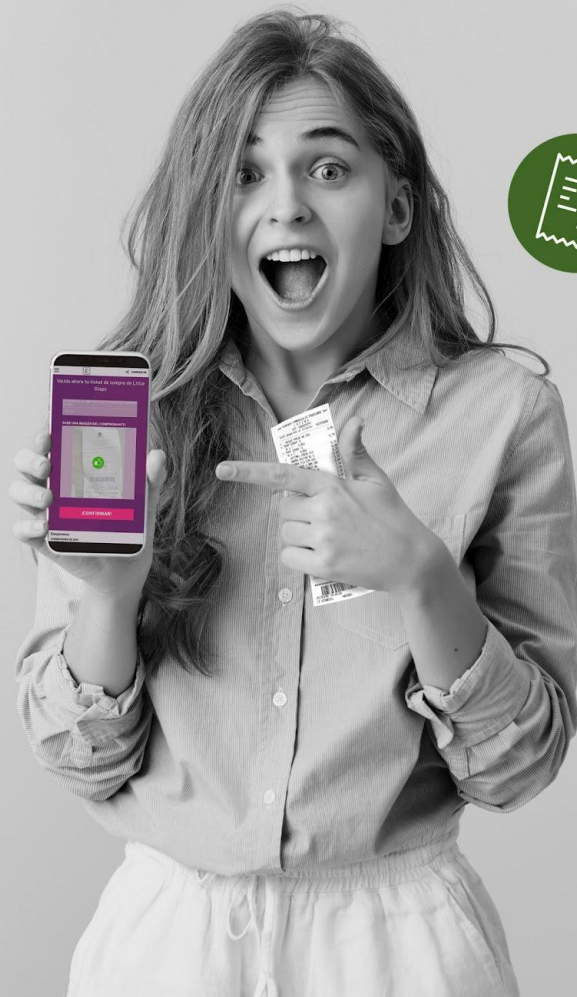




easypromos

EBOOK:
Validate Receipts
with Artificial Intelligence



Purchase receipt validation

An **invoice** or **purchase receipt** is a printed or digital proof that details the transaction made, including the products or services purchased, prices, taxes, and the date of the purchase. It is an essential element for brands when they want to **offer exclusive promotions to customers**, as it allows them to verify that the purchase has been made.

With advancements in technology, it is now possible to validate any type of purchase receipt online. It is a simple process that the consumer carries out from their mobile device: they access the promotion's website and upload the purchase receipt to participate. Afterward, an organizer must manually review the receipt to ensure it meets the criteria and assign the prize or benefit to the participant.

Now, Easypromos offers a solution to simplify the process and save time for the organizer by automatically validating purchase receipts with AI (Artificial Intelligence). This system reviews and validates the receipts, allowing participation to flow smoothly from start to finish without interruptions. Let's see how this innovative system works.



Advantages of automatic receipt validation



Increased
Sales



Increased average
order value



Lead generation at point
of sale, if the promotion
happens offline



Product upselling



Loyalty scheme or
program



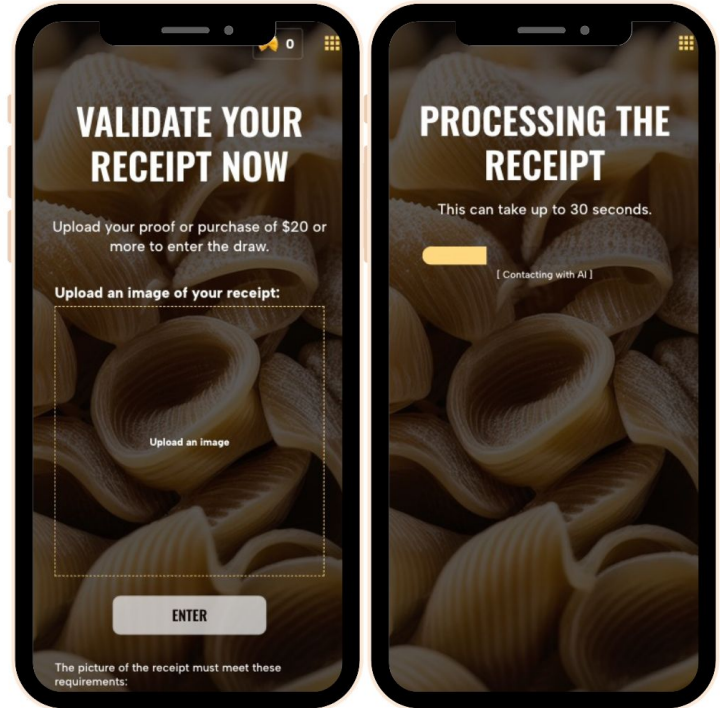
Repeat purchases: buy a
certain product and
obtain discount for that
same product for the
next time you buy

Automatic validation of the receipts

When the user uploads a purchase receipt, the system is able to read the information contained in the image, interpret it, and structure it. This allows to apply conditions or rules based on the information on the receipt, meaning that the system offers great flexibility and provides a range of possibilities to adjust the configuration to the specific needs of each campaign.

What type of validations does the system apply to verify the authenticity of the purchase receipt?

