audiense:

Companion Guide

Audiense & GWI Integration

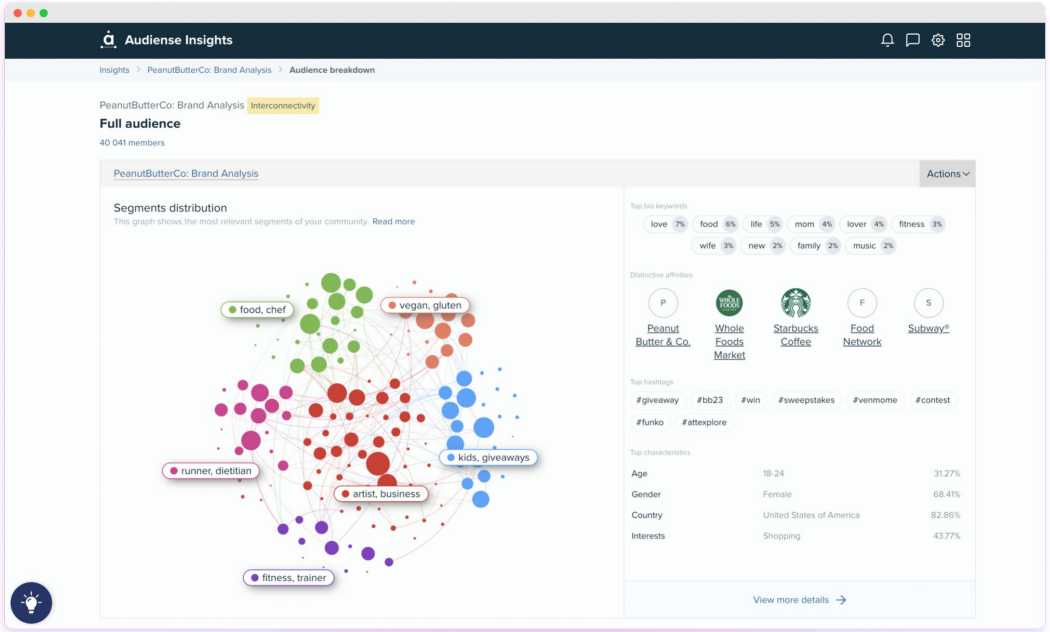
Audiense & GWI

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.

