

audiense:

# Companion Guide

## Audiense & GWI Integration



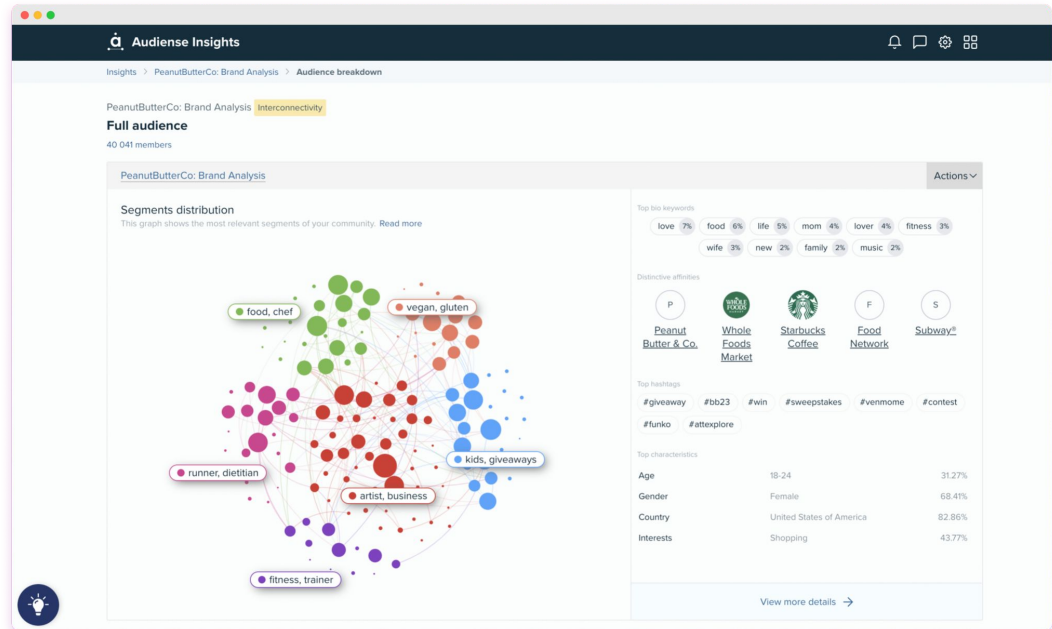
# Audiense & GWI

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.

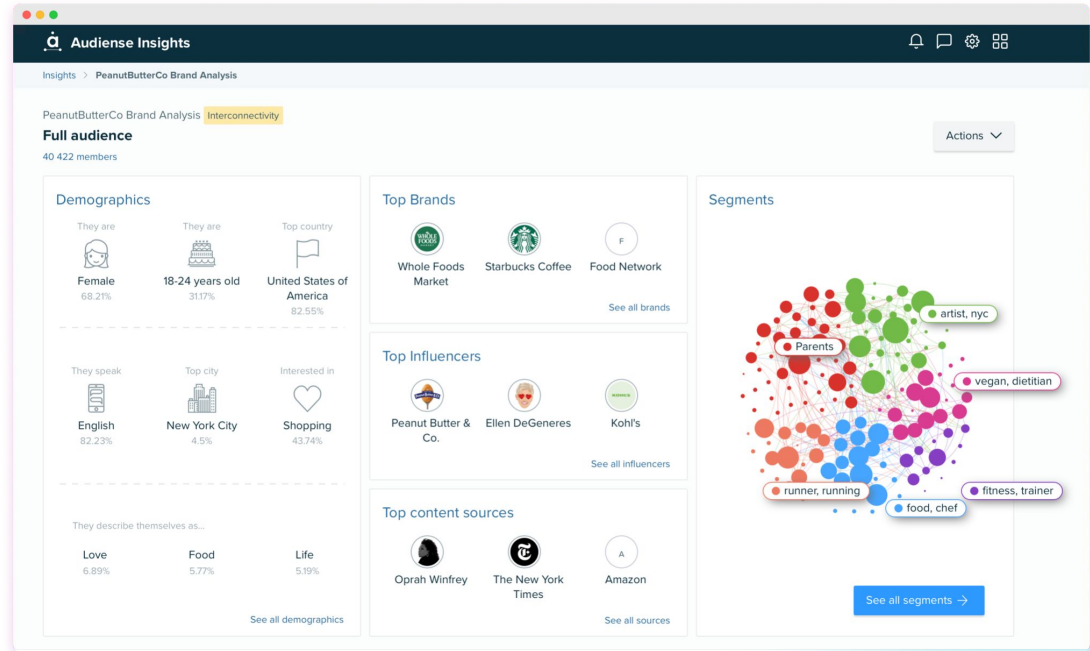


\*This [interactive demo](#) provides a step by step!