- **Mandatory conditions**, which the system applies by default to control fraud in the promotion: detection of unique receipts, detection of mandatory values on the receipt (store, amount, and date), etc.
- **Promotion-specific conditions**, defined by the administrator based on the characteristics and needs of each campaign: minimum amount, presence of a specific store, presence of a specific article or product, etc.



Validation with AI and OCR

The use of this combined technology is integrated into all types of promotions with the login system enabled, and it is presented as a **prerequisite** to participate in the promotion.

Once the receipt has passed the mandatory conditions to be validated, as the organizer, you can specify other advanced rules to check on the receipt:

- **Total amount of the receipt.** Validates that the submitted receipt meets the minimum amount. Example: the receipt amount must be equal to or greater than \$10.
- **Receipt date.** Indicate the valid date range for the purchase receipt, so the system will detect it automatically. Example: the receipt date must be from the current month.
- **Store name.** You can limit the promotion to specific stores within the chain.

- **Location.** Check that the receipt corresponds to a physical store in a location where the promotion is valid.
- **Presence of specific articles.** Confirm that the purchase receipt contains the item or products you selected in the condition.

For the store, location, and item conditions, it will be necessary to use the Receipt Tags tool, a system that allows you to create an internal dictionary with word rules that will be used to verify the validity of the receipts.



NOTE


→ The 5 types of rules can be combined with each other.
You can also create multiple rules of each type.





How does the receipt amount validation work?

The client will only need to upload the receipt. The system will validate automatically its amount on the image and that its value meets the validation rule.

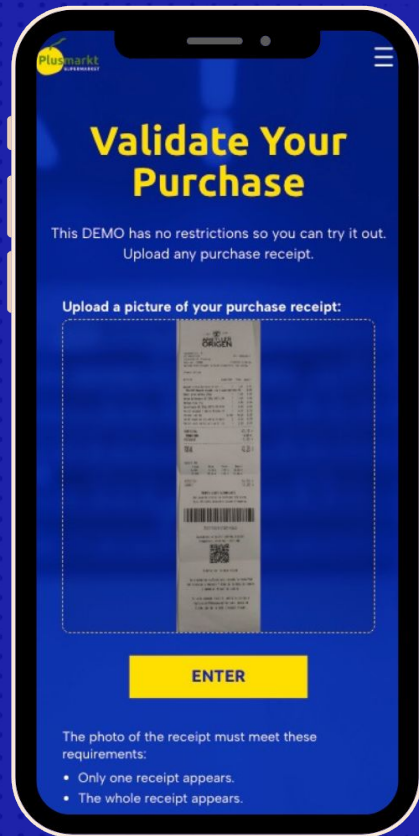
Conditions

 **Receipt total amount**
[Spent at least 20]



Operator: Equal to or greater than

Value: 20



How does the date validation work?

The system validates that the receipt date meets the date condition set.

You can specify a date range to ensure older receipts are not accepted and set the promotion's expiration day as the last day for receipts to be considered valid.

🔍 Conditions



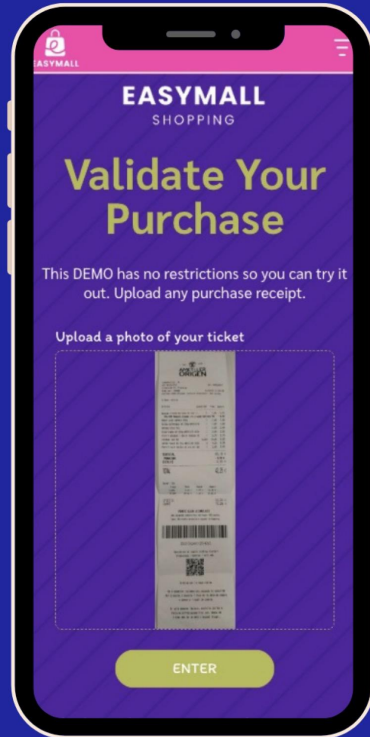
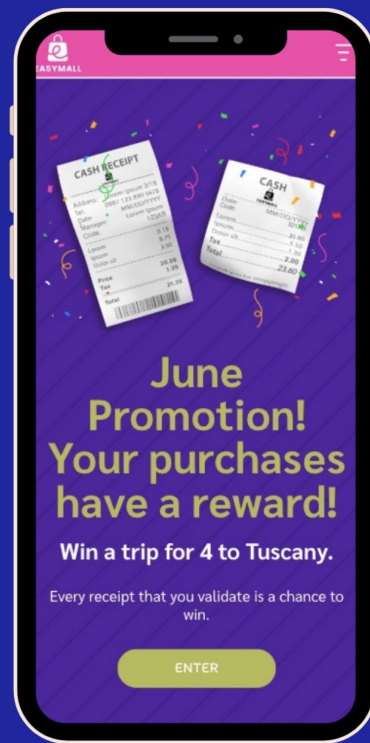
Receipt date

[Less than 07/01/2025]



Receipt date

[Equal to or greater than 06/01/2025]



How does the store validation work?

In this case, it is necessary for the promotion organizer to enable the Receipt Tags tool and create a store tag. There, they will add the names of the stores participating in the promotion and from which receipts will be accepted.

When the user uploads a receipt, the system automatically validates that the store name is written on it. If it is not, the receipt is considered invalid and goes to manual moderation.




