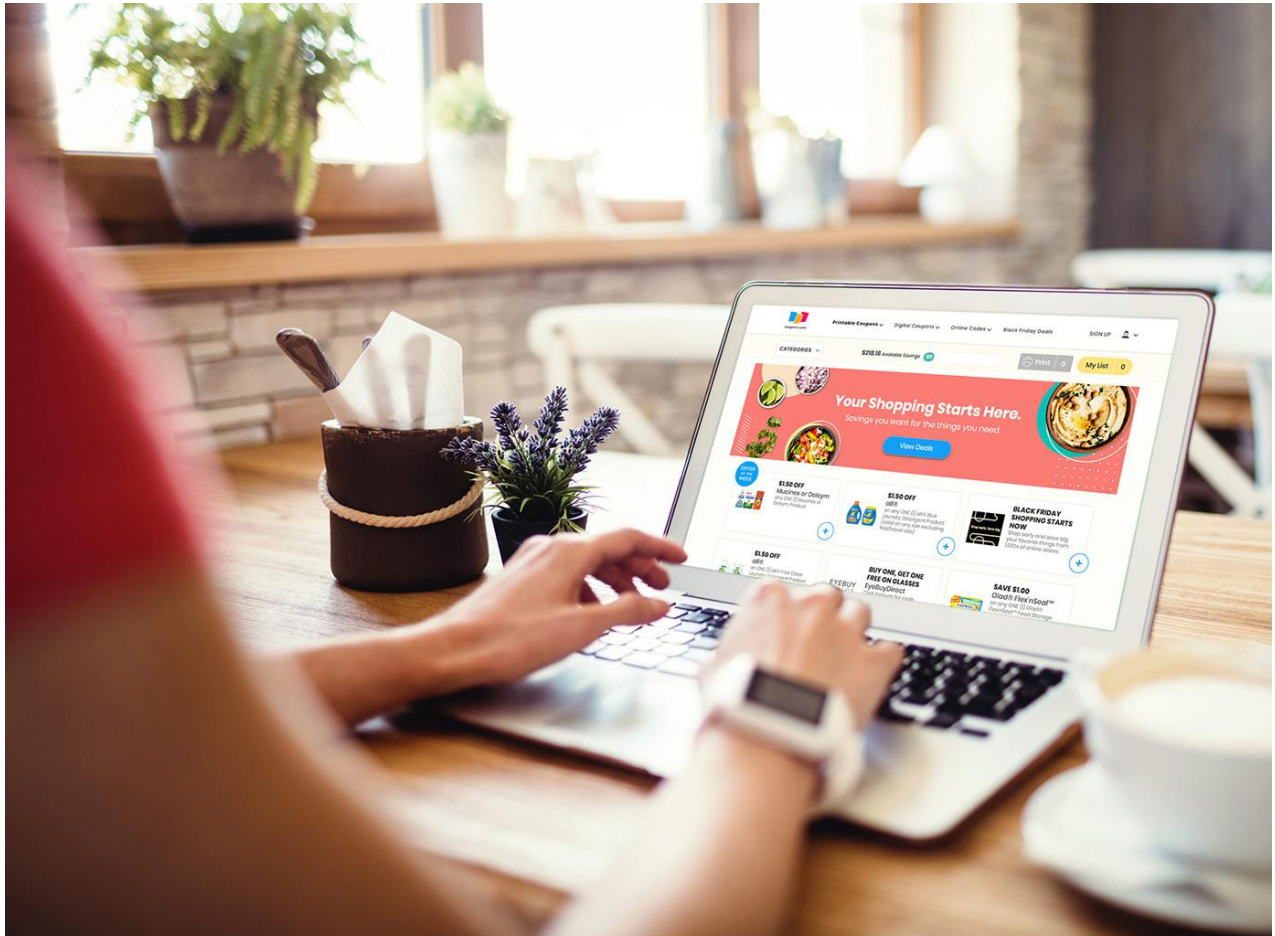




# Quotient

## QUOTIENT 101

An introductory guide to Quotient Technology Inc.





## Who We Are

Quotient is a digital media and promotions technology company that creates cohesive omnichannel brand-building and sales-driving opportunities for advertisers and retailers throughout the path to purchase. Our platform is powered by exclusive consumer spending data, location intelligence and purchase intent data to deliver more valuable outcomes for brands, retailers and consumers.

