

# Data-Driven Marketing & Consumer Insights Platform

## Build, Launch & Visualize your Research

All in One Platform:



### Fast

Launch your research and get real-time results in minutes



### Easy

Intuitive question builder with ability to embed videos/images



### Compelling Results

Visualization transforms survey data into actionable insights with flexible graphics and dashboards  
*No licensing fees!*

Insights to further drive your campaigns and research with Prodege's suite of solutions:

#### ■ Fast-track to Deeper Insights

Target audiences with verified purchasing behaviors, online browsing activity or geo-fenced location visits to find the right respondents for your research more quickly

#### ■ Digital Ad Effectiveness

Measure campaign performance to quantify brand lift and optimize media planning efforts

#### ■ Media Activation

Leverage our highly profiled audience to identify the optimal media target for your campaign

#### ■ Brand Health

Continuously monitor your brand's performance over time to identify emerging trends and shifts in consumer attitudes

Advanced Targeting - Use verified behaviors to find the right respondents for your research.

In addition to demographics, tap into hundreds of attributes and/or use any of our verified behaviors to ensure the right audience is providing insights. Append the profiles, purchasing behavior, or store/website visits to survey responses, allowing for deeper analysis.





Energy drinks are bought during both immediate need trips and during stock-up trips, building larger baskets in all channels, but especially in grocery

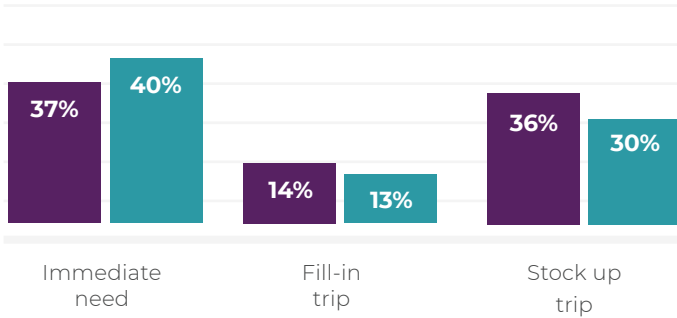
Energy drink shoppers are more open to trying new brands than when buying other types of beverages

