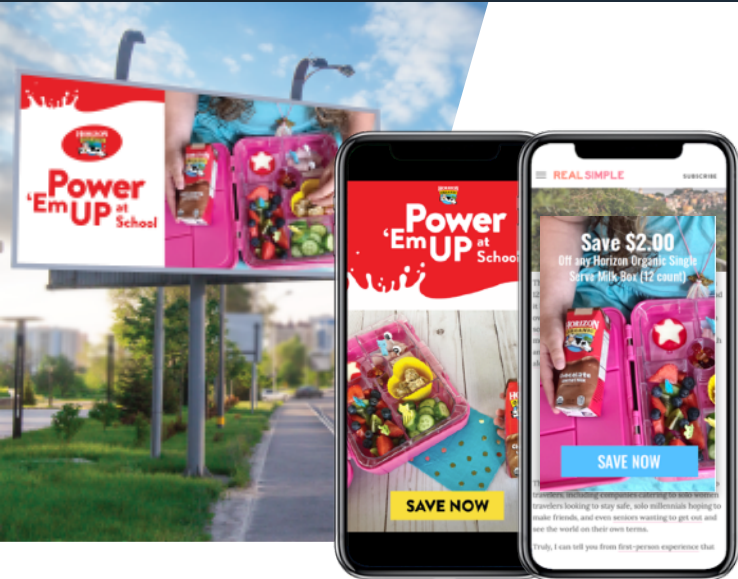


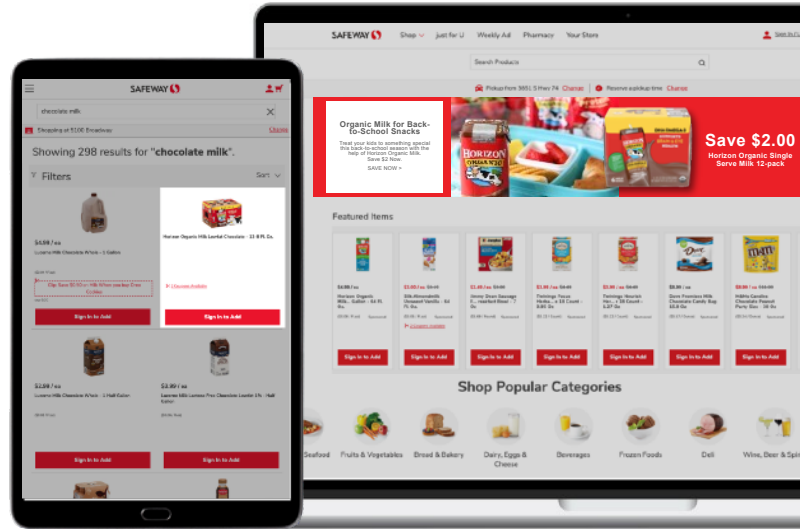
Back-to-School Planning: Actionable Insights for Beverage Brands

This fall, your brand can inspire shoppers to save, while making back-to-school season special for their families, with the help of Quotient Media and Promo Solutions.



Brand-Building Touchpoints

Boosted Offer, Social, Display, Digital Out-of-Home



Sales-Driving Touchpoints

Boosted Offer, Sponsored Search, Display, Shoppable Brand Page

DATA-DRIVEN SEASONAL SHOPPING INSIGHTS

Consumers begin searching for Back-to-School ideas—from after-school snacks to lunchbox inspiration—as early as July 15. Related topics continue to trend through the middle of August as people plan for the start of the new school year.

Advertisers can capitalize on Quotient's exclusive consumer spending, location intelligence and purchase intent data with an omnichannel digital strategy designed to reach consumers with multiple touch points across key channels during the back-to-school drive period.

+15%

Ice tea experiences a +15% sales lift during the Back-to-School drive period.¹

+9%

Bottled water experiences a +9% sales lift during the Back-to-School drive period.²

+198

Iced coffee experiences a +198% in promotion activations during the Back-to-School drive period.³

+82%

Bottled water experiences an +82% lift in promotion activations during the Back-to-School drive period.⁴

644%

Afternoon snack experiences a +644% lift in social engagement during the Back-to-School drive period.⁵

Available Now! Back-to-School Value-Add Promo & Media Packages

Quotient is offering a set of value-add Promo and Media packages to drive return on investment and increase shopper engagement and loyalty during Summer 2021 for brands who lock in early.

Ask your Quotient Account Manager for more information today.

Source: 1–5 Quotient Internal Data (8/17/20 to 9/13/20 vs. 1/1/20 to 8/16/20 and 9/14/20 to 12/31/20)

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