

Companion Guide

Audiense & GWI Integration





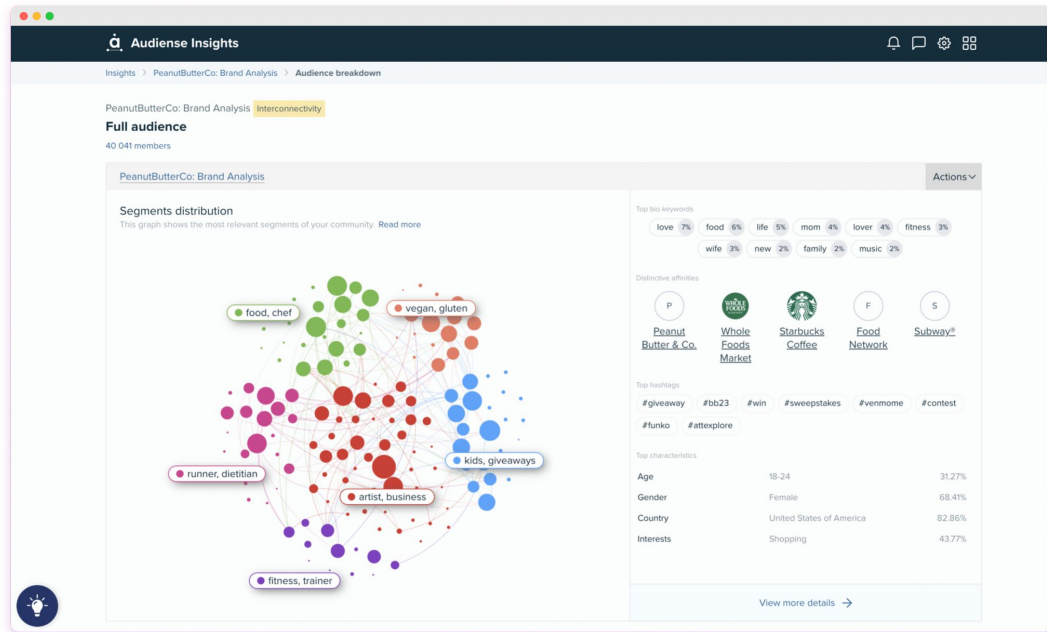
Audiense & GWI

What does the integration consist of:

It is a bridge between both tools, where an audience created in Audiense will be ported to a GWI audience by matching relevant attributes that define this audience.

Four main steps:

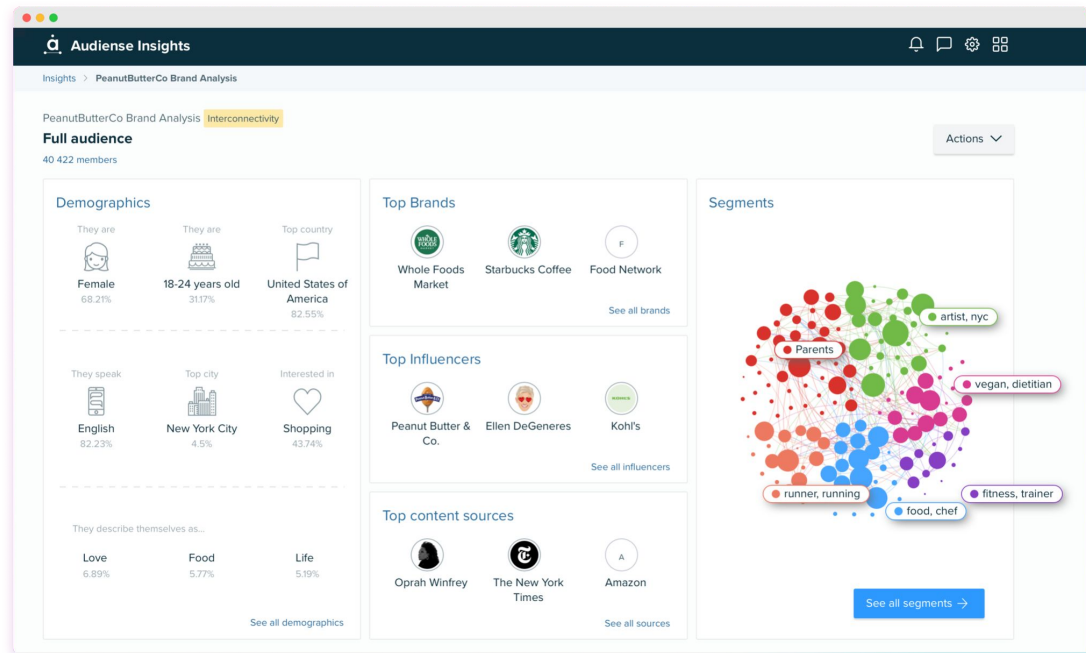
1. **Create your insights report**
2. **Create a GWI audience** from the **full audience** or any **segments** in your report (In the **audience breakdown** page)
3. View the audience blueprint created in GWI (**Shared audiences**)
4. **Edit the audience** in GWI by saving the audience as new.



