Every FAQ on every platform feature

globalwebindex

How this document can help you

We aim to provide you with relevant information about the questions you may have on the use of the platform. If you're a Enterprise or a Free user, then great, this guide is for you.

We will update the FAQs on a regular basis to ensure it covers as many topics as possible and is kept up-to-date all the times. Therefore, we do encourage you to refer to it whenever you need a helping hand.

What's inside?

Click on your question below to be directed to the answer

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How to use Audience Builder

How do I build an audience?

Our Help Center has a video tutorial that shows you how to do this. Click **here** to watch it.

How do I share audiences?

Click on the "Share audience" icon at the top right of the construction ground. The audience will then be accessible to all members of the same organization in the "Shared audiences" folder at the bottom left. Click **here** for more info.

How can I find my audience sample size?

You can find it at the bottom right-hand side of the screen. The "Total" number is the number of respondents who match the attributes you selected. Click **here** for more info.

What is the minimum size that my audience should be?

We recommend that your minimum sample size be 150, to ensure your audience is statistically significant. My sample size is low. What can I do? If you'd like a larger sample size to work with, we recommend you broaden the definition or number of markets.

Do you have pre-defined audiences?

Yes, we have a range of pre-made audiences to make our users' life easier. They can be found in the "default audiences" folder at the bottom-left hand corner of Audience Builder.

Can I group my audiences?

Yes, you can group them into folders for easy management. Just drag and drop an audience on top of another one, this will create a folder. Click **here** for more info.

How to use Chart Builder

How do I use Chart Builder?

Our Help Center has a video tutorial that shows you how to do this.
Click **here** to watch it.

Can I export the charts from the platform in a presentation format?

You can export the charts in different formats. We currently offer the possibility to export in PPTX or as images (PNG, PDF). Click **here** to find out more.

How do I split the insights out in chart builder without having to create multiple audiences?

You can use the segments filter and select from either age groups, gender etc. Click **here** to find out more.

How do I get results for one country or a set of countries?

You need to filter by location in the filter side bar. Choose the country (ies) of interest, the results displayed will then be based on the country selected. If you selected more than one country, the results will be an average across all selected countries. Click **here** to find out more.

How do I read the metrics?

If you hover onto each metric, their definition will be displayed.
Click **here** to find out more.

Can I export multiple queries at the same time?

Yes, you can by using our multi-query export capability.
Click **here** to find out more.

How do I sort my data?

You can sort your data by alphabetical, descending and ascending order using the Ordering icon. Click **here** to find out more.

How do I calculate the average time spent on media?

You can work out the average daily time spent on each media by using our calculator. All you need to do is paste the universe size in the first tab and it will calculate for you. The calculator can be accessed in the "Details" section of the platform in Chart Builder.

Can I view the data in another format?

Yes, by using the "Change Chart Type" icon. You can then choose to view your results in a column bar, chart bar or data table. Click **here** to find out more.

Can I hide some metrics?

Yes, you can toggle on/off the metrics by clicking on the Metrics icon and then play with the toggle button next to the metric. Click **here** to find out more.

How can I de-select the data points or options I'm not interested in?

Click on the arrow next to Data Points. or Options. Deselect all data points next to search text box and then only select the data points of interest. Click **here** to find out more.

Can I save my query?

Yes, you can. Click on the "Save as Query" icon at the top-right. We recommend you give it name you can easily remember to your query. Do not forget to tick the "okay" icon to save it. Your question and all filters applied will then be saved in the Queries tab. Click **here** to find out more.

Can I save a question I often use?

Yes, you can bookmark your question using the Bookmark icon. We recommend you give it name you can easily remember and then click on the tick icon. Your bookmark will be saved in the Bookmarks tab. Please note that only the question will be saved. Click **here** to find out more.

Why isn't any data populating in chart builder?
There could be various reasons to that:

01 Your sample size is 0 - be sure to check your sample size before querying your data.

02 You're looking at data across 2 different datasets that cannot be combined together.

03 Your audience is built by those who have taken the core survey via PC/tablet/etc only, and your question was only asked to those who took the mobile Survey.

