

36 million+

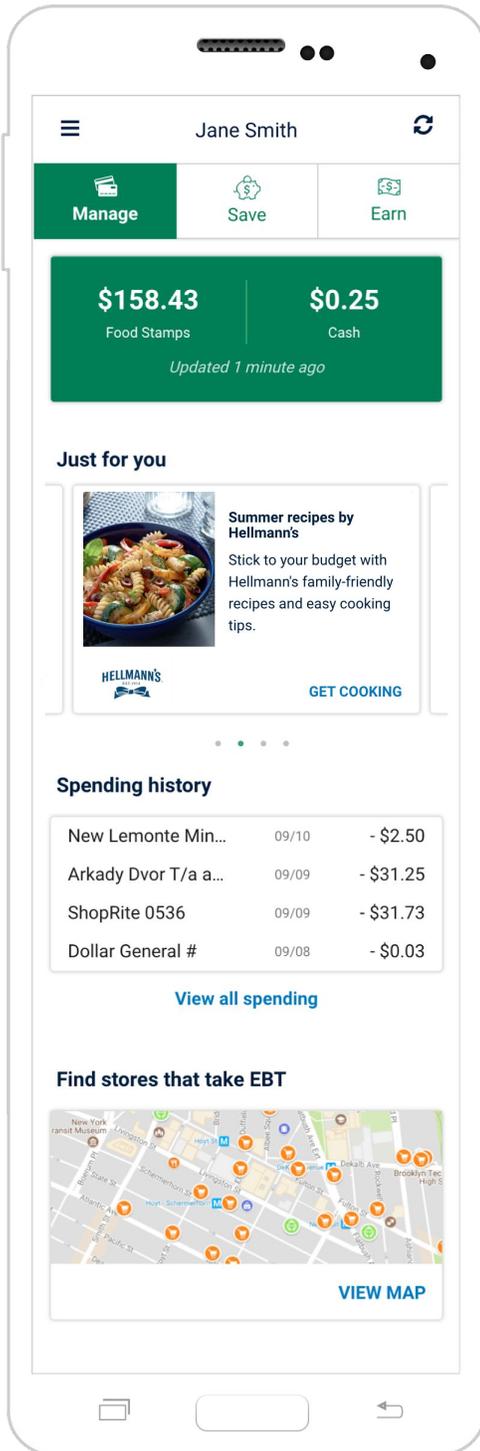
Americans receive food stamp benefits on an EBT card

3,000,000+

Americans use Fresh EBT each month across the country

40+

National and local partners promote their services on Fresh EBT



What is Fresh EBT?

Fresh EBT is a free mobile app designed for the financial management needs of low-income Americans who receive government benefits.

With useful features and targeted offers from partners, Fresh EBT aims to improve the lives of millions of low-income families. Our users turn to Fresh EBT as a trusted source for budget-conscious deals.

Why work with Fresh EBT?

Fresh EBT offers partners a unique opportunity to reach low-income Americans with:

A safe platform: We vet all partners and programs to ensure user and brand safety.

Engagement at scale: On average, users check the app 10 times per month.

Deep experience: We leverage our experience serving and communicating with our users to drive impact for partners.

AD CAPABILITIES

Targeting by geography, age, language, prior ad affinity, and more

A/B testing, impression capping, retargeting, and campaign management

Reporting on campaigns and audience insights

PREMIUM FEATURES

Custom-built landing pages and content zones

Interactive content such as videos, carousels, and more

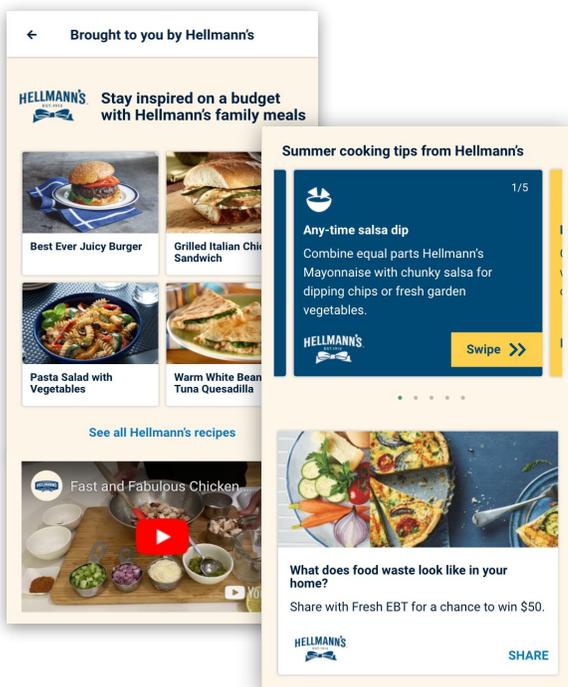
Customer surveys to understand campaign impact or broader research goals



Reach cash-strapped shoppers via Fresh EBT: a targeted channel to drive value brand growth

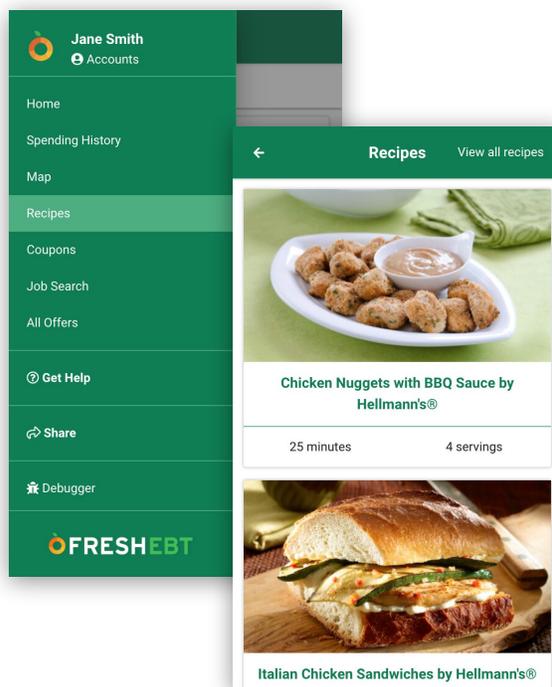
BRANDED LANDING PAGES

Engage 3M+ verified low-income shoppers with custom branded content.



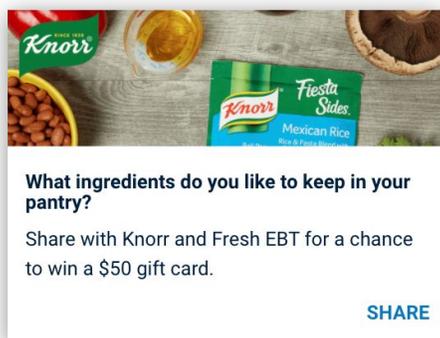
RECIPE CENTER FEATURES

Increase customer awareness and propensity-to-buy through sponsored recipes.



CUSTOMER SURVEYS

Gain shopper and product insights at a lower cost with scalable, targeted surveys.



E-COMMERCE ADVERTISING

Grow e-commerce sales via the SNAP online audience.

