



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 retailers, 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 receipt processing, receipt analysis techniques and how it can shape your marketing strategy.

HOW CAN YOU ACTIVATE CONSUMERS & COLLECT RECEIPT DATA?

Activate Users In Any Channel...



...With Any Program

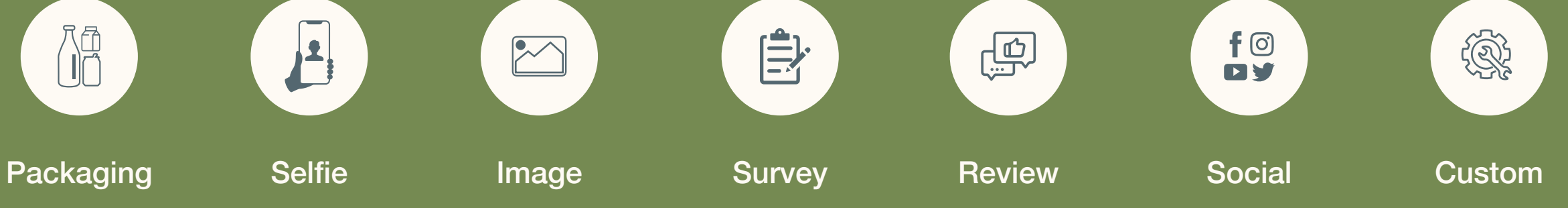


Validate any Purchase or Non-Purchase Transaction (to enhance your purchase data!)

