




# **Web Portal and Promotion Analysis**









# EBATES Online Retail Sales Portal/Aggregator

**EBATES**[Sign In](#)[Join Now](#)

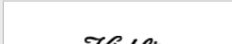
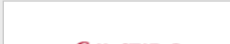










[All Stores](#) [Double Cash Back Stores](#) [Hot Deals](#) [In-Store Cash Back](#) [Luxury Deals](#) [Refer & Earn \\$25+](#) [Help](#)





Coupons & promo codes with Cash Back

[Shop Everyday Luxury with Double Cash Back](#) [See All Stores](#)

 <p>was 4.0% <b>8.0% Cash Back</b> <a href="#">See All Kiehl's Coupons</a></p>	 <p>was 4.0% <b>8.0% Cash Back</b> <a href="#">See All Shiseido Coupons</a></p>	 <p>was 4.0% <b>8.0% Cash Back</b> <a href="#">See All Sephora Coupons</a></p>	 <p>was 3.0% <b>6.0% Cash Back</b> <a href="#">See All Ashford Coupons</a></p>	 <p>was 4.0% <b>8.0% Cash Back</b> <a href="#">See All Neiman Marcus Last Call Coupons</a></p>	 <p>was 3.0% <b>6.0% Cash Back</b> <a href="#">See All Ulta Beauty Coupons</a></p>
 <p>was 4.0% <b>8.0% Cash Back</b> <a href="#">See All Neiman Marcus Coupons</a></p>	 <p>was 4.0% <b>8.0% Cash Back</b> <a href="#">See All John Varvatos Coupons</a></p>	 <p>was 2.5% <b>5.0% Cash Back</b> <a href="#">See All Cole Haan Coupons</a></p>	 <p>was 4.0% <b>8.0% Cash Back</b> <a href="#">See All Saks Fifth Avenue Coupons</a></p>	 <p>was 4.0% <b>8.0% Cash Back</b> <a href="#">See All Bobbi Brown Cosmetics Coupons</a></p>	 <p>was 3.0% <b>6.0% Cash Back</b> <a href="#">See All Barneys New York Coupons</a></p>

[? Help](#)



# EBATES Business Model

- Attract consumers through the use of 'cash back' discounts via a retail web portal
- Pass through web consumers to retail partner sites leveraging heavy marketing promotion using coupons and % off web purchases
- Capture consumer data through portal registration and on partner sites (among other shopping behavior data)
- Calculate 'dollar rewards' for final consumer purchases
- Partner pays Ebates for referral and reward > Ebates pays consumer cash back reward for shopping through the portal
- **\$1B in cash back since inception in 1999**
  - > **\$20B in retail purchases**
  - > **5% average cash back**
  - > **6 million users & growing**

Source: Motley Fool

**Marketing Promotion: Cash is KING \$\$\$\$\$\$\$**



# EBATES Web Portal Demographics

- Female, College Educated, Browsing from Home

Who visits ebates.com?

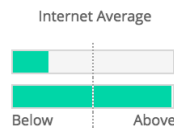


## Audience Demographics

How similar is this site's audience to the general internet population?

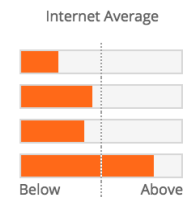
### Gender

Male  
Female



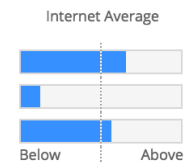
### Education

No College  
Some College  
Graduate School  
College



### Browsing Location

Home  
School  
Work



 [Upgrade to View](#)

Source: Amazon Alexa, <http://www.alexa.com/siteinfo/ebates.com>, 2017



## Cash Back Promotion Segmentation: % Off Purchases vs. \$ Back

- Summary of Promotional Segmentation since website inception:

