



## FROM TRANSACTIONS TO RELATIONSHIPS

Snipp brings together a modular SaaS technology suite with best-in-class marketing expertise to enable our clients to increase sales, retain customers and build robust, proprietary data sets that enable intelligent decision making.

Our modular **CUSTOMER ACQUISITION & RETENTION HUB** enables our clients to implement omni-channel, objectives-led, device agnostic, programs that are ROI-driven and data-rich. Our programs are designed to engage customers across the entire path to purchase in-store, at home and on-line. Clients can run a single platform instance, that delivers multiple, simultaneous program formats that meet objectives at a brand, shopper, category and portfolio level. These can be customized by region, language, channel, retailer, incentive type and more.

In the background, our engines capture unique zero party data in real time that learns behaviors, recognizes patterns and builds a single unified view of your customer, driving personalization and loyalty for your brand.

### TOP 3 REASONS CLIENTS USE THE SNIPP PLATFORM

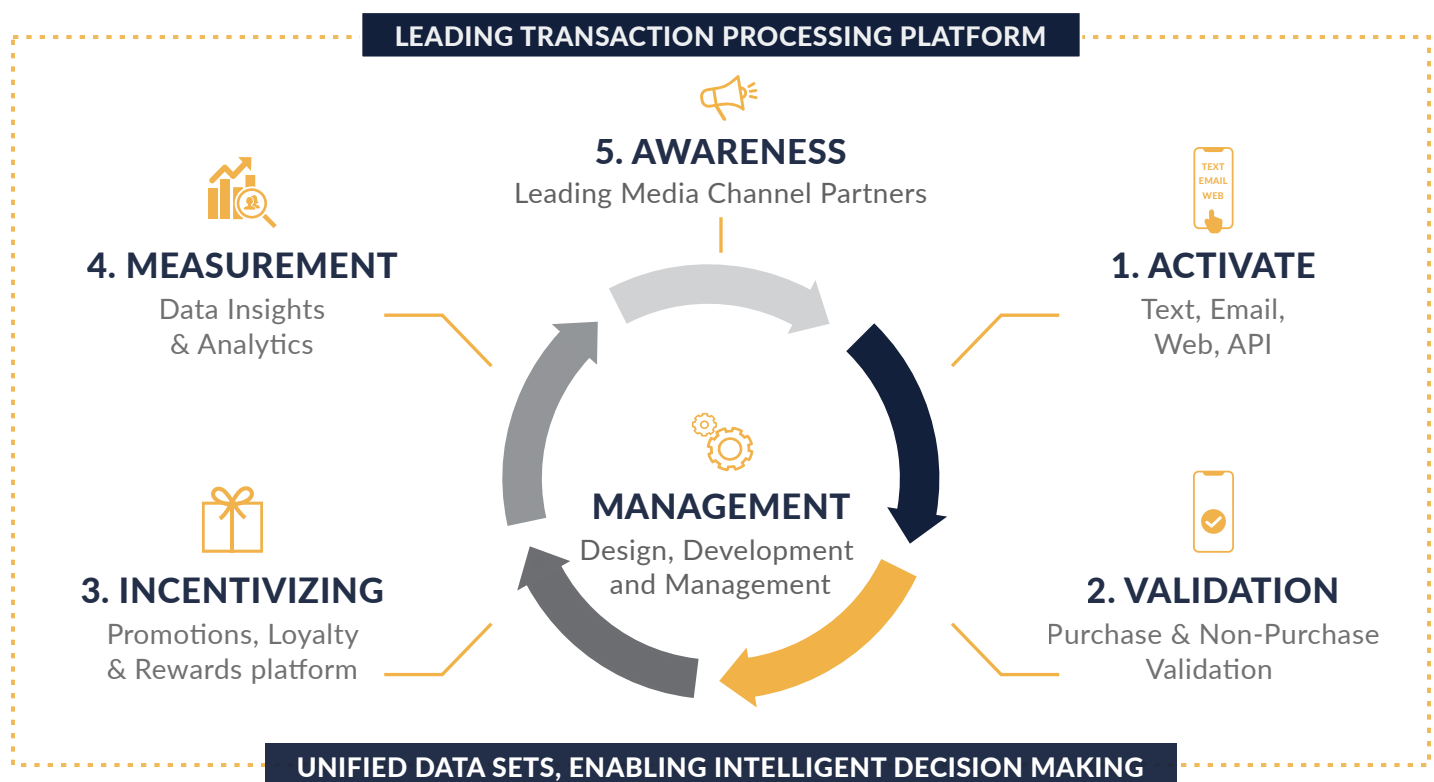


### PROBLEMS WE SOLVE

- Customer Retention & Loyalty
- Driving Sales
- Frequency
- Engagement
- Brand Advocacy
- ROI Measurement
- Insights Acquisition & Analysis
- Cross Product Lift
- Awareness
- Trials
- Increased Basket Size
- Participation

