

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, fruit snacks build baskets, especially in Grocery Stores

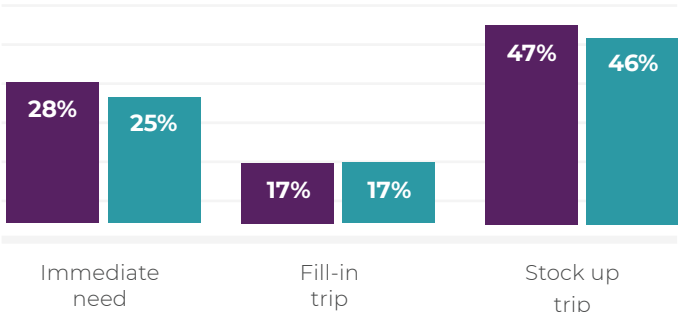
Compared to other food categories, fruit snack buyers are more price sensitive

Trip Type

■ Food (benchmark) ■ Fruit Snacks



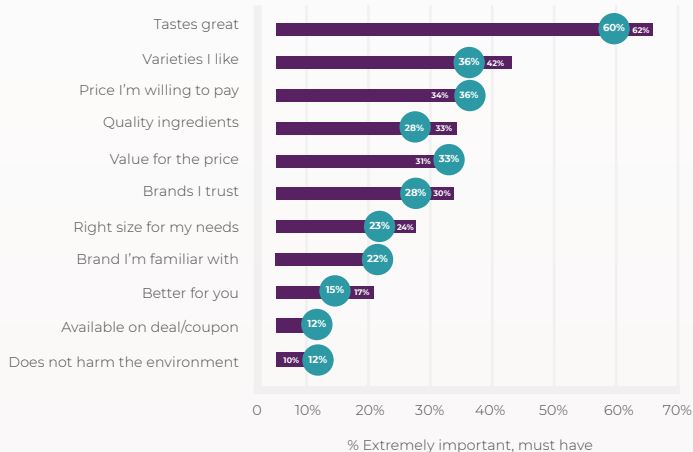
Generated With Survey



Category Needs

■ Food (benchmark) ● Fruit Snacks

"The snacks already have real fruit and vitamin C, but I'd like to see perhaps some additional added vitamins such as B vitamins."



Basket Size

■ Fruit Snacks not in basket ■ Fruit Snacks in basket



Generated With Receipts



Category Perceptions

■ Food (benchmark) ● Fruit Snacks

"Love the flavor and texture. However, trying to find something a little more environmentally friendly with better ingredients."

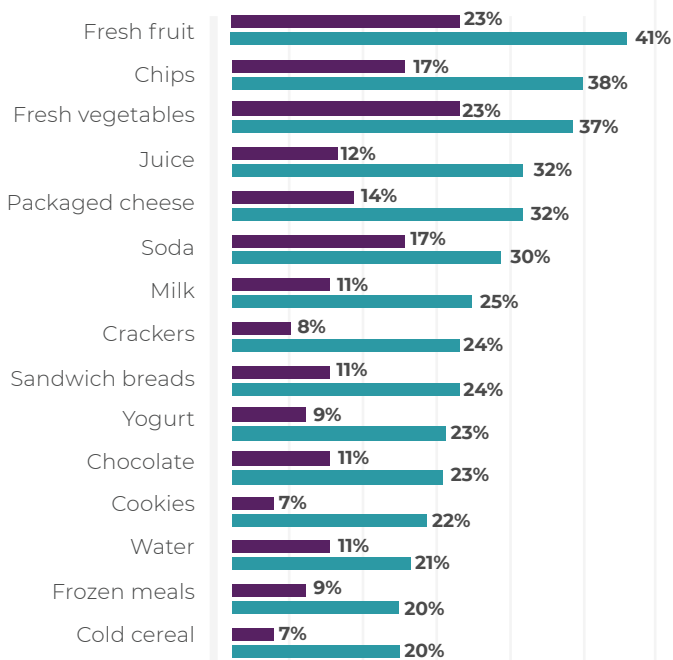


Categories in Basket

■ Fruit Snacks not in basket ■ Fruit Snacks in basket

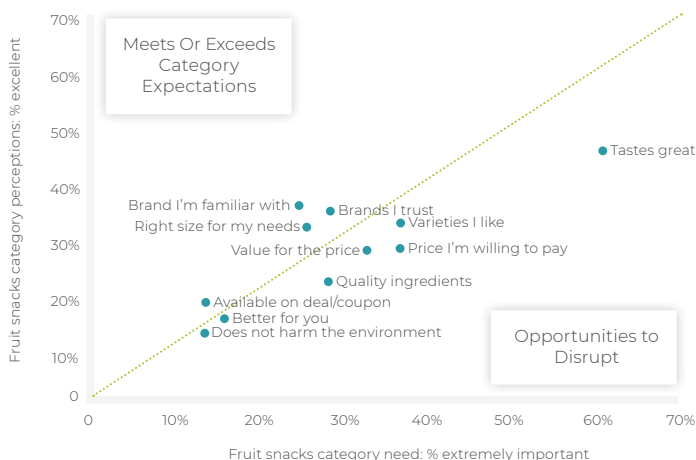


Generated With Receipts



Affordable innovation that offers quality ingredients and better taste could steal share

