



## Consumers When and Where You Need Them

From helping you learn the why behind the buy from verified purchasers to in-the-moment mobile missions, in-home product tests, and shelf tests, Prodege allows for a 360-degree view of the consumer -- when and where you need them -- through our omni-channel access.



Need to reach **a very specific group of survey respondents** for your research? Leverage Prodege's proprietary panel to target an engaged audience based on hundreds of specific demographics, psychographics, and validated behaviors including location verification, in-store & online purchases. In addition to the consumers for your research, we also provide the tools, services, and support needed to **help you unearth insights quickly** and cost-effectively.

Get the Answers You Seek Quickly & All in One Platform

Cost-Effective & Quick

Best in Class Data Quality

White Glove Service

Survey Building & Data Visualization

Proven Track Record With:



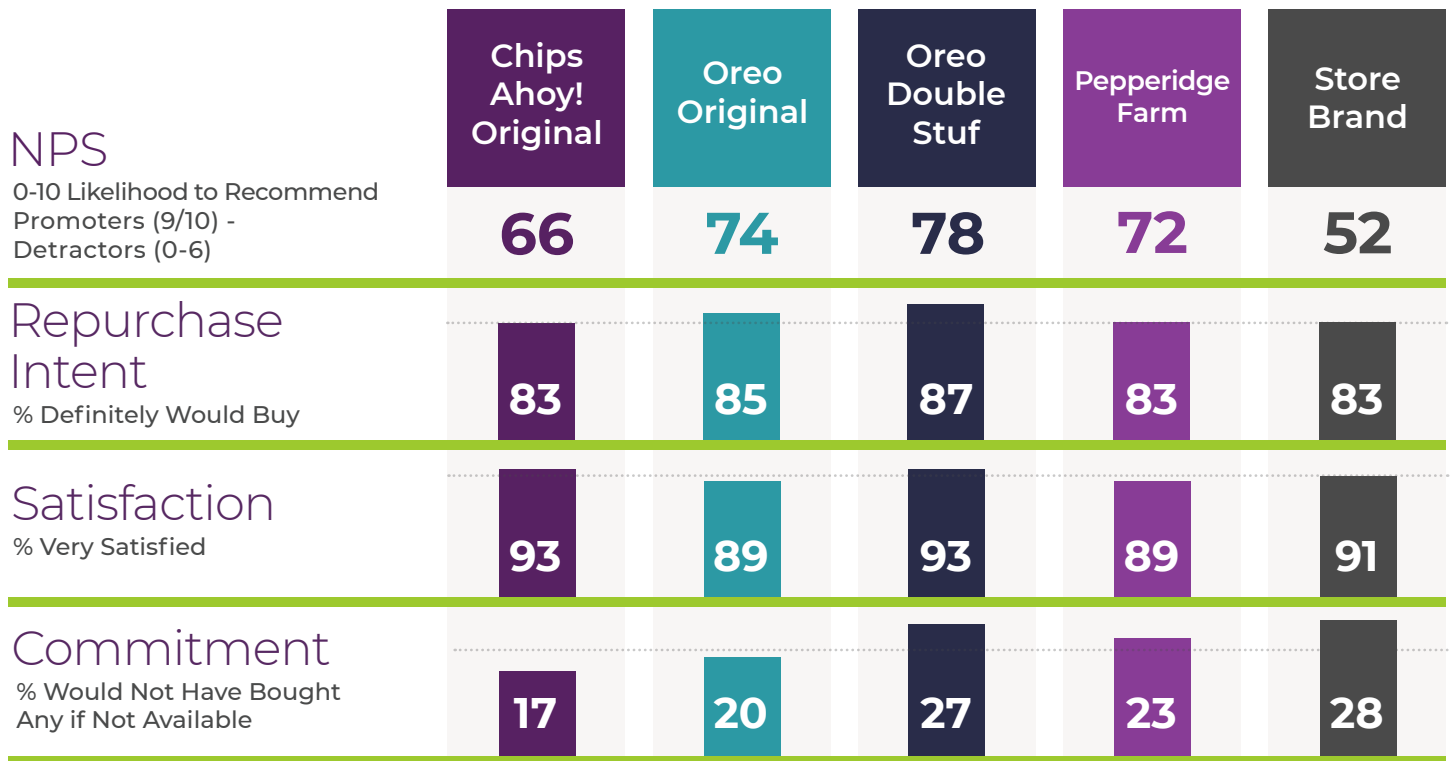
Keep Reading for Recent **Success Stories!**



# Actionable and Timely Insights Provided by Prodege



Compare perceptions of your brand to your competition



Source: Prodege market research panel; recent brand purchasers from receipt validated buyers

## Recent Cookie Purchase Trends

Cookie purchasers within past 12 months - USA

Top Cookies: Mondelez		
Brand	Purchase	Members
Oreo	82K Units	34K Members
Chips Ahoy!	39K Units	18K Members

Oreo	Chips Ahoy!
Walmart ..... 38%	Walmart ..... 35%
Kroger ..... 11%	Kroger ..... 11%
Target ..... 7%	Dollar General ..... 7%
Ahold-Delhaize ..... 5%	Ahold-Delhaize ..... 6%
Dollar General ..... 4%	Target ..... 5%
Albertsons ..... 4%	Albertsons ..... 4%

Top Cookies: Keebler		
Brand	Purchase	Members
Fudge Stripes	7.8K Units	5K Members
Chips Deluxe	3.2K Units	6K Members

Fudge Stripes	Chips Deluxe
Walmart ..... 41%	Walmart ..... 41%
Dollar Tree ..... 14%	Kroger ..... 14%
Dollar General ..... 6%	Ahold-Delhaize ..... 7%
Kroger ..... 5%	Publix ..... 5%
Target ..... 4%	Target ..... 4%
Meijer ..... 3%	Dollar General ..... 3%