



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.



Leading personal care and cosmetics brands applaud Prodege's:



Ability to Target Hard-to-Reach Audiences



Active + Engaged Member Base



Cost-Effective Suite of Solutions



Quick Turnaround



White-Glove Service

Proven Track Record With:



L'ORÉAL



DOLLAR SHAVE CLUB

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Actionable and Timely Insights Provided by Prodege

Personal Care Mobile Mission

We helped a leading manufacturer access aisle placements and shelf conditions by sending shoppers on a mobile mission.

The Challenge

- Was there adequate supply on shelves of their brand?
- Had a new competitor executed their rumored display program?

The Solution

- Pre-recruited known category buyers and pushed a reminder to the phones when they hit geo-fenced locations.
- Members photographed aisle conditions and answered questions about brand perception and purchase intent.

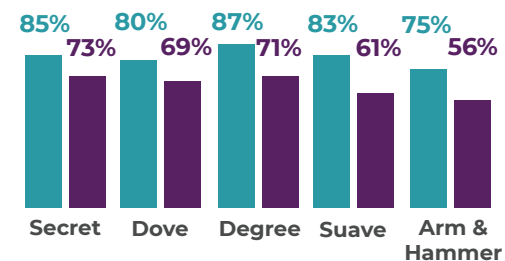
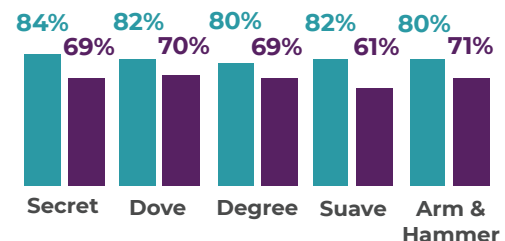
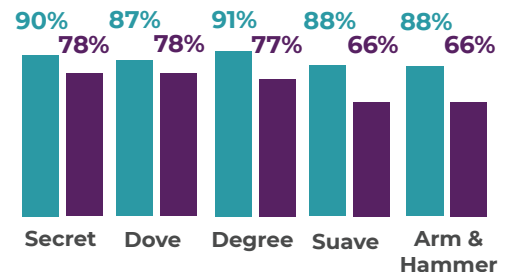
Results

Client addressed supply chain issues with retailer and was able to assess potential sales impact due to new competitor.

Purchase Considerations for Deodorant



Prodege surveyed its members to help leading brands uncover the most influential considerations when making purchases within a competitive product set: deodorant. Our research proved valuable in determining how deodorant buyers develop brand loyalty.



■ Top Box Importance among Brand buyers

■ Top Box Satisfaction among Brand buyers