

# SNIPP MEDIA

## POWERING BRAND FUNDED REWARDS (BFR's) TO BUILD CARD-HOLDER LOYALTY

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 **across 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

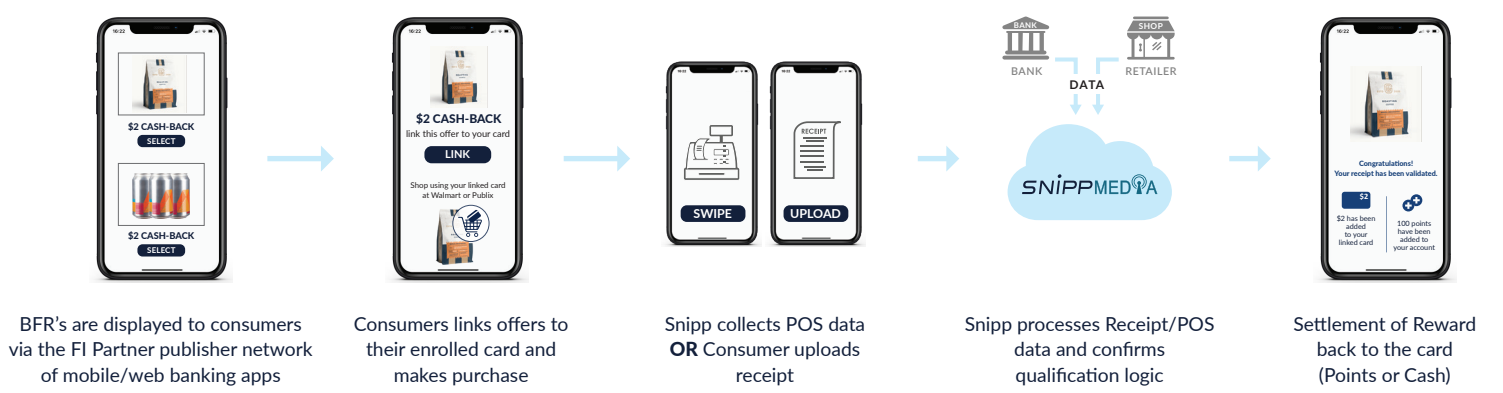
### SNIPP MEDIA CONSUMER OFFER REDEMPTION SOLUTION

**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.



### HOW IT WORKS



### A SAMPLE OF OUR CPG & RETAIL CLIENTS

