# antavo
## LOYALTY CLOUD

# Capturing Invisible Retail Purchases With The Power of AI

**Paper White**

PRODUCT RELEASE BROCHURE

# Executive Summary

In the world of retail, many brands are haunted by "invisible" purchases that happen when they sell through retailers, franchisees, or any other channel that they don't own.

This is especially true for FMCG, fashion brands, and or large businesses that do not have a unified system that covers all the different POS systems they use.

**There is, however, an elegant, easy-to-implement and cost-effective solution to this problem: receipt scanning.**

When customers submit digital proof of their purchases, businesses not only receive data from otherwise unreachable third-party transactions but also let their customers benefit from their loyalty program.

# Antavo's Paper White Product Release

is centered around our latest integration, which lets loyalty program owners capture purchases made through channels not owned by them through receipt scanning. In addition, our team released a new dedicated Shopify Marketplace app.

**Andras Taraszovics**

Head of Product at
Antavo Loyalty Cloud

## klippa

**Klippa integration enables receipt scanning:**

With the integrated and AI-driven receipt scanning capability, Antavo helps you expand your loyalty program's reach to third-party channels, like outlets, retailers and franchisees.

## antavo

**Antavo launches dedicated Shopify app:**

Antavo has released a revamped, dedicated app on Shopify Marketplace. Through the app, eCommerce platforms can easily connect their online store to Antavo's loyalty platform.

" *If you are missing a direct link with the customers who buy your products through outlets and franchisees, not being able to capture their purchase information means that you are leaving valuable opportunities on the table. Without the customer data, you won't be able to personalize or reward them properly and you will only see half of the picture. Our receipt scanning integration aims to remedy this issue in the most convenient way possible.*"
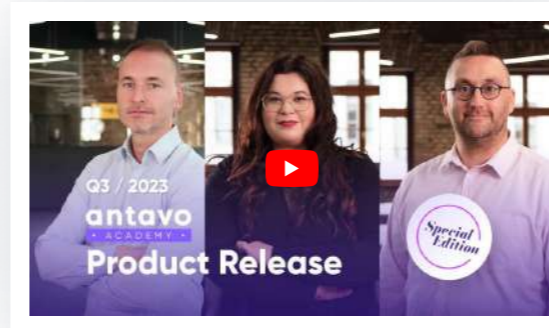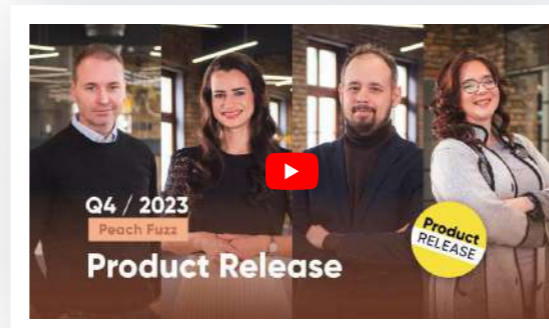
# Check Out Our Previous Releases

**The Q3/2023 Release covered:**

- The launch of Antavo Academy
- Classes, certifications and courses

**The Q4/2023 Release covered:**

- API for large-scale reward campaigns
- Smart incentives for B2B2C campaigns
- Faster and easier data imports
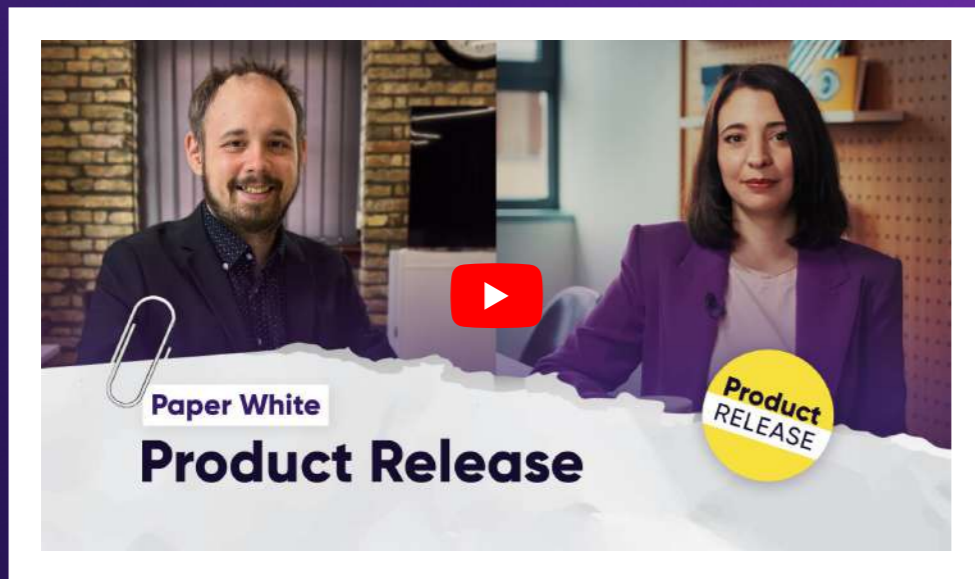- Mobile Passes that are updatable in real time

