

audiense:

Companion Guide

Audiense & GWI Integration



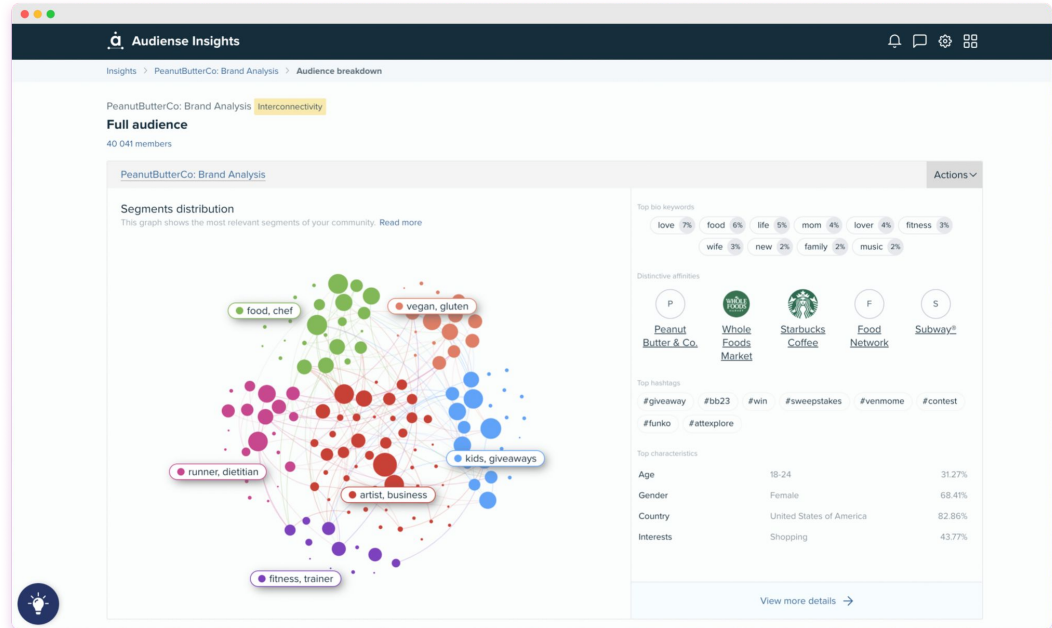
Audiense & GWI

What does the integration consist of:

It is a bridge between both tools, where an audience created in Audiense will be translated into 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.

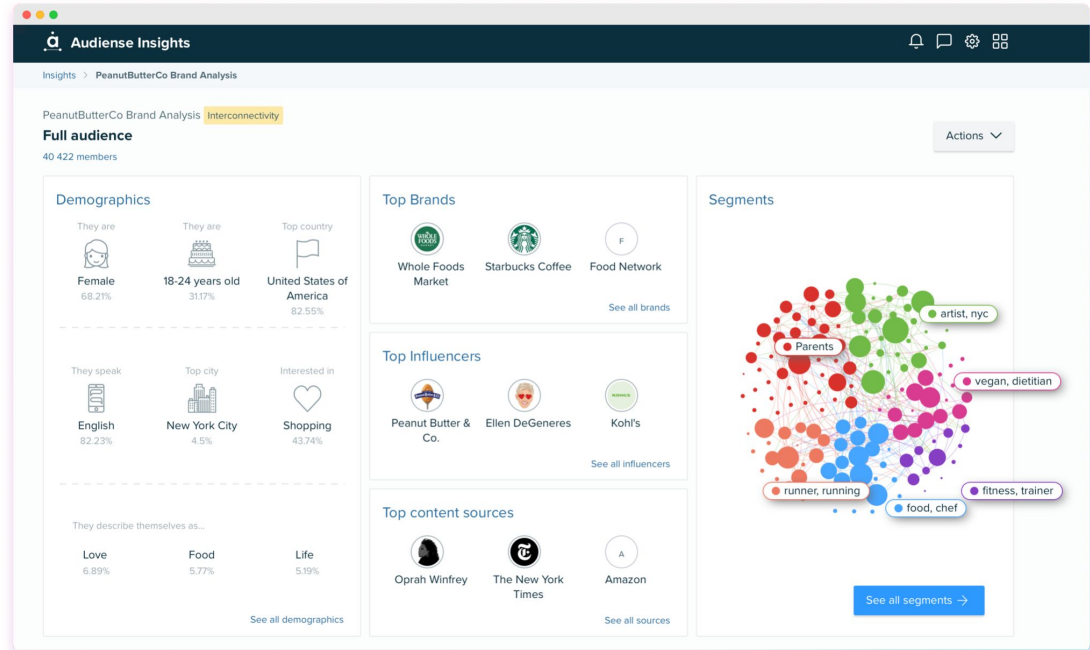


*This [interactive demo](#) provides a step by step with more actions to view your audience's survey answers!

