

Contests, Sweepstakes, Instant Win, Cash-back & Shopper Marketing Promotions

Snipp contests, sweepstakes and shopper marketing promotions are designed to acquire and engage consumers and increase sales, across the entire path to purchase, to meet objectives at a brand, shopper, category, and portfolio level.

Powered by our market-leading receipt and **transaction processing platform** for purchase and non-purchase validation, SnippWin enables implementation of **industry agnostic** marketing activations that continuously generate unprecedented **first-party shopper purchase and behavioral data**, including basket level data and analysis!

Whether you need to...

in-store & online

- ▶ Raise awareness
- ▶ Drive trials
- ▶ Drive sales, frequency, basket size
- ▶ Acquire customers & marketing opt-ins
- ▶ Foster brand - retailer relationships
Secure incremental in-store shelf space & display
- ▶ Boost engagement & advocacy
- ▶ Collect data & insights

...We've got you covered

Any program, anywhere, anytime

- ▶ Sweepstakes
- ▶ Text-to-win
- ▶ Gift-with-purchase
- ▶ Pin-on-pack
- ▶ Instant-win
- ▶ Coupon
- ▶ Gamification
- ▶ Image validation
- ▶ Digital rebates
- ▶ Rewards
- ▶ Punchcard programs
- ▶ B2B Promotions
- ▶ Social promotions
- ▶ Receipt & basket data

Combine / layer your promotions

COMPREHENSIVE CONTEST MANAGEMENT FEATURES



Transaction Validation

Market leading platform. Validate purchase (receipt / PO / invoice etc.) or non-purchase (image, survey, social etc.) transaction.



Omnichannel Activation

Activate consumers in any channel - at home, online, in-store, social and many more. Industry and device agnostic.



Exhaustive Rewards Catalog

Any geography, industry and consumer demographic. 50+ Countries, 250+ Categories and 58+ Currencies.



Data Analytics & Insights

Collect unprecedented purchase and behavioral shopper data. Now with an advanced level of basket data and analysis.



Program Management

Program build, legal & compliance, sweeps draws, winner verification & affidavits, bonding & registration, AMOE, reward procurement & fulfillment, customer support and more.



Multiple Implementation Options

Snipp hosted, API integration (for receipt and rewards), widget.

[Click to request a demo](#)

ACTIVATION & VALIDATION

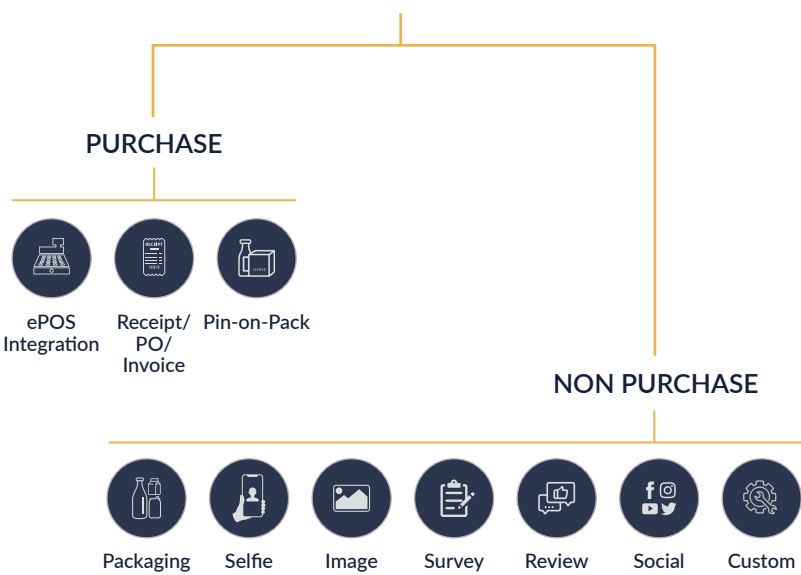
OMNI-CHANNEL ACTIVATION

Activate Consumers in any Channel



MULTI-CHANNEL VALIDATION

Validate any Purchase or Non-Purchase Transactions



COMPLETE PURCHASE DATA INSIGHTS + ADVANCED BASKET ANALYSIS

Captured from First Party Shopper Data

ACCESS

Tap into unprecedented information about your consumers and their purchase habits.

ANALYZE

Make sense of complex consumer behaviors and purchase patterns at a product, brand & category level.

MEASURE

Measure the effectiveness of your marketing campaigns, enabling intelligent decision making.

OPTIMIZE

Turn this invaluable information into actionable insights.

CASE EXAMPLES

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

SWEEPS

INSTANT WIN + SWEEPS + SOCIAL

GWP - CASH BACK

GWP + SWEEPS

PUNCH CARD PROMOTION

SOCIAL/ UGC

GAMIFICATION

API / LICENSE

Click to request a demo