### Trip Type

■ Drink (benchmark) ■ Energy Drinks



Generated With Survey

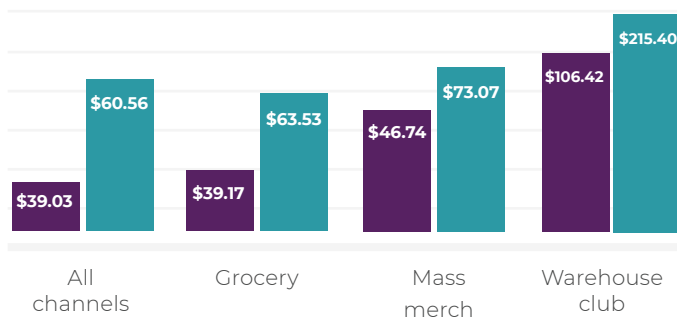


### Basket Size

■ Energy Drinks not in basket ■ Energy Drinks in basket



Generated With Receipts

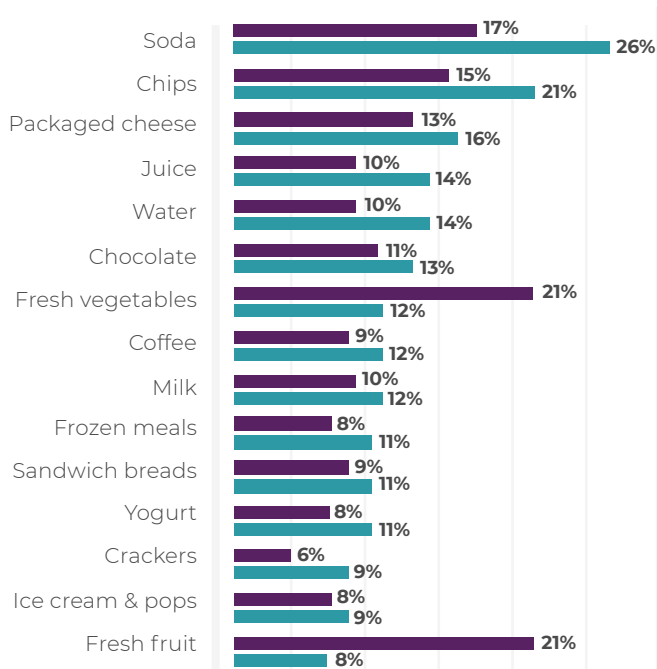


### Categories in Basket

■ Energy Drinks not in basket ■ Energy Drinks in basket



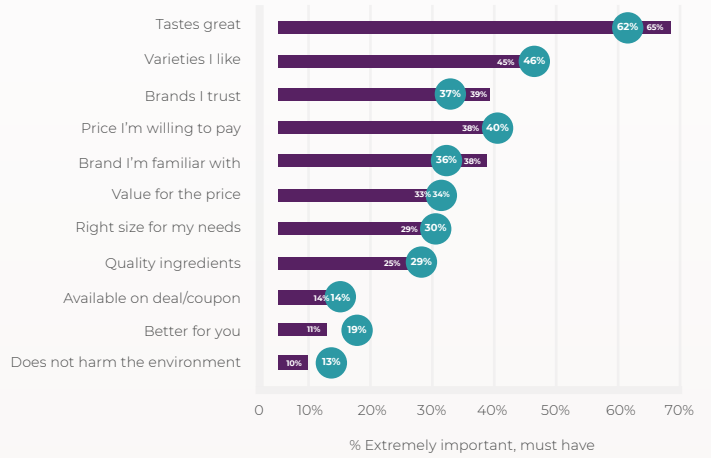
Generated With Receipts



### Category Needs

■ Drink (benchmark) ● Energy Drinks

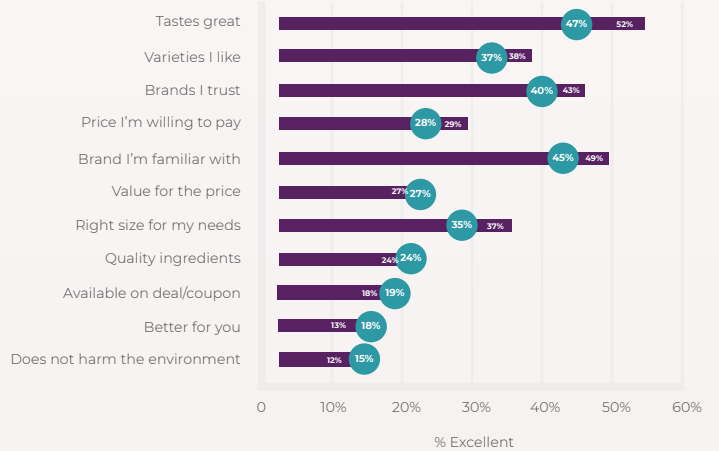
"They taste great with no added sugar."



### Category Perceptions

■ Drink (benchmark) ● Energy Drinks

"More non-carbonated varieties."

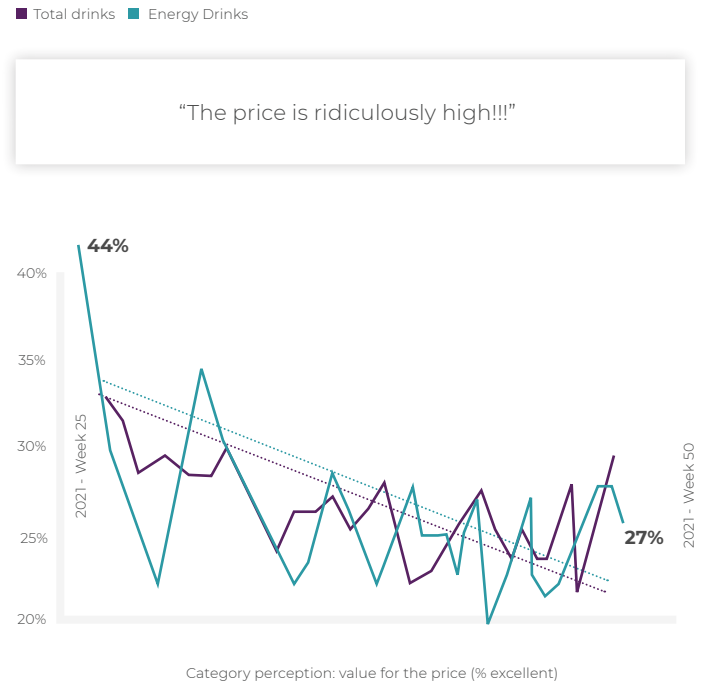
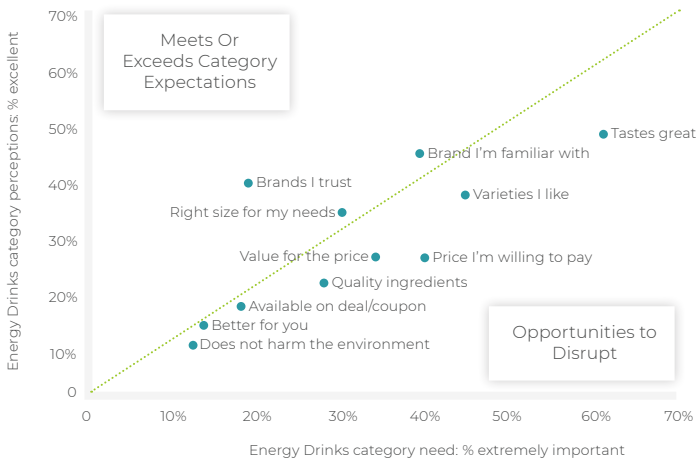


## Innovation that offers on even better taste, variety, and price could steal share

## Perceptions of energy drinks' value has been volatile in the past 6 months

"More variety diet flavors."