# Opening a report for the first time

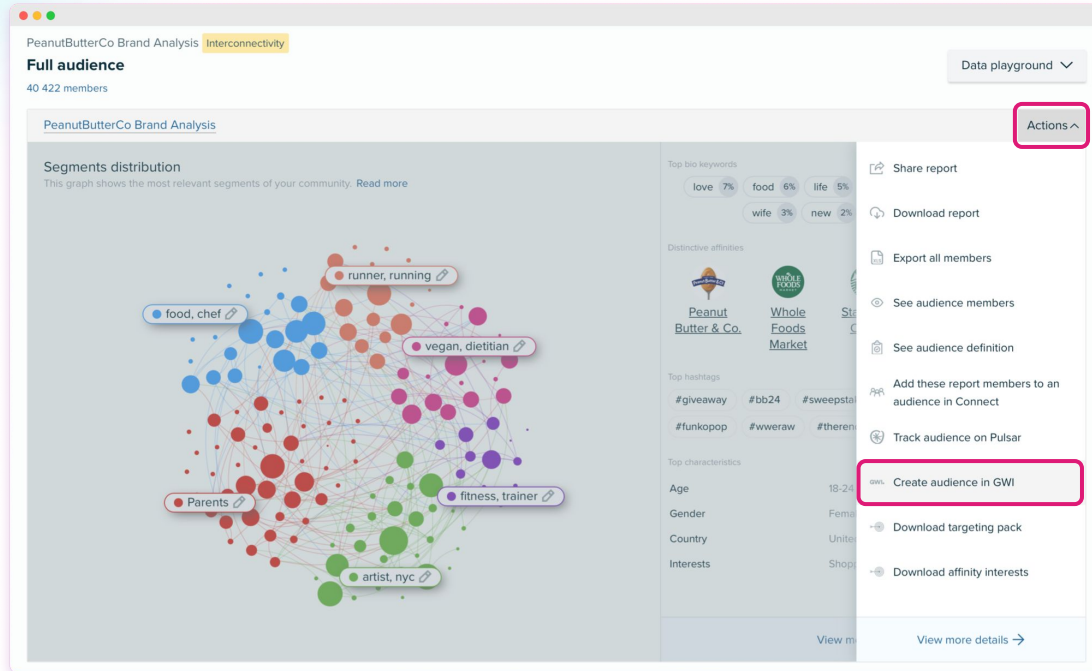
Get a first glance at your full audience & segments

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**

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. The 'Parents' card has a red box around the 'Create audience in GWI' option in the 'Actions' menu.

Segment	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

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)

The screenshot shows a web interface for 'PeanutButterCo Brand Analysis' with a 'Full audience' of 40,422 members. A modal window is overlaid on the screen with the following text:

**Your audience is being created in GWI!**

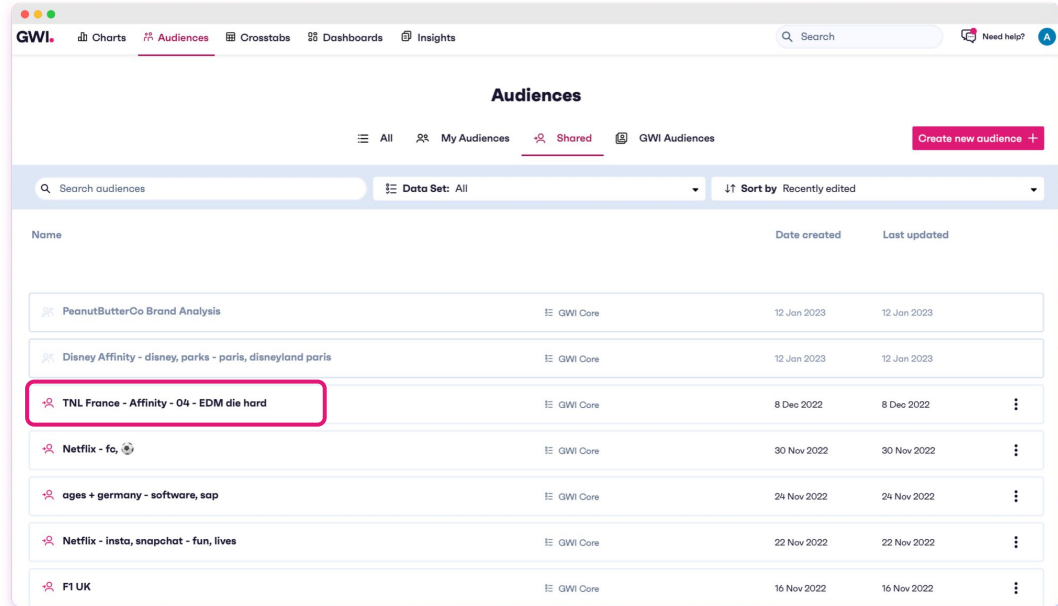
Find this audience in your Shared audiences folder in GWI in a few seconds. You will be able to edit the audience in GWI if needed.

[View audiences in GWI](#)

The background interface includes a 'Segments distribution' graph and an 'Actions' menu with options like 'Share report', 'Download report', 'Export all members', 'See audience members', 'See audience definition', 'Add these report members to an audience in Connect', 'Track audience on Pulsar', 'Create audience in GWI', 'Download targeting pack', and 'Download affinity interests'.

# 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 main heading is 'Audiences'. Below the heading, there are tabs for 'All', 'My Audiences', 'Shared', and 'GWI Audiences'. A 'Create new audience +' button is visible on the right. A search bar for audiences is present, along with a 'Data Set: All' dropdown and a 'Sort by: Recently edited' dropdown. The main content area is a table with columns for 'Name', 'Date created', and 'Last updated'. The table 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
<b>TNL France - Affinity - 04 - EDM die hard</b>	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

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

The screenshot displays the Audiense interface for viewing a shared audience. The top navigation bar includes 'GWI.', 'Charts', 'Audiences', 'Crosstabs', 'Dashboards', and 'Insights'. A search bar and a 'Need help?' link are also present. The main heading is 'Audiences', and the specific audience is identified as 'F1 UK'. A 'Save as new' button is highlighted with a red box. The audience blueprint is structured as follows:

- Include**
  - Personal Interests » Playing sport
  - OR
  - Personal Interests » Watching sport
- AND**
- Include**
  - Health, Fitness & Beauty Interests » Playing sport
  - OR
  - Health, Fitness & Beauty Interests » Watching sport
- AND**
- Include**
  - 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. Don't forget to click on **Save audience!**

The screenshot shows the GWI Audiences interface. At the top, there are navigation tabs for Charts, Audiences, Crosstabs, Dashboards, and Insights. The current view is 'F1 renamed'. Below the navigation, there are buttons for 'Save audience', 'Save as new', 'View persona card', and 'Push to ad platform'. The main content area shows a list of datasets and waves, with 'Waves Q3 2022, Q2 2022, Q1 2022, Q4 2021' selected. Below this, there are buttons for 'Quickly add' with categories like 'Gaming Franchises\*', 'Age (Groups)', 'Personal Interests', 'Country', and 'Music Genres\*'. The main panel displays two groups of attributes:

- Group 1: 'Include' people with 'Any' of these attributes (Data points: 2/63). Attributes include 'Personal Interests = Playing sport' and 'Personal Interests = Watching sport'.
- Group 2: 'Include' people with 'Any' of these attributes (Data points: 2/11). Attributes include 'Health, Fitness & Beauty Interests = Playing sport' and 'Health, Fitness & Beauty Interests = Watching sport'.

At the bottom of the main panel, there are buttons for 'Add new group +' and 'Save audience'. On the right side, there is a summary card for the audience:

**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**

Wave	Sample Size
Q3 22	4,107
Q2 22	4,161
Q1 22	4,126
Q4 21	3,716

At the bottom of the summary card, there is a button for 'Waves breakdown'.

\*If you missed it, follow this [interactive demo](#) to get familiar with these steps.

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# Thank you!

\*If you need support or have feedback, please contact our Product team –  
[productfeedback@audiense.com](mailto:productfeedback@audiense.com)