

SnippInsights allows brands to tap into **unprecedented information about your customers** and their purchase habits. The data generated from Snipp programs is readily available and organized with just a few clicks, helping you better understand what your consumers are buying, why they're buying, and what can be done to keep them buying. SnippInsights features a robust set of off-the-shelf reports, powerful analytical tools and data visualizations that help make sense of complex consumer behaviors and purchase patterns collected from our industry-leading receipt processing engine, SnippCheck.

Designed with customizability in mind, we can create any custom report we have data for, ranging from adding a simple field or column to a standard report to **completely custom built dashboards** showing data and analysis across promotions.

ROBUST FEATURE SET FOR POWERFUL ANALYSIS



Sales behavior data including average spend, total basket spend, location data, retailers, time of day and day of the week



Purchase behavior including qualifying SKU quantity and total spend



Reasons given if there are invalid receipts



Registration details from qualifying users



Downloadable reports in multiple formats



Customer service tool for your CS team to manage customer relationships



Individual logins for your team members



Interactive data visualizations to allow easy manipulation of data

ADVANTAGE TO BRANDS



Access to some of the most reliable and detailed data direct from customer receipts



Gain in-depth business intelligence to create marketing strategies that use data to its fullest potential



Observe shopping patterns over time and location for hypertargeting and personalization



Obtain a competitive advantage by seeing how demand for your products compares



Easy to understand visualizations of complex data

STANDARD REPORTS (Customization available)

Campaign Overview:

- Participants
- Submissions: number and by date
- Qualifying total
- Receipts: number and per member
- Valid receipts: number, % and value
- Share of basket
- Rewards redeemed
- Value of rewards

Retailer

- Receipt count: by store
- Receipt count: Top 15 stores
- Receipt total: Top 10 stores
- Product: Top 15 stores

Geography

- Map: Top 15 states
- Charts: zip codes, cities & states
- Average receipt total
- Share of basket

Day / Day Part

- Number of receipts and qualifying total by day
- Number of receipts and qualifying total by day part

Product

- Quantity: Top 10 products
- Sales: Top 10 products

Source: Receipt source

- Status (valid /invalid)
- Source (API, E-mail, MMS)
- Submissions by carrier
- Receipt count by date

Invalid Receipts

- Visual breakdown: Top 15 invalid receipts reasons
- Chart: Invalid reason receipt stats

Bubble Chart

- Visual breakdown of number of receipts and qualifying total by month
- Breakdown of number of receipts, unique member and qualifying total by store and month (top 10 stores)

Rewards

- Quantity
- Value
- Reward type
- Reward details

Program Page Analytics

- Users, channels, sessions

Transcription Services

- Transcription of 1000 receipts with data visualizations

SAMPLE REPORT FOR A LEADING CPG BRAND PROMOTION

Interactive reports with detailed, dynamic data views • Downloadable in multiple formats

KEY PROGRAM METRICS

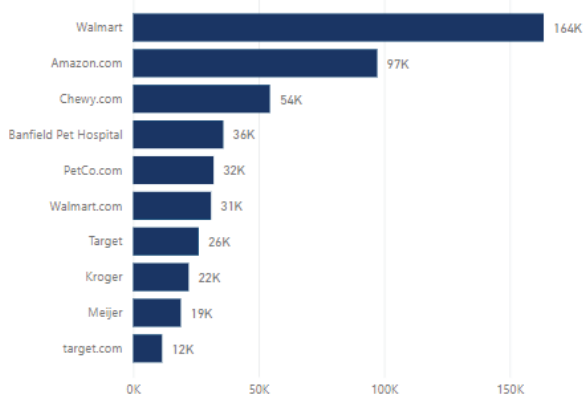
1 Campaign Count	6544 Member Count	22.81K Number of Receipts
4443 Rewards Redeemed	795.32K Amount Redeemed	22.83K Number of Submissions
1.72M Qualifying Total	2.05M Valid Receipt Total	12.71K Number of Valid Receipts
83.75% Share of Basket	3.49 Receipts per Member	55.75% Valid Receipts Percent