Opening a report for the first time

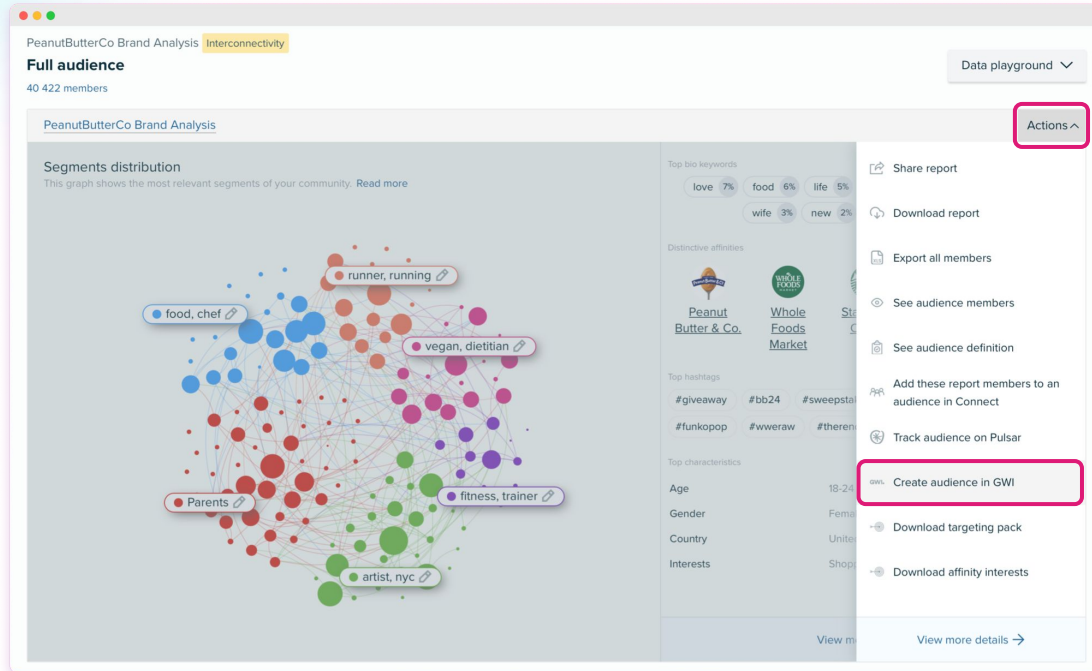
Get a first glance at your full audience & segments

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**

The screenshot displays the 'Segments' interface with four segment cards. Each card shows segment size, distinctive bio keywords, distinctive affinities, top hashtags, and top characteristics.

Segment Name	Segment Size	Distinctive Bio Keywords	Distinctive Affinities	Top Hashtags	Top Characteristics
Parents	18.47%	media 2%, social 2%, business 2%	Dr. Love, Judd Apatow, Dita Von Teese	#bb24, #houseofthedragon, #wveraw	Age: 18-24 (32.27%), Gender: Female (62.15%), Countries: United States of America (80.68%), Interests: Pets (50.49%)
artist_nyc	15.1%	recipes 5%, cook 3%, wine 3%	Serious Eats, SAVEUR, HuffPost Taste	#theringsofpower, #hurricaneian, #dodgers	Age: 25-34 (30.89%), Gender: Female (68.2%), Countries: United States of America (84.83%), Interests: Food and drink (71.14%)
food_chef	12.53%	gluten 4%, organic 4%, gluten free 4%	VegNews, dalya, So Delicious	#bb24, #ミスヘアン2022, #vegan	Age: 18-24 (31.4%), Gender: Female (71.48%), Countries: United States of America (81.09%), Interests: Food and drink (57.09%)
vegan_dietitian					

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)

Actions ▾ antifascista, pode... Actions ▾ sé, humor Actions ▾ periodista...

