

HauerX Holdings and Prosper Insights Forge Alliance to Revolutionize Consumer Insights for Retail, CPG and Finance

HauerX Holdings and Prosper Insights collaborate to provide retail, CPG, and finance executives with cutting-edge consumer analytics and marketing solutions.

WORTHINGTON, OHIO, UNITED STATES, April 23, 2024 /EINPresswire.com/ -- In a strategic move set to redefine consumer analytics, strategy development, and marketing communications, [HauerX Holdings](#) and [Prosper Insights & Analytics](#) announce a transformative partnership. This alliance is specifically designed to enhance the strategic capabilities of executives within three critical sectors: retail, consumer packaged goods (CPG), and financial services. By integrating Prosper's unparalleled consumer behavior data, predictive analytics, and enhanced marketing capabilities, the partnership promises to deliver a competitive edge in Strategy, Predictive Analytics, and Enhanced Marketing Capabilities, offering executives unprecedented access to deep, actionable insights that drive business success across these diverse industries.

“

In an era increasingly dominated by AI and machine learning, the unique insights provided by Prosper's data have become even more critical...”

Jason Hauer, CEO HauerX Holdings

set to redefine consumer analytics, strategy development, and marketing communications, [HauerX Holdings](#) and [Prosper Insights & Analytics](#) announce a transformative partnership. This alliance is specifically designed to enhance the strategic capabilities of executives within three critical sectors: retail, consumer packaged goods (CPG), and financial services. By integrating Prosper's unparalleled consumer behavior data, predictive analytics, and enhanced marketing capabilities, the partnership promises to deliver a competitive edge in Strategy, Predictive Analytics, and Enhanced Marketing Capabilities,

Prosper Insights & Analytics, a beacon in the analytics field, has meticulously developed and maintained the largest monthly dataset of consumer behaviors, motivations, and future spending plans. This dataset, enriched with detailed psychographics, is now set to reach a wider audience through the collaborative efforts of HauerX Holdings and Prosper Insights. Together, they will extend Prosper's innovative marketing models and predictive analytics to a broader client base, including corporate executives and managers keen on leveraging these insights for enhanced decision-making.

The partnership uniquely positions businesses within the retail and CPG sectors, as well as financial service firms, to tap into improved digital targeting models, campaign activations, and forward-looking market insights. Prosper's predictive analytics serve as a crystal ball, offering a glimpse into future revenue forecasts, macroeconomic indicators, and consumer spending

trends—insights that are particularly valuable in a market that thrives on foresight.

This strategic relationship is designed to arm executives with Prosper's cutting-edge data insights and analytics, helping them to navigate the market with unprecedented clarity. With Prosper's data being updated monthly in a privacy-compliant manner, it has become the trusted currency for tracking consumer spending, particularly invaluable for retail events throughout the year as recognized by the National Retail Federation (NRF) since 2003.

Jason Hauer, the visionary behind HauerX Holdings and co-founder of

The Garage Group, brings his extensive experience in fostering innovation within giants like Kraft Heinz, Kimberly-Clark, & Liberty Mutual to this partnership. His expertise in integrating emerging innovation approaches into corporate strategies will be crucial in driving the partnership's objectives.

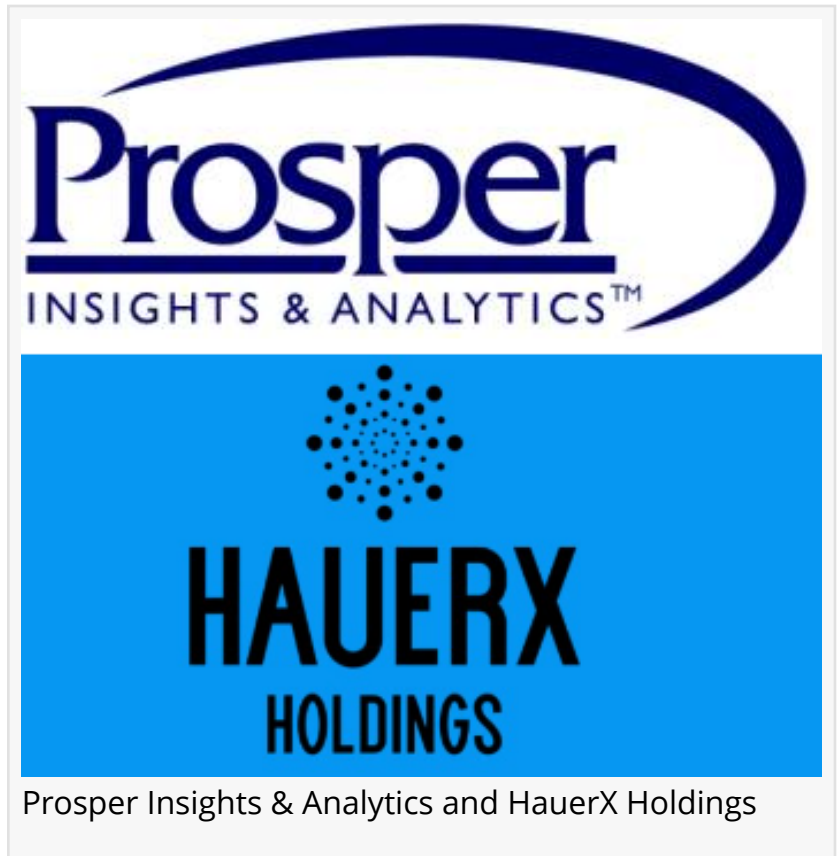
"In an era increasingly dominated by AI and machine learning, the unique insights provided by Prosper's data have become even more critical," stated Jason Hauer. "Our partnership is not just about making these insights available but ensuring they are actionable for retail and CPG executives, as well as hedge fund managers. It's about giving them the ability to foresee and strategically pivot in response to future market dynamics."

About HauerX Holdings

HauerX Holdings stands as a pioneering force in the innovation and growth industry, specializing in buying, building, and selling AI-driven innovation companies. We equip these enterprises with cutting-edge growth strategies and transformative partnerships, infusing startup agility and innovation to enhance their market positions. Leveraging an experienced team with a proven track record, we utilize deep market insights and a vast network of influential connections to drive our portfolio companies toward exponential growth and sustained success.

About Prosper Insights & Analytics

Prosper Insights & Analytics is at the cutting edge of the insights industry, providing deep analyses of consumer behavior, motivations, and future spending intentions. Known for its commitment to delivering accurate, privacy-compliant consumer data, Prosper Insights is an



indispensable resource for businesses aiming to preemptively navigate market trends.

Phil Rist

Prosper Insights & Analytics

+1 614-846-0146

info@goproprosper.com

Visit us on social media:

[Twitter](#)

[LinkedIn](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/705660043>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.