



# Validate Receipts with OCR



# Use purchase tickets and invoices for online promotions

**Purchase receipts** have been commonly used as a participation requirement in **client-exclusive promotions** all over the world.

Prior to COVID-19, customers often presented their receipts to shop assistant and cashiers in order to receive discounts, free product samples or enter giveaways. However, with the sudden change from brick and mortar to 'brick and click' and increase in online shopping, brands are now more interested in solutions that **allow shoppers to upload their receipts to online platforms** that can be then accessed by promotion organizers to review the receipts.

Brands that don't require a specific text to be visible on the ticket (for example, a product name) often opt for **manual receipt verification**.

There are two options for manually validating receipts:

**PRE-PARTICIPATION validation:** The organizer checks the purchase ticket and gives the participant access to the promotion (for example, a special access code). Possible use: a shopping center runs a promotion for their customers. The mall puts a special stand where clients head to present their receipts. The shopping center employee validates the ticket and gives the customer a code to access the promotion.

**POST-PARTICIPATION validation:** The organizer checks the tickets after participants enter the promotion. Possible use: a user enters a website and is required to upload a purchase ticket to enter a promotion. Once they register, the organizer reviews the receipt to confirm if the user is eligible to participate in the promotion.

# Post-participation ticket validation

Post-participation validation has been gaining traction, as it allows the organizer to run a promotion with less costs and human resources. However, to minimize fraud, organizers must review each ticket manually, which takes a lot of time.

But there's a solution to this problem; **with Easypromos you can validate purchase tickets automatically.**

Our platform uses the OCR (Optical Character Recognition) system that allows you to automate the ticket validation process and therefore provide a better participation experience. We're about to show you how to use the Optical Character Recognition technology and the **Easypromos anti-fraud system** work.



## 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

# The OCR system

The OCR technology recognizes text, numbers and characters printed or displayed on images, which means that the system can be used to create promotion participation requirements like minimum spend amount or shop name or location.

All Easypromos applications that come with activated login can be integrated with the OCR system, which is used as participation prerequisite. You can create four different participation requirements:

- Text. Only receipts that come with a specific word or text will be accepted; it can be the name of your shop, product or store location, for example: “My Shop”, “MyCity”, “MyProduct”.

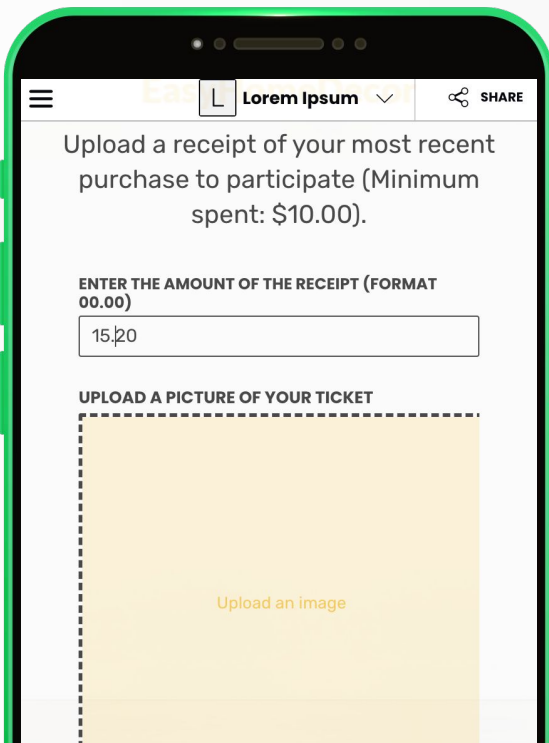
- Minimum spend amount. For example, tickets will only be accepted as valid if the purchase amount exceeds \$10.
- Unique code. The promotion organizer uploads a list of unique codes that must appear on the receipts. The system will accept the ticket only if the unique code is on the list uploaded by the organizer and if it hasn't been already validated/used by other participant.
- Purchase date. For example, only receipts for purchases made within the last month will be accepted.

All four participation requirements can be combined.

You can also create multiple requirements of the same time.

## How automatic ticket validation works: minimum spend amount

The participant introduces the amount visible on the receipt and then uploads the picture of that ticket. The system then automatically checks if the indicated amount is visible on the receipt and if the amount spent by the participant meets the participation requirement.



The smartphone screen displays the 'Easy' app interface. At the top, there's a header with a menu icon, the 'Easy' logo, a dropdown menu showing 'Lorem Ipsum', and a 'SHARE' button. Below the header, a message reads: 'Upload a receipt of your most recent purchase to participate (Minimum spent: \$10.00)'. This is followed by a form section titled 'ENTER THE AMOUNT OF THE RECEIPT (FORMAT 00.00)' with a text input field containing '15.20'. Below this is another section titled 'UPLOAD A PICTURE OF YOUR TICKET' with a large dashed rectangular area and the text 'Upload an image' in the center.