Opening a report for the first time

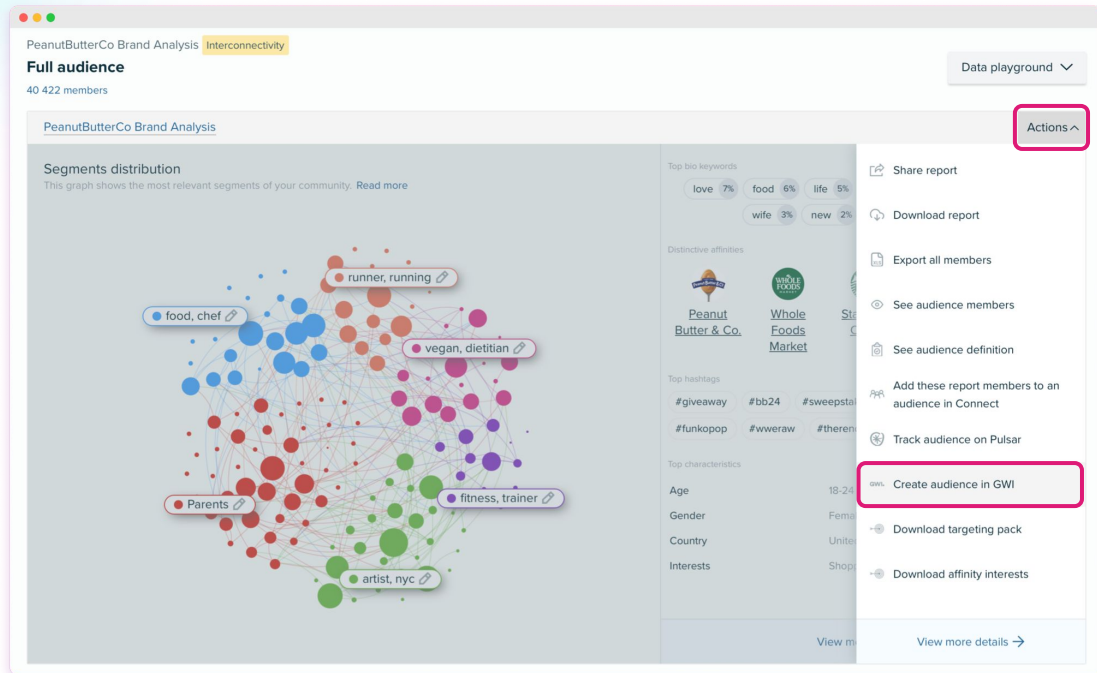
Get a first glance at your full audience & segments

Click on 'See all segments' to go to the Audience Breakdown page



Send your audiences to GWI

Audience Breakdown View – Full audience



Find the **Full Audience Actions** button on the top right!

Click on **Create audience in GWI**

Creating an audience in GWI based on a Segment

Segment Cards

As you **scroll down** on the **Audience Breakdown** page, you can **select** the **segment** you want to **create an audience** from via the **Actions** button.