## How We Got Here

Quotient's origins go back to 1998, when our founder Steven Boal had an idea. What if saving money on groceries didn't mean sitting with a Sunday paper and clipping coupons anymore? What if you could easily find, print and redeem coupons for your favorite products right from your home computer? He saw a direct line between the benefit consumers could have in an easier, more convenient experience and the relationship they would build with the brands that provided that experience.

From that early idea, we have been consistently working on developing better shopping experiences for advertisers, retailers and consumers. In 2015, we changed our name from Coupons.com to Quotient to represent our broader portfolio of capabilities. Over the last five years, we have grown through a combination of in-house innovations (organic) as well as acquisitions (inorganic) to build a holistic and comprehensive platform offering omnichannel digital marketing capabilities to advertisers and retailers that drive sales and value through compelling consumer experiences.

## What We Do

We operate within several key areas of the digital media and promotions ecosystem. We help our clients, primarily advertisers, which includes consumer packaged goods manufacturers (CPGs), achieve their digital marketing objectives in four distinct ways:

- Plan and buy advertising and promotions to reach the right consumers and shoppers.
- Target advertising, promotions and messaging to consumers and shoppers for maximum impact.
- Sell advertising space and activate the consumer/shopper data that retailers collect through loyalty programs, point-of-sale (POS) data and eCommerce transactions.
- Measure the impact of advertisements, promotions or messages that have been planned, sold or placed, with closed loop measurement.



## Who We Work With

### Advertisers (Brands)

We previously referred to our customers as CPGs but as our business has expanded, we are now working with manufacturers and providers of branded goods or services in multiple categories. Thus, advertisers or brands is a more appropriate descriptor to reference our customers or clients. They are all united by a similar business model: building a brand through marketing, and selling in a distributed model via retail stores, online merchants or direct-to-consumer.

### Retailers

These typically have physical stores (many of which now offer omnichannel/eCommerce capabilities) that sell the branded products made by our advertiser clients, as well as their own “private label” products.

### Media Agencies

These organizations act on behalf of advertisers to plan, buy, target and measure both brand-level and—more recently—shopper-level advertising campaigns. While Quotient can work directly with advertisers to handle omnichannel advertising campaigns, some brand clients prefer to work through their media agencies. In addition, media agencies can utilize our technology to more efficiently support their own advertising clients.

### Shoppers

The person who is doing the shopping at the retailer—either in-person, online or both.

### Consumers

The end user of branded products. For example, a mother may be shopping to purchase deodorant for her son. In this case, the mother is the shopper—but the son is the consumer.



## The Ecosystem

Advertisers and retailers are aligned on their overall objective, but the way that each business works means the strategy that they use to achieve that objective is different. Advertisers want the promotions they run to be as targeted and strategic as possible (that's where Quotient comes in), ensuring that the promotions drive sufficient sales volume to meet their goals and keep the retailer happy. On the other hand, retailers win on volume—they want to move lots of units—and promotions funded by the advertiser's shopper marketing teams help them do that.

Brands and retailers know that the better they collaborate, the more value they can provide their consumers. But in a digitally converging world, strategic cooperation isn't always easy to achieve. That's where Quotient shines: 1) our omnichannel capabilities enable advertisers and retailers to meet multiple objectives; 2) our exclusive and proprietary data drives measurable outcomes; and 3) we have the ability to drive value for advertisers, retailers and consumers, all at the same time.



# Brand Architecture





# A Glossary of Quotient Solutions Terminology

## Quotient for Advertisers

Quotient for Advertisers enables brands to plan, execute, measure and build on the impact of every interaction on a consumer's path to purchase and loyalty – all powered by our exclusive first- and second-party data.<sup>1</sup> Our platforms are designed to seamlessly deliver brand-building campaigns and highly effective digital promotions to drive sales and brand equity by engaging consumers wherever they are.

## Quotient Media Platform

The Quotient Media Platform enables advertisers to plan, buy, and measure the impact of media placements in environments ranging from display, to social, to digital out-of-home (DOOH) and also deep into the retailer digital ecosystem to drive sales and build brand equity.

## Quotient Promotions Platform

The Quotient Promotions Platform is divided into two categories, national promotions and shopper promotions. The platform's capabilities include load-to-card offers, digital rebates, in-lane/on receipt and digital printable offers.

## Quotient Analytics

The self-service Quotient Analytics Platform gives advertisers and retailers access to near real-time insights and results to help optimize campaigns with in-flight performance measurement linked to product sales. Quotient Analytics uses point-of-sale transaction data and an advanced analytics platform to give advertisers unique visibility into their campaigns.