**The Q1/2024 Release covered:**

- Reflect segmentation with customer lists
- Support sports tracking with Garmin integration
- Seamless communication with Braze integration

# Table of Contents

*Click on the video image to watch our related **Q2 Product Release** webinar.*

# Capturing the Purchase Happening Through Retailers

## Integrating With Klippa to Enable Receipt Scanning

Receipt scanning is ideal for an for FMCG brand, a company selling through third-party retailers, or if your business has multiple outlets with different kinds of POS systems.

That's because receipt scanning is the most **efficient and cost-effective** way to capture retail purchases and reward loyal customers.

As a pure-play loyalty technology provider, Antavo aims to provide the most comprehensive loyalty technology on the market.

# Capturing the Purchase Happening Through Retailers

## Benefits of Integrating With Klippa to Enable Receipt Scanning

**A fully omnichannel feature:**

Go beyond just adding receipt scanning to your webpage. Reach more customers where they prefer to engage by integrating this capability into your mobile apps as well.

**Scan all kinds of documents:**

Thanks to this integration, loyalty members can scan more than just their receipts: they can also send in proofs of purchase through other digital documents, like Amazon order confirmations and invoices.

**Seamless data processing:**

Once the receipt has been uploaded, the information will be digitized, and identified — even line items can be recognized. The data will then be available as structured purchase information — just like what your digital or offline commercial systems would produce.

**A new source of data:**

The data sent in through receipt scanning can be used in all of Antavo's modules, like Workflows, to reward customers, assign points and benefits, include them in reward campaigns, or trigger marketing messages — the only limit is your creativity.

# Capturing the Purchase Happening Through Retailers

The Setup of Integrating With Klippa's DocHorizon technology in 5 Easy Steps

**Step 1:** As the program owner, you need to build a clear front-end experience for your webpage or mobile app. This is where program members can submit the receipt either by uploading it from an image gallery or snapping a photo directly with their phone.

