



THE ROI ON RECEIPTS

**10 BRAND OBJECTIVES
YOU CAN ACHIEVE WITH
RECEIPT PROGRAMS**



INTRODUCTION

Feeling boxed in by your marketing strategy? It's time to rethink the power of the receipt!

Receipt-based purchase programs have proven to be one of the most effective marketing tools, since they allow you to link your promotions to actual purchases, thereby ensuring a positive return on investment (ROI). Receipt-based programs offer other clear benefits, namely: ease of setup, customization and tear down; ease of use for the consumer; cost-effectiveness; and a wealth of data. Moreover, receipt-based programs can help brand managers achieve a myriad of brand objectives that are challenging to achieve with other promotion strategies.

This white paper discusses the innovative receipt-based marketing strategies brands can adopt to drive specific and quantifiable outcomes.



10 BRAND OBJECTIVES YOU CAN ACHIEVE WITH RECEIPT PROGRAMS

	BRAND OBJECTIVE	SNIPP SOLUTION	EXAMPLE
#1	Sales Lift	<ul style="list-style-type: none"> All purchase-based programs 	
#2	Retailer Support	<ul style="list-style-type: none"> Retailer specific execution of any/all solutions 	
#3	Consumer Insights & CRM	<ul style="list-style-type: none"> Text-to-Win / Sample Rebate Purchase-based Sweepstakes / Contests Continuity / Loyalty programs 	
#4	Frequency / Incremental Volume	<ul style="list-style-type: none"> Continuity programs 	
#5	Loyalty / Repeat Purchase	<ul style="list-style-type: none"> Loyalty programs 	<p>Leading CPG Brand</p>
#6	Engagement & Awareness	<ul style="list-style-type: none"> Text-to-Win / Sample Purchase-based Sweepstakes / Contests 	
#7	Cross Brand Purchase/ Share of Basket	<ul style="list-style-type: none"> Tiered Rebates / Sweepstakes / Contests Coupon offers Continuity / Loyalty programs 	
#8	Trade Promotion	<ul style="list-style-type: none"> Continuity programs Purchase-based Sweepstakes / Contests 	
#9	Mail in Replacement	<ul style="list-style-type: none"> Rebates Purchase-based Sweepstakes / Contests Continuity programs 	
#10	“Pop Ups” for Targeted Behaviors	<ul style="list-style-type: none"> All programs with specific duration, targeted to specific objectives 	

#1 SALES LIFT

Receipt-based programs drive purchase, increasing a brand's incremental sales and expanding its market share to create sales lift.

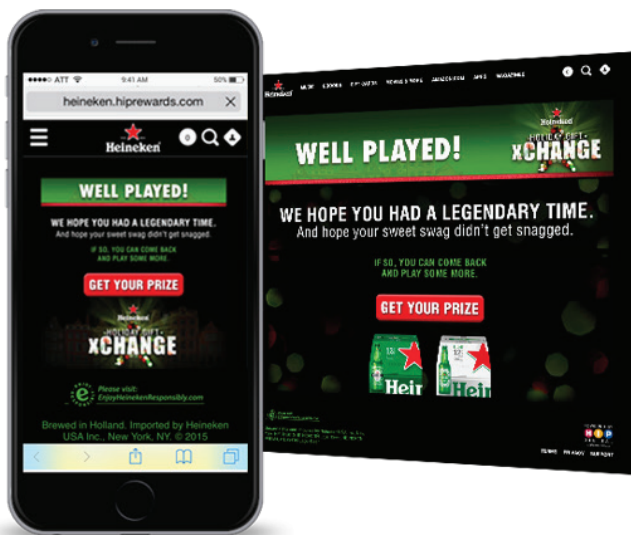
At heart, all promotions are focused on increasing sales and market share. Because of the flexibility afforded by the receipts, these programs can be structured or tiered to encourage additional purchases. Redemptions are not the only measure of sales uplift, as there are plenty of people who purchase but do not participate. The halo effect, created by displaying the promotion in stores and online, creates a purchase impulse and keeps the brand top of mind to consumers.

KPIs:

- Sales lift
- Participation rates



Heineken Holiday Gift xChange



Heineken worked with Snipp to create an engaging gamification program over the holiday period. Their key demographic, Millennials, needed a mobile point of engagement in-store, and it was determined that this, coupled with digital rewards, would drive participation. Consumers who purchased at least one qualifying product submitted a picture of their receipt to a short code for validation. Once validated, the consumer received a gameplay code and link for a chance to win prizes with a special holiday-themed gift exchange game.



