



Media Kit

prodege

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Company Overview

Prodege is a cutting-edge marketing and consumer insights platform that leverages its global audience of reward program members to power its business solutions. These innovative offerings enable leading brands and agencies to gather insights and market to their target audiences. Through deep consumer profiling, our partners can more effectively acquire new customers, boost engagement, increase revenue, and drive brand loyalty and product adoption.

Headquartered in Greater Los Angeles, Prodege has additional offices in the UK & Europe, with employees working remotely from many key US markets.

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 \$1.8 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

A Data-Driven Marketing & Consumer Insights Platform
Powered by Our Reward Program Members

Market to Who Matters with Prodege

Offering a diversified platform that connects marketers to consumers along the Path to Purchase.



Omni-Channel Sales
Solutions



Social Media Integrations



Influence & Acquire
New Customers



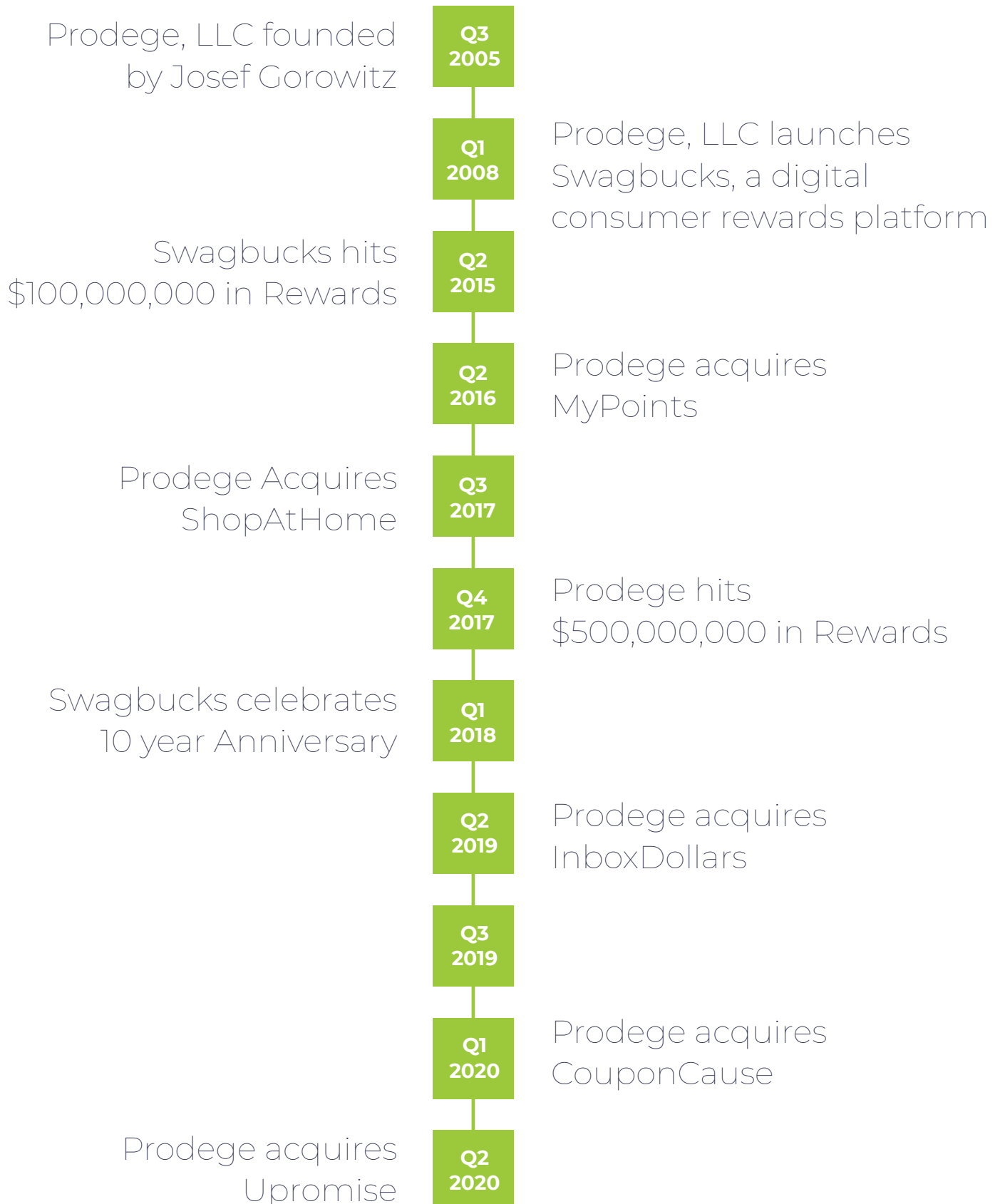
Consumer Insights

Powered by the Consumer

Offering partners instant access to a unique member
base of 10 million monthly unique visitors.



Company Milestones





Award Winning

Profitable
double-digit
growth every
year over the
past decade

Top 100 Best Places to Work in LA

BuiltInLA | [2019, 2021](#)

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 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.



