How different job roles use the GWI platform

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Corporate

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Corporate

Insights

Research Manager

Consumer and Market Insights

Consumer and Market Knowledge

Insights Manager

Intelligence

Data / Business Intelligence

Job role

Someone in this role will be responsible for pulling together insights for internal stakeholders. They will need to fully understand the requirements of these stakeholders and then source insights from 1st party and 3rd party data sets. They need to work out what is impactful for stakeholders, whilst turning data into compelling stories with insights which are actionable. These insights are typically presented in a variety of formats such as Tableau, Excel or PowerPoint.

Pain points

- Time poor
- Having access to relevant data for their brands
- Require large amounts of data points across few verticals/categories

GWI use cases

- Customer profiling / segmenting
- Analyzing the market landscape
- Sizing audiences / market opportunities
- Analyzing trends
- Understanding online behaviors and media consumption habits

Corporate

Analytics or Data Analytics

Job role

Someone in this role will be mainly working with 1st party data from site analytics and their CRM database. They will look to use 3rd Party data sets like GWI to enrich their 1st party data and also to access data sets which they do not currently have access to. They help spread data-driven decision making across the business, ensuring that teams have access to data to make decisions. They are proactively using data to uncover opportunities and make this accessible to other people in the business through dashboard/report building and ad-hoc analysis.

Pain points

- Access to vast amounts of data which they need to analyze quickly
- A lack of audience attributes for their 1st party data. This will be typically restricted to general demographics

GWI use cases

- Looking for general trends and insights
- Audience profiling / Validation
- Ad effectiveness

Corporate

Strategy or Innovation

Job role

Someone in this role will be responsible for formulating new strategies and also for identifying or validating new product initiatives/launches. This will typically involve using 3rd party data sets to size opportunities across markets, monitor changing trends, and also to understand the purchase journey of the target consumer.

Pain points

- Will require a breadth of data where projects are generally very specific and data can be hard to come by Especially for emerging trends
- Want a quick and easy way to identify trends across varies markets and tribes

GWI use cases

- Segmenting by Countries and Waves
- Questions within Marketing touchpoints and Media Consumption
- Creating detailed audiences

Corporate

Brand teams

Job role

Someone in this role will ensure that products, services and comms align with current and potential customers in order to maintain Brand integrity. They will need to monitor marketing trends and keep a close eye on competitive products in the marketplace whilst adapting a Brands strategy for a company's target market. Brand teams will generally manage a specific portfolio of products.

Pain points

- Data coverage of competitor landscape
- Ability to profile their actual audience against the intended audience
- Reliance on retailers for audience data

GWI use cases

- Audience profiling
- Brand tracking
- Monitoring trends
- Understanding media consumption habits and marketing touchpoints

Corporate

Digital or Marketing

Social Media Manager

Marketing Manager / Executive

Digital Marketing Manager

CRM Manager

Job role

Digital / Marketing can range across a broad number of roles. This may include Social, CRM, Marketing Managers etc. They will have a broad range of responsibilities which will will include everything from understanding consumers, the competitor landscape, the purchase journey and formulating comms strategies from media consumption habits and platform specific behaviors. They will be using a range of tools and have access to vast amounts of 1st and 3rd party data.

Pain points

- Knowing which tools to use and when
- Time poor
- Require only a few insights from tools which offer multiple solutions.

GWI use cases

- Vertical specific Dashboards e.g. Social, the Purchase Journey etc.
- Creating audience personas
- Using Chart Builder to drill into the detail

Sport

globalwebindex

Sport

Research or Insight

Insight & Analytics Manager
Data & Insight Analyst
Research Manager

Job role

These users offer internal support and expertise, servicing needs for data and insight across the company and different departments. They are responsible for managing the commissioning of research, analytics of 1st party data and translating research findings to the rest of the company.

Pain points

- Delivering on a wide variety of requests from across the business
- Helping the wider business understand capabilities of data & insight
- Dealing with niche and difficult requests
- Juggling a variety of different tools for data and research

GWI use cases

- Consuming and sharing pre-made content with wider team to learn industry trends and feed in to strategy
- Creating relevant insights for specific requests from around the business using Audience Builder & Chart Builder
- Mass audience analysis in the Crosstab Builder
- Exploring custom studies to analyze fans/core audiences in new ways

Sport

Business Intelligence

Commercial Analyst
Partnership Insight Analyst
Business Intelligence Manager

Job role

These users work on behalf of or with commercial teams to understand the business landscape. Tasked with feeding into partnership/sponsorship pitches with relevant insights, defining and driving strategy around key categories and leading prospect research and sales material development efforts.

