

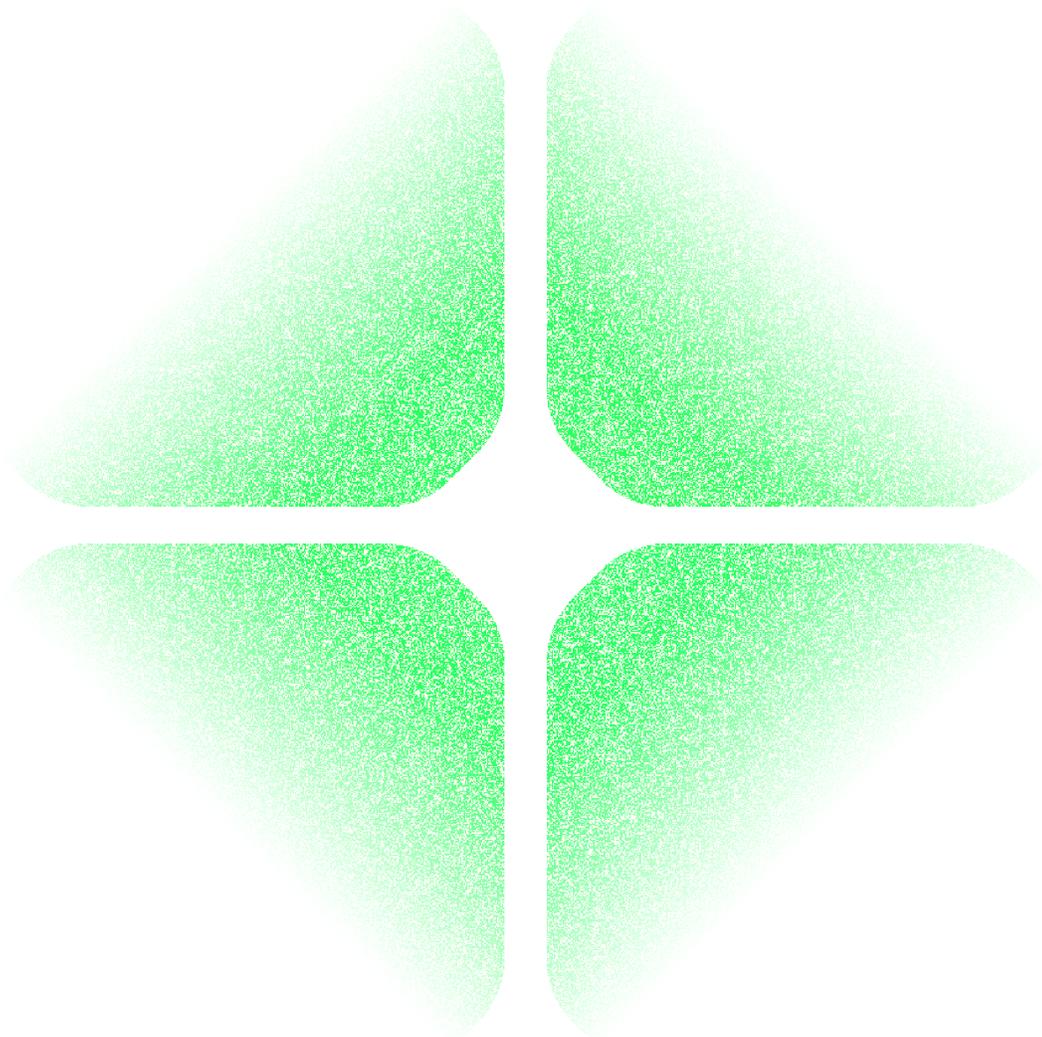
Solution Brief

Receipt Capture for Loyalty Marketing

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veryfi

01

Turn Receipts into Valuable Customer Insights

Is purchase validation a gold mine for your company, or a missed opportunity? If you don't gain cross-basket insights into your customers' shopping behaviors and preferences, will you be able to effectively drive loyalty, wallet share, and revenue growth for your brand? Even worse, will your competitors be able to lure away your most valuable customers?

