



Media Kit

[prodege]

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Company Overview

Prodege, LLC is comprised of several consumer brands which deliver engaging content and valuable rewards to more than 120 million members. Prodege's complementary suite of business solutions allows brands to reach an entirely new audience, drive brand loyalty among consumers, and market to who matters.

Headquartered in Greater Los Angeles, Prodege has additional offices in San Francisco, Chicago, Denver, Dallas, London & Berlin.

Prodege Quick Facts

- Prodege, LLC is a member of the Technology Crossover Ventures investment portfolio with a \$60M investment in 2014
- Profitable double digit growth every year over the past decade
- Prodege business solutions partner with over 3,500 international brands, retailers and agencies
- Combined consumer brands have given out over \$1.7 Billion in rewards to users.
- Led by Chuck Davis (Chairman and CEO: Former CEO Fandango and Shopzilla, entrepreneur in-residence for Harvard Business School) and Josef Gorowitz (President and Founder, Ernst & Young Entrepreneur-of-the year)

About Prodege

Drive a global audience of over 120M Registered Members to Engage Directly with Your Brand

Solutions for Marketers

Prodege's business solutions allow advertisers and partners to reach, influence and acquire consumers online and on-the-go.



Create fully integrated promotional campaigns



Reach an entirely new audience



Get powerful results while maintaining your budget



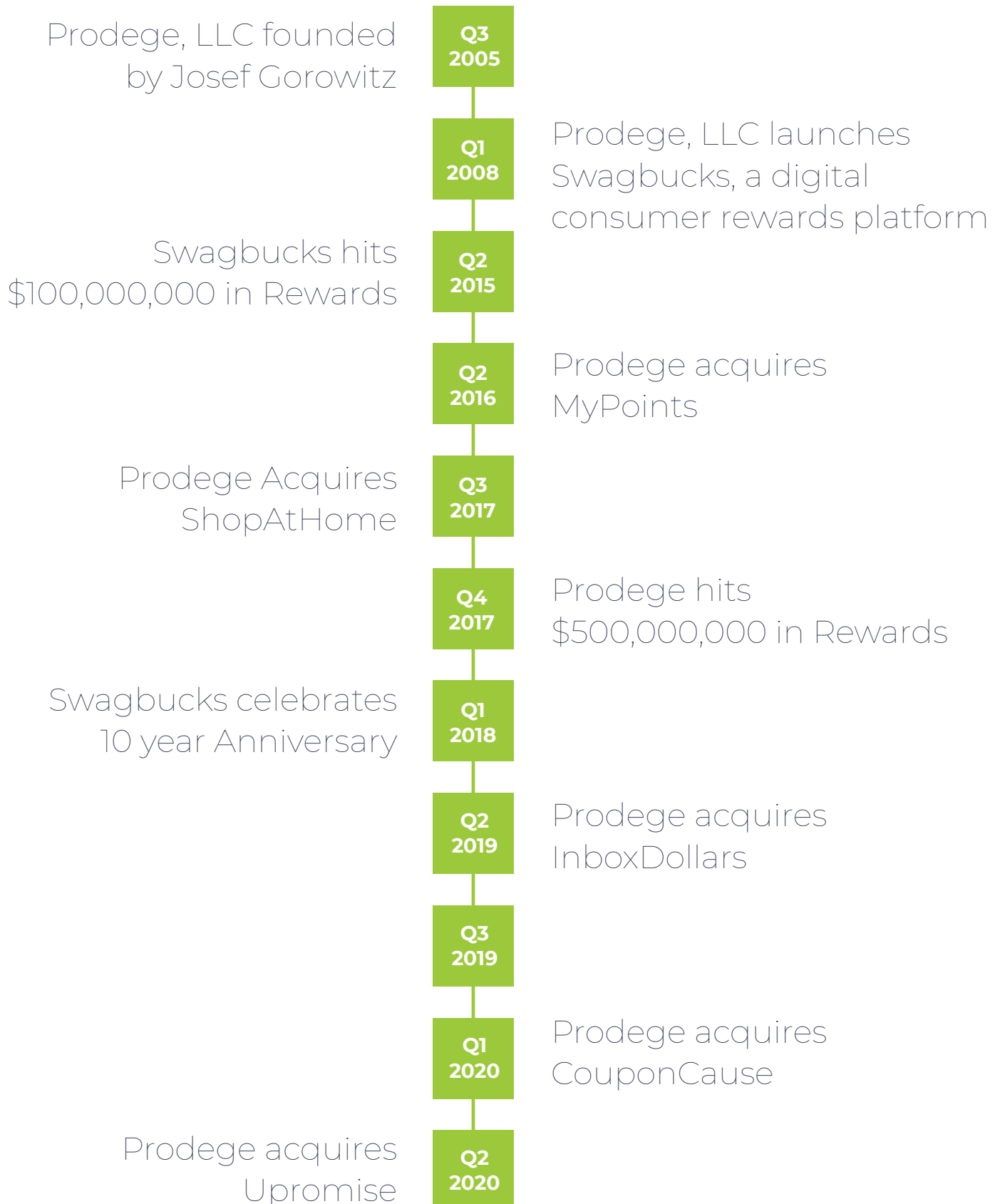
Power your media with first party insights

