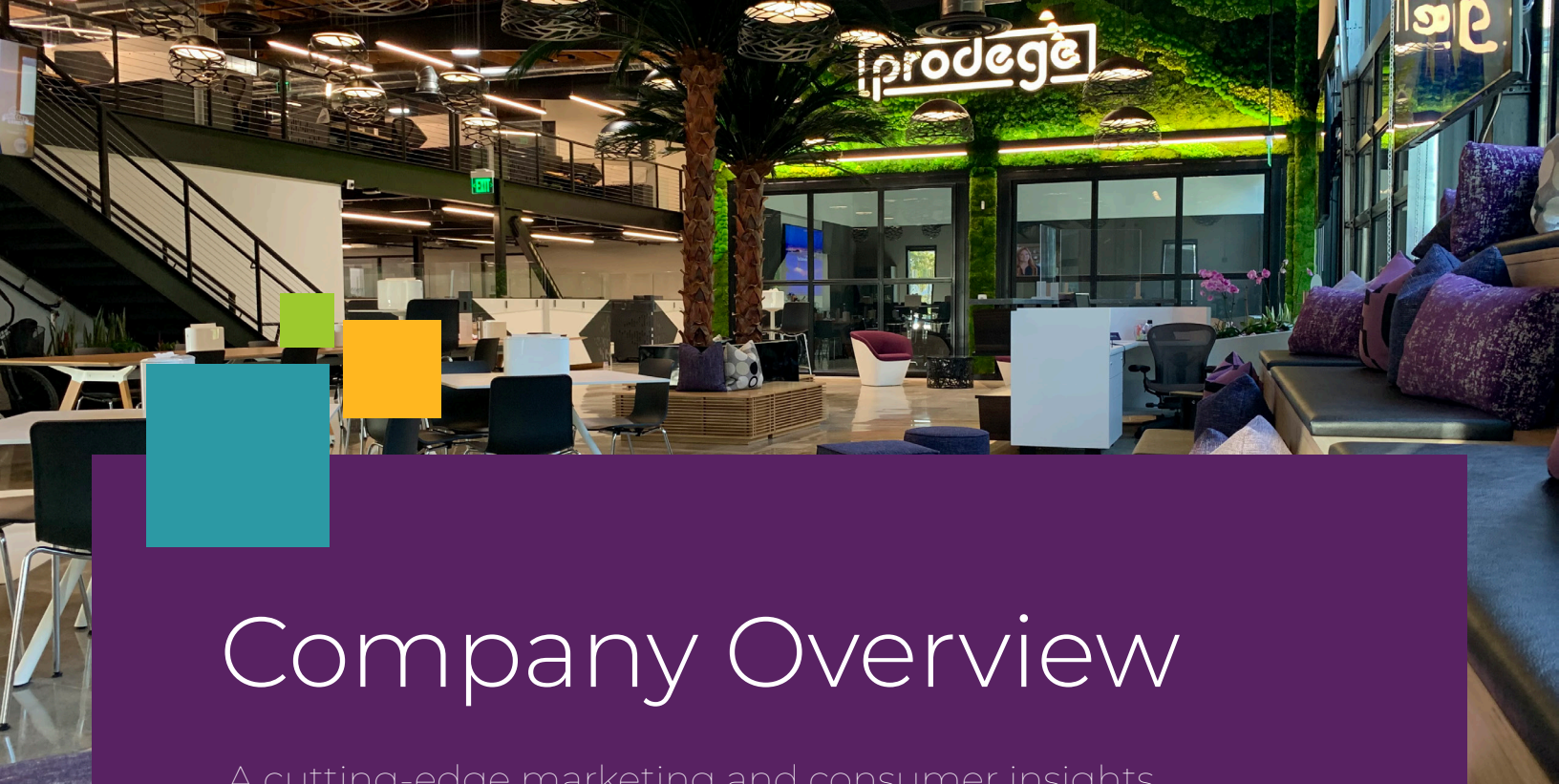




prodege

# Media Kit

2022



# Company Overview

A cutting-edge marketing and consumer insights platform, Prodege has charted a course of innovation in the evolving technology landscape by helping leading brands, marketers, and agencies uncover the answers to their business questions, acquire new customers, increase revenue, and drive brand loyalty & product adoption. Bolstered by a major investment by Great Hill Partners in Q4 2021 and the strategic acquisition of Pollfish, a modern, mobile-first survey platform, Prodege looks forward to more growth and innovation to empower our partners to gather meaningful, rich insights and better market to their target audiences.