Stores can be identified by:

- Name of the shop
- Address of the shop
- Tax ID / Fiscal information
- Phone number

The screenshot displays the 'Edit tag' interface. At the top, the title 'Edit tag' is followed by a horizontal separator. Below this, three configuration fields are visible: 'Tag type:' with a dropdown menu set to 'Store tag', 'Tag:' with a text input containing 'Flower Shops', and 'Color:' with a color picker showing a magenta color. To the right of the color picker are information and edit icons. Below these fields is a section titled 'Rules' with a dropdown arrow and an 'Add rule' button. Under the 'Rules' section, a card titled 'Store name' is shown. It contains a 'Field:' label and a 'Values' label with a help icon. A dropdown menu is open over the 'Field:' label, listing options: '-- Select --', '✓ Store name' (which is highlighted), 'Store address', 'Tax ID', and 'Phone number'. The 'Store name' card also has image and delete icons in its top right corner.



🔍 Conditions

 **Tag Store**
[E Burger Aarhus, EasyBurger Vejle or EBurger]  

Select fields:

E Burger Aarhus **EasyBurger Vejle**

EBurger Copenhagen **My Shop 2** **MyShop 1**

How does the location validation work?

To validate the location on a purchase receipt, it is necessary to create and customize a location tag. There, you can add the names that will form the location rule to detect this concept on the receipt.

Locations can be identified by:

- Name of the shop(s)
- Address of the shop(s)
- Phone number
- ZIP Code
- City
- Country
- Country code

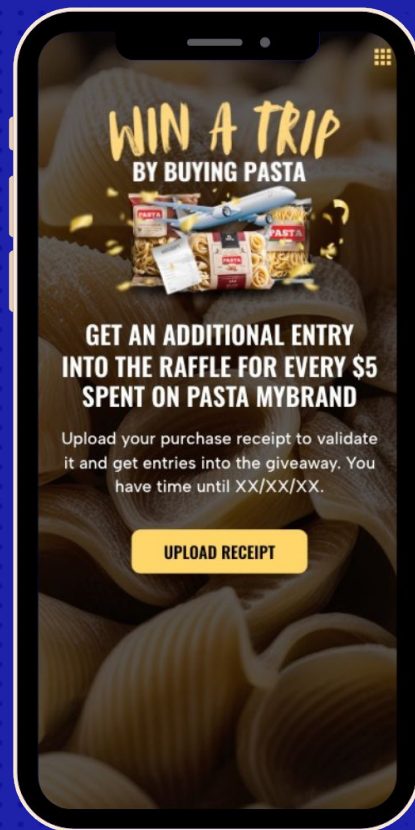
The screenshot displays the 'Create tag' interface. At the top, the title 'Create tag' is followed by a horizontal line. Below this, there are three configuration fields: 'Tag type:' with a dropdown menu set to 'Location tag', 'Tag:' with a text input containing 'Shops Locations', and 'Color:' with a blue color picker and information/edit icons. Below these fields is a section titled 'Rules' with a filter icon and an 'Add rule' button. Inside the 'Rules' section, there is a card titled 'Store name' with a list icon, a close icon, and a delete icon. The card contains a 'Field:' label and a 'Values' label with a help icon. A dropdown menu is open, showing a list of options: '-- Select --', '✓ Store name' (highlighted), 'Store address', 'Phone number', 'Postal code', 'City', 'Country', and 'Country code'.

How does the article validation work?

To validate that a purchase receipt includes a specific product, it is necessary to create and customize an article tag. There, you can add the words that will form the article rule to detect the product on the receipt.

You can add multiple values for the same article, especially if your product is sold through different distributors who do not use the same name to describe it, or generate receipts with different formats. You have the option to add values by:

- Description
- SKU (article reference)



Fraud controls in receipt validation

Easypromos incorporates several anti-fraud control mechanisms to ensure the **integrity and validity of the purchase receipts** uploaded by users.

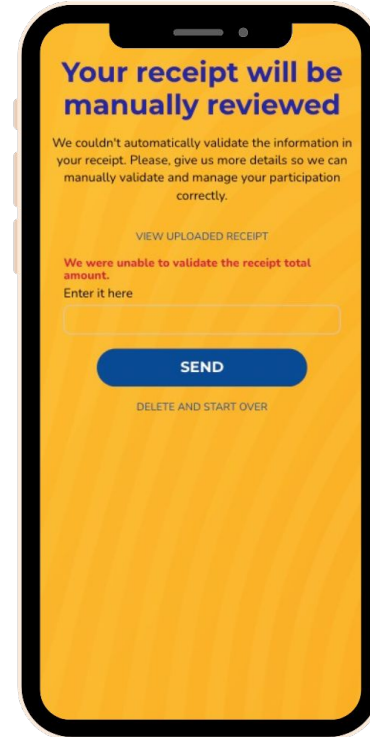
The following prevention controls are implemented:

1. Content verification.

- The system **verifies that the image is an actual photo of a purchase receipt.**
- Images of unrelated objects are rejected.

