

SPORTS

American Football • Athletics • Baseball Basketball • Boxing • Cricket • Cycling Equestrian • Field Hockey • Football/Soccer Golf • Ice Hockey • Motor Racing • Rowing Rugby • Sailing • Swimming • Table Tennis Tennis • Triathlon • Volleyball • Winter Sports

SPORTS LEAGUES




































INTERESTS & ATTITUDES

INTERESTS

Beauty
Books
Business
Cars
Celebrity News
Decorating/DIY
Economy/Finance
Environment
Fashion
Film
Fine Arts/Culture
Food / Cooking
Gadgets
Gambling
Gaming
Gardening
Health & Fitness
History
Music
News/Current Affairs
Personal Finance
Personal Healthcare
Pets
Photography
Playing Sport
Politics
Reality TV
Technology
Television
Travel
Volunteering/Charity
Work
Watching Sport
Wildlife/Nature

ATTITUDES

Achievement
Adventure
Advertising
Affluence
Anonymity
Brand Awareness
Career
Challenge
Community
Connectivity
Cosmopolitan
Creativity
Data Concerns
Decision Making
Discovery
Economy
Environment
Equality
Exclusivity
Experiences
Family
Fashion
Image
Individuality
Influence
Innovations
Knowledge
Loyalty
Money
Organic
Ownership
Personalization
Price
Privacy
Recommendations
Respect
Risk
Status
Tech Overload
Tech Worries
Time Management

MOBILE BRANDS


























+ 40 LOCAL MARKET BRANDS

DEVICES





Smartphone PC/Laptop Tablet





Games Console e-Reader Smart TV





Smartwatch Smart Wristband Streaming Device




Feature Phone VR Devices

WEB BRANDS






































+ OVER 400 GLOBAL AND LOCAL SITES, INCLUDING ALL MAJOR SOCIAL NETWORKS

TV, FILM & VIDEO SERVICES





















150+ TV, FILM & VIDEO SERVICES TRACKED

NEWS SERVICES











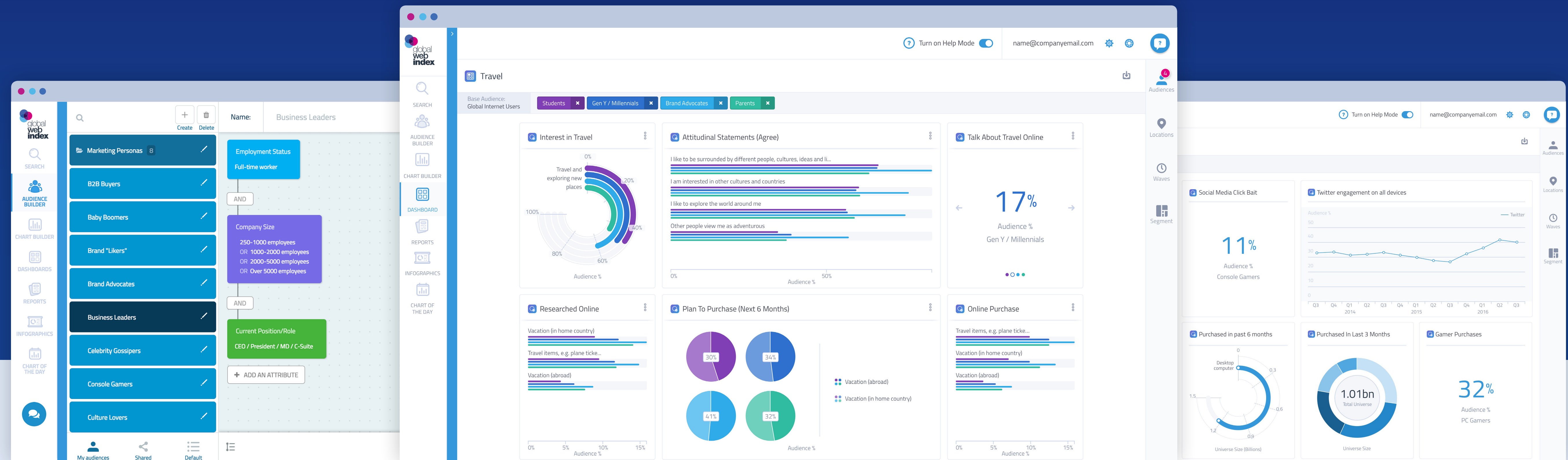








The #1 Data Source for Audience Profiling



PLATFORM

Tailor the data to meet your insight needs through GWI's beautifully designed, intuitive and easy-to-use analysis platform.

- Build and compare audience segments from 25,000+ variables
- Analyze data on digital attitudes, motivations and behaviors
- Save and share audiences with your colleagues
- Compare across 44 markets
- Trend over 6 years

CUSTOM DATA

Tap into the world's largest study on the digital consumer, using custom research studies for detailed and highly targeted custom research solutions.

- Fast, flexible & cost-efficient
- Synchronize core data with custom re-contact data
- Brand tracking, concept testing, and more

REPORTS & INFOGRAPHICS

Stay up-to-date on the latest digital consumer trends as referenced by leading media sources, news outlets and CEOs.

- Flagship Quarterly Reports
- Trend Reports
- Audience Reports
- Market / Region Reports
- Insight Reports
- Infographics

ADVERTISING EFFECTIVENESS

Run advertising effectiveness studies with exposed and control groups. Conduct in-flight or post-campaign studies to measure the impact of your communications.

- Measure uplifts in awareness, consideration, purchase intent and affinity
- Quantify custom metrics that are important to you and your clients
- Segment results based on media plan line items & ad units

AUDIENCE TARGETING VALIDATION

Use the GWIQ Analytics impression pixel to discover the accuracy of your media buying against the hyper-targeted segments you're trying to reach.

- Get a known-truth view on the accuracy of your targeting techniques
- Define your target audiences by combining 25,000+ data points - not just age and gender
- Split results by media owner, data vendor and other targeting criteria

WEBSITE ANALYTICS

Discover new audiences for marketing with deep website analytics. Create visitor segments based on actions and goal completion.

- Profile your audience against properties, website sections, purchasing, and more
- Capture any action such as page views, video views, clicks and conversions
- Segment using value-based attributes, such as products purchased or spend amounts

API

Create your own apps & dashboards using GlobalWebIndex data. Access the same API used to power our platform interface.

- Query our entire data set
- Retrieve countries, questions and data points
- Create and save audiences
- Receive data in JSON format
- Build your own custom applications

“

GlobalWebIndex make it easy for our teams to understand the data, access it and create bespoke reports for client conversations.



“

It's one of the best digital data sources available.

MEDIACOM



“

GlobalWebIndex helps us think smarter and get ahead of our competitors.



“

This data gives our clients the answers that no one else is able to provide.

BuzzFeed