

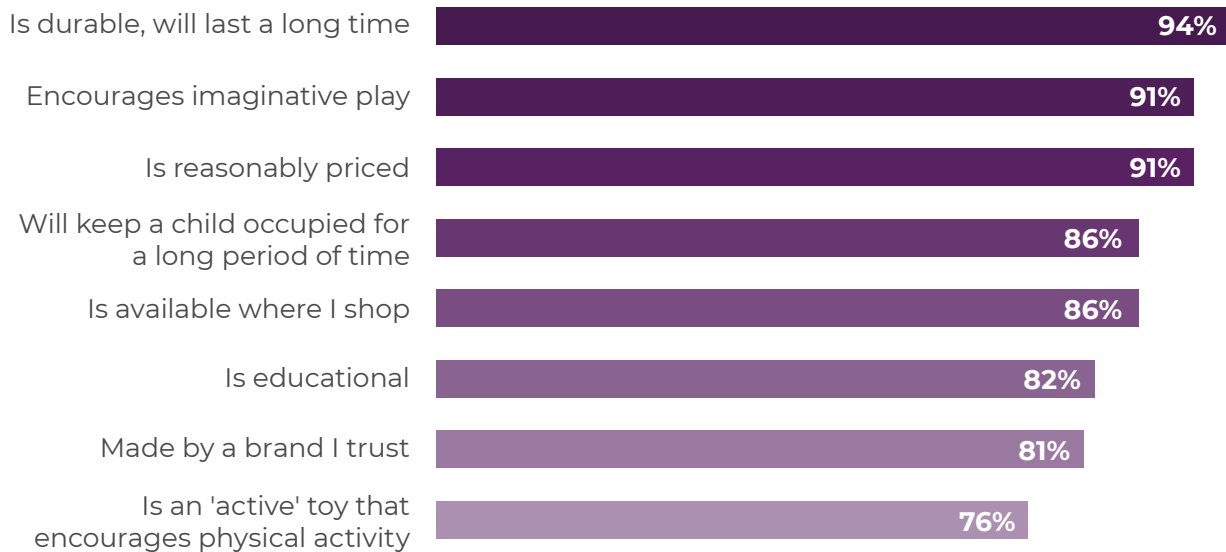


What Influences the Path to and Through Omni-Channel Toy Purchases Today?



Our recent consumer survey of toy buyers reveals that over eight-in-ten have regularly purchased toys online in the past year (83%). When considering what to buy/where to purchase from online, **product reviews and free shipping/returns** hold the most sway. For in-store toy purchases, **67% enter the store undecided**, browsing the shelves to determine which toy to buy.

When choosing a toy to purchase, which attributes are of importance?



Lego L.O.L. Surprise! Hasbro
 LeapFrog Little Tikes Hot Wheels
 Fisher-Price Barbie Paw Patrol
 Nerf Marvel Universe Playskool

Brands of toys likely to be purchased in the next 3 months

Keeping Track of Toy Purchase Trends Through Our Omni-Channel Solutions

Prodege allows for a 360-degree view of the consumer—when and where you need them—through our omni-channel access.

Leading toy brands applaud Prodege's:

-  Data-Driven Marketing & Consumer Insights Platform
-  Active + Engaged Member Base
-  Incomparable Reach That Scales
-  Strong Reach Among Parents—67% have kids under 18
-  Quick Turnaround
-  White-Glove Service

Proven Track Record with:

