

AUSTRIA

AUDIENCE LIST 2024

OFFERED &
DEVELOPED BY

idfree.com

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INTRODUCTION



Audience Data Austria

Unleash targeted advertising in Austria without compromising privacy.

idfree.com empowers modern marketers with next-gen tools.

Reach the Right People

- Pre-built audience segments based on interests and behaviours.
- Tailor custom groups for specific campaigns.
- Discover hidden gems: millions of unique neighbourhoods. (Learn more in our "[Why Neighbourhoods Matter](#)" white paper.)

Go Beyond Borders

- Activate audiences instantly across global channels and platforms.
- Leverage national statistics and trusted partner data.
- Our experts build custom audiences for global clients daily.

Trustworthy Insights

- We prioritize data quality, transparency, and reliability.
- Partner with industry leaders in data and AdTech.
- Ensure your audience segments are built on accurate consumer insights.

Omnichannel Ease

Based on i.a. national statistics (census data), we work with trusted providers to offer global marketers, advertisers, agencies, publishers, and tech vendors instant audience activation on major marketing channels and platforms.

Our experienced consultants build custom audiences for global clients every day.

Please reach out to our team for inquiries idfree.com/contact

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INDEPENDENT ALTERNATIVE

"We're very happy to collaborate with idfree.com and GDR which's widely recognized for its footprint on enriched audience data, and to provide marketers with a 100% independent alternative to the existing targeting offerings."

- Pierce Cook-Anderson

Managing Director Northern Europe, Equativ

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CATEGORY 1

CONSUMER CLASSIFICATION

ONLINE CAMEO

- Wealthy Society
- Urban Elite
- Comfortable Communities
- City Dwellers
- Home Comfort
- Middle-Income Households
- Aspirational Neighbourhoods
- Humble Households
- Modest Rural Life

GDR INTERNATIONAL

- A1.** Less Affluent Pre-Family Couples And Singles
- A2.** Less Affluent Young Couples With Children
- A3.** Less Affluent Families With School-Age Children
- A4.** Less Affluent Mature Families And Couples In Retirement
- B1.** Comfortable Pre-Family Couples And Singles
- B2.** Comfortable Young Couples With Children
- B3.** Comfortable Families With School-Age Children
- B4.** Comfortable Mature Families And Couples In Retirement



- C1.** Prosperous Pre-Family Couples And Singles
- C2.** Prosperous Young Couples With Children
- C3.** Prosperous Families With School-Age Children
- C4.** Prosperous Mature Families And Couples In Retirement

CATEGORY 2

HOUSEHOLD

HOUSEHOLD INCOME

- Modest Income Families
- Less Affluent Families
- Comfortable Families
- Prosperous Families
- Wealthy Families

FOOD

- Eating ready meals
- Home baking
- Cooking from new recipes
- Trying out new cooking products
- Eating diet food
- Cooking gourmet food
- Buys meal boxes brought to the door

EDUCATION

- Short higher education
- Bachelor or medium-term higher education
- Longer higher education or researcher

PETS

- Dog owner
- Cat owner

HOUSEHOLD TYPE

- Has cottage
- Has caravan
- Has motorboat or sailboat

ABOUT IDFREE.COM

idfree.com is a next-generation digital advertising platform built with ethical and privacy-compliant data sources. We empower marketers to reach their target audience without compromising user data security. We provide an arsenal of pre-built audience segments based on lifestyle behaviours, or you can work with us to create custom groups tailored to your campaign goals.



CATEGORY 3

LIFESTYLES

LIFE PHASES

- Pre-Family Couples And Singles
- Young Couples With Children
- Families With School-Age Children
- Older Families And Mature Couples
- Elders In Retirement

MUSIC

- Listens to classical music
- Listens to jazz music
- Listens to pop/rock music
- Listens to electronic music
- Listens to mainstream music

MEMBERSHIPS

- Health insurance
- Subscribe to auto help service
- Membership of private health insurance
- Book club membership
- Membership of nature/environmental organization
- Membership of charitable/humanitarian organizations

ONLINE BEHAVIOR

- Receives newsletters and offer emails
- Uses online banking
- Watch TV online



MICRO IS TOO CLOSE

The enormous amount of audience data in social media and the programmatic space, give us almost endless combinations.