Create this audience in GWI ⓘ

Attributes ↓ %

Attributes	%	Attributes
Country	Spain 82.96%	Country » Spain
Age	25-34 62.71%	Age (Groups) » 25 to 34
Interest	Society » Work 46.04%	No match was found
Influencer	@nytimes 35.71%	News Services: Engagement » The New York Times

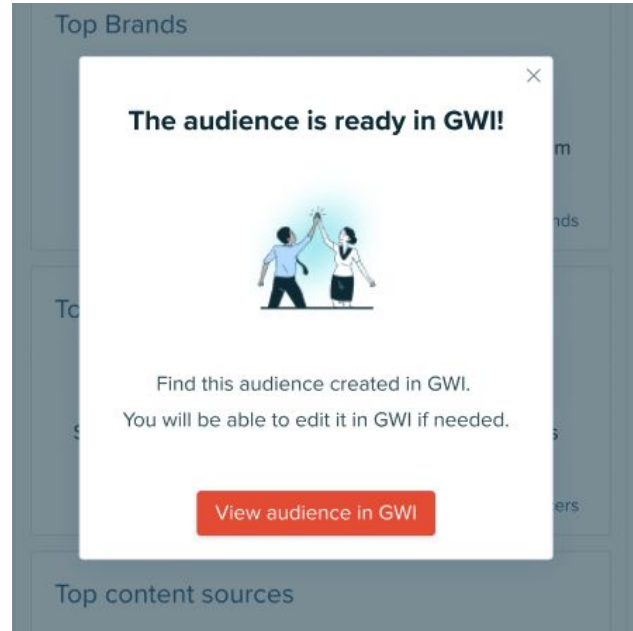
Cancel Create audience in GWI

87.39% Countries Spain 89.46% Countries Spain 90.58%

Creating an audience in GWI

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

*Make sure you are logged in!



Viewing your shared audiences

Access the audience blueprint sent from Audiense

The integration should automatically take you to your shared **audience**, where you will view the attributes that have been matched in more detail.

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

The screenshot displays the Audiense interface for viewing a shared audience. The page title is "Audiences" and the specific audience is "F1 UK". A "Save as new" button is highlighted in a pink box. The audience blueprint is structured as follows:

- Include** (green label)
 - Personal Interests » Playing sport
 - OR
 - Personal Interests » Watching sport
- AND** (white label)
- Include** (green label)
 - Health, Fitness & Beauty Interests » Playing sport
 - OR
 - Health, Fitness & Beauty Interests » Watching sport
- AND** (white label)
- Include** (green label)
 - Sports & Sporting Activities » Rugby » Play / Take Part In

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.

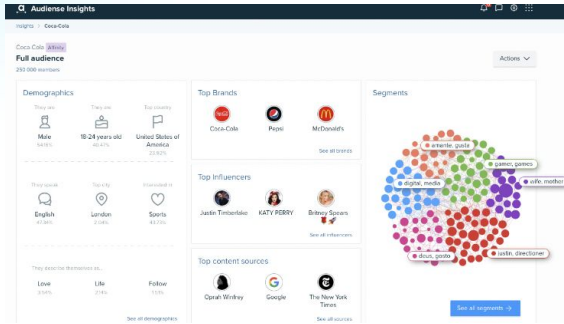
We **recommend** an audience **sample size of 100+**. Don't forget to click on **Save audience** at the bottom!

The screenshot displays the GWI interface for building an audience. The main area shows a list of attributes: Gaming Franchises*, Age (Groups)*, Personal Interests*, Country*, and Music Genres*. Two groups are selected and connected with an AND operator:

- Group 1: Include people with Any of these attributes (2/63 data points). Attributes: Personal Interests > Playing sport X, Personal Interests > Watching sport X.
- Group 2: Include people with Any of these attributes (2/11 data points). Attributes: Health, Fitness & Beauty Interests > Playing sport X, Health, Fitness & Beauty Interests > Watching sport X.

Buttons for 'Add new group +', 'Save audience', 'Save as new', 'View persona card', and 'Push to ad platform' are visible. A summary panel on the right shows:

- Your audience sample size is 16,110** respondents out of 391,456.
- This represents approximately **94.35M real-world people** and accounts for **3.6% of the population** for the selected waves and locations.
- Breakdown by waves:** Q3 22 (4,107), Q2 22 (4,161), Q1 22 (4,126), Q4 21 (3,716).
- Waves breakdown button.



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

How to use the integration



[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