## Prodege Quick Facts

- Profitable double digit growth every year over the past decade.
- Prodege business solutions partner with over 3,500 international brands, retailers and agencies.
- Prodege's reward members are rewarded for sharing their data and behavioral insights, surpassing \$2 billion in rewards redeemed.
- Led by Chuck Davis (Chairman and CEO: Former CEO Fandango and Shopzilla, entrepreneur in-residence for Harvard Business School) and Josef Gorowitz (President and Founder, Ernst & Young Entrepreneur-of-the year).

# About Prodege

Pioneering a data-driven marketing platform powered by human insights.

Grow your revenue, transform your results and power your insights through our white glove service and engaged audience.

Offering the Following Solutions:



Survey Solutions



Subscription Marketing



Shopper Behavior Insights



Data & Insights Solutions



In-store Consumer Marketing



Research Solutions

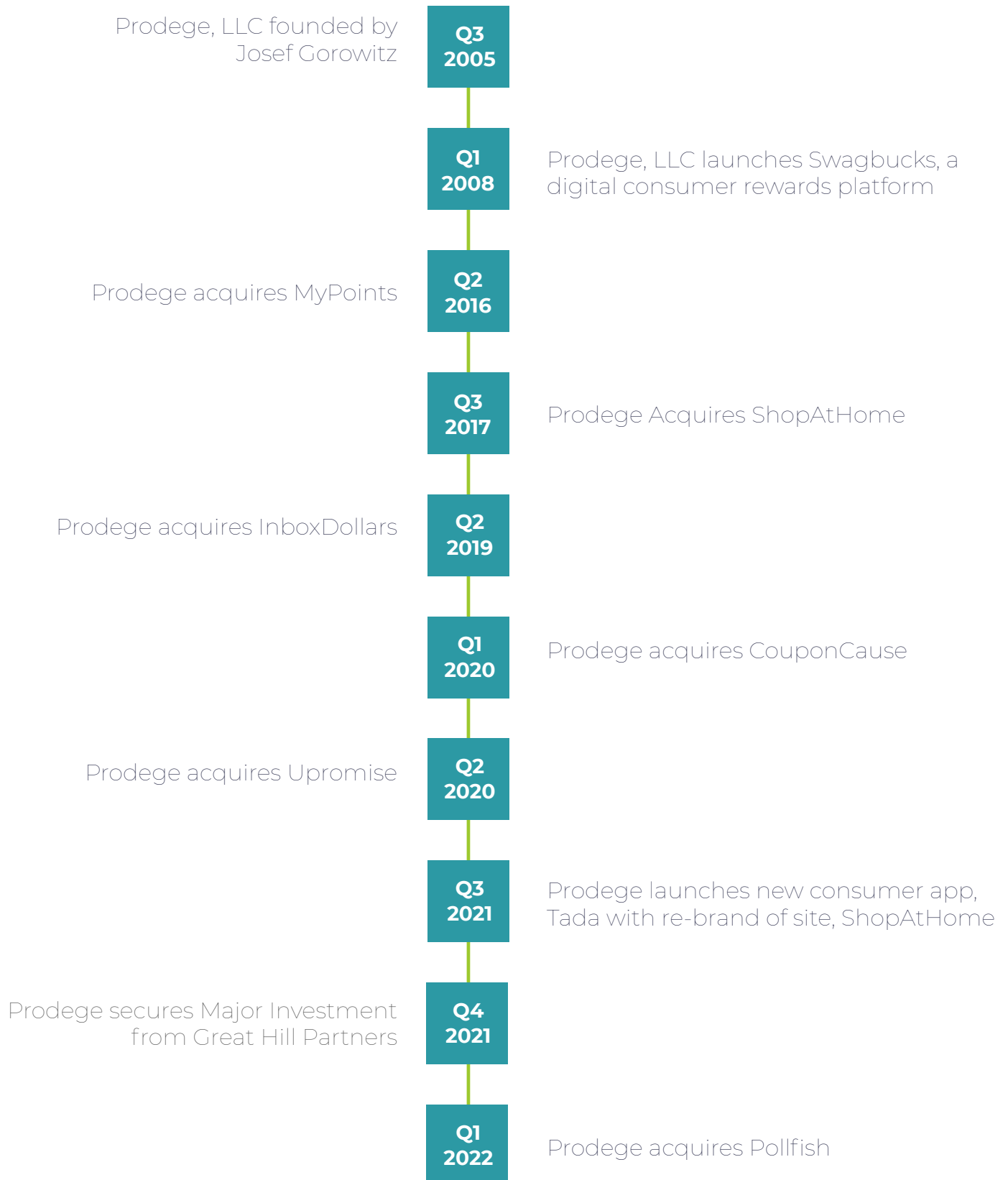


E-commerce Marketing

Powered by the Consumer



# Company Milestones





# Award Winning

Profitable  
double-digit  
growth every  
year over the  
past decade

## Top 100 Best Places to Work in LA

BuiltinLA | [2019-2022](#)

## Best Places to Work

Los Angeles Business Journal | [2013, 2014, 2016-2019, 2021](#)

## Top 50 Full/Field Service Providers

GRIT | [2019-2021](#)

## Career Launching Companies

Wealthfront | [2016-2020](#)

## Fastest Growing Private Companies

INC 5000 | [2011 - 2014, 2018](#)

Deloitte Tech Fast 500 | [2013, 2014, 2016](#)

## Fastest Growing Companies

Los Angeles Business Journal | [2011 - 2014](#)

## Top 100 Tech Companies

BuiltinLA | [2015](#)

## Best New Publisher

Rakuten Linkshare | [2013](#)

## CFO of the Year - Brad Kates

Los Angeles Business Journal | [2014](#)

## CIO of the Year - Shane O'Neill

Los Angeles Business Journal | [2014](#)

