



## RESPONDENT FIRST APPROACH

- ✓ Better Engagement
- ✓ Better Response Rates
- ✓ Better Data
- ✓ Better Insights
- ✓ Better Results

Our respondent first approach ensures your answers are met with quality.

### RESEARCH SOLUTIONS

- **Prodege On-Demand:** Activate, pause, or close your project anytime. You're in control, but we do-it-together.
- **Mobile:** Gain a deeper understanding behind consumer actions the moment it happens.
- **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.

### OUR COMMITMENT



**SAMPLING  
INTEGRITY**



**PEOPLE  
FIRST**



**MEANINGFUL  
RESEARCH**



**REWARDING  
MOMENTS**

We're not just your vendor,  
we are your partner

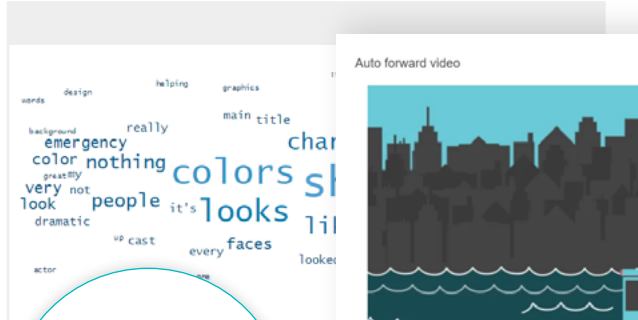


### WHY prodegeMR

ProdegeMR has reinvented the market research process by taking a respondent first approach. Our diversified recruitment methods and world-class consumer engagement model fosters member retention and ongoing participation to over 60 Million Members.

Innovative survey and data tools, an experienced Project Management Team and 24/7 Survey Programming support enable ProdegeMR to meet demanding timelines yet still provide outstanding client service and high quality data deliverables

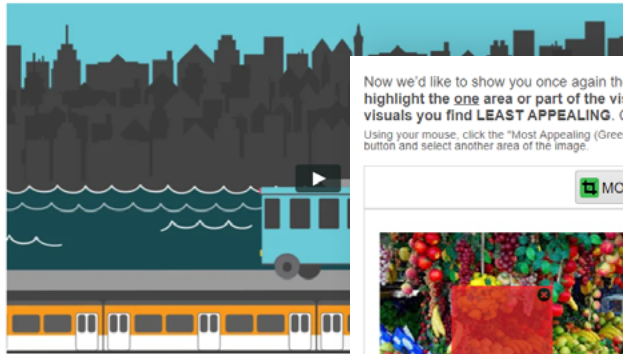
#### WORD CLOUD OUTPUT FOR OPEN-ENDS



#### Did You know?

A word cloud is available as an output for open-end responses. Word Clouds are a fun alternative to coding verbatim responses.

#### Auto forward video



Now we'd like to show you once again the visuals from the concept. Using the Image Highlighter Tool, please highlight the **one** area or part of the visuals you find **MOST APPEALING** and then the **one** area or part of the visuals you find **LEAST APPEALING**. Click "Continue" once you've completed the exercise.

Using your mouse, click the "Most Appealing (Green)" button below and highlight one area of the image, then click the "Least Appealing (Red)" button and select another area of the image.

**MOST APPEALING**

**LEAST APPEALING**



Along with access to millions of global consumers, ProdegeMR provides the tools, services and support needed to help you unearth insights quickly and cost effectively.

## SOME OF OUR SOLUTIONS

- Survey programming
- Data processing
- Coding
- Survey and response translations
- Data charting/dashboards

## WHAT OUR CLIENTS SAY ABOUT US

"You guys are awesome! Look forward to continuing the relationship and working on more projects together."

"I really enjoy working with the ProdegeMR team on projects! The team is very responsive, accommodating and provides helpful guidance and expertise on all approaches and outputs."

"I really have to say that we are so happy with this partnership and really appreciate all the hard work you do on ridiculous deadlines for us."

"It is a pleasure working with you and your team. We appreciate the attention to detail, responsiveness and critical thinking that you bring to this partnership."