



A buyer's guide to **Audience Profiling**



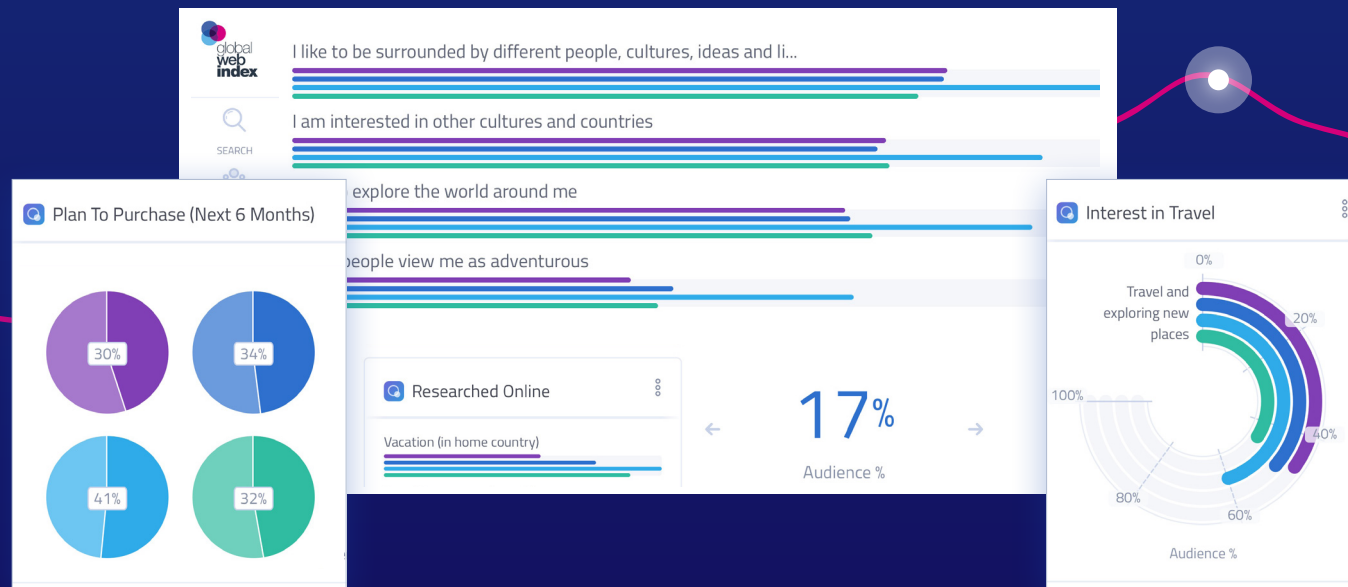
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ABOUT GlobalWebIndex

GlobalWebIndex is the leading provider of audience profiling data to the global marketing industry. We combine the world's largest ongoing study on the digital consumer with powerful web and campaign analytics for total accuracy.

Our unique methodology allows us to serve up deep insight across shopper, market and consumer that you can't find elsewhere. Making this data readily available through a platform that gives you complete control and visibility, we're changing the way brands leverage consumer insight, driving a greater return on their marketing spend.



ABOUT

Audience Profiling

Audience profiling is the most effective way to truly understand who your target audience is, what they do and why they do it.

Going far beyond basic demographics, it means getting as close to your consumers as possible, so you know exactly what channels and tactics to invest in.



Segmentation

Build detailed audience and customer profiles with easy access to global data.



Messaging

Know what to say by quantifying the perceptions that are blocking or powering repeat purchasing.



Engagement

Learn where to reach your consumers by analyzing behaviors across channels, platforms and devices.



Measurement

Validate your targeting and measure campaign effectiveness with robust analytics that take tracking to the next level.

What do brands use our data for?

Brands use our data to get smarter with their spend, making audience-centric decisions that guide everything from brand positioning and product development to content and social media. Giving them the critical answers they need to fine-tune their targeting, we help them drive ROI by getting more personalized, more relevant, and more engaging.