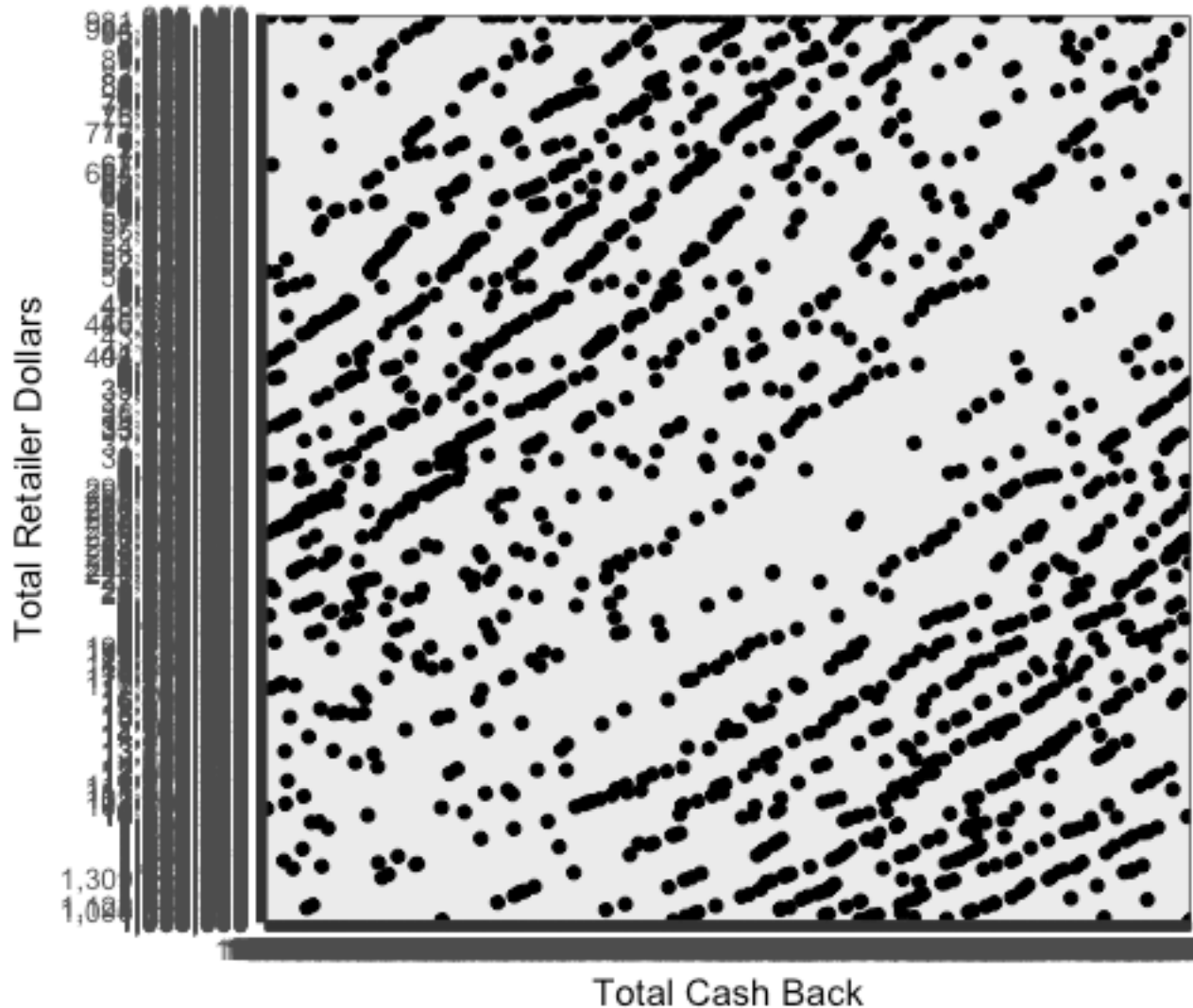
	Total Cash Back	Avg Total Cash Back	Avg Cash Back	Total Purchases	% of Data
<b>% Cash Back</b>	\$489,313,553	\$317,736	\$5,763	\$21,495,633,558	70.5%
<b>Dollars Off</b>	\$4,149,739	\$79,803	\$22	N/A	2.4%

- In Store Cash Back Offers: two observations
- Remainder of data, 27.1% does not disclose cash back

