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Ibotta Launches Dynamic Segmentation, Partners with LiveRamp to Drive Incremental Sales for Retailers

Enhanced industry-leading customer segmentation technology creates personalized shopping experiences

DENVER, May 11, 2016 /PRNewswire/ -- As part of its mission to help retailers drive incremental sales and new customer acquisition, Ibotta, the leading mobile shopping app that pays consumers cash back on their everyday purchases, today announced the launch of Dynamic Segmentation. This capability allows marketers to leverage their Customer Relationship Management (CRM) data to intelligently create segmented campaigns by delivering personalized media content and rebates based entirely on a consumer's relative brand loyalty. Ibotta is partnering with LiveRamp, the leading provider of data connectivity and onboarding services, to further enhance its Dynamic Segmentation offering.

Ibotta's 100 percent logged-in mobile platform allows retailers to ensure that each consumer is exposed to a unique offer and branded interaction that's relevant to their prior purchase behavior. For example, retailers can show a loyal customer a more modest rebate and reserve the most compelling offers to entice new customers. Variable cost structures ensure that retailers' marketing dollars are allocated towards promotions that support their primary acquisition objective, while still driving incremental trips and higher average basket sizes across loyal and occasional shoppers.

"We understand the importance of customer acquisition to our retail partners and know that they're looking to partner with digital platforms that can support their strategic priorities," said Bryan Leach, CEO of Ibotta. "Unlike other third party rebate or couponing apps, Ibotta helps retailers be smarter about their spending. This partnership further allows them to move away from a one-size-fits-all marketing approach and ensure that the appropriate amount of spend is allocated to new customer acquisition."

Ibotta can easily ingest retailers' CRM segments directly from LiveRamp to determine which Ibotta users should see which offers and media content. The data matching process requires minimal setup, and data is continuously updated in real-time as customer segments evolve.

"Retailers are increasingly focused on using technologies that can help them acquire new customers and measure incrementality," said Travis May, president and GM of LiveRamp. "Through our partnership with Ibotta, we look forward to helping retailers get the most out of their CRM data and drive truly incremental sales."

About Ibotta
Ibotta is the leader in offline performance-based mobile marketing, delivering interactive media content to 15 million+ users before they go shopping. With Ibotta, users are able to

engage with the brand, unlock rebates at their favorite stores, and earn cash back for making qualifying in-store purchases.

Headquartered in Denver, CO, Ibotta is transforming the consumer shopping experience by making it easy for shoppers to earn cash back on their mobile phones. The company partners with leading brands and retailers to offer cash back on groceries, electronics, clothing, gifts, home and office supplies, and to date has paid out more than $75 million in earnings to shoppers. Launched in 2012, Ibotta has more than 15 million downloads and is one of the most frequently used apps in the U.S. For more information, please visit www.ibotta.com.

About LiveRamp
LiveRamp connects more than 300 digital marketing platforms and data providers. By onboarding customer data into the targeting, measurement, and personalization products developed by our partners, we help leading brands eliminate data silos and run more efficient marketing programs. LiveRamp is an Acxiom company, delivering privacy safe solutions to market and honoring the best-practices of leading associations including the Digital Advertising Alliance's (DAA) ICON and App Choices programs. For more information, visit www.LiveRamp.com.

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