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Ibotta Reimagines Shopping App to Introduce Personalized Cash-Back Offers, Faster Receipt Capture and Expanded Product Inventory

Rapid Inventory Growth Prompts Design Overhaul to Personalize User Experience and Deliver on New Brand Promise "Life Rewarded"

DENVER, May 23, 2017 /PRNewswire/ -- [Ibotta](#), the leading shopper rewards app, whose users have earned more than \$200 million in cash back on everyday purchases, today introduced a completely retooled version of its app with an improved, personalized user experience to help shoppers discover relevant rebate offers and earn more cash back faster than ever.



Consumers who download the new version will notice the app's refreshed look and feel, with a brand-new color scheme, navigation improvements to make finding and redeeming rebates easier, faster receipt scanning, and enhanced recommendations that deliver the most relevant rebate offers. It's the most comprehensive overhaul of the app since its 2012 launch.

New recommendation engines and receipt capture technology headline the new version of Ibotta. The upgrades, which drove an increase of 17 percent cash back for beta testers, accommodate accelerated inventory growth beyond grocery categories and create a more personalized shopping experience that was previously not possible. New optical character recognition technology doubles the speed of receipt capture, delivering cash back faster to users.

"Ibotta's inventory has swelled to more than 1,300 brands and retailers, and we quite literally outgrew our own app," said Bryan Leach, founder and CEO of Ibotta. "To accommodate this inventory growth and provide our millions of users with a more personal and intuitive shopping experience, we redesigned and rebuilt the app from the ground up."

The reimagined app supports Ibotta's new brand promise, "Life Rewarded," which reflects the company's commitment to rewarding users and their families with time saved and cash

back earned through savvy purchase decisions, no matter where they shop. Ibotta is the single destination for rewarded shopping on mobile, whether consumers are buying groceries, clothing, electronics or shopping online through partners such as Jet, Groupon and Hotels.com.

Enhanced Shopping Features

Ibotta engineers spent the last nine months creating personalization tools to ensure each user views only the most relevant products and offers, based on their specific shopping habits. Now, Ibotta users will be better connected with the brands they trust, the products they love, and the personalized offers they want, to earn the most cash back on everyday purchases.

More than 1,700 usability tests went into perfecting Ibotta's UI and UX relaunch. In addition to a sleek new look and feel, updates to Ibotta's more modern user interface include:

- Illustrations and animations to provide moments of user delight
- Enhanced search capabilities
- Improved accessibility features for increased user friendliness

In addition to upgrading the app's back end, Ibotta created a more comfortable, one-handed shopping experience by shifting the app's display from its previous horizontal scroll to a more user-friendly, vertical scroll. Additionally, Ibotta's engineers reconfigured the app's browsability.

Whether users are planning an upcoming shopping trip, using the app in-store, or just browsing current offers, Ibotta's new interface will enable users to more easily discover and save the most relevant rebates from their favorite brands and retailers.

To learn more about Ibotta, visit www.ibotta.com.

About Ibotta

Headquartered in Denver, CO, Ibotta ("I bought a...") is transforming the shopping experience by making it easy for consumers to earn cash back on everyday purchases through a single smartphone app. The company partners with leading brands and retailers to offer rebates on groceries, electronics, clothing, gifts, home and office supplies, restaurant dining, and more. Ibotta is the premier destination for rewarded shopping on mobile, and has paid out more than \$200 million in cash back to its users. Launched in 2012, Ibotta has nearly 22 million downloads, and is one of the five most frequently used shopping apps in the United States.

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