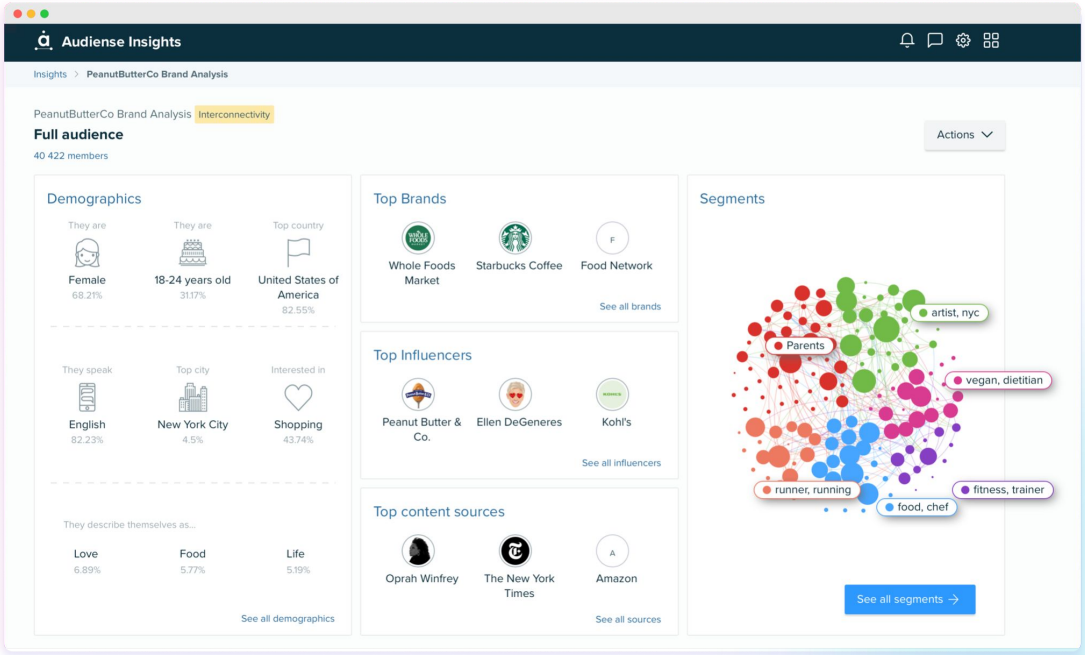


*This [interactive demo] provides a step by step!

Opening a report for the first time

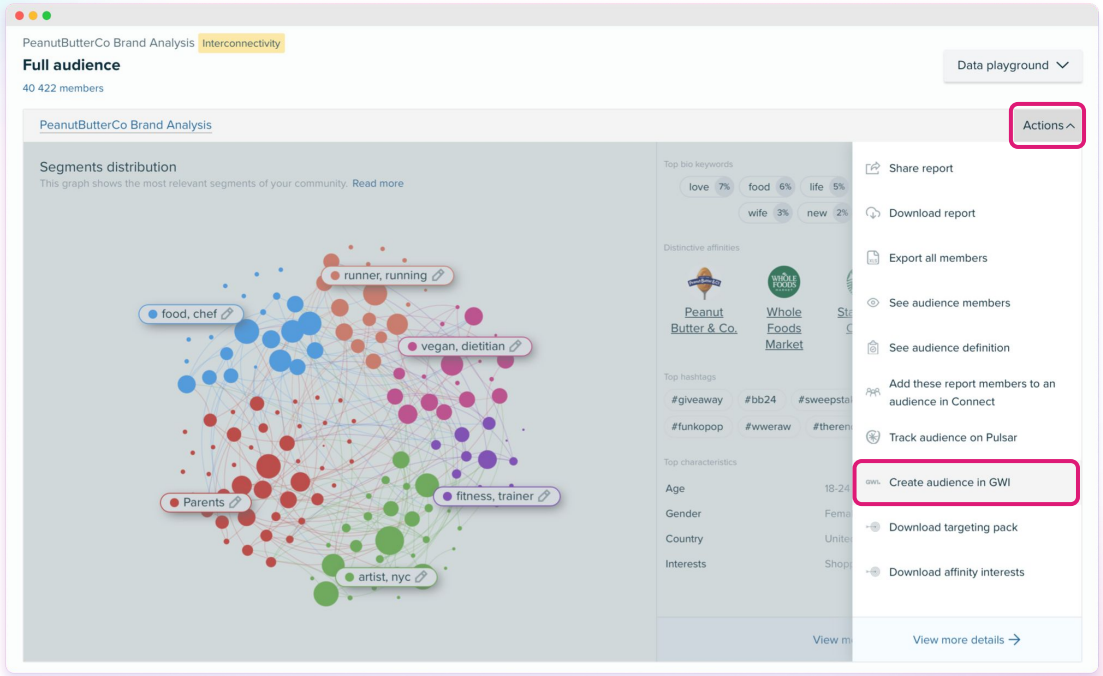
Get a first glance at your full audience & segments

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!

