prodege

Panel Book

2022

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Why Prodege

Prodege is a cutting-edge consumer insights platform with innovative offerings that enable leading brands and agencies to gather insights and market to their target audiences. Our ability to reach millions of engaged participants around the globe when and where you need them, coupled with our industry-leading recontact rates, delivers a more inventive, customized approach to research.

Our Commitment

Each day we're committed to sampling integrity

With every survey, every question, we are committed to quality

We're committed because we understand that people are the foundation of meaningful research

We do it all to create rewarding moments for our members, our employees and you

Affiliations and Awards

GRIT

WiRe WOMEN IN RESEARCH

ESOMAR²² Corporate

insights ASSOCIATION

CMA

SIMA

MRS Evidence Matters™

Data Quality

Quality is central to all we do. We utilize a variety of methods to ensure the highest data quality and are in compliance with GDPR and CCPA.
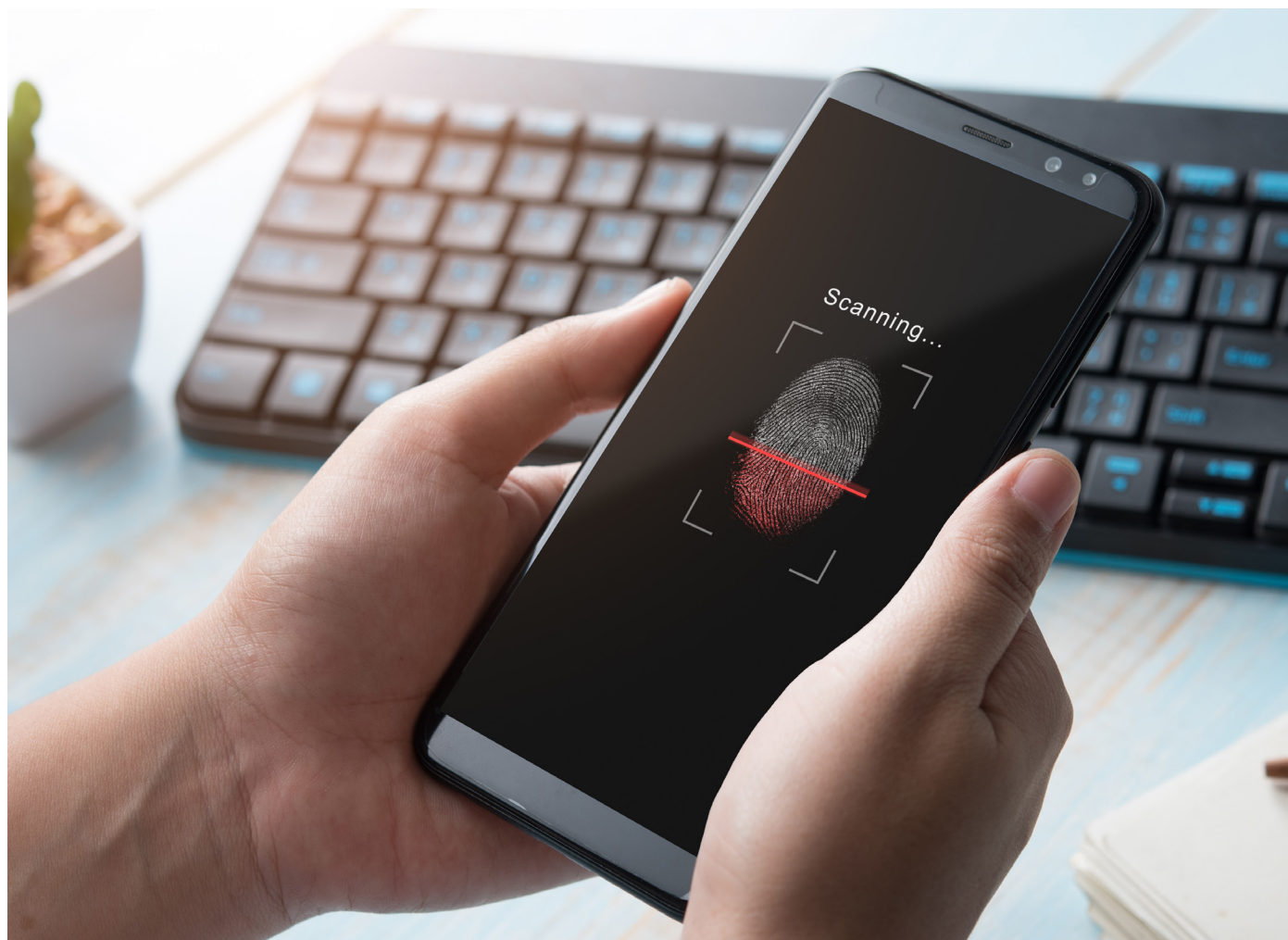
A double opt-in registration process including:

Digital Fingerprinting

CAPTCHA

Physical Address Verification

Mobile Verification

Device Verification

Third Party Validation Methods

Sampling

We offer the deepest sampling expertise in the industry.

