

Quotient's Omnichannel Measurement Now Combines Promotions with Media to Ensure Every Shoppable Moment is Attributable

The closed-loop measurement solution connects shoppers' journeys across touchpoints to deliver comprehensive performance metrics across channels

SALT LAKE CITY--(BUSINESS WIRE)-- **Quotient** (NYSE: QUOT), the leading digital promotions and media technology company, today announced the addition of promotions into its omnichannel measurement capabilities, providing a platform for marketers to holistically measure the impact of promotions with media such as digital out-of-home, sponsored search and on- and offsite display.

Quotient's on-demand, transparent measurement ensures that every shoppable moment is attributable, now measuring performance across promotions and media campaigns comprehensively through the company's multi-touch attribution methodology.

Consumers' paths to purchase have become increasingly nonlinear, making it critical for brands to engage with audiences across multiple touchpoints. By combining the impact of promotions with Quotient's omnichannel media measurement, brands will have a centralized, holistic view of campaign performance across channels, all while understanding consumers' shopping journeys across various touchpoints in the purchasing process. Advertisers are able to get a deduplicated view of attributable dollars, without double counting shoppers' spend across marketing channels, and allowing them to better plan, budget and optimize for future campaigns.

Advertisers are eager to see promotions and media measurement together. Mary Kate Kaufman, Associate Manager of Consumer Promotions at Danone, a global CPG company and Quotient client, said, "It would be beneficial to be able to merge our media and couponing on the same reporting portal to make it easier to compare apples to apples and see the best optimizations."

Now, with the addition of promotions to Quotient's measurement solution, that is a reality for Danone and other brands to understand how these important channels work together to generate campaign results.

"As retail media networks continue to transform the advertising landscape and boost retailers' bottom lines, the wider industry is grappling with the differing measurement solutions found across mediums," said Matt Krepsik, CEO of Quotient. "With this in mind, we're thrilled to be launching a solution that enables our clients to maximize their return on investment. Consumer shopping behaviors are constantly changing, and the latest addition to our omnichannel measurement capabilities aims to help brands better understand promotions and media together."

Quotient's addition of promotions to its multi-touch measurement comes on the heels of the company's release of transparent, in-flight reporting across media channels, launched earlier this year and available on-demand to clients via self-service.

For more information visit www.quotient.com.

About Quotient

Quotient (NYSE: QUOT) is the leading digital promotions and media technology company that creates cohesive omnichannel brand-building and sales-driving opportunities to deliver valuable outcomes for advertisers, retailers and consumers. The Quotient platform is powered by exclusive consumer spending data, location intelligence and purchase intent data to reach millions of shoppers daily and deliver measurable, incremental sales.

Quotient partners with leading advertisers, publishers and retailers, including Clorox, Procter & Gamble, General Mills, Unilever, CVS, Dollar General and Peapod Digital Labs, a company of Ahold Delhaize USA. Quotient is headquartered in Salt Lake City, Utah, and has offices across the US as well as in Bangalore, Paris, London and Tel Aviv. For more information visit www.quotient.com.

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