ibotta®

Case Study

Utilizing the power of Choozle's digital media buying platform, Ibotta executed targeted display campaigns to drive in-app engagement and redemption for a national food and beverage brand.

choozle

The Objective

- Leverage Ibotta's first-party purchase data to target users programmatically
- Use creative deep links to drive Ibotta users to the food and beverage offers
- Increase user engagement with food and beverage offers as well as redemptions in store

The Solution

Ibotta, a mobile app that enables users to earn cash back on in-store and mobile purchases, activated their first-party purchase data on the Choozle platform to drive Ibotta users to an offer from a national food & beverage brand.

Ibotta hypothesized that targeted outreach to key audience segments would increase the velocity of redemption for the offer and help move more units for the brand in store.

Ibotta uploaded four audience segments into the Choozle platform. The campaign resulted in an overall increase in redemption among the four audiences of 6.5%. The food and beverage brand will be able to leverage these and other metrics to better message cross-category for future campaigns. Also notable, the ad groups of the campaign served nearly 95% of impressions across mobile devices, saw an average 0.3% CTR, and a $4.25 CPM.

Key Results

95%
of impressions were served on mobile

6.5% increase
in redemption activity across all audiences

0.30%
click-through rate
(throughout the campaign)

$4.25 CPM
across all ad groups

"Working with the Choozle team was easy and efficient. We were so happy to see so many impressions on mobile and the results truly speak for themselves."

–Josh Demby, Account Executive, Ibottalytics