

WHY RECEIPT DATA IS KEY TO UNDERSTANDING SHOPPERS

TURN RECEIPTS INTO RESULTS: DATA, ATTRIBUTION & INSIGHTS



The simple store receipt is one of the most powerful marketing tools a brand has. It contains a wealth of incomparable data on shopping habits, product, and retailers, while serving as the most reliable proof-of-purchase for promotions and loyalty programs. This makes receipts an unrivaled source of **100% attribution** as receipt data ties actual spend directly to a campaign, promotion, or loyalty initiative, with full visibility into retailer, product, and shopper. Brands can see the real impact of marketing efforts on sales, validate redemptions with certainty, and even uncover cross-purchase patterns that inform future strategy.

Let's dive deeper into the data you can get from receipt processing, analysis techniques and how it can shape your marketing strategy.

HOW CAN YOU ACTIVATE CONSUMERS & COLLECT RECEIPT DATA?

Activate Users In Any Channel...



...With Any Program

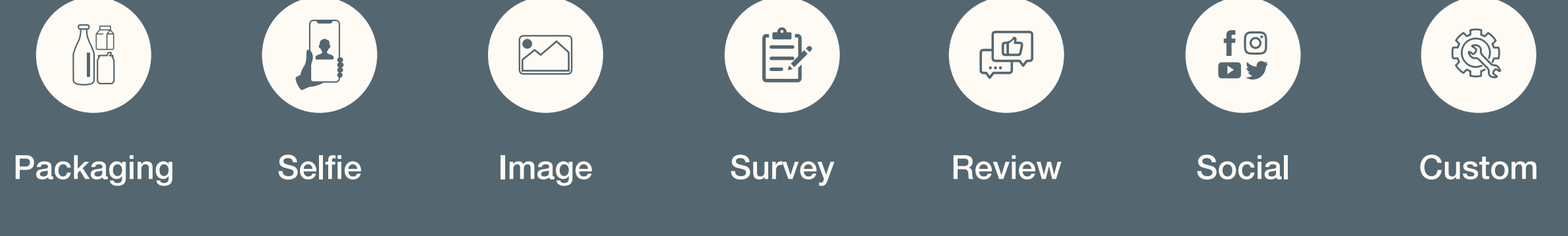


Validate any Purchase or Non-Purchase Transaction (to enhance your purchase data!)

