

# Data-Driven Marketing & Consumer Insights Platform

## Build, Launch & Visualize your Research

All in One Platform:



### Fast

Launch your research and get real-time results in minutes



### Easy

Intuitive question builder with ability to embed videos/images



### Compelling Results

Visualization transforms survey data into actionable insights with flexible graphics and dashboards  
*No licensing fees!*

Insights to further drive your campaigns and research with Prodege's suite of solutions:

#### ■ Fast-track to Deeper Insights

Target audiences with verified purchasing behaviors, online browsing activity or geo-fenced location visits to find the right respondents for your research more quickly

#### ■ Digital Ad Effectiveness

Measure campaign performance to quantify brand lift and optimize media planning efforts

#### ■ Media Activation

Leverage our highly profiled audience to identify the optimal media target for your campaign

#### ■ Brand Health

Continuously monitor your brand's performance over time to identify emerging trends and shifts in consumer attitudes

Advanced Targeting - Use verified behaviors to find the right respondents for your research.

In addition to demographics, tap into hundreds of attributes and/or use any of our verified behaviors to ensure the right audience is providing insights. Append the profiles, purchasing behavior, or store/website visits to survey responses, allowing for deeper analysis.





Almost 1/2 of dog food purchases are during stock-up trips, building larger baskets in all channels, but especially Mass Merchandiser stores

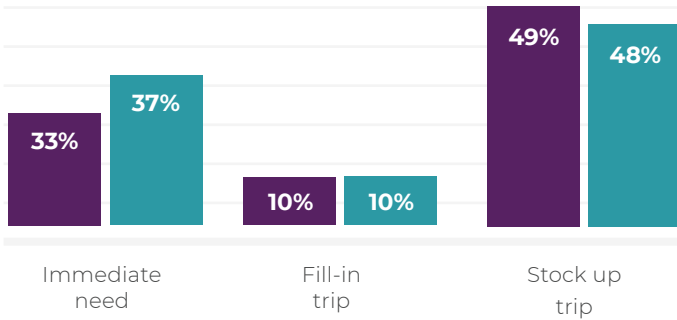
Being a trusted brand is critical in the dog food category

