

TRANSACTION PROCESSING PLATFORM

Validation of Receipt, Image, POS, E-comm, Invoices, and More...

Snipp's transaction processing platform is the market leader in purchase/non-purchase validation for customer engagement marketing. We power programs designed to engage consumers through the entire path to purchase - in-store, at home and online. SnippCheck helps brands scale activations and reward consumers based on any Purchase (dollar value spend, number of products purchased or even a sum of purchases over time) or Non-Purchase (images, surveys, social interactions etc.) transactions.

SnippCheck enables brands to tap into **unprecedented consumer purchase and behavioral data** captured in POS devices and tied to in-store promotions - contests, promotions, sweepstakes, rebates and loyalty programs. We capture zero-party data in real time and build proprietary data sets to drive personalization and engagement.

ANY PROGRAM, ANYWHERE, ANYTIME

- | | | |
|----------------------|-------------------|------------------------------|
| ● Gift-With-Purchase | ● Rewards | ● Text-To-Win |
| ● Instant-Win | ● Digital Rebates | ● Pin-On-Pack |
| ● Sweepstakes | ● Punchcard | ● Receipt & Image Validation |
| ● Gamification | ● Social | ● Loyalty |

MARKET-LEADING PLATFORM

1,000,000,000 +
Transactions

10,000,000 +
UPCs / SKUs

1,000,000 +
Locations

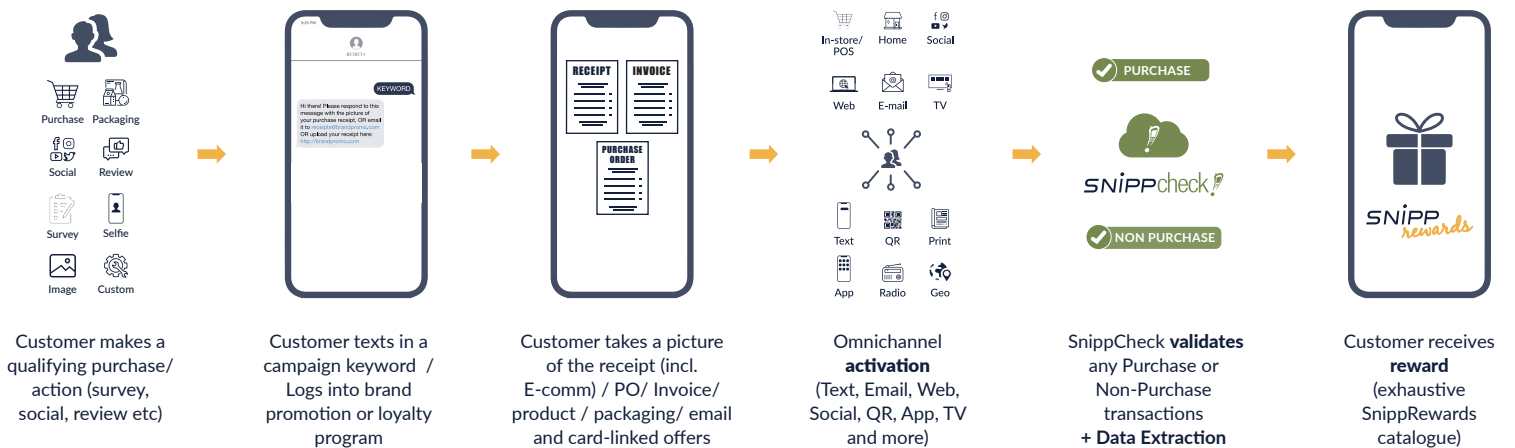
10,000 +
Programs

1000 +
Brands

HOW IT WORKS

SINGLE AND MULTIPLE INTEGRATION POINTS

Enables seamless submission, validation, incentives, and communication to customers.



UNIFIED DATA SETS, ENABLING INTELLIGENT DECISION MAKING

KEY FEATURES



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-Labeled



Data Collection
& Analytics

ADVANCED FEATURES



E-commerce
Receipt Validation



Invoice & Purchase
Order Validation



Card-linked
Purchase Validation



Multiple Language
Processing (Global)



Sophisticated
Fraud Detection

ACTIVATION & VALIDATION

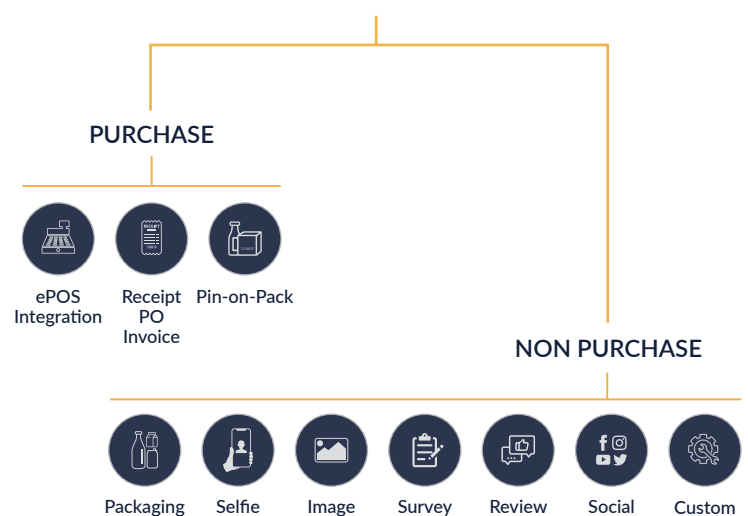
OMNICHANNEL ACTIVATION

Activate Users in any Channel



MULTI-CHANNEL VALIDATION

Validate any Purchase or Non-Purchase Transactions



COMPLETE PURCHASE DATA INSIGHTS AND ADVANCED BASKET ANALYSIS

Captured from First Party Shopping Data

ROBUST DATA ► ACTIONABLE INSIGHTS ► INTELLIGENT DECISIONS

ACCESS Tap into unprecedented information about your consumers and their purchase habits.

ANALYZE Make sense of complex consumer behaviors and purchase patterns at a product, brand & category level.

MEASURE Measure the effectiveness of marketing campaigns, enabling intelligent decision making.

OPTIMIZE Turn invaluable information into actionable insights.

SNIPP CHECK RECEIPT API / LICENSING

Integrate SnippCheck transaction processing into your current ecosystem to enhance your promotions, sweepstakes and loyalty programs for a seamless CX



Transfer data
efficiently between
systems



Automate
processes



No manual
data entry



Reduced risk
of errors



Real-time access
to data



Improved
Data analysis

FLEXIBLE DEPLOYMENTS TO MEET ANY ENVIRONMENT

- **Single Integration Point** - Single API Connection
- **Multiple Integration Points (Internal)** - Integrations into Global Registration, CRM and Rewards Engine
- **Multiple Integration Points (External)** - Integrations into Booking engine, POS, Fulfillment vendors
- **App Based Integration** - Single API connection
- **Widget Integration**
- **POS Integration**

HOW IT WORKS

Submission	Validation + DataCollection	Data Pass	Qualification	Communication	Reporting
Any submission channel	Receipts (in-store & Ecom) Images Invoices POs Receipt & Basket Data	Callback Queue (Snipp) API (Snipp & Client) Flat File (Snipp)	Any qualification rules	Send consumer confirmation / reward or invalid message	Data Deposit to Client Database

CASE EXAMPLES

LOYALTY
PROMOTION
APP
REBATES
RECEIPT API
GLOBAL PROMOTION
B2B
API / LICENSE

Click to request a demo