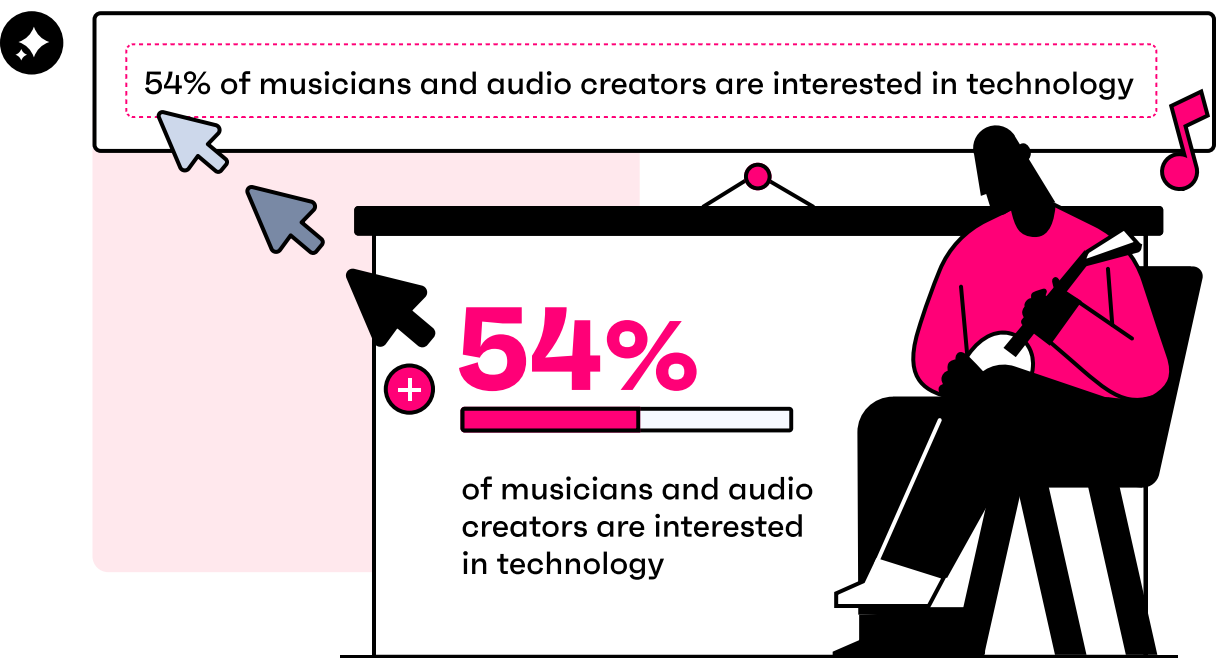


Spark your next big breakthrough

GWl Spark is your AI assistant, combining the power of artificial intelligence with GWl’s ultra-reliable consumer research to serve up compelling insights the moment you need them.

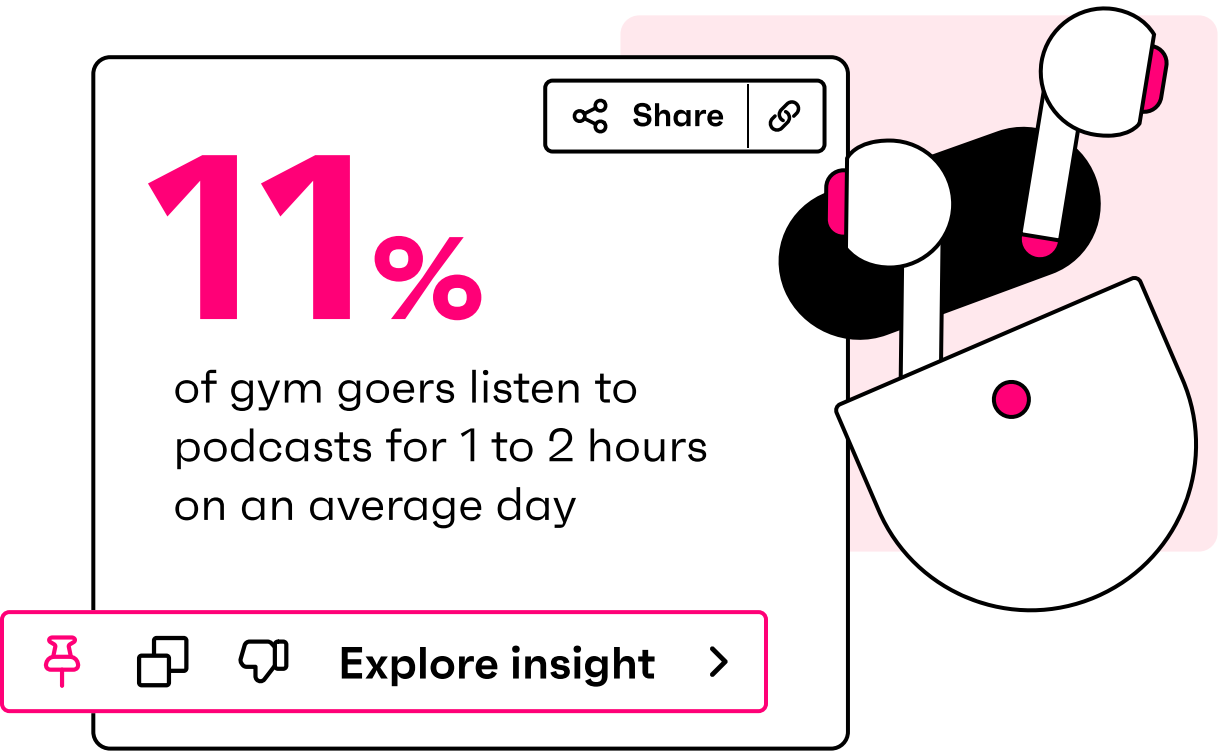
GWl.

Ask **GWl Spark** a question



How does **GWl Spark** help?

Whether you’re prepping a pitch, creating a campaign, or analysing an audience, GWl Spark provides the rock-solid insights you need, fast. Just type in a question using everyday language and you’ll get an instant answer based on our global survey of nearly a million real consumers.



What’s in it for me?

GWl Spark is a game-changer for busy, ambitious sales and marketing teams. Need stats to grab attention, support an argument, or get a deal over the line? Just jump in and grab them, zero technical expertise required. With GWl Spark you’re free to focus on what you do best, creating the space to drive results and improve performance.

Need consumer insights? Just ask GWl Spark.



Tell me about Instagram Reel users in the UK in 2025

How do women aged 25-34 in the USA discover brands?

Why do Gen Z use ad blockers?



What are the best marketing channels to reach Red Bull drinkers?

How many Netflix users also watch Amazon Prime Video with ads?

Where GWl Spark fits into your workflow



Inspire your imagination

Think of GWl Spark as a goldmine of ideas and consumer intelligence, bursting with the stats you need to turbocharge your sales and marketing.



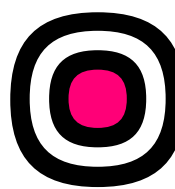
Add rigour to your research

Got a hunch? GWl Spark has the hard evidence you need to be sure your idea will work in the real world. Goodbye “I wonder?”, hello “I know!”.



Accelerate your speed to insight

No more waiting for researchers to get back to you; with GWl Spark you can find exactly the insights you need, the nanosecond you need them.



Seal the deal with real-time certainty

Mid-meeting and need to fact-check a figure? Using GWl Spark you’ll have the answer in the time it takes to type a question. Certainly has never been simpler.



Ask **GWl Spark** a question



Ready to explore?

Jump in