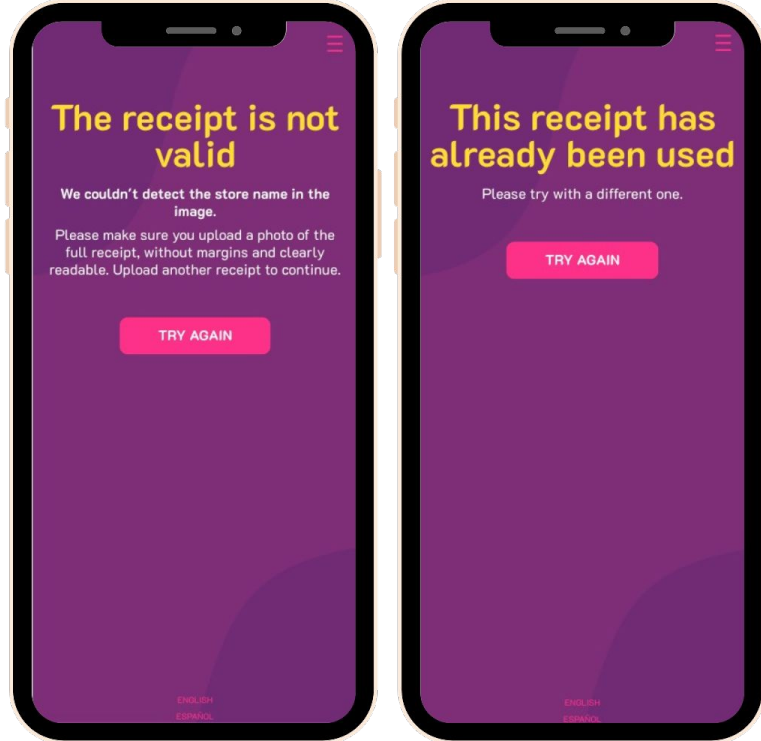
2. Validation of the receipt information. The system validates that the receipt in the image includes essential information:

- Total amount of the receipt.
- Receipt date.
- Shop/Company information.
- List of articles (line-items).
- Unique reference of the receipt.



Fraud controls in receipt validation

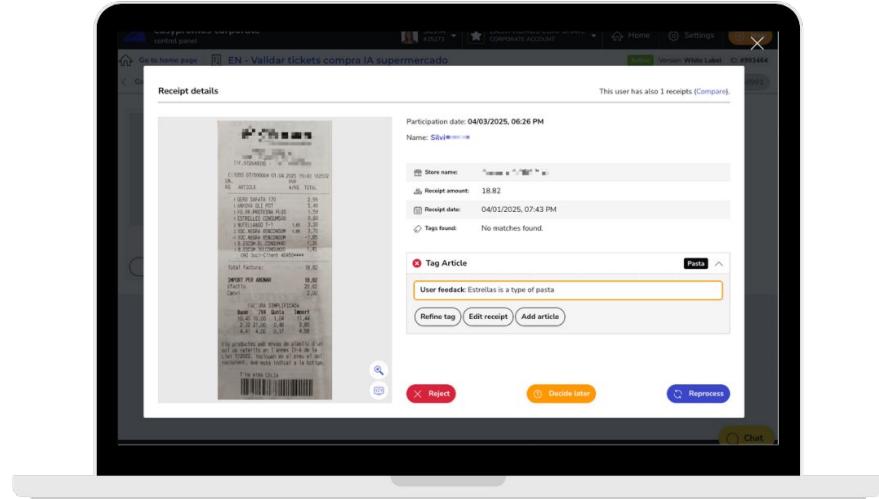
3. **Duplicate detection.** Uploading duplicate photos of the same receipt is blocked to prevent multiple validations of the same purchase.
4. **Uniqueness verification.** The system reviews that the receipt has not been used previously in other validations to prevent fraud through reuse.
5. **Receipt integrity control.** The AI tries to detect if the receipt image has been tampered with, altered, or contains elements that hide information, ensuring its authenticity.



Manual receipt validation tool

When the validation system detects a **receipt that does not meet a specific condition**, it classifies it as pending moderation and moves it to be manually reviewed by the promotion administrator. The Receipt Manual review tool is a console where you can review the receipts and perform three actions:

1. **Accept or reject the purchase receipts uploaded by users.** You will be able to see the receipt details, as well as the information contained in the receipt, and determine whether it is truly an invalid receipt or, on the contrary, should be considered as valid. Additionally, you will also be able to see the explanation or feedback provided by the client, which can help the reviewer with their decision-making.



Manual receipt validation tool

- 2. Modify the receipt information detected by the AI.** The receipt validation system with AI provides all the receipt information in a structured and organized manner. You can view and apply changes to this information from the Manual Review console, which is useful in case of errors in automatic detection by the AI. Example: If the AI has not detected the invoice amount correctly, the administrator can correct it so that the receipt is valid
- 3. Improve the information detected on the receipt.** The system also checks if the specific article, store, or location information you've provided is present in the receipt text. If it doesn't detect the concept, it sends it to manual validation for you to review. For example, if a store writes 'gnochis' with only one 'c' on their receipts, you can refine the article tag to include that variation. In this way, the system learns from each submission and, in future receipts, will automatically recognize this product name as valid. The more receipts are uploaded, the more accurate and efficient the validation process becomes.



