



Snipp

The F&B Digital Coupon Management Evaluation Checklist

Use this 12-point checklist when evaluating platforms. Share it with your team before a vendor demo to ensure you're asking the right questions.



Does the platform support SKU/barcode-level targeting — not just brand or category-level offers?



Can offers be redeemed in-store at major grocery banners (including Walmart and Kroger) without a custom POS integration?



Does the platform support receipt-based redemption for out-of-network retailers?



Does it include AI-driven fraud detection with real-time anomaly flagging?



Can the platform issue unique, single-use codes per consumer (not generic shareable promo codes)?



Does it support multi-SKU and cross-category bundle offers validated at the transaction level?



Is there an audit trail and compliance reporting capability for manufacturer coupon programs?



Can CRM data be used to segment and personalize offer distribution?



Does the platform integrate with your loyalty program or customer data platform?



Can it distribute offers through paid media, owned channels, and an extended shopper network?



Does it capture basket-level data at redemption — not just the coupon SKU?



Can it attribute in-store purchases to specific media or campaign touchpoints?

Snipp's digital coupon management system is built for CPG manufacturers, with receipt processing, 50+ US retail banner digital barcode connectivity, AI fraud detection, and campaign analytics in a single platform.

LET'S TALK

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