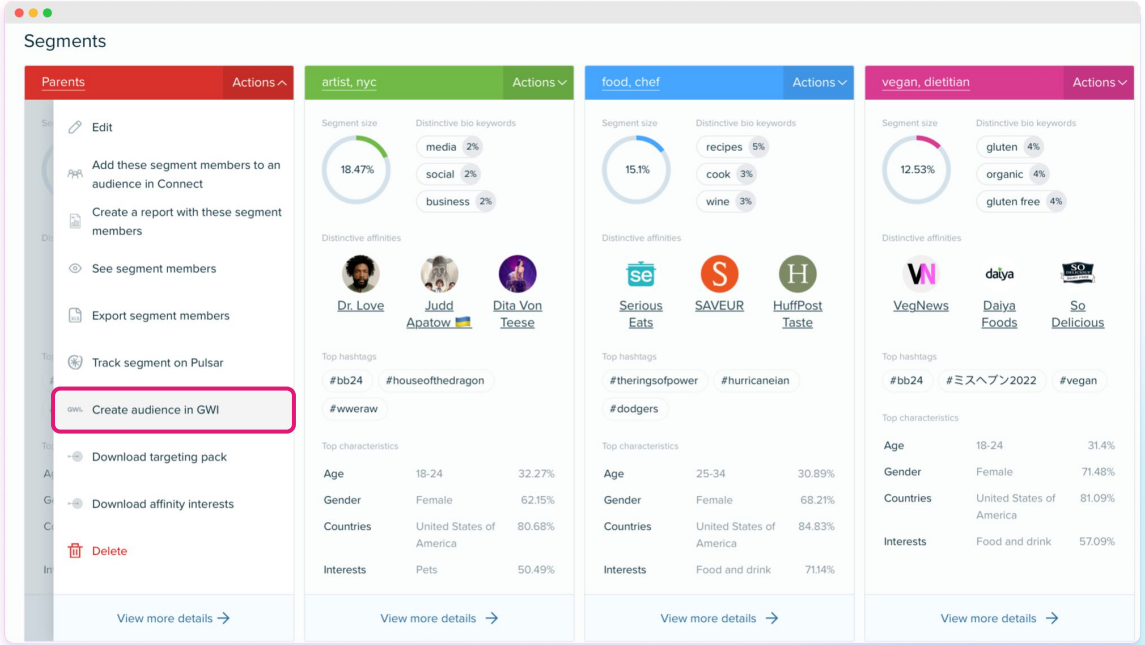
Click on **Create audience in GWI**

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**



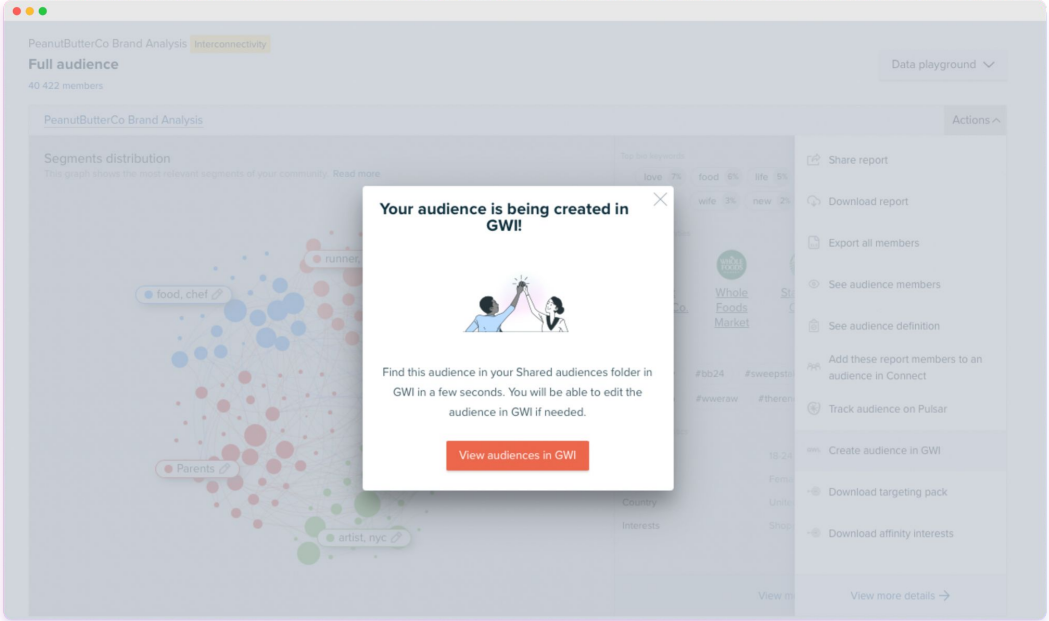
Creating an audience in GWI

As you click the button, this **message appears**, where you are **sent automatically to GWI.**

*Make sure you are logged in!