Every project we support on our clients' behalf is managed by intelligent and experienced sampling design experts.

Our team of 100+ highly experienced global project managers proactively anticipates our clients' needs to ensure we deliver on time and on budget.

Global Panel Access

The world is a big place, let us help you
reach who you need wherever they are!
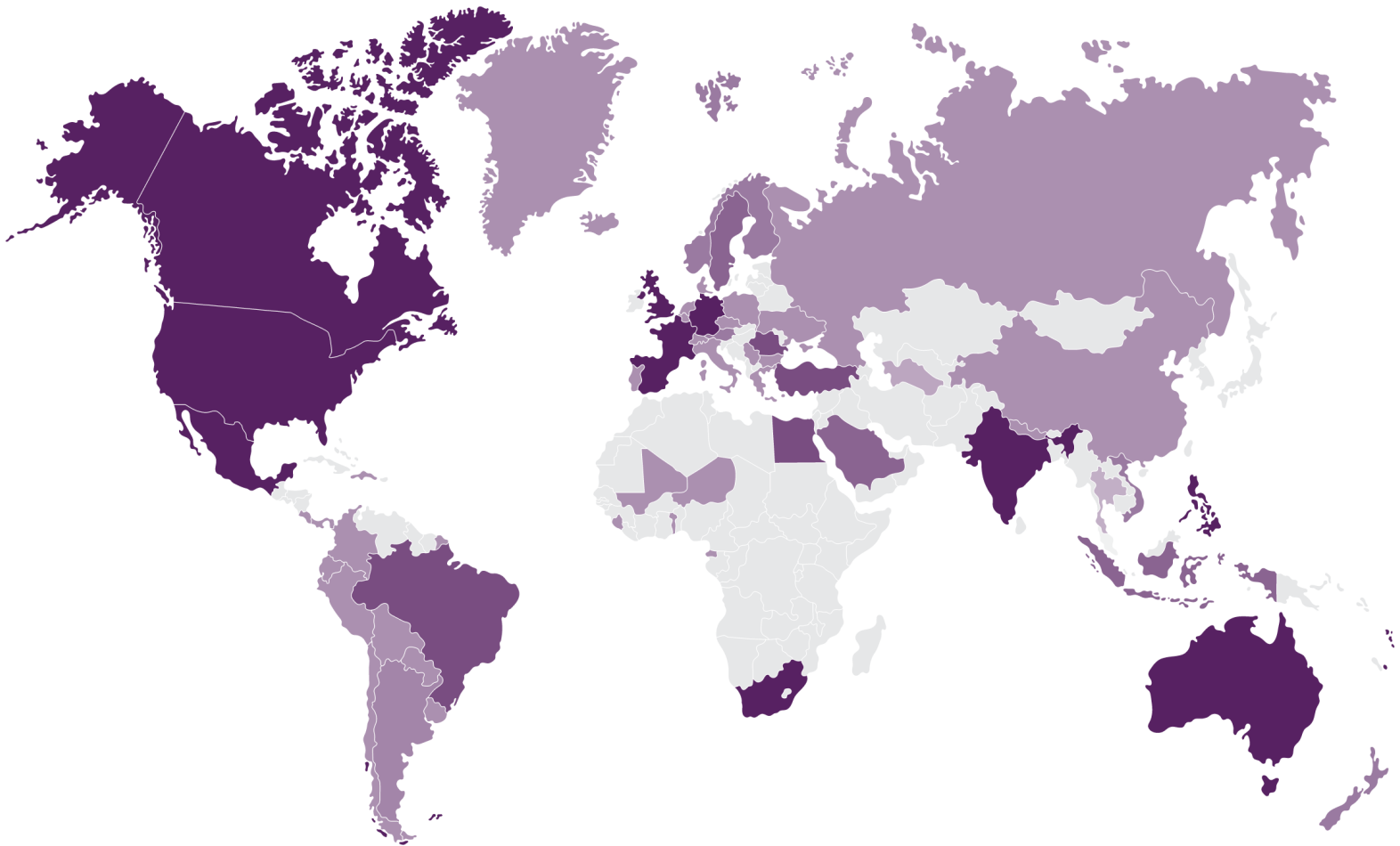
Prodege's
International Reach

Our Panel

prodege

Prodege is a leading provider of people driven insights for the market research industry. Through diversified recruitment methods and a world-class consumer engagement model, we deliver a more thoughtful approach to research.

Our breakthrough model fosters member retention and ongoing participation. This brings many benefits to our clients, including delivery of re-contact surveys, longitudinal studies, in-home use tests, and ongoing research programs.

