

# Quotient's In-Lane Targeted Digital Promotions Provide CPG Brands and Retailers With Incremental Reach to Non-digital Shoppers

Solution expands omni-channel strategies and unifies shopper experiences across all touchpoints; integrated first across Albertsons Companies

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)-- Quotient (NYSE: QUOT), the leading digital promotions, media and analytics company for consumer-packaged goods (CPG) and retail marketing, today announced its In-Lane Targeted Digital Promotions solution which brings its proprietary targeted promotions to offline receipts printed at checkout. The solution reaches millions of shoppers not yet engaged on digital. In-Lane was integrated first at nearly all Albertsons Companies stores in the United States and is now available to other retailers nationwide.

In-Lane provides brands the opportunity to reach shoppers in-store and real-time at check-out. In-Lane allows CPG brands and retailers to unify shopper experiences across touch points and simplify their targeted campaign planning with a single source provider.

Offers, promotions and messages are conveniently delivered on customers' shopping receipts based on the same shopper purchase data and behaviors that Quotient uses to deliver its proprietary digital paperless coupons. With In-Lane, brands have an opportunity to drive more conversion and redemption through new exposure and reinforcement to more shoppers. The solution significantly amplifies Quotient's targeted offer reach to more than 60 million shoppers and creates an additional integrated touchpoint for retailer promotional delivery.

In-Lane brings a new channel of distribution to Quotient's Promotions Cloud, increasing sales while providing shoppers a choice to use coupons in whatever format they choose. As CPGs and retailers continue to expand their targeted digital marketing strategies, Quotient's In-Lane solution provides national brand and shopper marketers the opportunity to deliver more targeted offers at scale.

“Our new In-Lane solution delivers a highly effective approach that drives sales for CPG brands and retailers providing strategic value like our targeted digital coupons solution,” said Steven Boal, CEO and Chairman of the Board, Quotient. “We’re launching this solution first with our long-time partner Albertsons Companies and giving CPG brands incremental reach to ‘non-digital’ shoppers.”

Quotient is the exclusive provider of In-Lane at Albertsons Companies’ 20+ banners across 34 states and the District of Columbia. “We continue to innovate around the customer experience with personalized omnichannel marketing that drives value for our customers and long-term loyalty,” said Sean Barrett, Senior Vice President, Marketing and Loyalty, Albertsons Companies. “With Quotient’s new In-Lane solution, our partners can now deliver personalized and targeted offer campaigns to all of our shoppers seamlessly across physical and digital environments.”

Through its In-Lane solution, Quotient can now reach shoppers not yet engaged with digital coupon programs to provide them with a seamless experience by delivering offers at the bottom of their in-store receipt versus a separate printed paper coupon. The product enables incremental sales and loyalty for brands while providing shoppers with more choices to use coupons across print and digital.

For more information about Quotient and its In-Lane solution, please visit [www.Quotient.com](http://www.Quotient.com).

## About Quotient

Quotient Technology 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 Cloud 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 based in Mountain View, California, and has offices in Bangalore, Cincinnati, New York, Paris and London. Visit [www.quotient.com](http://www.quotient.com) for more information.

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Source: Quotient Technology Inc.