

prodege™

Panel Book

2026-2027

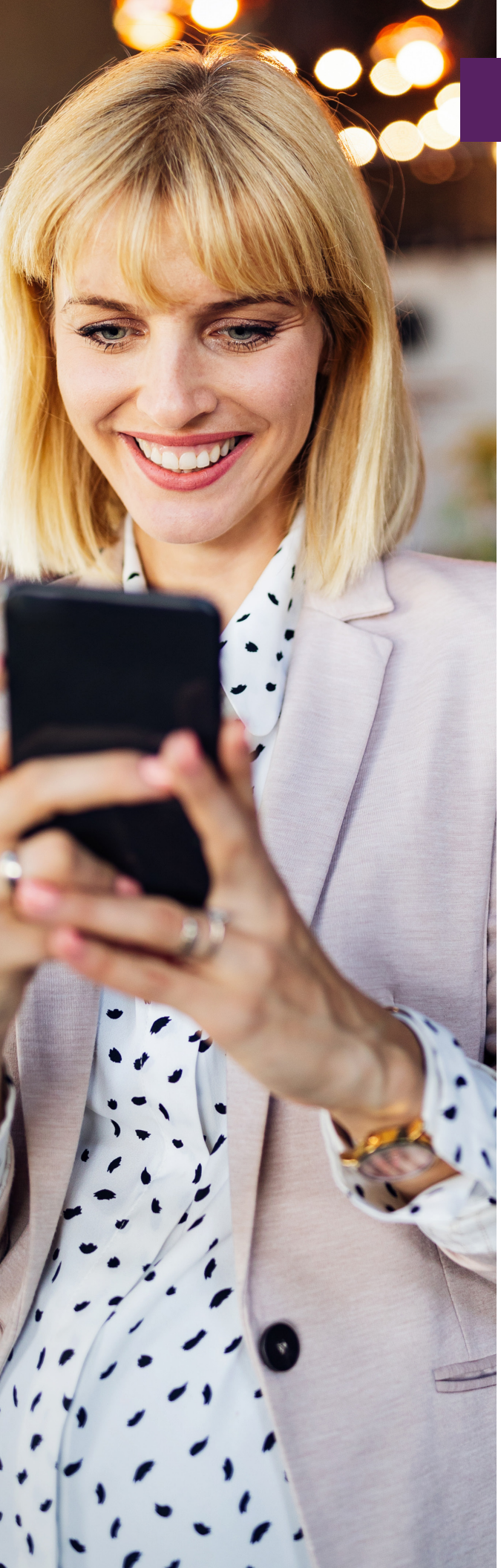


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Why Prodege

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. Prodege stands ready to support our clients with anything from sample to full service custom studies and anything in between. Our APIs connect sophisticated buyers with our panel in real time. Peeq is the only sampling platform in the market with full access to Prodege sample. Pollfish, our end to end DIY platform, offers the easiest to use survey building tools. Our Full Service solutions allow researchers to create any type of survey in any environment to support the best panelist experience. Across all of our offerings, our Global team stands ready to support your needs 24/7.

Our Commitment

- Service that goes above and beyond
- Sampling Integrity and Quality
- Best in class Technology, Flexible approach
- Rewarding moments for our panelists, our employees and you!

Affiliations and Awards

GRIT · WiRe Women in Research · ESOMAR22 Corporate · 2025 IA 25 Member · CMA · SIMA · MRS Evidence Matters™ · GDQ Global Data Quality



Prodege Quality Shield™

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.

Because Quality Doesn't Start at the Survey

At Prodege, we know audiences. Our leading consumer rewards platform has taught us what motivates people—and what drives them away. Protecting this ecosystem means protecting our participants and our brand: fraudsters aren't welcome.

Quality has never been a selling point for us—it's been the standard. For over 15 years, we've disciplined controls to protect our members and platform, maintaining fraud rates well below industry averages—even as others climb past 25%. And we don't just rely on our own systems—our proprietary anti-fraud technology is backed by rigorous external validation, ensuring every sample meets the highest standard of data integrity.

