GWI's **Core** survey in a nutshell

Who are we?

GWI is the world's largest study into the connected consumer across 50 countries. We have the most up-to-date sample representing 2.7 billion internet users measuring activity across all devices.

Quarterly survey data publication

4,000+	4,000	57k	800k+	17M+	2.7B+
Brands covered	Local regions	Profiling data points	Interviews per year	Online panel members	Internet users represented

We quantify behaviours and motivations using 57,000 data points...

Demographics	Attitudes & Lifestyle	Device ownership & access	Online activities & behaviours	Brands
Apps & Social media	Commerce	Marketing touchpoints	Segmentations	Media consumption

We also offer bespoke research through our **Custom capabilities**, allowing you to understand the why behind the trends.

GWI.

GWI Core
Dig into the world's biggest study

- 2B+ consumers
- 40+ countries
- 4,000+ brands
- 40,000+ attributes

GWI Custom
Go bespoke to fill the gaps

- Concept testing
- Ad effectiveness studies
- Purchase journey mapping
- Usage and attitude studies
- Segmentation
- Audience profiling
- Brand measurement
- Audience targeting validation
- Web analytics

GWI Custom sits alongside the Core dataset and provides you with access to **unique, tailored answers** to your research questions, giving you the exact insights you need.

Our **Custom methodologies**

GWI.

Re-contact

Re-contact research

Ask your audiences custom questions and **analyze responses** against up to 57,000 data points

Demographics	Media
Attitudes & Interests	Online activities
Purchase Behaviour	Technology & Devices
Work & professional life	Sports & Exercise
Marketing touchpoints	Lifestyle
Social Media	Gaming

01 Target
We identify your target audience using our Core survey.

02 Build
We craft a bespoke questionnaire with you, which will power the study.

03 Interview
We re-interview your target audience, asking questions specific to the insights you require.

04 Sync
We synchronize all results with over 57,000 data points in the platform for deeper analysis.

05 Consult
Our dedicated and expert custom team provide expertise along the way.

Fresh Sample

Fresh sample

Contact and gain insight from new audiences from our **wider panel of over 17 million** respondents for bespoke research needs

Markets not covered by our Core dataset

Niche audiences that we can't get to through our Re-Contact methodology

Boost the sample

Unable to synchronize with Core as it is a separate audience from those completing the Core survey

Our **Custom solutions** in a nutshell

Concept Testing

What is it?
It allows you to test **new concepts among your client's target consumers**, informing their innovation process. It helps track **whether their concept will work**, and what are the **areas that need improvement**

How does it work?

| **Scope** Understanding current market trends and key interests for your target consumer | **Test** Running a Re-Contact questionnaire with multiple early stage ideas | **Refine** Gain additional insight to refine the winning concept | **Forecast** Understand barriers and measure realistic uptake of the concept |

What can it help your clients answer?
- Which one of my early concepts is likely to work best with my target consumer?
- What additional refinements do I need to incorporate to my concept in order to maximise its impact?
- What impact am I likely to see from this concept?

Usage & Attitudes

What is it?
It helps your clients understand how their key audience is **perceiving, using and purchasing** their products and services and uncover what are the **factors impacting those decisions**.

How does it work?

| Define audience | Develop a bespoke Re-Contact questionnaire to understand U&A of a brand vs competitors, as well as consumer's behaviour in the wider market | The data is then synced with our Core dataset, unlocking further insights about the key audience |

What can it help your clients answer?
- How does my key audience use and perceive my products or services? Who is the end consumer?
- How does my product compare to competitors' products?
- Why is my key audience using or purchasing my product or service? And why not?
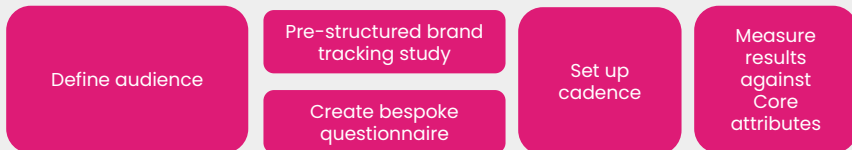- What are the threats and opportunities for my product?

Our **Custom solutions** in a nutshell

GWI.

Brand Measurement

What is it?
It is a suite of solutions that allow us to track the performance of a brand and benchmark it against competitors as well as your sector. It can be a templated, **cost-effective, 48h turnaround tracker** or a more curated, **fully bespoke study**

How does it work?

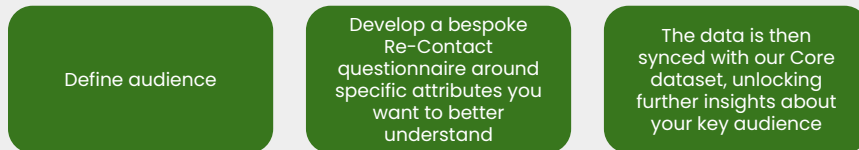| Define audience	Pre-structured brand tracking study	Set up cadence	Measure results against Core attributes
	Create bespoke questionnaire		

What can it help your clients answer?
- What is the perception of my brand compared to competitors? And how does this compare to the sector I operate in?
- What are the attitudes and behaviours of my client's users/purchasers vs non users/purchasers?
- Is my strategy having the desired impact on my key audience?

Audience Profiling

What is it?
It allows you to understand your client's key audience in depth through a bespoke survey. You can ask this audience any questions to uncover their characteristics and understand more about their lives, motivations and behavioural choices

How does it work?

Define audience	Develop a bespoke Re-Contact questionnaire around specific attributes you want to better understand	The data is then synced with our Core dataset, unlocking further insights about your key audience

What can help answer?
- What are my key audience's attitudes and behaviours in general?
- How does my key audience engage with a particular topic I am interested in?
- Who are they, what factors influence their behaviours?
- What touchpoints do they engage most with?

Our **Custom solutions** in a nutshell

GWI.

Purchase Journey

What is it?

It provides an understanding of the **factors that are influencing an audience's purchasing decisions**, such as the **touchpoints** they engage with.

How does it work?

Define audience	Develop a bespoke Re-Contact questionnaire focused on the consumer decision journey	The data is then synced with our Core dataset, unlocking further insights about your key audience

What can it help your clients answer?

- What factors is my key audience taking into account when taking purchasing decisions?
- What touchpoints does my key audience engage with the most?
- Where should I concentrate my efforts in order to maximise engagement with my key audience?

Segmentation

What is it?

It allows you to **segment a market into more meaningful groups of people**, helping your client refine their targeting. We can either **map an existing segmentation** onto our data or **create a new one** from scratch

How does it work?

Identifying target audience in Core dataset	Developing Re-Contact questionnaire	The responses are then used to create 4-8 segments using Cluster analysis	The data is modelled to all Core dataset and the segmentation is projected onto future waves

What can it help your clients answer?

- What are the different segments within the sector I operate in, and how do they differ?
- How can I best target the segments I am interested in reaching?
- What are my target segment's attitudes and behaviours, purchasing habits and online behaviour?

Our **Custom solutions** in a nutshell

AdFx

What is it?

It helps you **quantify and evaluate the effectiveness of your campaigns** across platforms, uncovering the causality between campaign exposure and impact and proving the impact of spend

How does it work?

A cookie is dropped on all panel members and a tag is integrated into digital ads	**Exposed group** We invite people with a cookie who have been exposed to the tag to take part in our survey	**Control group** We interview a demographically matched group who haven't been exposed to the tag

What can help answer?

- How has my campaign performed against my target audience?
- How has the effectiveness of my campaign evolved over time?
- What media was most effective at reaching my target audience?
- Did the ad convey my messages effectively?

Thank you

GWI.