



CASE STUDY

Fighting inflation, winning back market share

Key insights

General Mills is seeing **3-8X ROAS** in key categories when activating across the IPN.

IPN campaigns have resulted in **40-50% incremental unit lift** in key categories like cereal & yogurt.

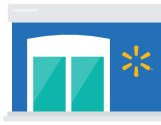
35-41% of redeemers were **new to General Mills Big G cereal or traded up** from Private Label and value brands.

What's igniting the partnership



Ability to influence at point of purchase on the digital shelf

"Historically, rebates have always been executed post-transaction. The ability for us to showup at the digital shelf and influence purchase behavior is extremely exciting."



Access to Walmart

"Historically this has been a tough retailer for us to impact meaningfully through our incentives, Loyalty & Rewards channels. This is a VERY important retailer for us... Walmart is now our #2 redeeming retailer when it used to not show up in the top 5."



Agility

"We're able to be super agile, we can change stop and start dates, we can change the SKUs that are associated with these promotions in real-time, and it's also relatively quick for us to set up."

– **KC Glaser**, Senior Manager, Loyalty Rewards at General Mills

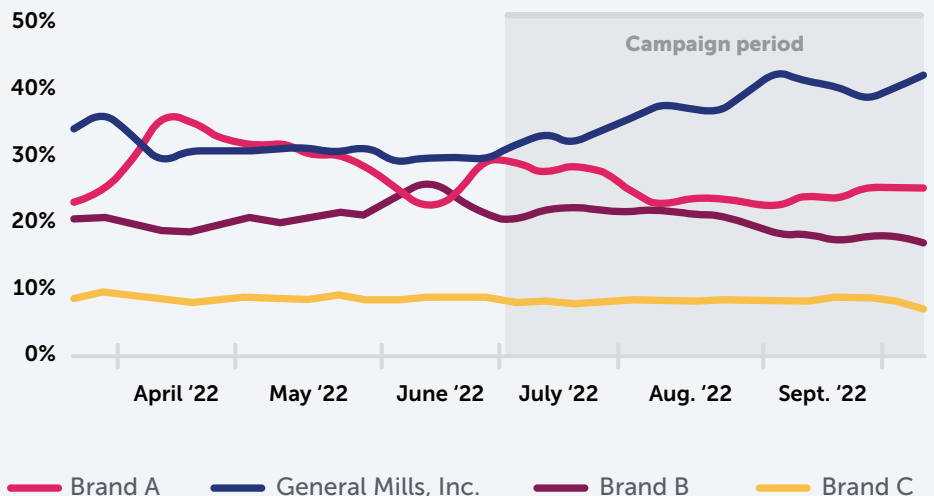
Early performance results

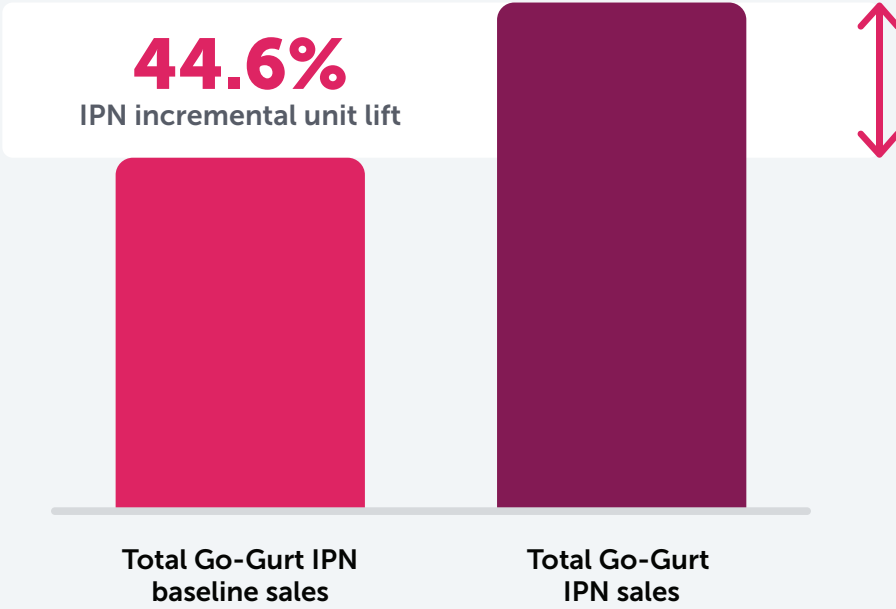


General Mills Big G cereal saw an immediate rise in market share on the IPN since the initial campaign launch.