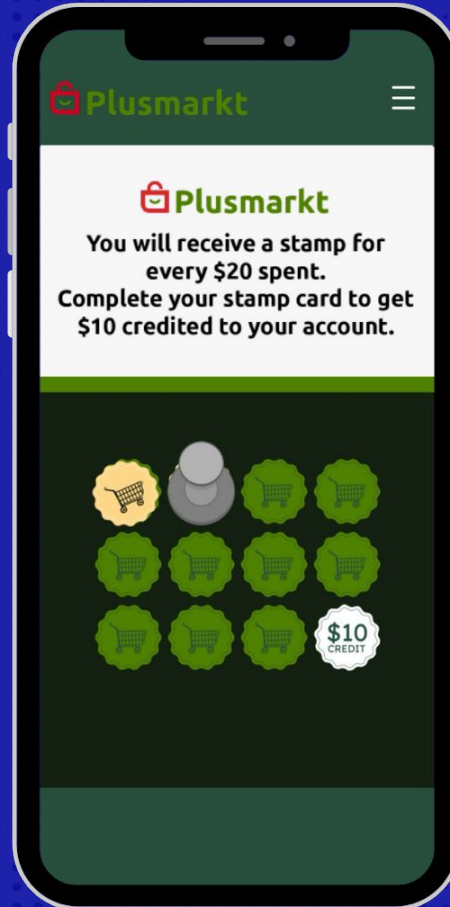
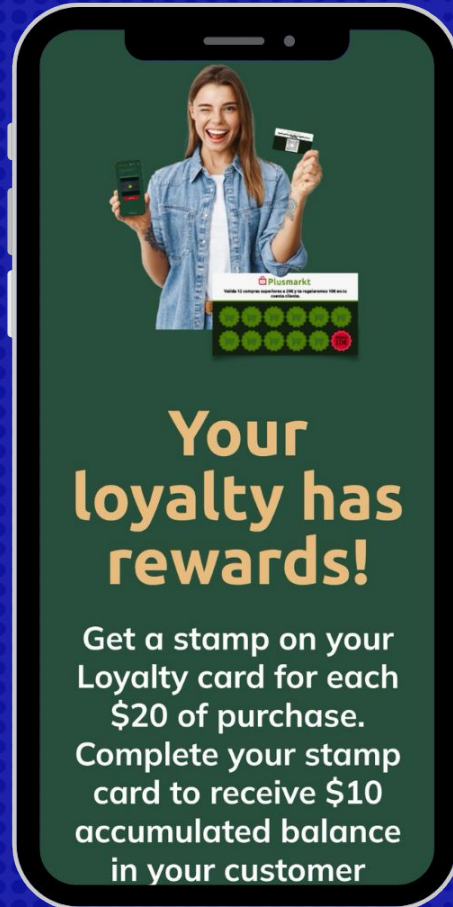
The screenshot shows a web interface titled "Tag Article" with a "Pasta" category dropdown. A "User feedback" box contains the text "Estrellas is a type of pasta". Below this, a list of items is shown with their associated tags: "Pasta", "contains => noodles", "contains => pasta", "contains => cuscus", "contains => gnocchis", and "contains => gnocchi". A "Text to match:" input field contains the word "estrellas" and is accompanied by a green checkmark icon. A "Finish refining" button is located below the input field. At the bottom of the interface, there are three buttons: "Reject" (red), "Decide later" (orange), and "Reprocess" (blue).

Receipt validation and prize distribution

Receipt validation with AI is compatible with most of the applications offered on the Easypromos platform. The ideal approach is to combine this validation process with the awarding of a prize. That is, by filling out the registration form and validating the receipt, the participant is entitled to access the prize through one of the following options:

- **Giveaway.** The participant receives an entry in the raffle and must wait until the winners are randomly drawn.
- **Prize Wheel.** The participant can spin the wheel to discover if they win a prize.
- **Instant Wins.** The participant discovers instantaneously if they have won a prize based on the date they registered.
- **Scratch and Win.** The participant can scratch the card and see if a prize is hidden underneath.
- **Stamp card.** The participant can receive a stamp on their loyalty card for each validated purchase receipt.
- **Virtual coins.** The user earns virtual coins for each validated receipt or based on its amount. These coins can then be exchanged for prizes and rewards.





Receipt validation and structured information

One of the major challenges in receipt validation is the diversity of formats, layouts, and printing styles used by different stores. To address this challenge, Easypromos' AI validation system not only **reads the content of the receipt** but also **intelligently interprets and structures it**.

The system automatically extracts each of the key elements of the receipt organizing them in a structured format that facilitates processing. The identified data includes:

- Name and location of the retailer store.
- Date and time of the transaction.
- Lines of products purchased
- Totals per line and overall receipt amount.

The extracted data **can be sent via API, CSV or Webhook**, making it easier to integrate with CRM systems, loyalty platforms, or data analysis tools.