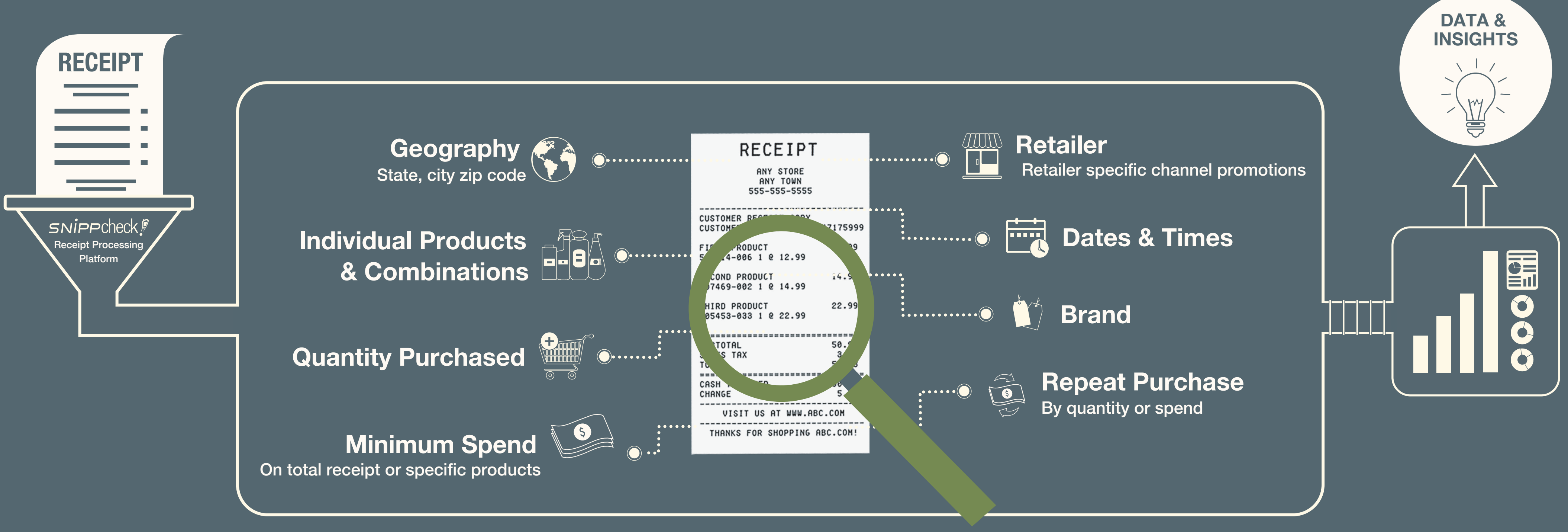
Purchase



Non Purchase



