



DOLLAR GENERAL



Dollar General and Ibotta announced a strategic partnership to launch its first cash back rewards program.


Dollar General is joining the Ibotta Performance Network (IPN), the first digital network that enables cash rebates to be delivered in a coordinated fashion across a network of retailers to meet consumers where they are.

Dollar General customers will begin receiving cash back rewards, powered by the IPN, directly through Dollar General's app in Spring 2023.




[Read the full press release >](#)

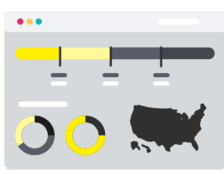
Benefits for manufacturers and brands:



Pay per sale – not clips or impressions




No coupon handling or processing fees



Track and optimize performance in real-time



Protection against stacking within the network



Closed loop rewards driving consumers back in-store

For more information, check out ipn.ibotta.com or contact your Ibotta account representative.