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<sup>1</sup> First-party data is data that is collected from a direct interaction with a target audience. First-party data sources include point-of-sale transactions, loyalty card programs, customer surveys, and online activity when a user is logged in to an app or proprietary website.

Second-party data refers to data that is purchased from a separate entity which has collected the data directly from the target audience.



## Display

Quotient Display delivers actionable media proven to drive measurable impact for advertisers through high-quality, dynamic creative and advanced shopper data—including consumer purchase history combining store, inventory and promotions data—that are collectively used to target specific audiences. This capability provides advertisers with flexible campaign execution options to drive results across programmatic channels and seamlessly integrate into a broader omnichannel strategy.

## Social

Quotient's full-service model for social provides advertisers with flexible campaign execution options and media expertise to drive results on social platforms and seamlessly integrate into the broader digital omnichannel strategy.

## Digital Out-of-Home

Quotient's Digital Out-of-Home solution gives advertisers access to screens in locations where shoppers are likely to be watching: grocery stores, medical offices, gyms, bars, outdoors and more. Our targeted programmatic campaigns use thousands of audience and behavioral demographics—along with exclusive location intelligence and purchase data—to help reach consumers and measure campaign performance via foot traffic analysis, attributable sales and brand awareness.

## Retailer.com and Sponsored Search

Quotient's Retailer.com display and sponsored search capabilities allow advertisers to buy and measure sponsored ads and product placements across our retailer network's online shopping platforms to reach consumers while they're actively browsing, list building and shopping.

## Quotient National Promotions

Quotient National Promotions drive volume and scaled conversion by delivering personalization, convenience and choice in savings by being redeemable at any store. Integrated national promotions solutions allow advertisers to simultaneously and efficiently deliver against multiple national key performance indicators (KPIs). Our integrated approach drives synergy across promotion objectives while continuously improving return on promotion spend.



## Quotient Shopper Promotions

Quotient Shopper Promotions enable advertisers to achieve retailer-specific objectives by targeting audiences using exclusive consumer spending data, location intelligence and purchase intent data. This solution enables advertisers and retailers to regain lapsed buyers, increase market share, grow brand and category and increase the frequency of shopper trips.

## Coupons.com

Quotient's flagship consumer savings destination, Coupons.com, delivers rebates, digital and other promotions to millions of consumers across the US. Advertisers and retailers can promote offers through this solution to help drive awareness and trial, build loyalty and increase volume broadly or at specific retailers. Coupons.com also provides opportunities to amplify promotions and build brand recognition for advertisers through display, social and targeted email programs.

## Coupons.com Brandcaster

Brandcaster enables affiliates, or publishers, to provide an integrated couponing experience for their site visitors—offering a toolset that includes customizable coupon galleries, widgets and links to individual coupons. Affiliates have access to a robust reporting platform to monitor and optimize their performance and earnings.

## Shopmium

The Shopmium media platform is an innovative way to engage European consumers and drive measurable in-store and eCommerce purchases, as well as valuable ratings, reviews and insights. With millions of users across Europe, the Shopmium mobile app helps brands connect with targeted shoppers—generating thousands of measurable incremental sales and buyers.

## Quotient Retailer Performance Media

The Quotient Retailer Performance Media platform, also known as RPM, enables retailers to monetize the data they collect from their millions of shopper engagements. By partnering with Quotient, retailers can leverage their own sales data and digital properties to build powerful new revenue streams (often referred to as alternative revenue or profit streams) and offer highly effective marketing opportunities for their brand partners to engage consumers on-site or off-site—with near real-time impact analysis.





Quotient Retailer Performance Media Platform capabilities include sponsored search and display, programmatic, desktop and mobile, and promotion amplification.

### **Quotient Retailer Promotions Platform**

The Quotient Retailer Promotions Platform currently delivers, on average, hundreds of weekly promotions from thousands of US advertisers to retailer digital platform across multiple channels. Quotient powers retailer loyalty platforms, digital coupon galleries and in-lane receipt promotions. Simple integration with point-of-sale systems enables Quotient to personalize and target shoppers based on purchase behavior and purchase intent data to increase trips, category growth and basket size across retailer stores.

### **Quotient Promotion Amplification**

As part of the Quotient Retailer Performance Media Platform, the Quotient Promotion Amplification tool combines point-of-sale and loyalty card data with weekly TPR (temporary price reduction) pricing feeds to target and automate digital media to the right shoppers at the right time. This triggers programmatic digital media on Quotient's platform that includes accurate and specific information for each promotion and leverages flexible, custom creative from the brand.