

GERMANY

AUDIENCE LIST 2024



OFFERED &
DEVELOPED BY

id
idfree.com

INTRODUCTION



Audience Data Germany

Unleash targeted advertising in Germany 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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CATEGORY 1

CONSUMER CLASSIFICATION

ONLINE CAMEO

1. Wealthy Households
2. Affluent Professionals
3. Flourishing Communities
4. Comfortable Households
5. Settled Society
6. Modest Communities
7. Hard Working Neighbourhoods
8. Stretched Households
9. Urban Travail



CATEGORY 2

FAMILY-PARENTING

FAMILY-PARENTING

- 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 yrs)
- Family w/ Teenager (13-17 years)
- Family of Grown-ups (18-64 years)
- Family: Pension-age (65- years)

HOUSEHOLD MEMBERS

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

CATEGORY 2

FAMILY-PARENTING

HOME TYPE

- Executive households
- Middle-class households
- Working-class households
- Farmer households

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

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

PERSONAL INCOME

PERSONAL FINANCES

- High Income
- Medium Income
- Low Income

BANK LOYALTY

- Very loyal
- Quite loyal
- Not very loyal
- Not at all loyal

CATEGORY 4

HOUSING & PROPERTY



HOME TYPE

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

HOME STATUS

- Home Owned
- Home Rented

URBAN & RURAL

- Lives in cities
- Lives in the countryside

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

CATEGORY 5

LIFESTYLE-LIFE PHASES

LIFE PHASES

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

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

CHURCH

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

EXERCISE

- Traditional Exercisers
- Trendy Exercisers
- Health-oriented Exercisers
- Couch Potatoes

HEALTH

- Carefree
- Health Conscious
- Knowledgeable Passives
- Gloomies



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 6

AUTOMOBILE

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)

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

PARTNER INSIGHT

Strategic partnerships can unlock valuable business insights by combining different areas of expertise and data. Read more from our partners who evaluate the gains of collaborating with GDR and idfree.com.

idfree.com/partnerinsights

CATEGORY 6

AUTOMOBILE

REACH US

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

idfree.com/contact

CAR DEALERSHIP

- VV-Auto Veho Laakkonen
- LänsiAuto

NUMBER OF CARS

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

CAR MAKE

- Alfa Romeo
- Audi
- BMW
- Chevrolet Citroen
- Dacia
- Fiat
- Ford
- Honda
- Hyundai
- Kia
- Land Rover

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



- Lexus
- Mazda Mercedes-Benz Mini
- Mitsubishi Nissan
- Opel
- Peugeot Porsche Renault
- Saab
- Seat
- Skoda
- Smart
- Subaru
- Suzuki
- Tesla Motors Toyota
- Volvo Volkswagen

CATEGORY 7

INTERESTS & HOBBIES

INTERESTS

- Cooking
- Gardening
- Motorized vehicles
- Technology
- Culture
- Fashion
- Sports & exercise
- Literature & reading
- Travelling/abroad
- Travelling/domestic
- Family vacations/abroad
- Family vacations/domestic
- Cruises
- Skiing holidays
- High-frequency moviegoers
- High-frequency theatregoers

CATEGORY 8

VACATION & TRAVEL

VACATION

- 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

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