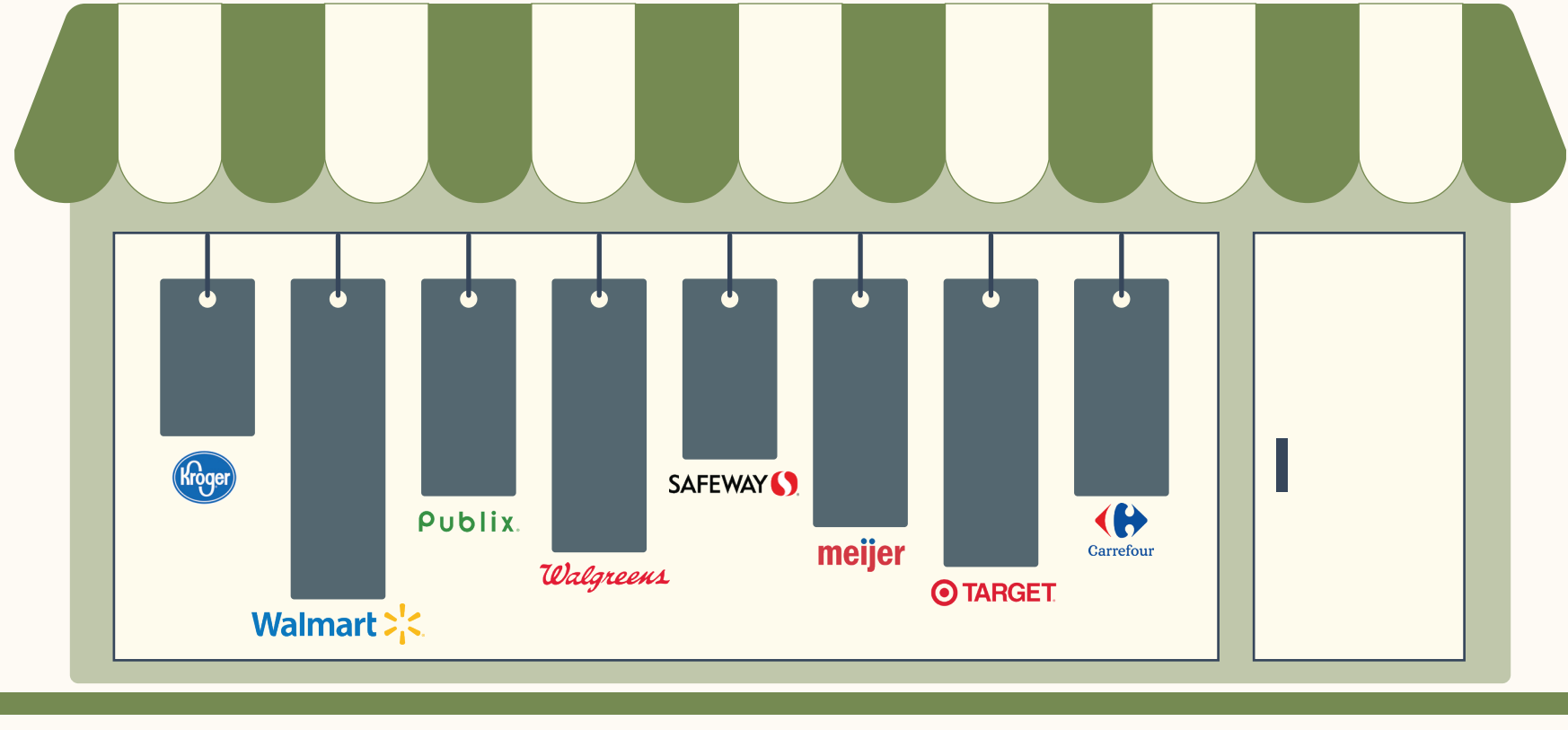
WHAT KIND OF DATA CAN YOU GET FROM A RECEIPT?



