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Ibotta Launches LiveLift™ for CPG Brands

In-flight campaign measurement and optimization tool to drive incremental sales at scale, reimagine performance marketing for CPGs

DENVER--(BUSINESS WIRE)-- Ibotta, Inc. (NYSE: IBTA), the performance marketing platform for promotions, announced today LiveLift™, a breakthrough tool designed to help Consumer Packaged Goods (CPG) brands maximize the profitability of their promotions. LiveLift allows brands to measure and optimize their campaigns while they are live, helping achieve profitable revenue growth. Multiple leading brands, including Liquid Death, Kimberly-Clark Corporation, and Hain Celestial took part in successful campaigns during the tool's pilot phase, and demonstrated LiveLift's ability to drive incremental sales lift, velocity and faster repurchase cycles.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20251103575513/en/

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"LiveLift brings the principles of performance marketing such as flexibility and responsiveness to promotions, giving marketers an enhanced ability to set incremental sales targets, measure and optimize campaigns in an ongoing way to drive profitable revenue growth and expand market share," said Bryan Leach, CEO and founder of Ibotta. "Marketers have come to expect precise measurement in their digital marketing efforts, but historically did not have access to the same level of capabilities for digital promotions. LiveLift enables brands to reinvent their national promotion strategy, allowing them to drive incremental volume at scale with control and efficiency."

The unique capability demonstrates Ibotta's continued commitment to creating a gold standard of performance marketing for the CPG industry. Currently, Ibotta is piloting LiveLift with some of the world's leading CPG brands, and in the future plans to roll it out more broadly with features that allow for increasing frequency of campaign measurement and greater optimization capabilities.

"We're energized by strategic partners like Ibotta that are a precise mix of innovation and tactical execution, and that ultimately help drive revenue growth for our company, including increases in sales and quicker purchase cycles we saw during our LiveLift pilot," said Benoit Vatere, Chief Media Officer at Liquid Death. "LiveLift gives us an enhanced ability to measure incremental sales lift, ultimately empowering us to make better informed investment decisions on an ongoing basis."

LiveLift comes on the heels of Ibotta's recently announced strategic partnership with Circana, LLC, a leading global advisor on the complexity of consumer behavior. Initial Circana Household Lift studies completed during the partnership proof-of-concept showed that Ibotta campaigns resulted in strong incremental sales that exceeded category benchmarks for other media investments.

Today's announcement precedes CEO Bryan Leach's mainstage appearance on November 4 at Adweek's Brandweek event, a forum for brand leaders from all corners of the marketing ecosystem to connect, exchange ideas, and imagine the future of branding. Leach will take the stage alongside Liquid Death's Vatere to dive into how data, measurement and optimization are transforming the shopping experience.

For more information and to learn more about how Ibotta is building the first performance marketing platform for CPGs, visit Ibotta.com.

About Ibotta ("I bought a...")

Ibotta, Inc. (NYSE: IBTA) is the leading provider of digital promotions for CPG brands, reaching over 200 million consumers through a network of publishers called the Ibotta Performance Network (IPN). The IPN allows marketers to influence what people buy, and where and how often they shop – all while paying only when their campaigns directly result in a sale. American shoppers have earned over $2.5 billion through the IPN since 2012. Ibotta is headquartered in Denver and has been listed as a top place to work by The Denver Post and Inc. Magazine.

Forward-Looking Statements

This press release contains "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. Any statements relating to expectations concerning matters that are not historical facts may constitute forward-looking statements. Forward-looking statements may include, without limitation, statements by our management and statements about the capabilities and benefits of our partnership with Circana. When words such as "believe," "expect," "anticipate," "will", "outlook" or similar expressions are used, the Company is making forward-looking statements. Although the Company believes that the expectations reflected in such forward-looking statements are reasonable, it cannot give readers any assurance that such expectations will prove correct. These forward-looking statements involve risks, uncertainties and assumptions, including those related to the Company's relatively limited operating history, which makes it difficult to evaluate the Company's business and prospects, the demands and expectations of clients and the ability to attract and retain clients. The actual results may differ materially from those anticipated in the forward-looking statements as a result of numerous factors, many of which are beyond the control of the Company. These and other factors are disclosed in the Company's reports filed from time to time with the Securities and Exchange Commission, available at www.sec.gov. Readers are urged not to place undue reliance on these forward-looking statements, which speak only as of the date of this press release. The Company does not intend to update any forward-looking statement contained in this press release to reflect events or circumstances arising after the date hereof, except as required by law.

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