### Trip Type

■ Non-food (benchmark) ■ Dog Food



Generated With Survey

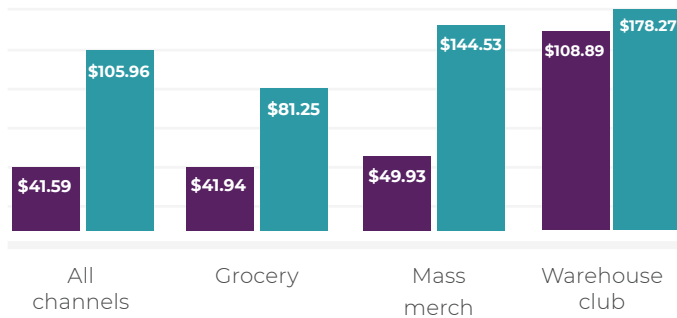


### Basket Size

■ Dog Food not in basket ■ Dog Food in basket



Generated With Receipts

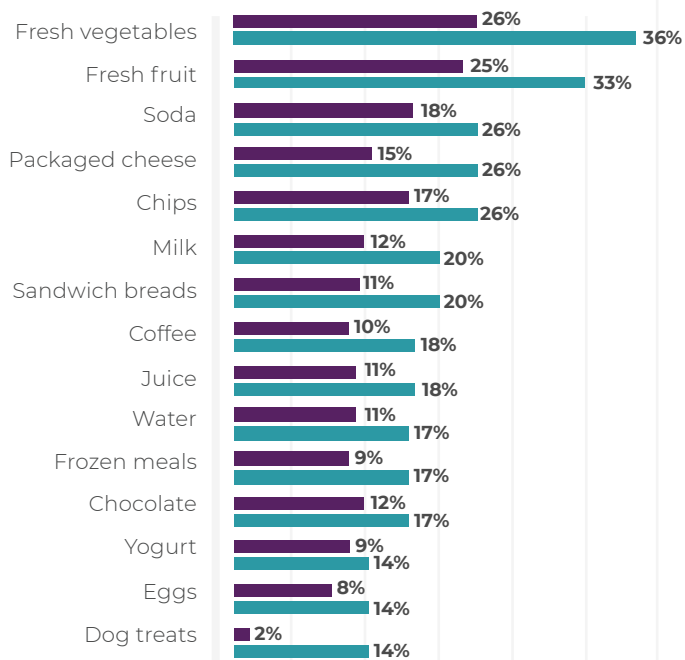


### Categories in Basket

■ Dog Food not in basket ■ Dog Food in basket



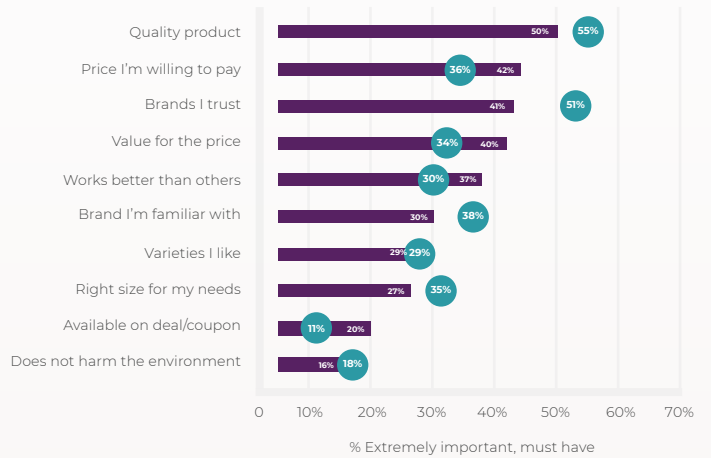
Generated With Receipts



### Category Needs

■ Non-food (benchmark) ● Dog Food

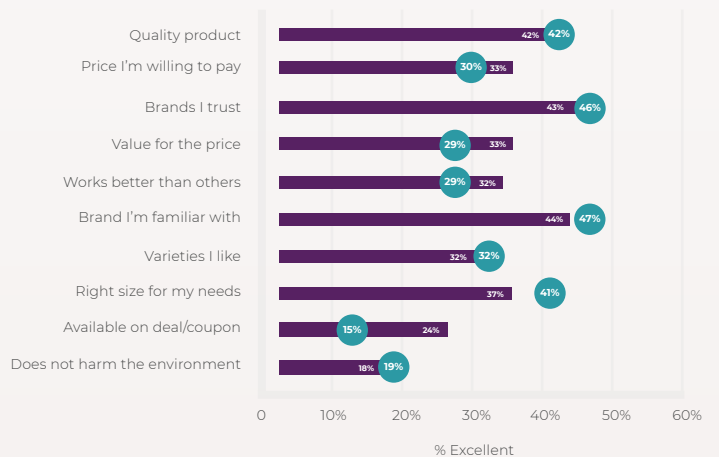
"I trust the brand after years of continued use. My pets are healthy and happy."



### Category Perceptions

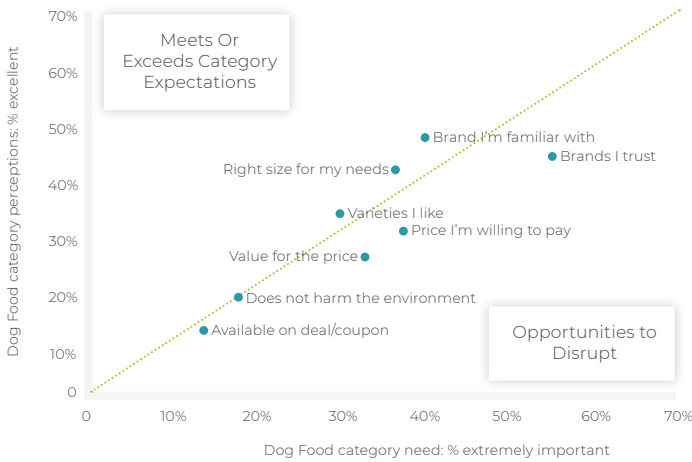
■ Non-food (benchmark) ● Dog Food

"It's all we've given our dog his entire life and he's 7 and a half."



## Improving consumers' trust in your brand can help overcome price sensitivity

"I would or will change if my pup is allergic to the food he is eating now."