Number of Receipts by Submission Date

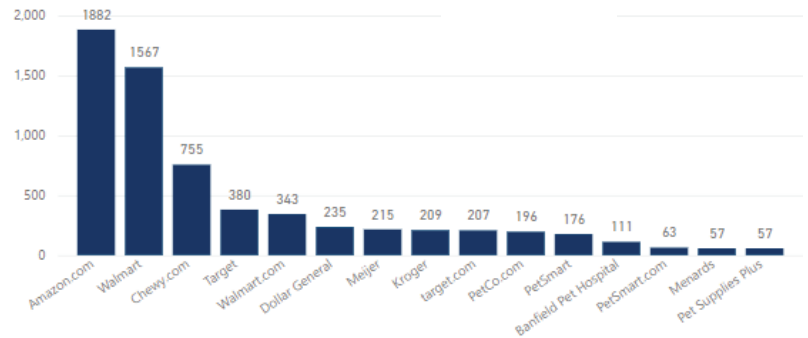


TOP STORES BY RECEIPT COUNT

Top 10 Stores by Receipt Total

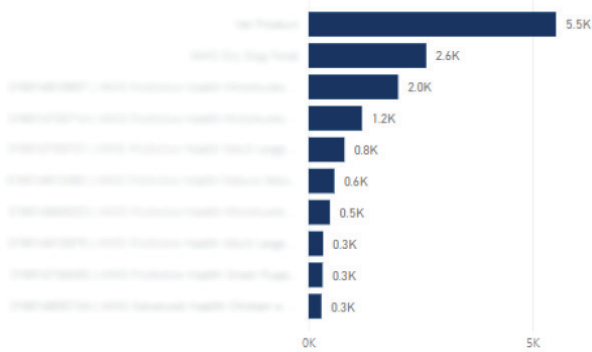


Top 15 Stores by Number of Receipts

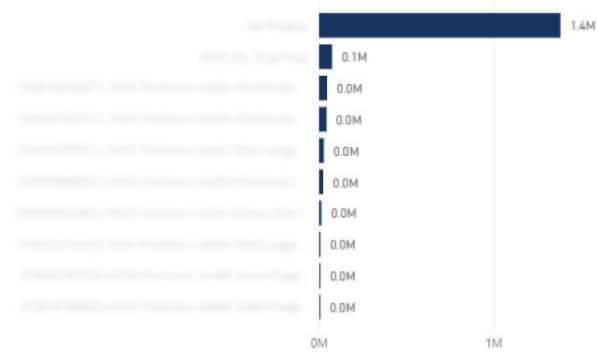


TOP PRODUCTS/QUALIFYING TOTALS

Top 10 Products by Quantity

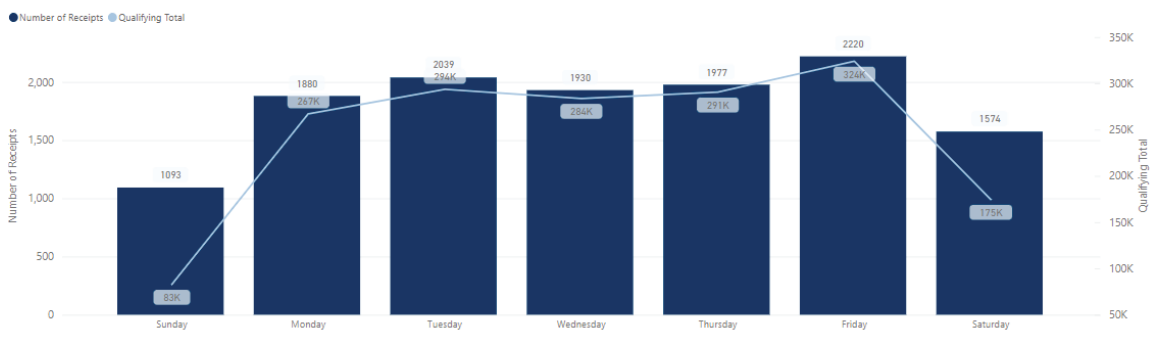


Top 10 products by Sales

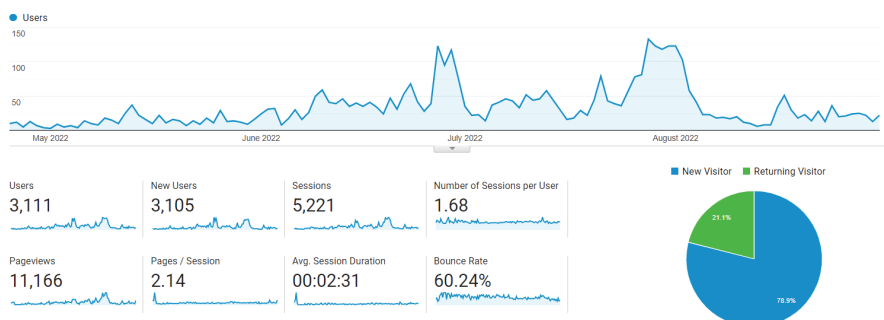


SHOPPING HABITS - TIME OF DAY, DAY OF WEEK

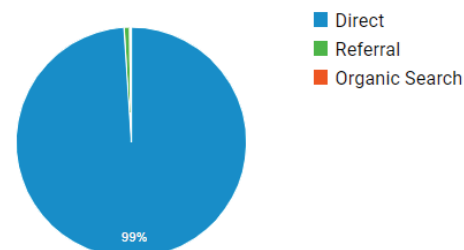
Number of Receipts and Qualifying Total by Day



ANALYTICS OVERVIEW

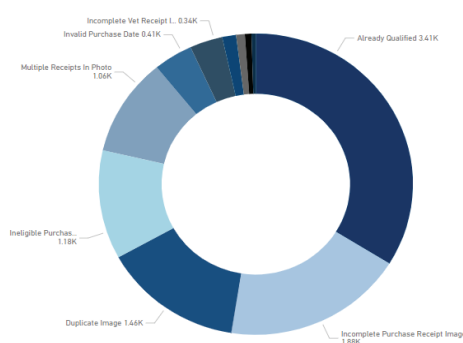


Top Channels

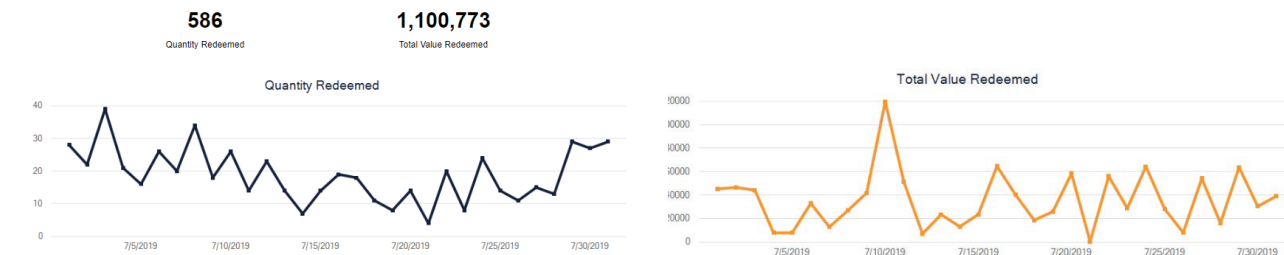


INVALID RECEIPTS REASONS

Invalid Reason	Number of Receipts
Already Qualified	3414
Incomplete Purchase Receipt Image	1883
Duplicate Image	1457
Ineligible Purchase Image	1180
Multiple Receipts In Photo	1060
Invalid Purchase Date	409
Incomplete Vet Receipt Image	342
Invalid Treatment Date	142
Ineligible Vet Image	92
Purchased Image Too Blurry	68
Vet Image Too Blurry	44
Total	10091



REWARDS



OTHER REPORTING METRICS

Demographics:

By age and gender

Receipt Source:

Submission by web, email, mobile upload, API (as applicable)

Location:

Country / States by receipt count

ACCOUNT MANAGEMENT SUPPORT

- Dashboard training
- How to pull reports
- How to drill down to view individual receipts
- How to drill down to view rewards redeemed
- How to improve campaigns via invalid receipts
- What story are the insights telling

AVAILABLE ACROSS OUR ENTIRE PRODUCT SUITE



Contests & Promotions



SnippLoyalty



SnippRebates



SnippRewards

[Click to request a demo](#)



www.snipp.com



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ADVANCED BASKET DATA ANALYSIS

SnippInsights brings you an advanced level of basket analysis captured from first party shopping data, by SnippCheck, our market leading receipt processing engine, in POS devices and tied to in-store promotions. This includes transcription, brand identification, and categorization of receipts summarized in an interactive, dynamic report.

