

Explore Custom solutions from GlobalWebIndex

www.globalwebindex.com



GlobalWebIndex
is the **world's**
largest study into
the connected
consumer across
46 countries



**Our custom solutions
provide you with
access to **unique
tailored answers** to
your research questions**



GLOBALWEBINDEX CUSTOM SOLUTIONS



Extensive reach

With a panel of 17 million internet users globally, interviewing more than 575,000 people annually, we help you uncover the answers you need, as and when you need them, with fast-turnaround custom research.



Latest robust methodologies

Harness a deep market and customer understanding from a combination of our main survey and your custom studies built on the latest methodologies and techniques available.



Solutions for every need

Benefit from more than just the data with an analytic process, including both off-the-shelf and bespoke offers, tailored to address your business needs.



Focus on integration

Get maximum value from your custom projects through data that has been integrated, enriched and connected from our client partnerships.



Accessible insight

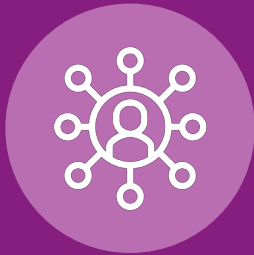
Access the insights you need in a way that works for you, ranging from dashboards, insight led reports and infographics to delivering data via API.



Fast and in-depth data

Get instant access to your custom research through our intuitive platform, and combine it with 40,000 existing data points for deeper analysis.

We offer bespoke insights through a range of methods



Re-contact research

Ask your audiences custom questions and analyze responses against up to 40,000 data points



Fresh sample

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



Digital capabilities

Incorporate all of the benefits of active and passive data collection digitally

RE-CONTACT RESEARCH

**Our existing
relationship with our
main respondents
allows us to
're-contact' them**

We can:

- Identify your primary target audience from our main study – using any data points
- Re-interview them, allowing you to focus on the precise insight you require
- Synchronize all results with our 40,000 GlobalWebIndex data points

We deliver:

- Unrivalled depth of information
- All data loaded on our intuitive and integrated platform
- Insight driven reports incorporating actionable recommendations

FRESH SAMPLE CAPABILITIES

Research almost every market **globally** for bespoke research needs

We can:

- Conduct extensive, global projects across almost every market
- Reach hard to identify niche audiences from our 17 million panelist database
- Utilize our extensive market knowledge to ensure accurate and representative data

We deliver:

- All results on our intuitive and integrated platform
- Expertise in insight driven reporting support
- Deliverables designed to your precise specifications

DIGITAL CAPABILITIES

Tagged online content enables us to **measure impact** of digital advertising and website visits

We can:

- Measure the effectiveness of online campaigns across 38 countries
- Evaluate online campaign targeting using our 40,000 data points
- Understand the profile of a website's visitation audience

We deliver:

- Unparalleled profiling data on an exposed audience, integrating our insights from the main study
- Unique campaign measurement, utilizing our expertise in passive and active data collection
- Access to data in our intuitive and integrated Platform plus insight driven reporting

Our custom solutions provide complete support across the entire marketing and product lifecycle

Innovation and market understanding



Concept development and testing



Usage and attitude studies



Segmentation



Purchase journey

Measurement



Advertising effectiveness and validation



Audience profiling and web analytics



Brand measurement and strategy

Concept development and testing



CONCEPT DEVELOPMENT AND TESTING

Test and develop new concepts among your target consumers to get the most out of every stage of your innovation process

1

Scope

Use our main survey data and re-contact expertise to quickly build a clear understanding of your consumers and key market trends.

2

Test

Develop and test multiple early stage ideas and get fast results on which benefits work best amongst your target audience.

3

Refine

Test and refine your concepts using our custom capabilities, whatever your need, budget requirements and time imperative.

4

Forecast

Get a clear understanding of your barriers as well as return on investment by measuring realistic uptake of your product in market.

Usage and attitude studies



USAGE AND ATTITUDE STUDIES

Identify your audience and probe further for unrivalled insight into how they perceive, purchase and use your products and services

1

Measure

Understand the total addressable market, within the context of your competitors in the category.

2

Profile

Profile these customers, using 40,000 data points from our main survey to understand lifestyle, attitudes, brand and media consumption.

3

Evolve

Track the evolution of the category and your brand over time, to understand threats and opportunities as they emerge.

Segmentation



SEGMENTATION

**Develop an actionable,
future-proofed
segmentation built on
our extensive data set
with your own custom
study**

1

Segment

Create high quality, segmentations using 40,000 data points from our main survey. Supplement with custom re-contact questions relevant to your business.