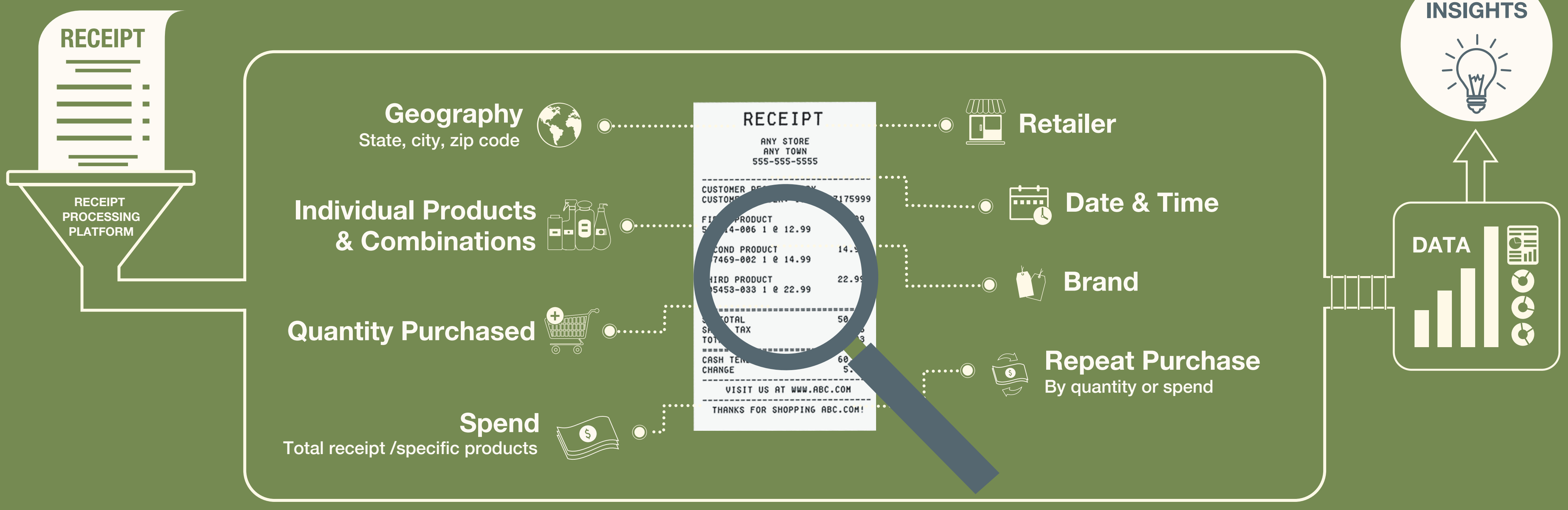
Purchase



Non Purchase



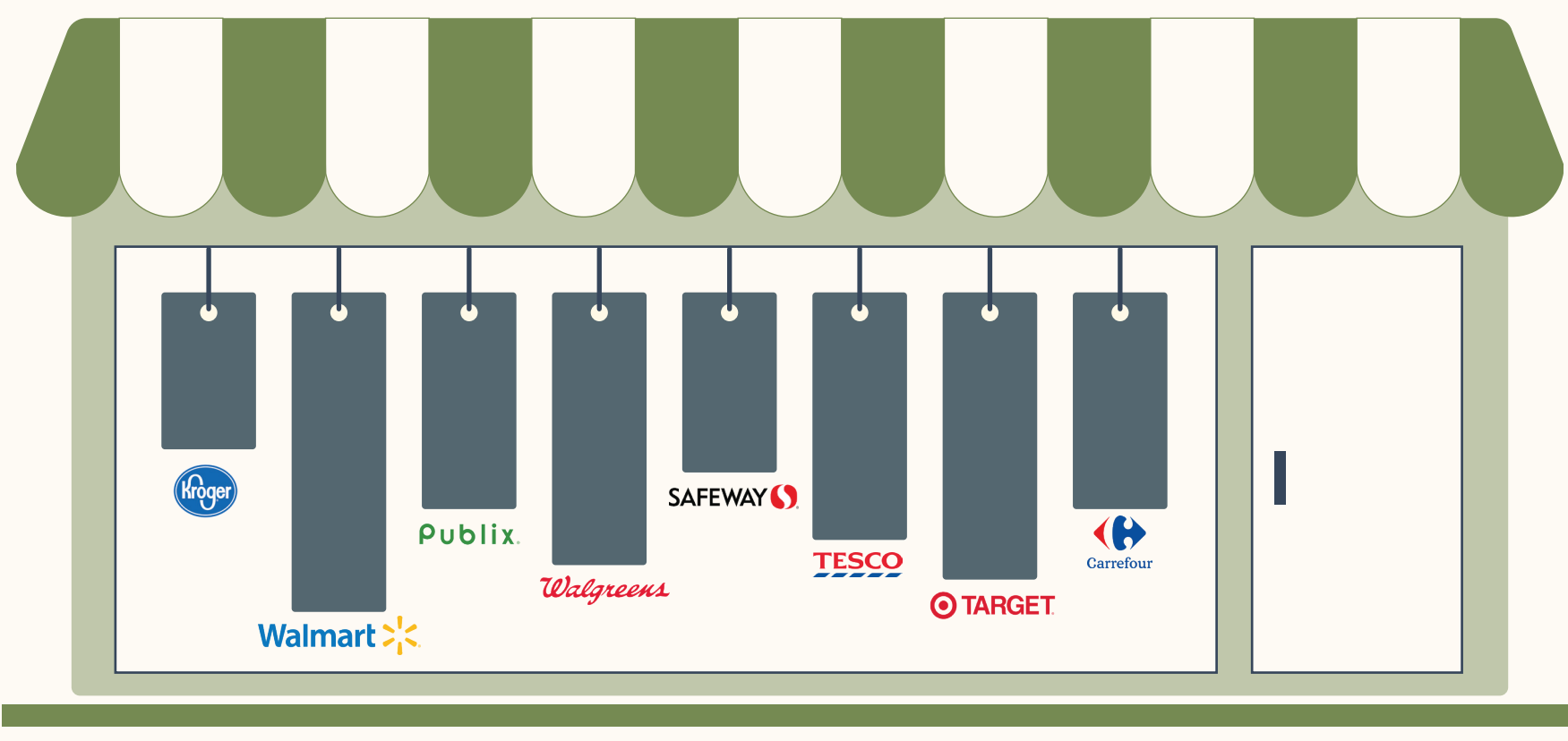
WHAT KIND OF DATA CAN YOU GET FROM A RECEIPT?