Powered by the Consumer

Prodege's family of consumer loyalty websites reward members with free gift cards or cash for the everyday things they are already doing online.



Company Milestones





Award Winning

Profitable
double-digit
growth every
year over the
past decade

Best Places to Work

Los Angeles Business Journal | [2013](#), [2014](#), [2016-2019](#)

Fastest Growing Private Companies

INC 5000 | [2011 - 2014](#), [2018](#)

Deloitte Tech Fast 500 | [2013](#), [2014](#), [2016](#)

Career Launching Companies

Wealthfront | [2016-2020](#)

Fastest Growing Companies

Los Angeles Business Journal | [2011 - 2014](#)

Top 100 Best Places to Work in LA

BuiltinLA | [2019](#), [2020](#)

Top 100 Tech Companies

BuiltinLA | [2015](#)

Best New Publisher

Rakuten Linkshare | [2013](#)

CFO of the Year - Brad Kates

Los Angeles Business Journal | [2014](#)

CIO of the Year - Shane O'Neill

Los Angeles Business Journal | [2014](#)

Hall of Fame Nominee - Chuck Davis

Los Angeles Venture Association | [2015](#)

Top 50 Executives

Award - Josef Gorowitz

SoCal Tech | [2013](#)

Entrepreneur of the Year

Ernst & Young | [Chuck Davis - 2005](#)
[Josef Gorowitz - 2014](#)

Our Team



Chuck Davis

CEO & Chairman

A seasoned veteran of eCommerce leadership at Fandango and Shopzilla, Chuck has found great success guiding these major brands through their exponential growth and beyond. Chuck previously held senior level positions at The Walt Disney Company, Comcast Corporation, NewsCorp and Time Inc.



Josef Gorowitz

Founder & President

An experienced entrepreneur, Josef is the President and Founder of Prodege LLC, parent company of Swagbucks.com. Josef won Ernst & Young's "Entrepreneur of the Year" Award for Los Angeles: Advertising in 2014 and was a national finalist.



Brad Kates

Chief Financial Officer



Stacey Olliff

SVP, Business & Legal Affairs



David Weinrot

Chief Operating Officer



Mendy Orimland

Chief Revenue Officer



Shane O'Neill

Chief Technology Officer



Irma Mena

SVP, Human Resources



Lonna Rimestad

SVP, Finance & Accounting



Joe DeTuno

Chief Content Officer



Daniel Ross

SVP Product and Technology



Jessica Batty

VP, B2B Marketing



André Leb

SVP, International Markets



Daren Cotter

Founder & General Manager, InboxDollars



Kristie Leach

VP, Customer Success & Operations

Solutions for Marketers



Market Research Solutions

50M+

Annual Survey Completes

“ If every vendor we had was as reliable, responsive, and trustworthy as Prodege, we would be a billion dollar company. ”



Deloitte.

BCG BOSTON CONSULTING GROUP

Hall & Partners

VISIONCRITICAL®

MARKETCAST

Survata

KANTAR

nielsen

With Solutions Including

Prodege On-Demand: Activate, pause, or close your project anytime. You're in control, but we do-it-together.

Mobile: Gain a deeper understanding behind consumer actions the moment it happens.

Verified Purchase Data: Analyze shopper data on its own, or alongside responses from a survey or group of surveys to add behavioral context. Target surveys to validated shoppers and brand purchasers.

Survey Solutions: Best in class programming services and support.

Quantitative: Access our specialty panels to fill more niche audiences.

Qualitative: Utilize our qualitative engagements, such as IHUT, IDI, Online focus groups, and more.