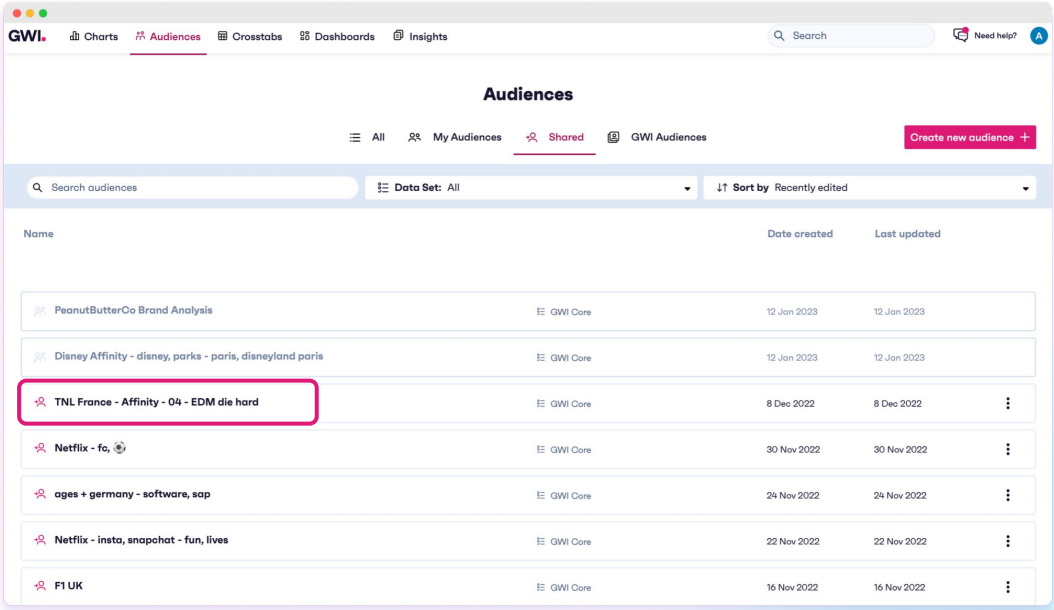
The 5 attributes translated and sent to GWI to match their profiling points:

