

Overview

SmartReceipt transforms your existing POS and printer infrastructure into a powerful, centrally controlled marketing medium.

We leverage unique customer transactional data to tailor the most relevant messages and offers to each guest.

By connecting brands with their customers in a smart new way, SmartReceipt marketing solutions help retailers generate revenue, increase guest frequency, and improve customer satisfaction.



Centralized Management

SmartReceipt is managed entirely from your secure online account at Receipt.com. With a flexible enterprise hierarchy and multi-level content control, SmartReceipt can accommodate organizations of all shapes and sizes. The easy-to-use interface makes creating, scheduling, and launching new marketing campaigns fast and easy.

Consumer Feedback

90% Liked or loved their new receipts

91% Read most or all of their SmartReceipt

88% Better understood retailer offerings

	SmartReceipt Marketing	SmartReceipt Marketing Pro
Centralized management at Receipt.com	✓	✓
Drag-and-drop receipt design	✓	✓
Graphic and text-based marketing	✓	✓
Dynamic coupons with fluid expiration dates	✓	✓
Rotating and randomized messaging	✓	✓
Targeted marketing		✓
Real-time coupon reporting and analytics		✓

Dynamic Coupons

Don't be fooled, these are not your ordinary coupons. SmartReceipt coupons are proven to increase guest frequency and sales, time and time again.

Unlike traditional couponing mediums that require lengthy static expiration dates, SmartReceipt dynamic coupons have fluid expiration dates based on print date.

Simply set expiration periods in days or hours and SmartReceipt auto-populates the expiration date on the coupon.

SmartReceipt coupons average:

- 3x greater coupon redemption rates with
- 10x shorter expiration periods than traditional coupons

Smart Targeting

Reach the right customer with the right message at the right time. Trigger messages based on products purchased, dayparts, loyalty membership, store location, and much more.

Maximize Results

React quickly to customer response and optimize the performance of your marketing campaigns.

Set to expire in just 5 days

New breakfast daypart promoted only to lunchtime customers

Offer triggered by purchase of footlong sandwich



	Traditional Coupons	SmartReceipt Coupons
Expiration dates	Static	Fluid
Printing & distribution costs	High	Negligible
Targeted to audience	Limited	Yes
Success tracking	Limited	Real-time
Response to change	None	Real-time
Average redemption rate	1%	3-10%