



# RECEIPT DATA: A MARKETING GOLD MINE

The simple store receipt is one of the most powerful marketing tools a brand has at their disposal. Receipts contain a wealth of incomparable data on shopping habits, product, and retailer information, and they are one of the best proof-of-purchase mechanisms for both one-off promotions and full loyalty programs. **Let's dive deeper into the data you can get from receipts, and how it can shape your marketing strategy.**

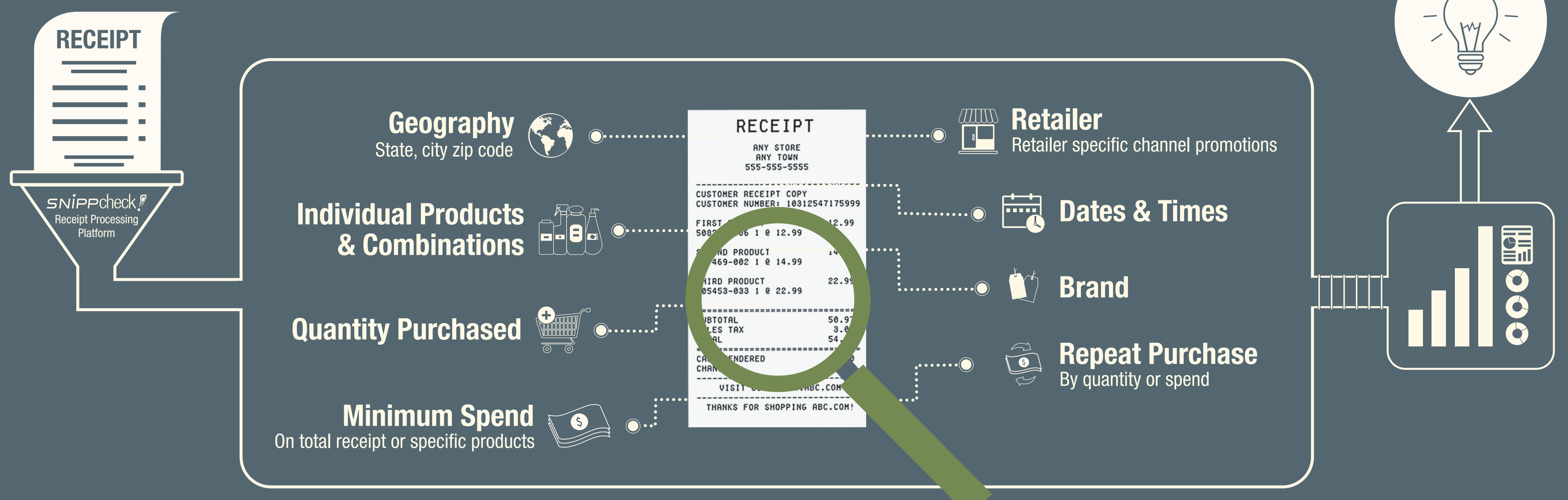
## HOW CAN YOU ACTIVATE CONSUMERS & COLLECT RECEIPT DATA?

Activate Users In Any Channel...