- A positive sales growth of 9% and positive share growth at retail.

#2 RETAILER SUPPORT

Brands can easily create retailer-specific promotions using receipts, thereby securing retailer support.

Brands know that getting retailer buy-in for promotions is key to gaining coveted shelf and in-store promotional space, which lead to brand exposure and sales lift. Brands can use a receipt processing platform to create retailer-specific programs.

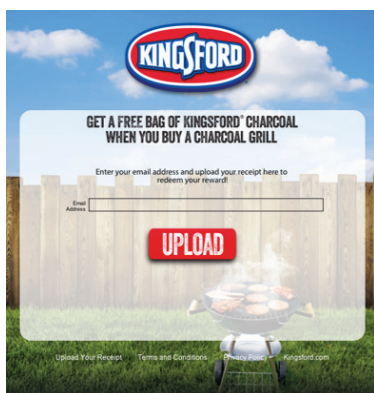
Programs can be targeted to one specific retailer, or can be across many retailers, with each retailer receiving customized branding and messaging in the program. Receipt processing platforms also allow for the delivery of differentiated rewards per retailer. For example, campaigns running at Walmart could reward shoppers with movies for Walmart's streaming service, Vudu, while Target could offer Target gift cards as a reward for the same promotion.

KPIs:

- Physical displays in retailers and coverage
- Ultimate sales lift
- Sales lift at qualifying retailers vs. other retailers



Kingsford Charcoal - Light Up The Grill



Snipp created and executed a nationwide receipt-based promotion across all retailers in which customers who purchased a charcoal grill received a free bag of Kingsford Charcoal, regardless of where they bought the charcoal grill or what brand they purchased.

There was a special retailer-specific component to the program for Walmart. Consumers who shopped at Walmart had a different, Walmart co-branded experience for the entire campaign and all associated messaging



- Influenced almost 90% of charcoal grill purchases over gas grill purchases – much higher than anticipated
- Accelerated grill purchases by 2.7x
- Drove 2x the charcoal redemptions expected
- Program was an Effie Finalist

#3 CONSUMER INSIGHTS AND CRM

Receipt processing provides brands with deeper insight into shopper behavior as well as a direct view into their actual shopping basket.

Receipts give you plenty of information about consumers and their shopping habits: demographic data, purchase time & location, retailer, close rate by channel, basket analysis, drop-off rate and behavior over time.

The SnippCheck platform collects multiple forms of data, including registration information (for demographic data), IP addresses (for location), device IDs (for consumer identification), in addition to the receipts and the email/phone number they were submitted from.

Program data can also be supplemented from and tied to third party data sources including DataLogix, Nielsen and NeuStar, to provide a more robust picture of consumers

KPIs:

- Equivalent cost to buy the data from research companies
- Macro-level insights - category share & competitive purchases
- Key insights that facilitate more granular targeting



Barbara's Sweepstakes



Barbara's wanted to run a promotion for their Puffins® & Snackimals® brands to drive repeat purchase & sales leading up to Mother's Day. They were also interested in getting a deeper sense of purchase patterns and shopping habits of their consumers.

Snipp worked with Barbara's agency to create a national sweepstakes promotion. For each valid receipt, consumers received instant gifts and a sweepstakes entry for the grand prize. They also received additional sweepstakes entries for referring the program.



- **Barbara's was able to increase their CRM database by 25%**
- **Significant insights based on purchase habits were uncovered, including:**
 - The effectiveness of coupons in increasing brand diversity amongst consumers
 - The distribution of Barbara's product purchases across retailers
 - Frequency of purchase for each of Barbara's products by consumers
 - Share of basket for Barbara's vs. competing brands

#4 FREQUENCY / INCREASED VOLUME OF PURCHASE

Receipt-based programs are an effective mechanism for driving engagement and purchase beyond a single promotion.

Continuity programs that increase both frequency and total purchase value over time can easily be executed through receipt-based platforms. Additionally, such programs enable brands to understand consumer purchase behavior over time. The platform can also be set up to retarget shoppers during and after the program, thereby encouraging more frequent purchases and bigger basket sizes.

