



prodege

# Panel Book

2025





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# Why Prodege

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 the fourth quarter of 2021 and strategic acquisitions of Pollfish, BitBurst & AdGate Media in 2022, Prodege looks forward to more growth and innovation to empower our partners to gather meaningful, rich insights and better market to their target audiences.

## 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



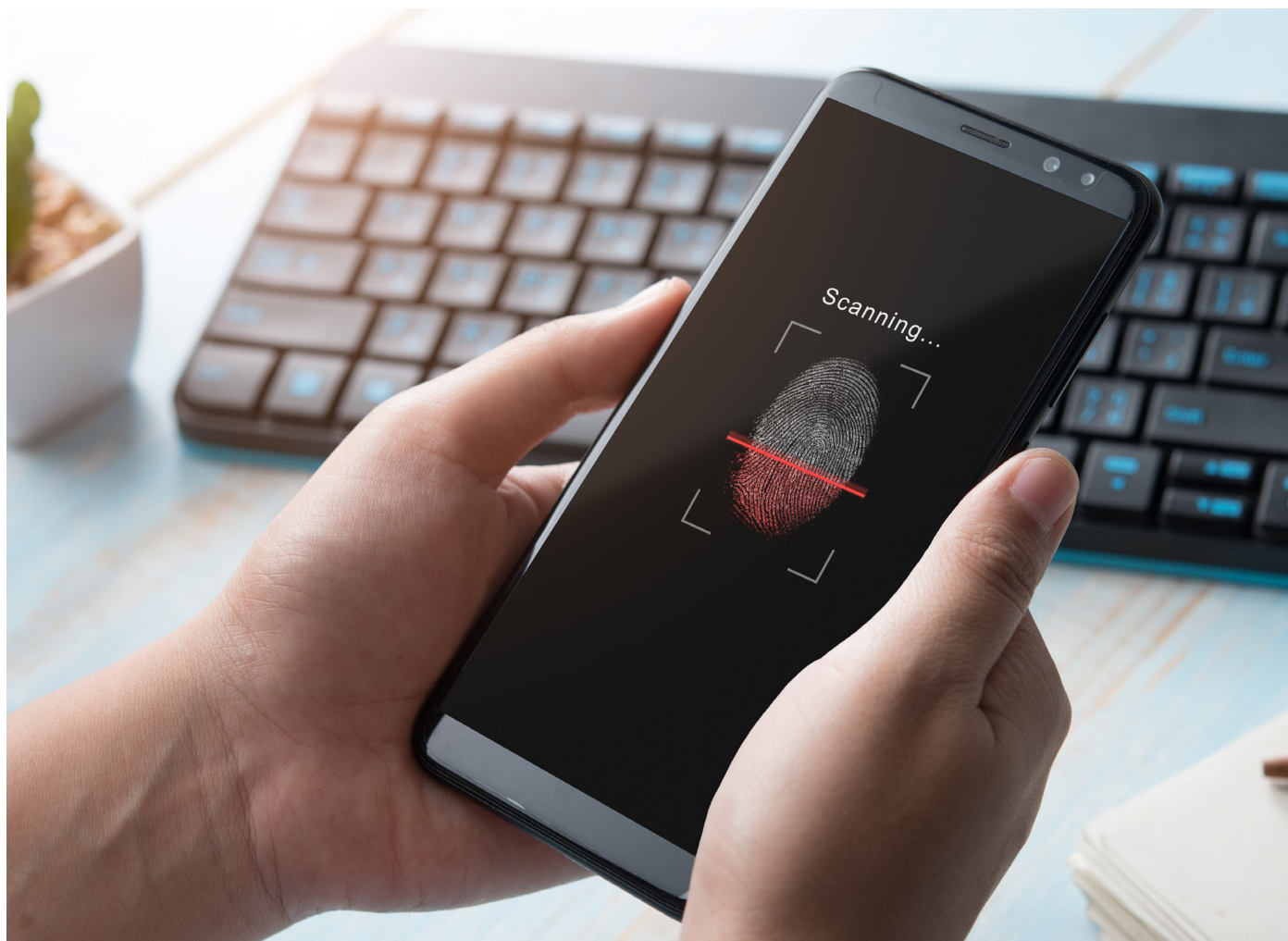
We do it all to create rewarding moments for our members, our employees and you

## Affiliations and Awards



# 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

Physical Address Verification

Device Verification

CAPTCHA

Mobile Verification

Third Party Validation Methods



# Sampling

We offer the deepest sampling expertise in the industry.

