

# ICC 2024

INTERNATIONAL  
CONSUMER  
CLASSIFICATIONS

LONGITUDE-LATITUDE FORMAT

**IDFree.com**

NEXT-GEN TARGETING

OFFERED BY

IDFREE.COM

# INTRODUCTION



## IDFREE.COM

IDFree.com works with the best and most transparent data partners. Together, we offer you privacy-safe audience data in LL format (Longitude-Latitude, no zip codes).

Our dynamic cluster algorithm can pinpoint relevant geographical hotspots for hundreds and hundreds of social-demographic characteristics as well as consumer attitudes and preferences.

What you see in this list is a record of international audience categories in LL format, available for instant activation on all major channels - for both digital ad buyers and sellers.

## COUNTRIES CURRENTLY COVERED

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



# ICC CATEGORY DEFINITIONS

**IDFree**

NEXT-GEN  
TARGETING

## 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.

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## 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.

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## 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

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