



IDFree.com
NEXT-GEN TARGETING

AUDIENCE LIST GERMANY



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INTRODUCTION

COVERING +750 MILLION PEOPLE ACROSS EUROPE, THE UK, USA, AND ASIA

IDFree.com is a next-gen privacy-safe targeting tool, developed and owned by Global Data Resources. The tool enables marketers to build or buy audiences and instantly activate on all major marketing channels - without relying on 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.

OTHER OR CUSTOM AUDIENCES

Our experienced consultants build custom audiences for global clients every day. Please reach out to us with inquiries: idfree.com/contact

TRUSTED DATA PARTNERS

Data quality, transparency, and reliability are fundamental to our partnerships. We only work with the very best of trusted industry leaders:

KANTAR

TransUnion^{tu}



Statistical offices
Census data

AUDIENCE LIST GERMANY

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CATEGORY 1: CONSUMER CLASSIFICATION

CAMEO



- 1. Wealthy Households
- 2. Professional Families
- 3. Comfortable Families
- 4. Middle-Class Communities
- 5. Home Comfort
- 6. Suburban Endeavours
- 7. Provincial Communities
- 8. Modest Means
- 9. Stretched Families
- 10. Struggling Society

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

LIFESTYLE & LIFE STAGES



- Single and young couples
- Families with children
- Families with teens
- Mature couples, no children
- Older couples and seniors

VALUES



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

CHURCH



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

EXERCISE



- Traditional Exercisers
- Trendy Exercisers
- Health-oriented Exercisers
- Couch potatoes

CATEGORY 3: HOUSING

HOUSING & PROPERTY



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

HOME STATUS



- Home Owned
- Home Rented

URBAN & RURAL



- Lives in cities
- Lives in the countryside

CATEGORY 4: EDUCATION

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

CATEGORY 5: AUTOMOTIVE

CARMAKE



- 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

NUMBER OF CARS IN HOUSEHOLD



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

CAR SEGMENT



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

CAR TYPE



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

CAR USAGE



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

PURCHASE CONDITION

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



OWNER TYPES



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

CAR OWNERSHIP



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

CATEGORY 6: HEALTH & WELLNESS

HEALTH



- Carefree
- Health Conscious
- Knowledgeable
- Passives
- Gloomies

CATEGORY 7: INTERESTS

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

CATEGORY 8: TRAVEL

TRAVELS



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

CATEGORY 9: PURCHASE INTENT

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

HIGH SPENDERS – INTENT

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

