GlobalWebIndex Guide

This guide provides everything you need to know about GWI and how it can drive your digital business.
Contents

03 INTRODUCTION
  What is GlobalWebIndex?
  Methodology

04 DATA COVERAGE

07 TRENDS
  Reports
  Infographics

08 PRO PLATFORM™

09 CUSTOM
  GWIQ™
  API
GlobalWebIndex is home of the world’s largest ongoing study on the digital consumer. Our survey into the world’s internet population spans 40 countries worldwide and represents over 2 billion internet users, which we leverage to create 20,000 data points for marketers to better understand their audiences. We are the only study to provide quarterly global data. Currently, we are interviewing more than 350,000 unique individuals annually.

Part of our vision is to make our data as accessible as possible, which is why we deliver it in a visual, drag and drop revolutionary analysis platform. We also make our data available via an API for clients to integrate into their own tools and dashboards, in 3rd party analysis platforms, as well as offering a range of trend reports and content. This model ensures that anyone can extract value from our data regardless of research skill set or use case.

What is GlobalWebIndex?

Methodology

We have revolutionized digital audience research by providing global, up-to-date insights on a massive scale. Our methodology guarantees total coverage of all aspects of digital behavior on any platform. We use stratified sampling techniques to ensure we have samples that are representative of the internet population aged 16 to 64 in each country that is researched. To do this, we conduct thorough research into the latest official figures from the International Telecommunications Union (ITU), Eurostat, Federal Communications Commission (FCC), and relevant national statistics sources.

With this research, we are able to construct quotas on the sampling to ensure that the correct proportions of respondents take the survey in each country based on the gender, age and educational attainment profiles of the internet populations. This same data is also used to determine the appropriate weights for each country in order to calculate universe estimates.

The Data

2BN INTERNET USERS
40 COUNTRIES
350K ONLINE INTERVIEWS PER YEAR

Our goal is to be the global standard for audience insight. As part of that process we are committed to linking our core survey data to third party digital data. This is achieved by linking our respondents via cookie synching and tags to existing sources of third party data.

Clients
GlobalWebIndex Data Coverage 2017
40 COUNTRIES | 350,000+ INTERVIEWS A YEAR | 20,000 DATAPoints

REACH
Members
Visitors / Users
Engagers / Contributors

PLATFORM-SPECIFIC BEHAVIORS
Facebook Actions
Facebook Messenger Actions
Instagram Actions
Snapchat Actions
Twitter Actions
WhatsApp Actions
WeChat Actions
YouTube Actions

TIME SPENT ON SOCIAL NETWORKS OR SERVICES

TYPES OF PEOPLE FOLLOWED ON SOCIAL MEDIA
15 people/organizations followed

REASONS FOR USING SOCIAL MEDIA
15 reasons, including news, content, work, sharing, product research and ‘FOMO’

USAGE FREQUENCY
Frequency of usage for 15 of the biggest global services

APP TYPES USED
25 different categories, including social, news, health, food, TV, music and banking

NAMED APPS USED
100 apps, across the following categories:
- Commerce
- Messaging/VOIP
-News
-Social
-Travel/Travel/Maps
-TV & Music

SOCIAL PLATFORMS/SERVICES
Facebook
Instagram
LinkedIn
Pinterest
Twitter

MOBILE PAYMENT SERVICES
Apple Pay
AliPay
Samsung Pay

PRODUCTS/TOPICS
30 different topics, including music, mobiles, fashion, sport, food

DIGITAL CONTENT
15 types, including downloads, streaming services, apps, e-books and in-app purchases

DIGITAL BEHAVIORS

MUSIC GENRES

ONLINE PURCHASE DRIVERS
Free delivery
Easy checkout
Rewards / coupons
Next-day delivery

ONLINE BRAND INTERACTIONS IN LAST MONTH
Visited website
Read email/newsletter
Watched video
Visited social network page
Clicked online ad

ONLINE PURCHASE DRIVERS
Free delivery
Easy checkout
Rewards / coupons
Next-day delivery

B2B MARKETING INFLUENCERS

LIFESTYLE
REGULARS | SEMI-REGULARS
OCCASIONALS | NON-ENGAGERS
Donating to Charity
Driving a Car
Drinking Alcohol
Eating Fast Food
Eating Out at a Restaurant
Exercising
Traveling Abroad for Business
Using Public Transport
Vacations in Home Country
Vacations Abroad
Visiting the Cinema

MEDIA CONSUMPTION
HEAVY | HIGH | MEDIUM
LIGHT | NON-USERS
Cinema • TV • Online TV •
Physical Press • Online Press • Radio •
Online Radio / Music • Games Consoles •
Social Networks / Services