VALIDATE YOUR PURCHASE RECEIPT NOW

Upload an image of your receipt:



ENTER

The picture of the receipt must meet these requirements:

- Only one receipt appears.

```
{
  "header": {
    "store_name": "EASYMARKET",
    "store_address": "C/Nueva, 9",
    "date": "2025-03-14",
  },
  "line_items": {
    {
      "article": "PASTA FRESCA",
      "sku": "",
      "quantity": "1",
      "total": "3.19",
    }
  ],
  "footer": {
```



API

CSV

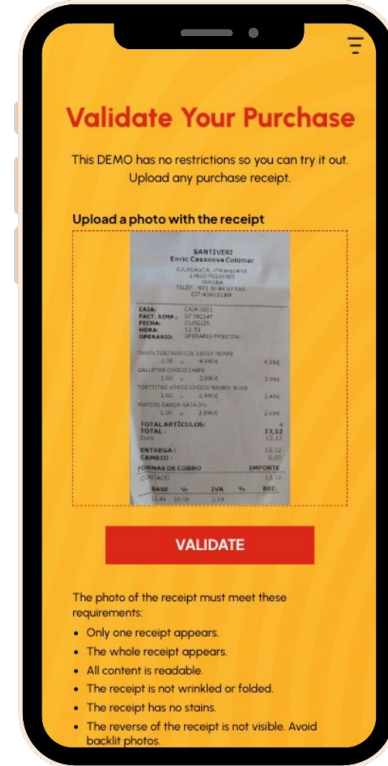
Webhook

Risk 1:
False negatives

A false negative occurs when **the system does not correctly detect the text on a purchase receipt and therefore cannot validate it**, even though it is real and meets the conditions

In most cases, a false negative is due to poor image or receipt quality from the user. To mitigate this and minimize user communication with the brand, the system includes the following options:

- **Instructions for the user:** By default, Easypromos includes instructions with basic information to help clients upload their receipt. The instructions cover all the essential details and recommendations, such as: a receipt without stains, a readable receipt, one receipt per photo, avoiding a backlit photo, etc. Additionally, you can modify or complete these instructions, for instance, by adding a contact email in case of issues.
- **Error notifications and the simplicity of uploading a new receipt.** The validation system includes user-friendly error messages so that the user understands the reason their receipt could not be validated and can review the instructions to upload a new image.
- **Manual review and validation.** When a receipt does not meet the specific conditions of the promotion, the client can explain why they believe their receipt should be considered valid, and the system will redirect it to the manual validation tool.



Risk 2:

Fraudulent receipts

Although the system includes fraud controls to minimize bad practices, users may still resort to counterfeiting.

To prevent this case, we recommend that the organizer of the promotion:

1. **Actively monitor the receipts uploaded by users** to detect potential fraudulent receipts as soon as possible and adjust the validation conditions.
2. **Include discouraging messages to the user** indicating that participants who upload fraudulent receipts will be disqualified. These discouraging messages should be present in:
 - A clause in the legal terms of the promotion..
 - On the receipt upload screen, either in the instructions or in the promotion description.
3. **Specification in the legal terms** in which the purchase receipt is requested to be kept and shown at the time of claiming the prize.



Examples of use:
Prize Wheel

In a promotion of the prize wheel type, you can activate the purchase receipt requirement so that only users who upload a valid receipt can spin the wheel. For each purchase receipt, the client receives a new opportunity to spin the wheel.

With automatic validation, you can add a condition stating that receipts should only be considered as valid if their amount is greater than \$10. You can also offer additional spins in the wheel for every \$10 spent at the shop. The higher the receipt amount, the more chances to win.

[Enter our example DEMO](#)

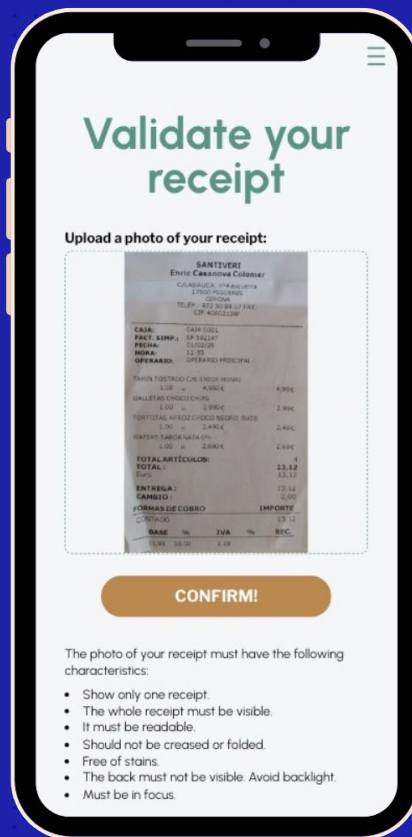
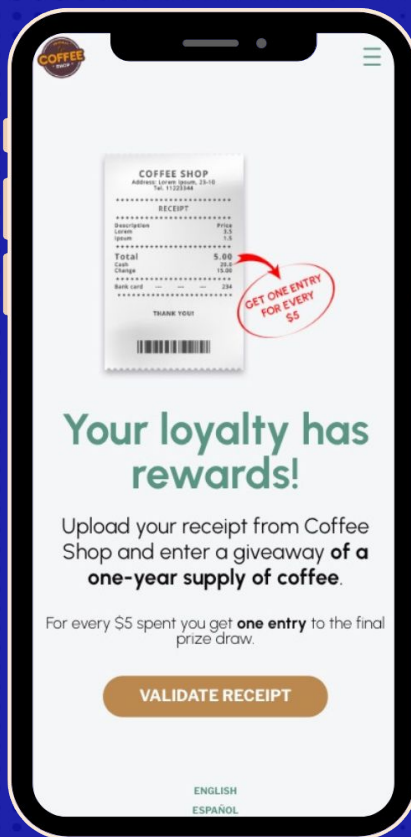


Examples of use:
**Giveaway offering additional
entries**

In a **giveaway-type promotion**, you can ask users to upload a valid purchase receipt and offer additional entries in the drawing for a grand prize, depending on the amount spent at the store.

