

# SNIPPMEDIA

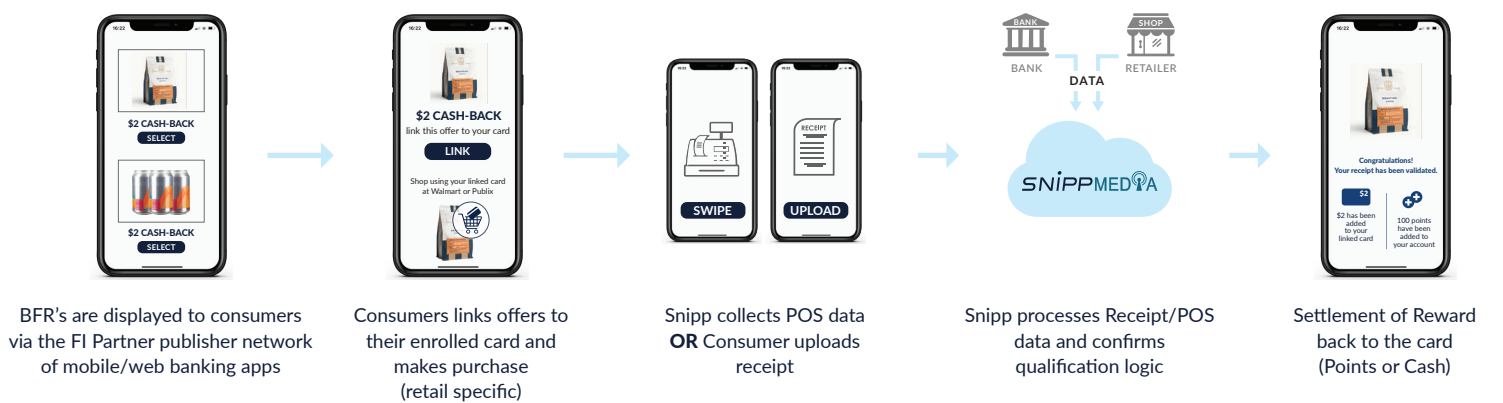
## PAYMENTS MEDIA NETWORK

TAP INTO BANKS' DIGITAL CHANNELS TO EXTEND & OPTIMIZE YOUR AUDIENCE

Snipp is a leading marketing and loyalty innovator with 15+ years' experience in driving positive consumer purchase behavior with Brand Funded Rewards (BFR's)

SnippMedia operates an advertising network (that mirrors your stores geographic footprint) across banks' digital channels. Bank partners promote CPG level offers to their cardholders who earn cash back and loyalty points.

### HOW IT WORKS



- New untapped audience + lapsed and non-category shoppers
  - Interchange offset capabilities
  - Increased footfall, sales & basket size
  - Monetize data without exposing PII or PCI data
  - New marketing and advertising channel (vendor funded)
  - Seamless Integrations (CRM, DMP, data lake solutions)
  - Promote private label products to targeted audience
  - High value exchange for the retailer - Snipp is the retailers partner
- New business intelligence data

### THE SNIPP MEDIA EDGE

- Multiple offerings to most efficiently leverage retailer data
- The original inventors and the first to commercially deploy SKU level card linked offers
- 100's of brands work with Snipp today
- Brand Safety. SnippMedia's network is controlled and reliable
- Secure, trusted data partner. 15 years experience managing SKU level data.

### A SAMPLE OF OUR CPG & RETAIL CLIENTS

