

SNIPP Loyalty

Build a Deeper Relationship with your Customers

THE SNIPP Loyalty PLATFORM

A modular, end-to-end, real-time, multichannel SaaS loyalty platform.

Our innovative, cloud-based loyalty platform is not just about 'customer loyalty' but about creating **Customer Acquisition, Retention & Engagement Hubs**. It is tailor-made for brands to engage with and build deeper relationships with their customers. Available in modules based on business needs, it is structured around core features that no loyalty program today should be without - receipt processing, real-time transaction processing, social media & other technology integrations, segmentation & personalization, rewards, data collection & analytics and more.

Our services include:

- Strategy planning
- Real-time third party integration
- Program design
- Operational support
- Customer data management
- Data driven customer insights/ analytics

SNIPP LOYALTY - MODULAR CUSTOMER ACQUISITION & RETENTION HUB

A comprehensive and flexible enterprise loyalty solution with the flexibility to layer different earn and burn mechanisms and full tech stack or modular components as needed.

EPOS INTEGRATION BASED

programs to drive consumer participation

COMPLEX EARNING RULES

Recognize & reward engagement activities + spend

REWARDS

Aspirational & relevant rewards + rewards distribution



PURCHASE VALIDATION

Receipt, Ecommerce, POS. Consumer friendly method

CONNECT TO & FROM VARIOUS SYSTEMS

Integrate member portal into eShop/Website/APP

DATA

Collect, analyze & utilize data to provide enhanced experiences

UNIFIED DATA SETS, ENABLING INTELLIGENT DECISION MAKING

BRAND OBJECTIVES FOR CONSUMER LOYALTY

- Customer Retention
- Sales
- Frequency
- Engagement
- Brand Advocacy
- Measurement & ROI
- Data

HOW SNIPP MEETS THESE OBJECTIVES

- Improved customer experience
- Market leading receipt validation method and API integration
- Extensive segmentation & personalization
- Rewards for engagement
- Expansive rewards offering
- Actionable data & insights to enhance future marketing

SNIPP LOYALTY HUB - MODULES



HIGHLIGHTS

- Seamless Integration with Snipp**
 - Receipt API
 - EPOS API
 - CLO API
 - Gift-card API
 - Member API
 - Reward API
- Member Portal**
 - Registration
 - Loyalty Status
 - Activity Overview
 - Member Specific Offers
 - Engagement Options
 - Promotions
 - Rewards Status
- Exhaustive Earn & Burn Mechanisms**
 - Registration & Tenure
 - Data Capture
 - Transactions
 - Education & Content
 - Advocacy
 - Channel Engagement
 - Lifestyle Engagement
 - Relevant Rewards
- Dynamic Benefit Management**
 - Member Data
 - Points Lifecycle
 - Promotions Overlay
 - Rewards
- Segmentation & Personalization**
 - Identification & segmentation using each data point
 - Tracking of behavior / performance by segment
- Third Party Integrations (Batch or API integration)**
 - ERP (Eg: SAP)
 - CRM (Eg: Salesforce)
 - Marketing Clouds (Eg: Adobe, Oracle)
 - Email Systems
 - Credit Check
 - Address validation

REPORTING - DATA INSIGHTS & ANALYSIS

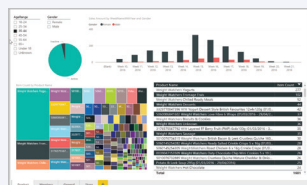
Products Purchased

Breakdown of purchased products by products, week, member information



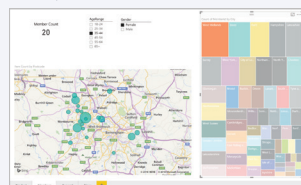
Member Details

Shows a view/breakdown of registered members and associated data collected during registration



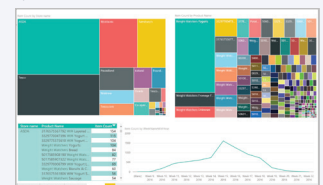
Store Details

Which stores are performing best by brand/region/location



General

Further breakdown of products by date and member age range



Snipp also provides an advanced level of basket analysis captured from first party shopping data that includes transcription, brand identification, and categorization of receipts summarized in an interactive, dynamic report.

PROGRAM MANAGEMENT

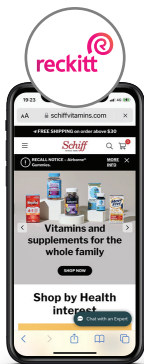


ADDITIONAL SERVICES

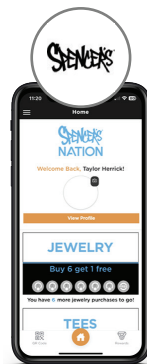
Strategy Planing:	Loyalty fundamentals based on best practices and expertise in various categories
Customer Service:	Various channels - email, phone as well as language capabilities
Design Workshop:	2 days with key stakeholders. Design of program processes. Functional requirements and integrated project plan. Feature ROI Analysis and Financial Modeling
Promotion/ Procurement Overlays:	Sweepstakes Administration, Instant Wins, GWP, Custom Reward Procurement
Basket Analysis Services:	Transcription/Categorization. Basket based Analytics/Intelligence

PROGRAM EXAMPLES

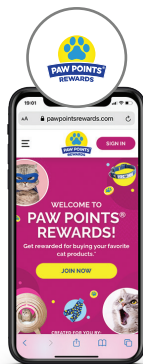
NORTH AMERICA



CPG - Heath



Retailer Punch-Card



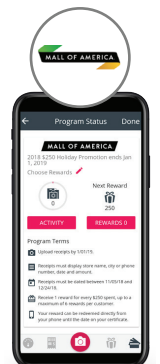
CPG - Pet Care



Entertainment

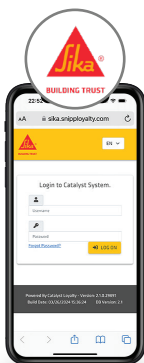


B2B Channel Loyalty



Incentive Loyalty

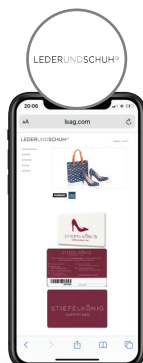
EMEA



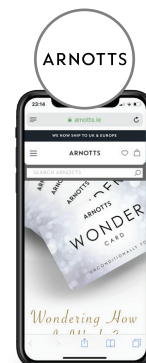
B2B Distributor & Retailers



Enterprise Loyalty



Retailer Enterprise Loyalty



Retailer Turnkey Loyalty



B2B - Applicators



B2B - Dentists