

NEXT-GEN PRIVACY-SAFE
OMNICHANNEL TARGETING



IDFree.com
NEXT-GEN TARGETING

AUDIENCE LIST DENMARK





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DENMARK CONTENT

INTRODUCTION	1
1. ONLINE MOSAIC-ONLINE CAMEO	2
2. FAMILY & PARENTING	2
3. LIFE PHASES	3
4. LIFESTYLES	3
5. PERSONAL FINANCE	4
6. HOME & GARDEN	4
7. EDUCATION	6
8. AUTOMOTIVE	6
9. HOBBIES & INTERESTS	7
10. SPORT	8
11. TRAVELS	9
12. PURCHASE INTENT	10



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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. 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 Denmark.

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:

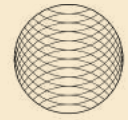
KANTAR

INSIGHTONE



Statistical offices
Census data

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1. ONLINE CAMEO



- 01 High Society
- 02 Flourishing Families
- 03 Affluent Communities
- 04 Prosperous Homeowners
- 05 Comfortable Neighbourhoods
- 06 Middle Income Households
- 07 Diverse Localities
- 08 Modest Means
- 09 Urban Tenants
- 10 Strained Society

1. ONLINE MOSAIC



- (A) Established Elite
- (B) Modern, Married and Affluent
- (C) Educated and on the rise
- (D) Young in the city
- (E) Campus
- (F) Prosperous Countryside
- (G) Midlife Surplus
- (H) House and family
- (I) Multicultural City Blocks
- (J) Senior Surplus
- (K) The Quiet Pensioner
- (L) Empty Nesters in Countryside

2. FAMILY & PARENTING /AGE GROUPS



- 18-25 years
- 26-45 years
- 46-60 years
- 61-79 years
- 80 + years

2. FAMILY & PARENTING /CHILDREN



- 1 or 2 children
- Children
- 2 Children +
- No children



3. LIFE PHASES



- Singles-young couples, no kids
- Families w/ young kids
- Families w/ teenage kids
- Older couples, no kids at home
- Senior citizens
- Families w/school-aged kids

- Couples w/ kids
- Couples, no kids
- Families w/ school kids (7-15)
- Families w/ teens (16-19)
- Families w/ toddlers (0-6)
- Singles w/ kids
- Singles, no kids

4. LIFESTYLES



- Early adopters
- Eco friendly
- Stressed
- Flexitarian (semi-vegetarian)
- Attractive
- Technology
- Beauty
- Foodies
- Food conscious
- DIY
- Interior & Design
- Gardening
- Crafts
- Car & Engines

4. LIFESTYLES/VALUES

- Center Group
- Community-oriented
- Individual oriented
- Modern
- Traditional
- Modern-Community-Oriented
- Modern-Individual-Oriented
- Traditional-Community-Oriented
- Traditional-Individual-Oriented



5. PERSONAL FINANCES



- 250-500.000 DKK savings
- 500-1.500.000 DKK savings

- Low or no savings
- More than 1.500.000 DKK savings



5. PERSONAL FINANCES/ EMPLOYMENT



- Pensioner
- Unemployed
- Ground level employment
- High-level employment or independent
- Medium level employment

5. PERSONAL FINANCES/ HOUSEHOLD INCOME



- Low income
- Medium income
- High income
- Elite income
- 300-699.999 DKK
- 700-999.999 DKK
- Less than 300.000 DKK
- 1 Mio + DKK

5. PERSONAL FINANCES/ HOUSEHOLD SAVINGS



- 250-500.000 DKK in savings
- 500-1.500.000 DKK in savings

- Low or no savings
- More than 1.500.000 DKK savings

5. PERSONAL FINANCES/ INSURANCE

- Has unemployment insurance
- No unemployment insurance
- Has auto help insurance
- Has private health insurance



5. PERSONAL FINANCES/ INVESTMENT CHOICE

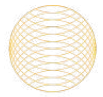
- House savings
- Savings in bonds
- Savings in stocks

6. HOME & GARDEN/ CITY SIZE

- City with more than 100.000 citizens
- Rural area



- Town, 2.000-20.000 citizens
- Town, 20.000-100.000 citizens
- Town, less than 2.000 citizens