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

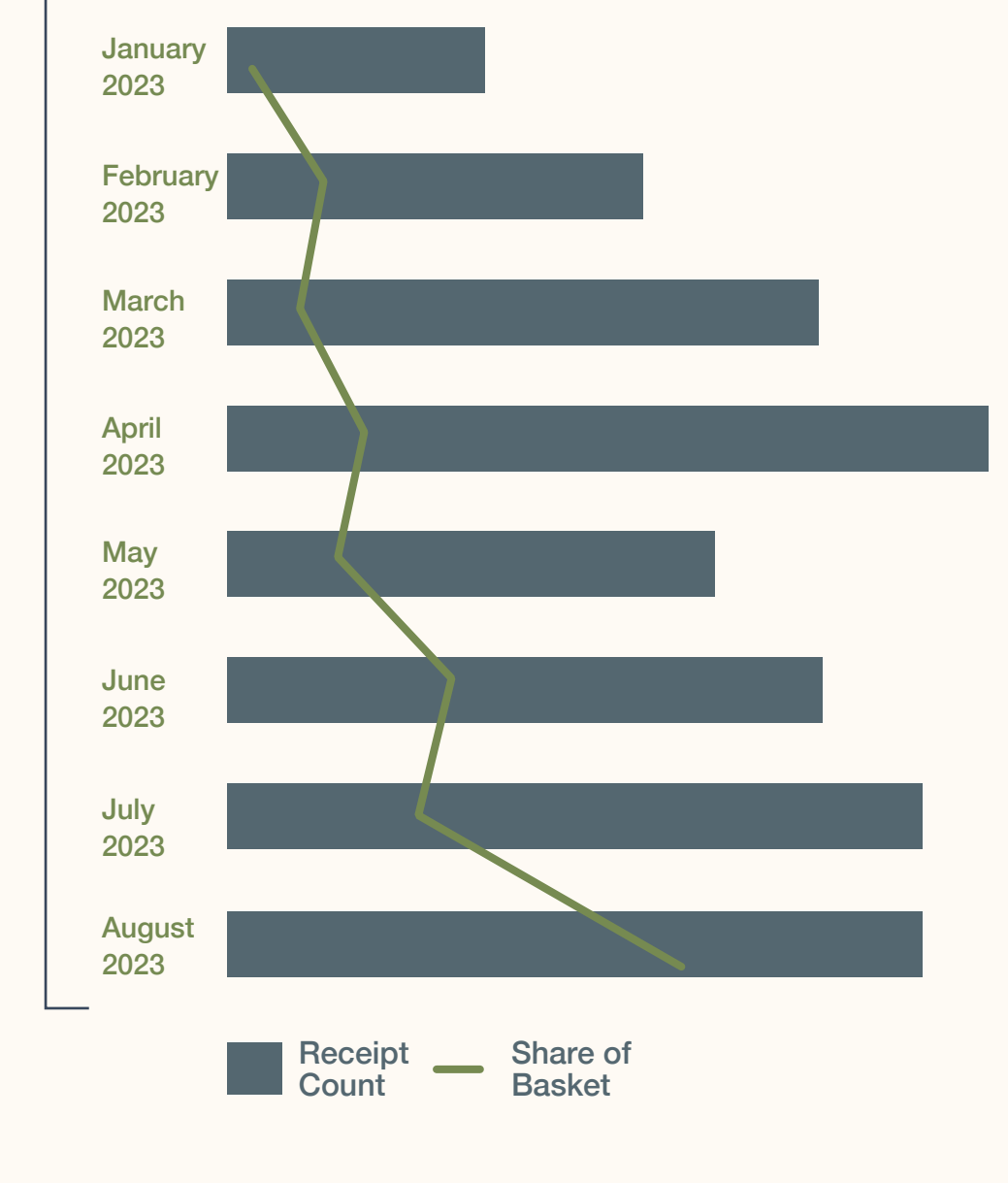
Receipt Count By Store

See where most of your consumers shop.



