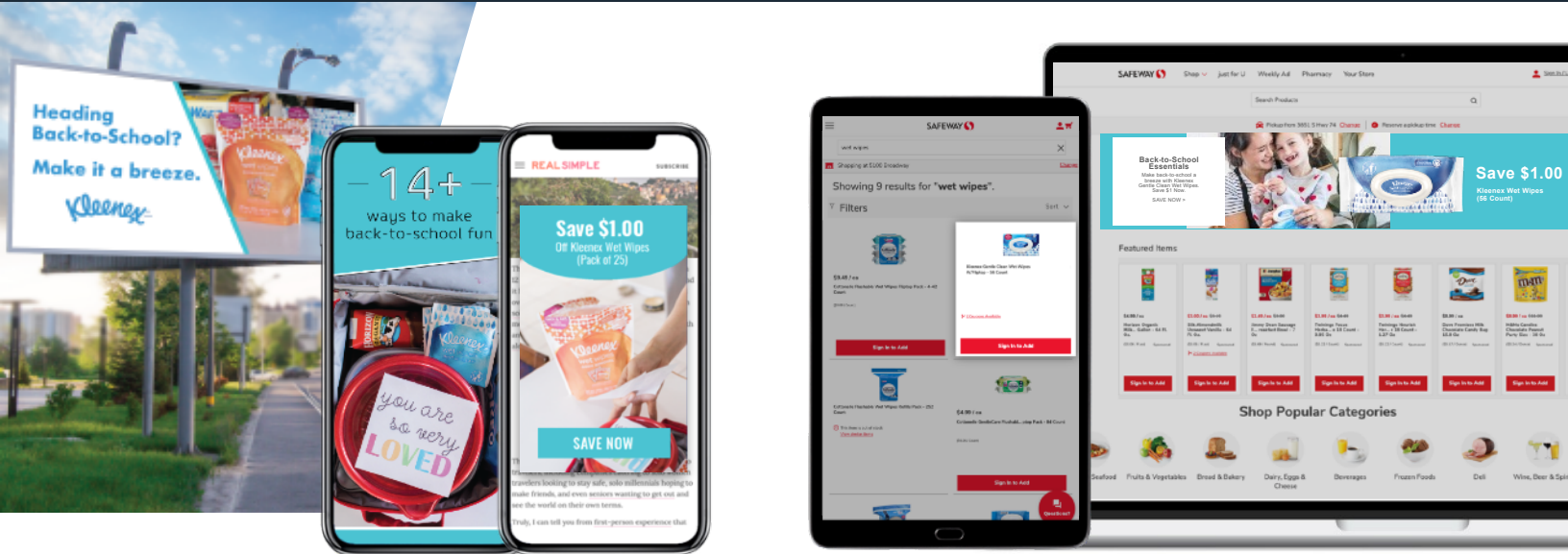


# Back-to-School Planning: Actionable Insights for Household Brands

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 kids' chore chart routines to home organization hacks—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.

**+71%**

**Writing instruments** experience a +71% sales lift during the Back-to-School drive period.<sup>1</sup>

**+17%**

**School supplies** experience a +17% sales lift during the Back-to-School drive period.<sup>2</sup>

**+120%**

**Lunch bags** experience a +120% sales lift during the Back-to-School drive period.<sup>3</sup>

**+95%**

**Paper napkins** experience a +95% lift in promotion activations during the Back-to-School drive period.<sup>4</sup>

**746%**

**Lunch boxes** experience a +746% lift in social engagement during the Back-to-School drive period.<sup>5</sup>

## 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: 1–4 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)

Copyright © 2021 Quotient Technology Inc. All Rights Reserved. Quotient, the Quotient logo, and the Coupons.com logo are trademarks or registered trademarks of Quotient Technology Inc. and its subsidiaries in the United States and other countries. Other marks are the property of their respective owners. Confidential and Proprietary Information of Quotient Technology Inc. Please Do Not Copy or Circulate. We do not make any guarantees regarding outcomes that this product will meet your company's unique needs.