SnippInsights allows brands to tap into unprecedented information about their consumers and their purchase habits. The data being generated from their Snipp programs is now readily available and organized with just a few clicks, helping clients better understand what their 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.

### BASE REPORTS
- **Campaign Overview:** Aggregate report providing key campaign metrics including users, submissions and breakdown by source
- **Exceptions:** Standard format exception report showing source address, link to receipt image and exception comment
- **Incomplete User Report:** Detailed listing of all incomplete users along with total submissions and last submission date
- **Invalid Receipts:** Detailed listing of all invalid receipts along with links to the receipt image and invalid reasons
- **Invalid Submissions and Reasons:** Aggregate count of all invalid submissions grouped by each invalid reason
- **Item Purchase Details:** Detailed listing of the products purchased for each valid processed receipt, displaying item names, prices, stores and total item spend

### BASE DASHBOARDS
(Detailed dynamic views available)
- **Receipt Count by Date**
- **Top Stores by Receipt Count**
- **Top Products by Receipt Count**

### 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 to allow your CS team to manage consumer relationships
- Individual logins for your team members
- Interactive data visualizations to allow easy manipulation of data

### ADVANTAGE TO BRANDS
- 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 custom personalization
- Obtain a competitive advantage by seeing how demand for your products compares
- Identify opportunities for coalition programs
- Easy to understand visualizations of complex data
### PRICING FLEXIBILITY FOR ALL PROGRAMS

<table>
<thead>
<tr>
<th>Sales behavior data including average spend, total basket spend, location data, retailers, time of day and day of the week</th>
<th>BASE</th>
<th>ENHANCED</th>
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<th>Purchase behavior including qualifying SKU quantity and total spend</th>
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<th>Qualifying user registration details</th>
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<th>Customer service tool to allow your CS team to handle the relationship with your consumers</th>
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<th>Discrete logins to accommodate deactivation of accounts as needed</th>
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<th>Powered by SnippCheck (Promotions, Rebates and Loyalty only)</th>
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<th>Item Purchase Details Report</th>
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<tr>
<th>Interactive data visualizations to allow for easy manipulation of data*</th>
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<th>Overview</th>
<th>Receipt Source</th>
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<td>Products</td>
<td>Receipt Geography</td>
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<tr>
<td>Stores</td>
<td>Bubble Chart</td>
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<td>Products by Stores</td>
<td>Invalid Receipts</td>
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<tr>
<th>Transcription Services: Transcription of 1000 receipts and data visualizations including:</th>
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<th>ENHANCED</th>
<th>ENTERPRISE</th>
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- Average Discount per Receipt
- Basket Size (Number of Items)
- Receipt Total & Average Values
- Basket Penetration by Items

### PREMIUM OPTIONS:

<table>
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<tr>
<th>Full Basket Analysis with Product Categorization</th>
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*See sample reports on next page

### AVAILABLE ACROSS OUR ENTIRE PRODUCT SUITE

- Contests & Promotions
- SnippLoyalty
- SnippRebates
- SnippRewards
SAMPLE ‘BASE’ REPORT FOR A LEADING CPG BRAND PROMOTION

RECEIPT SUBMISSION BREAKDOWN: Get a quick overview of vital stats for your program

Campaign Name
- Select All
- Leading Brand Promotion

Campaign Count: 1
Member Count: 33,972
Receipts Per Campaign: 68,922

Campaign Status
- Active

Receipt Price: $3.83M
Receipt Count: 68,922
Rewards Distributed: 485,955

Receipt Count By Date

Data on receipt count - qualifying SKU, product name, and quantity purchased

RECEIPT SUBMISSION - PRODUCT DATA

Average Receipt Amount: $77.80
Product Count: 1,213
Qualifying Total: $1.52M
Share of Basket: 39.57%

RECEIPT SUBMISSION - RETAIL DATA: Delve deeper into retailer data - ability to click into details

Campaign Name
- Select All
- Leading Brand Promotion

Receipt Count by Day Part

Top 15 Stores

Stores
- Walmart
- Target
- Costco
- Amazon.com
- Sam’s Club
- CVS
- Kroger
- Publix
- Meijer
- Dollar General
- Wegmans
- ShopRite
- Total

Receipt Count
- 11,155
- 8,151
- 1,604
- 3,272
- 2,647
- 2,677
- 2,274
- 1,248
- 1,109
- 1,062
- 947
- 622
- 49,284

Average Receipt Amount: $77.80
Share of Basket: 39.57%
Purchasing Member: 29,845

Data view available
RECEIPT SUBMISSION - LOCATION: Easily access country, state and zipcode details

$77.80
Average Receipt A...

39.65%
Share of Basket

Top 15 States By Receipt Count (Excluding Unknown)

Campaign Name
Select All
Leading Brand Promotion

Campain Status
Active

Payment Mode
Line Items

Receipt Total & Average Values

Basket Penetration By Items

Demographics:
By age and gender

Receipt Source:
Submission by web, email, mobile upload, API (where applicable)

Invalid Receipts:
Submission count with reasons

DATA. INSIGHTS. ANALYSIS

SNiPP®
ENHANCED

ADDITIONAL ‘ENHANCED’ REPORTS - TRANSCRIPTION SERVICES

Average Discount Per Receipt

Basket Size (Number of Items)

Receipt Total & Average Values

Basket Penetration By Items

0% 20% 40% 60%

0% 1% 2% 3% 4%

0% 1% 2% 3% 4%

OTHERS
DEBIT
CASH
CREDIT CARD

Other Trails...

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