



AI-Based Purchase Receipt Validation

- Use case -



The client

A food manufacturer specializing in cereal-based products with nationwide distribution in their country.



Objectives

- **Reward** customers who purchase their products.
- **Boost sales** through their distribution channels.
- **Collect contact details** and structured information from end consumers.
- **Gain traceability** on purchased products, points of sale, and customer locations.



The challenge

The manufacturer sells through multiple supermarket chains and distributors, without having direct deals about promotions with each of them. They wanted to launch a promotion exclusively for real buyers, without modifying their product packaging (no unique codes or QR stickers), and without relying on deals with every point of sale.



The solution with Easypromos

Most appropriate dynamics

- A **Quiz with Timer** was used, accessible only to users who uploaded a valid purchase receipt with at least \$5 worth of products from the brand.
- Participation required prior registration through a **fully customizable form** (name, email, and phone), with mandatory email and phone verification to ensure high-quality data collection.
- Once the receipt was validated, users could access the quiz, which included **10 random questions** of varying difficulty.
- Users who answered all questions correctly received a **guaranteed cash prize**. The client explicitly wanted to avoid random prize draws and instead reward skill.

AI-based receipt validation

- Easypromos' automatic validation system **detected purchased products from any type of receipt**, regardless of supermarket or format.
- The client uploaded **more than 300 product SKUs** to the platform, all of which were recognized by the AI system.
- If a receipt included a new or unrecognized reference, or if the receipt image quality was too low for automatic processing, it was automatically sent to a **manual review flow**.
- The manual validation system included automated notifications for both admins and users, ensuring transparency and a smooth experience.

Synchronization and automation

- All collected data (products purchased, store, location, and user details) was structured and **automatically synchronized with the client's CRM** and email marketing tools.
- This allowed the brand to launch **personalized follow-up campaigns**, segmented by purchased product, location, and user behavior.



Advanced features used

- AI-based automatic receipt validation
- Manual review system with learning mechanism
- Double verification registration (email and phone)
- Timed Quiz with random questions
- CRM and marketing tool synchronization
- Automatic notifications for manual reviews
- Adaptation to multiple receipt formats and supermarkets
- Fully branded campaign design
- Promotion embedded on the client's website
- Use of the client's custom domain
- Progressive Web App functionality, allowing users to install the promotion as an app on their mobile phones



The results

- Over 1,000 participants in the first week
- 0 fraud cases detected
- 100% of user data verified and of high quality
- Structured product, store, and location data per user, available via API, WebHooks, or CSV/Excel
- Fully automated validation and segmentation process
- High satisfaction from the internal team due to the system's efficiency and ease of implementation

Bonus:



Flexibility to combine with any Easypromos dynamic

The purchase receipt validation feature in Easypromos can be combined with any of the available gamified dynamics.

For example:

- Offer instant prizes using a Prize Wheel or Scratch & Win mechanic, with extra chances based on receipt amount or number of items purchased.
- Run a final prize draw among all participants, with additional entries awarded per validated receipt or based on total accumulated spend.