

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.



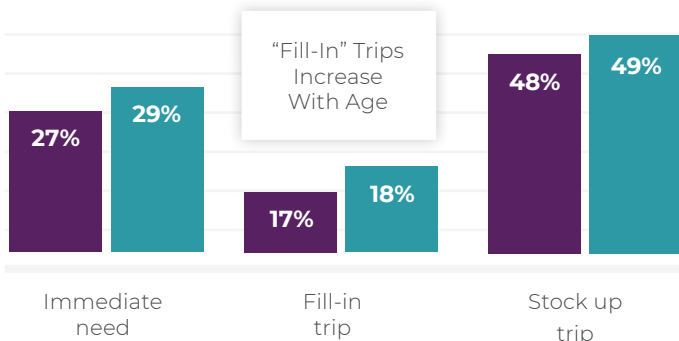


As part of stock-up trips, yogurt builds baskets, especially in Warehouse Club Stores

Quality ingredients that are better for you is particularly important for yogurt

Trip Type

■ Food (benchmark) ■ Yogurt



Category Needs

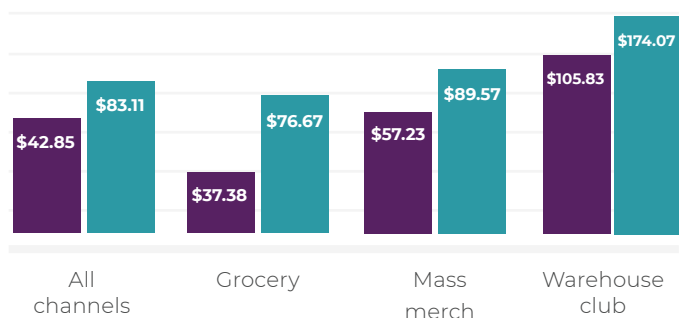
■ Food (benchmark) ● Yogurt

"A little less sugar would be better, but I do not like any type of artificial sugar substitute, so I wish they did not use that poison ingredient."



Basket Size

■ Yogurt not in basket ■ Yogurt in basket



Category Perceptions

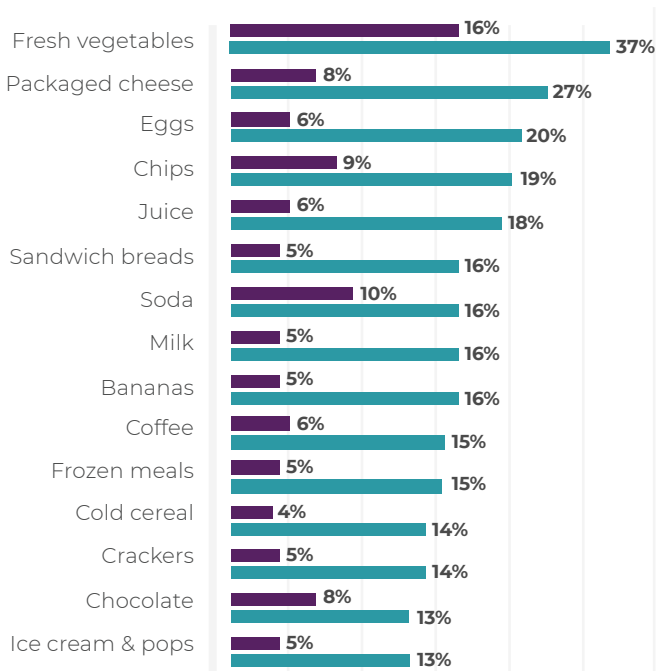
■ Food (benchmark) ● Yogurt

"I wish that they had varieties that had fruit but don't have added sugar. Some varieties have too much sugar in them."



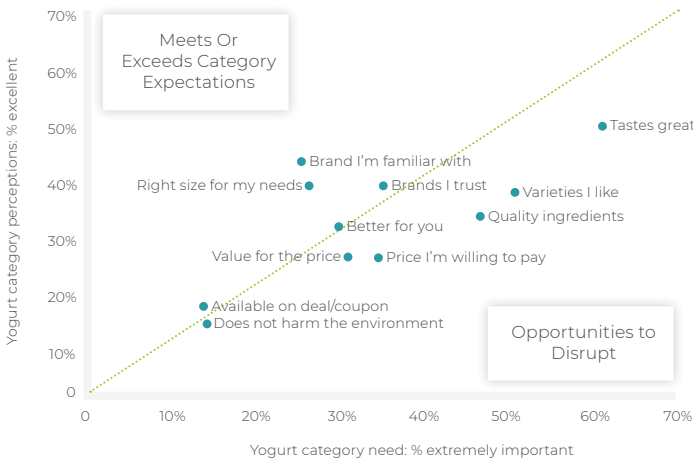
Categories in Basket

■ Yogurt not in basket ■ Yogurt in basket



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

"I would like to see more unique flavors added and it seems like the store always runs out of the popular flavors."