2

Integrate

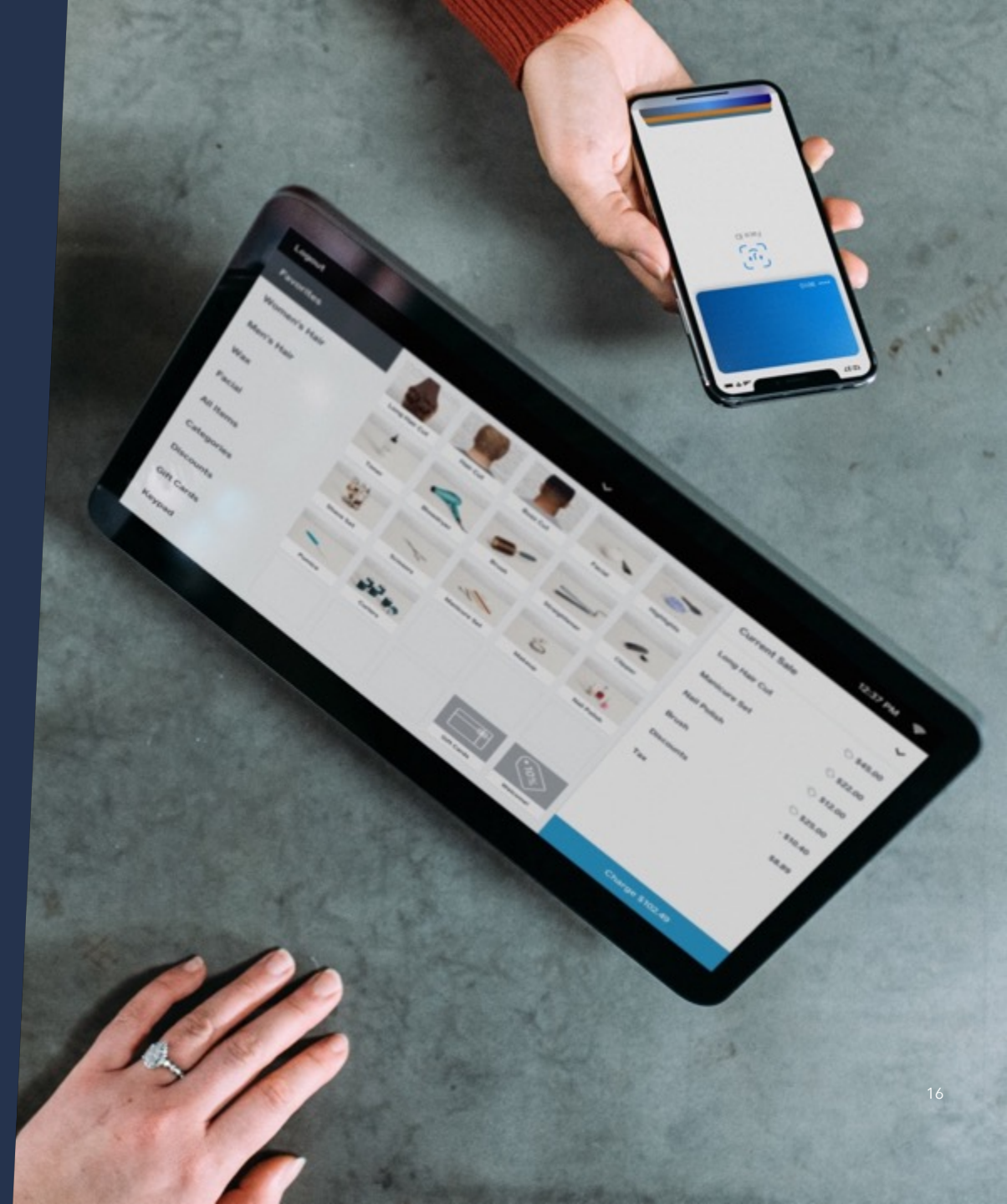
Delivered within the main survey data, achieve a deep understanding of your segments' lifestyle, attitudes, brand and media consumption.

3

Connect

Enrich your first party data with your unique segmentation to better understand your customers.

Purchase journey



PURCHASE JOURNEY

Dig into your buyers' purchase journey to uncover the influence of each touchpoint and understand how to engage your target at each and every stage

1

Identify

Identify recent purchasers from our panel across a range of brands, categories and products and understand the fundamentals of their purchase journey and media engagement.

2

Explore

Deep dive into specific behaviors amongst these recent purchasers, using our custom recontact capability to address questions of specific relevance to your business.

3

Link

Link your website visitors to our main data set to get a comprehensive understanding of who they are and the role your website plays in their purchase journey.

Advertising effectiveness and validation



ADVERTISING EFFECTIVENESS AND VALIDATION

Quantify and evaluate the effectiveness of your cross-platform campaigns by analyzing online reach and impact across key brand metrics

1

Robust

Our global panel of over 17 million users allows us to measure the impact of even smaller digital campaigns.

2

Reliable

Those who see the ad are analyzed against a control sample, alternatively a pre/post approach is used.

3

Multi-platform

Our digital measurement capabilities enable you to track your campaign across pc/mobile/tablet.

4

Multi-channel

Non-digital campaign analysis is captured through our Opportunity to See Modelling to provide an understanding of individual channels and the inter-relationship.