Unlock cross-basket insights with first-party receipt data

Many consumer packaged goods (CPG) companies and marketing agencies run loyalty campaigns with limited access to first-party customer data. Point of sale systems only provide sales data for your own brands, not your customers' entire baskets. Data aggregation services may not provide complete cross-basket data, and certainly can't associate it with your loyalty program members.

Veryfi provides white-label receipt capture technology for mobile and web applications, enabling instant purchase validation, increased personalization, and greater customer loyalty.



02

Instantly Validate Purchases and Deliver Personalized Offers

Purchase validation can be a frustrating process for your customers, when they need to upload photos of receipts to a website and then wait days or even weeks for a clearing house to confirm their purchase is valid. With Veryfi, purchase validation takes just a few seconds, and all of the receipt line item data can be used to generate personalized offers for your loyalty program members.

Turn customers into loyal brand advocates

When your customers submit a receipt and see it instantly validated, they'll instantly become advocates for your brand. And, with the additional cross-basket insights you'll obtain, you'll be able to generate offers that are personalized to your customers' preferences or your marketing strategy. Imagine being able to instantly provide an in-app incentive to customers that previously chose a competitor's product!



"Top tier company for document scanning and data extraction"



03

Easily Add Veryfi to Your Loyalty Campaigns and Apps

Veryfi provides a developer-friendly platform and mobile capture technology so you can add powerful features to your loyalty campaigns and apps in days, not months. Imagine how much more effective your loyalty marketing programs could be with instant purchase validation and cross-basket insights apps could be if they could instantly turn documents into data and insights.

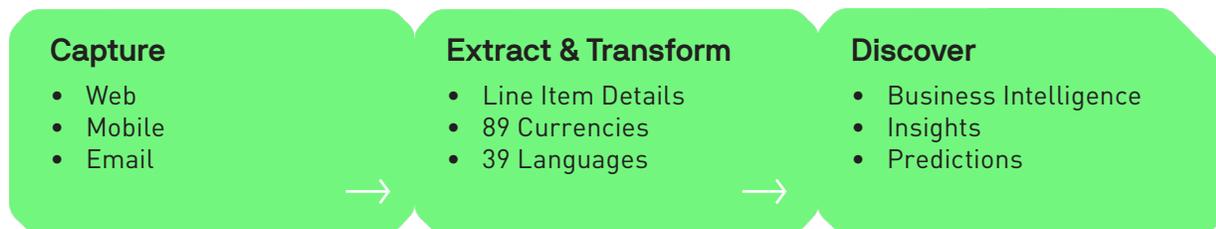
With Veryfi technology for receipt capture, you gain:

- ✦ **International support with Day 1 Accuracy™** for 110+ data fields, 89 currencies, and 39 languages. Veryfi technology is pre-trained on hundreds of millions of receipts from around the world.
- ✦ **AI-powered mobile receipt capture technology** with computer vision that far exceeds the built-in imaging capabilities on any smartphone or tablet.
- ✦ **Line item details**, including first-party cross-basket data that can generate valuable insights into customer preferences, behavior, brand affinity, and more.
- ✦ **Automatic data enrichment** with store logos and addresses, line item categorization, and fraud prevention features like automatic duplicate detection.
- ✦ **100% machine-based solution** that ensures consumer privacy with no humans in the loop, including no 3rd-party clearing houses.

04

How Veryfi Works

Veryfi provides an AI-powered platform for receipt data extraction, along with white-label technology for mobile loyalty marketing and rewards apps. The developer-friendly technology can be added to your apps in days, rather than months, and enables you to delight your most loyal customers while discovering new cross-basket insights, marketing opportunities, and brand affinities.



**Adding
Veryfi mobile
features to
your app
requires only
5 lines of
code**

The Veryfi Lens Mobile Capture Framework supports iOS and Android as well as web apps designed for mobile browsers. The Veryfi camera UI and AI computer vision make mobile receipt capture a snap.

Loyalty Marketing Key Features

- + Mobile Receipt Capture
- + Long Receipt Image Stitching
- + SKU-Level Data Extraction
- + Fraud Prevention
- + Global Currency & Language Support

Scan the QR Code and Try Veryfi Yourself



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