

PODSCRIBE IN-STORE CPG ATTRIBUTION

Unlock offline purchase insights and cross-channel measurement

Podscribe and ibotta have joined forces to merge offline purchase data and cross-channel online attribution in one dashboard. Podscribe does this by connecting audio and digital ad exposures to verified in-store product-level CPG sales at participating grocery stores, convenience stores, and other retailers.

HOW IT WORKS



AD EXPOSURE

Podscribe **identifies audiences exposed** to an ad across podcasts, streaming audio, video and CTV.

IN-STORE PURCHASE

Ibotta collects **first-party in-store purchase data** through retail rewards integrations and self-reported purchases (through receipt uploads), linking purchases to user profiles through HEMs, MAIDs, and most-frequented IP addresses.

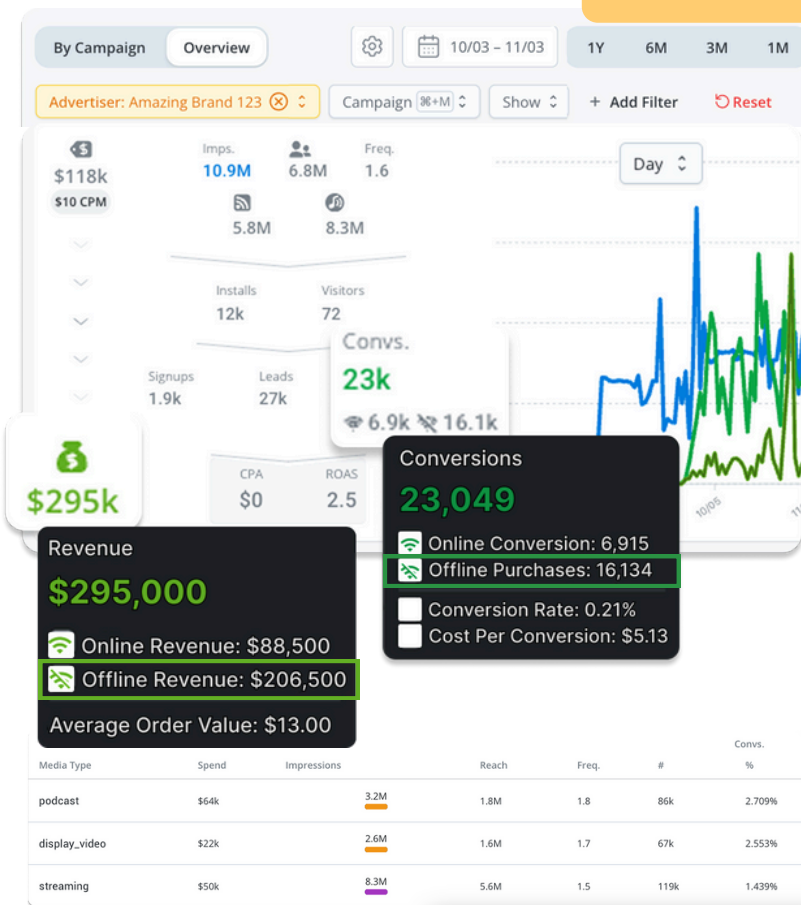
ATTRIBUTION

Using Podscribe's trusted and proven attribution methodology, **we connect ad exposures to verified in-store CPG purchases.**

RESULTS & OPTIMIZATION

CPG marketers can now identify what is or isn't driving in-store conversions, and **what to do next to drive even better performance.**

WHAT THIS MEANS FOR ADVERTISERS



- Measure Offline Conversions:** See which channels, creatives, or audiences are driving real in-store CPG sales.
- Unified Performance View:** Access online (📶) and offline (🏪) attribution in one dashboard.
- Fast-Paced Insights:** Ibotta's first-party data is refreshed daily providing the best visibility of performance and insights.
- Get Better Returns:** Pinpoint which media drives sales agnostic to the Point of Sale, boosting efficiency, ROI, and revenue growth.

IBOTTA'S UNMATCHED SCALE

Ibotta provides nationally representative, first-party data that tracks in-store CPG purchases at **330+ retailers** and **5M+ active** users across the US.

This equates to tens of millions of transactions per month, of which **96% are organic and un-incentivized.**



All data is 100% opt-in and privacy-compliant, leveraging hashed identifiers and secure integrations.



See the full picture of your media impact. Podscribe's In-Store CPG Attribution connects ad exposure to online and offline sales all in one dashboard.

Reach out to partnerships@podscribe.com to learn more and to get started.