Pain points

- Large and wide variety of requests across industries
- Niche requests on specific products/industries
- Needing to create the best possible sales stories
- Time pressure
- Finding data to give themselves a competitive edge

GWI use cases

- Consuming pre-made content to learn industry trends
- Creating relevant insights for specific partnerships pitches using Audience Builder & Chart Builder
- Analyzing key categories and industries using the Audience Builder & Chart Builder
- Using Dashboards for quick insights on audiences in particular categories

Sport

Marketing

Marketing Manager
Senior Marketing Planner

Job role

These users help form the marketing strategy and are responsible for planning, marketing and campaign monitoring. These teams will be using data from a range of sources to understand who their shoppers/fans are, what motivates them and how they can better target them.

Pain points

- Finding time for more strategical research to analyze audiences and form strategy
- Effectively monitoring campaigns and ROI
- Juggling a variety of different tools for data and research
- Analyzing audiences in research scarce markets (i.e: Africa)

GWI use cases

- Validating marketing strategy with data in Audience Builder & Chart Builder
- Forming planning and marketing strategy using Audience Builder & Chart Builder
- Exploring custom studies to help with campaign monitoring
- Exploring and learning about new target markets In Audience Builder & Chart Builder and reading reports
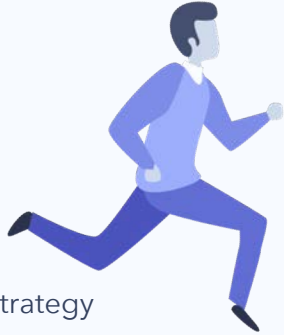
Sport

Execs

Head of Commercial Strategy
Head of Strategy
Vice President - Partnership Insights

Job role

Key stakeholders in the business, that will usually be responsible for one of the Commercial, Insight or Marketing teams. These are decision makers that usually hold responsibility for budget, and are charged with equipping their teams with the best possible tools when it comes to data and insight.

Pain points

- Streamlining data tool usage across the business and often across several offices/markets
- Making sure team members are making most out of all tools
- Directly being able to prove and track value/ROI from tools

GWI use cases

- Exploring and commissioning custom studies for specific use cases
- Collaborating with other key stakeholders to explore custom studies for different departments
- Occasional personal use of Audience Builder & Chart Builder for personal and high priority projects

Media & platform

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Media & Platform

Insights Analyst

Platforms
TV
Publishers
Ad-tech
Entertainment
Gaming

Job role

Insight Analysts leverage internal and third-party data sets to discover insights that help revenue teams to serve clients and agencies. This involves responding to requests from clients whilst juggling multiple tasks in a fast-paced environment. They need to work out what is impactful for their clients, whilst turning data into compelling stories with insights which are actionable. These insights are typically presented in a variety of formats such as Tableau, Excel or PowerPoint.

Pain points

Time poor
Having access to relevant data for verticals or brands
Having too much data. Ability to identify the most actionable insights
Knowing which data source to use and when based on the brief

GWI use cases

Reach against competitors for target audience
Platform specific behaviors + Media Consumption time
Audience profiling (Demographics, Attitudes/lifestyles, Brands, Purchase Behavior and Intention)
Targeting / Solutions to offer

Media & Platform

Client Solutions

Platforms
TV
Publishers
Ad-tech
Entertainment
Gaming

Job role

Client Solutions/Service Managers are similar to insights Analysts by which they partner with the sales teams to build consultative solutions for their customers with the use of data and analytics. They are typically more client facing and in some instances may have less skills than an Insights Analyst with regards to mining internal data. Therefore, they will rely more heavily on data from third party suppliers.

Pain points

- Pulling insights is just one of many tasks that they have to do
- Time poor
- Having access to relevant data for verticals or brands
- Access to and skills with regards to mining internal data

GWI use cases

- Reach against competitors for target audience
- Platform specific behaviors + Media Consumption time
- Audience profiling (Demographics, Attitudes/lifestyles, Brands, Purchase Behavior and Intention)
- Targeting

Media & Platform

Data Analyst

Platforms
TV
Publishers
Ad-tech
Entertainment
Gaming

Job role

Help spread data-driven decision making across the business, ensuring that teams have access to data to make decisions. They will shape the way that success is measured, defining what questions should be asked. They are proactively using data to uncover opportunities and make this accessible to other people in the business though dashboard/report building and ad-hoc analysis.