This advanced report helps **make sense of complex consumer behaviors and purchase patterns at a product, brand and category level**. This invaluable information can be turned into actionable insights as well as helps brands measure the effectiveness of marketing campaigns, enabling intelligent decision making.

How it works: Basket analysis requires the transcription of a sample set of receipts from your Snipp program. Transcription is the process of capturing receipt fields so that our reporting system can ingest the data and provide an analytic output.

HIGHLIGHTS

Brand & Category Level Shopping Data:

Find out where, when and how your customers are shopping.

Spend:

Know how much is your brand being purchased as a % of the total shopping basket.

Competition:

Learn what competitive products/ brands your customers are purchasing. Are they buying your product/ brand along with your competition?

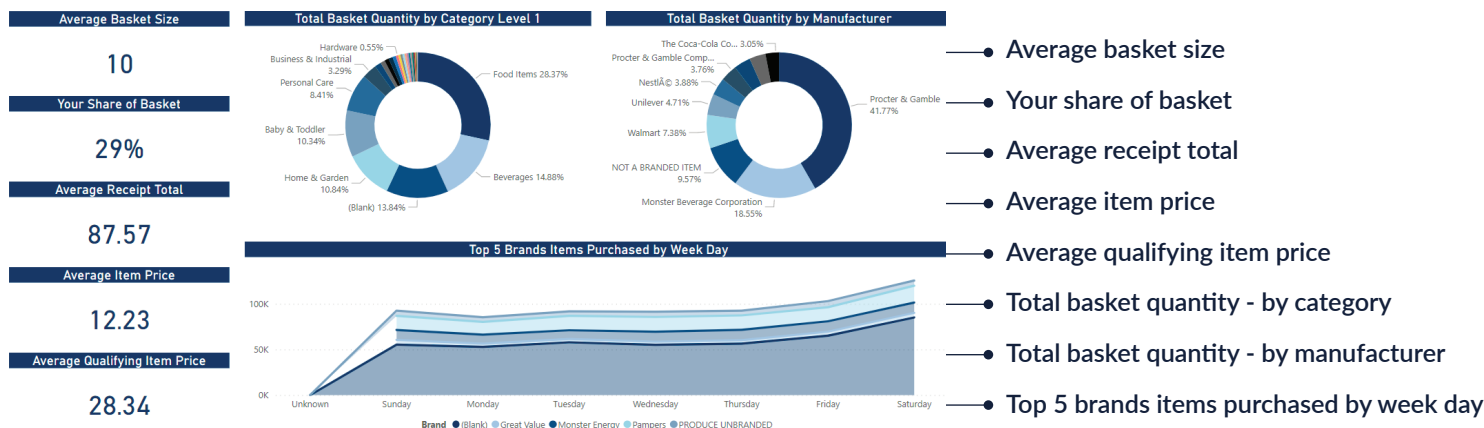
Retailer Breakdown:

Understand how the above metrics and insights differ amongst various retailers.

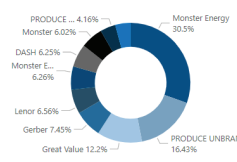
Personalization & Segmentation:

Derive insights from this data to enable customer segmentation for communication down to an individual level, to influence shopping behavior based on the aggregate metrics.

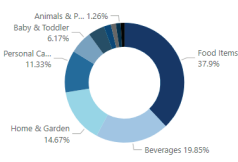
AVAILABLE DASHBOARDS



What Other Brands Do Your Shoppers Purchase (Top 10)?



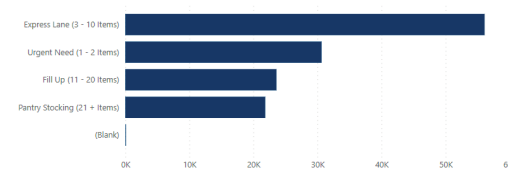
What Other categories Do your Shoppers Purchase (Top 10)?