If a lot of participation is expected or there are many prizes, it is recommended to enable automatic validation. The system can automatically validate the brand or store name, the receipt date, or the minimum amount to participate.

[View DEMO Example](#)



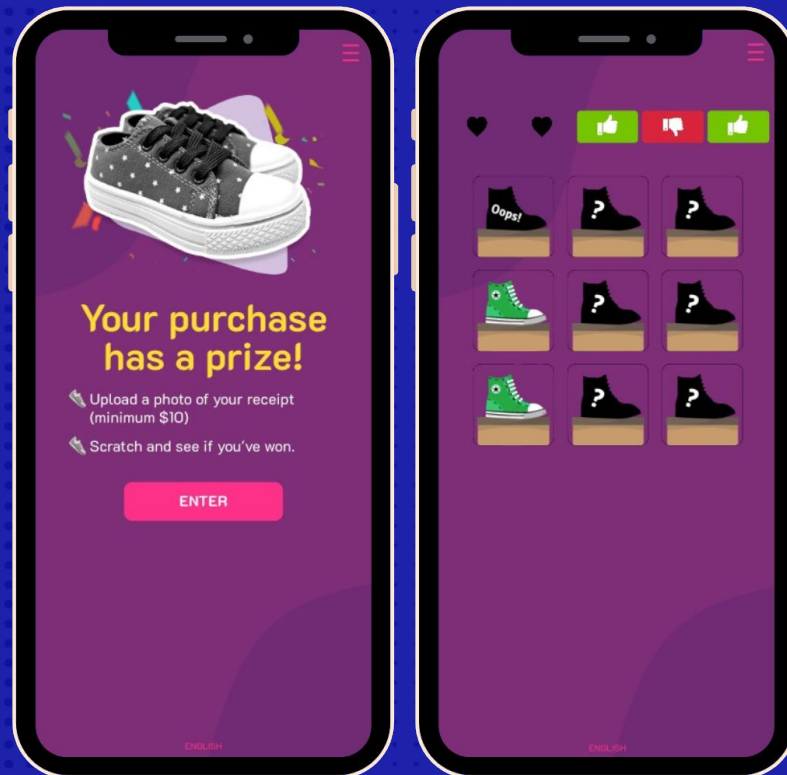
Examples of use:

**Scratch and Win with receipt
validation**

In a promotion with direct rewards, users can upload a purchase receipt and instantly find out if they have won a prize. These are dynamic formats commonly used, such as '**Scratch and Win**' or '**Reveal and Win**,' which distribute prizes based on probabilities or "Instant Wins".

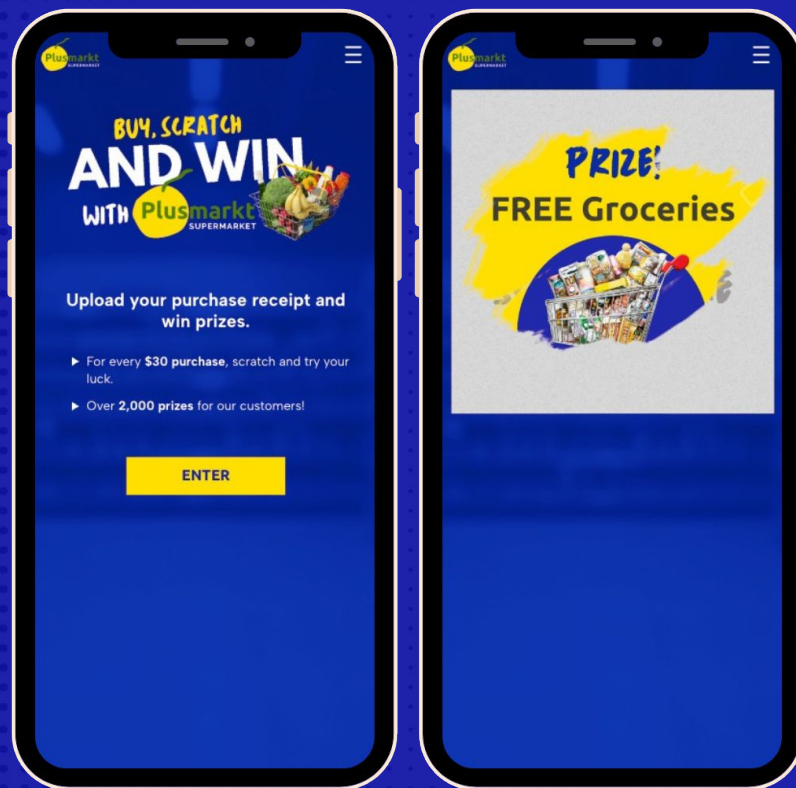
With automatic receipt validation, you can introduce requirements such as the purchase date. This ensures that only clients who make a purchase within specific dates can participate in the promotion. This option is especially recommended for short-term campaigns when you want to encourage quick purchases.

[View DEMO example](#)



Another example of direct prizes based on probabilities is the Scratch and Win with receipt validation. In the following demo, you can see how purchases are encouraged at the shopping mall during sales season, which also helps boost the average transaction amount and repeat purchases.

