International Consumer Classifications (ICC)

International Consumer Classifications (ICC):
Simplifying the complexity of global consumer data by GDR.

GDR International Consumer Classifications

THE GLOBAL ICC MODEL

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

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

We partner with **Kantar, InsightOne, Experian, TransUnion,** and official statistical offices to bring you high-quality, transparent data.

We've mapped over **46** million neighbourhoods in **19** 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.

	PRE-FAMILY	YOUNG COUPLES	FAMILIES	MATURE FAMILIES
AFFLUENT	Affluent Pre-Family Couples and Singles. C1	Affluent Young Couples with Children. C2	Affluent Families with School-Age Children. C3	Affluent Mature Families and Couples in Retirement. C4
COMFORTABLE	Comfortable Pre-Family Couples and Singles. B1	Comfortable Young Couples with Children. B2	Comfortable Families with School-Age Children. B3	Comfortable Mature Families and Couples in Retirement. B4
LESS AFFLUENT	Less Affluent Pre-Family Couples and Singles. A1	Less Affluent Young Couples with Children. A2	Less Affluent Families with School-Age Children. A3	Less Affluent Mature Families and Couples in Retirement. A4

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How ICC Works:
A Simple Two-Dimensional Model

The 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 analyzes:

- 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.
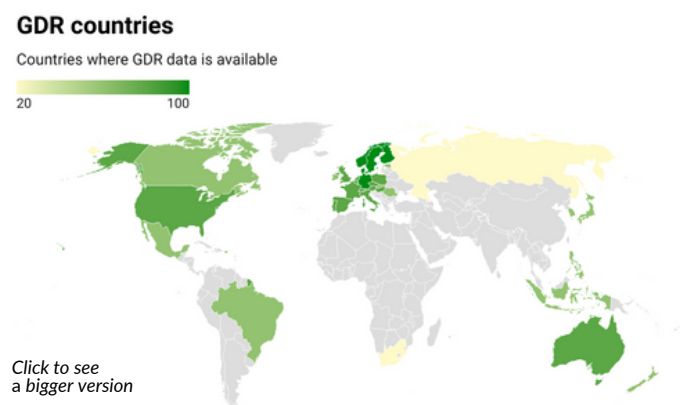
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WHERE ICC WORKS: GLOBAL REACH

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.

GDR countries

Countries where GDR data is available

20   100

*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
- Japan
- Mexico
- New Zealand
- South Africa

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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 Classifications

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 Classifications

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 localized branding or global performance marketing, GDR and the ICC help you reach the **right lifestyle**, at the **right time** - safely and efficiently.

Get to know more: globaldataresources.io