

# SNIPP Loyalty

## CUSTOMER ACQUISITION & ENGAGEMENT HUB

### THE SNIPP Loyalty PLATFORM

SnippLoyalty is an end-to-end, real-time multichannel SaaS loyalty platform.

Our innovative, cloud-based loyalty platform is not just about 'customer' loyalty but about **Creating Customer Acquisition and Engagement Hubs**. It is tailor-made for brands to engage with and build deeper relationships with their consumers. Available in modules based on your business needs, it is structured around core features that no loyalty program today should be without - receipt processing, real-time transaction processing, social media & other technology integrations, rewards, data collection & analytics and more.

#### Our services include:

- Strategy planning
- Real-time third party integration
- Program design
- Operational support
- Customer data management
- Data driven customer insights/ analytics

### SNIPP LOYALTY - MODULAR CUSTOMER ACQUISITION & RETENTION HUB

A comprehensive and flexible enterprise loyalty solution with the flexibility to layer different earn and burn mechanisms and full tech stack or modular components as needed.

#### EPOS INTEGRATION BASED

programs to drive consumer participation

#### COMPLEX EARNING RULES

Recognize & reward engagement activities + spend

#### REWARDS

Aspirational & relevant rewards + rewards distribution



#### PURCHASE VALIDATION

Receipt, Ecommerce, POS. Consumer friendly method

#### CONNECT TO & FROM VARIOUS SYSTEMS

Integrate member portal into eShop/Website/APP

#### DATA

Collect, analyze & utilize data to provide enhanced experiences

UNIFIED DATA SETS, ENABLING INTELLIGENT DECISION MAKING

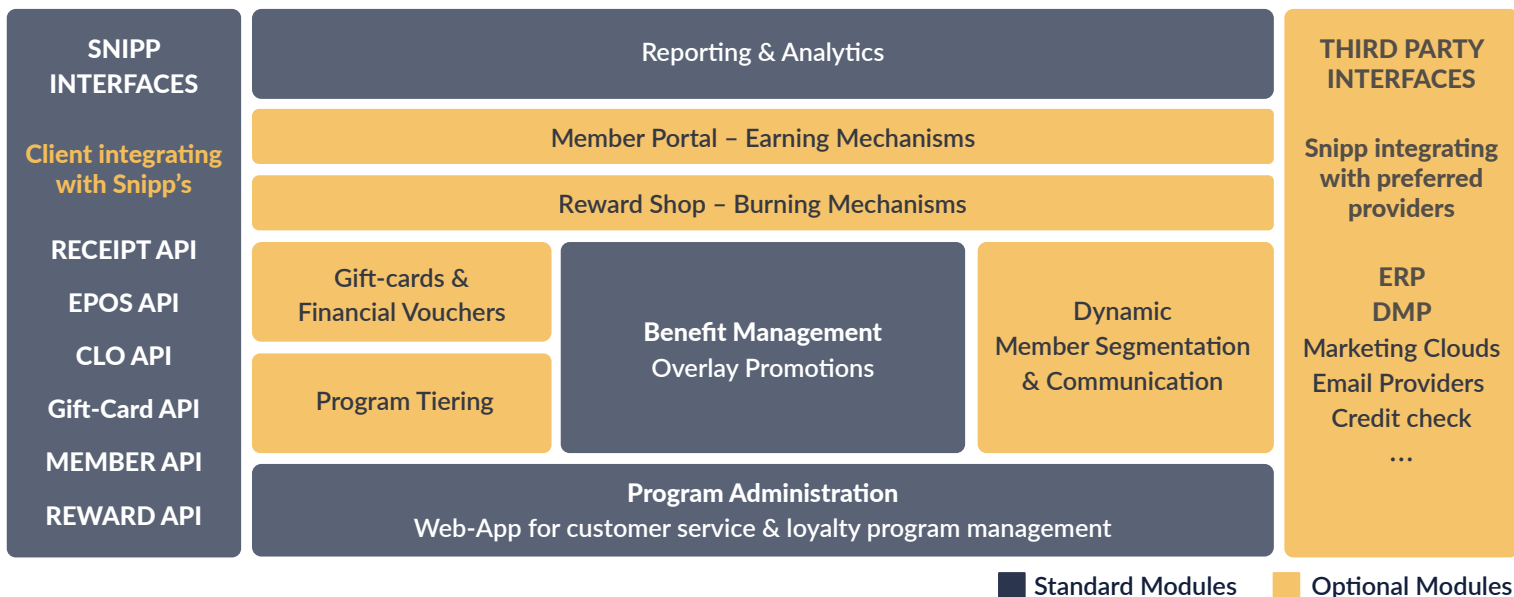
### BRAND OBJECTIVES FOR CONSUMER LOYALTY

