Fueling Growth with Analytics

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Data

Audience

Technology

Analytics Create Action

Measurement
- Social Influencer - Retailer
- Performance Media
- Commercial Offers
- Rebates - Digital Circular
- Retailer IQ - Search
- Personalized Email - Digital Receipts
- In-lane
Analytics
Accelerate the Digital Shift

Source: Cadent 2017 Marketing Spending Industry Study
Data Drives Behavior Change

- Demonstrate Performance
- Provide Transparency
- Increase Knowledge
Helping Customers Win
With Data
Principles of Winning With Data

**DISCOVER**
Opportunity identification

**PLAN**
Campaign design including predictive analytics

**MEASURE**
Assess performance

**OPTIMIZE**
Improve efficacy over time
Identifying Growth Opportunities

Strategic Priorities for Growing the Business

- **One Percentage Point of New Buyers**: +$5.8 Million
- **One Point of Loyalty**: +$106 Million
- **One More Package Per Trip**: +$182 Million

Source: Quotient Internal Data
Annual sales potential based on Quotient Technology and IRI P52 weeks sales data
Campaign Success Requires Advanced Measurement

Measurements of the Past NOT Enough to Learn & Optimize

STANDARD PROMOTION RECAP

108,631 Redemptions

12.4% Redemption Rate

STANDARD MEDIA RECAP

13,985 Clicks

0.15% Click Through Rate

Source: Quotient Internal Data

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Digital + Shopper = New Challenges & New Opportunities

Shopper Promotion & Media Measurement Presents Analytic Challenges

- CPGs and Retailers Manage to Different KPIs
- Requires Offline and Online Data Assets
- Measurement Technology to Marry Those Data Assets
How We Meet that Challenge
CPGs and Retailers Require Granular Results Tied to Value

MEASUREMENTS ALIGN WITH CAMPAIGN OBJECTIVES:

- Penetration
- Buy Rate
- Trips
- Dollars Per Trip
- Incremental Dollars
- Return on Promotion/Advertising Spend
- And more
Advanced Measurements of Today

Quotient’s Closed-Loop Promotion and Media Measurement Solutions are Grounded in **User-Level Data**

Promo iQ Plus & Media iQ Plus

Map Exposure to Loyalty ID

Exposed vs. Unexposed

Digital Identity

Loyalty Identity
Brings Advanced Results for Today

**Average Brand Spend Per Exposed User**

- Matched Control (unexposed to digital ad): $3.76
- Test (exposed to digital ad): $4.03

**Sales Impacts**

<table>
<thead>
<tr>
<th>Sales Impact</th>
<th>% Lift</th>
</tr>
</thead>
<tbody>
<tr>
<td># of people Buying</td>
<td>+4%</td>
</tr>
<tr>
<td>Trips to the store</td>
<td>+1%</td>
</tr>
<tr>
<td>Amount spent per trip</td>
<td>+2%</td>
</tr>
</tbody>
</table>

Source: Quotient Internal Data
Where Is All This Taking Us?
Continuous Knowledge Capture
Data-Driven Campaign Delivery

- **Highest Priority**
  - Chip Brand Buyers: 1.9M
  - Potato Chip Buyers: 6.8M
  - Salty Snack Buyers: 11.7M
  - Food Product Buyers: 18.1M
  - Shoppers at Retailer Partner: 27.4M

- **Lowest Priority**
Predictive Analytics to Plan & Optimize

<table>
<thead>
<tr>
<th>INPUT</th>
<th>SELECTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand</td>
<td>Brand XYZ Detergent</td>
</tr>
<tr>
<td>Category</td>
<td>Laundry</td>
</tr>
<tr>
<td>Audience Strategy</td>
<td>Buy Rate</td>
</tr>
<tr>
<td>Budget</td>
<td>$400,000</td>
</tr>
</tbody>
</table>

$16.25
Projected Return on Promotion Spend

$3.76
Projected Return on Advertising Spend
The Results Speak For Themselves