



# 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.