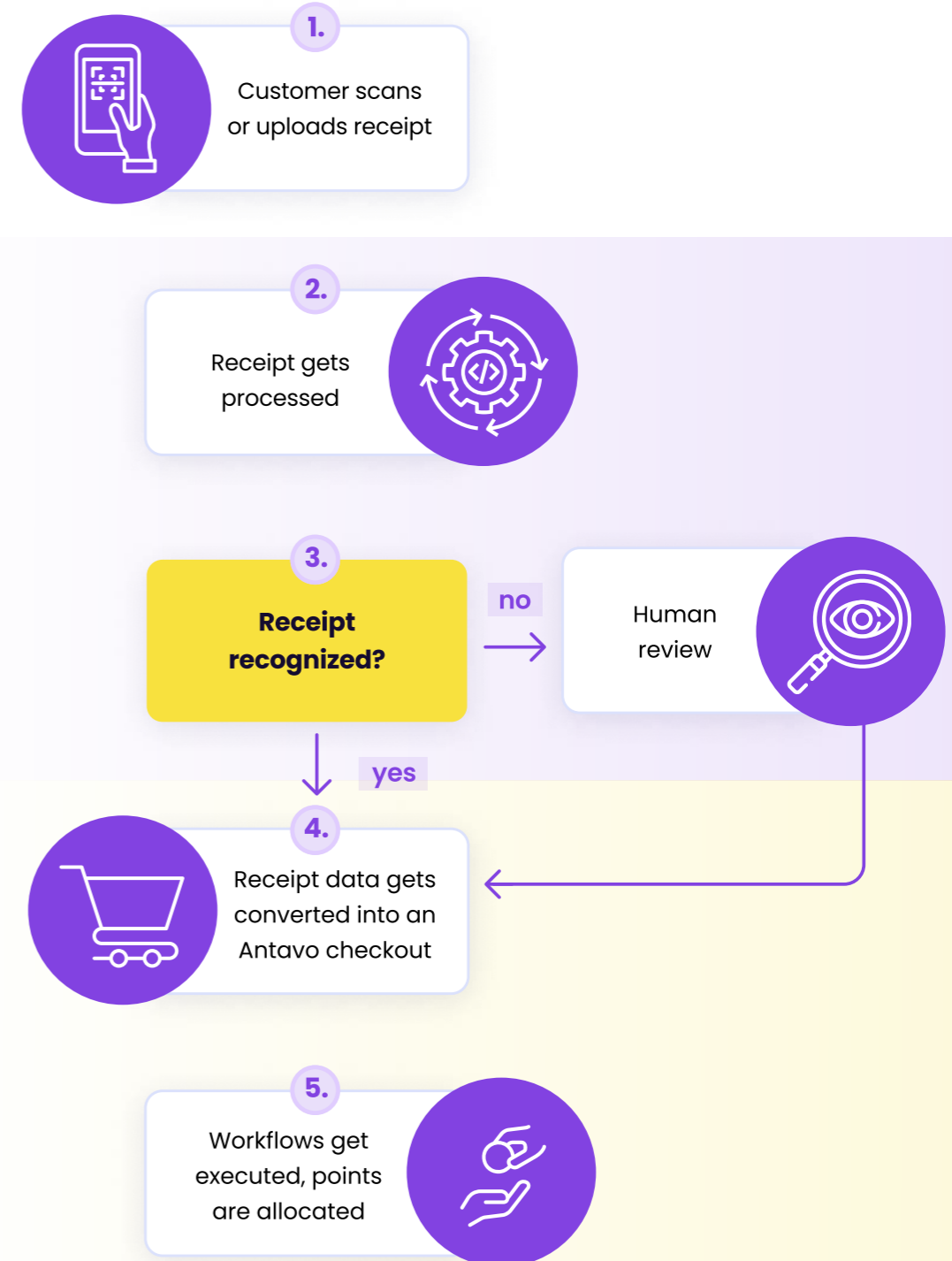**Step 2:** Connect Klippa with your internal system so that the receipts can be processed.

**Step 3:** Klippa then processes the information, using AI technology. If the image recognition is successful, the data will be automatically forwarded. If a line item is missing or jumbled in the photo, it can be sent to a human-in-the-loop interface, where your admin or manager reviews it manually.

**Step 4:** Antavo receives the data as checkout information, ready to be used in the loyalty program.

**Step 4:** Using Antavo's various modules, including Workflows, you can set up a variety of post-purchase campaigns, allocate points for the purchase, assign certain rewards, or progress the member through a challenge.