Today, more than ever, ensuring quality requires more than a single checkpoint. **It requires a shield that never rests!**

Prodege QualityShield is a multi-layered respondent verification and fraud prevention system designed to protect research data **from the first point of respondent interaction through final response submission.**

A double opt-in registration process including:

Digital Fingerprinting

Physical Address Verification

Device Verification

CAPTCHA

Mobile Verification

Third Party Validation Methods

QUALITY Shield by prodege

QualityShield applies multiple layers of technology and behavioral analysis across the entire respondent lifecycle—from recruitment and account creation to device verification, survey entry screening, in-survey monitoring, and post-survey validation.



Every stage is evaluated.



Every interaction is monitored.



Every respondent is verified.

Because protecting data quality doesn't happen at one moment in the survey process—it happens across the entire respondent journey.

Prodege QualityShield: Multi-layered Protection.

SecureForward ANTI-FRAUD SOLUTION

Instantly blocks low-quality traffic & duplicate devices

verisoul

Detects bots, emulators, and professional survey farms.

CloudResearch® SENTRY DATA QUALITY GOLD STANDARD

Pre-survey checks ensure attentive, authentic humans.

QualityShield is built into every Prodege project—and available in DIY or programmatic solutions—so you get the same top-tier data protection, every time.

What QualityShield Delivers





The prodege™ Difference

> Prodege's contributions have been instrumental in our success. You consistently think ahead and proactively identify potential challenges...That kind of foresight is really valuable and much appreciated. Your ability to accurately interpret and execute complex requests—ensuring the right quota groups are targeted—has been key to hitting our targets on time and ensures the data quality that we need.

Prodege QualityShield protects your research from the moment a respondent enters the ecosystem—because data quality shouldn't start at the survey, and it shouldn't stop there either.

Sampling

We offer the deepest sampling expertise in the industry.