WHAT KIND OF RECEIPT ANALYSIS CAN YOU DO WITH THIS DATA?

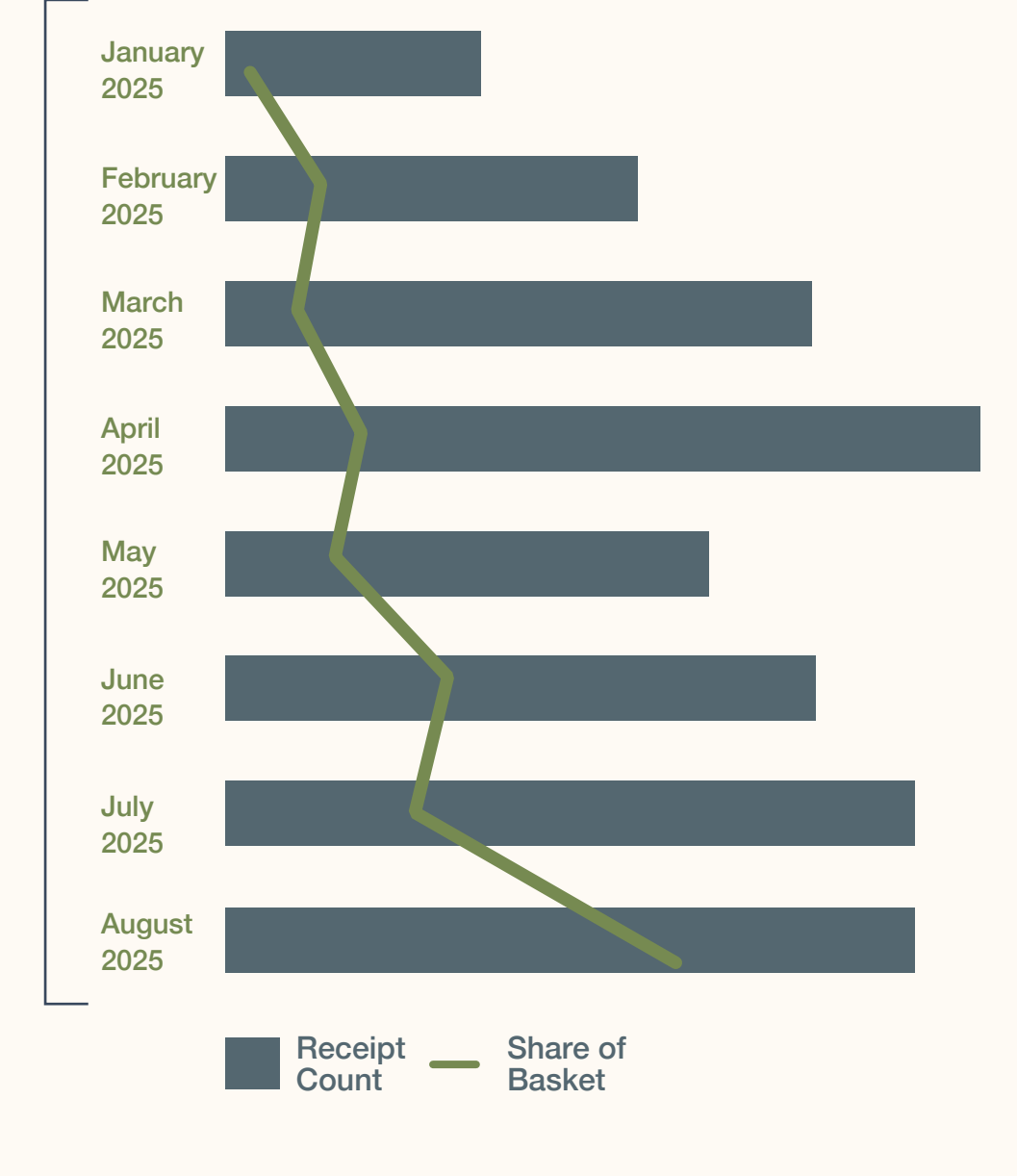
Receipt Count By Store

See where most of your consumers shop.