Research & Insight

- Product Innovation (NPD)
- Market Analysis
- Economic Modelling
- Consumer Profiling
- Brand Management
- Channel Planning
- Thought Leadership

Marketing

- Marketing Strategy
- Customer Segmentation
- Budget Allocation
- Audience Targeting Validation
- Consumer Journey Mapping
- Marketing Effectiveness
- Brand Tracking

What do brands use our data for?



Know your audience

Segment your target consumers in unprecedented detail with ready access to deep insights.



Get smarter with your spend

Find out which channels and audiences will give you the best return on investment.



Measure your impact

Quantify the impact of your marketing to understand what works, and what doesn't.

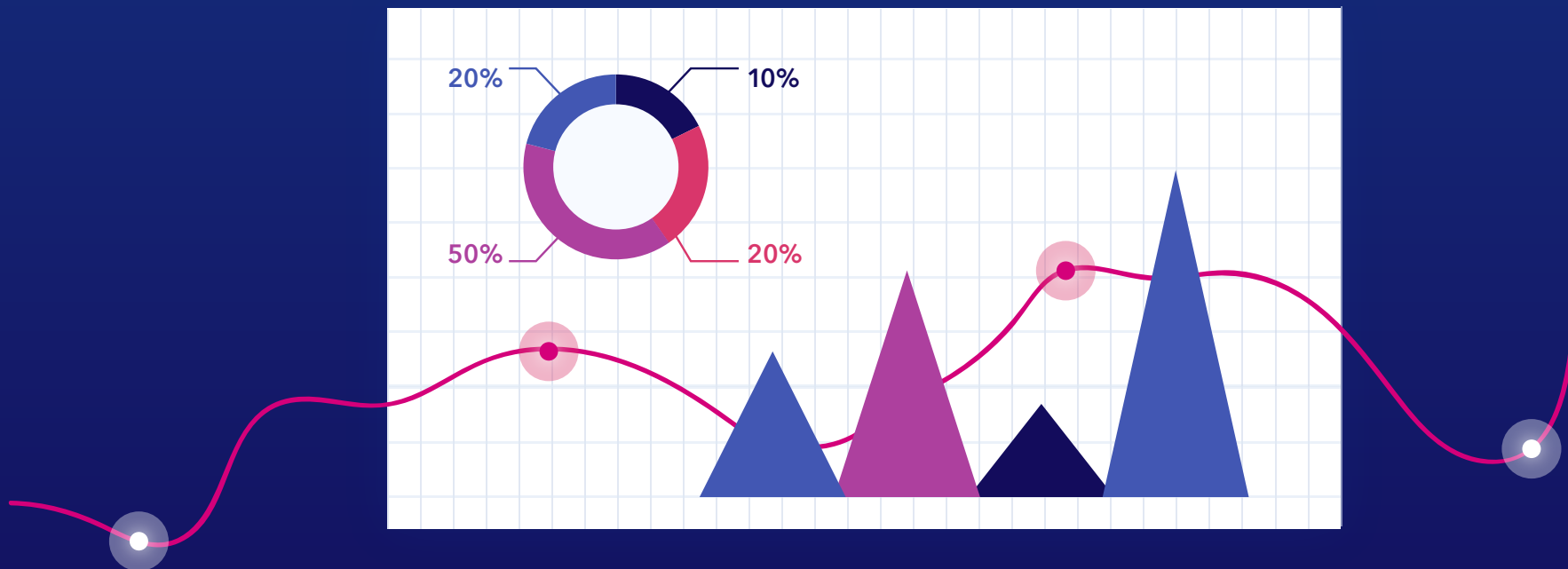


Drive marketing that works

Create marketing that resonates with your target audience by analyzing their attitudes, interests and perceptions.

The data

Our vast data set represents over **2 billion consumers** worldwide. Our unique and transparent methodology gives you complete coverage of every aspect of your target consumer. We give you the tools to go far beyond IP addresses to track individuals. Find out what defines them, and shape your marketing accordingly.