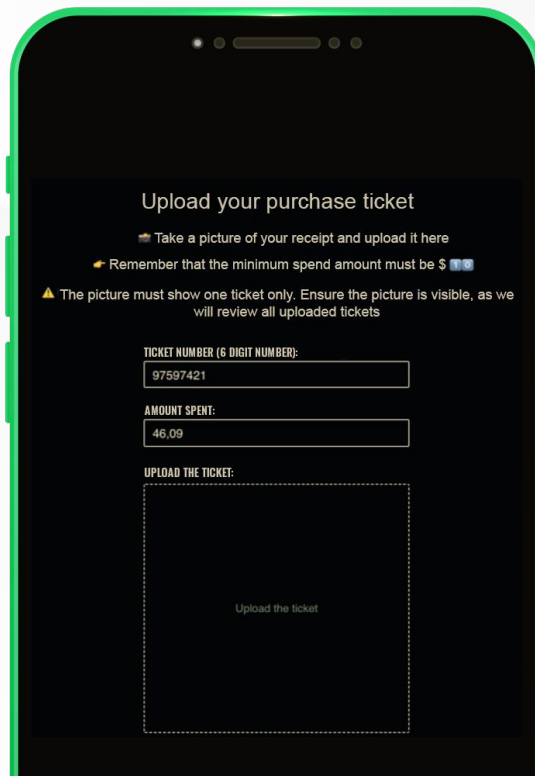
### Conditions

[ADD CONDITION](#)

- |   |   |   |   |
|---|---|---|---|
| > | <b>ticket_amount</b><br>Greater than 10 |  |  |
| > | <b>text_length</b><br>Greater than 100  |  |  |

## How automatic ticket validation works: unique code

The participant introduces the unique code and the system validates if the code is visible on the uploaded ticket and if it appears in the list provided by the organizer. The system will also check if the code hasn't already been registered.

A smartphone screen displaying a form titled "Upload your purchase ticket". The form includes instructions to take a picture of a receipt, a reminder about a minimum spend amount, and a warning to ensure the ticket is visible. It features input fields for a 6-digit ticket number (97597421) and the amount spent (46.09). At the bottom, there is a dashed box for uploading the ticket image, with the text "Upload the ticket" centered inside.

Upload your purchase ticket

📷 Take a picture of your receipt and upload it here

💡 Remember that the minimum spend amount must be \$ 10

⚠️ The picture must show one ticket only. Ensure the picture is visible, as we will review all uploaded tickets

TICKET NUMBER (6 DIGIT NUMBER):

97597421

AMOUNT SPENT:

46.09

UPLOAD THE TICKET:

Upload the ticket

# Fraud control in automatic ticket validation

Easypromos has introduced fraud prevention controls for the following scenarios:

1. **A participant uploads the same picture twice:** The system detects duplicated images, preventing participants from participating more than once with the same picture.
2. **A user wants to upload the same receipt but with another picture:** The system incorporates a similar photo detection control, with different levels of sensitivity.
  - a. To fully prevent this from happening, use the unique code verification requirement.
3. **A user falsifies/tampers with their purchase receipt:** The system comes with character length control, along with text conditions.

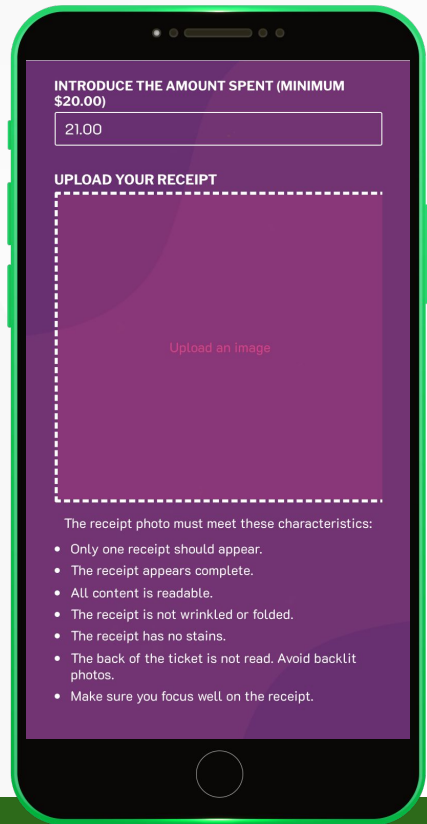


## Risk 1: False negatives

A false negative happens with the **OCR system doesn't correctly detect the text of the uploaded ticket and rejects the receipt**, even though the ticket complies with participation requirements.