ATTITUDINAL
10 segments based on internet users’ attitudes and self-perceptions

DIGITAL BEHAVIORS
10 segments outlining internet users’ general online activities

AD-BLOCKING
8 segments based on how and why internet users are blocking ads

MOBILE
11 segments based on consumers’ activities on mobile

SOCIAL MEDIA
12 segments based on categories of social media usage

SOCIAL GRADE
Based on income, education, professional life, vacations, savings/investments and device ownership

WEB BRANDS | OVER 400 GLOBAL AND LOCAL SITES, INCLUDING ALL MAJOR SOCIAL NETWORKS
The ultimate data source for digital consumer insight
Trends: Reports & Infographics

All plans have access to the GlobalWebIndex Trend Reports featuring insight and data on-demand for marketing industry professionals.

Infographics

Beautiful infographics outlining key trends and user profiles for leading digital platforms.

Reports

Expert long-form analysis from our in-house analysts covering all aspects of the GlobalWebIndex data set.

GWI FLAGSHIP REPORTS

Looking at key global trends within the digital consumer landscape - presenting the latest insights and statistics on major topics such as social networking, device usage, online purchasing and brand engagement.

AUDIENCE REPORTS

In-depth examinations of particular groups, assessing their most important behaviors and motivations as well as what sets them apart from the wider online population.

PROFILE REPORTS

Key trends, numbers and audience profiles across the world’s biggest social networks, apps and media providers.

MARKET REPORTS

Analyzing trends at a country-level, providing demographic insights as well as the latest national figures across measures such as digital adoption, social networking and online activities. Available for all 40 of GWI’s markets.

TREND REPORTS

Deep-dives into topical themes of interest which combine our latest data with key implications and commercial examples of the trend in action.

INSIGHT REPORTS

Detailed investigations into key digital topics and their implications for marketing and audience measurement. Examples include: The Missing Billion, Cross-Cultural Marketing In the US and Digital vs. Traditional Media Consumption.
PRO Platform™

PRO Platform™ is a revolutionary data analysis platform that enables anyone to create audience insights in seconds.

Tailor the data to meet your insight needs through GWI’s beautifully designed, intuitive and easy-to-use analysis platform.

- Build and compare audience segments from 20,000 variables
- Analyze data on digital attitudes, motivations and behaviors
- Save and share audiences with your colleagues
- Compare across 40 markets
- Trend over 7 years

Save queries, bookmark questions & share audiences
Export multiple questions for deep consumer insight
A new & enhanced set of filters & query parameters
Build your target audience from any combination of 20,000+ variables
GlobalWebIndex works with a wide range of our clients to deliver custom marketing strategy projects.

Get in touch to explore opportunities for global data collection, audience segmentations, channel planning and development of bespoke marketing frameworks.

**Custom**

Insight on demand from our team of expert analysts

Implement our GWIQ™ tag in your ad campaigns and connected properties to segment engaged audiences based on channels, actions, exposure and more.

**GWIQ™**

Audience analytics for deep customer profiling

**API**

A robust, rapid API to power your applications

The GlobalWebIndex API is built on cutting-edge technology and powers our own PRO Platform™.

As such, it contains everything you need to build the data visualization and retrieval tools your business needs.

**CORE DATA INCLUSION**

Add your audience variables, brands, media properties or special interest questions and directly link your data to all 20,000 data points at a global scale.

**RE-CONTACTS**

Target any GWI segment with your custom research study and append all 20,000 GWI data points to your custom survey.

**IN-FLIGHT STUDIES**

Survey GlobalWebIndex respondents in real-time when they visit your properties or get exposed to your advertising campaigns and content.

**ADVERTISING EFFECTIVENESS**

Send custom studies to GWI panelists that have been exposed to any online advertising campaign.

**AUDIENCE TARGETING VALIDATION**

Evaluate the effectiveness of media owner or third-party data for advertising targeting.

**WEBSITE ANALYTICS**

Tag connected platforms to segment visitors based on user actions.

**FIRST-PARTY DATA ENRICHMENT**

Request raw data on matched users, receiving up to 20,000 data points for modelling.

The API supports all the usual GET, POST, PATCH and DELETE requests that any developer would expect.

Create and save audiences and queries, retrieving data in JSON format for programmatic manipulation and visualization. Include filters such as custom audiences, locations (countries), waves of research (dates) and more to give you the granular control you need.

Combine any of the 20,000 data points in our study using boolean operators, to slice and dice the data in a practically infinite number of ways.

The API includes any private or custom data we have collected on your behalf, which is permissioned to you at the organizational level.

**CREATE AUDIENCES AND QUERY OUR DATA PROGRAMMATICALLY**