6. HOME & GARDEN/HOUSE OWNERSHIP

- Cooperative housing (andel)
- House owners
- House renters

6. HOME & GARDEN/ ADVERTISING



- Ad brochures "No Thanks"
- Areas with a high concentration of households on the Robinson list
- Online Ad blocking
- Subscribed to self-selected direct mail advertisement
- Unsubscribed from direct mail advertisement
- Unsubscribed from direct mail advertisement and free papers

6. HOME & GARDEN/ HOUSE VALUE



- Average of 1 to 1.5 Mio. DKK
- Average of 1.5 to 2 Mio. DKK
- Average of 2 to 3 Mio. DKK
- Average value of less than 1 Mio. DKK
- Average value of more than 3 Mio. DKK

6. HOME & GARDEN/ HOUSE TYPE



- House with garden
- Apartment
- Farmhouse
- Semi-detached house
- Villa or single family house

6. HOME & GARDEN/ SUMMERHOUSE

- Owns a summerhouse





7. 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)

8. AUTOMOTIVE/ ACCESS



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

8. AUTOMOTIVE/ PAST PURCHASE

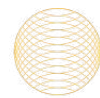


- Has a caravan/campervogn
- Owns a BMW
- Owns a Chevrolet
- Owns a Citroen
- Owns a Dacia
- Owns a Fiat
- Owns a Ford
- Owns a Honda
- Owns a Hyundai
- Owns a Kia
- Owns a Land Rover
- Owns a Mazda
- Owns a Mercedes-Benz
- Owns a Mitsubishi
- Owns a Nissan
- Owns a Peugeot
- Owns a Renault
- Owns a 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

8. AUTOMOTIVE/ COMMUTE DISTANCE



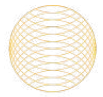
- 10-20 km
- 20-30 km
- Less than 10 km
- More than 30 km



9. HOBBIES AND INTERESTS



- Art exhibitions
- Ballet or operas
- Evening school
- Classical concerts
- Flea markets
- Pop concerts
- Shows or stand-up comedy
- Theatre or musicals
- Homemade bread/cookies
- Second-hand shopping
- Computers and Hardware
- Cooking/gourmet food
- Do-it-yourself work
- Diet foods
- Eating ready-made meals
- Eating fast food (takeaway)
- Gardening
- Cafes
- Nightclubs
- Restaurants
- The cinemas
- Has dinner/meal delivered
- Households w/ NGO membership
- (UNICEF, Red Cross, Plan, SOS)
- Cars
- Cooking
- Cosmetics
- Play sports
- Books
- Comics
- Ebooks
- Local newspapers
- Magazines
- 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
- Sailing (owns a boat)
- Shopping/online auctions
- Trading stocks
- Trying out new recipes
- Library
- Museums



9. HOBBIES AND INTERESTS

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

10. 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



11. TRAVELS



- Active holiday
- Backpacking abroad
- Camping abroad
- Camping in Denmark
- Cruise holiday
- Extended weekend holidays/abroad
- Extended weekend holidays/Denmark
- Folk High School stay
- (Højskoleophold)
- Golf holiday
- Holiday by car/not camping/abroad
- Holiday by car/not camping/Denmark
- Holiday in rented cabin/summerhouse, abroad
- Holiday in rented cabin/summerhouse, Denmark
- 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 Denmark
- Vacation in Europe (excl. Scandinavia)
- Vacations in other countries
- Vacation in Scandinavia
- Big city/cultural vacation
- Cruise vacation
- Backpack vacation
- Extended weekend/abroad

12. 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

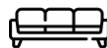


11. PURCHASE INTENT/ HIGH SPENDERS



- Shoes (DKK 3,000+ annually)
- Men's clothes (DKK 7,000+ annually)
- Women's clothes (DKK 7,000+ annually)
- Sportswear (DKK 3,000+ annually)
- Play for money (DKK 500+ month)
- Charity (DKK 1,500+ annually)
- Children's clothes & shoes (DKK 7,000+ annually)
- Home Electronics (DKK 3-5,000+ annually)
- Personal care (DKK 500+ monthly)
- Housing (paint, wallpaper, accessories.)(DKK 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