Total Cash Back and Total Purchases are cumulative since site launch in 1999



# Distribution of Cash Back to Total Dollars



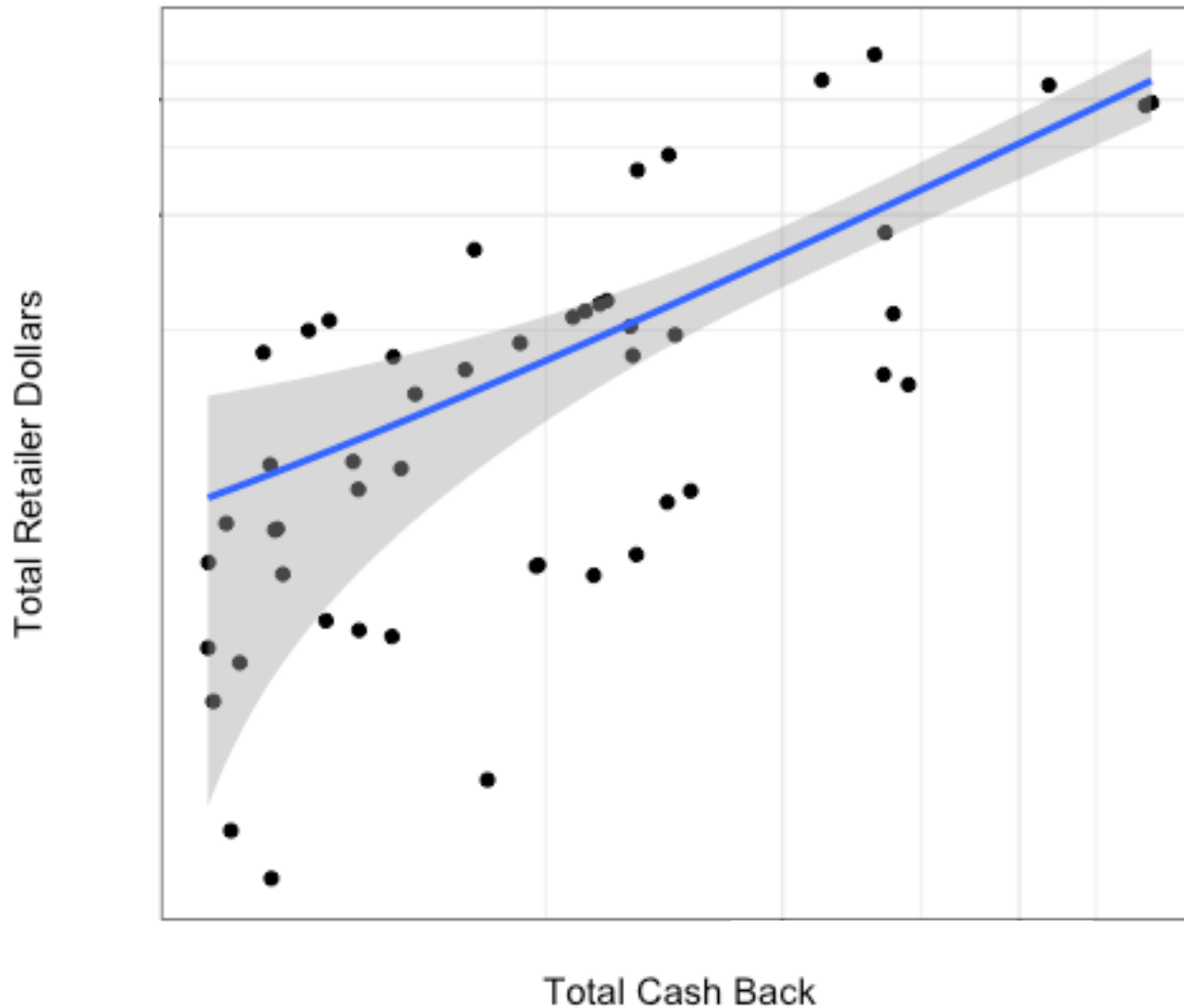
# Top Retailers by Total Cash Back

Store Names	Coupons	Cash Back Offer	Total Cash Back	Total Purchase Amount
Macy's	70 Coupons	3.0% Cash Back	\$29,444,817	\$981,493,900
Kohl's	27 Coupons	3.0% Cash Back	\$28,935,206	\$964,506,867
Nordstrom	18 Offers	2.0% Cash Back	\$21,811,161	\$1,090,558,050
Sephora	9 Coupons	8.0% Cash Back	\$14,460,391	\$180,754,888
eBay	22 Coupons	5.0% Cash Back	\$13,834,090	\$276,681,800
JCPenney	15 Coupons	3.0% Cash Back	\$13,508,414	\$450,280,467
Groupon	9 Coupons	7.0% Cash Back	\$13,449,360	\$192,133,714
Walmart	35 Coupons	1.0% Cash Back	\$13,098,686	\$1,309,868,600
Sears	119 Coupons	1.0% Cash Back	\$11,229,544	\$1,122,954,400
Neiman Marcus	5 Offers	8.0% Cash Back	\$7,647,776	\$95,597,200

Coupons, Total Cash Back and Total Purchase Amount are cumulative since site launch in 1999



## Distribution of Top 50 Retailers: Cash Back to Total Dollars





# Top Brands Proprietary Cash Back Data: NAs

- 538 Retailers withholding cash back data
- List of Top Brands:

Store Name	Coupons	Cash Back Offer
adidas	No Coupons Available	No Discount
Amazon	37 Coupons	Up to 10.0% was 0.0%
American Girl	4 Coupons	1.0% Cash Back
Apple Store	No Offers Available	No Discount
Bluefly	4 Coupons	Coupons Only
Costco	No Coupons Available	No Discount
DoubleTree by Hilton	6 Coupons	2.0% Cash Back
Dylan's Candy Bar	9 Coupons	3.0% Cash Back
Embassy Suites by Hilton	5 Coupons	1.0% Cash Back
Estee Lauder	4 Coupons	3.0% Cash Back
Firestone	No Coupons Available	No Discount
fitbit	No Coupons Available	4.0% Cash Back
Harrah's Reno	1 Coupon	2.5% Cash Back
Home Depot	No Coupons Available	No Discount
Jimmy Choo	1 Coupon	4.0% Cash Back
Judith Ripka	No Coupons Available	3.0% Cash Back
La-Z-Boy	No Coupons Available	2.5% Cash Back
Mattress.com	1 Coupon	4.0% Cash Back
Office Depot/OfficeMax	8 Coupons	4.0% Cash Back was 2.0%
Pottery Barn	No Coupons Available	No Discount
REI	No Coupons Available	No Discount
Victoria's Secret	19 Coupons	Coupons Only
Wayfair	No Coupons Available	No Discount
Wine Country Gift Baskets	5 Coupons	5.0% Cash Back
Zappos	No Coupons Available	No Discount



