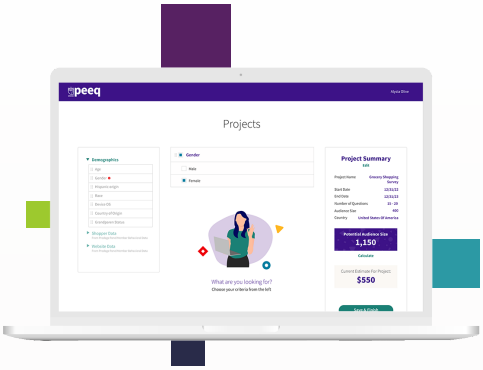


prodege

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

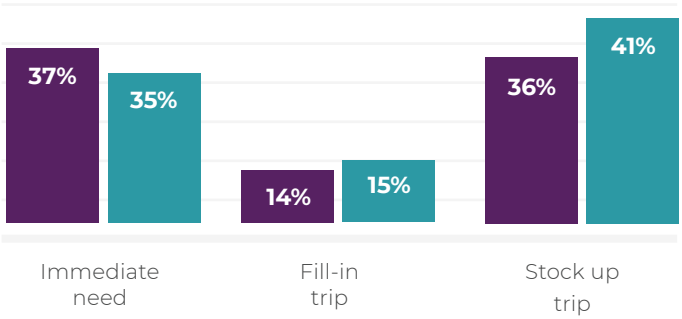
Soda is more likely to be bought during stock up trips than other drinks and increases baskets in every channel

Soda shoppers look for brands they trust and are familiar with

Trip Type

Drinks (benchmark) Soda

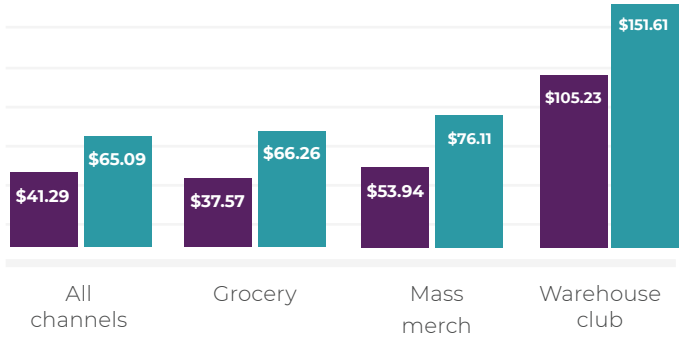
Generated With Survey



Basket Size

Soda not in basket Soda in basket

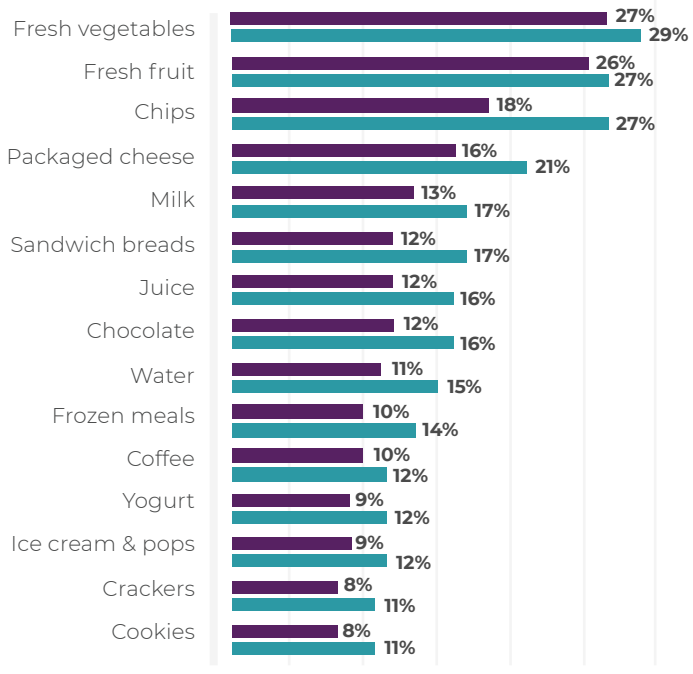
Generated With Receipts



Categories in Basket

Soda not in basket Soda in basket

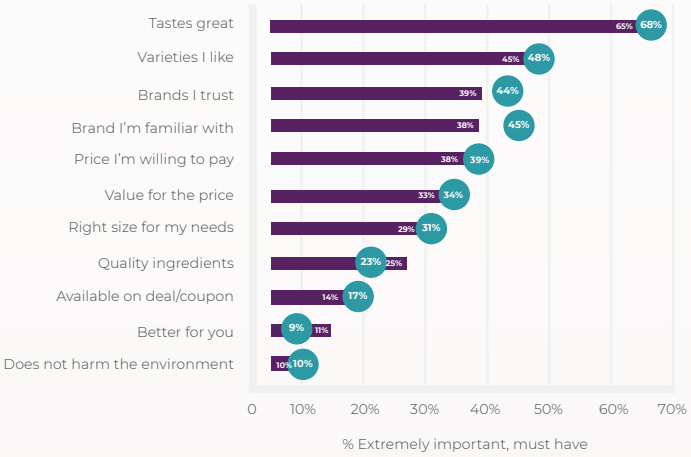
Generated With Receipts



Category Needs

Drinks (benchmark) Soda

"I would like to see the price decrease/go back to normal (as the price of all products have gone up over the last several months)."