...With Any Program

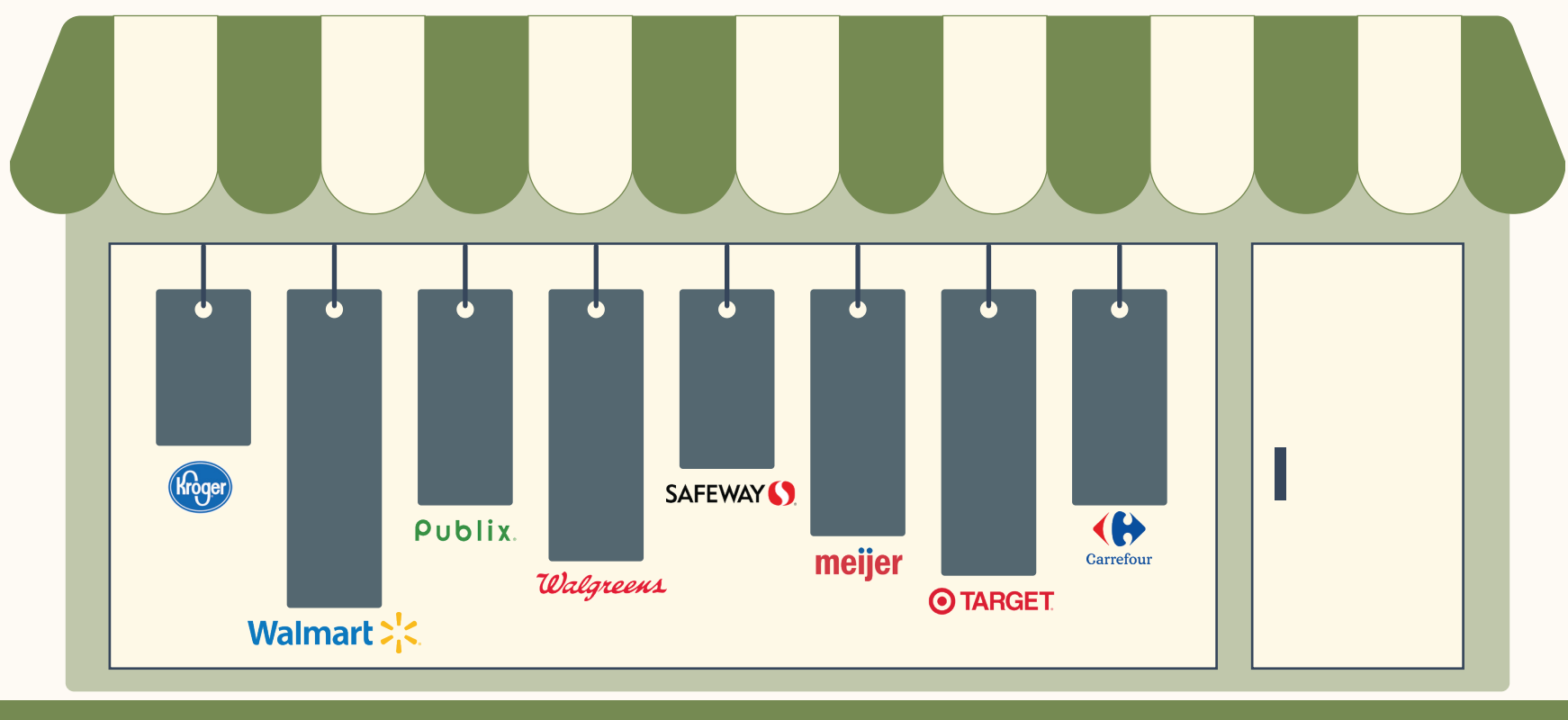


## WHAT KIND OF DATA CAN YOU GET FROM A RECEIPT?

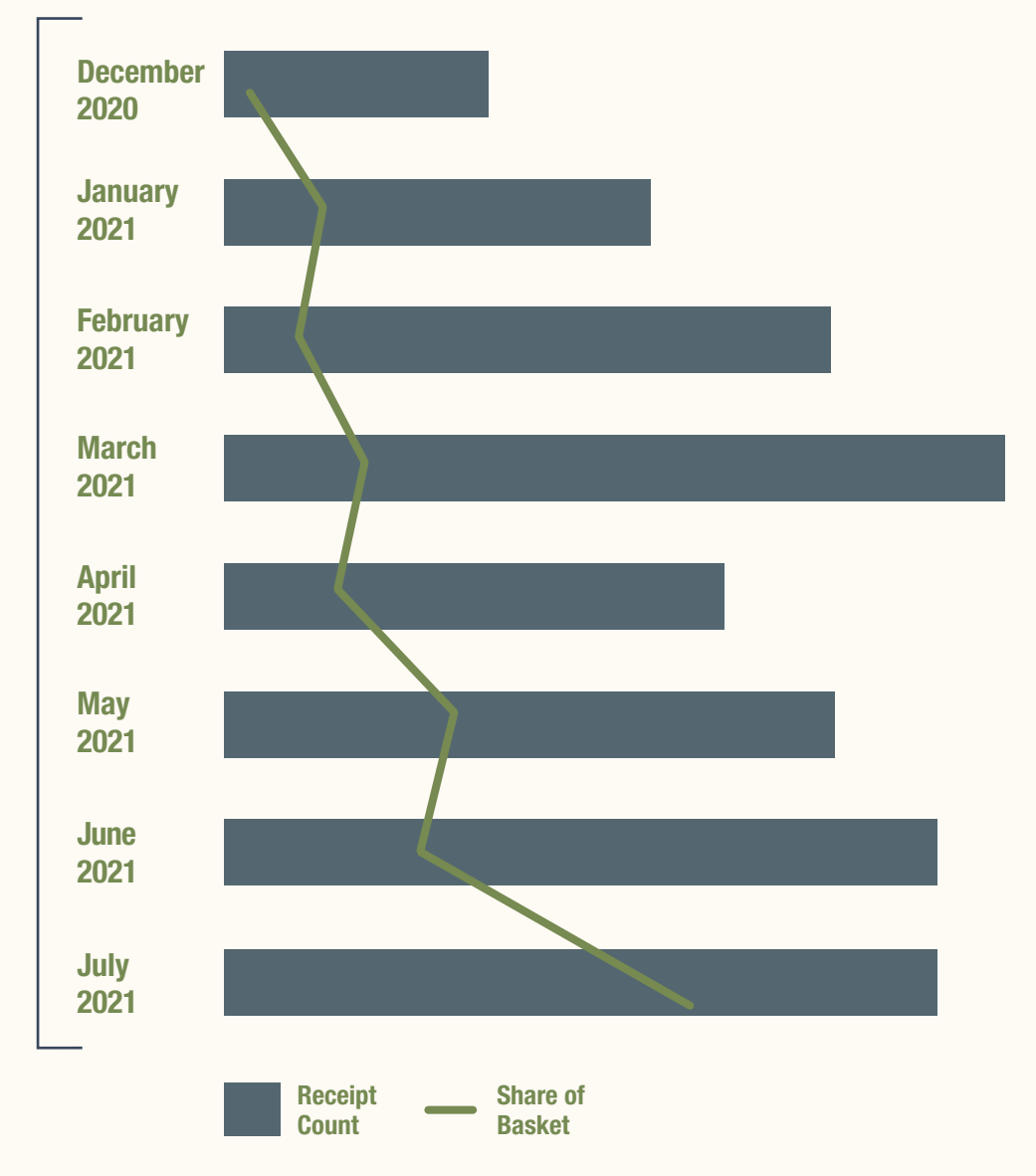