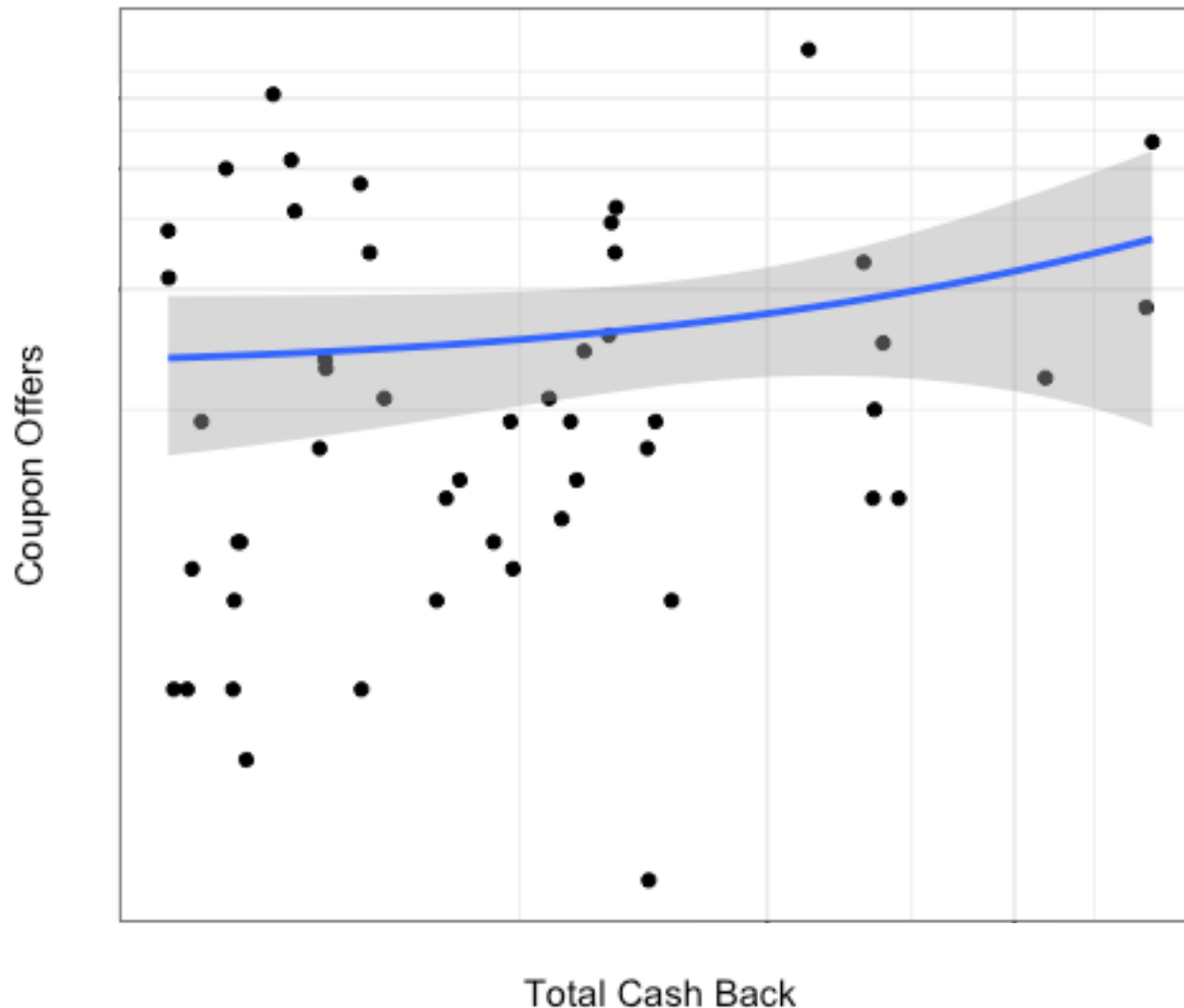
# Top Retailers by Cash Back to Coupons

