

ICC 2024

INTERNATIONAL
CONSUMER
CLASSIFICATIONS

LONGITUDE-LATITUDE FORMAT



OFFERED BY

id
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INTRODUCTION

idfree.com

idfree.com collaborates with top-rated data partners to bring you privacy-focused audience data in clear LL (longitude-latitude) format, ditching zip codes.

Our powerful algorithm identifies key geographic areas for countless social, demographic details, and consumer behaviors.

This list showcases a global range of audience segments in LL format, ready for immediate activation across all major channels - perfect for digital ad buyers and sellers alike.

Countries Currently Covered

Australia, Canada, Denmark, Finland, France, Germany, Italy, Japan, Mexico, Netherlands, New Zealand, Norway, Poland, Portugal, Spain, Sweden, Switzerland, The UK, and the USA.

Ethical Data Sources

idfree.com is a next-generation digital advertising platform built with ethical and privacy-compliant data sources.



Statistical offices/
census data

**INSIGHT
ONE**

experian

TransUnion^{tu}

KANTAR MEDIA

ICC CATEGORY DEFINITIONS

INCOME

ICC has three levels of income:

Prosperous: The Top 30%

Comfortable: The Middle 40%

Less Affluent: The Bottom 30%

The definitions are relative, not absolute numbers. This goes for all countries.

SCHOOL-AGE CHILDREN

ICC has one level of children, meaning the household has at least one child.

School-age children

The definition is children who go to school - from preschool to high school.

IN RETIREMENT

ICC reflects that retirement age differs from country to country.

In retirement

The definition is a person who has left the job market, regardless of age.



INTERNATIONAL CLASSIFICATIONS (ICC)

1. INTERNATIONAL GDR CLASSIFICATION (LATITUDE AND LONGITUDE)

- 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 & 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 & 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 & couples in retirement

2. LOCAL NATIONAL CAMEO CLASSIFICATION

- DE | Digital CAMEO Group 1: Wealthy Households
- DE | Digital CAMEO Group 2: Affluent Professionals
- DE | Digital CAMEO Group 3: Flourishing Communities

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- DE | Digital CAMEO Group 4: Comfortable Households
- DE | Digital CAMEO Group 5: Settled Society
- DE | Digital CAMEO Group 6: Modest Communities
- DE | Digital CAMEO Group 7: Hard Working Neighbourhoods
- DE | Digital CAMEO Group 8: Stretched Households
- DE | Digital CAMEO Group 9: Urban Travail

3. LIFE PHASES

- Pre-family couples and singles
- Young couples with children
- Families with school-age children
- Older families and mature couples
- Elders in retirement

4. FINANCES

- Wealthy families
- Prosperous families
- Comfortable families
- Less Affluent families

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