## Hall of Fame Nominee - Chuck Davis

Los Angeles Venture Association | [2015](#)

## Top 50 Executives

## Award - Josef Gorowitz

SoCal Tech | [2013](#)

## Entrepreneur of the Year

Ernst & Young | [Chuck Davis - 2005](#)  
[Josef Gorowitz - 2014](#)

# Our Team



**Chuck Davis**  
CEO & Chairman

A seasoned veteran of eCommerce leadership at Fandango and Shopzilla, Chuck has found great success guiding these major brands through their exponential growth and beyond. Chuck previously held senior level positions at The Walt Disney Company, Comcast Corporation, NewsCorp and Time Inc.



**Josef Gorowitz**  
Founder & President

An experienced entrepreneur, Josef is the President and Founder of Prodege LLC, parent company of Swagbucks.com. Josef won Ernst & Young's "Entrepreneur of the Year" Award for Los Angeles: Advertising in 2014 and was a national finalist.



**Jessica Batty**  
Vice President,  
Marketing & Corporate  
Communications



**Joe DeTuno**  
Chief Content Officer



**Brad Kates**  
Chief Financial Officer



**Kristie Leach**  
Vice President of  
Customer Success &  
Operations



**André Leb**  
Senior Vice President,  
International Markets



**Irma Mena**  
Chief People Officer



**Stacey Olliff**  
Senior Vice President of  
Business & Legal Affairs



**Shane O'Neill**  
Chief Technology Officer



**Mendy Orimland**  
Chief Revenue Officer



**Joe Picciano**  
Senior Vice President of  
Finance & Business Operations



**Lonna Rimestad**  
Chief Accounting Officer



**Daniel Ross**  
Chief Product Officer



**David Weinrot**  
Chief Marketing Officer

A smiling man with glasses is talking on a mobile phone. He is wearing a blue button-down shirt. In front of him is a laptop. The background is blurred, showing what appears to be an office or home workspace with some plants.