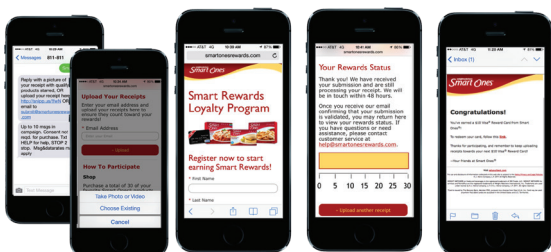
Basing such programs on receipts (as opposed to on-pack codes, for example) allows brands to experiment cost-effectively and easily launch new programs without significant risk and upfront costs such as printing or packaging.

KPIs:

- Number of participating consumers and participation levels
- Frequency of purchase for participating consumers vs. overall consumer base
- Total brand purchase value for participating consumers vs. overall consumer base
- ROI on program spend (CPUM)



Heinz SmartOnes Smart Rewards Loyalty Program



Snipp created a tailor-made loyalty program for Heinz Weight Watchers SmartOnes frozen foods, where consumers earned a \$10 Visa Reward Card for every 30 units of SmartOnes products they purchased at any retailer nationwide.



- **Basket size increased 70% over 3 months**
- **Participation rates were very high - some consumers qualified 3 times**

#5 LOYALTY / REPEAT PURCHASE

Multi-channel brands who do not own the point of sale can rely on receipt processing as a cost-effective way to create loyalty and drive purchase. Receipt processing also enables smaller players to create loyalty programs by making these programs much more affordable.

For multi-channel brands looking to launch loyalty programs, the benefits of running a receipt-based loyalty program are abundant, especially when compared to code on-pack promotions. Brands get access to more consumer data, the cost and complexity to manage the programs is significantly less, and program flexibility and functionality are greater (e.g. “double points for Walmart shoppers”).

The comparatively lower cost of receipt-based loyalty enables brands to experiment with different types of loyalty programs across demographics and geographies in a budget-friendly way, as well as allow smaller brands to consider launching their own programs.

Finally, receipt processing is also more convenient for the consumer – especially for multiple purchases, replacing multiple, long keywords with one simple photo.

KPIs:

- ROI of receipt processing vs. on-pack
- Participation and engagement levels
- Incremental data and insights generated by receipts
- Percentage of program members participating

Loyalty Program for Leading U.S. CPG Brand



SHOP



SEND



EARN



REDEEM

Snipp helped one of the largest CPG Brands in the United States overhaul their outdated code on-pack rewards system to one that was powered entirely by receipt processing. Members of the brand's loyalty program can submit their receipts after purchase at any retailer, and have points automatically and seamlessly added to their member profile.



- 2 million+ receipts have been processed
- Over 5000 receipts are processed every day
- This program reaches more than 90% of households in the United States

#6 ENGAGEMENT & AWARENESS

Receipt processing can generate brand awareness and drive engagement at scale.

There are many low-friction engagement tactics that can be enabled by the same receipt processing infrastructure to generate engagement and awareness at the top of the funnel, with no purchase necessary.

For example, with image submission people can engage with brands simply by uploading an image to the brand's social media pages and be rewarded for doing so. Since the SnippCheck platform can recognize and validate different types of images (not just receipts), it creates a host of possibilities for brand engagement (e.g. selfies, logos, product packaging). Similarly, with text-based sweepstakes, consumers can text in a keyword and be entered into a contest to win a prize.

These low-friction engagement tactics can also be layered on top of purchase-based programs to get the best of both worlds – high participation as well as sales lift.

KPIs:

- Participation rates
- Conversion rates for layered promotions
- Social media “chatter”



Keystone Light Orange Can Hunt



For this program, Snipp adapted the Keystone Light “Orange Can Hunt” program, a scavenger hunt where consumers purchased the product and mailed in a special orange can to receive a sweepstakes entry. Previously consumers had to mail in the can, which was a big barrier to engagement. Snipp digitized the submission process by using image recognition technology, prompting the consumer to simply upload an image of the orange can once found.



- **Over 255,000 people submitted images and user generated content, proving mass engagement**

#7 CROSS BRAND PURCHASE / SHARE OF BASKET

Driving cross-brand purchases or purchase programs across multiple brands on a national level can only effectively be done by receipts.

