

# INTERNATIONAL CONSUMER CLASSIFICATION (ICC)



**GDR**

Global Data Resources

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# GDR INTERNATIONAL CONSUMER CLASSIFICATION

## THE GLOBAL ICC MODEL

GDR is the creator of ICC - International Consumer Classification - a globally consistent and locally relevant audience model designed for seamless integration across:

- Programmatic ad platforms
- Digital media channels
- CRM and DMP systems

Together with adtech partners and official statistical offices, we bring you high-quality, transparent data.

We've mapped **46+ M** neighbourhoods in **24** countries, using rich offline census and statistical data to power lifestyle-driven segmentation that is **accurate, scalable, and ready** for activation.

### COUNTRIES AVAILABLE

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



"The use of lifestyle and ICC segments has become a standard in our always-on strategy. It's as close as you can get to Facebook-level geo-targeting for banners."

- Tomas Tomasi, Digital Director, Mindshare



# HOW ICC WORKS: A SIMPLE TWO-DIMENSIONAL MODEL

ICC combines two intuitive consumer dimensions:

## AFFLUENCE LEVELS

- Affluent
- Comfortable
- Less Affluent

## LIFE STAGES

- Pre-Family Couples & Singles
- Young Couples with Children
- Families with School-Age Children
- Mature Families and Retirees

Together, they form **12** highly actionable lifestyle segments, such as "*Affluent Young Families*" or "*Less Affluent Retirees*", ideal for tailored campaign strategies.

## WHY NEIGHBOURHOODS?

GDR's privacy-safe methodology analyses:

- Income & Wealth
- Real Estate Type, Size & Value
- Vehicle Ownership
- Education & Employment
- Life Stage & Family Status

Neighbourhoods offer powerful insight into consumer behavior by reflecting **income, education, housing, family status, and more.**



Download the free white paper [Why Neighbourhoods Matter](#) and dig into why "neighbourhood" is our key unit.



# GLOBAL REACH

## WHERE ICC WORKS: GLOBAL REACH

Our approach is based on geography and lifestyle, not individual behavior, ensuring full GDPR compliance and maximum privacy.

**GDR's LL-format (longitude-latitude, zip-free) data enables pinpoint targeting across borders and platforms.**



[Click to see a bigger version](#)

## PROGRAMMATIC READY: EASY ACTIVATION

ICC data is pre-integrated with major programmatic platforms (DSPs and DMPs).

### IT SUPPORTS:

- Ready-made audience libraries.
- Custom segmentation.
- Dynamic targeting via partners.
- Integration with semantic and behavioral data for enhanced targeting.

## ICC IS LIVE IN:



- Austria
- Belgium
- Denmark
- Finland
- France
- Germany
- Italy
- Netherlands
- Norway
- Poland
- Portugal
- Spain
- Sweden
- Switzerland
- The UK



- USA



- Australia
- Brazil
- Canada
- India
- Japan
- Mexico
- New Zealand
- South Africa



# 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.





# GDR INTERNATIONAL CONSUMER CLASSIFICATION

## 1. INTERNATIONAL GDR CLASSIFICATION

- 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





# GDR INTERNATIONAL CONSUMER CLASSIFICATION

## 2. LIFE PHASES

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

## 3. FINANCES

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



## TRUSTED BY THE BEST

With over **200 active clients**, including all major global media agency groups, GDR is the go-to source for international audience intelligence that works - across platforms, countries, and campaigns.

Whether you're executing localised branding or global performance marketing, GDR and ICC help you reach **the right lifestyle, at the right time** - safely and efficiently.

Get to US: [globaldataresources.io](https://globaldataresources.io)

GDR - WE SEE PATTERNS. NOT PEOPLE.