TGI Global Quick View

Profile and plan on the connected consumer with multi-country data
Profile audiences and plan campaigns across markets

TGI Global Quick View provides comparable data from over 60,000 connected consumers in 22 countries worldwide. The dataset provides a holistic picture of online consumers, enabling agencies to plan global campaigns that resonate locally, while media owners benefit from a better understanding of their media properties across the largest advertising markets.

As well as profiling global audiences, TGI Global Quick View data is complemented by the data from individual TGI national studies for enhanced and in-depth localised media planning. TGI Country Datasets cover both global and domestic brands in great detail and are typically the local currency for media planning.

Media owners
- Understand online trends, gauge the competitive landscape and identify points of difference.
- Profile audiences consistently across markets to grow ad sales revenue from advertisers globally.

Media Agencies
- Assess the digital maturity of a market and identify local differences to guide successful activation of target audiences.
- Feed international data into the planning process to inform budget allocation across regions in global campaigns.

Brand Owners
- Focus your marketing efforts on the right digital channels and online audiences.
- Gain insights on digital commerce behaviours to uncover country, regional and global growth.

Country Coverage

North America
- Canada
- Mexico
- USA

South America
- Argentina
- Brazil

EMEA
- Denmark
- France
- Germany
- Great Britain
- Italy
- Norway
- Poland

Russia
South Africa
Spain
Sweden
Turkey

APAC
- Australia
- China
- India
- Japan
- South Korea
# Data Coverage

## Online personality traits
- E-commerce user types
- Social-media user types
- Value classifications
- Personality classifications
- Demographics

## Online media preferences
- Video-streaming habits
- Audio-streaming habits
- Social platform habits
- Online activities
- Topics of interest

## Online brand and purchase preferences
- Key global brands
- Online vs. offline preferences
- Preference reasons
- Purchase categories

## A selection of the media brands covered

### Paid Video Streaming
- Netflix
- HBO
- Google Play

### Free Video Streaming
- YouTube
- DailyMotion
- Facebook
- Vimeo

### Audio Streaming
- Spotify
- Google Play Music
- SoundCloud
- Apple Music

### Social Networks
- Facebook
- Twitter
- LinkedIn
- Instagram

### Global TV Brands
- BBC World News
- Bloomberg Television
- Cartoon Network
- CNN

### Other Brands

#### Technology
- Apple
- Dell
- Samsung
- Sony

#### Mobile Services
- AT&T
- Deutsche Telekom
- Verizon
- Vodafone

#### Financial Services
- Allianz
- ING
- HSBC
- Visa

#### Motoring
- Audi
- Ford
- Land Rover
- Mercedes-Benz

#### Food and Drinks
- Coca-Cola
- Danone
- Kellogg's
- Nescafé

#### Toiletries
- Colgate
- Dove
- Johnson's
- L'Oréal
Online audiences at the touch of a screen

TGI Global Quick View data is accessed through our data visualisation tool, TGI Snapshot. The intuitive software – optimised for the international dataset - is loaded with new features to help users identify global trends and compare connected consumer variables across markets.

- **Interactive maps** - Quickly identify countries of interest for your audience with a global and regional view.

- **Target comparison** – Create your own lists of targets for quick comparisons.

- **Country statistics** – Immediately get statistics for your targets on single countries or combinations of them for multi-country analysis.

- **Auto-filtering** – Making the analysis of international data easier and error free. Results are automatically filtered by the countries where your target is available and visual signposting aids the selection of profiling variables for that geography.

TGI Global Quick View data can also be accessed through Choices for deeper crosstab analysis and other third-party tools.