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



Finding your Audience in GWI

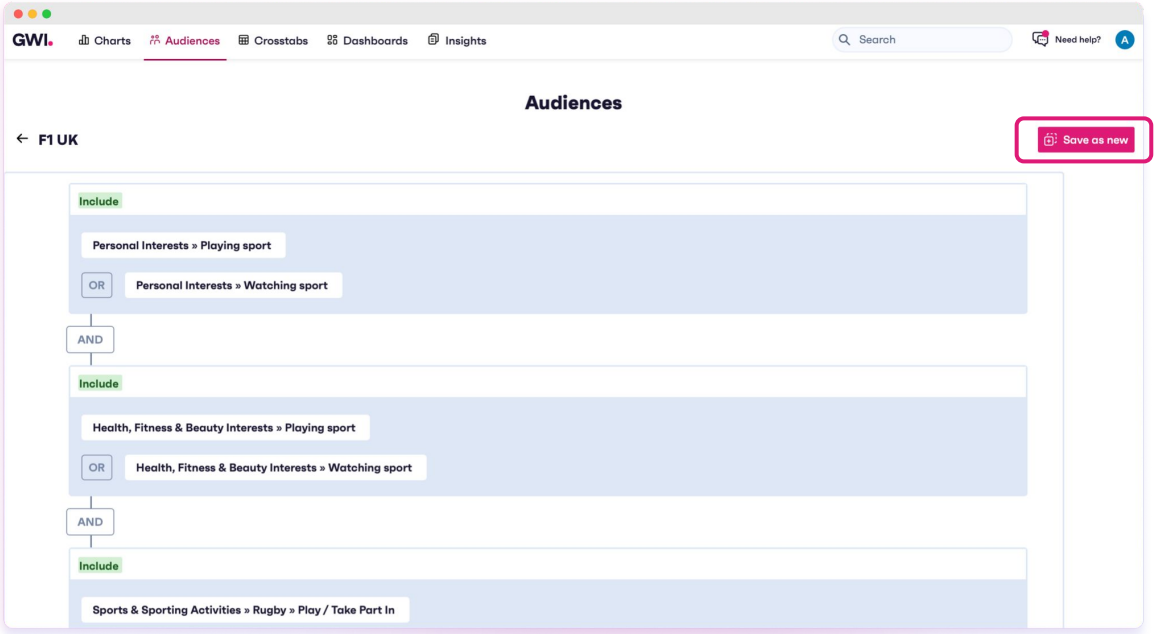
The integration should automatically take you to **Shared Audiences**, where you will find your newly created audience at the top of your audience list.



Viewing your shared audiences

Access the audience blueprint sent from Audiense

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

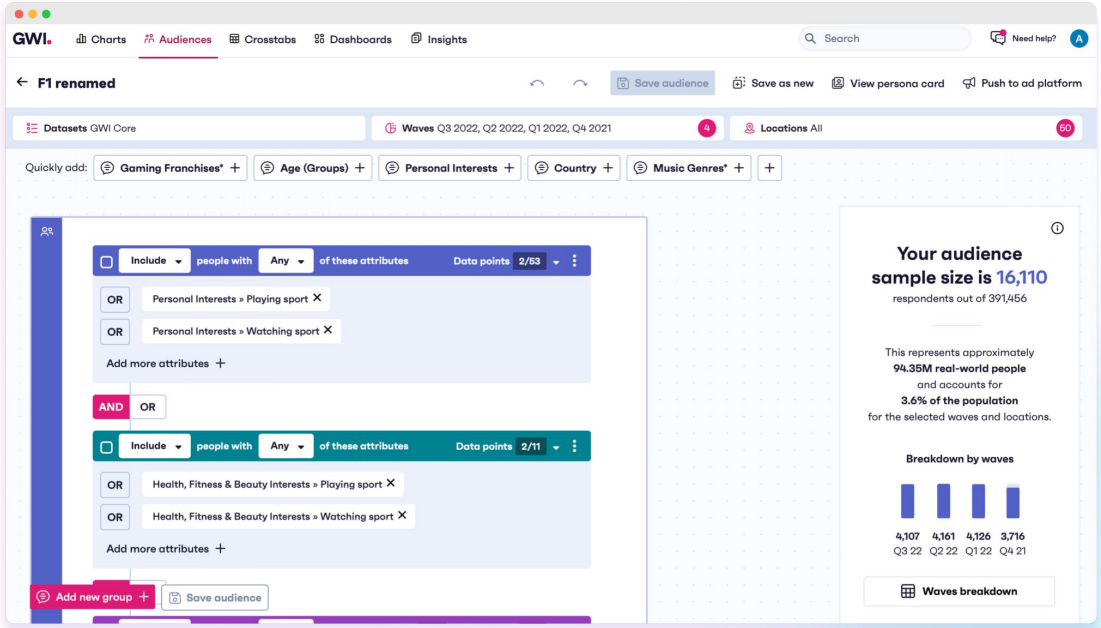


Access your saved audience in GWI

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. Don't forget to click on **Save audience**!



*If you missed it, follow this **interactive demo** to get familiar with these steps.

audiense

Thank you!

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