



Documentation / Help Center Guide

How to Use the GWI Insight Agent

The GWI Insight Agent is a powerful conversational agent that pulls verified data from GWI to answer complex audience questions.

Prerequisites: Before using the agent, a Workspace Admin must enable the integration:

1. Navigate to **Settings > Integrations > Third party data sources**.
2. Scroll down to **Third-party data sources**.
3. Locate **GWI Consumer Research** and click **Enable**.

Starting a Chat:

1. Go to the **Agents** tab in the left-hand navigation menu.
2. You can find the **GWI Insight Agent** under the "Newly released agents" or "Partner agents" sections.
3. Click the agent card. If the third-party tool is not yet enabled for your session, the "Start chat" button will be disabled. Hovering over it will remind you to connect the necessary tools.
4. Once you click into the chat interface, you will see a "Tools not connected" banner. Click **Enable**.
5. *Note:* You will be prompted to read and accept the terms and conditions regarding third-party data usage. Accept the terms to proceed.

Best Practices for Prompting: To get the best results, include the specific **audience**, **market**, and **metrics** you are looking for.

- **Audience sizing:** "How many people visit a gym at least once a week in the US?"
- **Comparison:** "How does sustainable fashion appeal compare across the UK?"
- **Trend:** "Profile Gen Z streaming users in Australia."

Understanding Your Results: The agent is trained to act as a data analyst. It will always return:

- The exact filter logic and audience definition it used.
- Unweighted base sizes (it will explicitly warn you if a base size is under 100, meaning the data is only directional).
- Strategic implications based *only* on the retrieved data.