MyPoints

Established in 1996, MyPoints has built one of the longest running and most respected online market research panels in the industry. Through its long- standing partnerships with firms such as United Airlines, Hilton Hotels and many more, MyPoints has developed extremely strong profiling for B2B, B2C and many specialized audiences. With precise targeting capability across over 500 data points of information, MyPoints consistently delivers the highest quality results and is universally recognized as a trusted sample source.

InboxDollars®
The online rewards club that pays!

InboxDollars proprietary panel joins Prodege and expands our global access. Founded in 2000, with expansion into the UK in 2012 and Canada in 2014, this unique group of registered members enhances the scale and breadth of our overall reach.

ySense

ySense provides us with an international respondent base. We are now able to offer stronger feasibility and overall performance in Asia, Latin America, Eastern Europe, and Africa.

Highlighted
Audiences

Personal and Household

Household

Gender

Age

Ethnicity (US)

Hispanic (US)

Household Size

Household Location

Marital Status

Number of Children

Ages of Children

Gender of Children

Pet Ownership

Languages Spoken

Accommodation / Home Ownership

Personal

Political Party Affiliation

Political Ideology

Gun Ownership

Registered to Vote

Religion

Sexual Orientation

Education

Major at University / College

University Degree

Currently Enrolled

Year Graduated

Level of Studies – Current

Full-Time / Part-Time Student

Occupation

Employment Status

Professional Position

Primary Industry

Primary Department

Number of Employees

Role in Organization

Decision Making Authority Over Corporate Purchase:

- Telecommunications
- Office Supplies
- IT
- Marketing / Advertising Sales
- Shipping
- Corporate Travel

Finance Sector Position IT Position

Business Smartphone Brand

Veteran – Military

Branch of Service – Military

Military – Family Member

Mobile

Location
Arrival Time
Dwell Time
Departure Time

Finances

Personal Annual
Income
Household Income
Investable Assets
Primary Banking
Relationship
Types of Investments
Credit Cards
Financial Products
Stock Trading
Participation
Stock Trading Method

Auto

Access to a Car
Automotive Decision Maker
Brand of Car(s) Owned / Leased
Car Manufactured Year
Car Purchased / Leased Year
New or Used Car Purchase
Timeframe
Type of Car(s)
Considering
Auto Insurance
Motorcycle Ownership

Media Usage

Media

Radio Listening Frequency
Television – Hours Per Week
Cable / Satellite Service
Streaming Services
Type of Publications Read
Social Media Actively Used

Computer and Video Gaming

Gaming Device
Gaming Platform
Online and Virtual Gaming
Spending on Games
Types of Games
Video / Computer Games per Week
Early Adopter
Electronic Products
Electronic Products Household DM
Internet Connection
Internet Provider
Media Receiver – Download Movies Ability
Mobile Phone Features
Mobile Phone Plan
Personal Smartphone Brand
Operating System
Personal Mobile Phone Carrier

Lifestyle

Travel

Flights – Airlines Flown
Flights – Domestic or Int'l
Flights – Purpose of Travel
Hotels Frequented
Travel Destination Past Year
Types of Travel Occasions
Transportation Methods
Rideshare

Hobbies and Interests

Gambling Types
Hobbies and Interests
Movie Theater Frequency
Music Preference
Purchase Movies
Rent/Download Movies
Sports/Exercise – Hours Spent per Week

Food and Beverage

Primary Grocery Shopper
Primary Grocery Store
Average Alcohol Consumption
Beverages Consumed
Fast Food Frequency
Fast Food Restaurant
Favorites
Recent Purchasers of Specific
Food & Beverage Brand
Recent Visitors to Restaurants
and Grocery Stores

