

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.



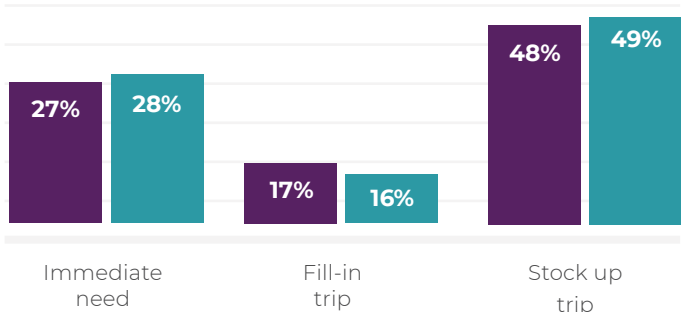


About 1/2 of frozen pizza purchases are during stock-up trips, building larger baskets in all channels, but especially grocery

A frozen pizza that tastes great will delight shoppers, even if it's not better for you

Trip Type

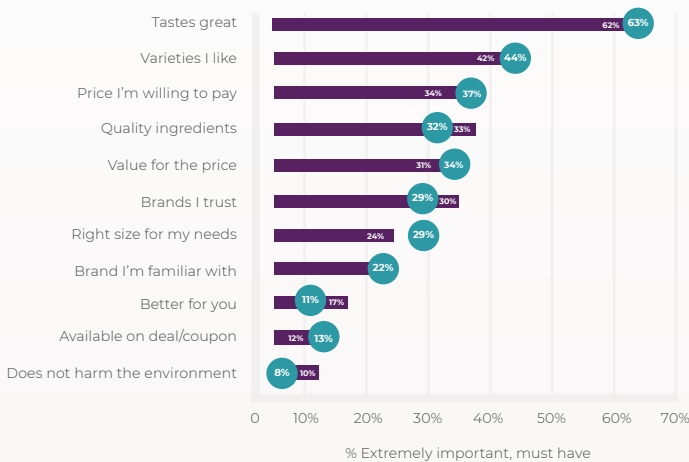
■ Food (benchmark) ■ Frozen Pizza



Category Needs

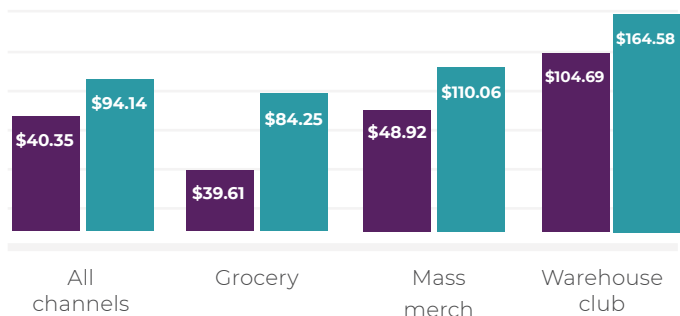
■ Food (benchmark) ● Frozen Pizza

"Better size options. Less packaging to fit in the freezer better."



Basket Size

■ Frozen Pizza not in basket ■ Frozen Pizza in basket



Category Perceptions

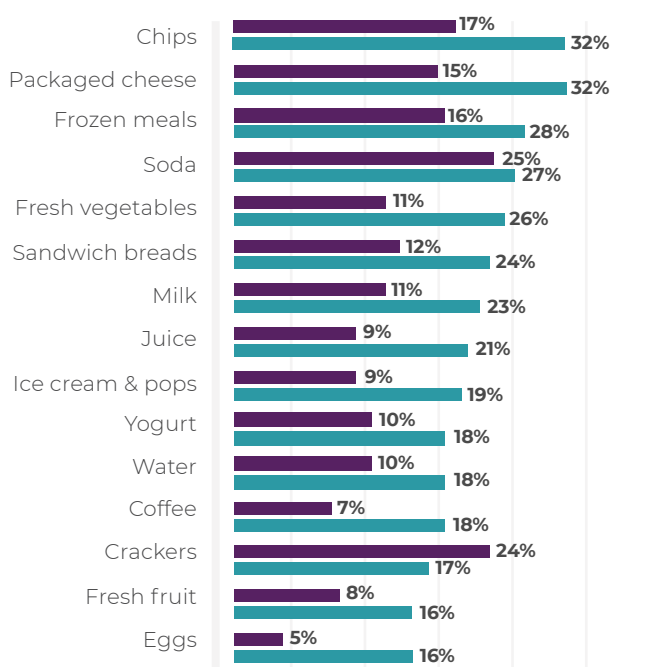
■ Food (benchmark) ● Frozen Pizza

"We all love the cheesy stuffed crust. Doesn't take long to cook. Tastes great. Comes in different varieties!"



