

RetailMeNot Launches App Week With Exclusive Cash Back Deals Across 7 Top Shopping Categories

- The new RetailMeNot Rewards app brings shoppers a week of hand-picked cash back offers, trending products and seasonal savings across seven key shopping categories.

AUSTIN, Texas, Sept. 21, 2026 /PRNewswire/ -- Today, RetailMeNot kicks off App Week, a seven-day shopping event offering RetailMeNot Rewards app users exclusive, limited-time cash back offers across seven categories, from home and travel to electronics, beauty, fashion, pets and sports.



Running September 21–27, App Week transforms the RetailMeNot Rewards app into a daily shopping destination, with a new category spotlight each day and hand-picked offers featuring increased app-only cash back from brands and retailers shoppers know and love. The offers are available exclusively to RetailMeNot Rewards app users, giving shoppers a reason to tap in each day and discover what's new.

App Week builds on the launch of the new RetailMeNot Rewards app, which debuted in August as the company's latest evolution of its mobile shopping experience. Since launching the new app, buyers are placing 27% more orders with RetailMeNot merchant partners. The increase suggests that shoppers who engage with the new savings experience are returning more frequently and spending more overall.

"App Week is designed around how people actually shop today. They want to know what's worth buying, where they can find value and whether a deal is really a deal," said Stephanie Carls, Retail Insights Expert at RetailMeNot. "And right now, shoppers have a lot to think about. Halloween and holiday shopping are already underway for many consumers, so this is a great window to get ahead of seasonal purchases, whether that's an advent calendar, a Christmas tree, a giant skeleton or matching family pajamas. App Week gives shoppers another reason to check in, see what's trending and save while they're at it."

The Holiday Shopper is already in motion

App Week arrives as shoppers are getting an early start on fall and holiday purchases. A RetailMeNot survey found that 63% of shoppers begin holiday shopping in October or earlier, and 47% plan to shop earlier this year than last year.

As shoppers plan ahead, they're also looking for more ways to stretch their budgets. 71% say they're more likely to use savings tools because of the current economy, making timely, trusted savings more valuable than ever.

App Week brings that value together with RetailMeNot's editorial expertise and shopping insights, giving shoppers a curated destination to discover what to buy, where to save and what's trending throughout the week.

Seven days. Seven categories. App-only savings.

Throughout App Week, RetailMeNot Rewards app users can tap in to discover a new category spotlight each day. Offers remain available throughout the week, while daily spotlights introduce shoppers to the category and featured savings.

Date	Category	Offers
September 21	Home & Garden	• Home Depot: 10% cash back sitewide • Lowe's: 14% cash back sitewide • Target: 8% cash back sitewide • Walmart: 8% cash back sitewide
September 22	Travel	• Expedia: 16% cash back sitewide • Booking.com: 20% cash back sitewide • CVS: 28% cash back sitewide • IHG: 20% cash back sitewide • Samsonite: 12% cash back sitewide

September 23 Electronics & Smart Home	• Vitamix: 18% cash back sitewide • Best Buy: 8% cash back sitewide • LG: 28% cash back sitewide • Walmart: 8% cash back sitewide
September 24 Health & Beauty	• Ulta: 16% cash back sitewide • Sephora: 8% cash back sitewide • CVS: 28% cash back sitewide • Tarte: 20% cash back sitewide • L'Occitane: 20% cash back sitewide
September 25 Clothing, Accessories & Shoes	• Old Navy: 8% cash back sitewide • Athleta: 8% cash back sitewide • Express: 18% cash back sitewide • Nike: 16% cash back sitewide • SHEIN: 25% cash back sitewide
September 26 Pets	• Chewy: 8% cash back sitewide • Walmart: 8% cash back sitewide • Petco: 8% cash back sitewide • PetSmart: 8% cash back sitewide
September 27 Sports & Outdoors	• Home Depot: 10% cash back sitewide • Athleta: 8% cash back sitewide • adidas: 24% cash back sitewide • Alo Yoga: 14% cash back sitewide • Columbia: 8% cash back sitewide

With rotating daily spotlights, app-only cash back and hand-picked offers, App Week gives shoppers a new reason to tap in throughout the week. RetailMeNot Rewards app users can tap into App Week from September 21–27 to discover each day's featured savings. The RetailMeNot Rewards app is available for download on iOS and Android.

About RetailMeNot Group: The RetailMeNot Group brings together leading shopping, savings and deal discovery brands that help people shop smarter and help businesses connect with high-intent consumers at moments of purchase. The RetailMeNot Group portfolio includes RetailMeNot, Offers.com, BlackFriday.com, TechBargains, Deals of America and R BrandWorks, reaching millions of consumers through trusted social content, real-time deals, cash back, and seasonal shopping moments. RetailMeNot Group operates as part of Ziff Davis, a leading digital media and internet company. To learn more, visit www.ziffdavis.com/brands/shopping

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