

Quotient Unveils New In-Store Digital Out-Of-Home Inventory Powered by Deterministic Shopper Purchase Data

Available through Quotient's programmatic media platform, marketers can plan, buy, and optimize inventory and reach high intent shoppers as part of their omnichannel media campaigns to impact decisions at the point of purchase.

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)-- **Quotient** (NYSE: QUOT), the leading digital promotions, media and analytics company for CPG and retail marketing, today announced the availability of an in-store network of Digital Out-Of-Home (DOOH) inventory, allowing brands to execute targeted brick and mortar campaigns in convenience, grocery and drugstore locations using proprietary shopper intent data and exclusive shopper purchase data.

With the addition of high-impact in-store DOOH inventory to their marketing mix, brands can reach millions of consumers, engaging them during the shopping experience as they make their purchase decisions. With this new solution marketers can increase their return on ad spend by creating retailer-specific packages to reach shoppers in a specific location or who frequent a particular retailer, as either a standalone campaign, or part of a larger national advertising strategy.

"The expansive in-store DOOH inventory enables brands to reach shoppers right when it matters most -- when data indicates that intent is high and they're ready to make a purchase -- providing an unparalleled strategic opportunity," said Steven Boal, CEO and Founder, Quotient. "I'm thrilled that we're giving marketers even more opportunities to develop a unified experience for shoppers, whether they're shopping at their favorite brick and mortar locations or online."

DOOH inventory at 20+ leading retailers with over 35,000 screens available onsite and in-store, including Albertsons, Food Lion, Jewel-Osco, Giant Eagle, Safeway, Hannaford, Shaws, Walgreens and independent convenience stores can be accessed directly through Quotient's programmatic digital media buying and

planning solutions. Brands can activate their campaigns for this inventory against Quotient's exclusive database of over 100 million verified shoppers, giving brands the ability to precisely target audiences across all CPG categories at scale. For example, a health bar brand or shopper marketer can seamlessly select health product category shoppers, accurately identify the relevant grocery locations and in-store screens that over-index with the audience, execute the campaign and measure brand awareness, store visitation and attributable sales.

The launch sees Quotient add additional in-store options to its existing national network of DOOH inventory. Now marketers can create cohesive and measurable omnichannel shopper experiences from a single source, establishing connections throughout the entirety of the customer journey, powered by exclusive data. As part of Quotient's end-to-end solutions, audiences who have been exposed to marketers' DOOH campaigns can be retargeted on mobile and other screens to help brands drive sales and connect with consumers in a more meaningful way across both digital and physical locations.

For more information about Quotient, please visit www.quotient.com.

About Quotient Technology Inc.

Quotient Technology (NYSE: QUOT) is the leading digital promotions, media, and analytics company that delivers personalized digital coupons and ads – informed by proprietary shopper and online engagement data – to millions of shoppers daily. We use our proprietary Promotions, Media, Audience, and Analytics Platforms and services to seamlessly target audiences, optimize performance, and deliver measurable, incremental sales for CPG and retail marketers. We serve hundreds of CPGs and retailers nationwide, including Clorox, Procter & Gamble, General Mills, Unilever, Albertsons Companies, CVS, Dollar General, and Ahold Delhaize USA. Quotient is headquartered in Mountain View, California, and has offices in Bangalore, Cincinnati, New York, Paris, London, and Tel Aviv. Visit www.quotient.com for more information.

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