Pain points

- Having quick access to data. Generally want access to all of the data in an exported format
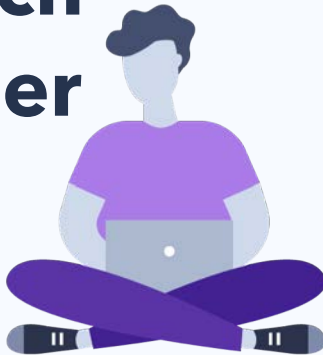- Quick ways to set up and share insights with internal stakeholders

GWI use cases

- Will want to look at everything in order to uncover interesting insights
- Cross-tab builder is perfect for a Data Analyst

Media & Platform

Research Manager

Platforms
TV
Publishers
Ad-tech
Entertainment
Gaming

💼 Job role

Will manage Market Insight and Research projects (both quantitate and qualitative) including projects such as Brand Trackers or Audience Segmentation. They will work with agencies and suppliers to leverage findings from different sources, conducting and designing research which deliver insights into Marketing, Commercial and Product teams. In larger companies they may oversee a team of researchers across multiple disciplines.

☹ Pain points

- Projects may be very specific and require the use of custom data
- Aligning data sets across departments and countries

GWI use cases

- Custom work
- Creating detailed audience personas
- Everything from audience profiling to targeting

Media & Platform

Research Executive

Platforms

TV

Publishers

Ad-tech

Entertainment

Gaming

Job role

Will provide research support and insights, managing a wide range of requests such as looking at market trends, audience sizing, audience profiling, and tracking competitor performance/activity. The types of requests that they get will not always require commissioning larger studies as the data they need will generally be available through Desk Research.

Pain points

- Access to relevant data from secondary research which is readily available and does not require having to gather new data that has not been collected before

GWI use cases

- Reports + Infographics
- Creating detailed audiences
- Segments – splitting by wave, demographics, waves

Media & Platform

Account Manager or Executive

Platforms

TV

Publishers

Ad-tech

Entertainment

Gaming

Job role

Mange and grow relationships with key clients and agency partners by exceeding advertiser expectations. Work with Client Services or Creative Strategists to develop insight led digital campaigns. They will track against campaign performance KPI's, and will look to optimise campaigns when and where needed, whilst also providing recommendations for upsell opportunities. This role requires in-depth industry knowledge of the sectors that they are working within.

Pain points

- Ability to pull insights simply which fit a particular narrative
- Lack of experience working with similar tools
- Ability to interpret data sets and decide on which metrics to use

GWI use cases

- Vertical specific Dashboards
- Reach against competitors for target audience
- Platform specific behaviors and Media Consumption time
- Audience profiling (Demographics, Attitudes/lifestyles, Brands, Purchase Behavior and Intention)

Media & Platform

Creative Strategists

Platforms
TV
Publishers
Ad-tech
Entertainment
Gaming

Job role

Creative Strategists are responsible for putting together branded content that the sales team can use in pitch decks. They are an integral part of the Pre Sales Process (PSP.) They are expected to be creative support for major projects, pulling information and insights that will support and strengthen decks. They need to improve client perception and understanding of what service their company offers. Providing high-quality creative briefing and project support, ensuring creative is developed within the scope of the brief.

Pain points

- Lots of projects
- Work for many different teams, accounts and verticals
- Work needs to be justified and of highest quality
- Responsible for identifying/researching new markets and generate strategic work to feed into the new business strategy

GWI use cases

- Benchmarking against competitors
- Platform specific behaviors + Media Consumption time
- Audience profiling (Demographics, Attitudes/lifestyles, Brands, Purchase Behavior and Intention)
- Trend data across time

Independent Agencies

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Independent Agencies

Research or Insight

Insights Director
Insights Analyst

💼 Job role

These teams are usually setup at larger agencies, offering internal support and expertise, servicing needs for data and insight across the company. These users will receive specific requests from client services and strategists, as to help provide them with targeted insights for clients and prospects. Additionally users also work on general research to feed into wider company strategy.

☹ Pain points

- Delivering on a wide variety of requests from across the business
- Helping the wider business understand capabilities of data & insight
- Dealing with niche and difficult requests
- Juggling a variety of different tools for data and research
- Time pressure when working on pitches for new biz

GWI use cases

- Creating relevant insights for specific requests from around the business using Audience Builder & Chart Builder
- Consuming and sharing pre-made content with wider team to learn industry trends and feed in to strategy
- Mass audience analysis in the Crosstab Builder
- Using Dashboards for quick insight pulling

Independent Agencies

Account Teams

Account Director
Client Executive

💼 Job role

These users oversee and manage the relationship with the specific client accounts. They are responsible for developing an in-depth understanding of the client's marketplace and their business At larger agencies they work closely with planners to translate the client's marketing briefs into agency creative briefs. However at smaller agencies they will work on all aspects of the advertising campaigns.