Select **Create an audience in GWI**

Segments

Parents Actions ^

- Edit
- Add these segment members to an audience in Connect
- Create a report with these segment members
- See segment members
- Export segment members
- Track segment on Pulsar
- gw. Create audience in GWI
- Download targeting pack
- Download affinity interests
- Delete

artist_nyc Actions v

Segment size: 18.47%

Distinctive bio keywords:

- media 2%
- social 2%
- business 2%

Distinctive affinities:

- Dr. Love
- Judd Apatow
- Dita Von Teese

Top hashtags:

- #bb24
- #houseofthedragon
- #wweaw

Top characteristics:

Age	18-24	32.27%
Gender	Female	62.15%
Countries	United States of America	80.68%
Interests	Pets	50.49%

food_chef Actions v

Segment size: 15.1%

Distinctive bio keywords:

- recipes 5%
- cook 3%
- wine 3%

Distinctive affinities:

- Serious Eats
- SAVEUR
- HuffPost Taste

Top hashtags:

- #theringsofpower
- #hurricaneian
- #dodgers

Top characteristics:

Age	25-34	30.89%
Gender	Female	68.21%
Countries	United States of America	84.83%
Interests	Food and drink	71.14%

vegan_dietitian Actions v

Segment size: 12.53%

Distinctive bio keywords:

- gluten 4%
- organic 4%
- gluten free 4%

Distinctive affinities:

- VegNews
- daiya
- So Delicious

Top hashtags:

- #bb24
- #ミスヘア2022
- #vegan

Top characteristics:

Age	18-24	31.4%
Gender	Female	71.48%
Countries	United States of America	81.09%
Interests	Food and drink	57.09%

Creating an audience in GWI

This **message appears**, where you will get a view of the **attributes** that have been **matched** in **GWI**.

The 5 attributes translated and sent to GWI to match their profiling points:

1. Age
2. Gender
3. Country
4. Interests
5. Affinities (brands)

The screenshot shows a dialog box titled "Create this audience in GWI" with a close button (X) in the top right corner. The dialog contains a table with two columns: "Attributes" and "Attributes". The first column lists attributes with their corresponding values and percentages, while the second column shows the translated attributes for the GWI audience.

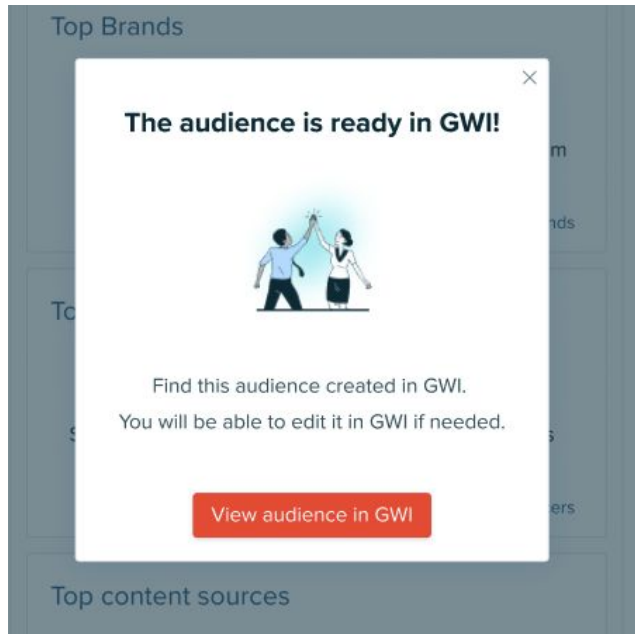
Attributes	%	Attributes
Country	Spain	Country » Spain
Age	25-34	Age (Groups) » 25 to 34
Interest	Society » Work	No match was found
Influencer	@nytimes	News Services: Engagement » The New York Times

At the bottom of the dialog, there are two buttons: "Cancel" and "Create audience in GWI".