Data in numbers



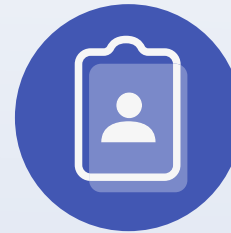
40+ countries

Compare global and local markets with consistency, from Argentina to Vietnam.



Quarterly releases

Define your audiences in fine detail against over 20,000 data points, using the most up-to-date research.



18m+ panelists

Benefit from a panel that is four times larger than the nearest competitor, for maximum insight and coverage.



2,500+ brands

Explore perceptions, engagement, ownership and more across a wide range of the world's most powerful brands.

Data coverage 2018

44 countries | 20,00 data points | 2,500+ brands

ATTRIBUTES

DEMOGRAPHICS

Gender
Age
Income
Education
Type of Course
Interest in Further Education
Local Region
Survey Language
Urban Context
Household Living Arrangement
Relationship Status
Pregnancy
Number of Children
Age of Children
Sexual Orientation (Selected Markets Only)
Ethnicity/Nationality (Selected Markets Only)

ATTITUDES & LIFESTYLE

PERSONAL/HOUSEHOLD ASSETS
Car Ownership | Property Ownership
Property Rental | Financial Products
Types & Value of Savings/Investments

LIFESTYLE INDICATORS
Driving a Car | Using Public Transport
Donating to Charity | Drinking Alcohol
Eating Fast Food | Eating Out at a Restaurant
Visiting the Cinema

FREQUENCY OF DRINKS CONSUMPTION

PROFESSIONAL LIFE
Employment Status | Sector/Industry
Current Position/Role | Company Size
Areas of Responsibility | Decision Making Power

RESPONSIBILITY FOR FOOD SHOPPING

ATTITUDES & INTERESTS
30 Personal Interests
Personal Interests Segmentation
40 Self-Perceptions
10 Technology Perceptions
10 Outlook on the World Perceptions
Attitudinal Segmentation

INTERNET USAGE MOTIVATIONS
20 reasons for using the internet, entertainment, sharing, research, news & commerce

FREQUENCY OF TRAVEL

HEALTH CONDITIONS

SPORT AND EXERCISE
Participation in Sports
Frequency of Physical Exercise
Sports Leagues/Competitions Followed

VOTING INTENTION (UK AND USA ONLY)

SOCIAL GRADING SEGMENTATION

DEVICES OWNERSHIP & ACCESS

Device Ownership & Usage
Devices Used to Access Web
Smart Home Products
Device Sharing
Device Satisfaction
Device Importance

GAMING DEVICES
Devices Used for Gaming
Console Brands | PS3 | PS4 | Wii
Wii U | Switch | Xbox 360 | Xbox One
Gaming Activities

OPERATING SYSTEMS & WEB BROWSERS
PC/Laptop Operating Systems
PC/Laptop Web Browsers
Mobile Operating Systems
Tablet Operating Systems

MOBILE NETWORK PROVIDERS (UK/USA ONLY)

MOBILE BRANDS
Previous Ownership
Current Ownership
Purchase Consideration

MOBILE HANDSET MODELS
HTC Models
Huawei Models
iPhone Models
LG Models
Samsung Models
Sony Models

MOBILE PURCHASE TIMEFRAME

MOBILE ACTIONS IN LAST MONTH

SMARTWATCH BRANDS (UK/USA ONLY)

ONLINE ACTIVITIES & BEHAVIORS

ONLINE ACTIVITIES IN LAST MONTH
35 online activities tracked across devices

WEB BRANDS VISITED IN LAST MONTH
News, TV/Media, Entertainment & Lifestyle
Retail, Commerce & Classifieds
Search, Mail & General Portals
Travel & Leisure

PRIVACY, AD-BLOCKING AND VPNs
Online Privacy Measures
Frequency of Ad-Blocking
Motivations for Ad Blocking
Frequency of VPN/Proxy Usage
Motivations for Using VPN/Proxy Servers

DIGITAL BEHAVIOR SEGMENTATION

MEDIA CONSUMPTION

DAILY TIME SPENT ON MEDIA
Mobile
PC / Laptop / Tablet
Linear TV
Online TV / Streaming
Broadcast Radio
Music Streaming
Physical Print Press
Online Press
Games Consoles
Social Media

TV BEHAVIORS
Types of TV Watched
Devices Used to Watch TV
Weekday Dayparts
Weekend Dayparts
Binge Watching

TV CHANNELS
Channel Awareness
Channels Watched in the Last Year
Frequency of Watching Channels
Devices Used to Watch Channels

TV, FILM & VIDEO SERVICES
Engagement
Account Type
Account Usage

PAY TV SUBSCRIPTIONS

SECOND-SCREENING
Second-Screen Devices / Activities

NEWS SERVICES
Awareness | Engagement
Places Viewed | Perceptions

MUSIC
Music Attitudes
Music Genres
Music Services: Engagement
Music Services: Account Type
Music Services: Account Usage
Second-Screen Activities

SOCIAL MEDIA

REACH
Members
Visitors / Users
Engagers / Contributors

PLATFORM-SPECIFIC BEHAVIORS
Facebook Actions
Facebook Messenger Actions
Instagram Actions
Snapchat Actions
Twitter Actions
WeChat Actions
WhatsApp Actions
YouTube Actions

TIME SPENT ON SOCIAL MEDIA

TYPES OF PEOPLE FOLLOWED ON SOCIAL MEDIA
15 people/organizations followed

REASONS FOR USING SOCIAL MEDIA
15 reasons, including news, content, work, sharing, product research and 'FOMO'

USAGE FREQUENCY
Frequency of usage for 15 of the biggest global services

SOCIAL MEDIA SEGMENTATION

APPS

APP TYPES USED
25 different categories, including social, news, health, food, TV, music and banking

NAMED APPS USED
100 different apps, across the following categories: Commerce | Messaging/VOIP
TV & Music | Other

SOCIAL PLATFORMS/SERVICES

Facebook

Facebook

FB Mgr

Facebook

YouTube

YouTube

Twitter

Twitter

Snapchat

Snapchat

WeChat

WeChat

WhatsApp

WhatsApp

Instagram

Instagram

LinkedIn

LinkedIn

Tumblr

Tumblr

LINE

LINE

Skype

Skype

Google+

Google+

Pinterest

Pinterest

Reddit

Reddit

Sina Weibo

Sina Weibo

Twitch

Twitch

Qzone

Qzone

VK

VK

Inggit

Inggit

Tencent Weibo

Tencent Weibo

Ilike

Ilike

Taring

Taring

Viber

Viber

40+ SOCIAL PLATFORMS/SERVICES TRACKED

COMMERCE

PURCHASE BEHAVIOR & INTENTION
ONLINE PURCHASING/RESEARCH
Automotive
Electronics
Entertainment
Financial Products
Grocery Products
Health / Beauty
Home
Personal Effects / Gifts
Travel

DIGITAL CONTENT
15 types, including downloads, streaming services, apps, e-books and in-app purchases

MOBILE PAYMENT SERVICES
Apple Pay
Alipay
Samsung Pay
+ 30 other services

PRODUCTS/TOPICS TALKED ABOUT ONLINE
30 different topics, including music, mobiles, fashion, sport, food