After roughly three weeks it overtook the number one market share position – which it still holds, showing a 6.0 point gain.

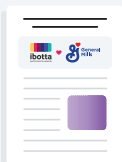
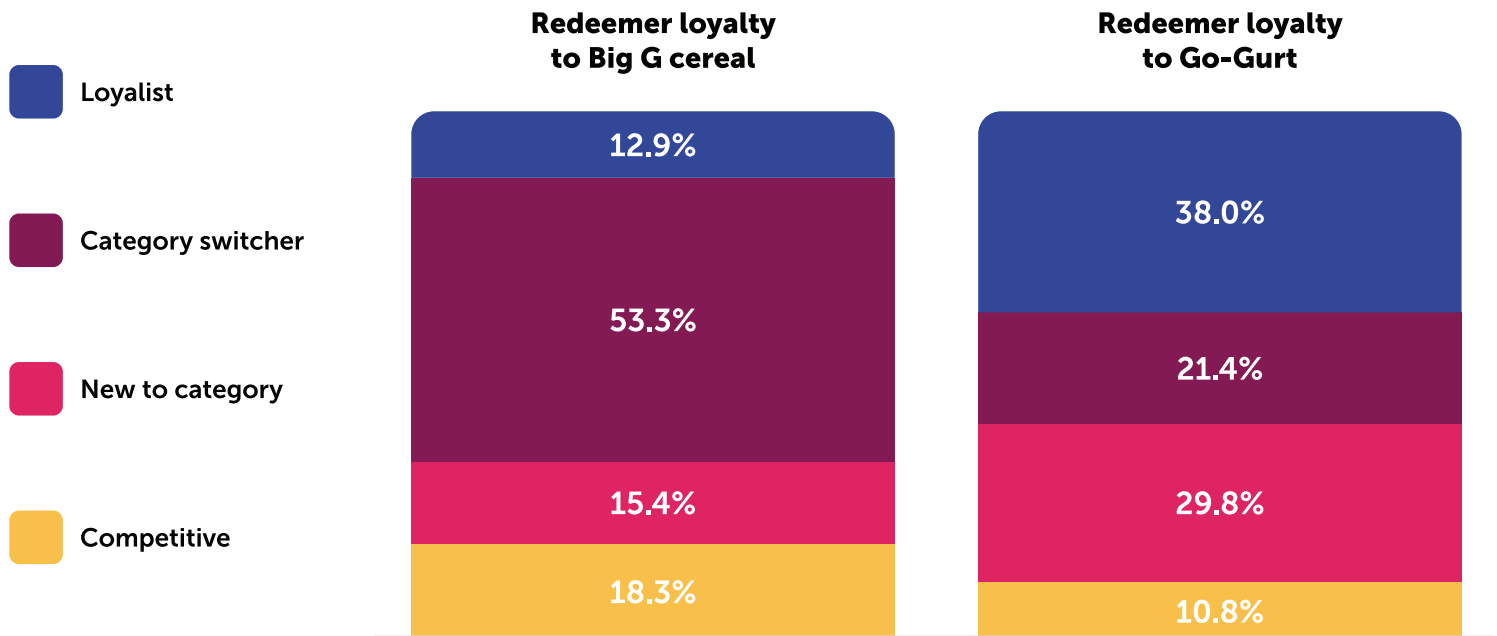
Cold cereal market share on Ibotta





General Mills Go-Gurt dominated the yogurt category post campaign launch, with a market share gain of 9.1 points.

Significant for a category leader, the tables below show the percentages of new shoppers won over by General Mills across Private Label and value brands, when activating.



To learn more about how General Mills is partnering with Ibotta to win back market share, check out the full case study [HERE](#) or contact your Ibotta representative today!