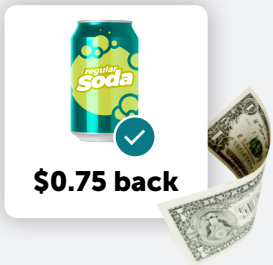




Retailer partner solutions

Why retailers and publishers work with us

Retail leaders like Walmart, Dollar General, Kroger and Family Dollar trust Ibotta's platform to deliver thousands of digital offers to their customers, and gain access to a comprehensive suite of versatile capabilities.



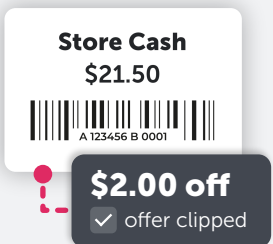
Provide the value consumers expect

Promotions sway 74% of consumers on where they shop¹. Ibotta is fueling publishers with high-value digital offer content to attract, acquire, and retain shoppers.



National offer sourcing

The IPN delivers 4X more national CPG offers than its leading competitor. Rewards programs drive 72% more frequent shopping and 52% higher spending.



Digital offer program flexibility

Offers from the IPN are flexible, giving our publishers the ability to determine how to deploy offers within their ecosystem. Publishers can offer cash back, digital coupons, points, or a hybrid.

Boosting retail loyalty with Rewards as a Service

How it works

Ibotta is pioneering Rewards as a Service with over a decade of direct-to-consumer experience. By leveraging industry-leading rewards technology, we harness custom APIs, real-time anti-stacking, and a multitude of offer types.



Offer inventory management

Our teams handle all offer setup, budgets and financial reconciliation.



Single integration

Unlock key features like anti-stacking measures, offer flexibility and multi-banner support to streamline your program.



Personalization & display

Turnkey API suite to provide relevant and personalized offer content to your customers.



Offer adjudication

Real-time ability to manage transactions, returns and eliminate fraud risk.



White-glove consultation

10+ years of experience across UX, marketing and architecture to ensure your program is set up for success.



Coordination of promotions

Distribution on the IPN prevents offers from being redeemed more than once for a single purchase.



Flexible, data-driven, and simple: Unlocking loyalty at no cost

Digital offer flexibility

Ibotta supports diverse sources of offer funding, including national, shopper, and retailer-funded offers.

Offer types include:

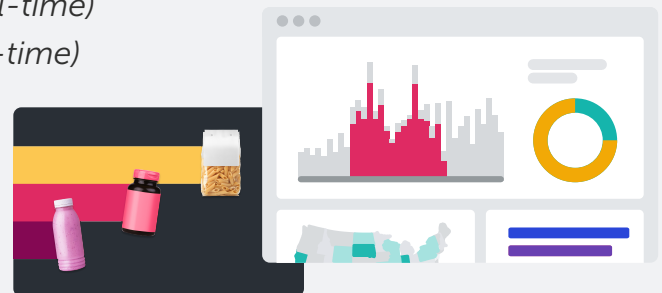
- Item-level offers (i.e. Buy 1, Free, BOGO)
- Portfolio offers (i.e. Spend X, Earn Y)
- Targeted offers (publisher defined & funded)
- Private label
- Beer, wine & spirits



Advanced reporting

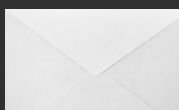
Ibotta is a data-driven, technology-focused organization. Publisher partners receive a unique login to a dashboard, providing them with real-time customizable performance metrics.

- Unique registered program users (daily, weekly, all-time)
- Offer activations & redemptions (daily, weekly, all-time)
- Top categories and UPCs
- Transactions with redemptions
- Total customer value
- **and more!**



Simple integration, no cost to you

The Ibotta Performance Network unlocks manufacturer funded offer content for your loyalty program at no cost to you. Not only that, but our comprehensive suite of APIs enables easy development and flexibility, giving you the reins when it comes to your customer experience.



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