

NEXT-GEN PRIVACY-SAFE
OMNICHANNEL TARGETING



IDFree.com
NEXT-GEN TARGETING

AUDIENCE LIST FINLAND





IDFree.com
NEXT-GEN TARGETING

FINLAND CONTENT

INTRODUCTION	1
1. ONLINE MOSAIC	2
2. FAMILY & PARENTING	2
3. PERSONAL FINANCES	3
4. HOME & PROPERTY	3
5. LIFESTYLE & LIFE STAGES	4
6. EDUCATION	5
7. AUTOMOTIVE	5
8. HEALTH	7
9. HOBBIES & INTERESTS	7
10. TRAVELS	7
11. PURCHASE INTENT	8



INTRODUCTION

ABOUT IDFREE.COM

Global Data Resources is the owner and developer of the next-gen privacy-safe targeting tool 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 Finland.

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

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.

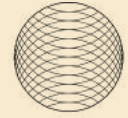


Statistical offices
Census data

KANTAR

TransUnion^{tu}

AUDIENCE LIST FINLAND



IDFree.com
NEXT-GEN TARGETING

1. ONLINE MOSAIC



- (A) Elite
- (B) House-Owner Families
- (C) Responsibility with wealth
- (D) Big city lights
- (E) Paperwork and balcony
- (F) Post-career life
- (G) Life in high-rise
- (H) House and garden
- (I) Countryside folk

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

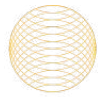


- (A) Elite
- (B) House-Owner Families
- (C) Responsibility with wealth
- (D) Big city lights
- (E) Paperwork and balcony

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

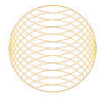
- Single and young couples
- Families with children
- Older couples and seniors



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

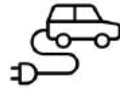
10. TRAVELS



- 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