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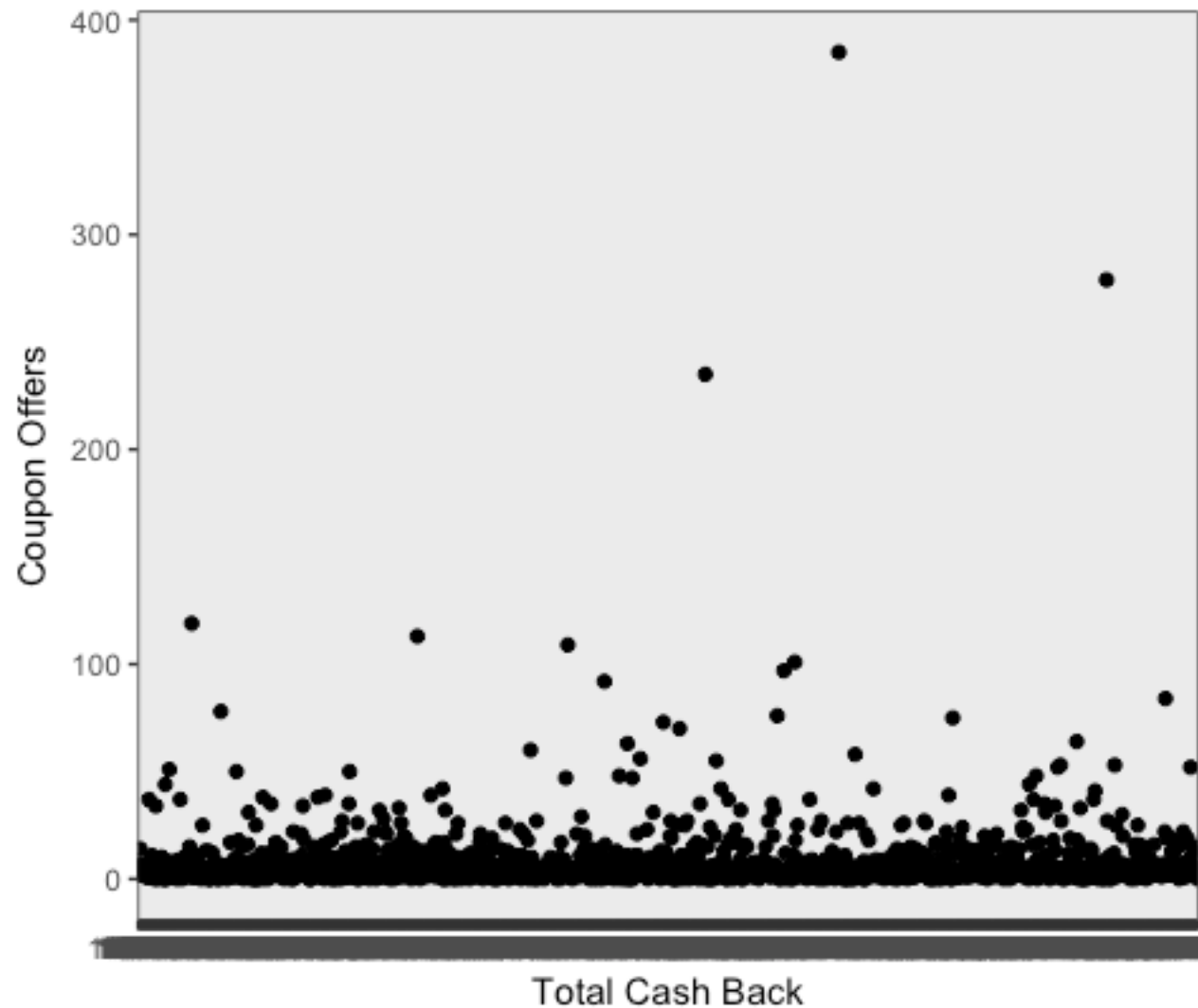
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