This normally happens when the quality of the uploaded image is poor or if the ticket has been folded multiple times. To avoid this from happening and minimize the need for user communications with the organizing company, there are two options that you can use:

- **Instructions:** The OCR system used by Easypromos includes basic instructions by default. The instructions explain that the receipts must be readable, not wrinkled or folded, with no stains, etc. Additionally, the organizer can modify and personalize the instructions to, for example, add an email address that participants can reach out to in case of problems.
- **Error codes and the ease of uploading new photos:** The validation system includes error codes that are very user-friendly so that the participant can easily understand why their ticket wasn't validated.



## Risk 2: Fraudulent receipts

Although the system comes with fraud prevention controls, some users might be able to perform fraudulent practices and validate receipts that have been tampered with.

To prevent this from happening, we recommend that you:

1. **Actively monitor the receipts uploaded by users** to detect possible fraudulent tickets.
2. **Share warning messages** that all participants that tamper with their receipts or upload false tickets will be disqualified. These messages must be included in:
  - a. Promotion terms and conditions
  - b. On the screen where users upload their tickets, for example, in the instructions or promotion description.

# Ticket validation and prize distribution

**Ticket validation with OCR** is compatible with many promotion types offered by Easypromos. However, we recommend combining the validation process with offering prizes to participants. In other words, by filling out the registration form and correctly validating the ticket users should get a chance to win a prize by:

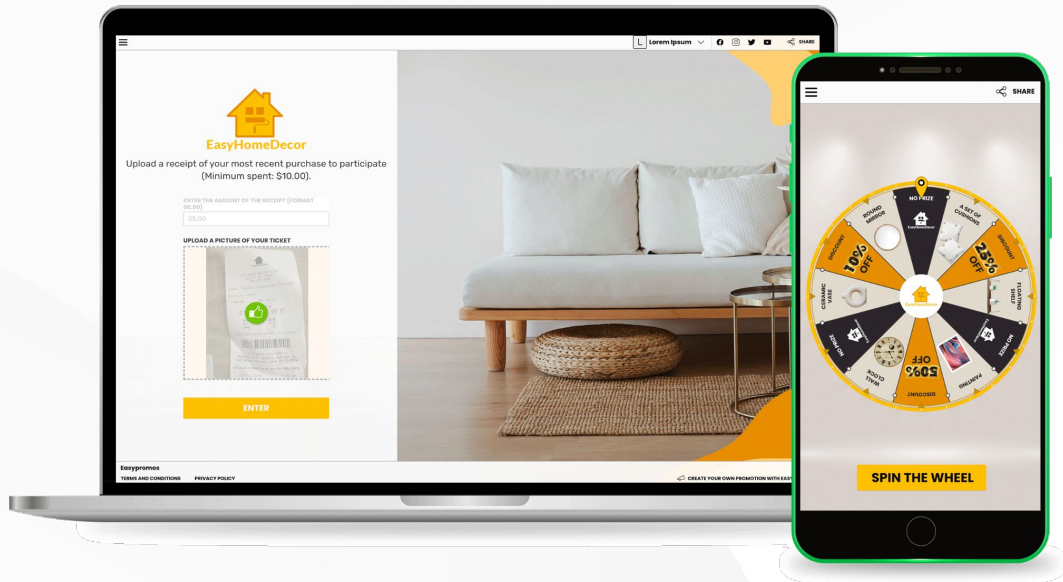
- **Entering a giveaway.** Participants enter your giveaway and have a chance to win a prize raffled in your prize draw.
- **Getting to spin a prize wheel.** The user spins the wheel to see if they've won a prize.
- **Winning moments.** Participants find out if they've won a prize depending on the day and time they registered in the promotion.

## Example - Spin the Wheel

Organize an online prize wheel and activate the **receipt validation requirement** so that only users that upload purchase tickets will be able to spin the wheel. Give participants new opportunities for each new ticket they validate.

