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DoorDash and Ibotta Partner to Help Consumers Save on Everyday Purchases

DENVER--(BUSINESS WIRE)-- Ibotta (NYSE: IBTA), which operates the largest digital promotions network in North America, and DoorDash (NASDAQ: DASH), the local commerce platform, today announced a multi-year strategic partnership to provide DoorDash customers with access to Ibotta's industry-leading catalog of digital promotions. In joining the Ibotta Performance Network (IPN), DoorDash continues to create value for consumers with personalized promotions and coupons to further save on items in a range of categories including grocery, health and beauty, home improvement, alcohol, and more.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20250107582104/en/>



For CPG brands, this new partnership creates an enhanced opportunity to reach consumers across DoorDash's footprint of over 115,000 non-restaurant stores on its Marketplace in North America. As the leading promotions network in the U.S., the IPN helps brands maximize incremental return utilizing pay-per-sale efficiency and AI-driven optimization while delivering digital promotions at unprecedented scale.

"We are thrilled to enter into this partnership with DoorDash, expand the reach for our thousands of brand

Ibotta and DoorDash announce multi-year strategic partnership. (Graphic: Business Wire)

partners, and continue to advance our presence in the growing on-demand delivery space,"

said Bryan Leach, founder and CEO of Ibotta. “DoorDash has long been an innovative leader in local commerce, and we are honored to be their provider of digital offers for grocery, beer, wine and spirits, and other general merchandise categories. This partnership is especially impactful as brands continue looking to the IPN to reach new audiences, expand their market share, and drive incremental units.”

“We’re focused on meeting consumers’ expectations and helping them find more value on everyday purchases,” said Fuad Hannon, VP of New Verticals at DoorDash. “Our partnership with Ibotta brings an unmatched abundance of digital offers to consumers to help them save on groceries, essentials, gifts and more. This partnership enables CPG brands to meet consumers during timely and relevant points of purchase.”

Ibotta-provided offers are expected to be live across DoorDash’s Marketplace later this year.

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

[Ibotta](#) (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 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.

About DoorDash

DoorDash (NASDAQ: DASH) is a technology company that connects consumers with their favorite local businesses in more than 30 countries across the globe. Founded in 2013, DoorDash builds products and services to help businesses innovate, grow, and reach more customers. DoorDash is your door to more: the local commerce platform dedicated to enabling merchants to thrive in the convenience economy, giving consumers access to more of their communities, and providing work that empowers.

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