Receipt-based programs can be leveraged to reward cross-equity purchases at a SKU-level and to drive purchases across different brands within the same parent company or different categories within a single brand. For brands looking to do such programs nationally (and not just at one retailer) the receipt is the only way they can do so.

These cross-promotional strategies effectively introduce shoppers to more products – for example, a brand could run a promotion whereby shoppers who purchase one type of cereal are rewarded on a discount for another type of cereal.

KPIs:

- Sales lift for participating brands vs. historical
- Average number of brand products purchased per consumer visit



Church & Dwight – Cover the Bases



To leverage their sponsorship of the MLB, Church & Dwight ran a promotion on the SnippCheck platform to increase cross purchase among their brands at participating stores nationally. Consumers who purchased qualifying Arm & Hammer® or OxiClean® products and submitted their receipts were rewarded with ‘bat swings’ – and with each swing, they could win instant prizes. The more qualifying purchases made by a consumer on a single receipt, the disproportionately greater the number of swings they got – incentivizing them to purchase more products (e.g. 1 product gave you 1 swing, but 2 products gave you 3 swings and 3 products gave you 5 swings).



- Before the campaign, 23% of consumers of Church & Dwight purchased more than 1 item – with the campaign, this figure more than doubled to 47%

#8 TRADE PROMOTION

Receipt processing programs can incentivize your sales teams and third party distribution channels.

While the consumer is the target for promotions, employee or trade channel promotions incentives can go a long way towards fostering your brand's key organizational objectives. Sales associates and other key customer-facing employees can be rewarded for selling certain brand products or for total sales volumes.

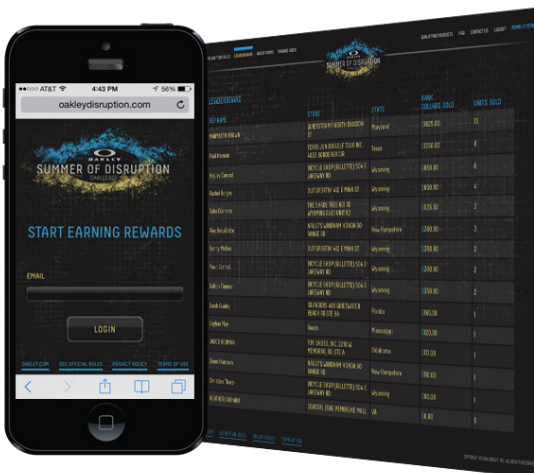
The trade channel participants can submit duplicate copy receipts, POS printouts or even purchase orders, all of which can be processed through the same platform.

KPIs:

- Channel participation rates
- Sales volume uplift



Oakley Summer of Disruption Challenge



Snipp created a program for Oakley's sales representatives in which they were offered tiered rewards, instant wins, and other exciting prizes for selling Oakley products.

Stores received a promotional "Welcome Kit" with 20 Free Music Download cards to hand out to employees that successfully sold Oakley eyewear. The program offered tiered rewards with prizes for the top 25 reps, a grand prize winner, individual rewards for reaching sales goals and rewards for the stores as well.



- The average sales associate submitted over 22 receipts
- Total direct sales generated through the program was more than \$1 MM

#9 MAIL-IN REPLACEMENT

Receipt processing can completely replace any program that has a mail-in component, including mail-in rebates, warranty card registrations, branded drug copay programs.

There are a host of promotion programs that still depend on mail-ins. Receipt processing can entirely replace mail-in components of such programs and offer significant benefits while doing so: a more convenient user-flow, better transparency to consumers, faster processing times, more data to brands, and a much more cost effective solution all around.

In particular, mail-in rebates have been on the decline for the past decade, but rebates still offer many tangible advantages to brands (these advantages are explored in our paper: **6 Reasons to Revamp Your Rebates Strategy and Go Digital**). Replacing traditional mail-in rebates with receipt processing is cost-effective for brands and more convenient for customers.

KPIs:

- Cost savings
- Deltas in participation rates by mail-in vs. phone submission
- Set-up time

RetailMeNot Rebates

RetailMeNot



SNIPP! | *RetailMeNot*

SnippCheck powers RetailMeNot rebates!

RetailMeNot partnered with Snipp for RetailMeNot Rebates, a rebate program based on SnippCheck receipt processing. RetailMeNot clients can easily create a purchase offer in addition to coupons, and using Snipp's technology, these rebate offers are verified quickly and cost effectively. These rewards can be redeemed in the form of gift cards or as PayPal money.