Creating an audience in GWI

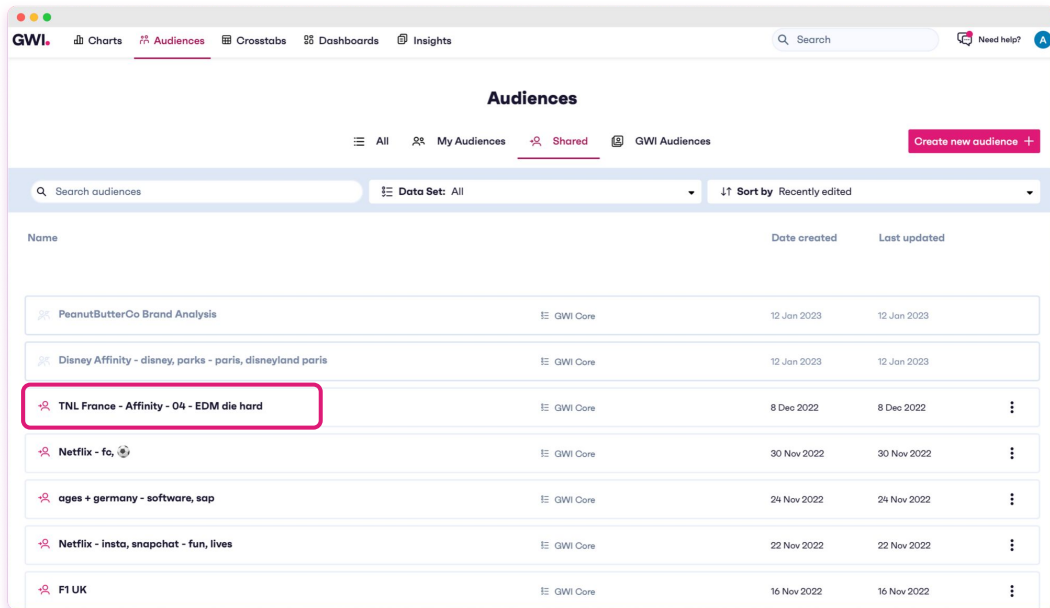
Get ready to be redirected to your **GWI account**.

*Make sure you are logged in!



Finding your Audience in GWI

The integration should automatically take you to **Shared Audiences**, where you will find your newly created audience at the top of your audience list.



The screenshot shows the GWI Audiences interface. The top navigation bar includes 'Charts', 'Audiences', 'Crosstabs', 'Dashboards', and 'Insights'. The 'Audiences' section is active, showing a list of audiences. The 'Shared' tab is selected, and a 'Create new audience' button is visible. The table below lists several audiences, with 'TNL France - Affinity - 04 - EDM die hard' highlighted by a red box.

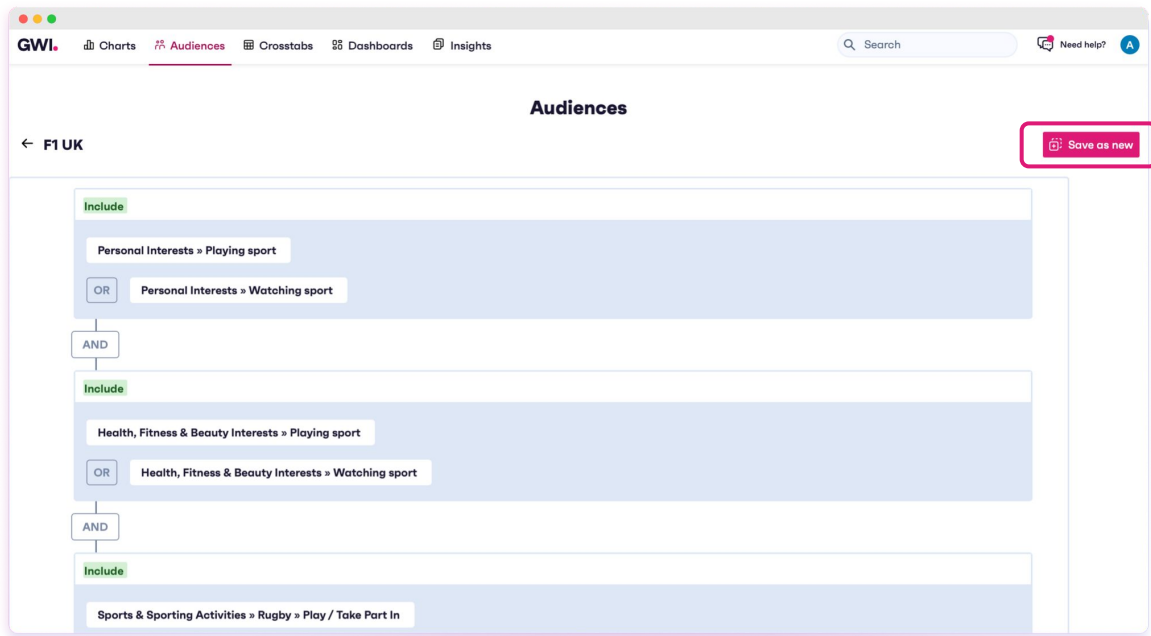
Name	Date created	Last updated
PeanutButterCo Brand Analysis	12 Jan 2023	12 Jan 2023
Disney Affinity - disney, parks - paris, disneyland paris	12 Jan 2023	12 Jan 2023
TNL France - Affinity - 04 - EDM die hard	8 Dec 2022	8 Dec 2022
Netflix - fa, @	30 Nov 2022	30 Nov 2022
ages + germany - software, sap	24 Nov 2022	24 Nov 2022
Netflix - insta, snapchat - fun, lives	22 Nov 2022	22 Nov 2022
F1 UK	16 Nov 2022	16 Nov 2022

