

Snipp Promotions & Contest Management

Smart promotions. Real engagement.
Proven performance.



Snipp

The problem Snipp solves

Promotions are easy to launch and hard to control. As programs scale across channels and markets, brands lose visibility into performance, struggle with compliance and fraud, and can't clearly connect participation to real outcomes.

Common challenges

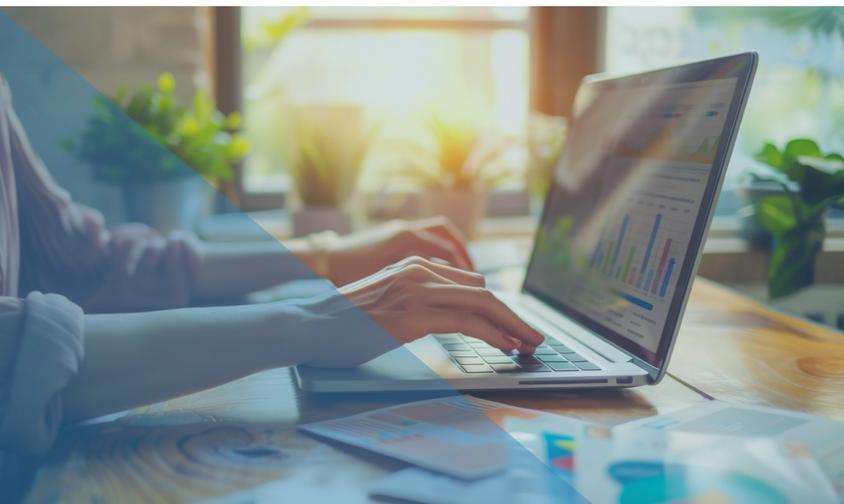
→ High engagement with little proof of impact

→ Legal, compliance, and fulfillment complexity across markets

→ Fraud and abuse in high-volume promotions

→ Limited insight into what actually drives shopper behavior

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



What is Snipp Promotions & Contest Management?

Snipp Promotions & Contest Management is an end-to-end platform for designing, launching, and managing shopper promotions that drive real behavior and deliver measurable results.

From instant win and sweepstakes to gift with purchase, gamification, and continuity programs, Snipp lets brands activate purchase and non-purchase promotions from a single platform, without sacrificing control, compliance, or visibility.

How it works



Choose

From proven promotional mechanics: instant win, sweepstakes, GWP, social, text-to-win, gamification, and image recognition



Activate

Across in-store, online, mobile, social, and messaging channels



Validate

Qualifying actions using receipt, invoice, image, and behavior validation



Manage

Legal rules, AMOE, bonding, secure draws, and winner verification. Deliver digital or physical rewards with centralized fulfillment and support

Supports all campaign types



Run retailer-agnostic purchase or non-purchase behavior-based promotions.



Instant win contests

Deliver immediate gratification



Sweepstakes management

Turnkey sweeps management with white glove services



Gift with purchase

Exciting rewards with proof of purchase



Social media contests

Make your promos social – Instagram, X, TikTok, we can handle them all



Punch-card programs

Drive sales and engagement over time



Image recognition

Your logo, products or ads trigger promotions



Coupons

Distribute offers and codes on any channel



Text-to-win

Quick to market, simple CX



Gamification

Add fun and a sense of accomplishment

What makes Snipp stand out

Snipp's Promotions & Contest Management platform is built for scale, flexibility and security

→ Purchase and non-purchase validation

Run retailer-agnostic promotions tied to real purchases or verified engagement actions

→ Built-in compliance and governance

Legal, regulatory, and operational requirements are handled correctly and consistently across markets

→ Fraud protection at scale

Automated controls flag suspicious behavior before it impacts budgets or outcomes

→ Omni-channel by design

Activate promotions anywhere shoppers engage, without dependence on POS integrations

→ One platform, many mechanics

Launch different promotion types from a single system instead of stitching together vendors

→ Actionable measurement

See which mechanics, channels, and incentives influence shopper behavior plus insights and basket level analysis

Why Snipp

→ For over a decade, we have worked with the world's leading organizations in both B2C and B2B spaces, across CPG, retail, pharma, utility, home and outdoor, alcohol, lifestyle and more



Sweepstakes



Instant win + Sweeps



Cash back



GWP + Instant win



Social



Gamification

