



Know your source: Ibotta measurement methodology, explained

How to drive 49%+ median incrementality while going beyond typical metrics to understand shopper behavior

There's no 'one size fits all'.

Success criteria will differ between intent to expand the base and drive trial versus intent to encourage existing buyers to purchase more.

To become the #1 consumer rewards platform for brands and retailers, the Ibotta team knew that delivering an amazing Saver experience with extensive content, or unprecedented scale — it wouldn't be enough.

Since proven performance to brand and retailer partners was also essential, the Company adopted **four fundamental principles to drive that success:**

1 Let the strategy determine the KPI

2 Measure at the level you execute

3 Avoid bias in methodology

4 Utilize the most complete and quality data

Understanding the 4 fundamental principles

1 Let the strategy determine the KPI

- Ibotta's Client Partnership team focuses on understanding clients' objectives, advising on targeting strategies and aligning on how to measure success during and post campaign.
- The Company's analytics capabilities are robust yet agile, allowing us to measure what means most to the brand based on the strategy.

2 Measure at the level you execute

- Ibotta communicates with consumers, i.e., people. Not markets, not stores, not cohorts.
- Measurement is at the user level, enabling brands and retailers to go beyond typical ROAS or iROAS metrics to provide insights into impacts to consumer behavior.

3 Avoid bias in methodology

- Ibotta has adopted an experimental design approach, such that if incrementality is an aligned-upon KPI for a given campaign, a randomized 5% holdout is created during campaign setup and withheld from the treatment.
- Once the campaign is complete, campaign-period sales of the treatment group is compared to that holdout, projecting to total population. The difference is then tested for statistical significance.

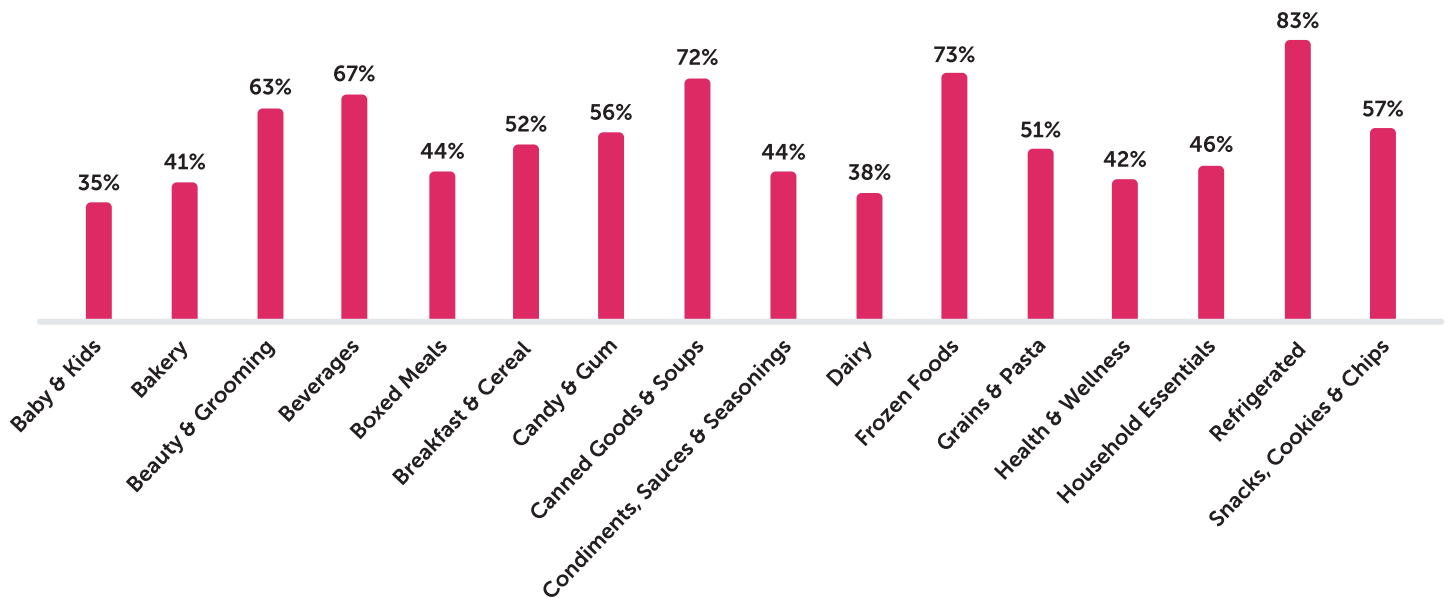
4 Utilize the most complete and quality data

- Having the largest panel of verified buyers with omnichannel purchase information, Ibotta limits the measurement sample to the linked loyalty card population, where both incentivized and organic purchases are captured.

Proven, real-world performance with ~50% of all influenced sales being incremental

With this tried and true, four-principle method, Ibotta has conducted over 3,600 tests, allowing for campaign benchmarking and category comparisons. Across all statistically significant results, Ibotta drives a median incrementality of 49.9% — which is to say ~50% of all influenced sales are incremental to the brand being measured.

Median incremental lift by category



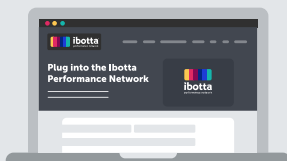
With proven performance, proprietary 1:1 omnichannel purchase data, Ibotta delivers.

 Targeted promotions

 Unrivaled data analytics

 Incremental sales

 Unprecedented scale



Know your source. Get in touch with your Ibotta rep or inquire [HERE](#) to learn more about identifying new opportunities for effective promotional strategies.