

Snipp Customer Loyalty Platform

Delight shoppers. Prove performance.



The problem Snipp Solves

Consumer loyalty is harder than ever. Shoppers expect personalized, seamless engagement wherever they engage, but the data needed to deliver and measure those experiences is fragmented, siloed, and difficult to trust. Brands need to drive relevance across owned and third-party retail environments, control fraud and cost, protect consumer data, and still prove that loyalty is driving real sales.

Common challenges

→ Loyalty is limited to purchase and redemption moments with little engagement in between

→ Fragmented data and weak first-party capture make it hard to tell a clear member story

→ Difficulty proving true sales impact, attribution, and ROI

→ Operational complexity, outdated platforms, low differentiation, and fraud reduce program effectiveness

The result : loyalty programs that are expensive to run, risky to scale, and hard to justify.

What is Snipp's Customer Loyalty Platform?

Snipp Customer Loyalty Platform is a modular loyalty and engagement solution built for brands selling across owned and non-owned retail channels.

We validate SKU-level purchase and non-purchase behavior wherever consumers engage, power extensive earn and burn models, and automate reward and benefit management at scale. With real-time insights and verified attribution, brands move beyond points programs to measurable incremental sales and long-term customer value.

Proven for Brands

Snipp's B2C Loyalty Platform removes friction for shoppers and uncertainty for brands. Brands capture and verify behavior wherever consumers engage, across brand-owned and non-owned retail channels. Snipp validates activity at the SKU level using AI-powered receipt, transaction, and POS integrations, ensuring accurate attribution and stopping fraud in real time.

Delightful for Shoppers

With our extensive earn and burn options, shoppers are rewarded with instant cash delivered as digital prepaid cards, gift cards, and bank deposits, plus access to a global catalog of thousands of rewards and experiences.

Seamless for IT

Flexible hosted and API options make programs easy to launch, scale, and optimize.

How it works



Shoppers engage everywhere

Consumers make purchase and non-purchase activities across owned channels and non-owned channels



Behavior is verified and protected

AI-powered validation confirms SKU-level activity and mitigates fraud quickly and accurately. Our modular offering with benefit management streamlines workflows



Rewards motivate action

Instant cash and a broad rewards catalog drive relevance, excitement, and repeat engagement



Insights drive performance

Verified first-party data powers real-time optimization of rewards, targeting, and loyalty strategy

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 challenge

- Increase Retention
- Drive Sales
- Boost Frequency
- Amp Engagement
- Advocacy
- ROI
- Enrich Data



Loyalty Platform

Our advantage

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

How Snipp helps you win

→ 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 Customer Loyalty Programs



<p>Code-On-Pack Loyalty Site</p>	<p>Receipt Upload Loyalty App</p>	<p>Omnichannel Loyalty Program</p>	<p>Retailer Loyalty Program</p>	<p>Pharmacy Loyalty Program</p>