Categories in Basket

■ Frozen Pizza not in basket ■ Frozen Pizza in basket

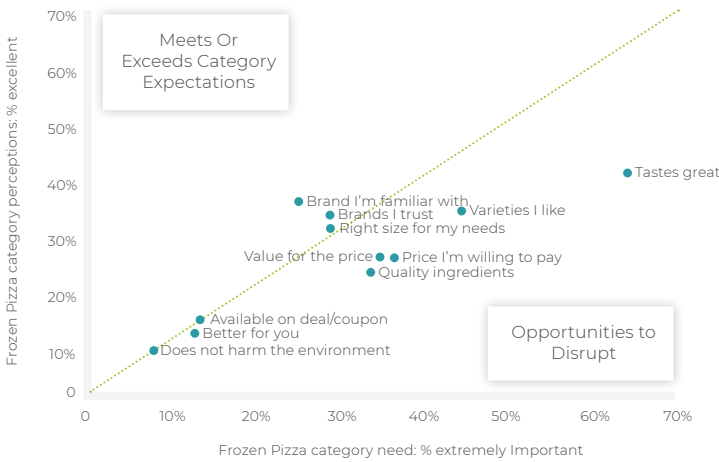


Innovation that offers on even better taste, quality, and variety could steal share

Perceptions of food's value for the price is declining and frozen pizza is following this trend

"Put more topping on the top and stop shrinking the size of pizza"

"It's a little more expensive than the normal, but they are so good and have unique flavors"

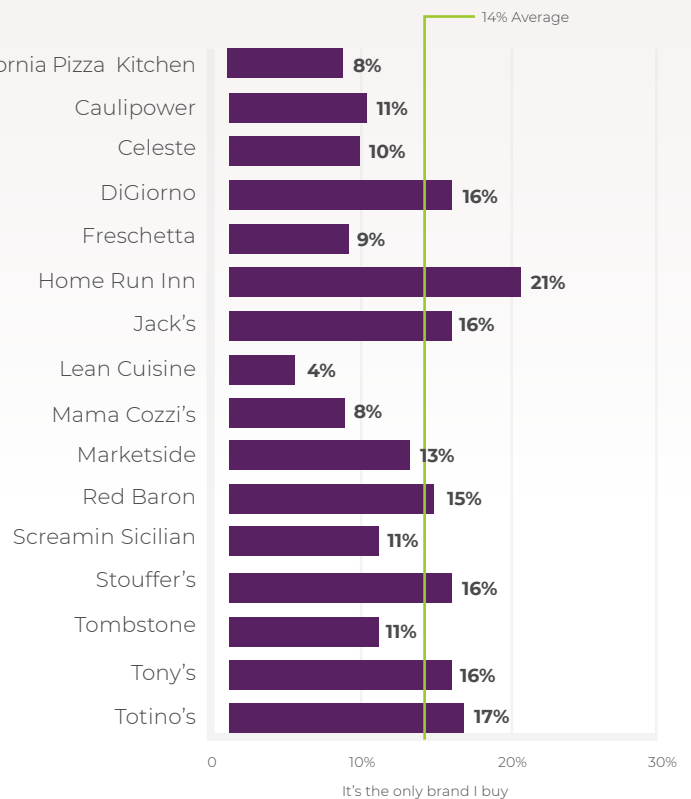
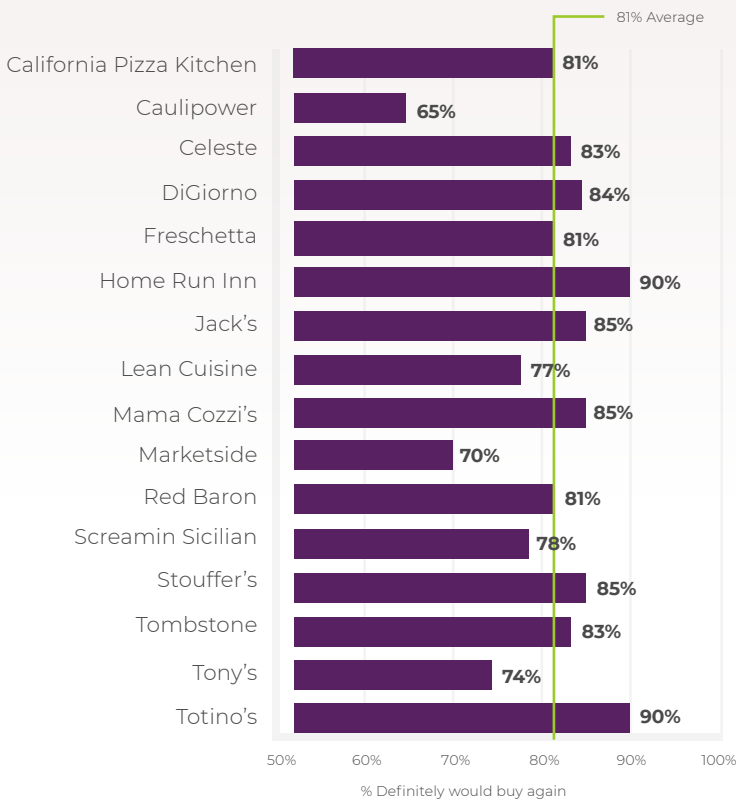


Brand Insights

Strong repurchase intent is a good first step, but does not guarantee higher consumer 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