

# Snipp Channel Loyalty Platform



Motivate partners. Protect margins.  
Prove performance.

## The problem

B2B and channel loyalty programs are complex, costly, and difficult to control. Brands need to motivate distributors, contractors, and sales partners across fragmented channels, while managing fraud risk, compliance, and spend. Manual processes, limited verification, and outdated incentives make it difficult to prove impact or scale with confidence.

## Common challenges

- Limited visibility into partner sales and behavior across indirect channels
- Fraud, duplicate claims, and overpayment eroding program ROI
- Incentives that fail to motivate the right actions at the right time
- Manual administration that slows execution and increases cost
- Difficulty proving performance to internal stakeholders

**The result** : channel programs that are hard to manage, risky to scale, and difficult to justify.

## What is Snipp's Channel Loyalty Platform?

Snipp Channel Loyalty is an advanced incentive platform custom-built for manufacturers selling through distributors, dealers and contractors. We validate SKU-level sell-through across the most complex channels, automate claims, mitigate fraud and deliver the visibility you need to understand sell in, sell out and lift. With flexible incentives including tiered earnings, instant cash as digital pre-paid, gift cards and bank deposits, you deliver fast and exciting rewards that drive adoption and growth.

## How it works



### Partners engage

Partners complete qualifying purchase and non-purchase activities and redeem through simple experiences



### Behavior is verified and protected

Invoices, receipts, and transactions are validated at the SKU-level using AI-powered verification, ensuring eligibility while detecting and stopping fraud



### Rewards motivate performance

Partners earn instant rewards as digital prepaid cards, rewards and experiences



### Insights drive optimization

First-party data gives brands visibility into behavior and performance, enabling real-time optimization of incentives, rules, and spend

## Key benefits

### Easy for brands

Snipp's B2B Channel Loyalty Platform gives brands control and confidence across indirect channels. Brands capture and verify partner sales and engagement using AI-powered receipt, invoice, purchase order, and delivery order and transaction validation, confirming eligible SKUs, volumes, and behaviors while mitigating fraud quickly and accurately.

### Motivating for partners

Partners earn instant cash delivered as digital prepaid cards, plus access to a global catalog of thousands of rewards and experiences. Flexible earning rules and timely rewards drive participation, loyalty, and incremental sales.

### Seamless for operations and IT

Hosted and API-based deployment options integrate with existing systems, reduce manual effort, and make it easy to scale programs across regions, partners, and product lines.

## Snipp turns marketing into measurable growth



### Precise purchase validation

Real-time view of program performance



### Fully fraud protected

Reward on fully verified claims



### First-party

Sales insights for loyalty and targeting



### Proven SKU-level insights

Understand true program performance



### Redemption and reward

Experiences that drive engagement and growth

## Your challenges

- Creating value for buyers
- Manual processes
- Matching sell in with sell out
- Education & training



## Loyalty Platform

## Our advantage

- Exciting Customer Experiences
- Fraud Mitigation
- Segmentation and Personalization
- Thousands of Customized Rewards
- Easy Integration
- Actionable Data & Insights

## What makes Snipp different

### → Built on validation, not assumptions

- Enterprise-grade, AI-powered image, receipt and invoice validation
- Validation of purchase and non-purchase behavior
- 50,000+ transactions processed daily

### → Flexible by design

- Start with what you need and expand over time
- Real-time reward logic and flexible engagement rules
- Omnichannel integrations, personalization, and analytics

### → Rewards without operational drag

- Rewards across 180 countries and 58+ currencies
- Cash delivered as digital prepaid cards, gift cards, merchandise, and experiences
- Rewards API eliminates pre-buying, inventory, and breakage risk

### → Engagement that adapts in real time

- Points, multipliers, and digital punch cards
- Pop-up boosts for key moments and periods
- Target by SKU, territory, distributor, or audience segment

### → Insights that drive action

- Real-time visibility into participation, sell-through, and performance
- First-party data captured at every interaction
- Segmentation for targeting, communications, and integrated marketing strategies
- Custom reporting when data exists or access is granted

### → Built for enterprise control and confidence

- Global-grade security, privacy, and fraud prevention baked in
- Program rules, budgets, and limits enforced automatically in real time
- Retailer-agnostic execution without dependency on POS or third-party ecosystems
- API-based POS integration options

## Select Snipp-Powered Channel Loyalty Programs

HAYWARD



Installer Rewards Program

SINCLAIR BROADCAST GROUP

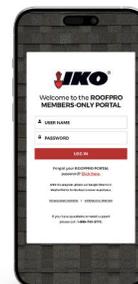


Ad Spend Rewards Program



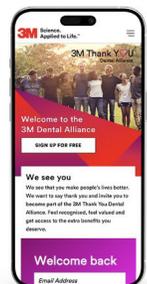
Distributor-Retailer Loyalty Program

JKO



Contractor Rebate Program

3M



Dental Practice Rewards Program