



EcoRebates Powers Local Search for Rebates, Incentives and Deals via its Mobile Rebate Finder Platform

Manufacturers, Retailers and Utilities can now offer branded Mobile Rebate Tools to Consumers

Menlo Park, CA (PRWEB) May 12, 2011 -- EcoRebates (www.ecorebates.com), the leading energy rebate solutions provider for retailers, manufacturers and utilities, today announced the general availability of a mobile version of its industry-leading rebate finder tools that are already handling more than 4 million rebate and local incentive searches monthly. Extending its current web based solution - which finds available energy-based rebates on consumer items such as appliances, green building, and electronics – to a private-label mobile platform allows clients to access these tools inside their bricks and mortar stores, include local incentives in print media and Sunday circulars, and thereby drive more sales of high efficiency products.

Simplifying the Process

Recognizing the complex matrix of rebates determined by different energy standards, geographic locations, and constantly changing government and utility-driven incentives at the local, state, and federal levels, EcoRebates set out to simplify the process. The company dissected the confusing rebate landscape and now provides adaptable, cross-channel tools powered by dedicated support teams, which together analyze and translate all active rebate data. Shoppers see only the customized results of dollars to be saved. Now they can conveniently do this with their mobile phone, while in a store shopping.

Mobile Rebate Finder Key Features

The tool includes access to thousands of utility rebates, manufacturer's incentives, state/local offerings and federal tax credits – all provided at the product SKU and zip code level. Consumers simply scan the EcoRebates provided quick-response (QR) code – whether its as signage in a physical store, in a print ad or even a utility bill insert. Applicable rebates and key information are automatically shown. Additionally, it can be used by contractors or home energy retrofit specialists when performing energy audits and creating recommendations for home energy upgrades.

The Mobile Rebate Finder is client-branded and configured, deployed, hosted and maintained by EcoRebates requiring no client IT resources. Alternatively, via the comprehensive EcoRebates mobile API clients can also include the EcoRebates data-feed directly in existing mobile applications they may have.

Driving Increased Energy-Efficient Product Sales

“As the leader in providing product SKU and zip-code specific incentives and rebates to the industry's most well known brands and retailers, we are excited to extend the impact and reach for our clients with the new mobile version of our offering” said Brett E. Battles, co-founder and CEO of EcoRebates.

Continued Battles, “for retailers and brand owners, they can now effectively merchandise all available rebates directly to customers in stores or in print media. For utilities, a branded tool can be provided to retail partners to effectively promote existing utility programs in the same way”.

About EcoRebates

EcoRebates (www.ecorebates.com), is the leading online solutions provider for energy-based rebate initiatives, offering rebate tools and customized service solutions for retailers, manufacturers and utilities. The online tools



empower consumers to easily take advantage thousands of energy-based rebate programs that in total offer more than \$1 billion in incentives for purchasing energy efficient items. Based in Menlo Park, CA, EcoRebates was founded by internet software industry veterans and environmental leaders Brett Battles and Nikita Tovstoles. Battles has a PhD in Energy Engineering and combines technology industry experience at NetApp, Aberdare Ventures, and McKinsey with environmental missions involving clean technologies such as serving as Mentor Chair of the Clean Tech Open. Tovstoles holds MBA and Computer Science degrees, offering over 10 years experience leading web engineering teams as Doppelganger, Sun Microsystems, and as co-founder of web service firm WorkoutIQ.

Editorial Contact:
Brett Battles, EcoRebates
650-681-9630
PR(at)ecorebates(dot)com

###



Contact Information

Brett Battles

EcoRebates

<http://www.ecorebates.com>

(650) 681-9630

Online Web 2.0 Version

You can read the online version of this press release [here](#).