

What is Providers?

Providers (originally called 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, Providers aims to improve the lives of millions of low-income families. Our users turn to Providers as a trusted source for budget-conscious deals.

40 million+

Americans receive food stamp benefits on an EBT card

5.5 million+

American households use Providers across the country each month

75+

National and local partners promote their services on Providers

Why work with Provider?

Providers 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 15 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

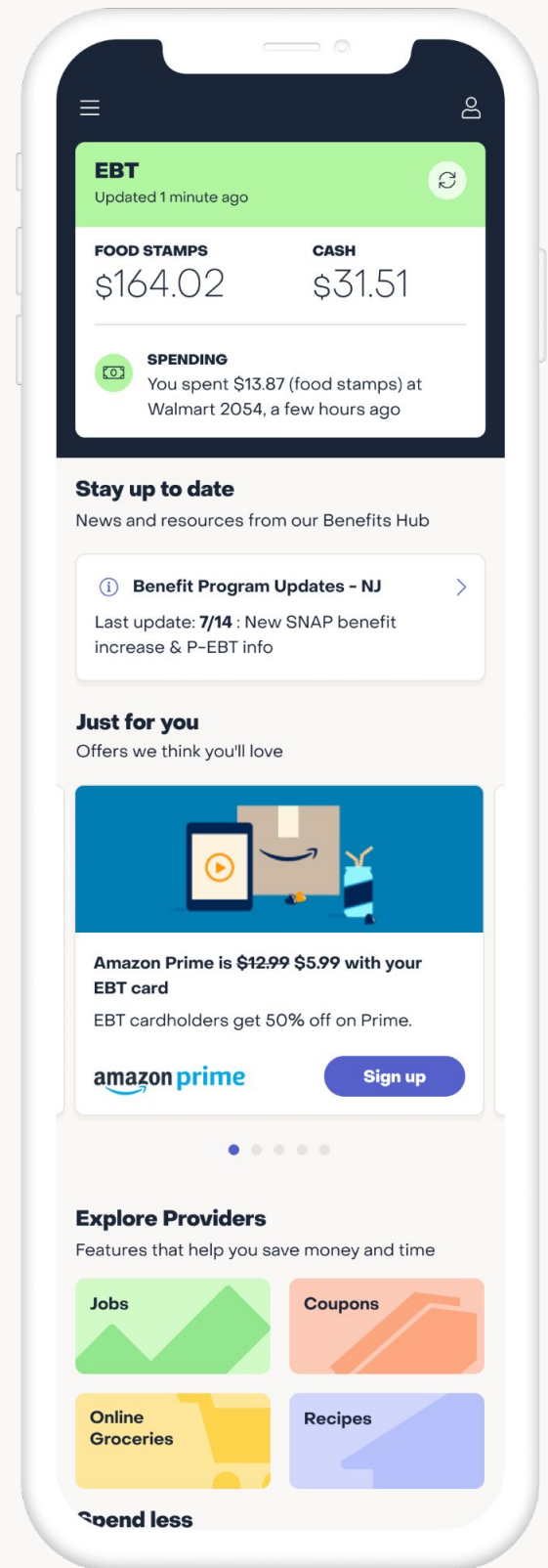
Reporting on campaigns and audience insights

PREMIUM FEATURES

Custom-built landing pages and content zones

Interactive content

Customer surveys to understand campaign impact or broader research goals



We build Providers. Propel is a for-profit technology company with the mission to make the social safety net more user-friendly. We are backed by leading VC and impact investors and are based in Brooklyn, New York.

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