



A direct line to the target audience

Ibotta helps brands reach and influence millions of shoppers through the Ibotta Performance Network.

WHAT CHALLENGE WAS IBOTTA FACING IN ITS MARKETING EFFORTS?

Ibotta partners with leading brands and retailers to provide cash back rewards for their customers. The goal was to reach and engage decision-makers with their industry insights, but the primary challenge was ensuring its reports and research were landing in front of the right audience at the right time.

PRODUCTS USED

- Dedicated Send Email Blasts
- Premium Above-the-Fold Takeover Newsletter Ads
- Native Rectangle-Text Newsletter Ads



SmartBrief provides a direct line to an attentive, professional audience. Their ability to place our thought leadership within a trusted editorial context has etched their place in our strategy.

Jackson Palmer

SENIOR MARKETING STRATEGIST AT IBOTTA





7 Retail Trends to Watch in 2025

With trends emerging for the new year, see how brands and retailers are approaching their marketing strategies and spend. From machine learning to AI, technology will be at the forefront of 2025. Take a closer look at these trends and more.

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HOW DID SMARTBRIEF HELP IBOTTA DRIVE AWARENESS AND ACTION?

Ibotta targeted several of SmartBrief’s premier retail and consumer goods audiences throughout their 2025 campaign, including CPG brands, grocers, big box stores, mass merchant retailers, and more. An ongoing cadence of ads across a variety of tactics such as high impact email blasts, native news sponsorship, and display advertising helped Ibotta outperform SmartBrief’s benchmark engagement metrics to achieve their brand awareness and lead generation goals.

NRF SmartBrief
TODAY'S TOP RETAIL NEWS

NRF
National Retail Federation

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Ace the Back-to-School Season
Get the guide

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TOP STORY
Active consumers buoyed Dick's Q1 sales
Growing consumer interest in maintaining active lifestyles, despite economic challenges, fueled a 4.5% first-quarter same-store sales increase for Dick's Sporting Goods, the company reported Wednesday. The retailer, which recently announced plans to buy rival Foot Locker for \$2.4 billion, expects to generate 2025 revenue of up to \$13.9 billion, and it is maintaining its full-year same-store sales growth forecast of 1% to 3%. **Full Story:** CNBC (5/28), The Wall Street Journal (5/28)

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Lunch Meal Kit

Prepare for Back-to-School

Get the latest insights on expected back-to-school shopping trends and understand the impact of digital promotions for the season during this back-to-school season.

WHAT RESULTS DID IBOTTA ACHIEVE?

1,112,000+ Impressions

4,900+ Total Clicks

1,350+ Leads

Strong audience engagement and lead generation have helped to nurture Ibotta’s major accounts and drive new pipeline growth.



“We chose SmartBrief because of the high relevance and authority of their editorial environment. SmartBrief offers a dedicated, high-value audience that aligns with our specific industry verticals ... With new innovations and expansion across vertices, they have continued to give us reasons to continue investment.”

Jackson Palmer

SENIOR MARKETING STRATEGIST AT IBOTTA

