

IBOTTA X ADIKTEEV

How rewarded apps can boost in-app purchases efficiently with retargeting

2.7X
ROI TO DATE

135%
GROWTH

in purchase count
in Q3'25 vs Q2'25

127%
IN CPA

purchase efficiency in
Q3'25 vs Q2'25

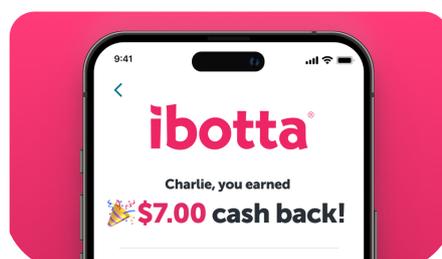
"Adikteev has been instrumental in helping us re-engage lapsed users and scale our retention strategies. Their team consistently brings creative ideas, precise execution, and a deep understanding of our business goals. They really care about our success and are a partner in driving incremental growth."

JENNIFER JOHNSON
Senior Manager, Growth Marketing
@Ibotta

**Groceries are expensive.
Never pay full price.**

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Learn more



KEY TAKEAWAYS FOR REWARDS APPS

High Incrementality, High Value

Campaigns drove measurable incremental growth, achieving a 2.7x return on investment and strong uplift in purchase activity without cannibalizing existing paid or organic performance.

Data-Driven Optimization

Quarterly performance reviews and continuous data analysis identified key levers to drive the 135% growth in purchases and 127% improvement in CPA purchase efficiency between Q2 and Q3 2025.

ABOUT IBOTTA

Ibotta is a leading cash-back and rewards app that helps users save money through offer redemptions and personalized savings. One of North America's leading performance-marketing platforms, the Ibotta Performance Network (IPN) reaches over 200 million consumers through its network of publishers.

Based in Denver, Colorado, the company partners with brands and retailers in the CPG space to deliver digital promotions, offers, and rewards, both via its mobile app and through third-party publishers.

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Offers may vary, available for a limited time.



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