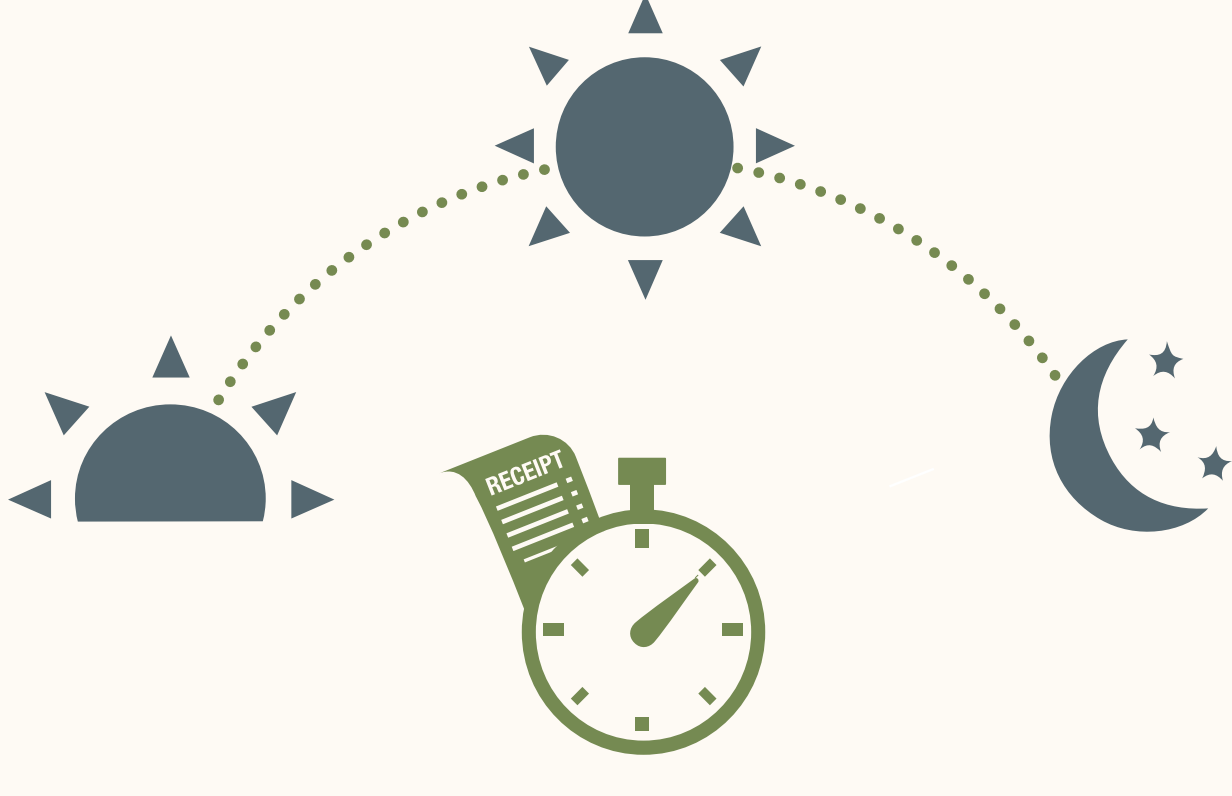
Share of Basket

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



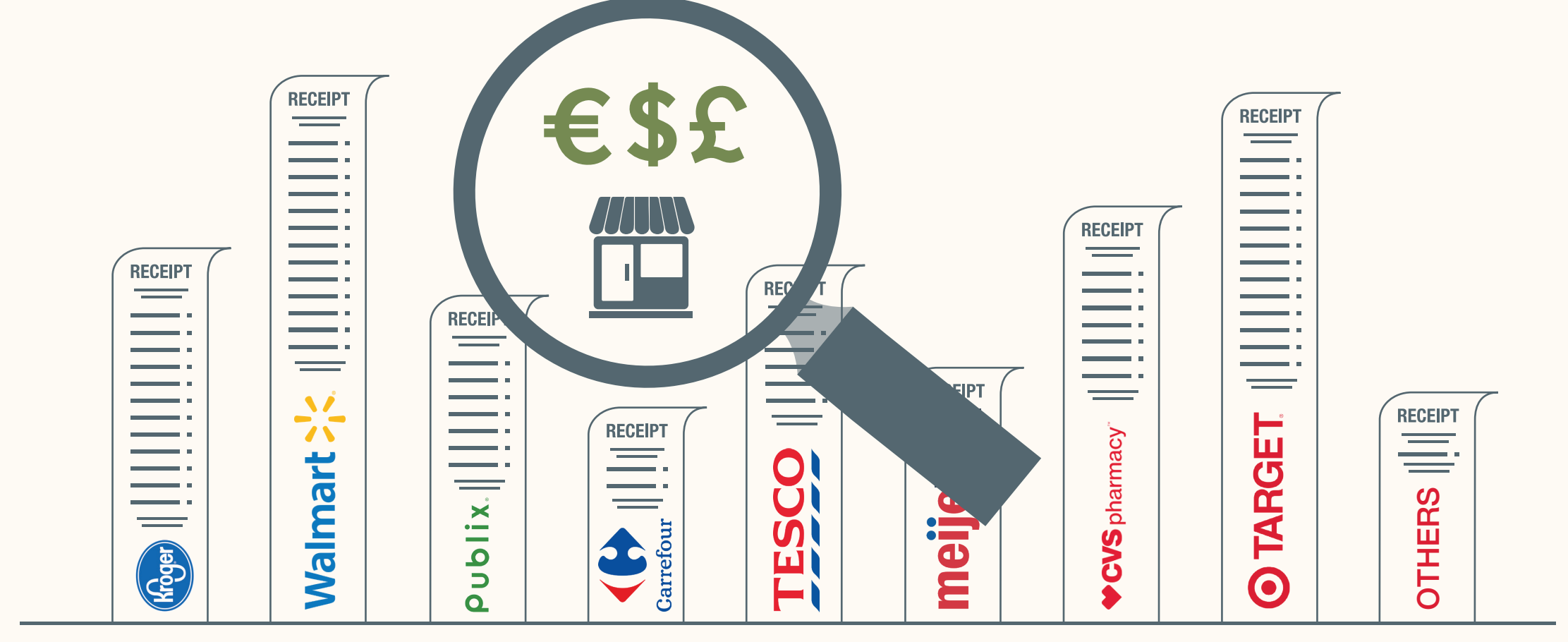
Receipt Count By Day

Find out the most popular times your consumers prefer to shop.



