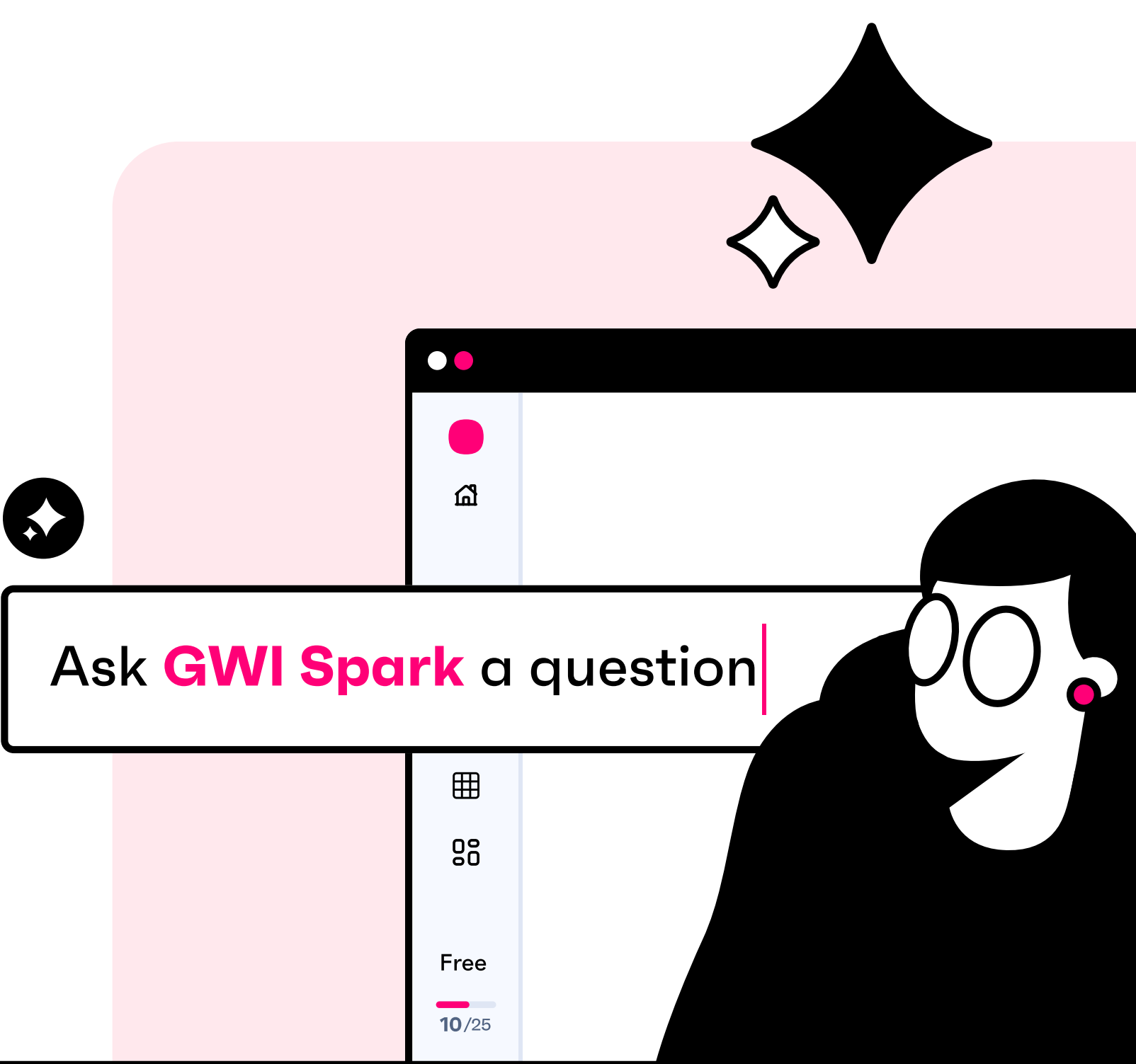


# GWI Spark

Real human data, powered by AI

GWI Spark combines the power of artificial intelligence with our reliable first-party consumer research. Get the insights you need to make important decisions with complete confidence.

GWI.



## GWI Spark

Uses dependable real world data, collected from nearly a million consumers in 50+ markets, to generate authoritative insights that aren't available anywhere else.

VS




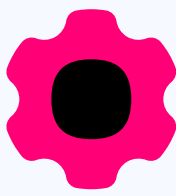

## Generative AI

Scans publicly available online content to generate responses, summarize broad trends, and uncover general insights based on patterns and probabilities.

### How do we stack up

Proprietary surveys fielded by trusted panel partners around the world	✓	Source	✓	Publicly available information that could include inaccuracies or hallucinations
Rich, nuanced insights. Collection methodology and origin of survey data	✓	Granularity	✗	Broad, generalised insights
100% clarity	✓	Transparency	✗	Source of training data can be unclear and could include biases
Instant, no need for further validation. Statistically weighted for accurate market representation	✓	Validation	✓	Instant, may need further validation
GDPR and privacy compliant. All data is unique and comes direct from GWI so zero copyright risk	✓	Legal & compliance	✗	Can surface copyrighted or other forms of non-compliant content
Ideal for making strategic business decisions that need accurate audience insights	✓	Use cases	✓	Best for generalized content, idea generation, overviews, and summarization

### Why GWI Spark?

 <b>Smart</b> Compelling consumer insights based on real-world survey results	 <b>Focused</b> Granular data that captures the nuances of consumer behavior	 <b>Transparent</b> Clear GDPR and privacy-compliant data sources	 <b>Actionable</b> Insights ready for immediate use in decks, pitches, and more	 <b>Reliable</b> Evidence-based insights from a partner committed to accuracy
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Get instant access to trusted insights

Start using GWI Spark today

Sign up for free