# **Data-Driven Marketing & Consumer Insights Platform Offering Solutions for Leading Brands & Agencies**

**prodege**

# Marketing Solutions



Prodege actively markets your brand to millions of active shoppers, influencing their path to purchase, while increasing brand awareness and driving conversions for your product.

Walmart



Blue Apron



sam's club

Expedia

macy's

ebay

P&G

## With Solutions For



E-Commerce Marketers

Grow Sales & Acquire New Customers



Subscription Marketers

Generate Trials & Retain Subscribers



Shopper Marketers

Drive In-Store Purchases



Lead Generation Marketers

Build Lists & Grow Prospects



App Marketers

Drive installs & increase usage

# Market Research Solutions



Powering the largest research agencies in the world since 2005 with our diversified solutions and engaged audience.

**Deloitte.**

**H Hotels.com**

**Hall & Partners**

**BuzzFeed**

**L'ORÉAL**

**Ogilvy**

**KANTAR**

**Nielsen**

## With Solutions Including

**Innovative DIY Platform:** Making Project Creation & Management Easier from Start to Finish. Activate, pause or close your project anytime.

**Mobile:** Gain a deeper understanding behind consumer actions the moment it happens.

**Verified Purchase Data:** Analyze shopper data on its own, or alongside responses from a survey or group of surveys to add behavioral context. Target surveys to validated shoppers and brand purchasers.

**Survey Solutions:** Best in class programming services and support.

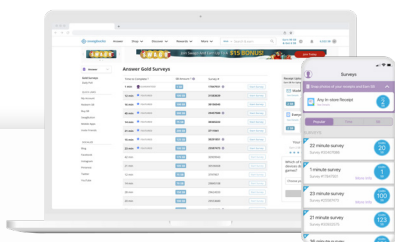
**Quantitative:** Access our specialty panels to fill more niche audiences.

**Qualitative:** Utilize our qualitative engagements, such as IHUT, IDI, Online focus groups, and more.

**Data Visualization:** Quickly transform your survey data into actionable insights minutes after completing a project!

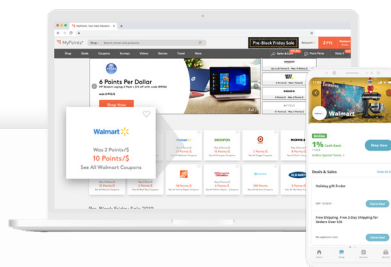
# Why Prodege?

Integrated Marketing Campaigns from One Trusted Partner offering Consumers Rewards for doing their Everyday Activities



## Answer Surveys

Share their opinion on timely subjects or future products.

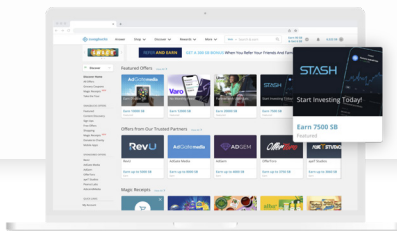


## Shopping

Shop at online and offline merchants to earn cash back.

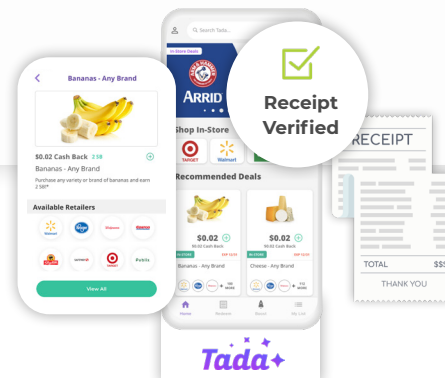
## Discover Deals

Learn about new brands, mobile apps and entertaining videos.



## Upload Receipts

Take pictures of their everyday receipts or forward online.





# Thank You

For more information,  
please visit **prodege.com**.

**Press Contact:**

Jessica Batty  
VP Marketing & Corporate Communications  
[press@prodege.com](mailto:press@prodege.com)