

# Snipp Data & Analytics

Turn verified insights into confident decisions.



## The problem Snipp solves

Brands make critical marketing decisions without a clear view of what actually happens at the point of purchase. Most analytics rely on modeled behavior, retailer-controlled reports, or proxy metrics like clicks and redemptions. Even when promotions drive in-store sales, brands rarely see which products were purchased, what else was in the basket, or how behavior changes over time. Without access to verified purchase data, insights remain incomplete, fragmented, and hard to act on.

## Common challenges include:

→ In-store purchase behavior remains largely invisible

→ Retailer and third-party data is aggregated, delayed, or restricted

→ Reporting focuses on activity, not verified outcomes

→ Limited basket, cross-category, and timing visibility

→ Insights scattered across systems and difficult to operationalize

Without a centralized system, promotions become costly, risky, and hard to optimize.

## What is Snipp Data & Analytics?

Snipp Data & Analytics gives brands a clear, actionable view of how shoppers actually buy.

Powered by Snipp's AI-driven receipt and transaction processing engine, the platform turns real, verified purchases into structured intelligence. Data generated through Snipp programs is instantly available, helping brands understand what consumers bought, how they behaved, and what else was in their baskets.

Snipp delivers ready-to-use analytics, basket analysis, interactive dashboards and flexible reporting tools, across products, brands, categories, retailers and campaigns. The result is build for decision-making – not just data science.

## Why this is different from standard BI tools

Traditional BI tools organize the data you already have, only Snipp creates the data you need. Most BI platforms depend on retailer feeds, modeled assumptions, or disconnected sources that stop short of real purchase behavior. Snipp captures verified, first-party shopper data directly from transactions tied to promotions, offers, loyalty, and rewards.

Because analytics are generated as part of campaign execution, brands don't just analyze performance after the fact. They see how shoppers really behave, what they buy together, and how incentives influence outcomes across retailers and channels. The result isn't another dashboard – it's a decision engine built on verified outcomes that complements existing BI tools and delivers insights you can act on.

## How it works



### Capture verified behavior

Purchases are validated through receipt and transaction processing



### Enrich the data

Transactions are transcribed and enriched with product, brand, retailer, timing, and basket context



### Visualize performance

Data is organized into interactive dashboards and reports that surface trends and patterns



### Optimize what's next

Brands apply insights to improve targeting, messaging, rewards, and future activations

## What insights can brands expect?

### → Brand & Category Level Shopping Data

Find out where, when and how your customers are shopping

### → Basket Analysis

Know your share of basket, competitive cross-purchases, retailer performance, and how to segment for future marketing

### → Retailer Breakdown

Understand how metrics and insights differ amongst various retailers

### → Competition

Learn what competitive products/brands your customers are purchasing. Are they buying your product/brand along with your competition?

### → Personalization & Segmentation

Derive insights from this data to enable customer segmentation for communication down to an individual level, to influence shopping behavior more efficiently and effectively

## Robust feature set for powerful analysis



Sales behavior data including average spend, total basket spend, location data, retailers, time of day and day of the week



Purchase behavior including qualifying SKU quantity and total spend



Reasons given if there are invalid receipts



Registration details from qualifying users



Downloadable reports in multiple formats



Customer service tool for your CS team to manage customer relationships



Individual logins for your team members



Interactive data visualizations to allow easy manipulation of data

## Advantage to brands



Access to some of the most reliable and detailed data direct from customer receipts



Gain in-depth business intelligence to create marketing strategies that use data to its fullest potential



Observe shopping patterns over time and location for hypertargeting and personalization



Obtain a competitive advantage by seeing how demand for your products compares



Easy to understand visualizations of complex data

## What makes Snipp different

### → Receipt-sourced detail you can trust

High-confidence purchase data captured directly from customer purchases, structured and ready for exploration

### → Business intelligence tied to outcomes

Connect purchases and engagement to conversion, completion, and repeat behavior to refine offers and mechanics

### → Built for real-world complexity

Analyze performance by SKU, retailer, region, time of day, and day of week without manual data stitching

### → Competitive and category context

See what else customers buy and how demand compares across brands, categories, retailers, and regions

### → Customizable reporting without custom builds

Start with off-the-shelf reports, then extend with additional fields, views, or fully custom dashboards using the same data foundation

## Why Choose Snipp Data & Analytics

Snipp helps brands prove their marketing works. With **7,000+ programs executed across 80+ markets and over 1 billion validated transactions**, Snipp delivers one of the largest sources of verified, first-party purchase data available to brands. Our analytics are powered by the same infrastructure used to validate promotions, rewards, and incentives at scale, ensuring insights are accurate, consistent, and defensible.



## Other reporting metrics

### → Demographics

By age and gender

### → Receipt Source:

Submission by web, email, mobile upload, API (as applicable)

### → Location:

Country / States by receipt count

## Account management & dashboard support

- How to drill down and view additional insights
- How to optimize campaign performance

- How to set up end of budget alerts
- How to see which rewards were redeemed

- How to understand the behavior behind the insights

## Available across our entire product suite