Health and Wellness

Healthcare

ADD / ADHD

Allergies

Anxiety Disorders

Asthma

Arthritis

Back Pain

Bipolar Disorder

Botox

Cancer & Stage

Chronic Pain

Colitis

Dementia

Depression

Diabetes

Elective / Plastic

Surgery

Emphysema

Erectile Dysfunction

Glasses / Contact

Lenses

Hearing Aid

High Blood Pressure

High Cholesterol

Hypertension

Infertility

Menopause

Migraines

Multiple Sclerosis

Obesity

Parkinson's Disease

Pneumonia

Psoriasis/Eczema

Rheumatoid Arthritis

Shingles

Sinusitis / Rhinitis

Sleep Disorders

Stroke

Ulcerative Colitis

Mother and Baby

Expecting a Baby

Expecting – Month

Expecting – Year

First Time Parent

Breast Feeding

Products Used Regularly

Brands of Baby Food

Child Allergies

Smoking and Tobacco

Other Tobacco Products

Tobacco – Cigarette Amount

Tobacco – Cigarette Brands

Cigarette Quitting Methods

Tobacco – Do You Smoke

Vape/Electronic Cigarette Usage

Business to Business

Account Managers & Directors

Admin & Executive Assistants

Administrator

Analyst / Senior Analyst

Architect

Asst. Manager / Asst. Director

Attorney

Business Development Director

Buyer

Certified Public Accountant

Chairman / Board Member

Chemist / Scientist

Chief Executive Officer

Chief Financial Officer

Chief Information Officer

Chief Operations Officer

Chief Technology Officer

Computer Analyst

Consultant

Controller

Counselor

Customer Service Representative

Database Administrator

Dentist / Dental Hygienist

Designer

Director / Department Head

Editor / Writer

Educator

Engineer

Executive Officer

Executive VP / Senior VP

Financial Advisor

General Manager

Graphic Designer

Human Resources Director

IT Consultant

IT Manager

Manager / Senior Manager

Marketing Manager / Director

Military / Government

MIS Director

Nurse

Occupational / Physical Therapist

Opticians / Optometrist

Owner / Proprietor / Principal

Pharmacist

Physician / Medical Doctor

Planner / Scheduler

Police Officer / Fire Fighter

President

Product Manager

Programmer

Project Manager

Psychologist

Publisher / Producer

Representative / Sales

Secretary / Treasurer

Social Worker

Software Developer

Student

Supervisor

Systems Administrator

Technicians / Technician Specialists

Tradesman / Trade Specialist

Treasurer

Veterinarian

Vice President / Assistant VP

Web Developer

Webmaster

Frequently Asked Questions

What steps do you take to achieve a representative sample of the target population?

Through our wide range of recruitment channels and offerings, Prodege ensures a diverse composition of people that represent the population required. We maintain a database of over 1,000 demographic and behavioral attributes that are utilized to access sample for our clients' projects. Our experienced Project Management Team starts by understanding our clients' requirements (e.g. a nationally representative sample, or a specific targeted group) and the number of responses needed, ensuring the sample plan is optimized and executed accurately.

What profiling data is held on respondents and how is it kept up-to-date? If no relevant profiling data is held, how are low incidence projects addressed?

Prodege tracks and stores thousands of demographic and behavioral attributes through several channels, including completion of a 20-question profiling survey upon joining the panel. In addition, our members participate in our Daily Poll in which we receive up to 100,000 unique responses in a day which are then appended to their profile. Behavioral data is collected through member engagement with our Search, Offers and Shopping channels to create additional data points passively. If a project requires targeting on criteria not currently captured in member profiles, we can prescreen in real-time and gather tens of thousands of responses within a matter of hours.

Member profiles are updated on an ongoing basis, with continuous refreshing to ensure data remains current. Utilizing our proprietary technology, member data is collected and stored real-time during the registration process, in follow-up surveys, and on the member website. Members can proactively update their profile at any time, or we may send out push notifications letting them know their profile is not complete, or needs updating. Additionally, profiling data collected in a survey can be sent to our database and updated real-time.

What are your quality process? Do you have in place procedures to reduce or eliminate undesired within survey behaviors, such as (a) random responding, (b) Illogical or inconsistent responding, (c) overuse of item non-response, or (d) speeding?

At Prodege, we take data quality very seriously. We have our own in-house compliance department dedicated to monitoring and eliminating fraudulent panel

members. We combine industry-standard data quality solutions provided by third-party partners, along with our own proprietary techniques to ensure our panel exceeds industry standards. Observed offenders are removed from the panel and not allowed to re-register with the panel.

When we are not providing survey programming for a project, we implement speeder and straightliner traps, honesty and engagement detection and review open-ended responses. Panelists who fail quality metrics are removed and/or replaced, so clients do not pay for poor quality survey completes. These members are then flagged, and monitored within our panel. Any repeat offenders are removed from our panel.

Do you have a confirmation of respondent identity procedure? Do you have procedures to detect fraudulent respondents?

Prodege has a series of processes to handle member identity and detect fraud. To confirm respondent identities, we work with third-party industry standard data quality solutions to ensure a member is real and unique upon registration. Members are subject to a double opt-in process by initially joining, then opt-in again to join the research panel. Members cannot enroll more than once, meaning they cannot have more than one profile account in the panel database.

In addition, our in-house compliance department continuously monitors fraud and eliminates threats. This may result in removing panel members or shutting out alien technologies caught cheating the system. As part of our reward verification procedure, Prodege's compliance team has also implemented IP address and mobile phone verification. We continue to evaluate and/or implement additional data quality procedures as new capabilities emerge.

To avoid panelist duplication, we have a dedicated compliance team that continuously monitors our users to prevent fraud. To avoid duplication when supplementing with external sources, we employ proprietary and 3rd party digital fingerprinting technologies.

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