

Your buyer's guide to GWI

Everything you need to know
about our consumer research
platform, ~~the meaning of life,~~
~~the universe, and beyond~~

GWI.



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Hello!



A stylized, handwritten signature in black ink, consisting of a large 'T' and 'S'.

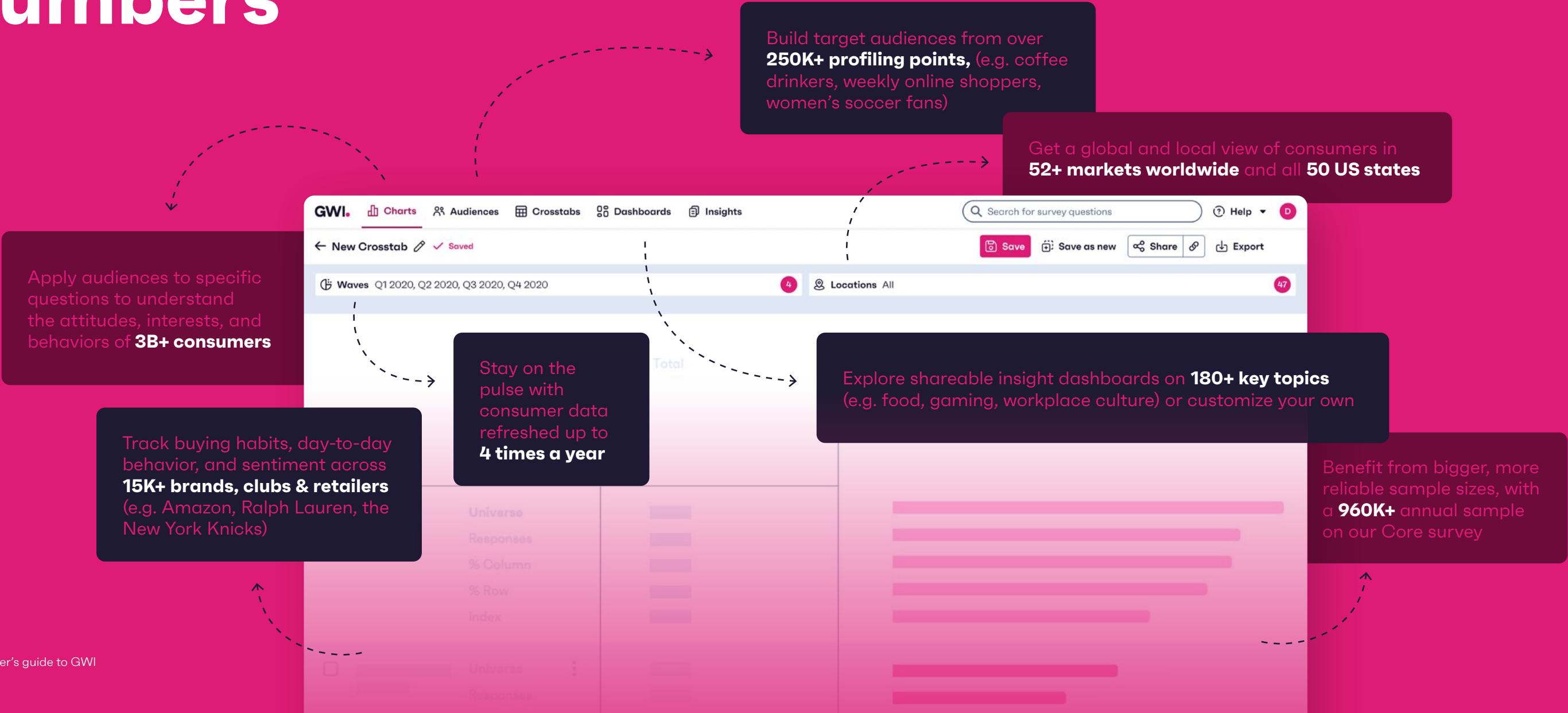
Tom Smith
CEO and Founder

First, I want to say a big thank you for considering us as your global consumer research partner. When I founded GWl back in 2009, I never could've imagined how our nifty little platform would evolve into the AI-enhanced, self-serve insights powerhouse it is today.

We exist for one simple reason – **to help humans everywhere understand each other**. Once you know your audience, everything else falls into place. That's why companies are using GWl to make smarter business decisions and level up their business and marketing strategies, every single day.

Now, it's your opportunity. You're already well on your way to winning with consumer research, and I hope this no-nonsense guide will help you make the best possible decision for your business.

GWI in numbers





We're trusted by some pretty big names

Thousands of agencies, brands, and media organizations around the globe rely on us for in-depth audience insights and consumer trends at speed.

Google

 Spotify

The Guardian

LinkedIn




PUBLICIS

 Microsoft



 AVERY DENNISON

How brands win with GWI.

Whatever you're trying to achieve, nail it with the right consumer research. Take a look at some of our key business use cases, with success stories told by our customers.



Brand strategy

How to engage audiences and drive a **46% rise in viewership** in just 6 months



Content marketing

How to create targeted content for a **300% increase** in organic visibility



Media planning

How to advertise in all the right places for an **88% uplift** in campaign performance



Product development

How to **build products audiences love** with custom research



Market sizing

How to justify spend in unfamiliar markets by **quantifying the ROI**



Partnership/ sponsorship opportunities

How to find the right partners and **drive sponsorship growth**



Winning new business

How to launch a new brand and simultaneously **win a pitch**



Ad sales

How to connect with niche audiences to **drive sales at speed**

Any questions so far? **These FAQs** might help:

Do you offer individual licenses?