## WHAT KIND OF ANALYSIS CAN YOU DO WITH THIS DATA?

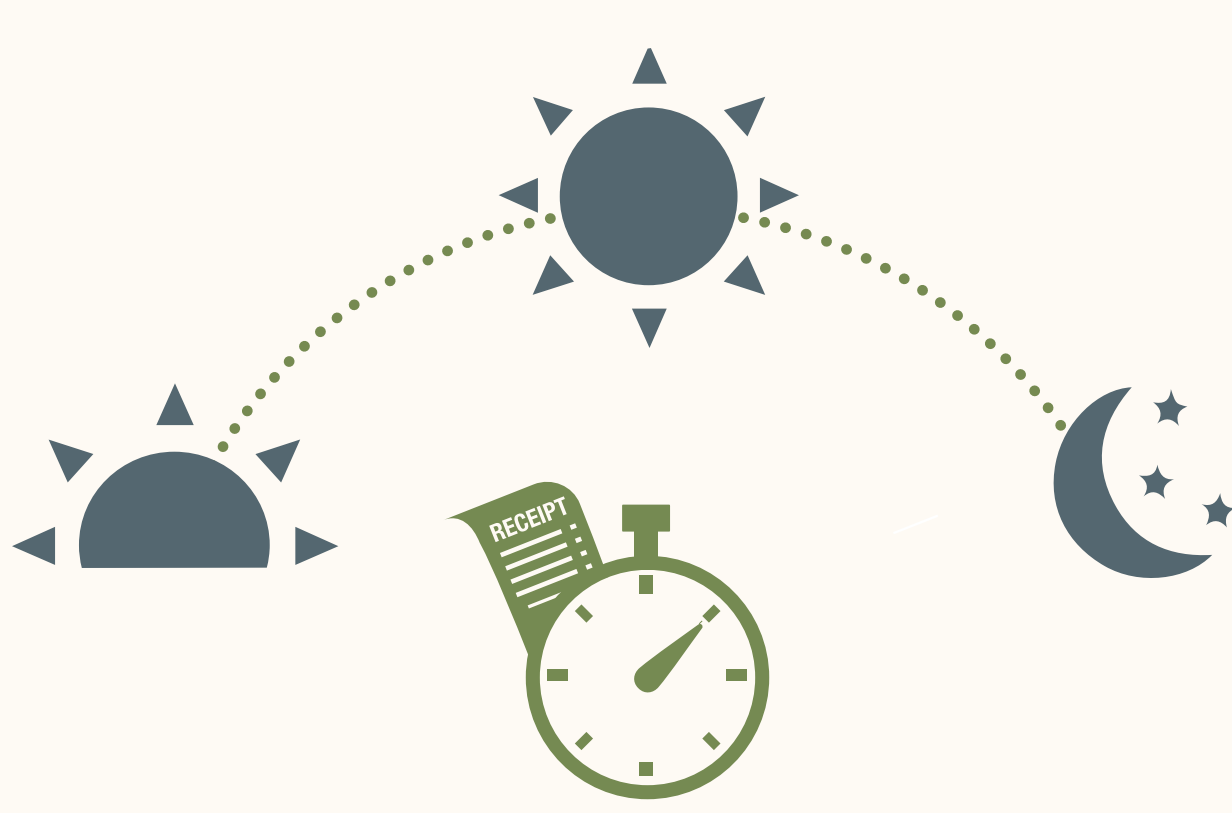
**Receipt Count By Store**  
See where most of your consumers shop.