*For automatic validation you can set a requirement that the validated receipts must exceed \$30 and that the organizer's VAT number is visible on the ticket.*

[Try our Spin the Wheel with receipt validation DEMO](#)

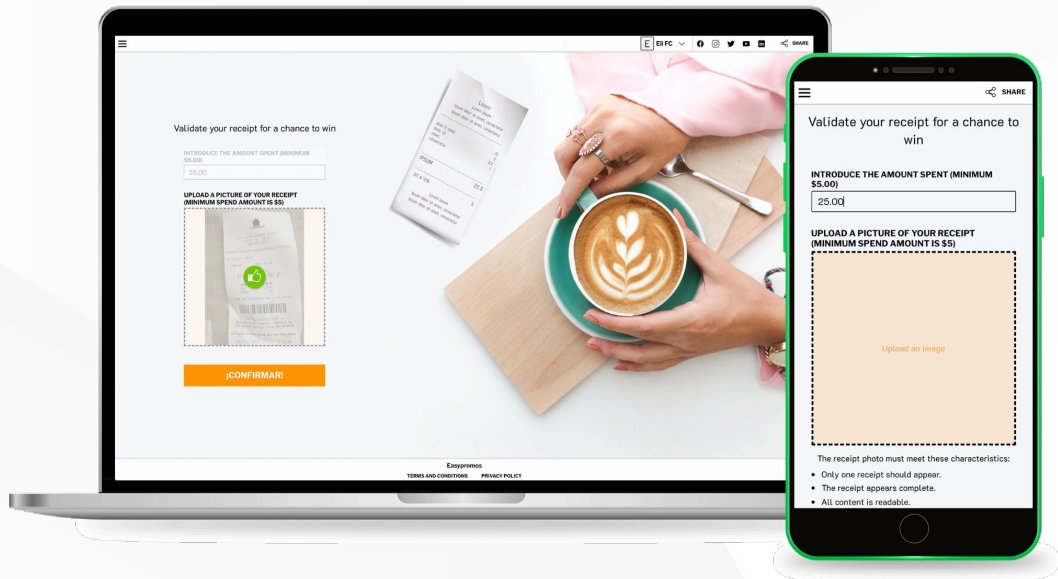


## Example - Giveaway with extra entries

Run a giveaway and give extra entries to users that upload their purchase receipts.

*If you're expecting a high number of participants or if you have many prizes to give away, it's recommended to use automatic ticket validation. You can create a participation requirement where users must introduce the simplified invoice number or unique code visible on their receipt. The OCR system will check if the code introduced by the participant is visible on the receipt and if it hasn't already been used in the promotion.*

[Try our giveaway DEMO with ticket validation](#)

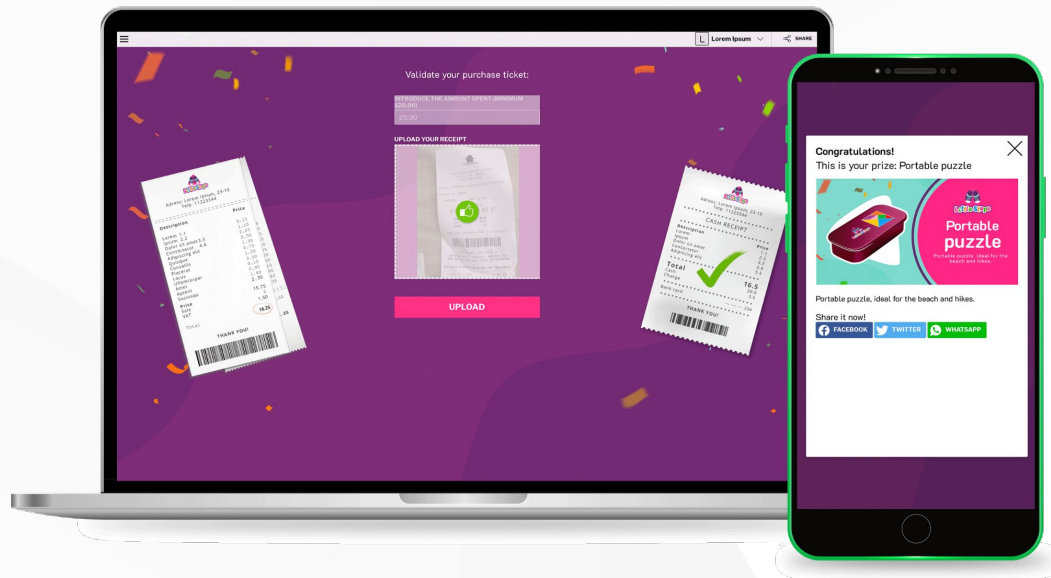


## Example - Receipt validation and winning moments

In **Instant Win promotions** users upload their purchase receipt and find out straight away if they've won a prize.

*With the automatic ticket validation you can set participation requirements based on the purchase date. This means that only users that made their purchase within specific date range can participate. This option is especially recommended for short-term promotions and campaigns.*

**Try our Instant Win DEMO with ticket validation**





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