Your Shopper's Most Popular Products

Basket Product Name	Total Basket Quantity	Average Basket Item Price
	10295.00	2.76
	7189.00	2.78
	4555.00	2.00
	3817.00	41.15
	3623.00	38.37
	3592.00	3.49
	2976.00	91.00
	2967.00	21.38

Number of Receipts by Basket Size Segment



Your Shopper's Most Popular Qualifying Products

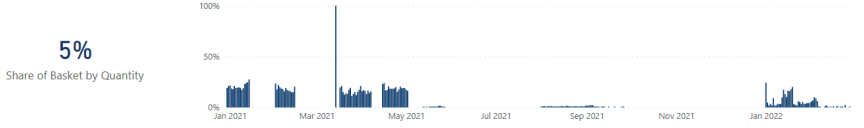
Basket Product Name	Total Basket Quantity	Average Basket Item Price
	3790.00	41.19
	3619.00	38.38
	2865.00	37.95
	2399.00	40.60
	2330.00	19.39
	2287.00	38.04
	2140.00	13.95

- What other brands do your shoppers buy
- What other categories do your shoppers buy
- Number of receipts by basket size segment
- Your shoppers most popular products
- Your shoppers most popular qualifying products

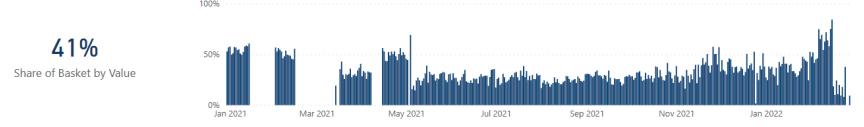
On average, How many Items Do Your Shoppers Put in Their Baskets?



Share of Basket by Item Quantity

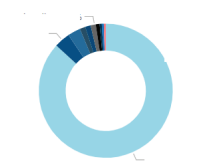


Share of Basket by Value

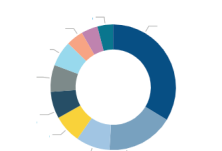


- Share of basket by item quantity
- Share of basket by value
- Average items your shoppers put in their basket

Favorite Qualifying Brands (Top 10)



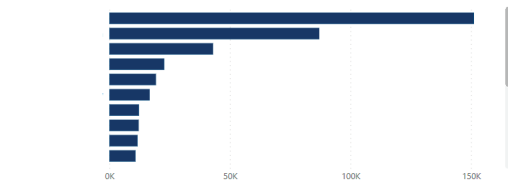
What Other Brands Do Your Shoppers Purchase (Top 10)?



Most Popular Brands

Brand	Total Basket Quantity	Average Basket Item Price
	75324.08	3.37
	64780.00	28.60
	37407.66	2.01
	18670.75	2.72
	15945.00	3.73
	15649.77	2.51
	14910.97	7.56
	14407.00	3.73
	9526.07	2.07

Top 20 Manufacturers by Total Basket Quantity

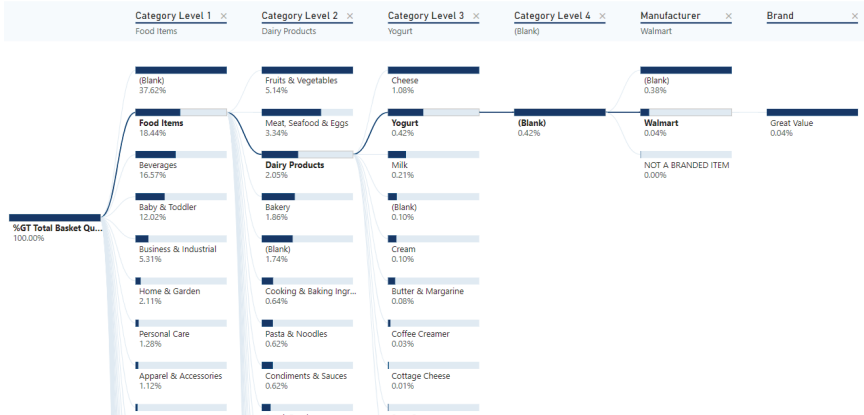


Most Popular Qualifying Brands

Brand	Total Basket Quantity	Average Basket Item Price
	57686.00	29.76
	2534.00	4.00
	2065.00	3.16
	902.00	2.22
	867.00	3.16
	835.00	3.36
	610.00	3.52
	348.00	2.09
	321.00	5.51
	317.00	3.18

- Favorite qualifying brands
- Top 20 manufacturers by total basket quantity
- Most popular brands
- Most popular qualifying brands

Basket Decomposition Analysis



- Basket decomposition analysis - category, manufacturer and brand

Click to request a demo