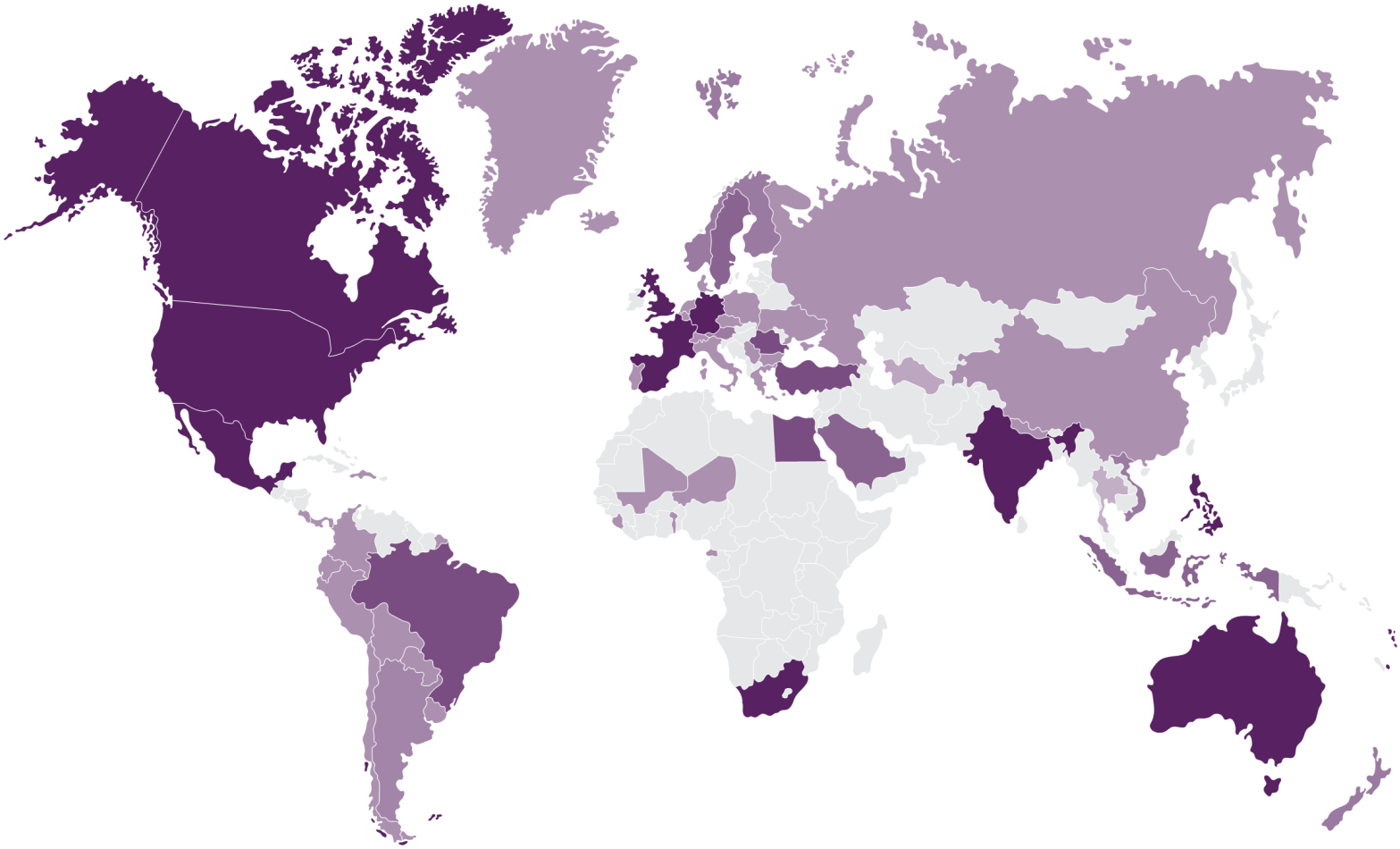


Every project we support on our clients' behalf is managed by intelligent and experienced sampling design experts.

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.

Here are some of our featured panels:

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 delivering the highest quality results.

InboxDollars®

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.

Upromise

Upromise is the leading credit card rewards program for parents looking to save for life events like college tuition. This brand gives Prodege access to parents of children of all ages.



Highlighted Audiences

Personal and Household

Household

Gender
Age
Ethnicity (US)
Hispanic Identity (US)
Household Size
ZIP/Postal Code/etc.
Marital Status
Number of Children
Ages of Children
Gender of Children
Expecting a Baby
Pet Ownership
Languages Spoken
Accommodation / Home Ownership

Personal

Political Party Affiliation
Registered to Vote
Religion
Sexual Orientation

Occupation

Employment Status
Professional Position
Primary Industry
Primary Department
Job Title
Number of Employees
Role in Organization
Decision Making Authority Over Corporate Purchase:

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

Veteran – Military



Geolocation

Location
Arrival Time
Dwell Time
Departure Time

Finances

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

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
Movie Theater Frequency
Music Preference
Purchase Movies
Rent/Download Movies

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 Usage

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

Ailments/Illnesses

ADD / ADHD
Allergies
Anxiety Disorders
Asthma
Arthritis
Back Pain
Bipolar Disorder
Cancer & Stage
Chronic Pain
Depression
Diabetes
Emphysema
High Blood Pressure
High Cholesterol
Hypertension
Incontinence
Infertility
Menopause
Migraines
Multiple Sclerosis
Obesity
Psoriasis/Eczema
Rheumatoid Arthritis
Sexual Health
Shingles
Sinusitis / Rhinitis
Sleep Disorders
Ulcerative Colitis





Wellness

Fitness Apps/Services
Weight Loss Programs
Health Insurance Type
Sports/Exercise – Hours Spent per Week
Glasses/Contact Lens Usage
Hearing Aid Usage
GLP-1 Usage

Tobacco:

Products Used
Smoking Cessation Products

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.



prodege™

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/ProdegeLLC