

What's the benefit for you?

Segment your customers with incredible precision, making sure your strategy is right for each subgroup of your audience, using a **bespoke re-contact questionnaire** that groups respondents based on their attitudes. **Sync your newly created segments with our Core data** for in-depth analysis against 40,000 data points.



Why GWI



- ✓ **Data-driven, actionable** segmentation means a targeted, future-proofed understanding of your market
- ✓ **Draw on insights from our 40,000 data points**, alongside additional tailored custom recontact questions, relevant to your segmentation
- ✓ **Understand your segments' lifestyle, attitudes, brand and media consumption** now and in future core waves, with fast, easy access via our platform



Segmentation creation

1

- We will work with you to construct the **perfect questionnaire**, capturing the critical dynamics needed to segment your target audience
- Identify your target audience within our Core data using a **re-contact approach** to complete your survey. This will provide the **foundation of our segmentation work**
- Using a combination of your unique survey our 40,000 data points, our data scientists will **identify clusters of people with a naturally similar behaviour** to create clear and distinct segments

2

The bigger your sample, the greater the scope for drawing impactful insight. If needed, we take your clearly defined audience personas and model them against the total sample of respondents in our core database. Potentially you can model not just the past 4 quarters, but the next 4 quarters of data, giving you a view on your segments changing behavior over time.

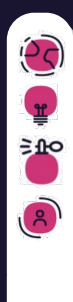
3

We work with you to find the best ways of integrating the segmentation into your organization. While this is happening, we'll bring each segment to life, helping you understand how to best reach your personas effectively with tailored approaches for each.

Our Connections team will be on hand to use their expertise to support your integration and activation planning, optimising the value to your organisation.

See your audience in ultra high definition

Combining and syncing custom results with our Core dataset means all your data is in one place and you can easily profile your exposed group against data points from a huge range of categories:



Demographics



Attitudes & Interests



Purchase Behaviour



Work & professional life



Marketing touchpoints



Social Media



Technology & Devices



Online activities



Media



Gaming



Sports & Exercise



Lifestyle



Connected Trendsetters

Connected Trendsetters are the **ethical** and **environmentally conscious** segment but also the **wealthiest**.

Tablet is their preferred device with 73% owning one and 62% using this device to access the internet.

This segment is more likely to go on the internet for **online shopping** and strongly **rely on brand / product websites** through their purchase journey, suggesting these would be the ideal channels to reach them.

Customer service should be a focus to retain this segment and to turn them into advocates as half of them would promote a brand when receiving good customer service.

Demographics

Gender	45% Male 55% Female
Average age	40 yo (average)
Children	1 out of 2 are married
HH Income	85,000 EUR (average)
Employment	81% are full-time workers

Lifestyles & Interests

Connected Trendsetters are **Altruists** (IDX 148) and consider themselves **much more affluent** than the average (IDX 219).

They are also concerned about **environmental issues** (IDX 159) and are **highly informed** about current affairs / news (IDX 152), politics (IDX 160) and our economy (IDX 189).



Device ownership



63% own a tablet (IDX 111)

Mobile brand ownership



40% own an iPhone (IDX 125)

Network provider



54% use Orange as their network provider (IDX 129)

Device used to access web



86% use a smartphone to access the web (IDX 132)

Device used to watch TV



75% are multi-device users (IDX 135)

Social Media reach



61% use Twitter as their main social media platform (IDX 119)

Reasons for using Social Media



76% to stay in touch with what my friends are doing (IDX 128)

Online activities



81% purchased a product online (IDX 110)

Brand discovery



42% use brand/product websites (IDX 111)

Online product research



72% use search engines (IDX 117)

Digital content purchased



48% use music streaming services (IDX 127)

Brand advocacy



39% love for the brand (IDX 148)

