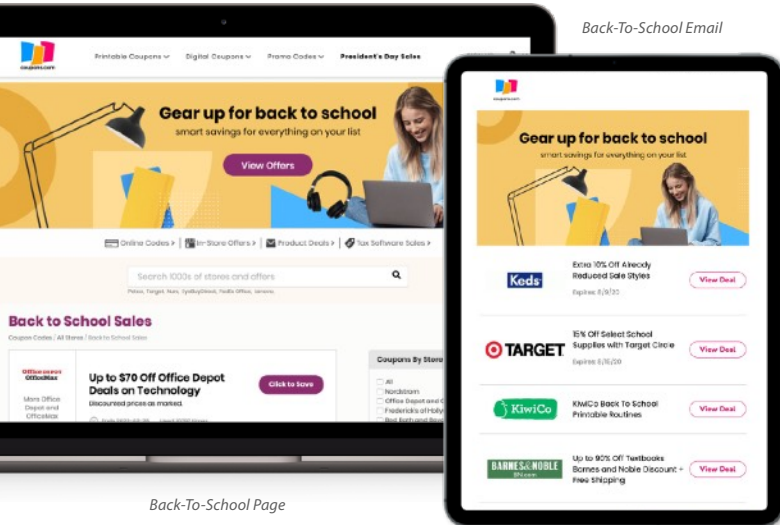


Back-to-School Planning: Actionable Insights for Advertisers

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



Consumers begin searching for Back-to-School ideas—from kids’ backpack essentials to school supplies—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.

Your brand can capitalize on this consumer behavior with offers to drive online sales and in-store—designed to reach consumers with multiple touch points during the back-to-school drive period.

DATA-DRIVEN SEASONAL SHOPPING INSIGHTS

+17%

School supplies experience a +17% sales lift during the Back-to-School drive period.¹

+746%

Lunch boxes experience a +746% lift in social engagement during the Back-to-School drive period.²

+644%

Afternoon snack experiences a +644% lift in social engagement during the Back-to-School drive period.³

+588%

Tooth brushing experiences a +588% lift in social engagement during the Back-to-School drive period.⁴

Available Now!

Back-to-School Media Placements

Placement Type	Duration	Rate
Back-to-School Page Featured Carousel	1 Week	\$4,500
Back-to-School Page Carousel	1 Week	\$4,000
Back-to-School Page Featured Pod	1 Week	\$4,000
Back-to-School Page Offer Pod	1 Week	\$3,000
Back-to-School Email Featured	1 Drop/6-7MM users	\$10,000
Back-to-School Email Product Pod	1 Drop/6-7MM users	\$9,000
Back-to-School Email Offer Pod	1 Drop/6-7MM users	\$8,000

Quotient is offering media placements to drive ROI and increase shopper engagement and loyalty during the Back-to-School season. Ask your Coupons.com Partner Development 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)