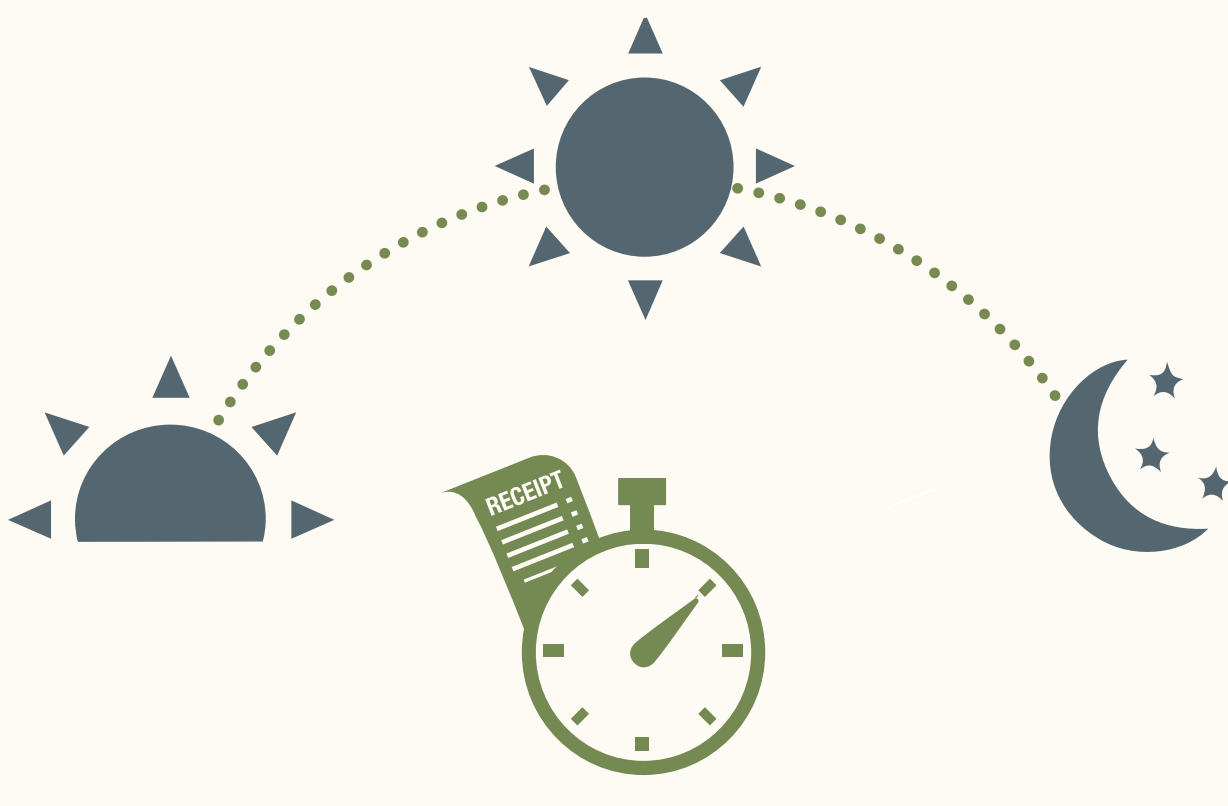
Share of Basket

Discover the other products your consumers are buying outside of your brand, each shopping trip.



