

ibotta®

Doubling retargeting success with AppsFlyer Audiences

A one person team built out an otherwise manual segmentation process with Audiences to see positive ROI across their user base.

BACKGROUND

Ibotta is a free cash back rewards and payments app that gives users real cash for everyday purchases when they shop and pay through the app. The Denver-based company has steadily grown its user base since 2011 to become the highest-rated cash back and rewards app in the App Store with nearly 1 million reviews. But acquiring a user is only the beginning of the Growth team's strategy. Ibotta's business model relies on users integrating the application into their daily purchasing habits, from grocery to online shopping and now payments. This means that effective reengagement and retention is paramount to their success.

APP CATEGORY

Shopping

HEADQUARTERS

Denver, Colorado

COMPANY SIZE

500 employees

FOUNDED

2011

103%

Increase
in marketing spend
without increasing resources
when using Audiences

789

Million Dollars
cash back paid to
Ibotta savers

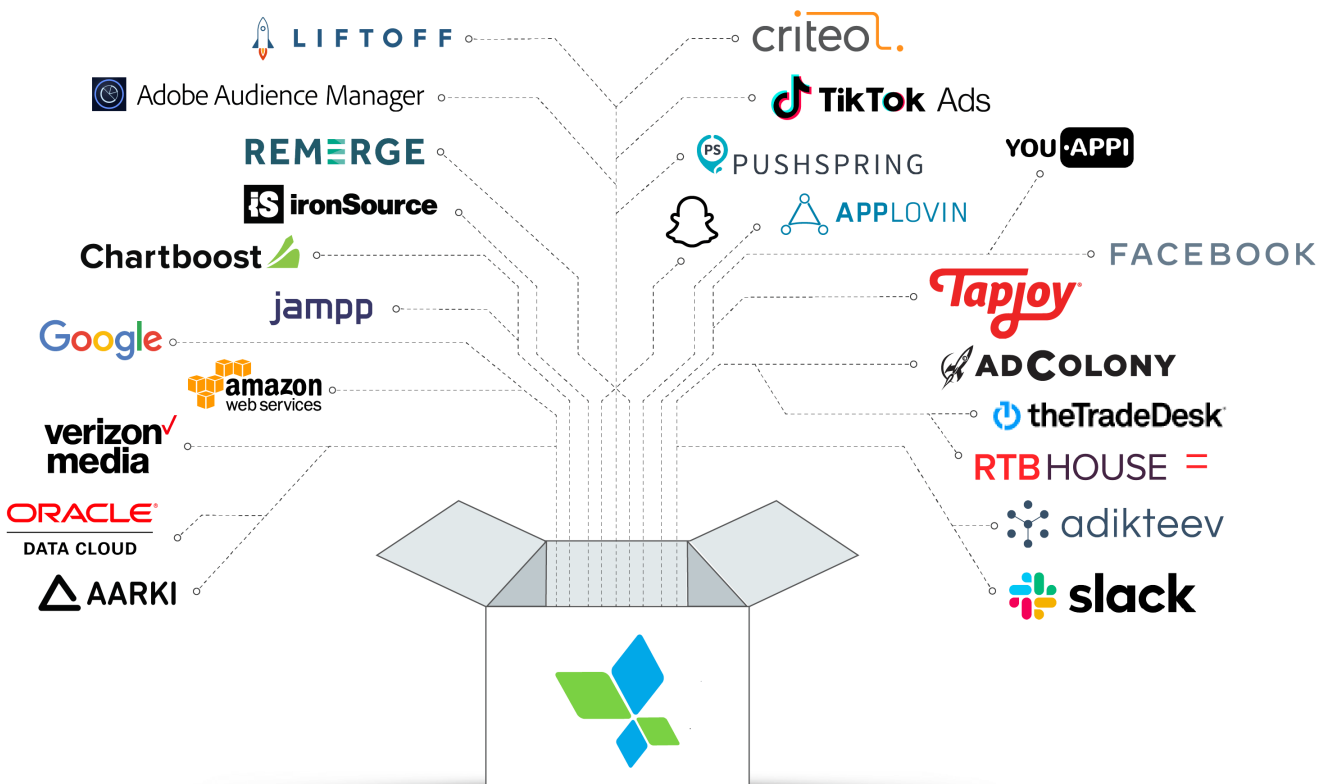
CHALLENGE

Ibotta needed a way for a one person team to effectively launch and manage complex retargeting campaigns at scale. Syncing dynamic audiences with every network partner on a daily basis **was** a time consuming, manual process with little control and consistency. Ibotta lacked confidence that their dynamic audiences were being properly synced and applied across every partner. This also limited their ability to test the success of new networks at scale.

SOLUTION

AppsFlyer's powerful Audiences management solution enabled Ibotta to build and deploy advanced segments across their ecosystem of partners and networks. This ultimately rendered the audience creation and deployment process more manageable and reliable, a key component to an advanced retargeting strategy.

Audiences connects Ibotta to AppsFlyer's extensive list of pre-configured API integrations





"With Audiences from AppsFlyer, I've been able to scale our retargeting campaign quickly and increase our spend by 103% without expanding my team or resources."

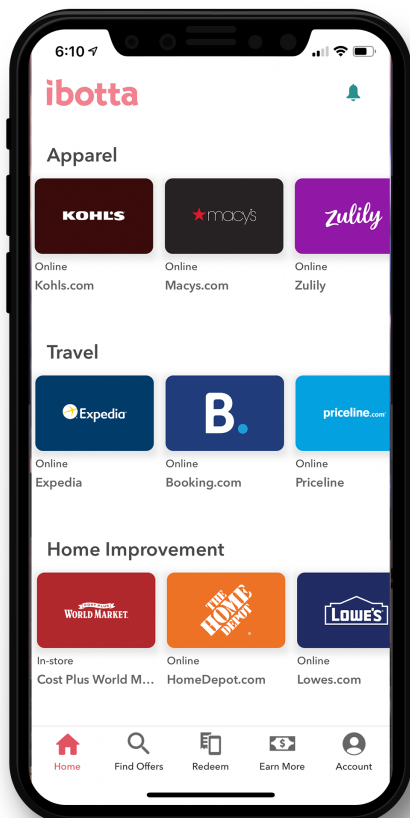
Chris Del Bene, Senior Growth Marketing Associate, Ibotta

IMPACT

Audiences provided Ibotta with significant time savings, allowing a one person team to double their retargeting efforts and increase spend by 103% without additional resource investment. With the team running all of their retargeting campaigns via AppsFlyer, Ibotta could easily test out new ad networks with confidence, knowing their segmentation rules were being correctly applied across every partner integration and their data was comprehensive and accurate.

LOOKING FORWARD

The time savings and overall success of this integration also made it possible for Ibotta's marketing team to focus on new growth initiatives. This included the deployment of incrementality testing powered by AppsFlyer, which assessed the lift from each new retargeting channel.



APPSFLYER'S KEY BENEFITS

- ✓ One-Click connection with over 45+ network partners and precise audience builder for optimal retargeting at scale
- ✓ Ability to import pre-existing audiences or custom audiences to segment further and connect to partner networks in just one flow
- ✓ Advanced analytics providing visibility into raw data to provide a clear baseline to set up a successful A/B test and measure the incremental impact of their retargeting activity

