Snipp Digital Coupon Management

Turn any media channel into a measurable sales driver.

The problem Snipp solves

Brands spend heavily on coupons and promotions but struggle to prove what drives sales. Retailer and third–party coupon apps limit control, restrict data access, and obscure true performance.

The result: Brands lose site of their incentives and the customers they are targeting.

What is Snipp Digital Coupon Management?

Snipp Digital Coupon Management enables brands to include a digital coupon in any of their paid, owned or earned media.

Brands embed offers directly into their existing media, offers are easily redeemable and in–store purchases are validated at the SKU–level.

Brands maintain full control over digital coupon distribution, data and optimization without relying on retailer ecosystems or third party apps.

How Snipp Digital Coupon Management works

Snipp Digital Coupons gives brands an easy way to drive traffic and validate in–store sales.

1 Create Your Promotion
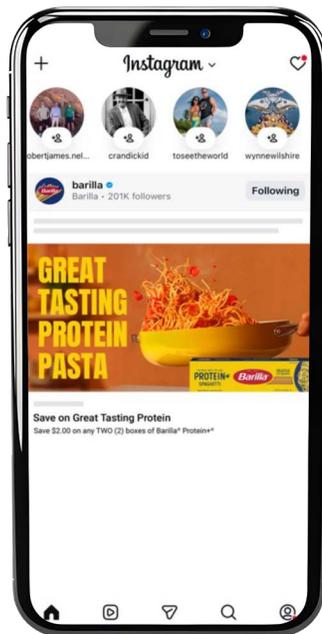Based on your unique objectives

2 Deliver Across Any Media Channel
Digital, physical, online and in–store – your choice
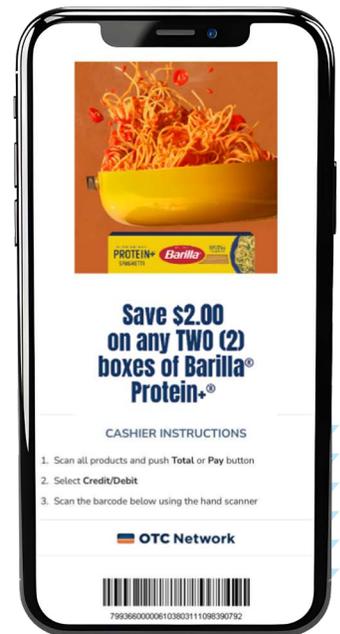
3 Redeem Fraud–Free Everywhere
Via receipt upload or barcode scan wherever your products are sold

Activate
On owned, paid or any media channel

Upload Receipt
Shop anywhere, redeem anytime

or

Barcode Scan
Accepted at over 50+ retailers including Walmart, Kroger and more!

Both redemption options connect incentives directly to verified purchase behavior, giving brands the flexibility to activate at scale while maintaining control, accuracy, and proof.

Snipp Digital Coupon Management

Key Benefits

Convenient
Shoppers choose between in-store or post-purchase redemption

Fast
No downloads or third-party apps

Simple
SKU level redemption, no clearinghouse

Secure
Single-use and fraud-free purchase validation

Scaled
50+ retail banners including Walmart, Kroger, Albertsons and others

Measurable
Collect first-party data, basket data and conversions by channel

How it's different from traditional digital coupons

Snipp Digital Coupon Management give brands the measurement and control of their digital marketing and consumer promotions.

→ **Any media becomes measurable**
Add incentives to paid, owned, and earned media and attribute verified sales

→ **Control stays with your brand**
Offers run where you choose not inside closed retailer or deal-app ecosystems.

→ **Built for an offline retail reality**
Prove performance and collect data everywhere your products are sold

→ **Verified outcomes, not assumptions**
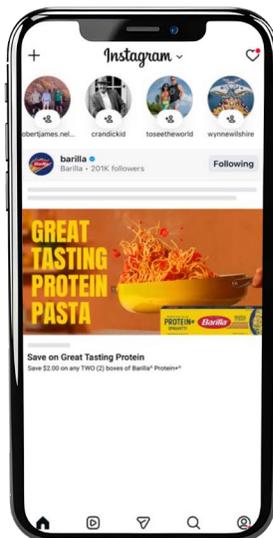Connect media to qualifying purchases using SKU- and basket-level validation.

→ **First and zero-party data ownership**
Capture registered shopper data and verified purchase behavior

→ **Budget-safe by design**
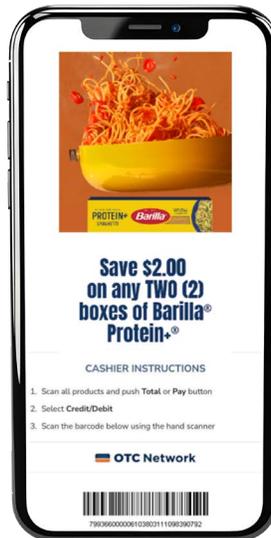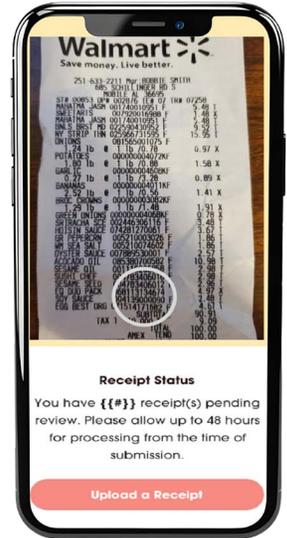Fraud-resistant controls block duplicate use, misuse, and suspicious patterns

Paid Media

Social Media

Text Message

In-Store Redemption **or** Post-Purchase Redemption

Request a Demo