

# 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, snack bars builds baskets, especially in grocery stores

“Better for you” is more important when buying snack bars than other types of food

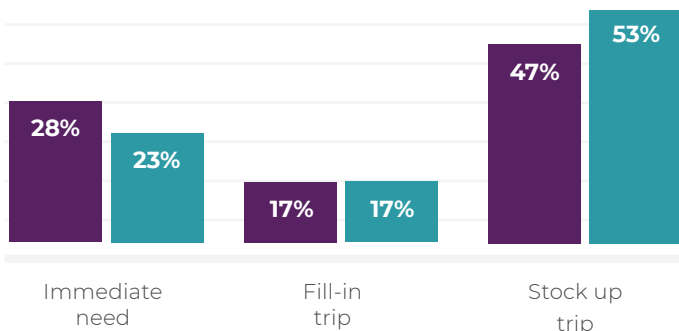
### Trip Type

■ Food (benchmark)

■ Snack Bars



Generated With Survey



### Category Needs

■ Food (benchmark)

● Snack Bars

“I would like less sugar and overall better ingredients in all of these products.”



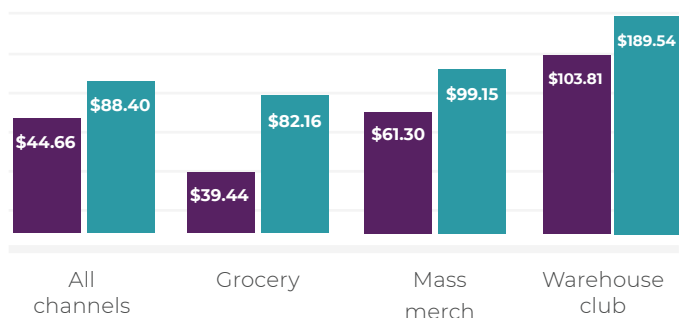
### Basket Size

■ Snack Bars not in basket

■ Snack Bars in basket



Generated With Receipts



### Category Perceptions

■ Food (benchmark)

● Snack Bars

“They taste good and are cheaper. Good for on the go snacks.”



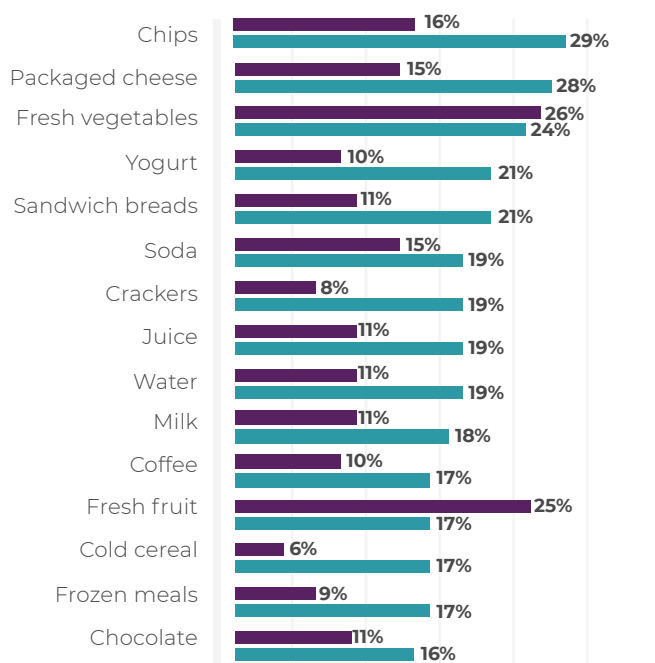
### Categories in Basket

■ Snack Bars not in basket

■ Snack Bars in basket

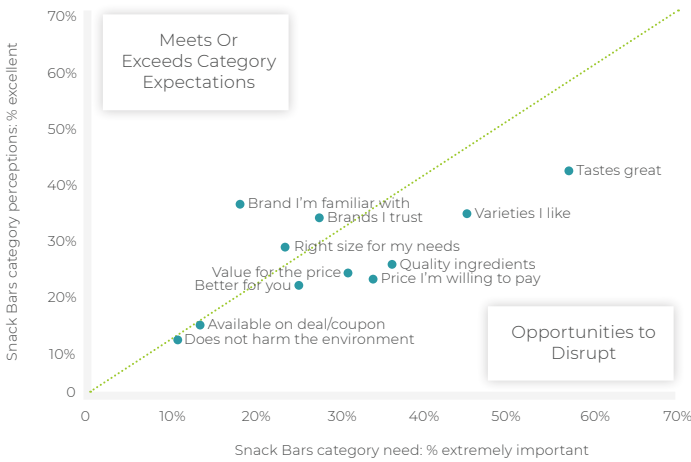


Generated With Receipts



## Innovation that offers on even better taste and more variety could steal share

"I'd like to see more bulk packaging of different varieties. These are my mid afternoon snack bar."



