

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, frozen breakfast builds baskets, especially in Grocery Stores

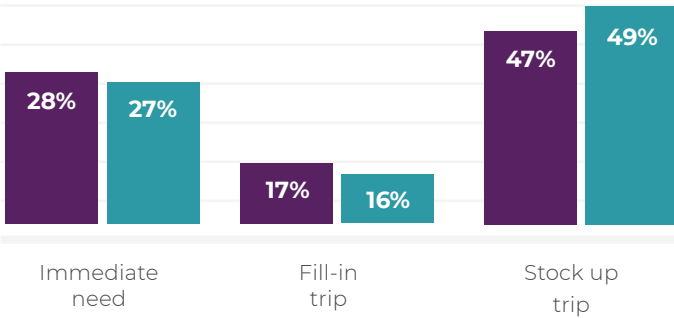
Variety and quality ingredients are less relevant in frozen breakfast compared to other food categories

Trip Type

■ Food (benchmark) ■ Frozen Breakfast



Generated With Survey

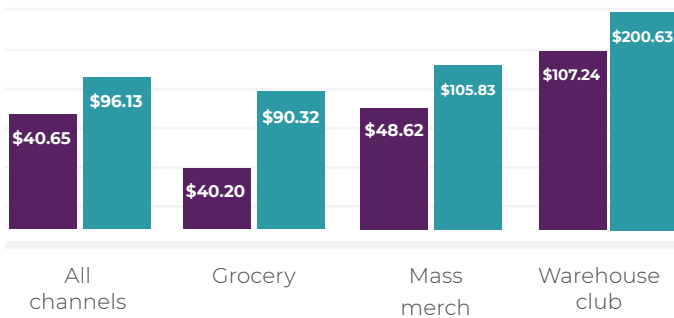


Basket Size

■ Frozen Breakfast not in basket ■ Frozen Breakfast in basket



Generated With Receipts

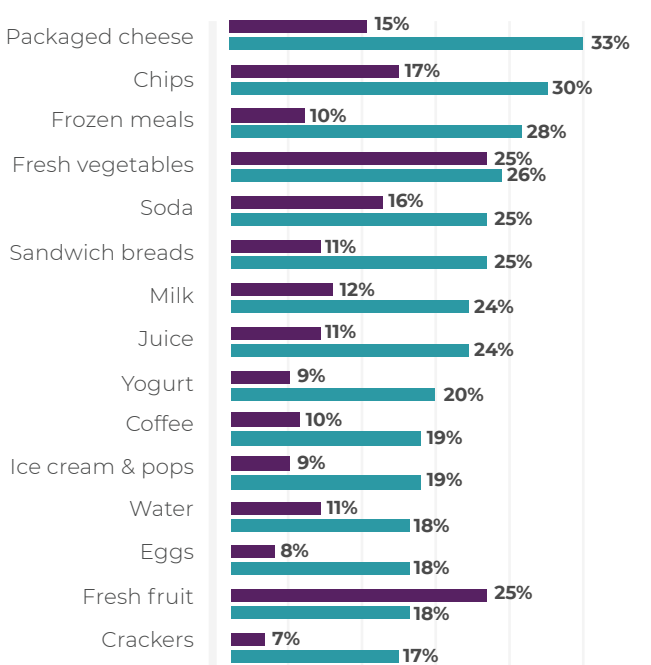


Categories in Basket

■ Frozen Breakfast not in basket ■ Frozen Breakfast in basket



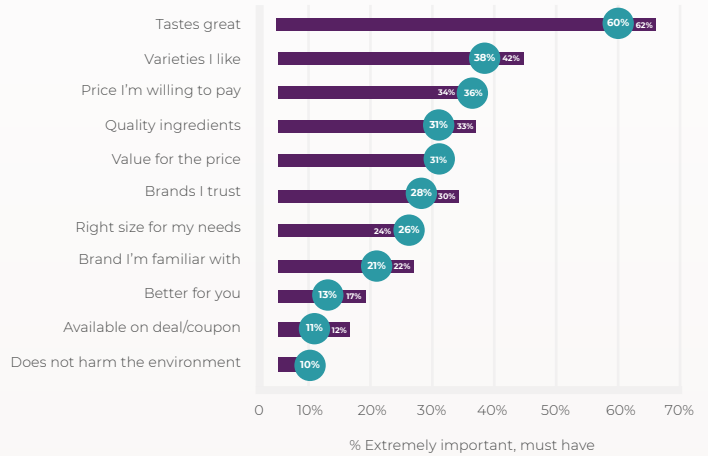
Generated With Receipts



Category Needs

■ Food (benchmark) ● Frozen Breakfast

"Quality & taste are good with this brand. I will usually buy this brand, but only when on sale."



Category Perceptions

■ Food (benchmark) ● Frozen Breakfast

"They have the most variety and their frozen breakfast foods taste real."