🙁 Pain points

- Understanding client needs and translating to actionable behaviours
- Helping clients understand the capabilities of data & insight
- Translating client needs to the rest of the business
- Directly being able to prove and track value/ROI from tools

GWI use cases

- Consuming pre-made content to learn industry trends
- Creating relevant insights for specific client projects using Audience Builder & Chart Builder
- Analyzing client audiences and trends using the Audience Builder & Chart Builder to feed into general strategy
- Exploring custom studies to help clients in new ways

Independent Agencies

Execs

Head of Data
Solutions Director
Creative Strategy Director

Job role

Key stakeholders in the business, that will usually either be responsible for one of the Research & Insight or Strategy teams, or Solutions and Data across the organization. These are decision makers that usually hold responsibility for budget, and are charged with equipping their teams with the best possible tools when it comes to data and insight.

Pain points

- Streamlining data tool usage across the business and often across several offices/markets
- Making sure team members are making most out of all tools
- Directly being able to prove and track value/ROI from tools

GWI use cases

- Exploring and commissioning custom studies for specific use cases
- Collaborating with other key stakeholders to explore custom studies for different departments
- Occasional personal use of Audience Builder & Chart Builder for personal and high priority projects

Independent Agencies

Planners or Strategists

Strategic Planner
Media Planner
Digital Strategists

Job role

Roles and responsibilities for these roles vary depending on the agency, but these users feed into the planning, strategy and development of campaigns. Larger indies will have employees focusing on specific parts of the advertising campaign (i.e: media planning), however these users at smaller agencies will be responsible for all aspects campaign strategy.

Pain points

- Large and wide variety of requests for different clients
- Helping colleagues and clients understand capabilities of data & insight
- Juggling a variety of different tools for data and research

GWI use cases

- Exploring and commissioning custom studies for specific use cases
- Creating relevant insights for specific requests from around the business using Audience Builder & Chart Builder
- Mass audience analysis in the Crosstab Builder
- Using Dashboards for quick
- insights on audiences

Network Agencies

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Network Agencies

Strategic or Media Planner

💼 Job role

Working with client briefs to develop a media or creative plan intended to reach and target a relevant audience. This can consist of new business pitches and existing client projects.

☹ Pain points

Needing to validate a plan or creative direction as part of the strategy – e.g. "the data shows that Audience 1 are x% more likely to engage with Social Media" Budget restraints from the clients. Where can they find the best returns on clients media investment?

📋 GWI use cases

Understanding demographics and psychographic profile of target audience from client brief
Plan media based on the message that the client wants to communicate to the consumer

Network Agencies

Research or Insight

🧳 Job role

Research professionals are ultimately responsible for analyzing and evaluating first-party and third-party data, in order to make recommendations to help achieve a clients strategy.

☹ Pain points

- Usually working with multiple tools and so it is difficult to know which tool/provider to use and when
- Time poor – usually servicing lots of internal teams and therefore lots of clients/brands
- Securing budget for new or more relevant tools

📋 GWI use cases

- Creating more in-depth analysis and insights for specific target audiences (crosstab builder)
- Trend analysis to highlight how and why consumer habits are changing
- Global analysis – market vs market to highlight consumer differences

Network Agencies

Account Manager or Exec

Job role

Account teams are responsible for developing an in-depth understanding of the client's objectives and working with planners to translate marketing briefs into creative briefs and media plans.

Pain points

- Managing internal teams to ensure that the client is receiving the best service and ultimately a return on investment (and therefore continue as a client)
- Failing to win new business through lack of data and insights relevant to client brief

GWI use cases

- Using GWI data to prove to the client that the agency has the deepest understanding of who the target consumer are, and that they are able to create the best strategy in terms of targeting that audience

Network Agencies

Social Media Strategist

Job role

Social Media Strategists must understand how consumers interact with social platforms. It is essential that they understand how new technologies shape the user experience online. They craft ideas, which are social by design and engage with the online consumers.

Pain points

- Very crowded marketplace with regards to social media data platforms, so difficult to know which dataset to use and when
- Difficult to prove the "so what" factor – e.g. everybody uses Facebook, but why is it specifically relevant for this target audience?

GWI use cases

- Building target audiences using demographics/attitudes, and being able to understand which social platforms have the highest reach
- Deeper understanding of social media habits and how these trends change over time
- Identifying motivating factors – e.g. reasons for using social platforms, types of people followed etc.

Network Agencies

Data Analyst or Scientist

💼 Job role

Data Analytics and Scientists are a largely new function, whose role it is to model large data sets to find trends, stories or answers in the data. They do not tend to work for specific briefs, but rather aim to predict future trends.

☹ Pain points

- Working with multiple data sources, so being able to translate audiences across different tools (often requires working with proxy audiences)
- Usually working on large, time consuming projects, so always looking for the quickest way to generate and export data

📋 GWI use cases

- Crosstab analysis for more granular/deeper data pulls
- Being able to replicate Reports
- Segment by demographics, country, wave etc.