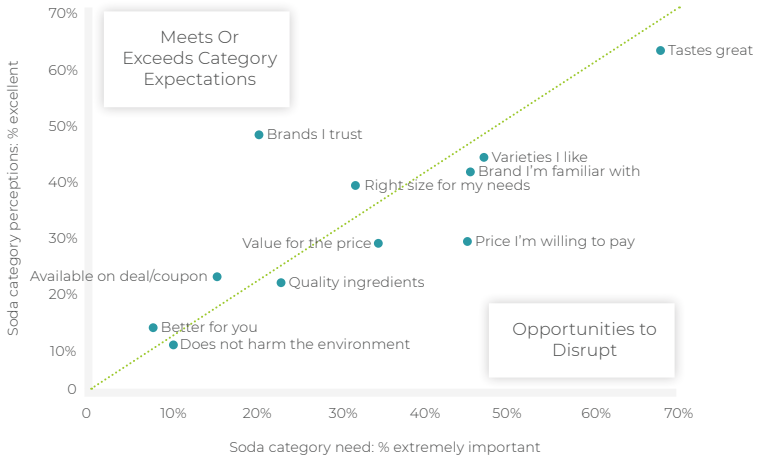
Category Perceptions

Drinks (benchmark) Soda

"They taste great and are refreshing in the heat of the summer."

Soda performs very well on great taste; shoppers will always look for the best price

"Could be made with less high fructose corn syrup and more real standard sugar."



By the end of 2021, perceptions of soda's value returned to levels seen earlier in the year

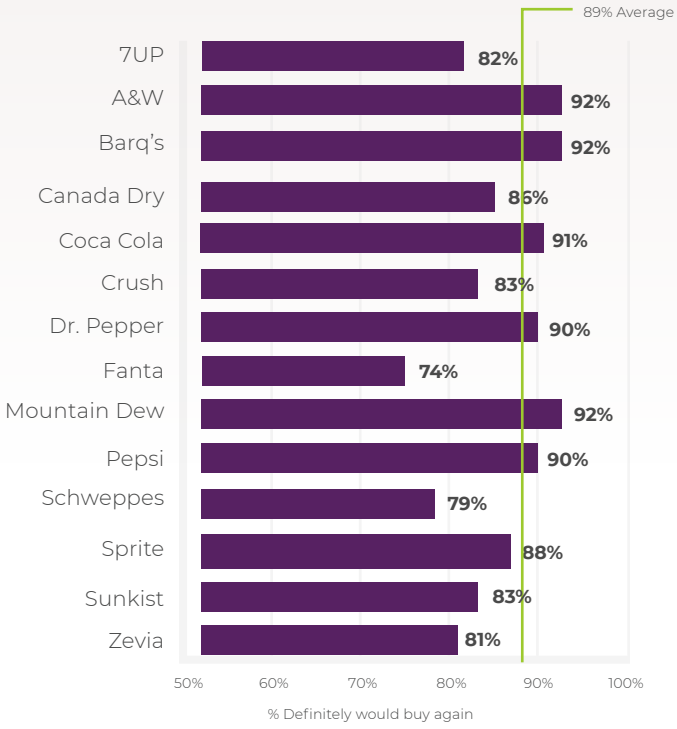
Total drinks Soda

"I would like to see the price decrease/go back to normal (as the price of all products have gone up over the last several months)."

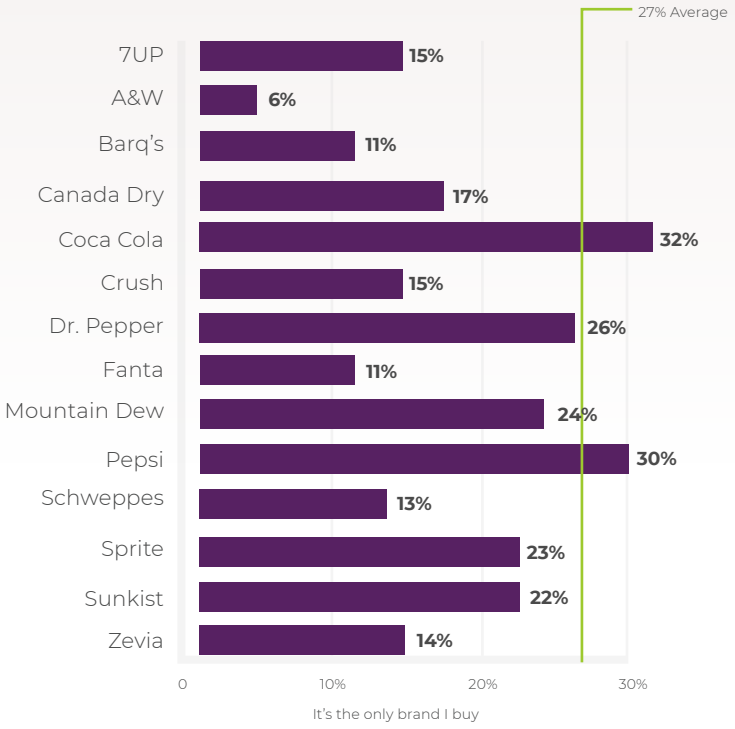
Brand Insights

As might be expected, Coca-Cola and Pepsi enjoy the strongest claimed loyalty.

Repurchase Intent



Claimed Brand Loyalty



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Categories Insights available!

Food	Beverages	Personal Care/ Household
Cereal	Beer	Dog Food
Cookies	Energy Drinks	Detergent
Crackers	Hard Seltzer	Lotion
Frozen Breakfast	Soda	Shampoo
Frozen Pizza		
Fruit Snacks		
Snack Bars		
Yogurt		

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