



NEWS RELEASE

Quotient Technology Drives Results for Johnson & Johnson's Entire Aveeno Portfolio Using Digital Promotions, Media and Analytics

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)-- For years, Johnson & Johnson has used promotions to help launch products and drive sales. For the Aveeno brand, J&J was looking to increase market penetration and sales of its entire Aveeno brand portfolio with a systematic digital approach – one that could be targeted, validated and optimized with Quotient Technology Inc.'s (NYSE: QUOT) unique analytics capabilities.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20181211005480/en/>

J&J's goals were twofold: To use digital promotional campaigns to reach new customers, and to drive incremental sales across the portfolio by enticing a fan of one Aveeno product to try another. (Photo: Business Wire)

J&J's goals were twofold: To use digital promotional campaigns to reach new customers,

and to drive incremental sales across the portfolio by enticing a fan of one Aveeno product to try another. Aveeno's vast portfolio of skin products expands across the beauty category, including Body Lotions, Facial Moisturizers and Treatments, Haircare, Sunscreens and Cleansers.

J&J wanted to run these tests during a specific timeframe – outside of typically high selling times. The Aveeno team was attracted to Quotient Technology's analytics and measurement capabilities, which are part of the recently released Quotient Analytics platform. Through Quotient Analytics, Quotient can isolate the incremental sales impact of the Aveeno digital coupons. Quotient matches shoppers based on more than 75 variables, which include factors such as brand spend, frequency of trips and geography; this allows Quotient to compare Aveeno spend for shoppers who downloaded the coupon to shoppers who did not.

Quotient and Aveeno created promotional campaigns for the first half of the year. The initiative highlighted two promotional campaigns targeting consumers, based on the comparison of shoppers against the 75-plus variables, through multiple digital vehicles – seven different digital offers, plus a brand page that featured

additional Aveeno branded videos.

Quotient used its national retail network to deliver Aveeno digital offers to millions of potential customers. Aveeno offers were available to shoppers using the apps and websites of key mass, drug, dollar and grocery retailers through **Quotient Retailer iQ**, which has the ability to reach more than half of all U.S. households. Additionally, to reach the brands' core demographic – women – Quotient used its flagship consumer property, **Coupons.com**, which is popular among women.

The Aveeno brand saw huge penetration lifts of 439% – 789% for those engaged with the promotion versus those who did not, driving positive incremental sales. The average engaged shopper spent \$0.80 – \$1.29 more with the Aveeno brand when compared to the matched control shopper – those Aveeno buyers who didn't download a coupon. Quotient ran relevant media on **Coupons.com** and targeted media across desktop and mobile, which drove consumers to an Aveeno Brand Page featuring all offers, video and additional brand messaging. The execution drove high consumer engagement with click through rates that were five times the industry standard.

"With Quotient's breakthrough analytic capabilities, we had a great opportunity to develop a program that uniquely drives engagement with our target consumers across the entire Aveeno portfolio while understanding the increasingly important role that digital plays in driving market penetration in our categories," said Danielle Price, Shopper Marketing and Consumer Promotions Manager, Aveeno. "Shoppers showed a high propensity to engage with Aveeno through compelling promotional offers and scroll-stopping media that lifted the entire brand. We're excited to leverage the learnings from our pilot programs to develop even stronger campaigns with Quotient in the future and continue producing results for the Aveeno brand."

"J&J and the Aveeno brand team have been tremendous partners for Quotient," said Blake Burrus, Senior Vice President of Analytics at Quotient. "We're committed to using our data and proprietary analytics to achieve great outcomes for clients, and we're thrilled with the gains in brand penetration and incremental sales Aveeno achieved. We're already working with them on future campaigns to optimize based on our key learnings."

Overall, Quotient and J&J's test to understand how a systematic digital approach for the Aveeno brand showed how a smart digital campaign, coupled with unique analytics, could drive penetration, incremental sales and mass volume at key retailers for an entire brand portfolio.

About Quotient Technology Inc.

Quotient Technology Inc. (NYSE: QUOT) is the leading digital promotions, media and analytics company using proprietary data to deliver personalized digital coupons and ads to millions of shoppers daily. Our

core platform, **Quotient Retailer iQ™**, connects to a retailer's point-of-sale system and provides targeting and analytics for consumer packaged goods (CPG) brands and retailers. Our distribution network also includes our **Coupons.com** app and website, thousands of publishing partners and, in Europe, the **Shopmium** mobile app. We serve hundreds of CPGs, such as Clorox, Procter & Gamble, General Mills and Kellogg's, and retailers like Albertsons Companies, CVS, Dollar General, Kroger and Walgreens. We operate **Crisp Mobile**, which creates mobile ads aimed at shoppers, and **Ahalogy**, a leading influencer marketing firm. Founded in 1998, Quotient is based in Mountain View, California, with offices across the U.S., in Bangalore, India; Paris and London. Learn more at **Quotient.com**, and follow us on Twitter **@Quotient**.

Quotient, the Quotient logo, Quotient Retailer iQ, Shopmium and Ahalogy 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.

About Johnson & Johnson Consumer Inc.

At Johnson & Johnson Consumer Inc., we believe good health is the foundation of vibrant lives, thriving communities and forward progress for everyone. With global headquarters located in New Brunswick, New Jersey, and products sold in over 140 countries, we're one of the world's largest consumer wellness and personal care companies—and home to many of the brands families trust most, including: JOHNSON'S®, LISTERINE®, NEUTROGENA®, and TYLENOL®. Johnson & Johnson Consumer Inc. believes in blending heart, science, and ingenuity to create products and experiences that improve health and happiness at every stage of life. For more information, please visit **www.jnj.com/healthcare-products/consumer**.

View source version on **businesswire.com**:

<https://www.businesswire.com/news/home/20181211005480/en/>

Quotient Technology Inc.

Paul Sloan, VP Communications

650-396-8754

Press@Quotient.com

Source: Quotient Technology Inc.