



Potatoes USA and Ibotta

Reaching shoppers at retail.



BACKGROUND

- Ibotta is one of the **top-used shopping apps** in the United States. The app partners with hundreds of retailers and brands to offer shoppers cash back on their everyday purchases. Its audience reaches across all ages and demographics, with an emphasis on millennial parents.
- Millennial shoppers are the largest market size in the U.S., with 75 million adults aged 20–37 who collectively **have over \$200 billion in annual purchasing power.**

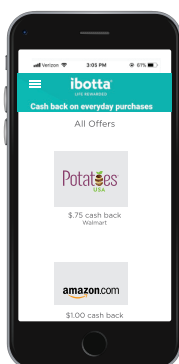


RETAIL TRENDS

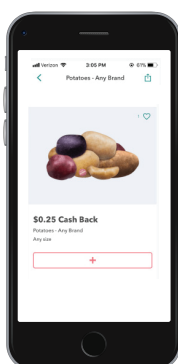
- Retailers are becoming tech companies. Retailers must innovate within the digital space.
- In 2018, Amazon launched its first Amazon Go store, a high-tech cashier-free store. Shoppers are automatically charged for their items (via their Amazon accounts) when they leave the store.
- Walmart acquired Jet.com for \$3 billion in 2016, indicating its intention to get serious about grocery e-commerce.
- Amazon acquired Whole Foods for \$13.7 billion in 2017, a deal that sent shockwaves across both online and brick-and-mortar stores, and indicated a clear shift in the digital grocery space.
- Voice assistants, such as Google Home and Amazon Echo, have moved past simply playing consumers' favorite playlists and now show potential for use within retail (i.e., asking for information about a product on the shelf).



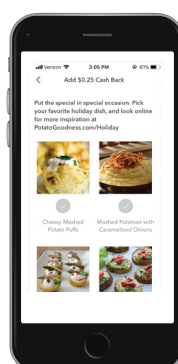
CAMPAIGN OVERVIEW | OCTOBER-DECEMBER 2017



Potatoes USA launched a **campaign on the Ibotta app** that engaged with consumers at the point of purchase and drove interest in fresh, frozen and dehydrated potatoes.



The campaign exclusively **targeted** Ibotta users who hadn't purchased potatoes in the past 30 days but had purchased competitive products, such as rice and pasta.



Shoppers who fit within the targeting guidelines received an **offer** to earn \$0.25 off any potato purchase by answering a poll question within the app about which potato recipe appealed to them the most.



Ibotta verified purchases using **receipt data**, which users are required to upload in order to receive cash back on all the offers they "unlock."

RESULTS



30%

Redemption Rate

Nearly **386,000** users engaged with the potato offer during a two-month period and more than **115,000** users redeemed the offer, for a redemption rate of **30%**, **12%** over Ibotta's benchmark.

MOST POPULAR POTATO ITEMS PURCHASED

Variety of Russet Sizes
and Weights

5 lbs. **Red**

5 lbs. **Yellow**

Frozen Hash Browns



62%

Repurchase Rate

Since the campaign ended, **62%** of these infrequent potato shoppers who **redeemed** the potato offer have since **repurchased** a potato product.

CHOSEN POTATO PRODUCTS



Of the redemptions made, 9% were dehydrated, 11% frozen and 80% fresh.

TOP TEN CATEGORIES



The top categories purchased with potatoes were Juice, Cheese, Canned Vegetables, Yogurt, Chips/Bagged Popcorn, Sauces, Pasta, Milk, Soft Drinks and Soups.