

## Ibotta

The mobile app that offers cash back on everyday purchases



### The Client

The Ibotta mobile app lets its base of 20 million users unlock tailored cash rewards at more than 500,000 retail locations across the U.S. by performing simple tasks before shopping. Cash is then deposited in the consumer’s Ibotta account in near-real-time via linked loyalty account, mobile in-app purchase or verified receipts. Using Ibotta’s app, consumers have earned more than \$120 million in cash back rewards. The app works at retailers including Walmart, Target and Walgreens.



### Starting Point

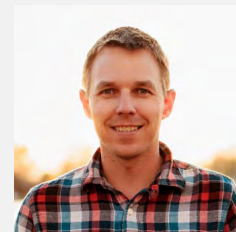
Making loyalty a two-way proposition

Ibotta transforms retail loyalty programs into a unique consumer opportunity. The Ibotta app serves as a mobile shopping companion that creates a seamless loyalty experience. Users perform tasks such as taking polls to obtain targeted mobile cash discounts before they set foot in a store or visit a retailer website. This responds to increasingly mobile consumer lifestyles. It also delivers a “gamification” element that makes earning rewards fun and competitive while generating social buzz and increasing engagement. Furthermore, Ibotta saves shoppers valuable time and provides cash that can be transferred to PayPal accounts or gift cards.

[www.ibotta.com](http://www.ibotta.com)

**Industry:** Retail

**Use Case:** Loyalty and Rewards



**Luke Swanson**  
Chief Technical Officer, Ibotta

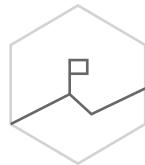
“ Using the Scandit Barcode Scanner, shoppers are able to quickly and accurately scan barcodes on the first try no matter what mobile device they use. This simplifies the rewards process and ensures customer satisfaction remains high. ”



## Vision

### Keeping up with the pace of business

Ibotta users scan receipt barcodes to receive rewards. The app was initially developed using an open source barcode scanner SDK. However, Ibotta was looking for a more robust and reliable scanning solution for its customers. Maintenance and updates for the open source technology did not keep up with development of new barcode symbologies and devices.



## Solution

### Scandit's Mobile Barcode Scanner creates rewarding experiences

Ibotta turned to Scandit to replace its open source barcode scanner with the industry-leading Scandit Barcode Scanner SDK. Compared to open source competitors, the Scandit SDK vastly improved app performance and delivered a much stronger and more consistent customer scanning experience across thousands of devices and users. As a result, consumers can instantly scan a product barcode or QR code using their smartphone camera to help verify purchases. In addition, Scandit provided world-class technical support. This included working with the Ibotta product team to support the company's ongoing barcode symbology needs as they grew.



## The Results

### Ease of use creates surge in users

Since transitioning its app to the Scandit Barcode Scanner SDK, Ibotta has seen an increase in adoption. Other improvements include growth in user base, daily active users, and redemption rate. The addition of enterprise-grade barcode scanning capabilities provides users with a simple, intuitive means of verifying purchases. Ibotta has seen improvements in customer experience and barcode scanning reliability since it implemented Scandit technology.

Want to learn more about how Scandit can help streamline retail loyalty and rewards programs?

Contact one of our team members at

[www.scandit.com/contact-us/Schedule a Demo](http://www.scandit.com/contact-us/Schedule-a-Demo)

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## About Scandit

Scandit is the leading enterprise mobility and data capture company, specializing in barcode scanning solutions that transform business processes across industries including healthcare, logistics, manufacturing and retail. Through its software technologies and cloud services, Scandit empowers organizations to rapidly build, deploy and manage mobile apps for smartphones, tablets and wearable devices. The resulting solutions offer a lower total cost of ownership than traditional, dedicated devices.



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