

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.



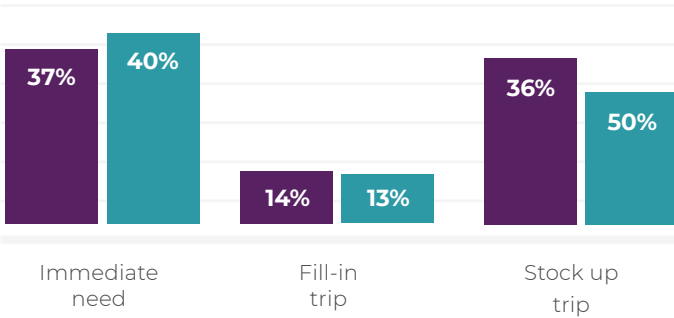


Evenly split between immediate need and stock up trips, hard seltzer increases baskets, especially in warehouse club

Hard Seltzer buyers are very open to trying new brands

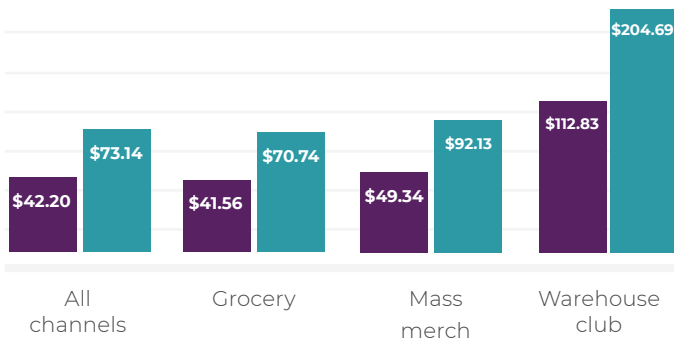
Trip Type

Drinks (benchmark) | Hard Seltzer



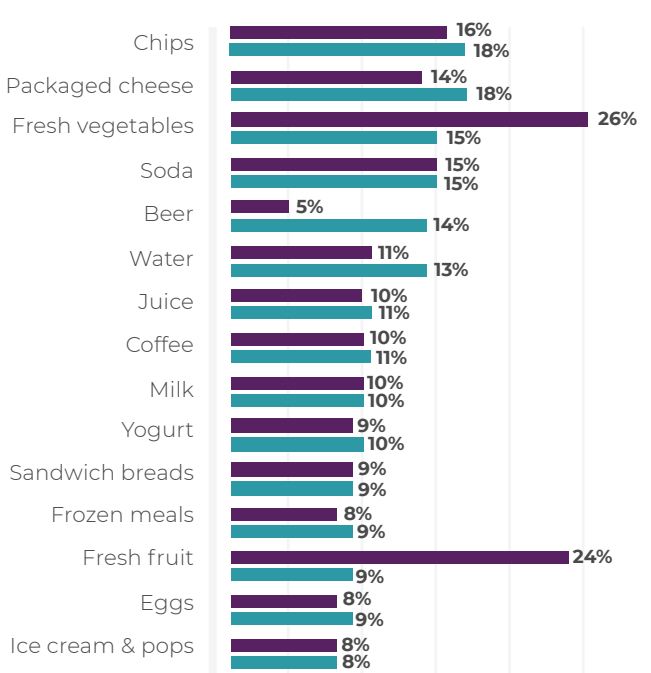
Basket Size

Hard Seltzer not in basket | Hard Seltzer in basket



Categories in Basket

Hard Seltzer not in basket | Hard Seltzer in basket



Category Needs

Drinks (benchmark) | Hard Seltzer

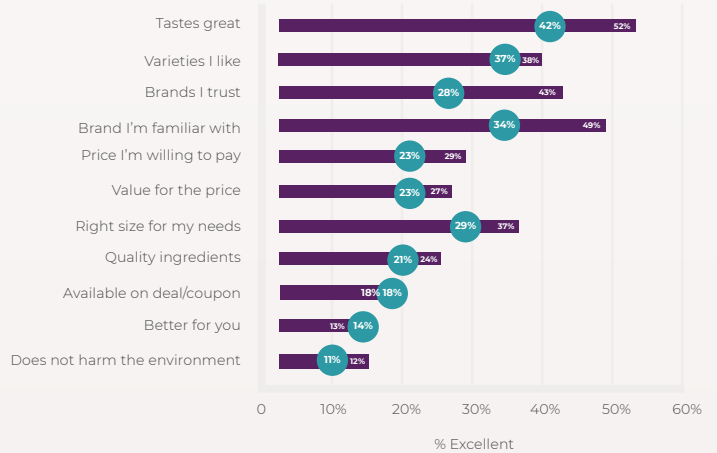
"I would like for them to offer a little more kick with their actual flavors, would just like them to have a stronger taste for the flavor they are representing."



