

Shopkick Gives First-Ever Kicks for Mobile Shopping

Boxed, eBay, Groupon, Spring and More Join Ecosystem

REDWOOD CITY, CA, August 1, 2017 –Shopkick, the leading shopping rewards app, has established the smartphone as central to people’s in-store shopping experience, rewarding shoppers with free gift cards for walking into stores, interacting with products at the aisle, and purchasing at the register. As of today, consumers can also earn rewards for mobile browsing and buying – an industry first!

While mobile shopping has quickly gained popularity for convenience, Shopkick now makes it fun and rewarding. People can easily earn rewards points (kicks) from partners including Boxed, eBay, Groupon and Spring. For Shopkickers who love earning free gift cards, Mobile Shopping introduces three new ways to earn kicks at home or on the go:

- **Earn on Entry:** Visiting a mobile retail partner earns kicks
- **Reward Views:** Browsing mobile offers and products will be rewarded
- **Checkout and Cha-Ching!** Purchases made on mobile now deliver convenience and kicks

Motivating More Mobile-Only Behaviors

Shopkick is helping to introduce the new partners to a new audience in a unique way. Speaking with users who tested Mobile Shopping in beta, Shopkick found:

- **Driving Discovery:** 79 percent would visit new mobile retailers to get kicks
- **Upping Usage:** 78 percent intend to use Shopkick more frequently to earn kicks during downtime
- **Proven Purchases:** 67 percent may sneak something extra into their online cart to earn kicks

“By being the only company who offers rewards for mobile browsing, we are innovating in the arena where consumer attention is increasingly focused,” said Bill Demas, CEO of Shopkick. “Rewards give users value back for the time they spend engaging with us and our partners – and everyone wins.”

Benefits to Mobile Commerce Partners

For mobile commerce partners, Mobile Shopping creates awareness and incentives to drive qualified and engaged consumer visits. It motivates shoppers to complete the path-to-purchase by offering rewards for buying in the form of higher value kicks. Top beta users have spent hundreds of dollars in a single visit, on everything from fruit snacks to refurbished Macs.

“We are excited to see what Shopkick’s loyal and engaged customer base does when it comes to visit eBay’s mobile web and mobile app experiences,” said John Toskey, Director, Global eBay Partner Network. “Going into back-to-school and holiday seasons, we have high hopes for this partnership.”

Rather than the race-to-the-bottom price war tactics favored by most shopping apps, Shopkick keeps brand and margins intact, and even bolsters them, by encouraging and rewarding discovery, consideration and purchase.

“Think of every time you’ve checked out an interesting product on your phone,” said Demas. “Now think of what you’d do the next time, if it’d help you get closer to a free latte or Coach bag. That’s the magic.”

Shopkick’s entrance into Mobile Shopping is powered by mobile partnership platform, Button. Its mobile-specific solution is designed to drive commerce and acquisition for some of the world’s largest mobile retailers. Button’s technology gives shoppers a seamless navigation from Shopkick to the retail partner mobile experience, ensuring the highest conversions among users.

“The explosive growth of mobile commerce is only continuing, expected to hit almost \$160 billion in sales this year alone,” added Mike Dudas, Button Co-Founder and CRO. “Intent to purchase, whether it’s shown through a search, inspired by an article, or created through offering rewards, is what retailers are trying to tap into anywhere they can in mobile. Button’s platform makes it faster and easier for them to do so, and it gives partners like Shopkick the power to tap into the fastest growing trend in digital – the mobile economy.”

About Shopkick, Inc.

Shopkick is the leading shopping rewards app, bringing moments of joy to everyday shopping. For brands and retailers, we provide high consumer engagement along the entire path to purchase. Our unique pay for performance model has been proven to deliver high ROI, driving incremental foot traffic, visits to shelf, and sales. Some of our leading brand and retail partners include Best Buy, Clorox, Coty, GSK, Georgia Pacific, Marshalls, Nestle, Purina, TJ Maxx and Unilever, among others. Shopkick is available for free on the iPhone from the [App Store](#) and for Android from [Google Play](#).

About Button

Button (www.usebutton.com) connects the mobile economy, making it easy for consumers to discover and purchase what they want, when they want it - with the tap of a Button. The company provides the easiest way for mobile brands to connect with one another, facilitating discovery and transaction among consumers with a contextually-relevant experience. Current partners on the platform feature industry leaders such as Condé Nast, OpenTable, Hotels.com, Foursquare, and more. The company was founded in 2014 and was voted the number one place to work in New York by Fortune magazine and a Best Workplace in the U.S. from Inc. magazine in 2017. Button has raised more than \$34 million in Seed, Series A, and Series B funding from Norwest Venture Partners, Redpoint Ventures, Greycroft Partners, DCM Ventures, Accomplice, Vayner/RSE and others.

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