



January 19, 2018

Dear Valued Partner,

To facilitate our common interests, we now ask that you share your product information with us through the Global Data Synchronization Network (GDSN) so that we can ensure its smooth dissemination across thousands of leading retail locations. Quotient is partnering with 1WorldSync to facilitate the exchange of product information through the GDSN with our trading partners.

Why Data Synchronization with Quotient Matters

Roughly 40% of all U.S. householders are now registered to programs powered by Quotient. At Quotient, we securely connect more than 2,000 brands at over 60,000 retailer locations with millions of valuable consumers every day, influencing product selection at the moment of shopping decision. I believe there are several compelling reasons you want to ensure accurate and complete product information exists within our eco-system.

Our free Quotient Family Codes Service supplies your product family codes to more than 40 US retailer banners. These banners include Amazon and Bed Bath and Beyond, national drug chains such as CVS and Rite Aid, and club stores like Bj's wholesale. Albertsons, Dollar General, Safeway, Target, and Walmart are some of the grocery retailers that subscribe to this service. Regardless if you use our distribution services or not, accurate family code data is imperative to avoiding malredemption for your brands.

If your brands are offering coupons, then you are likely already using Quotient to distribute digital or print-at-home coupons. Because of our trusted industry position, most grocery and mass drug retailers in the US, also partner with us to receive your promotional offers. Accurate product data, delivered timely, ensures advertising and shopper marketing efficacy.

The Quotient Retailer iQ™ platform delivers personalized digital coupons, e-receipts, digital shopping lists, media and digital circulars targeted to specific customers. This system is integrated into POS at about 27,000 store locations representing more than 400 billion(US) in annual sales. Again, having your products accurately represented in this platform is imperative to maximize performance throughout the sales process from consumer recommendation to reporting and analytics.

Steps to Synchronize Your Product Information

- Visit our data sync landing page at <http://www.1worldsync.com/customer-page/quotient/>
 - Complete our [Trading Partner Form](#)
 - Review the [Quotient Implementation and Attribute Guides](#)
 - Publish your item data to the Quotient GLN: **0868522000409**

Being a part of Quotient's data platform extends your reach and enhances the responsiveness of Quotient's customers. I encourage you to share this letter with the team members within your organization for prompt action.

If you have any further questions regarding the Quotient GDSN engagement process, please send an email to GDSN@quotient.com or contact 1WorldSync at businessdevelopment@1worldsync.com or 866.280.4013.

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