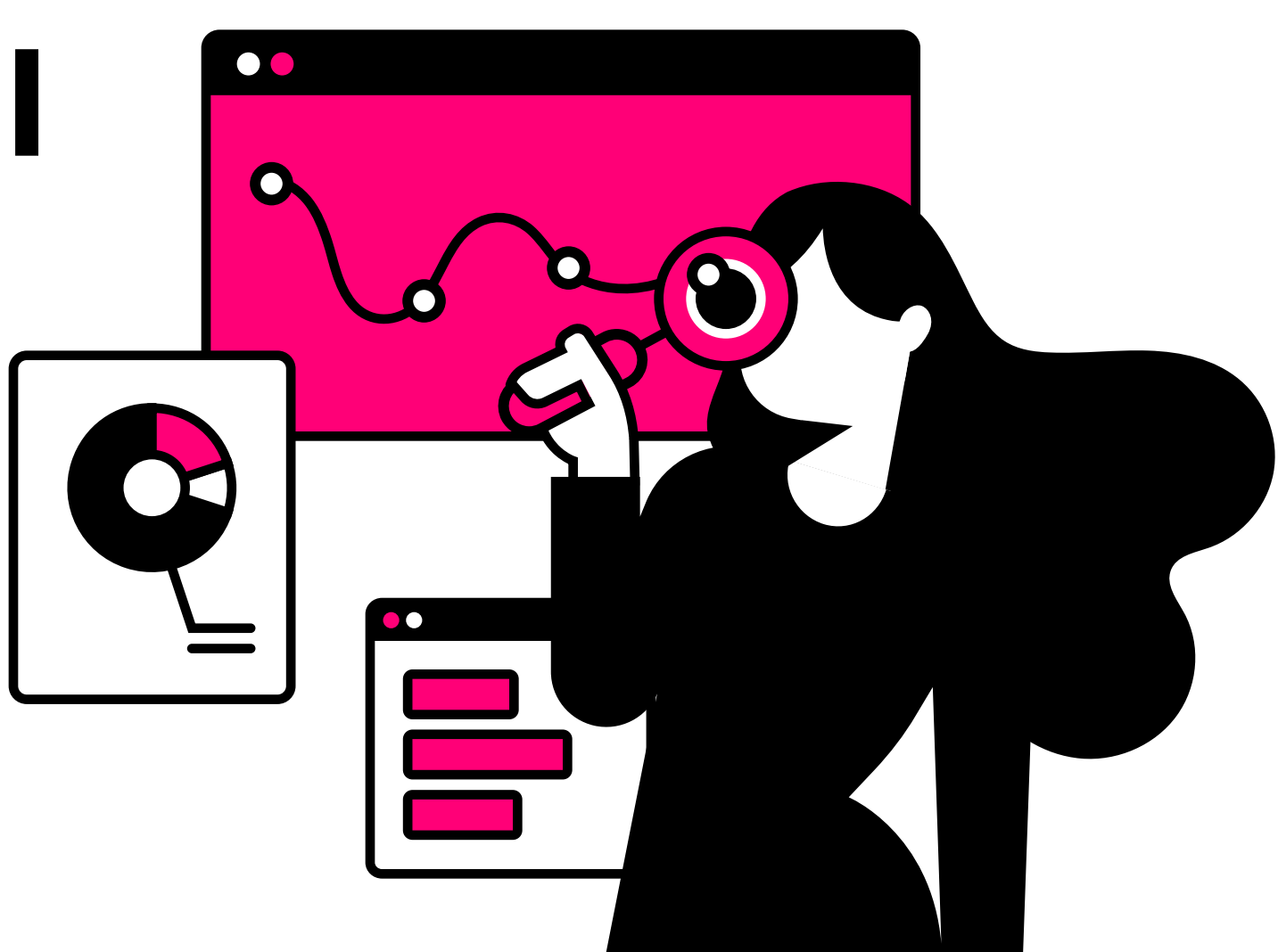
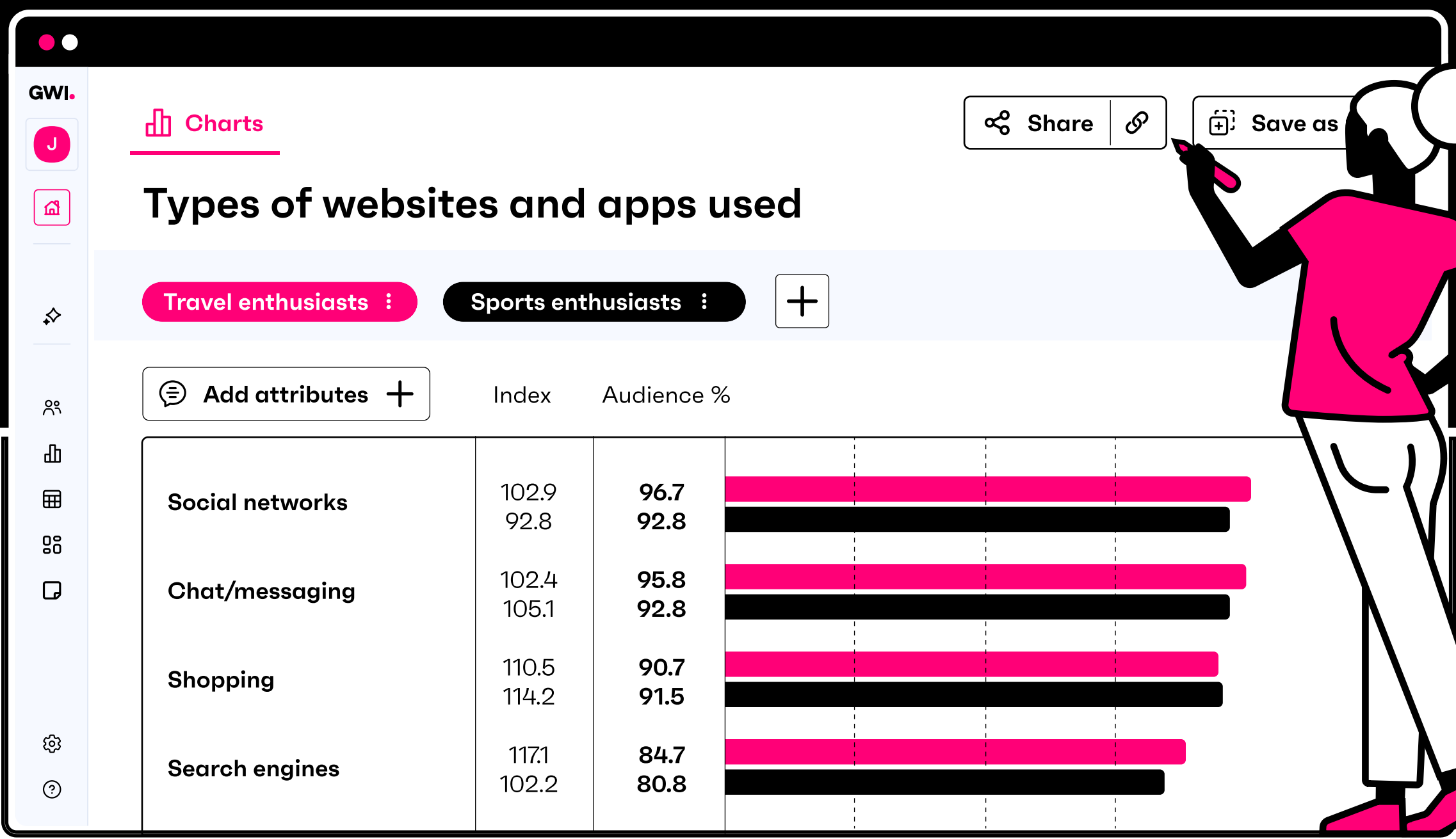