5

Validation

Our audience validation tool provides detailed insight into who has been exposed to your digital campaign, with daily updates allowing real time campaign planning.

Audience profiling and web analytics



AUDIENCE PROFILING AND WEB ANALYTICS

Put consumer insights at the centre of your planning with audience profiling data that goes beyond demographics

1

Measure

Identify your target audience from our panel and deep dive into issues specific to you, overlaying your own questions, on the attitudes, desires and behaviours already captured by GlobalWebIndex.

2

Refine

Develop content and messaging; incorporating our detailed knowledge of the consumer to ensure resonance. Test and refine messaging with this audience.

3

Discover

Understand your website users in unparalleled detail, mapping all our main and re-contact data against deep website analytics captured through tagging.

Brand measurement and strategy



BRAND MEASUREMENT AND STRATEGY

Get a complete understanding of your brand performance to ensure your brand is consistently delivering and maintaining a competitive edge

1

Understand

Our knowledge of brand performance is unrivalled capturing 4,000+ brands across 45 markets and 30 industry verticals, enabling us to put your brand performance into context.

2

Interpret

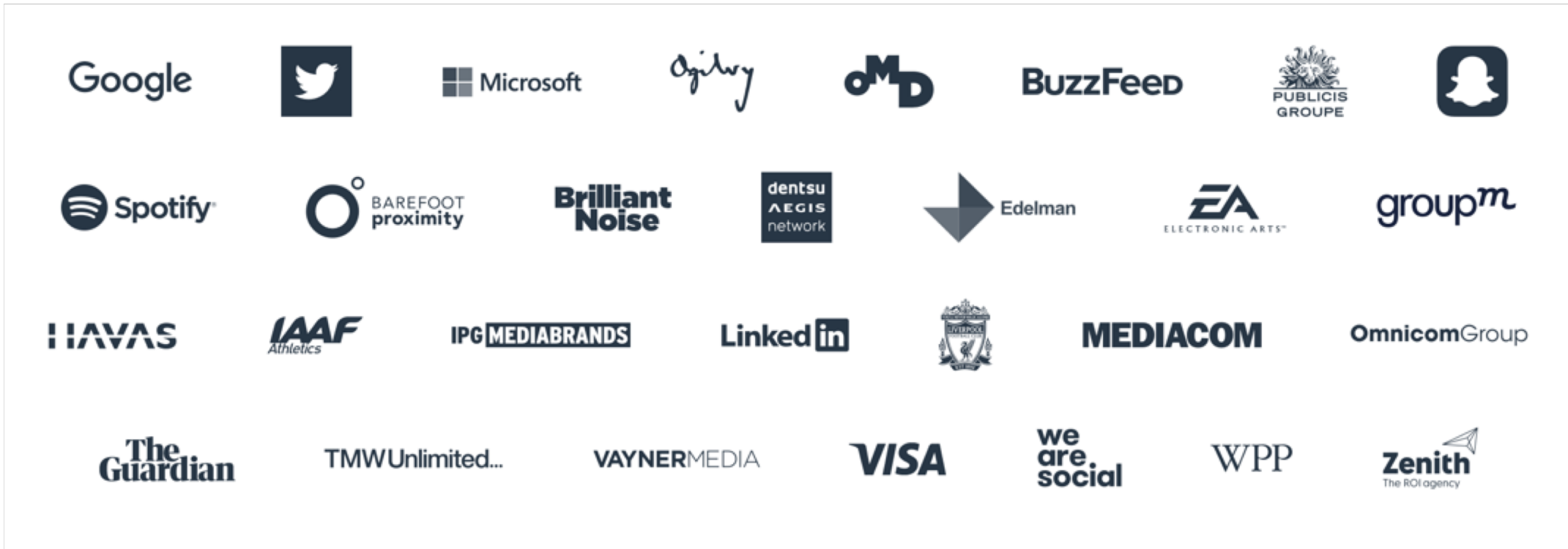
In addition to capturing brand perception and key performance drivers, we also explore the underlying emotional response to the brand, using implicit measurement.

3

Plan

We identify what levers and touchpoints to focus on to drive improved market performance, linking with our 40,000 data points to inform your go to market plan.

We can leverage our cross sector expertise to create value



There are **clear benefits** to custom solutions with **GlobalWebIndex**

- 1 Our unique re-contact methodology enables you to sync your custom research with our 40,000 data points
- 2 We have a globally consistent approach and replicate our approach in every market for direct comparisons
- 3 Our custom solutions have been developed to support your business and capitalize on our data assets
- 4 All GlobalWebIndex data is delivered in our beautifully designed and easy to use analytics platform
- 5 We aim to work in partnership with you to integrate, enrich and connect our data to yours

Want to find out more?

To get more information on our Custom Solutions please get in touch.

sales@globalwebindex.com

+44 (0)207 731 1614

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