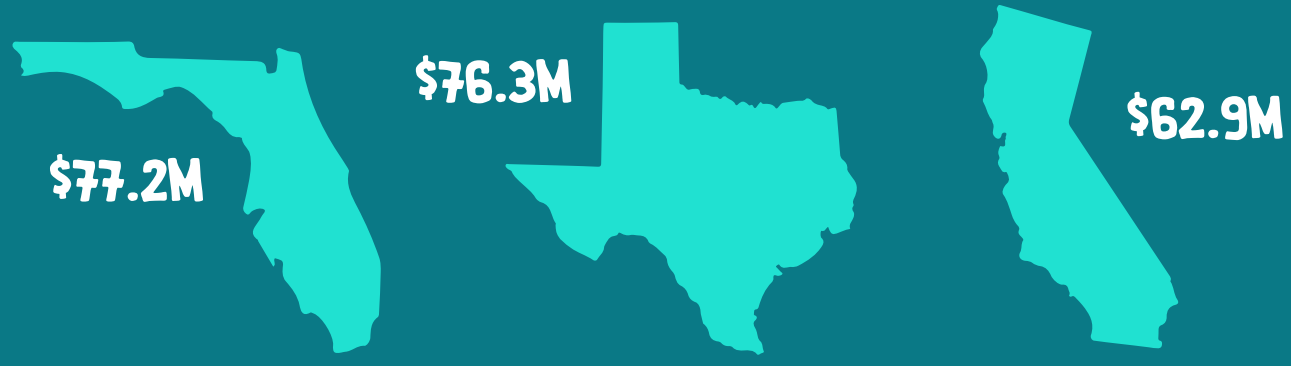
ibotta®

CELEBRATES $1 BILLION

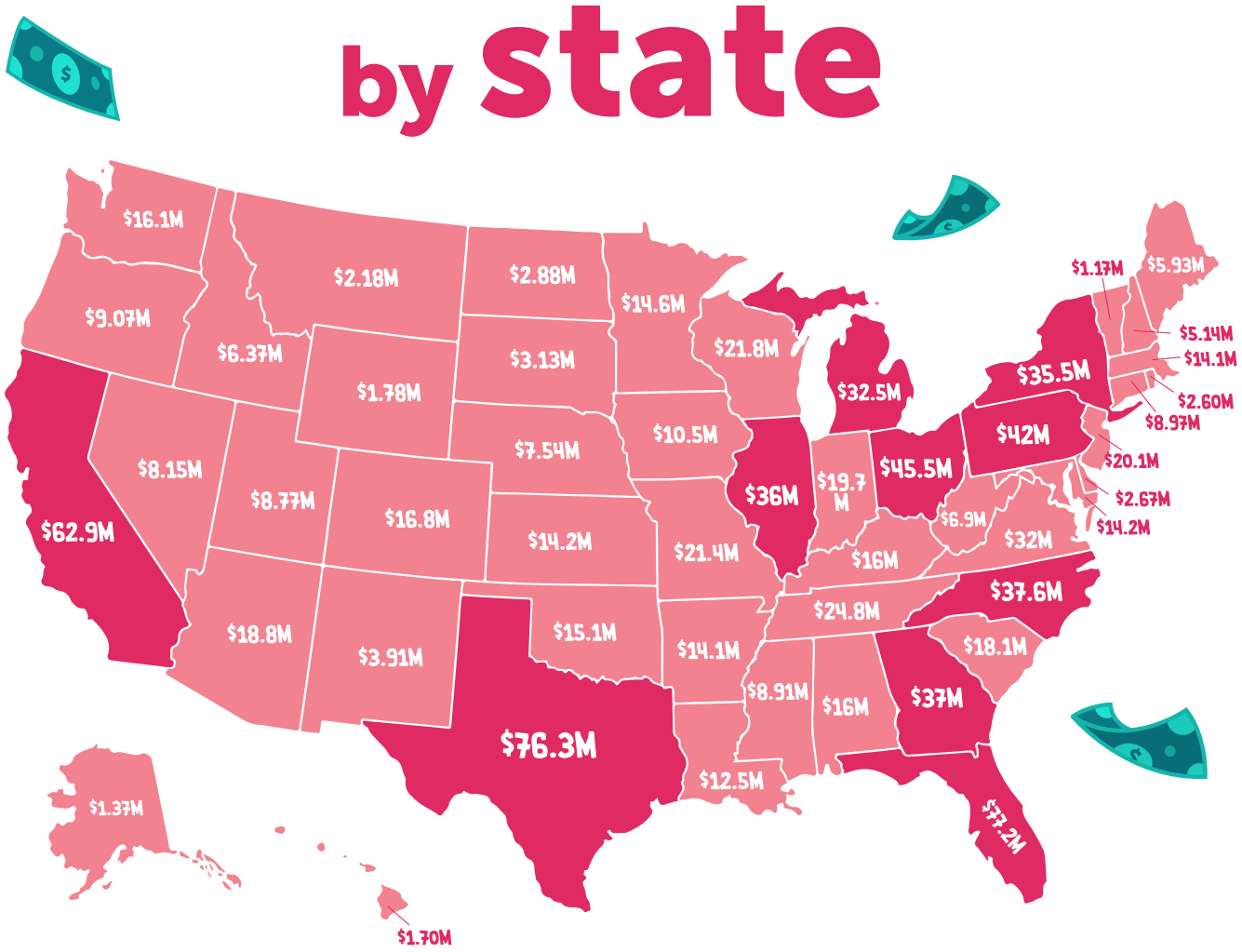
Since 2012, Ibotta has helped consumers earn $1 billion in cash back on groceries, household goods, online purchases, travel, dining out, and so much more. That's a whole lotta cash back, so Ibotta wanted to know...