## Klippa

**1.** Customer scans or uploads receipt

**2.** Receipt gets processed

**3.** Receipt recognized?

no → Human review

yes ↓

## Antavo

**4.** Receipt data gets converted into an Antavo checkout

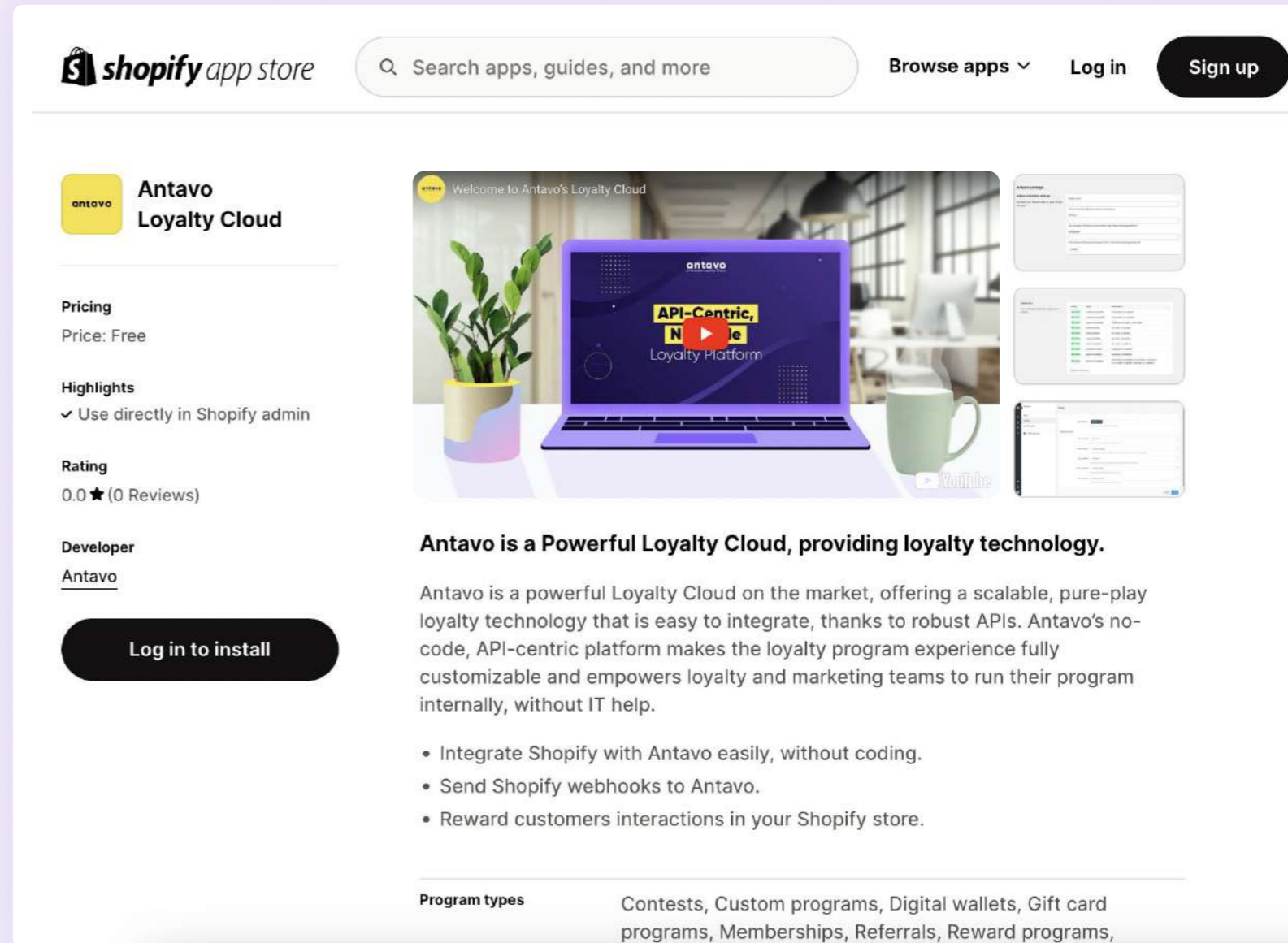**5.** Workflows get executed, points are allocated

# Faster Loyalty Program Launch If You Are on Shopify

## Antavo Launches New Shopify App

Shopify is the go-to choice for any business that wants to establish an eCommerce store. This is largely due to the **Shopify App Store**, which offers a huge range of third-party apps, APIs and documentation.

To make it easier for companies using Shopify to channel data to the Antavo Loyalty Engine, Antavo has developed and published a **dedicated app** in the Shopify App Store. Through the app, eCommerce platforms can connect their online store to Antavo's loyalty platform with **unparalleled ease,** greatly decreasing the project's time to value.

# Faster Loyalty Program Launch If You Are on Shopify

## Business Benefits of Antavo's New Shopify App

**Faster time to market:**

Without the convenience of this new app, all incoming data would need to be synced through APIs, which requires longer, more complicated implementation periods — and leaves more room for mistakes.

**No need for additional resources:**

Because setting up and using the app requires no programming knowledge, you don't need a person with deep technical know-how to handle the setup. This allows you to execute the process without directly involving developers or other IT resources.

**More transparency:**

The app interface allows users to review the connection and API settings in one place. In practice, this allows a greater level of transparency and troubleshooting, as the program managers can effortlessly check whether everything is working as intended.