But [What Is Wrong With Micro-Targeting?](#)

CATEGORY 4

INTERESTS & ACTIVITIES

INTERESTS

- Seeing theatre play/musical
- Attending painting/art exhibition
- Visiting museum
- Use the library
- Films watched in a cinema
- Attending classical concert
- Seeing ballet/opera
- Attending pop/rock concert
- Attending shows/stand-up
- Attending evening school/hobby class
- Practising sports/exercise minimum monthly
- Reading fiction
- Reading e-books
- Trades in shares etc.
- Home interior design
- Kitchen Decor
- Do-It-Yourself
- The garden
- Health
- Wellness
- Nutrition and Health
- Weight loss tips
- Spiritual or religious
- Jewellery and watches
- Cooking
- Clothes fashion
- Cosmetics
- Skincare
- Sports
- Car and motor
- Hi-Fi and stereo system
- IT and internet
- New technology
- Travelling

HIGH-PERFORMING

"Thanks to the integration with idfree.com, our clients get the ability to easily build high-performing cookieless audiences and seamlessly export them for activation in our platform."

- Marcus Johansson
Founder & CEO, BidTheatre



CATEGORY 4

INTERESTS & ACTIVITIES

ACTIVITIES

- Makes minor repairs in the home
- Does painting work at home
- Burglar alarm in the home
- Doing gardening
- Shops in Hardware store
- Participates in mobile text competitions
- Visiting flea market
- Shops in thrift stores
- Eating at restaurant



CATEGORY 5

BETTING & LOTTO

ABOUT GDR

Global Data Resources (GDR) provides privacy-safe audiences and omnichannel activation via IDFree.com: The next-gen targeting tool for brands, agencies, and publishers. We offer consumer classification and interest data for 35 markets, covering +750M people across EMEA, Australia, Asia, and the Americas.

globaldataresources.io

BETTING & LOTTO

- Playing online bingo and lotteries
- National lottery
- Buying Lotto weekly
- Buying EuroMillions (lotto)
- Plays in online competitions
- Online games with money price
- Online games
- Online betting
- Sports betting
- Betting on football
- Buying scratch cards weekly
- Online Casino

