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everything about products.

SnipSnap

## AN INDIX™ CASE STUDY

2X USAGE
INDIX-POWERED FEATURE DOUBLED REPEAT APPLICATION USAGE

About SnipSnap

SnipSnap is the first mobile coupon app to allow users to scan and redeem any printed coupon on their smartphone. Since launching at TechCrunch Disrupt in 2012, the app has grown to 5 million users on iOS and Android, who have saved more than 250 million coupons and $500 million. More than 60 retailers have partnered with SnipSnap to deliver targeted coupons via the app or utilizing SnipSnap's Coupon Author platform.

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Overview

Scout uses a combination of human-curated responses and automated artificial intelligence to deliver product identification as well as accompanying deals, including price matching. If the user is in-store, it further refines the results to those that the retailer will match. It sends the best candidate to the user, who can get in-store price matching or go directly to the competing retailer's site to buy the product online.
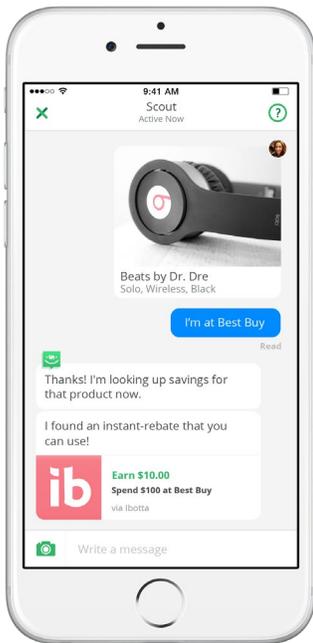
Business Need:

Wanted to expand coupon offering into in-store price matching.

Before Indix

Considered crawling retail sites themselves but realized it would be prohibitively expensive from a time and resources perspective.

Using Indix

Query the Indix Product API with image keywords to find products and pricing.

Results:

SnipSnap has seen great results with Scout. The feature has doubled SnipSnap's customer retention—users who use the Scout assistant to find a deal are twice as likely to return as those who do not..

> 66 *We saved a great deal of time and money by going with Indix rather than building our own product database."*
>
> *Ted Mann*
> *Founder and CEO of SnipSnap*

About Indix

Indix is building the world's first Product Information Marketplace. Through a combination of the web and partners, we collect offers data such as price, availability, and seller information in addition to catalog data like code-based identifiers and attributes to create the single largest source of structured product information. Using data science and machine learning, we cleanse, structure, and refine the data, and then make it available through Indix Data-as-a-Service. By connecting to the Indix Product API and Product Feeds, businesses and developers harness the power of product information to make better decisions, drive innovation, and create new models of commerce. With more than 35 billion historical price points from 1,200+ sites and 50,000+ brands, only Indix has the scale and quality of product information needed to power the next generation of commerce.

Learn more at www.indix.com

Learn more about our Indix Data-as-a-Service.
Go to www.indix.com, email sales@indix.com or call (206)-743-9100.