MARKETING TOUCHPOINTS

BRAND DISCOVERY
30 offline and online sources

BRAND DISCOVERY SEGMENTATION

BRAND ROLE IN CONSUMER'S LIFE
15+ qualities valued from brands

BRAND ADVOCACY
10 reasons to promote a brand

ONLINE PRODUCT RESEARCH
15+ channels

ONLINE BRAND INTERACTIONS IN LAST MONTH
20+ options

ONLINE PURCHASE DRIVERS
15 options

B2B MARKETING INFLUENCERS

BRAND

AIRLINES

ALCOHOL

AUTOMOTIVE

BANKS/FINANCIAL INSTITUTIONS

CONVENIENCE/QSR BRANDS

CPG/FMCG COMPANIES

DRINKS BRANDS

FILM FRANCHISES

GAMING FRANCHISES

HAIRCARE/SKINCARE/COSMETICS BRANDS

HEALTHCARE BRAND INFLUENCERS

LUXURY FASHION

PAYMENT PROVIDERS

RETAILERS

SPORTS BRANDS

SPORTS TEAMS FOLLOWED

SUPERMARKETS/CONVENIENCE STORES

TECHNOLOGY BRANDS

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

Football | Bundesliga • Chinese Super League • FIFA World Cup • La Liga • Ligue 1
Major League Soccer • Premier League • UEFA Champions League • UEFA Europa League
UEFA Euros

Racing | Formula 1 • Formula E • MotoGP
NASCAR

Tennis | Australian Open • French Open
US Open • Wimbledon

Other

SIX NATIONS

THE OPEN

MLB

CNBA

NFL

NHL

OLYMPICS

Pro Boxing

HIT FIGHT

UFC

RUGBY WORLD CUP SEVENS

INTERESTS & ATTITUDES

INTERESTS

Beauty
Books
Adventure
Advertising
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
Business
Affluence
Anonymity
Brand Awareness
Career
Challenge
Community
Connectivity
Cosmopolitanism
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

LEAGUEST

iPhone

HUAWEI

XIAOMI

SONY

HTC

LG

MOTOROLA

Microsoft

Google Pixel

lenovo

ZTE中兴

BlackBerry

ASUS

华硕

Coolpad

ALCATEL

acer

maxcomax

NOKIA

oppo

+ 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

airbnb

支付宝

amazon

Aol.

百度Baidu

BBC

bing

BuzzFeed

ebay

Expedia

flickr

Flipkart

Google

IMDB

JD京东.COM

LAZADA

macao 澳门

msn

OLX

Outlook

Quora

snapdeal

淘宝网

天猫 TMALL

Walmart

WIKIPEDIA 维基百科

YAHOO!

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

TV, FILM & VIDEO SERVICES

amazon

Google play

HBO GO

优酷

hulu

iQIYI 爱奇艺

CRACKLE

iflix

Tencent 腾讯视频

Disney Life

Apple iTunes

vimeo

HBO NOW

NETFLIX

YOUKU

150+ TV, FILM & VIDEO SERVICES TRACKED

MUSIC SERVICES

music unlimited

Google Play MUSIC

spotify

anghami

Apple iTunes

cloud

APPLE MUSIC

heart RADIO

Spotify

audible

Amazon Music

QQ Music

TIDAL

deezer

JOOX

pandora

15+ MUSIC SERVICES TRACKED

250+ BRANDS

American Airlines

UNITED AIRLINES

HEINEKEN

Castleberg

Ford

HONDA

TOYOTA

VW

BARCLAYS

HSBC

Domino's

McDonald's

KFC

Coca-Cola

pepsi

LV

LOUIS VUITTON

ROLEX ROLLEX

ZARA

NIKE

adidas

NIVEA

Dove

P&G

Unilever

Nestle

VISA

CHINA

ARMY OF SURVIVAL

PRIMAVERA

Disney

STAR WARS

Harry Potter

CALL DUTY

Fortnite

FIFA 17

COUNTRY COVERAGE

AMERICAS

Argentina • Brazil • Canada
Colombia • Mexico • USA

EMEA

Austria • Belgium • Denmark
Egypt • France • Ghana • Germany
Ireland • Italy • Kenya • Morocco
Netherlands • Nigeria • Poland
Portugal • Russia • Saudi Arabia
South Africa • Spain • Sweden
Switzerland • Turkey • UAE • UK

APAC

Australia • China • Hong Kong
India • Indonesia • Japan
New Zealand • Malaysia • Philippines
Singapore • South Korea • Taiwan
Thailand • Vietnam



The value of any data source is how well it is adopted and used. GlobalWebIndex make it really easy for our teams to understand the data, how to access it and how to create bespoke reports for client conversations.



