

SNIPP Rebates

Quicker. Smarter. Cheaper.

REDUCE COST OF PROCESSING REBATES TO LESS THAN \$1!

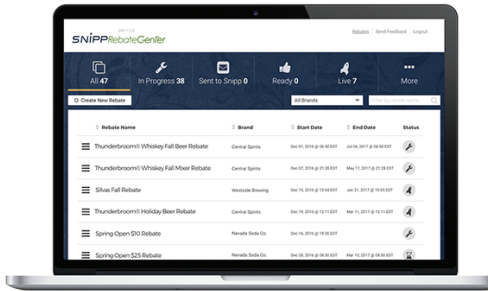
SnippRebates offers a mobile first solution to the broken “traditional” rebate model. It is driven by its flagship product, the Snipp RebateCenter, a one-of-a-kind, SaaS platform that allows **Energy Providers in the public or private sector or any other company in the Utility Sector** to set up and manage single-instance or cross-portfolio rebates at the click of a button, as well as providing customers and contractors a fully branded, digitized rebate experience.

SnippRebates can reduce the cost of processing rebates to less than \$1 by using SnippCheck's automated transaction recognition system and eliminating manual labor expenses.

FEATURES AND BENEFITS OF SNIPP REBATES		Traditional Process	SNIPP Rebates Process	SNIPP Rebates FOR THE UTILITY SECTOR Incentivizes home owners to move from paper to e-bills Processes any type of rebate including Energy Star, Renewable Energy Incentives, Smart Home Products and Appliance Recycling Real-time integration with client databases & systems including verification of customer ID and data, and 'approved contractor' lookup Contractor referral program capabilities
1 SUBMIT	Customer / contractor submits their rebate application	Mail-In	Pre-integrated with SnippCheck, market-leading receipt processing technology. Invoices can be submitted easily through text, email, web upload, or even through mail.	
2 VERIFY	Confirm if the application meets requirements	Majority Manual	SnippCheck automatically verifies the rebate even if the submission is a handwritten invoice.	
3 NOTIFY	Inform the customer/ contractor of rebate status	Mail / Call Center	Digital communication through diverse options including SMS, email, or web. Traditional communication such as a call center or mail is also available.	
4 FULFILL	Reward qualifying customers	Check	An array of payment options, including: direct deposit to checking account or cash-to-card, physical & digital prepaid cards, PayPal, reloadable prepaid card, and check in the mail.	
5 REPORT	Provide rebate campaign metrics	Limited to basic info: approvals, submissions, address, etc.	Real-time data and performance monitoring, including traditional campaign metrics, customer profiles, contractor analysis, and geographic data.	

Snipp can manage the entire end-to-end rebate process or integrate our SnippCheck transaction processing technology into your existing program and vendor systems.

OVERVIEW OF THE SNIPPRebateCenter



Admin View

Simultaneously run several rebates across multiple providers, geographies & timespans.

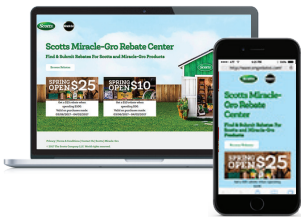


Customer View

Completely skinnable for a custom brand experience.

CASE EXAMPLES

REBATECENTER - Scotts Miracle-Gro Rebate



Challenge

- A digital alternative to their mail-in rebate programs to drive sales and gather customer data
- A single platform to run multiple rebate offers
- Increase redemption

Solution

- Snipp launched 2 simultaneous rebates on the Snipp RebateCenter enabling simple submission
 - Spend \$50 - \$99.99 get \$10
 - Spend \$100 or more and get \$25
- Snipp validated all receipts, gathered valuable consumer data and handled reward fulfillment

ENERGY SECTOR LOYALTY - Electric Ireland



Challenge

- Electric Ireland needed to create a loyalty rewards program for their residential energy market due to high competition
- The program offering was crucial

Solution

- Snipp implemented and operates "Powering Rewards," a loyalty program in partnership with SuperValu supermarkets, for 1.3BN residential electricity customers and 100,000 gas customers
- Within a year, more than 150,000 members signed up
- Points earned and transferred to SuperValu: approx. 17,500,000 p.a.

ABOUT SNIPP

Snipp is a global loyalty and promotions company with a singular focus: to develop disruptive engagement platforms that generate insights and drive sales. Our solutions include shopper marketing promotions, loyalty, rewards, rebates and data analytics, all of which are seamlessly integrated to provide a one-stop marketing technology platform. We also provide the services and expertise to design, execute and promote client programs. SnippCheck, our receipt processing engine, is the market leader for receipt-based purchase validation; SnippLoyalty is the only unified loyalty solution in the market for CPG brands. Snipp has powered hundreds of programs for Fortune 1000 brands and world-class agencies and partners.

SNIPP REBATECENTER FEATURES

CUSTOMER FACING FEATURES

- Central location with ability to search multiple rebates
- Rebate process complete within 72 hours
- Invoice accepted via email, text, direct upload or mail-in
- Diverse payment options: direct deposit to checking account or cash-to-card, physical & digital prepaid cards, PayPal, and check in the mail
- Customer able to track rebate status

ADMIN FACING FEATURES

- Supports client creation of rebates
- Extensive customization for each rebate
- Ability to launch within 3 days of submission for approval
- Home dashboard shows all rebates at-a-glance and is filterable by status
- CRM and API integration into your systems available
- Built-in fraud detection