

SnippMedia's BFR platform is powered by SnippCheck, our CLO & Receipt Processing OCR solution, a market-leading CPG promotion and loyalty tool that validates more than 500,000 consumer redemptions a month for more than 200 CPG brands, globally.

Increase Card Usage - Reward everyday purchases acrosss all grocery, convenience and pharmacy retailers

High volume of content - SKU level offer capabilities that enable CPG, private label and department level offers

Easy Adoption - No cardholder behavioral change

Access billions in CPG marketing budgets - 100's of offers with large consumer value

## SNIPP MEDIA CONSUMER OFFER REDEMPTION SOLUTION

### Card Linked Offer (CLO)

Consumer links SKU level BFR's to their enrolled card and redeems the offer(s) in-store.

#### Receipt Processing + Optical Character Recognition (OCR)

Consumer links SKU level BFR's to their enrolled card, redeems the offer(s) in-store and submitting a picture of their receipt.







**Enhanced CX** 



Large CPG & Retail Client Base



Seamless Technology Integration



Data Management & Simplified Data Flow

#### **HOW IT WORKS**



BFR's are displayed to consumers via the FI Partner publisher network of mobile/web banking apps



Consumers links offers to their enrolled card and makes purchase



Snipp collects POS data **OR** Consumer uploads receipt



Snipp processes Receipt/POS data and confirms qualification logic



Settlement of Reward back to the card (Points or Cash)

# A SAMPLE OF OUR CPG & RETAIL CLIENTS



















































