



REINVENTING LOYALTY

CREATING LOYAL CONSUMERS AND BRAND ADVOCACY

We create relationships between people and brands. We do so by bringing together a full suite of technology solutions and best-in-class loyalty and promotion marketing expertise to help our clients engage consumers, collect data and drive sales. We collect meaningful data on your consumers, their behaviour and ultimately increase your bottom line profits.

THE FUTURE OF LOYALTY

We believe there is a **Fundamental Transformation** taking place in how people discover, engage with brands and buy. This transformation calls for a **Complete Reinvention** of how brands generate loyalty.

Snipp will lead the way in this reinvention...



REINVENTING LOYALTY

TODAY

Transactional Relationships



Most loyalty programs only engage with members when they buy.

Result: Easier for the competition to attract your customer.

Limited POS



Not practical or too expensive to implement ePOS integrations or print on-pack codes.

Result: Expensive loyalty program costs, virtually NO purchase history for a consumer & consumer disengagement.

Multi-Channel Loyalty Systems



Most loyalty platforms are antiquated, inflexible & difficult to integrate with emerging technologies. Identifying, tracking & reporting to a unique member across multiple channels is a challenge.

Result: Disconnected customer experiences in each channel.

TOMORROW

Emotional Connections



Create experiences & meaningful engagements.

Result: Keeps the brand top of mind in between purchases; Promotes brand love & advocacy!

Universal POS



Validate purchases at ANY point of sale - even if it's sold through a third party

Result: Track all purchase data for a member, gain significant savings to the brand & make it easier for them to engage!

TRUE Omnichannel Loyalty Systems



Connect ALL channels & execute member centric, hyper personalised experiences that are relevant and unique.

Result: Brands are able to keep one step ahead of the ever-evolving consumer & engage in a highly personalised way. Identifying, tracking & reporting is turn-key.

KEY TECHNOLOGY FEATURES



Cloud-based Software as a Service (SaaS) platform



Compatible across all devices



API for integration with third-party apps and software



Pre-integrated with all key modules including SnippCheck for receipt-based purchase validation



Real-time ePOS integrations available



Member information interface (for 3rd party CRM and DMP systems)



Social media interfaces



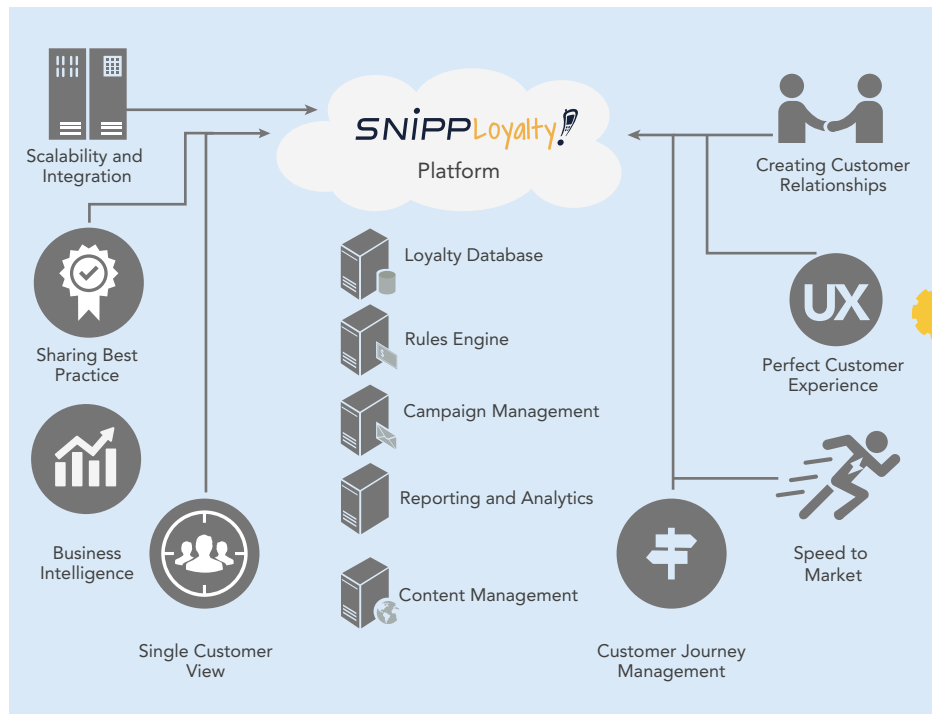
Integrates with our full Reward Catalogue

SNIPP! REINVENTING LOYALTY

INTRODUCING OUR LOYALTY PLATFORM

Our enterprise-class, cloud-based loyalty platform is tailor-made for brands to build deeper relationships with their customers. Pre-integrated with our receipt-processing solution, it enables multi-channel brands to incentivise purchases. It also supports real-time transaction processing, provides incentives for brand engagement, social media interactions as well as purchases.

REWARD ANY BRAND INTERACTION



Easy Integration with other platforms/touchpoints



END-TO-END LOYALTY SOLUTIONS

Loyalty Solutions



- Technology and Software
- Program design and creation
- Digital Marketing

Loyalty Consulting



- Provides input pre-sale on strategic direction of client program and solution through to close. Monitors client program providing strategic advice as required.

Loyalty Analytics



- Understanding data
- Reporting
- Business intelligence / insights

Loyalty Operations



- Loyalty platform (business rules engine) and system management
- Promotion Management
- Campaign Management
- Data Management

EMOTIONAL CONNECTIONS



Emotional connections begin when you inspire MORE THAN the transaction.

CARUSO

Dulux

eason

electric Ireland

Kellogg's

KLEIN TOOLS

LEDERUNDSCHUH

ARNOTTS

LANCÔME

Unified Grocers