- 58,000+ clickthroughs on rebate offers
- 20,000+ valid submissions
- Total \$175K GMV (Gross Merchandise Value)
- Average Order Value of \$77.62

#10 “POP UP” PROGRAMS FOR TARGETED BEHAVIORS

Brands can easily create “pop up” promotions to incentivize purchases of a specific SKU or other targeted customer behaviors.

Brands can use a combination of receipt data and consumer program member data to create promotions to target specific demographics, purchase behavior, regions or retailers. Mobile-first solutions such as receipt processing when used with digital rewards make pop-up programs more flexible and easy to execute.

KPIs:

- Response rate across target population
- Change in targeted behavior during program



AT&T U-Verse Reward Promotion



While not a true receipt program, AT&T demonstrated how flexible these kinds of ‘interim’ or ‘pop up’ promotions can be. AT&T launched a program with Snipp to build loyalty and brand affinity by rewarding targeted U-Verse customers through a special marketing email communication that contained a pin code with credits for free music, movies, eBooks, apps, digital gift cards and more.



- AT&T saw a 16 basis point improvement in churn, 5x greater than AT&T’s benchmark for success
- Internally considered to be one of the best programs for the year

CONCLUDING THOUGHTS

Receipt-based programs are a great asset for marketers who are keen to meet ROI objectives. With the tremendous data generated by receipt-based programs, marketers can easily measure the success of their promotions and target the intended audiences. Promotions run with receipt processing engines such as SnippCheck are quickly and seamlessly deployable and very flexible in operation, eliminating the costs and inefficiencies associated with alternate options, such as code on-pack.

ROI Planning Checklist



PLAN

- ▶ Outline program objectives and metrics
- ▶ Determine budget, for program AND for awareness spend around program
- ▶ Determine the path to conversion and structure the program accordingly

Ask:

- ▶ How are shoppers going to find out the promotion?
- ▶ What rewards will you offer to convert the right demographics?



REVIEW

- ▶ Analyze program performance metrics (e.g. impressions, submissions)
- ▶ Review participation details (e.g. geographic distribution, basket breakdown)
- ▶ Measure sales lift and other key metrics

Ask:

- ▶ Have you set up periodic strategic reviews with key stakeholders?
- ▶ Have you analyzed your benchmarks before the program period?



OPTIMIZE

- ▶ Leverage historic program insights to optimize future campaigns
- ▶ Learn about shopper buying habits

Ask:

- ▶ Did you learn anything about your target demographic?
- ▶ Which media channel is driving most participation?
- ▶ Which retailers are performing best?

SNIPP-TIP!

3 Key Program Drivers to Consider When Creating a Successful Promotion

Marketing Reach & Relevance

- Amplify your audience through distribution partners (i.e Crisp Media, SessionM, RevTrax).
- Use customer data to provide hyper relevant offers based on location, context, demographic and purchase history.
- Offer shoppers a white-labeled branded experience to strengthen your brand marketing and garner loyalty.
- Enable shoppers to participate in promotions on their mobile devices while in-store, encouraging spontaneous purchase.

Rewards

- Value-added rewards are key: shoppers are attracted to rewards with high perceived value to their everyday lifestyles, while maintaining low cost for brands.
- Rewards must be relevant to the consumer and their purchasing habits (e.g. a promotion targeted to shopper moms offering a women's magazine subscription as a reward).

Participation Threshold

- Your program must minimize friction; shoppers should get their reward as quickly and effortlessly as possible. Complicated entry and redemption methods can both pose barriers to entry which can thereby limit participation. In receipt programs, consumers submit a photo of their receipt by using their mobile phone camera and SMS/email apps. The reward redemption can be as simple as an instant download.

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Snipp is a global loyalty and promotions company with a singular focus: to develop disruptive engagement platforms that generate insights and drive sales. Our solutions include shopper marketing promotions, loyalty, rewards, rebates and data analytics, all of which are seamlessly integrated to provide a one-stop marketing technology platform. We also provide the services and expertise to design, execute and promote client programs. SnippCheck, our receipt processing engine, is the market leader for receipt-based purchase validation; SnippLoyalty is the only unified loyalty solution in the market for CPG brands. Snipp has powered hundreds of programs for Fortune 1000 brands and world-class agencies and partners.