



Ibotta is in the process of planting one million trees to help offset paper waste | Photo source [Janusz Maniak on Unsplash](#)

[Innovation](#) > [Advertising & Marketing](#) > [Shopping app partners with retailers to save paper and plant trees](#)

## SHOPPING APP PARTNERS WITH RETAILERS TO SAVE PAPER AND PLANT TREES



ADVERTISING & MARKETING

**An assortment of high profile brands joined Ibotta's eco campaign and pledged to reduce their reliance on printed coupons by Earth Day 2021**

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