# The Evolution of Ibotta: From Consumer App to Performance Marketing Powerhouse




> With C-suite leaders from iconic brands keynoting sessions, leading workshops and attending networking events, Brandweek is the place to be for marketing innovation and problem-solving. Register to attend September 23–26 in Phoenix, Arizona.

---

In this episode of the Brave Commerce podcast, hosts Sarah Hofstetter, president of Profitero, and Rachel Tipograph, founder and CEO of MikMak, engage in a dynamic conversation with Bryan Leach, CEO and founder of shopping rewards platform Ibotta.

Leach shares the inspiring journey of building Ibotta from its inception in 2012 to its recent transition into a public company. He delves into the original vision of creating a unified starting point for rewarded shopping for American consumers and how Ibotta has grown to include over 50 million

users and distributed $2 billion.

He also discusses the strategic pivot that took place five years into the company’s journey when Ibotta dramatically expanded its scale by distributing its exclusive offers on various third-party digital properties, emphasizing the importance of innovation and scalability in sustaining growth.

As a B2B white-label software platform, Ibotta powers loyalty programs for major retailers like Walmart, Dollar General and Family Dollar. These partnerships have enabled Ibotta to reach 91% of American households.

## Key takeaways:

**Innovative Scalability:** Leach discusses Ibotta’s journey from a consumer app to a B2B platform, highlighting the importance of innovation and scalability for sustained growth.

**Performance-Based Marketing:** Emphasis on the power of performance-based marketing and agile budgeting, with a focus on measurable outcomes and efficiency in advertising spend, plus the future of dynamic offers as the next big AI-driven paradigm shift.

**Consumer Behavior Insights:** Insights into the evolving consumer behavior patterns and the strategic importance of retaining brand loyalty amidst rising private label penetration

Recommended articles
https://www.adweek.com/commerce/ibotta-evolution-consumer-app-performance-marketing/