Who's been earning big?

Based on total cash back earned, Ibotta Savers in **Florida, Texas** and **California** are the biggest shoppers!



Total earnings by state



Top 5 states with the highest average earnings:

MAINE
$83.34

NEW HAMPSHIRE
$73.84

WISCONSIN
$71.30

SOUTH DAKOTA
$68.91

NORTH DAKOTA
$66.65

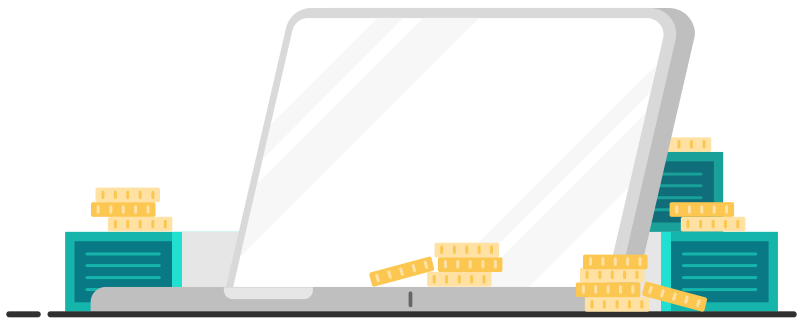
What were Savers buying?

Who doesn't love breakfast and a clean house? **Cereal** and **cleaning products** are two of Ibotta Savers' most purchased items.

Top 3 most popular shopping categories,

in-store + online

1. Frozen foods
2. Beauty & grooming
3. Beverages

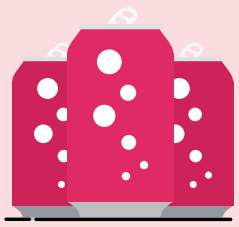


1. Health & wellness
2. Electronics & appliances
3. Household essentials

Most popular items
by total purchases

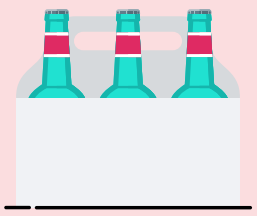
25.58M
Boxes of cereal

16.61M
Cleaning products

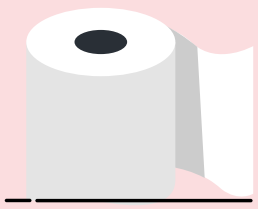


13.02M
Soft drinks

11.27M
Frozen items



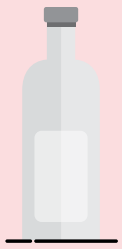
10.73M
Six-packs of beer



7.54M
Packages of toilet paper

7.5M
Bags of chips

6.47M
Loaves of bread

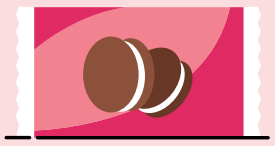


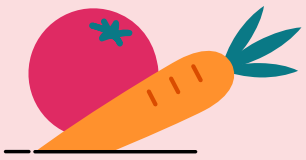
6.22M
Bottles of spirits

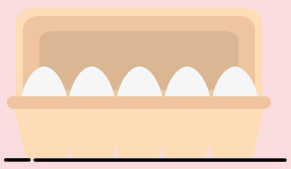
5.77M
Pieces of fruit

5.46M
Bottles of wine

4.87M
Cartons of milk







4.83M
Packages of cookies

3.67M
Cans of soup

2.05M
Vegetables

1.63M
Cartons of eggs

Where were Savers shopping?

Ibotta Savers didn't miss an opportunity to earn cash back in-store and online, favoring the following retailers:

In-store

128M Shopping trips to Walmart

27.09M Shopping trips to Target

26.89M Shopping trips to Kroger

16.17M Shopping trips to Publix

10.56M Shopping trips to Meijer

Online

10.48M Online shopping visits to amazon

1.38M Online shopping visits to Walmart

515M Online shopping visits to Target

510M Online shopping visits to KOHL'S

455M Online shopping visits to Hotels.com

How much did Savers earn?

$1 billion is a lot of cash.

So how much did Savers earn on the most popular items? Here are the high notes:

Vegetables	$519K
Eggs	$883K
Fruits	$2.35M
Soups	$3.05M
Cookies	$4.29M
Bread	$4.42M
Milk	$4.43M
Toilet Paper	$5.38M
Chips	$6.88M
Wine	$8.75M
Soft Drinks	$11.28M
Frozen Items	$11.89M
Spirits	$17.57M
Cereal	$19.08M
Cleaning Products	$22.2M
Beer	$27.48M

ibotta ♥ Our Savers