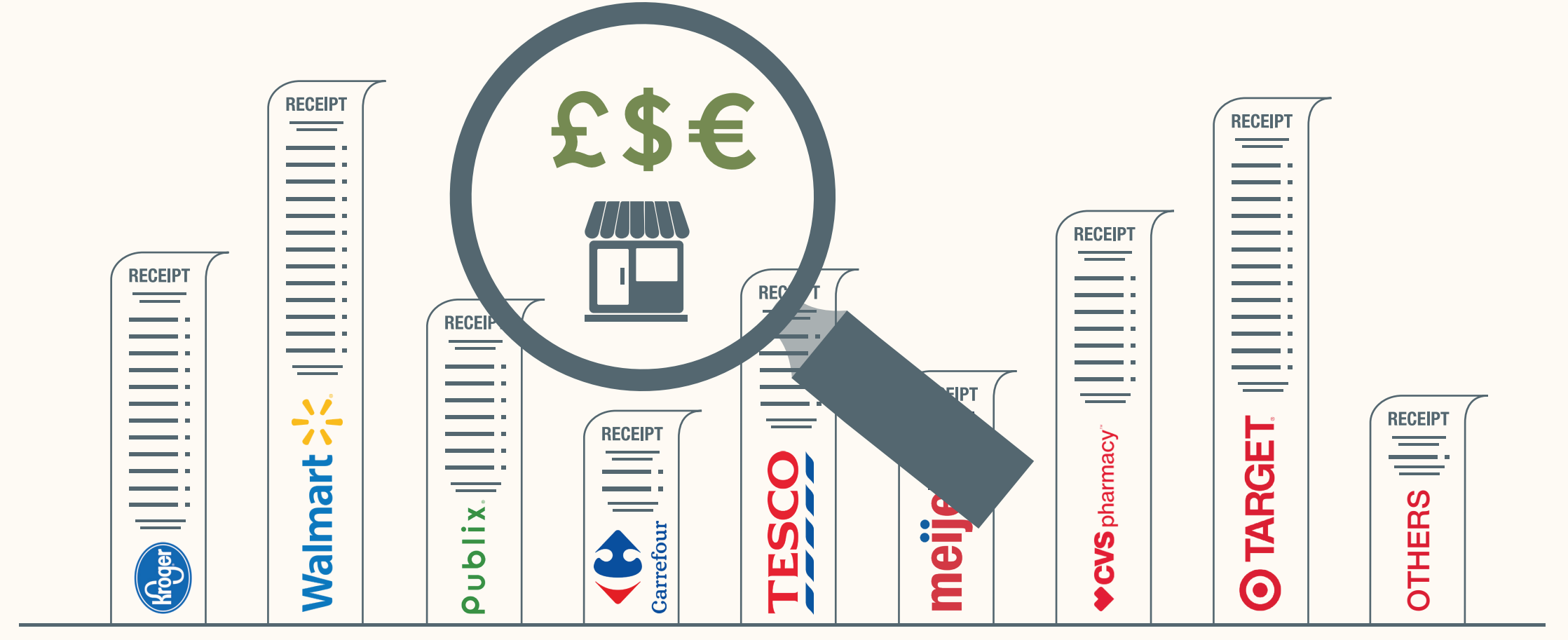
Receipt Count By Day

Find out the most popular times your consumers prefer to shop.