Category Perceptions

Drinks (benchmark) | Hard Seltzer

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

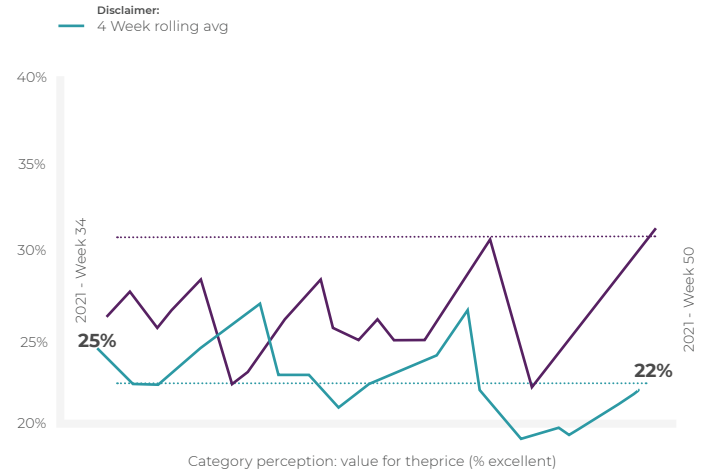
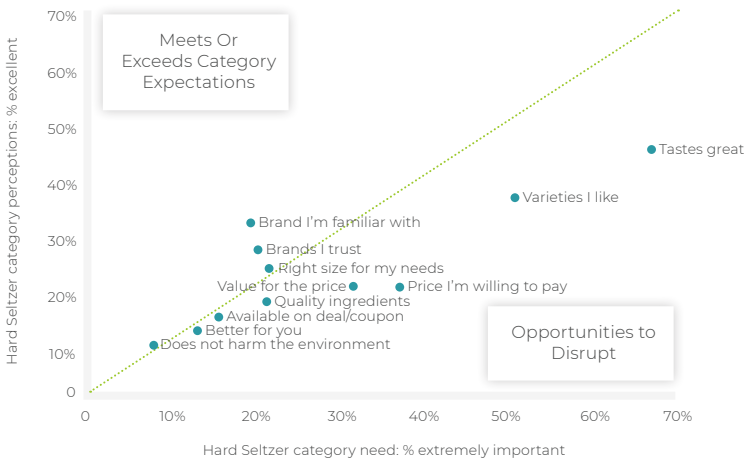


Innovation that offers on even better taste, new variety, at a better price, could steal share

Perceptions of hard seltzer's value experienced a trough in the last weeks of 2021

"Seem to be sold in smaller boxes, with just six per box."

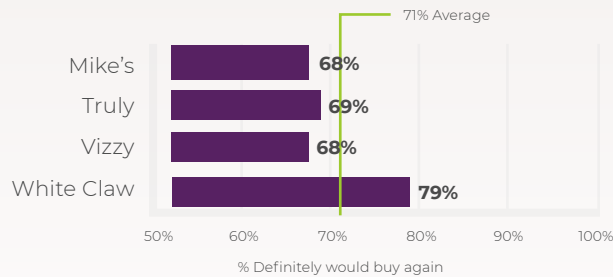
"I've been trying different brands to see which I like most."



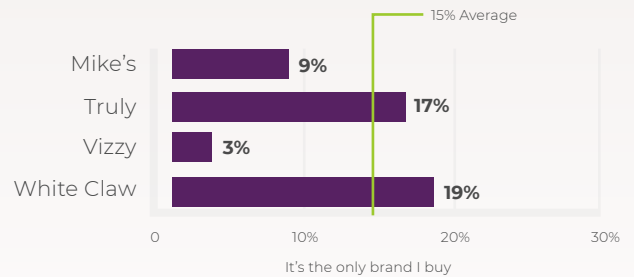
Brand Insights

In this variety seeking category, none of the Hard Seltzer brands enjoy strong loyalty; few say their brand is the only brand they buy.

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