



Introducing

SNIPP!

Financial Media Network

Millions of shoppers
 Shopper history based targeting
 Full funnel attribution

What is a Financial Media Network?

A Financial Media Network allows brands, retailers and retail media networks to reach a bank's audience with targeted, SKU-level offers and promotions

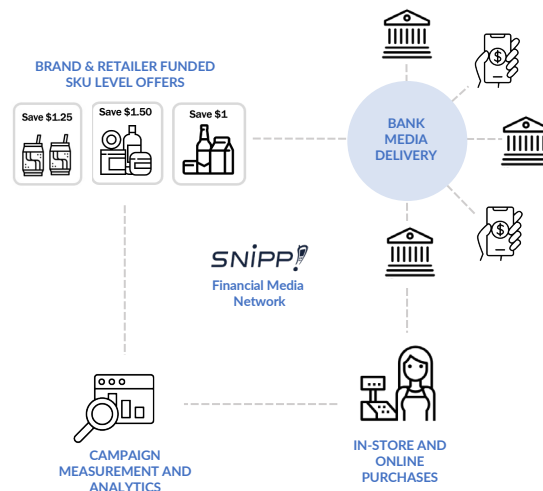
BANK OF AMERICA

PNC BANK

ampliFI
loyalty solutions

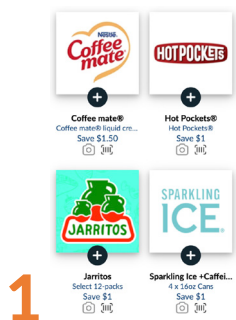
triple:

Reaching 67 million+ active banking consumers



How does it work?

Consumers love cash back rewards because they are digital, easy to use and personalized



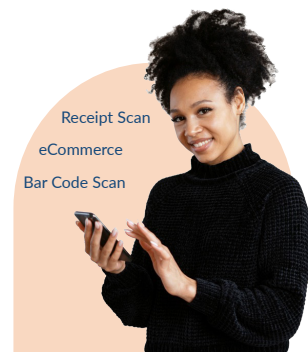
1

CPG brands and retailers fund promotion offers



2

Our scaled network of consumer banks publish targeted, every day spend offers



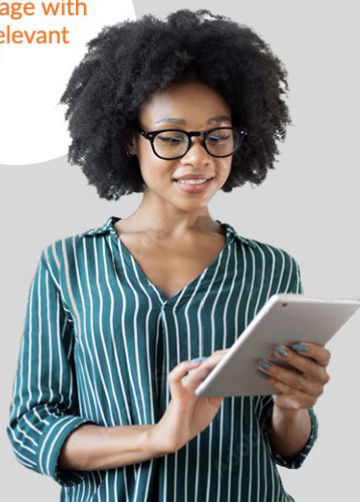
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Consumers save with SKU level promotional offers

Why is the market excited about our Financial Media Network?

Banks want to increase the value of their rewards programs and drive card usage

"I want to drive card usage with more relevant Offers"



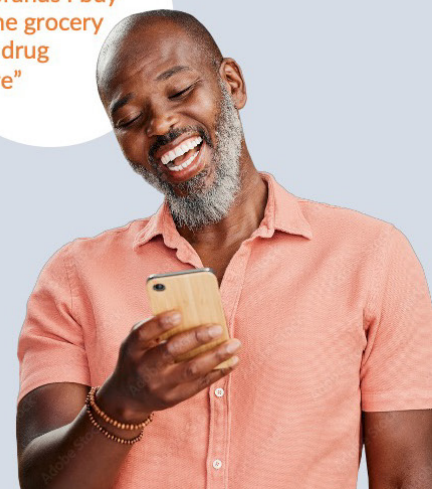
Brands want to expand the reach of their digital offers and target incremental shoppers

"I want to deliver offers digitally and convert more shoppers in-store"



Consumers want banks to offer deals on everyday spend items with easy redemption

"I want to save on brands I buy at the grocery and drug Store"

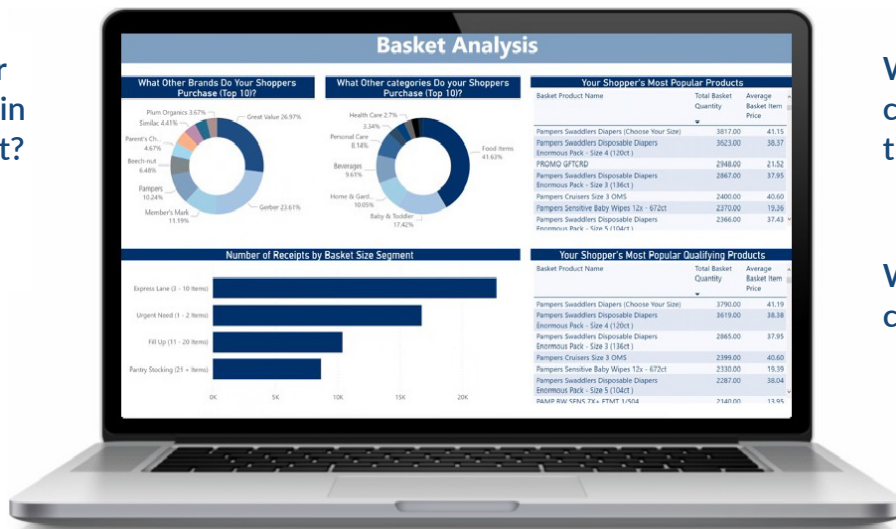


Why is the market excited about our Financial Media Network?

Snipp Insights helps make sense of complex consumer behaviors and purchase patterns at a **product, brand and category level**

What other brands are in their basket?

Where did they shop?



What other categories do they buy?

Who are your competitors?

How can brands get involved?

1. Its as easy as confirming your interest in placing your brand and products in front of Snipp's Financial Media Network of 60+ million shoppers
2. We handle all the targeting and campaign set up details for you, no technical effort is required on your part

[Click to request a demo](#)