



Ibotta Properties connect brands with millions of millennial consumers. Through our mobile app and desktop browser extension meet consumers where they shop with omnichannel rewards.

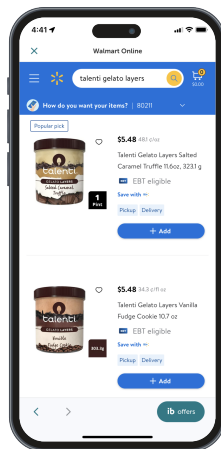
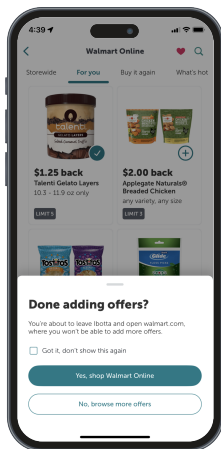
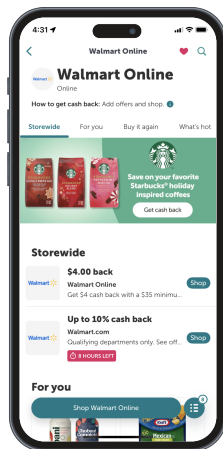
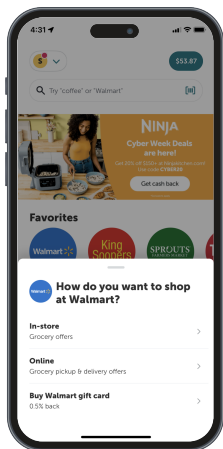
Unmatched scale



49.5M
registered users

525K
average daily sessioners

\$1.4B+
in cash back earned by Savers



- 1 Choose how to shop
- 2 Explore offers
- 3 Select "Shop Walmart Online"
- 4 Make a qualifying purchase and earn cash back!

Brand benefits



Engaged audience at scale

19 million rebates redeemed per month on the industry's largest mobile promotion platform



100% pay-per sale

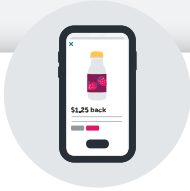
Rich mobile media engagements generate awareness, purchase intent, and drive trial



Actionable insights

Redemptions, user demographics, incrementality, custom surveys & more

The future of promotions



Brand offers

Brands work with Ibotta to promote products across a wide ecosystem of digital properties



Distribute across the network

Ibotta presents offers on distribution partner properties including top retailers like Walmart & Dollar General







Drive sales with efficient ROI

The Ibotta Performance Network is a superior alternative to FSIs and digital coupons

Cash back content goes further for Advertisers

Make your budgets stretch farther on the Ibotta Performance Network. Reach platforms with more than 120 million shoppers and pay only when it leads to a verified unit sold.

-  Average **7X ROAS** across the IPN*
-  Average **50% lift** in incremental units sold across the IPN*
-  Average **42% of conversions** were new-to-brand across the IPN**
-  Average **purchase cycle shortened by 70%** across the IPN***



*On campaigns that ran incrementality tests, Sep. 2022 through Jan. 2023. Median incremental unit lift over all statistically significant studies as of 3/1/2023. Calculation does not include user rewards. **On all campaigns, Sep. 2022 through Jan. 2023. ***Source: ipn.ibotta.com/blog/general-mills-case-study

Questions? ipn.ibotta.com/contact