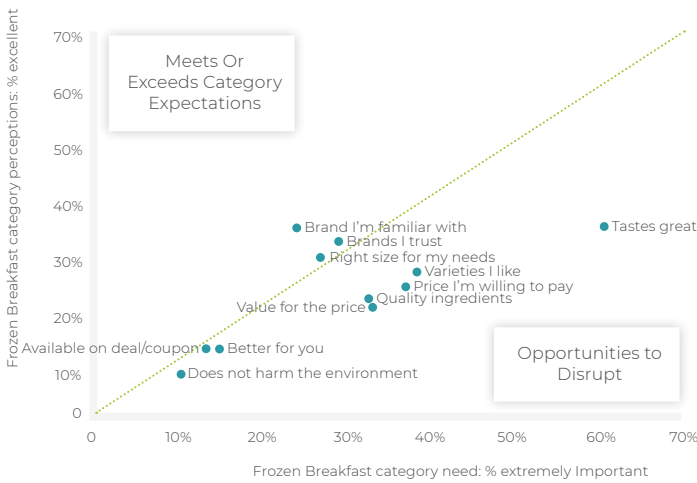


There is a large space for innovation in frozen breakfast; most benefits fall short of shoppers' needs

Perceptions of frozen breakfast value experience peaks and valleys while food value perceptions are steadily declining

"I wish they stayed fresh easily and didn't get freezer burn."

"Stop making them smaller and smaller."



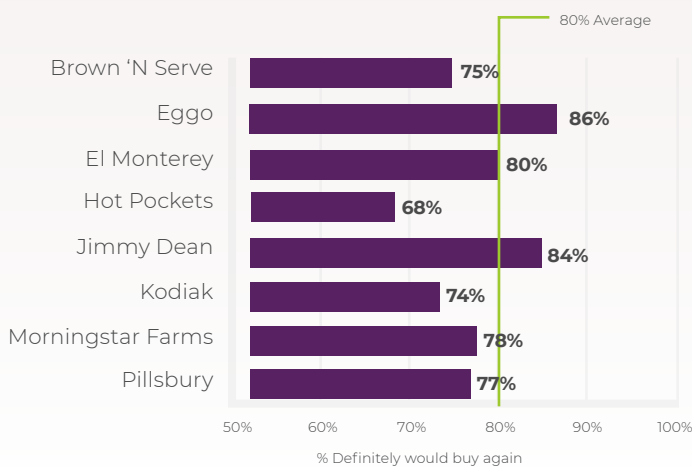
Total food (purple line), Frozen Breakfast (teal line)



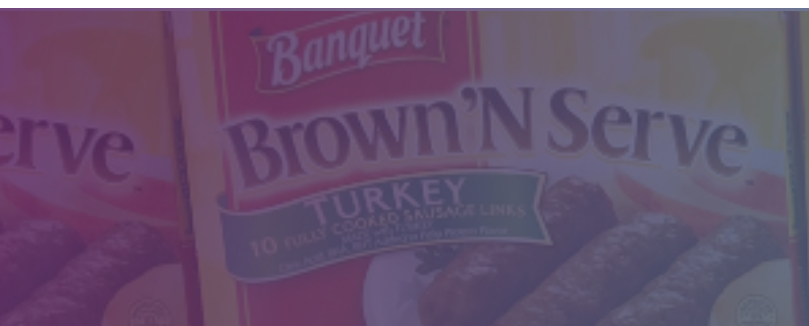
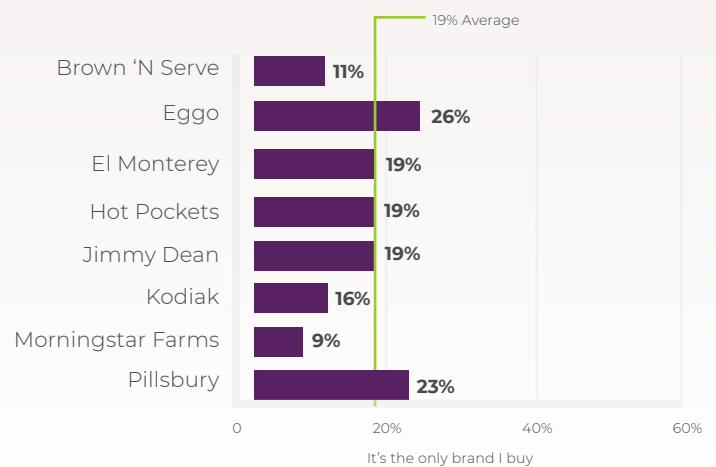
Brand Insights

Eggo stands out with the strongest repurchase intent and claimed loyalty.

Repurchase Intent



Claimed Brand Loyalty





Categories Insights available!

Food

Beverages

Personal Care/
Household



Cereal



Cookies



Beer



Dog Food



Crackers



Fz Breakfast



Energy Drinks



Detergent



Fz 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