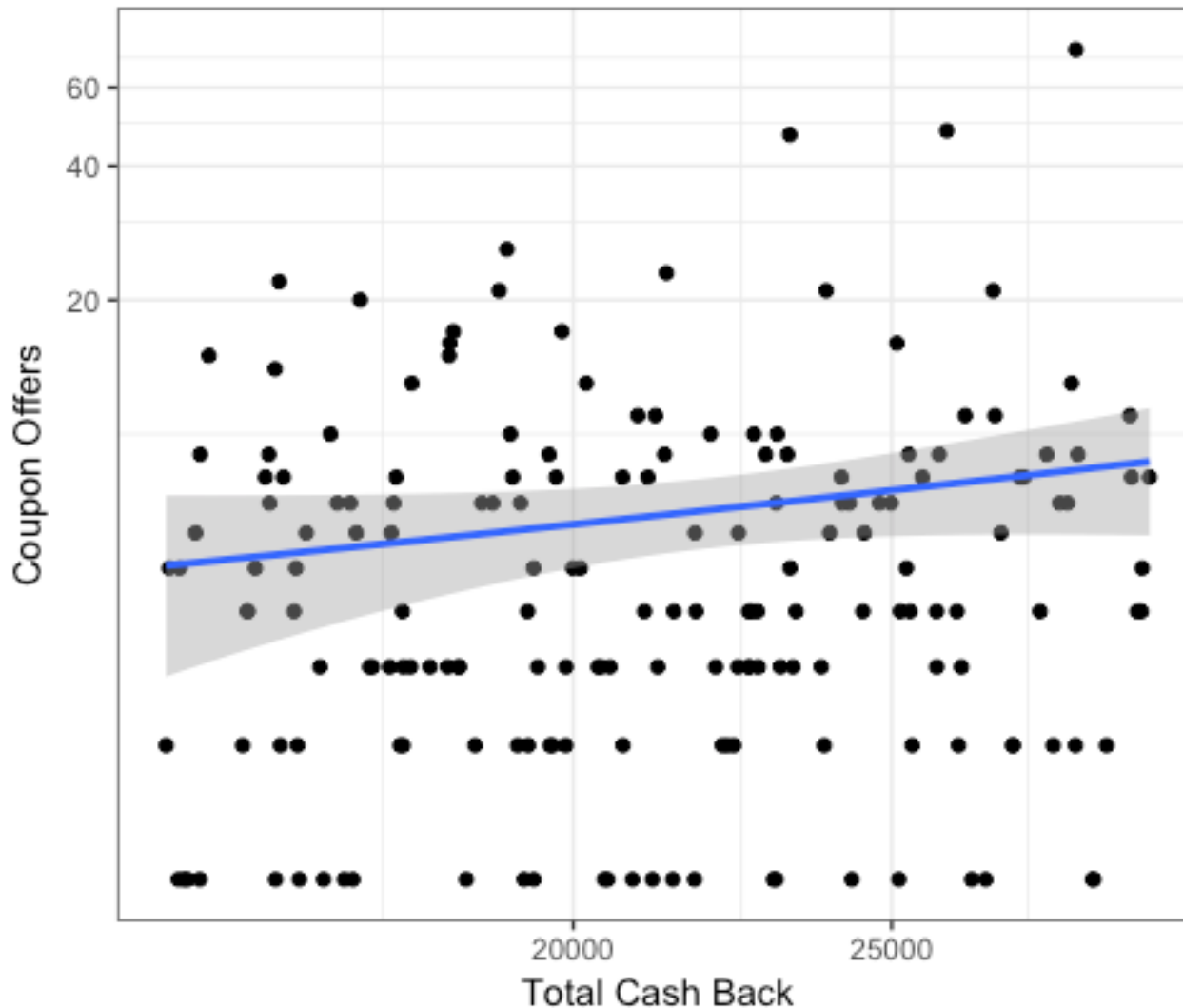
# Top 50 Retailers: Cash Back to Coupon Promotion



