

# PERSONALIZED RECEIPT MARKETING

Turn your existing receipt printers into a personalized marketing tool.

Make the most out of your paper receipts with Fobi's Personalized Receipt Marketing. Automatically add targeted coupons, messaging, surveys, and more to your customer's receipts based on selected keywords, time of day, location, their basket content, basket size, and shopping behavior. Choose between creating your own coupons or providing access to your brands to promote their CPG coupons.

LEARN MORE



- Empower your CPG brands
- Avoid surplus inventory
- Monetize every part of your customers' shopping experience
- Dynamic engagement for every shopper
- Leverage real-time analytics
- Save money while you make money
- Integrate with the latest coupon standard

## How it works:



**Login:** Log in to your Portal and select Receipt Marketing to begin.



**Build:** Enter the details for your personal or CPG-funded campaign (coupon info, messaging, HTML link, imagery, etc.).



**Target:** Choose which locations and specific tills will print your campaign and which triggers you want to set up for your campaign (keywords, basket size, etc).



**Automation:** The Fobi devices at each register will automatically take care of the rest.



**Deliver:** Upon check-out, Shoppers' buying behavior will trigger the personalized campaign.



**Engagement:** Shoppers can redeem coupons by bringing their promo back or sign up to your loyalty program, fill out surveys, and more by scanning the QR code on their receipt.