

Syndicated

## Profiles

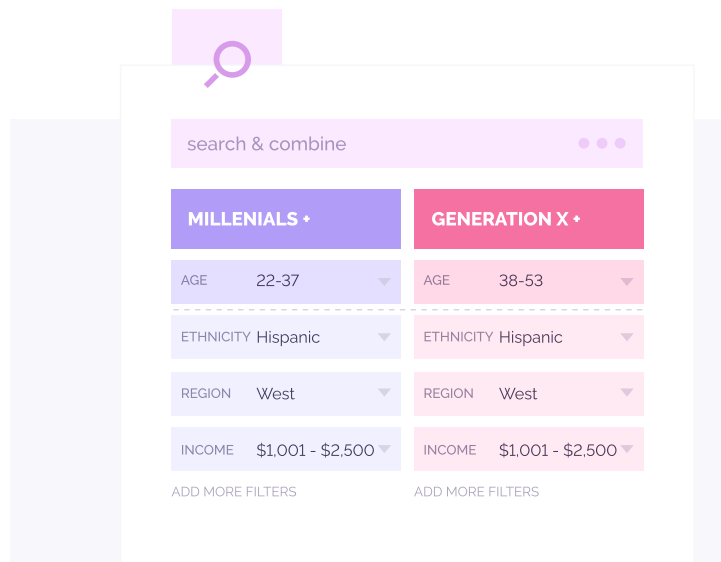
Profiles makes it simple to find and understand the audience that matters most to you. It gives you the power to build and customise a portrait of your consumers' entire world with unrivalled granularity.

### IDENTIFY

#### Define your target audience

Combine unique filters to build up a portrait of the audience you need most, incorporating media consumption, psychographics, demographics, and much more.

Powered by the world's largest connected dataset, Profiles gives marketers a richer, more detailed portrait of their customers' entire lives.

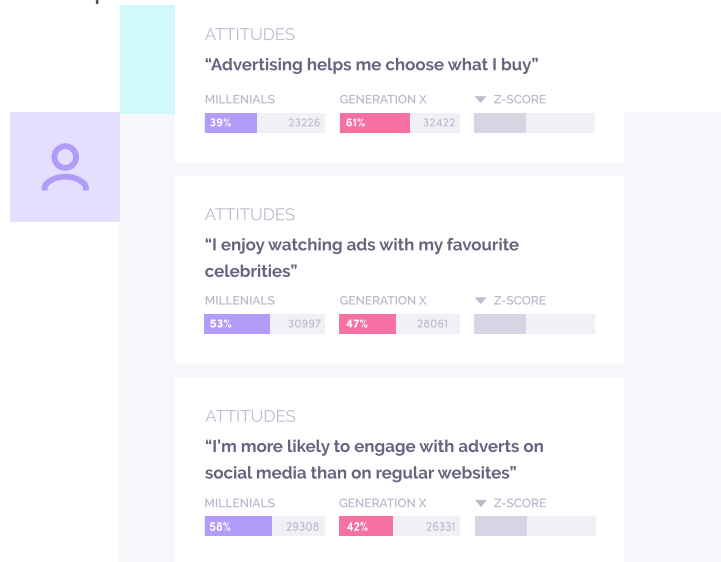


### DESCRIBE

#### Understand them with depth and detail

Discover everything you didn't know about your audience with unrivaled granularity.

Choose from hundreds of thousands of variables refreshed every week including brand usage and perception, hobbies and interests, and media and social media consumption.

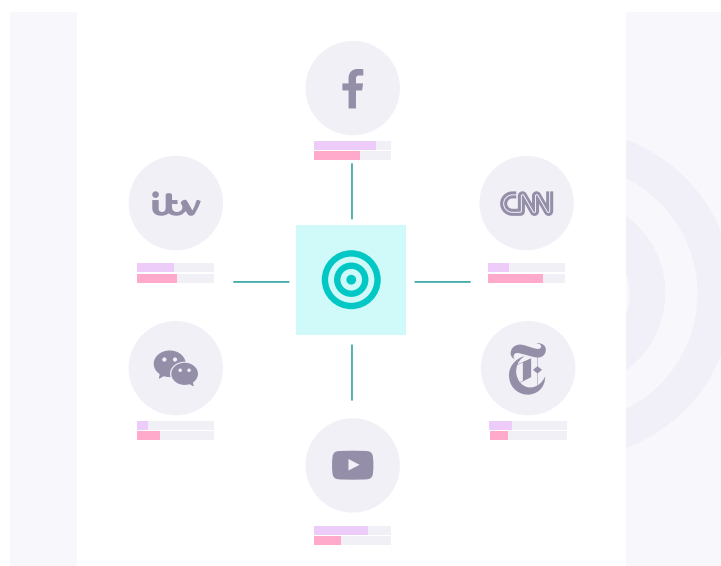


## TARGET

### Determine where and when to engage them

Pinpoint the channels and mediums they love and talk to them when they most want to listen.

By tailoring your message to your target group and relaying it at the right time and in the right space, you can build relationships with new customers, reengage former ones, and remain ever-present and relevant with current buyers.



## BENEFITS

Granular audience profiling, made simple

## **24hr cloud platform**

Your data sets are stored in our cloud-based, high performance data store.

## **Easy and interactive**

Our drag and drop interface allows anyone to quickly build and view the data they need.

## **Research intuitive**

Special features make survey data analysis simple.

## **Weekly updates**

The data sets are refreshed every Monday morning straight from consumers.

## **Flexible**

Create your own custom filters and variables to draw out data that means the most to you.

## **Collaborative**

Share data sets and custom filters with colleagues.

## **Smart**

YouGov's Z score automatically highlights important variables that distinguish groups.

## Customisable

Re-contact defined segments with your own questions or run surveys and upload the data back into your Profiles account.

### VARIABLES

## Find out something you didn't know about your audience

Profiles holds 260,000 data variables about YouGov panellists in Great Britain enabling you to gauge information you never knew you needed about your audience to plan and activate the strongest campaigns against your objectives. Build a portrait of your audience using variables across the following categories:

Attitudes

Brand Use and Perception

Demographics

Digital and Social Media Consumption

Interests

Issues

Lifestyle

Media Reach and Frequency

Personality

Politics

Print, TV, Radio, Out of Home Media Consumption

Segmentations

Topical

YouGov Ratings

## CLIENTS

### Case studies

You're in good company. Join the top brands that use our Plan and Track products.

The logo for ShortList, with 'Short' in black and 'List' in blue.

*The ability to look at our reader profiles against so many thousands of attitudes, beliefs and behaviours is hugely valuable.*

[See case study →](#)

The logo for HELP for HEROES, with 'HELP' in blue and 'for HEROES' in black.

*Without YouGov Profiles and CharityIndex we would not be able to make evidence-based decisions or devise robust marketing strategies. The tools allow us to understand the market, stay on top of changing trends and be as effective as we can be with our budgets.*

[See case study →](#)

## Plan and track your campaigns and your brand

Contact us now for syndicated audience data measured against your marketing.

**Email:** [planandtrack.uk@yougov.com](mailto:planandtrack.uk@yougov.com)

**Phone:** +44 (0)20 7012 6216

First Name

We will use the information provided in this form to respond to your request and to send you other information about YouGov's products and services by email. You can opt-out of receiving marketing communications at any time by [clicking here](#), and a link to unsubscribe will be included in each email. You can read more about how we use your data in our [privacy and cookies notice](#).

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At the heart of our company is a global online community, where millions of people and thousands of political, cultural and commercial organizations engage in a continuous conversation about their beliefs, behaviours and brands.

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