

Quotient News Round-Up

July 15, 2020 Issue

The Quotient Blog:

- Planning for Back-to-School Season: Class is in Session
07.09.20
- Baking Ingredients Are Selling Like Hotcakes: Interpreting the Data and Explaining the Recent Demand for Flour
07.02.20

Quotient in the News:

- **Street Fight:** During COVID-19 Shutdowns, Brands Target Audiences with High Intent
07.14.20
- **Retail Leader:** Quotient CEO Boal Offers Dire Prediction for Print Promotions
07.06.20
- **Marketing Dive:** Why Digital OOH Advertising is Especially Effective Right Now
07.02.20

Industry News:

- **WSJ:** From Flour to Canned Soup, Coronavirus Surge Pressures Food Suppliers
07.12.20
- **Grocery Dive:** Product Availability Tops Shoppers' Worries As They Look Ahead, Research Shows. According to online surveys conducted by Acosta, shoppers' top priorities post-pandemic will include: product availability (53%), social distancing (48%), low prices (45%), customer safety (43%) and availability of promotions/deals (29%).
07.10.20
- **Supermarket News:** Albertsons Named Supermarket News Retailer of the Year
07.09.20

- **CNBC:** Grocers Urgently Need to Fix Broken Online Business Model, as Pandemic Shifts More to Web, Report Says
07.09.20
- **TechCrunch:** U.S. Online Grocery Sales Hit Record \$7.2 Billion in June
07.06.20
- **eMarketer:** U.S. eCommerce Will Rise 18% in 2020 Amid the Pandemic
07.02.20
- **Digiday:** Influencer Deals Are Being Paused: As Facebook Boycott Begins in Earnest, Influencer Marketing Feels a Sting
07.02.20
- **National Retail Federation:** 2020 Top 100 Retailers
07.01.20
- **Business Insider:** How Facebook Boycott Participants Will Change Their Spend
07.01.20
- **Grocery Dive:** Grocers Pull Social Media Ads as Pressure on Facebook Mounts
07.01.20
- **Grocery Dive:** More Consumers Are Shopping Both Online and In-Store
07.01.20

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