

Quotient News Round-Up

May 15, 2020 Issue

Quotient News:

- [Quotient Reports Q1 Financial Results](#)
05/05/20
[Stockholder Letter](#)
[Financial Presentation](#)
- [Quotient Partners with Shipt to Enable Consumer Savings with Digital Coupons](#)

The Quotient Blog:

- [Quotient's COVID-19 Data Dashboard](#)
Understanding Grocery Shoppers & Social Trends During COVID-19
05/11/20
- [Quotient Insights: Grocery eCommerce & COVID-19](#)
eBook available for download: "The Coronavirus Effect on Grocery eCommerce: What Does It Mean for Marketers?"
05/08/20
- [What's Next? Quotient CEO, Steven Boal, Outlines Key Trends for the Future of Grocery Retail](#)
04/29/20
- [The Coronavirus Effect on Grocery eCommerce – What Does this Mean for Marketers?](#)
04/01/20
- [Socializing While "Social Distancing": How Your Brand Can Thoughtfully Connect with Shoppers During COVID-19](#)
03/30/20
- [How Coronavirus Is Affecting the Influencer Marketing Business](#)
03/27/20

Quotient in the News:

- Progressive GROCER: [Quotient, Shipt Team on Digital Coupons](#)
05/06/20
- AdExchanger: [Getting Down With BOPIS, The New Normal for Grocery Shopping](#)
BOPIS: "Buy online pick up in-store"
05/06/20
- CPG Matters: [Digital Coupon Fraud is Debatable](#)
05/04/20
- Path to Purchase: [COVID-19 at Retail: Meeting the Moment](#)
04/28/20

Industry News:

- CNN Business: [Grocery Prices Are Soaring. Here's What's Getting More Expensive](#)
05/14/20
- Marketing Drive: [PepsiCo Trims 'Nonessential' Marketing Spend While Focusing on Growth Areas](#)
04/29/20
- CNBC: [Clorox CEO Boosts Ad Spend by \\$50 Million as Disinfectant Demand Surges Amid Coronavirus Pandemic](#)
05/06/20
- AdExchanger: [Mondelēz Shifts Investments To Paid Media To Capture Online Orders And US Snacking](#)
04/29/20
- The Drum: [P&G Ramps Up Marketing Amid Coronavirus Demand: 'This is not a time to go off-air'](#)
04/17/20

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