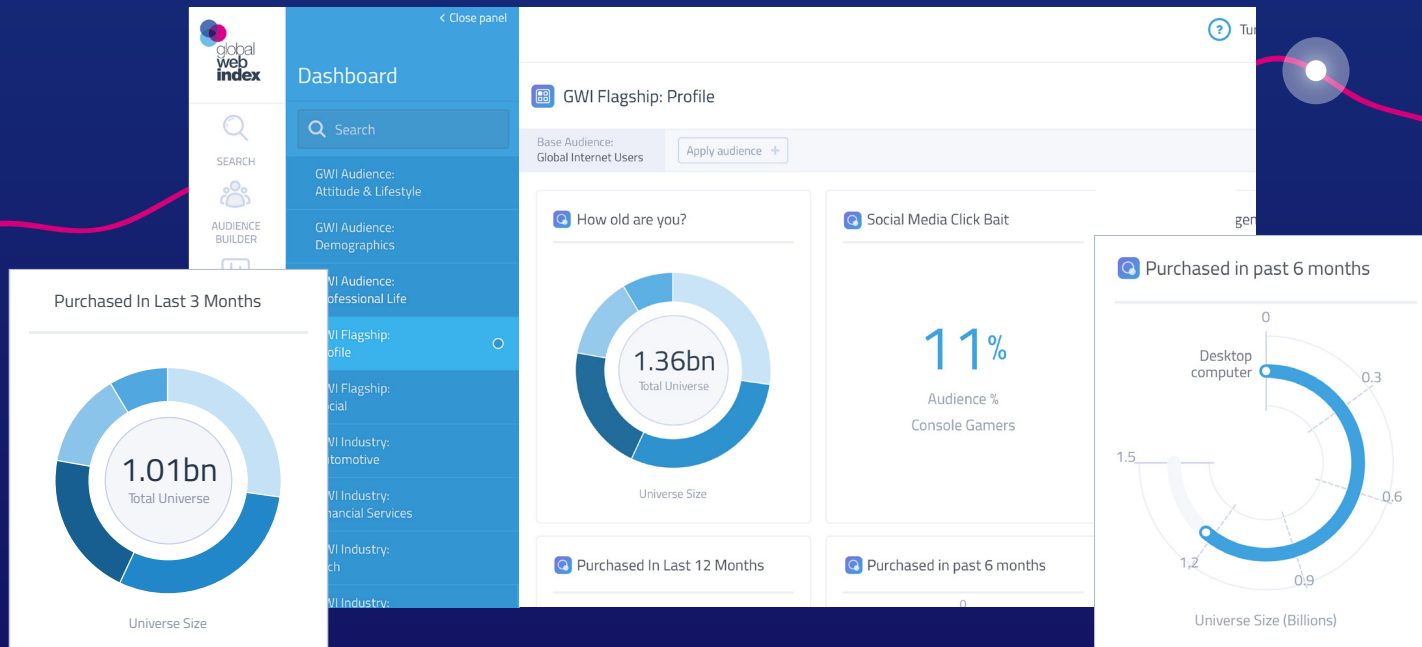
Andy Pang

*Head of EMEA Research and
Measurement at Snapchat*



The platform

We give brands the opportunity to take back control of their marketing with tools that make targeting simple. Access powerful, global insights in an instant with our smart, intuitive platform. You'll have complete command of the data from the moment you log in.



What makes it unique?



Web-based

Give your teams access anywhere.



Fast

Uncover the insights you need in an instant.



Visual

Present your data using beautiful, clear visualizations.



User-friendly

Make it easy to become an expert on your audience.

Tailor the data to you

Ask your customers bespoke questions using our custom research that leverages our world-leading panel. Get the answers you need directly from your target audiences, refining your strategy by understanding how and why they engage with your brand.