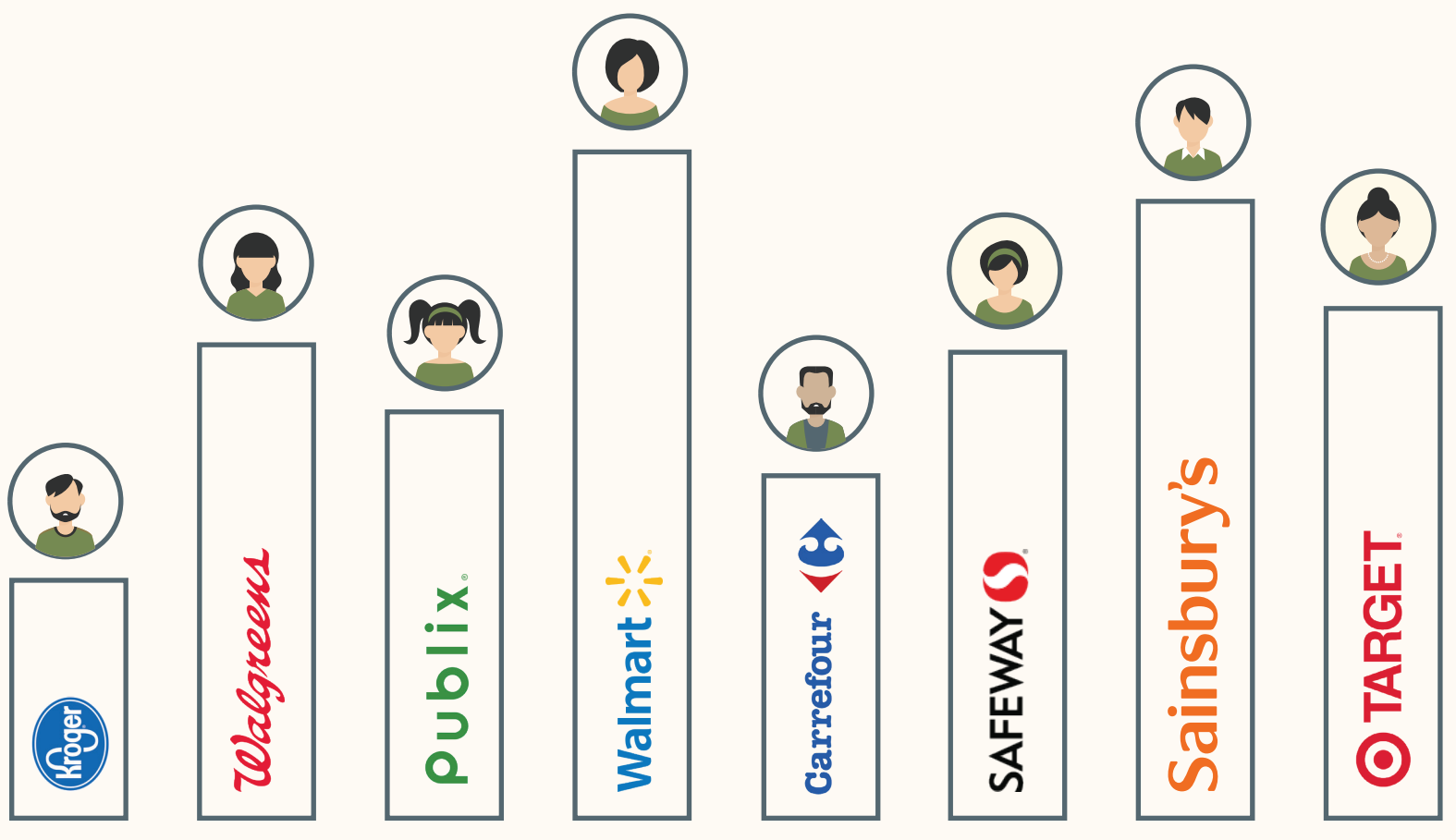
Average Receipt Amount By Store

Receipt analytics that show which retailers your consumers spend the most money at.



Receipt Per Member By Store

Find out which retailers drive the most customer engagement for your program.



Additional Receipt Analytics



Full Basket Analysis of Each Consumer's Shopping Trip

Products purchased, competitors, brand names, category analysis, basket size, behaviors, and prices.

- Brand & Category Level Shopping Data:** Find out where, when and how your customers are shopping.
- Spend:** See what percentage of basket spend your products represent and get total spend per receipt data.
- Competition:** Learn what competitive products and brands your customers are purchasing.



- Retailer Breakdown:** Understand how the above metrics and insights differ amongst various retailers.
- Personalization & Segmentation:** Derive insights to enable customer segmentation down to an individual level, to influence shopping behavior.

100% Attribution.

Proof of purchase. Proof of impact. Proof your marketing works.

Receipts provide verified proof of purchase, linking every transaction directly to any activation from a one off promotions to an evergreen loyalty program. With full visibility into who bought, what they bought, where, and when, receipts deliver measurable, basket-level insights. This turns attribution from assumption into fact, showing the real impact of marketing on sales.

WHAT KIND OF STRATEGIES CAN BE SHAPED FROM THIS RECEIPT DATA?

- Targeting different demographics based on geography or basket analysis
- Providing more support to particular retailers to drive sales and engagement
- Executing cross-portfolio programs to increase basket size
- Undertaking account specific instead of national insights
- Creating limited time offers around certain calendar periods, days of the week, or even times of the day
- Understand the competitive shopping landscape, to combat the competition and find partnership & coalition opportunities
- Develop re-targeting programs for future CRM activities



SnippCheck, our market-leading, retailer-agnostic receipt processing and transaction validation platform, powers programs that engages consumers across the path to purchase - in-store, at home, and online. It powers scalable promotions and loyalty programs while delivering 100% attribution, tying verified spend directly to campaigns, products, and retailers. With basket-level insights and unified first-party data, SnippCheck gives brands a true single customer view to drive smarter marketing decisions. Visit www.snipp.com/receipt-processing to learn more.

- Works Across all Retailers
- Receipt/ PO/ Invoice/ E-comm/ Card linked Validation
- 100% Accurate
- Optical Character Recognition Technology
- Supports any Qualification Logic
- Multiple Language Processing
- Reward Integration
- Third Party API Integration
- Fully White-Labeled
- Data Collection & Analytics
- Sophisticated Fraud Detection