



In partnership with The Trade Desk, IMG is a managed service offering designed to help marketers amplify their Ibotta rebate campaigns with targeted off-platform digital media. IMG helps answer, **“how does digital media impact product sales and Ibotta redemptions?”**



Aim

Set the strategy and execute the plan



Activate

Reach relevant consumers with personalized ads



Attribute

Measure the 1:1 sales impact of the campaign

Craft the perfect message



Ibotta's best-in-class creative team will build digital assets designed to entice consumers to purchase your brand

Target the right consumers



Leverage Ibotta's deterministic purchase dataset to target consumers that have the highest propensity to buy your brand

Measure the sales impact



Tie media impressions to retailer specific Ibotta redemptions and organic sales to accurately calculate, ROAS, CPUM, etc.

Shouldn't all media buying be this easy?

Contact data@ibotta.com for more info

Case study: tier 1 laundry care brand

15M+
targeted
campaign
impressions

<\$2
cost per unit
moved (i.e., CPA)

55k+
total product-
level sales

17k+
Ibotta rebate
redemptions

2.8x
return on ad
spend ("ROAS")