

SNIPP Loyalty

FROM TRANSACTIONS TO RELATIONSHIPS

THE SNIPP Loyalty PLATFORM

Our innovative, cloud-based loyalty platform is not just about 'customer' loyalty but about **creating customer acquisition and engagement hubs**. It is tailor-made for brands to engage with and build deeper relationships with their consumers. Available in modules based on your 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, rewards, and more.

SnippLoyalty is an end-to-end, real-time multichannel SaaS loyalty solution provider with services that include:

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

SNIPP LOYALTY IMPLEMENTATION



LOYALTY IN A BOX

A quick-to-market, app and web based templated solution



LOYALTY AS A HUB

A comprehensive and flexible enterprise loyalty solution

LOYALTY IN A BOX

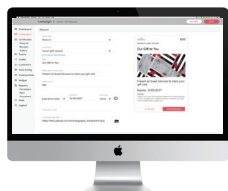
A quick-to-market, app and web based templated loyalty solution powered by SnippCheck and SnippRewards, offering customization within the framework of the existing APP functionality and layout

Key Features

- Supports a variety of offers : One-to-one offers, Rewards campaigns, Multiple offers at one time
- Powered by Snipp's industry-leading receipt processing and rewards platform
- Real-time reporting dashboard by center and/ or campaign
- Simple and flexible brand implementation and consumer interface

Brand

- Enters campaign rules
- Assigns rewards
- Promotes campaign



Consumer

- Downloads App
- Chooses reward
- Uploads receipts
- Collects points / Receives reward



BRAND OBJECTIVES FOR CONSUMER LOYALTY



Customer Retention



Driving Sales



Frequency



Engagement



Brand Advocacy



Measurement



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

LOYALTY AS A 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



PURCHASE VALIDATION

Simple, consumer friendly method

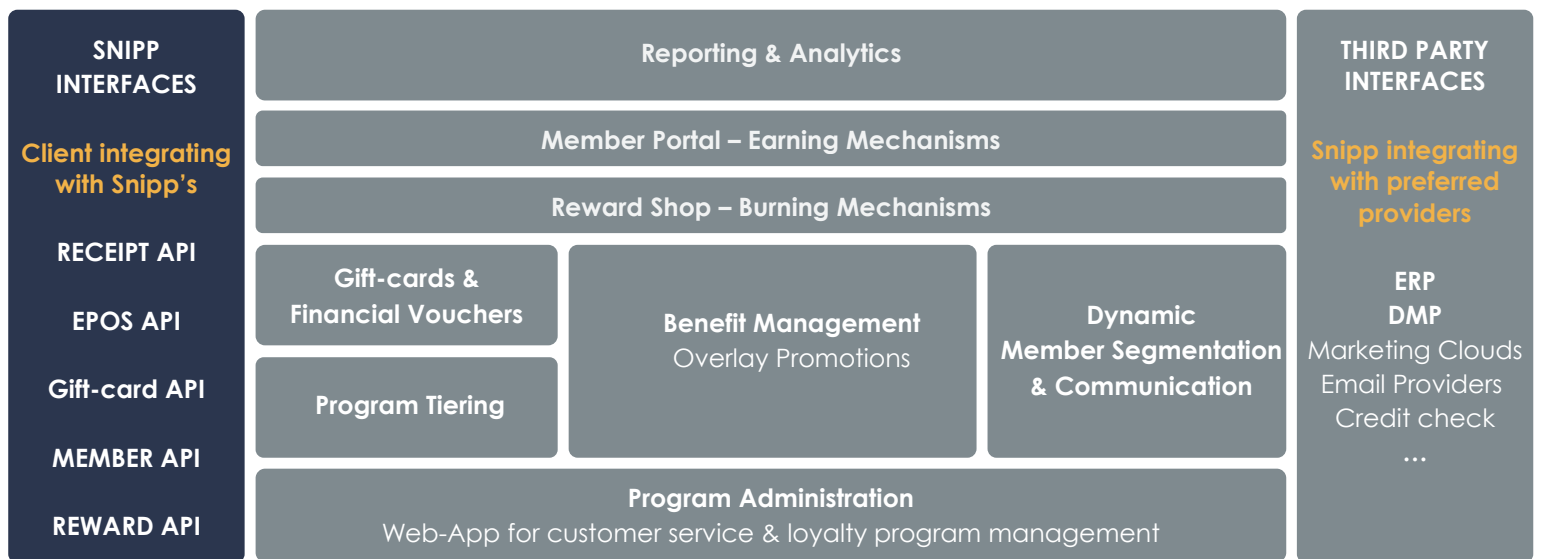
CONNECT TO & FROM VARIOUS SYSTEMS

Integrate member portal into eShop/Website/APP

DATA

Collect, analyze & utilize data to provide enhanced experiences

LOYALTY AS A HUB - Modules



■ Standard Modules ■ Optional Modules

ADDITIONAL SERVICES

Customer Service:	Various channels - email, phone as well as language capabilities
Design Workshop:	Up to 2 days with key stakeholders. Design of program processes. Functional requirements & integrated project plan. Feature ROI Analysis and Financial Modeling
Promotion/ Procurement Overlays:	Sweepstakes Administration, Instant Wins, Custom Reward Procurement
Basket Analysis Services:	Transcription/Categorization. Basket based Analytics/Intelligence

PROGRAM EXAMPLES



Snipp powers three of the five largest multichannel brand loyalty programs in North America.