

Prodege

Creating a custom solution for you



About the Client



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 and product adoption. Bolstered by a major investment by Great Hill Partners in the fourth quarter of 2021 and strategic acquisitions of Pollfish, BitBurst and AdGate Media in 2022, Prodege looks forward to more growth and innovation to empower their partners to gather meaningful, rich insights and better market to their target audiences.

Summary



Prodege had engaged with Experian® in the past around what a potential credit risk solution could look like, but when COVID-19 hit, they quickly realized it was no longer optional but now required. The pandemic brought lots of uncertainty about what would happen to many businesses. Prodege's initial efforts were to prepare for an economic downturn, and Experian was able to help by providing our Commercial Event Spike Analysis and Commercial Recovery Score™. These solutions helped Prodege by providing insight into their portfolio so they could better understand their sales channel mix, portfolio risk exposure and where to focus collections efforts. In addition, Experian provided Social Media Insights™ to understand who might be the most impacted by a downturn through this nontraditional data. By preparing for an economic downturn, Prodege was able to continue to grow at hyper-speed!

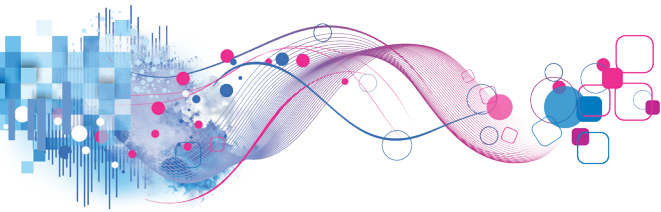
Key Experian Strategies



Commercial Spike Analysis with Commercial Recovery Score

The commercial event period (January-August 2020) focused on the early stages of the pandemic, helping Prodege understand the key variations in their sales channel mix and assess risk across their portfolio. It helped further suggest that Prodege needed more flexibility and the ability to vary credit underwriting strategies across the different areas of their business.

Overall, the Commercial Event Spike Analysis helped Prodege understand the impact of the pandemic on their portfolio, tell the story as to why, and helped refine and solidify their current business model. Taking the next step in the path to modernization through automation will benefit them to better optimize their strategies and processes across sales channels for account onboarding and risk mitigation.



Product Solution



Product Names

BusinessIQSM with DecisionIQSM Premier (domestic and international), Account Monitoring ServiceSM and Portfolio Scoring, COVID-19 Risk Index Dashboard with Commercial Event Spike Analysis, Financial Stability Risk ScoreSM and Intelliscore PlusSM v2 in batch, as well as Commercial Recovery Score and Social Media Insights data.

Product Custom Details

This tailored solution consisted of both domestic and international reports and scoring. We also included monthly batch scoring to include Intelliscore Plus V2, Financial Stability Risk Score, Commercial Recovery Score and Social Media Insights.

In addition, we also completed an analytical engagement to create the Commercial Event Spike analysis as well as Commercial Recovery Score analysis to determine Prodege's potential portfolio risk exposure due to the economic events from COVID-19.

Sales Process Summary



Motivating Factors

- Impact to their business due to COVID-19
- Commercial Data Sciences consultation to help understand and gain insights into the impact to their portfolio
- Interest in automation for future credit decisioning and underwriting

What worked

Our OneExperian approach — Experian teamed up with multiple business units to bring a custom solution to help Prodege during the pandemic. By offering a path to modernization, we truly gave them an end-to-end solution with collections optimization and risk insights. We helped them go from manual to automated processes quickly, showing them the value that Experian brings.

Our consultative approach, listening to their needs and tailoring a custom solution to fit made all the difference.

“We recognized the need to move from manual to automated as well as increase our risk assessment to continue growth. The Commercial Spike Analysis helped us to understand our portfolio better and identify risk exposure.

With the COVID-19 pandemic, we had no choice but to move at record speed, and Experian had to quickly come together, consult and tailor a solution to fit our exact needs giving us the confidence needed to continue to grow.” — **Olly Shaw, VP of Accounting**
