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Ibotta Launches New Performance Marketing Platform to Accelerate Traditional Retailers' Mobile Commerce Efforts

Target, Walgreens, PetSmart, and Other Leading Brands Join Ibotta's "Mobile Marketplace" as the Popular Shopping App Hosts First Mobile Innovation Summit

DENVER, Sept. 19, 2017 /PRNewswire/ -- [Ibotta](#), the third most-used shopping app in the United States, today announced the launch of a new performance marketing platform, powered by [Button](#), allowing traditional retailers to leverage the fast-growing rewards app and drive new and high-value mobile users to their brands. The announcement comes as Ibotta hosted its inaugural [Mobile Innovation Summit](#), which brought over 100 executives in mobile commerce, retail, consumer packaged goods and advertising to Denver, Colorado, for an invitation-only conference.



Retail heavyweights Target, Walgreens, PetSmart, Sears, Barnes & Noble and more, join market leaders eBay, Groupon, Hotels.com, and Jet, in Ibotta's new merchant integration model, tapping into the explosive opportunity the Ibotta and Button teams developed to enhance customer acquisition and generate impactful mobile results.

Leading retailers applied to join the program during a week-long enrollment period in July, and today Ibotta is welcoming more than 30 premium merchants into its high-performing Mobile Marketplace just in time for the upcoming holiday shopping season. Ibotta's Mobile Marketplace now boasts more than 50 leading brands and is on pace to power 500 million dollars in consumer mobile spending for 2017.

Button's express onboarding path has opened the floodgates on inventory within the Ibotta app to include exclusive mobile offers on groceries, electronics, clothing, gifts, home and office supplies, restaurant dining, travel and more. As part of the performance-based program, retail partners can also feature rewards offers in the app through existing affiliate networks. As a result, retailers are able to unlock new marketing opportunities to generate lower costs on first purchases and higher conversion rates.

"By combining the strengths of both our platform and Button's in this new performance marketing program, retailers have the unique opportunity to tap into a vibrant and engaged community of shoppers with a guarantee to generate meaningful results," said Bryan Leach, Founder and CEO of Ibotta. "Ibotta has become the single starting point for all rewarded shopping on mobile, no matter what the consumer is looking to buy."

"With Ibotta growing to become the third most-used shopping app in the U.S., according to App Annie, it's been remarkable to witness the impact Ibotta can have on their partners' businesses," said Michael Jaconi, Founder and CEO of Button. "Many public companies on Button's platform now see Ibotta as one of their largest and most effective channels of mobile user acquisition. The fun part is, they're just getting started."

New additions to Ibotta's expanding Mobile Marketplace include:

Backcountry
Barnes & Noble
Charlotte Russe
Choice Hotels
Enterprise Rent-A-Car
Extended Stay America
Foot Locker
Hotwire
LivingSocial
PetSmart
Sears
Target
Tech Armor
Vitacost.com
Walgreens

Retailers interested in joining the next wave of Ibotta and Button's affiliate program may apply at ibotta.com/affiliate.

About Ibotta

Headquartered in Denver, CO, Ibotta ("I bought a...") is transforming the shopping experience by making it easy for consumers to earn cash rewards on everyday purchases through a single smartphone app. The company partners with leading brands and retailers to offer rewards on groceries, electronics, clothing, gifts, home and office supplies, restaurant dining, and more. Named one of Inc. magazine's Best Workplaces for 2017, Ibotta is the premier destination for rewarded shopping on mobile, and has paid out more than \$225 million in cash back to its users. Launched in 2012, Ibotta has nearly 23 million downloads, and is one of the three most frequently used shopping apps in the United States.

About Button

Button (www.usebutton.com) is the mobile partnership platform for the world's leading brands, providing a scalable solution and the simplest way to build partnerships that drive commerce. Through proprietary technology and hands-on service, Button facilitates discovery and transaction among consumers with a user-first experience. Current partners on the platform feature industry leaders such as Hotels.com, Condé Nast, eBay, Groupon, Uber, Foursquare, Booking.com, and more.

The company was founded in 2014 and was voted the number one place to work in NYC by Crain's magazine and a Best Workplace in the U.S. by Inc. Magazine. Button has raised more than \$34 million in Seed, Series A, and Series B funding from Norwest Venture Partners, Redpoint Ventures, Greycroft Partners, DCM Ventures, Accomplice Ventures, VaynerRSE and others.

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