

# 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 shampoo purchases are during stock-up trips, building larger baskets in all channels

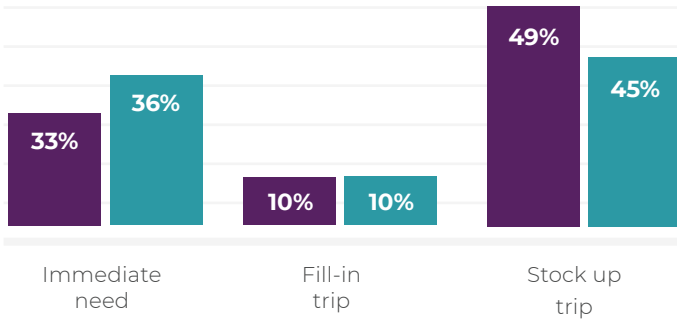
Price, value, and trusted brand are key drivers when choosing what shampoo to buy

### Trip Type

■ Non-food (benchmark) ■ Shampoo



Generated With Survey



### Category Needs

■ Non-food (benchmark) ● Shampoo

"It carries the varieties that I need for my hair type. Lathers well. Smells good. Perfect size. Right price."

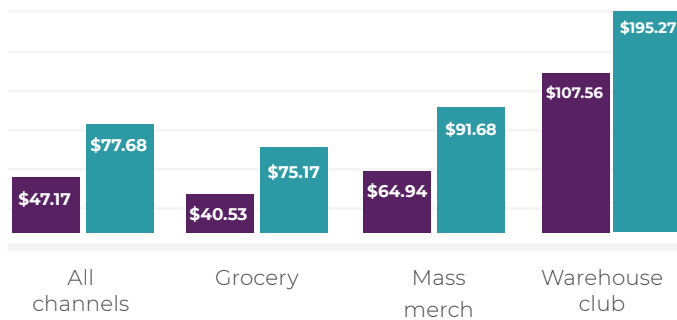


### Basket Size

■ Shampoo not in basket ■ Shampoo in basket



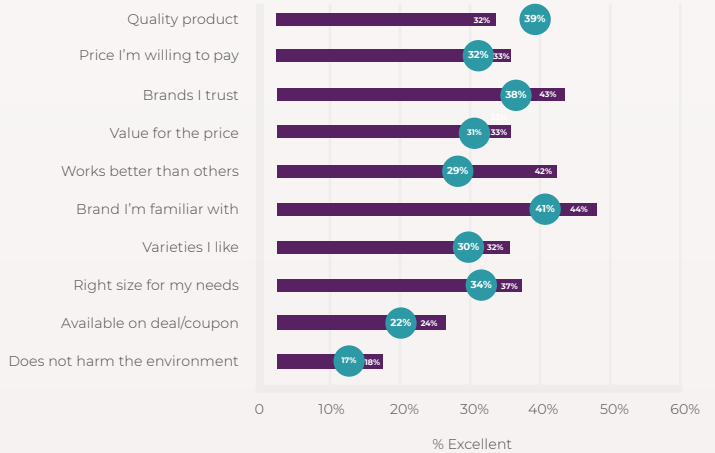
Generated With Receipts



### Category Perceptions

■ Non-food (benchmark) ● Shampoo

"Their shampoo works well, cleans hair without drying it out, plus comes in nice fragrances."

