SNIPP!

Capture and make sense of complex consumer behaviors and purchase patterns.
Turn this invaluable information into actionable insights.

Maloni Banks
Age: 32, London, UK

Shops twice a week
between 3-5pm
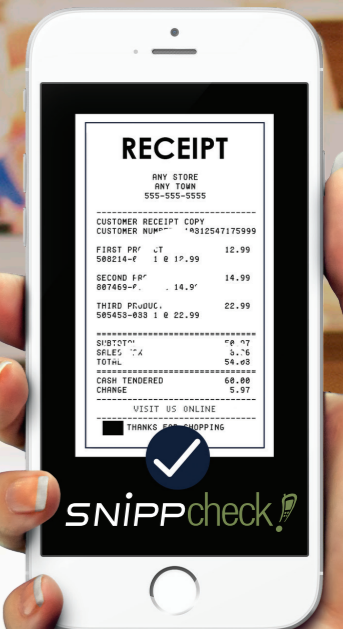
Active on Twitter, FB and
Instagram

Wednesdays at Lidl
Saturdays at a local Mall

Tuned in to current styles
and consumer trends

Average weekly spend: £145
Average item price: £18.50

Digital Native, Deal Seeker
Animal lover

Favorite Products: Groceries,
Pet care, Beauty /Skin Care

Captured from first party shopping data,
by SnippCheck, our market-leading
Receipt Processing platform, in POS
devices and tied to in-store promotions.

SNIPPcheck!

SNIPP!

Snipp provides promotions and loyalty programs designed to engage customers across the entire path to purchase - in-store, at home and online. Clients can run **one-off promotions to evergreen loyalty programs** that meet objectives at a brand, shopper, category, and portfolio level and customizable by region, language, channel, retailer and more.

SnippCARE, our modular Customer Acquisition, Retention & Engagement platform, powered by our **market-leading receipt processing platform** for purchase and non-purchase validation, enables implementation of ROI-driven, omni-channel programs, globally. We capture zero-party data in real time and build proprietary data sets, driving engagement, personalization and brand loyalty and enabling intelligent decision-making. It's tailor-made for brands to build deeper relationships with their consumers.

SNIPP! C A R E
CUSTOMER ACQUISITION, RETENTION & ENGAGEMENT

MODULAR PROMOTIONS & LOYALTY PLATFORM

LEADING TRANSACTION PROCESSING PLATFORM

ACTIVATION
SNIPPWIN!
Contests, Promotions & Rebates

SNIPPLoyalty
Modular Loyalty Platform

AMPLIFICATION
SNIPPMEDIA
Unique Audience Data Sets

MANAGEMENT
Program Design, Development & Management

VALIDATION
SNIPPcheck!
Purchase & Non-Purchase Validation

MEASUREMENT
SNIPPINSIGHTS
Data Insights & Analytics

INCENTIVIZING
SNIPP rewards
Rewards platform

GAMBIT
Sports & iGaming

UNIFIED DATA SETS, ENABLING INTELLIGENT DECISION MAKING

PROBLEMS WE SOLVE

- Loyalty
- Acquisition
- Engagement
- Retention
- Advocacy

- Awareness & Trials
- Sales
- Frequency
- Basket Size
- Cross Product Lift

- Data Acquisition
- Insights & Analysis
- Driving CRM

SNIPP PRODUCT SUITE

Contests, Sweepstakes & Promotions

Loyalty

Rebates

Rewards

Data & Analytics

SNIPP!

SHOPPER PROMOTIONS

Increase sales, basket size, engagement by leveraging Receipt Processing for easy entry and participation.

Our activations include

- Receipt & Image Verification
- Sweepstakes
- Gift with Purchase
- Punch-card Programs
- Data Acquisition
- Social Programs
- Reward Programs
- Instant Win Games
- Coupon Programs

LOYALTY

SnippLoyalty is an end-to-end Real-Time Multichannel SaaS loyalty platform with services that include

- Strategy planning and program design
- Implementation Flexibility - Full tech stack or modular
- Customer data management
- Real-time third party integration
- Data driven customer insights/ analytics.
- Operational support

REBATES

SnippRebates offers a mobile-first digital rebate solution. It eliminates manual labor and reduces the cost and time of processing rebates.

The **Snipp RebateCenter** allows brands to set up and manage single rebates or cross-portfolio customizable rebates at the click of a button.

SnippRebates offers array of payment options, including

- Direct deposit
- Cash-to-card
- Physical & Digital reloadable prepaid cards
- PayPal
- Check in the mail

REWARDS

SnippRewards makes it easy to incent, motivate, appreciate and reward customers with a simple yet flexible industry leading platform.

Brands can incentivize and reward consumers with millions of digital and physical rewards. You think it, we get it!

Brands can directly leverage the SnippRewards store - a flexible, turnkey white-labeled reward store for full functional rewards or via our SnippRewards API - a technology solution that allows clients to integrate SnippRewards seamlessly into their own infrastructure.

TRUSTED BY FORTUNE 1000 BRANDS, WORLD-CLASS AGENCIES AND RETAILERS.
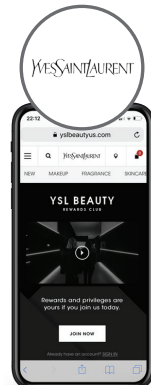
For over a decade, we have worked with the world's leading organizations in both B2C and B2B spaces, across industry verticals including FMCG, retail, pharma, utility, home and outdoor, alcohol, tobacco, lifestyle and more.
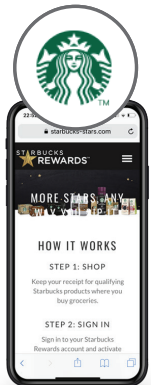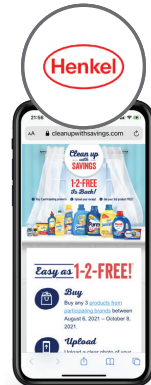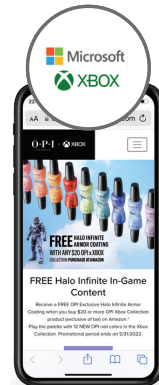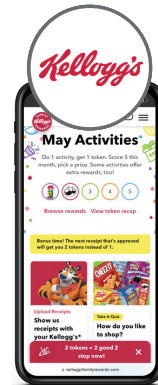
| LOYALTY | PROMOTION | RECEIPT API | CASH-BACK/ REBATE | MULTI COUNTRY PROMOTION | B2B | API / LICENCE | GLOBAL REWARDS |

PROUD TO HAVE...

125+
Different clients, across industries

4000+
Programs executed
(100+ currently live)

150 MM+
Transactions to date
(50,000+ each day)

13 MM+
Unique participants
(5% participate in more than one campaign)

Sucessfully Implemented Programs Accross The World

CANADA • NORTH AMERICA • SOUTH AMERICA • UK • EUROPE • MIDDLE EAST • AUSTRALIA • NEW ZEALAND