (-34 years)
- Childless young couple (-34 years)
- Family: Small child (under 3 years)
- Family: No children

- Family w/ small child (under 7 years)
- Family w/ School-age child (7-12 years)
- Family w/ Teenager (13-17 years)
- Family of Grown-ups (18-64 years)
- Family: Pension-age (65+ years)

## 2. FAMILY/PARENTING HOUSEHOLD MEMBERS



- (A) Elite
- (B) House-Owner Families
- (C) Responsibility with wealth
- (D) Big city lights
- (E) Paperwork and balcony

## 2. FAMILY/PARENTING FAMILY TYPE



- Executive households
- Middle-class households
- Working class households
- Farmer households



### 3. PERSONAL FINANCE/ECONOMY

- Low Income
- Medium Income
- High Income



### 3. PERSONAL FINANCE/BANK LOYALTY

- Very loyal
- Quite loyal
- Not very loyal
- Not at all loyal



### 4. HOUSING & PROPERTY

- Individualists in digital channels
- Self-centred and passive
- Spiritual and religious well-doers
- Patriots seeking security
- Prioritizing the common good
- Seeking inner growth



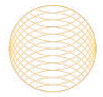
### 4. HOUSING & PROPERTY/HOME STATUS

- Home Owned
- Home Rented



### 4. HOUSING & PROPERTY/URBAN & RURAL

- Lives in cities
- Lives in the countryside



## 5. LIFESTYLE & LIFE STAGES

- Single and young couples
- Families with children
- Families with teens



- Mature couples, no children
- Older couples and seniors

## 5. LIFESTYLE & LIFE STAGES/VALUES

- Dwellings in detached houses
- Dwellings in terraced & semi-detached houses
- Dwellings in blocks of flats
- Owner-occupied dwellings
- Rented dwellings
- Dwellings of other occupancy



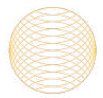
## 5. LIFESTYLES & LIFE STAGES/CHURCH

- Detached experience seekers
- Detached doers
- Traditional keepers
- Responsible open-minded
- Security seeking faithful



## 5. LIFESTYLES & LIFE STAGES/EXCERCISE

- Traditional Exercisers
- Trendy Exercisers
- Health-oriented Exercisers
- Couch Potatoes



## 6. EDUCATION



- Upper secondary school
- Vocational course in college (e.g. plumbing, hairdressing)
- High school (with A levels at the end of the three years)
- A higher level vocational course (e.g. nursing)
- University/BA
- University/Master's

## 7. AUTOMOTIVE/CAR MAKE

- Alfa Romeo
- Audi
- BMW
- Chevrolet
- Citroen
- Dacia
- Fiat
- Ford
- Honda
- Hyundai
- Kia
- Land Rover
- Lexus
- Mazda
- Mercedes-Benz
- Mini
- Mitsubishi
- Nissan
- Opel
- Peugeot
- Porsche
- Renault
- Saab
- Seat
- Skoda
- Smart
- Subaru
- Suzuki
- Tesla Motors
- Toyota
- Volvo
- Volkswagen



## 7. AUTOMOTIVE/NUMBER OF CARS IN HOUSEHOLD

- 1 car
- 2 cars
- 3 cars
- 4 + cars





## 7. AUTOMOTIVE/ CAR SEGMENT

- Mini Cars
- Small Cars
- Medium Cars
- Large Cars
- Executive Cars
- Luxury Cars
- LCV
- Multi-purpose Cars
- Sports Cars
- Sport utility Cars
- (including off-road vehicles)



## 7. AUTOMOTIVE/ CAR TYPE

- 3-door Hatchback
- 4-door Saloon
- 5-door Hatchback
- Estate/wagon
- MPV (Multi-Purpose Vehicle)/people carrier
- SUV (Sports Utility Vehicle)/4x4



## 7. AUTOMOTIVE/ CAR USAGE

- Distance is driven average/year:  
24,001 to 32,000 km.
- Distance is driven average/year:  
32,000 km. +



## 7. AUTOMOTIVE/ PURCHASE CONDITION

- New
- Less than 1 year old
- More than 1 year old



## 7. AUTOMOTIVE/ OWNER TYPES

- Single and young couples
- Families with children
- Older couples and seniors

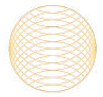


## 7. AUTOMOTIVE/ CAR OWNERSHIP

- Leasing 1-3 years old
- Own Vans over 2 years old
- Own 4-7-year-old cars







## 7. AUTOMOTIVE/ CAR DEALERSHIP



- VV-Auto
- Veho
- Laakkonen
- LänsiAuto

## 8. HEALTH

- Carefree
- Health Conscious
- Knowledgeable
- Passives
- Gloomies



## 9. HOBBIES & INTERESTS

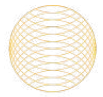


- Cooking
- Gardening
- Motorized vehicles
- Technology
- Culture
- Fashion
- Sports & exercise
- Literature & reading
- Travelling/domestic
- Travelling/abroad
- Family vacations/abroad
- Family vacations/domestic
- Cruises
- Skiing holidays
- High-frequency moviegoers
- High-frequency theatre-goers

## 10. TRAVELS



- Premium  
(quality above price)
- Discount  
(price above quality)
- Single and young couples
- Families with children
- Older couples and seniors



## 11. PURCHASE INTENT



- New home
- Mortgage
- Shopping fanatics
- Cottage/vacation home
- Home Entertainment
- New car
- Used car
- Novelty pioneers in drinks
- Novelty pioneers in food
- High-frequency oat drink users
- Fast food junkies



## 11. PURCHASE INTENT/HIGH SPENDERS

- Travel
- Clothing
- Kids clothing
- Sports clothing and shoes