## Perceptions of food's value for the price is declining and snack bars are following this trend

■ Total food ■ Snack Bars

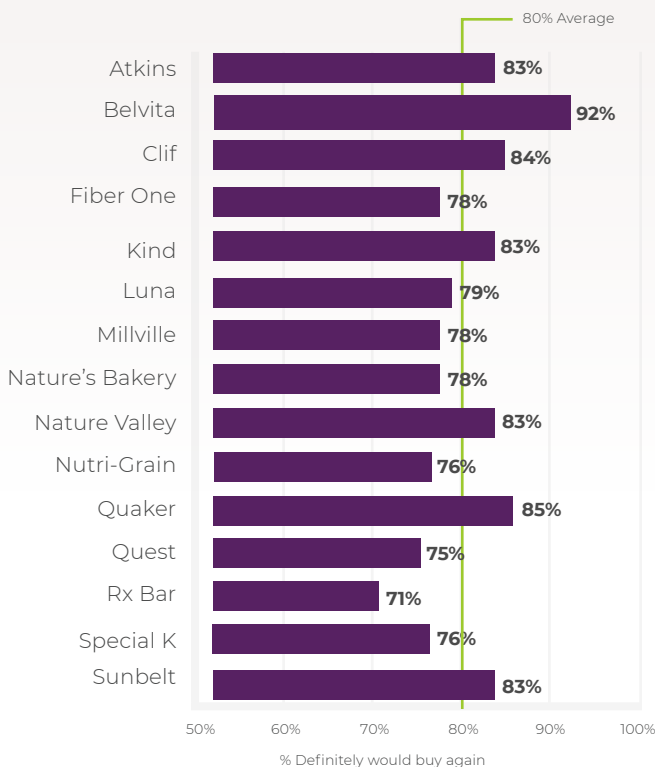
"The price is always good for them plus you get a lot for your money."



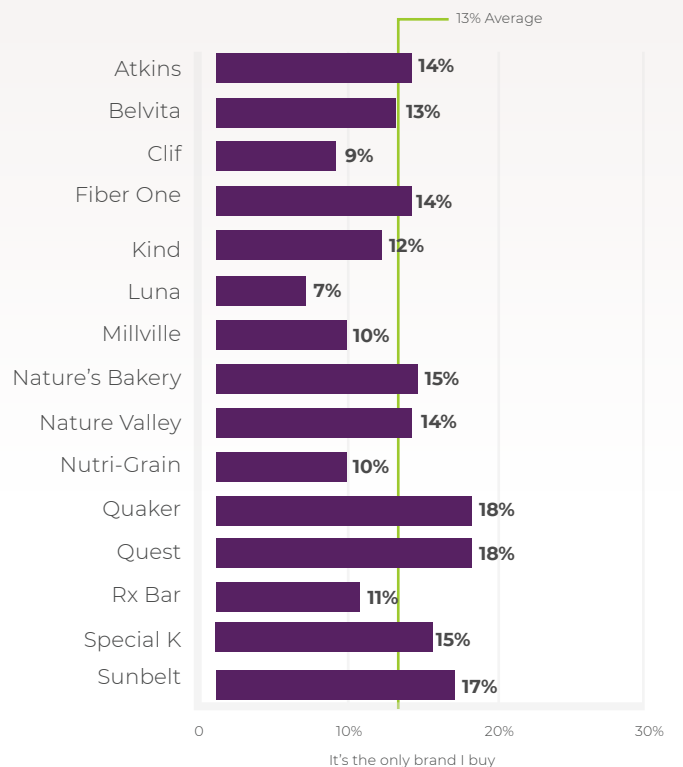
## Brand Insights

While repurchase intent is highest for Belvita, Belvita buyers are more open to trying other brands than Quaker and Quest buyers

### 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