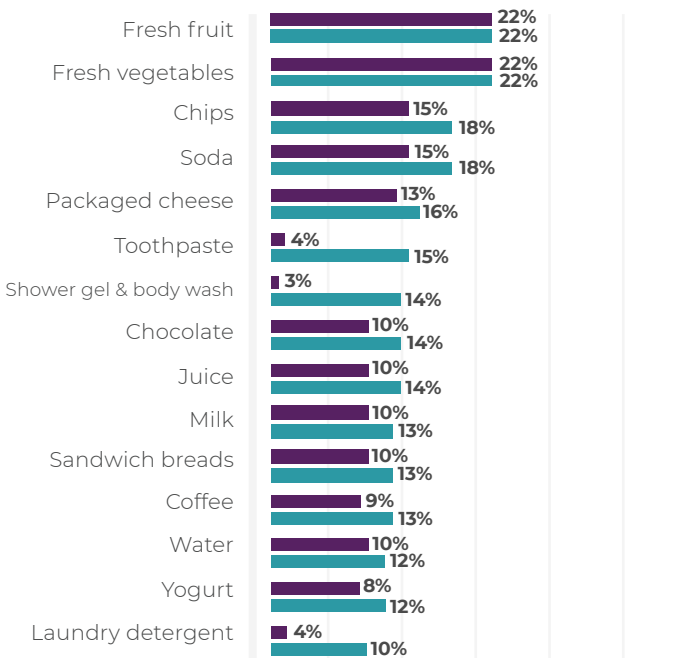


### Categories in Basket

■ Shampoo not in basket ■ Shampoo in basket

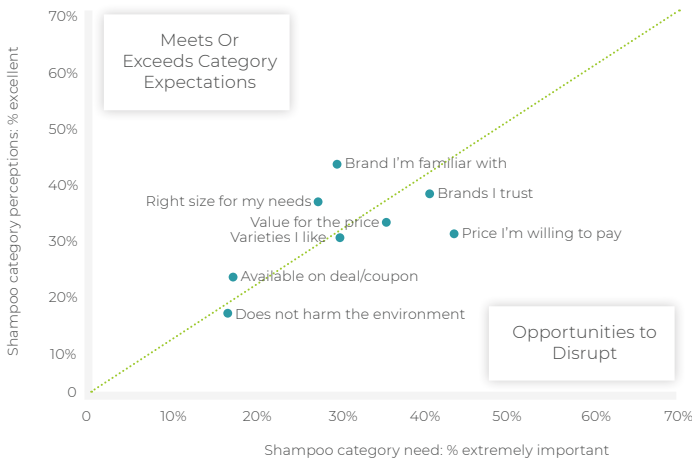


Generated With Receipts



## There are a lot of familiar and trusted shampoo brands in the category

“More eco friendly packaging, less chemicals that are harmful to people and the environment.”



## Perceptions of non-food's value for the price is declining and shampoo is following this trend

■ Non-food ■ Shampoo

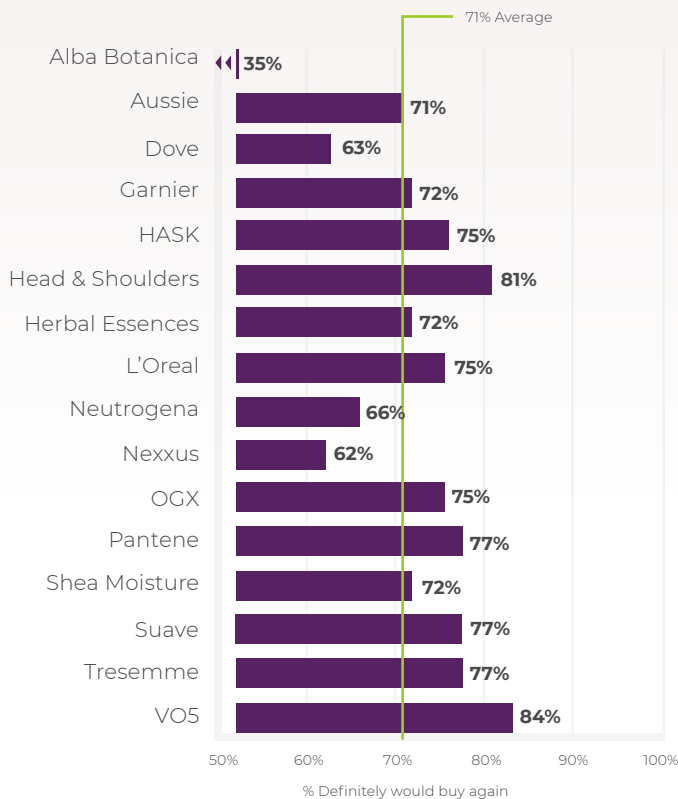
“I'm not very picky about shampoo brands. I often just look for good prices or special deals.”



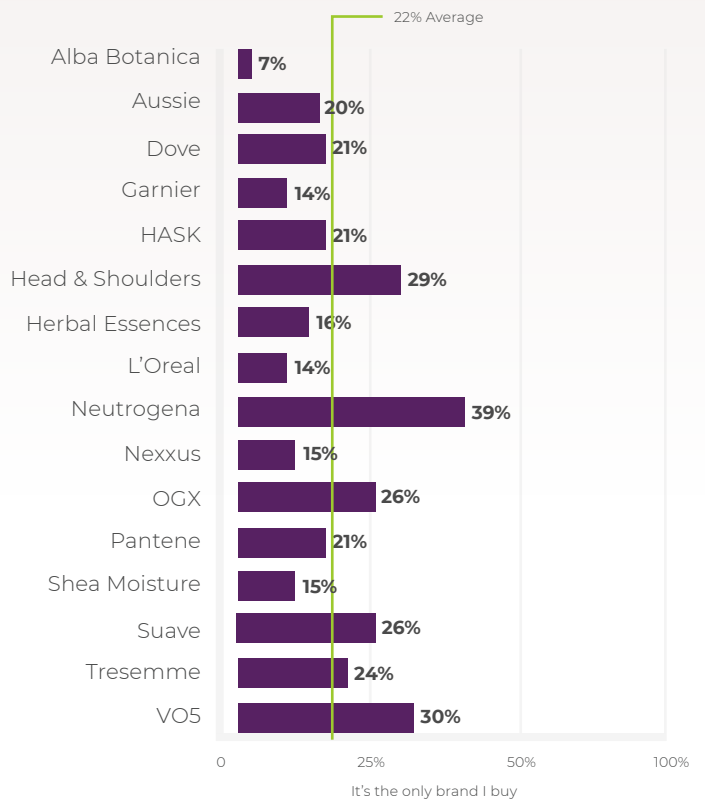
## Brand Insights

Head & Shoulders, which provides a very specific benefit, enjoys strong purchase intent and claimed brand loyalty

### Repurchase Intent



### Claimed Brand Loyalty





Categories Insights available!

Food



Cereal



Cookies



Crackers



Frozen Breakfast



Frozen Pizza



Fruit Snacks



Snack Bars



Yogurt

Beverages



Beer



Energy Drinks



Hard Seltzer



Soda

Personal Care/  
Household



Dog Food



Detergent



Lotion



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