Jessica Batty

Vice President,
Marketing & Corporate
Communications



Joe DeTuno

Chief Content Officer



Brad Kates

Chief Financial Officer



Kristie Leach

Vice President of
Customer Success &
Operations



André Leb

Senior Vice President,
International Markets



Irma Mena

Senior Vice President,
Human Resources



Stacey Olliff

Senior Vice President of
Business & Legal Affairs



Shane O'Neill

Chief Technology Officer



Mendy Orimland

Chief Revenue Officer



Joe Picciano

Senior Vice President of
Finance & Business Operations



Lonna Rimestad

Senior Vice President
of Finance & Accounting



Daniel Ross

Chief Product Officer



David Weinrot

Chief Marketing Officer

Solutions for Marketers and Insights Professionals



Marketing Solutions



\$4 Billion

Annual GMV Driven for Top
Retailers & Brands

Walmart



Blue
Apron



sam's club

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

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.

Hotels.com

Hall & Partners

VISIONCRITICAL®

L'ORÉAL

Ogilvy

KANTAR

nielsen

With Solutions Including

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

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.

Data Visualization: Quickly transform your survey data into actionable insights minutes after completing a project!

Powered by The Consumer

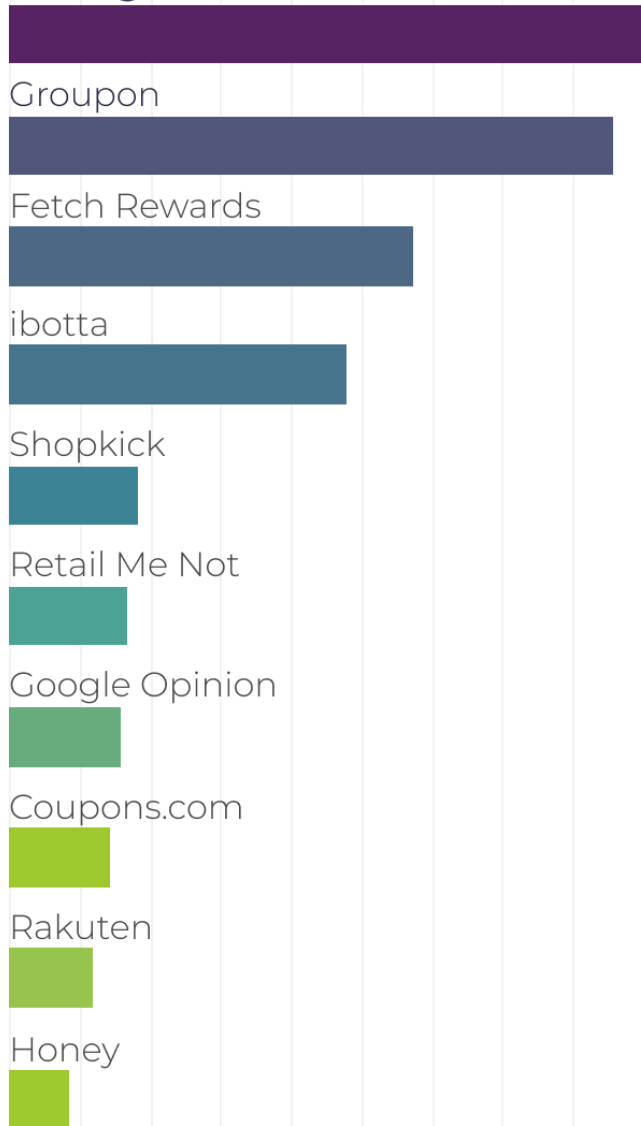


We utilize our 1st party data to target and deliver omni-channel solutions focused on measurable engagement

Total Unique Visitors

Coupons & Incentives

Prodege**



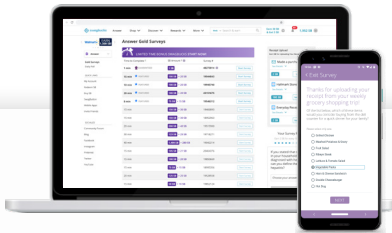
*ComScore 2020



- 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

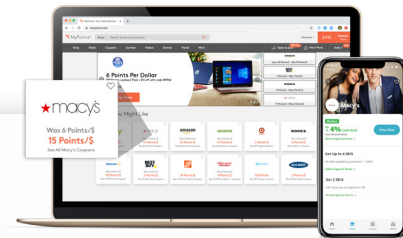
Why Prodege?

Integrated Marketing Campaigns from One Trusted Partner offering Consumers Rewards for doing their Everyday Activities



Answer Surveys

Share their opinion on timely subjects or future products.

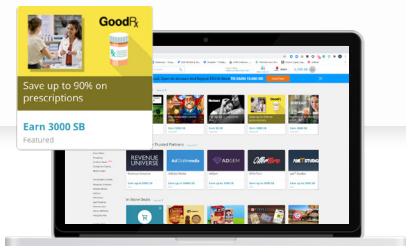


Shopping

Shop at online and offline merchants to earn cash back.

Discover Deals

Learn about new brands, mobile apps and entertaining videos.



Upload Receipts

Take pictures of their everyday receipts or forward online.





Thank You

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

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