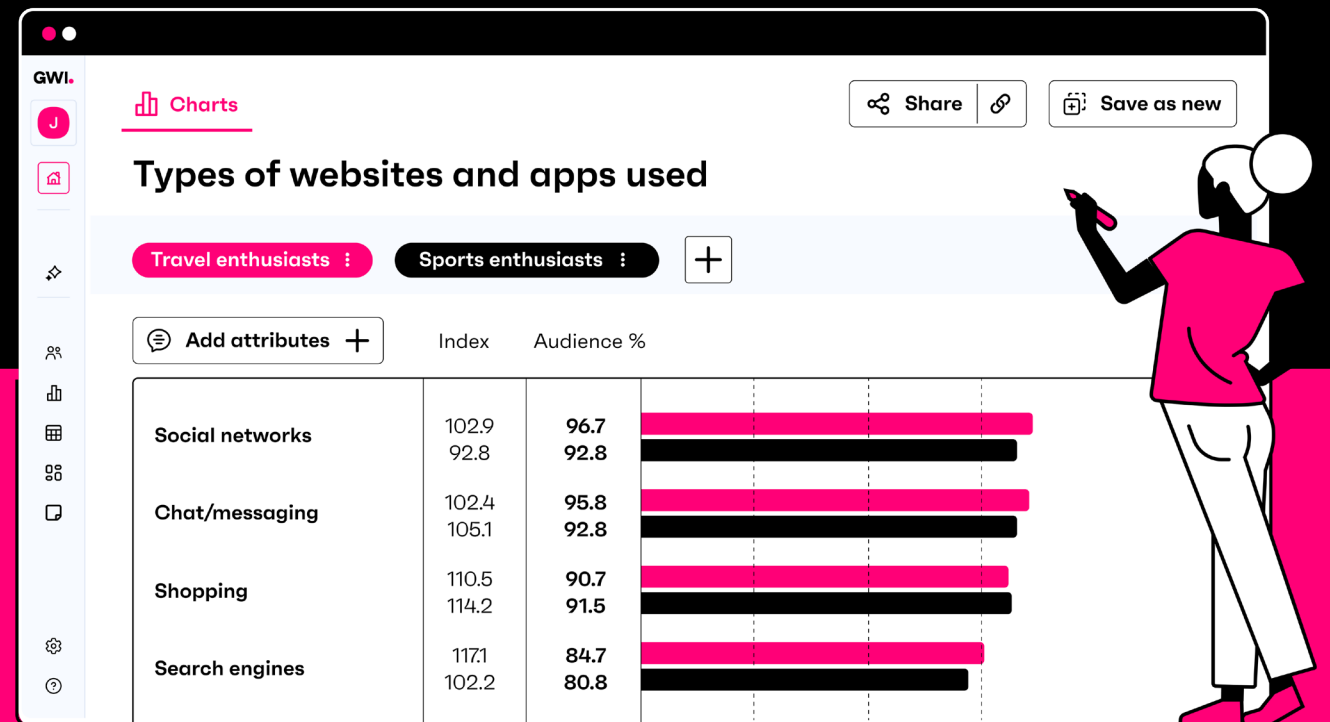


# 5 reasons why the biggest brands buy GWI

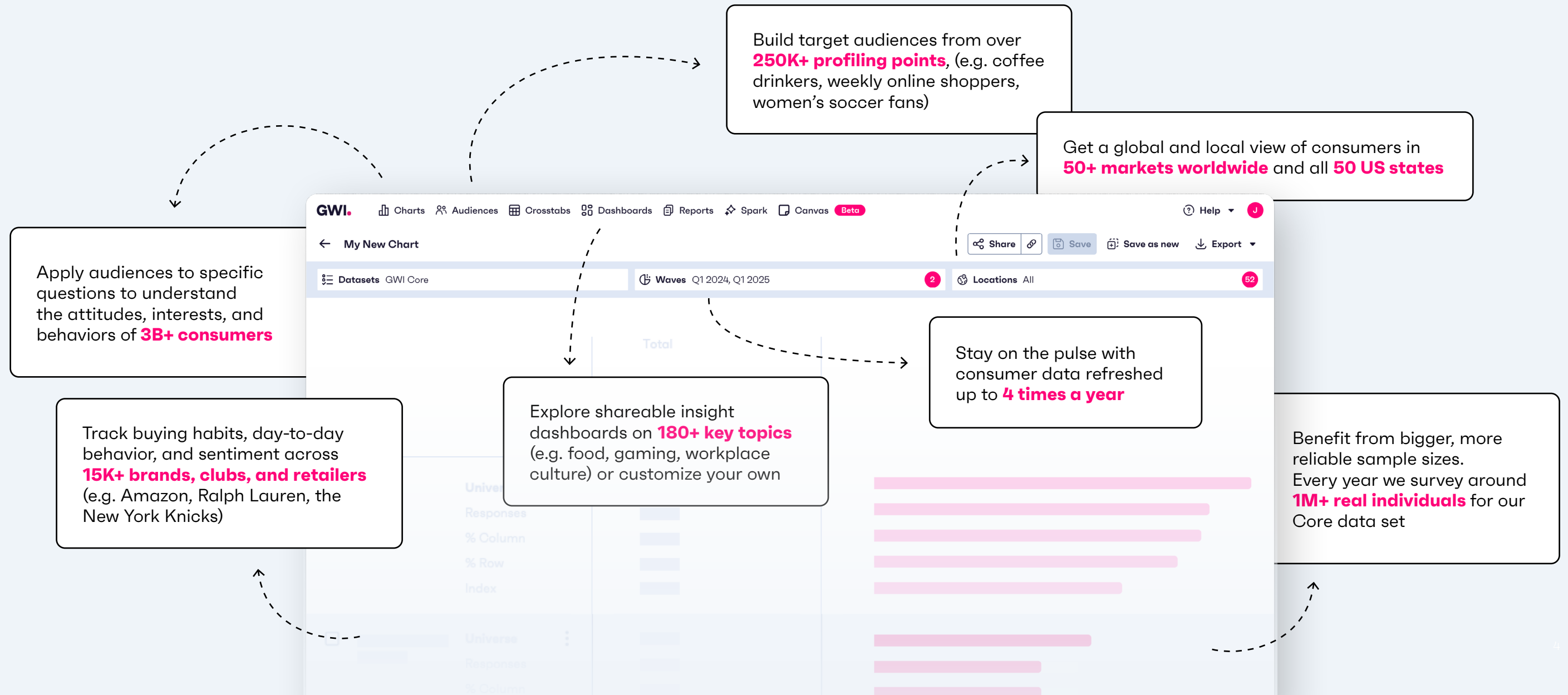
Everything you need to know about our consumer research platform