CATEGORY 6

AUTOMOBILE

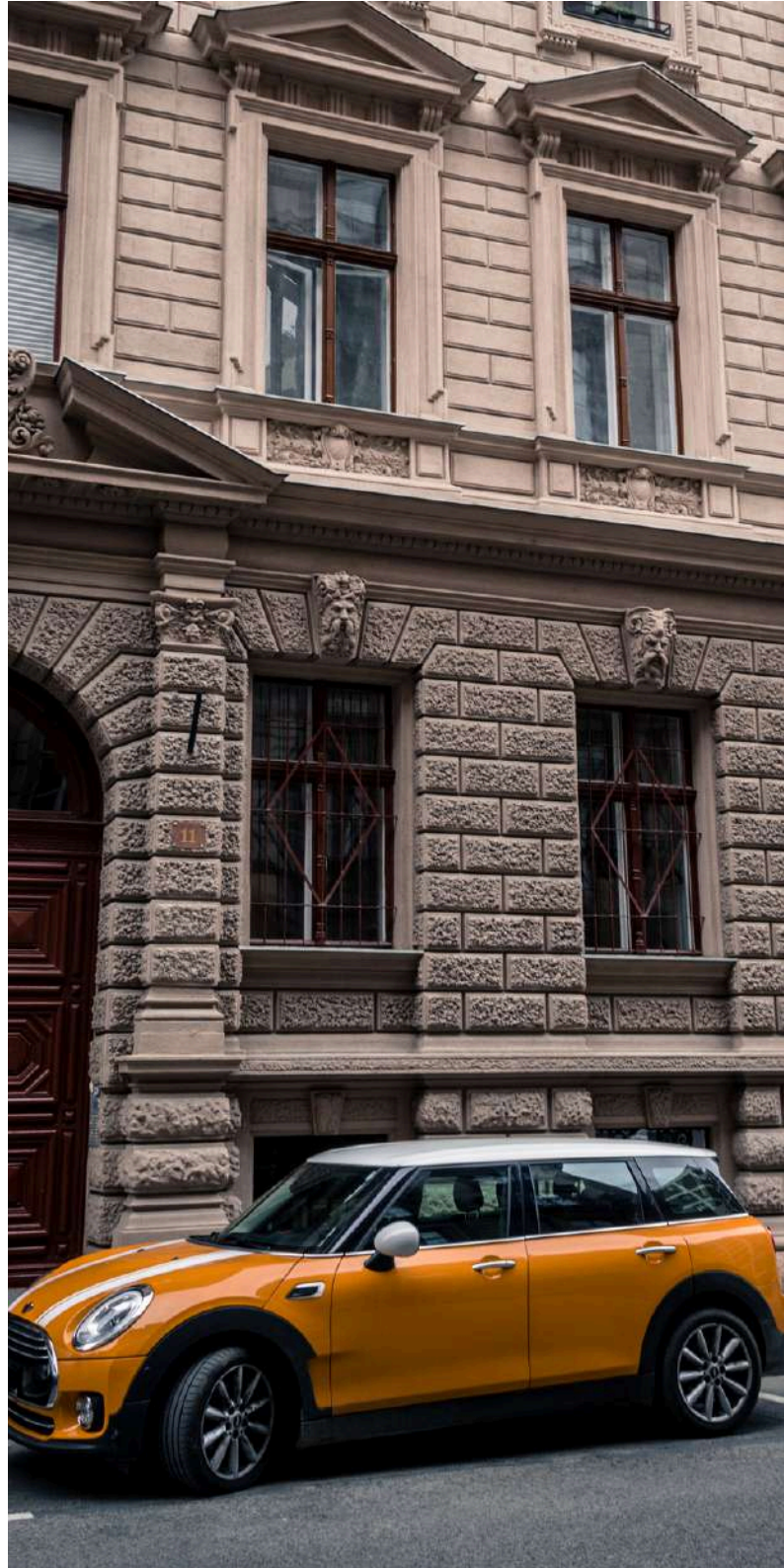
CAR

- Driving Alfa Romeo
- Driving Audi
- Driving BMW
- Driving Chevrolet
- Driving Citroen
- Driving Dacia
- Driving Fiat
- Driving Ford
- Driving Honda
- Driving Hyundai
- Driving Kia
- Driving Land Rover
- Driving Mazda
- Driving Mercedes-Benz
- Driving Mitsubishi
- Driving Nissan
- Driving Peugeot
- Driving Renault
- Driving Seat
- Driving Skoda
- Driving Subaru
- Driving Suzuki
- Driving Toyota
- Driving Trailer
- Driving Volvo
- Driving Volkswagen

REACH US

Please reach out to our team to hear more and/or set up a company account on idfree.com.

idfree.com/contact



CATEGORY 6

AUTOMOBILE

DISPOSAL OF CAR

- No cars
- 1 car in the household
- 2 or more cars in the household
- Has trailer



CATEGORY 7

SPORTS ACTIVITIES

SPORTS

- Exercising
- Practising athletics
- Playing basketball
- Boxing exercise
- Cycling exercise
- Dancing exercise
- Practices extreme sports
- Playing football
- Playing golf
- Goes hunting
- Goes running
- Engaged in motorsport
- Horseback riding
- Goes sailing
- Goes skiing
- Goes swimming
- Plays tennis
- Triathlon exercise
- Plays volleyball
- Plays team sports
- Plays high-end sports (sailing, hunting, horseback riding, tennis)

CATEGORY 8

TRAVEL & VACATION

TRAVEL

- Active holiday
- Backpacking abroad
- Camping abroad
- Camping in Austria
- Cruise holiday
- Extended weekend holidays/abroad
- Extended weekend holidays
- Golf holiday
- Holiday by car/not camping/abroad
- Holiday by car/not camping
- Holiday in rented cabin/summer-house abroad
- Holiday in rented cabin/summer-house in Austria

CATEGORY 9

SHOPPING HABITS

SHOPPING HABITS

- Often uses the week's or day's offer
- Preferably avoiding items with added artificial substances
- Preferably buying environmentally friendly products
- Buying locally produced food if possible
- Accept to pay extra for quality products
- Often buying luxury products
- Paying extra to get the latest consumer technology
- Preferably buying organic food
- Attention to reducing CO2
- Prefers to buy items in-store rather than online
- Buys in speciality stores with quality goods
- Shopping regardless of personal finances
- Often buying products based on advertising
- Good design matters
- The way people are dressed says a lot about how they are
- Always make sure to erase digital footprints
- Positive towards purchases on instalments
- Often buying the supermarkets' own cheaper brands