

Snipp Sweepstakes Management

Turnkey engagement-first promotions that build audiences and shopper data.



The problem Snipp solves

Sweepstakes are powerful engagement drivers, but executing them properly is complex. Brands must manage legal compliance, registration and bonding, privacy regulations, fraud prevention, winner selection, and fulfillment, while also capturing compliant first-party data they can activate. Without the right infrastructure and expertise, sweepstakes create legal exposure, operational strain, and fragmented consumer relationships instead of lasting value.



What is Snipp Sweepstakes Management?

Snipp Sweepstakes is a secure, fully managed platform that helps brands launch compliant sweepstakes that drive awareness, engagement, and verified purchase behavior.

Brands can run purchase-based and non-purchase sweepstakes, validating SKU-level entries through AI-powered receipt processing or POS integrations while supporting compliant no-purchase entry paths.

Sweepstakes can stand alone to drive brand discovery or be layered with offers, rebates, loyalty, or media campaigns to increase participation and amplify performance. From rules and fraud controls to winner selection and fulfillment, Snipp manages the complexity so brands can focus on measurable impact.

How it works



Design engagement

Snipp helps define the interaction you want to drive, from simple entry to repeat participation



Activate consumers

Shoppers engage through mobile-first experiences such as registration, content interaction, questions, social sharing, or continuity mechanics



Operate with confidence

Snipp manages eligibility rules, fraud controls, winner selection, fulfillment, and compliance



Power future marketing

Permissioned engagement and profile data flows into CRM and loyalty to power future campaigns

Why choose Snipp Sweepstakes Management

Transparent data capture

Zero-party and first-party data collected as part of participation

More than entries

Capture preferences, responses, and engagement behavior

Built for CRM and loyalty

Data flows into downstream systems so relationships continue

Audience creation

Structured data and safeguards ensure usable, trustworthy profiles

Trust built in

Clear value exchange and compliant execution reinforce participation

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The benefits of Snipp's fully managed solution



Flexible
Layer in other promotions with purchase and non-purchase-based sweepstakes



Compliance covered
Fully managed official rules, AMOE, registrations, bonding, and documentation



End-to-end operations
Entry capture, secure drawings, winner verification, affidavits, and prize delivery



Built-in fraud protection
Controls detect duplicate entries and suspicious behavior before winners are selected



Strategy-connected execution
Participation data feeds reporting and CRM, not standalone spreadsheets



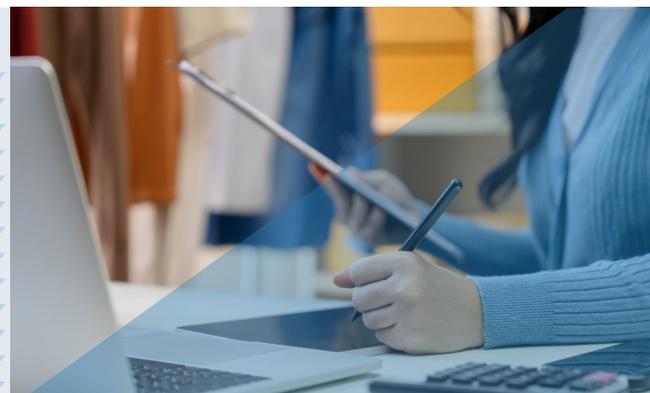
Designed to scale
Run one program or dozens across brands, markets, retailers, and channels



Actionable insights
Understand which mechanics, channels, and timing drive better performance

What makes Snipp different

Snipp is how brands prove their marketing works. With **7,000+ programs** executed across **80+ markets** and more than **1 billion validated transactions**, Snipp turns engagement into verified outcomes. Our platform combines compliant execution, high-quality data capture, and measurable performance so promotions scale with confidence and deliver lasting value.



Trusted by the world's leading brands

For over a decade, we've supported leading B2C and B2B brands across industries.

Campaign examples

Purchase-Based



Sweepstakes



GWP + Instant Win



GWP Cash Back

Non-Purchase-Based



Instant Win



Instant Win + Sweeps



Sweepstakes + Instant Win