**GW.**



# GW<sup>I</sup> in numbers



# How brands win with GWI.

Whatever you're trying to achieve, nail it with the right consumer research. **Click to find out more** about some of our key business use cases and customer success stories.



## Brand strategy

How engaging audiences drove a 46% rise in viewership in just 6 months



## Content marketing

How creating targeted content led to a 300% increase in organic visibility



## Media planning

How advertising in all the right places created an 88% uplift in campaign performance



## Product development

How custom research helps build products that audiences love



## Market sizing

How quantifying ROI can justify spend in unfamiliar markets



## Partnership/ sponsorship opportunities

How finding the right partners led to sponsorship growth



## New business wins

How First&First launched a new brand and simultaneously won a pitch




## Ad sales





How connecting with niche audiences drove sales at speed

# 5 reasons why the world's biggest brands rave about our consumer research


Here's what really sets us apart.

 **Global syndicated data** - We survey consumers across 50+ markets and all 50 US states every quarter, to help you track trends over time, and compare global audiences with ease and accuracy. We ask the same questions in each market, so you have a reliable way to see how certain consumer trends are playing out in each country or region.

 **Cost-effective subscriptions** - Access to game-changing consumer insights shouldn't cost the earth. That's why we offer three plans - **Free, Plus and Pro**, tailored to different business needs.

 **User-friendly platform** - Our platform was designed for speed and ease, so you don't have to be a research pro to understand your audience. Our smart research tools make it a breeze to gather fast insight and build bespoke audiences in any market or industry - no matter how niche.

 **AI-powered features** - GWI Spark is your AI assistant, providing instant access to rock-solid survey data from nearly a million global consumers. GWI Canvas is your shared workspace that turns insights into action by automatically generating insight-fuelled decks and presentations.

 **Easy integration** - The GWI API makes it simple to integrate our data into your environment. Once the API is in place it requires little maintenance, the data it delivers is always our latest research, and you save time and effort by not having to switch between platforms to manually compare data.

ALL DATA SETS

# Our data products

Click to find out more about each data set. We're constantly developing and investing in our data, so expect to see more key consumer research topics added in the near future.



Core

Our flagship study of global internet users across 54 markets



Kids

This data set focuses on children aged 8-15 across 18 global markets



Custom

Ask any question for a deeper view and access expert help from analysts



USA

This US-focused data set covers American consumers aged 16+ across all 50 states

Core add-ons

(Recontact of Core)



Alcohol

Surveys monthly alcohol drinkers across 6 markets



Automotive

Focuses on future car buyers and current car owners across 6 markets



Core Plus **FREE**

An in-depth look at 8 key global markets



Consumer Tech

Zeroes in on all things consumer tech across 9 global markets



Moments

Gives you timely insights on key events throughout the year



Gaming

Puts the spotlight on gamers across 18 global markets



Luxury

Provides insights into consumers' luxury perceptions and buying habits across 5 markets



Sports

Looks at sports fans across 18 global markets



Travel

Provides insights into consumers' travel perceptions and plans across 15 markets



Work

Focuses on business professionals in 19 markets



Zeitgeist **FREE**

Up-to-the-moment data set that features fresh data every month across 11 markets



USA Plus

Offers insights into Americans' views on social value topics

# Ready to see our platform in action?

Book a 20-minute discovery chat with one of our experts for a free, no-obligation demo tailored to your business and data needs. It could be the best call you ever make.

Try our free plan



**GWI** Spark Pinned Insights

What are the best marketing channels to reach Gen Z?

Based on what you've told us, we will use the following information to find the best insights:

- Audience(s): Generation: Gen X Generation: Millennials
- Topics: reasons for using social media
- Timeframe: 2023 (Q4) 2024 (Q1, Q3)
- Locations: Europe North America Latin America Middle East and Africa Asia Pacific
- Dataset: GWI Core

**Insights**

- Millennials are 29% more likely to use social media to avoid missing out on things compared to Gen X.
- 22% of Millennials use social media to post about their life, while 18% of Gen X do the same.
- 34% of Gen X use social media mainly for reading news stories, slightly higher than the 32% of Millennials who do so.

