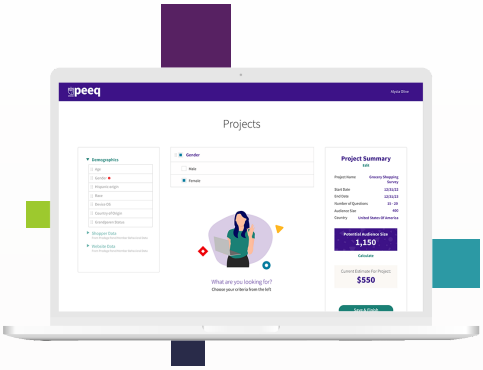


Prodege

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.

Purchase

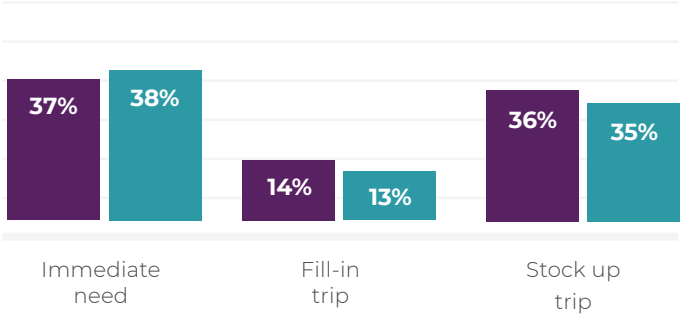
Evenly split between immediate need and stock up trips, beer increases baskets, especially in grocery

Great taste stands out as most important when buying beer

Trip Type

Drink (benchmark) Beer

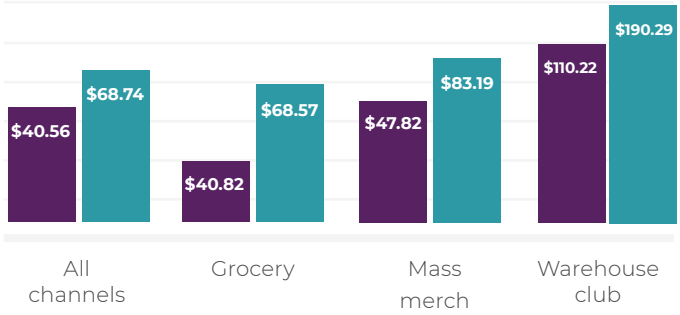
Generated With Survey



Basket Size

Beer not in basket Beer in basket

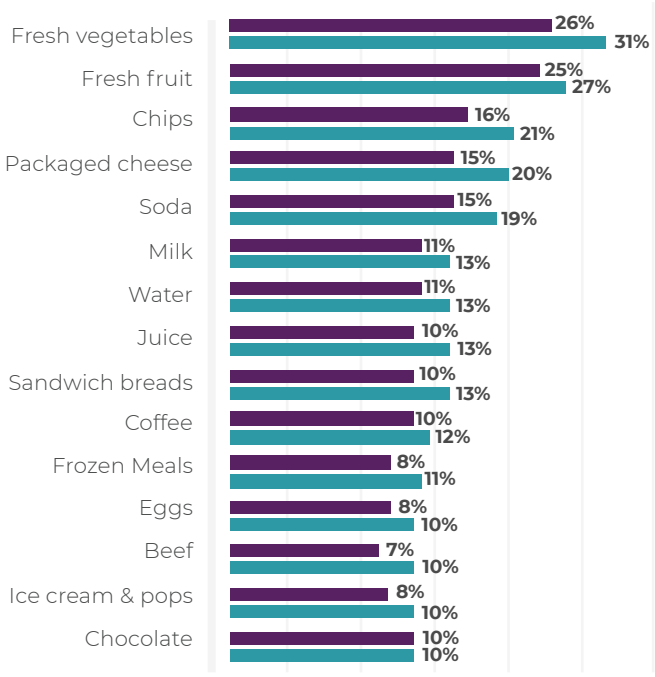
Generated With Receipts



Categories in Basket

Beer not in basket Beer in basket

Generated With Receipts



Category Needs

Drink (benchmark) Beer

"The packaging not ripping when I pick it up"

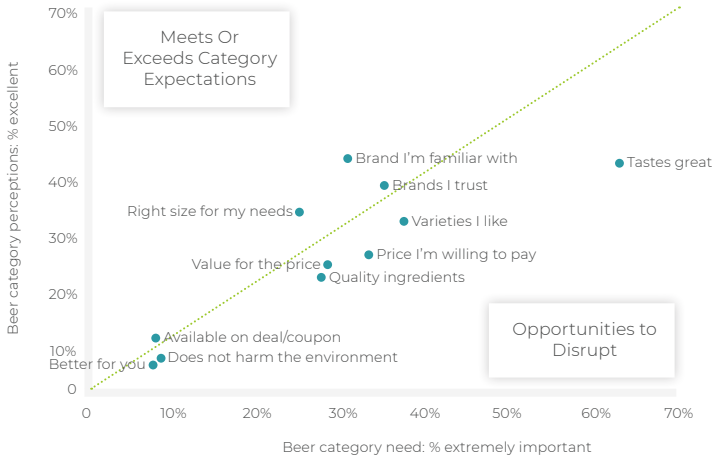
Category Perceptions

Drink (benchmark) Beer

"I like to try different beers offered for the season."

