

RetailMeNot Celebrates 20 Years of Helping Shoppers Save With Five-Day Birthday Bash and \$20,000 in Consumer Prizes and Payouts

- **Birthday celebration runs October 22–26 with exclusive deals, cash back offers, \$20 payouts and a giveaway awarding 15 winners \$500 each**

AUSTIN, Texas, Oct. 22, 2026 /PRNewswire/ -- Twenty years after launching with approximately 1,000 coupon codes, RetailMeNot is celebrating two decades of helping shoppers make their money go further with a five-day **Birthday Bash** featuring exclusive deals, cash back offers and \$20,000 in prizes and payouts.



From October 22 through October 26, shoppers can take part in the celebration through special savings opportunities, \$20 payouts for select top users and for 100 consumers who download the RetailMeNot Rewards app during the event. The celebration also features the return of "**Someone Deserves This**," a giveaway awarding 15 winners \$500 each to put toward everyday expenses, family needs or something meaningful to them.

The giveaway invites consumers to nominate themselves or someone else who could use a little extra breathing room. Entrants can share who deserves the prize, what they would use the money for and how \$500 would make a difference, whether it goes toward groceries, gas, a family expense, a date night or a long-overdue purchase.

"For 20 years, RetailMeNot has helped consumers make the most of their money by making savings a more accessible part of the shopping experience," said Magali Darling, Chief Commercial Officer at RetailMeNot. "This milestone reflects how shopping has evolved and how we've continued to evolve alongside consumers. As we celebrate our anniversary, we're recognizing the shoppers who have made RetailMeNot part of their everyday lives and giving back to the community of shoppers who have shaped our journey."

20 years of evolution in digital savings

When RetailMeNot launched in 2006, online shopping was still taking shape and digital coupons were a relatively new concept. The company began with approximately 1,000 coupon codes, helping consumers find and share promo codes as e-commerce continued to grow.

Twenty years later, RetailMeNot has surfaced nearly 400,000 unique offers in 2026 year to date, reflecting the evolution of digital savings from simple coupon listings into a broader shopping and savings experience encompassing coupons, cash back, rewards, personalized deals and shopping tools.

RetailMeNot's evolution includes:

- **2006:** RetailMeNot launches with approximately 1,000 coupon codes, helping consumers find savings as e-commerce grows.
- **2012:** RetailMeNot launches its mobile app, bringing savings discovery to shoppers on the go.
- **2017:** RetailMeNot expands its cash back offering, giving consumers another way to save beyond traditional promo codes.
- **2019:** RetailMeNot launches National Cash Back Day, now observed on the first Thursday of November.
- **2024:** RetailMeNot begins working with in-house content creators to bring shopping and savings expertise directly to consumers through social content.
- **2025:** RetailMeNot expands its social-first content and video strategy, reaching more than 100 million consumers across TikTok, Instagram and other platforms.
- **2026:** RetailMeNot launches the **RetailMeNot Rewards app**, bringing coupons, cash back, rewards and shopping tools together in one savings experience, and The Shopping Podcast, expanding its consumer-focused content into audio. To date, RetailMeNot cash back offers have facilitated \$1.9 billion in retailer sales, with more than \$110 million in cash back paid to consumers.

A birthday celebration built for shoppers

From October 22–26, shoppers can celebrate RetailMeNot's 20th birthday with special deals and cash back offers across participating retailers, along with additional rewards through the RetailMeNot Rewards app.

The celebration will feature:

- **Birthday Deals & Cash Back:** Special savings opportunities throughout the five-day celebration.
- **\$20 Payouts:** \$20 payouts for select top users, along with bonuses for 100 consumers who download the RetailMeNot Rewards app during the celebration.
- **"Someone Deserves This" Giveaway:** Fifteen winners will each receive \$500 in e-gift cards.

To enter the giveaway, consumers can [click here](#) to access the nomination form and share why they or their nominee deserve the prize and how \$500 would make a difference. Users who do not yet have the RetailMeNot Rewards app will be prompted to download it before proceeding.

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, and 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

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

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