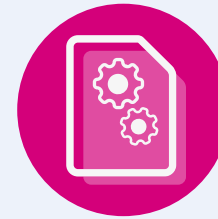
Data inclusion

Add your audience variables, brands, media properties or special interest questions and directly link your data to all 20,000 data points.



Re-contacts

Target any segment in the platform with your custom research study and append all data points to your survey.



Fresh sample

Request bespoke work to analyze the audiences and markets not included in our Core survey.

Tag your campaigns and websites

Our next-level profiling tool goes beyond analytics to give you the most complete picture of your audience. Implement our GWIQ Analytics tag in your ad campaigns and connected properties to segment your audiences based on channels, actions, exposure and more.



Audience targeting validation

Find the most effective way to reach your target audience. Go far beyond demographics and validate your targeting using declared data across 20,000 data points.



Advertising effectiveness

Leverage rich surveys, passive measurement and the industry's largest panel of consumers to measure ad effectiveness in greater detail than ever.



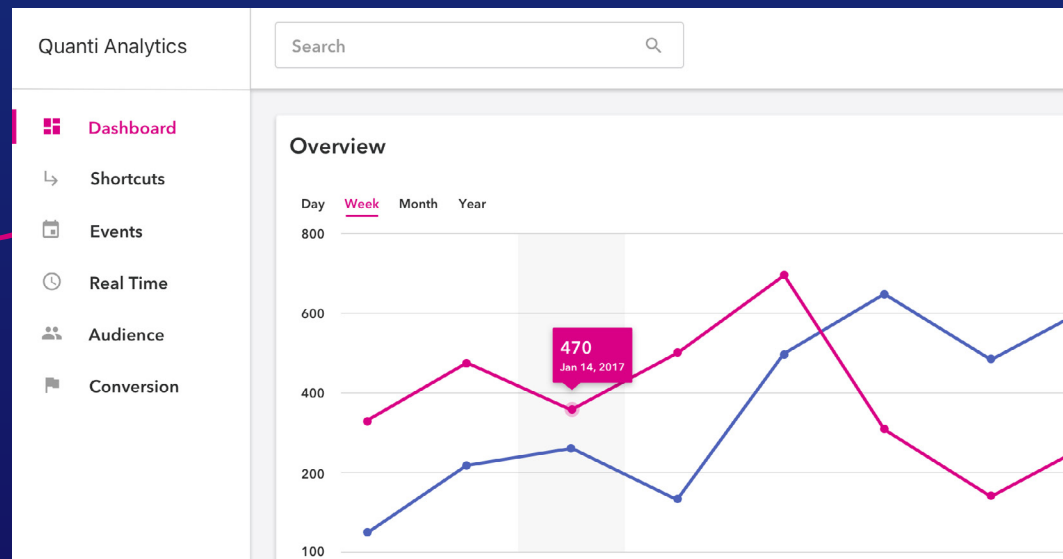
Website audience analytics

Start profiling the users engaging with your brand to get to know them better. Tag your websites and ad campaigns to get a complete view of who they are and what defines them.

Build your own apps

For many brands, already relying on too many third-party platforms, taking on another tool is a key challenge. Our API makes it possible to access all GlobalWebIndex data through your own platform, for a seamless integration.

Create your own applications and dashboards, using the same robust and rapid API that drives our flagship platform.



Get expert analysis

Browse our extensive library of expert reports and infographics, available to all enterprise users, to get up to speed on the latest trends. Explore the audiences, markets and insights that matter to you in minute detail with in-depth analysis.

Add more depth to your presentations by incorporating our data with ready-made, visual charts, presented in an accessible and engaging way.



Let us help



Sebastian Hedencrona - Chief Revenue Officer

Get the one-to-one help you need on every project and campaign with dedicated support from your designated Customer Success and Account Manager, available to all enterprise users.

Trusted by the world's leading brands



BOOK YOUR DEMO →