GWI in a nutshell



Market research, but better

Our platform gives you instant access to answers. With consistent audience research that’s run worldwide, this is your window into their worlds - through a global and local lens. We give you fast insights into what matters, so everyone in your business can be an expert on your audience.



Our data in numbers:

3B+
consumers

250K
profiling points

50+
countries

15K+
brands

Get to know your audience, faster

Really knowing today’s humans means asking the right questions. We do things differently by asking the questions others don’t, giving you timely insights into where they are, who they are, and how they see the world.

DATA SETS



USA

50 states

Insight into the modern American



Core

54 markets

Our leading survey on the online consumer



Kids

18 markets

Insight into the consumers of tomorrow

+

CORE ADD-ONS (10+ available)



Automotive
+ car brands



Gaming
140+ franchises



Sports
192 leagues



Work
19 markets



Travel
350+ travel brands

A snippet of what we cover:



Demographics



Commerce



Brands



Online activities



Device ownership & access



Attitudes & lifestyles



Social media usage



Media consumption

“The value of any data source is how well it's adopted and used. GWI makes it really easy for our teams to understand the data, access it and create bespoke reports for client conversations.”

Snap Inc.

No time for heavy lifting? We’ll do it for you

We make it easy to extract insights on tap, but if your teams need support, we’ve got you covered. We’ve got a team of expert analysts on hand to dig into your audience, and a whole world of custom solutions to ask your bespoke questions.



Concept testing



Audience profiling



Purchase journey



Segmentation



Usage & attitudes



Brand measurement



Ad & campaign effectiveness



Audience targeting validation

Sounds good? Let’s talk

Get access to the insights you’ve been missing. Email us at sales@gwi.com to arrange your bespoke demo.

Find out more about our data coverage [here](#).

