RetailMeNot Launches App-Exclusive "5 to Buy" Savings Event: Weekly Cash Back on September's Top Five Shopping Categories

- Every Tuesday in September, a new shopping category is spotlighted with one-day-only cash back offers
- Score savings from top retailers like Walmart, Best Buy, Tarte Cosmetics, Amazon, Away and more
- All deals are available exclusively in the RetailMeNot mobile app

AUSTIN, Texas, Sept. 2, 2025 /PRNewswire/ -- Today, RetailMeNot, a leading savings and cash back destination, announces the launch of its "5 to Buy" September savings event - available only in the RetailMeNot app. Beginning Tuesday, September 2, and continuing every Tuesday of the month, shoppers can unlock one-day-only cash back exclusives of up to 30% across five of September's most in-demand shopping categories.

RetailMeNot's team of savings experts analyzed in-house retail data and industry trends to identify the top five smartest categories to shop in September. Those insights directly shaped the "5 to Buy" event offerings, with each category timed to when prices are at their best so shoppers can unlock even greater savings. The lineup includes:

- **September 2:** Home & Decor
- **September 9:** Toys & Gaming
- **September 16:** Health & Beauty
- **September 23:** Tech & Smart Home
- **September 30:** Travel

Designed to help consumers beat the holiday rush and potential price increases, "5 to Buy" offers early access to savings on the season's most popular products and brands - from viral fall decor like The Home Depot's giant skeleton, to gaming essentials such as Nintendo consoles and Lego sets, beauty must-haves from Ulta and Tarte Cosmetics, top tech like Oura Rings at Best Buy and even travel deals from retailers like Expedia and Away.

"With potential tariffs and supply chain disruptions on the horizon, we're seeing shoppers start their holiday shopping earlier this year. In fact, more than half plan to begin before November," said Stephanie Carls, Retail Insights Expert at RetailMeNot. "These app-only savings are the smartest way to get ahead, offering deep cash back rewards that put real money back in shoppers' pockets."

Shoppers can participate by downloading the RetailMeNot mobile app and checking in every Tuesday in September to access these limited-time cash back offers.

About RetailMeNot: RetailMeNot is a leading savings destination bringing people and the things they love together through savings with retailers, brands and restaurants. RetailMeNot makes everyday life more affordable through online & in-store coupon codes and cash back offers through its website, mobile app and browser extension. To learn more, visit www.retailmenot.com or follow @RetailMeNot on social media.

About Ziff Davis: Ziff Davis (Nasdaq: ZD) is a vertically focused digital media and internet company whose portfolio includes leading brands in technology, entertainment, shopping, health, cybersecurity, and martech. For more information, visit www.ziffdavis.com.

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