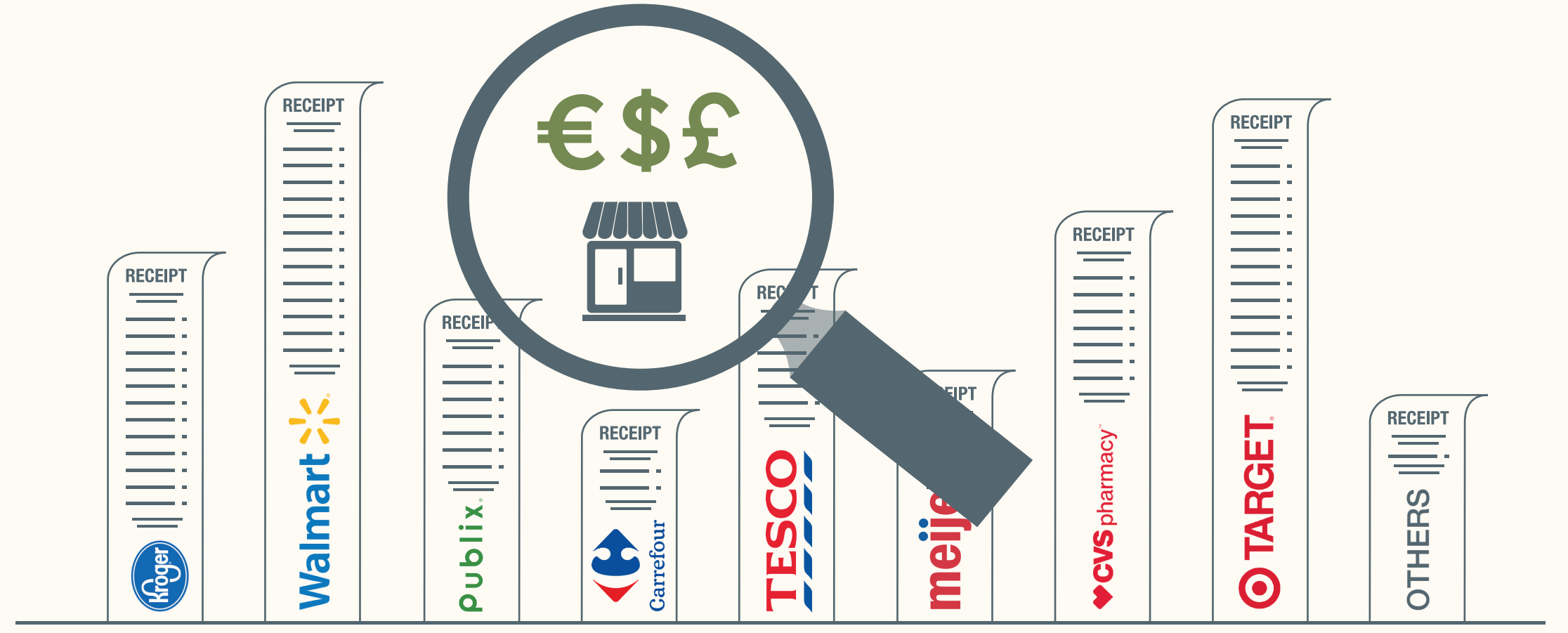
**Share of Basket**  
Discover the other products your consumers are buying outside of your brand, each shopping trip.