Marketing Solutions



\$4 Billion

Annual GMV Driven for Top Retailers & Brands

Walmart

SEPHORA

amazon

Nestlé

Expedia

★ macy's

ebay

P&G

With Solutions For



E-Commerce Marketers

Grow Sales & Acquire New Customers



Subscription Marketers

Generate Trials & Retain Subscribers



Shopper Marketers

Drive In-Store Purchases



Lead Generation Marketers

Build Lists & Grow Prospects



App Marketers

Drive installs & increase usage

Powered by The Consumer



Primary Audience is **Female**

79% of our Consumers are **Chief Decision Maker** in their household

\$90k Average Household Income

25 - 54 years old

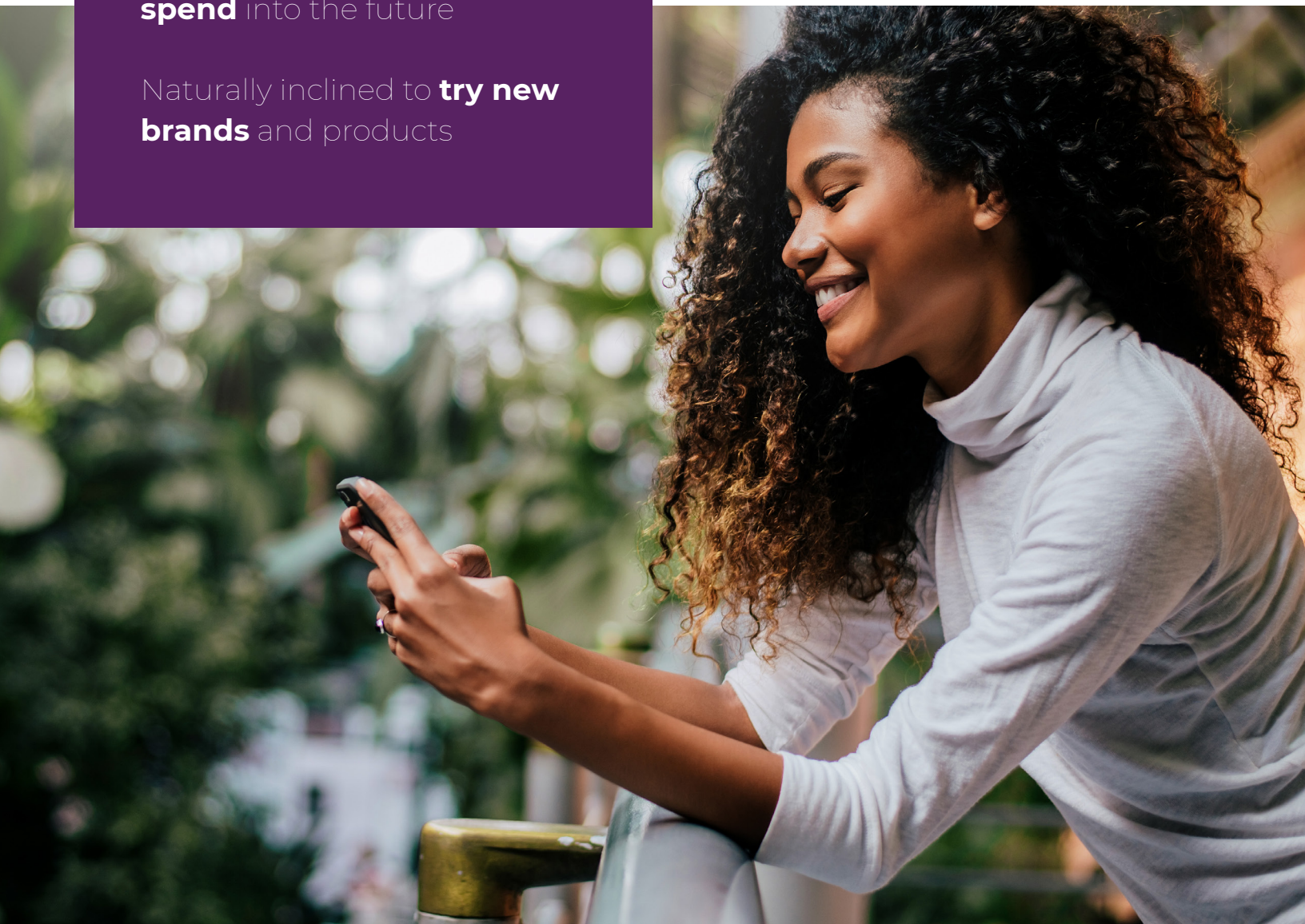
Verified network of **120 million shoppers** with a proven spending history

High propensity to **repeat spend** into the future

Naturally inclined to **try new brands** and products

Powered By The Consumer

We utilize our 1st party data to target and deliver omni-channel solutions focused on measurable engagement



How it Works

Consumers earn points through activity and engagement while Prodege monetizes each touch point.

Answer



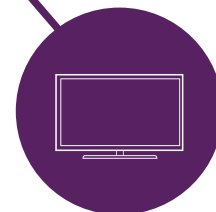
Shop



Discover



Watch





Thank You

For more information,
please visit **prodege.com**.

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