Can I calculate the average age?

You cannot calculate the average age within the platform. Please run the individual age question and then export this data into Excel. From this, you can then copy and paste the Universe metric into the attached Average Age Calculator.

How do I change my base audience?

Drag-and-drop your chosen audience into the base audience box at the bottom of the Filter menu. To learn more about setting your base audience, click **here** to find out more.

How do I find out who my target audience is?

One way to identify your target audience is by opening up Chart Builder and taking a look through each named folder to find a question that could inform the persona of your audience. Once you've selected a question, open up the column to the right of the main charting area and click on the 'Segment' section. Click on a Segment which can highlight a demographic feature of your audience.

How do I download a chart with the options breakdown?

It is not possible at the moment to export the options broken down. However, there is a workaround.

01 Run a your query selecting one option at a time

02 Save it (click here to find out how to save a query) You will find your queries under the Queries tab in the left-hand pane.

03 Repeat the steps 1 and 2 above for each option.

04 Once finished, go to the Queries tab, click on the "Download" icon

05 Select all the queries you would like to export, then click "download"

The results will appear in the same workbook but in separate tabs.

How to use Crosstab Builder

How do I build a Crosstab?

Our Help Center has a video tutorial that shows you how to build a Crosstab. Click **here** to watch it.

Can I duplicate rows/column?

It is currently not possible to duplicate rows/columns. However, a workaround may do the trick for the time being. Select several rows/columns and append all. This will mainly work if you want to add identical specific data points to several rows/columns.

Can I duplicate a crosstab?

Yes, you can duplicate a crosstab using the Duplicate and Rename feature. Click **here** to find out more.

Is there a limit to the number of rows/columns a crosstab can have?

There is currently a limit of 1000 cells. These cells can be distributed in between rows and columns.

Can I compare by countries within Crosstab Builder?

Unlike Chart Builder, it is not currently possible to segment by location.

Can I save a crosstab?

Yes, you can save a crosstab by clicking on the save button. This will save all your rows, columns, filters and base. Click **here** to find out more.

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Can I view the expression of a row or column?

Yes, you can. Click on the checkbox in the header of the row or column and select "view group". Click **here** to find out more.

Can I customize the view of my crosstab?

Yes, click on the View menu. Different options will be available to you: Choose the metrics or Swap Rows & Columns. Click **here** to find out more.

Can I build/adjust my audience within crosstab?

Unfortunately, not at the moment. However, it is on the Product road map.

How to use Dashboards

How do I use Dashboards?

Our Help Center has a video tutorial that shows you how to use Dashboards. Click **here** to watch it.

Can I edit the dashboards or create custom ones?

Users are not able to build dashboards themselves. Only Customer Success Managers can create customized dashboards upon request. However, this service comes at an additional cost. For more info about this service, please reach out to your CS manager or Account Manager.

Can I export the dashboards in the visual format in which they are found on the platform?

Unfortunately, not at the moment. But it is on the Product road map.

I'm experiencing export issues. Why is this happening?

This usually happens when a user tries to export a dashboard with multiple audiences and/or a large number of data points which cause the system to time out. To prevent this, we recommend you limit the export to two audiences and restrict the number of filters applied. We are aware this is inconvenient for a user's perspective and are working to address this as part of our next-generation platform.

How free plan works

Free plan

Reports can only be accessed to Enterprise users as part of their premium package. If you are potentially interested in having Enterprise access, please contact Support.

What type of data I have access to?

As a free user, the data you have unlimited access to is in the "Starter" folder.

Why can't I split by country?

As a free user, you can only view results based on a global average across all the countries we cover. Only Enterprise users can split data by country.

Can I trend my data over time?

As a free user, you only have access to the latest quarter of results. Therefore, it is highly recommended you export all of your queries before we release a new wave of data. A notification of new release is sent to all users a few days before it happens.

Need more help?

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