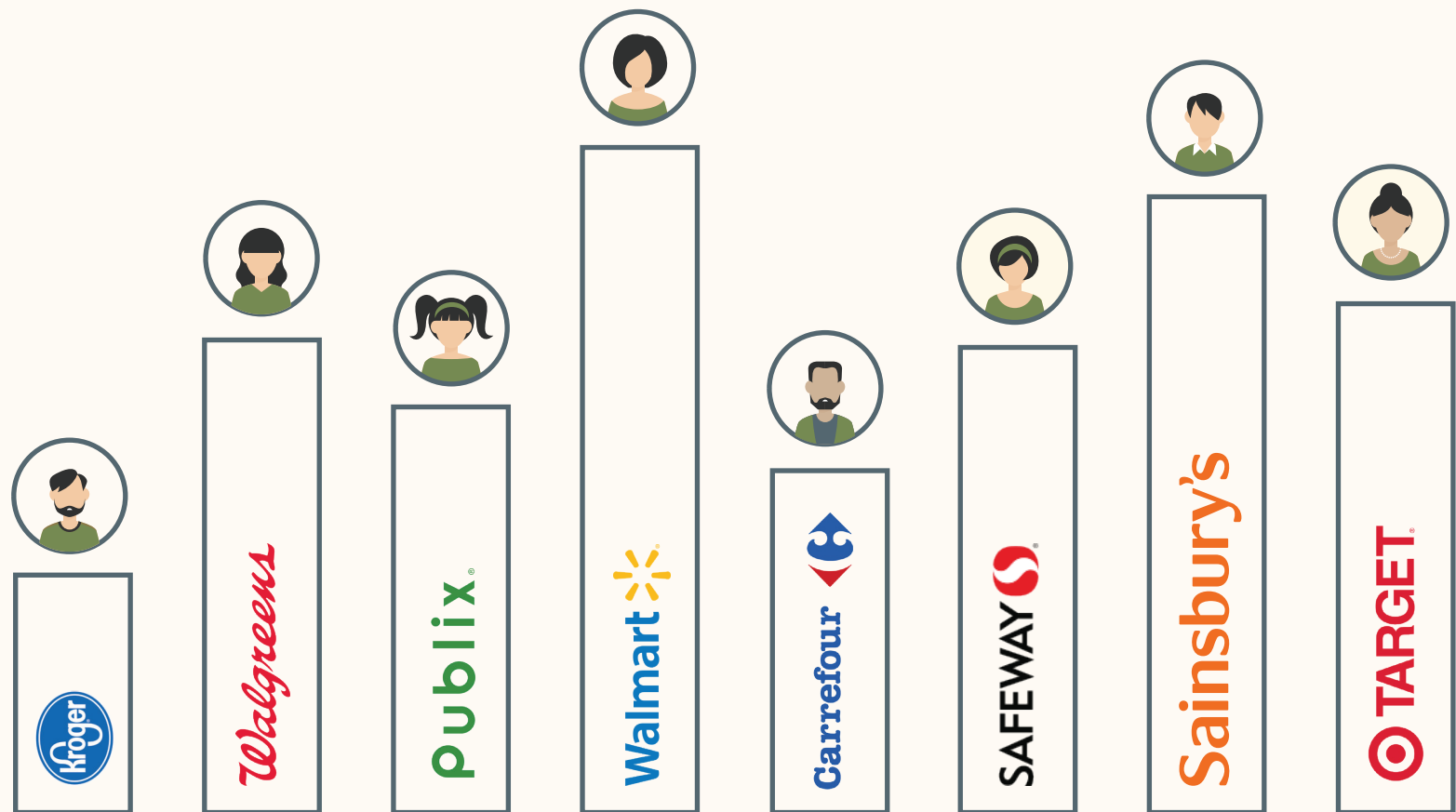
**Receipt Count By Day**  
Find out the most popular times your consumers prefer to shop.