MODULAR DEPLOYMENTS CAPTURE FIRST PARTY DATA **1** ACROSS CHANNEL & EXISTING ENTERPRISE PROGRAMS

### SNIPP! MODULAR CUSTOMER ACQUISITION & RETENTION HUB

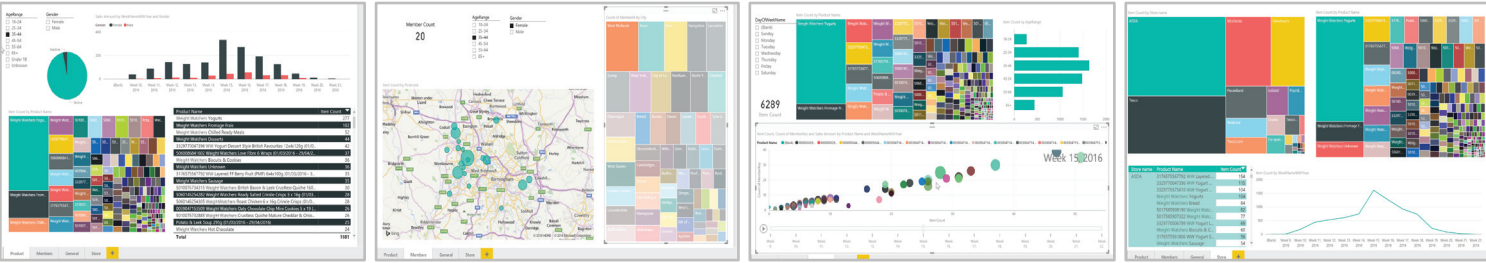


COMPLETE PURCHASE DATA INSIGHTS 2 AND ADVANCED BASKET ANALYSIS

Captured from First Party Shopping Data

ROBUST DATA ▶ ACTIONABLE INSIGHTS ▶ INTELLIGENT DECISIONS

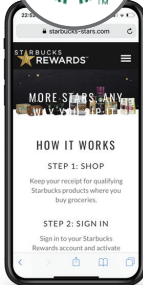

- ACCESS Tap into unprecedented information about your consumers and their purchase habits
- ANALYZE Make sense of complex consumer behaviors and purchase patterns at a product, brand & category level
- MEASURE Measure the effectiveness of marketing campaigns, enabling intelligent decision making.
- OPTIMIZE Turn invaluable information into actionable insights.



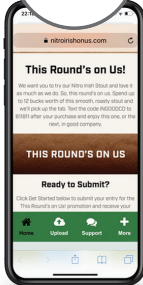

TACTICAL SHOPPER MARKETING 3 ANY PROGRAM, ANYWHERE, ANYTIME

- Continuity Programs
- Coupon Program
- Data Acquisition
- Enterprise Loyalty
- Gift With Purchase
- Instant Win Games
- Pin On Pack
- Punch-card Programs
- Social Programs
- Rebates
- Reward Programs
- Receipt & Image Verification
- Sweepstakes
- Text To Win

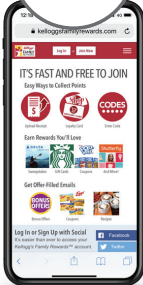

CASE EXAMPLES





LOYALTY





PROMOTION





API / LICENCE



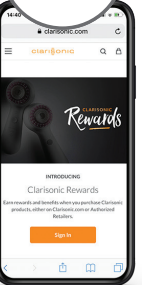

API / LICENCE



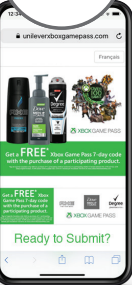

PROMOTION



PROMOTION



REWARDS STORE



PROMOTION

Visit [www.snipp.com/clients](http://www.snipp.com/clients) for more case examples

PROUD TO HAVE...

A solution to fit every budget

125+

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Across industries

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100+ currently live

150  
MM+

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