## Perceptions of dog food's value for the price is relatively flat after a decrease toward the end of 2021

■ Non-food ■ Dog Food

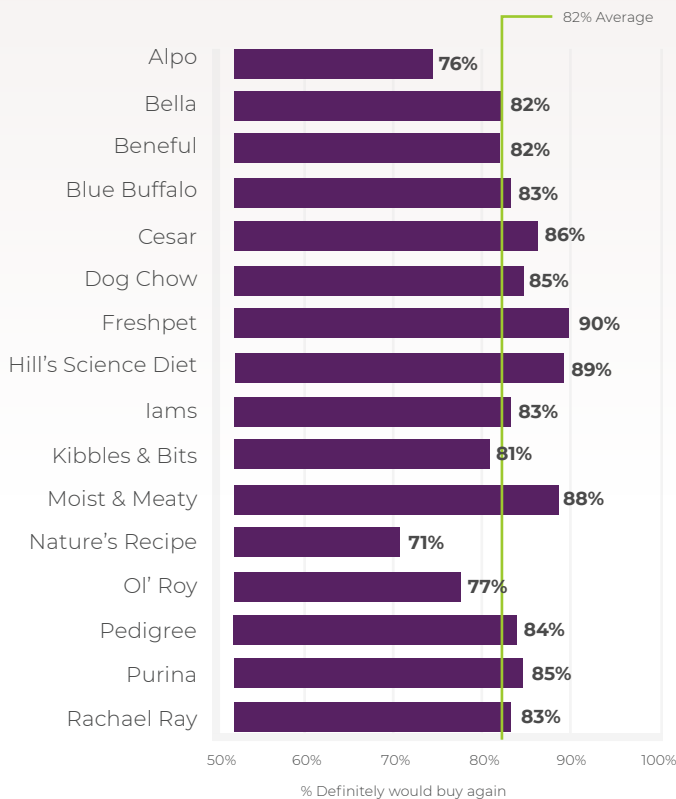
"It is too expensive. I wish that it was a bit cheaper. It seems overpriced."



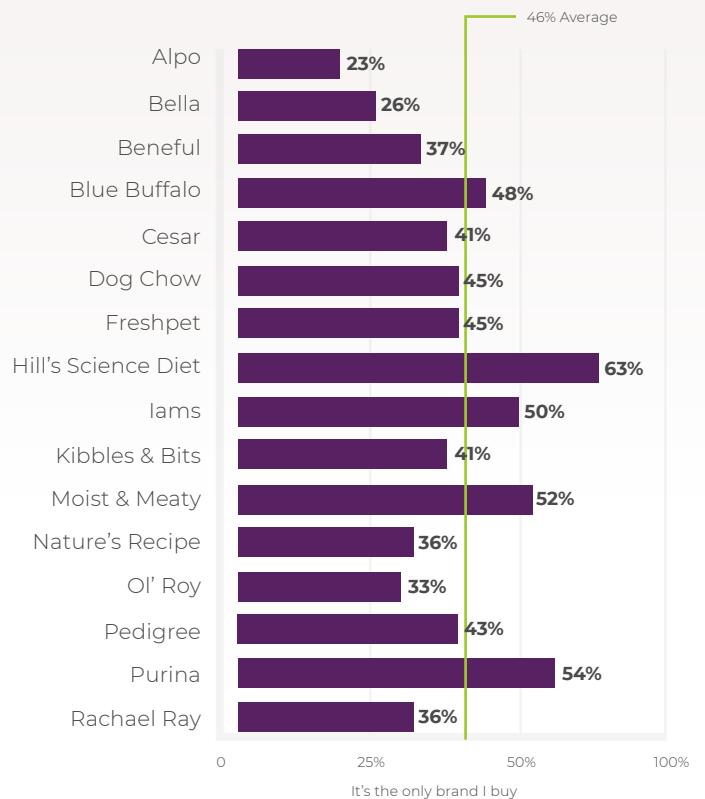
## Brand Insights

Purina, Iams, and Hill's Science Diet enjoys the strongest claimed brand loyalty

### Repurchase Intent



### Claimed Brand Loyalty





Categories Insights available!

Food

Beverages

Personal Care/  
Household



Cereal



Cookies



Beer



Dog Food



Crackers



Frozen Breakfast



Energy Drinks



Detergent



Frozen Pizza



Fruit Snacks



Hard Seltzer



Lotion



Snack Bars



Yogurt



Soda



Shampoo

With more to come!

Get Started with your first Consumer Pulse project!

Use our self-service platform to program your own research OR work with our talented team to design, execute, and analyze a custom project.

Ask us about our syndicated, continuous consumer opinion tracking where we survey **verified buyers** sourced from our Prodege communities.

For your brands, and for competitors...

■ Integrate purchase behavior with attitudes to identify brand strengths and opportunities

■ Understand drivers of satisfaction and evaluate brand performance

■ Assess a brand's consumer relationship and loyalty

■ Compare consumer profiles