Viewing your shared audiences

Access the audience blueprint sent from Audiense

You can view the attributes that have been matched in more detail.

Save your audience and access it under **My Audiences**.



Access your saved audience in GWI

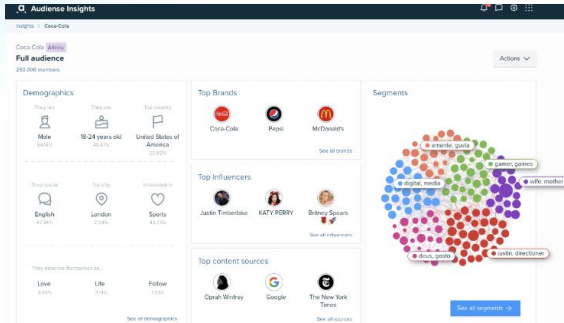
My Audiences

Now you can **review and modify** if needed! You will be able to **remove** or **add groups**, as well as **attributes** to add **profiling points** to this audience.

We **recommend** an audience **sample size of 100+**. Don't forget to click on **Save audience** at the bottom!

Check out the next slide for our **strategic video** or step-by-step **demo** to go beyond these steps in GWI. Dive deeper to view your audience's survey responses for specific topics and touchpoints.

The screenshot displays the GWI 'My Audiences' interface. At the top, there's a navigation bar with tabs for Charts, Audiences (selected), Crosstabs, Dashboards, and Insights. Below this, the audience name 'F1 renamed' is shown, along with buttons for 'Save audience', 'Save as new', 'View persona card', and 'Push to ad platform'. The interface shows a list of 'Quickly add' attributes: Gaming Franchises*, Age (Groups), Personal Interests, Country, and Music Genres*. The main section displays two groups of attributes. The first group, 'Include people with Any of these attributes' (Data points: 2/63), includes 'Personal Interests > Playing sport' and 'Personal Interests > Watching sport'. The second group, 'Include people with Any of these attributes' (Data points: 2/11), includes 'Health, Fitness & Beauty Interests > Playing sport' and 'Health, Fitness & Beauty Interests > Watching sport'. On the right, a summary box states: 'Your audience sample size is 16,110 respondents out of 391,456'. It also notes: 'This represents approximately 94.35M real-world people and accounts for 3.6% of the population for the selected waves and locations.' Below this, a 'Breakdown by waves' bar chart shows data for Q3 22 (4,107), Q2 22 (4,161), Q1 22 (4,126), and Q4 21 (3,716). At the bottom, there are buttons for 'Add new group' and 'Save audience'.



[Interactive step-by-step demo](#)

How to use the integration & more actions in GWI to identify survey insights for your audience



[How-to \(Video\)](#)

Practitioner/user video



[Complete blog: Integration value & use cases](#)

Use cases and more...

Note: to request this Integration, please contact your Account Manager or email opsteam@audiense.com

audiense:

Thank you!

*If you need support or have feedback, please contact our Product team –
productrequest@audiense.com