Try DEMO example

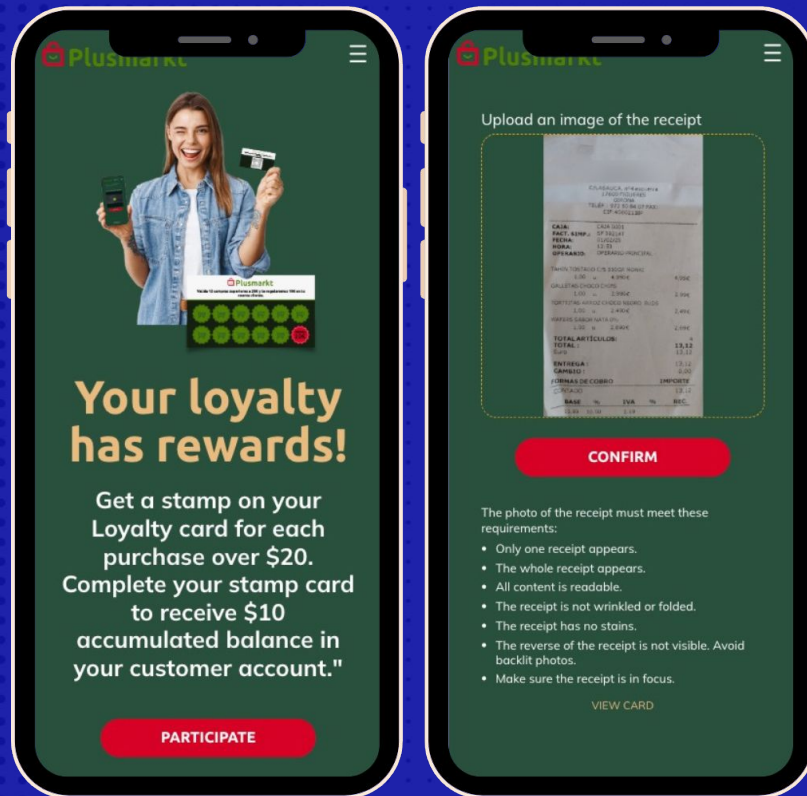


Examples of use:
Digital stamp card

In a **digital stamp card promotion**, users can upload a receipt to prove their purchase and get their loyalty card stamped.

With automatic receipt validation using AI, you can automate the stamping process. For example, you can set it up so that the client receives a stamp for every \$10 spent. The tool will automatically validate it based on the amount of the uploaded receipt.

Enter DEMO example

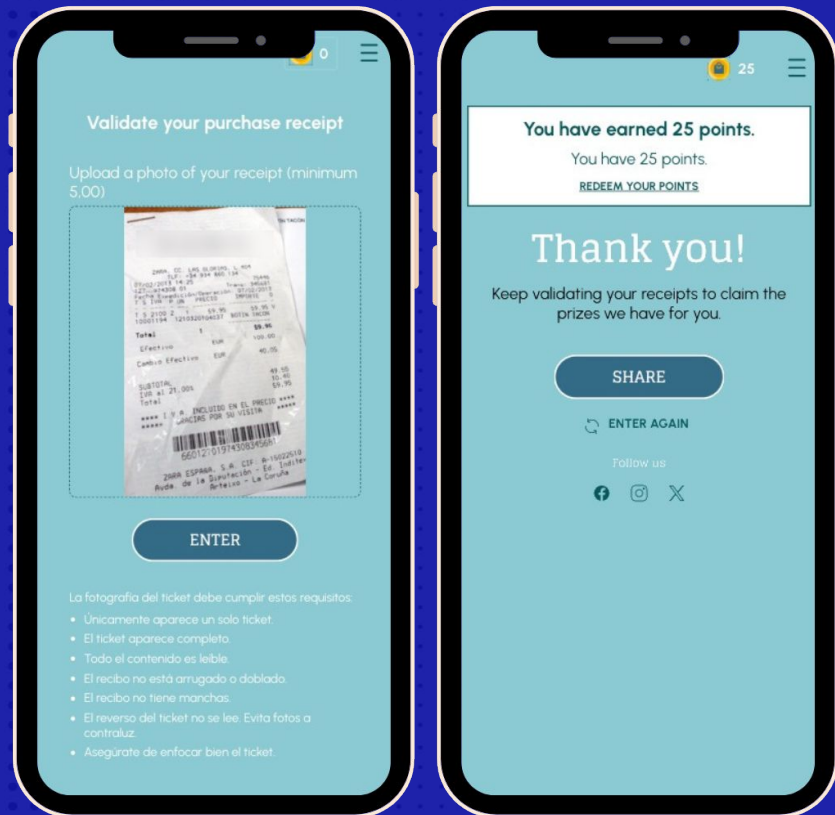


Examples of use:
Promotions with virtual coins

In a loyalty promotion where virtual coins are awarded, users can upload a receipt to prove their purchase and receive virtual coins in return. By earning virtual coins with each purchase, they will be able to exchange these for prizes and rewards.

With automatic receipt validation using AI, you can automate the entire process and reward participants with coins. For example, you can set it up so that the participant earns 5 coins for every \$10 spent on the validated receipt.

Enter DEMO example



Contact

Technical Support:

Live chat at www.easypromosapp.com and for support outside chat hours, support@easypromosapp.com

Would you like to discuss your project?

Schedule a video meeting with the sales team.

Schedule a meeting





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Validate Receipts with AI

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