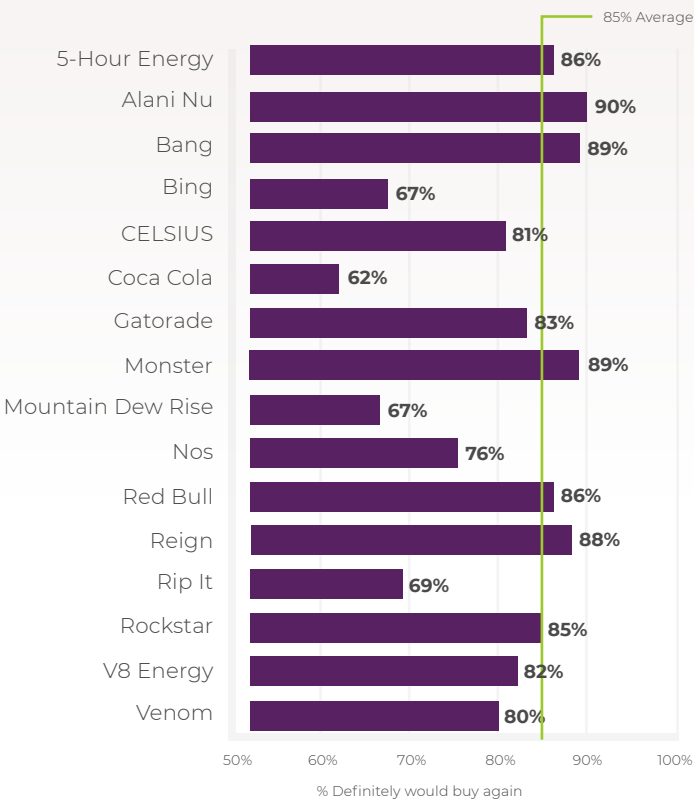
"The price is ridiculously high!!!"



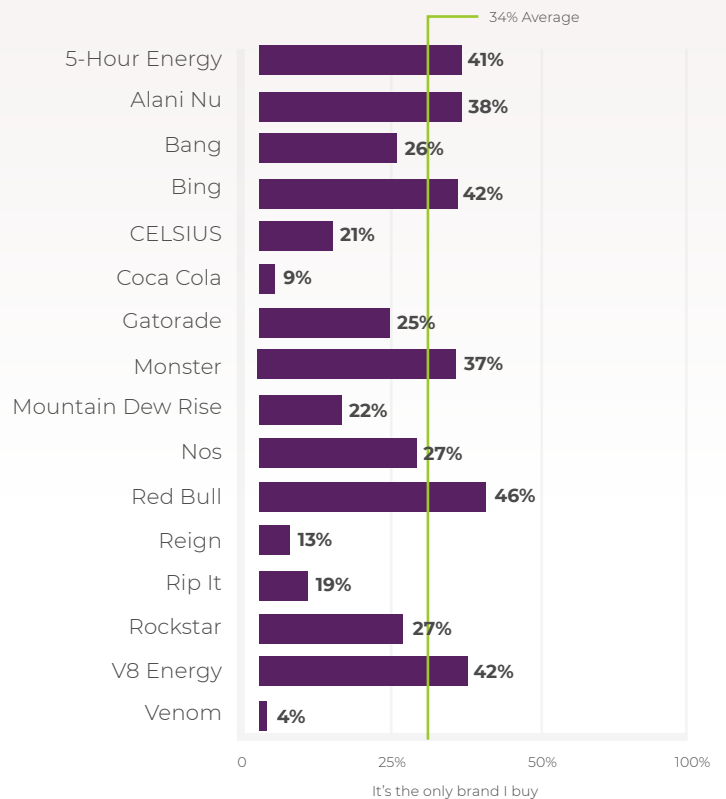
## Brand Insights

Strong repurchase intent is a good first step, but does not guarantee higher consumer loyalty

### Repurchase Intent



### Claimed Brand Loyalty





Categories Insights available!

### Food



Cereal



Cookies



Crackers



Frozen Breakfast



Frozen Pizza



Fruit Snacks



Snack Bars



Yogurt

### Beverages



Beer



Energy Drinks



Hard Seltzer



Soda

### Personal Care/ Household



Dog Food



Detergent



Lotion



Shampoo

With more to come!

Get Started with your first Consumer Pulse project!

**Use our self-service platform to program your own research OR work with our talented team to design, execute, and analyze a custom project.**

Ask us about our syndicated, continuous consumer opinion tracking where we survey **verified buyers** sourced from our Prodege communities.

For your brands, and for competitors...

- Integrate purchase behavior with attitudes to identify brand strengths and opportunities
- Understand drivers of satisfaction and evaluate brand performance
- Assess a brand's consumer relationship and loyalty
- Compare consumer profiles