

# SNIPP INSIGHTS

## ADVANCED BASKET DATA ANALYSIS

**SnippInsights** brings you an advanced level of basket analysis captured from first party shopping data, by SnippCheck, our market leading receipt processing engine, in POS devices and tied to in-store promotions. This includes transcription, brand identification, and categorization of receipts summarized in an interactive, dynamic report.

This advanced report helps make sense of complex consumer behaviors and purchase patterns at a **product, brand and category level**. This invaluable information can be turned into **actionable insights** as well as helps brands measure the effectiveness of marketing campaigns, enabling intelligent decision making.

**How it works:** Basket analysis requires the transcription of a sample set of receipts from your Snipp program. Transcription is the process of capturing receipt fields so that our reporting system can ingest the data and provide an analytic output.

### HIGHLIGHTS

#### Brand & Category Level Shopping Data:

Find out where, when and how your customers are shopping.

#### Spend:

Know how much is your brand being purchased as a % of the total shopping basket.

#### Competition:

Learn what competitive products/ brands your customers are purchasing. Are they buying your product/ brand along with your competition?

#### Retailer Breakdown:

Understand how the above metrics and insights differ amongst various retailers.

#### Personalization & Segmentation:

Derive insights from this data to enable customer segmentation for communication down to an individual level, to influence shopping behavior based on the aggregate metrics.

#### Discounting:

Discover brand and category level discounting trends.

### ADVANTAGE TO BRANDS



Access to some of the most reliable and detailed data direct from customer receipts



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

### AVAILABLE ACROSS OUR ENTIRE PRODUCT SUITE



Contests & Promotions



SnippLoyalty



SnippRebates



SnippRewards

SNIPP INSIGHTS

SAMPLE BASKET DATA REPORT FROM A LEADING CPG BRAND PROMOTION