Innovation that offers on even better taste could steal share

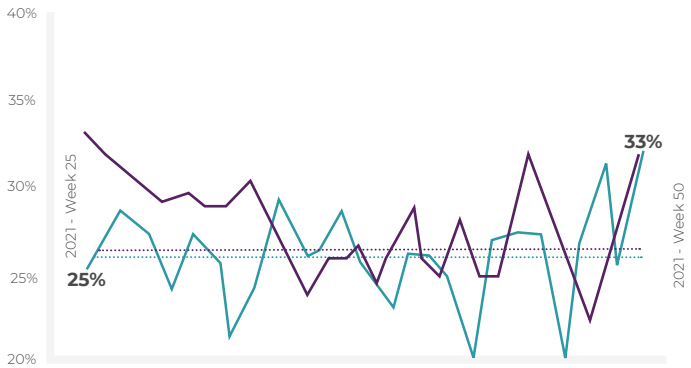
"This brand makes too many IPAs. So make more other styles."



Perception of beer's value has not declined in the past year as much as total drinks

Total Drinks Beer

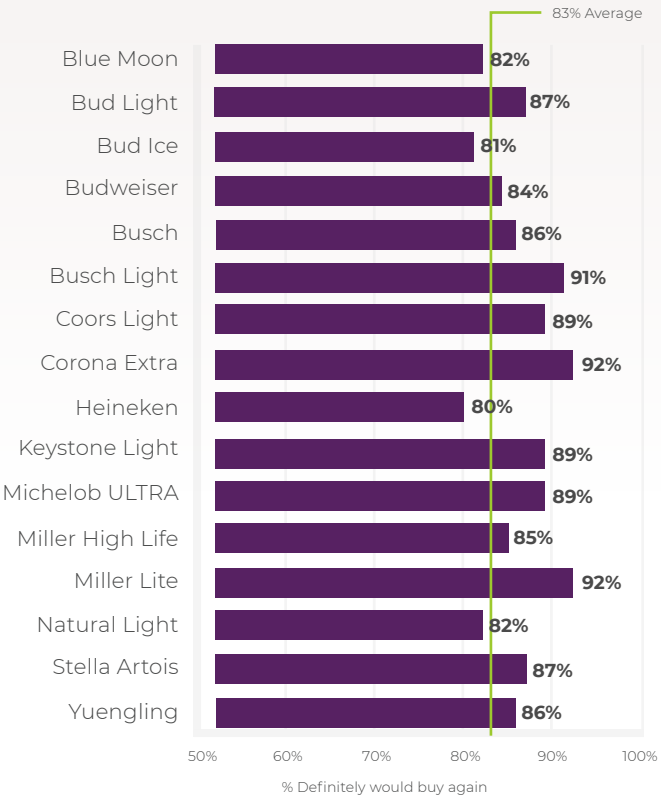
"I would like them to sell cans instead of bottles. I recycle the glass but it's harder than recycling cans."



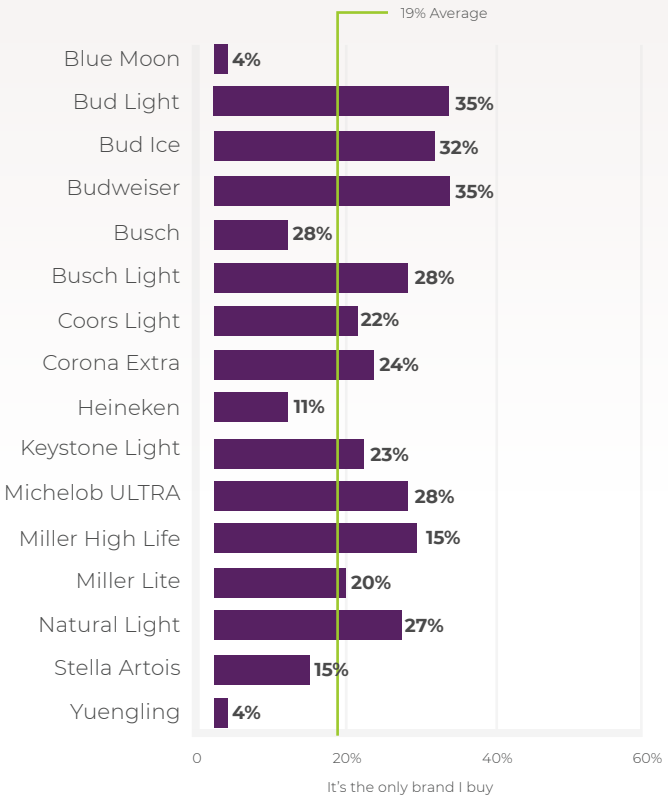
Category perception: value for the price (% excellent)

Brand Insights Repurchase intent and claimed loyalty tends to be stronger among light varieties

Repurchase Intent



Claimed Brand Loyalty



prodege

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