# Faster Loyalty Program Launch If You Are on Shopify

## The Setup Process for Antavo's New Shopify App: Configuration
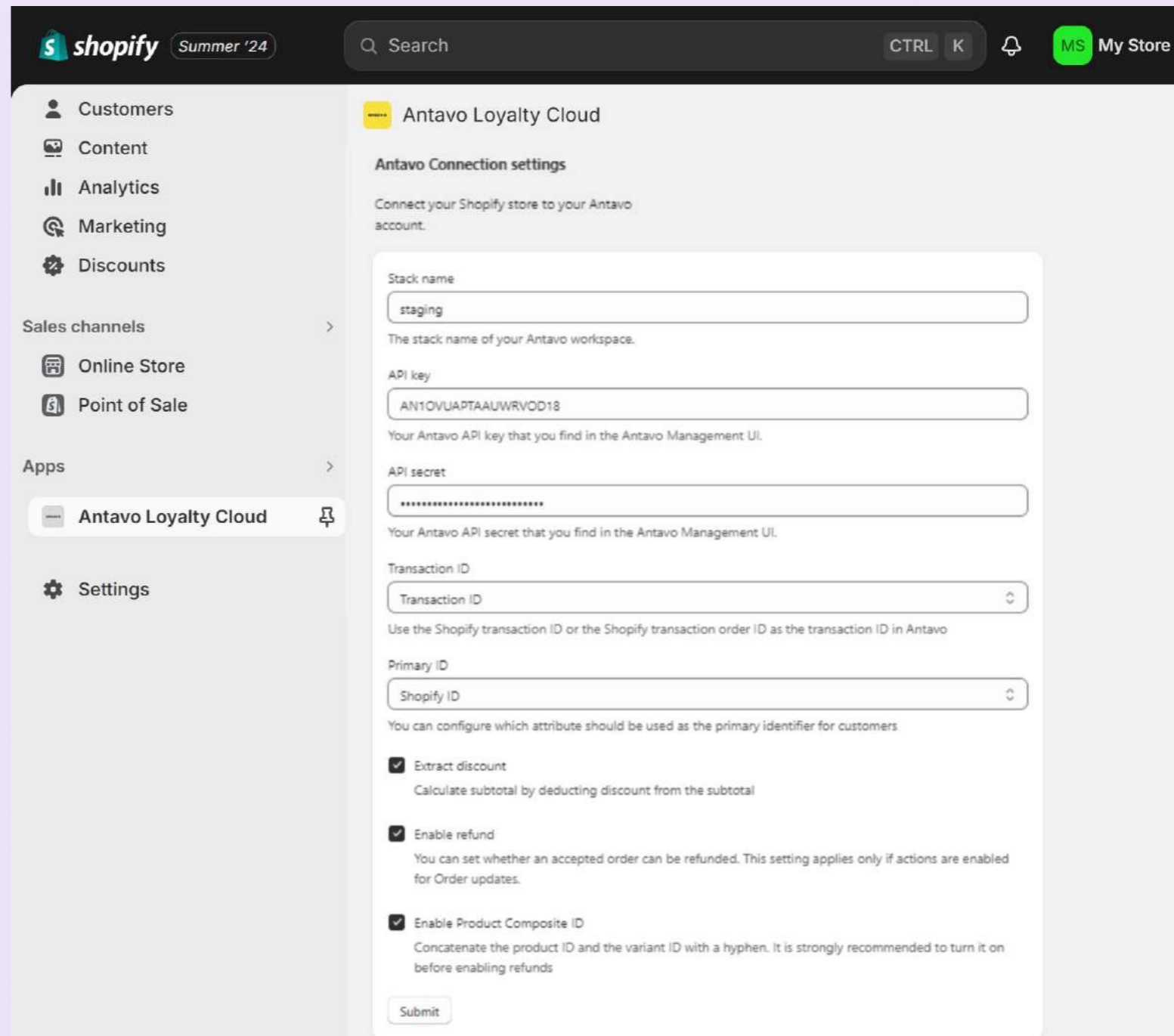
**Faster time to market:**

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# Ready to learn more about our developments?

These features represent the major highlights from a series of product enhancements made by Antavo over the past three months. Additional developments include both minor and major improvements, as well as bug fixes.

## Want to learn more?

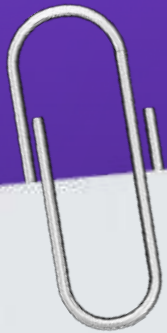Read our **Release Notes** to find detailed information about our latest developments.

If you prefer to speak to us personally about the state of our technology and recent developments, feel free to **request a demo here.**

# antavo
## LOYALTY CLOUD

# Enter the Next Era of Customer Loyalty

Learn more about our customer
retention technologies

## Contact Antavo
### and get in touch with our experts!

Loyalty Blog

Demo