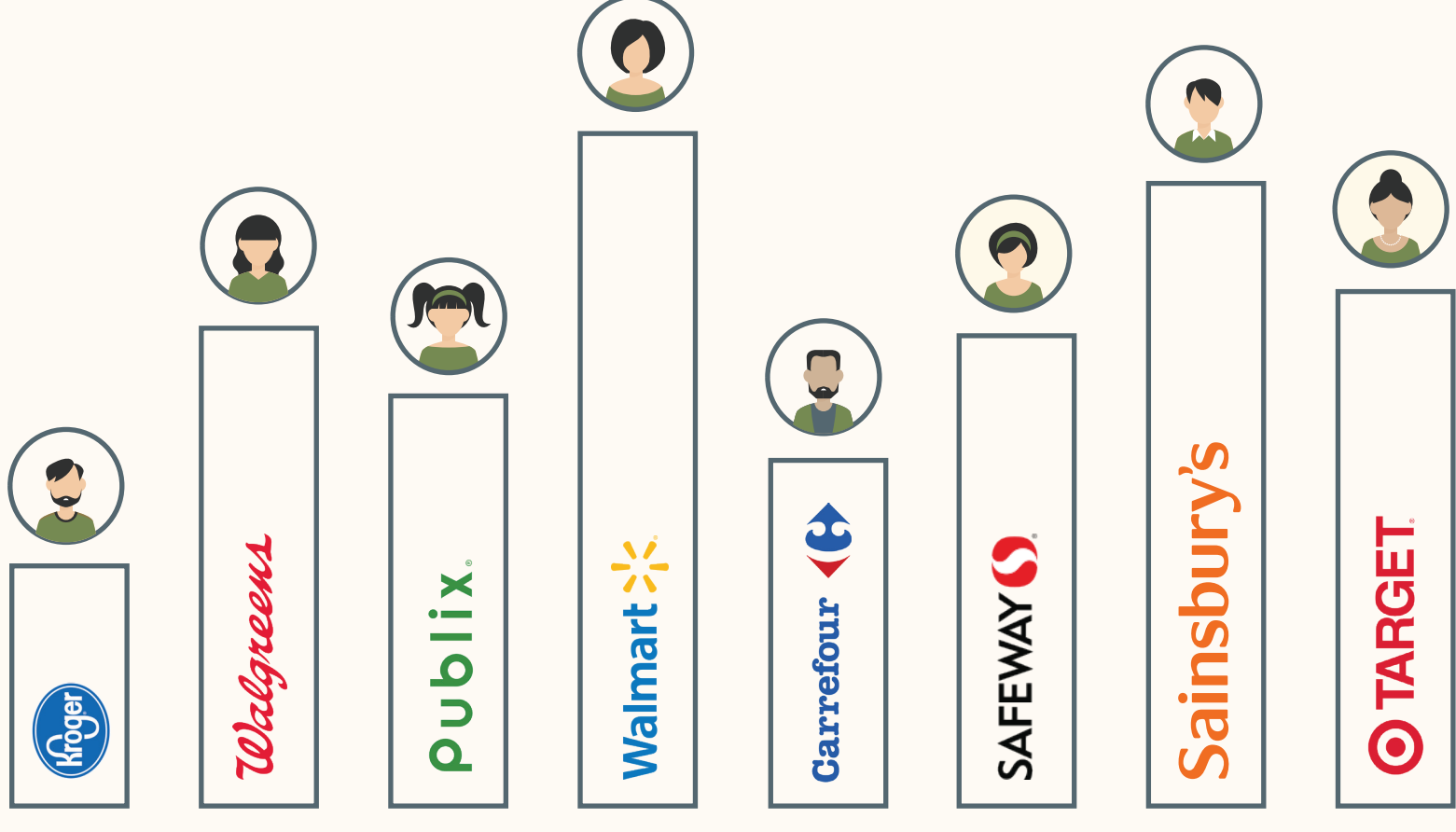
Average Receipt Amount By Store

Receipt analytics that show which retailers your consumers spend the most money at.

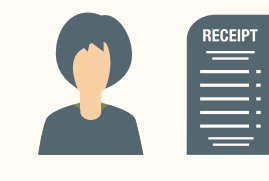


Receipt Per Member By Store

Find out which retailers drive the most customer engagement for your program.



Additional Receipt Analytics



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.



Brand & Category Level Shopping Data:

Find out where, when and how your customers are shopping.



Spend:

See what percentage of basket spend your products represent and get total spend per receipt data.



Competition:

Learn what competitive products and brands your customers are purchasing.



Retailer Breakdown:

Understand how the above metrics and insights differ amongst various retailers.



Personalization & Segmentation:

Derive insights to enable customer segmentation down to an individual level, to influence shopping behavior.

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



Targeting different demographics based on geography or basket analysis



Providing more support to particular retailers to drive sales and 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



TRANSACTION PROCESSING PLATFORM

SnippCheck, our market-leading, retailer-agnostic receipt processing and 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 to learn more.

- Works Across all Retailers
- API to Integrate into Third Party Apps
- Rules Engine Supports any Qualification Logic
- Optical Character Recognition
- Integration with a Variety of Rewards
- No More On-Pack Codes Necessary
- 100% Accurate
- App-Free Solution
- Fully White-Labelled
- Data Collection & Analytics
- Receipt / PO / Invoice and E-comm Receipt Validation
- Invoice & Purchase Order Validation
- Card-linked Purchase Validation
- Multiple Language Processing
- Sophisticated Fraud Detection