- Customer Retention
- Sales
- Frequency
- Engagement
- Brand Advocacy
- Measurement & ROI
- Data

### HOW SNIPP MEETS THESE OBJECTIVES

- Improved customer experience
- Market leading receipt validation method and API integration
- Extensive segmentation & personalization
- Rewards for engagement
- Expansive rewards offering
- Actionable data & insights to enhance future marketing

### SNIPP LOYALTY HUB - MODULES



### HIGHLIGHTS

#### Seamless Integration with Snipp

- Receipt API
- EPOS API
- CLO API
- Gift-card API
- Member API
- Reward API

#### Member Portal

- Registration
- Loyalty Status
- Activity Overview
- Member Specific Offers
- Engagement Options
- Promotions
- Rewards Status

#### Exhaustive Earn & Burn Mechanisms

- Registration & Tenure
- Data Capture
- Transactions
- Education & Content
- Advocacy
- Channel Engagement
- Lifestyle Engagement
- Relevant Rewards

#### Dynamic Benefit Management

- Member Data
- Points Lifecycle
- Promotions Overlay
- Rewards

#### Segmentation & Personalization

- Identification & segmentation using each data point
- Tracking of behavior / performance by segment

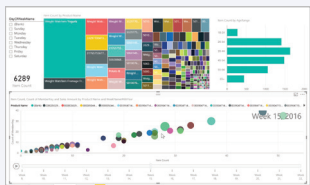
#### Third Party Integrations (Batch or API integration)

- ERP (Eg: SAP)
- CRM (Eg: Salesforce)
- Marketing Clouds (Eg: Adobe, Oracle)
- Email Systems
- Credit Check
- Address validation

### REPORTING - DATA INSIGHTS & ANALYSIS

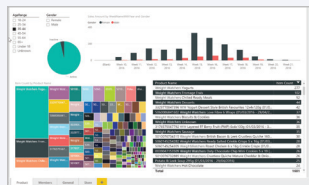
#### Products Purchased

Breakdown of purchased products by products, week, member information



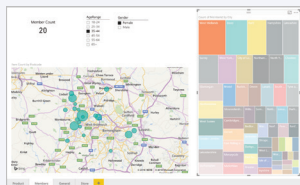
#### Member Details

Shows a view/breakdown of registered members and associated data collected during registration



#### Store Details

Which stores are performing best by brand/region/location



#### General

Further breakdown of products by date and member age range



Snipp also provides an advanced level of basket analysis captured from first party shopping data that includes transcription, brand identification, and categorization of receipts summarized in an interactive, dynamic report.

**PROGRAM MANAGEMENT**



**ADDITIONAL SERVICES**

**Strategy Planing:**

Loyalty fundamentals based on best practices and expertise in various categories

**Customer Service:**

Various channels - email, phone as well as language capabilities

**Design Workshop:**

2 days with key stakeholders. Design of program processes. Functional requirements and integrated project plan. Feature ROI Analysis and Financial Modeling

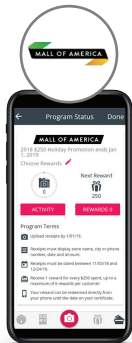
**Promotion/ Procurement Overlays:**

Sweepstakes Administration, Instant Wins, GWP, Custom Reward Procurement

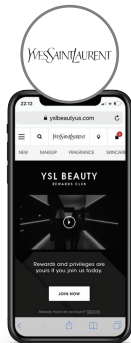
**Basket Analysis Services:**

Transcription/Categorization. Basket based Analytics/Intelligence

**PROGRAM EXAMPLES**



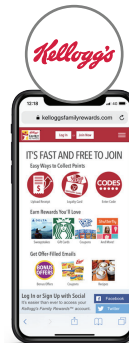
Incentive Loyalty



Receipt API



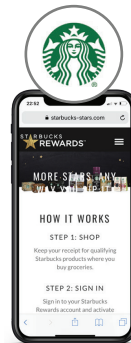
B2B Loyalty



Receipt API + Promotions Overlay



Receipt API



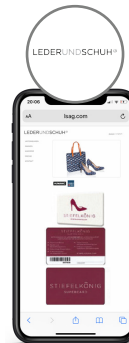
Turnkey Loyalty



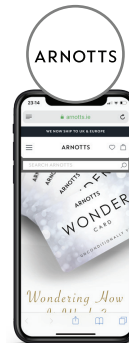
Receipt Verification



Enterprise Loyalty



Enterprise Loyalty



Turnkey Loyalty

We are proud to work with 9 of the top 10 global CPG companies and power three of the five largest multichannel brand loyalty programs in North America!