**Average Receipt Amount By Store**  
See which retailers your consumers spend the most money at.



**Receipt Per Member By Store**  
Find out which retailers drive the most brand program engagement.

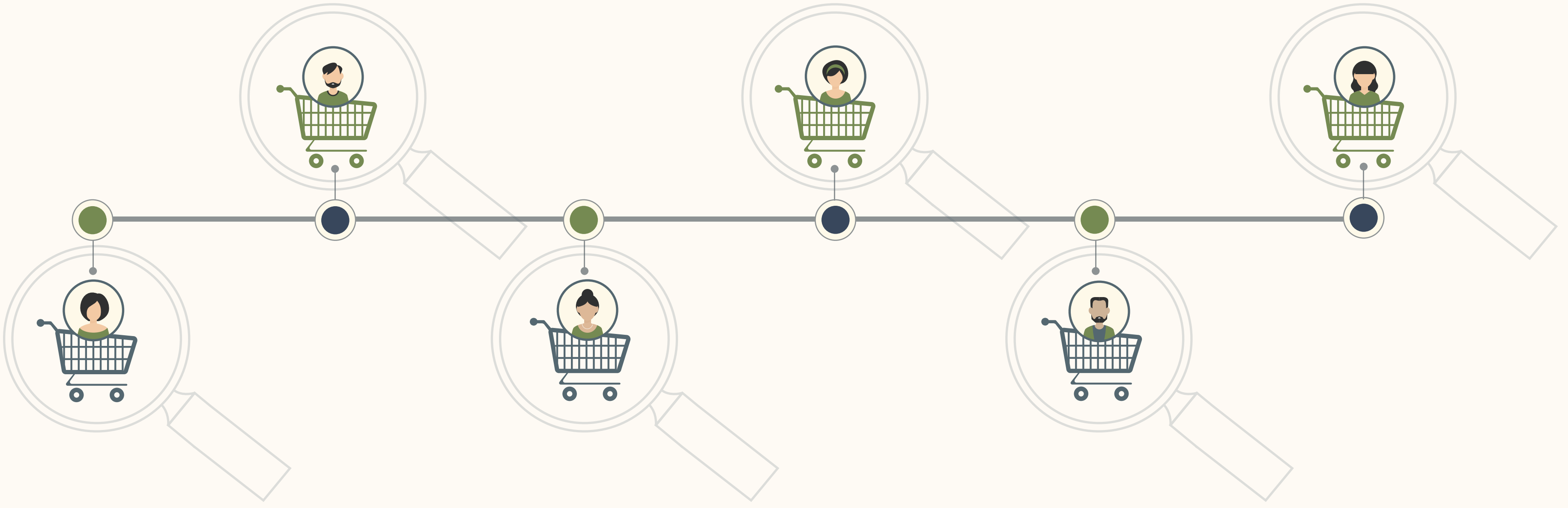


It can also be helpful to view **Receipts Per Member by Geography...**



...just like it can be helpful to filter **Average Receipt Amount by Geography**

**Full Basket Analysis of Each Consumer's Shopping Trip**  
Products purchased, competitors, brand names, category analysis, basket size, behaviors, and prices.



## WHAT KIND OF STRATEGIES CAN BE SHAPED FROM THIS DATA?

- Targeting different demographics based on geography or basket analysis
- Providing more support to particular retailers to drive engagement
- Executing cross-portfolio programs to increase basket size
- Undertaking account specific instead of national programs
- Creating limited time offers around certain calendar periods, days of the week, or even times of the day
- Understand the competitive shopping landscape, to combat the competition and find partnership & coalition opportunities
- Develop re-targeting programs for future CRM activities



SnippCheck, our market-leading, retailer-agnostic transaction validation platform, powers programs that are designed to engage consumers through the entire path to purchase - in-store, at home and online. Brands can scale activations and reward consumers based on a dollar value spend, number of products purchased or even a sum of purchases over time. SnippCheck enables brands to tap into unprecedented first-party purchase and behavioral data (including basket level analysis). It is key to creating unified data sets and building a 'true single customer view' to enable intelligent decision making. Visit [www.snipp.com/receipt-processing](http://www.snipp.com/receipt-processing) to know more.

- App-Free Solution
- OCR: Optical Character Recognition
- Rules Engine Supports any Qualification Logic
- Sophisticated Fraud Detection
- 100% Accurate
- Works Across all Retailers
- Consumer Data Collection & Analytics