# All: Cash Back to Coupon Promotion



## Distribution at the Mean: Cash Back to Coupon Promotion



# Coupon Promotion: NAs

- Proprietary cash back gives little insight
- Many retailers are unknown or new to the site

StoreNames	Coupons	CashBack
Flash Steals	149 Coupons	3.5% Cash Back
JemJem	75 Coupons	Up to 4.0%
Park N Fly	68 Coupons	3.0% Cash Back
Everbuying.net	58 Coupons	1.5% Cash Back
TinyDeal.com	56 Coupons	1.5% Cash Back
italist.com	55 Coupons	3.5% Cash Back
Newchic	51 Coupons	5.0% Cash Back
SmartFares	42 Coupons	Up to \$4.50
Sixity Powersports	40 Coupons	3.75% Cash Back
Amazon	37 Coupons	Up to 10.0%
Best Cigar Prices	35 Coupons	6.0% Cash Back
1STOPlighting	33 Coupons	5.0% Cash Back
Vanity Planet	31 Coupons	10.0% Cash Back
SKUSKY	31 Coupons	4.0% Cash Back
Dress Lily	31 Coupons	2.5% Cash Back
ContactsDirect	31 Coupons	7.0% Cash Back
Alphabetdeal	28 Coupons	5.0% Cash Back
TOMTOP	25 Coupons	3.5% Cash Back
Cotton On	25 Coupons	3.5% Cash Back
Samuels Jewelers	24 Coupons	3.5% Cash Back
Free Country	23 Coupons	3.0% Cash Back
CitySights NY	23 Coupons	7.5% Cash Back
Sulwhasoo	22 Coupons	9.0% Cash Back
Barceli_ Hotels	22 Coupons	3.0% Cash Back
Yoins	21 Coupons	5.0% Cash Back
Victoria's Secret	19 Coupons	Coupons Only
Shopko	19 Coupons	Up to 2.0%



# Promotion Summary

## - Next Steps

- EBATES is a huge site and growing. Sold for \$1B to Rakuten in 2014
- Brand is important to the portal:  
Attracts consumers and drives retail dollars
- Next Steps:
  - Need further segmentation to drill down into promotion strategy:
    - Retail category
    - New retailer to the site
    - Home page promotion
    - Coupon A/B testing: offer, position, creative

