

Snipp's Financial Media Network

Expand the reach of your digital offers to high-value U.S. banking customers.



The problem Snipp solves

Brand-funded consumer offers often reach the same shoppers, in the same places. Today, brands primarily rely on two channels. Both are effective, but tend to concentrate reach within similar shopper segments.

Option 1: Coupon and savings apps

These platforms are designed for shoppers who actively seek out deals. They drive engagement and redemptions but naturally cater to more value-focused shoppers.

Option 2: Retailer digital coupon ecosystems

Retailer's digital savings apps reach a limited audience of loyalty card holding value-driven shoppers.

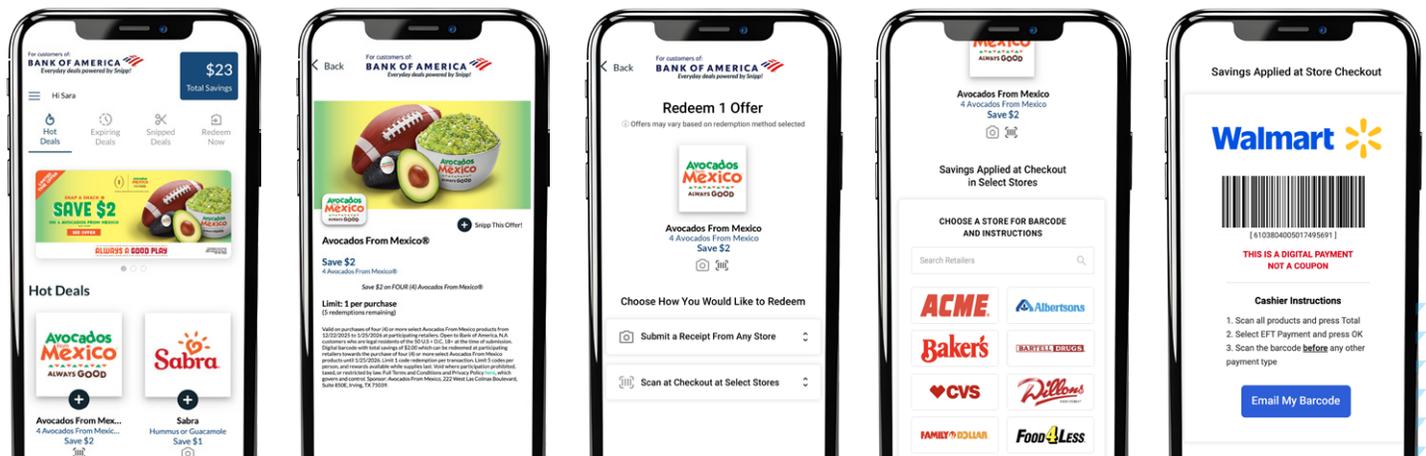
In both models, brands frequently connect with the same types of shoppers across multiple platforms, making it harder to expand reach into adjacent audiences or drive incremental growth.

What is Snipp's Financial Media Network?

Snipp's Financial Media Network gives brands a new, high-impact way to scale digital offers beyond traditional coupon and retailer ecosystems.

Brand-funded, SKU-level offers are delivered across Snipp's network of U.S. consumer banking apps, reaching up to 65M+ shoppers. These high-value consumers may not regularly use coupon platforms, but they consistently look for cash back savings and offers while managing their finances online.

By activating offers within trusted financial environments, brands reach incremental shoppers and directly attribute digital offer exposure to verified in-store purchases.



How it works

1

Brands activate offers across Snipp's expansive network of U.S. banks

2

Shoppers browse offers and "Snipp" to save the cash back offers they are interested in purchasing

3

Shoppers can choose two redemption paths

1. Instant savings at register at over 50 US banners including Walmart and Kroger
2. Post-purchase savings using receipt upload everywhere the product is sold

4

Brands can receive SKU-level redemption data, first party shopper data, basket data, store location data, category data and competitive store data

Why should brands use Snipp's Financial Media Network?



→ **Reach a high-value and loyal audience**

Market to 65M+ untapped and engaged U.S. banking customers



→ **Increase customer engagement**

Add another touchpoint with a targeted audience of deal seekers



→ **Help your brands stand out**

Premium ad inventory, branded gallery and available email options



→ **100% attribution for all spend**

Performance based pricing for all redemptions

Snipp Financial Media Network Reporting

Snipp insights help make sense of complex consumer behaviors and purchase patterns at a product, brand and category level.

What other brands are in their basket?

Where did they shop?



What other categories do they buy?

Who are your competitors?

BONUS – New Media Opportunity:

Premium ad placement on Snipp's Financial Media Network

Increase the presence of your brands across our network with highly visible ad units that drive awareness and consideration. Multiple ad creatives can be displayed, with an option to host branded galleries exclusively featuring your portfolio's products.

Premium ad placement case study – Social Nature

Challenge

Social Nature wanted to expand its media reach to connect with previously untapped audiences.

Solution

Snipp placed a banner ad on Snipp's Financial Media Network across participating and consenting publisher sites, enabling Social Nature to reach an active audience of 65M+ banking, credit and debit card users.

Social Nature was able to serve audiences multiple messaging through swapping of banners ads.