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

■ Total food ■ Yogurt

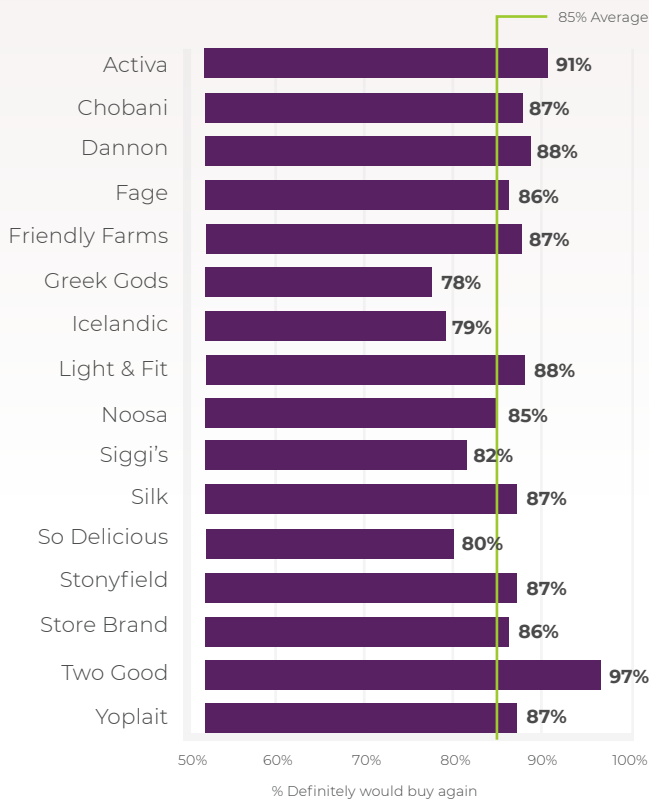
"I wish it came in a bigger container, I feel like I don't get enough for the price I pay."



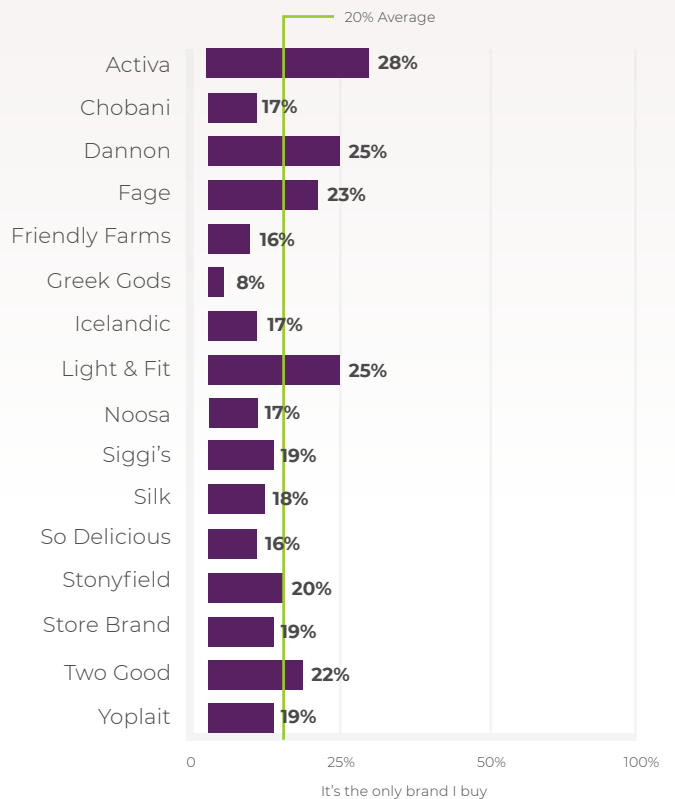
Brand Insights

Repurchase intent is strongest among brands with functional benefits.

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