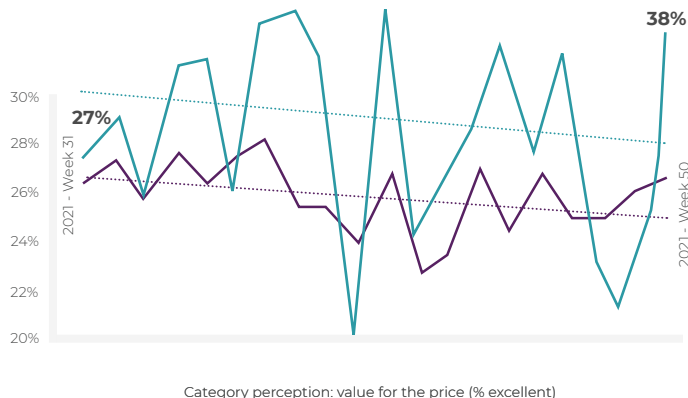
"Favorite brand of my family and can usually find them for a good price with coupon or cash back."



Perceptions of fruit snacks value experiences peaks and valleys while food value perceptions are steadily declining

Total food Fruit Snacks

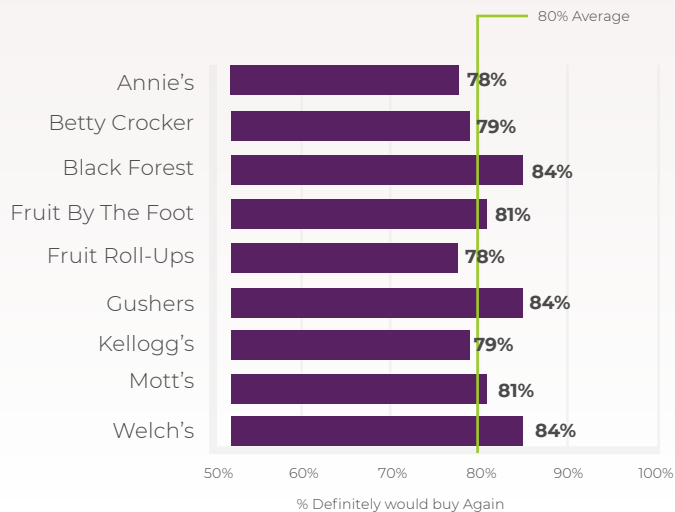
"They are always on sale and they offer great coupons too."



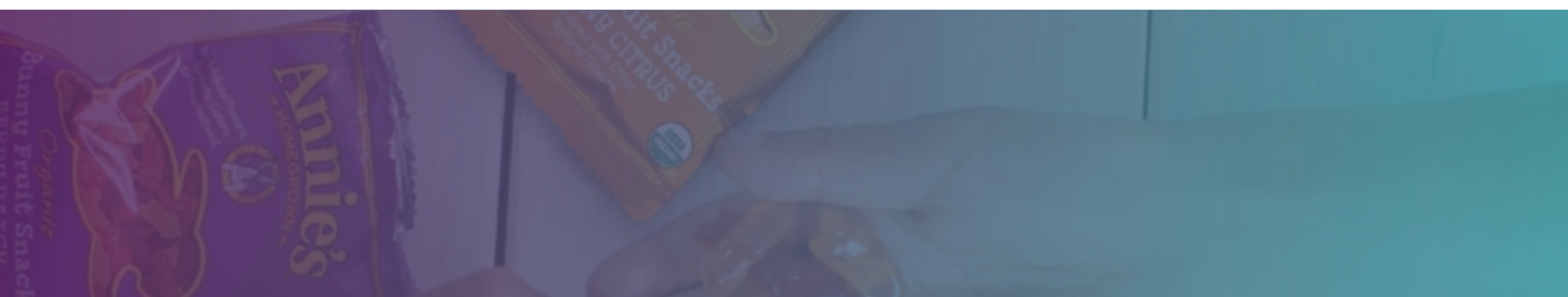
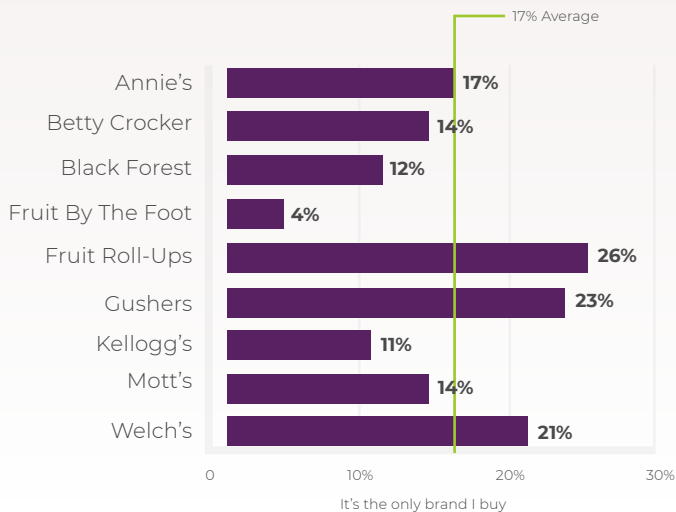
Brand Insights

Repurchase intent is strong across many brands; Fruit Roll-Ups, Gushers, and Welch's stand out on claimed loyalty

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