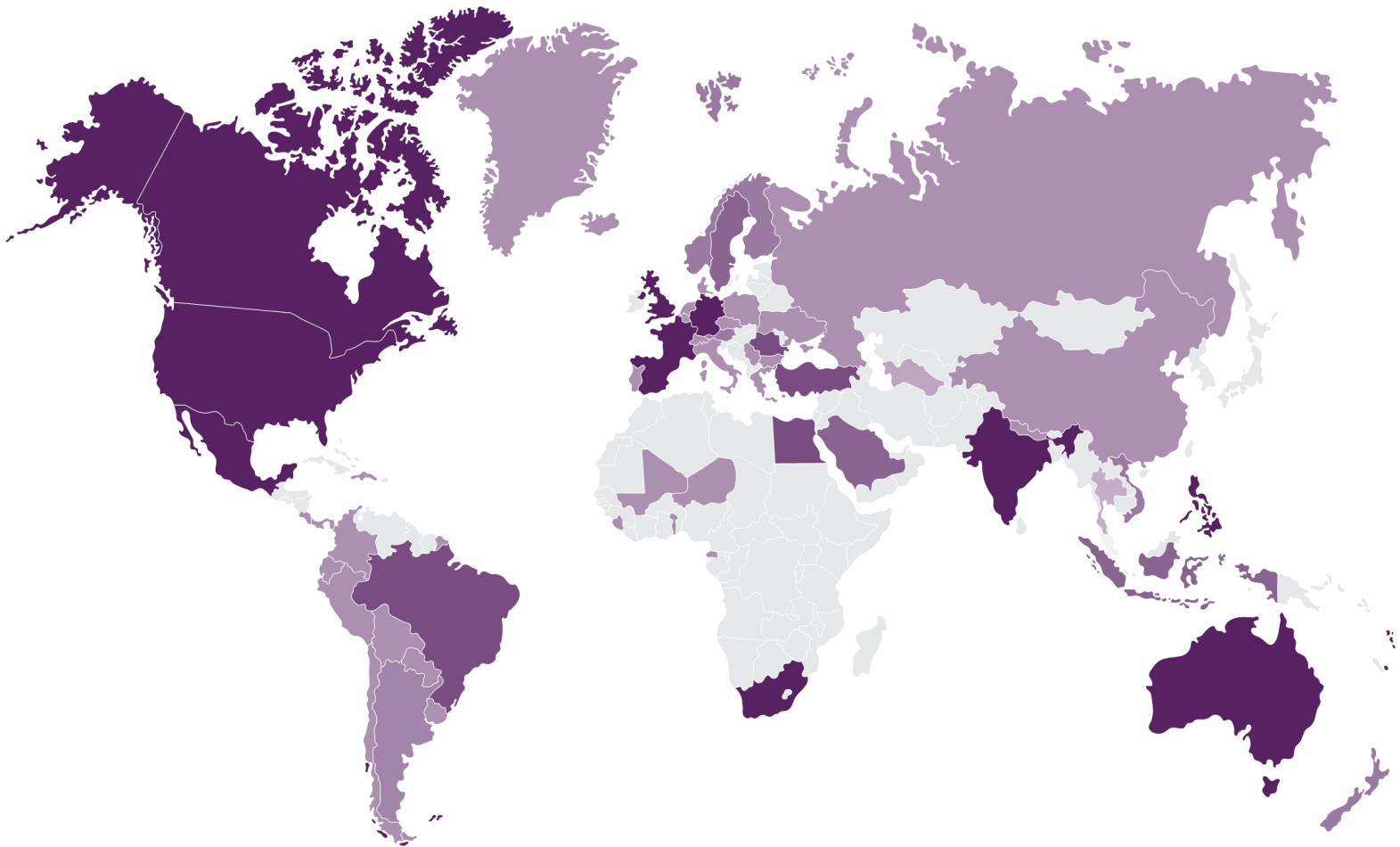


Every project we support on our clients' behalf is managed by intelligent and experienced sampling design experts.

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 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.



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 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 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  
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  
CBD & Cannabis - Consumption Frequency,  
Annual Spend, Reasons for Consuming



# 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 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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