



Are Smart Devices Becoming No-Brainer Purchases?

Smart and connected home devices are continuing to grow in popularity and Prodege enables you to get a 360-degree view of adopters of these technologies.

Leading technology brands & retailers applaud Prodege's:

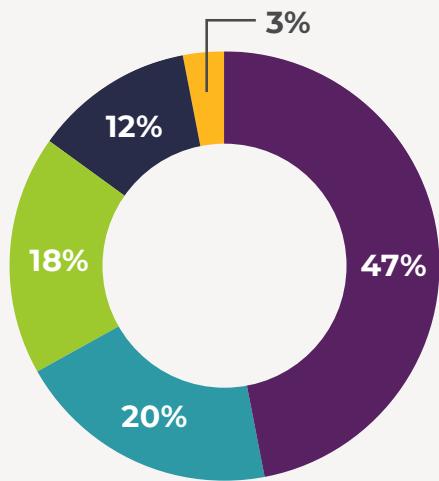
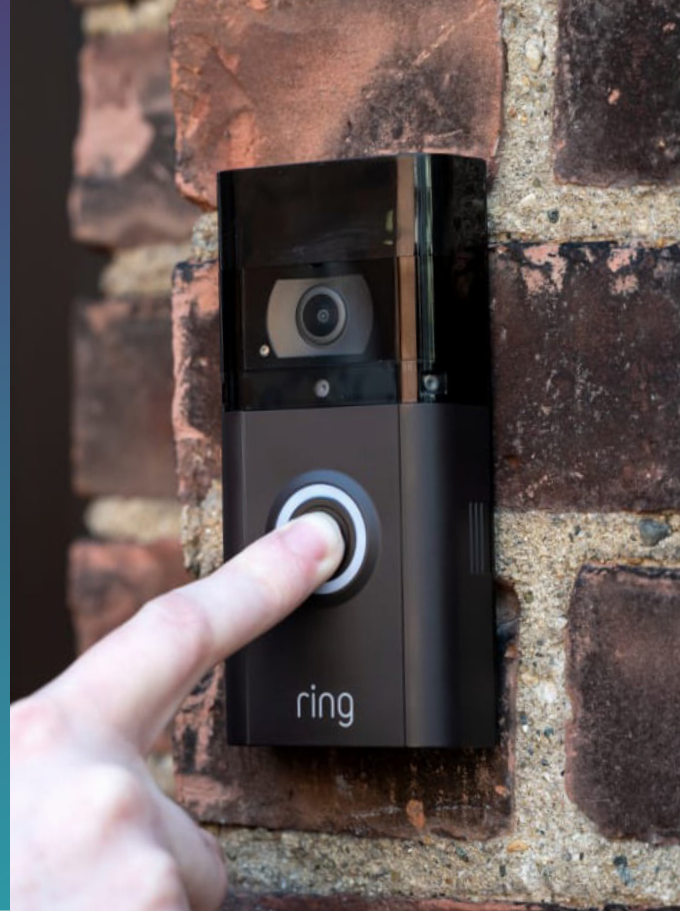


Proven Track Record with:

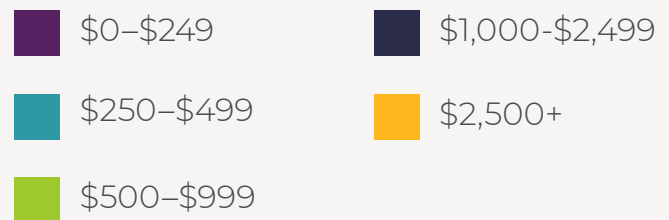


Smart Devices are Becoming More of a Necessity Than a “Nice to Have”

Our recent survey of Americans reveals that **over six-in-ten own at least one smart/connected home device**, with smart speakers & smart watches the most common. **In the past 12 months, the majority of smart device owners have spent at least \$250** on these devices. When considering devices they don't yet own, smart technology adopters show good interest in purchasing smart doorbells/cameras, “Robotic” home cleaning devices, smart thermostats and smart home security systems in the next six months.



Approximate Spend on Smart/Connected Devices in Past Year:



Smart Devices Are Simplifying Gift Giving!

Around four-in-ten have gifted a smart/connected home device to someone else, with smart speakers and smart watches also the most commonly gifted of these devices.



The top reason for gifting a smart device is “I have it and find it useful and thought they also would enjoy it.”