No, our subscription-based model is built for businesses and set up with everything in place to help you achieve your collective goals.

Do I get training? What happens after I buy GWI?

Absolutely. You'll be fully onboarded, and your dedicated account manager is on hand to help with ongoing training and support. We're by your side the whole way.

Do you offer one-time access to the platform?

No. Access to our platform is subscription-based and tailored to the consumer research topics your business needs. If you want a sneak preview of what our platform looks like, check out our free **interactive demo**.

How flexible is your pricing?

Our pricing packages are bespoke to each customer, depending on the

number of users, company type, and data sets included. This helps keep costs to you as low as possible.

Can I change my plan?

You can add new users and data sets to your subscription plan at any time. Just speak to your account manager and they'll get it sorted.

Can I run bespoke research with GWI?

Yes, you can use our **custom research** offering to ask any question you like to over 100M+ consumers. The results integrate with your existing GWI data in the platform, so all your research is in one place. If custom projects are of interest, please mention this on your discovery call.

What happens on a discovery call?

After a quick chat with one of our experts to discuss your data needs (also a good chance to ask any questions you have) you'll get a bespoke tour of

the platform to see how GWI can help you achieve your business goals. We promise you'll come away from this tailored demo session feeling excited to try GWI for yourself.

Why should I choose GWI over the other consumer research platforms out there?

Hopefully this guide will give you the tools you need to make the best decision for your business, but if you want to compare GWI with other popular platforms, we've put together some handy info on **YouGov** and **MRI-Simmons** to help you decide. You'll soon see why the world's biggest brands trust GWI for their consumer research needs.

5 reasons why the world's biggest brands rave about our consumer research

Here's what really sets us apart.

Global syndicated data

We survey consumers consistently across 53 markets and all 50 US states every quarter, to help you track trends over time, and compare global audiences with ease and accuracy. Because we ask the same questions in each market, you have a reliable way to see how certain consumer trends are playing out in each country or region.

Cost-effective subscriptions

Access to game-changing consumer research shouldn't cost the earth. That's why we offer flexible pricing plans on a cost-per-user basis, specially tailored to your business needs.

User-friendly platform

Our platform was designed for speed and ease, so you don't have to be a research pro to understand your

audience. Our smart research tools like instant charts (up next) make it a breeze to gather fast insight and build bespoke audiences in any market or industry – no matter how niche.

AI-powered features

We're actively trying to make your job easier, and our instant charts are just one handy way to slash your research time in half. Powered by OpenAI (the folks behind ChatGPT), you can ask any audience question and we'll generate a ready-made chart in 10 seconds or less. Simple.

Ongoing support

If you have any questions, or need training or support, your dedicated account manager is on hand to help. We're in this together, so your wins are our wins too. Reach out, we'll be there.

Don't just take our word for it...



“

**GWl helps us think smarter and
get ahead of our competitors.**

Digitas/Publicis Groupe

“

We use GWl for every single pitch.

McCann Worldgroup

“

**Investing in GWl has been one of the best
decisions we could have made.**

Bright/Shift

“

**The depth GWl brings, and the ability to
dissect the data and use it in different ways as
a self-service tool, is really valuable and unique.**

Avery Dennison

Our data products

Click the links below for more info on each data set. We're constantly developing and investing in our data, so expect to see more key consumer research topics added in the near future.



Core

Our flagship study of global internet users across 53 markets



Kids

This data set focuses on children aged 8-15 across 18 global markets



Custom

Ask any question for a deeper view and access expert help from analysts



USA

This US-focused data set covers American consumers aged 16+ across all 50 states

Core add-ons

(Recontact of Core)



Alcohol

Surveys monthly alcohol drinkers across 6 markets



Automotive

Focuses on future car buyers and current car owners across 6 markets



Consumer Tech

Zeroes in on all things consumer tech across 9 global markets



Gaming

Puts the spotlight on gamers across 20 global markets



Luxury

Provides insights into consumers' luxury perceptions and buying habits across 5 markets



Sports

Looks at sports fans across 22 global markets



Travel

Provides insights into consumers' travel perceptions and plans across 11 markets



Work

Focuses on business professionals in 19 markets



Core Plus **FREE**

An in-depth look at 7 key global markets



Zeitgeist **FREE**

Up-to-the-moment data set features fresh data every month across 12 markets



USA add-ons

(Recontact of USA)

USA Plus **FREE**

Offers insights into Americans' views on social value topics

Need something more bespoke?



GWI Custom offers tailored solutions and customized research that sync with our existing data sets. We can help you with things like:



Segmentation

Dig even deeper into your target audiences



Brand tracking

Benchmark your brand health and performance



Ad effectiveness

Test to find a winning formula for your ads

Our data, your way

With **Data Out**, you can use our rich data to build, enhance, and optimize your own tools.



Respondent level data

Enrich your first-party data with our raw, unaggregated data via Snowflake, a cloud-based data warehousing company. With each data point representing one real-world human being and their answers to every question, you can get granular insights to help fill any gaps about audience behaviors, preferences, and trends.



APIs

Streamline your daily workflow by plugging GWI data into your own systems. Tapping into our API will allow you to easily populate your reports and dashboards with our aggregated data.



Audience activation

Level up your digital campaigns by pushing your GWI segments all the way through to different platforms like Meta, Google, TikTok, and The Trade Desk.

Excited for your demo?

We hope you're looking forward to seeing GWI in action. Be sure to jot down any questions you have ahead of the session.

In the meantime, why not help yourself to our **consumer reports** and brand resources? We also send out free weekly consumer insights on trending topics via our email newsletter, On the dot, so hit the link below to sign up.

Subscribe to our newsletter



